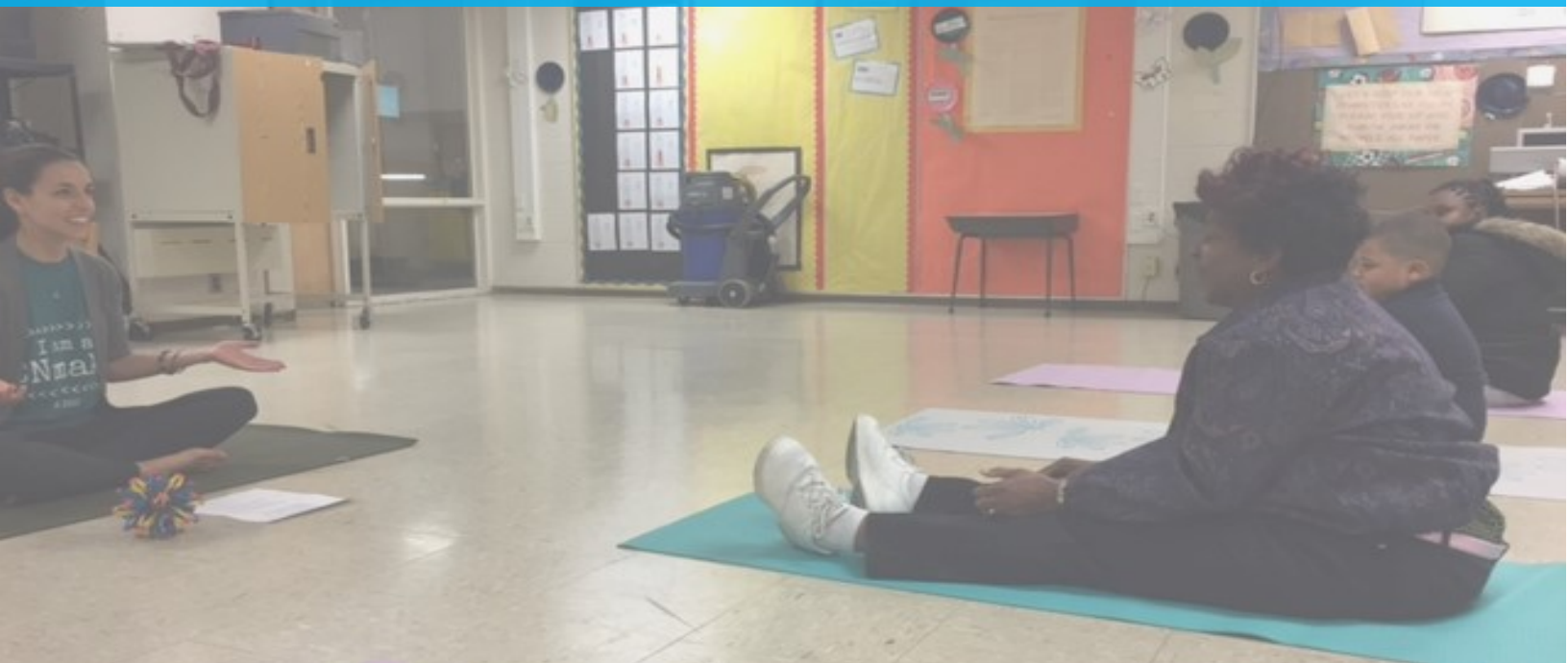




# Shared Use Policy Implementation

A Guide to Improve Access and Opportunity  
for Physical Activity in Your Community



Prevention Research Center for Healthy Neighborhoods  
at Case Western Reserve University

September 2018

## WHO WE ARE

**Prevention Research Center for Healthy Neighborhoods:** The Prevention Research Center for Healthy Neighborhoods (PRCHN) at Case Western Reserve University (CWRU) is a member of the CDC's national network of Prevention Research Centers, each with a distinct focus. The PRCHN at CWRU in Cleveland is focused on fostering partnerships with low-resource neighborhoods to develop, test and implement effective and sustainable strategies and interventions to prevent and reduce the burden of chronic disease. The PRCHN was able to leverage its existing focus and partnerships to lead the HEAL subcommittee's REACH work deliverables, necessarily and naturally incorporating HIP-Cuyahoga's collective impact and community engaged key approaches.

**Health Improvement Partnership- Cuyahoga (HIP-Cuyahoga):** HIP-Cuyahoga was formed to ensure that Cuyahoga County is a place where all residents live, work, learn, and play in a safe, healthy, sustainable and prosperous communities. HIP-Cuyahoga is over 200 consortium members that are committed to tackling the most pressing health needs of the county through four radically different key approaches: collective impact, community engagement, health and equity in all policies and perspective transformation. The consortium focuses on these key approaches to move the needle in four subcommittee arenas: eliminating structural racism, linking clinic and public health, chronic disease management and healthy eating, active living.

## ACKNOWLEDGEMENTS

This resource guide was made possible by funding from the U.S. Centers for Disease Control and Prevention (CDC). The shared use initiative was led by the Prevention Research Center for Healthy Neighborhoods (PRCHN) at Case Western Reserve University. We would like to extend a special appreciation the community-based organizations whose efforts helped us to understand effective approaches for shared use in Cuyahoga County. This work would not be possible without the assistance and support from Change Lab Solutions, Safe Routes to School National Partnership, Health Improvement Partnership- Cuyahoga, and the resident leaders of Creating Greater Destinies.

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### Creating Greater Destinies



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# INTRODUCTION

## What's The Issue?

Access to opportunities for physical activity is important for everyone to be in good health. However, there is an unfair burden of poor health in under- resourced, low-income communities. These neighborhoods often lack adequate opportunities for physical activity which can contribute to poor health outcomes. Existing facilities, open green spaces, and community recreation areas are often locked or poorly maintained due to concerns of cost, vandalism, or security. Facilities such as churches and schools often sit empty during non-program hours and spaces can be re-utilized through shared use.

## Why Shared Use?

Shared Use recognizes health disparities and addresses health inequities through implementing policies for recreational use in primarily disadvantaged communities. Shared Use partnerships offer innovative ways to improve physical activity opportunities in schools, community centers, worksites, faith-based organizations, and other entities. Through utilizing existing structures and resources, shared use is a cost-effective and timesaving strategy. By creating an environment of accessibility, shared use policies mediate residents' limited access to physical activity and improve their ability to make healthier choices.

Shared Use allows public and private property owners to open their underutilized facilities for community use. It allows community access to property by permitting the partners to share the costs and risks associated with opening the property for after-hours use. Although often used as a strategy to increase opportunities for physical activity, shared use has many wide-ranging benefits such as, community health, affordability, equity, and education. Shared Use builds stronger community relations through informal interaction, organized activities and becoming healthier together.



Cuyahoga County neighborhoods suffer from systematic oppression and other social determinants that create poverty and discrepancies of access and resources, which promote poor community health. These very same communities that are at greater risk for overweight and obesity have far fewer parks and open spaces – it's not an issue of choice but accessibility.

The *Shared Use* Initiative in Cleveland is one innovative way to improve access to physical activity opportunities. By working within existing community resources, this initiative helps to improve the health for residents in our most vulnerable neighborhoods.

## Who Should Use This Resource Guide?

This shared use implementation guide equips community members and organizations with steps and supplemental tools essential to facilitate a successful initiative. This guide expands the reach of shared use and encourages an interactive and integrated process with residents. Many community leaders, such as Community Health Workers (CHWs), must take part to promote healthier living and physical activity around the neighborhood. Other public health agencies and non-profit organizations, local departments and associations, and school administrators interested in identifying, recruiting, and working with local property and facility owners to create shared use sites around the community should refer to this resource guide.

## How to Use This Resource Guide?

The adoption of shared use policies in safe community sites can increase resident access to facilities and opportunities for physical activity. We propose strategies that not only facilitate development of new shared use policies through training and technical assistance, but also promote the agreements currently in place, employing community leaders to ensure programming matches needs of local residents.

This resource guide provides steps and guidelines to help anyone prepare and organize opportunities for shared use sites within the community. Although there is no single method for developing an agreement or policy, this guide provides definitions, action steps, implementation methods, and suggestions for shared use through a community-focused lens. Therefore, take into consideration that some methods and suggestions may require alterations for the specific priorities of your community.



