

# ChangeLab Solutions

## ***Strong Communities:*** ***13 Ways to Improve Rural Environments***

**Hannah Burton Laurison, MA**  
**Senior Planner + Program Director**



Presented in partnership with the Network for a Healthy California

# ChangeLabSolutions



**Hannah Burton Laurison, MA**



# ChangeLabSolutions

**We partner with state and local leaders to improve health in communities, especially the underserved.**

**We research legal and policy questions, draft policy language, and train community leaders to put these ideas to work.**



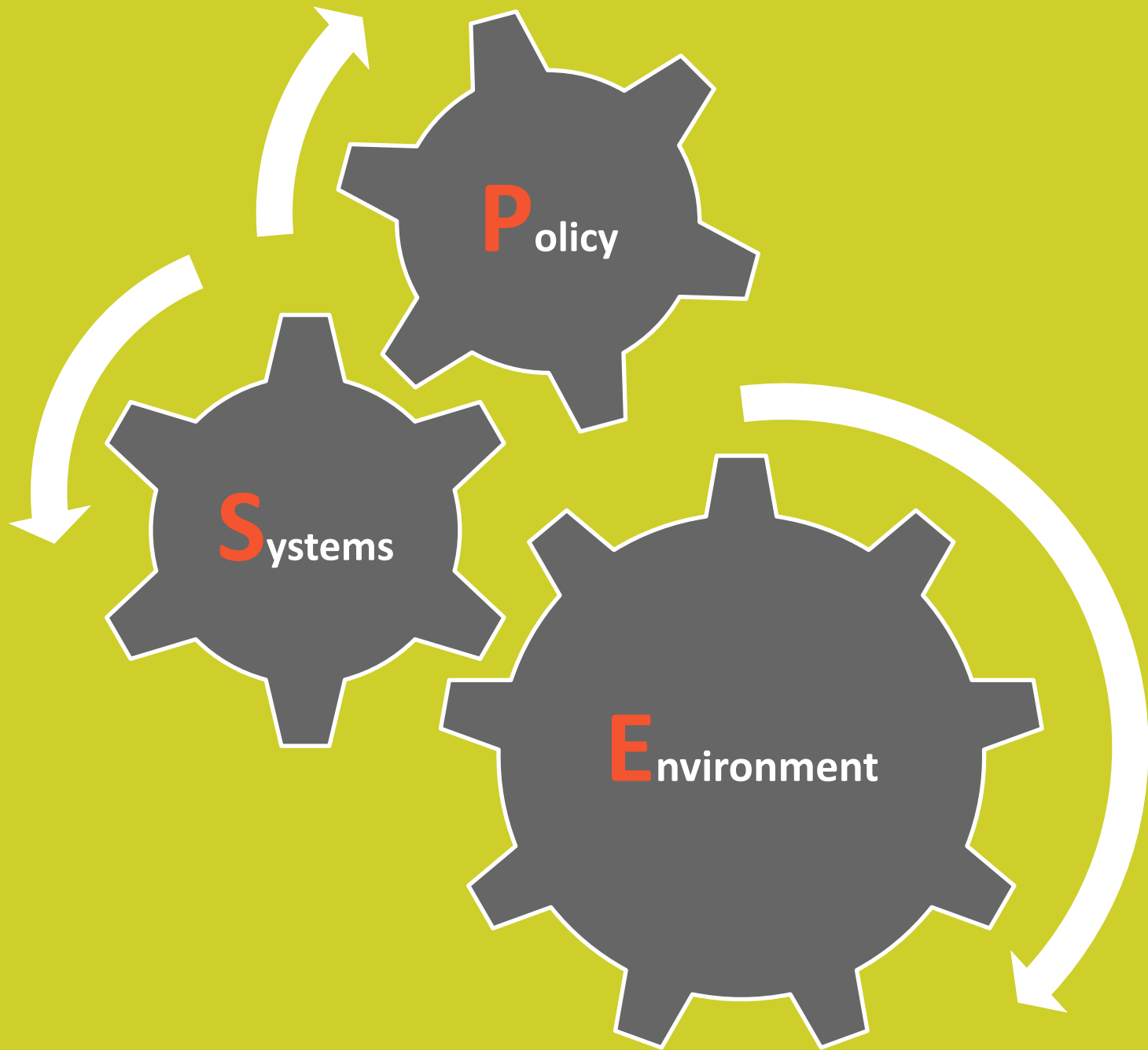
# Agenda

- Refresher: Policy, Systems, and Environmental Change (PSE)
- 13 PSE Strategies for Rural Places
- Discussion













## **POLICY:**

**Written statement of organizational position, decision or course of action. (Such as ordinances, resolutions, mandates, guidelines, or rules)**



## **SYSTEMS:**

**Changes in organizational procedures (such as personnel, resource allocation, programs)**



## **ENVIRONMENT:**

**Physical, observable changes in the built, economic, and/or social environment.**

Schools

13

PSE

Interventions

Neighborhoods

Retail

Public Places

Worksites





# Resource: SNAP-ED Toolkit



## **SNAP-Ed Interventions: A Toolkit for States**

**Strategies for Evidence-based Policy and Environmental  
Change Interventions in Child Care, School, Community and  
Family Settings**

**29 March 2013**

This toolkit is a collaborative effort between:



**Available at:**

<http://snap.nal.usda.gov/snap/SNAP-EdInterventionsToolkit.pdf>

# POLL:

**What are the biggest obstacles to PSE change in rural communities?**

# 1. Childcare & Preschool

Childcare centers undertake improvements in healthy eating and physical activity policies including **healthier snacks or meals**, making **water the primary beverage of choice** for snacks and meals, **limiting the amount of screen time** to no more than two hours per day, adding or increasing the amount of **physical activity** to their curricula, and establishing **farm to preschool** at early childhood sites.



