

# THE ROLE OF DESIGN IN PUBLIC HEALTH AND HEALTH CARE: A NEW PARADIGM TO INCREASE PHYSICAL ACTIVITY AND OTHER OUTCOMES

## DISCUSSANTS:

Jamie Bussel  
The Robert Wood Johnson  
Foundation

Phil Bors  
Active Living by Design  
National Program Office, School  
of Public Health, University of  
North Carolina—Chapel Hill

Michael Rothman  
The Robert Wood Johnson  
Foundation

## SESSION DESCRIPTION:

The purpose of this session is to develop dialogue among public health and design researchers and practitioners to identify how they can best collaborate to address significant public health issues impacted by design. The main focus of this session is to identify how physical inactivity and its associated consequences are creating a major public health and health care burden in

the United States, and how design might play a role in alleviating this crisis through activity-friendly design strategies. Research on the environmental correlates of physical activity is a high priority in public health, and design researchers have expertise needed for these interdisciplinary studies. The purpose of this session is to familiarize participants with the public health problem of physical inactivity, how to promote active living, and to discuss ways in which design practitioners and researchers can contribute to this emerging new paradigm. The goal of this session will be to identify how we move this nascent research and practice effort to a more detailed level of investigation and implementation so that so that conclusions can be translated into specific research, policy and practice strategies.

*Jamie Bussel* will describe the relationship between design and health. She will outline The Robert Wood Johnson Foundation's Active Living initiative and other related programs supported by the foundation (RWJF).

*Phil Bors* will provide an overview of the session and identify data that document the central role design in promoting active living and improved public health.

*Michael Rothman* will discuss a specific role of design and how it applies to health care settings and its impact on patients, families, and providers. He will also describe what RWJF is doing in the "care at the bedside" team and specifically what we are considering in the architecture competition.