### TOOLBOX

An orange box provides links to resources and tools we recommend for your use.

### EXAMPLE

A blue box provides an example or lesson learned from our shared use initiative here in Cleveland.

## PLANNING

Before getting started with your shared use initiative, it is critical to understand the unique needs and characteristics of the community that you will serve and to establish a strategy that fits. In order to do this, helpful planning steps focus around community engagement. It will be very helpful to identifying a community network, create a community dialogue, and host informational workshops around shared use.

### Community Engagement

To create shared use sites within your community, it is critical to proactively engage residents and organizations within the neighborhoods you aim to work with. Community engagement requires the involvement of residents and other community partners to take action on the initiative. Their active roles display the importance of the initiative and aid in sustaining this active living strategy. Their combined knowledge and experiences support collective ideas and help strategize and envision ways to overcome obstacles.

Connect with community resident groups that focus on health promotion. Build connections with local businesses, schools, recreational facilities, faith-based organizations, and community centers to garner support around shared use. Shared Use requires more than just the work of a single person, it demands the effort and engagement of the entire community to *work together*.

#### Community Engagement Action Steps:

- Identify partners and stakeholders
- Create a community dialogue and conversation around active living opportunities and challenges in your community
- Host a workshop or information meeting about shared use with partners and stakeholders



An example of community engagement the Community Health Ambassadors (CHAs) that have informed the HIP-Cuyahoga REACH strategies over the last 4 years. These are residents from priority neighborhoods that provided input regarding safety, accessibility and community buy-in of potential shared use sites. Built into a 10-week health equity and leadership workshop, CHAs had the opportunity to work together and brainstorm around the opportunities, assets and challenges of their communities that could inform shared use.

To learn more about the role of Community Health Ambassadors, please visit [here](#).

## Identify Partners and Stakeholders

Developing strong partnerships can build trust for the initiative, inform community members, generate financial support and resources, increase impact, and ensure sustainability. Once your program is underway, this community network can promote your shared use sites through local media, outreach activities, and educational events. In addition to resident leaders, other partners and stakeholders come from a diverse group of **community members**:



Residents have the best knowledge and perspective on the community to make this community-driven development successful. **With strong relationships, the community can come together and work through a collective effort.**

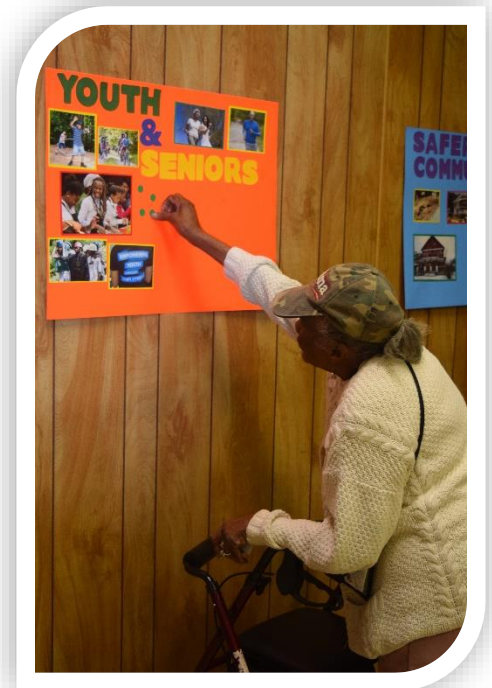


## Create a Community Dialogue

Facilitated by resident leaders, creating a dialogue with the community is important because free-flowing conversation allows members of your community network to share narratives about their lifestyle and provide feedback about how to improve accessibility of safe spaces. Discuss the importance of active living for health and wellness of the community and about factors that influence and cause physical inactivity within the neighborhood.

Here are some questions to start your conversation:

1. What does healthy and active living mean to you?
2. What would healthy and active living look like on a regular day-to-day basis?
3. How do most members of the community get physical activity during the day?
4. What priorities do the residents have for healthy changes?
5. What would the community like to see happen with Shared Use spaces?
6. What specific properties and facilities have good relationships with the community?
7. Would the community benefit from programs, such as Zumba class, healthy cooking, walking group, HEAL events, community garden, CDSM workshop, instructor certification program, etc.?



One way that we found extremely helpful to spreading the word out about shared use was to attend community meetings! These were monthly or quarterly meetings that community partners host for their networks such as a collaborative for social-service providers. Often times, we were able to get on the agenda to present to a variety of community partners and they were able to provide us information, related to the questions above.

Additionally, we held community meetings of our own, where CHAs brought their neighbors to vote on key priorities they felt needed to be addressed. Whichever way community dialogue was brought about; we were sure to include resident input to shape our shared use initiative!



## Host a Shared Use Information Workshop

A workshop for partners and stakeholders, at the forefront of the initiative, can help teach and equip them, with the proper tools and support to access resources for support of their own community. During this time, partners can network

In 2015, HIP-Cuyahoga hosted a shared use policy workshop. ChangeLab Solutions provided technical assistance and training to local community organizations and resident leaders, who were interested in opening their facility doors. Participants also learned about laws in Ohio that pertain to shared use agreements. All participants received a copy of the [Shared Use Agreement Resource Guide](#) and other information from ChangeLab Solutions.



### TOOLBOX

[Shared Use 101 Training Presentation](#)

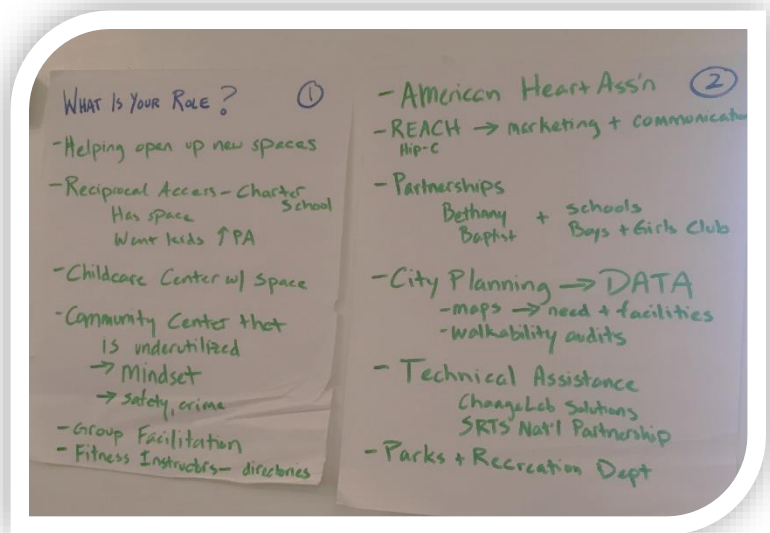
[Shared Use Resource Guide](#)

[Shared Use Site Survey](#)

[Shared Use: Policy, Planning and Implementation Resources](#)

Incorporate group activities into the workshop to allow for participant brainstorming and networking. Here are some questions to prompt your participants:

1. What is your role in the shared use movement?
2. What are some existing groups and institutions within the community?
3. What are the physical aspects and infrastructure of the community?
4. What kind of relationships do property or facility owners have with the community?
5. Are there parks and playgrounds within walking distance for the residents? How are they maintained?



## Site Identification

Identification of potential facilities for your shared use initiative should be done in a collaborative process. Utilizing input from residents, community partners and other stakeholders, creating a list of sites to approach can be quite easy. By now, you should already have an idea of facilities to approach from community conversations and partner meetings. Additionally, you may also have a database of sites such as churches, recreation centers, schools, parks and other facilities in your area that can be complimentary to community input. We recommend taking both of those sources of valuable information and **ground-truth** each site.

### Ground-Truth

- Scope out potential facilities within the neighborhood to make sure that they're still open and functional and not vacant or locked-up.
- If the facility is operational, check the property for unique characteristic such as yard or green space, playground or park, garden, or large parking lot.
- Ground-Truthing only shows whether the property or facility is still open and confirms information of the site, such as, address, hours open, and owner contact information.
- Once this process is complete, create a new list of eligible sites and start site assessments.



