

*Community  
Tobacco, Physical Activity  
and  
Nutrition  
  
Policy and Environment  
Assessment and Resource  
Guide*



Community Tobacco, Physical Activity and Nutrition  
Policy and Environment Assessment and Resource Guide  
Revised May 2005



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Section of Chronic Disease Prevention  
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*Missouri Tobacco Use Prevention Program  
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# Policy and Environment

## Policy

“Policy is the purposeful action by an organization or institution to address an identified problem or issue through executive, legislative or administrative means. It can be voluntary or legally binding. It can be laws, regulations, or rules.” (CDC Office on Smoking or Health, October 2002)



Posting this “smoke free breathe easy” or similar “no smoking” signs typically indicates a business or institution has enacted a policy to restrict tobacco use.

## Community Environmental Supports

“Environmental support interventions alter the physical, social or economic environments enabling the public to engage in healthy behaviors or avoid health risk behaviors.” (*Policy and Environmental Change: New Directions for Public Health*, Association of State and Territorial Directors of Health Promotion and Public Health Education and CDC, August 2001.)



Photo credit: [www.pedbikeimages.org/Dan](http://www.pedbikeimages.org/Dan) Burden



Photo credit: [www.pedbikeimages.org/Dan](http://www.pedbikeimages.org/Dan) Burden

These photos demonstrate the difference between an environment that supports physical activity and one that discourages it.

The photo on the left illustrates several physical activity barriers:

- a too narrow, uneven, cracked sidewalk
- obstructions (utility pole and street sign)
- a wide road, which encourages fast vehicle speeds and no barrier with road

The photo on the right illustrates physical activity supports:

- well-maintained, wide sidewalk
- pleasant landscaping
- shade provided by trees and canopies
- parked cars provide barrier to traffic

## *The Power and Promise of Policy and Environment*

Policy and environmental changes have a powerful potential to positively impact health by altering physical surroundings and the laws or rules that govern public behavior. Policy and environmental changes can encourage healthy choices by making them easier, cheaper and more socially acceptable. Conversely, policy and environmental supports can extinguish undesirable behaviors by reducing access, increasing costs associated with the behavior and making the behavior less socially acceptable. Environmental changes remove barriers to healthy behaviors and create easily accessible opportunities to practice healthy choices. Policy changes alter the rules of acceptable behavior; they encourage healthy behaviors by making healthy practices an expected standard and by restricting unhealthy choices. By changing social norms, policy and environmental supports can make healthy behaviors a valued commodity.

There is not one set formula that communities can follow to guarantee successful policy and environmental supports. Each municipality has its own unique set of characteristics that must be considered when identifying problems and effective solutions. However, the first steps for most communities include identification of barriers to healthy behaviors and building community cooperation to address these barriers through policy and environmental supports. The purpose of this document is to assist in identifying barriers to tobacco use prevention, physical activity and healthy eating. This document also identifies some basic guidelines for initiating environmental and/or policy change and best practice strategies and resources for addressing physical activity, nutrition and tobacco priorities identified by the community.



# The Need for Change

## Tobacco

The U.S. Centers for Disease Control and Prevention reports that approximately 440,000 people in the United States die of a smoking-attributable illness each year, making smoking the leading cause of preventable death in this country. The direct medical costs of treating smoking-related illness totals \$75 billion per year. An additional \$82 billion in lost productivity results from smoking.

In Missouri 27.2% of adults smoke making it among the highest U.S. adult smoking rates (BRFSS 2003). Exposure to secondhand smoke causes an estimated 1,200 Missouri deaths annually. An estimated 1,350 Missouri youth become regular smokers each month. About half of those youth who continue to smoke will die from smoking-related illness.

Environmental and policy initiatives can support the reduction of tobacco use and therefore tobacco-related illness, medical costs and death by reducing exposure to secondhand smoke, preventing youth initiation, providing cessation services and reducing the influence of the tobacco industry.

**According to the Task Force on Community Preventive Service's *Community Guide* the following evidence-based strategies are recommended to reduce tobacco use.**

- ⓐ Smoking bans and restrictions
- ⓐ Reducing patient treatment costs
- ⓐ Increasing the unit price for tobacco and tobacco products
- ⓐ Healthcare provider reminder systems with and without provider education
- ⓐ Media campaigns with interventions
- ⓐ Quitter telephone support with interventions

**For more detailed information about the *Community Guide* recommendations go to:**

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

## Nutrition and Physical Activity

Poor food choices and physical inactivity are significant risk factors for several chronic diseases including obesity, cardiovascular disease, and diabetes. In the past 30 years there has been a dramatic increase in the incidence of obesity, which has corresponded with declines in physical activity and healthy eating. These behavioral trends have been linked to diminished opportunities for healthy choices and a simultaneous increase in attractive, yet less healthy alternatives. For example, in many communities concerns about traffic, crime, adequate sidewalks and/or roads have made walking or bicycling unsafe, undesirable and sometimes impossible. However, transportation in motor vehicles has never been easier. In order to reverse the disturbing disease trends, it is necessary for communities to examine existing barriers to healthy lifestyles and implement evidence-based strategies that reduce these barriers and support healthier choices.

