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# The STEPS to Atlanta Streets Alive Activity Guide

Dana Greear

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## ABSTRACT

DANA L. GREEAR

The STEPS to Atlanta Streets Alive Activity Guide

(Under the direction of Professor JOHN A. STEWARD, M.P.H.)

Atlanta Streets Alive (ASA) is a continually developing *ciclovía recreativa* based program occurring in urban Atlanta. Creating multi-sectoral partnerships and providing complementary activities to participants are key to *ciclovía* program sustainability. The objective of this capstone project was to create the STEPS to Atlanta Streets Alive Activity Guide (STEPS guide) by using a process method of evaluation framework for planning, conducting, and evaluating activities performed within ASA events. A pilot activity was conducted during the Atlanta Streets Alive event on October 17, 2010. The STEPS guide was assembled by using information collected during the pilot activity, with secondary analysis of the STEPS guide, including expert and focus group critique, to ensure accuracy and feasibility of use. The STEPS guide is a structured method of collecting static information about the individual activities conducted within ASA events. This information can be used by future activity partners to develop dynamic complementary activities within ASA events.

INDEX WORDS: Atlanta Streets Alive, *ciclovía recreativa*, process evaluation

**THE STEPS TO ATLANTA STREETS ALIVE ACTIVITY GUIDE**

**by**

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**A Capstone Submitted to the Graduate Faculty  
of Georgia State University in Partial Fulfillment  
of the**

**Requirements for the Degree  
MASTER OF PUBLIC HEALTH**

**ATLANTA, GEORGIA**

**30302**

APPROVAL PAGE

THE STEPS TO ATLANTA STREETS ALIVE ACTIVITY GUIDE

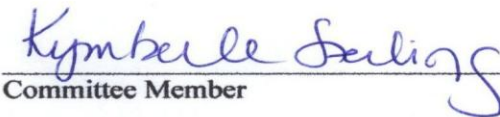
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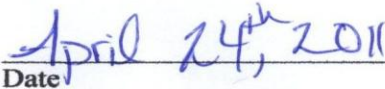
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A special thank you to my capstone chair John Steward, and committee member Kymberle Sterling. Undertaking the STEPS guide as my capstone project proved a rewarding experience. It would not have been possible without your guidance and support.

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The Centers for helping Obesity In Children End Successfully, Inc. CHOICES  
Positions of Volunteer Coordinator and Program Ambassador held from 02/07 to 03/10, ranging from 0 to 35 hours per week, volunteer position. I was responsible for volunteer recruitment, and building partnerships with Georgia State University and local businesses. My specific duties were to place interns in needed volunteer programs they were best suited. I have held lead positions and supportive positions in the development and implementation for the community intervention programs Sisters in the LITE, and Camp Kick-it! (see [www.choicesforkids.org](http://www.choicesforkids.org)).

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American Dietetic Association/Georgia Dietetic Association. *Member from 2004 to current.*

Delta Xi Phi, Multicultural Sorority, Inc. Zeta Associate Chapter Founder 1999, voted Sister of the Year in 2001.

International Sports Sciences Association, Certified Personal Fitness Trainer. *07/2004 to current.*



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## **I. BACKGROUND**

A *ciclovía recreativa* is a temporary opening of public streets to residents so they may enjoy a safe and pleasant space for physical activity where the use of motorized vehicles is prohibited. There are several versions of *ciclovía recreativa* inspired programs occurring around the globe, including Car Free Days, Sunday Parkways, Open Streets, and Summer Streets. *Ciclovía recreativa* programs have occurred in 36 U.S. cities,<sup>1</sup> and have received media attention around the globe for promoting physical activity, social capital, alternate transportation, and increasing quality of life.<sup>2,3</sup> Activities that fall under the areas of arts and culture, recreation and sports, health, science and technology, social development and miscellaneous free services are commonly organized within in *ciclovía* events.<sup>4</sup>

*Ciclovía* programs are accomplished through public, private, and community support efforts. Atlanta Streets Alive (ASA) is a *Ciclovía Recreativa* program that is a project of the Atlanta Bicycle Coalition.<sup>5</sup> The first and second ASA events took place on May 23<sup>rd</sup> and October 17<sup>th</sup> of 2010, with each event reaching over 5,000 participants.<sup>6</sup> Planning efforts for events occurring in 2011 is currently underway.

The *Ciclovía Recreativa: Implementation and Advocacy Manual* was created in 2007 by the Pan American Health Organization<sup>7</sup> as a basic teaching guide. It covers the steps and procedures essential to the organization of, planning for, implementation of, and evaluation of a *Ciclovía Recreativa* program. The implementation and advocacy manual

is written for the organization of ciclovia events. It is not intended for use by activity partners.

The author's search for an existent written guide for assisting activity partners in conducting activities within Civlovía events has shown to be nonexistent. To-date, ASA has not developed any detailed guidance to assist activity partners in the planning and evaluation of, and reflection upon the individual activities conducted within ASA events.

## **II. PURPOSE AND OBJECTIVE**

The application of evaluation can lead to more effective programs, and a better understanding of the factors influencing program outcomes.<sup>7</sup> Critical reflection enhances health promotion activities by providing valuable feedback about the internal and external influences over an activity. The STEPS to Atlanta Streets Alive Activity Guide is intended to function as a tangible instrument for collecting practical information about the independent activities conducted within Atlanta Streets Alive (ASA) events. The STEPS to Atlanta Streets Alive Activity Guide, which will be referenced as the STEPS guide herein, is not intended to be a part of the formal planning, administration, and evaluation processes conducted by ASA. The STEPS guide is to be used as a tool for activity partners. The suggested steps and evaluative forms created for the STEPS guide are structured in a way which will direct individuals, groups and organizations through a process of goal setting, planning, evaluating, and reflecting upon the activities they conduct during ASA events.

By activity partners following the process proposed within the guide, a continuum of structured reflections can be generated. The continuum of structured reflections will create information which can be used by existing activity partners to improve upon their activities, and is a way for prospective ASA activity partners to learn about the internal and external influences over past activities. The structured reflections will also identify potential partnerships and resources for new and returning activity partners.

The main goal for this capstone project was to create a document that assist's activity partners in conducting activities within ASA events. Achievement was measured

by meeting the three main objectives. The first main objective was conducting a pilot activity during the second ASA event, held on October 17th, 2010. The purpose of the pilot activity was to test the goal setting, planning and evaluation procedures described in the guide, and to collect additional information about potential internal and external influences over activities conducted at ASA. The second main objective was to complete the STEPS guide based upon a compilation of information gathered during the pilot activity. The third main objective was to have the completed STEPS guide critiqued by individuals who worked in the capacity of coordinating the pilot activity, and ASA Steering Committee members as means of secondary analysis for establishing credibility.

### **III. LITERATURE REVIEW**

#### **The benefits of Ciclovía Recreativa Programs**

Ciclovía programs promote physical activity and healthy living in an environment which supports social interaction and raised awareness about infrastructural and environmental concerns. Participating in regular physical activity (PA) is considered to be one of the most effective ways of preventing chronic disease. Living in an urban environment is associated with increased chronic disease, decreased PA, and poorer health, including the risk of motor vehicle and pedestrian fatalities.<sup>9</sup> Participating in regular PA can be difficult for people living in urban environments. General factors including overcrowding, traffic, reliance on motorized transportation, poor air quality, lack of safe public spaces to exercise and lack of recreational/sports facilities can discourage PA in urban areas.<sup>10</sup>

Numerous public health initiatives have promoted walking and cycling as modes of daily transportation for increasing physical activity and combating the global obesity epidemic.<sup>11,12</sup> Infrastructural changes to urban areas that provide safe and easy access to parks, green spaces, workspaces, and shopping are proven long-term solutions for helping people become more active.<sup>13,14</sup> Ciclovía recreativa programs promote PA and social interaction in the absence of infrastructural changes, by temporarily transforming existing paved public streets into ideal spaces for walking, cycling, sports, social interaction and recreation.

Increasing opportunities for PA is a major strategy in preventing the growing burden of chronic diseases in urban populations. For the cities of Bogotá, Cali, and



Soacha (in Colombia), ciclovía programs provide more than 5% of recommended weekly PA for their populations (based on population x 150 min PA per person).<sup>15</sup>

### Environmental Influences Over Physical Activity

Public health seeks to continually improve the health and wellbeing of all people. Monitoring health status and identifying community health problems is an essential public health service that should be undertaken in all communities.<sup>16</sup> Assessing health status and conveying this information to the public is one of the most important responsibilities of public health leaders.<sup>17</sup> Assessing the efficacy of public health promotion is important in determining if a program or community service activity creates effects. As public health professionals, we must devote our skill and our will to evaluating public health actions.<sup>18</sup>

At least 60% of the global population fails to achieve the World Health Organization (WHO) minimum recommendation of 30 minutes of moderate intensity PA daily.<sup>19</sup> The 2008 Physical Activity Guidelines for Americans published by the U.S. Department of Health and Human Services states that children ages 6-17 years should do 1 hour or more moderate- or vigorous-intensity PA daily and adults 18 years and older should do 2 hours and 30 minutes of moderate- or 1 hour and 15 minutes of vigorous-intensity PA weekly.<sup>20</sup> The Georgia Department of Community Health reported in The 2009 Georgia Data Summary: Physical Activity in Youth that only 55% of middle school students and 44% of high school students meet requirements for physical activity, and only 40% of adults were physically active in 2007 in Georgia.<sup>21</sup> The Centers for Disease Control and Prevention's State Indicator Report on Physical Activity, 2010 published that 23.2% of adults living in the state of Georgia currently do not participate in any leisure time PA.<sup>22</sup>

The metro Atlanta area consists of 14 counties, over 50 municipalities, and spans nearly 50 miles in all directions from the city of Atlanta, located in central Fulton and north-west DeKalb Counties.<sup>23</sup> Multiple factors which influence physical activity and obesity in the metro Atlanta area are related to land use mix and transportation issues.<sup>24</sup> Residents living in counties most proximal to the city of Atlanta

spend an average of 32.7 miles/59 minutes daily per person in a vehicle. The average amount of time spent in a vehicle increases to 44 miles/72 minutes for those living in the more distal metro counties.<sup>25</sup> People living in neighborhoods that are closer to the city in high-walkability neighborhoods are more likely to walk, bicycle, or walk to a public transit station as means of transportation. The 2007 SMARTRAQ Study findings reported that 60% of metro Atlanta residents feel that they are unable to walk to shops and services, with an estimated 20% of homes being in compact and walkable neighborhoods.<sup>24</sup> Fulton and DeKalb Counties account for almost 70% of the walking trips reported for the entire metro Atlanta region, while accounting for only 40% of its population.<sup>26</sup> The Robert Wood Johnson Foundation and the University of Wisconsin's Population Health Institute reported in the County Health Rankings for 2011 a rate of 8 recreational facilities per 100,000 people in DeKalb County, and 11 recreational facilities per 100,000 people living in Fulton County.<sup>27</sup>

### Influences over Public Health Recreational Programs

Successful health promotion events do not simply happen on a whim. They are the result of organization and planning efforts which are understandably unseen by the public, and even by those working within certain capacities of the event itself. There are many influences over physical activity in communities. The multiple influences make the role of multi-disciplinary partnership, and volunteer supports essential in promoting active living<sup>28</sup> and to ensure the sustainability of programs.<sup>29</sup> Initiating community service participation, the implementation of partnerships and volunteerism in events promoting physical activity is motivated by shared common interests, trust, and by the potential to further core business, and is irrespective of whether a common mission is shared among partners.<sup>30</sup>

Ciclovía programs are based upon a social ecological framework, and encourage variety in the complementary activities hosted within events. Providing activity partners with a

mechanism for planning, evaluating and reflecting upon their efforts can create a structured method of measuring activity improvement, and build trusting relationship between the event and activity partners. Structured reflection also generates information about how the activity has continually improved upon core business through increased revenues for local vendors and/or increased participation for sports clubs.

### Setting Goals and SMART Objectives

Setting realistic and achievable goals is a way to keep individuals and groups focused and directed. Group activities are successful when everyone is working toward a common goal. The success of health promotion programs which operate over several activities relies on a rational coordination of these activities to achieve program goals.<sup>31</sup> The goals identified by ASA in its program publications are motivational goals, and can be used as long-term goals for activity partners to work toward (Table 1)<sup>1</sup>.

