

SHAPE YOUR WORLD

Creating Healthier Environments for a Better NC



Stacy Shelp, Communications Manager

Overall Purpose

Goals:

The primary goal of the Communities Putting Prevention to Work Component II grant is to implement state-level policies that promote healthy environments and active lifestyles in North Carolina communities in an effort to combat the rising tide of overweight and obesity.



Background

Shape Your World Components:

- Healthy Environments Collaborative
- Analysis of Policy Inventory & “Solutions”
- Engaging with 11 Pilot Communities
- Website & Communications Campaign

... its all about policy change.

Formative Research

Communications Formative Research Goals:

- Gain a better understanding of North Carolinians' awareness and perspective on the built environment issue; levels of physical activity; and their ability to lead physically active lives within their own community
- Find out what it would take to get them involved/ take action
- Gauge attitudes and opinions from different regions, and between urban, suburban and rural areas

Formative Research

Research Methods

- Random Digit-Dialed Survey - ~1150 respondents
- Focus Groups - 55 participants
- Media Content Analysis - 2 years worth of media assessed
- Message Testing
- **Totaling** - 8 months of research to develop Shape Your World

Research Conclusions

Built Environment & Health

- The term 'built environment' doesn't resonate with people.
- Healthy communities means more than just health.
- There is an understanding that there is an obesity epidemic but people don't immediately link it to their environment and lack of physical activity options.
- Once explained, most respondents reported a high probability of supporting an initiative to improve built environments, especially when a local connection was made.
- All respondents, regardless of their geographic location wanted more sidewalks, bike lanes, greenways, and more thoughtful design and placement of facilities along with better accessibility.

Note: In all cases rural and urban participants were similar in their wants and needs

Research Conclusions

Advocacy

1. **Personal** - Motivated by personal experience. They are highly motivated, tirelessly committed to their respective causes and are likely to define themselves at least in part by their activism. May be hard to reach due to an overwhelming amount of current commitments. If galvanized they are likely to become leaders.
2. **Issue Oriented** - Motivated by specific issues such as elections, changes in zoning ordinances or potential problems in their communities. They are likely to be the most easily reached and set in motion via a media campaign.
3. **Social** - Group oriented and broadly focused. This group volunteers regularly in their community to support a variety of causes, usually through their church or local schools. They can be effective ambassadors to bring issues regarding built environments to the groups in which they already function. They do not tend to take leadership roles.
4. **Passive** - More followers than leaders. They sign petitions online, join internet forums and support causes of interest, but are less likely than the other groups to actively volunteer or lead efforts.

Research Conclusions

Creating Change

- Most respondents, even those engaged in their communities, are **unsure of what governing body makes decisions**, funds, and bears responsibility for improving healthy built environments.
- **Community input is key**. There is a strong belief that citizens have an innate understanding of the nuances of what is wanted and needed in their communities and their input should be sought to efficiently implement plans for change or development and to kindle support.
- Respondents are **highly motivated by personal stories** of others who have affected the built environments in their communities.

SHAPE YOUR WORLD

Creating Healthier Environments for a Better NC

A Movement towards a healthier NC inspired by our citizens

Objective:

To inspire a statewide movement among North Carolinians by encouraging them to get involved and make a difference in their own communities with regards to the development of healthier built environments.



Target Audience

- Primary Audience: Involved Citizens
- Secondary audiences: NC Media & Policy Makers



Key Benefit & Focus Areas

1. **Improved Safety and Security.** Better built environments give me an improved sense of safety for me and my family. Sidewalks, bike lanes, safe access to schools, safe and accessible recreation areas help me feel more secure.
2. **Greater Community Connectedness.** Our built environments can either bring our communities together or they can isolate us from each other. Parks, community gardens, town squares with green space all give us greater opportunity to be connected with each other and to the things that are important to us.
3. **Overall Health and Wellness.** The built environments we live in--at work, in our neighborhoods, in our broader communities-- influence how active we are, how much we walk and how much access we have to routine daily exercise.
4. **Economic Development & Jobs Creation.** Since the built environment is so closely linked to quality of living, and quality of living is a major reason why new businesses locate (or relocate) to a certain area and can recruit a workforce, then healthier built environments play a role in our state's economic development and creation of jobs.

