Vickery Is Active

Qualitative Analysis Report
Focus Groups & Key Informant Interviews

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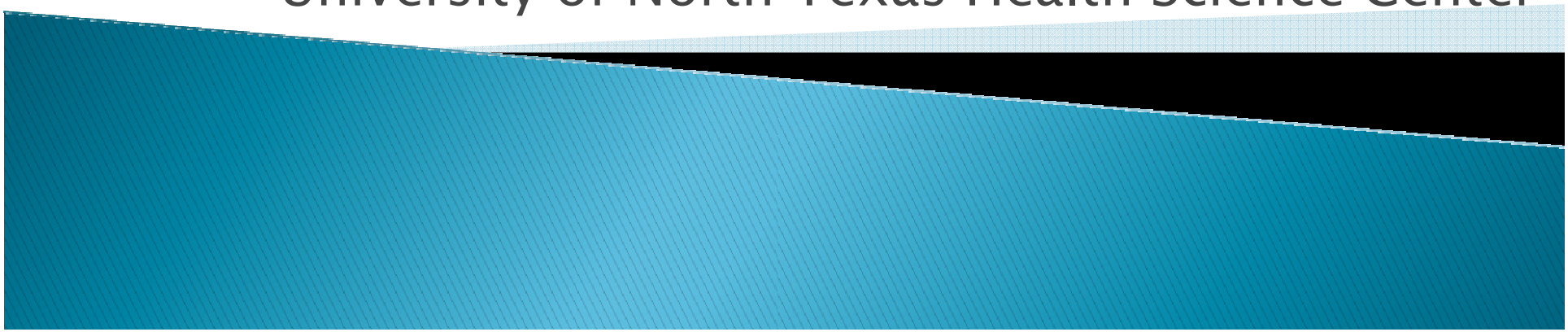
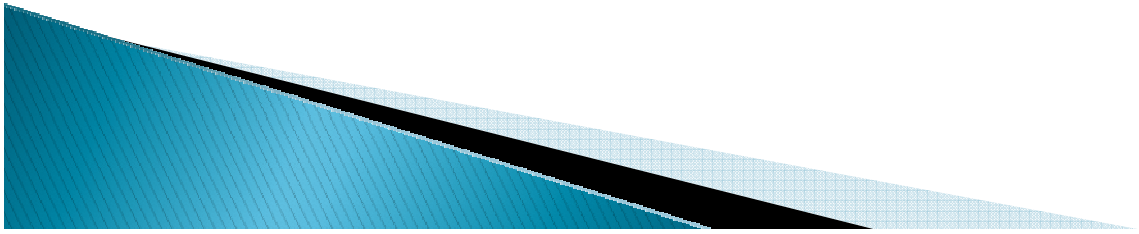


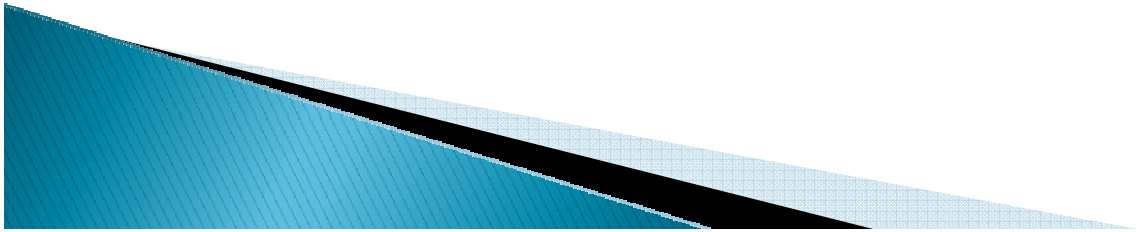
Focus Group Procedures

- Purpose
  - To gather information from the community's perspective on how to promote walking in a high-crime, urban area.
  - Focus group questions were derived from the Social Ecological Model.
    - Individual characteristics
    - Interpersonal characteristics
    - Environmental characteristics



