

AT A GLANCE

1 in 4 adults and 1 in 5 high school students fully meet physical activity guidelines for aerobic and muscle-strengthening activities. Barriers such as lack of access to safe walking routes or public parks limits recreation opportunities for the community, specifically in low-wealth neighborhoods.

The Healthy Savannah team is introducing the community to local trails and pathways around Chatham County through Facebook Live. Using their weekly 2 mile walks, Healthy Savannah is encouraging people to explore the trails either with them or on their own.



APPROACH

What began as a way to remain active during the initial Shelter in place orders, Healthy Savannah's Healthy Walks transformed into a way to connect community, both virtual and face to face, with the numerous trails and pathways in Coastal Georgia. Utilizing Facebook Live, Armand Turner and Paula Kreissler found a way to highlight safe routes to everyday destinations and invite the community to join them. Rain or shine, every Tuesday, the community can find the Healthy Savannah team, and guests, on a local trail.

To further encourage others to explore these trails, a #HealthyWalks map was created and lives on the Healthy Savannah website to provide a trail map for others who wish to get out and active. Website traffic and social media engagement are tracked each week to maintain the success of the Healthy Walk initiative.

PUBLIC HEALTH CHALLENGE

According to 2019 data from the Centers for Disease Control and Prevention, only 1 in 4 adults and 1 in 5 high school students fully meet physical activity guidelines for aerobic and muscle-strengthening activities. The South has a higher prevalence of inactivity, with Georgia recording 27.9% of adults engaging in no physical activity.

Some of the barriers that limit physical activity include lack of access to safe walking/ biking routes or to outdoor spaces. The benefits of regular physical activity extend beyond just physical health but are shown to reduce stress, promote better sleep and are linked to a reduced risk of chronic illness. 31% of Black Georgians are reporting little to no recreational physical activity, primarily due to these accessibility concerns.

"I've seen 60-year-old women and Boy Scouts looking for nature out on the Truman Linear. The use is diverse. When people get out and use trails, they begin the process of making that trail their own. Armand is an important part of that process, letting people know these trails are for everyone."

*- Sean Brandon
Tide to Town Board Member*

RESULTS

Since the first Facebook Live introducing the #HealthyWalks on the Healthy Savannah Facebook page, the engagement rate has grown significantly. The first live event had 140 views and two comments. The first month, videos received an average of 124 views and 2-5 comments. Nearing one year of weekly Facebook Live's, the average monthly views are 161, a 30% increase. Comments and engagement have grown, with an average of 11 comments each week.

The #HealthyWalks map, detailing all of the weekly walk destinations is available on the Healthy Savannah website. The team has welcomed many visitors on their walks and suggestions for new trails through engagement in the comment section.

SUSTAINING SUCCESS

Weekly Healthy Walks continue on Facebook Live, highlighting the progress of the Truman Linear Parkway as well as other local trails. The Healthy Savannah team utilizes the space to further discussions about other REACH related topics or upcoming events.

Utilizing the #HealthyWalk and #ActivePeople, we can track the community's engagement on the trails. Our trail map will continue to be updated, highlighting the new routes and lesser known trails in and around Chatham County.

FIND OUT MORE

To learn more about #HealthyWalks, visit the Healthy Savannah Facebook page at:

www.facebook.com/search/top?q=healthy%20savannah or download the map at www.healthysavannah.org

This project is supported by the Centers for Disease Control and Prevention's Racial and Ethnic Approaches to Community Health cooperative agreement (1814).

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The findings and conclusions in this success story are those of the author(s) and do not necessarily represent the official position of the funding agencies or the Centers for Disease Control and Prevention (CDC).