Here is an example of what a list looks like after ground-truthing:

Site Name	Type	Neighborhood	Source	Eligible or Excluded	Notes
Lakeside Baptist Church	Church	E. Cleveland	Resident	Eligible	Small Church but has large parking lot and yard.
Windermere United Methodist	Church	E. Cleveland	Google	Excluded	The building is closed and has hazard stickers on front door
Case Elementary	School	St. Clair Superior	Community Development Organization	Eligible	Has playground, large parking lot, and sidewalk for walking route around school
Cleveland Park	Park	St. Clair Superior	Resident	Excluded	Tennis and Basketball court are locked. No lights and parking lot is not maintained

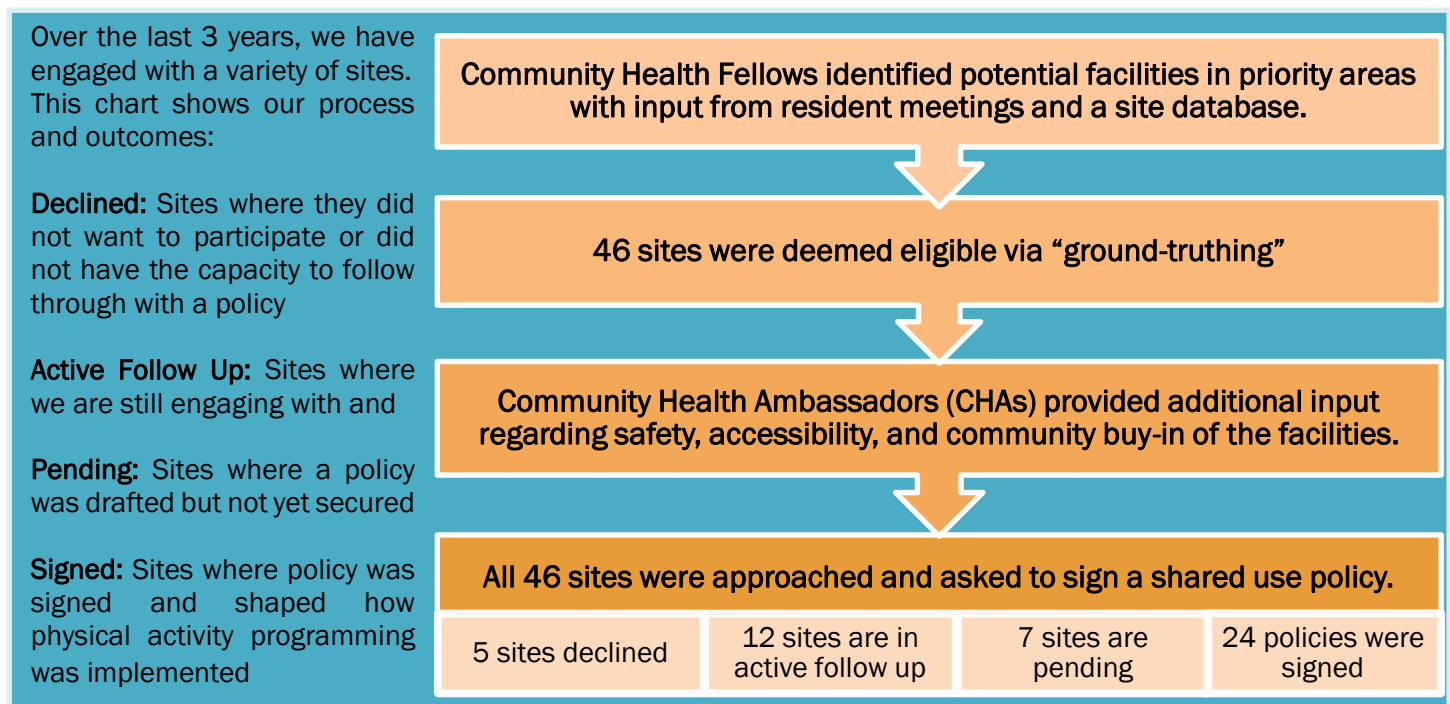
## Site Assessment

Now that you have completed ground-truthing the sites that were identified in your planning process, it is time to arrange meetings with facility owners or managers! It is important to remember that many community sites are quite busy and getting in contact with them can be challenging. It is important to be transparent with your partners and build off relationships they may have with potential shared use policy holders.

### During your meeting with the site contact, these are the essential items to cover:

- **Discuss the importance of shared use** and what benefit it has to the community.
- **Address and prioritize the specific needs** of the site and what resources they have to enhance their policy
  - Example: Do they have a kitchen that could be used for cooking classes or nutrition education demonstrations? Is there a park nearby where a walking club could meet? Do they have a gym or meeting space where Zumba classes could be held?
- **Propose a shared use policy** with the facility or property owner. Leave them with a copy of the policy and ask them if there should be any site specific language included (see next section for more details on how to create a policy).
- **Connect Them!**
  - Provide resources from your stakeholders to your potential shared use policy holder. This helps them know that they are part of a network and that there is support for them around healthy eating and active living programming at their facility.

If you have a difficult time arranging a site meeting or getting in contact with a site, reach out to your resident and community networks to see if they have any personal or professional connections with the site. If that does not work, move onto another site and try again in a few weeks/months!



## Policy Implementation

For this piece of your initiative it is important to tailor the policy to your community. Traditionally, shared use policies or agreements are between two entities that outline terms and conditions for sharing the use of their facilities. However, they do not have to be extensive legally-binding agreements.

During your community engagement process, allot time to decide what type of policy your stakeholders prefer. Representatives from business, non-profits, faith-based communities, school districts, and residents must work together and determine which type of agreement will best fit the needs of all those involved.

Your shared use arrangement, whether an agreement or policy, becomes your best communication tool. It's a record of all your negotiations and mutual agreements. For additional information, please reference the [Shared Use Resource Guide](#) and ChangeLab Solution's [Creating Shared Use Agreements](#).

### Here are the basic definitions between agreement and policy:

- **Agreement** → a legally binding arrangement between two separate entities, which shares risk and liability of the property against damages and/or vandalism
- **Policy** → a pledge, modified agreement, signed by the property or facility owner, which describes the rules for sharing space and the process for asking a space to be used for a specific purpose

In the beginning of our initiative, multiple sites were reluctant to sign a “traditional” shared use agreement. Taking into account feedback from stakeholders and potential policy holders, we transitioned our agreement into a “policy” based model. This helped to address the issue of liability that many sites struggled with by creating an organizational policy, instead of a binding third-party agreement. All sites received a copy of the shared use resource guide that provided information on liability, insurance, managing risk and covering costs.

### TOOLBOX

[Policy Template](#)

[Shared Use Resource Guide](#)

[Creating Shared Use Agreements](#)

[Let's Get Physical: Making Shared and Open Use a Reality](#)



Shared use may also be called *joint use*, *open uses*, *community use* or *public access*. These agreements can cover everything from informal public use to organized after hours and weekend active living activities. It is important to remember to incorporate specific language about the site into the policy. For example, if a church has both a multipurpose room and commercial kitchen, then the policy could highlight the following items:

- Opening the multipurpose room for community recreation use for the following activities: **PHYSICAL ACTIVITY PROGRAMMING FOR ALL AGES.**
- Opening its kitchen facility for community use that promotes healthy eating. Church A will open the kitchen for the following activities: **HEALTHY EATING COOKING CLASSES AND FOOD DEMONSTRATIONS.**

If a site does not have a kitchen or does not want the kitchen included in their policy, then omit it from the document. Each site will have unique features that they may or may not want to fall under the shared use policy.

