Increasing Physical Activity in New Mexico Communities
Evidence- and Practice-Based Strategies

2012 Trainers’ Manual
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University of New Mexico Prevention Research Center
Sally Davis, PhD
Dick Kozoll, MD, MPH
Linda Beltran, MS
Sarah Sanders, MS, RN
Mary Hanrahan, BFA
# CONTENTS

**Introduction** .................................................................................................................. 3

**Workshop Prototype** ...................................................................................................... 5
  - Pre-workshop Assignment/Community Assessment ............................................. 7
  - Workshop Venue ........................................................................................................ 7
  - Logistics .................................................................................................................... 7
  - Schedule .................................................................................................................... 7
  - Cuba Site Visit (optional) ........................................................................................ 8

**Training Modules** ......................................................................................................... 9
  - Community Wide Campaigns .................................................................................. 11
  - Access to Places for Physical Activity ..................................................................... 19
  - Individually Adapted Programs .............................................................................. 27
  - Street Scale Design ................................................................................................. 33
  - Social Support for Physical Activity ....................................................................... 41

**Modules Under Development** ...................................................................................... 47

**Appendices** .................................................................................................................. 49
  - A. Workshop Logistics - Samples ........................................................................ 49
  - B. Focus Group Plan ............................................................................................... 65
  - C. A Health Impact Assessment ............................................................................. 69
INTRODUCTION

National recommendations call for moderate and vigorous physical activity on a regular basis (U.S. Department of Health & Human Services, 2008). The Guide to Community Preventive Services (Community Preventive Services Task Force) offers recommendations for successful strategies to increase physical activity and achieve the known health benefits. Guide strategies – typically based on evidence provided by studies in urban communities – have been successfully adapted and applied by the Nacimiento Community Foundation (NCF) Step Into Cuba program. The program, a nationally recognized model, received important support from the New Mexico Department of Health (DOH) and University of New Mexico Prevention Research Center (PRC).

In response to requests to share both the evidence and the Step Into Cuba model, a prototype workshop has been developed. The purpose of this Trainers’ Manual is to offer both a template for a schedule and information to be used and disseminated. This Trainers’ Guide is intended to be used with a video and fact sheet series describing five recommendations from the Community Guide being implemented by NCF Step Into Cuba program. Potential audiences for the workshops are communities interested in promoting physical activity, especially those with support from the community transformation grant (CTG).
Workshop Prototype
WORKSHOP PROTOTYPE

Pre-Workshop Community Assessment
Communities will be invited to a one to two day workshop in Albuquerque in a central location. Prior to the workshop, each attendee will make a few brief assessments of their community using materials provided. An example of potential assessments includes:
- Inventory places people now walk and exercise in the community
- Identify streets attracting the most pedestrians
- List and analyze ideas tried in the past to encourage physical activity

Venue
The workshop will be held in a public facility if possible, such as the Bernalillo County Open Space Bachechi Environmental Education Building, where cost is minimal and built outdoor environments can be used for breaks and conversation.

SCHEDULE

Late Afternoon Day 1:
- Review of 2008 Physical Activity Guidelines for Americans
- Review of Community Guide Recommendations for Promoting Physical Activity
- Review of Step Into Cuba strategies with emphasis on environmental and policy approaches

Light Supper Buffet

Focus Groups
Attendees will break into 3 groups of 6-8 participants in each group for focus groups to react to and discuss the questions outlined in Appendix B. Answers will be recorded, compiled and disseminated to all workshop participants.

Morning Day 2:
- Workshop 1 – Access to Places for Physical Activity with Informational Outreach
- Workshop 2 – Street-Scale Design and Land Use Policies
- Workshop 3 – Other Strategies (Campaigns, Behavioral and Social Approaches, Point of Decision Prompts)

Lunch

Early Afternoon Day 2
- Participant thoughts on next steps in their communities
- Input/reactions from other attendees
- Opportunity for site visits to Cuba presented
OPTIONAL FUTURE CUBA SITE VISITS

Cuba site visit opportunities for communities ready to implement physical activity promotion programs. Communities would send 1 to 3 individuals for a 1 day visit to receive consultation from NCF and its Step Into Cuba Alliance partners. Accommodations and meals would be on your own with suggestions provided in advance. Content of consultation would be tailored to the community’s need. Potential components could include:

- Introduction to the NCF 501(c)3 non-profit model and its incorporation of healthy living approaches
- Viewing and walking places, streets, trails developed by Step Into Cuba with discussions on necessary steps to replicate approaches
- Talking to participants in organized physical activity programs sponsored by Step Into Cuba.
- Visit to the Cuba Health Center to view and discuss its physical activity prescription and referral program
- Viewing and discussing all materials developed by Step Into Cuba
- Visit to community partners – Cuba Schools, United States Forest Service Office, clinic, Village of Cuba, juvenile justice facility (AMI Kids), Sandoval County Fairgrounds.
Training Modules
Module 1
Community-Wide Campaigns
MODULE 1 – COMMUNITY-WIDE CAMPAIGNS

National recommendations call for regular physical activity (U.S. Department of Health & Human Services, 2008). The Guide to Community Preventive Services (Community Preventive Services Task Force) recommends successful community strategies to increase physical activity. Cuba, New Mexico, has applied many of these strategies. The Step Into Cuba program, a nationally recognized model, is under study by the University of New Mexico Prevention Research Center (PRC).

RECOMMENDATION FROM THE COMMUNITY GUIDE: Community-wide campaigns should be used to increase physical activity and improve physical fitness at all ages.

Campaigns should be adapted to specific needs and interests of the target population. Community-wide campaigns to increase physical activity are interventions that:

- Involve many community sectors
- Include highly visible, broad-based, multicomponent strategies (e.g., social support, risk factor screening or health education)
- May also address other cardiovascular disease risk factors, particularly diet and smoking

EVIDENCE: RESULTS FROM A SYSTEMATIC REVIEW BY THE TASK FORCE

Research demonstrates that community-wide campaigns are effective in increasing physical activity and improving physical fitness among adults and children. As a result of campaigns, the following benefits are established:

- Percentage of people who report being physically active increases by an average of 4.2%
- Energy expenditure increases by an average of 16.3%
- Measured physical activity increases
- Knowledge about exercise and physical activity increases
- More people state their intention to be more physically active
- Risk factors for cardiovascular disease decrease

CUBA STRATEGY

Step Into Cuba adopted an ongoing multi-component informational strategy that increases awareness and promotes availability of new trails and places to walk, worksite or other supported walking groups, and a walking champion with whom to develop a physical activity plan.

SPECIFIC CUBA APPROACHES

- Maintaining a website for the public

Description: A website was chosen as an important vehicle to engage and inform the public of Step Into Cuba sponsored trails and physical activity opportunities. The site was established with the help of the program’s university partner and maintained through regular contact between Step Into Cuba Alliance leadership and the university “webmaster.” The website is established as home page at the Cuba Library where many people find their only access to the internet. The website may be found at: www.stepintocuba.org.

Partnerships Utilized: Nacimiento Community Foundation Step Into Cuba Alliance, UNM Prevention Research Center.
Resources Acquired: UNM Prevention Research Center technical assistance.

Volunteer Activities Required: Writing, photographing.

Special Considerations: Resources and expertise for a small community group to develop and maintain an attractive and current website usually requires an external partner that can commit to regular contact. External funding may be required.

 Producing informational walking guides

Distribution of walking guides, although an important proposed promotional campaign strategy, is discussed in the context of informational outreach for creating and enhancing access to places to walk. See Fact Sheet #2, Access to Places for Physical Activity.

 Locating posters, kiosks, motivational signs and a traveling exhibit in popular locations

Description: Various permanent information and promotional displays are used to encourage Cuba area residents to walk, volunteer, or provide input to Step Into Cuba

- Attractive posters were developed for kiosks and display cases at the village office and library, clinic and U.S. Forest Service office
- Outdoor kiosks promoting the Continental Divide Trail and Step Into Cuba activities were permanently installed at the Cuba Post Office and village park
- Signs encouraging people to walk for health or convenience were placed at popular locations such as the post office, clinic, credit union and visitor center
- A portable plan for proposed development of the village park to increase its use for physical activity is rotated on a two week cycle to various popular public places such as the schools, clinic, electric cooperative, village office and library.

Partnerships Utilized: Nacimiento Community Foundation Step Into Cuba Alliance, UNM Prevention Research Center, Village of Cuba, Continental Divide Trail Alliance.

Resources Acquired: UNM Prevention Research Center/Robert Wood Johnson grant, Continental Divide Trail Alliance/New Mexico Recreational Trails grant

Volunteer Activities Required: Photographing, reviewing design and content, installing signs and kiosks, distributing materials.

Special Considerations: Photos of local people and places may be particularly effective for printed materials. Designers of permanently printed posters, signs, guides and kiosks should choose content that is likely to remain current over time.

 Submitting local newspaper articles

Description: Shortly after initiating program activities, the local monthly newspaper was chosen to keep the public informed of Step Into Cuba and related activities and opportunities for physical
activity. Organization of submissions into a special dedicated section of the paper was chosen by the editor and has worked well. Reports of accomplishments and events, a calendar of activities, photographs and personal suggestions for health are included, as well as informational flyers as inserts. The local healthy community coordinator/walking champion, an employee of the Nacimiento Community Foundation, is usually responsible for submissions.

**Partnerships Utilized:** Nacimiento Community Foundation Step Into Cuba Alliance, Cuba News (a monthly newspaper).

**Resources Acquired:** NM Department of Health/Centers for Disease Control and Prevention healthy communities grant

**Volunteer Activities Required:** Writing articles, photographing.

**Special Considerations:** Organization of material submitted into a special section for Step Into Cuba – including its logo – seems to increase its impact. An assigned person is required to ensure regular and appropriate submissions.

