

The North Little Rock, Arkansas

Fit-2-Live Challenge:

**Challenging North Little Rock Residents
and Employees of North Little Rock
Firms to Become**



COMMUNITY ACTION PLAN

INTRODUCTION

The North Little Rock Comprehensive Wellness Community Action Plan (NLRCW-CAP) is a roadmap for creating community change in three areas determined to be vital to the health of all citizens in our community and our nation: Obesity prevention, physical activity and nutrition in response to the Centers for Disease Control and Prevention (CDCP) **Communities Putting Prevention to Work (CPPW)** funding opportunity announcement (FOA) made possible by the American Recovery and Reinvestment Act of 2009.

The NLRCAP was developed in partnership with the following agencies:

- The Mayor's Office of Sustainability, City of North Little Rock;
- The North Little Rock School District;
- The Arkansas Municipal League Department of Training/Loss Control and Wellness;
- The Arkansas Department of Health, Center for Local Public Health;
- The Arkansas Center for Health Improvement at the University of Arkansas for Medical Sciences; and
- University of Arkansas Cooperative Extension Service.

BACKGROUND

The City of North Little Rock has launched, in response to the CDCP-CPPW FOA, a Comprehensive Community Wellness Program in partnership with identified local stakeholders and countywide, statewide and national partners. The focus of this effort led by the Mayor of the City of North Little Rock and the Mayor's Office of Sustainability will be obesity/physical activity/nutrition with emphasis upon building upon successes and addressing policy gaps within the following three (3) topical areas:

- Opportunities to Learn and Grow: Partnership with the NLR School District, Targeting Six Principles of the North Little Rock School District-City of North Little Rock Child Wellness and Child Obesity Collaboration:
 - Continue to support the creation, rehabilitation and maintenance of parks, playgrounds and recreation facilities in underserved residential areas and offer quality programming to encourage and support physical activity;
 - Work to continue to connect roadways to complementary systems of trails and bike paths that provide safe places to walk and ride for children, the elderly and the general public;
 - Continue to actively support infrastructure improvements, such as sidewalks and bike paths, to ensure that children can walk and bike safely to school;
 - Establish technical assistance and other incentives to start and sustain new farmer's markets and expand the services currently provided by existing farmer's markets and other innovative means to improve access to high-quality fresh affordable fruits, vegetables and other healthy foods in underserved communities;
 - Form or build upon existing partnerships, coalitions, or advisory boards to address access physical activity and healthy eating targeting students and parents; and
 - Promote policies and action plans across multiple agencies and organizations in support of a healthier community.
- A Safe Neighborhood to Call Home: In collaboration with ADHS Division of Youth Services and the UALR Juvenile Justice Center (and others):
 - Mentoring and other initiatives that connect young people to trusted and caring adults;

- Early intervention for youth at risk;
 - Juvenile reentry and rehabilitation efforts;
 - Public education campaign targeted to a broad range of youth to unlearn the culture of violence.
- A Healthy Lifestyle and Environment: In collaboration with the Clinton Climate Initiative, ICLEI (Local Governments for Sustainability), the US Conference of Mayors, the National League of Cities, Arkansas Coordinated School Health Program, BACA, Boys and Girls Clubs, the NLR Parks Department, PAL and other recreation, fitness and healthy eating and lifestyle Stakeholders:
 - Study of transportation, building codes and land use policies that encourage biking and walking, healthy building structures and Smart Growth policies;
 - Focus on the development of neighborhood parks and active playground activities;
 - Work to expand City-wide sports and recreation programs;
 - Support food stamp, school lunch and school breakfast outreach programs;
 - Explore incentives for supermarkets and farmers' markets to open in low-income and/or underserved neighborhoods;
 - Develop, Support and Advocate a Community-wide Fitness and Healthy Eating Program;
 - Focus on how energy use or fuel types affect local, regional, or global public health.

FOCUS: The North Little Rock Community Wellness Coalition will include and work with:

- i. Large employers in our community and their employees;
- ii. Faith-based organizations and their congregants;
- iii. Healthcare delivery systems (hospitals, physicians and insurers);
- iv. Governmental agencies and neighborhood residents; and
- v. Affiliated and non-affiliated Stakeholders.

to develop and implement a Comprehensive Community Wellness Program in the City of North Little Rock that addresses the three (3) topical areas identified.

KEY COMMUNITY WELLNESS COALITION

PRINCIPLES: (from *Keeping America Healthy: Essential Elements of Successful Programs, Partners to Fight Chronic Disease, 2006*):

- The commitment of the Coalition (composed of local and statewide political, business, healthcare, neighborhood and sector leadership) to identify and clearly define obstacles to healthy eating-healthy living among general and at-risk populations in the community;
- The commitment of the Coalition to tailor programs to the target population(s), reflecting cultural sensitivities and health literacy levels and to insure that programs remain relevant to the target population(s);
- The commitment of Coalition leadership to promote participation, shepherd resources, and provide overall, ongoing support and commit to engage for the length of time required to achieve the objectives of the Coalition;
- The willingness of Coalition stakeholder-members to engage target populations and those who can help- achieve program success as well as adopt program objectives and promote the program within their respective spheres of influence;
- The commitment of the Coalition stakeholder-members to integrate the program throughout the organization they represent or community in which they live to the end that the program becomes part of the culture, messages, and activities of the organization or sponsor and the target population;
- The commitment of the Coalition to empower the target populations to develop knowledge to achieve desired results;
- The commitment of the Coalition to motivate target populations by regularly engaging, encouraging, assisting, rewarding, acknowledging, and equipping target populations to foster their involvement;
- The commitment of Coalition leadership-sponsors to sustain and institutionalize the program, over time, through support and focus from key leadership; and
- The commitment of the Coalition to measure, evaluate and refine the program as gaps between outcomes and stated goals are recognized with a commitment to evolve to improve outcomes, achieve refined goals and /or meet evolving needs.

Service Area: The service area will be limited to the political boundaries of the city of North Little Rock, Arkansas but will include: non-residents working in North Little Rock, non-resident members of North Little Rock service clubs, students attending North Little Rock domiciled academic institutions and non-residents enjoying North Little Rock athletic, cultural, medical, institutional and governmental assets.

Active-Formal/Active-Informal Partner-Stakeholders:

- North Little Rock School District
- Bicycle Advocates of Central Arkansas
- ICLEI (Local Governments for Sustainability)
- Arkansas Coordinated School Health Program
- AT&T
- North Little Rock Chamber of Commerce
- Arkansas Department of Environmental Quality
- Arkansas Department of Health
- Central Arkansas Transit Authority
- Arkansas Department of Human Services, Division of Youth Services
- North Little Rock Police Athletic League
- US Conference of Mayors
- National League of Cities
- Annie E. Casey Foundation
- Foundation for the Mid-South
- City Connections, Inc.
- Argenta Community Development Corporation
- Private elementary, middle and high schools
- Argenta Downtown Council
- North Little Rock Senior Citizens Commission-Hays Center
- North Little Rock Parks & Recreation Commission
- L'Oreal, Inc.
- Union Pacific Railroad
- Baptist Health, NLR
- Wal-Mart Foundation
- Timex Corporation
- Tyson Foods
- Central Arkansas Boys and Girls Clubs
- University of Arkansas at Little Rock Juvenile Justice Center
- Clinton Climate Initiative
- Pulaski Technical College
- Winrock International
- Verizon
- Camp Pike-US Army Reserve Center
- Pulaski County Government
- Big Dam Bridge Foundation
- City of Little Rock
- City of Maumelle
- City of Sherwood
- Clean Cities Coalition
- Faith Based Organizations
- Arkansas Highways and Transportation Department (Safe Routes to School)
- Arkansas Center for Health Improvement at UAMS
- University of Arkansas Cooperative Extension Service
- CareLink, Inc.
- Certified Arkansas Farmers Market Association
- QualChoice, Arkansas
- Central Arkansas Water
- City of North Little rock Emergency Responders:
 - NLR Police Department
 - NLR Fire Department
 - MEMS
- Arkansas Coalition for Obesity Prevention

Responding to the call for leadership of the Coalition, North Little Rock Mayor Pat Hays has called upon seven area leaders and the City of North Little Rock Fit-2-Live Challenge (F2LC) Program Director to serve on the CNLRW-F2LC Leadership Team. The Leadership Team is composed of the following persons:

Honorable Patrick H. Hays, Mayor of North Little Rock, Co-Chair;

Honorable Beth White, Alderman Ward 1, Co-Chair;

Dr. Rob Lambert, Director Arkansas Cardiology (Arkansas largest cardiac rehabilitation program);

Mr. Terry Hartwick, former Mayor of North Little Rock and Executive Director, NLR Chamber of Commerce;

Mr. Eddie Powell, former Mayor of North Little Rock and Chairman, Central Arkansas Water Commission;

Mr. Brad Williams, Executive Director of the Argenta Community Development Corporation;

Mr. Ken Kirspel, Superintendent, North Little Rock School District;

Mr. David “Bud” Laumer, Arkansas Bike-Ped Coordinator, Arkansas Department of Highways and Transportation; and

Mr. Michael J. Drake, Coordinator, Mayor’s Office of Sustainability and Project Manager.