Lastly, incorporate any specific conditions in the policy about cost. The HIP-Cuyahoga policy states the following for each policy:

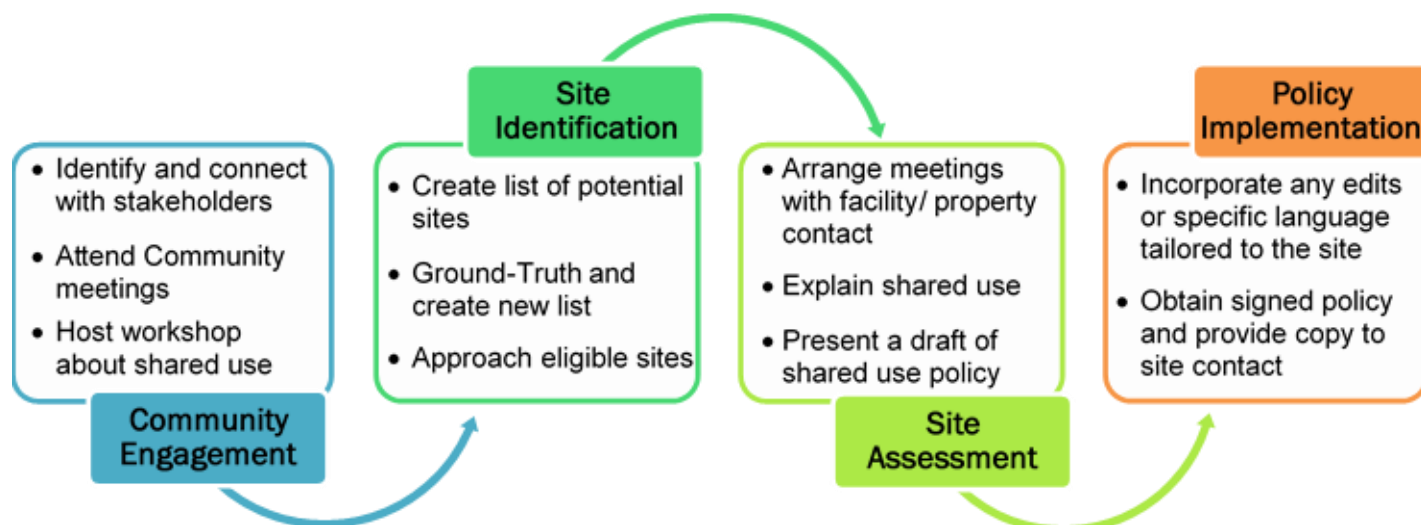
- **The following conditions will apply: All programs have to be free or at low cost for community members and benefit the overall well-being of the residents of your neighborhood/city.**

This language should be discussed and agreed upon between the lead organization and the policy holder.

Once you and the site contact are happy with the language, secure a sign copy and provide the organization with a copy and additional resources for your shared use initiative. For example, all of our policy holders received a copy of the shared use resource guide, an overview of HIP-Cuyahoga, and t-shirt after signing.

## Overview of Planning Process

Remember to use the tools and resources mentioned in this section to assist with your planning process.



## ACTION

Now that you have planned for your shared use initiative, it's time to **take action**! As you work to improve access to physical activity opportunities in your community, it is important to remember to keep residents' integration a priority. As you saw in the planning phase, residents and community partners are key to identifying, assessing, and securing signed policies. Once a policy is implemented, those same community members may be physical activity instructors, aid with marketing and promotion, and sustainability of your shared use initiative!

### TOOLBOX

[We have a Policy, Now What? Action Plan Workbook](#)

[Promoting Shared Use](#)

[Walking Route Map Instructions](#)

### Policy Signed—Now What?

For the best implementation of your shared use initiative, we recommend that each site complete an action plan similar to this [one](#). This action plan exercise helps sites with the following:

- Understand how shared use creates opportunities for active living
- Learn ways to cultivate service providers that offer what their audience wants and needs
- Figure out the best way to connect with their surrounding community and promote services
- Begin planning their active living programming, outreach and sustainability action steps



We understand that some policy holders may be interested in liability, insurance, managing risk and covering costs of keeping their spaces open for community use. For more information on these concerns, please reference pages 13-18 in the [Shared Use Resource Guide](#).

### Programming & Promotion

Through the community engagement and site assessment processes, you should have a sense of what types of activities residents, partners, and policy holders want to see happen in their neighborhood or at their site. Using the information from the *We have a policy, now what?* workbook, you can begin to assist each site by connecting them to resources and creating a marketing and promotions plan. It is important to remember that each site will have its own capacity. For example,

a small church that is only open 2 days a week, may only be able to host a walking club around their church (see [Walking Route Map Instructions](#) to create routes for sites). While a school, may be able to open its doors 2 nights a week and Saturday mornings for Zumba classes. Sites can be restricted on what they offer solely based on staffing and monetary resources. That is why it is critical to create a network of partners that could provide services to shared use sites for free or at low-cost. The HIP-Cuyahoga shared use initiative had great success with shared use sites that had a designated person to coordinate activities such as a social services coordinator at a school or a health ministry nurse at a church.

## Resident Involvement

Resident leaders will take action on implementing and promoting share use within their communities. Recognize and support their ideas. They themselves may be fitness instructors or want to lead a walking club! Additionally, they can assist with marketing and promotion of the shared use network or specific sites in their community. Lastly, if you have the resources for a community wide media campaign, include residents and their programming as the feature. Move away from traditional stock images and models by highlighting a physical activity class that is actually occurring in your community.

HIP-Cuyahoga partnered with a local radio station to host a Zumba event at school for students and their families. The event promoted the school and upcoming Zumba events and other shared use activities. The event was captured in a [video](#) that was posted on Facebook Live for additional promotion.



**FROM cafeteria  
TO Zumba studio.**

**OPENING DOORS AND SHARING  
SPACE TO KEEP THE COMMUNITY  
HEALTHY.**

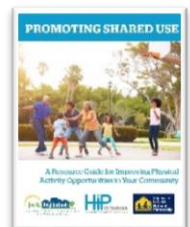
New partnerships between organizations are popping up across Cleveland to create opportunities to be healthy.

Visit [hipcuyahoga.org](http://hipcuyahoga.org) to find out what's available in your neighborhood.

(216) 309-2447 #healthmattershere

Example of bus advertisement featuring Zumba class at shared use site.

For more detailed information on creating a promotions plan, finding instructors and best practices for promoting shared use site to your community, please reference the [Promoting Shared Use](#) resource guide.





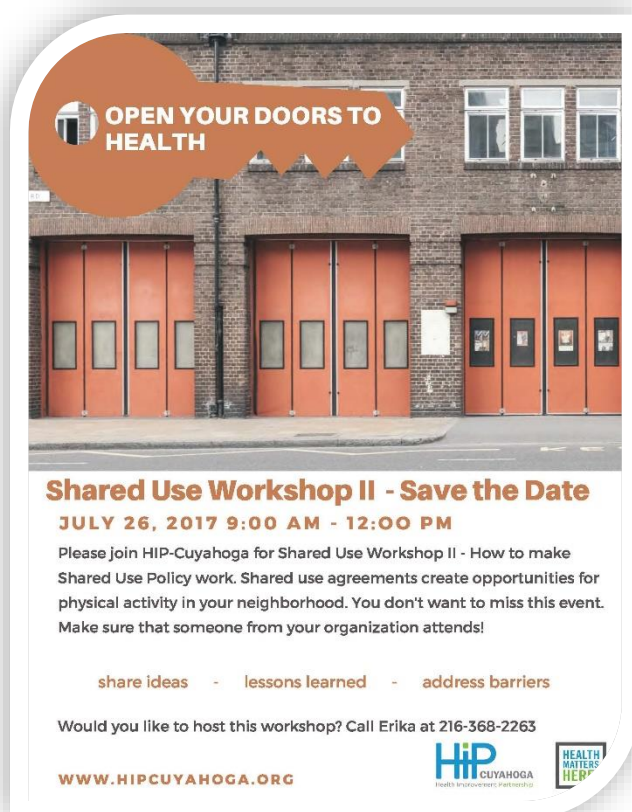
## SUSTAINABILITY

In order for people to be physically active, they must have access to safe, affordable and convenient facilities for recreational activities. Adoption of shared use policies in community spaces is unique way to reutilize existing community spaces for physical activity programming.

Communities who are committed to improving access and opportunity for physical activity through shared use, should do so with the guidance and insight from the community members they aim to serve. By using the resources in this guide, you will be on your way to developing and implementing a successful shared use initiative in your community!