❖ **Sponsoring events for the public**

**Description:** Events were sponsored and held for the purpose of gathering public input, training and rewarding volunteers, and promoting physical activity and volunteerism. Important events have included:

- Walkability workshop (4 hours) – see Fact Sheet #4, Street Scale Design
- Backcountry trail construction workshop (2 day)
- Nacimiento Community Foundation sponsored picnics and hikes where volunteers for Step Into Cuba, Cuba Farmer’s Market, Checkerboard Food Pantry and Cuba Community Garden were recognized for their contributions
- Walk and Roll to School Day – Step Into Cuba volunteers, UNM PRC and school staff and students walked from school to the village park, walked on the park trail, and returned
- Moonlight Fisher Community Trail hike – the community was introduced to the new trail under the rise of a full moon
- St. Francis of Assisi Park planning meetings – the park plan was developed with assistance from graduate students of the UNM Landscape Architecture program
- Rio Puerco Watershed Clean-up – a new trail was bladed and constructed, and tires and trash were removed from riparian areas used for walking trails

**Partnerships Utilized:** Nacimiento Community Foundation Step Into Cuba Alliance; UNM Prevention Research Center; National Park Service Rivers; Trails and Conservation Assistance Program; UNM Department of Landscape Architecture; Village of Cuba, Cuba Schools; Bureau of Land Management Rio Puerco Field Office.

**Resources Acquired -- Description:** Nacimiento Community Foundation Step Into Cuba Alliance, NM Department of Health/Centers for Disease Control Healthy Communities grant, UNM Prevention Research Center/Robert Wood Johnson grant.
Volunteer Activities Required: meeting, planning, promoting, assisting with events.

Special Considerations: Events in small isolated communities require particularly careful planning and promotion with attention to personal invitations to key individuals. Food may be essential to attendance.
Community-wide campaigns to increase physical activity are interventions that:

- Involve many community sectors
- Include highly visible, broad-based, multicomponent strategies (e.g., social support, risk factor screening or health education)
- May also address other cardiovascular disease risk factors, particularly diet and smoking

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**Cuba Strategy**

Step Into Cuba adopted an ongoing multi-component informational strategy that increases awareness and promotes availability of new trails and places to walk, worksite or other supported walking groups, and a walking champion with whom to develop a physical activity plan.

**Specific Cuba Approaches**

**Maintaining a Website for the Public**

A website was chosen as an important vehicle to engage and inform the public of Step Into Cuba sponsored trails and physical activity opportunities. The site was established with the help of the program’s university partner and maintained through regular contact between Step Into Cuba Alliance leadership and the university “webmaster.” The website is established as home page at the Cuba Library where many people from the community access the internet. The website may be found at: www.stepintocuba.org.

**Producing Informational Walking Guides**

Walking guides have been developed to promote places for physical activity. See Fact Sheet #2, Access to Places for Physical Activity.
Various permanent information and promotional displays are used to encourage Cuba area residents to walk, volunteer, or provide input to Step Into Cuba:

- Attractive posters were developed for kiosks and display cases at the village office, clinic and US Forest Service office
- Outdoor kiosks promoting the Continental Divide Trail and Step Into Cuba activities were permanently installed at the Cuba Post Office and village park
- Signs encouraging people to walk for health or convenience were placed at popular locations such as the post office, clinic, credit union and visitor center
- A portable plan for proposed development of the village park to increase its use for physical activity is rotated on a two week cycle to various popular public places such as the schools, clinic, electric cooperative, village office and library.

Shortly after initiating program activities, the local monthly newspaper was chosen to keep the public informed of Step Into Cuba and related activities and opportunities for physical activity. Organization of submissions into a special dedicated section of the paper was chosen by the editor and has worked well. Reports of accomplishments and events, a calendar of activities, photographs and personal suggestions for health are included, as well as informational flyers as inserts. The local healthy community coordinator/walking champion, an employee of the Nacimiento Community Foundation, is usually responsible for submissions.

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- Moonlight Fisher Community Trail hike – the community was introduced to the new trail under the rise of a full moon
- St. Francis of Assisi Park planning meetings – the park plan was developed with assistance from graduate students of the UNM Landscape Architecture program
- Rio Puerco Watershed Clean-up – a new trail was bladed and constructed, and tires and trash were removed from riparian areas used for walking trails
Module 2
Access to Places for Physical Activity
MODULE 2 – ACCESS TO PLACES FOR PHYSICAL ACTIVITY

National recommendations call for regular physical activity (U.S. Department of Health & Human Services, 2008). The Guide to Community Preventive Services (Community Preventive Services Task Force) recommends successful community strategies to increase physical activity. Cuba, New Mexico, has applied many of these strategies. The Step Into Cuba program, a nationally recognized model, is under study by the University of New Mexico Prevention Research Center (PRC).

RECOMMENDATION FROM THE COMMUNITY GUIDE: create or enhance access to places for physical activity and provide informational outreach for them. Creation of, or enhancing access to places for physical activity involves the efforts of worksites, coalitions, agencies, and communities as they attempt to change the local environment to create opportunities for physical activity. Such changes include creating walking trails, building exercise facilities, or providing access to existing nearby facilities.

EVIDENCE: RESULTS FROM A SYSTEMATIC REVIEW BY THE TASK FORCE
Research demonstrates that modifying the living and working environment by creating or enhancing access to places where people can be physically active, along with providing related information outreach activities is an effective strategy to help people incorporate physical activity into their daily lives. This strategy benefits entire populations by targeting physical structure in the community. People who regularly use these places have improved conditioning, increased calorie expenditure, more leisure-time physical activity, greater weight loss or maintenance, and decreased body fat.

CUBA STRATEGY
As Cuba, NM, is a rural and resource-poor community, three central strategies were chosen:
- Enhancing existing locations with new trails – village park, schools, clinic, library, fairgrounds – that are safer and more attractive for walking
- Planning pedestrian enhancements for village highways and streets
- Planning and constructing wilderness trails close to town

SPECIFIC CUBA APPROACHES

❖ Developing a Trail Plan and Guides for Walking Places

*Description:* A trail plan showing places to be developed for walking, proposed new trails and alternative routes proposed for the Continental Divide National Scenic Trail has been created and repeatedly revised. A guide featuring 9 walking place descriptions and sections for walking prescriptions, walking preparation and walking safety is in preparation.

❖ “Re-leafing” and using the village park as the walking hub

*Description:* Cuba’s St. Francis of Assisi Park provided a large scenic space with little vegetation and no place to walk until the inception of Step Into Cuba. The Alliance quickly identified the park as a centrally located hub for trail and walkway development. The partnership has completed a new nature trail that has required extensive enhancement (boulders, trees, shrubs, flowers, sand pile, kiosk, benches) to create a more attractive place to walk. Many volunteer hours have gone into this effort.
Connecting to the Continental Divide National Scenic Trail

Description: The Continental Divide National Scenic Trail (CDT) has a 12 mile gap on either side of the Village of Cuba. Step Into Cuba – since its inception – has promoted a new segment of trail that will better connect to the community for health, recreation and economic development. Four years of planning and advocacy by Step Into Cuba and its land management and other partners has contributed to the 2012 announcement of a proposed route that will bring the CDT to within 1 mile of the county fairgrounds and provide new opportunities for hiking and horseback riding. A health impact assessment of the proposed route is planned by the University of New Mexico Prevention Research Center as the proposed segment and alternatives undergo environmental and cultural clearance (National Environmental Policy Act). Kiosks promoting the CDT have been strategically placed at the U.S. Post Office, Public Health and Nacimiento Community Foundation (the Foundation) office and village park.

Creating Open Space Trails

Description: Creation of the Fisher Community Trail and the Rito San Jose Trail is a signature accomplishment of Step Into Cuba. Land donated to the Foundation connects the village to the nearest corner of the Santa Fe National Forest. The Fisher Trail was constructed by volunteers trained by the National Park Service, while the Rito San Jose Trail was created by volunteers in conjunction with a Bureau of Land Management (BLM) clean-up of the canyon. Sandoval County will soon construct a road turnaround and trailhead parking area.

Creating Joint Use Trails with the Public Schools

Description: The Cuba high, middle and elementary schools are located on scenic property owned by the school district and bordered by a small piece of BLM land. Cross-country trail loops were created by the coach for practice and meets. These trails are in the process of being improved and marked for community use. A walking guide and map were created for use by school students, staff and nearby community residents.

Working with Transportation Planners to Enhance Sidewalks

Description: The Step Into Cuba Alliance worked with UNM PRC consultants, the Mid Region Council of Governments transportation planner, the Village of Cuba, and the NM Department of Transportation to design a phased U.S. 550 sidewalk renovation and propose new pedestrian walkways. The first phase was completed in the fall of 2011 and has already become a walking destination for people who work and live nearby. More about pedestrian planning is covered in Fact Sheet #4, Street Scale Design.

Creating Short Trails Near Worksites and Homes

Description: Convenient places for people to walk near home or work were difficult to find before the initiation of Step Into Cuba. Short trails were planned and constructed next to the Cuba Health Clinic
and Cuba Baptist Church (on clinic property) and adjacent to the Cuba library, village office, senior center, and low income housing development (on village property). Trails are signed, and maintenance is a cooperative effort between the village and clinic volunteers. An extensive clean-up of the Rito Leche, adjacent to the clinic trail was organized in 2012 by the BLM and Step Into Cuba.

For more information, see http://www.stepintocuba.org or contact Richard Kozoll, MD, MPH at lospinos@unm.edu.
National recommendations call for regular physical activity (U.S. Department of Health & Human Services, 2008). The Guide to Community Preventive Services (Community Preventive Services Task Force) recommends successful community strategies to increase physical activity. Cuba, New Mexico, has applied many of these strategies. The Step Into Cuba program, a nationally recognized model, is under study by the University of New Mexico Prevention Research Center (PRC). This fact sheet, one of a series of five, shares initial findings for New Mexico community use.

**Recommendation from the Community Guide**: Create or enhance access to places for physical activity and provide informational outreach for them.

Creation of, or enhancing access to places for physical activity involves the efforts of worksites, coalitions, agencies, and communities as they attempt to change the local environment to create opportunities for physical activity. Such changes include creating walking trails, building exercise facilities, or providing access to existing nearby facilities.

