



Arkansas Coalition for Obesity Prevention

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# ArCOP IS GROWING HEALTHY COMMUNITIES

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ATTRACTIVE | WALKABLE | SUCCESSFUL | APPEALING | EFFICIENT  
HEALTHY | VIGOROUS | POSITIVE | ENJOYABLE | MEMORABLE



ENTERTAINMENT social stability  
bikable walking trails  
**built environment**  
complete streets attractive  
bike lanes safety **quality of life** sidewalks active living obesity ACCESSIBILITY sustainable  
**LIVABILITY** healthy trails  
WALKABLE TRAFFIC CALMING **NATURAL ENVIRONMENT**  
RECREATION economic prosperity culture  
affordable housing

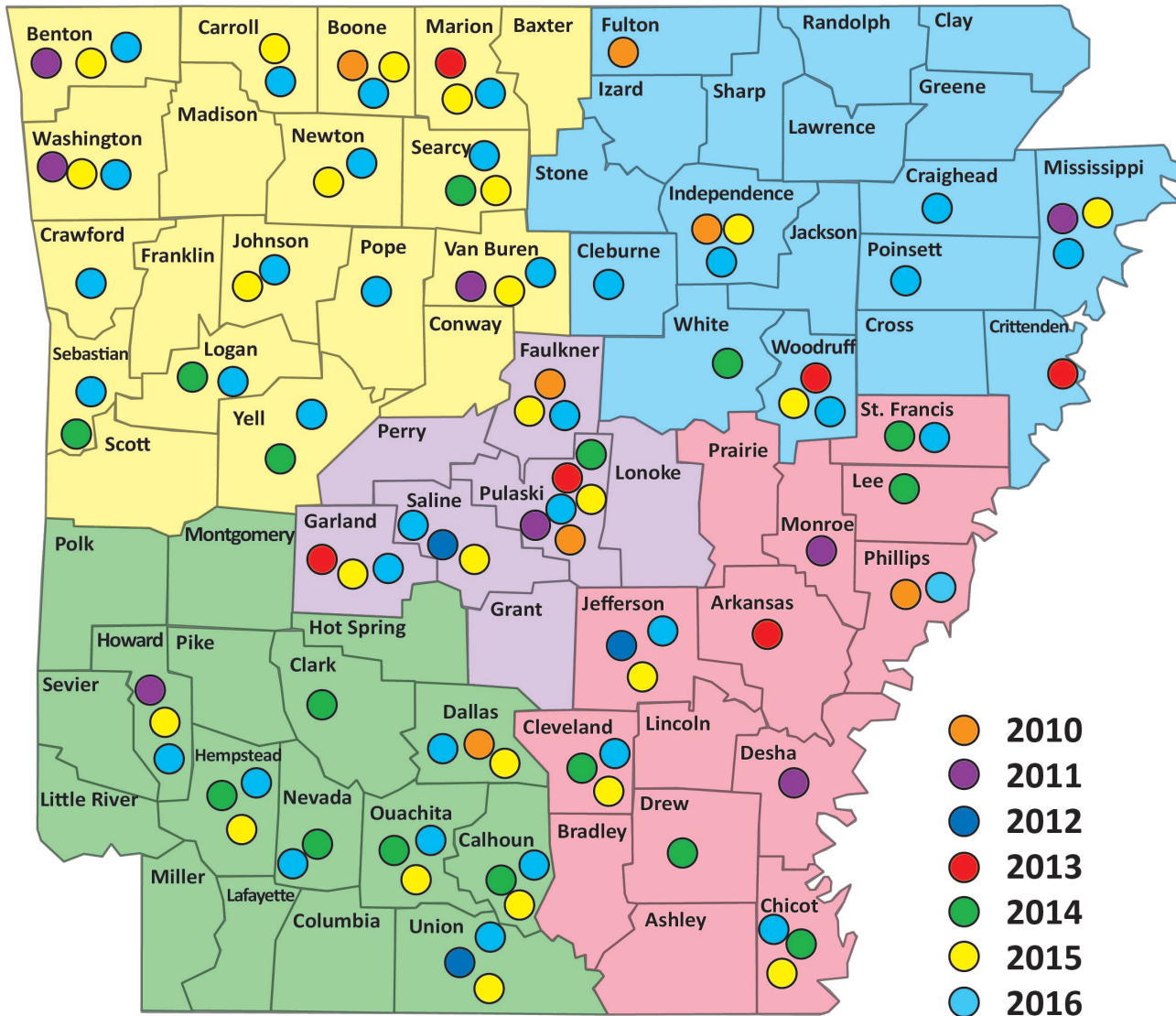
## History of ArCOP/GHC

- ❑ Formed in 2007 from the 1<sup>st</sup> Southern Obesity Summit held in Little Rock.
- ❑ Goals:
  - To increase access to healthy and affordable goods
  - To increase access to regular physical activity.
- ❑ Growing Healthy Communities (GHC) started in 2009 to build capacity in local communities to tackle the obesity issue through policy and environmental change.



# Growing Healthy Communities

Arkansas Coalition for Obesity Prevention





## 2016 Recognition Levels Pilot

- ☐ **Emerging** – Ready to begin the process of becoming a healthier community
- ☐ **Blossoming** – Committed to making positive change and are formally working towards making the healthy choice the easy choice
- ☐ **Thriving** – Able to demonstrate change through data and success stories

