

# COMPLETE STREETS for a HEALTHIER NEW ORLEANS

**Matthew Rufo, MCP**

**KidsWalk Coalition**

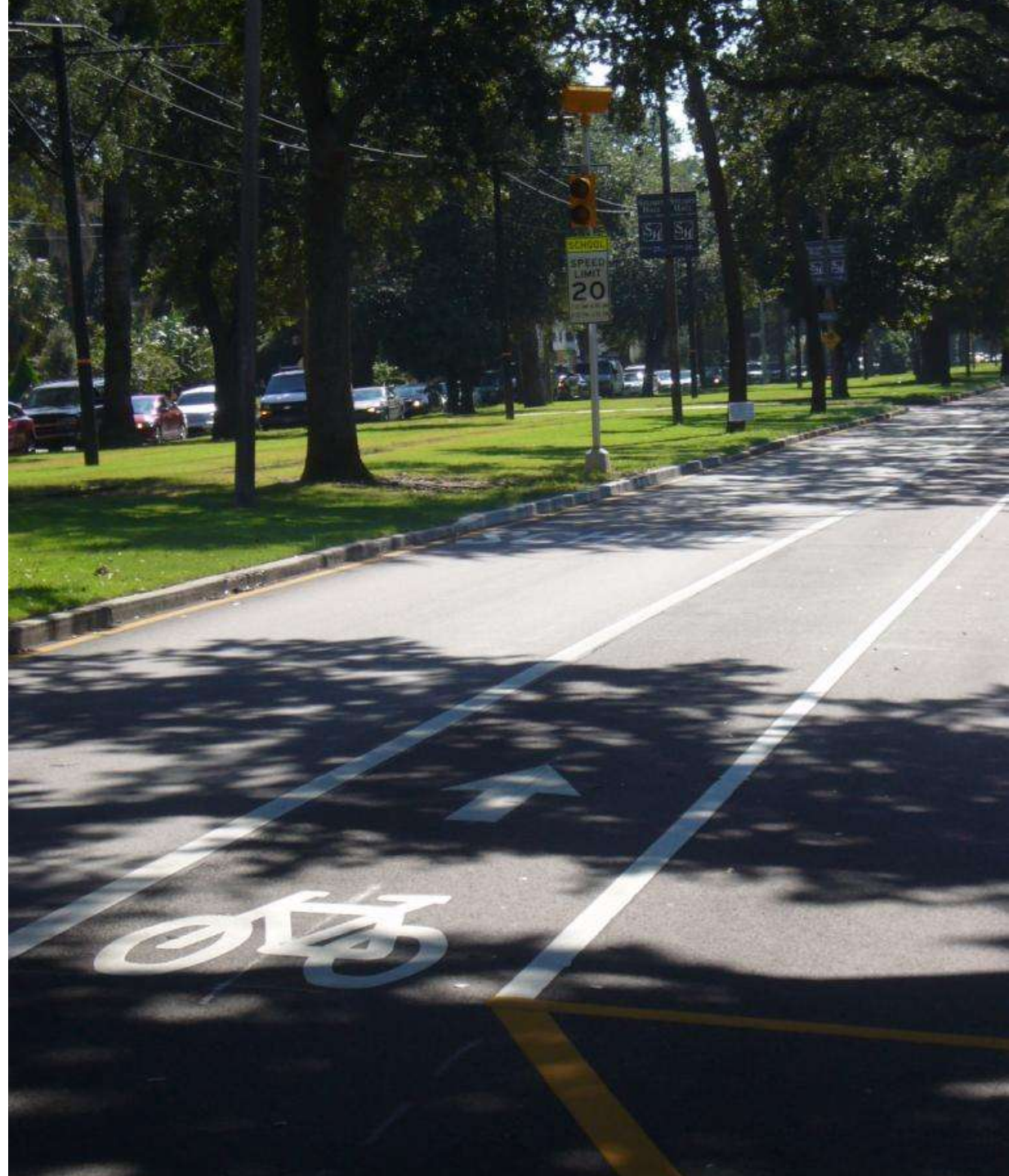
PREVENTION RESEARCH CENTER  
AT TULANE UNIVERSITY

LOUISIANA SMART GROWTH SUMMIT  
AUGUST 18, 2011



# OUTLINE

1. What is the KidsWalk Coalition?
2. Our obesity crisis
3. Impact of built environment on health
4. How completing streets improves health
5. Our work completing New Orleans streets



# THE KIDSWALK COALITION



Robert Wood Johnson Foundation



# OUR MISSION

“To reverse the childhood obesity epidemic in New Orleans by **making walking and bicycling safe for children and families** to access schools, healthy eating choices and other neighborhood destinations.”

