

MOVE

WITH THE

MAYOR™

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 such as Move with the Mayor™ (MWTM) and the Centers for Disease Control and Prevention's Active People, Healthy NationSM—a national movement to respond to the Surgeon General's Call to Action. Its goal is to promote strategies that work to get 27 million Americans more physically active by 2027.

Many mayors already use Move with the Mayor™, 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 plus Active People, Healthy Nation to help you identify and strengthen your city's programs and policies to improve health and physical activity.

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. 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 Physical Activity a City Priority
2. Design Activity-Friendly Communities that Make Physical Activity Safe & Easy for People of All Ages & Abilities
3. Promote Programs and Policies to Support Physical Activity Where People Live, Learn, Work, Pray, & Play

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 by **September 28, 2020.**



Please consider only the time period of **August 1, 2020 – September 29, 2020** when answering questions in the following section.

1. MAKE PHYSICAL ACTIVITY A CITY PRIORITY

<i>Check the box to the right if the answer is 'Yes'.</i>	Yes	Max Points
Became an official Move with the Mayor™ participant		2
Joined Active People, Healthy Nation as a Community Champion (2 points) <ul style="list-style-type: none"> Using the MWTM Success Roadmap qualifies you as a Champion for Active People, Healthy Nation. Join other mayors who have agreed to Champion the movement, be highlighted as a leader, and receive the latest information and other resources from the U.S. Centers for Disease Control and Prevention to promote physical activity in your community. MAYORS: Click here to become a Champion! After you enter in your e-mail address, you will be taken to a second page to confirm your e-mail and then you will be a member of the movement! Staff can join as a Champion on behalf of an elected leader by signing up on the above link and then e-mailing activepeople@cdc.gov to let them know which Mayor and City they are representing. 		2
Publicly shared official pledge to make physical activity a city priority using #MoveWithTheMayor and #ActivePeople hashtags. (Click here to make a pledge) (2 points) EXAMPLE: I support making physical activity a priority in CITY by becoming a Move with the Mayor City! Let's get moving (CITY NAME)! Watch my feed for more information. #MoveWithTheMayor #ActivePeople #HeartHealth #StepItUp		2
Adopted a city proclamation in support of joining the Active People, Healthy Nation movement		3
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
Received at least one media hit (newspaper or TV) related to Move with the Mayor activities.		1
Our City's Our City's Make Physical Activity a City Priority Score		13



Please consider only the time period of **August 1, 2020 – September 29, 2020** when answering questions in the following section.

2. DESIGN COMMUNITIES THAT MAKE PHYSICAL ACTIVITY SAFE & EASY FOR PEOPLE OF ALL AGES & ABILITIES

<i>Check the box to the right if the answer is 'Yes'.</i>	Yes	Max Points
Our city has adopted a comprehensive/master plan that includes sidewalks and bike lanes.		3
Our city has implemented a comprehensive/master plan that includes sidewalks and bike lanes		3
Our city ensures that all constituents have access to a recreational area within a 10-minute walk.		3
Our parks and rec department contributed to designing communities that support safe and easy places for people to be physically active.		3
Our public health department contributed to designing communities that support safe and easy places for people to be physically active.		3
Our public works, transit, or transportation department contributed to designing communities that support safe and easy places for people to be physically active.		3
Our city consults our residents to determine community priorities for walkability.		3
Our city's Land Use or Comprehensive Plan set goals for proximity of new development to destinations, such as parks, schools, and grocery stores.		3
Our City's Physically Active Communities Score		24



Please consider only the time period of **August 1, 2020 – September 29, 2020** when answering questions in the following section.

3. PROMOTE PROGRAMS & POLICIES TO SUPPORT HEALTH AND PHYSICAL ACTIVITY WHERE PEOPLE LIVE, LEARN, WORK PRAY & PLAY

<i>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'.</i>		Yes	Max Points
Hosted free/subsidized screenings for: (followed by directed feedback and clinical referral when appropriate)	a. blood pressure		2
	b. cholesterol		2
Provided brochures, videos, posters, pamphlets, newsletters, or other written or online information that address the risks of:	a. high blood pressure		2
	b. high cholesterol		2
	c. stroke		2
	d. heart attack		2
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
Celebrated World Heart Day with a Move with the Mayor event the week of September 29			3
Our City's Heart Healthy Activities Score			16



Please consider only the time period of **August 1, 2020 – September 29, 2020** when answering questions in the following section.