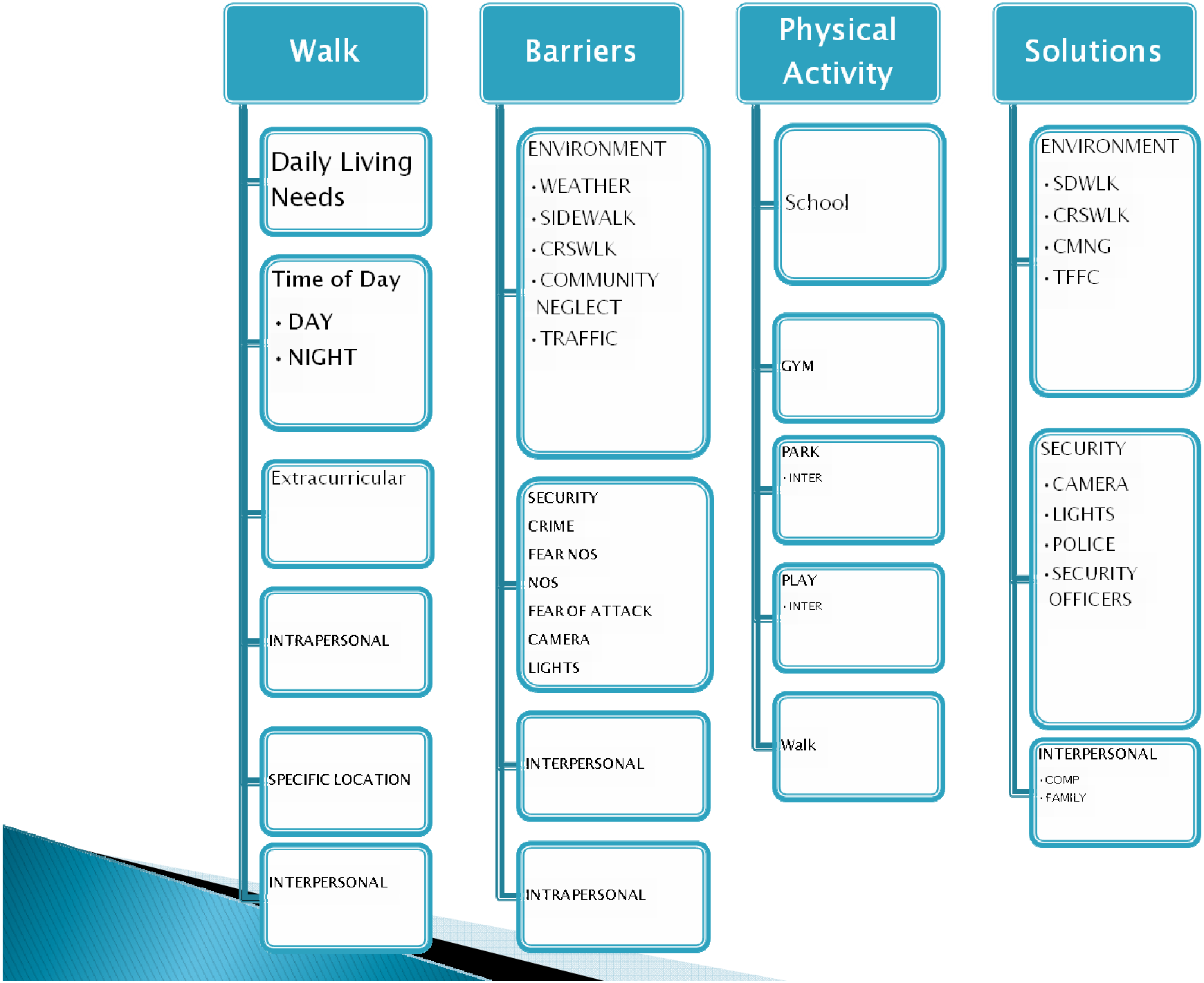
Study Population

- Adults
  - 61 Adults (age 18 – 65 years)
  - 72% were female
  - 33% spoke Spanish, 18% spoke Nepali, 25% spoke Burmese, 8% spoke Arabic, and 16% spoke English
- Youth
  - 63 children (ages 6 – 17 years)
  - 57% were male; 43% female
  - 48% Hispanic, 24% African American, 3% Caucasian, 25% Other (mostly refugee population)