Campaign Aims

We want people to...

1. **SEE** the world around them in a new way. We want our citizens to stop and think about how our communities are designed and to realize that we have a voice in how they get built, developed or changed.
2. **CONNECT** with the issue personally. The benefits of a better involvement are many. It means a safer community for our kids, a healthier lifestyle for our families and closer relationships with the people and places we care about.
3. **ACT** to shape a better built environment in their communities. Every citizen has a voice and a stake in this issue. By speaking up at a local planning board meeting, starting or signing a petition, writing a letter to the editor or local policymakers, we can make sure that our voices are heard.

Media Mix

Where you will see us:

Magazines:

Newsweek, Sports Illustrated, The Week, Time and U.S. News & World Report

Newspapers:

Asheville Citizen Times

Ahoskie Roanoke Chowan

Chapel Hill News

Charlotte Observer

Durham News

Greensboro News & Record

Greenville Daily Reflector

High Point Enterprise

Lumberton Robesonian

New Bern Sun Journal

Raleigh News & Observer

Sparta Alleghany News

Washington Daily News

Wilmington Star News

Winston Salem Journal

Online: FB ads and Meebo

Plus news sites like Slate, The New Republic, CafeMom, etc.

PLAYGROUNDS DON'T BUILD THEMSELVES.

By speaking out, you can help your community be built in a way that encourages physical activity. Call your representative. Write a letter to the editor. Start an online petition. You can improve the health and wellness of your children and everyone in your neighborhood.

To learn how others who care about parks and green spaces are getting involved visit ShapeYourWorldNC.com

