2015 RICHMOND REGION
FITNESS SCORECARD

Leading the Charge to Make Our Community
the Most Physically Active in the Nation

ACTIVE RVA ™

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I. Introduction

The Active RVA movement supports people from all corners of the Richmond area to live an active lifestyle. Countless studies have shown that a host of chronic diseases can be prevented by moderate physical activity. A healthier community contributes to more productive workplaces, and students who get daily exercise perform better in the classroom. By supporting and celebrating active living for all residents, we can make Richmond the most active region in the country.

To aid in this quest, Active RVA produces a yearly scorecard of the region's fitness level. Among other factors, the evaluation is based on the best data currently available that measures residents' physical activity levels and chronic disease rates, as well as miles of paved multi-use bike trails and bike lanes.

Every Richmonder, regardless of age or income level, deserves a more attractive and vibrant place to live where safe opportunities to walk, run, dance, swim, bike or workout abound. Active RVA believes that a community that measures and celebrates its goals and achievements is more likely to succeed in the long run at staying focused on the end result - making our region the most physically active in the nation.

Sports Backers provides staff and operational support for the Active RVA movement. For more information about how your company, school, or organization can also support the Active RVA movement, please visit the www.activerva.org website.

II. Richmond Region Fitness Scorecard Program

The data points used for the scorecard calculation are a combination of data used in the American College of Sports Medicine (ACSM) American Fitness Index (which are reported by reputable agencies and organizations for the metropolitan area), estimates of youth risk behaviors used in the Virginia Atlas of Community Health, and the current inventory of paved, multi-use bike trails and lanes in the Richmond region, as measured and compiled by Sports Backers staff. The data used includes the following (applies to adult population unless otherwise noted):

- Percent any physical activity or exercise in the last 30 days
- Percent meeting CDC aerobic activity guidelines
- Percent meeting both CDC aerobic and strength activity guidelines
- Percent obese
- Percent in excellent or very good health
- Percent with angina or coronary heart disease
- Percent with diabetes
- Percent of youth(age 14-19) classified as obese
- Percent of youth (age 14-19) inactive
- Percent bicycling or walking to work
- Miles of paved multi-use trails and bike lanes in the Richmond region

This year, the ACSM updated their report to include the data points concerning the percent meeting CDC aerobic activity guidelines and percent meeting CDC aerobic and strength activity guidelines in place of the previous data point on percent physically active at least moderately. Both of these indicators are based on new questions added to the Behavior Risk Factor Surveillance Survey (BRFSS) and replace questions about moderate and vigorous physical activity, which are no longer asked. Data points on percent of youth obese and percent of youth inactive are also new additions to the report, as these are important statistics to take into account when measuring the health and fitness of our region's population.

A greater weight was assigned to the first three data points pertaining to physical activity, as these are good indicators of the overall activity levels of residents of the Richmond region. The remaining eight data points were also weighted, and the Richmond Region's data scores were then divided by the target goal for each indicator (or in cases where it is better to have a score that is equal to or lower than the target goal, the target goal was divided by Richmond's score). The resulting number was then multiplied by the assigned weight for that indicator to reach an overall score for that category. The 11 category scores were combined to reach the overall physical activity score for the Richmond region.

*miles of multi-use trails/bike lanes, percent of youth obese, and percent of youth inactive were divided by 1, since there is not yet a nationally or locally recognized target goal in place for those categories