### Table 1 Atlanta Streets Alive Goals and Objectives

1. Allow participants of all ages and backgrounds to experience our streets in a new way— as a shared, safe and active space for people in motion.
2. Improve the long term health and well-being of all Atlantans, regardless of current fitness condition, by increasing levels of physical activity
3. Reduce dependence on the car for transportation and raise acceptance of bicycling and walking as ways of getting around
4. Create a space for people of diverse backgrounds to interact and build social capital
5. Increase neighborhood awareness, connectivity, mobility and livability
6. Provide a wide variety of free physical, cultural, and social activities in keeping with Atlanta's unique history
7. Provide opportunities and exposure for local businesses along the route
8. Facilitate greater awareness of the connections between environmental, transportation, and nutrition/food issues in Atlanta
9. Build long-term sustainability and success through partnerships and sponsorships by like-minded organizations and businesses
10. Evaluate the program's successes in achieving objectives and impact on participants<sup>1</sup>

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<sup>1</sup> Atlanta Streets Alive: Goals and Objectives

The SMART mnemonic is a familiar learning tool used in multiple disciplines, as a way to develop well written objectives, stating how an activity will be carried out to meet identified goals.<sup>32</sup> Versions of SMART have been used in health promotion, project management, academia, and for personal growth and development.<sup>33,34</sup>

### Planning and Evaluation

A health promotion program is a series of activities supported by a group of resources intended to achieve specific outcomes.<sup>35</sup> Program planning and evaluation can be integrated processes which can be applicable to specific activities. A *process evaluation* is useful in determining whether an activity was implemented and designed as planned, and can be instructive in identifying failures and successes within an activity.<sup>36</sup> Integrating process evaluation during the initial stages of activity planning can enable individuals or groups to assess short-term challenges prior to implementation.<sup>37</sup>

#### **IV. PROCEDURES**

A three part plan was developed during the initial planning phase for creating the STEPS guide.

1. A pilot activity was planned, administered, evaluated, and later reflected upon for the second ASA event, held on October 17<sup>th</sup>, 2010. The purpose of the pilot activity was to test the goal setting, planning and evaluation procedures described in the guide, and to collect additional information about potential internal and external influences over activities conducted at ASA.
2. The STEPS guide was then completed based upon a compilation of information gathered during the pilot activity.
3. A focus group was organized in order to critique the completed STEPS guide to determine the feasibility of its use. The focus group was to consist of individuals who worked in the capacity of coordinating the pilot activity. ASA Steering Committee members were asked for review and comment as means of obtaining additional critique and input.

##### Pilot Activity

The Nutrition Student Network (NSN), an officially sanctioned student organization at Georgia State University, was asked to act in partnership for the creation of the STEPS guide.

The decision to partner was based upon the organization's participation in the first ASA event held on May 23<sup>rd</sup> of 2010, the health assessment experience of NSN's senior members and the advanced knowledge of human health by the group collectively. NSN was approached through facilitation of the group's acting president as a volunteer opportunity for the group to continue NSN's participation as an activity partner at ASA. All NSN members were informed that their role in conducting the pre-planned activity at ASA served the purpose in developing the STEPS guide, which was being done as a graduate capstone project. NSN members who elected to volunteer for the pilot activity were at this time informed that they would later be asked to critique the STEPS manual based upon their experience as an ASA activity partner in a focus group session to be held sometime after the ASA event. These NSN member volunteers were informed that their participation during ASA did not obligate them to participate in critiquing the STEPS guide but participation within a certain capacity of ASA was necessary in order to have the experience needed to critique the STEPS guide.

### Planning the Activity

A complementary activity was planned for the October 17, 2010 ASA event. The activity was planned according to volunteer participation, volunteer skill level, and an assessment of available resources. For control purposes, the responsibilities of planning the activity and setting activity goals were completed by the author. This was done to ensure that all internal and external factors influencing the activity were documented. The short-term activity goal was to provide ASA participants with an interactive experience in nutrition, physical activity, and health education at ASA. The objective of increasing the number of individuals participating in the October 17<sup>th</sup> NSN activity by 50% from the May 23<sup>rd</sup> NSN activity ( $n=7$ ) was used to measure

the success of the activity. Information collected from the first ASA activity conducted by NSN on May 23<sup>rd</sup>, 2010 was obtained through interviewing the NSN members who conducted the pioneer activity. The information provided in the interviews was used to develop the activity goals and objectives illustrated on page 31 of the STEPS guide.

In the planning the pilot activity the tasks of submitting the ASA activity partner application, volunteer training, creating educational tools, and securing equipment were determined to be the steps which needed to be taken prior to conducting the activity. Estimates were made and recorded during the activity planning phase as to the necessary funds, number of volunteers, time, volunteer interests, volunteer training, equipment, and resources that would be required to conduct the activity.

Prior to the activity, the Activity Partner Application was submitted for the proposed NSN activity, online on September 24<sup>th</sup>, 2010. A volunteer information page was distributed to NSN volunteers on October 8<sup>th</sup>, 2010. The information page contained the location of the activity table, activity set up diagram, a schedule for conducting the activity at ASA, a volunteer schedule, links to ASA information, and a thank you message. The volunteer information page is located in Appendix B.

The educational tools created for the activity utilize the Institute of Medicine (IOM) Dietary Reference Intake (DRI) daily requirement for energy Estimated Energy Requirement (EER) predictive equations.<sup>38</sup> The EER equations used for the activity were chosen based upon their ability to account for energy intake, energy expenditure during physical activity, age, sex, weight, height and physical activity level (PAL) for healthy individuals 3 years of age and older.<sup>39</sup> The calorie expenditure worksheet for activities based on body weight used during the ASA activity represented the estimated energy spent during

physical activities (EEPA) for activities which were offered during ASA in 30 minute increments.<sup>40</sup> Volunteers were given a laminated equation sheet, a dry erase marker, and a towel to erase the body composition results of each participant after the consult. Volunteers were informed that all services offered were on a voluntary basis, and that no data would be collected for any participant. All NSN activity volunteers had previously experienced using the EER equations and EEPA charts either in a classroom setting or in classroom and clinical settings prior to the ASA activity. The tangible resources used to conduct the ASA activity were in the forms of equipment, office supplies and food which was openly provided to the public during the event.

#### The STEPS to Atlanta Streets Alive Activity

Activity volunteers were scheduled into first and second shifts for conducting the activity based upon the individual's request. A total of 11 NSN volunteers participated in conducting the October 17<sup>th</sup>, 2010 activity at ASA. Volunteer training was conducted for the first shift volunteers after the activity table was assembled. Each item was explained to the group collectively, and each volunteer made a check mark next to the item upon their familiarity with the concept. Volunteer training consisted of reviewing the predictive equations and information that would be relayed to the public during the activity, proper use of scales and equipment, and professional conduct at ASA. Because only state licensed dietetics professionals are authorized to provide nutrition counseling in the state of Georgia, pilot activity volunteers were limited to clarifying general nutrition issues. As non licensed practitioners may be subject to prosecution for practicing without a license due to the legally protected title and credential of "RD" that can only be used by practitioners who are authorized by the Commission on Dietetic Registration of the American Dietetic Association.<sup>41</sup> The volunteer training form, the EER predictive equations



sheet, and the EEPA sheet used during the activity are located in Appendix 2. An activity volunteer was designated to tally the number of ASA participants who either received a body composition assessment, or sought information about nutrition or PA through the duration of the ASA activity. This information was used in the post activity evaluation. A record of the internal and external influences over the activity was also kept during the event for consideration in assembling the STEPS guide.

### Evaluation

It was determined during the initial planning phase, that evaluation of the materials contained in the guide would be performed in order to ensure that the information as accurate, reflective of the ASA event, and unbiased. The evaluation was conducted by available ASA steering committee members to ensure that the information presented in the STEPS guide was accurate.

An organized focus group session was conducted for those who participated in the pilot activity as a way to reach out to potential users and determine the feasibility of the guide. There were three open ended questions presented to focus group participants in order to allow expression and stimulate conversation amongst members regarding recommended changes for the STEPS guide. Approval to conduct a focus group session was obtained on January 4<sup>th</sup>, 2011 through the Georgia State University Institutional Review Board (Protocol Number: H11202).

1. How do you feel the STEPS guide is reflective of your experience during the October 17<sup>th</sup>, 2010 event?
2. Do you feel that the guide would be helpful in planning an activity for another Atlanta Streets Alive Event? Please Explain
3. Are there any changes you would suggest to improve the content of the guide? Please explain.

## **V. OUTCOME: THE STEPS TO ATLANTA STREETS ALIVE ACTIVITY GUIDE**

### General Information

The purpose for creating the STEPS guide was to provide ASA activity partners with a structured method of planning, evaluating, and reflecting upon the activities which they conduct within the event. The STEPS guide contains general information about ASA and how activity partners are to conduct community service activities within the events culture and organizational structure. As people typically experience our city streets solely for motorized transportation purposes, it is important for activity partners to understand how streets can be transformed into a proactive environment of health and wellness prior to conducting an activity. Due to ASA being a new event [taking place on May 23<sup>rd</sup> and October 17<sup>th</sup> of 2010] the guide contains a description of the event, a map illustrating the activity route used in 2010 and a description of the ciclovía in Bogotá, Colombia, the original ciclovía event to inform activity partners. The organizers, the organizational structure, and the general contributions of each support for the event are illustrated on page 3 of the STEPS guide. A sample copy of the Atlanta Streets Alive Activity Partner Application, Volunteer Application, and a list of the 2010 ASA affiliates is given in Appendix B of the STEPS guide.

### Setting Goals and SMART Objectives

Goals and objectives are developed to provide direction to a program or activity. The goal was set upon conception of the STEPS guide to make its content broad enough for general use. The STEPS guide is not written to any specific segment of potential activity partners. The STEPS guide describes a *long-term goal* as a goal which has already been set by ASA, the goal of the organization conducting the activity, or the goal identified in academic course requirements. The guide describes *short-term goals* as being those which are directly related to the activity. The *objectives* are described as how the activity will be carried out in order to meet the activities defined goals. The SMART mnemonic utilized in the Centers for Disease Control and Prevention's *Physical Activity Evaluation Handbook* for writing objectives are *specific, measurable, attainable, relevant, and time-bound* was utilized in the STEPS guide. An example of how to identify a long-term goal of Atlanta Streets Alive, set a short-term activity goal, and how SMART objectives can be used to measure the success of the activity is given on page 6 of the STEPS guide.

### Planning and Evaluating

The planning portion of the STEPS guide is written in a way which will provide users with a format for organizing their activity ideas. The *identify the activity* form located on page 7 and in Appendix C of the STEPS guide is a tool which should be used to brainstorm ideas and determine what is feasible as an activity. The structured *planning the activity* form located on page 8 and in Appendix C of the STEPS guide is organized into four different steps which can be utilized as a way to organize how team members will contribute to the activity and to delegate responsibility.<sup>42,43</sup>

## The Planning > Activity > Evaluation Process

This section of the STEPS guide will enable those conducting activities at ASA to record the steps that they have taken, and evaluate their efforts using a logic model based on process evaluation methods. The forms contained in the guide allow users to analyze their goals and objectives, tangible resources, and time spent in conducting their activity at ASA. This process will identify how the activity was intended, what actually happened, and what can be done to improve upon future activities. Instructional evaluation forms are given in pages 11-13 of the STEPS guide, blank forms are located in Appendix B of the STEPS guide, and example forms illustrating the pilot activity conducted by the NSN are located in Appendix C of the STEPS guide.

The *resource evaluation form* categorizes resources into the six areas listed below. Within the six areas, activity partners are able to impute anticipated resource needs during the planning phase of the activity, the resources used in conducting the activity, and anticipated resource use if the activity was repeated.

1. Funds- needed to conduct the activity
2. Volunteers- needed to conduct the activity
3. Time- needed to prepare for and execute the activity
4. Volunteer interests
5. Skills- volunteer training needed prior to the activity
6. Support of partner organizations

The *goal and objective evaluation form* states the activities goal(s) and organizes the objectives as they were determined during the planning phase, the specific actions taken during

the activity, and an evaluation which states the activities outcome(s). This process will allow activity partners to measure if their activity goals were met based upon the objectives.

The *evaluation of key action dates form* is a method of evaluating the effectiveness of how the activity was scheduled. The STEPS guide instructs the reader to use an interactive group calendar from the beginning of the planning phase to identify key action dates for group activities. Key action dates indicate important dates for ASA and any other pertinent scheduling items for the group (*i.e. mid-term exams, holidays, work, ect.*). The calendar and evaluation of key action dates will ensure that responsibilities are completed in a timely manner, provide a structured format to review the time allotted for areas of responsibility, and evaluate how much time was actually needed.

