

MAPPS Strategies

The Energy of Change

Our Vision – Healthier
Kansans living in safe and
sustainable environments



It is All About Policy, Systems, and Environmental Change



Foodtrust.org

Our Vision – Healthier
Kansans living in safe and
sustainable environments

MAPPS

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

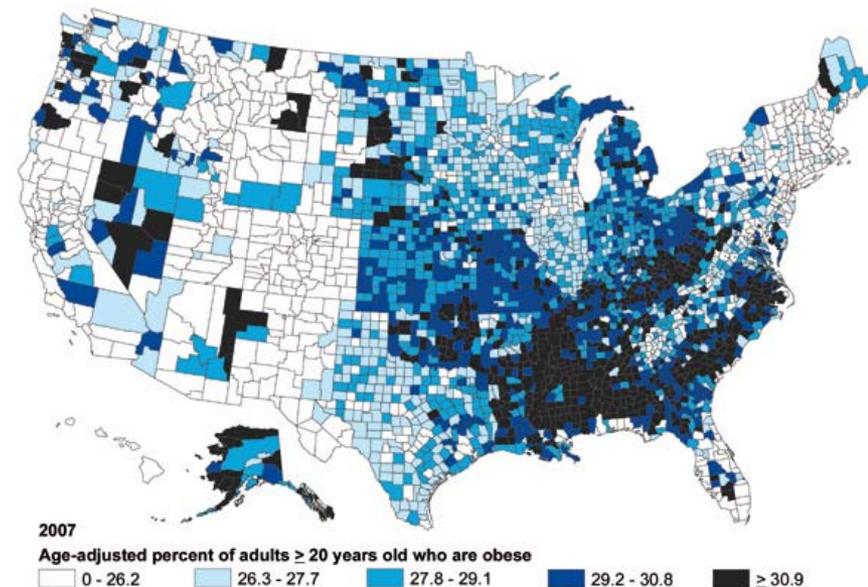
Media

Access

Point of Decision

Price

Social Support/Services



Our Vision – Healthier
Kansans living in safe and
sustainable environments

Media

▶ Nutrition

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

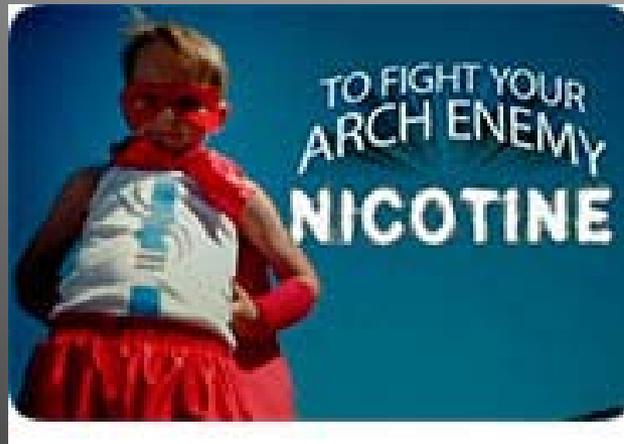


▶ Physical Activity

- 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

Media – Tobacco

- ▶ Educate community on dangers of parental smoking
- ▶ Promote Kansas Tobacco Quitline using KDHE materials: print, radio, TV, websites
- ▶ Creation of media for tribal populations



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

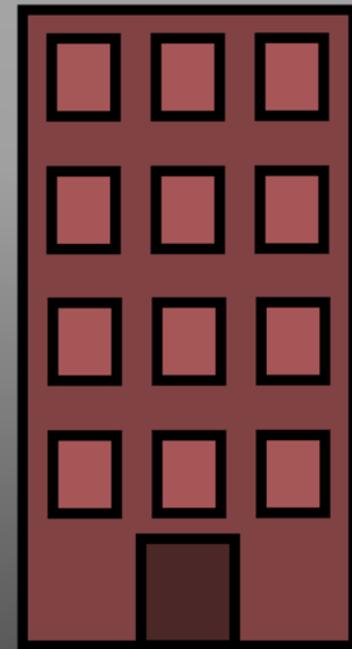


▶ Physical Activity

- 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)

Access – Tobacco

- ▶ Tobacco free school grounds
- ▶ Local youth access ordinances
- ▶ Smoke-free housing initiatives
 - Apartment Associations
 - Housing Authority
 - Multi-unit housing