# Example: Wood County, Wisconsin



# Resource: Child Care Toolkit



Contra Costa  
Child Care Council

## Best Practices for Child Care Nutrition and Physical Activity Environments

A Guide for Self-Assessment and Policy Development



**Available at:**

[www.ccfproundtable.org/docs/BestPractices/BestPracticesHandbook.pdf](http://www.ccfproundtable.org/docs/BestPractices/BestPracticesHandbook.pdf)



START EARLY

MAKE NUTRITION FUN  
Healthy Eating

GET KIDS MOVING  
Physical Activities

BE INSPIRED  
Ideas and Resources

SEARCH SITE



# Resource: Child Care Toolkit

Learn From Other  
Be a Success Story

Take Online Training to  
Support Your Efforts



*"This is a passion. This is my mission. I am determined to work with folks across this country to **change the way a generation of kids thinks about food and nutrition.**"*

— First Lady Michelle Obama

**Available at:**

<http://www.healthykidshealthyfuture.org/home/startearly.html>

## 2. School Wellness Policies

Schools and/or districts establish model wellness policies that meet or exceed the USDA minimums.



# Example: Faribault, Martin & Watowan Counties, MN





# healthy schools program

**Resource:  
Alliance for a Healthier  
Generation  
Schools Program**

- ▶ Home
- ▶ How It Works

## Wellness Categories

- ▶ Policy and Systems
- ▶ Healthy Cafeterias
- ▶ Healthy Vending
- ▶ Health Education
- ▶ Employee Wellness
- ▶ Physical Education
- ▶ Student Wellness

- ▶ 6 Step Process
- ▶ Resources & Tools

## School: It's Where Our Kids Are.

Our nation's kids are in school for about 1,100 hours every year. It's where they spend the most time outside the home. This makes campuses essential places to promote healthy eating and active lifestyles.

Healthy kids have higher attendance rates, higher test scores and behave better in class. We are using our [Healthy Schools Program Framework](#) to make this the norm for all students.

We've taken the latest research on childhood health and combined it with the most effective school policies to maximize impact of practices on campus. We divided our approach into seven wellness categories to create a workable framework that sets specific actions to




"[The Alliance] likes to use the school's resources and people to help the school achieve healthier solutions for their students." – Susan Dell

**Available at:**

[https://schools.healthiergeneration.org/wellness\\_categories/](https://schools.healthiergeneration.org/wellness_categories/)



# 3. Farm to Plate



School districts, retail, or worksites purchase more from local farmers and producers.



# Example: Ontario, NY





# Resource: California Farm to School

Farm to School  
Interested in school gardens?  
The Urban and Environmental  
Policy Institute at Occidental  
College is conducting a  
workshop facilitating the  
development of skills necessary  
for creating and maintaining  
your school garden. Discover  
how garden-based learning can  
support the educational  
environment, promote healthy  
eating habits, and build the Farm  
to School connection. Workshop  
is May 11, and space is limited!  
To register, click [here](#).  
[Read More](#)



## Welcome

Welcome to the online home of California Farm to School! Farm to School programs are popping up all across the state. These programs connect schools with local farms with the objectives of serving healthy meals in school cafeterias, improving student nutrition, providing health and nutrition education opportunities that will last a lifetime, and supporting California's farmers. Use this site to learn more about farm to school, find schools and farmers in your area to connect with, and make farm to school a reality in your area.

Available at:

[www.cafarmtoschool.org](http://www.cafarmtoschool.org)





Resource:  
Harvest  
of the Month

### What's New?

- We have new [Harvest of the Month Calendar templates!](#) We now offer three customizable calendar templates intended for different audiences. Each template is available in three different color schemes and can be personalized with events specific to your program, school district, organization, etc. Download and create your new templates today!
- We also offer new [Graphic Organizer templates.](#) In response to demand for more student assessment tools, we have developed five Graphic Organizer templates intended for use in the classroom, in conjunction with the educator newsletter activities and student workbooks. These are modeled after other student assessment tools that are commonly used in classrooms today. Download and use these assessment tools in your classroom.
- All [36 Community Newsletters](#) have been updated to incorporate ChooseMyPlate and the new 2010 Dietary Guidelines for Americans. Check out these improved newsletters today – they're great for distributing in the workplace, at retail stores, farmers' markets, faith groups, and in any community setting.
- Are you hearing a lot about Farm to School programs lately? Learn more from the [California Farm to School Newsletters](#). You can also check out our [Farm to School](#)



### Harvest of the Month has been awarded the:

- [2013 American Association for Health Education's Distinguished Service to Health Education](#)
- [2012 Produce Business Marketing Excellence Award](#)
- [2012 National Public Health Information Coalition's Award for Excellence in Public](#)

- Web Links
- Contact Information
- Back to Mainpage

● Harvest of the

Available at:

<http://www.harvestofthemonth.cdph.ca.gov/index.asp>

# 4. Joint Use Agreements

Schools have Joint Use Agreements for recreational, gardening, and cooking facilities.