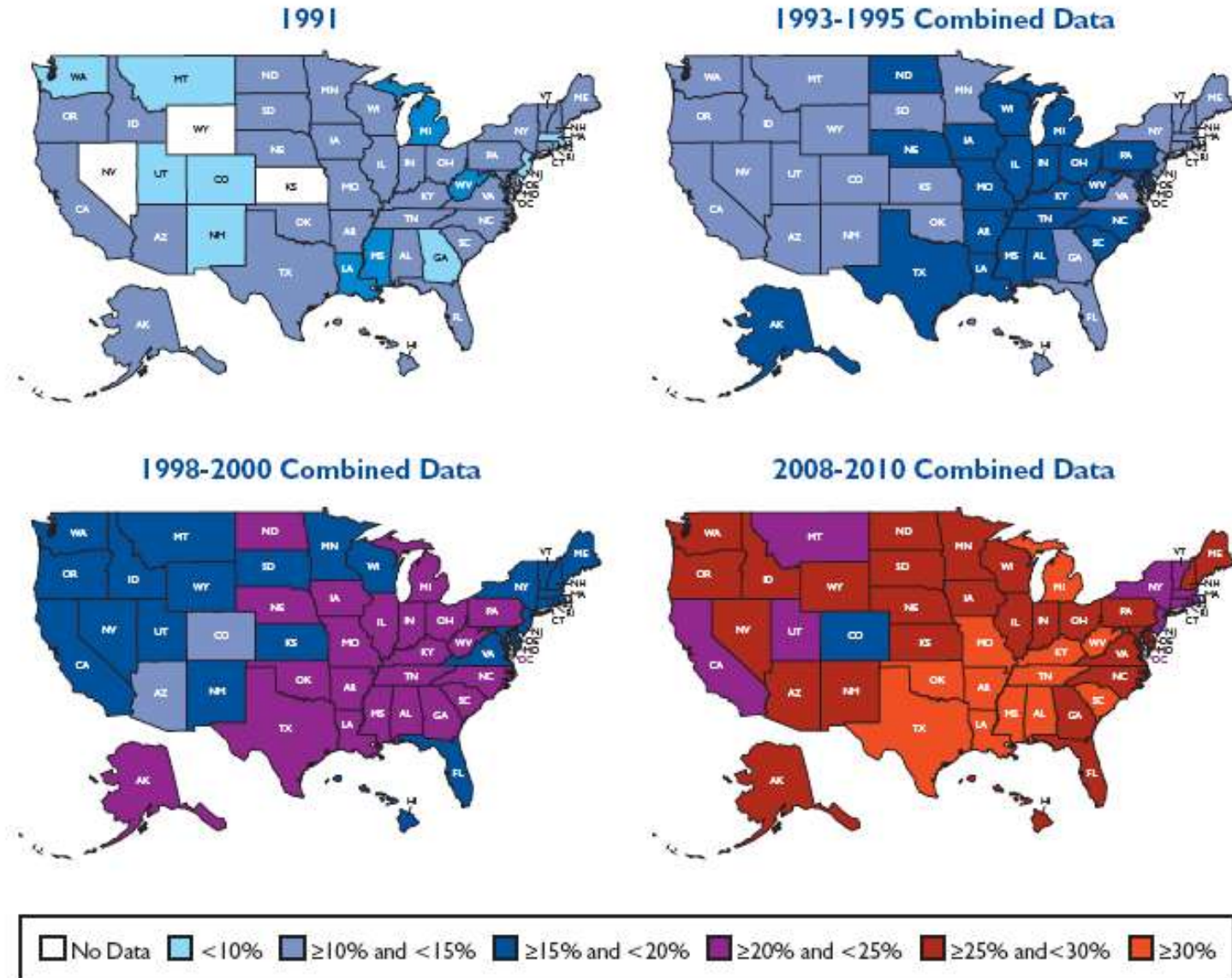


# More than 2 in 3

Americans are overweight or obese

# THE EPIDEMIC [ADULTS]

## OBESITY TRENDS\* AMONG U.S. ADULTS BRFSS, 1991, 1993-1995, 1998-2000, and 2008-2010 Combined Data (\*BMI >30, or about 30lbs overweight for 5'4" person)

