

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



What you'll hear today

- Why focus on these communities
- Are we making a difference
- The Chula Vista project “in a nutshell”
- Elements of our model
- Challenges and lessons learned



Are we making a difference?

- City established new Task Force
- Maintenance issues addressed
- School areas prioritized in City's infrastructure program
- Over \$1.5 million in state DOT grants
- Replicate WSD's model in all elementary schools



Shifting Attention to 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



“Next Steps” West Chula Vista

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

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



Project Process “In a Nutshell”

- 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



The WalkSanDiego Model

1. Community readiness
2. Local partner/anchor organization



Promotoras: A Link to the Community



Photo: Environmental Health Coalition Promotoras, National City, CA



Promotoras: A Link to the Community



3. Education & Capacity Building



The WalkSanDiego Model

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



The WalkSanDiego Model

1. Community readiness
2. Local partner/anchor organization
3. Education & capacity building
4. 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



Cultural & Social Factors



- 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



Challenges and Lessons Learned

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



Photo: James Rojas



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