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
- GET EXPERT ADVICE from universities, public health professionals, sector experts
- MEASURE PHYSICAL ACTIVITY AND OTHER KEY INDICATORS using valid and reliable methods (see examples below)
- 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
- Observing behaviour
- Environmental analysis such as a walking surveys, environmental audits
- Focus groups
- 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

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

Advice by researchers from in partnership with

Remember…