Resumes or Bio’s of the Leadership Team and Letters of Support are attached to the CAP.

The City of North Little Rock and the North Little Rock School District Administration have identified and agreed upon six (6) guiding principles of a Progressive Collaboration that have served as a guide for program development leading to this CAP:

- Continue to support the creation, rehabilitation and maintenance of parks, playgrounds and recreation facilities in underserved residential areas and offer quality programming to encourage and support physical activity;
- Work to continue to connect roadways to complementary systems of trails and bike paths that provide safe places to walk and ride for children, the elderly and the general public;
- Continue to actively support infrastructure improvements, such as sidewalks and bike paths, to ensure that children can walk and bike safely to school;
- Establish technical assistance and other incentives to start and sustain new farmer’s markets and expand the services currently provided by existing farmer’s markets and

other innovative means to improve access to high-quality fresh affordable fruits, vegetables and other healthy foods in underserved communities;

- Form or build upon existing partnerships, coalitions, or advisory boards to address access physical activity and healthy eating; and
- Promote policies and action plans across multiple agencies and organizations in support of a healthier community.

The NLRCW-CAP has identified nutrition and physical activity issues we face as a community and presents an array of suggested interventions on five specific strategy areas set forth in the CDC-CPPW Funding Opportunity Announcement including:

- **Media;**
- **Access;**
- **Point of decision information;**
- **Price;**
- **Social support services.**

The NLRCW-CAP addresses the 5 evidence-based MAPPS strategies in our community and in our schools such that the entire jurisdiction and all segments of society are impacted. Reaching across both components (community and schools) is necessary to:

- Achieve behavior change in youth; and
- Sustain healthy behavior in adults.

The evidence-based interventions (below) selected by the CDC are drawn from peer-reviewed literature as well as expert syntheses from the Community Guide and other peer-reviewed sources. Communities and states have found these interventions to be successful in practice. Grant awardees are expected to use this list of evidence-based strategies to design a comprehensive and robust set of strategies to produce the desired outcomes for the ***Communities Putting Prevention to Work*** initiative. Those strategies and interventions set forth in the CNLW CAP are highlighted in **green** in the Table below.

MAPPS STRATEGIES AND INTERVENTIONS

Strategies	Nutrition Interventions	Physical Activity-Fitness Interventions
Media	<ul style="list-style-type: none"> Media and advertising restrictions consistent with federal law Promote healthy food/drink choices Counter-advertising for unhealthy choices 	<ul style="list-style-type: none"> Promote increased activity Promote use of public transit Promote active transportation (bicycling and walking) Counter-advertising for screen time
Access	<ul style="list-style-type: none"> Healthy food/drink availability (e.g., incentives to food retailers to locate/offer healthier choices in underserved areas, healthier choices in child care, schools, worksites) Limit unhealthy food/drink availability (whole milk, sugar sweetened beverages, high-fat snacks) 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 	<ul style="list-style-type: none"> Safe, attractive accessible places for activity (e.g. access to outdoor recreation facilities, enhance bicycling and walking infrastructure, place schools within residential areas, increase access to and coverage area of public transportation, mixed use development, reduce community designs that leads to injuries). City planning, zoning and transportation (e.g., planning to include the provision of sidewalks, mixed use, parks with adequate crime prevention measures, and Health Impact Assessments) Require daily quality PE in schools Require daily physical activity in afterschool/childcare settings Restrict screen time (afterschool, daycare)
Point of Purchase/ Promotion	<ul style="list-style-type: none"> Signage for healthy vs. less healthy items Product placement & attractiveness Menu labeling 	<ul style="list-style-type: none"> Signage for neighborhood destinations in walkable/mixed-use areas Signage for public transportation, bike lanes/boulevards.
Price	<ul style="list-style-type: none"> Changing relative prices of healthy vs. unhealthy items (e.g. through bulk purchase/procurement/competitive pricing). 	<ul style="list-style-type: none"> Reduced price for park/facility use Incentives for active transit Subsidized memberships to recreational facilities
Social Support & Services	<ul style="list-style-type: none"> Support breastfeeding through policy change and maternity care practices 	<ul style="list-style-type: none"> Safe routes to school Workplace, faith, park, neighborhood activity groups (e.g., walking hiking, biking)

The NLRCW-CAP has reported community-wide intervention strategies that address community-wide policies, systems and environmental changes that reach across all levels of the

socio-ecological model and include the full engagement of the leadership of the City of North Little Rock, the North Little Rock School District administration and staff, businesses, community and faith-based organizations, community developers, transportation and land use planners, parks and recreation officials, health care purchasers, health plans, health care providers, academic institutions, foundations, other Recovery Act-funded community activities and many other community sectors working together to promote health and prevent chronic diseases. The focus of this NLRCW-CAP is to work collaboratively to promote and sustain policy changes in communities and schools including a strong focus on the needs of populations who suffer disproportionately from the burden of disease.



THE FIT-2-LIVE CHALLENGE

The Fit-2-Live Challenge is a Comprehensive Nutrition and Physical Activity Community Wellness Program that challenges individuals, their interpersonal support networks, organizations that convey constraints and communicate values regarding healthy lifestyles, community leaders and the organizations they serve and policy makers at all levels of community life to adopt healthy eating and healthy lifestyle behaviors.

The Fit-2-Live Challenge is to be presented:

- At the individual level:
 - Students, faculty, administration at NLRSD;
 - Neighborhood residents within ½ mile walking distance of school “Club Sites”;
 - Employees and Owners of NLR businesses, governmental agencies and non-profit organizations;
 - Persons of faith contacted thru Houses of Worship;
 - Older citizens.
- At the interpersonal level:
 - Parents, teachers, extended family members, peers, “role models”, etc.
- At the organizational level;
 - Schools;
 - Houses of Worship;
 - Non-profit organizations
 - Worksites;
 - Healthcare settings.
- At the Community level ;
 - Neighborhood groups;
 - Community organizations;
 - Regional transportation planning and provider organizations;
 - Advocacy groups.
- At the policy makers that create or remove barriers to health.
 - Land use planners;
 - Local, County, Regional State and Federal policy makers.



THE FIT-2-LIVE CHALLENGE GOALS:

OBESITY, PHYSICAL ACTIVITY, AND NUTRITION

Specific measures for Fit-2-Live Challenge addressing physical activity and nutrition:

Adults

- Stabilize or begin to decrease (up to 2%) adult overweight/obesity prevalence, thus reversing long term trends
- 20% increase in the percentage of adults getting adequate physical activity, meaning 20% more adults meeting Physical Activity Guidelines.
- 5% decrease in consumption of sugar-sweetened beverages, for adults, a decrease of about 5 gallons per person per year.
- A 20% increase in average daily fruit and vegetable consumption, an increase of approximately 1 serving.
- 15% increase in the percentage of adults with a heart-healthy diet based USDA's Healthy Eating Index (HEI), meaning 15% more adults with diet including adequate fruits and vegetables and reduced intake of fats
- 6% decrease in the percentage of adults getting excess calories based on USDA's Healthy Eating Index (HEI).