**According to Task Force on Community Preventive Service's *Community Guide* the following evidence-based strategies are recommended to increase physical activity.**

- ⓐ Community wide campaigns
- ⓐ School-based physical activity
- ⓐ Individually adapted behavior change
- ⓐ Creation and/or enhanced places for physical activity combined with informational outreach
- ⓐ Point of decision prompts
- ⓐ Non-family social support

**For more detailed information about the *Community Guide* recommendations go to:**

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

# Creating Change

**“Growth means change and change involves risk, stepping from the known to the unknown”** Anonymous

Removing barriers and building supports through environmental and policy changes is not always easy or without conflict and controversy. Change can be threatening, frightening, and frustrating. Yet change can also be challenging, exhilarating and interesting. But the most important aspect of change related to health is its absolute necessity. Without policy, environmental and societal changes, the dramatic increases in obesity and other chronic diseases will likely persist resulting in a tremendously diminished quality of life and higher mortality for many Missourians.

## Guidelines for Creating Change

**(Note:** These are general guidelines. Not all of the guidelines will apply in every situation or follow in this exact order.)

### **1. Complete the Department of Health and Senior Services Tobacco, Physical Activity and Nutrition Policy and Environment Assessment Tool (pages 9-16).**

- Select a municipality or neighborhood to assess.
- It may be helpful to assemble a small group of key community stakeholders that would be familiar with the community policies/ordinances and services, such as city council members, city administrators, school administrators and/or the mayor.
- Complete the assessment tool:

**YES responses:** Identify existing ordinances, public policy and/or environmental supports for tobacco use prevention, physical activity and/or healthy eating.

**SOME responses:** Identify areas where policy and/or environmental supports are partially present or are incomplete. “Some” responses typically indicate areas where needs still exist.

**NO responses:** Identify potential policy and/or environmental barriers for tobacco use prevention, physical activity and/or healthy eating.

### **2. Prioritize the policy and/or environmental barriers for tobacco use prevention, physical activity and/or healthy eating that the community will address.**

### **3. Strengthen partnerships.**

- Obtain commitment from existing partners to address priority barriers.
- Seek and recruit new partners with similar priorities that can assist in addressing barriers.

#### **4. Build the case and plan.**

- Identify specific evidence-based strategies that can be implemented to address the top priority policy and/or environmental barriers. Refer to the Community Guide ([www.thecommunityguide.org](http://www.thecommunityguide.org)) for evidence-based physical activity and tobacco use prevention strategies. Select strategies that are reasonable, feasible and most likely to cause sustainable behavior change.
- Prepare to explain:
  - Why is a change needed?
  - How will the strategies address the identified problem/issue?
  - What are the benefits, such as improved health and economy that may result from implementing the strategies?
  - What are the potential negative consequences (both perceived and real) of implementing the strategies?
  - How will your partnership address these negative consequences?
- Prepare a plan to initiate and maintain the change incorporating input from all partners.
  - What are the goals and objectives of the partnership?
  - What specific steps will the partnership take to achieve the goals and objectives?
  - What is each partner's role and responsibility?
  - Who is taking the lead?
  - How will the plan be evaluated? What data will be used to evaluate the success of the plan? What are the data sources?
  - Who will be responsible for sustaining the changes, such as enforcement of ordinances or maintenance of walking trails?

#### **5. Build consensus and support.**

Through partners' communication channels, educate key stakeholders about the proposed changes. Encourage key stakeholders to advocate for change. When appropriate, educate the public- inform them about the potential benefits of the recommended change.

#### **6. Formally request environmental/policy change i.e.) propose an ordinance or request permission to place a trail in a city park.**

In adherence with the partnership's plan, follow necessary procedures to request an environmental and/or policy change.

#### **7. Implement environment/policy change plan.**

#### **8. Evaluate.**

Assess data and determine if goals and objectives have been achieved. Examine the process and determine if changes can be made to facilitate future environmental/policy change initiatives.

## TOBACCO POLICY AND ENVIRONMENT ASSESSMENT

COMMUNITY – TOBACCO	YES	NO	SOME
Community / Municipality Name:			
1. Does the community or municipality have ordinances or policies that are stronger than the state law* prohibiting smoking in: <ul style="list-style-type: none"> <li>• Public buildings?</li> <li>• Private worksites?</li> <li>• Malls?</li> <li>• Restaurants?</li> <li>• Unlicensed childcare centers/homes?</li> </ul>			
2. Does the community or municipality have ordinances or policies that are stronger than the state law** addressing retail tobacco sales which: <ul style="list-style-type: none"> <li>• Prohibit or restrict the sale of tobacco in vending machines?</li> <li>• Prohibit the sale of tobacco to youth under the age 18?</li> <li>• Require retail clerks to check the ID of individuals purchasing tobacco?</li> <li>• Require retailers to post the age of sale warning signs?</li> <li>• Prohibit self-service tobacco sales (e.g., tobacco products are behind the counter)?</li> <li>• Require retailers to hold a license to sell tobacco products?</li> </ul>			
3. Does the community or municipality have ordinances or policies that: <ul style="list-style-type: none"> <li>• Designate smoke-free entrances to public or private worksites?</li> <li>• Restrict or prohibit tobacco advertising?</li> <li>• Regulate the number, location and density of tobacco retail outlets (e.g., restrict locations near schools and parks)?</li> </ul>			
4. Do outdoor recreation facilities (playgrounds, sports facilities) in the community have policies designating a portion or all areas as smoke-free?			
5. Are culturally and linguistically appropriate tobacco cessation services available to the community?			
6. In the community do education, research, public health, civic and/or community groups adopt and enforce policies to refuse tobacco company contributions?			