**Evidence: Results from a Systematic Review by the Task Force**
Research demonstrates that modifying the living and working environment by creating or enhancing access to places where people can be physically active, along with providing related informational outreach activities, is an effective strategy to help people incorporate physical activity into their daily lives. This strategy benefits entire populations by targeting physical structure in the community. People who regularly use these places have improved conditioning, increased calorie expenditure, more leisure-time physical activity, greater weight loss or maintenance, and decreased body fat.

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**Specific Cuba Approaches**
- “Re-leafing” and Using the Village Park as the Walking Hub
Cuba’s St. Francis of Assisi Park provided a large scenic space with little vegetation and no place to walk until the inception of Step Into Cuba. The Alliance quickly identified the park as a centrally located hub for trail and walkway development. The partnership has completed a new nature trail that has required extensive enhancement (boulders, trees, shrubs, flowers, sand pile, kiosk, benches) to create a more attractive place to walk. Many volunteer hours have gone into this effort.
Developing a Trail Plan and Guides for Walking Places
A trail plan showing places to be developed for walking and proposed new trails in and around Cuba has been created and revised as needed. A guide featuring 9 places for walking, walking preparation and walking safety will be completed shortly.

Connecting to the Continental Divide National Scenic Trail
The Continental Divide National Scenic Trail (CDT) has a 12 mile gap on either side of the Village of Cuba. Step Into Cuba – since its inception – has promoted a new segment of trail that will better connect to the community for health, recreation and economic development. Four years of planning and advocacy by Step Into Cuba and its land management and other partners has contributed to the 2012 announcement of a proposed route that will bring the CDT to within 1 mile of the county fairgrounds and provide new opportunities for hiking and horseback riding. A health impact assessment of the proposed route is planned by the University of New Mexico Prevention Research Center as the proposed segment and alternatives undergo environmental and cultural clearance (National Environmental Policy Act). Kiosks promoting the CDT have been strategically placed at the US Post Office, Public Health and Nacimiento Community Foundation (the Foundation) office and village park.

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stepintocuba.org
http://prc.unm.edu/
thecommunityguide.org
Module 3
Individually Adapted Programs
MODULE 3 – INDIVIDUALLY ADAPTED PROGRAMS

National recommendations call for regular physical activity (U.S. Department of Health & Human Services, 2008). The Guide to Community Preventive Services (Community Preventive Services Task Force) recommends successful community strategies to increase physical activity. Cuba, New Mexico, has applied many of these strategies. The Step Into Cuba program, a nationally recognized model, is under study by the University of New Mexico Prevention Research Center (PRC).

RECOMMENDATION FROM THE COMMUNITY GUIDE: implement individually-adapted health behavior change programs to increase physical activity and improve physical fitness at all ages.

Individually-adapted health behavior change programs to increase physical activity teach behavioral skills to help participants incorporate physical activity into their daily routines. The programs are tailored to each individual’s specific interests, preferences, and readiness for change. These programs teach behavioral skills such as:

- Goal-setting and self-monitoring of progress toward those goals
- Building social support for new behaviors
- Behavioral reinforcement through self-reward and positive self-talk
- Structured problem solving to maintain the behavior change
- Prevention of relapse into sedentary behavior

EVIDENCE: RESULTS FROM A SYSTEMATIC REVIEW BY THE TASK FORCE
Research demonstrates that individually-adapted health behavior change programs are effective in increasing physical activity as measured by various indicators.

- Time spent in physical activity increased an average of 35.4%
- Aerobic capacity increased an average of 6.3%
- Energy expenditure increased an average of 64.3%
- Percentage of people starting exercise programs increased
- Frequency of physical activity increased

These interventions were effective among both men and women and in a variety of settings, including communities, worksites, and schools.

CUBA STRATEGY
Step Into Cuba adapted a program initiated in Albuquerque, NM – Prescription Trails – and offered both walking prescriptions and walking champion referrals to patients at the community’s single health center. This strategy was chosen in large part because the Nacimiento Community Foundation had a healthy community coordinator/walking champion on staff, two area public health nurses wanted to promote physical activity, and a physician champion coordinating the Step Into Cuba project supported the program.

SPECIFIC CUBA APPROACHES

❖ Prescriptions for Walking

Description: Cuba physicians, nurse practitioners and public health nurses developed a protocol
for walking prescription and referral to the walking champion with the assistance of a research faculty leader of the UNM PRC. A prescription/referral form was developed and is available to all practitioners and public health nurses in Cuba. The physician coordinator led inservice training sessions on walking prescription. When patients are referred, medical precautions and patient general goals are conveyed to the walking champion who develops a personal plan that often involves groups and places to walk with which the champion is familiar. A walking guide is in preparation, and a supply will be made available to practitioners who prescribe walking.

**Partnerships Utilized:** Nacimiento Community Foundation, Presbyterian Medical Services Cuba Health Center, UNM Prevention Research Center.

**Resources Acquired:** NM Department of Health/Centers for Disease Control and Prevention healthy communities grant, UNM Prevention Research Center technical assistance.

**Volunteer Activities Required:** None

**Special Considerations:** Practitioners may have difficulty finding adequate time for motivational interviewing/counseling to increase physical activity. Many patients have been found to appear motivated for referral, given the actual referral, and subsequently decline counseling outside the clinic when contacted by the walking champion. Assessment of readiness to engage in a walking program can be challenging in a primary care setting.

For more information, see http://www.stepintocuba.org or contact Richard Kozoll, MD, MPH at lospinos@unm.edu.
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- Building social support for new behaviors
- Behavioral reinforcement through self-reward and positive self-talk
- Structured problem solving to maintain the behavior change
- Prevention of relapse into sedentary behavior

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**Specific Cuba Approaches**

**Prescriptions for Walking**

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**STEP INTO CUBA**

**Referral for Walking Program**

Take this referral to Ana Schulte, Step Into Cuba walking champion, at the Nacimiento Medical Foundation/Public Health Office, 6392 Hwy 550. You may contact Ana at (575) 360-3716 or walkingchampion@stepintocuba.org or through the Step Into Cuba website at www.stepintocuba.org.

**Patient Information**

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<th>Patient Name</th>
<th>Gender</th>
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Best way to contact

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Practitioner:

Special considerations for a walking program (minutes/day, health issues, goals, etc.):

---

**STEP INTO CUBA**

**Prescription for Health:**

*Get up and get moving!*

**Here's a plan for increasing your physical activity:**

Date: __________________________

Start with: ___________________ Minutes per day

Days per week

Gradually increase to: ___________________ Minutes per day

Days per week

Where: __________________________

(We will review this plan at your next visit.)

Health Care Provider Signature: __________________________
Module 4
Street Scale Design and Land Use Policies
MODULE 4 – STREET SCALE DESIGN AND LAND USE POLICIES

National recommendations call for regular physical activity (U.S. Department of Health & Human Services, 2008). The Guide to Community Preventive Services (Community Preventive Services Task Force) recommends successful community strategies to increase physical activity. Cuba, New Mexico, has applied many of these strategies. The Step Into Cuba program, a nationally recognized model, is under study by the University of New Mexico Prevention Research Center (PRC).

RECOMMENDATION FROM THE COMMUNITY GUIDE: Urban design and land use policies and practices should support physical activity in small geographic areas (generally a few blocks).

Street-scale urban design and land use policies involve the efforts of urban planners, architects, engineers, developers, and public health professionals to change the physical environment of small geographic areas, generally limited to a few blocks, in ways that support physical activity. Policy instruments employed include: building codes, roadway design standards, and environmental changes. Design components include: improved street lighting, infrastructure projects to increase safety of street crossing, use of traffic calming approaches (e.g., speed humps, traffic circles), and enhancing street landscaping.

EVIDENCE: RESULTS FROM A SYSTEMATIC REVIEW BY THE TASK FORCE
Research demonstrates that there is a relationship between the perceived environment and physical activity practices or effectiveness in providing a more inviting and safer outdoor environment for activity. Overall, the median improvement in some aspect of physical activity (e.g., number of walkers or percent of active individuals) was 35%. Additional benefits may have been brought about by these interventions and include:
- Improvements in green space
- Increased sense of community and decreased isolation
- Reductions in crime and stress
- Increased walking and bicycling on urban streets (although beneficial, this may also pose a risk of increased injury to pedestrians or cyclists, due to increased exposure to motor vehicles)

CUBA STRATEGY
Walkability of Cuba, NM, is challenged by a major highway – U.S. 550 – that bisects the village, as well as subsidiary state highways and county and city roads without sidewalks or bicycle lanes. Two central strategies have been adopted by Step Into Cuba:
- Enhancing U.S. 550 for pedestrian use
- Proposing new pedestrian walkways connecting key destinations along state and county roads

SPECIFIC CUBA APPROACHES

Providing Recommendations through a Walkability Study and Health Impact Assessment

Description: A half-day community workshop was jointly sponsored by the UNM PRC and the
Nacimiento Community Foundation to assess and compile input relating to walkability in the Village of Cuba. Findings were synthesized into a written report for distribution to planners and policy-makers. A health impact assessment was performed to promote the expected health benefits of proposed pedestrian enhancements to U.S. 550 in Cuba. A flyer developed from the assessment was widely distributed to the community.

**Partnerships Utilized:** Nacimiento Community Foundation Step Into Cuba Alliance, UNM Prevention Research Center, National Park Service Rivers Trails and Conservation Assistance program, Village of Cuba.

**Resources Acquired:** UNM Prevention Research Center/Robert Wood Johnson grant, National Park Service technical assistance contract, NM Department of Health contract.

**Volunteer Activities Required:** exploring, mapping, meeting, writing, compiling photographs, examining materials used elsewhere including walkability audit formats.

**Special Considerations:** Resources and expertise for a small community group to assess walkability and make recommendations in a formal report requires external partners that can commit to devoting blocks of time in the community. External funding may be required. Effort to carefully plan for community input is essential.

 والسصل # Planning a New Section of U.S. 550 Sidewalk

**Description:** Approximately $500,000 in New Mexico Department of Transportation (NMDOT) funding was made available for sidewalk improvement along U.S. 550 shortly after the inception of Step Into Cuba. Step Into Cuba worked closely with the Village of Cuba and planners and designers on alternative projects that would be cost-effective for improved health, safety, and appearance of the community. A final decision was made to construct a four foot wide model section of new handicap accessible sidewalk – with a curb buffer, better driveway turnouts and pedestrian curb cuts – adjacent to the existing sidewalk on the south end of Cuba. It was constructed in the fall 2011 and has already become an important walking destination.

