

# CDRR Summit

## Physical Activity & Nutrition

Jennifer Church, MS, RD  
PAN Program Manager  
KDHE

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# It is All About Policy, Environmental Systems Change



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Foodtrust.org

# MAPPS

- Evidence-based strategies that when combined can have a profound influence on improving health behaviors:

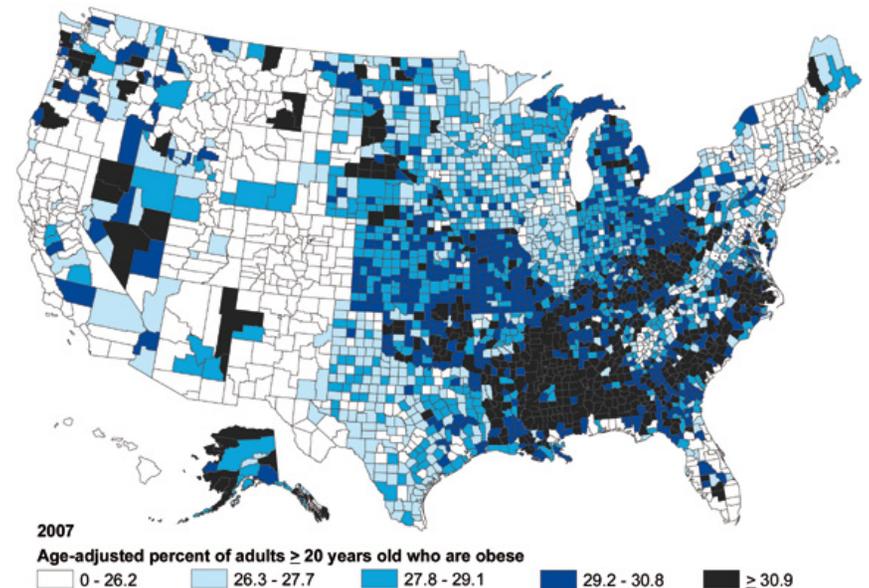
Media

Access

Point of Decision

Price

Social Support/Services



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# Media

- Nutrition

- Media and advertising restrictions consistent with federal law
- Promote healthy food/drink choices
- Counter-advertising for unhealthy choices



- Physical Activity

- Promote increased physical activity
- Promote use of public transit
- Promote active transportation (bicycling and walking for commuting and leisure activities)
- Counter-advertising for screen time

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# Access

- Nutrition
  - Healthy food/drink availability
  - Limit unhealthy food/drink availability
  - Reduce density of fast food establishments
  - Eliminate transfat through purchasing actions, labeling initiatives, restaurant standards
  - Reduce sodium through purchasing actions, labeling initiatives, restaurant standards
  - Procurement policies and practices
  - Farm to institution, including schools, worksites, hospitals, and other community institutions
- Physical Activity
  - Safe, attractive accessible places for activity
  - City planning, zoning and transportation
  - Require daily quality PE in schools
  - Require daily physical activity in afterschool/childcare settings
  - Restrict screen time (afterschool, daycare)



# Point of Decision Information

- Nutrition

- Signage for healthy vs. less healthy items
- Product placement & attractiveness
- Menu labeling

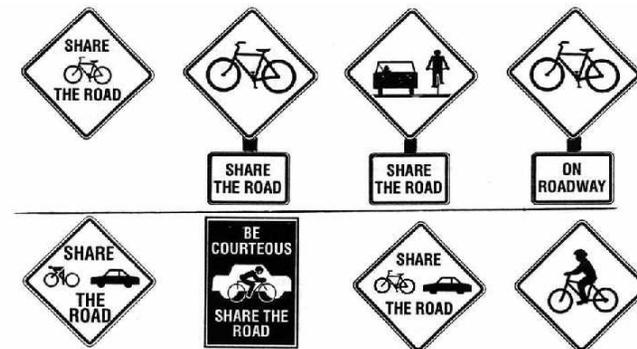


Premium & Double Stacked Subs		The Feast <small>(Pepperoni, Salami, Sliced Ham, Roast Beef, Turkey &amp; Cheese)</small>	
Cal	6" Sub	Cal	6" Sub
590	THE FEAST 5.29	330	DOUBLE* Turkey Breast 4.99
520	BIG PHILLY CHEESESTEAK 5.29	480	DOUBLE* Sweet Onion Chicken Teriyaki 5.49
580	PASTRAMI 5.29	420	DOUBLE* Subway Club® 5.29
		630	DOUBLE* Italian B.M.T.® 5.29
			Make Any Premium or DOUBLE* STACKED* Sub* (660-1260 cal) A FOOTLONG Add 3.00

\*Refers to Premium and DOUBLE STACKED\* subs with at least 4 oz. of meat per 6" sub or 8 oz. of meat per footlong.  
\*DOUBLE\* refers to sandwich meat content only.

