

## BACKGROUND

- Rural residents are less likely to be physically active than urban residents, in part due to lack of physical activity (PA) infrastructure.
- Open streets events, where roads are temporarily closed to motorized vehicles, provide safe spaces for PA and have the potential to become sustainable rural community infrastructure.
- Open streets initiatives are modeled after those held in Bogotá, Columbia, where the term "ciclovía" was coined to describe this type of event.
- Since 2017, we have collaborated with a rural community to implement an open streets event, named ciclovía.
- In 2019, the ciclovía was adopted as a community-wide program.



Community banner promoting local event.

## STUDY PURPOSE

- This study describes the process of progressing ciclovía from a research intervention to a community-adopted program.

## METHODS

- We used community-based participatory research to foster bidirectional learning to ensure the ciclovía is feasible and acceptable for rural communities while maintaining fidelity to the original program.
- The community-academic partnership focused on:
  - Understanding the science of ciclovía.
  - Learning the implementation process.
  - Creating tools to facilitate planning, implementation, and evaluation of ciclovía.
  - Developing transition steps from a research intervention to a community adopted program.

## CONCLUSION

- The progression from a research intervention to a community-adopted program encompasses multiple steps that involve bidirectional learning and partnership with the community. Lessons learned from this study are integrated into a ciclovía planning guide.



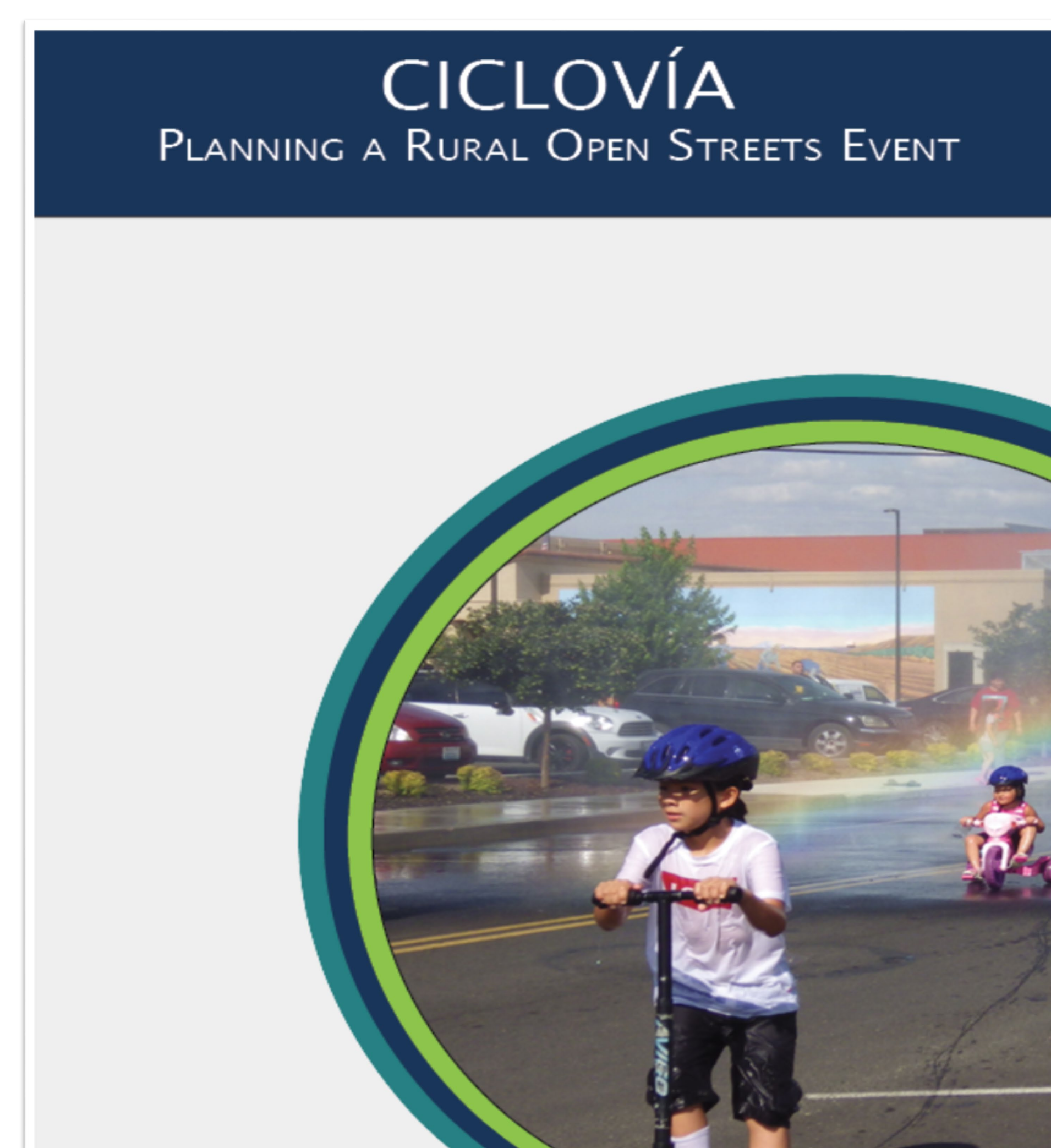
Left: Community members enjoying hula hoop field activity. Right: Community member enjoying the closed street, helmets provided by local community organization.

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## RESULTS

- The progression of the ciclovía from research intervention into community adoption spanned two years.

