Implementing Complete Streets
Public Awareness Campaigns

NYS Prevention Agenda Webinar Series
January 13, 2015, 11:00 a.m. – 12:00 pm

Welcome!

- Today you will hear a presentation and have the opportunity to ask questions
- Find resources and materials at: nyspreventschronicdisease.com
- Today’s session is being recorded

Webinar Guidelines

- Please designate one person at the computer
- Adobe Features you will use today:
  - Chat Box
  - Polls
Evaluations

Nursing Contact Hours, CME and CHES credits are available
Please visit nyspreventschronicdisease.com to fill out your evaluation and complete the post-test

Partners and Sponsors

- New York State Department of Health
- University at Albany, School of Public Health, Center for Public Health Continuing Education

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No commercial funding has been accepted for this activity.

Today’s Objectives

- Describe two public awareness campaigns to encourage use of complete streets projects
- Identify different ways campaign messages can be delivered to the public
- Explain how these campaigns help the public to advocate for more improvements
Today’s Speakers

- Jamie Konkoski, Program Manager, North Country Healthy Heart Network, Inc.
- Melissa Gaetano, MS, Program Coordinator, Health Promotion Center, Glens Falls Hospital

Implementing Complete Streets Public Awareness Campaigns

Presented by Jamie Konkoski

Policies & Plans
Earned Media

Keep on Course!

"I walk and bike because it's the only way to get across the road!"

Walker - the 8526 Chicken Franklin County, WI
**Advocacy Plan**

- Training for partners
- Educate decision makers
- Complete Streets
- Public awareness campaign – Education & Encouragement
- Recommend Policies, Plans & Projects

**Next Steps**

- Saranac Lake Community Ride
- **SR2S** do it your way safe routes to school
<table>
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<th>Lessons Learned</th>
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<td>- Campaigns make planning work more visible</td>
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<td>- Takes time to build an audience</td>
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<td>- Helpful to have staff dedicated to social media</td>
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<td>- Good graphic design is worth the investment</td>
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**Presenter:**
Melissa Gaetano  
Glens Falls Hospital

**Good MOVE**

*Small Changes, Lasting Rewards.*
Communities, Worksites, Schools

GFH Complete Streets Projects

Complete Streets demonstration project in Kingsbury
Bike racks and bike exit signs at trailhead of Warren County Bike Path in Lake George

Bike exit signs and kiosks at trailhead of Feeder Canal Path in Fort Edward

Bicycle Route signs marking newly designated on-street bike route in Queensbury
“How can we encourage someone to consider walking or biking instead of automatically jumping in the car?”

Goals of Good Move

- Increase awareness of revitalized environments and policy adoption
- Promote clinical/community linkages
- Drive viewers to local and national resources via Good Move website
- Engage community members

* Ultimate Goal: increase use of new complete streets environment and advocate for more complete streets improvements
Comprehensive/Integrated

- Integrated with respect to sites
  - Communities, worksites, health centers, GFH, local schools
- Comprehensive with respect to mediums
  - Traditional media – newspaper ads, billboards, bus ads, radio ads
  - Web-based/social media – website, Facebook
  - Point-of-decision – banners, posters at trailheads, intersections
  - Community engagement – Flames hockey promotions

Good Move Complete Streets Messages

Increase Awareness of Revitalized Environments and Policy Adoption
Promote Clinical/Community Linkages

- In all GFH health centers, waiting rooms, staff break rooms, cafeterias
- Connect the idea that complete streets is an issue of health

Drive Viewers to Local and National Resources via Good Move Website

Links to:
- Local resources
  - local trails pages
  - regional bike map
  - local bike advocacy groups
- National resources
  - American Heart Association – Start Walking Now
  - Safe Routes, National Center for Safe Routes to School
  - Bike to Work Info
  - Calculating Commuter Cost
  - Pedestrian and Bicycling Information Center

Engage Community Members

Phantoms/Flames, AHL Hockey
- Players videos
- Fan videos
- Mascot appearances
- Tables at home games
Ultimate Goal

Increase use of new Complete Streets environments and advocate for more Complete Streets improvements

- Communities are rallying for Complete Streets!
- Over 25 bike racks, 30 pedestrian benches, 20 bicycle route signs and other amenities have been installed in nine communities
- Communities applying for (and receiving) funding for projects that include complete streets practices
- Seeking us out to help with complete streets work

Good Move helped make it visible

Additional Resources: nyspreventschronicdisease.com

Question and Answer Session

Thank You!

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