\*For state law provisions, see “Missouri’s Clean Indoor Air Law”:

[www.dhss.mo.gov/SmokingAndTobacco/CIA\\_right\\_read.pdf](http://www.dhss.mo.gov/SmokingAndTobacco/CIA_right_read.pdf)

\*\*For state law provisions, see” What You Should Know about Missouri’s Tobacco Youth Access and Possession Laws”: [http://www.dhss.mo.gov/SmokingAndTobacco/youth\\_use.html](http://www.dhss.mo.gov/SmokingAndTobacco/youth_use.html)

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<b>WORKSITE-TOBACCO</b>	<b>YES</b>	<b>NO</b>	<b>SOME</b>
7. Do employers in the community have policies that prohibit tobacco use on the employer's property?			
7a. If <b>YES</b> or <b>SOME</b> , do the employers enforce the tobacco use policies?			
8. Do employers in the community offer or refer employees to tobacco-use cessation services?			
9. Do insurance programs provided by employers in the community cover cessation services and/or pharmacotherapies (i.e. nicotine patches/gum)?			
<b>SCHOOLS-TOBACCO</b>	<b>YES</b>	<b>NO</b>	<b>SOME</b>
10. Do all school districts/schools in the community have policies stronger than the state law** prohibiting tobacco use on school property and at school sponsored events by: a. Students? b. Faculty? c. Visitors?			
11. Do all schools in the community enforce tobacco-use policies?			
12. Do all schools in the community prohibit tobacco advertising on school premises?			
13. Do all schools in the community offer or refer students to school or community tobacco-use cessation services?			

\*\* For state law, see "Tobacco Free Schools" brochure at:  
[www.dhss.mo.gov/SmokingAndTobacco/MO\\_Schools.pdf](http://www.dhss.mo.gov/SmokingAndTobacco/MO_Schools.pdf)

**PHYSICAL ACTIVITY POLICY AND ENVIRONMENT ASSESSMENT**

COMMUNITY-PHYSICAL ACTIVITY	YES	NO	SOME
Community/ Municipality Name:			
1. Does the community have any ordinances or regulations regarding sidewalks (e.g., sidewalks required in all new subdivision developments)?			
2. Does the community employ any pedestrian/cyclist safety ordinances or regulations that prohibit the following:			
<ul style="list-style-type: none"> <li>• Abandoned buildings?</li> <li>• Unattended dogs?</li> </ul>			
3. Does the community have any ordinances or regulations regarding local roads (e.g., roads required to have shoulders)?			
4. Are there sidewalks in the community that enable most citizens to walk/bike:			
<ul style="list-style-type: none"> <li>• To local businesses/services (grocery, bank, post office, bus stops)?</li> </ul>			
<ul style="list-style-type: none"> <li>• To schools?</li> </ul>			
<ul style="list-style-type: none"> <li>• To parks, playgrounds, sports fields?</li> </ul>			
<ul style="list-style-type: none"> <li>• Through neighborhoods?</li> </ul>			
4a. If the response to any of the above is <b>YES</b> , are the sidewalks well-maintained (level, surface is free of cracks, weeds, debris and snow removed)?			
5. Does the community employ the following traffic control and/or road improvement measures to enhance the safety of pedestrians and cyclists:			
<ul style="list-style-type: none"> <li>• Crosswalks at all major intersections?</li> </ul>			
<ul style="list-style-type: none"> <li>• Road signs and/or signals that assist pedestrians cross busy streets?</li> </ul>			
<ul style="list-style-type: none"> <li>• Roads with adequate shoulders and/or bicycle lanes?</li> </ul>			
<ul style="list-style-type: none"> <li>• Reduced speed zones and/or speed bumps in areas of high pedestrian traffic (e.g. school zones, playgrounds, businesses)?</li> </ul>			
<ul style="list-style-type: none"> <li>• Well-maintained roads?</li> </ul>			
6. Does the community employ any of the following strategies to make walking, running or biking pleasant and/or free from crime:			
<ul style="list-style-type: none"> <li>• Planting adequate trees for shade?</li> </ul>			
<ul style="list-style-type: none"> <li>• Community beautification (e.g., flowers, free from trash and graffiti)?</li> </ul>			
<ul style="list-style-type: none"> <li>• Adequate lighting for exercising after dusk?</li> </ul>			
<ul style="list-style-type: none"> <li>• Neighborhood crime prevention (e.g., Neighborhood Watch)?</li> </ul>			
<ul style="list-style-type: none"> <li>• Regular law enforcement patrols in high crime areas?</li> </ul>			

