



TAIL ON THE TRAIL: Healthy Living Initiatives

SUMMARY

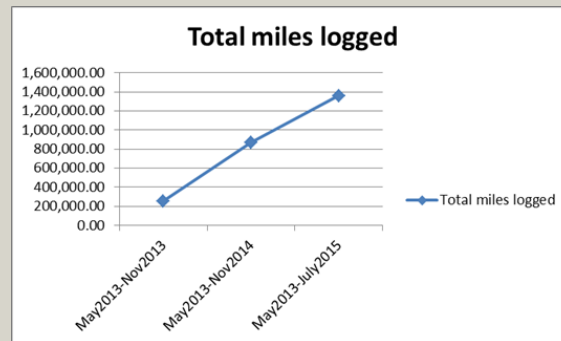
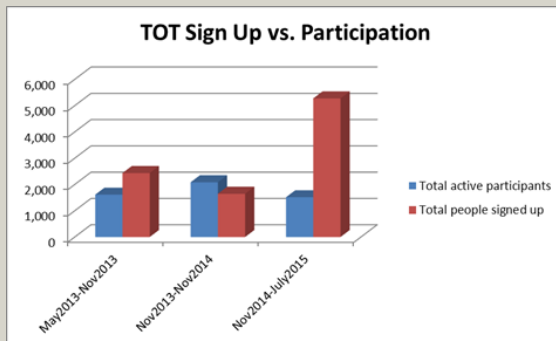
Since 2013, SLUHN and the Delaware & Lehigh National Heritage Corridor (D&L) have been encouraging community members to get out and get active walking, biking or running on local trails. Through a six month, 165 mile challenge and a winter 30 miles in 30 days challenge, participants are asked to log miles to earn incentives for being physically active.

HIGHLIGHTS

- Get Your Tail on the Trail recently won the American Trails' "Trails for Health Award" for our community's outstanding commitment to improving access to trails and promoting their use and importance for increasing physical activity. Presentation of the award occurred at the 2015 International Trails Symposium held in May in Portland, Oregon.
- TOT presentations occurred at the Pro Walk/Pro Bike/Pro Place conference in Pittsburgh, PA and the Go Local for Health Summit organized by South Mountain Conservation Landscape Partnership.
- Get Your Tail on the Trail has taken the program to social media. Participants were challenged to put pictures of their Get Your Tail on the Trail gear on Facebook this past year. Pictures from all over the United States were posted demonstrating how active our participants have been.

SUCSESSES

- Since the initial 165 mile challenge in May 2013, a total of 1,360,597.80 miles have been logged by participants.
- 116% increase in the number of TOT participants who have signed up for the program from 2013 to 2015.
- A total of 1,512 participants are logging miles in the current 165 mile challenge.



CHALLENGES & NEXT STEPS

- Active program participation varies seasonally and has decreased by 27% from 2013-2014. The decrease could be due to program staff ensuring the program remains a community based initiative focusing on residents of the Lehigh Valley versus out-of-state participants.
- Collecting population health data to align with the hospital's Community Health Needs Assessment has been challenging for this program. We are actively working to redesign data collection methods for the TOT program for FY16.

