Our Complete Streets Journey

Making the healthy choice, the easy choice in Billings, Montana
Make the healthy choice every day...

- 5 or more fruits & vegetables
- 2 hours or less of screen time
- 1 hour of physical activity
- 10 sugary drinks, more water
Make the healthy choice, the easy choice!

Frieden T. American Journal of Public Health | April 2010, Vol 100, No. 4
Yellowstone County, 2017

Prevalence of Total Overweight
(Percent of Adults With a Body Mass Index of 25.0 or Higher)

Yellowstone County | MT | US
---|---|---
65.6% | 63.0% | 65.2%

Yellowstone County

62.7% | 65.7% | 65.6% | 72.9%

Sources:
- PRC Community Health Surveys, Professional Research Consultants, Inc. [Item 176]
- 2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes:
- Based on reported heights and weights, asked of all respondents.
- The definition of overweight is having a body mass index (BMI), a ratio of weight to height (kilograms divided by meters squared), greater than or equal to 25.0, regardless of gender. The definition for obesity is a BMI greater than or equal to 30.0.
No Leisure-Time Physical Activity in the Past Month
Healthy People 2020 Target = 32.6% or Lower

Yellowstone County, 2017

Sources:
- PRC Community Health Surveys, Professional Research Consultants, Inc.  [Item 106]
- 2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes:
- Asked of all respondents.
Why Complete Streets?
Our Process – Round 1

2010
Spring - Trailhead to Health Summit
Summer and Fall – Ad Hoc Committee gets to work!

2011
Spring – Policy Development
Summer – Policy Refinement, Increased Advocacy
Fall - Resolution Presented and Adopted

2012
Implementation Begins

2013
Benchmark Report Published
Advocates to City Council: Complete streets would increase safety, flexibility

HEALTH MATTERS: Complete Streets means road safety for all types of users
Billings City Council changes Complete Street policy after much debate

City Council to discuss Complete Streets cost breakdown

Report links Billings' complete streets policy to health, economic benefits
Keys to Our Success

• Be strategic
• Put in the time
• Commit to long term, transparent measurement
• Leverage momentum
• Engage your local health partners!
  • Measurement
  • Marketing and messaging
  • Networks of advocates
• Community health improvement
• Commitment to health equity
Contact

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