



# Complete Streets for Complete Health

**2017 New Jersey Complete Streets Summit**  
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The nation's oldest voluntary lead organization  
dedicated to building healthier lives,  
free of cardiovascular diseases and stroke.



20%  
2020

**By 2020, improve the cardiovascular health of **all Americans** by 20% while reducing deaths from cardiovascular diseases & stroke by 20%.**

# So, How Do We Look Currently?

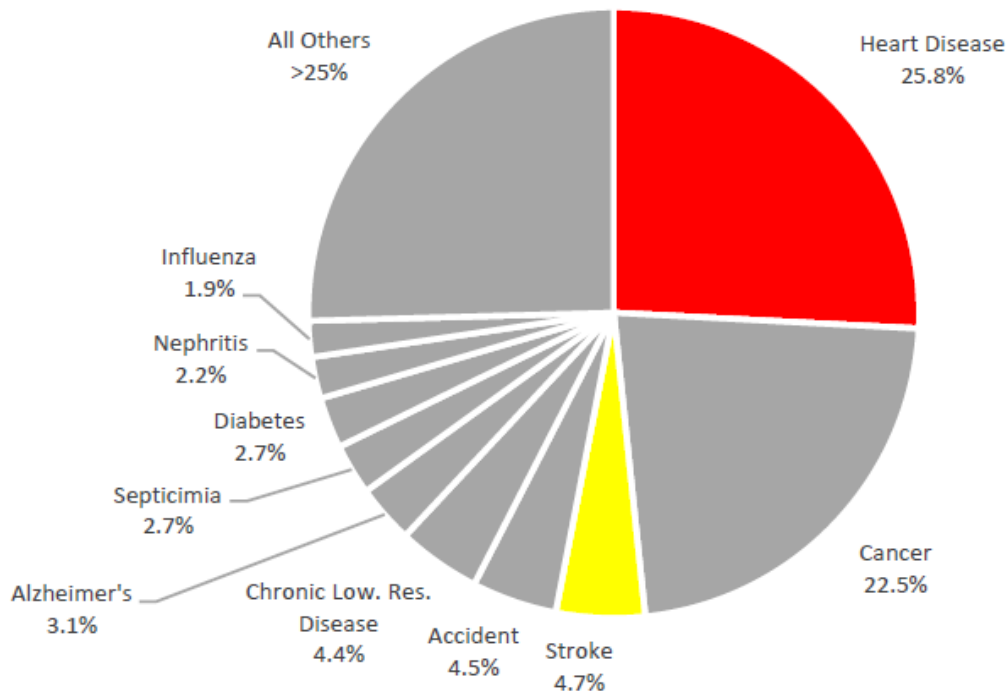


- Cardiovascular disease is the leading global cause of death, accounting for 17.3 million deaths per year, a number that is expected to grow to more than 23.6 million by 2030.
- Nearly 787,000 people in the U.S. died from heart disease, stroke and other cardiovascular diseases in 2011. That's about one of every three deaths in America.
  - About 2,150 Americans die each day from these diseases, one every 40 seconds.
  - Cardiovascular diseases claim more lives than all forms of cancer combined.
  - About 85.6 million Americans are living with some form of cardiovascular disease or the after-effects of stroke.

# But what about New Jersey?



## Leading Causes of Death in New Jersey in 2015\*



- Heart disease is the no. 1 killer in New Jersey
- 18,647 people in New Jersey died of heart disease in 2015
- Stroke is the no. 3 killer in New Jersey
- 3,413 in New Jersey died of stroke in 2015

**New Jersey has the 26th highest death rate from cardiovascular disease in the country.**

# How Healthy is the Garden State?



## ***According to the 2017 RWJ County Health Rankings...***

- 26 % obesity rate
- 14% of adults smoke
- 6.6 days: average # of mentally and physically unhealthy days reported in past 30 days



# But Wait—There is Good News!



“To prevent a heart attack, take one aspirin every day. Take it out for a run, then take it to the gym, then take it for a bike ride...”

Although heart disease and stroke are the leading causes of death, they are also the most **preventable**.

In fact, heart disease and stroke are about **80% preventable** by making healthy lifestyle changes.

# So What Can We Do?

Although there are certain risk factors you can't change...

- Age
- Gender
- Family History

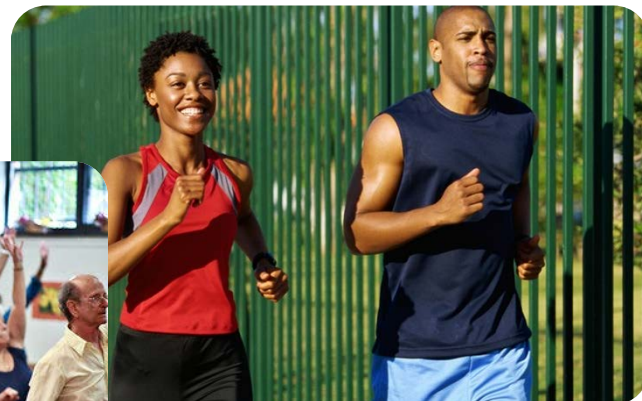
There are risk factors that you CAN change...

