



Key Engagement Activities: Community level actions that stakeholder organizations can do to effect the policy, systems and environment around obesity in their community

1. Breastfeeding
 - a. Raise the profile of breastfeeding in your community.
 - i. Recognize organizations supportive of breastfeeding in communities with awards or public recognition
 - ii. Work with county fairs and other major local events in your communities to provide lactation accommodations and breastfeeding support
 - iii. Connect with local breastfeeding support organizations like La Leche League, Local Breastfeeding Coalitions and drop-in centers to expand impact
 - b. Work with businesses they facilities have dedicated lactation space
 - i. Work with large employers to create comfortable lactation accommodations
 - ii. Work with venues that host large numbers of people to provide dedicated lactation accommodations.
2. Built Environment
 - a. Support efforts to make communities more walking, biking and transit friendly
 - i. Increase Complete Streets
 - ii. Assess the built environment of your community
 1. Hold built environment audits in your community to assess the state of walking, biking and multi-modal transportation in your community
 2. Challenge local leaders to walk ½-1 mile to school like a student may have to in order to change leaders perception of accessibility, safety and need.
 - iii. Work community members to improve, repair and maintain walking and biking infrastructure
 1. Sidewalk repair – Revolving loan programs for businesses and individuals
 2. Support multi-use trail construction
 3. Strive to attain national walking and bike friendly community designations
 4. Work to connect exist walking and biking infrastructure with important community destinations
 - iv. Create comprehensive community plans for transportation that include walking, biking, and transit
 1. Develop specific plans for walking and biking in communities (Bike and Pedestrian master plans)
 - v. Improve transit
 1. Assess current transit needs in your communities
 2. Assess and improve the walking and biking infrastructure around transit (First mile, last mile connections)
 3. Work with local transit organizations to increase and expand transit options



3. Childcare/Children

- a. Include nutrition, physical activity and TV time standards in Child Development Associate training, Child Care Center Licensure, Child Care and Development Fund (CCDF), and Paths to Quality Rating System (PTQ)
- b. Increase participation in or movement towards CDA, Childcare Licensure, CCDF, PTQ and CACFP (Child and Adult Care Food Program).
 - i. Work with local childcare providers to increase the number of childcares that participate in Paths to Quality (PTQ).
 - ii. Work with Child cares to increase the number of childcares in your community that receive Child Care Development Funds (CCDF) dollars and Child and Adult Care Food Program (CACFP) dollars.
 - iii. Work with childcares to help raise their organizations standards of nutrition and/or physical activity to levels that match or exceed CCDF, PTQ or CACFP levels.
 - iv. Work with local colleges, universities and schools doing Child Development Associate training to include training around physical activity and nutrition.

4. Faith-Based Organizations (Faith-Based Organizations)

- a. Increase the number of FBO's in Obesity Initiatives,
 - i. Partner with FBO's to create or enhance outreach to vulnerable populations
 - ii. Help FBO's adopt healthy meeting and healthy event policies.
 - iii. Work with FBOs to include physical activity in their events
 - iv. Work with FBO's to enhance or create community gardens that increase food access and healthy food consumption in communities
 - v. Work with FBO emergency food/hunger initiatives such as food banks, food pantries, and soup kitchens to improve levels of nutrition and increase vulnerable population's access to healthy foods.
 - vi. Increase physical activity and nutrition standards at faith-based childcares/ministries.
 - vii. Encourage faith-based childcares/ministries to enroll in PTQ and to use CCDF and CACFP funds.

5. Food/Nutrition

- a. Establish local food councils
 - i. Work with local food stakeholders to create a standing body that addresses food and food system issues in your community.
- b. Assess the current food system
 - i. Partner with local higher education to develop an academic assessment of your communities' food system
 - ii. Use the assessment to develop action plans to address community food issues
- c. Expand access to healthier foods in your community
 - i. Work with corner stores and other existing stores in low access areas to increase the availability and sale of healthy food options.



- ii. Develop community gardens that increase communities' access to nutritious foods
- iii. Work with food pantries, food banks and other emergency food outlets to increase the nutrition of foods offered at these organizations.
- iv. Develop financing options for retail food establishments to use to make nutritious foods more available
- v. Increase the number of farmers markets and farm stands in your communities
- vi. Increase the number of farmers markets and farm stands that accept SNAP and WIC
- vii. Partner with organizations to offer double-up programs to expand the amount of money able to be spent on healthy foods at farmers markets.

