USING COMMUNITY-ENGAGED PARTNERSHIPS TO INCREASE COMMUNITY WIDE PHYSICAL ACTIVITY IN IOWA COMMUNITIES; IMPLICATIONS OF ACTIVE OTTUMWA.

ACKNOWLEDGEMENTS AND DISCLAIMERS

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We have no other relationships to disclose.
Prevention Research Centers (PRCs) are funded through the Centers for Disease Control and Prevention (CDC)

- PRCs are a network of 26 academic research centers throughout the US
- PRCs study how individuals and their communities can avoid risks for chronic illnesses.

https://www.cdc.gov/prc/index.htm
Active Ottumwa is a partnership between the University of Iowa’s Prevention Research Center for Rural Health and the City of Ottumwa. Our main goal is to promote healthy lifestyles by creating more physical activity opportunities for adults in Ottumwa.

- To encourage community members to use Ottumwa's parks and recreational facilities for physical activity
- To increase the number of Ottumwa community members who are physically active
WHY ACTIVE OTTUMWA?

The Centers for Disease Control and Prevention recommends 150 minutes of moderate intensity activity per week

- Minutes spent physically inactive has steadily increased in Wapello County since 2005
- 99th out of 99 counties in health behaviors

http://www.countyhealthrankings.org/app/iowa/2016/rankings/wapello/county/outcomes/overall/snapshot
OTTUMWA COMMUNITY ADVISORY BOARD (CAB)

- Wapello County Public Health Department
- United Way
- ISU Extension
- Indian Hills Community College
- Ottumwa Community School District
- Southern Iowa Economic Development Association
- YMCA
- Park and Recreation Department
- Local Bank
STUDY DESIGN AND TIMELINE

**Preparation**
- Identify, recruit, and train PALs
- Develop and adapt intervention activities

**Baseline**
Longitudinal cohort measures

**Year 1**

**Year 2**

**Year 3**

**Year 4**

**Year 5**

**Implementation**
Observational & 12-month Cohort

**Evaluation**
- Cross-sectional Survey

**Follow UP**
Longitudinal cohort measures

**Dissemination**
- Data analysis
- Dissemination of results
- Development toolkit
ACCOMPLISHING OUR GOALS

Build relationships with local organizations (establish a CAB)

Recruit and train Physical Activity Leaders and Active Ottumwa Ambassadors

Promote physical activities throughout the community

Participation in community events

Communicate positive messages about physical and mental health

Increase levels of physical activity and active lifestyles
INTERVENTION STRATEGIES

Menu of Activities

- Informational Strategies
- Motivational and Support Strategies
- Environmental Strategies

https://www.thecommunityguide.org/topic/physical-activity
INFORMATIONAL STRATEGIES

- Television, radio, newspaper
- Website and social media
- Public health programs (ex: community events)
- Strategized media campaign (4-months)

2018 Community Survey of ~950 residents showed that 42% of residents had heard of Active Ottumwa (n=253)
COMMUNITY OUTREACH

145
Community Events Attended

9,235
Marketing Materials Distributed

825
Average Facebook Organic Post Reach

1,390
Total page “Likes”
From the time the AO Facebook page was created (March 22, 2017) to May 2018, AO posts had **384,755** points of reach. One AO post reached **over 4,600** people!
MOTIVATIONAL AND SOCIAL SUPPORT

- Individual Needs
- Positive Reinforcement
- “Buddy” Contracts
- Goal Setting
- Active Lifestyle Mindset
- Reducing Barriers
- Health Education

Physical Activity Leaders (PALs)
- Increased free physical activity programming
- Physical activity locations expanded— including a Mall Walking program
- Relationships between city decision makers (Mayor, City Administrator, Parks Board of Supervisors)
- Wapello County Trails System
ACTIVITIES AND AMBASSADOR SUPPORT

Free Community Activities

Walking Groups

Dance

Strength Training

Water Walking

Tai Chi

Yoga

FEBRUARY 2019 CALENDAR OF EVENTS

Monday

Walking Groups
• Christie Starr @ 9:30-10:00 AM at the Active Ottumwa kiosk in Quincy Place Mall "No Walking 2/18"
• Peggy Watson @ 11:30-12:30 PM at Bridge View Center
• Brandy Vanderpol @ 6-7 PM at the Active Ottumwa kiosk in Quincy Place Mall

Tuesday

Walking Group @ 8-9 AM
Betty and Remi Panliqui at Quincy Place Mall
Video Led Yoga @ 5:30-6:30 PM
Stacie Regan at "The Lodge" behind the Good Samaritan Center.
Take Albia Rd to Ridgewood Care Center, turn left on Skyline Dr., at 3 way stop, turn right and follow road to the left to The Lodge.
We encourage those attending to meet Stacie at the front door no later than 5:20 pm as the doors are locked for security reasons after the start of class.

Cardio Toning/Strength Training @ 6:30-7:15 PM
Brittany Forrett @ "The Lodge" See directions under Yoga Meet Stacie at the front door at 6:20 pm, doors locked after start of class.

Square Dance Lessons @ 7:9 PM
Robin Ragan @ Wilson School @ 1102 E 4th St.
Square Dance Lessons now accepting new dancers at ANYTIME! Come learn something new!