The evaluation forms contained in the STEPS guide serve dual purposes. The forms provide a structured method in which to evaluate activities within a logic model format, and provide an opportunity for those who conducted the activity to reflect upon what has influenced the activity throughout the planning and implementation processes. By reflecting, a person is able to achieve a better level of understanding through contextualizing, observing and analyzing the internal and external influences over outcomes.<sup>16</sup> The opportunity to reflect upon and document the events which lead up to evaluation will produce new knowledge about conducting activities during ASA events.

#### Results of the STEPS to Atlanta Streets Alive Activity Guide Evaluation

The STEPS guide was first critiqued by Andrea Torres, Program Coordinator for the CDC/WHO Collaborating Center for Physical Activity and Health, prior to the focus group meeting, on January 28<sup>th</sup>, 2011. The purpose of the critique was to ensure the accuracy of the

information contained within the STEPS guide prior to exposing the information to focus group participants. Feedback was obtained that resulted in the restructuring of the ASA affiliates listed on page 17 of the STEPS guide. ASA affiliates from the 2010 events were separated into the categories of public, private, and community levels to more accurately illustrate the diversity of program stakeholders.

A focus group session, consisting of the NSN members who worked as coordinators for the pilot activity ( $n=2$ ) was conducted on February 7<sup>th</sup>, 2011. The focus group session was designed to elicit thought as to whether the materials contained within the STEPS guide were:

- Reflective of the pilot activity experience
- Would be helpful in planning an activity for a future ASA event
- If any changes needed to be made to improve the guide by using open-ended questions

The STEPS to Atlanta Streets Alive Activity Guide was introduced to focus group participants as a process method of evaluation which was used during the planning phase in creating the STEPS guide. A logic model was developed and applied as a framework for the planning, activity and process evaluations for the pilot activity contained within the STEPS guide. Example logic models from the May 23<sup>rd</sup>, 2010 and October 17<sup>th</sup>, 2010 NSN activities are given in Appendix D, and on page 35 of the STEPS guide. The purpose of the STEPS guide was described to the participants as a guidebook which was intended to function as a tangible instrument for obtaining practical information about the independent activities conducted within ASA events. The question responses which exhibited repeating opinions were then to be used to refine the STEPS guide. The questions presented and repeating opinions exhibited by the focus group participants are as follows:

1. How do you feel the STEPS guide is reflective of your experience during the October 17<sup>th</sup>, 2010 event? Please explain. *-The guide exhibits what would seem to be expected of activity volunteers.*
2. Do you feel that the guide would be helpful in planning an activity for another Atlanta Streets Alive event? Please explain. *-Yes, it would be usable and satisfy the planning aspects of another event. -Easy to use, understand and follow.*
3. Are there any changes you would suggest to improve the content of the guide? Please explain. *- The guide needs to address how to appropriately promote the presence of the individual activity partner, besides what is presented on ASA's website.*

The results of the evaluation revealed an overall favorable response to the STEPS guide. For the first question, *how do you feel the STEPS guide is reflective of your experience during the October 17<sup>th</sup>, 2010 event*, focus group participants indicated that despite their limited involvement in planning phase, the guide exhibits what would seem to be expected of activity volunteers. For the second question, *do you feel that the guide would be helpful in planning an activity for another Atlanta Streets Alive event*, focus group participants indicated that the STEPS guide would be usable and expressed interest in utilizing the guide for planning future activities for ASA. For the third question, *based upon repeating opinions about Are there any changes you would suggest to improve the content of the guide*, focus group participants offered suggestions for improving the content of the guide. As the nature of the suggestions were programmatic, ASA organizer Lyuba Zuyeva was consulted regarding this matter. As *cyclovía* programs are dynamic and continually change to maintain interest, the prominence of event advertisement will evolve. Due to there being no static answer, additional information was added to page 2 of the STEPS guide which addresses contacting ASA's current outreach coordinator about ways to promote the event.

## **VI. DISCUSSION and CONCLUSION**

This graduate capstone project has met the goal of creating the STEPS to Atlanta Streets Alive Activity Guide, a document to assist activity partners in conducting activities within ASA events. The STEPS guide offers a structured method of assisting activity partners in the planning, evaluating, and reflecting upon their activity efforts. Throughout the process of creating the STEPS guide, some unanticipated and noteworthy events occurred.

The main goal of creating the STEPS guide was achieved by meeting the three main objectives of conducting a pilot activity, completing the STEPS guide based upon information gathered during the pilot activity, and having the STEPS guide evaluated for credibility. In achieving the first main objective of conducting a pilot, an objective was set to surpass the May 23<sup>rd</sup>, 2010 activities participation by 50% ( $n=7$ ). This objective was surpassed by 57% with 22 members of the public receiving body composition assessments as seen on page 31 of the STEPS guide. By including this achievement in the STEPS guide, future users will have an authentic positive example of how an activities success can be measured by applying the process.

The third main objective was to have the completed STEPS guide critiqued by individuals who worked in the capacity of coordinating the pilot activity, and ASA Steering Committee members as means of evaluating the material and establishing credibility. After having the STEPS guide evaluated by Andrea Torres, the STEPS guide was determined to be a resource that could benefit other ciclovía events, and is to be



a resource that could benefit other ciclovía events, and is to be submitted to the CDC/WHO Collaborating Center for Physical Activity and Health upon completion of the capstone process.

Although the main goal of creating the STEPS guide proved to be an overall successful endeavor, some challenges did arise in the course of the project that required necessary changes in order to meet the third main objective of having the STEPS guide evaluated. In the initial planning of the focus group session, the evaluation was to be conducted within a reasonable amount of time after the pilot activity, video recorded and facilitated by a neutral third party person. The focus group session was to take place within a reasonable amount of time after the pilot activity to ensure that the events that took place during the pilot activity remained fresh in the participant's minds. Using a neutral third party person to facilitate and record the discussions was planned in order to avoid potential bias and to ensure that responses were accurately recorded. Obtaining the necessary IRB approval for video recording the session took longer than anticipated. This resulted in only 2 of 11 eligible activity volunteers being able to participate in the focus group evaluation, and with the author leading the focus group session. Many of the ASA organizers were unable to evaluate the STEPS guide due to completing obligations.

In conclusion, the STEPS to Atlanta Streets Alive capstone project was to create a guide to assist activity partners in conducting complementary activities within ASA events. Application of the STEPS guide will lead to improved complementary activities, and a better understanding of the factors influencing complementary activities within ASA events. Evaluation of the materials contained within the STEPS guide by individuals who have worked closely with international ciclovía programs, the organization and implementation of ASA, and the pilot

activity has thus far generated the response that use of the guide will enhance the activities conducted during ASA events.

Activity partners who participate in ASA events, along with activity partners from other Open Streets and Ciclovías can benefit from using this process if the STEPS guide is made available to these programs. Currently, the anticipated use for the STEPS guide is by individual activity partners to plan, evaluate, and reflect upon activities conducted at ASA events, for use within their organizations. Applicable use for the STEPS guide is as a single collaborative reference of past activities conducted at ASA for future activity partners can have access to influences over past activities. The self evaluations of past activities could be stored in a digital archive format for viewing by future activity partners, and as a source of feedback for program organizers. The process evaluation contained in the STEPS guide could be made applicable to other ciclovía programs, upon editing the document to contain general information pertaining to the program.

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## APPENDICES

A.

# STEPS to Atlanta Streets Alive Activity Guide

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**The STEPS to Atlanta Streets Alive Activity Partner Guide (the STEPS guide) contains:**

- ✓ General information about the STEPS guide and Atlanta Streets Alive
- ✓ Setting Goals and SMART Objectives
- ✓ Planning & Evaluating your activity for Atlanta Streets Alive

### **What is the STEPS to Atlanta Streets Alive Activity Partner Guide?**

The STEPS to Atlanta Streets Alive Activity Partner Guide is a guidebook for individuals, university students, student groups, and local non-profit organizations to plan activities within Atlanta Streets Alive events. The guide is intended to be a collaborative reference of past activities conducted at Atlanta Streets Alive. The materials contained within this guide were used to conduct the past activities of the Nutrition Student Network of Georgia State University during the first and second Atlanta Streets Alive events, held on May 23<sup>rd</sup>, 2010 and October 17, 2010.

### **What is contained in the STEPS to Atlanta Streets Alive Activity Partner Guide?**

The STEPS to Atlanta Streets Alive Activity Partner Guide contains general information about Atlanta Streets Alive and how community service activities are conducted within the Atlanta Streets Alive culture and organizational structure. Strategies and steps illustrating how to set activity goals and objectives, planning, identifying potential activity partnerships and resources, volunteer training, scheduling, evaluation, and reflection are given in STEPS to assist in your activity.

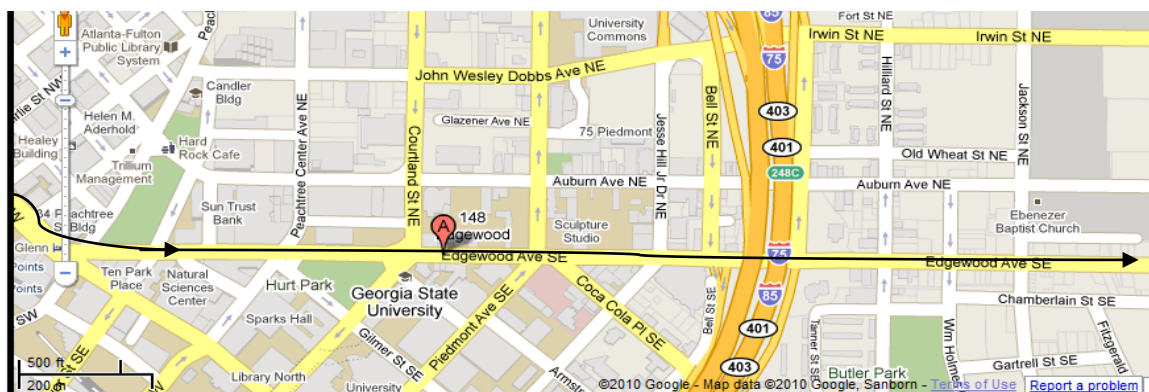
## What is Atlanta Streets Alive?

Atlanta Streets Alive is a permanent event which takes place in downtown Atlanta. Designated streets are opened to the public for pedestrian fun and closed to motorized vehicles. By leaving our cars behind and coming downtown to walk, run, bike, and play, it allows us to see and experience the beauty of our city streets. Atlanta Streets Alive also creates an environment for a variety of health and community service initiatives.

Atlanta Streets Alive was inspired by the *ciclovia* in Bogotá, Colombia, where city streets have been closed to motorized traffic on Sunday mornings for over 30 years.<sup>(1)</sup> The word *ciclovia* is translated from Spanish to English as “bike path” and is used to describe either a permanent bicycle route, or temporary event which closes the streets to motorized vehicles for other uses. *Ciclovia* type events currently take place in 36 U.S. cities, and have received media attention around the globe for promoting physical activity, social capital, alternate transportation, and increasing quality of life.<sup>(1)(2)</sup>

## Atlanta Streets Alive: Local History

The first-ever Atlanta Streets Alive event celebration was held on Sunday, May 23<sup>rd</sup>, 2010, with over 5,700 Atlantans in attendance.<sup>2</sup> The second Atlanta Streets Alive was held on Sunday, October 17<sup>th</sup>, with 5,077 participating in the festivities. (2)



Atlanta Streets Alive events are designed to create livable streets and promote health in many different ways. The activity partner participation of local businesses and university students at Atlanta Streets Alive is a natural fit, as these events have taken place along Edgewood Avenue, in the heart of downtown and the Georgia State University campus. *It's important to let your supporters, family and friends know that you will be at Atlanta Streets Alive. Contact ASA's current outreach coordinator about ways to promote Atlanta Streets Alive through your organization.*



These are some common Terms and Acronyms used within the STEPS to Atlanta Streets Alive Activity Partner Guide:

ASA	Atlanta Streets Alive	Event in downtown Atlanta
ABC	Atlanta Bicycle Coalition	Sponsors Atlanta Streets Alive events
GSU	Georgia State University	The leading urban research university in the southeast
NSN	Nutrition Student Network	The professional nutrition/dietetic student organization at GSU

## Organizational Structure of Atlanta Streets Alive:

### ASA Organizers

The ASA organizers are the individuals who produced the 1<sup>st</sup> and 2<sup>nd</sup> ASA events in 2010.