### Next steps:

- **Maintain contact** with sites and programmers to cultivate strong relationships and offer ongoing support. Host supplemental training and networking opportunities for policy holders!
- **Create new contacts** to expand your community network. Seek out opportunities to form new connections with facilities and between partners, stakeholders, and residents.
- Connections among your community network will **engage additional support and resources** toward your common goal of sustaining healthy communities through access to physical activity. Recruit new sites that may offer unique spaces and opportunities for creative physical activities for residents.
- **Continue to promote** shared use sites within your neighborhoods as locations for active living and **provide education** to neighbors about the benefits of physical activity
- **Establish a resource list** of fitness instructors and walking maps to share with sites so they have an idea of the programmers in your area. For more information about finding instructors, see page 6 of [Promoting Shared Use](#).





## LESSONS LEARNED

Key takeaways from the *Shared Use Initiative in Cleveland*:

### **Program needs are ever-changing.**

Project goals and indicators for success may evolve based on funding, resources, and circumstances.

**Resident leaders amplify the voice of the neighborhood.** Community members view their neighborhood leaders as peers and advocates for their needs and interests. They are instrumental in identifying shared use spaces and program instructors for physical activity.

### **Site motivation is central to success.**

When site managers/owners are committed to building a healthier community, they are more likely to introduce programs, encourage residents to participate, and host other active living and healthy eating events!

### **Be creative with physical activity programming at shared use sites**

Involve local organizations and businesses and connect them with shared use sites so that all parties can gain greater presence within the community. For example, a walking route may go past a coffee shop. Let the shop manager know that they are along the route and they may be willing to post the route inside and/or join the walking group! Creating ways for community facilities and instructors to work together is a crucial aspect of sustaining shared use initiatives as community driven partnerships.

### **Have fun!**

Remember that your program has the potential to improve physical activity opportunities into the community and improve the quality of life for residents. However, attaining that goal requires patience, flexibility, and positivity.



*"Shared Spaces" has been one of the coolest opportunities we have had here. It truly aligns with our mission as a Wraparound School by inviting the community into our school and extending our school into the community.*

*-Lowell King, Wraparound Coordinator, FDR Academy*

## APPENDICES

- HIP-Cuyahoga Policy Template
- We have a Policy, Now What? Action Plan Workbook
- HIP-Cuyahoga: Shared Use Site Survey
- Walking Route Map Instructions



Local Community Organization  
123 Cavalier Lane Your City, OH 44123

**Shared Use Policy**

**WHEREAS**, one in four adults in Cleveland are obese and lack safe and engaging places to partake in physical activity;

**WHEREAS**, public parks, playgrounds, community centers, walking paths, and even sidewalks can pose safety hazards and be difficult to access;

**WHEREAS**, community organizations can provide residents, and the community at large, with the ability to be healthier by allowing use of their facilities for recreation;

**Local Community Organization** encourages its members and the community at large to engage in healthy eating and active living programs and activities. **Local Community Organization** hereby adopts this policy to open its facilities for community recreational use when such use does not interfere with scheduled programs and activities. **Local Community Organization** hereby resolves to support the health of its surrounding community by:

- Opening the community room for community recreational use for the following activities: PHYSICAL ACTIVITY PROGRAMMING FOR ALL AGES.
- Opening its kitchen facility for community use that promotes healthy eating. Local Community Organization will open the kitchen for the following activities: HEALTHY EATING COOKING CLASSES AND FOOD DEMONSTRATIONS.
- Inviting community members to participate in Chronic Disease Self Management classes.

**The following conditions will apply: All programs have to be free or at a low cost for community members and benefit the overall health and well-being of the**

**Residents of Your City, Ohio**

Signed: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_ Date: \_\_\_\_\_

## Shared Use Site Survey

1. Name of the organization that you are representing

---

2. Name and job title of the person completing this survey

---

3. May we contact you to talk further about the HIP-Cuyahoga Shared Use initiative?

☐ Yes

☐ No

4. Please provide contact information...Phone number and Email

---

5. Does your organization currently host physical activity programming?

☐ Yes

☐ No

6. What types of physical activity programs do you offer?

---

---

7. How often does your organization host physical activity programming?

☐ once weekly

☐ 2-4 times per week

☐ daily

☐ several times per month

☐ once monthly

8. Would you like to increase the number of physical activity programs that your organizations offers?

☐ Yes

☐ No

9 Who is the audience for your physical activity programs? check all that apply...

☐ children (1) ☐

☐ young adults (2) ☐

☐ families (3) ☐

☐ seniors (4) ☐

☐ others, please specify... (5) \_\_\_\_\_

10 Are the physical activity programs, that you offer, well attended?

☐ below capacity

☐ at capacity

☐ exceeds capacity



11 Is there a dedicated staff member who plans/develops physical activity programming?

- ☐ Yes
- ☐ No

12 If you don't currently host physical activity programs, how often would you like to host?

- ☐ once weekly
- ☐ 2-4 times per week
- ☐ daily
- ☐ several times per month
- ☐ once monthly
- ☐ NA

13. What types of challenges prevent you from hosting physical activity programming? check all that apply...

- ☐ space is inadequate
- ☐ difficult to plan programs and activities
- ☐ lack of funding
- ☐ lack of available programmers
- ☐ inability to properly market activities
- ☐ inability to provide staff after hours/ during program times
- ☐ security concerns (lack of security, locking up facility, etc. )
- ☐ lack of transportation
- ☐ Other, please specify (9) \_\_\_\_\_

14. Has your organization ever been asked to provide physical activity programming by constituent's/community members?

- ☐ yes
- ☐ no
- ☐ Unsure

15. How can HIP-Cuyahoga/REACH assist you in providing physical activity programs for the community that you serve?

---

---

16. Would your organization like to be listed on the HIP-Cuyahoga website and on print materials advertising the space and program offerings?

- ☐ yes
- ☐ no
- ☐ unsure

17. Would your organization like to take part in a county-wide shared use media campaign? (Includes print, radio, and social media platforms.)

- ☐ yes
- ☐ no
- ☐ unsure

18. Would you be interested in attending a local shared use workshop?

- ☐ yes
- ☐ no

# Shared Use Workshop 2.0

## We have a Policy, *Now What?*

**July 26, 2017, 9AM-12:30PM**

**Philemon Community Baptist Church, 12618 Shaw Ave., Cleveland, OH 44108**

*This workshop is hosted by:*



**Made possible with funding from the Centers for Disease Control and Prevention.**

# Shared Use Action Plan Workbook

Thank you for attending this shared use workshop, to plan for the best implementation of your shared use policy to improve physical activity opportunities in your community. **Our workshop objective is to share best practices, provide you with information, guidance and time to start an action plan to implement your shared use policy, and request additional resources and information.** At this workshop, you will:

- Understand how shared use creates opportunities for physical activity in communities;
- Learn ways to cultivate services providers that offer what your audience wants and needs;
- Understand the importance of connecting with your audience and community to promote services;
- Learn different ways to sustain your shared use program; and
- Begin planning your shared use services, outreach and sustainability actions.

This workbook will be used throughout the workshop to document information and ideas needed to develop a plan to implement your shared use policy. You will leave with actions you identify as next steps to implement shared use of your facility.

The last page is a **Next Steps: Set a Goal, Start an Action Plan Form**, which you will complete for yourself in the packet, and **CCBH staff will take a picture of it**, so resident community health ambassadors can follow up with assistance, resources and guidance as you begin implementation.

# Audience Identification

List the audiences in your community, and what your facility can accommodate for these audiences.

**Audience Type**

**What my Facility can Support or Provide**

What physical activity opportunities are needed in your community, or that would interest community audiences that my facility can support?

**Audience Type**

**Physical Activity Interest my Facility can Support**



# Facility Assessment

What services can you accommodate in your facility? Be specific: list room space, accommodations, times available, number of participants, etc.

Service	Room Space	Availability	# participants	Equipment needs	Other Considerations
Ex. Yoga Classes	Cafeteria	M-F, 6-9pm, Sat-Sun 9-3pm, up to 3 times/week	Up to 20	Yoga mats, blocks, straps, water	Gear to older adult audience

**Are there restrictions or limits to the audience/attendees that can be accommodated in your facility?**

*Ex. No children-only classes, but family and adult classes can be accommodated.*

# Outreach/Marketing

For each audience I want to engage with, list ways to reach them. List who can help you reach these audiences, and how you can communicate with them.

**Audience**

**Who can help reach them**

**How to communicate with them?**

## Services and Providers

For the audience(s) and physical activity opportunities you identified, brainstorm on where to find service providers, if training programs and available, and how to attract, cultivate and share service providers.