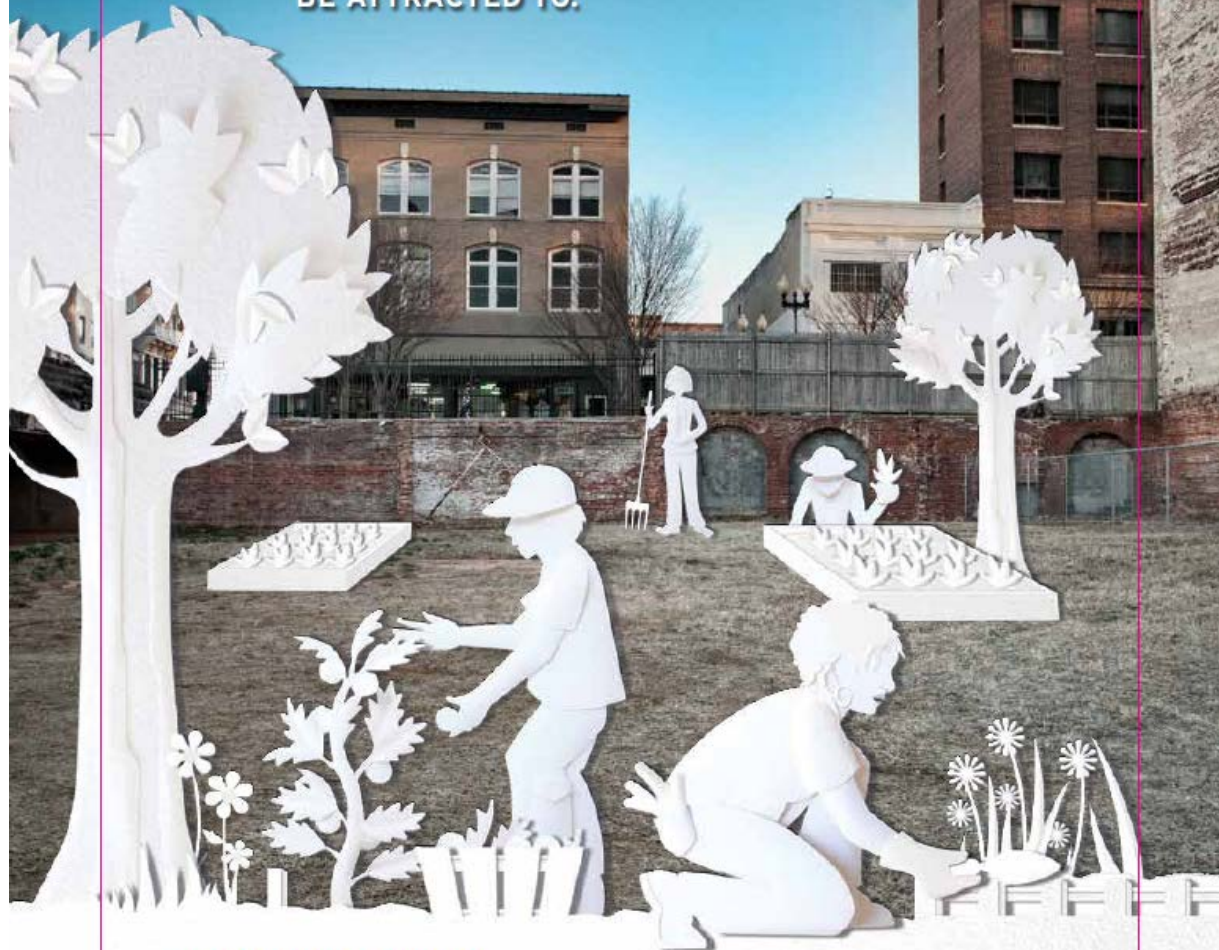


TAKING YOUR KIDS TO THE PLAYGROUND IS EVEN MORE SATISFYING WHEN YOU HELPED BUILD IT.

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SHAPE YOUR WORLD
LET YOUR VOICE BE HEARD IN YOUR COMMUNITY

TURN AN AREA PEOPLE AVOID
INTO ONE THEY CAN'T HELP BUT
BE ATTRACTED TO.



IT'S NOT AS HARD AS YOU THINK.

Step one is to use your imagination. Do you picture a community garden in your neighborhood?

Great, you're already one step closer to making it a reality. From there, simply visit our website for a wealth of tools that can help you connect with family, friends and, most important, your entire community. A garden is only the beginning. Right now, North Carolinians across the state are working to improve the places they call home.

Join the movement at ShapeYourWorldNC.com.

**SHAPE
YOUR WORLD**
CREATING HEALTHIER BUILT ENVIRONMENTS FOR A BETTER NC

INCENTIVES AREN'T THE
ONLY THING THAT MAKE
NORTH CAROLINA ATTRACTIVE TO
PROSPECTIVE BUSINESSES.



HEALTHY COMMUNITIES ARE EVERY BIT AS IMPORTANT.

When a business relocates, it wants its employees to be as excited about living in a new locale as they are about working there. That means having communities filled with more than just houses.

Bike lanes, playgrounds and public gardens are a few of the ways to make our state healthy and vibrant. There are more. And helping our business projects happen starts with a click of your mouse. Together, we can turn North Carolina into a place where

businesses and communities thrive. It begins at ShapeYourWorldNC.com.