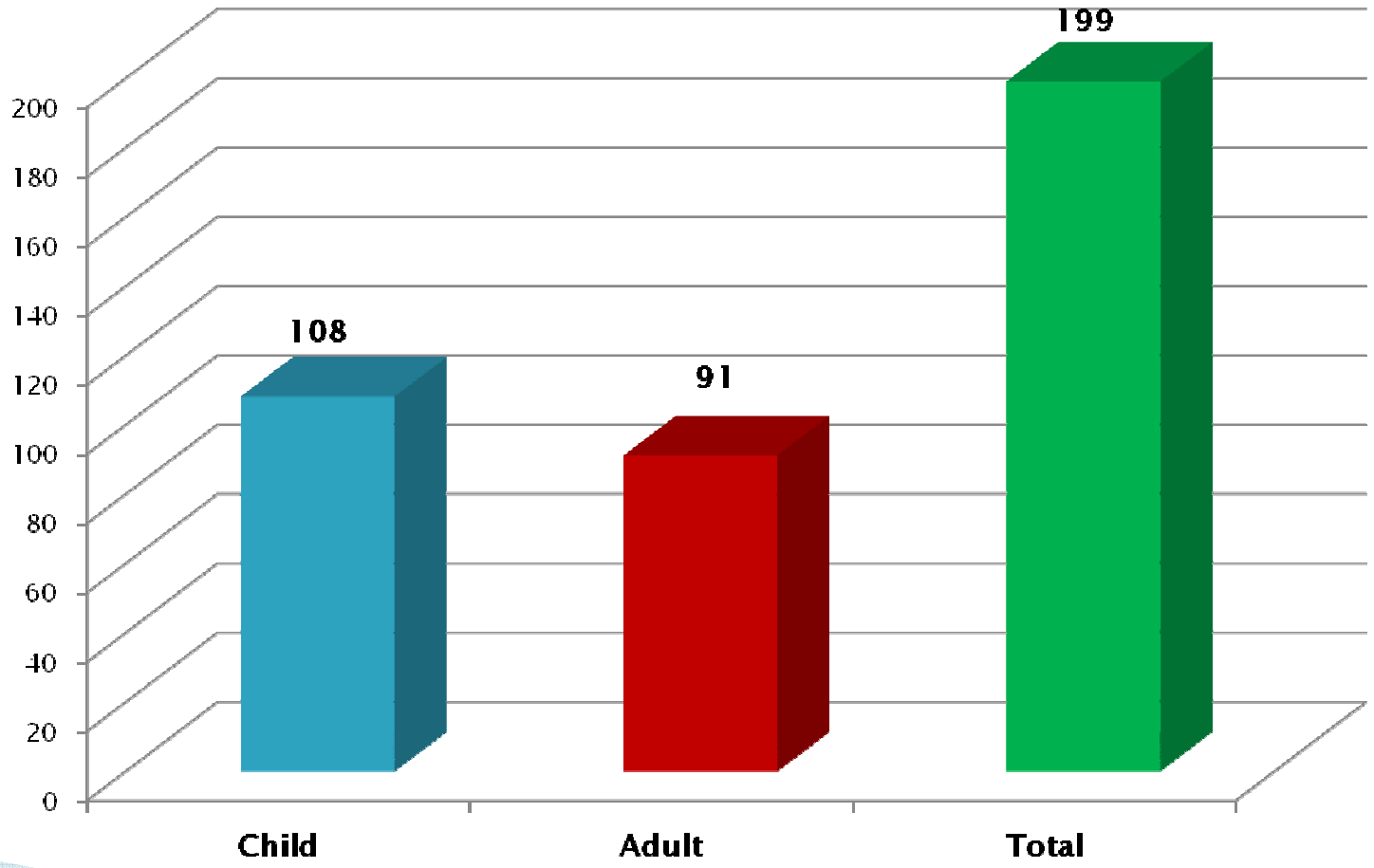


Focus Group Questions

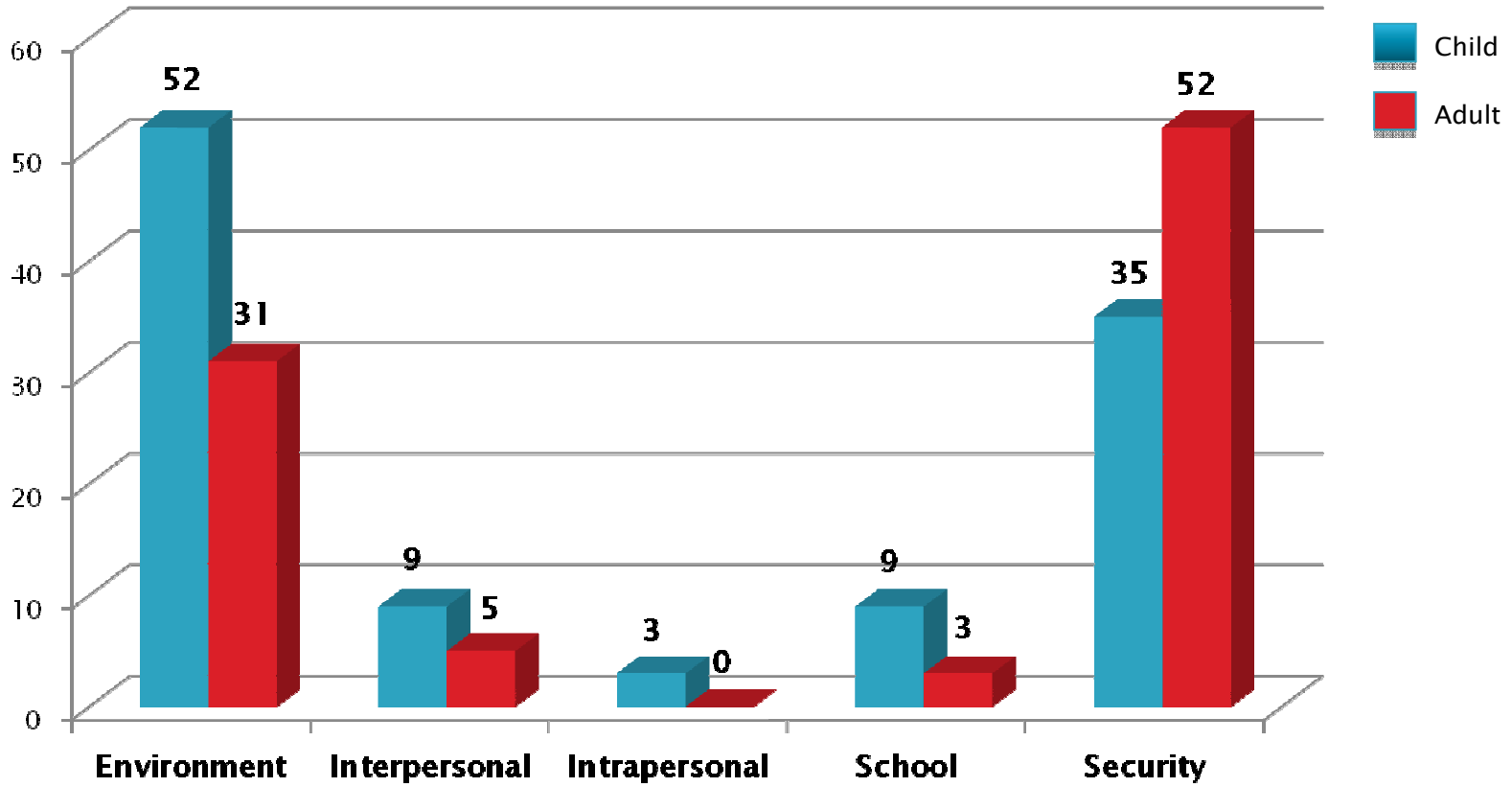
- Think about the last time you walked in the neighborhood.
- What helps you walk or be physically active in your neighborhood?
- What makes it hard to walk or be physically active in Vickery Meadow?
- If you could make walking or being physically active easier to do in your neighborhood, what would you do?
- Does the school encourage children to walk or bike to school?


Walk
Daily Living Needs
Time of Day
• DAY
• NIGHT
Extracurricular
INTRAPERSONAL
SPECIFIC LOCATION
INTERPERSONAL
Barriers
ENVIRONMENT
• WEATHER
• SIDEWALK
• CRSWLK
• COMMUNITY NEGLECT
• TRAFFIC
SECURITY
CRIME
FEAR NOS
NOS
FEAR OF ATTACK
CAMERA
LIGHTS
INTERPERSONAL
INTRAPERSONAL
Physical Activity
School
GYM
PARK
· INTER
PLAY
· INTER
Walk
Solutions
ENVIRONMENT
• SDWLK
• CRSWLK
• CMNG
• TFFC
SECURITY
• CAMERA
• LIGHTS
• POLICE
• SECURITY OFFICERS
INTERPERSONAL
· COMP
· FAMILY