Youth

- Stabilize or begin to decrease (up to 2%) youth overweight/obesity prevalence (up to age 2- 18), thus reversing long term trends.
- 35% increase in the percentage of high school students getting adequate physical activity (duration, frequency, intensity) meaning 35% more high school students meeting Physical Activity Guidelines.
- 5% decrease in consumption of sugar-sweetened beverages in high school students, a decrease of approximately 4 gallons per person per year.
- A 30% increase in average daily fruit and vegetable consumption among high school students, an increase of approximately 1 serving.
- 15% increase in the percentage of youth (ages 2-18) with a heart-healthy diet based on the USDA's Healthy Eating Index (HEI), meaning 15% more youth with diets including adequate fruits and vegetables and reduced intake of fats.
- 6% decrease in the percentage of youth (ages 2-18) getting excess calories based on USDA's Healthy Eating Index (HEI).



FIT-2-LIVE CHALLENGE AND THE SOCIO-ECOLOGIC MODEL:

The socio-ecological model (described on the following page) considers all levels of influence in an individual's life that can be addressed to support healthful lifestyle choices and make them the norm. The ecological perspective emphasizes the interaction between, and interdependence of, factors within and across all levels of a health problem. Levels of influence include the individual, interpersonal (e.g., families and friends), organizational (e.g., schools, workplaces, churches), community and society-public policy. Recognizing the contributions of both individual and social environment influences to the diseases and risk factors relevant to the NLRCW-CAP, the plan includes interventions aimed at all levels of the socio-ecological model. In many cases, a single intervention might impact multiple levels of influence. For example, a community-wide walking program aims to increase individuals' knowledge and change attitudes by providing information on the benefits of regular physical activity (i.e., individual level). This same program could target social influences by establishing and supporting walking groups (i.e., interpersonal level). Finally, the walking program can address relevant community structures by providing free transportation to walking sites or promoting use of malls or schools for this activity (i.e., community level).

- Individual level: Change is accomplished at the individual level by increasing knowledge, or influencing attitudes or challenging beliefs.
- Interpersonal Level: Recognizing that groups provide social identity and support, interpersonal intervention targets groups such as family members or peers.
- Organizational Level: Changing the policies, practices, and physical environment of an organization (e.g., school/childcare settings, workplaces, healthcare settings, faith organizations, or another type of community organization) to support behavior change.
- Community level: Coordinating efforts of all members of a community (organizations, community leaders, and citizens) to bring about change. Developing and enforcing local policies that support beneficial health behaviors.
- Policy Level: Developing and enforcing state policies and laws that can increase beneficial health behaviors. Media campaigns that promote public awareness of the health need and advocacy for change.



THE SOCIO-ECOLOGICAL MODEL

Individuals

Addressing obesity and other chronic diseases begins by changing everyday behaviors that relate to eating and physical activity. That means changing people's knowledge, attitudes and beliefs. But they don't have to go it alone: through interconnected social relationships – including families, schools, communities, and government – individuals can find the support and guidance they need to start making more healthful choices.

Interpersonal Groups

Whether it's a family or a group of friends, a book club or a biking club, almost everyone belongs to some sort of group. Interpersonal groups are an important way to encourage more healthful behaviors, giving individuals the knowledge and support they need to make good nutrition and physical activity choices.

Organizations

Organizations include schools, places of employment, places of worship, sports teams, and volunteer groups, to name just a few. Organizations can help members make better choices about healthful eating and physical activity through changes to organization policies and environments as well as by providing health information.

Communities

A community is like a large organization, able to make changes to policy and the environment to give residents the best possible access to healthful foods and places to be physically active. Changes to zoning ordinances, improvements to parks and recreation facilities, creating ways to distribute free or inexpensive fruits and vegetables: These are only a few of the many ways community residents, groups, and organizations can work together to improve nutrition and physical activity.

Society

This all-encompassing category involves individuals, organizations and communities working together for change. New nutrition and physical activity legislation, statewide school policies, media campaigns, and partnerships with business and industry are just some of the ways a comprehensive strategy to address obesity and other chronic diseases takes shape on a large scale.

*Taken from Centers for Disease Control and Prevention: Social-Ecological Model
[http://www.cdc.gov/nccdphp/dnpa/obesity/state_programs/se_model.htm]*



PROGRAM DESIGN

The Fit-2-Live Challenge logo unifies two (2) components identified in the CDCP *Communities Putting Prevention to Work*: Nutrition and Physical Activity-Fitness and presents a challenge at each level of the socio-ecological model to embrace healthy eating and physical activity-fitness as a norm to the individual, the family, the organization (church-synagogue-mosque), the community and society. The NLRCW-CAP presents intervention strategies in each component found at Appendix A. The topical areas and their rationales are found as follows:

NUTRITION:

MAPPS STRATEGY: **MEDIA**

MAPPS INTERVENTION: NA

RATIONALE: The expenditure of funds on broadcast media (proven to be the most effective approach to employing media as a MAPPS strategy) was deemed not be cost effective due to the dilutive effects of the intended message to viewers. The CNLR is situated in a statewide broadcast market without the ability to target broadcast media directly to its targeted residents.

MAPPS STRATEGY: **ACCESS**

GOAL: IMPROVE AVAILABILITY OF AFFORDABLE HEALTHIER FOOD AND BEVERAGE CHOICES IN PUBLIC SERVICE VENUES.

MAPPS INTERVENTION: Healthy Food/Drink Availability

INTERVENTION: Contract with Central Arkansas Water to provide private label water (Fit-2-Live logo), to be consumed on premises, to all NLRSD elementary and middle schools. Subsidy paid by grant funds.

Alternative: Install hydration stations in all NLRSD schools and provide all students with personalized (Fit-2-Live) water bottles distributed to all students and staff.

RATIONALE: School drinking fountains often don't work or aren't clean. If they do work, students often can't get enough water in one visit to the fountain. Or if the fountain does work, filling up a water bottle from a fountain is quite a challenge. The hydration station gives students a chance to fill-up a water bottle to go so they can stay well hydrated throughout the day. Hydration stations placed near cafeterias or food service areas have the added benefits of providing water to aid digestion and to provide a healthy alternative to other meal time beverages.

INTERVENTION TARGET: NLR Public Schools

MAPPS STRATEGY: **ACCESS**

GOAL: IMPROVE AVAILABILITY OF AFFORDABLE HEALTHIER FOOD AND BEVERAGE CHOICES IN PUBLIC SERVICE VENUES.

MAPPS INTERVENTION: Healthy Food/Drink Availability

INTERVENTION: Increase availability of low-fat foods at all public events (gymnasias, sports stadia, entertainment) venues in North Little Rock.

RATIONALE: A policy should exist to apply nutrition standards that are consistent with the Dietary Guidelines for Americans to all food sold (e.g. meal menus, vending machines, stadia, etc.) within local government facilities in a local jurisdiction or on public school campuses during the school day within the largest school district in a local jurisdiction.

INTERVENTION TARGET: Dickey-Stephens Park (new AA Farm Club Stadium owned by the City of NLR); Verizon Arena (owned by the Pulaski County Public Facilities Board); City-owned buildings and NLRSD properties.

MAPPS STRATEGY: **ACCESS**

GOAL: IMPROVE AVAILABILITY OF AFFORDABLE HEALTHIER FOOD AND BEVERAGE CHOICES IN PUBLIC SERVICE VENUES.

MAPPS INTERVENTION: Healthy Food/Drink Availability

INTERVENTION: Contract with Certified Arkansas Farmer’s Market organization to launch Farm-to-Neighborhood Mini Farmers Markets at up to 13 NLSD elementary school locations (accepting EBT cards) to be held once a week during growing season.

RATIONALE: low-income individuals are less likely to go to farmers markets due to high costs, lack of access to transportation and a lower awareness about the market. Farmers are less likely to enter “neighborhoods” without financial incentive. Consumption of freshly grown food is critical for healthy living and highly processed food with empty calories is one of the largest health challenges Americans face today. Accepting EBT at farmers' markets is an important step in reaching out to people nutritionally at risk.

INTERVENTION TARGET: Neighborhoods in which low and/or moderate income residents live.

