**FIT-2-LIVE**

*Challenging North Little Rock, Arkansas to Become Active*

**Public Health Issue**

* Residents of Independence County Arkansas where North Little Rock is located, have a low rate of physical activity. The most recent data show that Independence County had a rate of ‘no exercise’ of 43% compared to the state of Arkansas rate of 30% and the neighboring county of Pulaski (City of Little Rock) at 23% in 2010.
* Forty-five percent of Independence County residents are overweight compared to 36% forthe state of Arkansas and 34% for the neighboring county of Pulaski.
* Walking can improve health and is a low cost, effective way of meeting physical activity guidelines but many enough people don’t meet recommendations for physical activity.

**Program**

* The North Little Rock Comprehensive Wellness Community Action Plan created a roadmap for community change in three vital areas, including Healthy Lifestyle and Environment, as a response to the CDC’s *Communities Putting Prevention to Work (CPPW)* funding under the 2009 American Recovery and Reinvestment Act.
* Partners for community action included the Mayor’s Office of Sustainability, the Arkansas Department of Health, Arkansas Center for Health Improvement at the University of Arkansas, and the University of Arkansas Cooperative Extension Service.
* The *Fit-2-Live* initiative emphasized the interaction at multiple levels to include individual, interpersonal, organizational, community, and public policy.

**Impact**

* *Fit-2-Live* increased physical activity - participants reported an average of 2.7 days of activity per week as a result of participation compared to 2 days per week prior to their participation in the initiative.
* Sustainability is assured through 2012 with funding from the city government supplantingCPPW funding.

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