

HEALTHY STRATEGIES THAT CHANGE COMMUNITY CONDITIONS



Growing Healthy Communities
Arkansas Coalition for Obesity Prevention

2012 Chronic Disease Forum



Arkansas Coalition for Obesity Prevention



Growing Healthy Communities
Arkansas Coalition for Obesity Prevention

- **Mission:** Improve the health of all Arkansas communities by increasing physical activity and healthy eating to reduce and prevent obesity.
- Coalition of over **80** organizations
- Statewide



SIX WORKING GROUPS:

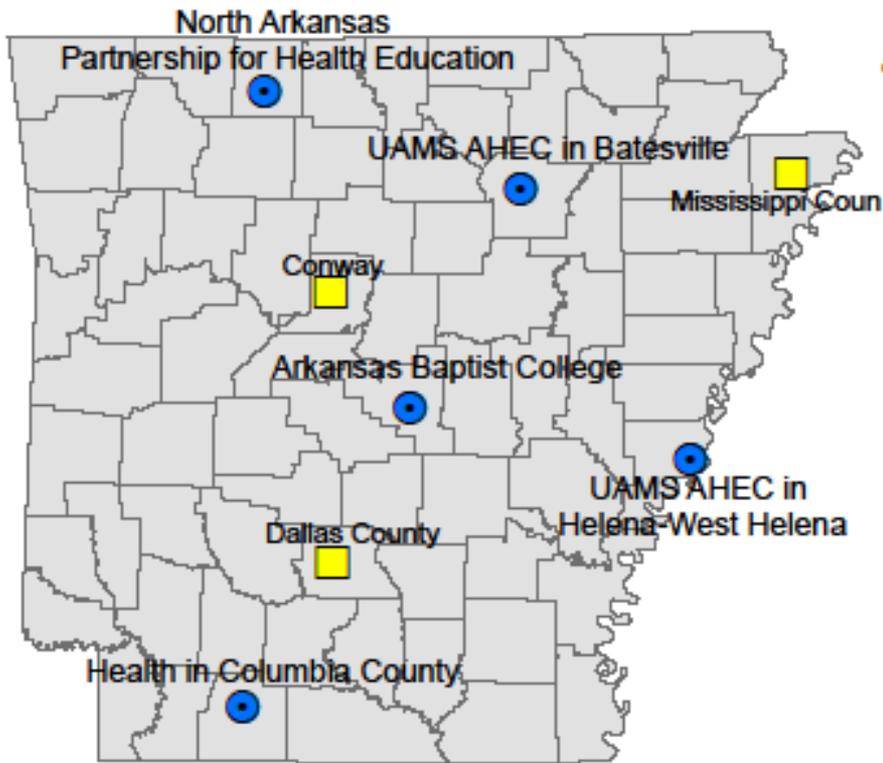


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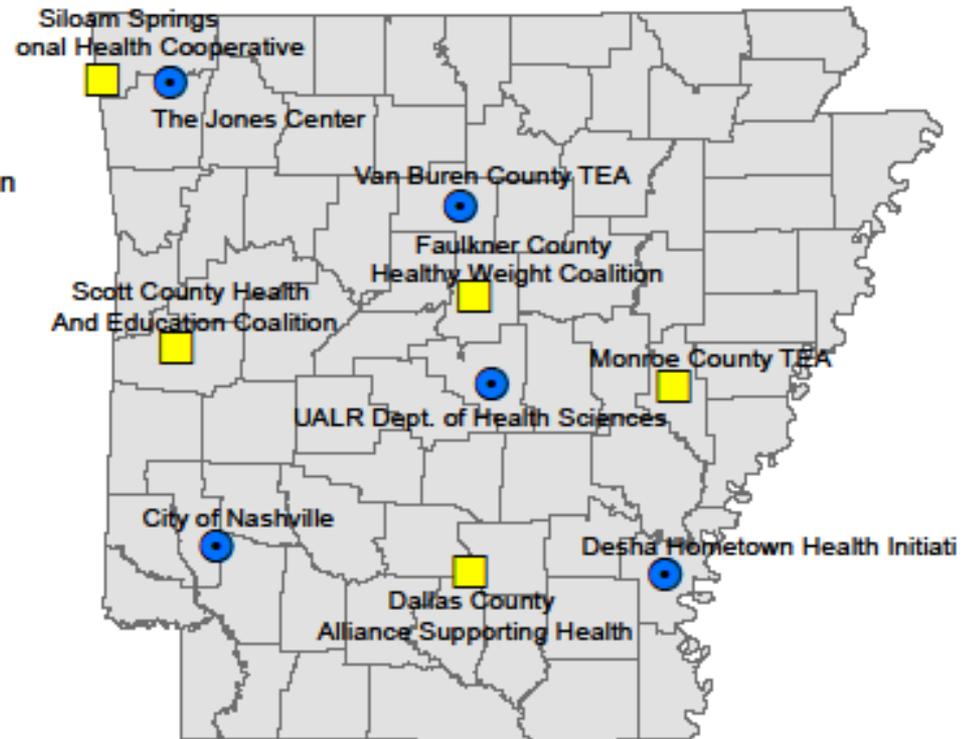
- Built Environment
- Worksite Wellness
- Health Care
- Access to Healthy Foods
- Early Childhood and Schools
- Social Marketing

GHC Sites

2010 GHCs



2011 GHCs



Growing Healthy Communities

● Funded ■ Unfunded

Building Networks...