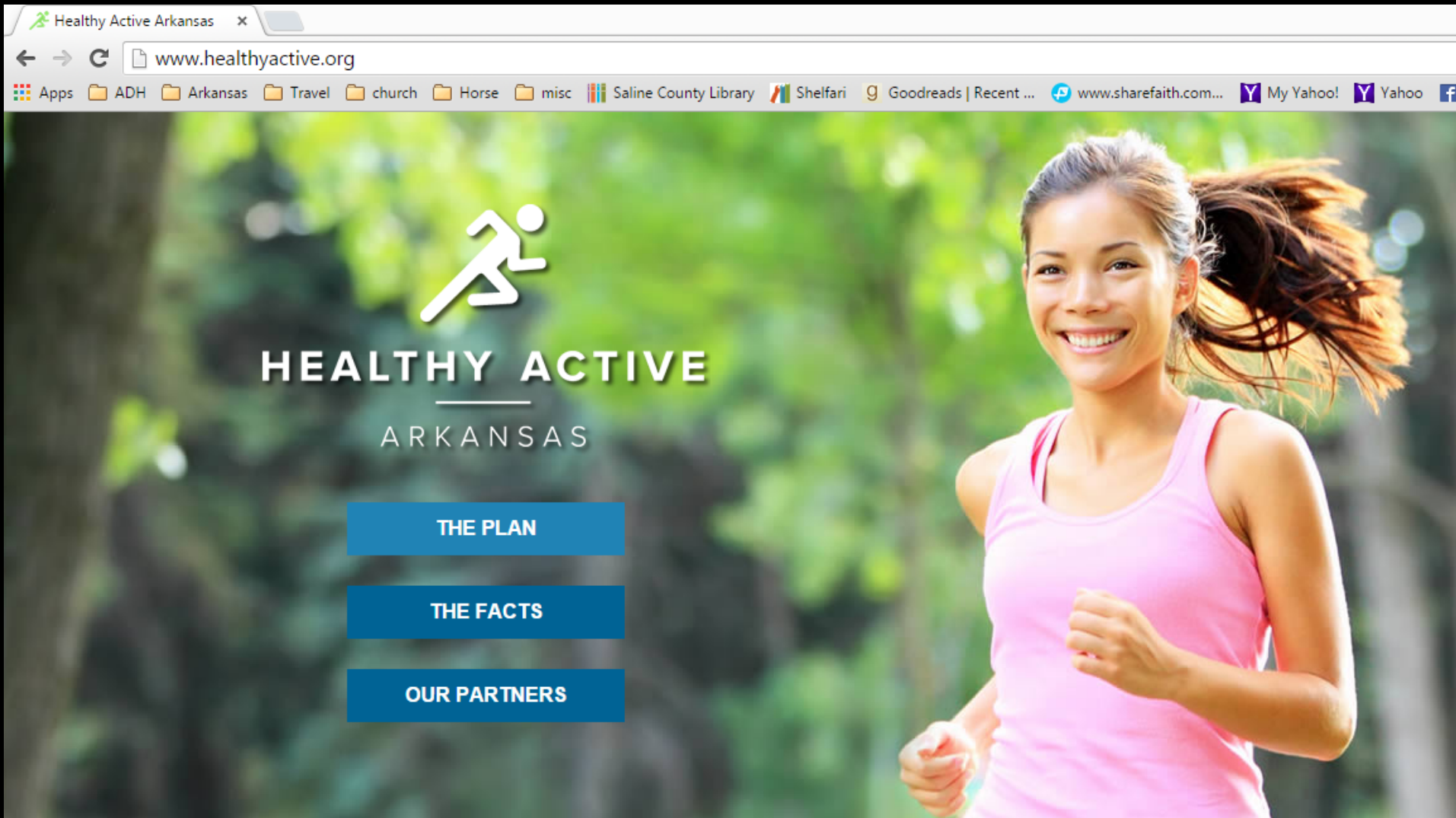


# Create a Culture of Health and Wellness

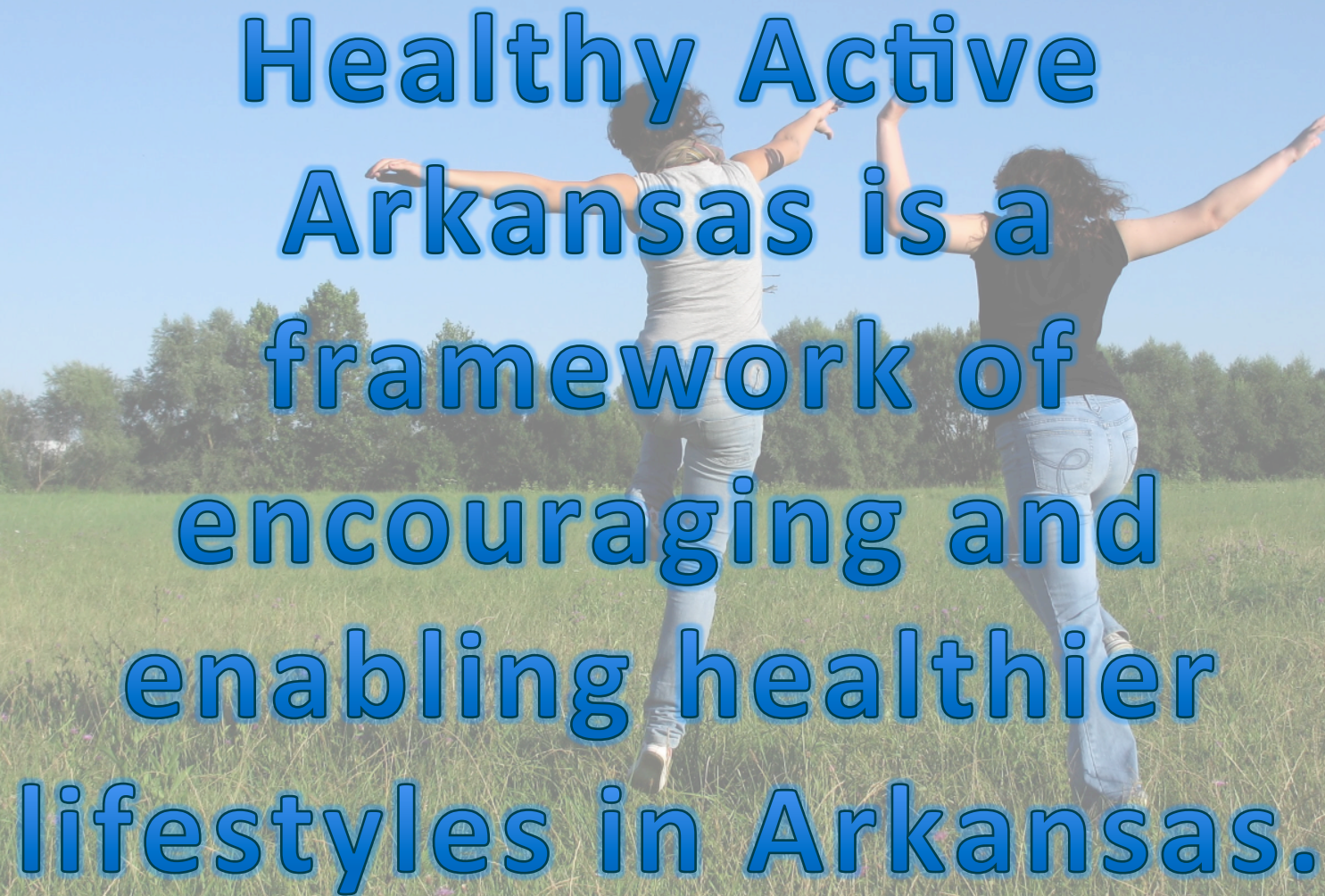
- ☐ Community Design/Built Environment
- ☐ Food Access
- ☐ Health Care
- ☐ Housing
- ☐ Livability