- Understanding the science of ciclovía. The partnership met quarterly to discuss the ciclovía event, its utility, and adaptation for rural communities.
  - Ciclovía's origin as a community-led social movement where communities claimed the streets for PA.
  - Passage of ciclovía from Colombia to the USA and adoption by the high SES communities.
  - Application and adaptation of ciclovía to local context with the goal of sustainability.
- Learning the implementation process.
  - A smaller steering committee formed to lead the planning and the implementation of the ciclovía
  - Roles and responsibilities delineated for the community and researchers.
    - The community identified a place for ciclovía, secured city permits to close streets, enlisted volunteers, and provided input in the marketing tools.
    - Researchers created the marketing tools, implementation checklist, and led the evaluation.
    - Both community and researchers identified the activity hubs for families and children.
  - The implementation was iterative, where lessons learned from previous year were discussed and consensus was reached to incorporate new elements to improve future ciclovías.
- Creating tools to facilitate planning, implementation, and evaluation of ciclovía. The partnership created the ciclovía planning guide and tools for communities to implement their own ciclovía.
  - The planning guide included step-by-step instructions on how to implement ciclovía.
  - Tools included a standard operating procedure, planning timeline, planning checklist, event map, schedule of events, and evaluation tools.
- Developing transition steps from a research intervention to a community adopted program. The partnership established transition steps from research to community adoption:
  - Creating roles and responsibilities:
    - Community leading the planning and implementation of the event.
    - Researchers providing assistance with planning meetings, co-managing the planning checklist, updating event flyers and banners, co-funding supplies, and overseeing the evaluation.
  - Implementing ciclovía using the planning guide
  - Engaging new stakeholders
  - Convening listening sessions for improvement
  - Community attendance at ciclovía doubled from 189 individuals (126 children and 63 adults) when it was a research intervention to 394 individuals (277 children and 117 adults) when it was a community program.



Left: Cover of planning guide. Right: Community members enjoying a game of volleyball.

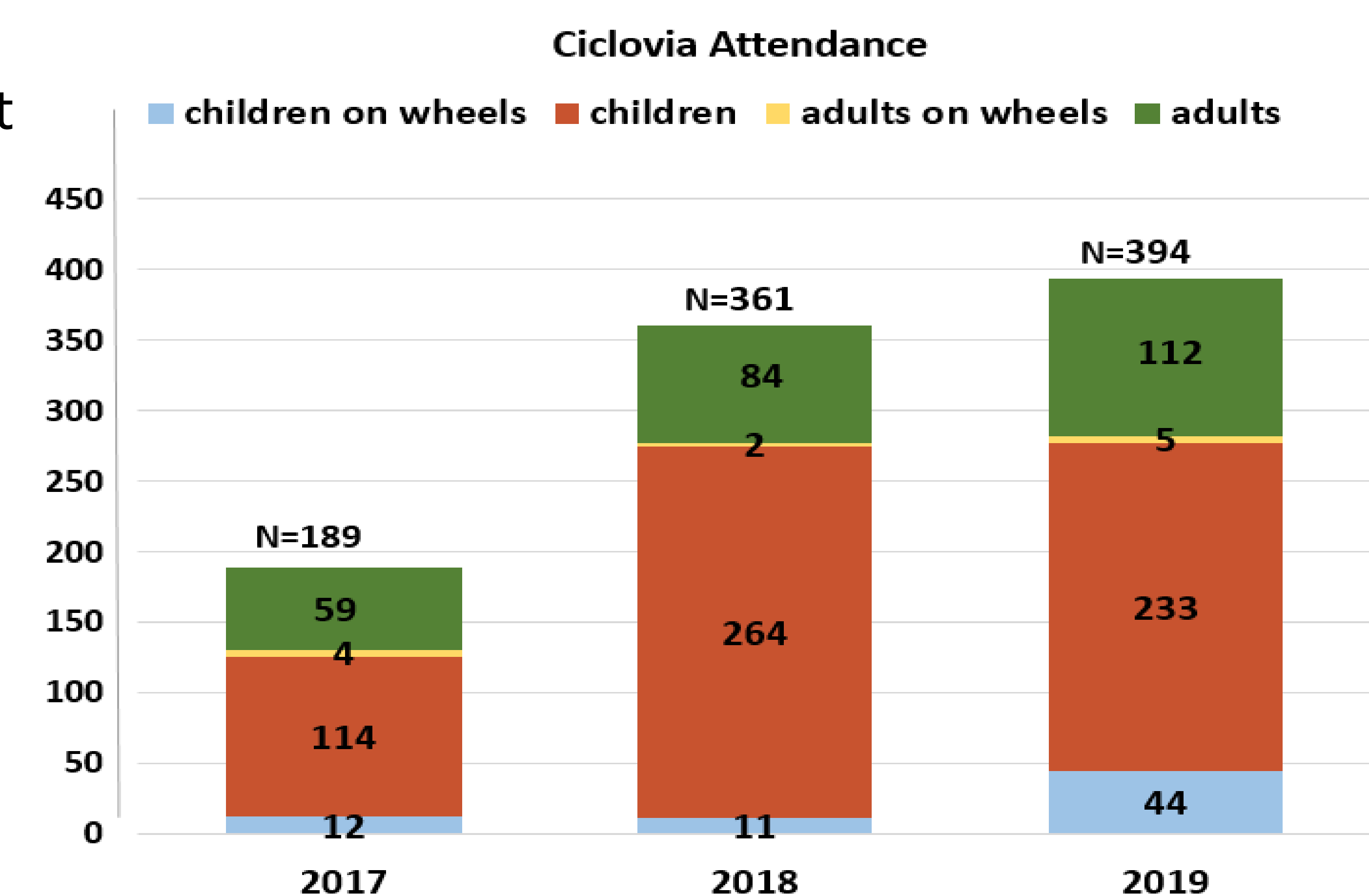


Figure 1 ciclovía attendance 2017-2019.

