

**ARCOP**  
**Healthy People 2020 Objectives**  
**Workgroup: Access to Healthy Foods**

Goal: Increase healthy eating opportunities for all Arkansans

2020 Objective	Will Workgroup Address?  C=Currently F= In Future N= Will Not Address	Timeframe	Baseline Data	Measure of Success/Target	Resources Available for Measurement	If not addressing, why?
<b>Objective 1:</b> By Dec. 2015, identify a mechanism for collecting and compiling data collected by various entities in AR that will inform on food access and consumption						
<b>Strategy 1.1</b> Engage sources such as Walmart, PBH, SNAP program, USDA,WIC for sales/purchasing data						
<b>Objective 2(NWS-14 HP2020):</b> By 2015 increase the consumption and variety of fruits and vegetables among Arkansans aged 2 years and older.	c		BRFSS, YRBS Delta NIRI data, Delta Garden data		A HELP ADE fresh fruit and vegetable program data.	
<b>Strategy 2.1:</b> Public education/awareness						Other HP objectives number this meets

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campaign stressing the importance of increasing consumption of fruits and vegetables.					UACES Nutr Ed data	
<b>Action Steps:</b> 2.1.1 Educate community about existing gardens and farmer's markets where fresh fruits and vegetables can be grown or purchased						
2.1.2 5 A Day Coalition started the Pick a Better Snack fruit and vegetable social marketing program in various schools in the state.						
2.1.3 Consumer Committee of Food Policy Council published educational brochure "Shopping Farmers Markets in Arkansas" Brochure distributed to GHC, various other entities and pdf placed on ArCOP Internet site						

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2.1.4 UA Cooperative Extension developed Arkansas harvest calendar for school food service personnel and conducted training on purchasing local foods	Completed 2010					
<b>Strategy 2.2:</b> Education/awareness of programs available to increase fruit and vegetable consumption.						
<b>Action Steps:</b> 2.2.1 Create a food atlas toolkit	Completed 2011					
2.2. 2 Educate Obesity Coalition on the toolkit	Completed 2011					
2.2. 3 Train Growing Healthy Communities on using the food atlas toolkit	Completed 2011					
<b>Strategy 2.3:</b> Increase access to fruits and vegetables.						

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<b>Action Steps:</b> 2.3.1 Train Growing Healthy Communities on developing sources of fruits in vegetables in their community using the food atlas toolkit				# communities provided tech asst		
2.3.2 Select an evidence-based method for increasing fruit and vegetable availability in target communities						
2.3.3 Implement method for increasing fruit and vegetable availability in target communities						
2.3.4 Support usage of electronic benefits transfer (EBT) and WIC/Senior Farmers' Market coupons @ farmers markets.			USDA fm data			
2.3.5 Expand the Division of Aging and Adult Services, AR Department of Human Services Senior Farmers' Market Nutrition Program			4	# of new counties offering senior farmers' market program		

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2.3.6 Increase access to community gardens and farmer's markets where fresh fruits and vegetables can be grown or purchased						
2.3.7 Work with farmers to increase availability of fruits and vegetables that can be sold locally						
<b>Strategy 2.4</b> Development/adoption/implementation of policies to increase consumption of fruits and vegetables						
<b>Action Steps:</b> 2.4.1 Identify relevant policies that facilitate or are barriers to establishing and or maintaining Farmers' Markets						
2.4.2 Work with local governments to adopt and implement policies that support the establishment and maintenance of farmers markets	workshops			Number of new community gardens, farmers markets		

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2.4.3 Provide model procurement policies to state and local government agencies						
2.4.4 Work with local governments to adopt and implement procurement policies that increase access to fruits and vegetables						
<b>Objective 3 (NWS-16 HP2020):</b> Increase the consumption of whole grains among Arkansans aged 2 years and older.		F				
<b>Strategy 3.1:</b> Public education/awareness campaign stressing the importance of increasing consumption of whole grains.						
<b>Action Steps:</b> 3.1.1 ADE Child Nutrition Unit will conduct a series of workshops for school food service personnel on using more whole grains.	Ongoing					

