



Media Advisory

July 31, 2012

## San Marco Residents Design Community to Ensure a Healthy Future

*Health Planning Council of Northeast Florida and Healthy Jacksonville Childhood Obesity Prevention Coalition to release a community-based vision that outlines how the community will grow in the future.*

### THE ISSUE:

- In order to protect the integrity of residential neighborhoods and revitalize the business district, residents in San Marco proactively invested time and resources to intentionally design the type of community they want to live in. The *San Marco By Design* report reflects the community's desire to take an active role in shaping the future of the neighborhood, while retaining the authenticity that makes San Marco a desirable place to live and work. [Read](#) the details of the report.
- Compact, walkable neighborhoods such as San Marco are safe, effective and efficient. Walkable communities are defined by what makes a person's or family's life easier. When someone can walk to a destination, it helps develop a healthy culture in his or her neighborhood. In that culture, people walk to a destination because they can and they spend their money in local businesses.

### WHAT:

Dan Burden, executive director of the Walkable and Livable Communities Institute, will be the keynote speaker at the community celebration event. Students involved with the *Safe Routes to School* initiative at Julia Landon College Prep will be on hand to share their experiences in building a community that is safe for walking and biking to school.

### WHEN:

Friday, August 3 | 9:00 - 11:00 a.m. | Keynote presentation 10:15 - 10:45 a.m.  
*An optional walk audit will begin at the conclusion of the main program.*

### WHERE:

Southside Baptist Church | 1435 Atlantic Boulevard | Jacksonville, FL 32207

### INTERVIEW

#### OPPORTUNITIES:

- Dan Burden, executive director of the Walkable and Livable Communities Institute
- Laureen Husband, director, Healthy Jacksonville
- Valerie Feinberg, director of urban planning, Health Planning Council of Northeast Florida
- Students from *Safe Routes to School* at Julia Landon College Prep

### MORE

**INFO:** The mission of the [Health Planning Council of Northeast Florida, Inc.](#) is to develop regional, unbiased research and evidence-based initiatives that promote healthy communities, lifestyles and improve accessible, quality health care.

The mission of the [Healthy Jacksonville Childhood Obesity Prevention Coalition](#) (HJCOPC) is to prevent and reduce childhood obesity in children and adolescents by promoting healthy and active lifestyles for children in Duval County.

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