**Partnerships Utilized:** Nacimiento Community Foundation Step Into Cuba Alliance, UNM Prevention Research Center, Mid Region Council of Governments, Village of Cuba, New Mexico Department of Transportation.

**Resources Acquired:** Department of Transportation pedestrian enhancement funding, UNM Prevention Research Center/Robert Wood Johnson grant.

**Volunteer Activities Required:** attending meetings, writing, compiling photographs, attending a transportation planning workshop, continuous advocacy.

**Special Considerations:** Departments of transportation may view rural roadways from the standpoint of needed vehicle, rather than pedestrian or bicycle, enhancements. Focusing a discussion on health and safety requires tact, compromise and persistence.
Proposing Further U.S. 550 Pedestrian Enhancements

Following successful walkability assessment, collection of public input and planning of the new sidewalk project, further U.S. 550 enhancements have been proposed. The NMDOT has announced the availability of $750,000 for a second phase of sidewalk construction that will renovate the remainder of the existing sidewalk in conformance with standards of the newly constructed sidewalk segment. Need for crosswalks and traffic calming will be addressed through a crosswalk study to be performed at the same time as the planning of second phase sidewalk construction. A planning partnership with the NMDOT’s landscape architectural program (Context Sensitive Solutions), the Mid Region Council of Governments, and a transportation consultant hired by UNM PRC has facilitated these important developments.

**Partnerships Utilized:** Nacimiento Community Foundation Step Into Cuba Alliance, UNM Prevention Research Center, Mid Region Council of Governments, Village of Cuba, New Mexico Department of Transportation.

**Resources Acquired:** Department of Transportation pedestrian enhancement funding, UNM Prevention Research Center/Robert Wood Johnson grant, UNM Prevention Research Center/McCune Foundation grant.

**Volunteer Activities Required:** attending meetings, writing, compiling photographs, maintaining contact with and escorting government designers, attending a transportation planning workshop, visiting other communities to observe pedestrian design features, researching and reviewing design ideas, advising consultant, continuous advocacy.

**Special Considerations:** Allies within regional planning agencies and departments of transportation can be critical to allocation of resources needed for phased projects. Community groups will need to accept the long timeframes required for things to happen.

Proposing New Pedestrian Walkways

**Description:** Four new pedestrian walkways/bikeways were identified by a UNM PRC consultant and the Step Into Cuba Alliance. These would connect places such as the Cuba schools, village park, low income housing, county fairgrounds, and the proposed Continental Divide Trail segment to U.S. 550 sidewalks. These enhancements were proposed in the form of project applications drafted with community input by the UNM PRC consultant, accepted and prioritized by the Village of Cuba, and submitted to the regional transportation planning body. After acceptance and re-ranking, they were forwarded to the NMDOT district responsible for Cuba area projects. A pedestrian safety project was immediately recommended for funding while the others remain under consideration.

**Partnerships Utilized:** Nacimiento Community Foundation Step Into Cuba Alliance, UNM Prevention Research Center, Mid Region Council of Governments, Village of Cuba.

**Resources Acquired:** Department of Transportation pedestrian safety funding, UNM Prevention Research Center/Robert Wood Johnson grant, UNM Prevention Research Center/McCune grant.
**Volunteer Activities Required:** roadway assessment, attending meetings, advising consultant, writing, reviewing project applications, taking photographs, attending a transportation planning workshop, continuous advocacy.

**Special Considerations:** An individual or two with the community’s interest at heart will have to devote time and effort to become familiar with the complex planning process for new pedestrian and bicycle enhancements on existing roadways. Not all proposed projects can be successful, so it is best to adopt the attitude, “nothing ventured, nothing gained.”

For more information, see [http://www.stepintocuba.org](http://www.stepintocuba.org) or contact Richard Kozoll, MD, MPH at lospinos@unm.edu.
Street Scale Design

National recommendations call for regular physical activity (U.S. Department of Health & Human Services, 2008). The Guide to Community Preventive Services (Community Preventive Services Task Force) recommends successful community strategies to increase physical activity. Cuba, New Mexico, has applied many of these strategies. The Step Into Cuba program, a nationally recognized model, is under study by the University of New Mexico Prevention Research Center (PRC). This fact sheet, one of a series of five, shares initial findings for New Mexico community use.

**Recommendation from the Community Guide:** Urban design and land use policies and practices should support physical activity in small geographic areas (generally a few blocks).

Street-scale urban design and land use policies involve the efforts of urban planners, architects, engineers, developers, and public health professionals to change the physical environment of small geographic areas, generally limited to a few blocks, in ways that support physical activity. Policy instruments employed include: building codes, roadway design standards, and environmental changes. Design components include: improved street lighting, infrastructure projects to increase safety of street crossing, use of traffic calming approaches (e.g., speed humps, traffic circles), and enhancing street landscaping.

**Evidence: Results from a Systematic Review by the Task Force**

Research demonstrates that there is a relationship between the perceived environment and physical activity practices or effectiveness in providing a more inviting and safer outdoor environment for activity. Overall, the median improvement in some aspect of physical activity (e.g., number of walkers or percent of active individuals) was 35%. Additional benefits may have been brought about by these interventions and include:

- Improvements in green space
- Increased sense of community and decreased isolation
- Reductions in crime and stress
- Increased walking and bicycling on urban streets (although beneficial, this may also pose a risk of increased injury to pedestrians or cyclists, due to increased exposure to motor vehicles)

**Cuba Strategy**

Walkability of Cuba, NM, is challenged by a major highway – US 550 – that bisects the village, as well as subsidiary state highways and county and city roads without sidewalks or bicycle lanes. Two central strategies have been adopted by Step Into Cuba:

- Enhancing US 550 for pedestrian use
- Proposing new pedestrian walkways connecting key destinations along state and county roads
Specific Cuba Approaches

- **Providing Recommendations through a Walkability Study and Health Impact Assessment**
  A half-day community workshop was jointly sponsored by the UNM PRC and the Nacimiento Community Foundation to assess and compile input relating to walkability in the Village of Cuba. Findings were synthesized into a written report for distribution to planners and policy-makers. A health impact assessment was performed to promote the expected health benefits of proposed pedestrian enhancements to US 550 in Cuba. A flyer developed from the assessment was widely distributed to the community.

- **Planning a New Section of US 550 Sidewalk**
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- **Proposing Further US 550 Pedestrian Enhancements**
  Following successful walkability assessment, collection of public input and planning of the new sidewalk project, further US 550 enhancements have been proposed. The NMDOT has announced the availability of $750,000 for a second phase of sidewalk construction that will renovate the remainder of the existing sidewalk in conformance with standards of the newly constructed sidewalk segment. Need for crosswalks and traffic calming will be addressed through a crosswalk study to be performed at the same time as planning of second phase sidewalk construction. A planning partnership with the NMDOT’s landscape architectural program (Context Sensitive Solutions), the Mid Region Council of Governments, and a transportation consultant hired by UNM PRC has facilitated these important developments.

- **Proposing New Pedestrian Walkways**
  Four new pedestrian walkways/bikeways were identified by a UNM PRC consultant and the Step Into Cuba Alliance. These would connect places such as the Cuba schools, village park, low income housing, county fairgrounds, and the proposed Continental Divide Trail segment to US 550 sidewalks. These enhancements were proposed in the form of project applications drafted with community input by the UNM PRC consultant, accepted and prioritized by the Village of Cuba, and submitted to the regional transportation planning body. After acceptance and re-ranking, they were forwarded to the NMDOT district responsible for Cuba area projects. A pedestrian safety project was immediately recommended for funding while the others remain under consideration.
Module 5
Social Support for Physical Activity
MODULE 5 – SOCIAL SUPPORT FOR PHYSICAL ACTIVITY

National recommendations call for regular physical activity (U.S. Department of Health & Human Services, 2008). The Guide to Community Preventive Services (Community Preventive Services Task Force) recommends successful community strategies to increase physical activity. Cuba, New Mexico, has applied many of these strategies. The Step Into Cuba program, a nationally recognized model, is under study by the University of New Mexico Prevention Research Center (PRC).

RECOMMENDATION FROM THE COMMUNITY GUIDE:
Build, strengthen, and maintain social networks that support increases in physical activity. New social networks can be created or existing networks in social settings outside the family, such as the workplace, can be used.

Typically, participants set up a buddy system and make contracts committing that both buddies will be active, or they form walking groups or other active groups to provide companionship and support while being physically active.

EVIDENCE: RESULTS FROM A SYSTEMATIC REVIEW BY THE TASK FORCE
Research shows that social support:
- Increases time spent in activity by approximately 44%.
- Increases frequency of exercise by approximately 20%.
- Increases aerobic capacity by approximately 5%.
- Improves fitness levels, lowers percentage of body fat, increases knowledge about exercise, and improves confidence in the ability to exercise.

APPLICABILITY
These finding should be generally applicable for people of all ages and levels of activity, and in diverse settings, if the programs are adapted to the people participating in them.

CUBA STRATEGY
The rural community of Cuba, New Mexico, was able to implement the national recommendations for increasing physical activity through social support with the following strategies:
- Local walking champion
- Independent funding obtained from the Centers for Disease Control and Prevention (CDC) through the New Mexico Department of Health
- Full-time position healthy communities coordinator

SPECIFIC CUBA APPROACHES

❖ Walking Groups

Description: The walking champion organizes, leads, and empowers walking groups and promotes group activity as part of the community campaign.
Identifying Potential Groups

*Description:* The walking champion has found particular groups to be most receptive to walking together: Cuba Senior Center “regulars,” employee groups (e.g., school staff, clinic staff, governmental office staffs), and student participants of a summer fitness camp organized by the champion.