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3.1.2 UA Cooperative Extension introduces children to new and different whole grain foods through school-based nutrition education programs.	Ongoing			Number of food service workers reached	ADE training data	
<b>Strategy 3.2:</b> Education/awareness of programs available to increase whole grain consumption.						
<b>Action Steps:</b> 3.2.1						
<b>Strategy 3.3:</b> Increase access to whole grains.						
<b>Action Steps:</b> 3.3.1						
<b>Strategy 3.4:</b> Development/adoption/implementation of policies to increase consumption of whole grains						
<b>Action Steps:</b> 3.4.1 Identify relevant policies that facilitate or are barriers to increasing						

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consumption of whole grains						
3.4.2 Provide model procurement policies to state and local government agencies						
3.4.3 Work with local governments to adopt and implement procurement policies that support increasing the availability of whole grains						
<b>Objective 4 (NWS-17 HP2020):</b> Reduce consumption of calories from solid fats and added sugars in the population aged 2 years and older.					SNAP data Grocery sales data	
<b>Strategy 4.1:</b> Public education/awareness campaign stressing the importance of reducing consumption of added sugars and solid fats.						



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<b>Action Steps:</b> <b>4.1.1</b> Education/Social Marketing Campaign on understanding effective use of new menu labeling for chain restaurants.	F					
<b>4.1.2</b> Education/Social Marketing Campaign on sugar-sweetened beverages.	F					
<b>Strategy 4.2:</b> Education/awareness of programs available to reduce consumption of added sugars and solid fats.						
<b>Action Steps:</b> <b>4.2.1</b> Education/Social Marketing Campaign on understanding effective use of new menu labeling for chain restaurants.						
<b>4.2.2</b> UA Cooperative Extension teaches Arkansans to make lower fat food choices through several educational programs.	Ongoing					

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<b>Strategy 4.3:</b> Decrease access to added sugars and solid fats.						
<b>Action Steps:</b> 4.3.1						
<b>Strategy 4.4:</b> Development/adoption/implementation of policies to decrease consumption of calories from solid fat and added sugar						
<b>Action Steps:</b> 4.4.1 Identify relevant policies that facilitate or are barriers to establishing and or maintaining menu labeling						
4.4.2 Identify relevant policies that create incentives or disincentives to the access of foods high in solid fat and sugar						
4.4.3 Identify relevant vending policies to decrease access of foods high in solid fat and sugar						

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4.4.4 Provide model procurement policies to state and local government agencies, and faith based organizations						
4.4.5 Work with state and local governments to adopt and implement policies that support healthy food sales						
<b>Objective 5 (NWS-12 HP2020):</b> Eliminate very low food security among children in Arkansas households.			USDA			
<b>Strategy 5.1:</b> Public education/awareness campaign stressing the importance of eliminating low food security among children in Arkansas households.	C					
<b>Action Steps:</b> 5.1.1 Educate the Obesity Coalition about food deserts – M. Harris	Annually					

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5.1.2. UA Cooperative Extension teaches low-income Arkansans to purchase and prepare nutritious foods with limited food resources through EFNEP and SNAP Ed programs.	Ongoing					
<b>Strategy 5.2:</b> Education/awareness of programs available to eliminate low food security among children in Arkansas.	Ongoing					
<b>Action Steps:</b> 5.2.1 Increase awareness of and participation in the AR Hunger Relief Alliance: AR Gleaning Network developing SNAP outreach materials for local food pantries to use to help more people have access to food resources.	Update  Ongoing		AHRA			

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5.2.2 Provide model policy to nutrition assistance agencies on purchasing foods that are of better nutritional quality for school back packs for children.	Ongoing					
5.2.3 Work with the GHC groups to do food assessment, planning and policy development and implementation related to sustainable food sources.	F			# of agencies implementing model policies		
<b>Strategy 5.3:</b> Increase access to food for Arkansans experiencing low food security.	F					
<b>Action Steps:</b> 5.3.1 Increase number of schools offering alternative breakfast meal service				Increased breakfast meal participation		
5.3.2 Increase eligible student participation in free and reduced price school meals.				Increased student participation		

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5.3.3 Increase number of schools/after school programs that offer USDA after school snack program						
5.3.4 Increase number of eligible women, infants and children enrolled in the WIC program						
5.3.5 Increase number of eligible Arkansans enrolled in SNAP						
5.3.6 Increase number of sites sponsoring summer meals program						
5.3.7 Increase the amount of fresh fruits and vegetables added to the charitable food system by AR Hunger Relief Alliance: AR Gleaning Network			600,000 pounds in 2011	1,000,000 pounds in 2012		

