



# Your Health Matters: Growing Active, Healthy Communities



2: Communities Can Change



# Communities Can Change: Learning Objectives

- Discuss why it is important to listen to members of your local community.
- Determine what defines a community i.e. culture, language, geography.
- Define policy improvement, systems and environmental change as it relates to physical activity and healthy eating.



# Healthy Communities

- A healthy community means more than just the absence of disease.



# Healthy Communities

- A healthy community has sidewalks, schools, playgrounds, trails and safe, accessible places to move and be active.



\*Important to address access for people with disabilities, elderly, young children, etc.

# Healthy Communities

- In a healthy community, everyone has easy, affordable access to fresh fruits and vegetables.



# Healthy Communities

- A healthy community is safe for everyone.



# Each Community is Unique

- Culture
- Language
- Local flavor
- Community spirit
- Collaborative leadership style



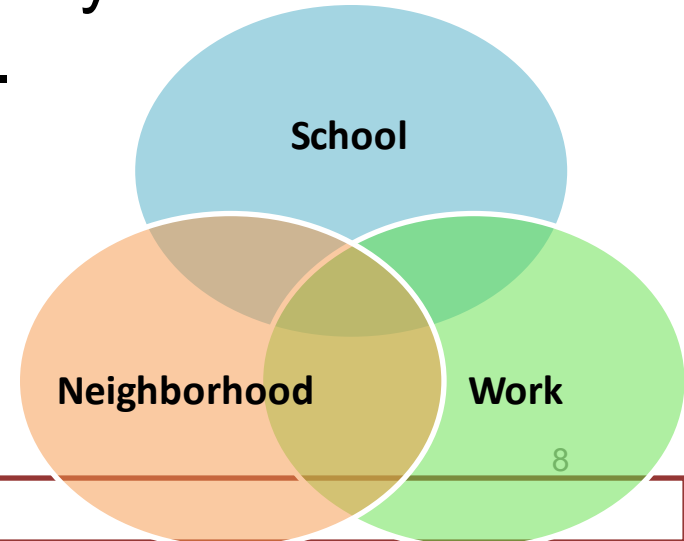
What makes your community unique and healthy?

# Definition of Community

- **COMMUNITY** is:

A united group of people who share common interests.

Examples of communities may be where you live, work, or go to school. Community may be based on relationships rather than geography.







# Communities

- What communities do you belong to?

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- Why do you belong to these communities?

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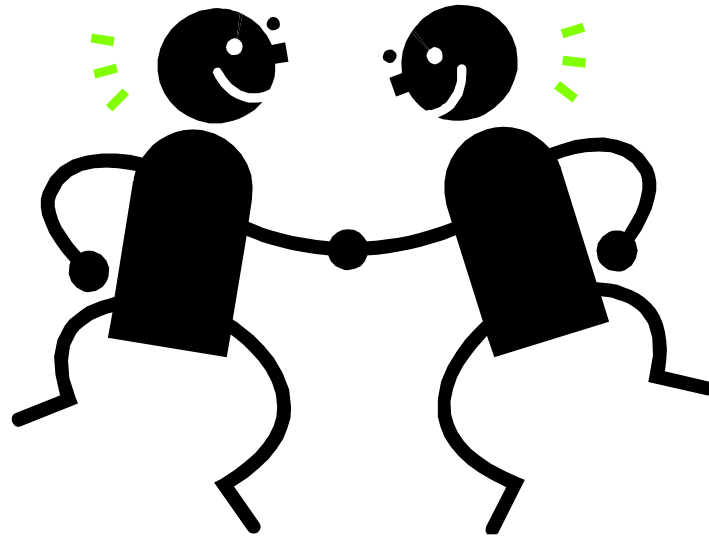
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# 5-MINUTE BREAK

