

# Move with the Mayor™ / U.S. Surgeon General's Call to Action Step it Up! Success Roadmap

## Purpose of this Roadmap

The U.S. Conference of Mayors (USCM) endorses Step It Up!, the U.S. Surgeon General's Call to Action to Promote Walking and Walkable Communities. USCM urges cities to develop initiatives and programs that respond to the Call to Action.

Many mayors already use Move with the Mayor™ (MWTM), developed by the National Forum for Heart Disease & Stroke Prevention, to encourage people to walk and live active, healthy lifestyles.

Now the Move with the Mayor™ / Step it Up! Success Roadmap blends elements of both initiatives, to help you identify and strengthen your city's programs and policies to improve health, including:

- strengths in promoting heart health by answering the U.S. Surgeon General's Call to Action and through MWTM; and
- opportunities to make it possible for more people to live healthy lives.

By completing this roadmap you will determine your city's Step it Up! score. The National Forum will also use your scores to help improve our future MWTM programming in your city.

## Roadmap Instructions

Please respond to each section of the roadmap and provide an answer for each question. We appreciate your taking the time to complete this roadmap. The challenge will run from **August 9 – October 9, 2019**. For all questions in the roadmap, **your city will receive the number of points indicated for every "Yes" answer.**

The following sections are included in the roadmap, with elements related to heart health promotion interwoven.

1. Make Walking a City Priority
2. Design Communities that Make Walking Safe & Easy for People of All Ages & Abilities
3. Promote Programs and Policies to Support Walking Where People Live, Learn, Work, Pray, & Play
4. Provide Information to Encourage Walking and Improve Walkability

Using the interactive PDF, your points for each section will be automatically totaled to determine your city's Step it Up! score.

Please send your completed roadmap to Debbie Martinez at [debbie.martinez@nationalforum.org](mailto:debbie.martinez@nationalforum.org) by **October 14, 2019**.

# Questions



Please consider only the time period of **August 9, 2019 – October 9, 2019** when answering questions in the following section.

## 1. Make Walking a City Priority

Check the box to the right if the answer is 'Yes'.	YES
Became an official Move with the Mayor™ participant (2 points)	
<p>Publicly shared official pledge to make walking a city priority using #MoveWithTheMayor hashtag. Optional posts for your consideration/tailoring to your preferences included below: (2 points max)</p> <p>From mayor's handle:</p> <ul style="list-style-type: none"> <li>I am pledging to make walking a city priority. Join me in moving for a 30-minute walk! #MoveWithTheMayor #StepItUp #HeartHealth</li> <li>I am answering the U.S. @Surgeon_General's Call to Action on Walking and Walkable Communities! Let's get moving (CITY NAME)! Watch my feed for more information. #MoveWithTheMayor #StepItUp #HeartHealth</li> </ul> <p>From city's handle:</p> <ul style="list-style-type: none"> <li>Mayor (LAST NAME) has pledged to make walking a priority in (CITY NAME). Join Mayor (LAST NAME) in moving for heart health on (DATE) for a 30-minute walk! #MoveWithTheMayor #StepItUp #HeartHealth</li> <li>Mayor (LAST NAME) is answering the U.S. @Surgeon_General's Call to Action on Walking and Walkable Communities! Let's get moving (CITY NAME)! Join Mayor (LAST NAME) in moving for heart health on (DATE) for a 30-minute walk! #MoveWithTheMayor #StepItUp #HeartHealth</li> </ul>	
Adopted a city resolution to answer Step It Up! the U.S. Surgeon General's Call to Action to Promote Walking and Walkable Communities (3 points)	
Received at least one media hit (newspaper or TV) related to our Move with the Mayor activities. (1 point)	
<b>Total Make Walking a City Priority Score Max</b>	<b>8</b>
<b>Our City's Make Walking a City Priority Score</b>	



Please consider only the time period of **August 9, 2019 – October 9, 2019** when answering questions in the following sections.

## 2. Design Communities that Make Walking Safe & Easy for People of All Ages & Abilities

Check the box to the right if the answer is 'Yes'.	YES
We (mayor's office) have engaged in community planning efforts to make communities more walkable. (3 points)	
Our parks and rec department participated in designing communities that support safe and easy places for people to walk. (3 points)	
Our public health department participated in designing communities that support safe and easy places for people to walk. (3 points)	
Our public works, transit, or transportation department participated in designing communities that support safe and easy places for people to walk. (3 points)	
<b>Total Walkable Communities Score Max</b>	<b>12</b>
<b>Our City's Walkable Communities Score</b>	