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<b>Strategy 5.4:</b> Development/adoption/implementation of policies to decrease the number of children in Arkansas households who suffer from low food security						
<b>Action Steps:</b> 5.4.1 Identify relevant policies that facilitate or are barriers to the utilization of food assistance programs						
5.4.2 Identify relevant policies that create incentives or disincentives to the access of foods high in solid fat and sugar						
5.4.3 Work with state and local governments and philanthropic organizations to adopt and implement policies that increase access to healthy food						

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<b>Objective 6 (NWS-4 HP2020):</b> By 2017 increase by 5% the number of food retail outlets that sell a variety of foods that are encouraged by the Dietary Guidelines for Americans	F	5 years	2012 data		ADH Retail food outlet list  Heifer food shed data Dept of Ag Arkansas Grown  Farmers Mkt Assn list	
<b>Strategy 6.1</b> By 2014 increase state level policies that incentivize food retail outlets to provide foods that are encouraged in the dietary guidelines.	F	4 years	2012 data	New laws providing incentives to food retail outlets for increased healthy foods	USDA grants	
<b>Action Steps:</b> 6.1.1 Educate the Obesity Coalition about food deserts – M. Harris	Completed					
6.1.2 Educate the public, policy makers and stakeholders	F					



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6.1.3 Establish policy recommendations for incentivizing food retail outlets.						
6.1.4 Identify resources to educate public, policy makers and stakeholders						
<b>Objective7 (MICH-21 HP2020):</b> By 2020 Increase the proportion of infants who are breastfed.	C F		CDC immunization reports WIC data AFMC MPINC survey			
<b>Strategy 7.1 (MICH-21.1)</b> Increase the proportion of infants who are breastfed ever to 69%			NIS 2007 rate was 61.3%		AFMC	
<b>Action Step 7.1.1</b> Establish Centers of Excellence awards in breastfeeding support for hospitals					Arkansas Breastfeeding Coalition	
<b>Strategy 7.2 (MICH-21.2)</b> Increase the proportion of infants who are breastfed up to 6 months to 44.5%			2007 rates- 27.5%			

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<b>Action Steps 7.2.1</b> Develop a list of services that are available to help breastfeeding women once they leave the hospital. Distribute the list thru ADH web site, ABC web site, childcare centers, hospitals, doctors offices and other venues.	CF					
<b>Action Step 7.2.2</b> Find out if ACH helpline takes breastfeeding related calls. If not, see if they would and provide protocols.						
<b>Strategy 7.3 (MICH-21.3)</b> Increase the proportion of infants who are breastfed up to 1 year to 25%			2007 rate-12.6%			
<b>Action Step 7.3.1</b> Same as 7.2.1 & 7.2.2						
<b>Strategy 7.4 (MICH- 21.4)</b> Increase the proportion of infants who are breastfed exclusively through 3 months to 36%			2007 rate-23%			

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<b>Action Steps 7.4.1</b> Increase the awareness of the importance of exclusivity by providing information about the risks of formula feeding both to the breastfeeding process itself and to the baby. Develop educational components and see where we can plug them in.						
<b>Strategy 7.5 (MICH- 21.5)</b> Increase the proportion of infants who are breastfed exclusively through 6 months to 23%.			2007 data- 11.8%			
<b>Action Steps 7.5.1</b> Same as 7.4.1						
<b>Strategy 7.6 (MICH-22 HP2020):</b> Provide technical assistance to employers so that they can better support breastfeeding employees. Distribute information to organizations such as Chamber of Commerce about the availability of the technical assistance.	F					

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<b>Action Step 7.6.1</b> Educate employers to Act 621 of 2009 and help them comply through Chamber of Commerce and other business and employer organizations.						
<b>Action Step 7.6.2</b> Provide technical assistance and support to employers. Send articles to the Democrat-						
<b>Action Step 7.6.3</b> If funding is available, bring in trainers for Business Case For Breastfeeding.						
<b>Action Step 7.6.4</b> Gazette, ASEA newsletter, Wellness Coalition's newsletter to physicians, AAP chapter.						