# Example: Pixley and Earlimart, CA





# Resource: Joint Use Toolkit

## Playing Smart

*Maximizing the Potential of School and Community Property  
Through Joint Use Agreements*



nplan | NATIONAL POLICY & LEGAL ANALYSIS NETWORK  
TO PREVENT CHILDHOOD OBESITY

ChangeLab Solutions  
Law & policy innovation for the common good.

**K&BOOM!**  
It starts with a  
playground.

Available at:

<http://changelabsolutions.org/childhood-obesity/joint-use>

# Questions?

- Childcare & Preschool
- School Wellness Policies
  - Farm to Plate
- Joint Use Agreements

# 5. Healthy Corner Stores



**MARKET**

The illustration shows a stylized market store with a dark teal facade. A white sign above the entrance displays the word 'MARKET' in red, bold, uppercase letters. The store has a central door and two windows on either side, each containing two white baskets filled with produce. In the foreground, a person in a red silhouette is pushing a red shopping cart on a green lawn.

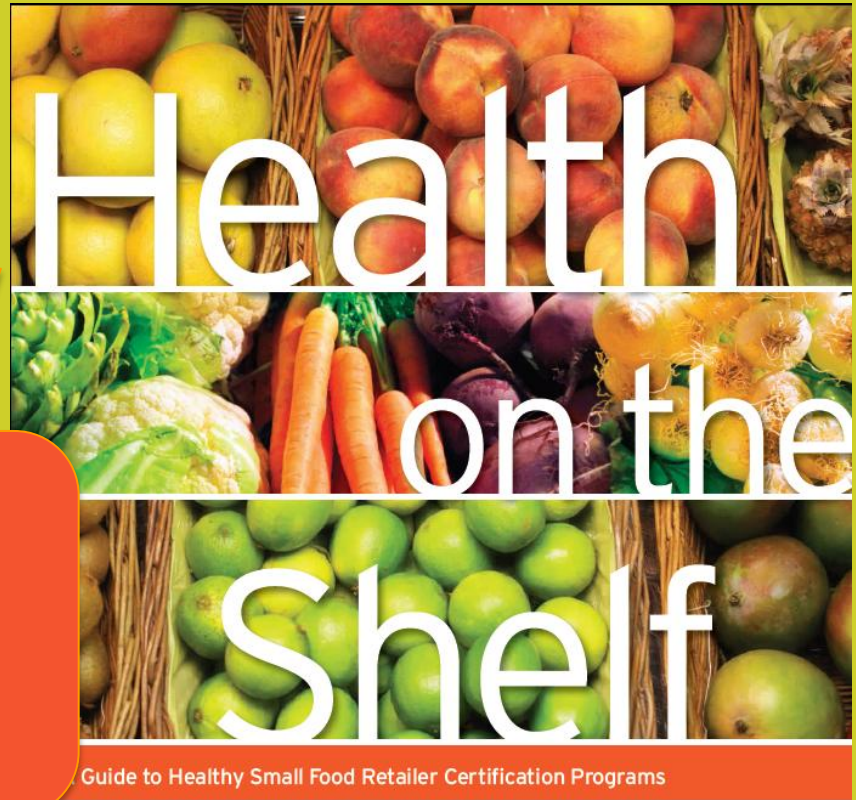
A healthy corner stores certification program is established and certifies stores to improve grocery store options.

# Example: Pitt County, NC





**Resource:  
Small Food  
Retailer Toolkit**



**Available at:**

<http://changelabsolutions.org/publications/health-on-the-shelf>

## 6. Healthy Food Retail

Improve the food environment scores (e.g., CX3) in low-income neighborhoods. Work with neighborhood vendors and restaurants to improve menu selections and marketing of healthier items.



# Example: Cody, NE



# Example: Elkton, SD





## Rural Grocery Initiative

### Home

### About the initiative

### Resources for grocers

### Grocery store videos

### Events

### Partners

The Rural Grocery Store Initiative is made possible by the following partners:

[Center for Rural Affairs](#)

[Kansas Rural Center](#)

[Center for Engagement and Community Development \(CECD\)](#)

[U.S. Department of Agriculture \(USDA\)](#)

[Huck Boyd National Institute for Rural Development](#)

[Kansas Sampler Foundation](#)

## Working to strengthen our rural grocery stores

### Rural Grocery Summit III. Strengthening Our Stores. Strengthening Our Communities.

The third national Rural Grocery Summit was held in Manhattan, KS on June 5 and 6, 2012. We had over 175 participants from 14 different states in attendance. Please click on the link below to see the breakout session PowerPoints.