Planning for Alternate Activities

*Description:* Physical activities other than walking are substituted when walking is not possible due to inclement weather. For example, the walking group from the local senior center will participate in indoor games, yoga, and other activities when walking outside is impractical.
National recommendations call for regular physical activity (U.S. Department of Health & Human Services, 2008). The Guide to Community Preventive Services (Community Preventive Services Task Force) recommends successful community strategies to increase physical activity. Cuba, New Mexico, has applied many of these strategies. The Step Into Cuba program, a nationally recognized model, is under study by the University of New Mexico Prevention Research Center (PRC). This fact sheet, one of a series of five, shares initial findings for New Mexico community use.

**Recommendation from the Community Guide:** Build, strengthen, and maintain social networks that support increases in physical activity.

New social networks can be created or existing networks in social settings outside the family, such as the workplace, can be used.

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**Evidence: Results from a Systematic Review by the Task Force**

Research shows that social support…

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Specific Cuba Approaches

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The walking champion organizes, leads, and empowers walking groups and promotes group activity as part of the community campaign.

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The walking champion has found particular groups to be most receptive to walking together: Cuba Senior Center “regulars,” employee groups (e.g., school staff, clinic staff, governmental office staffs), and student participants of a summer fitness camp organized by the champion.

✧ Planning for Alternate Activities
Physical activities other than walking are substituted when walking is not possible due to inclement weather. For example the walking group from the local senior center will participate in indoor games, yoga, and other activities when walking outside is impractical.

Quotes from the Community

“When you see people out walking and stopping and talking…we have an increased sense of community…an increased knowledge.”

“…it is starting with individuals and building up momentum and spreading to become social change in the community.”

“When I first started, there weren’t many, but now … there are a lot of people who walk, both men and women … it just helps to see people walking all the time.”

“…People are walking because of the atmosphere …it is changing…people give other people incentive…”

The University of New Mexico Prevention Research Center
#5 Evidence into Action Series August 2012
Modules Under Development

- Walkability Workshop
- What is a Walkability Audit and How Do I Conduct One?
- What is a Logic Model and How Do I Develop One?
- Developing Partnerships
- Recruiting Volunteers
- Volunteer Activities
- Accessing Resources
- Evaluation
- What is a Health Impact Assessment and How Do I Conduct One? (Sample Included)
- Trail Plan
- Wellness Agreement
- Back County Trails
- Acquiring Donated Land
- Potential Partners
Appendix A.
Workshop Logistics – Samples

- Training Logistics Form (sample)
- Invitation Letter (sample)
- Registration Form (sample)
- Acceptance Letter (sample)
- Directions to Location (sample)
- Agenda (sample)
- Sign In with Photo Release (sample)
- ACTION Plan Form (sample)
- Evaluation Form (sample)
- Certificate of Completion (sample)
- Trainer Contact Information (sample)
Training Logistics

Increasing Physical Activity in New Mexico Communities: Evidence- & Practice-Based Strategies

Location, NM & DATE, 2012

<table>
<thead>
<tr>
<th>Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invitation &amp; Welcome/Confirmation letters, registration form</td>
</tr>
<tr>
<td>Hotel Logistics for participants and trainers (guest)</td>
</tr>
<tr>
<td>Trainer Travel Arrangements</td>
</tr>
</tbody>
</table>

**LOCATION**

- Contact tribal leader, participant, or ? to do blessings (if appropriate).
- Provide gift for person doing blessing (if appropriate).
- Contact person to do a welcome at the beginning of the training.
- Reserve Large Meeting Training Space with tables and chairs for all.
- Set up instructions (Round tables with chairs facing screen or U shape style and NEED large open space for Activities) Large Open space both Inside and Outside.
- Screen in front of room (Use wall in front of room).
- Need table for set up of LCD projector and laptop in front of screen.
- Need Table in front of the room for trainer supplies.
- Need extension cord and power strip.
- Need Table and two chairs for registration outside room.
- Morning Refreshment Breaks: **Bottled water**/Healthy Snacks.
- Afternoon Refreshment Breaks: **Bottled water**/Healthy Snacks.
- Registration Table Roles (Welcoming, Sign In Sheet Print Name Clearly make sure their contact information is filled (Email & Mailing Address, Phone/Fax numbers), Name Tags (w/ large print of first name), training manual & materials & handouts.

**Pocket Folder**

- Pocket Folders for each participant (25).
- Cover for folders pasted on folder (25) (Print & paste on each folder).
- Meeting Agenda (Copy on colored pastel paper and place in each folder) Yellow pastel paper-1 ream.
- Action Plan (Copy on colored pastel paper and place in each folder) Green pastel paper-1 ream.
- Training Evaluation Form (Copy on colored pastel paper and place in each folder) Blue pastel paper-1 ream.
- Attendee list & contact info (participants & trainers) and share with Trainers prior to TTT (Copy and place in each folder).
- Power-Point handouts (print color back to back or staple and place in each folder).

N = (?? Participants & 2 Trainers + ? guest + ? support staff) As of date
<table>
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<tr>
<th>Materials</th>
<th>Person</th>
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<tr>
<td>Name tags (Print prior to Training) (First Name Large print with last</td>
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<td>name in smaller print under first name and Location we are coming</td>
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<td>from under last name). Include Name Tags for Trainers.</td>
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<td>Sign-in sheet/contact list/ AV Photo Release (multi-signature form)</td>
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<td>Easel stand (At least 1)</td>
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<td>Self Stick Easel Pads (At least 2)</td>
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<td>Tape (packaging and masking), Pens, 2 boxes of Scented markers (Mr.</td>
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<td>Sketch or ? ) NO Permanent or smelly markers due to allergies, etc.</td>
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<td>Certificates Print prior to trng in color</td>
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<td>Cameras (still &amp; video): cords, batteries, film</td>
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<td>Door Prizes</td>
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<td>Laptop computer w/ DVD player</td>
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<td>External speakers for Laptop</td>
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<td>LCD proctor</td>
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<td>Information Technology support</td>
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<td>Boom box</td>
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<td>Music</td>
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<td>LIST SPECIFIC Physical Activity items (8 Adult hula hoops, bean bags,</td>
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<td>4 cones, 4 jump ropes, 2 Frisbees)</td>
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<td>Certificate Paper (Parchment) Cotton or Ivory</td>
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<td>Post Card or Photo Paper (Parchment) Cotton or Ivory or White</td>
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Hello Advocates of Physical Activity!

We would like to invite you to participate in the *Increasing Physical Activity Kit in New Mexico Communities: Evidence- & Practice-Based Strategies Training at <LOCATION> during <DATE>*. This training is <PURPOSE> …

In partnership with the HOST the New Mexico Department of Health and The UNM Prevention Research Center, is offering this training.

This training encourages a “team” approach from your location such as yourself and other individuals who will be able to assist you with delivering future trainings. *Please submit the attached registration form of each member of your team who plan to attend by Friday, <DATE>.* There is no registration fee. We will notify you via email or phone on your team’s acceptance by <DATE>.

*The training will be held during <DATE> at <LOCATION>*

- Day 1 (DATE): 8:30 am to 4:30 pm
- Day 2 (DATE): 9:00 am to 4:30 pm

Sessions will include the <LIST AGENDA ACTIVITIES>.

You will have the opportunity to learn and experience fun and easy-to-use physical activities that you can share with your community.

As part of the training your team will receive the materials at no cost.

Please dress comfortable wearing exercise shoes and clothes as we will be demonstrating and participating in physical activities during this training.

*If you have any questions, please feel free to contact <NAME> or via email <EMAIL>.*

Sincerely,

<NAMES OF HOST>

Please register soon because space is limited.
# Registration Form

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I am willing to (please check all that apply):

- [ ] Attend full 2 days of training.
- [ ] Train others in my community after this training.

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<th>Participant Signature</th>
<th>Supervisor’s Signature</th>
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**Please email or fax registration form by:**

**DATE, 2012**

Fax number: XXX.XXX.XXXX

Email: <INSERT>

If you have any questions please contact:

- NAME
- Phone: XXX.XXX.XXXX
Increasing Physical Activity in New Mexico Communities: Evidence- & Practice-Based Strategies
Training: <Acceptance Letter>

DATE, 2012

Dear Participant!

Thank you for your interest and registering for the upcoming Increasing Physical Activity in New Mexico Physical Activity Communities: Evidence- & Practice Based Strategies Training in the <LOCATION> to be held at the <SETTING> during <DATES>. This letter serves as your registration confirmation to be a part of the <TRAINING> which is <PURPOSE>.

The <TRAINING> will be held during <DAY AGENDA>.

Day 1 (DATE): 9:00 am to 4:30 pm
Day 2 (DATE): 9:00 am to 4:30 pm

LOCATION
SETTING (see attached detailed directions)

To make your lodging reservations: Please call <INFORMATION>.

Please wear comfortable shoes and clothes as we will be demonstrating and modeling physical activities. Your team will receive <LIST ITEMS> and a folder of information.

If you have any questions, please feel free to contact us via email or <PHONE NUMBER>. Attached are directions and a map to <LOCATION>.

Sincerely,

Sally Davis, UNM PRC
NAME, NMDOH
Driving Directions to <LOCATION> from Highway 160/491.

- Turn right if coming from Cortez or left from Shiprock at the Ute Mountain Travel Center.
- You will then proceed up the hill to Towaoc which is 2.4 miles from the highway.
- When you reach the top you will pass by the Ute Mountain Public Safety Building & Towaoc Post Office which will be on the right hand side.
- You will also pass a white church on the left hand side.
- You will go along side a wooden fence which is the Tribal Office.
- Then you will make a left hand turn to the Towaoc Community Center which is next to the Recreation Center.

Look for Training Signs along side the road.

For More Info: Contact <PHONE NUMBER>
Increasing Physical Activity in New Mexico Communities:
Evidence- & Practice-Based Strategies

Training
Location, NM
DATE, 2012

Training Objectives:
- Describe the contents of each strategy (n=5) and locate more information/resources.
- Demonstrate strategies to increase physical activity in communities.
- Develop an Action Plan that formulates goals to implement in a community setting.