- Rebecca Serna, Atlanta Bicycle Coalition, ASA Director
- Laura Valente, Logistics Coordinator for ASA
- Jason Vargo, Volunteer Coordinator for ASA
- Cooper Holland, Activity Coordinator for ASA
- Lyuba Zuyeva, Activity Coordinator for ASA

### ASA Planning Committee

The ASA planning committee consists of both volunteers and partner organization staff to coordinate all aspects of the event.

### ASA Sponsors

ASA Sponsors are businesses and organizations who make monetary donations to support the event. In-kind supporters are businesses and organizations who donate products, services, media and promotional support.

### ASA Activity Partners

ASA Activity partners conduct the individual activities within the event.

### ASA Volunteers

ASA volunteers provide a number of services during Atlanta Streets Alive to ensure that the event itself runs smoothly. Volunteers can help in many ways, including directing participants, assisting with set up and break down of the event, conducting participant surveys and provide official counts of how many people attend.(3)

It is important to note that ASA volunteers work for the event, they are not activity partners. (3) *A list of the sponsors, Partners and Activity Partners from the May and October, 2010 ASA events is located in Appendix A of the guide.*

## Setting Goals and SMART Objectives

### Your activity goals

Prior to planning an activity it is important to identify your goals. Goals state what you, your group or your organization will ultimately accomplish at Atlanta Streets Alive. Objectives state how the activity will be carried out to meet your goals.

Before starting an activity it is important to set goals to identify what you want to accomplish and how you will carry out your plan!

If you are planning an activity for an organization, a group or for yourself, align your Atlanta Streets Alive activity goals from the goals listed in the project description or from your organizations mission statement.

No matter how your activity will be conducted, the activity goals should align with the Atlanta Streets Alive activity goals.

The mission statement, goals and objectives for the Atlanta Streets Alive event are given on page 5 of the guide.

An example mission statement, goals and objectives from a previous ASA activity conducted by NSN is located in Appendix C of the guide.

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## *Sample Mission, Goals and Objectives for Atlanta Streets Alive*

### Mission

Atlanta Streets Alive is a first-of-its kind event in a notoriously car-centric city; we have 30 miles of bicycle lanes, a tremendous and expensive backlog of broken sidewalks, and relatively low (but growing) rates of bicycle commuting and walking. We seek to shift the current dynamic and replace it with a proactive community that comes together on a regular basis to participate in active transportation, physical activity, cultural and artistic endeavors, and to enjoy our neighborhoods and communities from a different perspective—from the street.

### Goals

1. Allow participants of all ages and backgrounds to experience our streets in a new way – as a shared, safe and active space for people in motion
2. Improve the long term health and well-being of all Atlantans, regardless of current fitness condition, by increasing levels of physical activity
3. Reduce dependence on the car for transportation and raise acceptance of bicycling and walking as ways of getting around
4. Create a space for people of diverse backgrounds to interact and build social capital
5. Increase neighborhood awareness, connectivity, mobility and livability
6. Provide a wide variety of free physical, cultural, and social activities in keeping with Atlanta's unique history
7. Provide opportunities and exposure for local businesses along the route
8. Facilitate greater awareness of the connections between environmental, transportation, and nutrition/food issues in Atlanta
9. Build long-term sustainability and success through partnerships and sponsorships by like-minded organizations and businesses
10. Evaluate the program's successes in achieving objectives and impact on participants.

### Objectives

1. 6,000 people that represent Atlanta's diversity (age, race, sex, ethnicity, SES) participate
2. 3,000 participants meet daily physical activity recommendation
3. 3,000 participants experience increased social capital

\*Mission, Goals and Objectives are from 2010 ASA Events (5)

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Goals should be S-M-A-R-T

### Specific Measurable Attainable Relevant Time-bound

#### Example:

You belong to a group of friends who share a passion for double-dutch. Your friends all agree that it would be fun to conduct a double-dutch activity at Atlanta Streets Alive.

In this situation, the group is not a chartered student organization and is not conducting the double-dutch activity is not part of a course requirement. This means that there are no previously set goals to base the double-dutch activity upon.

This is okay, the goals and objectives can be based on the goals and objectives set by the Atlanta Streets Alive program listed on page 6 of the guide.

Long-term activity goal #1 set by ASA: Allow participants of all ages and backgrounds to experience our streets in a new way – as a shared, safe and active space for people in motion.

Short-term activity goal set by the activity group: Engage members of the public who have never tried to double-dutch before.

Your objectives will state how the activity will be carried out to meet your goals.

Objective: Have activity volunteers participating in double-dutch for 10 minute on/ 10 minute off intervals from 1:00 PM to 5:00 PM at the event. Have volunteers encourage onlookers to try double-dutch for themselves, and offer instruction as needed.

Objective: Getting one or more people to try double-dutch for the first time, and say they had fun doing it!

### Specific Measurable Attainable Relevant Time-bound

## Planning your activity for Atlanta Streets Alive

Planning your activity *The questions in this section pertain to the early planning stages of your activity. These questions should be answered by as many activity participants as possible. Responses do not need to be formal. They will only be viewed by your activity team/advisor. These questions are designed to help you/your group brainstorm ideas and determine what is feasible. Further details will be addressed in the planning > activity > evaluation section of the guide. Blank activity planning forms can be found in Appendix B of the guide. Sample forms from past activities can be found in Appendix C of the guide.*

### Identify the activity

What is the activity? *Briefly describe what you want to do for your activity at ASA*

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Who will be conducting the activity at ASA? *A chartered student organization/sport club, nonprofit organization, a business, an individual*

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What is the target activity date? *Identify the date for the Atlanta Streets Alive Event along with the activity dates for other upcoming activities and projects*

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Estimate how much the activity will cost to produce. *There is no fee to become an activity partner at Atlanta Streets Alive. All activities are also free to the public*

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\*From .Evaluating Health Promotion Programs. The Health Communication Unit, Center for Health Promotion, University of Toronto. (6)

## Planning the activity

Step 1: Assemble the members of your activity team

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Step 2: Identify an advisor: *Is a faculty member, supervisor, mentor able to assist you in planning and supervising the follow-through of your activity?*

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Step 3: Deciding **how** the activity should be planned *Decisions should be made by the activity team*

Brainstorm the steps that will be needed to plan the activity:

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Decide which steps are essential to your planning and remove what is not needed.

Prioritize the steps which were not eliminated in chronological order:

1.	2.
3.	4.

Assign individual activity team members to major planning areas, and assign specific tasks to individuals. *Assign reasonable deadlines.*

Step 4: Follow through: Create an activity checklist which includes:

Activity/Planning Area	Person responsible	Date of completion

Place activities into their corresponding planning areas and create an Activity Planning Guide. After the Activity Planning Guide has been completed, make copies for all activity team members. \*From .Evaluating Health Promotion Programs. The Health Communication Unit, Center for Health Promotion, University of Toronto. (6)

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Remember: Make sure everyone has their areas of responsibility properly covered. If anything is not covered, find out why and make the proper arrangements.

## Activity Training

Each and every activity conducted during ASA is representative of the event itself. The group members conducting your activity need to know as much as possible about the activity and how it will fit into ASA's structure and culture. It is never safe to assume that all activity participants know what is expected of them during the activity.

General information about Atlanta Streets Alive can be found on the event website at: <http://www.atlantastreetsalive.com/route-activities/>

The topics covered on this website include street closures, transportation, parking and certain activities which are prohibited during ciclovía events. Training for those who will be conducting activities at ASA should include the information contained in this website.

Training for the purpose of conducting an activity during an ASA event can occur in several ways, and is largely dependent upon the activity itself. For many activities it will be essential to do a trial-run or several trial-runs of how the activity will be conducted prior to the event. For other activities, preparation could be as simple as arriving on time and skipping rope. It is important to anticipate any issues which may occur, like proper usage of equipment and/or informational materials, the rights and safety of members of the public, the physical environment, ect,.

If you are utilizing an existing activity (an activity that has been conducted in past ASA events), ask a former participant to assist you by reviewing your activity plan, by attending a group meeting, or by being a mentor. Be sure to include this information in your evaluation.

Sample volunteer training and information materials composed for the Nutrition Student Network can be found in Appendix C of the guide.

## The Planning > Activity > Evaluation Process



This section of the guide illustrates the process of planning the activity> conducting the activity> evaluating the activity, and reflecting upon influences over the activity. This portion of your effort is done after the activity has been planned and completed. The guide is an intended reference tool for you to reflect upon your activity at Atlanta Streets Alive, and serves as a collaborative reference for activities conducted at these events. It is important to give your opinions and be as detailed as possible in this section.

By recording the evaluations of each activity conducted at ASA, future activity partners will be able to:

- ✓ Access record of what has been done in the past at Atlanta Streets Alive events
- ✓ Understand the Atlanta Streets Alive culture
- ✓ Avoid duplication of work and avoid gaps between efforts
- ✓ Recognize available resources and potential partnerships by identifying the people and organizations previously involved in Atlanta Streets Alive

Evaluation will allow your activity planning team to:

- ✓ Have a better understanding of the positions and interests of those already involved in the event so a higher level of understanding of the event can be achieved
- ✓ Recognize potential partnerships and resources to build upon your effort
- ✓ Take time to properly thank volunteers and ASA staff for their efforts

Taking the time to evaluate your activity creates a structured review and analysis of your efforts. By keeping good records for yourself, you will also be helping out the next person responsible for the activity. Remember to list specific recommendations. The following pages contain **3** template forms for [resource evaluation](#), [goal and objective evaluation](#) and [key action date evaluation](#). These forms should be thoughtfully reflected upon, with a copy of the completed forms kept with the guide for future viewing.



## Assess Resources for Evaluation

Record the anticipated, actual, and post evaluated volunteer, time, money, and resources used for your activity.

Identify resources:

- Funds
- Staff and volunteer availability/interests
- Equipment and tools

This is a sample blank form that will be used to record the resources you anticipated using during the planning phase, what was actually used during the activity, what you anticipate using if the activity is repeated and the justification behind your reasoning. *Blank resource evaluation forms can be found in Appendix B of the guide. Sample forms from past activities can be found in Appendix C of the guide.*

### Resource Evaluation Form

Resource Planning Phase →	Resources Utilized (for the activity)	→ Resource Utilization Evaluation
Funds: needed to conduct the activity		
Volunteers: needed to conduct the activity		
Time: needed to prepare for and execute the activity		
Volunteer interests		
Skills- Volunteer training needed prior to the activity		
Support of partner organizations:		
*Funds:		
**Volunteers		
***Time		
****Volunteer interests		
*****Skills		
*****Support of partner organizations		

## Assess Goals & Objectives for Evaluation

Below is a sample goal and objective form that will be used to record the goals and objectives identified for the activity in the planning phase. The activities conducted during ASA will then be recorded after the event has taken place. An evaluation of these activities will be completed by those who conducted the activity shortly after the event has taken place. Include what was done during the activity, along with any influences over the activity that may have occurred. Evaluate the methods used to conduct your activity, and the justification behind your reasoning.

*Blank goal and objective evaluation forms can be found in Appendix B of the guide. Sample forms from past activities can be found in Appendix C of the guide.*

### Goal & Objective Evaluation Form

<b>GOAL:</b>  Activity Planning Phase      →      Activities conducted at ASA      →      Activity Evaluation		
<b>Objectives:</b>		
<b>Evaluation methods:</b>  OBJ#  OBJ#		

### Goal & Objective Evaluation Form

## Assess Key Action Dates for Evaluation

In order to ensure that your activity is following a timeline, it is recommended to keep track of all major activities and projects taking place around the time of ASA. The important dates for these activities and projects can be referred to as *key action dates*. By identifying key action dates for volunteers and committee members during the planning phase, your group will be able to evaluate how long specific tasks and activities actually take to complete, and ensure that nobody gets overwhelmed. Use an interactive group calendar to identify the key action dates of activities pertaining to Atlanta Streets Alive, other scheduled activities, and for the scheduling availability of the group collectively. It is encouraged to be as detailed as possible in this section to ensure all tasks are able to be completed by their deadline. Be sure mind the privacy of individuals when entering information.

### Evaluation of Key Action Dates

Planning of Schedule	Activities Schedule	Evaluation of Schedule

Interactive calendars are available through Outlook, Facebook, Google, and many other providers free of charge.