- [NEW: Breakout Session Audio Recordings](#)
- [Breakout Session PowerPoints](#)
- [FEAST Training Resources \(pdf\)](#)
- [AFRI: Rural Grocery Summit Fact Sheet \(pdf\)](#)

### Rural Grocery Store Funded By Non-Profit Organization

For the residents of Plains, Kan., a 'quick trip' to the grocery store is a thing of the past. Since this rural community's store closed in 2001, residents have been forced to travel a minimum of 14 miles to purchase food – a 28-mile round trip. But for this population of fewer than 1,500, the trip to the local grocery is going to get shorter. The Community Enhancement Foundation of Plains, a non-profit organization developed by five local citizens, is in the process of bringing a grocery store back to the community.

[Continue reading »](#)

Resource:  
Rural Grocery Initiative

### Stay connected @KState on Twitter

Happy #PhotoFriday! 4 of our wonderful interns graduate tomorrow - congrats to Amanda B., Annie, Jenna, and Amanda M. <http://t.co/I5kyNBI1KO> 3 days ago

#CECD #ICDD Intern Congratulation! <http://t.co/v3eFBQmDLI> 7 days ago

Director David Procter discusses RGI history at an event held this February. What do you know about RGI? #PhotoFriday <http://t.co/bTC0I3C2me> 10 days ago

Available at:

<http://www.ruralgrocery.org>

# 7. Organizations

Institute an organizational policy to offer structured physical activity programs in low-income settings or for low-income children, youth, families, and elders.



# Example: Kern County, CA



# 8. Community & School Gardens

Identify and provide opportunities to communities for land, water, and other support for community and school “edible” gardens.





# Example: Pixley, CA





*Community gardens play a valuable role in creating healthier communities.*

*This fact sheet explains how model policies from NPLAN can help advocates work with local governments to create and sustain these important neighborhood resources.*

## Establishing Protections for Community Gardens

### A Fact Sheet for Advocates

Community gardens can bring great benefit to a neighborhood. Not only do they increase access to fresh produce, community gardens provide valuable opportunities for neighbors to connect with each other, learn about nutrition, exercise, and perhaps even start a business.

Local governments across the country are nurturing community gardens in a variety of ways. Some cities provide financial support for community gardens;<sup>1</sup> others inventory municipal land to determine where vacant public lots may be available.<sup>2</sup> Still others operate their own community garden programs.<sup>3</sup> Local governments also can adopt land use laws—specifically *comprehensive plan policies* and *zoning codes*—to help create and preserve community gardens.

To help advocates work with local governments to adopt these types of policies, NPLAN has developed *Establishing Land Use Protections for Community Gardens*, a policy package that includes model language that can be incorporated into local land use guidelines.

# Resource: Community Garden Fact Sheet

**Available at:**

<http://changelabsolutions.org/publications/establishing-protections-community-gardens>

# Resource: California School Garden Network

The screenshot shows the homepage of the California School Garden Network (CSGN). At the top, there is a navigation bar with links for "log", "Events", "FAQs", "Jobs", "Photos", "Research", and "Video". Below this is another navigation bar with "About", "Teach", "Create", "Connect", and "Promote". The main content area features a large green banner with the CSGN logo, which consists of the letters "csgn" in a stylized font with a green leaf growing from the "o", followed by ".org". Below the banner, there is a dark green section with the text "Join the CSGN" and "Join the California School Garden Network" in white. A "Read More" button with a right-pointing arrow is located in the bottom right corner of this section. On the left side of the page, there are three smaller sections: "Garden Support Resources" with a photo of people in a garden, "Garden to Cafeteria" with a photo of a child at a table, and "Garden-Based Literature" with a book cover titled "There's a Hair in My Dirt!". A red banner with the CSGN logo and the text "Join the CSGN" with a right-pointing arrow is positioned between the "Garden Support Resources" and "Garden to Cafeteria" sections.

**Available at:**

<http://www.csgn.org/>

# 9. Worksite Wellness

Worksites participate in the *Network's* Worksite Program (California Fit Business).





# Example: Jackson County, WI



## en Español

[Su salud en su idioma](#)

## Most Popular Links

[Birth, Death, & Marriage Certificates](#)[Licensing and Certification](#)[WIC](#)

## Quick Links

[About Us](#)[Decisions Pending & Opportunities for Public Participation](#)[Diseases & Conditions](#)[Job Opportunities](#)[Local Health Services](#)[Newsroom](#)[Public Availability of Documents](#)

## Related Links

[California Health and Human Services Agency](#)[Department of Health Care Services \(includes Medi-Cal\)](#)[State Agencies Directory](#)[Home](#) > [Programs](#) > [Cancer Prevention and Nutrition](#) > [Worksite Program California Fit Business Kit!](#)