PARTNERSHIP

At one of my city's Move with the Mayor™ events, we partnered with another organization.		
<i>Examples:</i>		
<ul style="list-style-type: none"> • <i>Our partner(s) promoted the event.</i> • <i>Our partner(s) provided health-related educational/awareness/informational materials and/or resources.</i> • <i>Our partner(s) hosted an event (e.g., walking event held at a college/university campus).</i> • <i>Our partner(s) provided blood pressure/cholesterol screenings.</i> • <i>Our partner(s) provided heart healthy foods.</i> • <i>Our partner(s) provided raffle prizes/give aways to participants.</i> 	Yes	Max Points
Local health department		1
State health department		1
National Association (e.g., American Heart Association, Walk with a Doc, YMCA)		1
University/College		1
School		1
Hospital		1
Local business (e.g., grocery store, running/walking store, etc.)		1
Community organization or business group (Wellness Council, Chamber of Commerce, etc.)		1
Media		1
Metropolitan planning organization		1
State department of transportation		1
Arts and culture (e.g., museums, art affiliated departments or organizations, etc.)		1
Other (Organization name & type): _____		1
Our City's Partnership Score		13



Please consider only the time period of **August 1, 2020 – September 29, 2020** when answering questions in the following section.

WORKSITE PROGRAMS & POLICIES

<i>Check the box to the right if the answer is 'Yes'.</i>	Yes	Max Points
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
We (mayor's office) encouraged employees to take walking/physical activity breaks throughout the day.		2
We (mayor's office) educated city employees about the benefits of safe walking and places to walk using the #MoveWithTheMayor #StepItUp #ActivePeople #HeartHealth hashtags.		2
We (mayor's office) promoted community walking or physical activity events/programs using #MoveWithTheMayor #StepItUp #ActivePeople #HeartHealth hashtags.		1
We (mayor's office) offered various facilities, locations, and programs to support physical activity.		3
We (mayor's office) offered various healthy snack and drink options in our vending machines.		3
City employees are given the option to participate in an employee wellness program.		3
At City Hall/City-owned buildings, we established or promoted existing walking/physical activity club(s) or competition(s) that encourage and motivate employees to meet individual or team goals.		2
At City Hall/City-owned buildings, we provided signs and maps to help people find safe places to walk or be physically active.		2
At City Hall/City-owned buildings, we provided information on accessibility for people with mobility or other limitations.		2
At City Hall/City-owned buildings, we provided signs encouraging stair use.		2
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
City employees are able to use flextime for walking and other forms of physical activity.		3
City employees have paid activity breaks for walking and other forms of physical activity.		3
City employees received incentives for using active transportation or public transit.		3
City employees receive discounts for off-site exercise facilities.		3
Our City's Worksite Score		41



Please consider only the time period of **January 1, 2020 – September 29, 2020** when answering questions in the following section.

NUTRITION

<i>Check the box to the right if the answer is 'Yes'.</i>		Yes	Max Points
Our city offers the community access to	a. community gardens		2
	b. farmers markets		2
Our city actively helps reduce food insecurity by facilitating access to community food banks and hunger-relief resources.			2
Our city works with school district(s) to support an action plan that meets measurable goals related to nutritious foods and health education.			3
Our city requires access to free and safe drinking water in public places (e.g., reusable water stations and water fountains).			3
Our City's Nutrition Score			12

PARKS & REC

<i>Check the box to the right if the answer is 'Yes'.</i>		Yes	Max Points
Our city's parks and rec department provided safe and convenient access for all users to community locations that support physical activity such as walking trails, parks, recreational facilities, and college campuses.			3
Our city's parks and rec department offered walking or physical activity programs that address barriers to being physically active, including physical limitations and safety concerns.			3
Our city's parks and rec department set up walking/physical activity groups, buddy systems, and other forms of social support that provide multiple opportunities to be physically active each week.			2
Our city's parks and rec department provided signs and maps to help people find safe places to be physically active and provided information on accessibility for people with mobility or other limitations.			2
Our city's parks and rec department provided information on accessibility for people with mobility or other limitations.			2
Our city's parks and rec department assessed the presence and quality of physical activity and sport facilities related to aesthetics and amenities such as water fountains, restrooms, benches, shade, lighting, parking, and safety.			3
Our city's parks and rec department implemented an action plan to address areas of improvement for physical activity and sport facilities related to aesthetics and amenities such as water fountains, restrooms, benches, shade, lighting, parking, and safety.			2
Our City's Parks & Rec Score			19



Please consider only the time period of **January 1, 2020 – September 29, 2020** when answering questions in the following section.