Our Vision – Healthier
Kansans living in safe and
sustainable environments

Point of Decision Information

▶ Nutrition

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



Premium & Double Stacked Subs

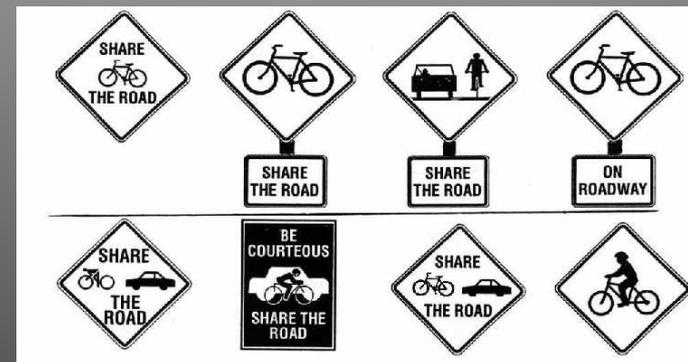
The Feast: Pepperoni, Genoa Salami, Ham, Roast Beef, Turkey & Cheese

Cal	6" Sub	Cal	6" Sub
590	THE FEAST	330	DOUBLE* Turkey Breast 4.99
520	BIG PHILLY CHEESESTEAK	480	DOUBLE* Sweet Onion Chicken Teriyaki 5.49
580	PASTRAMI	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



Point of Decision– Tobacco

- ▶ Remove tobacco products from view
- ▶ Restrict tobacco advertisement within prescribed distance of school property
- ▶ Place Quitline ads near tobacco purchase points.

Out of Sight– Out of Mind

Protect our children from tobacco marketing



Price

▶ Nutrition

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

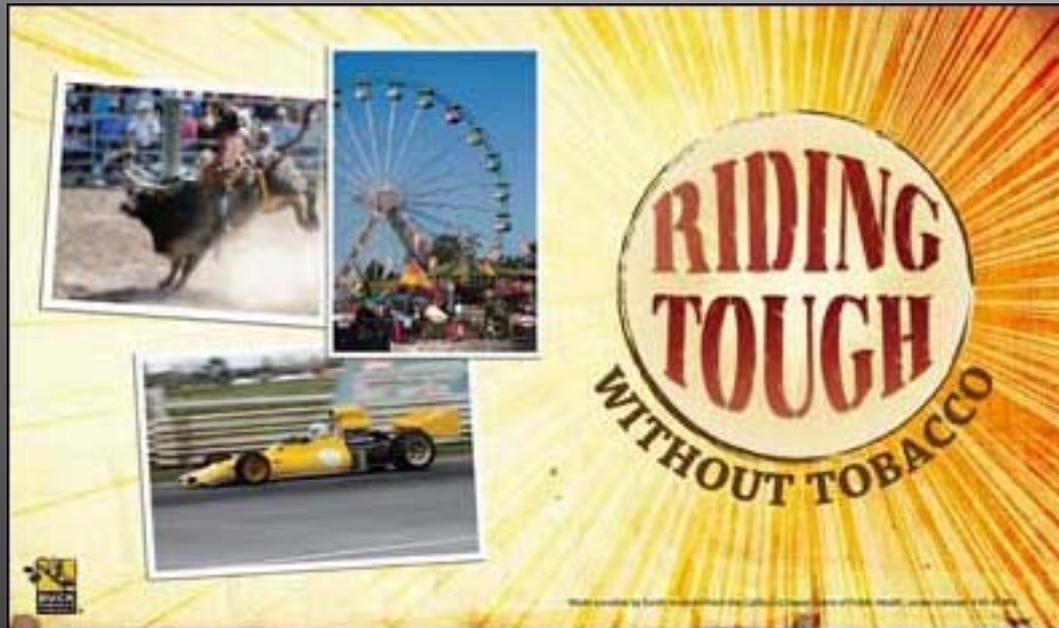
▶ Physical Activity

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



Pricing – Tobacco

- ▶ Ban free samples at rodeos, fairs, etc.



Social Support/Services

▶ Nutrition

- Support breastfeeding through policy change and maternity care practices



▶ Physical Activity

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



Social Support – Tobacco

- ▶ Kansas Tobacco Quitline
- ▶ Cessation Benefits at worksites





Thank You!

Questions?