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ShapeYourWorldNC.com



ROI

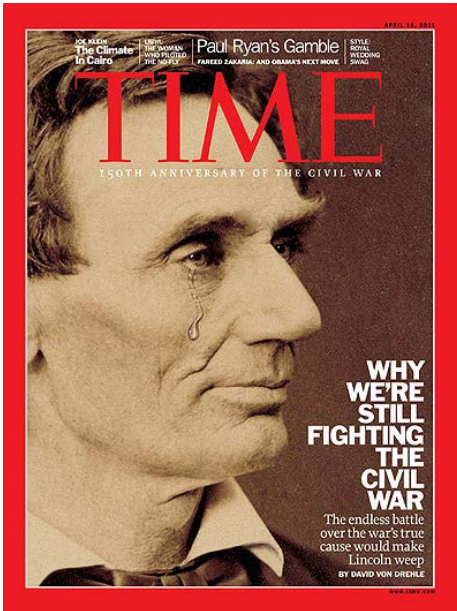
Impressions

Purchased Media Impressions in April and May

4,299,024

But More Importantly...

The Media Effect



From: Rachel

Date: April 16, 2011 6:46:11 PM EDT

To: contact@shapeyourworldnc.com

Subject: I would like to build a park.

My name is Rachel and I live in Newton, NC and there is a double lot down the street from the that is for sale. It backs right up to a NC Greenway and I think it would be an excellent opportunity to bring the both the opportunity for a community playground but also an opportunity for a park to be located on the Greenway and we will help with erosion since its a sloping lot. My initial thoughts were to contact Target and Apple because they are huge corporations that have recently moved into the community but I saw the ad in Time (long time subscriber) and thought this was a great program.

What are my next steps?

Thank you,

Rachel





Shape Your World

Community [Edit Info](#)

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Admins (6) [See All](#)



Wall

Hidden Posts

- Info
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- Photos
- Discussions
- Welcome
- Edit

About

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Creating Healthier Built Environments for a Better NC.

Wall Shape Your World · Most Recent

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

What's on your mind?



Shape Your World

The first steps to shaping your world are seeing the difference a sidewalk, playground, trail could make in your community. Use the Shape Your World Visualization Tool to show your family and friends how you can make your community safer and healthier. <http://www.shapeyourworldnc.com/act-shape-it.html>



Shape Your World Visualization Tool

www.shapeyourworldnc.com

Shape Your World...net involved and be active! The

[Use Facebook as Stacy](#)

[Notifications](#)

[Promote with an Ad](#)

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Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: Shape Your World



The text of your ad will go here.



@vaikoniomics

about 4 hours ago via HootSuite

RT @ecogreenway: The #Phillv Inquirer ran great story on spon...

You both follow



[View all...](#)

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WORLD
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Newsletter Sign-Up

See Connect Act News Blog

The movement starts here. A movement to inspire you to positively impact the built environment around you. To find a personal cause in your area and then make it happen. Maybe you'd like more walking trails, streetlights or bike racks. We all have different needs. But the common thread throughout is to lead a healthier, safer and more connected lifestyle. [Get Involved Now.](#) Like

SAFE STREETS

See how Durham's open streets program helped to celebrate and promote health and safety.

ASSESS IT

Use this checklist to find out how easy - or difficult - it is to get around on foot in your community.

DRAG & DROP

TAKE ACTION

Want more trails in your neighborhood? Learn how with the trail building toolbox.

TAKE A HIKE

Find helpful resources on walking in your community, greenways and parks.

SEE THE DIFFERENCE

See and share what small changes can do to make your neighborhood safer, healthier and more connected with the Shape Your World Visualization Tool.


[Learn more](#)

Contact | Disclaimer
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http://shapeyourworldnc.com/see-assess-your-world.html

Reader Google

Newsletter Sign-Up



See Connect Act News Blog



CAMPAIGN OVERVIEW
FEATURED PROJECTS
SUCCESS STORIES
STUDENT FILMS
ASSESS YOUR WORLD
FAQ
GLOSSARY

Children are 5 times more likely to bike or walk to school in neighborhoods deemed safe.

[CLICK HERE TO TAKE ACTION](#)

Assess Your World

Take a look outside your front door. Do you like what you see? Do you feel safe sending your son or daughter to walk down the street to play with other neighborhood kids?