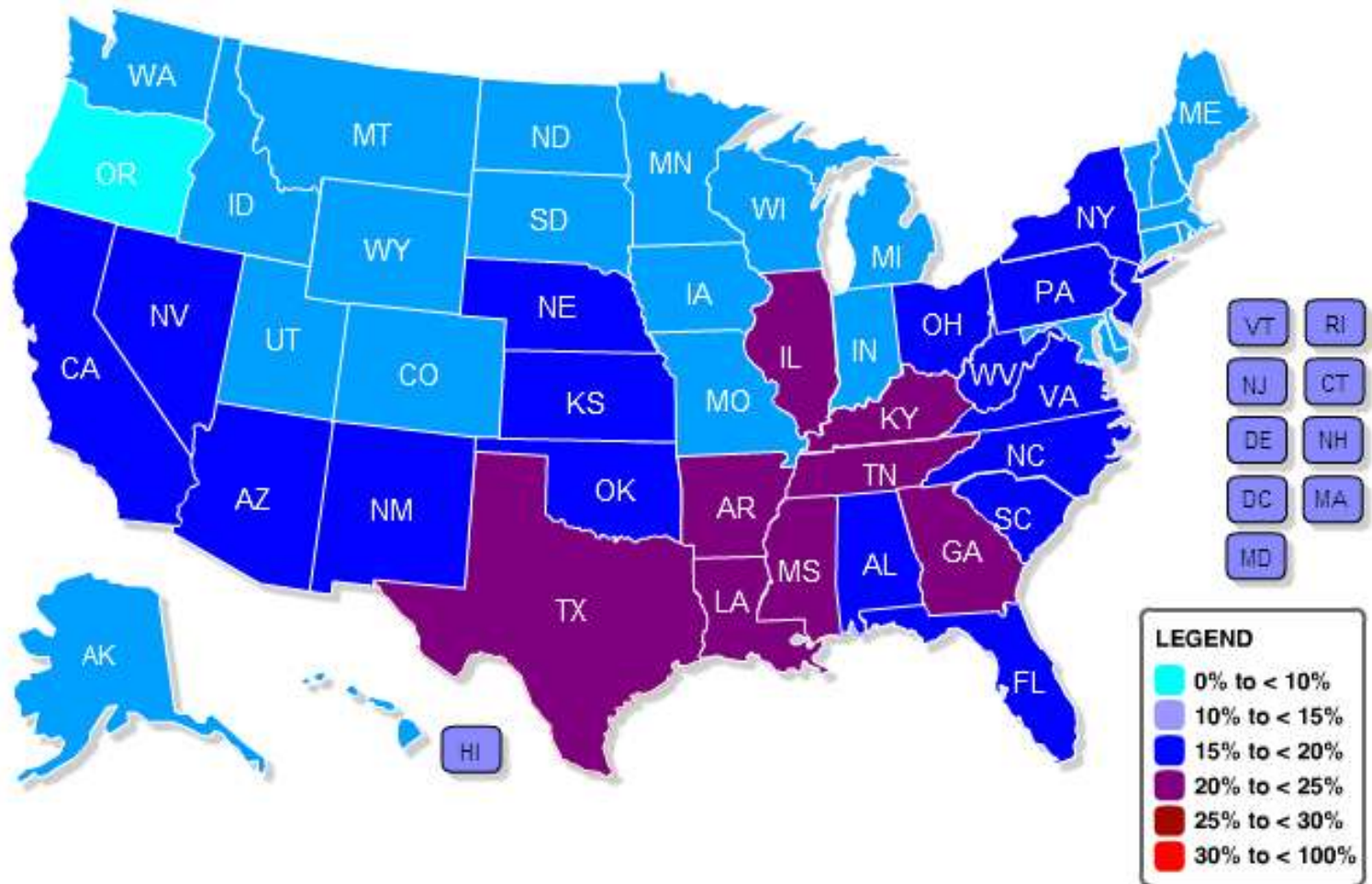


Source: F as in Fat:  
How Obesity Policies  
are Failing in America  
2009. (Trust for  
America's Health and  
Robert Wood Johnson  
Foundation).



# THE EPIDEMIC [KIDS]

Louisiana has the fourth highest rate of childhood obesity in the U.S.



Source: F as in Fat: How Obesity Policies are Failing in America 2009. (Trust for America's Health and Robert Wood Johnson Foundation).