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COMMUNITY-PHYSICAL ACTIVITY	YES	NO	SOME
7. Are there an adequate number of walking or biking trails in the community?			
7a. If <b>YES</b> , are the trails: <ul style="list-style-type: none"> <li>• Pleasant, clean and free from trash?</li> <li>• Free from crime, vandalism and well monitored/patrolled?</li> <li>• Adequately maintained?</li> <li>• Conveniently located and accessible to all populations?</li> <li>• Well-lit?</li> <li>• Available morning and evening hours?</li> </ul>			
8. Are there an adequate number of parks, playgrounds, sports fields in the community where citizens can walk, run, bike or play?			
8a. If <b>YES</b> , are these locations: <ul style="list-style-type: none"> <li>• Pleasant, clean and free from trash?</li> <li>• Free from crime, vandalism and well monitored/patrolled?</li> <li>• Adequately maintained?</li> <li>• Conveniently located and accessible to all populations?</li> <li>• Well-lit?</li> <li>• Available morning and evening hours</li> </ul>			
9. Do citizens have access to public outdoor exercise facilities (e.g., tracks, tennis courts, swimming pools)?			
9a. If <b>YES or SOME</b> , are these facilities: <ul style="list-style-type: none"> <li>• Pleasant, clean and free from trash?</li> <li>• Free from crime, vandalism and well monitored/patrolled?</li> <li>• Adequately maintained?</li> <li>• Conveniently located and accessible to all populations?</li> <li>• Well-lit?</li> <li>• Available morning and evening hours?</li> <li>• Affordable for most families</li> </ul>			
10. Do citizens have access to public indoor facilities such as school gyms, shopping malls or community buildings?			
10a. If <b>YES or SOME</b> , are these facilities: <ul style="list-style-type: none"> <li>• Pleasant, clean and free from trash?</li> <li>• Free from crime, vandalism and well monitored/patrolled?</li> <li>• Adequately maintained?</li> <li>• Conveniently located and accessible to all populations?</li> <li>• Well-lit?</li> <li>• Available morning and evening hours?</li> </ul>			

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<b>COMMUNITY – PHYSICAL ACTIVITY (continued)</b>	<b>YES</b>	<b>NO</b>	<b>SOME</b>
11. Are there private or membership-only recreation facilities in the community? <b>If YES or SOME,</b>			
a. Are the membership fees reasonable and/or affordable for most families?			
b. Do the facilities offer scholarships for low-income families?			
12. Does the community have a Parks and Recreation Association and/or civic organization (Kiwanis, Lions, Jaycees) that offer sports/recreation programs for all ages? <b>If YES or SOME</b>			
a. Are the programs offered year-round?			
b. Are the programs affordable for most families?			
c. Are programs offered in locations that are accessible to all populations?			
<b>WORKSITE- PHYSICAL ACTIVITY</b>	<b>YES</b>	<b>NO</b>	<b>SOME</b>
13. Do employers in the community have policies that permit and/or encourage physical activity (flex time, reduced gym memberships, etc)?			
14. Do employers have facilities that support physical activity (gym, walking trail, showers)?			
<b>SCHOOLS- PHYSICAL ACTIVITY</b>	<b>YES</b>	<b>NO</b>	<b>SOME</b>
15. Do all schools in the community have written and enforced policies that prohibit the use of physical activity and withholding of physical education as a punishment?			
16. Do all elementary schools in the community meet the recommended physical education requirement of 150 minutes/week?			
17. Do all elementary schools in the community provide at least 20 minutes of supervised recess during the school day?			
18. Do all high schools in the community prohibit the substitution of courses such as community or interscholastic athletics for physical education?			
19. Do all high schools in the community meet the recommended physical education requirement of 225 minutes/week?			

**NUTRITION POLICY AND ENVIRONMENT ASSESSMENT**

<b>COMMUNITY – NUTRITION</b>	<b>YES</b>	<b>NO</b>	<b>SOME</b>
Community/ Municipality Name:			
1. Are fresh fruits and vegetables readily available in the community year-round? If <b>YES or SOME</b> ,			
a. Are fruits and vegetables affordable for most citizens?			
b. List the source(s)			
2. Do restaurants in the community offer lower fat menu items or substitutions for higher fat, less nutritious menu items (e.g., salads for french fries, low-fat milk for soda)?			
2a. If <b>YES or SOME</b> , do the restaurants identify the low fat items or substitutions on their menus?			
3. Does the community have a food bank and/or soup kitchen that provides food to at-risk populations most days of the week?			
3a. If <b>YES or SOME</b> , does the food bank and/or soup kitchen provide services that are consistent with the recommendations of the Dietary Guidelines and My Pyramid?			
4. Are food and nutrition programs such as the Summer Food Service Program or WIC available and/or accessible to at-risk populations in the community?			
4a. If <b>YES or SOME</b> , please list the programs.			
5. Are weight management support groups that adhere to recommended weight management principles (e.g., Weight Watchers, hospital based programs) available and/or accessible to community members?			
<b>WORKSITES -NUTRITION</b>	<b>YES</b>	<b>NO</b>	<b>SOME</b>
6. Do worksite cafeterias in the community offer low fat menu items or substitutions for higher fat, less nutritious menu items (e.g., salads, low-fat milk)?			
6a. If <b>YES or SOME</b> , do the cafeterias identify the low fat items or substitutions on their menus?			
7. Do worksite vending machines include a variety of low-fat and healthy selections (e.g., 100% juices, water, fruit, pretzels)?			
8. Do employers offer healthy eating educational opportunities (e.g., Lunch and Learns) and/or support groups (e.g., Weight Watchers)?			
9. Do insurance plans provided by employers in the community cover nutrition counseling?			

