

# Taking a ride through history









# Barriers (or Opportunities)



- Routing
- Credibility
- Honor History
- Impact Health
- Community Involvement



# Center for Minority Health

Graduate School of Public Health  
The University of Pittsburgh

[www.cmh.pitt.edu](http://www.cmh.pitt.edu)

The mission of the Center for Minority Health (CMH) is to improve the health and wellbeing of racial and ethnic minority populations by eliminating health disparities as defined in Healthy People 2010.



SEPTEMBER 18, 2008

# Take a Health Professional to the *People*<sup>®</sup>

The Healthy Black Family Project<sup>®</sup>  
A Project of the Center for Minority Health  
Graduate School of Public Health  
University of Pittsburgh

For more information call  
**412-624-5665**  
or visit our website  
[www.cmh.pitt.edu](http://www.cmh.pitt.edu)



- Affect the health and wellbeing of African Americans
- Replicable outcomes







“The Underground Railroad Bicycle Route demonstrates how to use cultural tailoring designed to get people moving. We are very excited about our partnership and the contributions we can make together toward the elimination of racial and ethnic health disparities.”

*Dr. Stephen Thomas, The Center for Minority Health, University of Pittsburgh*



# Pittsburgh Major Taylor Cycling Club





***Adventures for the  
Pittsburgh Nine***

**- Tackling the “Big Ride”  
in 2007**



**- And the Youghiogheny  
Trail in 2008**



# Advisory Board

- History
  - Public Health
  - Minority Health
  - Civil Rights
  - Spiritual
  - Recreation
  - Education
  - Media
  - Libraries
  - Transportation
- Cross section of the country
  - Auxiliary members
  - Additional Advisors







[www.nps.gov/history/ugrr](http://www.nps.gov/history/ugrr)



[www.webjunction.org](http://www.webjunction.org)



[www.freedomcenter.org](http://www.freedomcenter.org)



Research and  
Map a  
representational  
path from the  
Deep South to  
Canada

Use the  
“Follow the  
Drinking Gourd”  
Spiritual







**Publish maps: long distance and short day rides**

# Spur Routes

Pittsburgh – Erie

## Day Trip Maps

In partnership with local communities







Attract new demographics  
to Cycling



Dr. Thomas & Mario  
from the Center for  
Minority Health, Norm  
Peterson from UPMC  
and Yuji Komoto from  
Japan











Partner with communities to develop, map and promote the route





**Annual Emancipation  
Day Parade**

**Owen Sound, ON**

**August 4, 2007**



Generate major visibility for the route, the Underground Railroad and bicycling through outreach, promotions and special events