# THE SOLUTION: PHYSICAL ACTIVITY

Surgeon General  
recommends:

Adults: At least 30 minutes,  
5 days/week

Age 5-17: At least 60 minutes daily



Credit: Howard Frumkin

# ENVIRONMENTS THAT SUPPORT SEDENTARY BEHAVIOR



# ENVIRONMENTS THAT SUPPORT **ACTIVE LIVING:** Complete Streets



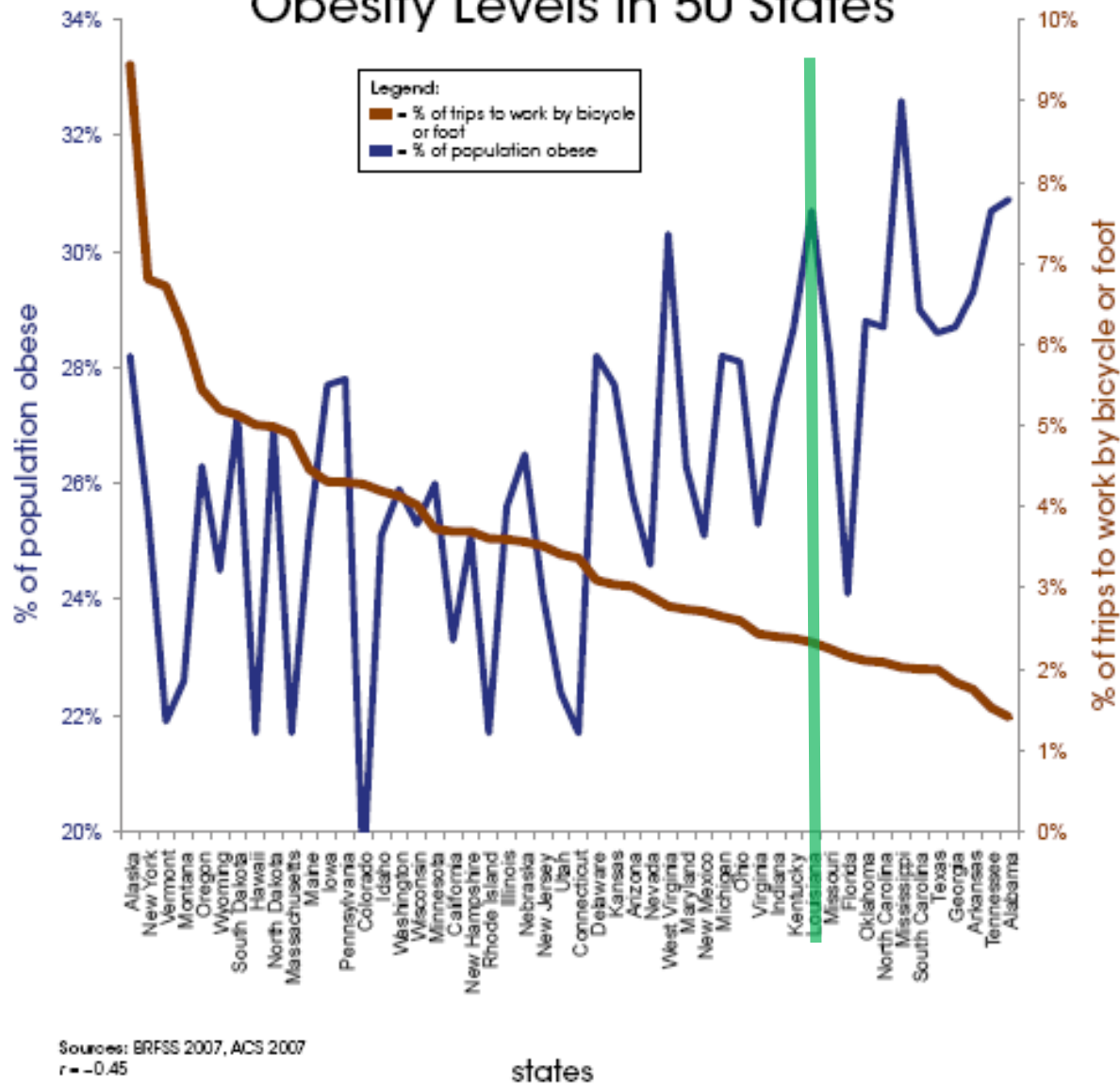
# ACTIVE TRANSPORTATION AND HEALTH

States with higher levels of bicycling and walking average lower obesity levels.

Source: Alliance for Biking and Walking, "Bicycling and Walking in the United States 2010 Benchmarking Report," November 2010.