Day 1: Wednesday

Time | Event
--- | ---
Registration | Time
Blessing | Time
Welcome | NAME
Introductions/Ice Breaker/Teams/Ground Rules | NAME
Overview & Background | NAME
Social Support for Physical Activity | NAME
Group Photo/Break | Time
Access to Places for Physical Activity | NAME
Lunch | Time
Community-Wide Campaigns | NAME
Street Scale Design | NAME
Break | Time
Individually Adapted Program | NAME
Introduction to Action Plans | NAME
Post Card Activity | NAME
Plus/Deltas | NAME
Training Evaluations | NAME
Certificates/Hand in Evaluations | NAME
Closing Blessing/Adjourn | Time

ACKNOWLEDGEMENTS: In partnership with the New Mexico Department of Health and the University of New Mexico Prevention Research Center (supported by Cooperative Agreement Number 5-U48-DP-0000061 from the Centers for Disease Control and Prevention).
Sign In with Photo Release

Name of Project: **Increasing Physical Activity in New Mexico Communities**  
LOCATION, NM  
DATE, 2012

I hereby voluntarily and without compensation give my permission to the New Mexico Department of Health and the University of New Mexico PRC for the use and reproduction of video footage, photographs, or audio recordings of activities or events. I understand that the use of my image and/or voice will be for the purpose of furthering the health promotion/education initiative. I assume all risks associated with the participation of the program. NMDOH assumes no liability for injury or damages arising from participation in the program. I understand that due to the strenuous nature of some activities, NMDOH encourages each participant to consult his or her physician concerning fitness to participate in the program. I consent to emergency medical treatment if necessary. I am (18) years of age or older, and am competent to contract in my own name.

Name: (Please print clearly!)  
Address (City, State, ZIP)  
Email:  
Phone Number:  
Signature:

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Insert NMDOH Logo
### Increasing Physical Activity in New Mexico Communities: Evidence- & Practice-Based Strategies

**ACTION PLAN FORM**

| Name: __________________________________________________ |
| Site/Address/Phone: ________________________________________ |

Focus Area:  
- ☐ Social Support  
- ☐ Access to Places  
- ☐ Community-wide Campaign  
- ☐ Street Scale Design  
- ☐ Individually Adapted Program

Please list your Goal: ________________________________________

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Strategies to Accomplish Goals</th>
<th>By When? By what date will the action be done?</th>
<th>By Whom? Who will take the action?</th>
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</table>

**Resources and Support**  
(financial, human, political, other)

**Potential Barrier/Resistance**

---

59
Thank you for participating in the Increasing Physical Activity in New Mexico Communities training. Your thoughtful completion of this evaluation will help us in planning future trainings.

Use the scale below to rate the following statements. Enter the number that best describes your opinion. If the statement is not applicable, please write N/A:

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<tr>
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<td>Disagree</td>
<td>Neutral</td>
<td>Agree</td>
<td>Strongly Agree</td>
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</table>

A. Training and Materials Evaluation

1. The training had clearly stated objectives.
2. The training objectives were achieved.
3. I learned new information.
4. I can apply what I learned to my job.
5. Instruction was well-coordinated among the team members.
6. The materials are useful.
7. Participants were encouraged to share their own relevant experiences.
8. Participants were encouraged to participate in the learning process through activities such as discussion, asking questions, and demonstrating activities.
9. The activities during the training contributed to achieving the course objectives.
10. This training provided me with tools and strategies to increase physical activity across all age spans in my community.
11. I feel that I am able to demonstrate my ability to implement the Increasing Physical Activity in New Mexico Communities in my community.
12. I would recommend this training to my colleagues.
13. Overall, this training increased my personal knowledge of the subject.
14. The meeting room and physical facilities were appropriate.

B. Evaluation of Materials

Use the scale below to rate the following statements. Enter the number that best describes your opinion. If the statement is not applicable, please write N/A:

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<td>Disagree</td>
<td>Neutral</td>
<td>Agree</td>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>

15. Social Support for Physical Activity will be useful to my program.
16. Access to Places for Physical Activity will be useful to my program.
17. Community-Wide Campaigns will be useful to my program.
18. Street Scale Design will be useful to my program.
19. Individually Adapted Programs will be useful to my program.
20. Recommendations will be useful to my program.
21. Resources will be useful to my program.
22. --- will be useful to my program.
23. I will use the Action Plan in my community.

24. Do you have any additional comments for materials?

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
C. Individual Trainer Evaluations

25. Use the scale below to rate the following statements. Enter the number corresponds that best describes your opinion. If the statement is not applicable, please write N/A:

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<td>Disagree</td>
<td>Neutral</td>
<td>Agree</td>
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</tbody>
</table>

a. Sally Davis ___ Used effective teaching/facilitating techniques.
   Comments for this presenter: _____________________________________________
   ____________________________________________________________________

b. Dick Kozoll ___ Used effective teaching/facilitating techniques.
   Comments for this presenter: _____________________________________________
   ____________________________________________________________________

D. Information about your organization / you.

26. Which program best describes you?
   - Nutrition
   - Health Promotion Disease Prevention
   - Head Start
   - CHR
   - Other (specify) ________________

27. How long have you worked in your current position? Year's _____

28. What is your job title? Job title: _________________________

29. With which of the following populations do you work? (Check all that apply)
   - Head Start
   - Young People
   - Adults
   - Families
   - Older Adults
   - Other (specify) ________________

30. Will you use information from this training in your day-to-day work?
   - Yes  □  No  □  Not sure
     If yes, which parts will you use most often? ______________________________
     ____________________________________________________________________
     ____________________________________________________________________
     ____________________________________________________________________

31. What could we do to improve this training?
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________

THANK YOU FOR YOUR TIME AND FEEDBACK.
Increasing Physical Activity in New Mexico Communities: Evidence- & Practice-Based Strategies

Acknowledges

**NAME**

for completing the Training

<DATE>, 2012 in <LOCATION>, NM
Increasing Physical Activity in New Mexico Communities: Evidence- & Practice-Based Strategies
Location, NM
DATE, 2012

Trainer Contact Information

Sally M. Davis, PhD
University of New Mexico
Prevention Research Center
2703 Frontier Rd
MSC11 6145
Albuquerque, NM 87131
Phone: 505.272.4462
Fax: 505.272.4857
SDavis@salud.unm.edu

Shiraz I. Mishra, PhD
University of New Mexico
Prevention Research Center
2703 Frontier Rd
MSC11 6145
Albuquerque, NM 87131
Phone: 505.272.4462
Fax: 505.272.4857
SMishra@salud.unm.edu
Appendix B.
Focus Group Plan
FOCUS GROUP PLAN

FOCUS GROUP #1 PARTICIPANT WILL INCLUDE MEMBERS OF THE NEW MEXICO CANCER COUNCIL.

Council membership includes people working in primary prevention as well as those who work primarily with cancer survivors (and a variety of others including clinical folks, etc.). In addition to some questions selected from the list below, Council members will be asked about framing specific messages (Community-wide campaigns and other initiatives) for constituents of Council member organizations. Answers will be recorded, compiled and disseminated to the Council.

FOCUS GROUP # 2 PARTICIPANTS WILL BE REPRESENTATIVES FROM 14 CTG COMMUNITIES ATTENDING THE PROPOSED CONFERENCE OCTOBER 2012 IN ALBUQUERQUE.

It is estimated that 25-30 people will be attending. Attendees will break into 3 groups of 6-8 in each group for focus groups to react to and discuss questions such as those listed below. Answers will be recorded, compiled and disseminated to all workshop participants.

FOCUS GROUP SAMPLE QUESTIONS:

1) If you wanted to make a change in your community that would make a big difference what would that change be?

2) If there was one change you could make in your community to make it easier to be physically active what would it be?

3) What are some concerns you may encounter in your community regarding building recreational trails?

4) What are the biggest barriers to physical activity in your community?

5) Why do you think people are not more active?

6) In what ways does physical activity make you feel better?

7) What is the most difficult thing about being physically active?

8) What are some the barriers to being physically active in your community?

9) How might you address them?

10) What are some of the resources for supporting physical activity in your community?

11) Where are some places to be physically active?

CONTACT SALLY M DAVIS,
UNM PREVENTION RESEARCH CENTER
(505) 272-4462
http://prc.unm.edu/
Notes
Appendix C.
A Health Impact Assessment:
The Impact of U.S. Highway 550 Design on Health and Safety in Cuba, New Mexico
The Impact of U.S. Highway 550 Design on Health and Safety in Cuba, New Mexico

A Health Impact Assessment
What is an HIA?

Health Impact Assessment (HIA) is a set of procedures, methods and tools that estimate the effects of a policy, program or project on the health of a population. Ideally an HIA is conducted before the policy, program or project is implemented so that findings and recommendations can influence decision-making. An HIA can take a variety of different forms ranging from a “rapid” HIA that is written based on existing data and published literature to an HIA that could require months to complete and where local data is collected and analyzed to inform recommendations. The result of an HIA is evidence-based recommendations that highlight practical ways to enhance positive impacts of a proposal and minimize negative impacts on health. This HIA is a “rapid” HIA based on existing data and on research information gathered from peer reviewed published literature.

Why conduct an HIA?

This HIA provides information on how the design of U.S. Highway 550 (U.S. 550) could impact the health and safety of Cuba area residents and visitors. Specifically, information is provided on the topics of highway design and pedestrian safety, physical activity, social connections and community economics.

Background on the Cuba, New Mexico area

Cuba, New Mexico is a rural community in Sandoval County, 80 miles northwest of Albuquerque. About 8,800 people live within a 35 mile radius of the Village of Cuba which serves as the commercial center of the area. About 1,700 people live within a five mile radius of the Village and 1,396 residents live within the municipal boundary¹. The population of Cuba and the surrounding area is tri-cultural (36% Hispanic, 36% Native America, and 24% Anglo). According to the U.S. Census, people living below the poverty level within Cuba and the surrounding area ranges from 41% to 85% of the population². Although exact health statistics for the community are not well documented, the Presbyterian Medical Services Cuba Health Center—the only primary care provider in the community—currently has a case management list of over 500 diabetics, many of whom live within Cuba’s five mile radius. According to the New Mexico Department of Health (NM DOH), 67% of Native Americans and 61% of Hispanics in New Mexico are overweight or obese. The NM DOH Disparities report shows Native Americans in New Mexico had 2.7 times more adult obesity, 2.1 times more youth overweight, and 3.1 times more diabetes deaths than non-Hispanic whites. The figures for Hispanics were 2.3, 1.6 and 2.1, respectively.³ In a 2001 survey of NM high school students, 14.5 % were at risk of overweight and 11.1% were overweight (with 16.4 % for American Indian students and 12.4 % for Hispanics). Compared to both Sandoval County and the state, Cuba has a higher percentage of young people: in 2000, 35% of Cuba’s population was younger than 20 compared to 32% for the county and 31% for the state.