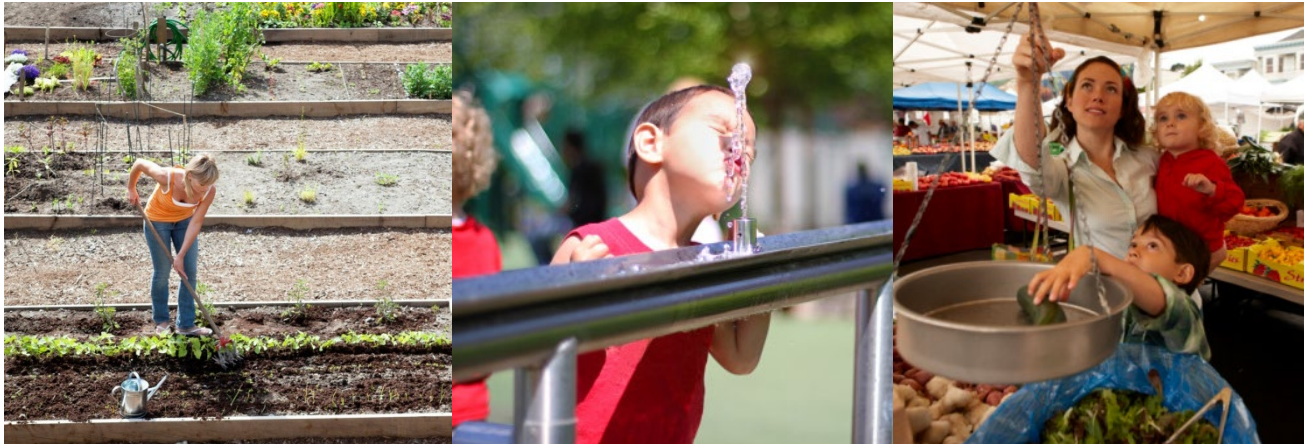
Meet one new person and ask them what communities they are a part of.



Policy improvements, systems and environmental changes play a big role in creating a healthier community.



# WHAT ARE POLICY IMPROVEMENTS, SYSTEMS AND ENVIRONMENTAL CHANGES?



# Policy Improvements

## Definition:

Implementation of laws, regulations, and rules (both formal and informal) that reflect a point of view. These policies can be altered to support healthy lifestyles.



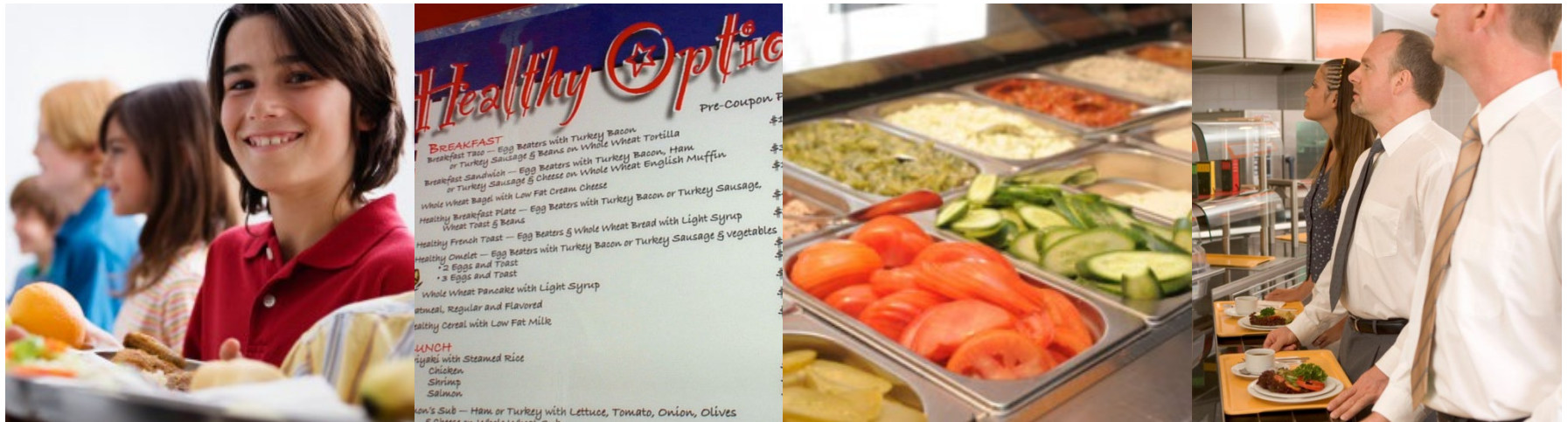
# Environmental Change Example

- Connecting and developing hike and bike trails that are accessible to residents and lead to destinations like shopping, schools, and restaurants. This encourages people to use "active transportation".