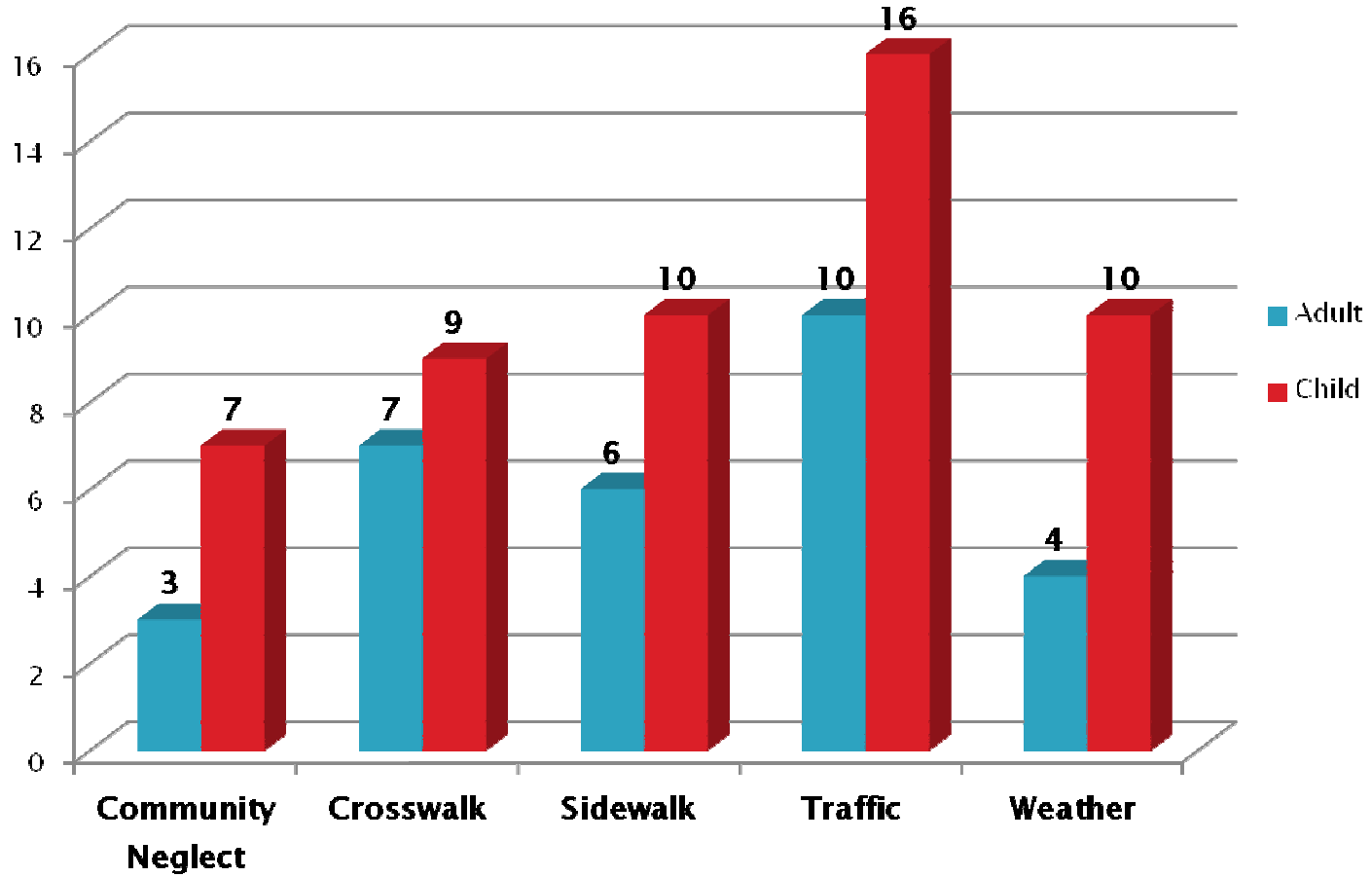
Overall Reported Barriers to PA



Major Themes for Barriers to PA



Specific Environmental Barriers



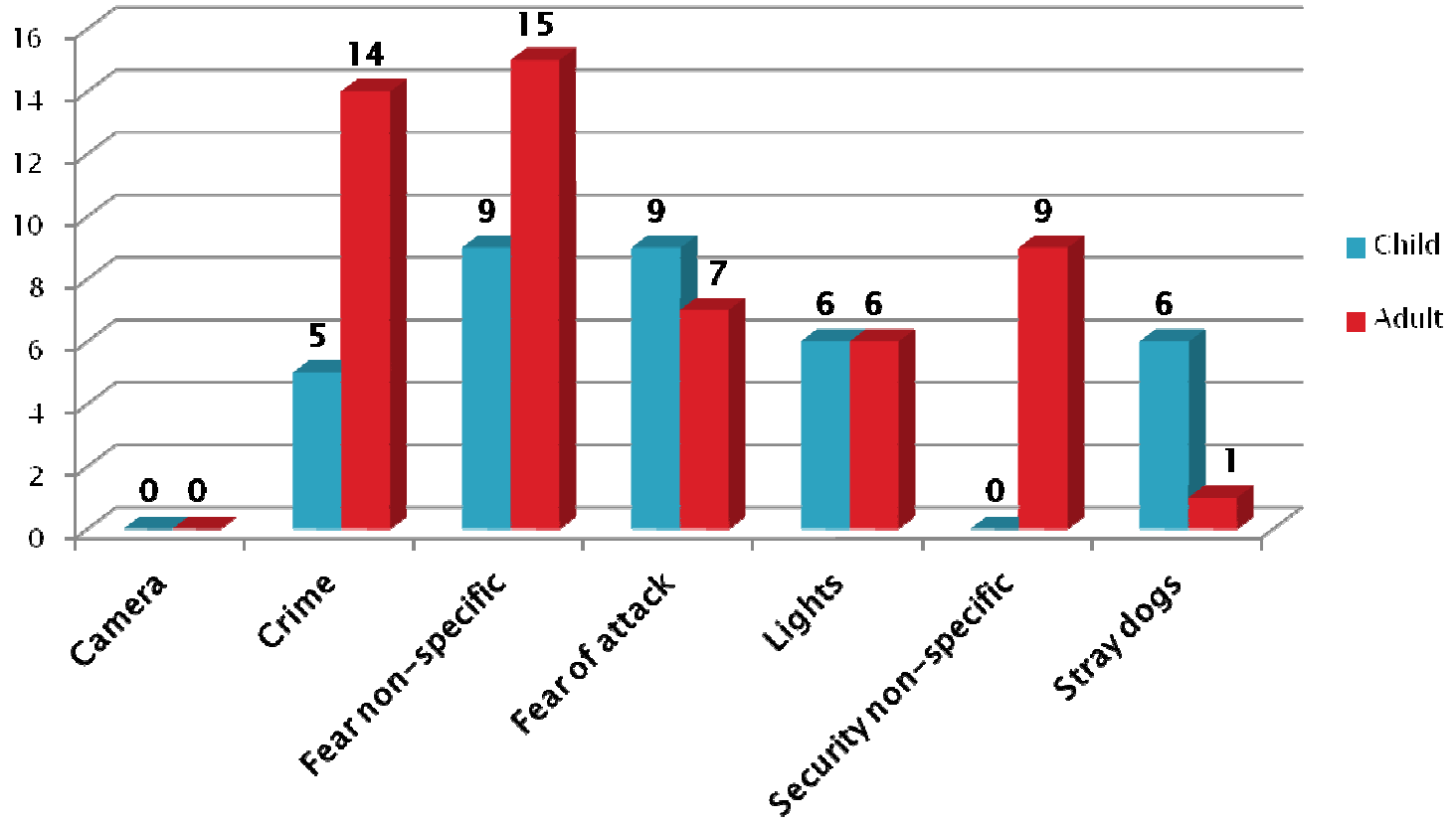
What Vickery Meadow community members are saying:

- Youth
  - *The lights are confusing? I do not know which one to walk with…*
  - *Sometimes you jaywalk because there are not good crosswalks*
  - *If there is a crossing guard, then I'll walk there, but if there isn't I will jaywalk*
  - *The bridges, the sidewalks are very, like small…a family can't walk like this…have to go out to the street*

What Vickery Meadow community members are saying:

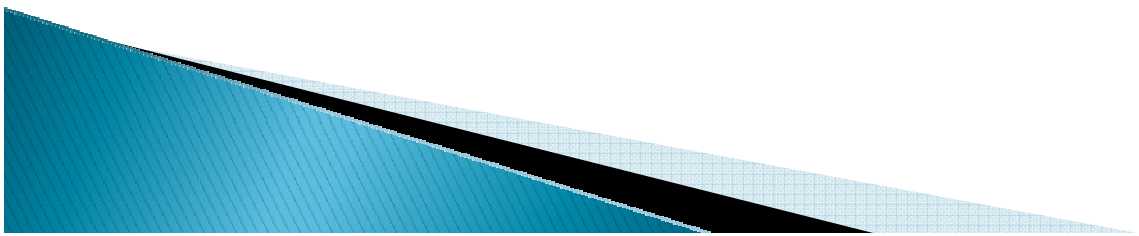
- Adults
  - *They run when they cross the street…because cars are so fast and never stop…never end*
  - *There's no sidewalks, a lot of places no sidewalks*
  - *Sometimes an apartment is not constructed or something like that…you can see the holes*
  - *There is a hole in the fence*
  - *The light is not working for cross walks*

Specific Security Barriers



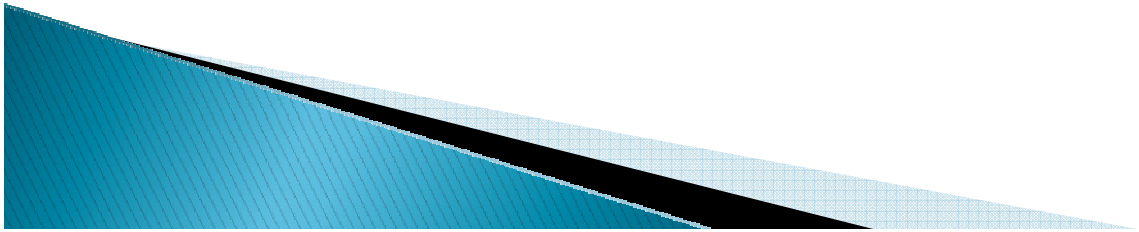
What community members are saying:

- Youth
  - *You see the drunks…get a feeling some drunk is going to do something to you*
  - *People are watching you or following you*
  - *I think they were gang members following…I felt scared*
  - *Sometimes the lights don't work*
  - *You can't see*
  - *On the way home there are a lot of people who are on drugs*