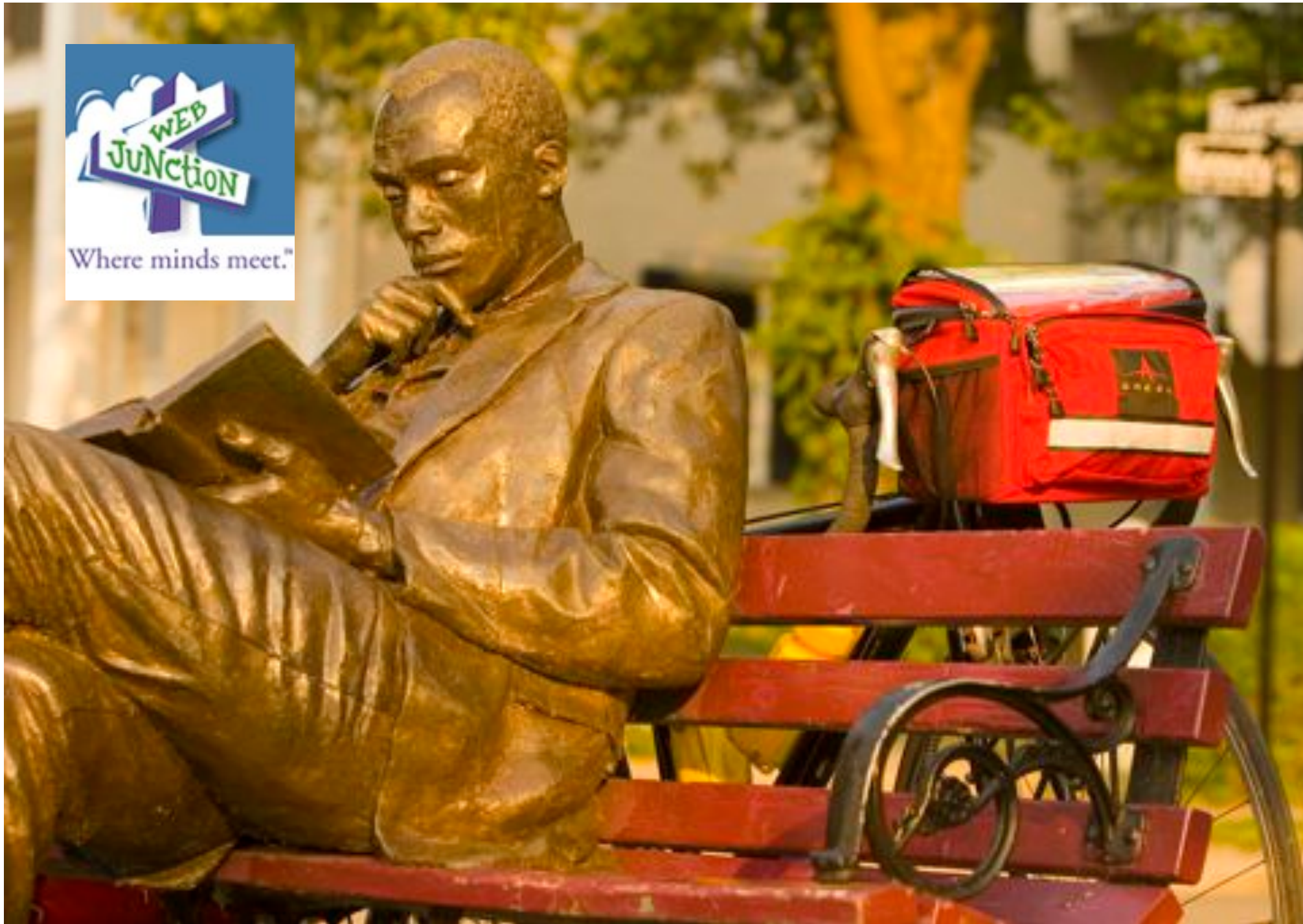


WPXI





**Produced by WPXI Television**  
**Pittsburgh, Pennsylvania**  
**A Cox Broadcasting Company**





**Educate  
Cyclists about  
this important  
part of  
American  
History**

[www.adventurecycling.org/ugrr](http://www.adventurecycling.org/ugrr)



Eventful



# Interpretive





**Informative**



# Historic











**“The diversity of the group was fabulous! I loved the historical sites along the way and the events set up each night were wonderful.”**

*- Sherri Crawford, Evanston, IL*

## HEALTH & HISTORY: BIKING THE UNDERGROUND RAILROAD



© 2008, Bronx Lab

### A JOURNEY BY THE BRONX LAB SCHOOL

In August 2008, 8 students of the Bronx Lab School will spend 8 days cycling a section of the historic Underground Railroad. Titled, "Health and History: Biking the Underground Railroad," this 200-mile bike trip will be an extraordinary opportunity for the "Bronx Lab Underground Railroad Riders" to discover a significant period of our nation's history while experiencing the joy and beauty of the physical activity of bicycling.

The journey will foster self-discovery, teamwork and leadership, and physical fitness. It is an experience which will provide unique learning opportunities about our past, and insight into ourselves.

The Bronx Lab  
Underground Railroad  
Bikers' during the  
week of departure for  
2008.  
July 28, 2008



# What Can You Do?

## Come up with an Innovative Idea:

- Think about what makes your trail or community unique
- What interests the demographic you are attempting to attract?
- Utilize Libraries or other non-profit or public groups for outreach opportunities
- Think: *Health, Recreation, Tourism and History*

# What Can You Do?

## Set Goals and Go:

- Explore ways to partner with others in your community or nationally
- Be willing to stretch beyond the known!
- Be strategic about funding
- Utilize multiple resources
- Invite the media to tell the story
- Be **INCLUSIVE** in your images, thoughts and intentions