

INTRODUCTION

A community is comprised of community agencies and municipal government. Community agencies include social services, faith-based and civic organizations. The municipality includes public works, park and recreational departments, fire and rescue, town planners, welfare, libraries, town offices and elected officials. Working in collaboration, a community can foster healthy eating and active living through sponsoring education and community programming; increasing community connectivity; providing infrastructure that supports alternative means of transportation; preserving open space; and providing safe, attractive and accessible recreational facilities. Healthy lifestyles can be encouraged through simple, low-cost strategies, such as using signs to prompt stair use or encouraging local food pantries to increase healthy food options. However, major investment in infrastructure is also recommended to create alternatives to the car as a means of transportation, construct facilities for leisure-time physical activity, and improve neighborhood security.

TOP PRIORITIES AND RECOMMENDED INTERVENTIONS

Communities and municipalities can have the greatest impact on the health of New Hampshire residents by implementing the recommended interventions listed on pages 33–34. Highest priority is given to the following:

Goal 1 Objective 1

Engage community agencies and municipalities in adopting and promoting HEAL interventions

Educate communities about HEAL recommendations.

Objective 2

Provide community agencies and municipalities with tools to adopt HEAL initiatives.

Objective 3

Recruit and recognize community agencies and municipalities that implement HEAL recommendations as HEAL Partners.

Goal 2 Objective 1

Incorporate healthy eating and active living practices in town planning processes

Incorporate land use and practices that promote physical activity and healthy living in master plans.

Objective 2

Train town planners (local master planning advisory committees and regional planning commissions) on incorporating HEAL recommendations in master plans.

Objective 3

Support implementation of Livable Walkable Communities (LWC).

Goal 3 Objective 1

Increase use of and access to public spaces

Pass local zoning and planning ordinances that promote open space community connectivity and make parks, trails, and greenspace accessible, safe and inviting.

Objective 2

Collaborate with the Leave No Child Inside (LNCI) to promote link between nature and HEAL concepts.

Objective 3

Provide a community public space map on town website, in town office and in town annual report to promote the use of public parks and recreational facilities.

A complete list of recommended interventions and useful resources follows.

Goals	Recommended Interventions		
	Policy	Practice	Communication
Assure consistent messaging.	Ensure that the HEAL message is promoted consistently across agencies and services.	<p>Promote, package and distribute materials that are accessible and appropriate to the various sectors of the community (easy to read, bi-lingual).</p> <p>Create and maintain a community MySpace page to reach out to youth and young adult populations with HEAL messages and information on activities and initiatives in their community.</p> <p>Add HEAL message to agency and service web-sites.</p> <p>Create Point-of-Purchase/Point-of-Decision messaging at agencies and service sites.</p>	<p>Educate agencies and services about the HEAL message and related resources and materials.</p> <p>Promote web-based resources that support HEAL messaging (such as 5-2-1-0; <i>Lighten Up NH!</i> (www.lightenupnh.org); www.mypyramid.gov; America on the Move, USDA Dietary Guidelines for America, etc.).</p> <p>Include HEAL messaging and resource list in Town Welcome Packets for new residents.</p> <p>Mass media campaign inserts with healthy messaging in utility bills or other local media.</p> <p>Promote HEAL message and resources to community decision makers and elected officials.</p>
Implement healthy eating and active living interventions in programs and agencies	Incorporate healthy eating and active living initiatives in public- and community-based programs.	<p>Utilize toolkits for community agencies and local government to assist in implementing HEAL recommendations [e.g., age appropriate activities, resources for materials and equipment, health and food fairs, nutritional guidelines, suggested model programs and practices (Walk NH; America on the Move, etc.)].</p> <p>Access grant to support HEAL recommendations.</p> <p>Sell non-food items or healthy food options for community fund raisers instead of foods with low nutrient density.</p> <p>Encourage parents to send healthy snacks and lunches for kids through clubs and groups.</p> <p>Provide nutritional information for food choices in cafeterias and vending machines.</p> <p>Encourage and facilitate healthier food options at local food pantries, cafeterias, vending areas.</p>	<p>Provide training and tools to agencies and service providers to implement HEAL recommendations.</p> <p>Promote the availability of grants for implementation of activities such as pedometers, bike helmets for individuals, or indoor/outdoor game kits for use at public settings or agencies.</p> <p>Promote awareness of proper portion sizes through use of resources such as www.mypyramid.com.</p>

