Your Health Matters: Growing Active, Healthy Communities

3: Consider What Works
Consider What Works: Learning Objectives

• Identify evidence-based strategies to support increased physical activity and healthy eating in your community.
Why look at past examples?

- Evidence-based strategies have been shown to work in scientific studies.
Use evidence-based strategies instead of:

- Trendy
- Cost effective
- Quick fixes
- “We’ve always done it this way”
Evidence-Based Strategies Around Texas
Strategy #1: Expand opportunities to be physically active at existing locations
Example 1: Free Exercise Classes in Brownsville, TX

- Using existing facilities around the city, including schools, churches, and community buildings to offer exercise classes.
Example 2: Cedar Brook Elementary School in Spring Branch, Texas

SPARK helps public schools develop their playgrounds into community parks. The park is used by the elementary school during school hours, but then is open to the public during after school hours and on the weekends.

Example 3: San Antonio Síclovía (Open Streets)

Video: http://youtu.be/13DfyUcA7Oc

The difference between a Block Party and Open Streets is that Open Streets is a regular occurrence.

http://siclovia.org/
http://www.cdc.gov/communitiesputtingpreventiontowork/
What locations exist in your communities that could be used for this strategy?
Strategy #2: Create streets that are safe and accessible everyday
Example 1: Improve sidewalks, crosswalks, bicycle paths

Make walking, biking, and using mass transit the easy thing to do.

Safe Routes to School

http://guide.saferoutesinfo.org/introduction/the_decline_of_walking_and_bicycling.cfm
Example 2: South Dallas Better Block Project

BEFORE

AFTER

The Better Block

http://betterblock.org/?p=599
Example 3: Houston Bikeway Program

Unprotected Path

Protected Path

cars  pedestrians

bikes
Where some places are in your community that could benefit from improved sidewalks, crosswalks, and/or bicycle paths?

How?
Strategy #3: Increase awareness to encourage physical activity in places where people make decisions
Example 1: Brownsville’s Sunrise Mall
“Learn to Love It!” and other point of decision prompts
Strategy #4: Increase consumption of fruits and vegetables
Example 1: Tyler Gets a Taste of Healthy Eating with The Fair Market

- A partnership between NET Health and East Texas Community Food Coalition in Tyler has led to the development of a farmers market.
- To encourage low-income mothers and their young children to eat more fresh fruits and vegetables the market provides WIC participants with vouchers to buy produce at the market.
- The market is centrally located and within walking distance from the main bus depot and within an identified Food Desert.
Example 2: Lubbock Community Garden Provides Affordable Fresh Produce

- The Guadalupe Garden Coalition in Lubbock, Texas helped to develop community gardens in the low-income neighborhood of Guadalupe.
- Community members can apply for a spot and grow and harvest their own produce.
- The extra food is distributed to the community through St. Joseph’s church.

For information on how to start a community garden: http://communitygarden.org
Example 3: Waco Brings Farm-Fresh Produce to Work

- The Waco-McLennan County Public Health District facilitated the partnership between City of Waco and Sustainable Food Center to implement the Farm to Work program as a project of the Community Transformations Grant funded through DSHS by CDC.
- The program provides 1,500 employees access to fresh, locally grown fruits and vegetables without having to travel to a grocery store and supports local farmers.

Sustainable Food Center: www.sustainablefoodcenter.org
Strategy #5: Reduce the consumption of high-calorie foods and sugar-sweetened beverages
Example 1: Burnet County Menu Labeling

- This program was started by the San Antonio Metro Health District.
- Williamson County & Cities Health District adapted the ¡Por Vida! A Better Choice For Life! healthy menu labeling program locally in Burnet County and Williamson County.
- With this program they are working with local health care providers and dining establishments to make community members aware of the calories in the foods they choose to eat.
Example 2: San Antonio “Tienditas Por Vida”

• The ¡Tiendita Por Vida! program offers area residents an easy and accessible way to purchase healthier food choices and keep the neighborhood from being a ‘food desert,’ an area with no access to fresh or frozen produce within walking distance.

• The ¡Tiendita Por Vida! initiative installed refrigeration and freezer units in two family-owned stores. The stores stock the units with fresh and frozen foods, and feature culturally-relevant marketing and education, including healthy recipes and cooking demonstrations.

http://www.sanantonio.gov/health/HKHC-HealthySelections.html
What is the Community Guide?

http://www.thecommunityguide.org/pa/index.html
Welcome to Healthy, Texas!

http://planhealthytexas.org
Welcome to Unhealthy, Texas USA
Welcome to Unhealthy, Texas USA

COMMITTEE INPUT

Barriers to Physical Activity and Healthy Eating

North  South

What Works

Establish Priorities: Important and/or Doable

Take Action

Our Priority: ____________

Next Steps

Who

When

Measure

Partners:
Consider What Works: Key Point Recap

- PlanHealthyTexas.org is a great resource to identify evidence-based strategies.
- There are many more evidence-based strategies.
- All should be considered with partners in your community.
Have you seen any of the strategies or examples we discussed in your community?

Of the strategies and examples we discussed, which one do you think will work in your community?
Switch to *Partners* PowerPoint