# Policy Improvement Example

- Setting standards for cafeterias or meetings that include healthy food options and cooking methods (nutrition policy)



# Environmental Changes

## Definition:

Modifications to the economic, social, or physical environments. The environment can be altered to support healthy lifestyles.





# System Changes

## Definition

- Changes to the formal and informal components of a system to alter the way it provides a service or product.
- Types of systems:
  - Schools, transportation, parks and recreation



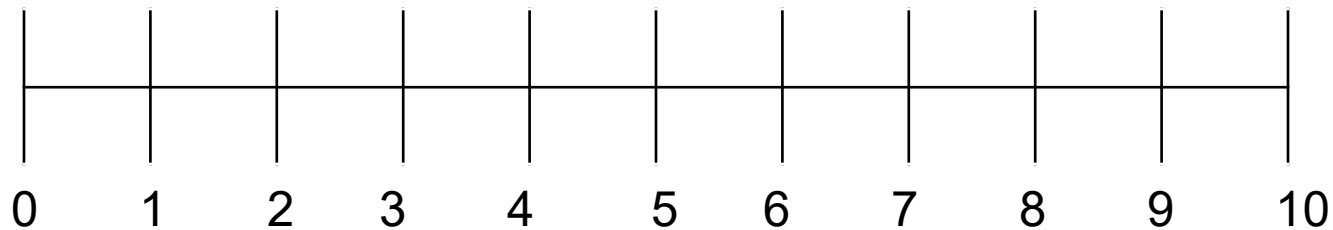
# System Change Example

- Worksite Wellness programs that encourage employees to be active, by providing rewards for employee physical activity, such as paid time for non-work-related exercise, onsite fitness areas at work, and reduced fees for health club memberships.



On a scale of 0-10, how confident are you that you can reduce obesity in your community by making policy improvements, systems and environmental changes that increase physical activity and healthy eating?

HOW CONFIDENT ARE YOU?



Not confident at all

Somewhat confident

Very confident

# Pedestrian Fatalities

Can you think of a child or adult in your community that was injured or killed by an automobile while being physically active?



“Few pedestrians have ever injured a motorist in an accident. We need streets and spaces to be safe for all.”

# These deaths could NOT have been prevented by:

- Health screenings
- Health education
- Doctor's visits
- Counseling



# These deaths COULD have been prevented by:

- Policies that support physical activity.
- Environmental changes that support physical activity.





# The Difference Between Individual and Policy/Systems/Environmental Levels

## Individual Level

- I live so far away from the big grocery stores, and the convenience store close to my house doesn't have fresh fruits or vegetables.
- I'm afraid I'll get hit by a car because there are no sidewalks.
- There is no place close to my house for my family to be active.

## Policy, Systems, and Environmental Level

- There are no policies or programs in place to get fresh fruits and vegetables to all areas of the city, there is a church in my area who is interested in hosting a farmers market in their parking lot.
- City planners and other stakeholders need to create ordinances requiring sidewalks on new streets as well as adding sidewalks to the old streets.
- The school systems have policies that lock up the playgrounds after school hours.



