

OPEN STREETS

A healthy epidemic



Open Streets: a healthy epidemic and a promising community intervention for the global pandemic of physical inactivity. Learn about the benefits of Open Streets and get ideas for starting a program in your community.

What are Open Streets?

Known as **Ciclovías Recreativas** in Latin America, Open Streets programs **temporarily open streets** exclusively for people so they can enjoy **safe, free space in their city** for cycling, skating, walking, jogging or other activities.

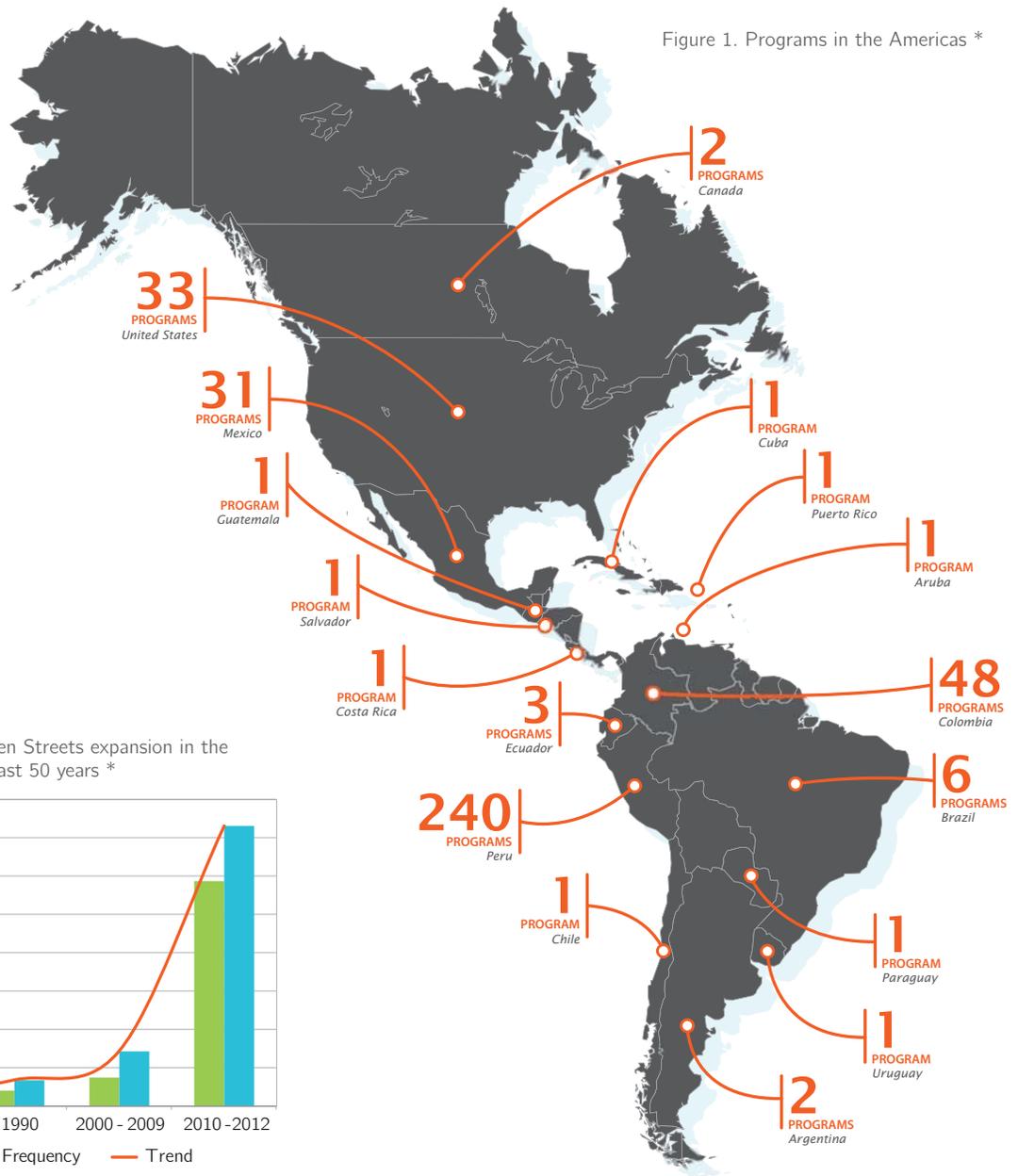
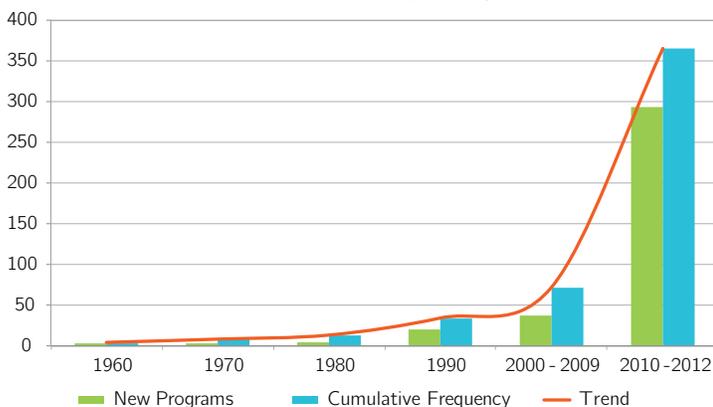