- **Physical Inactivity**
- Obesity/Overweight
- Poor Diet
- High Cholesterol
- High Blood Pressure
- Smoking
- Diabetes



# Are We Moving?

- **One in three U.S. adults (30.4%)** do not engage in leisure time physical activities.
- **50%** of children and adolescents don't meet the guidelines of 60 minutes of exercise daily.
- **Less than 5%** of Americans bike or walk to work



# But What About New Jersey?



## New Jersey Adults Reporting No Leisure Time Activity: **22.3%**

- Cumberland County: **27.9%**
- Hudson County: **25.6%**
- Essex County: **25.5%**
- Salem County: **25.5%**
- Atlantic County: **25.3%**
- Camden County: **25.2%**



# How's the Scale?



- Nationally, nearly 36% of adults are considered overweight.
- Nationally, nearly 28% of adults are considered obese.
- Nationally, 35% of children and adolescents are considered obese or overweight.
- **37.3%** of adults in New Jersey are considered overweight.
- **25.2%** of adults in New Jersey are considered obese.

# How Can We Change?



***By making the healthy choice***  
✓ ***the easy choice.***  
✓ ***the accessible choice.***  
✓ ***the natural choice.***

# You Want Solutions?



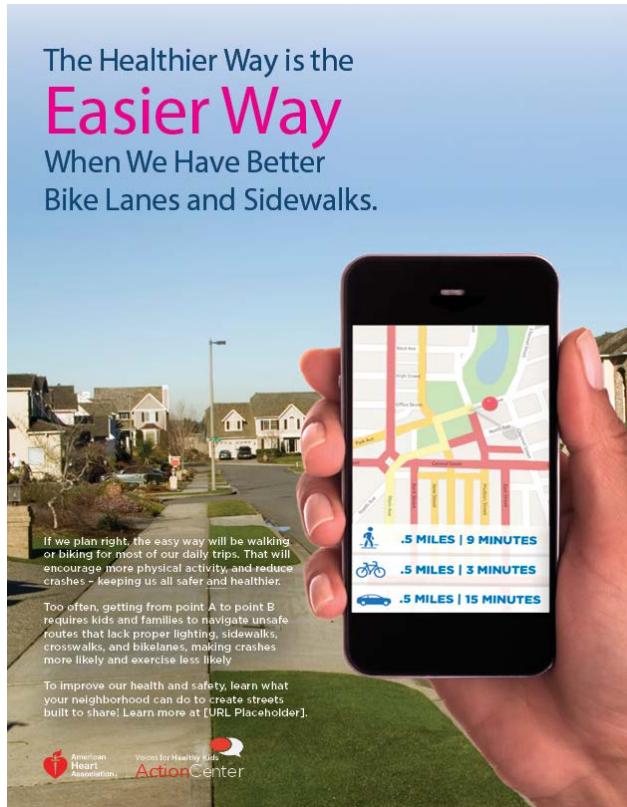
Turns out **THE ROAD**  
TO **HEALTHIER**  
**NEIGHBORHOODS**  
IS LITERALLY  
**A BETTER ROAD.**

Make safe walking, rolling and biking paths  
part of new road design.

Learn more at  
[VoicesForHealthyKids.org/complete-streets](http://VoicesForHealthyKids.org/complete-streets)



# Why Complete Streets?



## Studies show:

- Residents who lived in the most walkable neighborhoods were 35% less likely to be obese compared to those living in the least walkable areas.
- More and better quality sidewalks are associated with higher rates of walking and more adults meeting the daily physical activity recommendations.
- Sidewalks are associated with a lower likelihood of being overweight.

# But wait, there's more!

- People in walkable neighborhoods generally did about 35-45 minutes more minutes of moderate intensity physical activity a week.
- People in walkable neighborhoods were less likely to be overweight or obese than those in low-walkability neighborhoods.



# Who will benefit from Complete Streets?



# It's not just about health...



Studies show:

- Complete Streets have been found to benefit local economies with increased employment.
- Complete Streets projects have seen economic benefits including higher property values.
- Sidewalks and bike lanes support small businesses by increasing foot traffic and customers.
- Complete Streets can help provide up to a 50% reduction in bicyclist injuries and collisions with automobiles.
- Each year, more than 4,000 pedestrians die in traffic crashes and 7% of those are children age 15 and younger. Providing areas to walk separate from car lanes could prevent up to 9 out of 10 of these traffic tragedies.

life is why™

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