



Arkansas Coalition for Obesity Prevention

Growing Healthy Communities & Worksites



ArCOP IS GROWING HEALTHY COMMUNITIES

Healthier environments produce healthier people. Healthier people produce greater economic outputs, consume fewer healthcare resources and lead better, longer lives.

The Coalition currently has

- ❑ over 1400 members and
- ❑ more than 100 partner institutions.
- ❑ Learn more: arkansasobesity.org

Growing Healthy Communities

What is Growing Healthy Communities?

- Growing Healthy Communities (GHC) is an initiative of the Arkansas Coalition for Obesity Prevention (ArCOP). Since 2009, the Coalition has been helping Arkansas communities build capacity to reduce obesity by increasing access to physical activity and healthy foods, as well as implementing environmental, system, and policy changes that support healthy living.

Up from the Roots



<https://youtu.be/dO6qMeFJtTE>

Healthy cities are economically secure cities.

3M



Arkansas Coalition for Obesity Prevention's

Mayors Mentoring Mayors

LUNCH & LEARN SERIES
MARCH - MAY 2015

HOW TO GROW A HEALTHY ECONOMY



Partially supported by the University of Alabama at Birmingham's Mid-South Transdisciplinary Collaborative Center for Health Disparities

ArCOP IS GROWING HEALTHY COMMUNITIES

- 114 Total Attendance
 - 40 mayors (9 host mayors & 31 guest mayors)
 - 21 mayoral guests/staff/council members
 - 37 community members



www.arkansasobesity.org/ghc/3m/toolkit/



Arkansas Coalition for Obesity Prevention's

3M Mayors Mentoring Mayors

FREE ONLINE TOOLKIT

RESOURCES TO HELP YOU
GROW A HEALTHY ECONOMY



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ArCOP recognizes cities' obesity prevention efforts

The Arkansas Coalition for Obesity Prevention, ArCOP, has recognized 53 cities, counties, and other entities as Growing Healthy Communities for 2014, the organization announced Dec. 5 in a media release. The winners have all taken significant steps to decrease obesity in Arkansas.

Four cities and one county were named Thriving Communities for demonstrating their efforts through data collection, environmental changes, and policy changes. The cities are Batesville, Lake Village, Nashville, and North Little Rock.

ArCOP named 15 cities, counties, and entities Blossoming Communities for building upon their strong foundations by strategizing plans and documenting successes. Municipalities in this category include Blytheville, Bryant, Conway, Forrest City, Hope, Hot Springs, Siloam Springs, Springdale, and Wooster.

ArCOP named 33 cities, counties, and entities Emerging Communities for seeing the bigger picture and poising themselves to make healthy changes by laying a strong, team-based foundation. Municipalities in this category include Arkadelphia, Camden, Clinton, El Dorado, Flippin, Fordyce, Greenbrier, Hampton, Magazine, Prescott, Rison, and Shannon Hills.

For information on participating in the ArCOP Growing Healthy Communities initiative, visit arkansasobesity.org.



2014 ArCOP Thriving Communities winners.



2014 ArCOP Blossoming Communities winners.



2014 ArCOP Emerging Communities winners.

CITIES & TOWNS JANUARY 2015

Growing Healthy Communities Recognition Levels

Emerging Communities



Blossoming Communities



Thriving Communities



Growing Healthy Communities Recognition Levels

Emerging Communities

- ❑ Communities who receive the “Emerging” designation, are laying a strong foundation with a team of at least five individuals.
- ❑ GHC teams are made up of diverse stakeholders who are interested in creating healthier communities: elected officials, fundraisers, community volunteers and professionals in education, health-care, civic government and more.

HOW TO MAINTAIN EMERGING STATUS

- ❑ The “Emerging” designation is intended to recognize communities that see the “bigger picture” and are in the process of laying a strong foundation through engaging and educating stakeholders.

Emerging Communities

- City of Arkadelphia
- City of Camden
- City of Clinton
- City of El Dorado
- City of Flippin
- City of Fordyce
- City of Greenbrier
- City of Hampton
- City of Magazine
- City of Marianna
- City of Prescott
- City of Rison
- City of Shannon Hills
- Arkansas County
- Marion County
- Searcy County
- Big Dam Bridge Foundation Neighborhood in the City of North Little Rock
- Bradford School District Neighborhood
- Central Little Rock Neighborhood
- Dollarway School District Neighborhood
- Fayetteville Public Schools Neighborhood
- First Baptist Military Heights “Main Street Get FIT Initiative” Neighborhood in the City of North Little Rock
- Friendship Community Care Neighborhood in the City of Bryant
- Harp Elementary School Neighborhood in the City of Springdale
- Lamar School District Neighborhood
- New Addition Development Corp. Neighborhood in the City of Nashville
- North Little Rock School District Neighborhood
- Promise Garden Park at 12th and Peyton Neighborhood in the City of Little Rock
- South Central Service Cooperative Neighborhood in the City of Camden
- South Fayetteville Neighborhood
- Spring River Area Neighborhood
- Tri Cycle Farms Neighborhood in the City of Fayetteville
- White River Women’s Shelter Neighborhood

