Creating a “Win-Win” While Facilitating Change in the Roanoke Valley: The Role of the Academic Partner

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Roanoke College

• Salem, Virginia
• Private, liberal arts college
• 2,100 undergraduates
• Focus on high quality experiential learning
Objectives

1. **Outline barriers** to healthy living across diverse neighborhoods within Roanoke, VA

2. Evaluate relationships between **prevalent health conditions and the availability of resources**
   - Physical activity participation
   - Healthy eating behaviors

3. Disseminate data to community partners to **facilitate action**
Neighborhood Audit Strategy

[Map showing areas labeled as "Industrial" and "Industrial/Brownfield"]

- Streets
  - West End Target Area Boundary
  - Streets
  - Norfolk Southern Tracks
Perceived Access to Healthy Living

Neighborhood Physical Activity Assessment

For homework tonight, please complete this form with your parent/guardian.

1. What types of physical activities do you or your family members participate in within your neighborhood?

2. Are there areas available in your neighborhood for participating in physical activity (such as parks, playgrounds, or greenways)? Yes ☐ No ☐ (check one)

For the questions below, check the box that you feel best describes the neighborhood where you live.

<table>
<thead>
<tr>
<th>Neighborhood Healthy Living and Safety</th>
<th>Almost Everywhere 81-100%</th>
<th>Usually 61-80%</th>
<th>About Half the Places 41-60%</th>
<th>Some Places 21-40%</th>
<th>Rarely or Nowhere 0-20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Parks and other areas are available for people of all ages in the neighborhood to be active</td>
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<td>4. Food stores offering healthy foods are in walking/biking distance or it is easy to get to a healthy food store by bus</td>
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<td>5. Food stores give us coupons or lower prices for healthy foods and drinks</td>
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<tr>
<td>6. Sidewalks, parks, and parking spots are well lit at night to keep us safe</td>
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<td>7. Drivin speed is enforced in the neighborhood</td>
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<td>8. Car drivers obey speed limits and stop for people crossing the street</td>
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<tr>
<td>9. Police officers watch Areas used for physical activity to keep us safe</td>
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<td>10. The neighborhood has a &quot;Safe Routes to School&quot; or &quot;walking school bus&quot; program</td>
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<td>11. People who walk and bike in the neighborhood during the day feel safe</td>
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<tr>
<td>12. People who walk and bike in the neighborhood at night feel safe</td>
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<td>13. How often do the following things happen in your neighborhood:</td>
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</tbody>
</table>

Dear students and parents/guardians,

A group of researchers at Roanoke College would like to see your responses to this questionnaire. Your answers will be used to try to improve the safety and availability of parks and healthy places to buy food in your neighborhood. Your child’s name will be removed before the researchers use your questionnaire. If you give permission for the research group to use this questionnaire, please sign below. If you do not want the research group to use this questionnaire, do not sign this form.

Parent/Guardian Name: ____________________________ Signature: __________________________

Student’s Name: ____________________________ Signature: __________________________
Health-Related Fitness Status

• FitnessGram Test Battery (Cooper Institute)
  – Body Composition
    • Body mass, waist circumference, BMI-for-age
  – Cardiovascular Endurance
    • PACER, 1-mile walk/run → VO₂max
  – Muscular Strength
    • Push-up
  – Muscular Endurance
    • Curl-up
  – Flexibility
    • Sit-and-reach
PATH Coalition Target Area
Measurable Outcomes

1. Improve healthy body weight from 61.4% to ___.
2. Improve healthy cardiovascular fitness from 59.8% to ___.
3. Enhance perceived access to PA from 68.5% to ___.
4. Enhance perceived access to healthy food from 65.0% to ___.
Community-Based Participatory Research: The Role of the Academic Partner
The Academic Partner “Win”

- Experiential learning
- Professional and community service
- Realization of “collective impact”
- Departmental notoriety
- *Potential* for scholarly publication/presentation and grants
The Community “Win”

- Improved infrastructure
- School garden
- Curricular materials
- Community Day (109 kids!)
- Sustainability plan
- Measureable objectives
- Media campaign
Tips for Replication

- Something to offer? Invite yourself.
- Take advantage of city appointed “target areas”.
- Consider a unique “first face”
  - Pediatrician / College Professor with service focus
- Power in numbers!
  - Measurable outcomes → effective strategic planning
  - Recruitment of agencies → large collective impact
- Avoid redundancy
Acknowledgements
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Ms. Lauren Roth (2016),
B.B.A. Business Administration

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