

## SPOTLIGHT ON RESULTS

**Five factors** that influenced groups' effectiveness in advancing environmental improvements and policies for active living:

- 1** Involved partners across sectors
- 2** Hosted a variety of community events
- 3** Engaged in media communications
- 4** Gained endorsement from community leaders
- 5** Offered testimony in policy hearings



## Advancing Environmental and Policy Change Through Active Living Collaboratives

### Overview

Collaborative groups are often better positioned than individuals, organizations, to translate national health guidelines and recommendations into action at the state and local levels.

### The Main Question

What factors influence collaboratives' effectiveness in advancing environmental improvements and policies for active living?

### The Study

Fifty-nine collaborative coordinators, representing 22 states, participated in structured telephone interviews. These groups served rural, urban and suburban areas with varying social and economic characteristics.

### The Bottom Line

Groups that engaged in media communication, actively participated in the policy process, and engaged with the broader community of stake-holders reported greater policy and environmental change.



## What You Can Do

- Use social marketing and social media to educate and involve residents and local leaders
- Work with policy and other decision makers early in the collaborative planning process
- Participate in planning and policy forums

**Source:** Litt, et al. Advancing Environmental and Policy Change Through Active Living Collaboratives: Compositional and Stakeholder Engagement Correlates of Group Effectiveness. *Journal of Public Health Management and Practice*, 19(3):S89-S96, May/June 2013.

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