# Defining Problems: Individual and Policy/Systems/Environmental

**Individual Level**

**Policy, Systems, and Environmental Level**





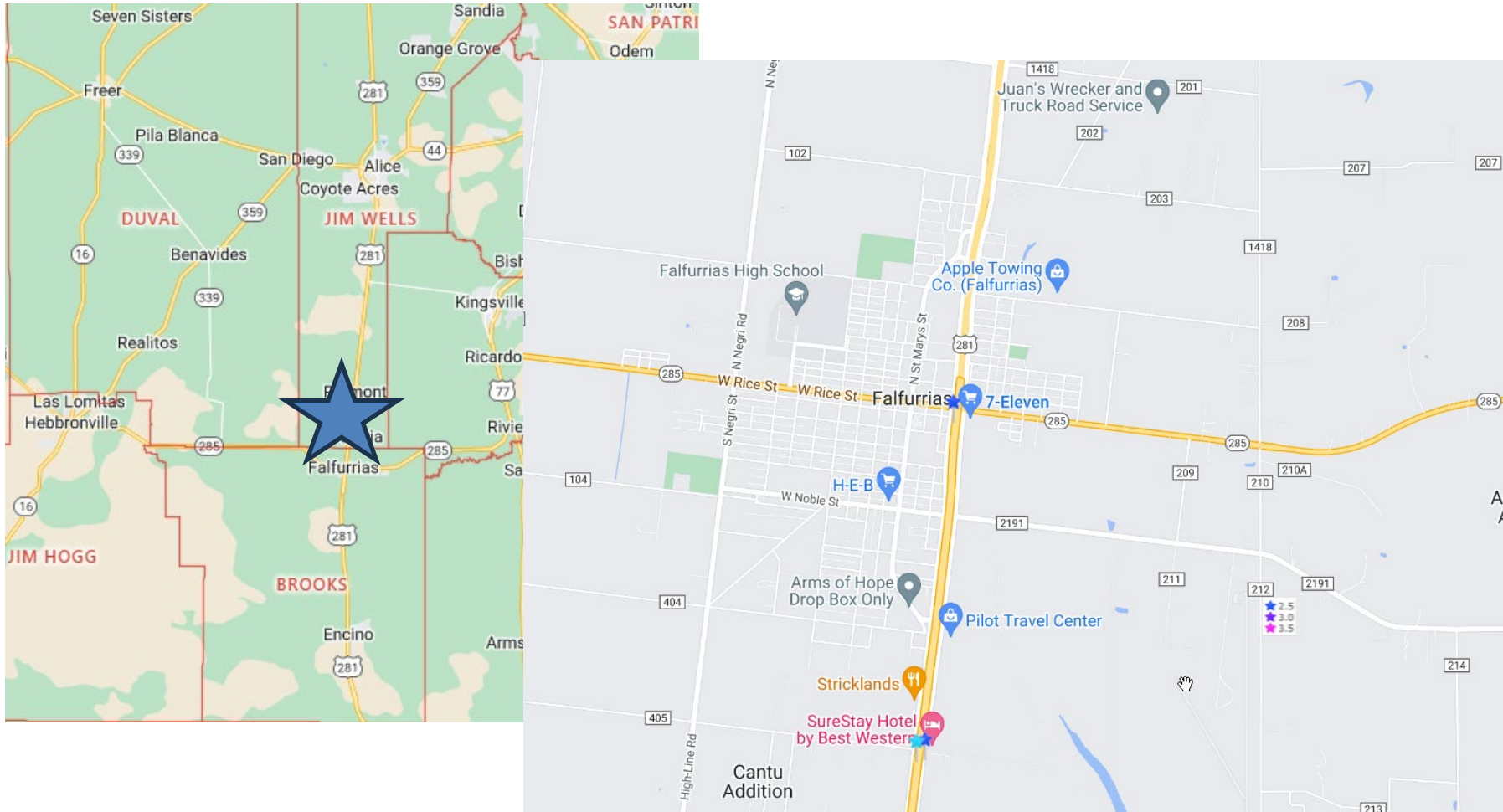


*Welcome to*  
**Falfurrias, Texas USA**





# Welcome to Falfurrias, Texas USA



# Picturing your Community

- What are the community's current resources that promote physical activity and healthy eating?
- Who might have access to these resources?
- What do the communities have in common and what are the differences?





# Welcome to Falfurrias, Texas USA

COMMUNITY INPUT

Barriers to  
Physical  
Activity and  
Healthy Eating

What Works

Establish Priorities:  
Important and/or  
Doable

Take Action

Our Priority:  
\_\_\_\_\_

Next  
Steps

Who

When

Measure

Partners:





**Barriers to Physical  
Activity and Healthy  
Eating**

Report back barriers

# Communities Can Change:

## *Key Point Recap*

- A community's unique cultural features should influence how change happens.
- A community's environment can be modified.
- Policy, systems, and environmental approaches create long-term change toward healthier communities.





