

*By creating active living opportunities in Hennepin County, we are improving our residents' health, lowering insurance costs for businesses, creating economic opportunities, and improving the quality of life for all residents of our county.*

## We Need Your Help!

- **Lend Us Your Expertise**  
Guide our strategic direction, shape public policy, and implement improvements that promote physical activity.
- **Use Your Connections**  
Build alliances and engage colleagues in your field.
- **Promote Active Living**  
Endorse and promote awareness and education.
- **Create More Demand**  
Identify existing programs—and remove any barriers—in raising demand and creating infrastructure for physical activity.
- **Live Actively!**  
Be a role model by walking or biking to destinations.

## For More Information

<[www.activelivingcommunityvision.org](http://www.activelivingcommunityvision.org)>

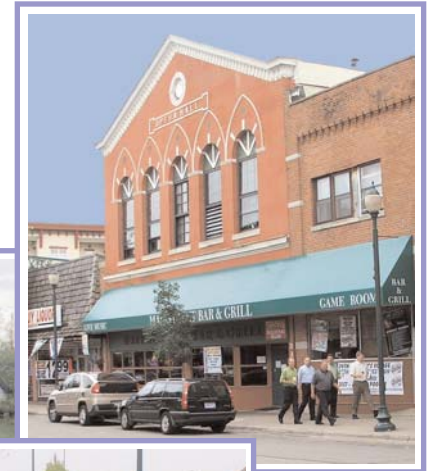
<[www.activelivingbydesign.org](http://www.activelivingbydesign.org)>



**Hennepin County**  
Active Living Hennepin County Team  
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## Increasing Physical Activity Through Community Design



### Vision:

*Hennepin Active, Fit, and Healthy*

### Mission:

*Plan, provide, and promote active living environments and opportunities for everyone*

Active Living Hennepin County is a partnership established to create healthier communities. Supported by Blue Cross and Blue Shield of Minnesota, it promotes active living—a way of life that integrates physical activity into daily routines.

## Why Promote Active Living?



- Improves health
- Decreases chronic disease
- Reduces medical and transportation expenses
- Reduces pollution and improves air quality
- Builds safer, stronger communities
- Ensures quality of life

## Facts in Support of Active Living

- Development trends have led to increased traffic congestion and made public transit, walking, and biking less safe and practical. In fact, 75% of trips under one mile are made by car.
- In 2005, 37% of Minnesota adults reported being overweight, and 23% were obese.
- Only 38% of Hennepin County adults and 50% of sixth-graders get recommended levels of moderate physical activity each week.

## How Can Active Living Initiatives Promote Physical Activity in Your Community?

### • Development

Integrate a range of housing choices with businesses, transportation options, and vibrant public spaces to enhance community character, vitality, and quality of life.



### • Transportation

Enhance our transportation system to safely accommodate all modes of transportation including bicycling, walking, driving, and transit.



### • Parks, Trails, and Greenways

Influence daily physical activity by providing pedestrian and bicycle connections to key destinations, worksites, and recreational facilities.



