

Project Overview

The Clark County Health Department and other committed partners are focused on developing a pedestrian and bicycle development plan to increase physical activity and transportation options for the community. Through this grant project, we have worked to raise awareness of health disparities due to geography and built environment, while building support for developing a master Walk Bike Plan.

Aim Statement

An opportunity exists to increase access to free and safe physical activity opportunities for our rural population through supporting plans to create environmental conditions necessary for all persons to achieve healthy outcomes. This effort is important in light of evidence of higher obesity prevalence, more activity limitations, and higher mortality rates in rural communities.

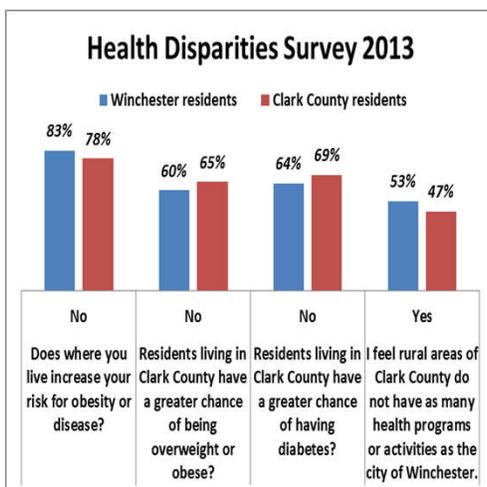
Measurement & Evaluation

Expected outcomes for this project are 1) to gain sufficient support necessary for plan development and acceptance by city and county officials, 2) to increase knowledge of rural health disparities existing in Clark County, and 3) identification of barriers to addressing rural health disparities.

To evaluate our progress, all meeting records will be collected. Attendance sheets and contact log sign-up sheets will be tracked to measure support for Walk Bike Clark County. To capture a baseline measurement of knowledge of health disparities, a survey instrument will be designed and administered to residents.

Current Situation

The committed partners and residents working in this group have branded themselves as Walk Bike Clark County (WBCC). The group developed an instrument to assess current knowledge about health disparities and inequities, and to collect opinions about walking and bicycling in the community. The survey was IRB approved and piloted before use. Convenience samples were used at two county locations during organized events. By July 2013, 237 surveys were collected and analyzed using Microsoft Excel 2010. Bicycles were raffled as an incentive to complete the survey.



Survey Results

The majority of residents do not feel that geography or living in the rural County affects your risk of developing certain chronic diseases. This is important for health improvement planners to know when designing health forums or health education materials. Building awareness on health disparities and inequalities could be useful in our community to help residents understand the significance of disparities and how they may impact certain populations.

The survey also asked participants whether they felt they had limited access to physical activity opportunities and fresh produce where they live. Both City and County residents had similar answers to both questions. Approximately 26% and 29% of City and County residents respectively, feel they have limited areas where they can be physically active.

When hosting town forums about WBCC and its efforts, it will be important to discuss health disparities, geography, and the built environment. Dialogue with residents and leaders will lead to the identification of action steps needed to improve the environment both in rural and urban settings in Clark County.



Health disparity booth at Clark County Fair 2013



**Walk Bike Clark County
Milestones**

- Four Walk Bike Clark County meetings
- Logo developed for our coalition and campaign
- 87 people on contact log
- 237 surveys completed
- Hosted two interactive, information booths
- One “Bike Rodeo” event for children ages 3-16 focused on bicycle safety
- Bicycle reflectors given out to children (poor lighting conditions exist in rural settings and some urban neighborhoods)
- Coloring/drawing contest for youth ages 4-19 on bicycling in their community
- Support gained from County Judge Executive to host a rural town hall meeting with a focus on health disparities
- Met with Transportation Cabinet District 7 Traffic Engineer about Clark County roads



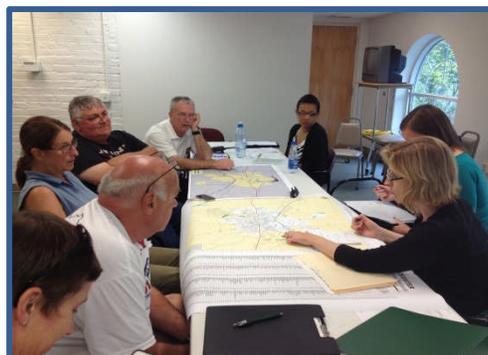
Logo for project

Challenges & Barriers

- If county roads have rumble strips, bike lanes cannot be added simply with striping, construction would be required
- Many of our County roads may not be ideal for bike lanes (signage may be the only option)
- Start date for the construction of the extension of Bypass Road has not been not determined at this time
- Majority of survey respondents do not understand health disparities
- New high school located in the County on a state highway, and there are no safety plans for walking and bicycling to school and no crosswalk at this time



Winners of bicycle at 5K Run for the Paws



Design Charrette with Walk Bike Clark County team members.

Future Plans

The strategies used during this grant period were intended to increase awareness of health disparities due to geography and the built environment at all levels of decision-making in our community. To build on these efforts, WBCC will implement strategies to support and implement plans and policies which create conditions for all persons to achieve healthy outcomes. This includes the following next steps:

- Guided bicycle excursion with key leaders in August 2013
- Multiple design charrettes hosted in different locations in the City and County to gather input from residents on walking, bicycling, and connectivity in our community
- Joint presentation to the City Commission and Fiscal Court on Walk Bike Clark County and Promoting Health Equity in KY Mini-Grant project in October 2013*
- Draft version of Walk Bike Master Plan 2014
- Submit request to Transportation Cabinet to include plans to construct a multi-use path alongside the Bypass Road extension (much of which is in the County and would create new opportunities for free and safe physical activity)