MAPPS STRATEGY: **ACCESS**

GOAL: IMPROVE AVAILABILITY OF AFFORDABLE HEALTHIER FOOD AND BEVERAGE CHOICES IN PUBLIC SERVICE VENUES.

MAPPS INTERVENTION: Healthy Food/Drink Availability

INTERVENTION: Offer coupons/vouchers redeemable for healthier foods at Farm-to-Neighborhood farmer’s markets for neighborhood residents; senior citizens coupon books for healthy foods.

RATIONALE: The CDC reports that interventions that provide coupons redeemable for healthier foods and bonuses tied to the purchase of healthier foods increase purchase and consumption of healthier foods in diverse populations, including university students, recipients of services from the Supplemental Nutrition Program for Women, Infants, and Children (WIC), and low-income seniors. For example, one community-based intervention indicated that WIC recipients who received weekly \$10 vouchers for fresh produce increased their consumption of fruits and vegetables compared with a control group and sustained the increase 6 months after the intervention (CDC). A recent study estimated that a subsidized 10% price reduction on fruits and vegetables would encourage low-income persons to increase their daily consumption of fruits from 0.96 cup to 0.98--1.01 cups and increase their daily consumption of vegetables from 1.43

cups to 1.46--1.50 cups, compared with the recommended 1.80 cups of fruits and 2.60 cups of vegetables. According to the Meals on Wheels Association of America (MOWAA) older people in Arkansas, Mississippi and South Carolina face the greatest threat of hunger in the United States. North Little Rock's senior population equals 14.6% of the entire population. Meals on Wheels serves 637 elderly person in North Little Rock on a daily basis; 65% are minority persons and 69% are low income persons.

INTERVENTION TARGET: System-wide NLRSD students; City-wide to older citizens.

MAPPS STRATEGY: **ACCESS**

GOAL: PROVIDE AND INCREASE INTEREST IN FRESH FRUITS AND VEGETABLES IN SYSTEM-WIDE ELEMENTARY SCHOOLS (13) IN THE NLRSD.

MAPPS INTERVENTION: Healthy Food/Drink Availability

INTERVENTION: Partner with the NLRSD and the University of Arkansas Cooperative Extension Service to offer "Food of the Month" in all cafeterias system-wide (preschool-12th Grade) by offsetting food costs for these foods (enhancing and improving current HOPE 2/SNAP-Ed program).

RATIONALE: Schools are in a unique position to influence and promote fruit and vegetable intake among youth, school staff, parents, and other community members. Only 1 in 5 (21 percent) middle and high schools offer fruits and non-fried vegetables in vending machines, school stores or snack bars. 21 states have a policy to support farm-to-school programs that can increase access to fruits and vegetables as well as teach school children about nutrition and agriculture (CDC).

INTERVENTION TARGET: System-wide NLRSD students.

MAPPS STRATEGY: **POINT-OF-PURCHAE/PROMOTION**

GOAL: ILLUSTRATE HEALTHY FOOD CHOICES VS. UNHEALTHY FOOD CHOICES AT PUBLIC SCHOOLS AND PUBLIC (GOVERNMENTAL) SERVICE VENUES.

MAPPS INTERVENTION: Signage for Healthy vs. Less Healthy Items

INTERVENTION: Place point-of-purchase information about healthy choices in cafeterias, vending machines, over-the-counter sales at public arenas and stadia (concession stands, etc.).

RATIONALE: Offering healthy food choices offers consumers opportunities to make healthy choices.

INTERVENTION TARGET: Dickey-Stephens Park (new AA Farm Club Stadium owned by the City of NLR); Verizon Arena (owned by the Pulaski County Public Facilities Board); City-owned buildings and NLRSD properties.

MAPPS STRATEGY: **POINT-OF-PURCHASE/PROMOTION**

GOAL: ILLUSTRATE HEALTHY FOOD CHOICES VS. UNHEALTHY FOOD CHOICES AT PUBLIC SCHOOLS AND PUBLIC (GOVERNMENTAL) SERVICE VENUES.

MAPPS INTERVENTION: Signage for Healthy vs. Less Healthy Items

INTERVENTION: Encourage restaurants to add “healthy menu items” to menus; study Ordinance linking renewal of Business License to adding healthy food choices to menus.

RATIONALE: Offering healthy food choices offers consumers opportunities to make healthy choices.

INTERVENTION TARGET: All North Little Rock restaurants.

MAPPS STRATEGY: **PRICE**

MAPPS INTERVENTION: NA

INTERVENTION: NA

RATIONALE: Support The Leadership Team saw no opportunities to support PRICE strategies in Nutrition and opted to focus PRICE strategies in

MAPPS STRATEGY: **SOCIAL SUPPORT AND SERVICES**

GOAL: OFFER INCENTIVES TO PRIVATE BUSINESSES TO ACCOMMODATE BREASTFEEDING AMONG EMPLOYEES; SET POLICIES THAT REQUIRE GOVERNMENT FACILITIES TO SUPPORT BREASTFEEDING.

MAPPS INTERVENTION: Support breastfeeding through policy change and maternity care practices.

INTERVENTION: Develop local policy requiring local government facilities to provide breastfeeding accommodations that include both time and designated space for breastfeeding and expressing breast milk during work hours.

RATIONALE: Breastfeeding is normal and healthy for infants and moms. Breast milk has disease-fighting cells called antibodies that help protect infants from germs, illness, and even SIDS. Infant formula cannot match the exact chemical makeup of human milk, especially the cells, hormones, and antibodies that fight disease.

INTERVENTION TARGET: All governmental owned properties in North Little Rock.

MAPPS STRATEGY: **SOCIAL SUPPORT AND SERVICES**

GOAL: OFFER INCENTIVES TO PRIVATE BUSINESSES TO ACCOMMODATE BREASTFEEDING AMONG EMPLOYEES; SET POLICIES THAT REQUIRE GOVERNMENT FACILITIES TO SUPPORT BREASTFEEDING.

MAPPS INTERVENTION: Support breastfeeding through policy change and maternity care practices.

INTERVENTION: Launch, in partnership with the NLR Chamber of Commerce and Ross Products Division of Abbott Laboratories, City-wide initiative *Business Backs Breastfeeding™* Program.

RATIONALE: Offering breastfeeding support in the workplace represents a unique opportunity for employers to promote the health and welfare of their employees and their families, as well as increase breastfeeding duration rates. *Business Backs Breastfeeding* was developed in consultation with lactation experts who have implemented similar programs in a variety of businesses. The program also was reviewed by a panel of experts from the fields of medicine, infant nutrition, and lactation consulting. This turnkey program provides instructions, tips, and template materials to help employers support mothers who choose to continue breastfeeding after returning to work.

INTERVENTION TARGET: Targeted North Little Rock businesses.

PHYSICAL ACTIVITY-FITNESS:

MAPPS STRATEGY: **MEDIA**

GOAL: PROMOTE USE OF PUBLIC TRANSIT AND ACTIVE TRANSPORTATION (WALKING, CYCLING) FOR COMMUTING AND LEISURE ACTIVITIES.

MAPPS INTERVENTION: Promote use of public transit; promote active transportation.

INTERVENTION: Employ print media to promote the use of Central Arkansas Transit and local walking-cycling trail system.

RATIONALE: The North Little Rock trail system is a source of great civic pride in the community, and is credited with improving health, the environment, and the local economy; providing links between the trail and mass transit systems (CATA) is viewed as a method to improve the overall health of the community.

TARGET: All North Little Rock citizens.

MAPPS STRATEGY: **ACCESS**

GOAL: IMPROVE ACCESS TO OUTDOOR RECREATIONAL FACILITIES FOR STUDENTS, FACULTY AND NEIGHBORHOOD RESIDENTS TO THE EXTENT THAT A HIGH PERCENTAGE OF RESIDENTS IS WITHIN ½ MILE OF A LEAST ONE (1) OUTDOOR RECREATIONAL FACILITY.

MAPPS INTERVENTION: Enhance walking-bicycling infrastructure; require daily activity in afterschool/child care settings

INTERVENTION: Improve recreational facilities at 13 elementary schools by constructing 1/6th mile, 6 foot wide asphalt walking tracks.

