



Active Living Wayfinding System

WHAT WORKS IN MONTANA

PROJECT
23

GOALS AND ACTIVITIES

The Active Living Wayfinding System aims to create greater health equity by connecting residents of all ages, ability and incomes to opportunities that support healthy food consumption and physical activity.

Activities: Created a wayfinding system and communications plan, hosted a healthy communities design workshop, and conducted a demonstration project to educate decision-makers with the goal of area-wide adoption.

POPULATIONS SERVED

Residents of the Greater Helena Area, with a special emphasis on low-income households, seniors, and people with disabilities.

MAJOR PARTNERS AND FUNDERS

Lewis and Clark Public Health, Western Central Chapter of American Planning Association, City of East Helena, Helena Downtown Business Improvement District, Montana Independent Living Project, Helena Parks and Recreation Department, Bike Walk Helena/Bike Walk Montana, YMCA, Youth Connections, Helena Food Share, Non-motorized Travel Advisory Council, Prickly Pear Land Trust, Helena Indian Alliance, Montana Department of Transportation, Helena City Engineering Department, Montana State University Extension Services SNAP Education, Exploration Works, Helena Tourism Bureau, University of Montana Disabilities and Health Program, and Montana State University Rural Health Institute, American Planning Assoc. and Am Public Health Assoc., National Assoc. of Chronic Disease Directors

MAJOR OUTCOMES

- Brought together public health and community planning concepts. Addressed a need identified in the Greater Helena Area Long Range Transportation Plan.
- Engaged more than 50 community organizations and 1,000 individuals in the development of this project.
- Developed signage that is accessible to people with disabilities, including those with low vision.

INGREDIENTS FOR SUCCESS

Used Centers for Disease Control (CDC) Behavioral Risk Factors Surveillance System (BRFSS) data, Youth Risk Behavior Survey data, and Montana Prevention Survey data to establish baseline population health indicators; will track changes over time.

Received technical assistance from the National Center on Health, Physical Activity and Disability (NCHPAD), University of Montana Disabilities and Health Program, Montana State University Rural Health Institute, Nutrition and Physical Activity.

Community partners provided strong planning, leadership and financial support by including the Active Living Wayfinding System in their own budgets and being willing to serve as spokespersons for the project around town.

ADVICE FOR OTHERS

“Having representation from entities in the private, public and nonprofit sectors gave the project credibility and suitability. Get community representatives involved from the outset, and give them meaningful, valued and defined roles. Ensure that people are not brought on as an afterthought. Think beyond the usual stakeholders, so that the outcome is usable by the broader community”

— Karen Lane, Lewis and Clark Public Health

Montana Healthy Communities Conference

New Knowledge. New Partners. Better Solutions.

November 1–2, 2017