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| **Title** Thinking outside the box to gather data and advocate the development of active living in rural coastal communities |
| **Conference sub-theme addressed**Rural coastal areas of Hawaii were recently assessed for their inclusive habitats for active living. Among these assessments included policies, programs, and environmental factors. Collecting these and other data can help paint a picture of how conducive different coastal areas are for sustainable active living among local residents and tourists.**Relevant experience or practice**To evaluate opportunities for active living, both the *My American Fitness Index (AFI) Community Application Tool: Environmental Health Index* and the *Rural Active Living Assessment (RALA) Town-wide Assessment (TWA)* were employed. Although these traditional assessments provided needful information, gathering information was somewhat time consuming and did not involve a voice from the people within those communities. The exploration of new app technology may help leverage similar information in a timelier manner. For example, a small group of advocates for physical activity also used the Strava Fitness app available on smartphones to design walking and jogging routes in these same coastal areas. Once a route was designed users could see the route, try it themselves, and leave comments about it. Going forward, if enough users are involved and give feedback about the environmental factors inhibiting safety and sustainability of these routes, advocates will be able to demonstrate a problem and show how many people want it fixed. **Implications for health promotion**If advocates for healthy living can capture big data through mobiles apps and communicate findings to stakeholders, it may help speed up changes related to health promotion. The coastal city of San Diego, USA, recently announced that it would use an app called *Get It Done* in order for citizens to immediately report health and safety issues, allowing city officials to respond more quickly. This kind of technology allows everyone to have the ability to gather data, communicate their findings, offer strategies to fix problems, become an advocate, and demand change.**Implications for sustainable development**Using feedback from many individuals in a community may result in a greater shared responsibility for a sustainable development. Recent developments in these coastal areas of Hawaii have included bike-paths, a skate park, and refurbished outdoor recreational areas. Perhaps the involvement and feedback from community members is why people are taking ownership by cleaning-up and respecting the development.  |