## Comparing Bicycling and Walking to Obesity Levels in 50 States



Sources: BRFSS 2007, ACS 2007  
r = -0.45

states

**OUR  
WORK**

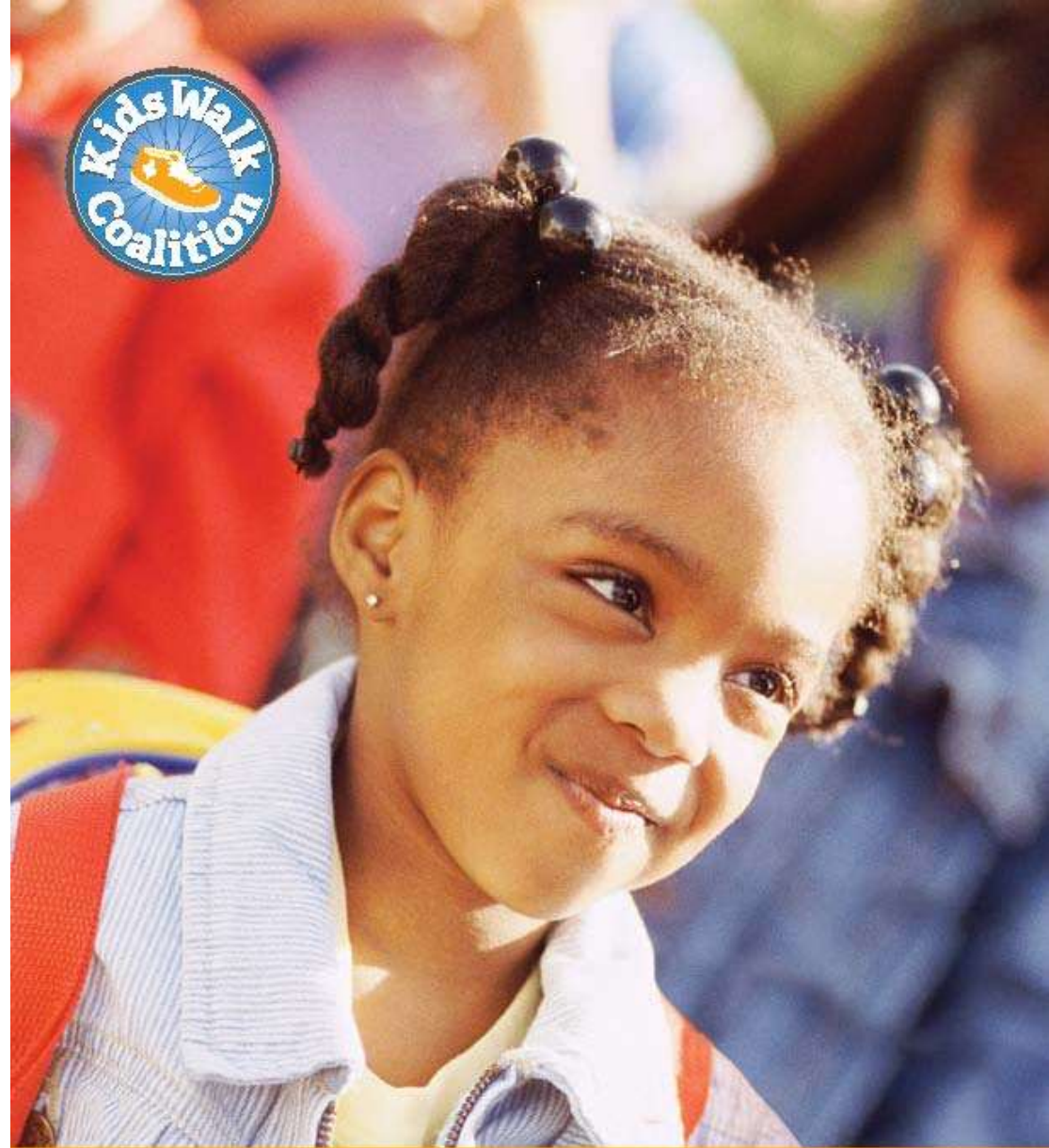
International Walk to School Day, 2010  
International School of Louisiana  
New Orleans





