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


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