# MY PLAN

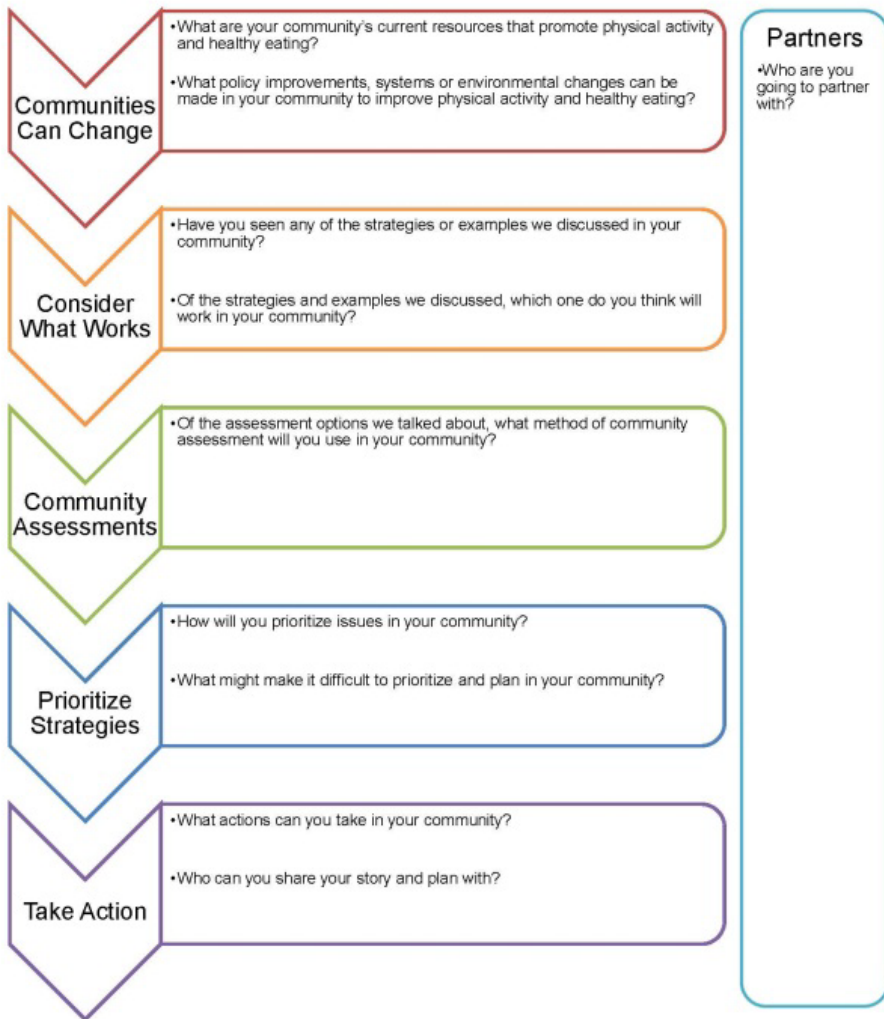
## Communities Can Change

**MY PLAN: POLICY, SYSTEMS, AND ENVIRONMENTAL CHANGE IN MY COMMUNITY**

<b>Communities Can Change</b>	<ul style="list-style-type: none"> <li>•What are your community's current resources that promote physical activity and healthy eating?</li> <li>•What policy improvements, systems or environmental changes can be made in your community to improve physical activity and healthy eating?</li> </ul>	<b>Partners</b> •Who are you going to partner with?
<b>Consider What Works</b>	<ul style="list-style-type: none"> <li>•Have you seen any of the strategies or examples we discussed in your community?</li> <li>•Of the strategies and examples we discussed, which one do you think will work in your community?</li> </ul>	
<b>Community Assessments</b>	<ul style="list-style-type: none"> <li>•Of the assessment options we talked about, what method of community assessment will you use in your community?</li> </ul>	
<b>Prioritize Strategies</b>	<ul style="list-style-type: none"> <li>•How will you prioritize issues in your community?</li> <li>•What might make it difficult to prioritize and plan in your community?</li> </ul>	
<b>Take Action</b>	<ul style="list-style-type: none"> <li>•What actions can you take in your community?</li> <li>•Who can you share your story and plan with?</li> </ul>	

What are your community's current resources that promote physical activity and healthy eating?

## MY PLAN: POLICY, SYSTEMS, AND ENVIRONMENTAL CHANGE IN MY COMMUNITY







# Let's move!

**Instant Recess:**

<http://youtu.be/mO1GJIOQg6E>



## Activity Break

Switch to  
*Consider What Works*  
PowerPoint