RATIONALE: Recreation facilities provide space for community members to engage in physical activity and include places such as parks and green space, outdoor sports fields and facilities, walking and biking trails, public pools, and community playgrounds. Accessibility of recreation facilities depends on a number of factors such as proximity to homes or schools, cost, hours of operation, and ease of

access. Improving access to recreation facilities and places might increase physical activity among children and adolescents.

TARGET: Citywide target.

MAPPS STRATEGY: **ACCESS**

GOAL: IMPROVE ACCESS TO OUTDOOR RECREATIONAL FACILITIES FOR STUDENTS, FACULTY AND NEIGHBORHOOD RESIDENTS TO THE EXTENT THAT A HIGH PERCENTAGE OF RESIDENTS IS WITHIN ½ MILE OF A LEAST ONE (1) OUTDOOR RECREATIONAL FACILITY.

MAPPS INTERVENTION: Partner with NLR Police Athletic League (PAL) to provide after-school walking-running-strength classes at 13 NLRSD elementary schools throughout the school year, combined with NLR Parks Summer Programs, at each school site.

RATIONALE: According to the CDC Schools and communities should promote physical activity among children and adolescents because many young people already have risk factors for chronic diseases associated with adult morbidity and mortality. For example, the prevalence of overweight is at an all-time high among children and adolescents. In addition, physical activity has a beneficial effect on the physical and mental health of young people. People begin to acquire and establish patterns of health-related behaviors during childhood and adolescence; thus, young people should be encouraged to engage in physical activity. However, many children are less physically active than recommended. Physical activity declines during adolescence, and enrollment in daily physical education has decreased. Intervention studies have demonstrated that participation in after-school programs that provided opportunities for extracurricular physical activity held both at schools and other community settings increased participants' level of physical activity and improved obesity-related outcomes, such as improved cardiovascular fitness and reduced body fat content. Two pilot studies demonstrated that providing opportunities for extracurricular physical activity increased levels of physical activity and decreased sedentary behavior among participants.

Arkansas Department of Education Guidelines state:

Public school students in grades K-6 will receive sixty (60) minutes of scheduled physical education training and instruction, and ninety (90) minutes of physical activity each calendar week of the school year. The physical activity may include additional physical education classes, physical activity during the regular school

day through activities such as daily recess periods, walking programs, intramurals and the integration of physical activity into the academic curriculum.

Public school students who attend a school organized to teach grades five (5) through eight (8), or any combination thereof, shall receive Sixty (60) minutes of physical education each calendar week of the school year or an equivalent amount of time each school year with no additional physical activity requirement.

TARGET: All NLRSD Elementary School Students.

MAPPS STRATEGY: **ACCESS**

GOAL: IMPROVE ACCESS TO OUTDOOR RECREATIONAL FACILITIES FOR STUDENTS, FACULTY AND NEIGHBORHOOD RESIDENTS TO THE EXTENT THAT A HIGH PERCENTAGE OF RESIDENTS IS WITHIN ½ MILE OF A LEAST ONE (1) OUTDOOR RECREATIONAL FACILITY.

MAPPS INTERVENTION: Launch parent exercise incentive program at Elementary School walking tracks and “Club Sites”.

RATIONALE: The Task Force on Community Preventive Services (TFCPS) interventions that build, strengthen, or maintain social support be implemented in community settings to increase physical activity. Communities that successfully establish one or more walking group programs can expect to see the following results:

- The companionship, support, and encouragement offered to participants through these networks will lead to increased knowledge about physical activity and confidence in the ability to exercise.
- Length and frequency of physical activity will increase, and overall physical fitness will improve for men and women, people of all ages, and both sedentary and previously active individuals. Implementing this approach can be useful in addressing physical activity and fitness objectives of the national Healthy People 2010 initiative.

TARGET: Neighborhood residents, school faculty at selected walking track sites; children and parents.

MAPPS STRATEGY: **ACCESS**

GOAL: DEVELOPMENT OF TRANSPORTATION AND LAND USE POLICIES THAT ENCOURAGE BIKING AND WALKING; NEIGHBORHOOD PARK AND PLAYGROUND DEVELOPMENT.

MAPPS INTERVENTION: Conduct a thorough study to identify barriers in public policy (transportation planning, zoning, budgeting and finance etc.) and the built environment that contribute the unhealthy food and fitness life choices for the citizens of North Little Rock.

RATIONALE: According to the CDC, broadly defined, the environment includes all that is external to an individual -- the air we breathe, the water we drink and use, the land and built structures that surround us -- all of the natural as well as human-formed conditions that influence the quality of our lives. Our interactions with the environment are complex and not always healthy.

A healthy community environment encompasses aspects of human health, disease, and injury that are determined or influenced by factors in the overall environment. Examining the interaction between health and the environment | requires studying not only how health is affected by the direct pathological impacts of various chemical, physical, and biologic agents, but also by factors in the broad physical and social environments, which include housing, urban development, land use, transportation, industry, and agriculture.

TARGET: City-wide study.

MAPPS STRATEGY: **ACCESS**

GOAL: CHILD CARE FACILITIES CAN IMPROVE CHILDREN’S DIETARY INTAKE, PHYSICAL ACTIVITY LEVELS, AND ENERGY BALANCE.

MAPPS INTERVENTION: Engage state policy makers, health professionals, child care practitioners, and state licensing offices to work together to develop nutrition, physical activity, and media use policies and regulations that will improve children’s health and help prevent obesity, without placing undue administrative or financial burden on child care facilities.

RATIONALE: Childhood overweight continues to increase in the United States. Children should begin establishing healthy eating and physical activity behaviors at a young age. Many children spend a large part of their day in child care settings, whether in preschools or home day care settings. Child care providers in these settings have an opportunity to establish and reinforce habits that promote good health. However, the providers need training and creative educational materials to teach children about healthy eating and physical activity (CDC).

TARGET: Arkansas Department of Human Services; Governor’s Office; State legislature; local (City-wide) child care providers.

MAPPS STRATEGY: **ACCESS**

GOAL: CHILD CARE FACILITIES CAN IMPROVE CHILDREN’S DIETARY INTAKE, PHYSICAL ACTIVITY LEVELS, AND ENERGY BALANCE.

MAPPS INTERVENTION: Explore opportunities to partner with NLR child care facilities to reduce screen time for children under care, improve diet and physical activity for infants, toddlers and pre-school age children.

RATIONALE: Childhood overweight continues to increase in the United States. Children should begin establishing healthy eating and physical activity behaviors at a young age. Many children spend a large part of their day in child care settings, whether in preschools or home day care settings. Child care providers in these settings have an opportunity to establish and reinforce habits that promote good health. However, the providers need training and creative educational materials to teach children about healthy eating and physical activity (CDC).

TARGET: City-wide child care providers in partnership with the NLR Chamber of Commerce.

MAPPS STRATEGY: **ACCESS**

GOAL: IMPROVE ACCESS TO HEALTHY LIVING-HEALTHY LIFESTYLE RESOURCES FOR OLDER ADULTS WHICH COMPRISE 14.60% OF CNLR POPULATION.

MAPPS INTERVENTION: In partnership with CareLink, the NLR Senior Citizens Commission and the Hays Senior Center, launch Improved healthy living-healthy lifestyles offerings to older NLR citizens through the Fit-2-Live Senior Challenge in all NLR Senior Citizen venues including a fall prevention program, nutrition and walking program, a diabetes self-management program and an Active Living Every Day healthy lifestyle change program.

RATIONALE: The importance of promoting healthy aging behaviors is gaining more ground every day as health professionals ready themselves for the coming wave of older baby boomers. By 2030, about 20 percent of the U.S. population will have

reached age 65, and many will face the nation's top three killers: cancer, heart disease and stroke. The three conditions were the leading causes of death among older Americans in 2000, causing 60 percent of deaths among those ages 65 and older, according to the "State of Aging and Health in America 2004," a Centers for Disease Control and Prevention report released in November 2004. Such behavior could also stave off diabetes, which currently affects one in five Americans ages 65 and older, according to the CDC report. With overwhelming evidence supporting the benefits of exercise and good nutrition, the challenge is spreading the message and bringing older Americans into the healthy living-healthy eating lifestyle.