- Physical Activity

- Signage for neighborhood destinations in walkable/mixed-use areas (library, park, shops, etc)
- Signage for public transportation, bike lanes/boulevards

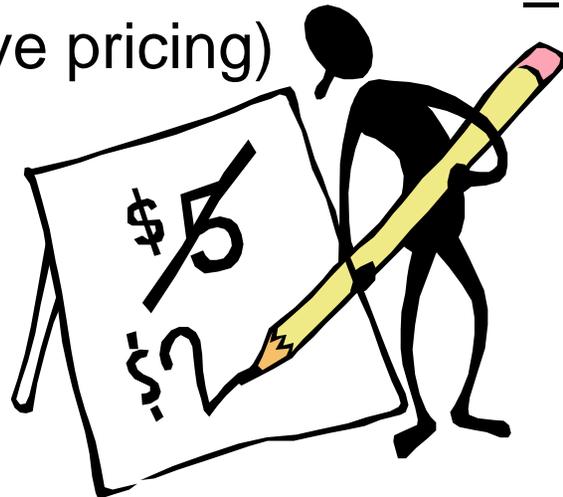


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# Price

- Nutrition

- Changing relative prices of healthy vs. unhealthy items (e.g. through bulk purchase/procurement /competitive pricing)



- Physical Activity

- Reduced price for park/facility use
- Incentives for active transit
- Subsidized memberships to recreational facilities

# Social Support/Services

- Nutrition

- Support breastfeeding through policy change and maternity care practices



The CDC Guide to  
**Breastfeeding**  
Interventions

- Physical Activity

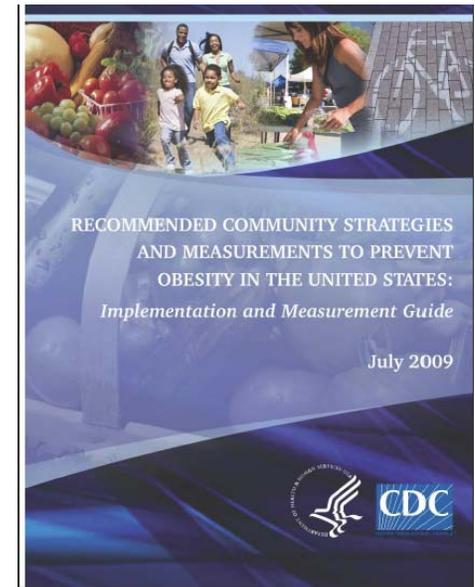
- Safe routes to school
- Workplace, faith, park, neighborhood activity groups (e.g., walking, hiking, biking)



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# CDC's Recommended Strategies for Obesity Prevention

- Implementation and Measurement Guide
  - (*Companion to: [Recommended Community Strategies and Measurements to Prevent Obesity in the United States](#)* – MMWR 2009)
- This guide is designed to help communities like you!
- Find it at:  
[www.cdc.gov/obesity/downloads/community\\_strategies\\_guide.pdf](http://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf)



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# Strategies to Promote the Availability of Affordable Healthy Food and Beverages

1. Increase availability of healthier food and beverage choices in public service venues
2. Improve availability of affordable healthier food and beverage choices in public service venues
3. Improve geographic availability of supermarkets in underserved areas
4. Provide incentives to food retailers to locate in and/or offer healthier food and beverage choices in underserved areas
5. Improve availability of mechanisms for purchasing foods from farms
6. Provide incentives for the production, distribution, and procurement of foods from local farms

# Strategies to Support Healthy Food and Beverage Choices

7. Restrict availability of less healthy foods and beverages in public service venues
8. Institute smaller portion size options in public service venues
9. Limit advertisements of less healthy foods and beverages
10. Discourage consumption of sugar-sweetened beverages

# Strategy to Encourage Breastfeeding

## 11. Increase Support for Breastfeeding



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## Strategies to Encourage Physical Activity or Limit Sedentary Activity among Children and Youth