## Worksite Program California Fit Business Kit!

Welcome to the *California Fit Business Kit!* The *Network for a Healthy California -- Worksite Program* developed this suite of tools and resources to help employers develop and implement a culture and environment at their workplaces that support healthy eating and physical activity among workers. This Kit contains ten individual components, all of which have been evaluated by a diverse mix of businesses from across the state and have been designed to be easily implemented at any worksite. These tools can be used individually or as part of a comprehensive worksite wellness program. Most importantly, the tools can assist employers and employees who are interested in combating declining employee health and ever-increasing health care costs. The Kit includes:

[Check for Health](#) | [Wellness Committee](#) | [Healthy Meeting Policies](#) | [Vending Machine Food and Beverage Standards](#) | [Healthy Dining Menu Guidelines](#) | [Simple Steps to Ordering Farm Fresh Produce for the Worksite](#) | [A Guide to Establishing a Worksite Farmers' Market](#) | [Healthy Stairwells Tool](#) | [A Guide to Creating Worksite Walking Clubs](#) | [Take Action!](#)

As California and the nation face unprecedented increases in adult obesity and associated health care costs, eating 3½ to 6½ cups of fruits and vegetables and enjoying at least 30 minutes of physical activity every day will help employees manage their weight and protect them from the risk of chronic diseases related to lifestyle.

How healthy is your workforce? Are you doing all you can to help employees keep their medical conditions under control? It is important to provide an environment where employees can put healthy habits into practice!

Check for Health is an easy-to-use tool to assess your worksite and demonstrate the level of health in your organization and how well that culture supports employees' health.

» [Check for Health \(PDF\)](#) 


### Wellness Committee

Wellness Committee is simply a group of employees that come together to support a healthy worksite. The Committee creates a more successful and more sustainable worksite wellness program.

» [Establishing a Worksite Wellness Committee \(PDF\)](#) 

The Healthy Meeting Policies can help you offer healthy foods and physical activity during workplace meetings, gatherings and events, you will be encouraging your employees to be more active.

» [Healthy Meeting Policies \(PDF\)](#)  

» [Healthy Meeting Certificate \(PDF\)](#) 

**Resource:  
California Fit  
Business Kit**

**Available at:**

[www.cdph.ca.gov/programs/cpns/Pages/WorksiteFitBusinessKit.aspx](http://www.cdph.ca.gov/programs/cpns/Pages/WorksiteFitBusinessKit.aspx)

Network for a Healthy California—Worksite Program

## Establishing Worksite Walking Clubs

The following suggestions can help you offer safe physical activity to accommodate the needs of all your employees. By offering a worksite walking club, you will be encouraging vitality and productivity while supporting workers' interests in increased physical activity.



Are you looking for an easy way to get healthy during the workday? Interested in finding an activity that can be both social and beneficial to your health? Participating in a worksite walking club is a great way to accomplish these goals. This guide is designed to walk you through the steps you need to take to create a successful walking club at your worksite.

### WHY WALK?

#### It's Healthy

Walking...

- Improves flexibility and coordination.
- Helps to control body weight and reduce body fat.
- Improves mood and relieves symptoms of depression and anxiety.
- Reduces high cholesterol and lowers blood pressure.
- Strengthens bones.
- Reduces the risk of chronic diseases like heart disease, stroke, type 2 diabetes, and some types of cancer.

Overall, regular participation in physical activities, like walking, is associated with increased life expectancy!<sup>1</sup>

#### It's Cost-Effective

- A healthier workforce results in lower rates of absenteeism, increased productivity, and lower health care costs for employers.

#### It's Social

- Coworkers interact with each other, building a stronger sense of teamwork and increased morale.

Walking is one of the best, most convenient forms of physical activity. It can be enjoyed by those young and old, fast or slow, beginner or experienced.

### STEP 1: ORGANIZING YOUR WALKING CLUB

Before starting a walking club, it is important to identify 3 to 5 people to help you start your club. These employees will help you promote the walking club and encourage employee participation. These individuals might already exist in the form of a worksite wellness committee or advisory group.

As an alternative, consider asking people who are already walking for fitness to be "charter members." Suggest that each charter member ask 2 or 3 coworkers to join. Remember to invite supervisors and/or human resources (HR) staff as well.

### STEP 2: PLANNING THE DETAILS OF YOUR WALKING CLUB

When planning a worksite walking club, be sure to consider the following:

#### When and How Often Will the Club Meet?

- Set a specific, standard time when most employees are able to attend (e.g., a time when no regularly scheduled meetings occur like morning, lunch, or afternoon break periods).
- Piggyback on existing events that can complement the walk, such as walking to a farmers' market.
- Ideally, participants should walk 2 to 3 days a week (e.g., Monday/Wednesday/Friday or Tuesday/Thursday). Daily would be even better.

#### Select a Walking Route

- Consider establishing your first walking route around a safe park nearby or along well-lit sidewalks around your workplace. If desired, purchase inexpensive pedometers to track your steps.