**\$\$ Economic Prosperity \$\$**

# www.healthyactive.org





A photograph of two women jumping joyfully in a grassy field under a clear blue sky. The woman on the left is wearing a light gray t-shirt and light blue jeans, while the woman on the right is wearing a black t-shirt and light blue jeans. Both have their arms outstretched. The background features a line of green trees.

**Healthy Active  
Arkansas is a  
framework of  
encouraging and  
enabling healthier  
lifestyles in Arkansas.**



# Partners



# Nine Priority Areas

- Physical and built environment
- Nutritional standards in government, institutions and the private sector
- Nutritional standards in schools—early child care through college
- Physical education and activity in schools—early child care through college
- Healthy worksites



HEALTHY ACTIVE

ARKANSAS

# Nine Priority Areas

- Access to healthy foods
- Sugar-sweetened beverage reduction
- Breastfeeding
- Marketing program



HEALTHY ACTIVE

ARKANSAS

# ArCOP's role in HAA

- Previously aligned the activities of our work teams with the HAA plan
- Serve on committees (operations, marketing)
- Serve on priority area work teams
- Provide expertise and training for priorities in the plan (HAA Summit)
- Provided local project grants following training





# Save the Date!

Tuesday, April 5, 2016 from 8am-3pm  
UCA Brewer-Hegeman Conference Center

## ArCOP Presents the Healthy Active Arkansas Summit

### What you need to know:

- Invitation Only (Designated Emerging and Blossoming Communities)
- Up to 5 members per Growing Healthy Community (GHC) should attend.
- ALL communities that attend will receive funding for project/s.
- Registration \$25/person
- More information to come.



# HAA Summit Topics

## **Session (A) Access to Healthy Foods**

Activity 1: Gardens

Activity 2: Cooking/Shopping Matters

## **Session (B) Built Environment**

Activity 3: Pop-Ups

Activity 4: Walk/Bike Assessments

## **Session (C) Early Childhood and Schools**

Activity 5: Bike Rodeo

Activity 6: Active Recess and Physical Activity

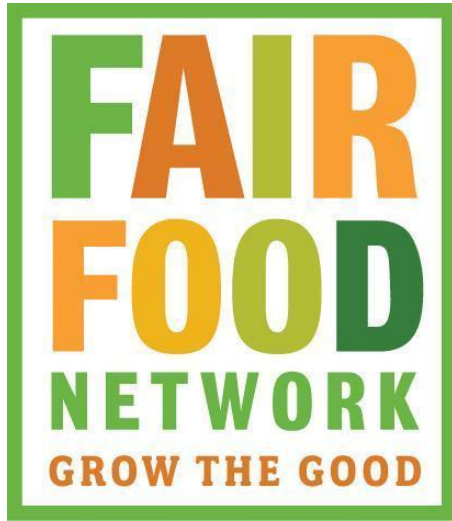
## **Session (D) Worksite Wellness**

Activity 7: Breastfeeding Accommodations

Activity 8: Worksite Nutritional Standards

Activity 9: Worksite Physical Activity





# Access to Healthy Foods Team

Arkansas Coalition for Obesity Prevention

# **FINI**

## **Food Insecurity Nutrition Incentive**

To increase access to fresh fruits and vegetables among low-income Arkansans in at-risk communities by doubling the spending power of SNAP recipients at participating Farmers' Markets in an effort to create a statewide sustainable system that provides affordable access to fresh fruits and vegetables and helps sustain the local farmer.