Wednesday

Walking Group @ 9:30-10 AM
Christie Starr at the Active Ottumwa kiosk in Quincy Place Mall
Body Groove @ 5:30-6:15 PM
Christie Starr @ "The Lodge" behind the Good Samaritan Center.
Take Albia Rd to Ridgewood Care Center, turn left on Skyline Dr., at 3 way stop, turn right and follow road to the left of The Lodge
We encourage those attending to meet Christie at the front door no later than 5:20 pm as the doors are locked for security reasons after the start of class

Thursday

Walking Group @ 8-9 AM
Betty and Remi Panliqui at Quincy Place Mall
Dance Fitness @ 5:30-6:30 PM
Dana Overturf at Ottumwa Regional Health Center, front entrance, third door to the left

Friday

Water Walking & More @ 5:30-6:30 PM
Lou LaRose at the YMCA

Saturday

Tai Chi @ 10:30-11:30 AM
Mary Hart at Ottumwa Regional Health Center, Conference Room A

Stop by the Active Ottumwa table at the Home & Garden Show, Saturday February 23rd & Sunday February 24th Register to win a $25 HyVee Gift card!

Please sign in at the Active Ottumwa kiosk at Quincy Place Mall whenever you walk and complete a raffle ticket! We will pick them up!
Activities offered June 2016 – May 2018
PHYSICAL ACTIVITY LEADERS & AMBASSADORS TRAINED

53 Trained PALs  20 Active PALs  9 Trained & Active AOAs
CLASS OFFERINGS AND PARTICIPATION

489 Unique participants returning

5,013 Instances of participation

887 Number of activities offered
ACTIVE OTTUMWA AMBASSADOR (AOA)

- Promote AO activities
- Advocate for AO programming
- Motivate friends and family to join AO activities
- Connect people to AO health knowledge resources
- Support participants to continue involvement and reduce dropout
SUPPORTING OUR PALS

- PAL Dashboard
- Monthly Newsletters
- Bi-weekly check-ins
- Tangible resources and stipend
- Social Gatherings
- Building a “community” (organize events and attend events)
On average, Iowa’s micropolitan areas have not recovered from the 2008 recession as well as metropolitan areas.

- Iowa’s micropolitan areas have higher poverty and unemployment rates than either metropolitan areas or other rural areas that are not micropolitan.

- Growing diversity in terms of race/ethnicity and immigration

UNDERSTANDING RURALITY

Geography
A micropolitan community in Wapello, County

Demographics
New destination community
High poverty rates

Occupation
1. Pork Production
2. Agricultural Equip
3. Medical Field

Digital Divide
8th out of 99 counties in Broadband access
Above average on the U.S. digital divide index

Access to Care
Rank out of 99 counties in RWJF’s health factors and health behaviors

Infrastructure
Ongoing downtown revitalization projects

Social Capital
86th out of 99 counties on Penn State’s social capital index

Political Voice
Low voter turnout (96th out of 99 counties)

EVALUATION MEASURES

**Parks and Rec**
- Measure park and recreational facility usage - SOPARC

**Physical Activity**
- Track participation of community members at every sponsored activity

**Both**
- Sample of 142 Ottumwa residents - Cohort followed over two years with survey and actigraph worn
- 2018 Community-wide survey
EVALUATION MEASURES-COHORT

- Sample of 142 Ottumwa residents-Cohort followed
  - Measurements at baseline, 12- and 24-months
  - Survey
  - Anthropomorphics (weight, waist, blood pressure, height)
  - Accelerometer – seven days

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### Evaluation Measures

<table>
<thead>
<tr>
<th>Name: ___________________</th>
<th>Date: ____________</th>
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<tbody>
<tr>
<td>Height: ______</td>
<td></td>
</tr>
<tr>
<td>Weight: ______</td>
<td></td>
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<tr>
<td>Blood Pressure: __________</td>
<td></td>
</tr>
<tr>
<td>Systolic: ______</td>
<td></td>
</tr>
<tr>
<td>Diastolic: ______</td>
<td></td>
</tr>
<tr>
<td>Waist Circumference: _____</td>
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**Blood Pressure** is written as two numbers. The first (systolic) number represents the pressure when the heart beats. The second (diastolic) number represents the pressure when the heart rests between beats. Over time, high blood pressure can result in damaged blood vessels and other health complications, including heart attack and stroke. Below is a chart for classifying blood pressure levels:

<table>
<thead>
<tr>
<th>Blood Pressure</th>
<th>Systolic</th>
<th>Diastolic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal Blood Pressure</td>
<td>Less than 120 mmHg and Less than 80 mmHg</td>
<td></td>
</tr>
<tr>
<td>Prehypertension</td>
<td>120-139 mmHg OR 80-89 mmHg</td>
<td></td>
</tr>
<tr>
<td>Hypertension</td>
<td>140 mmHg or higher OR 90 mmHg or higher</td>
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*We will contact you for follow-up in ________________.*
EVALUATION MEASURES-COMMUNITY SURVEY

Both

- 2013 baseline community-wide survey n=1101
- 2018 Follow up community-wide survey n=956

Ottumwa survey reports are available on our website https://prc.public-health.uiowa.edu/ottumwa-health-survey-results-2/
DOES IT WORK?
Partnerships have been Key

Importance of identifying and recruiting PALs and AOAs

Plans for future expansion

Manual of Implementation
NEXT STEPS

- Develop an evidence-based toolkit for local government and community-based organizations in rural micropolitan communities on how to adapt and implement programs to promote and increase PA

- Determine the cost and resources needed by the local government to implement such programs

- Develop a guide of strategies and activities to establish participatory partnerships to build capacity and collaboration of local organizations in micropolitan settings across the United States

- Examine the maintenance of physical activity changes at 24-months
REFERENCES


Are there any other questions?

To learn more about the UI PRC and Active Ottumwa please visit our website at https://prc.public-health.uiowa.edu/

Active Ottumwa has a Facebook page please visit us there! https://www.facebook.com/OttumwaOnTheMove/

You can get in touch with Heidi or Becky at the following emails addresses: heidi-haines@uiowa.edu and rebecca-bucklin@uiowa.edu