<sup>1</sup> Deaton & Grant 1993, US Dept of Health 1996, British Heart Foundation 2000. For more info, see [www.randbars.org.uk/9F/Overview/Health.htm#results](http://www.randbars.org.uk/9F/Overview/Health.htm#results)

Resource:  
California Fit  
Fact Sheets and  
More

Available at:

[www.cdph.ca.gov/programs/cpns/Pages/WorksiteFitBusinessKit.aspx](http://www.cdph.ca.gov/programs/cpns/Pages/WorksiteFitBusinessKit.aspx)

# Questions?

- **Healthy Corner Stores**
  - **Healthy Food Retail**
- **Physical Activity & Organizations**
  - **Community & School Gardens**
    - **Worksite Wellness**

# 10. Safe Routes to School

Promote active transport and work to improve access to safe streets through Safe Routes to Schools for all users, including bicyclists and pedestrians.





# Example: Halloday City, UT



# Example: Leadville, CO







## Program Tools

Search Resources

Build & Sustain a Program

Start a Program

Launch an Event

Promote your Efforts

Access Classroom Resources

Get Law Enforcement Resources

Browse Success Stories

Find State Contacts

## Build & Sustain a Program

Starting a Safe Routes to School (SRTS) program is an opportunity to make walking and bicycling to school safer and more accessible for children, including those with disabilities, and to increase the number of children who choose to walk and bicycle. On a broader level, SRTS programs can enhance children's health and well-being, ease congestion near the school and improve air quality and improve members' overall quality of life. The steps outlined in this guide are meant to provide guidance by providing a framework for building a SRTS program based on what has worked in other communities. Some communities may find that a different approach or set of steps works better for them.

A SRTS program has the potential to improve walking and bicycling conditions near a school and spread interest into the surrounding community. Coalitions that persist in their efforts and make improvements based on their evaluation will be more likely to succeed for children to walk and bicycle and more children to use the school.



### Most popular tools

- Evaluation: Parent Survey
- Education: Tip Sheets
- Evaluation: Student In-Class Travel Tally
- At what age can children walk to school by themselves?

**Resource:  
How to build and sustain a Safe Routes to School (SRTS) program**

Available at:

[www.saferoutesinfo.org/program-tools/build-and-sustain-program](http://www.saferoutesinfo.org/program-tools/build-and-sustain-program)

# 11. Farmers' Markets

Increase access to farmers markets through location, Electronic Benefit Transfer (EBT) and Women, Infants, and Children Supplemental Nutrition Program (WIC) coupon acceptance to increase consumption of fresh fruits and vegetables or other systems changes that promote access to healthy foods.