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<b>SCHOOLS- NUTRITION</b>	<b>YES</b>	<b>NO</b>	<b>SOME</b>
10. Do all schools in the community prohibit or restrict access to foods of low nutritive value (e.g., soda, candy, chips)?			
11. Do the fund-raising efforts in all schools in the community support healthy eating?			
12. Do all schools in the community have written and enforced policies that prohibit the use of food as a reward or punishment?			
13. Do all school vending machines in the community include a variety of low fat and healthy selections (100% juices, water, fruit, etc)?			
14. Do all schools in the community provide an adequate amount of time for children to eat their meals?			

# Strategies and Resources

## Tobacco Use Prevention

### SMOKEFREE POLICIES

#### Strategies

- Consult with your Missouri Department of Health and Senior Services (MDHSS) Tobacco Use Prevention Program District Community Policy Specialist for technical assistance in conducting public education to create support for local policies and municipal ordinances.
- Become familiar with existing state law provisions, go to “Missouri’s Clean Indoor Air Law” at:  
[http://www.dhss.mo.gov/SmokingAndTobacco/CIA\\_right\\_read.pdf](http://www.dhss.mo.gov/SmokingAndTobacco/CIA_right_read.pdf)
- Download, review and implement the recommendations in the MDHSS **Handbook for Creating Local Clean Indoor Air Policies and Ordinances**, go to “CIA Handbook” at:  
<http://www.dhss.mo.gov/SmokingAndTobacco/CIAHandbook.pdf>
- Convene key stakeholders to plan a public education campaign about the health hazards of second hand smoke. See the DHSS Smoking and Tobacco website for educational resources at:  
<http://www.dhss.mo.gov/SmokingAndTobacco/index.html>
- Meet with local school administrators and school board members to request implementation of policies that prohibit tobacco use by students, faculty and visitors on school property and at school sponsored events.
- Survey local education, research, public health, civic and community groups to assess if they employ and enforce policies to refuse tobacco company contributions. Conduct an education campaign to encourage policies prohibiting acceptance of tobacco company sponsorships.

#### Resources

##### Potential Partners:

- Missouri Department of Health and Senior Services Tobacco Use Prevention Program District Community Policy Specialist, local affiliates of the American Heart Association, American Cancer Society and American Lung Association, local cancer control coalitions, local cancer survivor support groups, hospitals, local medical societies, local government officials, law enforcement, local businesses, chamber of commerce, local media, local parks and recreation organizations, local school administrators, local school board members

#### Bright Idea

In June 2003, the city of Maryville was the first municipality in Missouri to pass an ordinance for smokefree restaurants. Providing protection to all restaurant employees and customers from secondhand smoke was the ultimate goal of the Citizens for Smokefree Maryville Coalition. The collaborative coalition began working toward smokefree restaurants in 1998 by educating the community through media campaigns, Smokefree Dining Guides, honoring smokefree restaurants and by enlisting the help from other organizations and youth in the community. Through voluntary policy adoption and these collaborative efforts the Coalition was able to build a consensus to protect the health of their citizens.

## Support for Building Your Case:

- Contact information for Missouri Department of Health and Senior Services Tobacco Use Prevention Program **District Community Policy Specialists** can be found at: <http://www.dhss.mo.gov/SmokingAndTobacco/ContactUs.html>
- The MDHSS Smoking and Tobacco website contains many resources including county level tobacco use data and reports that identify the beliefs about secondhand smoke and support for smoke free policies.  
**Smoking and Tobacco**, Missouri Department of Health and Senior Services.  
<http://www.dhss.state.mo.us/SmokingAndTobacco/>
- These websites contain extensive information about the effects of tobacco and effective programs to decrease tobacco use.  
**Tobacco Information and Prevention Source**, Center for Disease Control.  
<http://www.cdc.gov/tobacco/index.htm>  
**Americans for Nonsmokers' Rights**. [www.no-smoke.org](http://www.no-smoke.org)  
**Campaign for Tobacco Free Kids**. [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

## Information for Building Your Plan:

- Sample clean indoor air policies and ordinances can be found at the **Americans for Nonsmokers' Rights** website. [www.no-smoke.org](http://www.no-smoke.org)
- This website provides information about implementing school policies that enhance safe and healthy learning environments. It includes policy guidance and sample policies for a variety of health issues including tobacco free environments.  
**Safe and Healthy**, National Association of School Boards of Education.  
[www.nasbe.org/HealthySchools](http://www.nasbe.org/HealthySchools)

## CESSATION

### Strategies

- Form partnerships with local American Lung Association and American Cancer Society affiliates, hospitals, Department of Health and Senior Services Tobacco Use Prevention Program District Community Policy Specialists and health care providers.
- Identify resources that partnering organizations and agencies can contribute to enhance cessation efforts.
- Develop local campaigns to encourage quitting among specific populations (e.g. Special Supplemental Nutrition Program for Women, Infants and Children (WIC) clients, teens, etc.). Use local media opportunities to promote the campaign messages.
- Use special occasions such as New Years to generate media releases encouraging smokers to quit and how to seek help.