*A blank evaluation of key action dates form can be found in Appendix B of the guide. Sample group calendars and timeline evaluation of key action dates from past activities can be found in Appendix C of the guide.*

## Conclusion

The STEPS to Atlanta Streets Alive Training Guide was created for individuals, university students, student groups, and local non-profit organizations to plan, evaluate, and reflect upon community service activities at Atlanta Streets Alive events.

The information and proposed activity planning processes illustrated in the guide **reflect the opinions** of the author and **do not reflect the opinions** of Atlanta Streets Alive, the Atlanta Bicycle Coalition, Georgia State University or the Georgia State University Nutrition Student Network.

This document is not for distribution to the public.

## Appendix A

Atlanta Streets Alive Sample Activity Partner Application and Volunteer Application Forms

### Atlanta Streets Alive! Fall 2010 Activity Application

No entrance fees - this is a wonderful opportunity to reach thousands of Atlanta's citizens.

#### **\*Required**

Organization/ Business name/ Performer name \* will be listed in ASA program

Contact name\*

Phone\*

Email\*

Website

Back-up contact phone number

Type of organization\*

- Business
- Nonprofit
- Governmental agency
- Public-private partnership
- Private individual

Organization Description/Mission \*

Please describe your proposed activity \* get creative! Just remember our goal is to keep people active, engaged and having fun!

Please categorize your proposed activity

- Community Health Information
- Nutrition and Healthy Food Education
- Food Vendor or Farm Stand (limited food vending will be allowed behind the Sweet Auburn Curb Market)
- History Tour
- Yoga/Aerobics/Fitness
- Dance Performance and/or Class
- Bicycling/Skating/Skateboarding
- Sports Clinics
- Running/Walking
- Youth Activities
- Education/Advocacy
- Public Art/Culture
- Music Performance

---

Other

Can you provide additional volunteers to help with the overall event? \* This is in addition to any volunteers you would need to help with your own activity

Yes

No

If you can not participate in the full event (1-6 PM) or will have specific performance times, what time(s) would your activity take place? Note: We request that you take a 15-minute break after each 45-minute increment to encourage people to move about.

What type of space would you need? (e.g. flat asphalt, grass, 10 feet by 10 feet, etc.)

Do you need an electrical outlet? If multiple are needed, or other special requirements, please select "Other" and explain.

Yes

No

Other

Music/microphone requirements Note: Our lone PA/microphone system is already committed so partners need to bring their own

Please locate me next to music (note: not guaranteed)

## Volunteer Form

Would you like to help Atlanta's Streets come alive by volunteering for our event?

---

\* Required

First Name: \*

Last Name:

Mailing Address:

Phone Number:

Email Address: \*

Are you able to participate in a pre-event training?

- Yes
- No

What shift would you like to work? \* Check all that apply

- 12:30-2:45
- 2:30-4:45
- 4:30-6:30

Are you available/interested to help with ASA events prior to the main event? \*

- Yes
- No

Do you have any specialized skills? Check all that apply

- CPR/First Aid Training
- CITI or IRB ethics training (required for the evaluation component)
- Other

If applicable, please list the partner organization you are associated with.

\*From 2010 ASA Volunteer (7)

## May 23<sup>rd</sup> and October 17<sup>th</sup>, 2010 Atlanta Streets Alive affiliates

Public	Private	Community
The Centers for Disease Control and Prevention	Albright Creative	Atlanta Downtown Neighborhood Association
The City of Atlanta Department of Parks, Recreation & Cultural Affairs	ATL cruzers MARTA Shuttle	Atlanta Bicycle Coalition Bike Station
Kasim Reed, Atlanta Mayor	Atlanta BeltLine & Park Pride	Atlanta Green Drinks
Kwanza Hall, Atlanta City Councilman, District 2	Atlanta Peachtree Road Rollers Social Skate (Roving)	Atlanta Street Food Coalition
The Atlanta Regional Commission	BOUNCE Fitness Double Dutch & Cheerleading	Bicycle South Repair Station
The Atlanta Downtown Neighborhood Association	Easy Living Pedicab Rides (Roving)	Capoeira Decatur
City of Atlanta Police Department	Engineers Without Borders Dunk Tank	Central Atlanta Progress
	Georgia Aquarium Shark Jump	Community Music Centers of Atlanta
	Generation Green Georgia Conservatory	Crossover Movement Arts
	Georgia State University Bellydance Club	Everybody Celebrates Photography
	Georgia State University Institute of Public Health	Fixie Bicycle Gallery & Bike Repair
	Georgia State University Jazz Ensemble	Get in Gear/Sopo/Outback Bike Rodeo
	Georgia State University Sculpture Studio	Global Dance Fitness featuring Zumba® Fitness in Atlanta
	Georgia Tech School and City of Regional Planning	The Green Half
	Golds Gym	Hands on Atlanta
	Pera Dance Studio	Hoop Jam with Porkchop
	Sierra Club Tent Pitching Contest	Hoop Essence by Rebecca Deshon
	Taste of Earth Playground & Park Workout	iOpener Entertainment and ASOVA
	Urban Run Club (Roving)	Jules and the Gents
	Urban Run Club Group Run + Relay Races	Jaleole Flamenco
	X3 Sports Kickboxing	Krewe of the Grateful Gluttons
	Yelp Activity Station	Jadi Fatima Persian Dance and Poetry
	Zipcar Frisbee	Larissa4Fitness Cardio Kickboxing & Bootcamp Blast
		Little Linguists International Preschool
		Mike Brown and the Downtown Connection
		Park Pride
		Posable Figures - Live Music
		SALSAtlanta Salsa Dancing
		Seminole Studio
		Sensua Drummers
		SnapATL Street Stencils
		The Collections - Live Music
		The Extraordinary Contraptions - Live Music
		The Imperial OPA Circus Troupe
		Wren's Nest Ramblers Storytelling with Akbar Imhotep

\*From 2010 ASA Activity Partner Application (7)

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## Appendix B

### Identify the activity

What is the activity? *Briefly describe what you want to do for your activity at ASA*

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Who will be conducting the activity at ASA? *A chartered student organization/sport club, nonprofit organization, a business, an individual*

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What is the target activity date? *Identify the date for the Atlanta Streets Alive Event along with the activity dates for other upcoming activities and projects*

---

---

Estimate how much the activity will cost to produce. *Although there is no fee to become an activity partner at Atlanta Streets Alive, all activities are also free to the public*

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\*From .Evaluating Health Promotion Programs. The Health Communication Unit, Center for Health Promotion, University of Toronto. (6)



## Planning the activity

Step 1: Assemble the members of your activity team

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Step 2: An advisor: *Is a faculty member, supervisor, mentor able to assist you in planning and supervising the follow-through of your activity?*

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Step 3: Deciding how the activity should be planned *Decisions should be made by the activity team*

Brainstorm the steps that will be needed to plan the activity:

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---

Decide which steps are essential to your planning and remove what is not needed.

Prioritize the steps which were not eliminated in chronological order:

1.	2.
3.	4.

Assign individual activity team members to major planning areas, and assign specific tasks to individuals. *Assign reasonable deadlines.*

Step 4: Follow through: Create an activity checklist which includes:

Activity/Planning Area	Person responsible	Date of completion

Place activities into their corresponding planning areas and create an Activity Planning Guide. After the Activity Planning Guide has been completed, make copies for all activity team members.

[Resource Evaluation Form](#)

Resource Planning Phase →	Resources Utilized (for the activity) →	Resource Utilization Evaluation
Funds: needed to conduct the activity		
Volunteers: needed to conduct the activity		
Time: needed to prepare for and execute the activity		
Volunteer interests		
Skills- Volunteer training needed prior to the activity		
Support of partner organizations:		
*Funds:		
**Volunteers		
***Time		
****Volunteer interests		
*****Skills		
*****Support of partner organizations		

### Goal & Objective Evaluation Form

**GOAL:**

Activity Planning Phase



Activities conducted at ASA



Activity Evaluation

**Objectives:****Evaluation methods:**

OBJ#

OBJ#

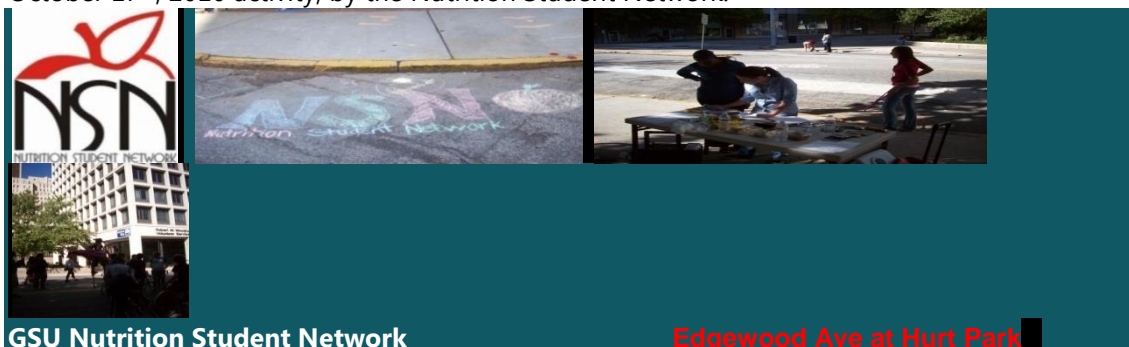
---

### Evaluation of Key Action Dates

Planning of Schedule	Activities Schedule	Evaluation of Schedule

## Appendix C

The activity description below is from the pilot activity used in the construction of the STEPS to Atlanta Streets Alive Activity Guide Book. The activity was conducted by the Georgia State University Nutrition Student Network during the October 17, 2010 Atlanta Streets Alive. The forms in this section are examples of the planning > activity > evaluation process utilized for the October 17<sup>th</sup>, 2010 activity, by the Nutrition Student Network.



**GSU Nutrition Student Network**

**Edgewood Ave at Hurt Park**

**NSN** will be providing a forum which individuals will be able to learn how to gauge their metabolism while eating, exercising and having fun at ASA! Individual participants can learn their body composition using Bioelectrical Impedance scales, anthropometric measurements and resting metabolic rates. A healthy snack will be provided and individuals will be given the opportunity to learn the approximate amount of physical activity necessary to metabolize their snack via walking the route/biking the loop.(8)

*Mission Statement-* The Nutrition Student Network (NSN) is an officially chartered student organization at Georgia State University. It provides a forum for students interested in nutrition to interact with each other, participate in community service/volunteer projects, promote visibility of nutrition within the Georgia State community, and learn about the profession of nutrition/dietetics career path.(9)

*The goals and objectives state below are from the Georgia State University Nutrition Student Network's 2<sup>nd</sup> activity partnership with Atlanta Streets Alive. The Nutrition Student Network and the Division of Nutrition were activity partners from the first Atlanta Streets Alive, held on May 23, 2010. This example illustrates how activities can be built upon from one event to the next.*

Long-term goal- To promote visibility of Georgia State University in community service and volunteerism

Short-term goal- To have an interactive fitness forum which will provide the public with an engaging experience in nutrition, physical activity and health education at Atlanta Streets Alive.

Sample Objective- To increase public participation during the October 17<sup>th</sup> activity by 50% from the May 23<sup>rd</sup> Atlanta Streets Alive activity event.

- On May 23<sup>rd</sup> - 7 assessments were completed
- On October 17<sup>th</sup> - 14+ people will need to receive assessments in order to meet the objective

**Specific Measurable Attainable Relevant Time-based**

---

Sample forms:

The forms below are examples of some of the preliminary planning steps considered by members of the Georgia State University Nutrition Student Network for the October 17, 2010 Atlanta Streets Alive.

*Blank template forms for Planning Your Activity can be found in appendix B of the guide.*

What is the activity? *Briefly describe what you want to do for your activity at ASA*

To provide the public with an educational activity that will allow people to learn about how exercise can increase metabolism.

---

Who will be conducting the activity at ASA? *A chartered student organization/sport club, a class, individuals*

The Nutrition Student Network at Georgia State University, a chartered student organization.

---

What is the target activity date? *Identify the date for the Atlanta Streets Alive Event along with the activity dates for other upcoming activities and projects*

Atlanta Streets Alive is on October 17<sup>th</sup>, 2010. This is the Saturday after mid-term exams are due, and is on the same day as the Atlanta AIDS Walk event.

---

Estimate how much will the activity cost to produce? *Although there is no fee to become an activity partner at Atlanta Streets Alive, all activities are also free to the public*

The event should not require any budgeted funds, as all equipment should be available from the Georgia State University Nutrition Department. Volunteer resources may be an issue.