*percent of youth (age 14-19) inactive is classified as those who did not participate in at least 60 minutes of physical activity on any day during the seven days before the survey
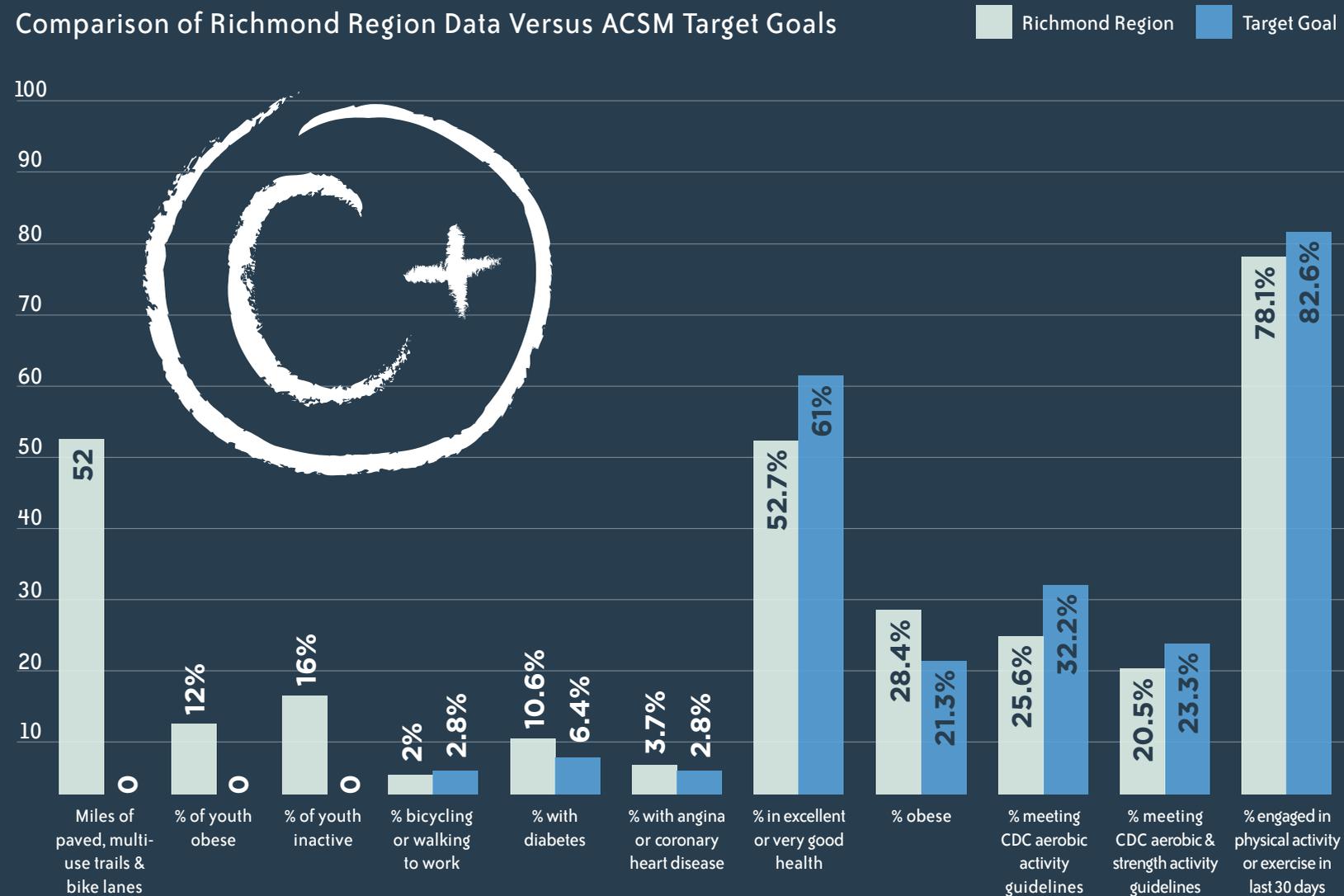
*target goals: for personal health indicators, the target goal is the 90th percentile for Metropolitan Statistical Areas (MSAs) during 2008-2012; for the new personal health indicators (CDC aerobic guidelines, CDC aerobic and strength guidelines) the target goals were 90 percent of the 2014 values

For community health indicators (percent biking/walking to work), target goal is MSA average for 2008-2012

III. Richmond Region Fitness Grade

Comparison of Richmond Region Data Versus ACSM Target Goals

Legend: Richmond Region · Target Goal

Category	Richmond Region	Target Goal
Miles of paved, multi-use trails & bike lanes	52	0
% of youth obese	12%	0
% of youth inactive	16%	0
% bicycling or walking to work	2%	2.8%
% with diabetes	10.6%	6.4%
% with angina or coronary heart disease	3.7%	2.8%
% in excellent or very good health	52.7%	61%
% obese	28.4%	21.3%
% meeting CDC aerobic activity guidelines	25.6%	32.2%
% meeting CDC aerobic & strength activity guidelines	20.5%	23.3%
% engaged in physical activity or exercise in last 30 days	78.1%	82.6%

Richmond is Striving to be in the Top 10 Percent in the Country

As the data shows, there are indicator areas where the Richmond Region is showing steady improvement, along with several areas where the region struggles, leading to the overall grade of C+. The percent of people in excellent or very good health fell, from 55.8 in 2014 to 52.7 on the current scorecard, while Richmond is also worse than 20 percent of the target goal for the new category of percent or people meeting CDC guidelines for aerobic activity.