Think about/discuss the question “What services can I offer at my facility, and how can I find providers?”

**Physical activity service(s) that can be accommodated in my facility**

**Where are instructors found (associations, organizations, businesses, training programs)?**

**Do hospitals, organizations or clubs provide this instruction, or provide “train the trainer” programs to send potential instructors? Whom can I contact?**

**Do you have staff, volunteers or patrons interested in becoming trained to offer these services? List.**

**Are there other facilities that will share a service provider, to provide more opportunity for the provider in the area?**



## Next Steps: Set a Goal, Start an Action Plan

Our goal is to provide you with information, share best practices and provide you time to start an action plan to implement your shared use policy. **Your first step is to set a [SMART goal](#) – a goal that is Specific, Measurable, Achievable, Realistic and Time-Bound.**

### - Example -

**Goal:** Starting in October 2017 my facility will provide a one-hour Zumba class twice a week for to up to 20 senior citizens in my community.

ACTION	1 month	3 months	6 months	Help needed?
Confirm facility/room is available	x			
Find Zumba instructors in my area	x			x
Interview Zumba instructors		x		
Shared use agreement with Zumba instructor for fall		x		x
Make flyer promoting Zumba Class			x	
Distribute flyer to senior center and library			x	
Post information on social media			x	
Program begins			October	

## Next Steps: Set a Goal, Start an Action Plan

Our goal is to provide you with information, share best practices and provide you time to start an action plan to implement your shared use policy. **Your first step is to set a [SMART goal](#) – a goal that is Specific, Measurable, Achievable, Realistic and Time-Bound.**

**GOAL:**

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ACTION	1 month	3 months	6 months	Help needed?

I would like assistance with implementing these actions – please contact me at:

# WALKING ROUTE MAP

## Instructions

This guide provides step-by-step instructional directions on how to create a walking map route at your shared use site!

### STEP 1: CHOOSE LOCATION

Decide on where you would like to develop a walking map route. Will this walking route be around a block? A parking lot? Around a school building?

Track the distance in miles of the route. You will have to identify the name of the site and find the address of the site.

#### Site Name

Example: Case Elementary School

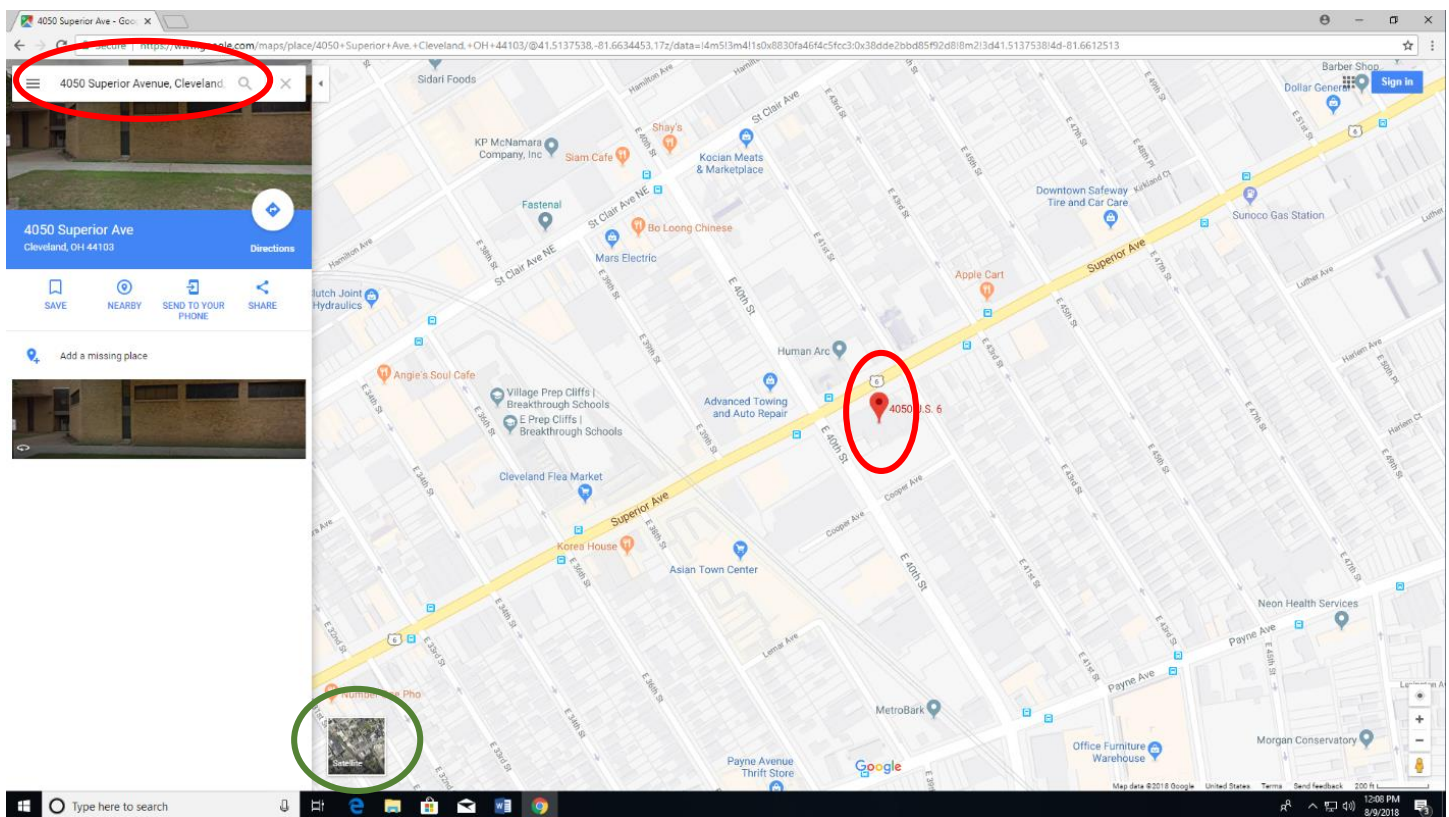
#### Site Address

4050 Superior Avenue, Cleveland, OH 44103

### STEP 2: FIND YOUR MAP

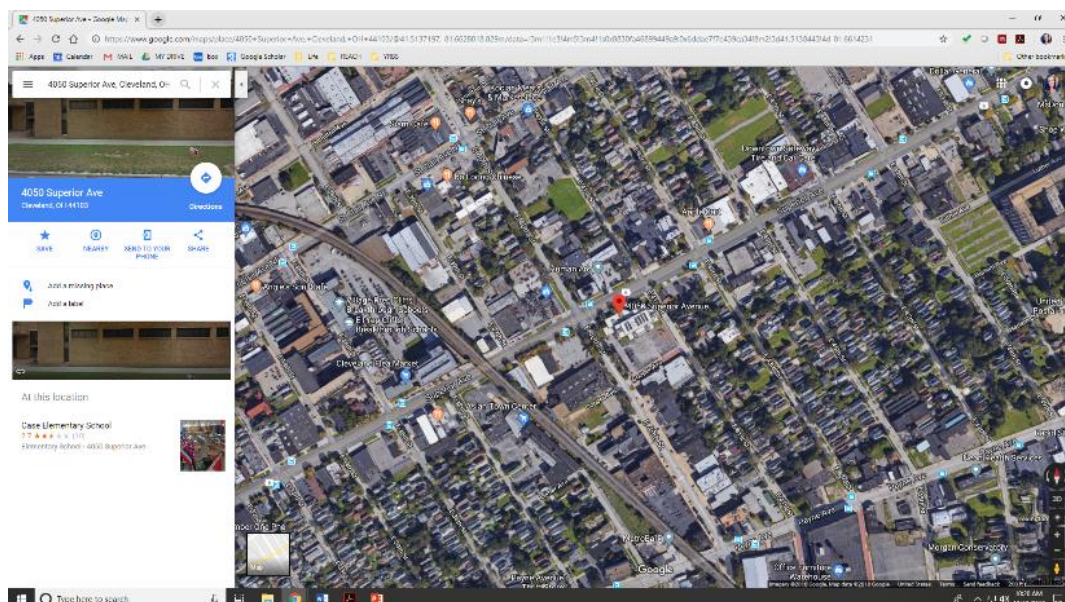
On a computer device, open an internet browser (i.e., Internet Explorer, Google Chrome, Firefox). Search 'google maps' on the internet search engine. Here is the link: <https://www.google.com/maps>

Enter the address of the site into the open space box '**Search Google Maps**' located in the top left corner of the page.