PUBLIC HEALTH

<i>Check the box to the right if the answer is 'Yes'.</i>	Yes	Max Points
Our local public health department educated people about the benefits of safe walking/physical activity and places to walk and be physically active.		2
Our local public health department developed effective and consistent messages and engaged the media to promote physical activity.		2
Our local public health department promoted community programs and policies that make it safe and easy for residents to be physically active.		2
Our local public health department supported efforts to establish activity-friendly routes* to everyday destinations**.		3
Our local public health department provides funding for physical activity interventions.		3
Our local health department creates media campaigns that promotes physical activity.		3
Our City's Public Health Score		15

*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.

SCHOOL DISTRICTS

<i>Check the box to the right if the answer is 'Yes'.</i>	Yes	Max Points
Our school districts adopted and promoted policies and programs that make it safer and easier for students to walk or bike to and from school.		3
Our school districts adopted and promoted policies and programs that make it safer and easier for students to be physically active before and after school (this could be through shared use agreements, open playgrounds, etc.)		2
Our school districts provided daily physical education for students in grades K-12.		3
Our school districts provided daily recess for elementary students.		3
Our school districts provide nutritious food options during breakfast and lunch.		3
Our school districts partner with local farmers or farming organizations, nearby universities and colleges, non-profit organizations and/or the national Farm-to-School organization to develop a farm-to-school program .		3
Our City's School Districts Score		17



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

CITY HEALTH ASSESSMENT & ACTION PLAN

<i>Check the box to the right if the answer is 'Yes'.</i>	Yes	Max Points
<p>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:</p> <ul style="list-style-type: none"> • community health needs assessment • healthy kids survey • city employee health risk assessment • reports or data collected through transportation, parks and recreation, and other city departments 	<input type="checkbox"/>	3
The mayor's office uses the Active Communities Tool – an action planning guide and assessment modules to improve community built environments to promote physical activity.	<input type="checkbox"/>	3
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).	<input type="checkbox"/>	4
The mayor's office uses the information gained from the community to lead the creation of an action or implementation plan. (May be implemented by another department).	<input type="checkbox"/>	4
Our City's Health Assessment & Action Plan Score		14



For this final section, please check "Yes" if these policies are currently being implemented in your city, regardless of the date when they were passed.

CITY POLICY

<i>Check the box to the right if the answer is 'Yes'.</i>		Yes	Max Points
Our city has implemented Tobacco 21.			5
Our city has implemented vending machine policies that prohibit the marketing and sale of unhealthy foods and beverages in:	a. youth centers (e.g., YMCA, community centers, etc.)		3
	b. school facilities		3
	c. parks department facilities (e.g., parks, pools, trails, etc.)		3
	d. other facilities owned or operated by state and local governments (e.g., city hall, court houses, etc.)		3
Our city has passed/adopted Complete Streets*.			5
Our city has implemented Complete Streets*.			5
Our city adopted zoning measures to encourage dense, mixed-use development.			3
Our city adopted have an inclusionary zoning policy**.			5
Our city has passed/adopted Vision Zero*** policies.			5
Our city has implemented Vision Zero*** policies.			5
Our school districts have adopted and implemented Safe Routes to School or similar walk-to-school programs.			5
Our city has implemented policies requiring restaurants to provide menu labeling and/or worked with restaurants to list healthier choices on menus.			4
Our City's Policy Score			54

*Designed and enabled safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. [Complete Streets](#) 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.

**[Inclusionary zoning policies](#) are local policies that tap the economic gains from rising real estate values to create affordable housing for lower income families. An inclusionary housing program might require developers to sell or rent 10 to 30 percent of new residential units to lower-income residents.

***[Vision Zero](#) is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.

YOUR CITY'S 2020 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 Physical Activity a City Priority Score	13	
2. Design Communities that Make Physical Activity Safe & Easy for People of All Ages & Abilities		
Total Physically Active Communities Score	24	
3. Promote Programs and Policies to Support Physical Activity Where People Live, Learn, Work, Pray & Play.		
Total Heart Health Activities Score	16	
Total Partnership Score	13	
Total Worksite Score	41	
Total Nutrition Score	12	
Total Parks & Rec. Score	19	
Total Public Health Score	15	
Total School Districts Score	17	
Total City Health Assessment & Action Plan Score	14	
Total City Policy Score	54	
TOTAL STEP IT UP! SCORE	238	

THANK YOU!

Thank you for taking the time to complete the 2020 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. In the meantime, we encourage you to check out the [Active Communities Tool](#) – an action planning guide and assessment modules to improve community built environments to promote physical activity.

Level	Points
Gold	212 - 238
Silver	189 - 211
Bronze	165 - 188
Striving	151 - 164

Please send your completed roadmap to Debbie Martinez at debbie.martinez@nationalforum.org by **September 28, 2020**.