Case Study

Walkable Washington

The Walkable Washington program grew out of the Feet First Cities Program. It showcases exceptional pedestrian-oriented improvements, community groups and outreach programs; maintains a statewide network for key contacts and stakeholders including an annual symposium; and provides assistance with Safe Routes to School, walking audits and other educational activities and programs.

Healthy Communities Challenge Day
Marysville, WA

Description and purpose
Marysville began its annual Healthy Communities Challenge Day in 2009 as part of a larger effort to promote a more active and healthy community. The recent focus on improving health in Marysville comes in response to a study that named Marysville’s zip code as the largest—in terms of weight—in Snohomish County.

The event introduces attendees to local health and fitness agencies and healthy food vendors, and also provides fitness demonstrations such as Zumba, hula hoop, and jump roping. The free event features giveaways (hula hoops and jump ropes) and free family health screens. Challenge Day is an excellent source for health and fitness information for families in Marysville, yet is also a fun event for kids and adults alike to look forward to and enjoy.
Costs and funding
The faith-based community in Marysville is very active in support of the Challenge Day; they assist with some funding and set-up for the event. Allen Creek Elementary School hosts the event and the Marysville School District is a community partner. A full list of community partners and supporting sponsors is available on the City of Marysville website linked below.

Implementation time-frame
Challenge Day happens annually in the summer and has been going on since 2009.

Community involvement
Healthy Communities Challenge Day is supported by many members of the community including faith groups, health and fitness organizations, hospitals, local farms and military.

Benefits and results
This event is in line with a larger movement in Marysville towards a healthy community. While the Healthy Communities Challenge Day provides useful information to residents of Marysville, the event’s benefits are closely tied to the efforts of the Community Health Improvement Project and the Healthy Communities Initiative. The combined efforts of these organizations show improvement in the general health and activity of the residents of Marysville. The success of Challenge Day can be seen in the increasing number of new and returning attendees, and supporting vendors each year. The most recent Challenge Day boasted approximately one hundred vendors and one thousand children with their families in attendance.

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Resources
Marysville Healthy Community Challenge Day website

Photo courtesy of City of Marysville.