## Bright Idea

The Missouri Department of Health and Senior Services' Tobacco Use Prevention (TUP) Program uses national health observances or other special days to generate earned media to promote quitting. News releases are issued on the Great American Smokeout (November), New Year's Day, and Kick Butts Day (April) encouraging those who smoke to use those days to quit. Swiss-cheese press releases allow community programs to plug in local information giving national events a local angle or highlighting-local events to attract media attention and provide a far-reaching forum for the cessation message. "Relevancy is the key to attracting media attention," said Jim McDonald, who is the public information coordinator for the TUP program. "If a news release is not news, then the media isn't likely to cover it."

## Resources

### Potential Partners:

- Missouri Department of Health and Senior Services Tobacco Use Prevention Program District Community Policy Specialist, local affiliates of the American Heart Association, American Cancer Society and American Lung Association, local cancer control coalitions, local cancer survivor support groups, hospitals, local medical societies, health care providers

### Support for Building Your Case:

- The MDHSS Smoking and Tobacco website contains links and resources that address the benefits of tobacco use cessation. **Smoking and Tobacco**, Missouri Department of Health and Senior Services.  
[www.dhss.state.mo.us/SmokingAndTobacco/QuitInfo.html](http://www.dhss.state.mo.us/SmokingAndTobacco/QuitInfo.html)

### Information for Building Your Plan:

- This website contains useful information for quitting the use of tobacco. **How to Quit- Tobacco Information and Prevention Source**, Center for Disease Control.  
[www.cdc.gov/tobacco/how2quit.htm](http://www.cdc.gov/tobacco/how2quit.htm)
- **Toll-free Help Line**, Missouri Department of Health and Senior Services.  
1-877-44U-QUIT.
- A calendar of health observances can be viewed at the website for the National Health Information Center.  
[www.healthfinder.gov/library](http://www.healthfinder.gov/library)

## YOUTH ACCESS POLICIES

### Strategies

- Partner with local law enforcement and prosecuting attorney's office to conduct an education campaign targeting local school districts, parents and students about Missouri's youth tobacco possession law.
- Educate local school districts about Tobacco Free School Law that prohibits smoking.

### Resources

#### Potential Partners:

- Department of Health and Senior Services Tobacco Use Prevention Program District Community Policy Specialist, Department of Mental Health, Division of Alcohol and Drug Abuse, Missouri Department of Public Safety, Division of Alcohol and Tobacco Control, local law enforcement, local prosecuting attorney, youth service organizations, local school administrators, local school board members, local parent-teacher organizations

### Support for Building Your Case:

- The MDHSS Smoking and Tobacco website contains the fact sheets titled “**What You Should Know About Missouri’s Tobacco Youth Access and Possession Laws**”, “**Tobacco-Free Schools in Missouri**” and “**Tobacco Use by Missouri Youth**” Missouri Department of Health and Senior Services, [http://www.dhss.state.mo.us/SmokingAndTobacco/youth\\_use.html](http://www.dhss.state.mo.us/SmokingAndTobacco/youth_use.html)
- This website includes links to state statues regarding tobacco. **Division of Alcohol and Tobacco Control**, Missouri Department of Public Safety. <http://www.mdlc.state.mo.us/>

### Information for Building Your Plan:

- The Missouri Department of Mental Health, Division of Alcohol and Drug Abuse conducts programs to educate retailers about the state law prohibiting the sale of tobacco products to minors. Contact: **Tobacco Retailer Education at 573-753-8040.**
- The Missouri Department of Public Safety, Division of Alcohol and Tobacco Control is responsible for the enforcement of state law prohibiting sales of tobacco products to minors. Contact: **Youth Tobacco Enforcement at 573-751-5448.**



### Bright Idea

State law prohibits tobacco possession for persons under 18 years old. Individuals with a second possession violation “shall complete a tobacco education or smoking cessation program, if available.” In Springfield, the public schools, prosecuting attorney, juvenile courts, Community Partnership of the Ozarks, and Departments of Health, Mental Health and Public Safety are teaming to make this education possible. The circuit and juvenile courts will refer violators to the 4 session “Youth Tobacco Awareness Program”, which provides information on the hazards of tobacco and provides tools to avoid and quit tobacco use. The Program is modeled after the Texas Adolescent and Cessation Program through a collaborative effort with the Texas Department of Health, Office of Tobacco Prevention and Control. Program participation will cost violators \$50-\$100 compared to a \$200 fine plus court costs for those who do not complete the course.