---

## Planning the activity

### Step 1: Assemble the members of your activity team

Dana Greear, MS, IPH Student, NSN Member Katherine Stresing, NSN President, GSU Nutrition Student, Jamie Hamblin and Cindy Klinger, NSN Members, Activity Partners for the first ASA event

### Step 2: An advisor: *Is a Georgia State University faculty member able to assist you in planning and supervising follow-through?*

John Steward, MPH (Faculty Advisor/ ASA Committee Member)

### Step 3: Deciding how the activity should be planned *These decisions should be made by the activity team*

#### Brainstorm the steps that will be needed to plan the activity

Come up with activity specifics, scheduling, recruit/train volunteers, determine what equipment will be needed, deliver equipment to the site, educational materials, and fill out/ turn in the ASA activity partner application.

Decide which steps are essential to your planning and remove what is not needed.

Prioritize the steps which were not eliminated in chronological order:

1. Volunteers	2. ASA Application
3. Educational tools	4. Equipment

Assign individual activity team members to major planning areas, and assign specific tasks to individuals *Assign reasonable deadlines*

### Step 4: Follow through: Create an activity guide which includes:

Activity/Planning Area	Person responsible	Date of completion
Equipment Tables Chairs Office supplies Lock box Lock Chalk Exercise equipment Calculators	J. Steward Provided by ASA J. Steward D. Greear D. Greear D. Greear D. Rupp Individual volunteers	October 12 <sup>th</sup> , 2010
ASA Application	D. Greear	September 24, 2010
Educational Tools/Materials Scales from Nutrition department Make dry erase physical activity (metabolic equivalent) sheets Get measuring tapes from Nutrition Department	D. Greear/D. Benardot D. Greear/B. Hopkins D. Greear D. Greear/D. Benardot	October 12 <sup>th</sup> , 2010
Volunteer recruitment	K. Stresing	October 11 <sup>th</sup> , 2010

### Sample volunteer training form composed for the GSU Nutrition Student Network

Volunteer Training for STEPS to Atlanta Streets Alive

October 17, 2010

The Dietary Reference Intakes (DRI's) define the daily requirement for energy as the Estimated Energy Requirements (EER). The EER applies a person's age, sex, weight, height, and physical activity level (PAL). The EER consists of predictive equations for calculating the amount of energy intake that will maintain any individual's body weight, as measured by doubly labeled water studies (1).

Things to keep in mind: This equation is a predictive equation.

Initial Below

Each and every participant you come into contact with should be informed this is only a predictive equation.	
In this format, the equation is only accurate for non-obese individuals. *	

Things to keep in mind: InnerScan Body Composition Monitor by Tanita, Health o meter electronic scale and Health o meter dial scales:

Belong to the Division of Nutrition at Georgia State University and should be treated with care.	
The scales are only to be used by individuals weighing under 300 lbs.**	

The "Registered Dietitian" credential is a legally protected title that can only be used by practitioners who are authorized by the Commission on Dietetic Registration of the American Dietetic Association (2).

Things to keep in mind: licensure requirements for Registered Dietitians in the State of Georgia Chapter 157.

Dietetics practitioners are licensed in 46 states, including GA, to ensure that only qualified, trained professional provide nutrition services or advice to individuals requiring or seeking nutrition care or information.	
Only state — licensed dietetics professionals can provide nutrition counseling. Non licensed practitioners may be subject to prosecution for practicing without a license.	

Things to keep in mind: Conduct

This is a service provided to the community by GSU students. It is not clinical care.	
All services are voluntary.	
We are <b>not</b> offering nutrition advice.	
Calculations will be shown to participants on the dry erase boards provided. No data will be collected from any participant.	

References:

(1) Food and Nutrition Board. Dietary reference intakes for energy, carbohydrate, fiber, fatty acids, cholesterol, protein, and amino acids (macronutrients). Washington (DC): National Academy Press; 2005.

(2) Georgia Board of Examiners of Licensed Dietitians

Board: <http://www.sos.state.ga.us/plb/dietitians/>

Statute: O.C.G.A. § 43-11A <http://www.lexis-nexis.com/hottopics/gacode>

Rules: <http://www.sos.state.ga.us/acrobat/PLB/Rules/chapt157.pdf>



## Sample volunteer information sheet composed for the Nutrition Student Network



On the day of event, we will be located at Hurt Park – on Edgewood, street or sidewalk, off to right side; 20x60ft near Sparks Hall.

First shift volunteers:

~Arrive on site around 12:15 - 12:30 PM it's Sunday, the streets are clear... Take your time and enjoy getting there by walking, biking, car pooling or taking MARTA!

- We will start by chalking the dimensions of the 20X60ft space in the shape of an arrow pointing out toward activities
- We will set up a table with clip boards containing dry erase formula sheets and markers at stations 1&3
- We will set up a table containing healthy snacks at station 2
- We will go over how to calculate formulas while keeping the information simple

As second shift volunteers arrive, they will be trained and take the place of a first shift volunteer

- We will break down about 5:45 PM. We must clear the street by 6:00 PM

ALL Volunteers- It is encouraged for you to bring your own calculators and games to ensure you have the most fun possible (hula hoops, jump ropes, hacky sacks, light sabers, ex.)

[GSU Nutrition Student Network](#) (on Edgewood, near Hurt Park)

NSN will be providing a forum which individuals will be able to learn how to gauge their own metabolism while eating, exercising and having fun at ASA! 1. Individual participants can learn their body composition using Bioelectrical Impedance scales, anthropometric measurements and resting metabolic rates. 2. A healthy snack will be provided. 3. Individuals will be given the opportunity to learn the approximate amount of physical activity necessary to metabolize their snack *via* walking the route/biking the loop.

*\*All services are voluntarily. Calculations will be shown to participants on the dry erase boards provided and verbally stated to the participant. No data will be collected from any participant!*

The link below will take you to the general information site, route and the most up to date activities for Atlanta Streets Alive. <http://www.atlantastreetsalive.com/route-activities/>

To **view** the exact location and description for the Nutrition Student Network's activity expo, click the **interactive map**, and scroll down on the top right box to GSU Nutrition Student Network!

The items below were sent to all activity partners by:

---

Rebecca Serna, Executive Director

Atlanta Bicycle Coalition on 10/12/2010:

Thanks again for your willingness to share your time, energy, and skills with Atlanta this Sunday, October 17th! Last but not least, **we would so appreciate your help promoting your activity and Atlanta Streets Alive to your networks!**

A few items to remember:

-Park Place will close at 10:00am and Edgewood at 12:30

-Streets will reopen 6 pm. *We will be out of the street by this time.*

-First Aid Tent at Edgewood @ Park Place (accessible via event radio)

-Nothing can be affixed/hung or attached to any tree, bush or city of Atlanta infrastructure

-Parking is available in various commercial decks and surface lots located near the route - see map:  
<http://www.atlantastreetsalive.com/route-activities>

-If you need any other assistance, police or first aid during the day, just go to any **Info Station**, all of which will be equipped with a radio

-Map & Activities list is here! <http://www.atlantastreetsalive.com/route-activities>

\*Volunteers- Parking will be difficult! This might be a good day to ride your bike, roller blade, take MARTA, anyway that get you moving and eliminates sitting in traffic!

## Equations:

$$\text{Adult Men EER} = 662 - (9.53 * \text{years of age}) + PA * ((15.91 * \text{kg body weight}) + (539.6 * \text{meters height}))$$

$$\text{Adult Women EER} = 354 - (6.91 * \text{years of age}) + PA * ((9.36 * \text{kg body weight}) + (726 * \text{meters height}))$$

$$\text{Boys Age 3-18 EER} = 88.5 - (61.9 * \text{years of age}) + PA * ((26.7 * \text{kg body weight}) + (903 * \text{meters height}))$$

$$\text{Girls Age 3-18 EER} = 135.3 - (30.8 * \text{years of age}) + PA * ((10 * \text{kg body weight}) + (934 * \text{meters height}))$$

All weights are in kilograms, heights are in meters, and age is in years. PA is for physical activity coefficient. The activity coefficients are tabulated below.

1 lb = 0.4536 kg

1 inch = 0.0254 meters

Activity Level	Boys aged 3-18	Girls aged 3-18	Adult men	Adult women
<b>Sedentary</b> Sedentary means only the light physical activity associated with independent living	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
<b>Moderately Active</b> moderately active means about half an hour of moderate to vigorous exercise	<u>1.13</u>	<u>1.16</u>	<u>1.11</u>	<u>1.12</u>
<b>Active</b> Active means at least an hour of exercise	<u>1.26</u>	<u>1.31</u>	<u>1.25</u>	<u>1.27</u>

The institute of Medicine Equation was published in September 2002. It is the equation which is behind the 2005 Dietary Guidelines for Americans and the new food pyramid, MyPyramid.

These equations are for healthy weight children and adults. Correction formula are used for overweight and obese individuals.

## Resource Evaluation Form

Resource Planning Phase	Resources Utilized (for the activity)	Resource Utilization Evaluation
Funds: *N/A	N/A	\$40.00
Volunteers: **12 total	13 total	8 total
Time:*** 30 minutes individual volunteer training 2.5 hours shifts day of event 2 hours evaluation meeting 4 hours volunteer training materials 3 hours production of signage	20 minutes individual volunteer training 2.5 hours shifts day of event 2 hours evaluation meeting 4.5 hours volunteer training materials 1 hours production of signage	20 minutes individual volunteer training 2.5 hours shifts day of event 2 hours evaluation meeting 2 hours volunteer training materials 0-1 hour production of signage
Volunteer Interests- Community nutrition initiatives, health promotion, physical activity, volunteerism	Community nutrition initiatives, health promotion, physical activity, volunteerism	Community nutrition initiatives, health promotion, physical activity, volunteerism
Skills- Volunteer training****: Equation calculations Use of scales and other equipment Licensure requirements for Registered Dietitians in the state of Georgia Scope of practice for Registered Dietitians General conduct procedures for working with the public	Equation calculations Use of scales and other equipment Licensure requirements for Registered Dietitians in the state of Georgia Scope of practice for Registered Dietitians General conduct procedures for working with the public	Equation calculations Use of scales and other equipment Licensure requirements for Registered Dietitians in the state of Georgia Scope of practice for Registered Dietitians General conduct procedures for working with the public
Support of Partner Organizations: John Steward, IPH Faculty Member, ASA Steering Committee Member <ul style="list-style-type: none"> <li>• Equipment- Clip boards, office supplies, Atlanta Streets Alive organizers</li> <li>• Equipment-Table, Chairs, t-shirts for volunteers Nutrition Department</li> <li>• Tools- Scales, signage, equation sheets</li> </ul> Debbie Rupp, Associate Director of the Recreation Department <ul style="list-style-type: none"> <li>• Equipment-Jump ropes, hula hoops, small activity items</li> </ul> Discount Nutrition, Windy Hill Road, Marietta <ul style="list-style-type: none"> <li>• Healthy snacks (donated prior to event)</li> </ul> Other ASA Activity Partners <ul style="list-style-type: none"> <li>• See: Sponsors, Partners and Activity Partners from the</li> <li>• May and October, 2010 Events located .....</li> </ul>	John Steward, IPH Faculty Member, ASA Steering Committee Member <ul style="list-style-type: none"> <li>• Equipment- Clip boards, office supplies, Atlanta Streets Alive organizers</li> <li>• Equipment-Table, Chairs, t-shirts for volunteers Nutrition Department</li> <li>• Tools- Scales, signage, equation sheets</li> </ul> Debbie Rupp, Associate Director of the Recreation Department <ul style="list-style-type: none"> <li>• Equipment-Jump ropes, hula hoops, small activity items</li> </ul> Discount Nutrition, Windy Hill Road, Marietta <ul style="list-style-type: none"> <li>• Healthy snacks (donated prior to event)</li> </ul> Other ASA Activity Partners <ul style="list-style-type: none"> <li>• See: Sponsors, Partners and Activity Partners from the</li> <li>• May and October, 2010 Events located .....</li> </ul>	John Steward, IPH Faculty Member, ASA Steering Committee Member <ul style="list-style-type: none"> <li>• Equipment- Clip boards, office supplies, Atlanta Streets Alive organizers</li> <li>• Equipment-Table, Chairs, t-shirts for volunteers Nutrition Department</li> <li>• Tools- Scales, signage, equation sheets</li> </ul> Debbie Rupp, Associate Director of the Recreation Department <ul style="list-style-type: none"> <li>• Equipment-Jump ropes, hula hoops, small activity items</li> </ul> Discount Nutrition, Windy Hill Road, Marietta <ul style="list-style-type: none"> <li>• Healthy snacks (donated prior to event)</li> </ul> Other ASA Activity Partners <ul style="list-style-type: none"> <li>• See: Sponsors, Partners and Activity Partners from the</li> <li>• May and October, 2010 Events located .....</li> </ul>
*Funds: N/A >	\$33.00 spent for volunteer water and snacks>	\$5.00 per volunteer to patronize local vendors/ publicize activity
**Volunteers: 12 total volunteers where planned for the activity >	1 extra volunteer participated in the activity >	8 volunteers where needed to conduct the activity
***Time: 30 minutes planned for training >	20 minutes was used >	20 minutes needed to conduct the activity
4 hours planned to produce training materials>	4.5 hours was used>	2 hours will be needed to update these materials for later use
3 hours planned to produce signage>	1 hour was used>	0-1 hours will be needed to update these materials for later use
****Equation calculation sheet has errors>	volunteers recognized errors>	30 minutes needed to correct sheet for later use

