



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

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Nebraska Department of Health and Human Services**

# 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

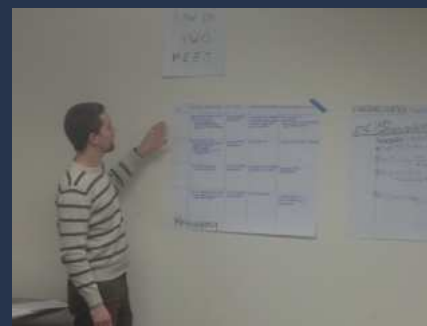
# Current Nebraska Initiatives

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



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# 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

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# 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

**#WALKNE**



# Worksite Wellness Approach

## PARTNERS FOR A HEALTHY CITY

# Walk It Guide



**Walking Concierge**  
A guide to walking your business community

**Pick-up Locations:**  
**Culley's Old Market**  
401 S. 10th St. - 402-541-0900  
**Parish's Grocery**  
1414 Harvard St. - 402-544-1400  
**Barney's Book**  
**W. Dale Clark Library**  
210 S. 10th St. - 402-544-4900  
**St. Ann's Episcopal Church**  
**Allegiance Creighton Clinic**  
1319 Leavenworth St. - 402-548-0010  
**Allegiance Creighton Clinic**  
City County Building  
1819 Perham, Suite 709 - 402-717-0710  
**The Fashion Clinic w/ Unique People**  
1400 Douglas St. - 402-544-0211  
**United HealthCare**  
1400 Douglas St. - 402-544-0740

**Walk to Station:**  
**Old Market District**  
1100 Harvard St. - 402-541-7374  
**Old Market District**  
1414 Harvard St. - 402-544-1400  
**Allegiance Creighton Clinic**  
**Barney's Book**  
210 S. 10th St. - 402-544-4900  
**Deputy Drug**  
Union Pacific Building  
1400 Douglas St. - 402-544-0740  
**Old Market District**  
1100 Harvard St. - 402-541-7374

**Drop-off Locations:**  
**U.S. Post Office**  
1417 Perham St. - 402-544-0244  
**Greis & Greis w/ Greening Good City Clinic**  
1114 Harvard St. - 402-545-1070

**Old Market District**  
1100 Harvard St. - 402-541-7374  
**City County Building**  
1819 Perham, Suite 709 - 402-717-0710

**South Platte**  
**First Hart Bank Tower**  
1401 Dodge St., Suite 100 - 402-541-0555  
**Union Pacific Old Shop**  
1401 Dodge St., 1st Floor - 402-544-0541

**Old Market District**  
**Cooper**  
1100 Harvard St. - 402-541-0710  
**Harvest Your Share Regional**  
**C. & M. Steppes**  
First Hart Bank Building  
1400 Dodge St., 1st Floor - 402-613-4921

**ST. ANNE'S**  
1403 Perham St. - 402-545-6154  
**Harvest Your Share Regional**  
1400 Dodge St., 1st Floor - 402-613-4921

**Old Market District**  
**English Day Detention**  
First Hart Bank Tower  
1401 Dodge St., Suite 100 - 402-717-4217  
**Walk to Station**  
**Cork Apparel**  
518 S. 10th St. - 402-545-0254  
**Deputy Drug**  
1100 Harvard St. - 402-544-0740

**First Hart Bank**  
413 S. 10th St. - 402-545-0492  
**Walk to Station**  
**Woodman Tower**  
1700 Perham St., 2nd Floor - 402-493-0339  
**Harley's Barber Shop & Salon**  
First Hart Bank Building  
1400 Dodge St., 1st Floor - 402-544-8847  
**Salon on the Left**  
1100 Harvard St. - 402-545-4933  
**Urban Salon & Day Spa**  
1007 Perham St. - 402-544-2944

**Learn more at [guidetowalking.com](http://guidetowalking.com) or call 402-544-7333**

**STEP AND REPEAT**

**become a FREQUENT FLIGHT-ER**  
TAKE THE STAIRS

**FLIGHTS OF STAIRS®**  
3 times per day

75 calories burned  
45 calories burned  
15 calories burned  
90 calories burned  
60 calories burned  
30 calories burned

**partners**  
FOR A HEALTHY CITY

## 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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