## 3. Promote Programs & Policies to Support Walking Where People Live, Learn, Work, Pray & Play

<b>Blood Pressure / Cholesterol / Heart Healthy Activities</b>	
We (mayor's office) led, or in collaboration with another department, did the following: Check the box to the right if the answer is 'Yes'.	YES
Hosted free/subsidized screenings for <b>blood pressure</b> (followed by directed feedback and clinical referral when appropriate) (3 points)	
Provided brochures, videos, posters, pamphlets, newsletters, or other written or online information that address the risks of <b>high blood pressure</b> (1 point)	
Hosted free/subsidized screenings for <b>cholesterol</b> (followed by directed feedback and clinical referral when appropriate) (3 points)	
Provided brochures, videos, posters, pamphlets, newsletters, or other written or online information that address the risks of <b>high cholesterol</b> (1 point)	
Provided brochures, videos, posters, pamphlets, newsletters, or other written or online information on the signs and symptoms of <b>stroke</b> (1 point)	
Provided brochures, videos, posters, pamphlets, newsletters, or other written or online information on the signs and symptoms of <b>heart attack</b> (1 point)	
Used World Heart Day to raise public awareness that most people can prevent heart disease and stroke, for example, with a social media post the week of September 29, using #MoveWithTheMayor (1 point)	
Celebrated World Heart Day with a Move with the Mayor event the week of September 29 (3 points)	
<b>Total Heart Healthy Activities Score Max</b>	<b>14</b>
<b>Our City's Heart Healthy Activities Score</b>	



Please continue thinking of the time period between **August 9, 2019 – October 9, 2019** as you respond to the following section.

PARTNERSHIP	
<p>1 point per partner</p> <p>At one of my city's Move with the Mayor™ events, we partnered with another organization.</p> <p><b>Examples:</b>            Our partner(s) promoted the event.            Our partner(s) provided health-related educational/awareness/informational materials and/or resources.            Our partner(s) hosted an event (e.g., walking event held at a college/university campus).            Our partner(s) provided blood pressure/cholesterol screenings.            Our partner(s) provided heart healthy foods.            Our partner(s) provided raffle prizes/give aways to participants.</p>	YES
Local health department	
State health department	
National Association (e.g., American Heart Association, Walk with a Doc, YMCA)	
University/College	
School	
Hospital	
Local business (e.g., grocery store, running/walking store, etc.)	
Community organization or business group (Wellness Council, Chamber of Commerce, etc.)	
Media	
Metropolitan planning organization	
State department of transportation	
Other (max pts. 1) Organization name & type: _____	
<b>Total Partnership Score Max</b>	<b>12</b>
<b>Our City's Partnership Score</b>	



Please continue thinking of the time period between **August 9, 2019 – October 9, 2019** as you respond to the following section.

<b>WORKSITE PROGRAMS &amp; POLICIES</b>	
Check the box to the right if the answer is 'Yes'.	YES
We (mayor's office) hosted mayor-led walking meetings (e.g., where computer/desk is not required, the mayor opts to hold the meeting as a walking meeting). (3 points)	
We (mayor's office) educated city employees about the benefits of safe walking and places to walk using the #MoveWithTheMayor #StepItUp #HeartHealth hashtags. (2 points)	
We (mayor's office) promoted community walking events/programs using #MoveWithTheMayor #StepItUp #HeartHealth hashtags. (1 point)	
We (mayor's office) offered various facilities, locations, and programs to support walking. (3 points)	
City employees are given the option to participate in an employee wellness program. (3 points)	
At City Hall/City owned buildings, we established or promoted existing walking club or competition that encourages and motivates employees to meet individual or team goals. (2 points)	
At City Hall/City owned buildings, we provided signs and maps to help people find safe places to walk and provided information on accessibility for people with mobility or other limitations. (2 points)	
At City Hall/City owned buildings, we provided signs and maps to help people find safe places to walk and provided information on accessibility for people with mobility or other limitations. (2 points)	
At City Hall/City owned buildings, provided information on accessibility for people with mobility or other limitations. (2 points)	
At City Hall/City owned buildings, we provided signs encouraging stair use. (2 points)	
At City Hall/City owned buildings, employees have access to showers and lockers for those who walk or get other forms of physical activity. (4 points)	
City employees are able to use flextime for walking and other forms of physical activity. (3 points)	
City employees have paid activity breaks for walking and other forms of physical activity. (3 points)	
City employees receive discounts for off-site exercise facilities. (3 points)	
<b>Total Worksite Score Max</b>	<b>35</b>
<b>Our City's Worksite Score</b>	



Please think of the time period between **January 1, 2019 – October 9, 2019** as you respond to the following section.

<b>PARKS &amp; REC</b>	
Check the box to the right if the answer is 'Yes'.	YES
Our city's parks and rec department provided safe and convenient access for all users to community locations that support walking, such as walking trails, parks, recreational facilities, and college campuses. (3 points)	
Our city's parks and rec department offered walking programs that address barriers to walking, including physical limitations and safety concerns. (3 points)	
Our city's parks and rec department set up walking groups, buddy systems, and other forms of social support for walking that provide multiple opportunities to walk each week. (2 points)	
Our city's parks and rec department provided signs and maps to help people find safe places to walk and provided information on accessibility for people with mobility or other limitations. (2 points)	
Our city's parks and rec department provided information on accessibility for people with mobility or other limitations. (2 points)	
Our city's parks and rec department assessed the presence and quality of physical activity and sport facilities, aesthetics, and amenities such as water fountains, restrooms, benches, shade, lighting, parking, and safety. (4 points)	
<b>Total Parks &amp; Rec Score Max</b>	<b>16</b>
<b>Our City's Parks &amp; Rec Score</b>	



Please continue thinking of the time period between **January 1, 2019 – October 9, 2019** as you respond to the following section.