# SURVEY

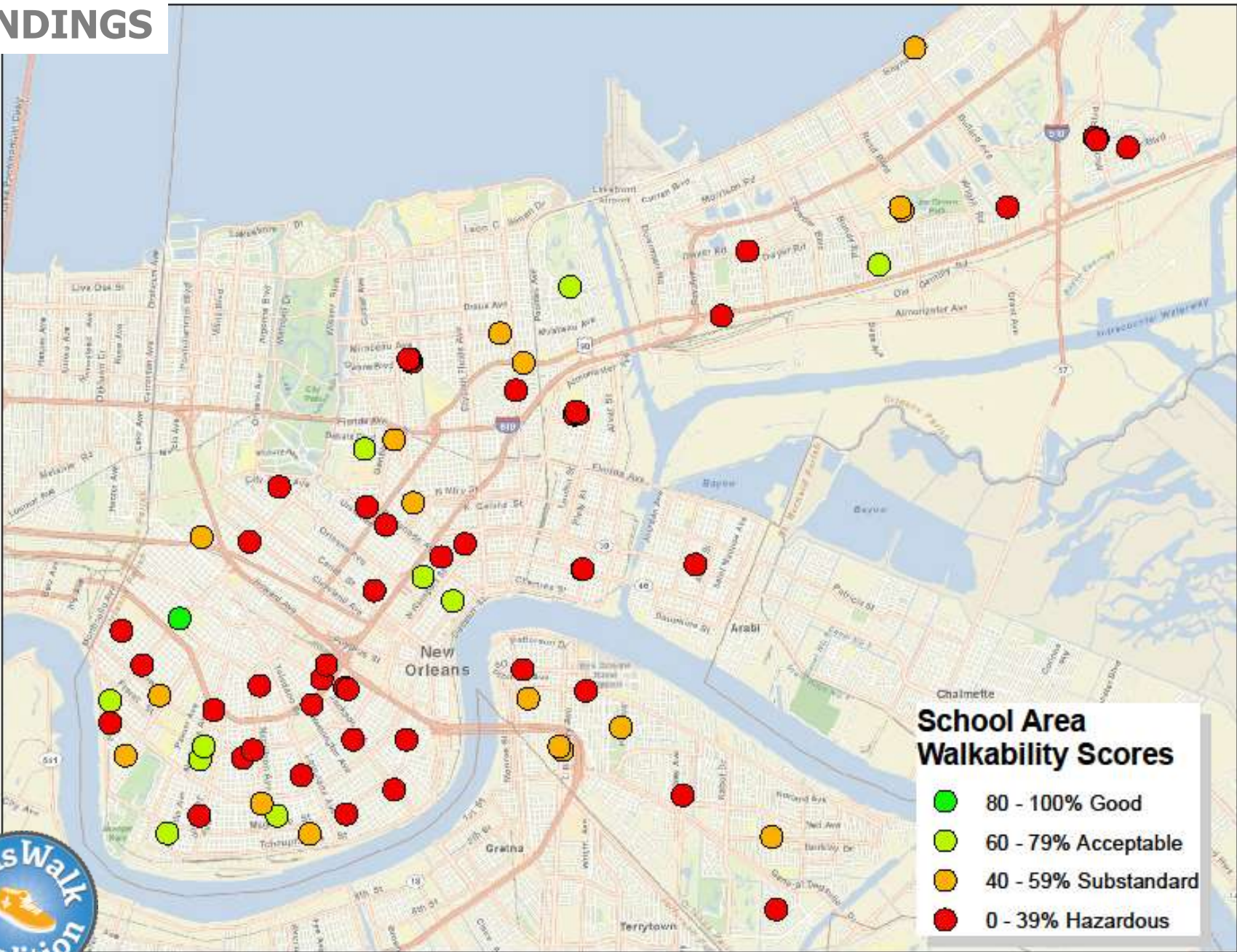
School areas surveyed: 63  
School programs included: 77  
Sidewalk feet surveyed: 913,800  
Sidewalk miles surveyed: 173



## Stepping to School:

AN ASSESSMENT OF NEIGHBORHOOD  
WALKABILITY AND SOLUTIONS FOR  
A SAFER, HEALTHIER NEW ORLEANS

# FINDINGS



# SIDEWALKS



# TRAFFIC CONTROL



6/24/10 2:15pm



# WHY?

A lack of:

- Maintenance
- Funding
- **Policy**



# BIKE LANES



Marconi Shared Roadway

# PARKING + PATHS



**THANK YOU!**

**Matt Rufo**

**[mrufot@tulane.edu](mailto:mrufot@tulane.edu)**

**504-988-7778**

**KidsWalkNOLA.org**