# Physical Activity and Nutrition

## SIDEWALKS

### Strategies

- Develop innovative public/private partnerships to share the costs of sidewalk repair (see Bright Ideas column at right).
- Partner with local businesses and residents to share the cost of sidewalk repair with the local government.
- Implement local ordinances/regulations/codes that support the creation and maintenance of sidewalks:
  - require the placement of sidewalks in all new subdivision and/or neighborhood developments.
  - include provisions for the maintenance of existing and new sidewalks.
  - require that all sidewalks meet recommended standards for width, grade etc. (see Information for Building Your Plan below)
- Seek enforcement of existing sidewalk maintenance ordinances.

### Resources

#### Potential Partners:

- Local businesses, area chamber of commerce, school administrators, parent teacher organizations, parks and recreation organizations, local government officials (i.e., local mayor, planning and zoning officials, city council, etc.) law enforcement, local neighborhood associations, local developers, civic organizations (i.e., Kiwanis, Jaycees), health organizations (i.e., American Heart Association)

#### Support for Building Your Case:

- Evidence that environmental/policy changes are effective:  
**The Community Guide**, Task Force on Community Preventive Services.  
[www.thecommunityguide.org](http://www.thecommunityguide.org)
- This website includes several reports and resources that address the impact of community design on physical activity, obesity and health. This site also includes information about grant funding available to address these issues.  
**Childhood Obesity**, Robert Wood Johnson Foundation. [www.rwjf.org/](http://www.rwjf.org/) > childhood obesity
- The effect of physical environment on health:
  - Measuring the Health Effects of Sprawl**, American Journal of Health Promotion, September 2003. <http://www.smartgrowthamerica.org/healthreport.html>
  - Creating A Healthy Environment: The Impact of the Built Environment on Public Health**, Sprawl Watch Clearinghouse, 2001. <http://www.sprawlwatch.org/>> use search feature to locate document

#### Bright Idea

Clark County has dealt with their issue of sidewalk improvement through an innovative public/ private partnership. Local government staff identify sidewalks in need of repair. Private contractors donate excess mixed concrete to repair identified sidewalks. Local officials provide the labor to complete the repair work. A winning combination!

- A multitude of resources that include land use planning fact sheets, educational materials for elected officials, PowerPoint presentations, community design checklists and tools can be found at this website.  
**National Association of County and City Health Officials,**  
[http://www.naccho.org/topics/HPDP/land\\_use\\_planning/LUP\\_Toolbox.cfm](http://www.naccho.org/topics/HPDP/land_use_planning/LUP_Toolbox.cfm)
- Thorough resource that defines principles of development and land-use including sidewalks and streets, potential obstacles to environment improvement and solutions to possible barriers including sample regulatory language.  
**Transit Supportive Development Guidebook,** Mid-America Regional Council (MARC) <http://www.marc.org/transportation/TSD%20Guidebook.pdf>

### **Information for Building Your Plan:**

- How-to guide to make environmental changes includes funding suggestions.  
**Increasing Physical Activity Through Community Design: A Guide for Public Health Practitioners,** National Center for Bicycling & Walking, May 2002.  
<http://www.bikewalk.org/PubHealth.htm>
- The manual presents principles for comprehensive plans and land development regulations, benchmarks to judge development proposals, resource lists of ordinances developed in small communities across the country and a catalogue of Missouri funding sources for planning initiatives.  
**Sustainable Growth for Small Cities: A Tool Kit,** Mid- America Regional Council (MARC) <http://www.marc.org/Community/ssc.htm>
- This report was designed as a tool for local governments and concerned citizens. It presents guidelines, suggestions and techniques on how to make communities more walkable and pedestrian friendly.  
**Creating Walkable Communities,** National Center for Bicycling and Walking, 1998.  
<http://www.marc.org/cwctoc.pdf>
- This website includes a presentation, tools and resources that have been developed to help communities identify and address their pedestrian safety concerns. It includes a variety of materials that can assist a community with the planning and implementation processes.  
**Pedestrian Safety Roadshow,** Federal Highway Administration.  
<http://safety.fhwa.dot.gov/roadshow/walk/overview.html>
- This website provides information about the Missouri Surface Transportation Program which provides funds for transportation enhancement.  
**Enhancement Funds,** Missouri Department of Transportation.  
[www.modot.mo.gov/business/manuals/documents/Final%20Enhancement%20Guide.pdf](http://www.modot.mo.gov/business/manuals/documents/Final%20Enhancement%20Guide.pdf)
- Sample ordinances pertaining to sidewalks can be found at the **Missouri Municipal League** website. [www.mocities.com](http://www.mocities.com)> sample/model ordinances>city ordinances

## TRAFFIC CONTROL/ROAD IMPROVEMENTS

### Bright Idea

In 1996 the City of Kirksville responded to increased public demand for walking and biking trails for recreation and transportation by developing a multi-purpose trail system plan. This plan identifies how, in phases, the City will provide an interconnected trail network that links public services, residential and commercial areas with each other. Bike lanes have been added to important thoroughfares to make these linkages possible. In addition to local revenue, implementation of the plan has been supported by grants from the Missouri Departments of Natural Resources and Transportation.