U.S. Highway 550 in Cuba

U.S. 550 is a primary route connecting Albuquerque to northwestern New Mexico and Colorado. In 2006, U.S. 550 in Cuba had a traffic count of 9,800 vehicles per day. Cuba’s health clinic, post office and other essential services are located on U.S. 550. The Village of Cuba serves as the commercial center for the area. Residents from within the municipality and the surrounding areas visit mid-town Cuba regularly to retrieve their mail from the post office (there is no mail delivery service in the Cuba area), shop for food and other necessities, receive medical care, and obtain social services. Many residents of Cuba live within walking distance of the
commercial center. Most roadways used by residents to reach services and businesses on U.S. 550 do not have safe sidewalks or walkways. Additionally, U.S. 550 has no traffic lights or stop signs, only one poorly marked crosswalk and sidewalks that are not contiguous. In the winter, snow removal from the highway causes many feet of snow to get piled on sidewalks and highway shoulders, obstructing pedestrian access. Given their many challenges, taking care of basic needs is often of higher priority than living a healthy lifestyle for Cuba area residents. Although Cuba is surrounded by a beautiful natural environment for walking and hiking, Cuba is more car than pedestrian friendly and residents are very dependent on their vehicles.

The Step Into Cuba Alliance

The Step Into Cuba Alliance (the Alliance) is a broad coalition of local, state and national organizations and individuals working to promote health by increasing opportunities for physical activity in the Village of Cuba, NM (the Village). A primary goal of the Alliance is to increase the walkability of Cuba to encourage walking as a convenient and low-cost form of physical activity. One of the areas the Alliance has focused its work on is U.S. 550.

The Village and the Alliance have been working with the NM Department of Transportation (NM DOT) to explore ways in which U.S. 550 can become more pedestrian friendly. Federal funding was obtained by NM DOT for a sidewalk and lighting project along U.S. 550 in Cuba with construction on the project expected to begin in fall 2011. Applications for funding for additional safety improvements along U.S. 550 and adjoining roadways have been submitted to the Mid-Region Council of Governments (MRCOG) by the Village.

On May 28th, 2009, the Alliance, the Village of Cuba, and the U.S. National Park Service, with assistance from the University of New Mexico Prevention Research Center (UNM PRC), organized and hosted a Cuba Trails, Park and Walkability Workshop in Cuba. The purpose of the workshop was to provide an opportunity for community members and topic area experts (which included NM DOT and MRCOG staff) to join together and assess the walking and activity opportunities in the community and to provide recommendations for ways to make the community an easier and safer place to be physically active. The forty-five workshop participants divided into small groups and conducted “walking audits” throughout Cuba. The groups recorded, in writing and photographs, observations of positive and negative features of their walks and discussed recommended improvements. One group examined the features and pedestrian comfort of U.S. 550 and provided the following recommendations:

**Crossing U.S. 550:**
- Consider the concept of funneling pedestrians to a few crossings rather than designating many crosswalks in the Village;
  - Possible crosswalk locations suggested by workshop participants include: Cuba Post Office, Del Prado Restaurant and crossing of U.S. Highway 550 at NM Highway 126;
- Install median islands or “pedestrian refuges” when appropriate to slow traffic and increase safety for pedestrians.

**Sidewalks and Safety:**
- Sidewalks need to be repaired, widened to meet ADA standards and connected;
- Relocate light posts (could be accomplished when sidewalk rehabilitation takes place);
- Consider physical barriers between pedestrians and highway traffic (buffers);
• Look at other small NM towns that are bisected by U.S. highways that have successfully addressed walkability concerns.

Conducting pedestrian and bicycle traffic counts represents another way in which the Alliance and the Village have focused attention on U.S. 550. The Cuba Counting Project initiated in May 2010, provides baseline pedestrian, bicyclist and other non-motorized use of U.S. 550. Cuba residents, assisted by the UNM PRC, observed pedestrians and bicyclists crossing six locations on or near Cuba’s two major roadways (U.S. 550 and N.M. 126) and in the Village of Cuba’s St. Francis of Assisi Park during one week in May and one week in September 2010. Counting took place in two hour time blocks on three days each week. Over time, repeated counts will document changes in non-motorized use following the implementation of improvements to make the area safer and more attractive for pedestrians.

How does U.S. Highway 550 design impact individual and community health?

Transportation planning impacts pedestrian safety

Individuals consider many variables when deciding whether or not to walk from one place to another. Factors such as: travel distance; safety and personal security; personal comfort and attractiveness; and accessibility are all weighed when an individual considers whether or not to walk. It is well established that the built environment, or the way that roads and communities are designed, influences an individual’s decision to walk.4

Pedestrian-vehicle crashes are a serious concern with children, the elderly and people who are alcohol-impaired most at risk.5 Pedestrian safety can be improved by road design that provides for the safety and connectivity needs of the pedestrian.

Research shows that areas with no sidewalks are most hazardous to pedestrians, and sites where sidewalks are present on both sides of the road are least hazardous.6

• Both the Federal Highway Administration (FHWA) and the Institute of Transportation Engineers (ITE) recommend a minimum width of 1.5 m (5 ft) for a sidewalk or walkway. This space allows two people to pass comfortably or to walk side-by-side. Sidewalks should be contiguous along both sides of a street and should be fully accessible to all pedestrians, including those in wheelchairs.7

• A buffer zone (between 4.5 to 6.5 ft)8 is desirable and should be provided to separate pedestrians from the street; in rural areas, a landscape strip is often chosen.

Lack of sidewalks and high speed limits are associated with a significantly higher risk of pedestrian motor vehicle crash injuries.9 By slowing traffic, eliminating conflicting movements, and sharpening drivers’ attention, traffic calming may result in fewer collisions and because of lower speeds, when collisions do occur, they may be less serious.10

Additionally, speed feedback signs that provide both the speed limit on the road and an electronic display of the approaching vehicle speed measured by radar have shown to lower speeds of vehicles in rural communities.11 12
Approximately 5 percent of pedestrians would die when struck by a vehicle traveling at 20 mph or less. This compares with fatality rates of 40, 80 and nearly 100 percent for striking speeds of 30, 40, and 50 mph, respectively. Because of the exponential relationship between speed and pedestrian injury/death, small reductions in speed translate into large reductions in risk.

<table>
<thead>
<tr>
<th>Vehicle speed</th>
<th>Percent pedestrian fatalities</th>
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<tbody>
<tr>
<td>20 mph</td>
<td>5 percent</td>
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<tr>
<td>30 mph</td>
<td>40 percent</td>
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<tr>
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<td>80 percent</td>
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<tr>
<td>50 mph</td>
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**Traffic calming programs reduce traffic crash frequency and severity.** Studies show long-term crash and injury reductions of 15-40 percent and even greater reductions in pedestrian injuries. A convenient sidewalk system that includes adequate crossing opportunities also aids in slowing overall speeds. Traffic calming such as median or pedestrian refuge areas make roadways safer for pedestrians—slows vehicle traffic, shortens crossing distances, and enhances motorist and pedestrian visibility. Crossing multi-lane roadways, like U.S. 550, without median or pedestrian refuges areas, can be extremely dangerous. Pedestrians crossing an arterial without a median have a crash risk 6.48 times higher than crossing an arterial with a median. In fact, corridors that have raised medians or pedestrian refuge areas at marked crosswalks have a 46 percent reduction in pedestrian crashes; and at unmarked crosswalks, pedestrian crashes have been reduced by 39 percent. Wait time for safe pedestrian crossing can deter walking as transportation. Raised medians or refuge islands can lessen the wait time for a pedestrian to identify a gap in traffic and to cross. With shorter delays, fewer risks are taken by crossing through holes in traffic flow. It has been found that on a four lane roadway with 5,000 ADT, medians can lessen pedestrian delay by 70 percent (from 41 seconds to 9 seconds).

Other benefits of median islands or pedestrian refuges include:

- Reduction of motor vehicle crashes by 15 percent;
- Decrease delays for motorists by over 30 percent;
- Increase capacity of roadways by over 30 percent;
- Reduction of vehicle speeds on the roadway;
- Provides space for landscaping, community beautification and pedestrian scale lighting to illuminate walkers.

**Transportation planning impacts physical activity opportunity**

The staggering statistics that two-thirds of U.S. adults and almost one in three children are overweight or obese are of significant concern to the health of our nation. Obesity results from a complexity of individual’s genetics as well as behavioral and environmental determinants. For optimal health, adults should engage in 150 minutes of moderate-intensity aerobic activity (e.g., brisk walking) each week and children and adolescents should get one hour or more of physical activity each day. Physical activity in bouts as short as 10 minute increments, such as walking to take care of...
errands, can have health benefits. Despite the fact that walking is a form of physical activity that is low cost and fairly accessible to the general population, few people walk enough to gain those benefits (strengthening the heart, preventing or controlling diabetes, controlling weight, improving mental health). Just thirty minutes of moderate physical activity (for adults), such as walking most days of the week, can reduce the risk for and positively impact numerous long-term health conditions including: overweight/obesity, cardiovascular disease, diabetes, cancers, hypertension, bone and joint disease and mental health.

