

Collaborating with Low-Income Communities of Color

Walk SanDiego's Strategies and Lessons Learned

SafeRoutes
National Center for Safe Routes to School



America Walks

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Communities At-Risk





Communities in Need

- Walking: an economic necessity
- Over 68% Latino's are overweight or obese
- 73% don't get enough physical activity
- 94% of kids with Type 2 diabetes are from communities of color



Revisiting Our Assumptions

- Minority Populations?
 - San Diego – a “minority majority” city since 2000
 - Chula Vista - 50% Latino; 53% speak language other than English in the home
- Beyond “public outreach/participation”



Next Steps - West Chula Vista

A Collaborative Project with the Healthy Eating, Active Communities Coalition (HEAC)

- Funded since 2005 with Kaiser Permanente grants
- Two components:
 1. Improving walkability in underserved neighborhoods
 2. Advocating for citywide policies that promote pedestrian-oriented design
- Partners: HEAC, CVCC, residents, City of Chula Vista, Schools, EHC, other community organizations



Next Steps – Project Process

- Map & analyze the data
- Form local working groups
- Conduct hotspots mapping, walkability workshops & audits
- Prioritize hotspots
- Develop recommendations and report
- Assist community and City; advocacy



The WalkSanDiego Model

1. Community readiness
1. Local partner/anchor organization



Promotora's: A Link to the Community



3. Education & Capacity Building



The WalkSanDiego Model

1. Community readiness
2. Local partner/anchor organization
3. Education & capacity building
1. Cultural competency



¿Cómo es el caminar en este comunidad?

1. ¿Que dos cosas le gusta mas a usted cuando camina en su vecindario?
2. ¿Que dos cosas le gusta menos a usted cuando camina en su vecindario?

What's it like to walk in this neighborhood?

1. What are the two things you like most about walking in this neighborhood?
2. What are the two things you like least about walking in this neighborhood?

Buen Diseño de Banqueta -- Áreas Residenciales --

Borde de la
banqueta



Zona para plantas
y arboles



Zona despejada para los peatones



Zona de fachada



Refugios



- Reducen la distancia para cruzar
- Dan protección a los peatones
- Pueden disminuir la velocidad del tráfico



Cultural & Social Factors



- Family-centric
 - Affects how you frame the message
- Outreach that fits their lifestyle & realities
 - Free during school hours
 - Childcare a must
 - Shorter workshops
 - Personal vs. written communication



Food & Culture



5. Engage City Staff



The WalkSanDiego Model

1. Community readiness
2. Local partner/anchor organization
3. Education & capacity building
4. Cultural competency
5. Engage city staff



Did We Make A Difference?

- City established new Task Force
- Maintenance issues addressed
- City adopted school areas as priority for infrastructure projects
- Over \$1.5 million in SR2S grants
- Caltrans grant to replicate WSD's model in all schools



New Focus on Underserved Neighborhoods

“WalkSanDiego’s work with the community was an ‘eye-opener’. The neighborhoods selected to participate are neighborhoods that the City generally never hears from.”

“Neighborhoods that have been underserved are now being funneled information and support to build a safer, healthier community. This has increased neighborhood cohesiveness.”

Chula Vista Traffic Engineer



The Challenges

- Ensuring the “in community” partner is committed
- Building “real” capacity within communities
- Transitioning Promotora’s work from education to advocacy