# Example: Atwater, CA





# Example: Fresno County, CA



**Resource:  
Legal  
Requirements  
for Starting a  
School Produce  
Stand**

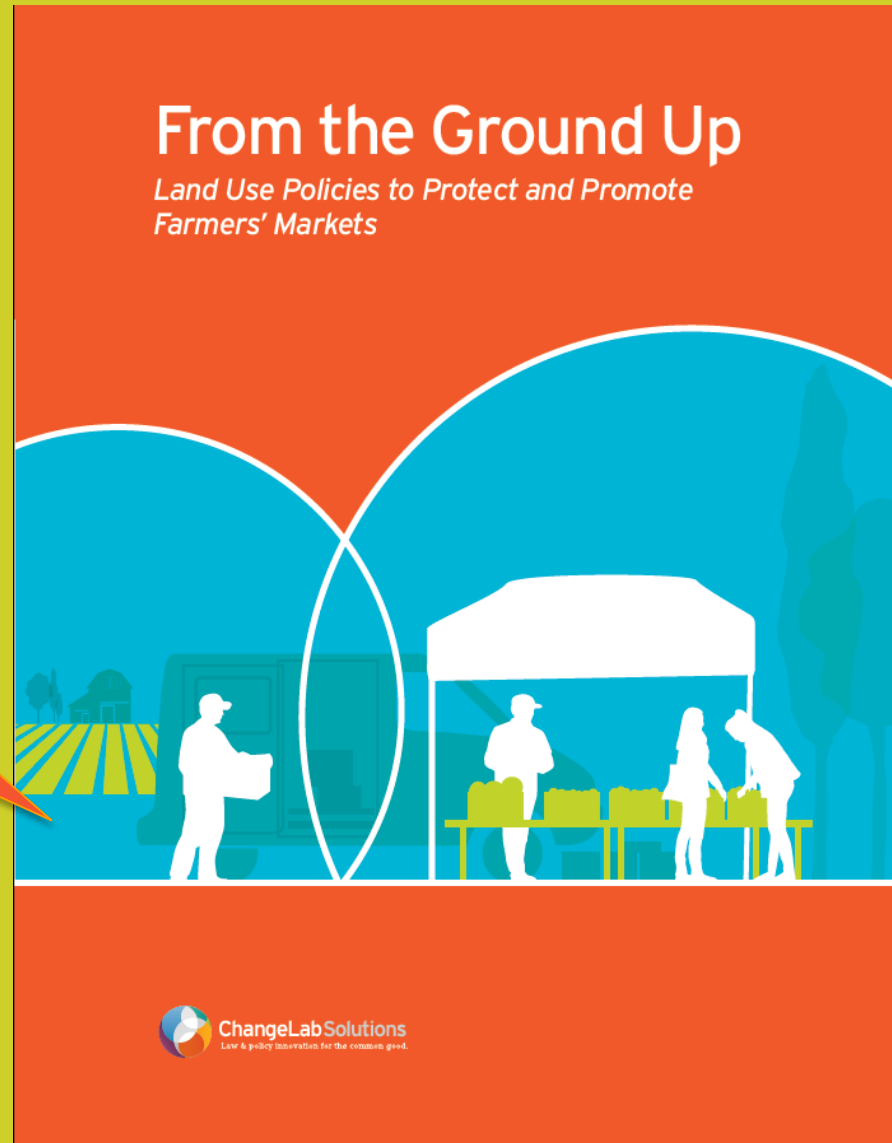


**SPINACH TO SCHOOLYARDS**

LEGAL REQUIREMENTS FOR STARTING  
A SCHOOL PRODUCE STAND IN CALIFORNIA



**Resource:  
Farmers' Market  
Policy Toolkit**

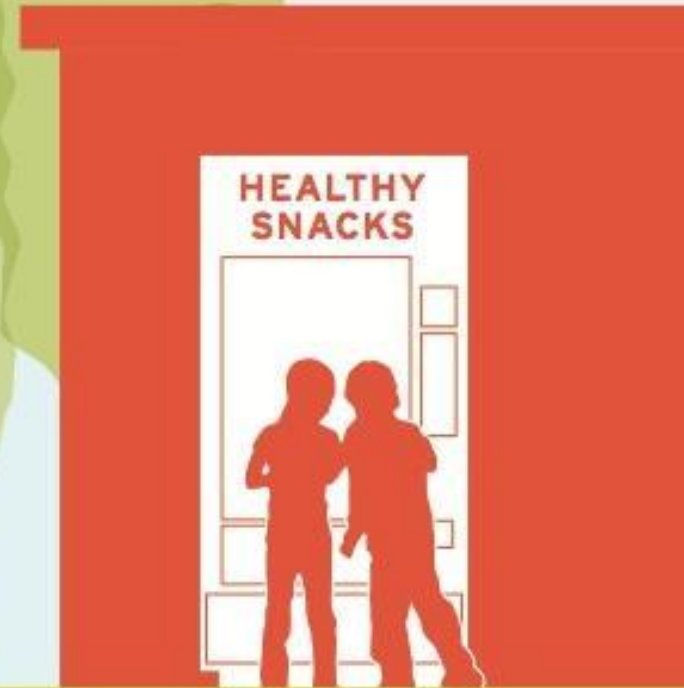


**Available at:**

<http://changelabsolutions.org/publications/land-use-farmers-markets>

# 12. Government Procurement

Promote healthy beverage standards from county welfare offices, public housing units, city parks and recreational facilities and/or school vending machines in eligible settings serving low-income populations. Provide healthy beverage alternatives in appropriate serving sizes.





# Example: Broome County, NY





**Resource:  
Understanding  
Healthy  
Procurement**

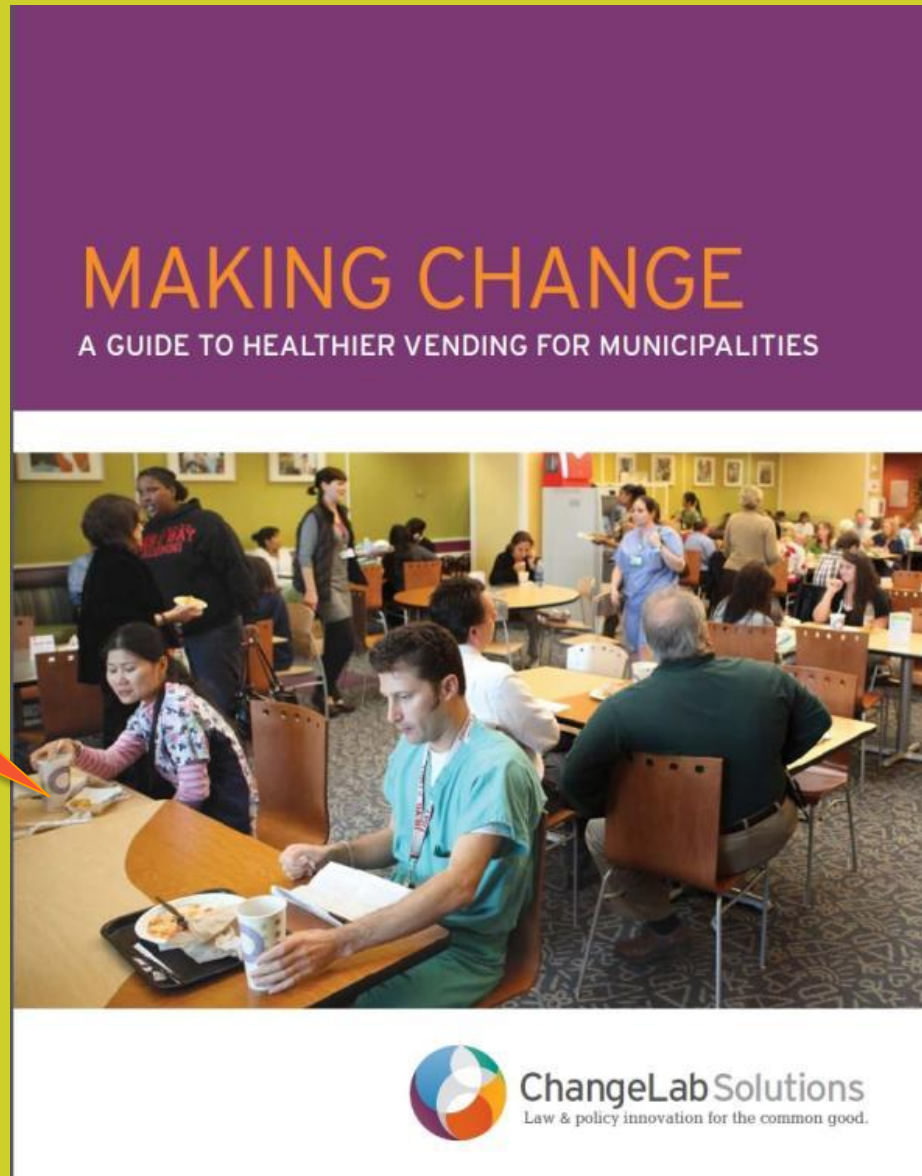
UNDERSTANDING HEALTHY PROCUREMENT:  
USING GOVERNMENT'S PURCHASING POWER  
TO INCREASE ACCESS TO HEALTHY FOOD