TARGET: Older citizens of North Little Rock.

MAPPS STRATEGY: **POINT OF PURCHASE/PROMOTION**

GOAL: IMPROVE WAY-FINDING IN AND NEAR ELEMENTARY SCHOOLS, PARKS AND FARMERS MARKETS.

MAPPS INTERVENTION: Install signage along sidewalks, bike and walking trails providing way-finding to walking tracks, elementary schools, parks and farmers markets.

RATIONALE: Establishing signage to important walkable activity areas encourages a sense of calm about an area, encourages walking by area residents and eases access to community assets.

TARGET: Focusing upon the (13) Elementary School-Walking areas, establish signage throughout the City.

MAPPS STRATEGY: **PRICE**

GOAL: IMPROVE ACCESS FOR COMMUNITY USE OF NEIGHBORHOOD ELEMENTARY SCHOOLS BY PROVIDING SUBSIDIES FOR UTILITIES AND OTHER FACILITY COSTS FOR PROGRAMS ADVANCED BY THE CPPW INITIATIVE.

MAPPS INTERVENTION: Execute Joint Use Agreements between the NLRSD, City of NLR and neighborhoods groups for use of School facilities in neighborhoods including gymnasias, recreational grounds, cafeterias and school assembly areas with the CNLR providing use subsidies to schools.

RATIONALE: In the June 2009 issue of *Pediatrics*, the American Academy of Pediatrics (AAP) issued its first policy statement addressing the role environment plays in childhood overweight. The article, titled: “The Built Environment: Designing Communities to Promote Physical Activity in Children,” outlines recommendations that pediatricians and government should take to improve community access to physical activity opportunities for America’s children. An estimated 32 percent of American children are overweight and at risk for heart disease, diabetes and certain cancers. Physical inactivity contributes to this high prevalence of overweight. The AAP recommends children be physically active for at least 60 minutes each day. Some examples of how communities can support active living: Increase access to school grounds during after school hours
Increase access to parks and recreational facilities.

TARGET: 13 NLRSD Elementary Schools.

MAPPS STRATEGY: PRICE

GOAL: IMPROVE ACCESS FOR COMMUNITY USE OF NEIGHBORHOOD ELEMENTARY SCHOOLS BY PROVIDING SUBSIDIES FOR UTILITIES AND OTHER FACILITY COSTS FOR PROGRAMS ADVANCED BY THE CPPW INITIATIVE.

MAPPS INTERVENTION: Form Neighborhood Athletic Clubs with schools as the “Club Site” employing City subsidy for membership and program expenses (athletic trainers, personal fitness instructors, etc.) for all enrolled in the Program.

RATIONALE: Physical activity can help prevent obesity and improve health, yet certain environments make being active harder instead of easier. Experts now know that where we live, work and play — the physical environment itself — determines, to a large degree, whether we will be healthy. Too often, children and neighborhoods find school gates closed after hours, locking them out of opportunities to be active. Closing off recreational facilities after school leaves many children and families struggling to incorporate physical activity into their daily routines. Joint use agreements make physical activity easier by providing communities with safe, conveniently located and inviting places to exercise and play.

TARGET: 13 NLRSD Elementary Schools.

MAPPS STRATEGY: **SOCIAL SUPPORT & SERVICES**

GOAL: LAUNCH AND SOLICIT MEMBERS OF THE BUSINESS COMMUNITY IN A COMPREHENSIVE COMMUNITY WELLNESS PROGRAM.

MAPPS INTERVENTION: Launch NLR Chamber of Commerce “Fit-2-Live Wellness Challenge Program” targeting 900 businesses and 30,000 employee-owners.

RATIONALE: The success of any company depends very heavily on the productivity and work performance of its human resources. The ability to function and perform at a high level consistently is greatly aided by Employee Wellness Programs. The introduction of such programs has been successful in that the results are beneficial for both the employee and the company at large. Wellness Programs focus on the physical well being of employees, looking after medical requirements and ensuring personal health is a priority. Programs offer weight loss regimes, stress management and exercise, diet and fitness advice.

TARGET: 900 NLR Chamber of Commerce member businesses and 30,000 employee-owners as well as non-Chamber member businesses.

MAPPS STRATEGY: **SOCIAL SUPPORT & SERVICES**

GOAL: CREATE ENVIRONMENTS IN OUR COMMUNITY THAT ALLOW CHILDREN TO WALK SAFELY TO SCHOOL THEREBY IMPROVING HEALTH OUTCOMES FOR CHILDREN.

MAPPS INTERVENTION: Accelerate and expand participation in Safe Routes to School Program.

RATIONALE: Fewer than 15 percent of all school trips are made by walking or bicycling, one-quarter are made on a school bus, and over half of all children arrive at school in private automobiles. This decline in walking and bicycling has had an adverse effect on traffic congestion and air quality around schools, as well as pedestrian and bicycle safety. In addition, a growing body of evidence has shown that children who lead sedentary lifestyles are at risk for a variety of health problems such as obesity, diabetes, and cardiovascular disease. Safety issues are a big concern for parents, who consistently cite traffic danger as a reason why their children are unable to bicycle or walk to school.

TARGET: Expand Safe Routes to School programming to all North Little Rock schools.

MAPPS STRATEGY: **SOCIAL SUPPORT & SERVICES**

GOAL: CREATE ENVIRONMENTS IN OUR COMMUNITY THAT ALLOW CHILDREN TO WALK SAFELY TO SCHOOL THEREBY IMPROVING HEALTH OUTCOMES FOR CHILDREN.

MAPPS INTERVENTION: Launch a review of existing policies that, if amended, will result in a plan to link all 13 elementary schools to neighborhoods, existing walking and bike trails and advance signage-way-finding for adults and children residing in these neighborhoods.

RATIONALE: Being active and exploring their surroundings comes naturally to children. Unfortunately, young people today are not as free to walk and play outdoors because our neighborhoods are no longer kid-friendly. Many of our communities have been designed to be convenient for cars, not for children. Children's freedom to explore their communities is greatly limited when walking is not safe or enjoyable. Today, only 13% of all trips to school are made by walking and bicycling. Of school trips one mile or less, a low 31% are made by walking; within two miles of school, 2% are made by bicycling. Sadly, this deprives our neighborhoods of the activity and laughter of children walking and bicycling to and from school together.

TARGET: City Planning Department; Arkansas State Highway and Transportation Department; NLRSD.

Independence County Wellness Coalition

Community Action Plan

The Independence County Wellness Coalition is dedicated to the promotion of health for all citizens in Independence County but engaging representative and partners in outlying areas of the county has been an ongoing challenge. Independence County is made up of several small towns surrounding Batesville. They are Cushman, Magness, Moorefield, Newark, Oil Trough, Pleasant Plains and Sulphur Rock. Batesville School District and Southside School District are both in Batesville and serve students from Batesville and Cushman. Cedar Ridge School District is in Newark and serves Newark, Oil Trough, Magness, and Sulphur Rock. Midland School District serves some of Oil Trough and all of Pleasant Plains. By utilizing strong linkages to the school districts and developing local leadership teams with a recognized lineage to the county coalition they feel a shared sense of purpose and commitment have been achieved.

There are **four school/community Leadership Teams** which represent 8 communities. These groups have joined with the existing Independence County Hometown Wellness Coalition to extend the Coalition to better serve each community and the county as a whole.

	Batesville	Southside	Cedar Ridge	Midland
Position	Name	Name	Name	Name
Superintendent	Ted Hall	Roger Rich	Dr. Ann Webb	Dean Stanley
Teacher	Elaine Vinson	Tina Dale	Tina Foster	Bani Meharg
Principal	Jack Sanders	Rick Keller	Kathy Magness	Donna Clark
Parent	Lori Campbell	Lynette McKinney	Lynette McKinney	Lori Bone
Student	To be determined	To be determined	To be determined	To be determined
Mayor	Mayor Elumbaugh	n/a	Randy Hendrix	Rick Siler
Community Leader	Crystal Johnson	Madeline Southerland	Judy Butler	Debbie Frazier
Health Leader	Susie Smart	Robert Fox	Kevin Arms	Rick McKinney
Business Leader	Brenda Bullard	Toy Siler	Judy Butler	Cynthia Nicholson

The Independence County Wellness Coalition is a network of community members and organizations working together to prevent obesity and promote healthy lifestyle choices in the communities of the county. These partnerships assure a comprehensive approach to improving the health in the community and are vital to the success of the public health system.

