



RESIDENT/COMMUNITY WELL-BEING

Community Event – Establish one community event per year to engage individuals, increase awareness of healthy lifestyles and share your successes. Funding may be used to coordinate and promote these events. Additionally, through the technical assistance component, BCBSKS will work with communities to assist with identifying and providing access to subject matter experts as appropriate.

Mobilize residents Engage residents in the community to sign the **Pathways to a Healthy You Pledge** to make improvements in their own health, and to participate in community events and other healthy eating, active living and tobacco-free activities.



Coordination grant funds should be used for event planning, communications and marketing in the community. Additional funding is available for community well-being projects through Implementation Grants, with award dependent on the size and scale of the project.

Recommended Options for Resident/Community Well-Being Focus Areas

Nutrition

- Community gardens/orchard/greenhouse (KSRE)
- Farmers market, mobile farmers market
- Campaign to encourage healthy activities and neighborhood engagement
 - ✓ Ugly fruits and vegetables campaign
 - ✓ Neighborhood healthy cooking classes/ clubs, taste testing, education and activities
- Healthy food festival promoting local foods

A weight loss challenge is not an acceptable activity

Physical Activity

- Promote Project Play (<http://youthreport.projectplay.us/>)
- Community coordinated walking/biking group or circuit/competition
 - ✓ Bring together several faith-based or community organizations to sponsor a circuit (monthly, bi-monthly) of 5Ks and serve a healthy meal at the end. Prize for everyone who completes all/majority of the 5Ks. Encourage people to enter as teams and to walk together between events.
 - ✓ Create a Neighbor Walk program, bringing groups together to a walk once a week

at a standard time. Have a coordinator and map out a few different routes that last 30-60 minutes. Include walking logs, promote the walks and survey participants for feedback.

- Partner with local community organization (YMCA, Boys & Girls Clubs) for regularly scheduled healthy eating, active living event such as a free “open gym” or exercise night with healthy snack
- “Tuesday Night Track” -- weekly run/walk event open to public
- Safety upgrades to track/trails in community – lights, benches, outdoor exercise equipment
- Campaign, such as walking/fitness challenge, to encourage healthy activities and neighborhood engagement
 - ✓ Ex. Challenge neighborhood groups
- Screen-time intervention to encourage more activity/less sedentary time in front of a screen

Tobacco Use Prevention

- Support RESIST, a youth movement that promotes tobacco-free teens
- Hold a tobacco-free (including e-cigarettes) event
- Conduct a tobacco-free media campaign
- Promote tobacco-free multi-unit housing in the community