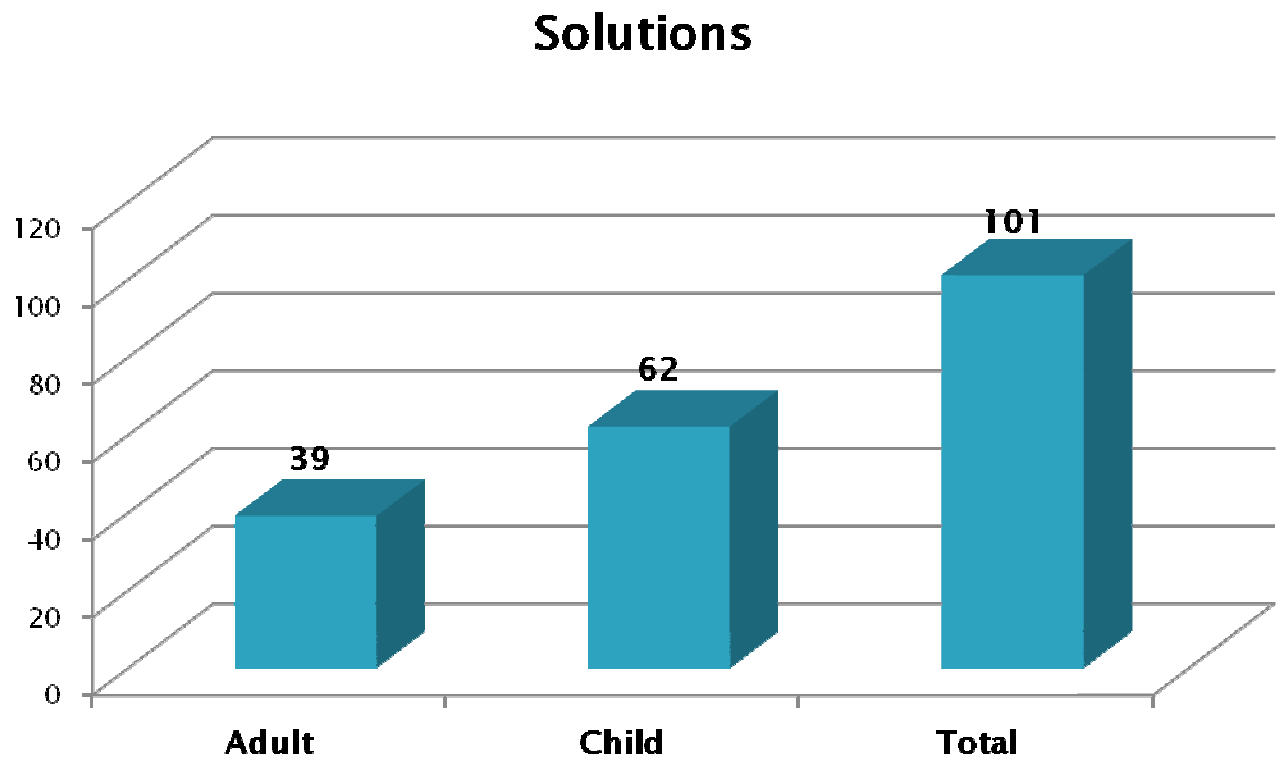


What community members are saying:

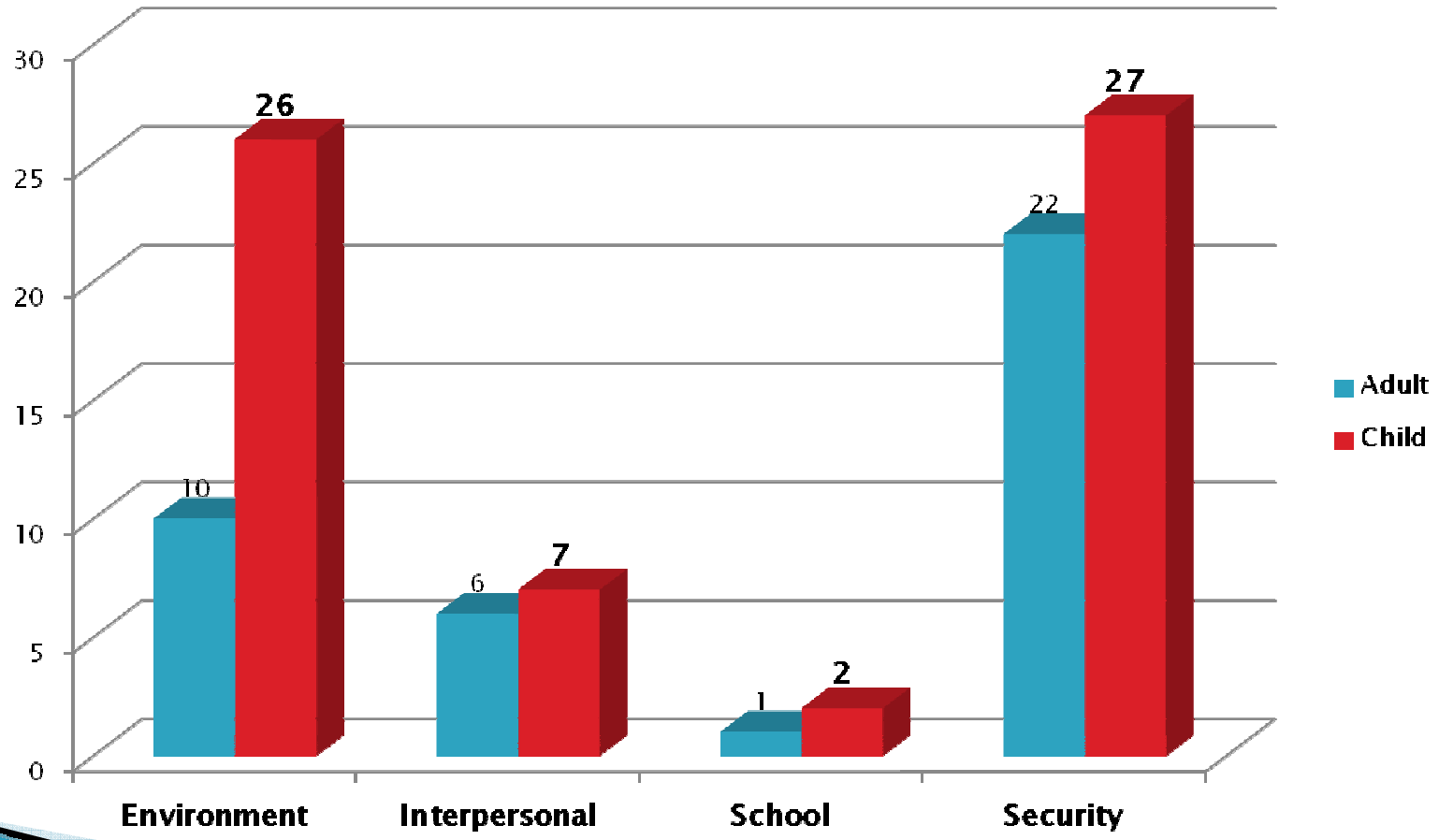
- Adults
  - *Every time I go with my kids outside, I do not feel safe and the gait is always open*
  - *They do not do nothing to protect us…*
  - *The lighting on the streets are dull, they are not bright…*
  - *Outside by the road…they are doing drugs behind there*
  - *Someone was hitting and kicking the door*
  - *It is very scary and risky to walk*
  - *I feel every moment that somebody will do something bad to me…be careful all the time*
  - *They snatch whatever we have from our pockets…*



