



UNIVERSITY OF MINNESOTA
TWIN CITIES

Congress - Crow

Laboratory of Physiological Hygiene
School of Public Health
Stadium Gate 27
611 Beacon Street S.E.
Minneapolis, Minnesota 55455

March 16, 1982

TO: Richard Crow
FROM: Henry Blackburn
SUBJECT: Physical Activity Campaign

You and your group are to be congratulated for an active, varied, and integrated campaign. I trust that you are in close enough touch with media to know that they're meeting the deadlines you require. Let me know if there is any problem. With regard to the physical activity tabloid, I think it should be relatively inexpensive to print as many as you want the first time rather than going back, and I think they can be used at the health education center, as well as the community-based activities and at the newspaper. So be sure that you are getting enough copies.

I would suggest that you write to the Minneapolis Park Board and indicate that you are trying to encourage the bicycling activities that they have around the lakes and parkways in other Minnesota communities and you would like to know if they have a procedural list of how to do it effectively and safely.

As you can imagine, we were a little concerned to hear that your team has apparently acted independently of design concepts, related in turn to evaluation efforts and what you want to find out. There should be joint thinking between your team and evaluation, and I am sure you will get together promptly with Dan Wackman so that he can indicate possibilities. You can suggest ideas of questions you might be asking concerning the effectiveness of the various modes of your strategy which is important for you to do to justify future activities. I guess I fault Maury (not you and Kevin) for not providing you with a behavioral framework for the campaign plan but I am sure he will help you now. Look at Becky Mullis' plan also for some ideas.

/jml

bpc: M. Mittelmark

*✓ 3/16/82
jml*