The data is improved in multiple categories compared to the 2014 scorecard. The percent with any physical activity in the last 30 days is up by almost 10 percentage points, while there were decreases in the 'chronic health problem' categories of percent obese, percent with angina or coronary heart disease, and percent with diabetes. There was also a slight increase in the percent of people biking or walking to work, from 1.8 percent to 2 percent. Continued improvement is needed in each of these categories to meet or exceed the target goals, but the advancements indicate that progress continues to be made towards reaching the target goals.

There are several significant updates to the data regarding the number of paved, multi-use trails and bike lanes in the region. The City of Richmond completed its first Bicycle Master Plan this year and installed its first-ever buffered bike lanes, helping to result in a four-mile increase in bike lane infrastructure region-wide. The total number also includes the trails and paths in parks throughout the area, which are vital for both recreation and transportation.

The ACSM American Fitness Index set the target goal for personal health indicators to be the 90th percentile for Metropolitan Statistical Areas (MSAs) during 2008-2012, while for the new personal health indicators the target goals were 90 percent of the 2014 values, so in aiming to meet or exceed the target goals, Richmond is striving to be in the top 10 percent in the country in these personal health indicators.

The goal of the Fitness Scorecard is to use the most relevant data that is available, such as the CDC's Behavioral Risk Factor Surveillance System (BRFFS) and the Youth Risk Behavior Study, which use self-reported data to study metropolitan statistical areas. However, as with any survey that relies on self-reported data, there are certain limitations that need to be understood when interpreting the data, such as the underreporting of behavior considered socially unacceptable or the overreporting of behavior that is considered desirable. There can also be variances in data from study to study depending on how and where the data was collected, but the aim remains to use the most relevant and accepted studies and measurements.

By embracing and celebrating an active lifestyle, residents, schools, businesses, and community leaders can transform greater Richmond into the most physically active community in the nation where all residents have a healthier and higher quality of life.

IV. Appendix - Data Sources

Percent any physical activity or exercising in the last 30 days:
2012 CDC BRFFS (via ACSM American Fitness Index)
http://www.cdc.gov/brfss/annual_data/ annual_2012.html

Percent meeting CDC aerobic activity guidelines:
2011 CDC BRFFS (Via ACSM American Fitness Index)
http://www.cdc.gov/brfss/annual_data/ annual_2011.htm

Percent meeting CDC aerobic and strength activity guidelines:
2011 CDC BRFFS (Via ACSM American Fitness Index)
http://www.cdc.gov/brfss/annual_data/ annual_2011.htm

Percent obese:
2012 CDC BRFFS (via ACSM American Fitness Index)
http://www.cdc.gov/brfss/annual_data/ annual_2012.html

Percent in excellent or very good health:
2012 CDC BRFFS (via ACSM American Fitness Index)
http://www.cdc.gov/brfss/annual_data/ annual_2012.html

Percent with angina or coronary heart disease:
2012 CDC BRFFS (via ACSM American Fitness Index)
http://www.cdc.gov/brfss/annual_data/ annual_2012.html

Percent with diabetes:
2012 CDC BRFFS (via ACSM American Fitness Index)
http://www.cdc.gov/brfss/annual_data/ annual_2012.html

Percent bicycling or walking to work:
U.S. Census – 2012 American Community Survey – 1-Year Estimates
(via ACSM American Fitness Index)
http://factfinder2.census.gov/faces/nav/jsf/ pages/index.xhtml

Percent of youth (age 14-19) classified as obese:
2014 Virginia Atlas of Community Health
www.atlasva.com

Percent of youth (age 14-19) inactive:
2014 Virginia Atlas of Community Health
www.atlasva.com

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Sports Backers provides staff and operational support for the Active RVA movement.