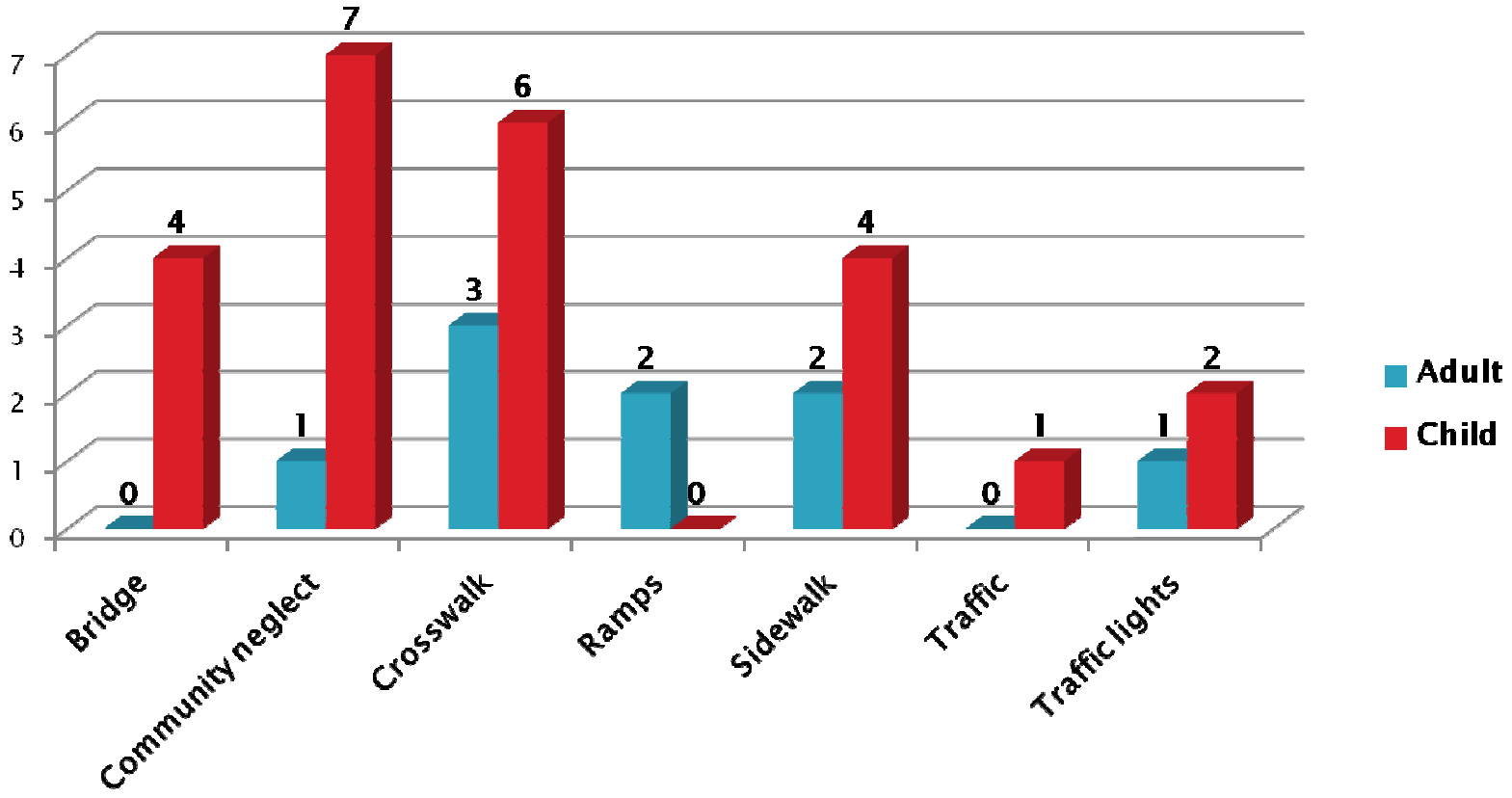
Total Reported Solutions to Increasing PA



Major Themes for Solutions to Increase PA

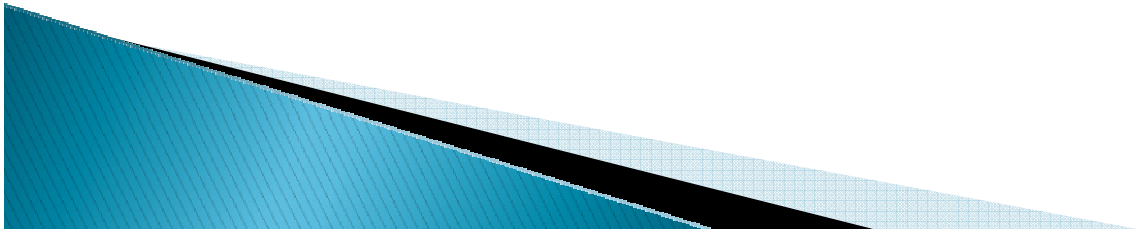


Specific Environmental Solutions



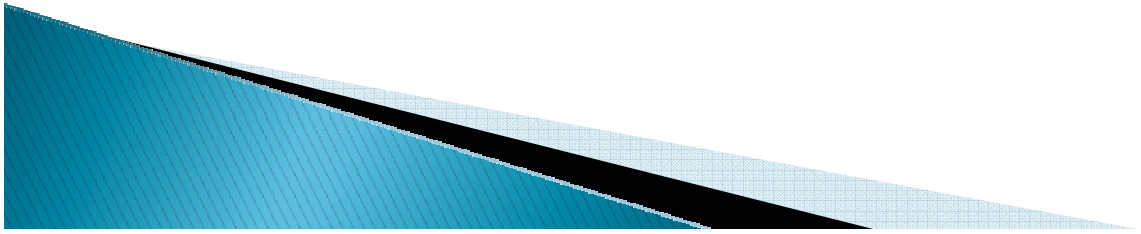
What community members are saying:

- Adults
  - *Sidewalks make it easier to walk*
  - *Something to post…about where to cross*
  - *People need to know about how to…push the button*

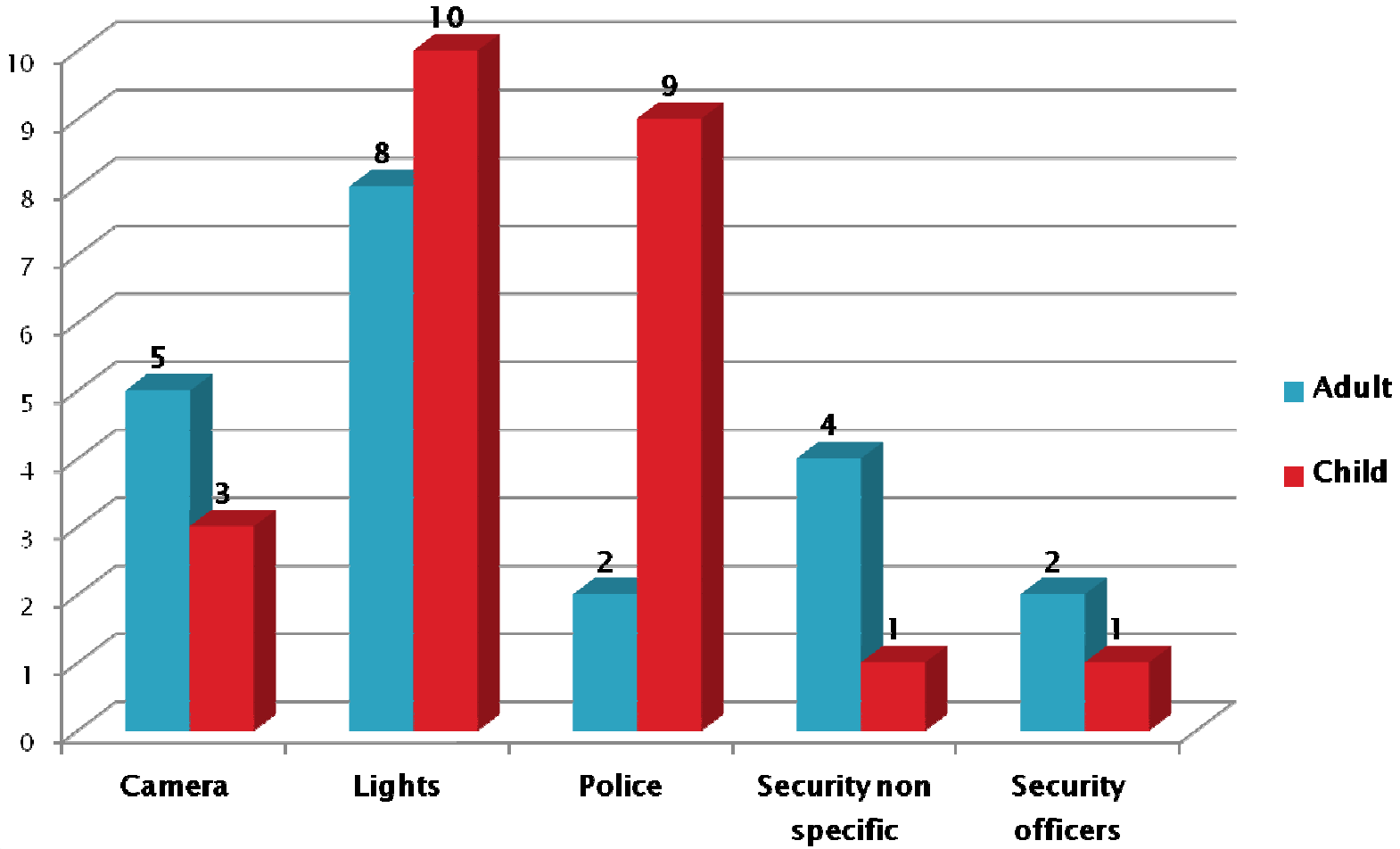


What community members are saying:

- Youth
  - *Have more traffic lights*
  - *Fix the sidewalks so you don't fall*
  - *Better sidewalks would make it easier to have strollers*
  - *Trying to get to the park…more sidewalks and crosswalks*
  - *Change the landscaping*
  - *More trees for shade*
  - *Feel safer if there was not as much graffiti around*



Specific Security Solutions



What Community Members are saying:

- Adults
  - *I want protection when I walk, I want to safely*
  - *So people that do not live there cannot get in*
  - *Around this area, there is not as much policeman…sometimes it is…making sure children get home safely*
  - *Mornings there is not a lot, but in the night there is*
  - *If they have more cameras it would be easier*
  - *More lamps because some streets are dark*

What community members are saying:

- Youth
  - *In the morning, there is no light…it is dark in the mornings*
  - *If we had more cameras then you would feel safer*
  - *More cameras would be good because teachers can't see everything*
  - *We need to have more light because people who are driving, they can't see people*
  - *Would you have more security guards?- Yes*

Take Home Message

- The majority of participants walk in VM to meet daily living needs
  - Mostly during daytime hours
- Most common barriers reported were security followed by environmental:
  - Children report more environmental related barriers to PA
  - Adults report more security related barriers to PA
- Most common solutions were security related followed by environmental solutions.
  - Children suggested more environmental solutions than adults

Implementation of Improvements

- These findings in combination with a walkability led to the following improvements:
  - Repairs to crosswalks, traffic lights, and street lanes
  - Installing stop signs, speed limit signs, and lighting around schools
  - Construction of walking path
  - Creation of peer-walking groups