## Goal & Objective Evaluation Form

<p>○ Goal: To provide the public with an engaging experience in nutrition, physical activity and health education at Atlanta Streets Alive</p>		
<p><i>Objectives:</i></p> <p><i>To increase public participation during the October 17th activity by 50% from the May 23rd Atlanta Streets Alive activity event.</i></p> <p><i>On May 23rd- 7 people participated</i></p> <p><i>On October 17th- 14+ people will need to participate</i></p> <p><i>Network with other Atlanta Streets Alive activity partners to learn what they are doing to inform, educate and empower the public about health issues.</i></p>		
Activity Planning Phase	Activities offered at ASA	Activity Evaluation
<p><b>Objectives:</b></p> <p>○ To increase public participation during the October 17th activity by 50% from the May 23<sup>rd</sup> NSN activity at ASA.</p> <p>On May 23rd- 7 assessments were completed</p> <p>Network with other Atlanta Streets Alive activity partners to learn what they are doing to inform, educate and empower the public about health issues and to identify potential partnerships and resources for future events.</p>	<p><b>Activities:</b></p> <p>Participants will be able to receive individual body composition assessments, have their Estimated Energy Requirement (EER) calculated, and find out the estimated number of calories they burned while participating in Atlanta Streets Alive.</p> <p>Networking was confined to activity partners in the closest proximity to the NSN activity</p>	<p><b>Evaluation:</b></p> <p>*22 assessments completed during the October 17th activity</p> <p>**Networking with other activity partners was largely unsuccessful.</p>
<p><b>Evaluation methods:</b></p> <p>OBJ#1</p> <p>A single volunteer was designated to tally the number of people who received body composition assessments during the NSN sponsored activity.</p> <p>*With 22 assessments completed the activity objective was met.</p> <p>OBJ#2</p> <p>NSN members stayed close to their designated activity area.</p> <p>** Strategize networking efforts for future activity events. Schedule volunteers to explore the event in time intervals, and report back to the group at the event and during evaluation.</p>		

The calendar below was used to identify the planned completion dates of activities pertaining to Atlanta Streets Alive, other scheduled Nutrition Student Network activities, and scheduling availability for the

student group collectively. *It is encouraged to be as detailed as possible in this section to ensure all tasks are able to be completed by the deadline, while minding the privacy of individual group members.*

Target activity date for the second Atlanta Streets Alive: Sunday, October 17<sup>th</sup>, 2010.

Nutrition Student Network		Atlanta Streets Alive					Key Action Dates
<b>September, 2010</b>							
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
			1	2	3	4	
5	6	7	8	9	10	11	☐ September 10th, Begin Volunteer Recruitment (goal set for 12 volunteers)
12	13	14	15	16	17	18	September 13 <sup>th</sup> . NSN Meeting
19	20	21	22	23	24	25	☐ September 24th, Online Activity Partner Application Due to Atlanta Streets Alive
26	27	28	29	30			September 29 <sup>th</sup> . Dietetic Internship Workshop
<b>October, 2010</b>							
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
					1	2	
3	4	5	6	7	8	9	☐* October 11th-15th, conduct volunteer training sessions
10	11	12	13	14	15	16	October 12 <sup>th</sup> - Dietetic Internship Workshop- repeated October 11 <sup>th</sup> -15 <sup>th</sup> Midterm Exam Week
17	18	19	20	21	22	23	☐ October 17th at 12:00 PM, Arrive at Atlanta Streets Alive, Edgewood Avenue in front of Hurt Park for activity set up
24	25	26	27	28	29	30	
31							
<b>November, 2010</b>							
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
	1	2	3	4	5	6	
7	8	9	10	11	12	13	☐ November 8th—12th, busy search all activity evaluation participants
14	15	16	17	18	19	20	☐ November 18 <sup>th</sup> -NSN meeting **November 15th—19th, event evaluation
21	22	23	24	25	26	27	November 22 <sup>nd</sup> -25 <sup>th</sup> - GSU Fall Break
27	28	29	30				November 30 <sup>th</sup> -Office of Civic Engagement Blood Drive on November 30 <sup>th</sup>

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 Evaluation of Key Action Dates

Planning of Schedule	Activities Schedule	Evaluation of Schedule
*October 11th-15 <sup>th</sup>  Conduct volunteer training sessions	Volunteer training occurred on the day of event	Volunteer training should have occurred in conjunction with a trial activity run prior to the event. This could have prevented some of the activities oversights.
**November 15th—19th, event evaluation  Scheduled about 1 month after the activity	Occurred on 02/07/2011	Evaluation should have taken place closer to the event

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## Referenced Materials

1.The Ciclovía-Recreativa: A Mass-Recreational Program With Public Health Potential

Atlanta Streets Alive

<http://www.atlantastreetsalive.com/about/the-ciclovia-movement/>

Accessed September-December, 2010.

2.Open Streets Attract 5,000+ for Second Time this year

Atlanta Streets Alive

<http://www.atlantastreetsalive.com/2010/10/open-streets-attract-5000-for-second-time-this-year/>

Accessed November-December, 2010.

3.Organizers

Atlanta Streets Alive

<http://www.atlantastreetsalive.com/about/organizers/>

Accessed September-December, 2010.

4.Evaluation Briefs.

Centers for Disease Control and Prevention

<http://www.cdc.gov/healthyyouth/evaluation/pdf/brief3.pdf>

Accessed September-December, 2010.

5.Objectives

Atlanta Streets Alive

<http://www.atlantastreetsalive.com/about/objectives/>

Accessed September--December, 2010.

6.Evaluating Health Promotion Programs.

The Health Communication Unit, Center for Health Promotion, University of Toronto.

[http://www.thcu.ca/resource\\_db/pubs/107465116.pdf](http://www.thcu.ca/resource_db/pubs/107465116.pdf)

Accessed October, 2010.

7.Activity Partner and Volunteer Applications

Atlanta Streets Alive

<http://www.atlantastreetsalive.com/get-involved/activity/>

Accessed September, 2010.

8.Route-Activities

Atlanta Streets Alive

<http://www.atlantastreetsalive.com/route-activities/>

Accessed October-December, 2010.

9.Mission Statement Nutrition Student Network

Georgia State University

College of Health and Human Sciences

[http://chhs.gsu.edu/nutrition/student\\_organizations.asp](http://chhs.gsu.edu/nutrition/student_organizations.asp)

Accessed September-December, 2010.



Nutrition Student Network (NSN) Goal: To provide the public with an activity and health education at Atlanta Streets Alive events	INPUT	ACTIVITY	SHORT TERM OUTCOMES	LONG TERM OUTCOMES
	May 23rd, 2010  <b>Resources</b> <ul style="list-style-type: none"> <li>•Funds (monetary) N/A</li> <li>•Volunteers (manpower) 2</li> <li>•Time ≈ 6 hours/per volunteer</li> <li>•Skills (volunteer training) 0 min per volunteer</li> <li>•Support of Partner Organizations 1</li> <li>•Equipment (calculators + BMI assessment forms)</li> </ul> SMART Objective N/A SMART Objective N/A	May 23rd, 2010  <b>BMI Assessments</b>  n=7 Volunteers seated on bench	2011 ASA Events  <b>No future outcomes projected at this time</b>	2012 (+) ASA Events  <b>No future outcomes projected at this time</b>

The above model illustrates logical method of strategizing how to achieve activity goals.

Nutrition Student Network (NSN) Goal: To provide the public with an activity and health education at Atlanta Streets Alive events	INPUT	ACTIVITY	SHORT TERM OUTCOMES	LONG TERM OUTCOMES
	October 17th, 2010  <b>Resources</b> <ul style="list-style-type: none"> <li>•Funds (monetary) \$40.00</li> <li>•13 Volunteers</li> <li>•Time ≈ 5-8 hours/per volunteer</li> <li>•Skills (volunteer training) 20 min per volunteer</li> <li>•Support of 4 Partner Organizations</li> <li>•Equipment (bioelectrical impedance scale station+calculators+erasable body composition forms+free snacks+hula hoops+chalk art)</li> </ul>	October 17th, 2010  <b>Body Composition Assessments</b>	2011 ASA Events  <b>Consistent Activity Improvement</b>  Increased resource allocation for event activity  Continued increases in public participation  ***Volunteers will have fun during ASA activities	2012 (+) ASA Events  <b>Consistent Activity Improvement</b>  Pooling resources with other ASA activity partners to decrease burden  Increased visibility for NSN outside of the GSU community  ***Cultivate strong working relationship between NSN and ASA stakeholders

The above model illustrates logical method of strategizing how to achieve activity goals.

\*The model illustrates how NSN will consistently deliver dynamic activities during ASA events.

\*\*This identifies an objective that is currently not being meet, despite the activities success.

\*\*\*Future action must be taken during 2011 ASA events to ensure that the desired professional relationships will be built.

Supporting for improvement: Send volunteers out in groups before and after their shifts to meet other activity partners. Use the ASA activity map to ensure all of the event is covered.

## Referenced Materials

1.The Ciclovía-Recreativa: A Mass-Recreational Program With Public Health Potential  
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<http://www.atlantastreetsalive.com/about/the-ciclovía-movement/>

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2.Open Streets Attract 5,000+ for Second Time this year

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Accessed September-December, 2010.

B.

November 15, 2010

Thank you for volunteering at the October 17<sup>th</sup>, 2010 Atlanta Streets Alive and for your contribution to the creation of the STEPS to Atlanta Streets Alive Activity manual. Thank you to Cindy Klinger and Jamie Hamblin for pioneering the first the first Atlanta Streets Alive, as their efforts where the first to highlight Georgia State University Nutrition students. A special thanks to Katherine Stresing, NSN President, for taking the champion role in this project.

It can be difficult for the public to discern the huge amount of biased and often confusing information pertaining to diet. The ability of nutrition professionals to communicate the relationship between food and health to members of the community was a most valuable contribution to public health and wellness at Atlanta Streets Alive. On behalf of the Institute of Public Health, we would like to encourage future participation in Atlanta Streets Alive by NSN members.

Sincerely,

*Dana Greear, MS*  
IPH Student  
Georgia State University  
phone: 404.512.3309  
[dgreear1@student.gsu.edu](mailto:dgreear1@student.gsu.edu)



On the day of event, we will be located at Hurt Park – on Edgewood, street or sidewalk, off to right side; 20x60ft near Sparks Hall.

First shift volunteers:

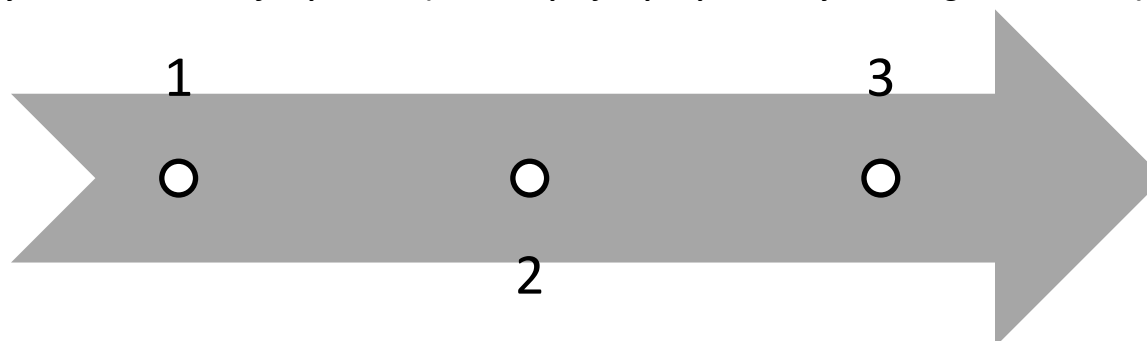
~Arrive on site around 12:15 - 12:30 PM it's Sunday, the streets are clear... Take your time and enjoy getting there!