6. Healthcare

- a. Educate health professionals on evidence based nutrition, physical activity, breastfeeding and obesity prevention practices
 - i. Work with local hospitals, physicians and medical practices to develop a community-wide physical activity and nutrition education program to be given like a prescription.
 - ii. Help train medical staff to assess and intervene with overweight and obese patients. (Motivational interviewing, Etc...)
 - iii. Work with your local delivering hospital to attain "baby-friendly" status.
 - iv. Support and improve efforts that increase breastfeeding among all mothers like lactation support groups, drop-in breastfeeding centers and local breastfeeding coalitions.
 - v. Develop appropriate obesity data sharing with local hospitals and healthcare organization to accurately track obesity in your community.
 - vi. Train healthcare professionals to model healthy lifestyles.
 - vii. Develop ways to intervene early to prevent obesity in children and adults
- b. Improve clinic to community linkages
 - i. Develop better connections between healthcare organizations and community resources providing nutrition and physical activity resources
- c. Promote the ways that hospitals intervene with communities because of their community benefit programs and goals.
 - i. Develop and strengthen partnerships with hospitals prevention, community outreach, or community benefit departments
 - ii. Pool resources to complete Community Needs Assessments (CNAs), Community Health Needs Assessments (CHNAs), or Community Health Improvement Plans (CHIPs).
 - iii. Include physical activity and nutrition as key components in community interventions

7. Older Adults

- a. Support obesity, physical activity, and nutrition initiatives that take into account the specific needs of older adults
 - i. Partner with senior serving organizations to increase physical activity opportunities among seniors
 - ii. Work to increase the nutrition standards of organizations that serve seniors.



- iii. Create and develop co-located and congregated meal sites and emergency food access facilities.
- iv. Increase use and redemption of senior WIC and other senior nutrition services.
- v. Create or support congregate meal sites that provide meals with high levels of nutrition
- vi. Increase senior access and use of farmers markets and other healthy food retailers
- vii. Work with community planners to create amenities that are accessible to seniors and those with disabilities.

8. Schools

- a. Increase and improve physical activity in and around schools
 - i. Work with schools to support and participate in Safe Routes to School events and programs
 - ii. Participate in national walk and bike to school days
 - iii. Work with schools to develop increased opportunities for students to be physically active each day
 - iv. Support Shared-Use agreements and programs in your community
 - v. Train teachers and other school staff on the importance of recess and daily physical activity
 - vi. Train teachers how to incorporate physical activity breaks into the regular school day
 - vii. Support schools efforts to increase physical activity opportunities in schools.
 - viii. Support community efforts to improve the physical infrastructure around schools to improve walk and bike-ability and access.
 - ix. Develop remote drop-off opportunities and before school physical activity opportunities.
 - x. Work with School Health Advisory Councils to restrict taking away recess as a punishment
- b. Improve nutrition in and around schools
 - i. Work with schools to increase Farm2School activities including school gardens, nutrition education and local procurement.
 - ii. Work with schools to institute healthy guidelines for school vending, beverage contracts, fundraising, concessions, and class parties.
 - iii. Increase the number of students accessing free or reduced lunches that qualify
 - iv. Increase or implement breakfast in the classroom programs
 - v. Eliminate unhealthy marketing to students on school property.
 - vi. Work to include nutrition education into school curriculum.

9. Worksites

- a. Support/increase worksite wellness policy creation, implementation and evaluation
 - i. Help worksites complete wellness assessments.
 - ii. Work with worksites to develop healthy vending and healthy meeting policies.
 - iii. Work with worksites to develop physical activity opportunities on-site for employees.
 - iv. Work with worksites to provide on-site healthcare options and health screenings.



- b. Support healthier food and drink options in worksites.
 - i. Work with worksites to develop healthy vending and healthy meeting policies

10. Public Health Organizations

- a. Organizations doing policy, systems, and environmental have paid, full-time leadership.
 - i. Develop sustainable partnerships that support funding local leadership that works on community policy, systems and environment change.
- b. Develop networks, systems of communication, and peer learning opportunities among policy, systems, and environmental change leaders.
 - i. Convene community leaders and facilitate sharing and learning among different sectors within your community.
 - ii. Leverage technology to increase idea sharing and communication in your community

11. Local and Regional Coalitions

- a. Support local coalitions and partnerships through technical assistance and trainings on PA/N, BF, policy and advocacy, coalition development, health disparities
 - i. Support local efforts to develop comprehensive health alliances (coalitions, partnerships, initiatives)
 - ii. Find ways to provide professional development around big picture public health and community improvement actions.
 - 1. Leadership, advocacy, facilitation trainings.
 - 2. Increase knowledge of physical activity, nutrition, breastfeeding activities
 - 3. Increase knowledge and actions around health disparities and disparate populations
 - iii. Increase the # of communities that have assessed their built and social environments.
 - 1. Continue to assess the health and social environment of your community.