**Available at:**

<http://changelabsolutions.org/publications/healthy-procurement>

**Resource:  
Guide to  
Healthier  
Vending**

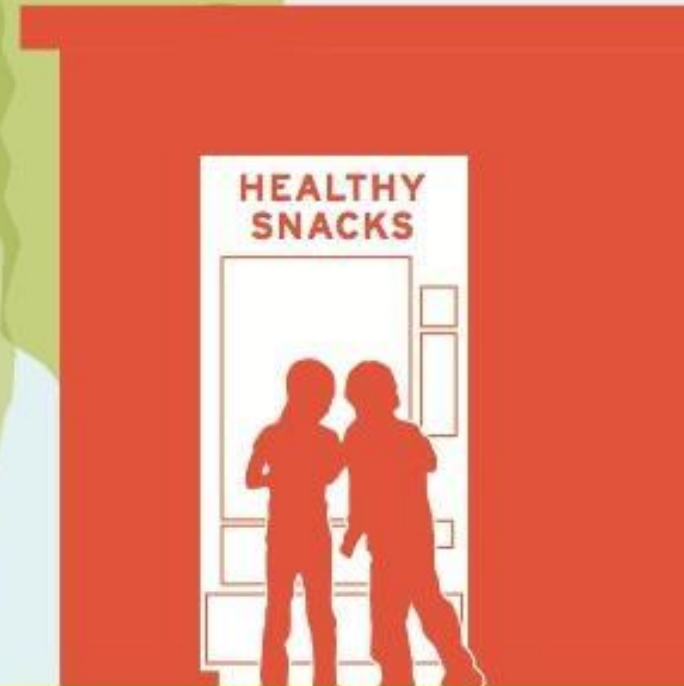


**Available at:**

<http://changelabsolutions.org/publications/healthier-vending-municipalities>

# 13. Youth-Serving Organizations

Collaborate with local youth-serving organizations working with low-income populations (such as parks and recreation, sports leagues, booster clubs, etc.) to ensure that healthy foods and beverages are available at community events for purchase. Encourage organizations to seek healthy beverage sponsorships.



# Example: Delaware State Parks





**Resource:  
Changing  
Lives,  
Saving Lives**



*Changing Lives, Saving Lives*



A Step-by-Step Guide to  
Developing Exemplary Practices in  
Healthy Eating, Physical Activity and  
Food Security in Afterschool Programs



March 2010

**Available at:**  
<http://www.ccscenter.org/afterschool/Step-By-Step%20Guide>



# Questions?

- **Childcare & Preschool Wellness Policies**
- **Farm to Plate**
- **Joint Use Agreements**
- **Healthy Corner Stores**
- **Healthy Food Retail**
- **Physical Activity & Organizations**
- **Community & School Gardens**
- **Worksite Wellness**
- **Safe Routes to School**
- **Farmers' Markets**
- **Healthy Purchasing & Nutrition Standards**

# For more information:

- **Contact your Program Manager or:**
- **Betty Sun: Research and Evaluation Section**
- **[Betty.Sun@cdph.ca.gov](mailto:Betty.Sun@cdph.ca.gov)**
- **Lisa Tadlock: Policy, Planning & Partnerships Section**
- **[Lisa.Tadlock@cdph.ca.gov](mailto:Lisa.Tadlock@cdph.ca.gov)**

# **DISCLAIMER**

**The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.**

**ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.**

# ChangeLab Solutions

Schools

Neighborhoods

Retail



Public Places

Worksites

*THANK YOU!*