Goals	Recommended Interventions		
	Policy	Practice	Communication
Incorporate healthy eating and active living practices in town planning processes.	Incorporate land use and practices that promote physical activity and healthy living in master plans.	<p>Work with town planners (local master planning advisory committees and regional planning commissions) to develop plans that make the link between land use and healthy eating and active living (e.g., Livable/Walkable Communities).</p> <p>Utilize HEAL Town Planning toolkit to implement HEAL initiative in town plan. For example, Livable/Walkable Communities, sidewalk initiatives, recreational programs, preserving parks and open spaces, promoting HEAL message through community activities.</p> <p>Support implementation of Livable Walkable Communities (LWC).</p>	<p>Advocate and promote HEAL initiative as part of Master Plan for communities.</p> <p>Train town planners (local master planning advisory committees and regional planning commissions) on HEAL and how it can be used in master plan.</p> <p>Develop and/or access a web-based scorecard (e.g., LWC Scorecard) to provide real-time feedback to stakeholders on how their community is doing with increasing healthy eating and active living.</p>
Increase use of and access to public spaces.	<p>Pass local zoning and planning ordinances that promote open space community connectivity (e.g., link public and town properties with paths and byways) emphasizing a balance between motorized and non-motorized transport (e.g., walking, bicycling).</p> <p>Provide adequate and stable funding for LCHIP, state parks, Fish & Game and municipal parks.</p> <p>Maximize federal funds (e.g., Intermodal Surface Transpo Efficiency Act (ISTEA) and Land & Water Conservation (LWCF) funding).</p>	<p>Implement Livable Walkable Communities initiative to promote active transportation choices (e.g. walking, bicycling); connecting kids to schools; safe and attractive parks, playgrounds, and recreational facilities.</p> <p>Make parks, trails, and greenspace accessible, safe and inviting (e.g., encourage special admission or reduced fees to parks and recreational facilities).</p> <p>Collaborate with the Leave No Child Inside to promote link between nature and HEAL concept.</p>	<p>Provide a community public space map on town website, in town offices, in town annual report to promote the use of public parks and recreational facilities.</p> <p>Promote linkage of local organizations to HEAL campaign; promote HEAL through organizational newsletters, web sites, and email distribution services.</p> <p>Promote resources such as Lighten Up NH! (lightenupnh.org) that will provide lists of community-specific activities.</p> <p>Publicize existing and new parks and recreation resources.</p>

HELPFUL TOOLS AND RESOURCES TARGETED TO COMMUNITY & MUNICIPALITIES

Referral resources to regional activities and educational materials on nutrition and physical activity. www.lightenupnh.org

The Livable Walkable Community Toolkit is a resource for improving the livability and walkability of NH communities. www.extension.unh.edu/CommDev/LiveWalk.htm; www.extension.unh.edu/CommDev/Pubs/Toolkit.pdf

New Hampshire Land and Community Heritage Investment Program (LCHIP) is an independent state authority that makes matching grant to New Hampshire communities and non-profits to conserve and preserve New Hampshire's most important natural, cultural and historic resources. www.lchip.org

New Hampshire Fish and Game Department provides information on things to do in New Hampshire, involving getting out into our wild outdoors—fishing, hunting, wildlife watching, birding, enjoying the scenery or the foliage. www.wildlife.state.nh.us/index.htm

NH Recreation and Parks Association provides information on activities in New Hampshire. www.nhrpa.com

Safe Routes to School (SRTS) program designed to facilitate increased physical activity by addressing barriers to walking and riding to school. www.nh.gov/dot/bureaus/planning/SRTS_home.htm

Connecticut's Healthy Eating and Active Living (HEAL) Toolkit includes a self-assessment instrument and planning guide to identify baseline in terms of policies, practices, and environmental factors. www.cadh.org/CADHResources/HealthyEatingActiveLivingToolkit/tabid/61/Default.aspx

The Environmental Nutrition and Activity Community Tool (ENACT) presents useful information based on current research and practice and includes model policies and programs, hands-on tools, articles and other publications and resources. www.preventioninstitute.org/sa/enact/members/index.php

America on the Move is a national movement that encourages making small changes to daily and activity choices. Personalized online resources and interactive tools. www.AmericaontheMove.org

USDA website provides information on nutrition and dietary guidelines. Create individualized eating plans based on gender, age and activity level. www.mypyramid.gov

We Can! provides companies and organizations with an opportunity to improve the health of families, employees, and communities. www.nhlbi.nih.gov/health/public/heart/obesity/wecan/get-involved/communities.htm

Bike-Walk Alliance of NH assists communities with development of rail trails and Safe Routes to Schools. www.bwanh.org

This website calculates the amount of fruits and vegetables you should eat each day based on your age, gender and daily activity. www.fruitsandveggiesmatter.gov

Work Group Members

Lisa L. Bauer

Anthem Blue Cross/Blue Shield

Becky Deusser

New Hampshire Public Health Association

John W. Corrigan

N.H. Department of Transportation

Charlie French

Community and Economic Development Specialist

Cindy Heath

Lebanon Parks and Recreation

Terry Johnson

Equinox Health and Healing

Donna Kuethe

Town of Moultonborough

Shawn LaFrance

The Foundation for Healthy Communities

Valerie Long

Fit WIC, UNH Cooperative Extension

Fred Moe

Granite State Independent Living

Jessica Morton

NH Project WET

NH Department of Environmental Services

Marqy Studer

Livable Walkable Communities, Nashua

Johane Telgener

Concord Hospital, Center for Health Promotion

Dave Topham, Education & Safety Director

Bike-Walk Alliance of NH

Hilary Warner

Nutrition Works! LLC