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Goal - Increase access to healthy and affordable foods and opportunity for regular physical activity through:

- Improving access to healthy foods
 - Community Gardens, Farmer's Markets
- Increasing physical activity
 - School engagement, pedestrian trails, worksite wellness
- Implementing Environmental and policy change
 - JUAs, vending policy, built environment



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2011 Highlights

Environmental Policy Change

- Grocery Store policies = 2
- Community Vending policies = 3
- Worksite Wellness Programs = 3
- JUAs = 19

Physical Activity

- Worksite Wellness = 3
 - Walkability Audits = 6
 - Community wide wellness events = 14
- Participants = >1400

Access to Healthy Foods

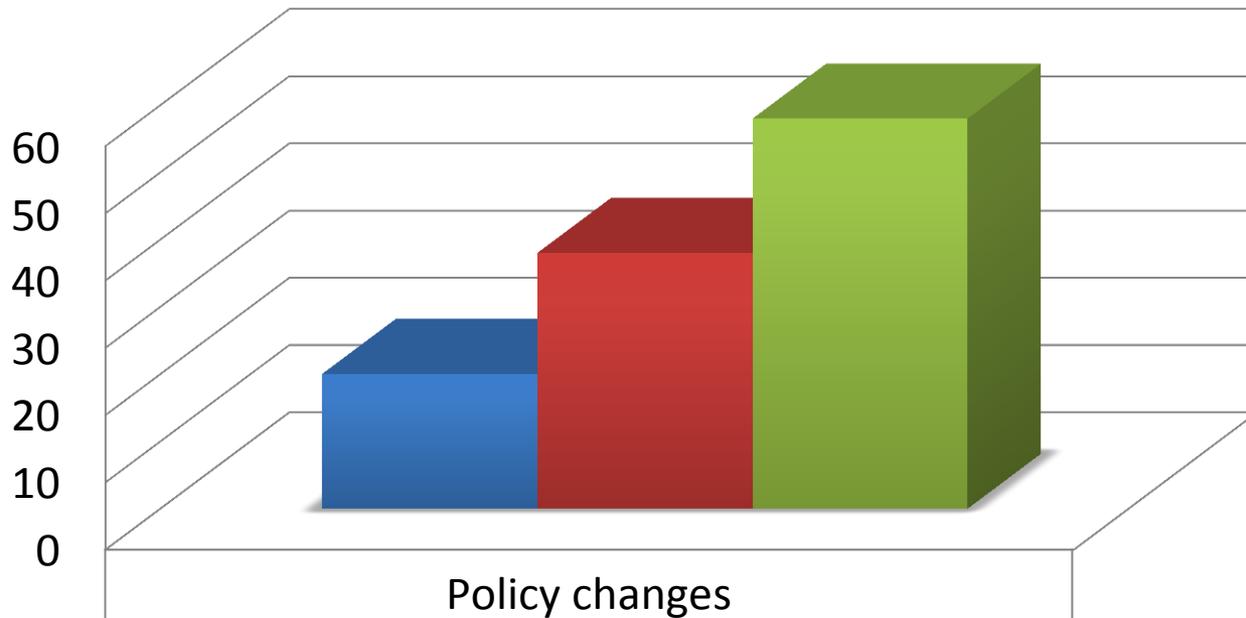
- Food Assessments = 6
- Farmers Markets = 14
- Community Gardens = 26
- Individual Gardens = 30

2010-2011 Data



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Chart Title



 2010	20
 2011	38
 Aggregate	58



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Sustainable Impact



- **58** total policy changes
- Over **55,000** Arkansans impacted
- **\$920,000** leveraged
- A return of **\$12** for every **\$1** invested

Next Level



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- New community partners
- Topic Specific Training
- Mentoring
- Additional Funding





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HIGHLIGHTED COMMUNITY: NASHVILLE





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4G Get Informed
Get Active
Get Involved
Get Healthy

Nashville's Growing Healthy Communities Initiative



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Dreamers Garden



Demonstration Organic Garden



Howard Co. Jail Garden

Farmers Market



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**Improved
Number of
Organic
Growers**

Local TV and Radio Series



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Lessons Learned



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- Collaboration is hard
- Focus on policy changes
- Evaluation shows value
- 'Winning'!!