Once you have entered the address of your desired site, click on the picture box located at the bottom left of the map labelled with the word '**Satellite**'. Doing this will change the depiction of the map. Zoom in (controls are located in the bottom right corner of the page) in order to enlarge the map to your preference.

This is the map that you should use for your walking map.



### STEP 3: COPY, PASTE & CROP

Now that you have the area of your route defined, you first need to use the “print screen” feature. To do this, simultaneously hold down the “**Ctrl**” and “**Print Screen**” keys on your keyboard. Depending on the type of keyboard you have, the key names on your keyboard may vary.

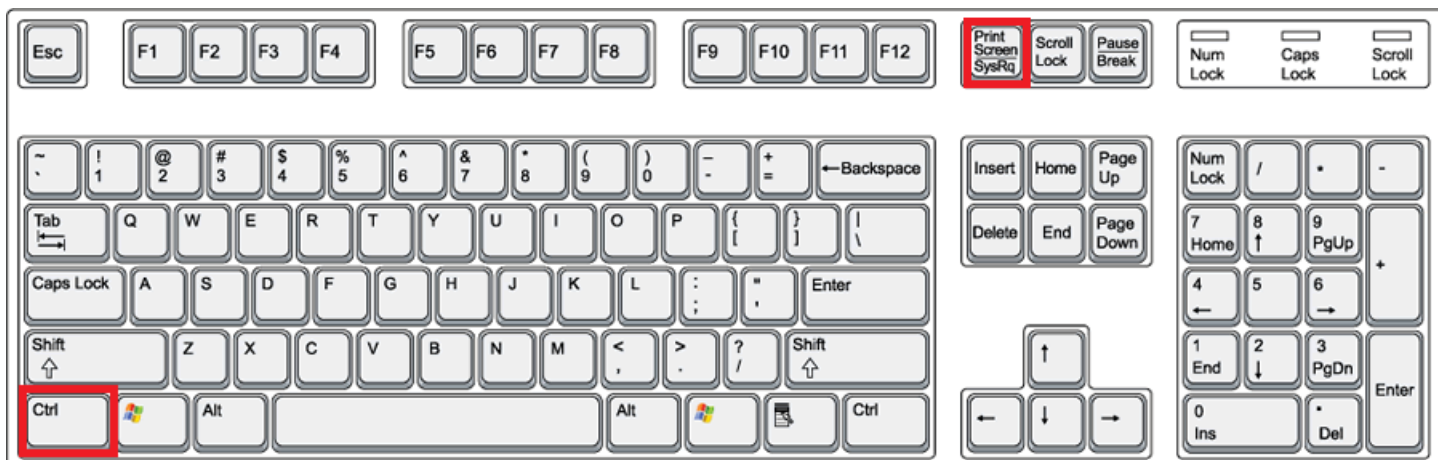


Image provide by Owens Community College at <https://www2.owens.edu/faq/entry/67/>

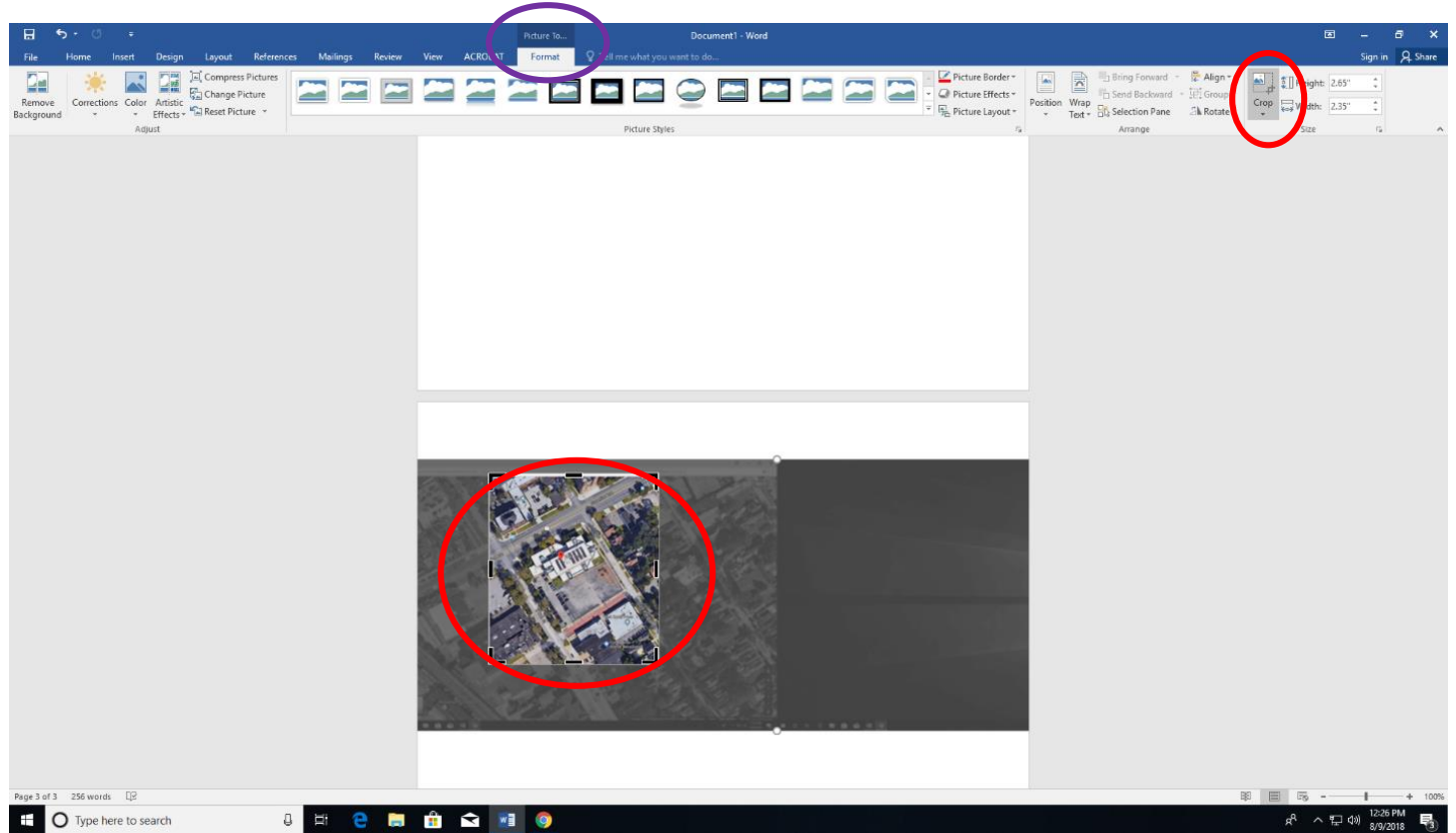
Open your walking map route **template** that includes the name of the site, the address, your organization & community partner logos, and contact information.

Insert your screenshot by going to your word document and doing one of two options:

1. Click the ‘**Insert**’ tab, and then the ‘**Pictures**’ button. Your photo can be found in the ‘**Screenshots**’ folder.
2. Click the ‘**Paste**’ icon or hold down **Ctrl** on the keyboard and press **V**. Your screenshot will now appear as an image in your document.



Once the image has been inserted into your document, crop the image to your desired size by going to **'Format'** and selecting the **'Crop'** option, located on the right part of the toolbar. Drag the corners of the image to your preference.