Growing Healthy Communities Recognition Levels

Blossoming Communities

- ❑ Communities that receive the “Blossoming” designation build upon the requirements of Emerging Communities and also:
 - Provide a checklist community highlights.
 - Strategize plans for change.
 - Document successes & lessons learned.
- ❑ Develop a strategic action plan that will help your community address concerns related to increasing access to healthy foods & physical activity. Strategic plans guide the direction community members take towards a clear, unified vision forward. Even better: ArCOP provides tools & guidance to assist communities with such planning!
- ❑ Documenting and publicizing success stories can rally community members and help them see that positive change is within reach! Publicizing projects helps increase success through maximized community use and/or participation.
- ❑ Discussing & tracking lessons learned can help community teams make improvements even faster by identifying what went well and what can be improved.

HOW TO MAINTAIN BLOSSOMING STATUS

- ❑ The “Blossoming” designation is intended to recognize communities that see the “bigger picture” and are actively working towards positive change.

Blossoming Communities

- City of Blytheville
- City of Bryant
- City of Conway
- City of Forrest City
- City of Hope
- City of Hot Springs
- City of Siloam Springs
- City of Springdale
- City of Wooster
- Jefferson County
- Woodruff County
- Boone County Diabetes Collaborative Neighborhood
- Cedar Ridge School District Neighborhood in the City of Charlotte
- Ralphe Bunche Neighborhood Association in the City of Benton
- UALR's University District Neighborhood in the City of Little Rock

Growing Healthy Communities Recognition Levels

Thriving Communities

- ❑ Communities that receive the “Thriving” designation build upon the requirements of Blossoming Communities and also:
 - Demonstrate change through data.
 - Demonstrate environmental- and policy-level change.
- ❑ ArCOP’s goal of a healthier Arkansas starts with individual communities. Providing data and demonstrating how your community’s efforts make positive change helps Arkansas measure statewide improvement. A community’s ability to make lasting change to both the environment and public policies is a sign of success and sustainability.

HOW TO MAINTAIN THRIVING STATUS

- ❑ The “Thriving” designation is ArCOP’s “gold standard” in Growing Healthy Communities and is intended to recognize communities that see the “bigger picture” and are actively making measurable change.

Thriving Communities

- City of Batesville
- City of Lake Village
- City of Nashville
- City of North Little Rock
- Boone County

Growing Healthy Worksites Work@Health

Module 1: Making the Business Case, will provide you with key arguments regarding the “Why” of worksite tobacco PSE changes.

Health Cost Management Argument

Productivity Argument

Great Place to Work Argument



Growing Healthy Worksites

Work@Health

Module 2: Assessing Your Worksite Tobacco Free System, discusses the need and value of assessing your employee population and your organization as a whole.



Growing Healthy Worksites

Work@Health

Module 3: Building Leadership Support, addresses the value of having an inclusive leadership network involving senior management, middle/supervisory management, and lay leaders.



Growing Healthy Worksites

Work@Health

Module 4: Developing Tobacco Free Policy, Benefit, and Environmental Supports, reviews the importance of leveraging health-related policies, benefits, and environmental supports for removing barriers to employee engagement in health-related activities and programs.



Growing Healthy Worksites Work@Health

Module 5: Designing Effective Communications, reviews the importance of communicating your tobacco free program through a variety of channels as well as creating your own unique brand.



Growing Healthy Worksites Work@Health

Module 6: Evaluating Your Tobacco Free Program, addresses the value of establishing an evaluation process/plan before you implement your program and how to establish baselines and measure progress.



Growing Healthy Worksites

Work@Health

Module 7: Planning and Designing Your Tobacco Free Program, reviews key principles of program planning and design and provides you with a planning tool to help make your job easier.



Growing Healthy Worksites Work@Health

Module 8: Implementing and Sustaining Your Tobacco Free Program, provides you with suggestions for successfully introducing your program and sustaining it.



Key Take Away

- You have 6 key responsibilities as your employer's representative:
 - Complete the ArCOP Worksite Wellness training
 - Establish a Health Promotion Committee
 - Plan and implement the Worksite core elements
 - Grow your program
 - Participate in periodic surveys
 - Help create and grow your peer learning community

arkansasobesity.org

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