12. Require physical education in schools
13. Increase the amount of physical activity in physical education programs in schools
14. Increase opportunities for extracurricular physical activity
15. Reduce screen time in public service venues

# Strategies to Create Safe Communities that Support Physical Activity

16. Improve access to outdoor recreational facilities
17. Enhance infrastructure supporting bicycling
18. Enhance infrastructure supporting walking
19. Support locating schools within easy walking distance of residential areas
20. Improve access to public transportation
21. Zone for mixed-use development
22. Enhance personal safety in areas where persons are or could be physically active
23. Enhance traffic safety in areas where persons are or could be physically active

# Strategy to Encourage Communities to Organize for Change

## 24. Local Governments Participate in Community Coalitions or Partnerships to Address Obesity



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# CDC's Recommended Strategies for Obesity Prevention

- Strategies
- Community level examples

- Evaluation Measures
- Resources



## STRATEGY 5: IMPROVE AVAILABILITY OF MECHANISMS FOR PURCHASING FOODS FROM FARMS

### MEASURE 4:

Local government offers at least one incentive to new and/or existing food retailers to offer healthier food and beverage choices in underserved areas.

#### Data Collection Questions

- Does your local government offer at least one incentive (financial or nonfinancial) to new and/or existing food retailers to offer healthier food and beverage choices in underserved areas?
  - If you answered yes to question 1, which of the following incentive(s) are offered to local retailers?
    - Tax benefits, tax credits, or tax breaks
    - Loans
    - Technical assistance/negotiation assistance
    - Waivers for local ordinance requirements
    - Other

#### Data Sources

- City/county manager's office
- Economic development office
- Chamber of Commerce

Farmers markets, farm stands, community-supported agriculture (CSA), pick your own, and farm-to-school initiatives are all ways to purchase food from farms. Increasing the availability of such mechanisms for purchasing foods from farms may reduce costs of fresh foods through direct sales, increase the availability of fresh foods in areas without supermarkets, and improve the nutritional value and taste of fresh foods by harvesting produce at ripeness rather than at a time conducive to shipping (M. Hamm, personal communication, May 19, 2008).



#### Community Examples

- ♦ In 2005, Jefferson Elementary School, in Riverside, California, launched a farm-to-school salad bar program which provides elementary school students access to a daily salad bar stocked with a variety of locally grown produce as an alternative to the standard hot lunch. Two small, locally owned family farms, within 30 miles of the school, sell their produce at an affordable price and make weekly deliveries to the school. Since implementing the farm-to-school salad bar program, the Riverside school district has expanded the program to four additional elementary schools (Anupama, Kalb, & Beery, 2006).
- ♦ The Food Trust's Farmers' Market Program operates a network of 30 farmers' markets serving more than 125,000 customers in the Philadelphia region of Pennsylvania. Many of the farmers' markets are located in neighborhoods underserved by supermarkets, grocery stores, and other fresh food outlets. All of the farmers' markets accept food stamps (EBT/Access cards) and Farmers' Market Nutrition Program vouchers. <<http://www.thefoodtrust.org>>

#### Resources

- ♦ Joshi, A., Kalb, M., & Beery, M. (2006). *Going local: Paths to success for farm to school programs*. Los Angeles, CA: National Farm to School Program Center for Food and Justice and Community Food Security Coalition. Available online at: <<http://departments.oxy.edu/ajep/cfj/publications/goinglocal.pdf>>
- ♦ Michigan Department of Community Health. (n.d.). *Healthy Communities tool kit: How you can work toward creating healthy communities*. Lansing, MI: Author. Available online at: <[http://www.mihealthtools.org/documents/HealthyCommunitiesToolkit\\_web.pdf](http://www.mihealthtools.org/documents/HealthyCommunitiesToolkit_web.pdf)>

# PAN Phases

- Planning – Complete the Healthy Communities Assessment. Use MAPPS when developing “Next Steps”
- Capacity – Design interventions using 2-3 strategies within the MAPPS framework. Choose at least one in the area of Nutrition and one in area of physical activity
- Implementation – Build interventions using at least 3 of the 6 MAPPS categories. Must choose strategies in both Nutrition and Physical Activity.



Thank You!

Jennifer Church

[jchurch@kdheks.gov](mailto:jchurch@kdheks.gov)

785-296-8060

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