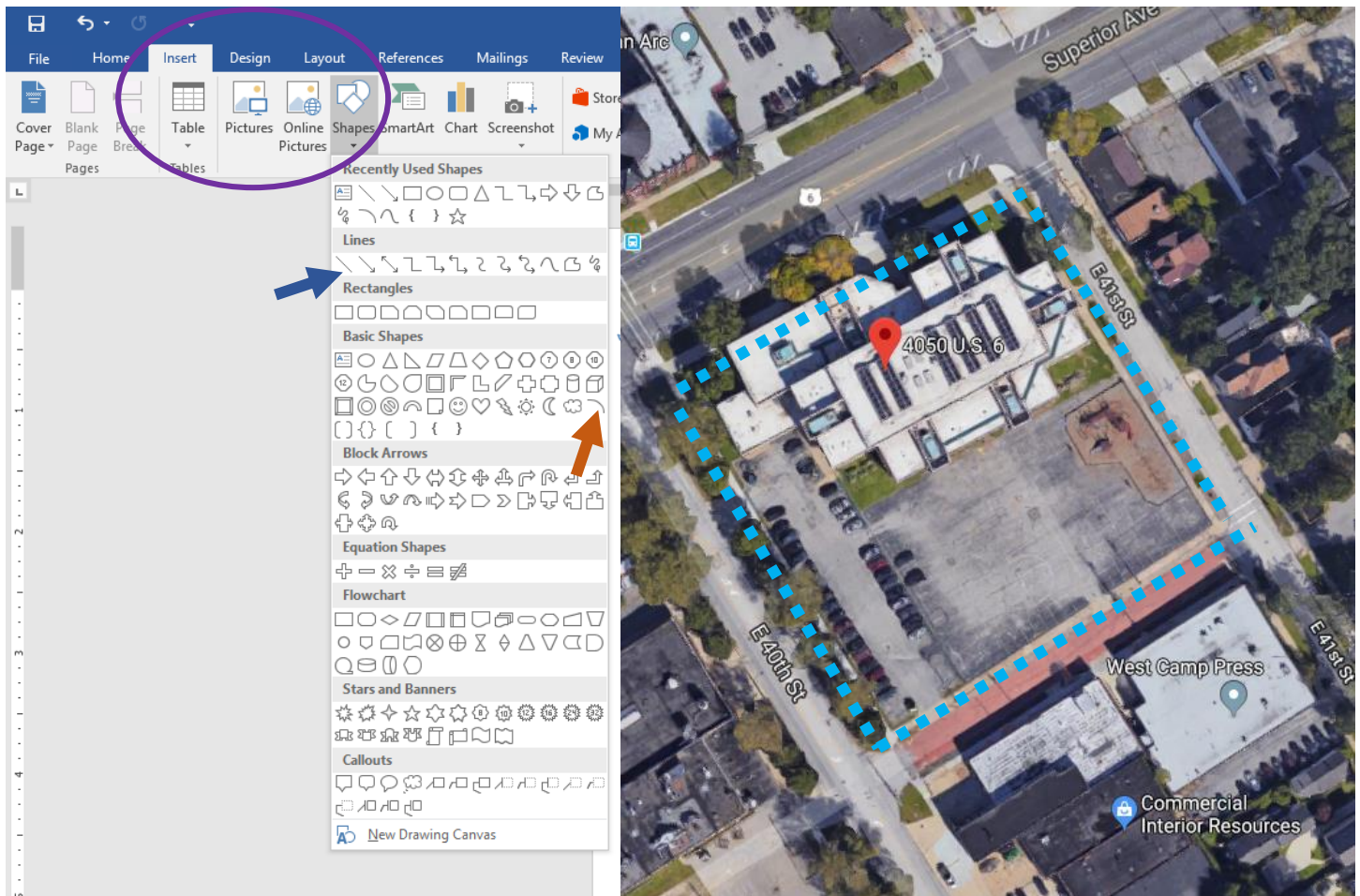


After cropping, the map should look like this:



## STEP 4: DEFINE YOUR ROUTE TYPE

To highlight your walking route, select the 'Insert' tab, go to 'Shapes' and choose 'Line' located under the 'Line' section. Insert lines that cover your walking route. If your walking route includes curved paths, choose 'Arc' located under 'Basic Shapes'.



Below the image of your walking route map, identify the number of laps that equal a mile.

# laps around \_\_\_\_\_ = \_\_\_\_ mile

Example: 4 laps around the school= 1 mile

Indicate additional disclaimers you would like your participants to know. For example, "Please use the sidewalk".

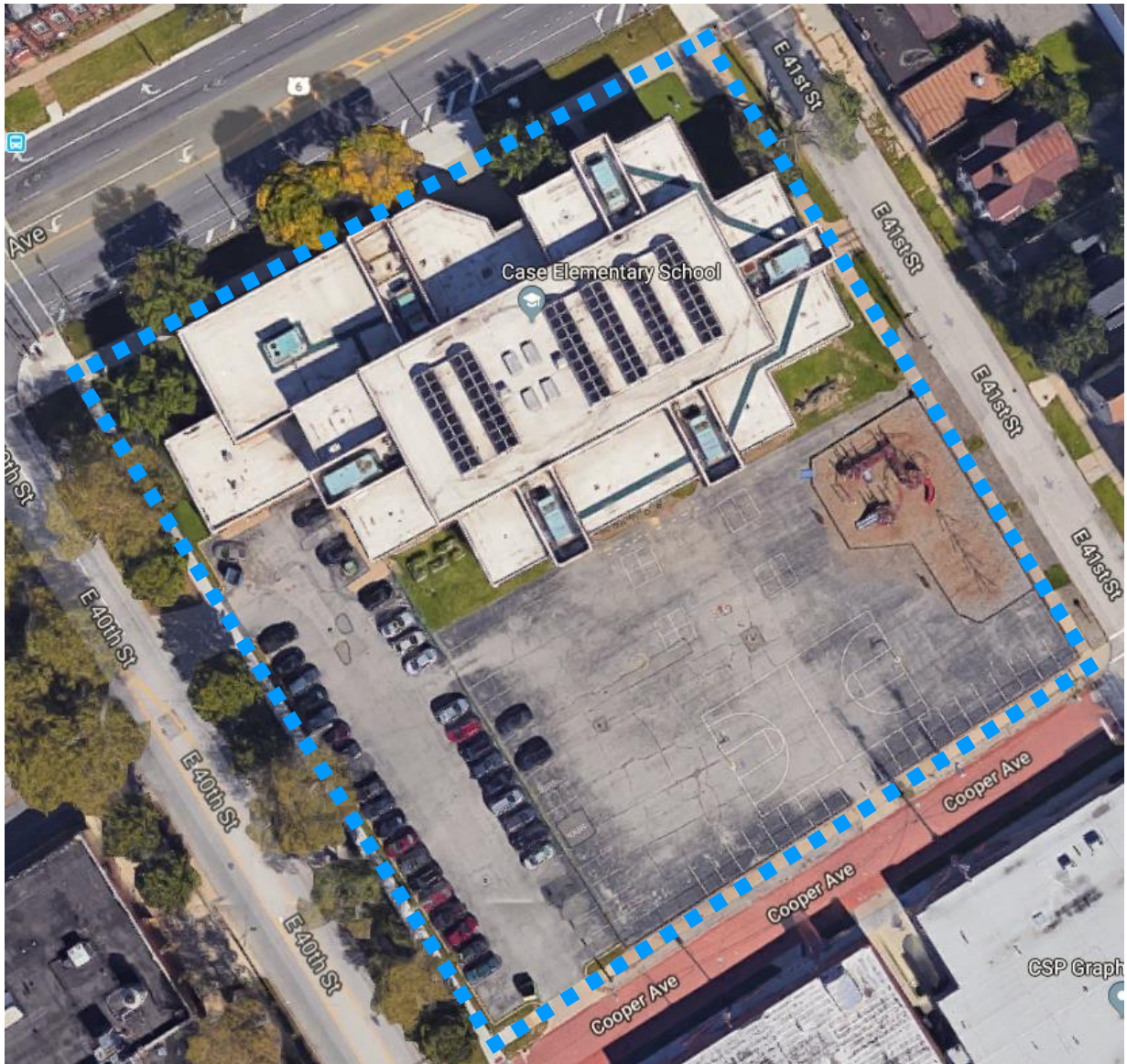
**You have now completed your walking route map!**

The next step is finding opportunities to disseminate your walking map. Utilize your resident and community network groups to help spread the word through conversation, posters, and social media posts.



# Case Elementary School

4050 Superior Ave, Cleveland, OH 44103



**4 laps around the school = 1 mile**

**\*Please use the sidewalk\***