

#39 ACTIVE LIVING BY DESIGN (ALBD)

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Website, ongoing

Topic for advocacy Advocacy / HEPA- Physical Activity and Health and Local Clubs / Cycling, transportation and active travel / Obesity and behaviour change

<http://activelivingbydesign.org>

Description of the good example

Active Living By Design (ALBD) was launched in 2002 as a national program of the Robert Wood Johnson Foundation, in response to the growing national crisis of physical inactivity, obesity, and chronic diseases in the United States. The project aims to increase physical activity routines by improving inhabited environments, especially in high-risk areas for obesity and other chronic diseases.

Target - Who can best use this example or document?

Local, state, and national governments, not-for-profit organisations, civil society.

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

It builds evidence on how to improve access to healthy eating and physical activity by focusing on community-based approaches. It is transferable, and it fosters cross-sectoral collaboration among governments, private sector, and advocacy groups.

Learning points - What can we learn from it?

The «active living movement» is a new paradigm which challenges the idea that health is primarily a matter of individual choice, and thus requires more programs and education.

Further information

Active Living By Design (ALBD)

info@activelivingbydesign.org

<http://activelivingbydesign.org/>

**All information in this entry is sourced from the link above and contact mentioned in the document.*