There is increasing evidence that the physical features of streets and neighborhoods can impact rates of walking. In fact, research has shown that more and better-quality sidewalks are associated with adults engaging in higher rates of walking and meeting physical activity recommendations. A pedestrian environment that is convenient and attractive encourages people to include walking in their daily lives. A review of 18 studies identified a variety of attributes of the community environment associated with walking for a particular purpose. Those attributes include: aesthetic qualities of the surroundings, convenience of facilities for walking (such as sidewalks or trails), accessibility of destinations and perceptions about traffic and busy roads. Additionally, studies have shown that residents living in highly walkable neighborhoods reported about two times more walking trips per week than residents of low-walkable neighborhoods. The decisions that transportation planners and engineers make can have long lasting impacts on the health of communities. The Victoria Transport Policy Institute extensively documents the need for transportation planning to consider the human health impacts of decisions knowing that decisions that plan for multimodal options can “provide significant human health benefits, resulting in reduced suffering, cost savings and increased productivity”.

In addition, the Task Force on Community Preventive Services (an independent, volunteer body of public health and prevention experts that documents evidence based strategies for promoting the public’s health) highlights environmental and policy approaches that are known to increase physical activity levels including the proximity and density of places for physical activity within a community.

Individuals living in rural environments are known to walk less than those living in suburban environments and are more likely than urban or suburban dwellers to report barriers to physical activity (eg. fewer sidewalks, limited access to exercise facilities, lower socioeconomic support for physical activity).

Transportation planning can impact opportunity for building social connections

Walkable community design can also prevent social deterioration and isolation by providing opportunities for incidental interaction among residents. It has been documented that a lack of social networks or connections can undermine mental and physical health, that residents of walkable neighborhoods have an enhanced sense of community, and that walking increases social capital by promoting face-to-face interaction with neighbors. One study found that individuals living in a walkable, mixed-use neighborhood were more likely to know their neighbors, participate politically and trust others. Walking and walkable design can help build the networks of relationships that occur in public space in everyday life. It is thought that perceptions of one’s neighborhood quality could play as much of a role in affecting one’s behavior as the actual characteristics (eg. a sense of safety versus actual safety of the area). One study showed that young people who live in an area they report having busy traffic were found to be less likely to have positive perceptions of the safety, friendliness or appearance of their community. They were also less likely to identify individuals in their community as being helpful. These findings were independent of socioeconomic status of the individuals or community. Additionally, it was found that those individuals from communities with considerable traffic were at risk for “traffic-induced social exclusion,” manifested in
the form of young people spending greater amounts of time inside because of perceived or real safety concerns of the youth or their parents. The implications for this are wide-reaching and could have significant impacts on young people’s physical and mental health and quality of life. Additionally, studies have shown that for every 10 minutes a person spends in a daily car commute, time spent in community activities falls by 10%. Research has demonstrated that people who live in cohesive, integrated communities are less likely to get sick, tend to live longer and to be happier.

**Multi-modal roadway design can have positive impacts on community economics**

Multi-modal roadway design can impact community economics in a variety of ways: from increasing pedestrian use of the roadway (and in turn, bringing more attention and financing to multimodal development) to encouraging shopping locally while on foot and saving individuals’ cost on automobile maintenance. Encouraging walking as a local mode of transportation can also contribute to long term savings on medical expenses.

Community centers have tremendous potential to take advantage of their compactness and become desirable places for pedestrians. Pedestrian infrastructure that promotes walking is not only good for individuals’ health, it also benefits community vitality. Walking (as opposed to driving) by shops and businesses encourages stopping and spending money within the local community. Communities and their business districts that are walkable are capturing a greater share of tourist dollars as visitors are interested in experiencing community life while shopping and dining out. Additionally, areas where visitors and residents feel a sense of community are increasingly likely to be strong economically. The Village of Cuba is surrounded by beautiful scenic lands that are hiking and camping destinations for individuals living outside of the community. These individuals are likely to spend more time and money within a walkable Village compared to one that is more friendly and accessible to the automobile. Downtowns provide residents and visitors with retail, industry, tourism opportunities, and services all conveniently located.

A more walkable community impacts transportation choices and transportation costs. If an individual feels safe and comfortable walking to take care of errands, then s/he can reduce financial expenditure for automobile use and upkeep. One study showed that households in automobile-dependent communities devote 50% more to transportation than do households in communities that offer a more multimodal transportation system. Moreover, various public costs for roads, parking facilities, traffic congestion, crash risk and environmental damages can be saved in a more pedestrian friendly community. Short vehicle trips tend to have high costs per vehicle mile (eg. energy consumption and pollution emissions are several times higher than average for short trips when engines are cold). Consequently, community residents in Cuba who could walk from their homes to U.S. 550 if it were safe and comfortable could see considerable collective savings.

Finally, an investment in designing and constructing safe pedestrian infrastructure can contribute to providing a more health promoting environment and potentially decreasing obesity related medical expenditures. The increasing burden of obesity related medical costs can be attributed to: the rise in numbers of obese individuals, the increasing cost of treatments specific to obesity-related illnesses and a shift in the population of obesity to older individuals. About $324 million is spent in NM each year on adult obesity-attributable medical expenditures. It is estimated that the U.S. will spend $344 billion on health care costs attributable to obesity in 2018 if rates increase at their current levels with such expenditures accounting for more than 21 percent of the nation’s direct health care spending in 2018. Alternatively, if obesity levels were to stay at their current rates, the U.S. could save approximately $820 per adult in health care costs by 2018-a savings of almost $200 billion dollars.
Recommendations:

Creating a safe, convenient and attractive pedestrian system within a transportation corridor such as U.S. 550 through Cuba, allows people to use walking as a way to get to work, to school, to the store, or to walk for their health. Contiguous, well-maintained, accessible sidewalks along U.S. 550 with shade, shelter and benches can contribute to a more comfortable walking environment. Adequately spaced, safe, street crossings can make pedestrian travel safer, more convenient and efficient and thus, will enable community members to walk within the community instead of relying solely on their vehicles. A more walkable Cuba may also positively affect social connections and the community’s economy.

Below are recommendations based on the evidence-based studies and peer reviewed literature summarized in this report that could increase pedestrian safety and encourage safe walking along U.S. 550 as part of an active daily lifestyle for Cuba area residents.

- Create infrastructure that provides a safe and accessible environment for pedestrians and those individuals in wheel chairs by adding or upgrading sidewalks where they are missing or in disrepair and upgrading all driveway and road crossing ramps to achieve ADA guideline standards;
- Provide a buffer (4.5 to 6.5 ft) between vehicular traffic and sidewalk to increase safety and provide a more desirable walking environment;
- Provide pedestrian scale amenities to encourage safe walking such as: pedestrian scale lighting, shade and benches for comfort and resting;
- Create safe, convenient pedestrian crossings utilizing median islands or “pedestrian refuges” that are adequately spaced to accommodate pedestrian destinations along U.S. 550;
- Explore possibilities for signage (such as speed feedback signs) that would have the greatest impact to promote a safe pedestrian environment;
- Explore additional potential for traffic calming in areas most used by pedestrians along U.S. 550.
Increasing Physical Activity in New Mexico Communities

Evidence- and Practice-Based Strategies

(The UNM PRC and the Step Into Cuba Alliance collaborated in writing the below two-page summary of this HIA which appeared as an insert in the May 2010 Cuba News, the monthly Cuba, NM newspaper).

**Changes to U.S. 550 can make Cuba a healthier and safer place to live.**

The Village of Cuba will soon receive funding from the New Mexico Department of Transportation (NMDOT) to improve sidewalks and lighting on U.S. 550. NMDOT is beginning to plan what the project will look like. **There are many ways that U.S. 550 can be made safer for pedestrians and many good reasons for making it safer.**

Changes to U.S. 550 can make it safer and more inviting. There are different ways to slow traffic, to shorten the distance for people crossing the street, and to make it easier for drivers to see the people trying to cross the street. **Here are some ways to “calm” or slow traffic down:**

- **SPEED FEEDBACK SIGNS** tell drivers their speed (measured by radar) and the speed limit on the road.

- **MEDIAN ISLANDS** provide a safe place in the middle of the road for people to stop and wait for traffic. If there is a median island, people do not have to wait for traffic to clear in both directions. They can cross when traffic is clear in only one direction.

- **“GATEWAY” SIGNS** let drivers know they are leaving a rural highway and entering a community.

- **BULB OUTS, OR EXTENSIONS** of the sidewalk at either end of a crosswalk, make the distance people have to cross shorter and make it easier for drivers to see the people trying to cross the street.
More people walking around the U.S. 550 area in Cuba can boost the economy and add to a sense of community.

If the streets feel safe and welcoming, local residents and visitors are more likely to walk around town, stop to visit with each other, and shop in local stores.

People who live in areas where it is easy and nice to walk are more likely to be active, which can make them healthier.

Recommended sidewalk safety features for pedestrians:

- Sidewalks should be at least 5 feet across so that two people can walk side-by-side or pass each other easily.
- Sidewalks should be continuous along both sides of the highway.
- Sidewalks should be easier for everyone to use, including those in wheelchairs or pushing strollers.
- Sidewalks should have a “buffer zone” or area between the sidewalk and the roadway. This helps separate the people walking along the highway from the traffic. This space should be at least 4 feet across and could be dirt, paved, or could have plants.
- Sidewalks should have enough street lighting so that people on the sidewalk can see where they are walking and so that walkers can be seen by drivers. Lighting also helps people to see who is around them and can prevent crime.

“If we had crosswalks and safe walkways, it would make a huge difference. I would love to see changes made to the highway. It’s so dangerous, even just walking from my store across the street. I don’t think drivers are inconsiderate or rude; they are just unaware... there are no signs to educate them. I have a child who is pre-diabetic and I would love for us to be active together here in a convenient place. My children don’t play in their front yard because I’m afraid. The changes would be for the elderly, families, anyone who wants to walk — it’s for everybody.”

— Cuba Parent, U.S. 550 Business Owner and Resident

“The Step Into Cuba Alliance, the University of New Mexico Prevention Research Center’s VIVA (Village Interventions and Venues for Activity) team, and Healthy Kids Healthy Communities team worked together on this flyer. References are available from the Prevention Research Center. Contact Emily Fitch, epitch@salud.unm.edu or (505) 272-4402 ext-214.
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The University of New Mexico Prevention Research Center
MSC 11 6145  2703 Frontier Road, NE  Suite 120  Albuquerque, New Mexico 87131
Phone: (505) 272-4462  Web: http://prc.unm.edu/