# DOUBLE UP FOOD BUCKS **Win/win/win**



**Families** bring home more healthy food



**Farmers** make more money



More food dollars stay in local economy, **strengthening communities**

# **WELCOME Sites in 2016!**

## **18 Markets participating in Double Up Food Bucks**

- **Fayetteville Farmers Market**
- **Siloam Springs Farmers Market**
- **Downtown Fort Smith Farmers Market**
- **Downtown Rogers Farmers Market**
- **Mill St. Market (Springdale)**
- **Johnson Co. Community Farmers Market**
- **Paris Arkansas Farmers Market**
- **The Farmbox Mobile Market**
- **Historic Downtown Farmers Market Hot Springs**
- **Bernice Garden Farmers Market**

# **WELCOME Sites in 2016!**

## **18 Markets participating in Double Up Food Bucks**

- **Little Rock Farmers Market**
- **ASU Regional Farmers Market**
- **Saracen Landing Farmers Market (Pine Bluff)**
- **Rison Farmers Market**
- **Howard Co. Farmers Market**
- **Searcy Co. Farmers Market**
- **The Dirty Farmers Community Market (Clinton)**
- **Bald Knob Farm Market (Boone Co.)**

# Working with Customers

- SNAP purchases can be matched **up to \$20** per market day
- DUFB tokens each have a **\$2 value**
- DUFB tokens can only be used to purchase **Arkansas-grown, fresh fruit and vegetables** or plants that grow food
- Encourage customers to purchase SNAP tokens in **even increments** to optimize the match
- DUFB tokens can be used at any participating market from **June 1 through October 31, 2016**



# Extended the Year

- The DUFB program was extended to four year-round markets.
- **Fayetteville**
- **Fort Smith**
- **Siloam Springs**
- **Hot Springs**

# DOUBLE UP FOOD BUCKS

What you can buy for **\$20 in SNAP** benefits at a farmers market



What you can buy for **\$40 when SNAP** is matched with Double Up Food Bucks



# **FAMILIES** Have Healthier Choices



- 200,000+ total customer visits
- SNAP customers have bought 3+ million pounds of healthy food since 2009
- 93% report eating more fruits, vegetables
- 80+% report buying fewer high-fat snacks





# DOUBLE UP Communications



- Conducted 6 Regional Trainings in April 2016
- Outreach Materials
  - Flyers & Posters
  - Tokens
- Double Up Website
- Social Media
- Partner Engagement



USDA is an equal opportunity provider and employer.

# Double Up Food Bucks Assessment Surveys

- ❑ **3 direct DUFB evaluation components**
  - **Customer, Vendor, Market Manager**
  - **Use provided DUFB surveys to maintain consistency for data analysis**
- ❑ **Additional funding incentive for SNAP customers available**
  - **\$25 per customer; 1 time only**
  - **FM Nutrition Education Classes or Cooking Demonstrations**
  - **DUFB Customer Survey**



# DUFB Customer Card

\*Valid only on \_\_\_\_\_

\*Must be a SNAP recipient to participate



**DOUBLE UP  
FOOD BUCKS™**

CARD NO#: \_\_\_\_\_

## 5 EASY STEPS TO GET \$25 MORE!

1. Pick up your card from the Market Info Table
2. Attend the Market Nutrition Education Class
3. Take the Double Up Food Bucks Survey
4. Have your Card marked by an ArCOP Intern
5. Return your marked Card to the Info Table to receive \$25 more!



# Scheduled Farmers' Market Incentive Dates

Market	Date
ASU Regional FM	August 6 <sup>th</sup> (Saturday)
Bald Knob Farm	August 13 <sup>th</sup> (Saturday)
Siloam Springs FM	August 20 <sup>th</sup> (Saturday)
Howard County FM	August 26 <sup>th</sup> (Saturday)
<i>Saracen Landing FM</i>	<i>August 27<sup>th</sup> (Saturday)</i>
Fayetteville FM	September 3 <sup>rd</sup> (Saturday)
Bernice Garden FM	September 18 <sup>th</sup> (Sunday)
Historic Downtown FM (Hot Springs)	October 22 <sup>nd</sup> (Saturday)



# Scheduled Farmers' Market Incentive Dates

## NEW DATES ADDED

Market	Date
Fayetteville FM	October 22 <sup>nd</sup> (Saturday)
Fort Smith FM	November 5 <sup>th</sup> (Saturday)

# DUFB Incentive Advertisement for Markets



GET MORE  
**DOUBLE UP FOOD BUCKS**

Receive \$25 more in Double Up Food Bucks at \_\_\_\_\_

**ONE DAY ONLY**

**5 EASY STEPS TO GET \$25 MORE!**

1. Pick up your card from the Market Info Table
2. Attend the Market Nutrition Education Class
3. Take the Double Up Food Bucks Survey
4. Have your Card marked by an ArCOP Intern
5. Return your marked Card to the Info Table to receive \$25 more!