- We will start by chalking the dimensions of the 20X60ft space in the shape of an arrow pointing out toward activities
- We will set up a table with clip boards containing dry erase formula sheets and markers at stations 1&3
- We will set up a table containing healthy snacks at station 2
- We will go over how to calculate formulas while keeping the information simple

As second shift volunteers arrive, they will be briefed and take the place of a first shift volunteer

- We will break down about 5:45 PM. We must be gone by 6:00 PM

**ALL Volunteers- It is encouraged for you to bring your own calculators and games to ensure you have the most fun possible (hula hoops, jump ropes, hacky sacks, light sabers, ex.)**



**GSU Nutrition Student Network** (on Edgewood, near Hurt Park)

NSN will be providing a forum which individuals will be able to learn how to gauge their own metabolism while eating, exercising and having fun at ASA! 1. Individual participants can learn their body composition using Bioelectrical Impedance scales, anthropometric measurements and resting metabolic rates. 2. A healthy snack will be provided. 3. Individuals will be given the opportunity to learn the approximate amount of physical activity necessary to metabolize their snack *via* walking the route/biking the loop.

*\*All services are voluntarily. Calculations will be shown to participants on the dry erase boards provided and verbally stated to the participant. No data will be collected for any participant!*

*\*\*Information pertaining to the focus group will be addressed on the day of ASA by John Steward, MPH (PI) and Dana Greear, MS (SI)*

The link below will take you to the general information site, route and the most up to date activities for Atlanta Streets Alive.

<http://www.atlantastreetsalive.com/route-activities/>

To **view** the exact location and description for the Nutrition Student Network's activity expo, click the **interactive map**, and scroll down on the top right box to GSU Nutrition Student Network!



## Volunteer Training for STEPS to Atlanta Streets Alive

October 17, 2010

The Dietary Reference Intakes (DRI's) define the daily requirement for energy as the Estimated Energy Requirements (EER). The EER applies a person's age, sex, weight, height, and physical activity level (PAL). The EER consists of predictive equations for calculating the amount of energy intake that will maintain any individual's body weight, as measured by doubly labeled water studies (1).

Things to keep in mind: This equation is a predictive equation.

Each and every participant you come into contact with should be informed this is only a predictive equation.

In this format, the equation is only accurate for non-obese individuals. \*

Things to keep in mind: InnerScan Body Composition Monitor by Tanita, Health o meter electronic scale and Health o meter dial scales:

Belong to the Division of Nutrition at Georgia State University and should be treated with care.

The scales are only to be used by individuals weighing under 300 lbs.\*\*

The "RD" credential is a legally protected title that can only be used by practitioners who are authorized by the Commission on Dietetic Registration of the American Dietetic Association (2).

- Things to keep in mind: licensure requirements for Registered Dietitians in the State of Georgia Chapter 157.

Dietetics practitioners are licensed in 46 states, including GA, to ensure that only qualified, trained professionals provide nutrition services or advice to individuals requiring or seeking nutrition care or information.

Only state — licensed dietetics professionals can provide nutrition counseling. Non licensed practitioners may be subject to prosecution for practicing without a license.

- Things to keep in mind: Conduct:

This is a service provided to the community by GSU students. It is not clinical care.

All services are voluntary.

We are **not** offering nutrition advice.

Calculations will be shown to participants on the dry erase boards provided. No data will be collected for any participant.

### References:

(1) Food and Nutrition Board. Dietary reference intakes for energy, carbohydrate, fiber, fatty acids, cholesterol, protein, and amino acids (macronutrients). Washington (DC): National Academy Press; 2005.

(2) Georgia Board of Examiners of Licensed Dietitians

Board: <http://www.sos.state.ga.us/plb/dietitians/>

Statute: O.C.G.A. § 43-11A <http://www.lexis-nexis.com/hottopics/gacode>

Rules: <http://www.sos.state.ga.us/acrobat/PLB/Rules/chapt157.pdf>

$$\text{Adult Men } EER = 662 - (9.53 * \text{years}) + PA * (15.91 * \text{meters}) + (539.6 * \text{kg})$$

$$\text{Adult Women } EER = 354 - (6.91 * \text{years}) + PA * (9.36 * \text{meters}) + (726 * \text{kg})$$

$$\text{Boys Age 3-18 } EER = 88.5 - (61.9 * \text{years}) + PA * (26.7 * \text{meters}) + (903 * \text{kg})$$

$$\text{Girls Age 3-18 } EER = 135.3 - (30.8 * \text{years}) + PA * (10 * \text{meters}) + (934 * \text{kg})$$

All weights are in kilograms, heights are in meters, and age is in years. PA is for physical activity coefficient. The activity coefficients are tabulated below.

1 lb = 0.4536 kg

1 inch = 0.0254 meter

Activity Level	Boys aged 3-18	Girls aged 3-18	Adult men	Adult women
<u>Sedentary</u>				
Sedentary means only the light physical activity associated with independent living	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
<u>Moderately Active</u>				
moderately active means about half an hour of moderate to vigorous exercise	<u>1.13</u>	<u>1.16</u>	<u>1.11</u>	<u>1.12</u>
<u>Active</u>				
Active means at least an hour of exercise	<u>1.26</u>	<u>1.31</u>	<u>1.25</u>	<u>1.27</u>

The Institute of Medicine Equation was published in September 2002. It is the equation which is behind the 2005 Dietary Guidelines for Americans and the new food pyramid, [MyPyramid](#). These equations are for healthy weight children and adults. Correction formulae are used for overweight and obese individuals.

Activity	90 lbs.	100 lbs.	110 lbs.	120 lbs.	130 lbs.	140 lbs.	150 lbs.	160 lbs.	170 lbs.	180 lbs.	190 lbs.	200 lbs.	220 lbs.	240 lbs.	260 lbs.	280 lbs.	300 lbs.
Aerobic dancing (low impact)	104	115	127	138	149	161	172	184	195	207	218	230	253	276	299	322	345
Backpacking with 10 lb. load	162	180	198	216	234	252	270	288	306	324	342	360	396	432	468	504	540
Backpacking with 20 lb. load	180	200	220	240	260	280	300	320	340	360	380	400	440	480	520	560	600
Backpacking with 30 lb. load	211	235	259	282	306	329	352	376	399	423	446	470	517	564	611	658	705
Basketball (leisurely, nongame)	117	130	143	156	169	182	195	208	221	234	247	260	286	312	338	364	390
Bicycling, 10 mph (6 minutes/mile)	112	125	138	150	162	175	188	200	213	225	237	250	275	300	325	350	375
Bicycling, 13 mph (4.6 minutes/mile)	180	200	220	240	260	280	300	320	340	360	380	400	440	480	520	560	600
Dancing (noncontact)	90	100	110	120	130	140	150	160	170	180	190	200	220	240	260	280	300
Jogging, 5 mph (12 minutes/mile)	167	185	203	222	240	259	278	296	315	333	352	370	407	444	481	518	555
Jogging, 6 mph (10 minutes/mile)	207	230	253	276	299	322	345	368	391	414	437	460	506	552	598	644	690
Ping Pong	81	90	99	108	117	126	135	144	153	162	171	180	198	216	234	252	270
Running, 08 mph (7.5 minutes/mile)	274	305	336	366	396	427	458	488	518	549	579	610	671	732	793	854	915
Running, 09 mph (6.7 minutes/mile)	297	330	363	396	429	462	495	528	561	594	627	660	726	792	858	924	990
Running, 10 mph (6 minutes/mile)	315	350	385	420	455	490	525	560	595	630	665	700	770	840	910	980	1050
Skipping rope	257	285	313	342	370	399	428	456	484	513	541	570	627	684	741	798	855

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C.  
Resource Evaluation Form



Resource Planning Phase → Resources Utilized → Resource Utilization Evaluation (for the activity)		
Funds: needed to conduct the activity		
Volunteers: needed to conduct the activity		
Time: needed to prepare for and execute the activity		
Volunteer interests		
Skills- Volunteer training needed prior to the activity		
Support of partner organizations:		
*Funds:		
**Volunteers		
***Time		
****Volunteer interests		
*****Skills		
*****Support of partner organizations		

## Goal & Objective Evaluation Form



<b>GOAL:</b>				
Activity Planning Phase	→	Activities conducted at ASA	→	Activity Evaluation
<b>Objectives:</b>				
<b>Evaluation methods:</b>				
OBJ#				
OBJ#				

D.

STEPS to Atlanta Streets Alive Logic Models

Nutrition Student Network (NSN) Goal: To provide the public with an activity and health education at Atlanta Streets Alive events	INPUT		ACTIVITY		SHORT TERM OUTCOMES	LONG TERM OUTCOMES
	May 23rd, 2010  <b>Resources</b> •Funds (monetary) N/A •Volunteers (manpower) 2 •Time ≈ 6 hours/per volunteer •Skills (volunteer training) 0 min per volunteer •Support of Partner Organizations 1 •Equipment (calculators + BMI assessment forms) SMART Objective N/A SMART Objective N/A		May 23rd, 2010  <b>BMI Assessments</b>  n=7 Volunteers seated on bench		2011 ASA Events  <b>No future outcomes projected at this time</b>	2012 (+) ASA Events  <b>No future outcomes projected at this time</b>

The above model illustrates logical method of strategizing how to achieve activity goals.

Nutrition Student Network (NSN) Goal: To provide the public with an activity and health education at Atlanta Streets Alive events	INPUT		ACTIVITY		SHORT TERM OUTCOMES	LONG TERM OUTCOMES
	October 17th, 2010  <b>Resources</b> •Funds (monetary) \$40.00 •13 Volunteers •Time ≈ 5-8 hours/per volunteer  •Skills (volunteer training) 20 min per volunteer •Support of 4 Partner Organizations •Equipment (bioelectrical impedance scale station+calculators+erasable body composition forms+free snacks+hula hoops+chalk art)		October 17th, 2010  <b>Body Composition Assessments</b>		2011 ASA Events  <b>Consistent Activity Improvement</b>  Increased resource allocation for event activity  Continued increases in public participation  **Volunteers will have fun during ASA activities	2012 (+) ASA Events  <b>Consistent Activity Improvement</b>  Pooling resources with other ASA activity partners to decrease burden  Increased visibility for NSN outside of the GSU community  ***Cultivate strong working relationship between NSN and ASA stakeholders

The above model illustrates logical method of strategizing how to achieve activity goals.

\*The model illustrates how NSN will consistently deliver dynamic activities during ASA events.

\*\*This identifies an objective that is currently not being met, despite the activities success.

\*\*\*Future action must be taken during 2011 ASA events to ensure that the desired professional relationships will be built.

Suggestion for improvement: Send volunteers out in groups before and after their shifts to meet other activity partners. Use the ASA activity map to ensure all of the event is covered.

E.

Dana Greear

PH 7990

Capstone Project Proposal

Fall, 2010

The primary goal of this capstone project is to produce the STEPS to Atlanta Streets Alive (ASA) training manual. The function of the STEPS to ASA training manual is as a guidebook for all Georgia State students wishing to participate in future ASA events.

The capstone project consists of three parts: Conducting a nutrition and physical activity expo which will take place at the upcoming October 17, 2010 ASA event in downtown Atlanta, the composition of the STEPS to ASA manual, and a focus group session to identify necessary revisions of the manual.

The production and evaluation of the STEPS to ASA training manual will take place over a course of six different developmental steps. The six steps will cover the entirety of the capstone project. These steps are based upon Evaluation tools for the Ciclovía Recreativa, which applies the U.S. Centers for Disease Control and Prevention (CDC) six step Framework for Program Evaluation in Public Health.

A group of GSU student volunteers will be recruited and trained to conduct the nutrition and fitness expo for Atlanta Streets Alive on October 17, 2010. After the event, the same group of student volunteers will be invited to participate in a focus group. The focus group will at this time review and evaluate the actual STEPS training manual. The purpose of the focus group is to obtain feedback from those working closely with the expo in order to determine how the manual can be utilized to assist future students. The feedback from the focus group will then be used to refine the training manual.