The Coalitions' major goals are to provide educational programs on obesity prevention and healthy living, create a sustainable, united coalition through community wide collaboration, promote positive public awareness, and collaborate on programs to decrease obesity in youth and tobacco use.

Leadership Team Members to include:

Sonia Nix - RN Admin. Independence County Health Department & Co-Chair Independence County Wellness Coalition

Role in the community: Mrs. Nix is actively involved in the Independence County Hometown Wellness Coalition and serves as Co-Chair. She works at the Independence County Health Unit as the Executive Director. She works to engage schools in programs to keep them healthy such as the school district vaccine program she is currently working on completing. This program provided flu shots to students at school to convenience parents ensuring children in the county will be healthy this year. She has many ties to the community including positive relationships with school district, hospital, community and business leaders.

Crystal Johnson - President & CEO Batesville Area Chamber of Commerce

Role in the community: Mrs. Johnson is actively involved in the Independence County Hometown Wellness Coalition. She is also the president and CEO for the Batesville Area Chamber of Commerce which puts her in charge of planning events to keep the community physically active with program activities such as the White River Carnival. This event engages the community in many physical activities like marathons, parades, bass tournaments, community dances, and contests as do many of the events she coordinates regularly throughout the year. Her role in the Chamber of Commerce brings her close to the community and its needs.

Dennis F. Moore - Director of the Area Health Education Center

Role in the community: Mr. Moore is a pharmacist and the Director of the Area Health Education Center. He works with the Area Health Education Center of North Central to provide needed health care education and other health related programs such as rural outreach programs, educational outreach programs like the Health Careers Programs for Junior High (CHAMPS) and High School (MASH), and training for residents, nurses and health related professions. Mr. Moore is very involved with the hospital personnel and school district level personnel.

Rick Elumbaugh - Batesville Mayor

Role in the community: Mayor Elumbaugh is currently the Batesville City Mayor. He is a former retired physical education teacher for the Batesville Public Schools, summer swimming instructor and city pool director. He is known to the community as "Coach Elumbaugh" and "Mr. Fitness". Mr. Elumbaugh is actively involved in promoting exercise by participating and endorsing bike-a-thons and marathons. He works with the city council to recognize community

members who excel as extracurricular coaches and mentors as well as children who participate in sports related activities. He is also involved in many youth clubs like the Big Brother & Big Sisters program which helps raise youth self esteem and community involvement. Not only does Mayor Elumbaugh understand city and community needs, as a former educator he is very familiar with the school system and procedures.

Angela Clark - Admin, Dept. Human Services

Role in the community: Mrs. Clark is an administrator for the Independence County Department of Human Services. She works in the community to direct, organize, and promote healthy lifestyles through local programs such as the County Health Fair. This event is free to the community. It promotes healthy eating habits, exercise, good hygiene and regular doctor visits. The health fair is an annual event which grows each year. With her experience directing community activities, Mrs. Clark has developed many relationships within the area and with local businesses.

Susie Smart - RN Director Approve Home Medical

Role in the community: Mrs. Smart is the RN Director for Approve Home Medical. She understands the importance of maintaining a healthy lifestyle and promotes this by participating in programs such as Fitness Bootcamp which is an exercise program to lose body fat and maintain a healthy weight through a cardio workout and muscle strengthening and toning routine. This center monitors weight, blood pressure and the overall health of its participants. They also give daily meal plans and nutritional information. She also participates and promotes running through marathons and local running clubs like the Independence County Roadrunners Association. As an active participant in these programs, Mrs. Smart brings a different perspective to this committee.

Sue Lamons - Vice President of Promotional Services

Role in the community: Mrs. Lamons is the Vice President of Promotional Services for the Health Resources of Arkansas. She is also the Project Director for Drug and Alcohol Safety Educational Programs. These programs such as Stamp Out Smoking and Drug Awareness Programs like Drug Free Week activities are participated in by the county school districts. Programs like this touch not only the students in the educational programs but are imbedded into families and community centers as well. Over the years of directing school related programs, Mrs. Lamons understands the work involved with planning and organizing such events. She has developed the trust and respect of school leaders while being involved in these programs.

Janet Smart - RN & Insurance Agent

Role in the community: Mrs. Smart is an Insurance Agent for Farmers Insurance Group and registered nurse. Farmers Insurance Group is a promoter of the High School Sports Partnership

Program involved with high school athletic associations to provide educational materials to enhance the high school sports experience and scholarship opportunities for young people to further their education. She is actively involved in the March of Dimes which is dedicated to improving the health of babies by preventing birth defects, premature births and infant mortality. March of Dimes has many annual events and fundraisers that Mrs. Smart promotes such as the March for Babies, Bikers for Babies and Community Golf Tournaments. Mrs. Smart has developed many close ties with community and city leaders through these programs.

MAPPS STRATEGY	NUTRITION	COMMUNITY STRATEGY
MEDIA	Promote healthy food/drink choices/nutrition education	<p>GOAL: IMPROVE HEALTHY FOOD/DRINK CHOICES.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 1. Utilize the CATCH media team to promote Eat Smart throughout the school and with the community. 2. Utilize the CATCH media team to promote the Eat Smart “Go Slow Whoa” food messages to reinforce the food classification system in school, early childhood centers, and health care facilities cafeterias. 3. Distribute the CATCH news clips, published articles, and postings across the intervention area. 4. Send teachers, parents and community members a free monthly newsletter that focuses on nutrition education, success stories and teaching strategies. 5. Create media awareness using CATCH research data. 6. Create success stories from the pilot schools, health care facilities and physical activity programs to circulate to the media. 7. Use the CATCH promotional team’s template as a press release to promote the CATCH program to the community. 8. Distribute the free CATCH promotional brochures and templates for schools, early childhood centers, health care facilities, communities, and after school programs across the intervention area. <p>GOAL: IMPROVE NUTRITION EDUCATION.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 1. Advertise the free weight control program/ nutrition education offered at school sites after school for community members. 2. Recruit community members to join the weight control program/nutrition education offered.
ACCESS	Healthy food/drink choices/nutrition education availability	<p>GOAL: IMPROVE THE QUALITY AND NUTRITIONAL VALUE OF FOOD OFFERED IN CAFETERIA FACILITIES OFFERED IN SCHOOLS, EARLY CHILDHOOD CENTERS, AND HEALTH CARE FACILITIES.</p> <ol style="list-style-type: none"> 1. Partner with local school districts, early childhood centers and health care facilities to utilize CATCH trainers to work with food service personnel to improve access and increase visibility of healthier choices and train community food service personnel to procure healthier options with food service vendors. 2. Inform community food service personnel of the CATCH research study intervention sites that have successfully proven to reduce the amount of saturated fats and sodium in school meals. 3. Adopt a policy to increase healthier foods and beverages relative to the percentage of less healthier foods sold in vending machines, cafeterias, and concession stands in schools, early childhood centers and healthcare facilities. <p>GOAL: INCREASE AVAILABILITY OF NUTRITION EDUCATION & WEIGHT CONTROL GROUPS.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 1. Partner with schools to provide a free weight control program/ nutrition education after school for community members at school sites. 2. Provide healthy incentives to encourage participants who lose weight and record their food intake and exercise routines. <p>GOAL: IMPROVE AVAILABILITY OF AFFORDABLE HEALTHIER FOOD AND BEVERAGE CHOICES IN PUBLIC SERVICE VENUES.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 4. Adopt a policy to lower prices of healthier foods and beverages relative to the cost of less healthier foods sold in vending machines, cafeterias, and