<b>PUBLIC HEALTH</b>	
Check the box to the right if the answer is 'Yes'.	YES
Our local public health department educated people about the benefits of safe walking and places to walk. (2 points)	
Our local public health department developed effective and consistent messages and engaged the media to promote walking and walkability. (2 points)	
Our local public health department promoted community programs and policies that make it safe and easy for residents to walk. (2 points)	
Our local public health department promoted activity-friendly routes* to everyday destinations**.  *An activity-friendly route is one that is a direct and convenient connection with everyday destinations, offering protection from cars, or making it easy to cross the street. **Everyday destinations are places people can get to from where they live by walking, bicycling, or public transit. These destinations can include grocery stores, schools, libraries, parks, restaurants, cultural and natural landmarks, or healthcare facilities. (3 points)	
<b>Total Public Health Score Max</b>	<b>9</b>
<b>Our City's Public Health Score</b>	



Please continue thinking of the time period between **January 1, 2019 – October 9, 2019** as you respond to the following section.

<b>SCHOOL DISTRICTS</b>	
Check the box to the right if the answer is 'Yes'.	YES
Our school districts adopted and promoted policies and programs that make it easy for students to walk before, during, and after school. (3 points)	
Our school districts provided daily physical education for students in grades K-12 and daily recess for elementary students. (3 points)	
Our school districts provided daily recess for elementary students. (3 points)	
<b>Total City's School Districts Score Max</b>	<b>9</b>
<b>Our City's School Districts Score</b>	



For this section, please refer to **the past 1 – 3 years**, when responding.

CITY HEALTH ASSESSMENT & ACTION PLAN	
Check the box to the right if the answer is 'Yes'.	YES
The mayor's office uses local health needs assessment(s) done on a periodic basis (e.g., annually, every three years, etc.) to determine health priorities in our city. Examples of health assessments include: <ul style="list-style-type: none"> <li>• community health needs assessment</li> <li>• healthy kids survey</li> <li>• city employee health risk assessment</li> </ul> (3 points)	
The mayor's office uses the information gained from health assessments to lead the creation of an action or implementation plan. (May be implemented by another department). (4 points)	
<b>Total City Health Assessment &amp; Action Plan Score Max</b>	<b>7</b>
<b>Our City's Health Assessment &amp; Action Plan Score</b>	



For this final section, please award your city a point **if these policies are currently being implemented in your city**, regardless of the date when they were passed.

CITY POLICY	
Check the box to the right if the answer is 'Yes'.	YES
Our city has implemented Tobacco 21. (5 points)	
Our city has implemented Complete Streets*. *(Designed and enabled safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. <a href="#">Complete Streets</a> make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations.) (5 points)	
Our city has implemented a tax on sugar sweetened beverages. (5 points)	
Our city has implemented Vision Zero** policies. **( <a href="#">Vision Zero</a> is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.) (5 points)	
Our school districts have adopted and implemented Safe Routes to School or similar walk-to-school programs. (5 points)	
<b>Total City Policy Score Max</b>	<b>25</b>
<b>Our City's Policy Score</b>	



# Your City's 2019 Step It Up! Score

Please add up the total scores from each section to get your city's Step It Up! Score

1. Make Walking a City Priority	Max Points	Our City's Score
• Total Make Walking a City Priority Score	8	
2. Design Communities that Make Walking Safe & Easy for People of All Ages & Abilities		
• Total Walkable Communities Score	12	
3. Promote Programs and Policies to Support Walking Where People Live, Learn, Work, Pray & Play. And, Provide Information to Encourage Walking & Improve Walkability		
• Total Heart Health Activities Score	14	
• Total Partnership Score	12	
• Total Worksite Score	35	
• Total Parks & Rec Score	16	
• Total Public Health Score	9	
• Total School Districts Score	6	
• Total City Health Assessment & Action Plan Score	7	
• Total City Policy Score	25	
<b>TOTAL STEP IT UP! SCORE</b>	<b>144</b>	

Level	Points
Gold	144-124
Silver	123-103
Bronze	102-82
Striving	81-61

## Thank You!

Thank you for taking the time to complete the 2019 Step it Up! Roadmap. We understand that your time is valuable. We hope this roadmap has allowed you to better understand how your city's heart health promotion efforts are answering the US Surgeon General's Call to Action to Promote Walking and Walkable Communities. Your answers will help us understand how we can tailor Move with the Mayor™ programming to your city.