STEP IT UP!
NEBRASKA'S STATEWIDE EFFORTS TO IMPROVE COMMUNITY DESIGN AND ACTIVE TRAVEL

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Main Points

1. Statewide steering committee to support multiple strategies to implement walkable communities efforts.

2. Community-driven process and input to creating a more walkable healthy community.

3. Develop a Nebraska specific brand to support walking in the state and align with the Surgeon General’s Call to Action
Step It Up! Call to Action Goals

• Goal 2: Designing Communities
• Goal 3: Promote Programs & Policies
• Goal 4: Provide Information
• Goal 5: Surveillance, Research & Evaluation

#WALKNE
Current Nebraska Initiatives

1. Nebraska Walkable Communities Steering Committee
2. Community-Driven Process
3. Nebraska Walkable Communities Communication Strategy
4. Comprehensive Plan Data Project
5. Worksite Wellness Approach
Nebraska Walkable Communities Steering Committee

- Overall Purpose
- Goal Areas:
  - Stakeholder Engagement
  - Educate for State Policy
  - Technical Assistance
  - Effective Messaging
- Key Partners
- Need For Additional Partners
Nebraska Walkable Communities Initiative

• Community-Driven Strategic Planning Process

• Seven Communities: Sidney, Lexington, Grand Island, Superior, Hastings, Hebron & Omaha

• Expected Outcomes Within the First Seven Communities

  • Healthy Equity Focused

  • Sustainable Success!
Communication Strategy for Walkable Communities in Nebraska

- Brand Story
- Targeted Messaging
- Logo utilization
- Brand Execution
- Multimedia & Video
- Social Media Efforts
Nebraska Comprehensive Plan Data Project

- Collect & Analyze Plans for Supportive Language
- Identify Planning Process to Update
- Implement Process Locally
- ID Opportunities to Report Back Data Findings
- Establish Baseline Data Collection
- Connecting Partners
Worksite Wellness Approach

**STEP AND REPEAT**

**PARTNERS FOR A HEALTHY CITY**

**Walk It Guide**

*TODAY IS THE DAY WE BURN CALORIES BY PARKING HERE.*

**become a FREQUENT FLIGHT-ER**

**FLIGHTS OF STAIRS**

5 times per day
Lessons Learned and Next Steps

- Steering Committee Engagement
- Continued Technical Assistance for the 7 Targeted Communities
- Target New Communities
- Expansion of Communication Plan
- Expansion of Data Project
- Dreaming Big!!!!
Thank You!

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