What about where you work? How's the commute? Is it easy for you to get there? Are there places for you to walk or bike or, even "park" your bike? Does your work place offer opportunities for physical activity breaks?

What about your downtown area? Or where people in your community come together? Are they safe and easy to get to? Do you like how it looks and does it fit your town's needs? Can you get to multiple stores and community services without using your car?

If you don't like what you see, then it's time to Shape Your World. One of the first steps you can take to shape your world is to assess your world.

Look around your community.

The places where you live, work, learn, pray and play are all a part of your built environment. Take an inventory of what you like and don't like in these places.

Find out if your community has the things you want.

How easy is it to walk around in your town? Do you feel connected to your neighbors? Look at the overall design and functionality of your community, including its walkability and bikeability. Use these checklists and tools to help you:

- [Walkability Checklist](#)
- [Bikeability Checklist](#)
- What's Your Community's [Walkscore](#)®?
- How suitable is your community to biking?
- How much does your household spend on [transportation](#)?

Think about what you would like to see changed.

Is there a vacant lot or eyesore in your town? Could it be converted to something beautiful and useful like a community garden or playground? This is your chance to re-imagine your community.

Talk to your family and neighbors.

Find out what they like and don't like. Chances are they feel the same way you do.

Learn what other North Carolinians are doing to shape their world.

There's a lot happening in North Carolina. People just like you are stepping up to make their communities better places to live in. They may have ideas that will inspire you, too.

Once you see your world and what you want it to look like, then you can take the next steps to [connect with others](#) and [take action](#).

Visualization Tool

www.ShapeYourWorldNC.com

Select or import photo



Drag & Drop



Shape Your World



SHAPE YOUR WORLD
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 Share this Webpage

Pick a Photo



Share Your Vision

Shape Your World – Graffiti Connections

http://shapeyourworldnc.com/see-success-stories/48-success-story-3.html

Google

Newsletter Sign-Up

SHAPE YOUR WORLD
CREATING HEALTHIER BUILT ENVIRONMENTS FOR A BETTER NC

See Connect Act News Blog



SEE

CAMPAIGN OVERVIEW
FEATURED PROJECTS
SUCCESS STORIES
STUDENT FILMS
ASSESS YOUR WORLD
FAQ
GLOSSARY

Nearly 65% of home buyers claim that parks seriously influence their decision to move to a community.

[CLICK HERE TO TAKE ACTION](#)

Graffiti Connections

Their World: Durham, Durham County

How They Shaped It: The battle with obesity is an ever-present challenge for communities across North Carolina, including in our bigger cities, but a small group in Durham came up with a remarkable idea to aid in the fight: graffiti. They decided to do the mapping for everyone else to make walking more accessible, and more enjoyable.

Armed with cans of spray paint, they mapped out popular walking paths throughout Durham and then spray painted guiding lines and arrows, focusing their efforts on connecting unique landmarks such as NC Central University to the America Tobacco Trail. Because of this innovative and radical new approach to active living, the residents of Durham are now compelled to engage in active lifestyles and are finding new ways to connect.

Their Successes:

- An engaging way to get around town.
- A radical approach to promoting health.
- An active and connected community.

Contact | Disclaimer
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Youth Advocacy Video Contest

500+ Youth from Seven NC Counties

- Teams of youth created short videos to document their communities and the ways those communities support or hinder physical activity
- Winning videos were screened at regional premiere events
- Premiere events included a panel discussion with local experts and town hall style meeting to engage the communities
- An educational video about how the environment impacts health in our state was created by compiling the youth videos to tell the story

To see the video: <http://shapeyourworldnc.com/see-student-films.html>



Lights, Camera, *Active!* News Package

<http://www.youtube.com/watch?v=02zQVerblp4&feature=related>

Next Steps/ Taking it Local

Local Events

Partnerships

Feature Stories in Local Media

Blogs

Continued Ad Placement

Guerilla Marketing



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