Figure 2. A healthy epidemic: Open Streets expansion in the Americas over the past 50 years *



* The figures show programs with at least two events per year and those that were active in 2012. Data are as up-to-date as possible. The number of programs is continuously growing



A day in the Ciclovía Recreativa (Open Street)
Carrera 15, Calle 87 (Bogotá, Colombia)



Week day traffic
Carrera 15, Calle 87 (Bogotá, Colombia)



300+ cities



1.000+ kilometers



110+ million participants a year



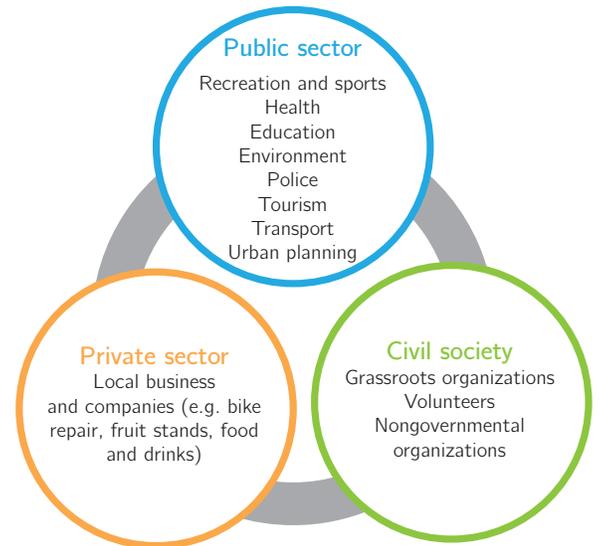
25.000+ hours of free open streets a year

Open Streets do much more than promote cycling.

They include a wide variety of activities:

- Physical activity classes
- Sports
- Culture and education
- Recreation and play
- Local business
- Health promotion
- Pet services

Open Streets are multi-sectoral:



Save money because active people have lower health care costs:

For each dollar invested in:

Bogotá's Ciclovía:	→		3 dollars in health care costs are saved Net savings: 13 million dollars/year
Medellín's Ciclovía:	→		2 dollars in health care costs are saved Net savings: 2 million dollars/year
San Francisco's Open Streets:	→		2.3 dollars in health care costs are saved Net savings: 4 million dollars/year

Problems

Potential solutions

Physical inactivity

Is associated with more than **5.3 million deaths** per year and **increases the risk** of diabetes mellitus type 2, coronary disease, cerebrovascular disease and cancer by **20-30%**.



Open Streets' participants:

- Have a higher prevalence* of meeting physical activity recommendations than the overall population.
- Have a higher prevalence of cycling for transportation.
- Have a lower prevalence of being overweight or obese.

Unsafe streets



Open Streets' participants report feeling safer.

Decreased urban quality of life



On average Open Streets' participants have higher health-related quality of life scores.

Air pollution and noise



Open Streets reduce particulate matter pollution and street noise.

Lack of space for social interaction and recreation Inequity and social exclusion



Open Streets promote social inclusion, social interaction, and equity. Participants come from all socioeconomic strata, and include people with disabilities, older adults, children, families and minorities.

Provide opportunities for economic revitalization of communities.

On average Open Streets' participants score higher on social capital scales.

* Prevalence is the proportion of individuals with a specific characteristic or event at a given period of time.



Sunday Streets (San Francisco, CA, USA)

How much physical activity is recommended?



5 to 17
years

Minimum 60 daily minutes of moderate or vigorous PA that is age-appropriate, enjoyable and varied.



18 to 64
years

Minimum 150 minutes of moderate physical activity or 75 minutes of vigorous physical activity per week.

Moderate activities: walking, cycling, dancing, climbing stairs, aerobics.

Vigorous activities: jogging, running, walking fast, high-impact aerobics, jump rope, singles tennis.

Where to begin?

If you want to begin an Open Streets program in your community, follow these steps:

Step 1

Gather essential technical information to develop a proposal: Route, street conditions, neighborhoods and populations that you plan to include in the program.

Step 2

Get to know and identify the local and national regulations related to physical activity, recreation, and sports that might be useful in building legal arguments for the program.

Step 3

Identify community stakeholders who may support or oppose the proposal. Consider how you will engage stakeholders including community leaders and politicians to support Open Streets.

Step 4

Prepare technical arguments that are useful and interesting for stakeholders.

Step 5

Define suitable messages for the different stakeholders. It is crucial to be able to show them how Open Streets addresses their interests and concerns. Messages should include easy-to-understand and relevant figures and technical arguments.

Step 6

Conduct technical and marketing studies and inform the community about the project.

Step 7

Present the proposal for final approval.

Open Streets' benefits go beyond health. They are promising programs for building healthier, more livable and equitable cities.

For more information and references:
<http://epiandes.uniandes.edu.co/>
<http://cicloviarecreativa.uniandes.edu.co/>

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During the planning phase, make sure to involve the following actors: recreation and sports, health, transportation, education, urban planning, tourism, culture, security and environment. Do not forget about community organizations.



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