*You must be a SNAP recipient to participate!*

Have questions? Call us! 501-712-2002 or visit [www.arkansasobesity.org](http://www.arkansasobesity.org)



# DUFB Assessment Surveys- Evaluation

## CUSTOMER SURVEY

### ☐ Evaluation Tool

- Questionnaire administered at Markets on Incentive Day
  - 21 Multiple Choice Questions
  - 2 open-ended questions

*Example:*

- Have you tried any fruits or vegetables for the first time because of DUFB?
- Is this your first time using DUFB at a farmers market?
- Please indicate how much you disagree or agree with the following statement. The amount of fresh fruits and vegetables that I eat has increased.

# DUFB Assessment Surveys- Evaluation

## VENDOR SURVEY

### ☐ Evaluation Tool

- Questionnaire administered near the end of the market year to DUFB participating and non-participating vendors.
  - 17 Multiple Choice Questions
  - 3 open-ended questions

### ***Example:***

- As a result of DUFB, this market is stronger. (SA, D, N, A, SA, Not Sure)
- As a result of DUFB, how likely are you to do the following in the next year?
  - Purchase New Equipment
  - Hire more staff
  - Increase Variety in Crops Grown

# DUFB Assessment Surveys- Evaluation

## MARKET MANAGER SURVEY

### ☐ Evaluation Tool

- Questionnaire administered near the end of the market year to DUFB participating and non-participating markets.
  - 37 Multiple Choice Questions
  - 10 open-ended questions

*Example:*

For each of the following statements, indicate how much you agree or disagree. Because my farmers market(s)/farm stand participated in DUFB.

- More vendors want to operate stands or stalls at the market.
- Market traffic moves less smoothly.
- More new customers are coming to this market.



## DUFB Expansion

- Targeted Grocery Stores Pilot with goal of expansion
- Working to encourage SNAP participation at markets that don't currently accept
- Educating markets that chose not to participate on the impact of DUFB.



Arkansas Coalition for Obesity Prevention

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# **Mayors Mentoring Mayors** **3M**

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A Multi-State Approach



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

## PARTNERS

- ❑ Arkansas Municipal League (AML)
  - Sponsorship booth at Summer Conference
  - Presentation at Winter Conference – 1 hour of certification was offered in health & wellness
  - Publications – City & Town
  - Distribution of meeting invitations
- ❑ Arkansas Department of Health
- ❑ Lots of volunteers!

# 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](http://arkansasobesity.org).



2014 ArCOP Thriving Communities winners.



2014 ArCOP Blossoming Communities winners.



2014 ArCOP Emerging Communities winners.

## CITIES & TOWNS JANUARY 2015



# 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/](http://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



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

# Outcomes

- ❑ Interactive Map
  - Growing Healthy Communities (GHC) data collection tool
  - used across multi-sectors
  - increase capacity for planning, implementing and evaluating health improvement activities.
- ❑ More GHC collaborations have access to the shared data and information from multiple sectors to improve the health of their community
- ❑ More plans and systems for sharing data across sectors.

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# ArCOP IS GROWING HEALTHY COMMUNITIES

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Next steps...

A Multi-State Approach  
3M  
Mayors Mentoring  
Mayors

## Expanding 3M





# Growing Healthy Communities Recognition Levels

*Emerging Communities*



*Blossoming Communities*



*Thriving Communities*



# The 3M Plan

1. State Feasibility Assessment
2. 3M State Toolkit
3. 3M State Signature Project
4. Sustainability Plan
5. Arkansas State 3M Session in May 2017



**HOW TO GROW A HEALTHY COMMUNITY**  
Learn more: [arkansasobesity.org/ghc/3m](http://arkansasobesity.org/ghc/3m)

## New Initiatives

- ❑ Local Complete Street Policy to include Equity
- ❑ Youth Growing Healthy Communities
- ❑ Lactation Accommodations in Worksites
- ❑ Nutritional Standards and Guidelines in Public Facilities
- ❑ Worksite Wellness Policy, System and Environment changes in 20 worksites

INSPIRED passionate involved  
ENTHUSED PROACTIVE READY ENGAGED  
hopeful confident optimistic  
UNITED successful empowered encouraged  
COMMUNITY shared vision excited energized



# arkansasobesity.org

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