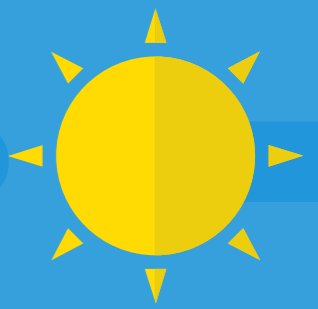


HOW TO EVALUATE PHYSICAL ACTIVITY LEVELS TO CREATE

ACTIVE CITIES



START BY CONSIDERING...

What are you doing as a city now?

What do you want to achieve as an active city, and why?

How will your city become active?

Who is the active city for?

How will you know if your active city programme has worked?

THEN...

BRING PEOPLE TOGETHER

stakeholders, practitioners, communities

MEASURE PHYSICAL ACTIVITY AND OTHER KEY INDICATORS

using valid and reliable methods (see examples below)

GET EXPERT ADVICE

from universities, public health professionals, sector experts

SHARE YOUR FINDINGS

widely to different audiences in a range of ways

REVIEW & REFLECT

WHAT HAVE YOU LEARNT AND WHAT'S NEXT?

HOW CAN YOU MEASURE PHYSICAL ACTIVITY?

Validated surveys, such as the International Physical Activity Questionnaire

Wearable activity trackers

Focus groups

Observing behaviour

Environmental analysis such as a walking surveys, environmental audits

Face to face interviews

WAIT TO GET QUALITY RESULTS

don't rush decisions based on initial results

CONSIDER DELIVERY METHODS

different groups may need different approaches



REMEMBER...

PARTICIPANTS SHOULD BE DEALT WITH SENSITIVELY

considering their needs and involving them in planning stages to co-produce programmes and evaluations

Effective research can tell you what WORKS and what doesn't... saving you time and money, as well as improving the chances of positive changes in physical activity behaviours