		<p>concession stands in schools, early childhood centers and healthcare facilities.</p> <p>5. Increase availability of low-fat foods at all public (gymnasias, sports stadia, entertainment venues) events.</p>
POINT-OF-PURCHASE/PROMO	Signage for healthy vs. less healthy items	<p>GOAL: ILLUSTRATE HEALTHY FOOD CHOICES VS. UNHEALTHY FOOD CHOICES AT PUBLIC SCHOOLS AND PUBLIC (GOVERNMENTAL) SERVICE VENUES.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 1. Place point-of-purchase information about healthy choices in cafeterias, vending machines, over-the-counter sales at public arenas and stadia (concession stands, etc.). 2. Encourage restaurants to add “healthy menu items” to menus. 3. Display identification of foods as Go, Slow, and Whoa foods which identify healthy vs. less healthy food items in schools, early childhood centers and health care facilities.
PRICE	Product Placement and Attractiveness/ Changing relative prices of healthy vs. unhealthy items.	<p>GOAL: INCREASE THE ATTRACTIVENESS OF PRODUCT PLACEMENT TO ENCOURAGE HEALTHY FOOD DECISIONS.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 1. Implement food service personnel training suggestions including attractiveness of healthy school meals, taste test promotions, and decoration of cafeterias and salad bars to encourage positive healthy eating habits. <p>GOAL: INCREASE AFFORDABLE FRESH PRODUCE.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 1. Utilize CATCH trainers to work with food service staff to assist vendors/purchasing, preparation, and promotion of healthy cost-effective food options in schools, early childhood programs including public and faith based and health care facilities.
SOCIAL SUPPORT AND SERVICES	Support the community business owners/ Workplace Wellness Program/ Weight Control & Nutrition Education Program	<p>GOAL: LAUNCH AND SOLICIT COMMUNITY & BUSINESS LEADERS IN COMPREHENSIVE COMMUNITY WELLNESS PROGRAM.</p> <p>MEASURES: Coalition Response:</p> <ol style="list-style-type: none"> 1. Launch Chamber of Commerce “Be Healthy Challenge Program” targeting business owners/workplaces. <p>GOAL: CREATE WORK ENVIRONMENTS IN OUR COMMUNITY THAT ALLOW PERSONNEL ACCESS TO WEIGHT CONTROL PROGRAM AND NUTRITION EDUCATION OPPORTUNITIES THEREBY IMPROVING THEIR HEALTH.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 1. Use the CATCH wellness plan for all staff including promoting increased healthy eating opportunities in the workplace for nurses, patients, families, doctors, and other health care staff in health care facilities and teachers, coaches, administrators and other personnel in schools. 2. Provide a free weight control program/ nutrition education program at school sites after school for teachers, administrators and parents. 3. Provide a free weight control program/nutrition education program at school sites after school for all other workers in the community.

MAPPS STRATEGY	PHYSICAL ACTIVITY	COMMUNITY STRATEGY
MEDIA	Promote physical activity & physical activity opportunities available to the community.	<p>GOAL: PROMOTE PHYSICAL ACTIVITY.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 1. Employ print and broadcast media to promote physical activity. 2. Distribute the CATCH news clips, published articles, and postings across the intervention area. 3. Send teachers, parents and community members a free monthly newsletter that focuses on physical education, coordinated school health, success stories and teaching strategies. 4. Create media awareness using CATCH research data. 5. Create success stories from the pilot schools, health care facilities and physical activity programs to circulate to the media. 6. Use the CATCH promotional team’s template as a press release to promote the CATCH program to the community. 7. Distribute the free CATCH promotional brochures and templates for schools, early childhood centers, health care facilities, communities, and after school programs across the intervention area. <p>GOAL: PROMOTE PHYSICAL ACTIVITY OPPORTUNITIES.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 1. Advertise to inform the community of physical activity opportunities in their area.
ACCESS	Develop physical activity opportunities throughout the intervention area.	<p>GOAL: INCREASE QUALITY PHYSICAL ACTIVITY OPPORTUNITIES THROUGHOUT THE INTERVENTION AREA.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 1. Adopt the CATCH list of policy recommendations designed to ensure quality physical activity in after school physical activity programs for the community members, early childhood centers including public and faith based, and all public school districts in the intervention area. 2. Implement the CATCH physical education program which offers sufficient quantities of curriculum, training, equipment, and follow up support to facilitate and maintain quality, daily physical education in after school programs, early childhood centers including public and faith based Train all personnel on the research documentation on CATCH programs which have demonstrated outstanding sustainability, and public school districts in the intervention area. 3. Train all personnel on the research documentation on CATCH programs and curriculum which have demonstrated outstanding sustainability. 4. Distribute equipment and supplies to sites to implement CATCH in and after school settings for access within target populations. 5. Refurbish walking tracks/bike tracks/tennis courts in underserved areas. 6. Improve recreational facilities throughout the intervention area to replace unsafe or inaccessible physical activity equipment. 7. Partner with school districts to provide quality physical activity for the community at school sites. <p>GOAL: DEVELOPMENT OF LAND USE POLICIES THAT ENCOURAGE BIKING AND WALKING, NEIGHBORHOOD PARK & PLAYGROUND, SPORTS & RECREATION PROGRAMS IN COMMUNITIES.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 1. Conduct a thorough study to identify barriers in public policy (planning, zoning, budgeting and finance etc.) and the built environment that

		<p>contribute the unhealthy food and fitness life choices for the citizens of Independence County.</p> <p>GOAL: EARLY CHILDHOOD IS AN IMPORTANT PERIOD FOR DEVELOPING DIETARY AND PHYSICAL ACTIVITY BEHAVIORS AND PRACTICES OF CHILD CARE FACILITIES CAN IMPROVE CHILDREN’S DIETARY INTAKE, PHYSICAL ACTIVITY LEVELS, AND ENERGY BALANCE.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 1. Engage state policy makers, health professionals, child care practitioners, and state licensing offices to work together to develop nutrition, physical activity, and media use policies and regulations that will improve children’s health and help prevent obesity, without placing undue administrative or financial burden on child care facilities. 2. Explore opportunities to partner with county child care facilities to reduce screen time for children under care, improve diet and physical activity for infants, toddlers and pre-school age children.
POINT OF PURCHASE/PROMOTION	Signage for neighborhood support and way-finding.	<p>GOAL: IMPROVE WAY-FINDING & SHOW PROGRAM SUPPORT IN AND NEAR SCHOOLS, PARKS AND FARMERS MARKETS.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 1. Install signage along sidewalks, bike and walking trails providing way-finding to walking tracks, schools, parks and farmers markets. 2. Post CATCH messages throughout the community to support after school/ site physical activity programs. 3. Display CATCH messages throughout the school to support classroom teachers, physical educators, school nutrition staff, and parents, on campus before, during and after school.
PRICE	Free access to facility use and physical activity opportunities.	<p>GOAL: IMPROVE ACCESS FOR COMMUNITY USE OF NEIGHBORHOOD SCHOOLS BY PARTNERSHIPS FOR PROGRAMS ADVANCED BY THE CPPW INITIATIVE.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 1. Established existing agreements between the Independence County school districts, cities and neighborhoods groups for use of school facilities in neighborhoods including gymnasias, recreational grounds, cafeterias and school assembly areas. 2. Create community physical activity programs with schools as the site and employ athletic trainers, personal fitness instructors, etc. for the intervention area.
SOCIAL SUPPORT & SERVICES	Workplace, faith-based, park and neighborhood activity groups.	<p>GOAL: LAUNCH AND SOLICIT COMMUNITY & BUSINESS LEADERS IN COMPREHENSIVE COMMUNITY WELLNESS PROGRAM.</p> <p>MEASURES: Coalition Response:</p> <ol style="list-style-type: none"> 1. Launch Chamber of Commerce “Be Healthy Challenge Program” targeting business owners/workplaces. <p>GOAL: CREAT WORK ENVIRONMENTS IN OUR COMMUNITY THAT ALLOW PERSONNEL ACCESS TO PHYSICAL ACTIVITY OPPORTUNITIES THEREBY IMPROVING THEIR HEALTH.</p> <p>MEASURES: Coalition response:</p> <ol style="list-style-type: none"> 1. Offer quality physical activity opportunities in the workplace for teachers, administrators and parents 2. Offer quality physical activity for all other workers in the community at school sites.