### Strategies

- Approach the city council and/or highway department about:
  - the installation of marked crosswalks and road signs and/or signals that assist pedestrians cross busy streets.
  - traffic calming or slowing measures such as reduced speed zones, speed bumps, narrowed roads or planted medians in areas of high pedestrian traffic.
  - enforcement of speed zones in areas of high pedestrian traffic such as schools.
  - adequate maintenance of roads.
  - inclusion of bicycle lanes and/or paved shoulders on roads.
- Obtain media coverage of traffic/road modifications and collaborative efforts by submitting press releases and pitching stories to the local media.

### Resources

#### Potential Partners:

- Local government officials (i.e., local mayor, planning and zoning officials, city council, etc.) law enforcement, local businesses, area chamber of commerce, school administrators, parent teacher organizations, civic organizations (i.e., Kiwanis, Jaycees), local media, local and/or regional pedestrian/bicycle organizations

### Support for Building Your Case:

- This report examines pedestrian safety problems through analysis of federal safety, health and spending statistics. One of the several reports available at this website.  
**Mean Streets 2004**, Surface Transportation Policy Project (STPP), December 2004  
<http://www.transact.org/report.asp>
- This website includes links to several reports that support the need for safe pedestrian and bicycle traffic. These reports include information on forecasting the need for pedestrian and bicycle facilities, state and local guidelines and the benefits of bicycling and walking.  
**Bicycle Safety Home Page**, Federal Highway Administration.  
[http://safety.fhwa.dot.gov/ped\\_bike/bike/index.htm](http://safety.fhwa.dot.gov/ped_bike/bike/index.htm)
- This website contains links to resources that address the health benefits of physical activity and the costs and consequences of physical inactivity. It includes community guides for increasing physical activity through best practices.  
**Physical Activity Web Page**, U.S. Center for Disease Control.  
<http://www.cdc.gov/nccdphp/dnpa/physical/index.htm>

- This website contains links to several resources and reports that support and provide guidelines for walkable communities and street design. It includes several fact sheets that can be used for education of key stakeholders.  
**Local Government Commission Home Page**, [www.lgc.org](http://www.lgc.org)

### **Information for Building Your Plan:**

- This website contains a variety of resources on how to improve pedestrian/bicyclist safety in communities across the nation. Included is information on facility design, planning, guidelines, good practices, tools and outreach materials to aid in problem identification, countermeasures development and raising awareness. Additional resources including CDs and brochures can be ordered from this site.  
**Pedestrian Safety**, Federal Highway Administration.  
[http://safety.fhwa.dot.gov/ped\\_bike/ped/index.htm](http://safety.fhwa.dot.gov/ped_bike/ped/index.htm)
- This manual provides a guide, including estimated costs for improving pedestrian accessibility. It provides specific suggestions for environmental concerns such as walkways, crosswalks, signage and addresses enforcement and education issues.  
**Implementing Pedestrian Improvements at the Local Level**, Federal Highway Administration.  
<http://safety.fhwa.dot.gov/fourthlevel/pdf/LocalPedGuide.pdf>
- This manual provides a guide for improving bicycling accessibility. It provides specific suggestions for overcoming issues such as traffic signals, rural road shoulders, urban streets and many other topics.  
**Implementing Bicycle Improvements at the Local Level**, Federal Highway Administration. <http://safety.fhwa.dot.gov/fourthlevel/pdf/LocalBike.pdf>
- This website provides information about the Missouri Surface Transportation Program which provides funds for transportation enhancement.  
**Enhancement Funds**, Missouri Department of Transportation.  
[www.modot.mo.gov/business/manuals/documents/Final%20Enhancement%20Guide.pdf](http://www.modot.mo.gov/business/manuals/documents/Final%20Enhancement%20Guide.pdf)
- A nationwide analysis of laws and policies that create streets to accommodate pedestrian and bicycles is available from the Thunderhead Alliance. The report inventories and analyzes complete street policies from around the country (most enacted since 2001). It also discusses language and elements used in the policies and issues surrounding process and implementation of these policies. **Thunderhead Alliance**,  
<http://www.thunderheadalliance.org>
- This website provides a variety of scorecards to assess proposed developments, municipal planning, pedestrian friendliness, bikeability, walkability and overall community design.  
**Smart Growth Gateway**, <http://www.smartgrowthgateway.org/howsmart.shtml#ped>

## MULTIUSE TRAILS

### Strategies

- Partner with key stakeholders to identify multiuse trail locations including:
  - city parks
  - abandoned rail lines
  - utility easements
  - waterway corridors
  - links between existing and future neighborhoods/residential areas with commercial areas, schools, work sites, parks etc.
- Develop public/private partnerships to leverage resources for the development and maintenance of the trails such as:
  - city engineers that could design and plot the trails
  - local contractors that could grate the trail and/or donate materials
  - local businesses such as hardware stores, sawmills, landscapers, rock quarries that could donate materials
  - civic organizations such as Kiwanis, Scouts, 4-H that could donate labor for trail development, maintenance and safety patrols
  - utility companies that could provide lighting for evening use
- Seek funding for trail development, maintenance and/or improvement from the following sources:
  - Missouri Department of Natural Resources: Land and Water Conservation Fund and/or Recreational Trails Program
  - Missouri Department of Transportation's Missouri Surface Transportation Program
  - Utility Companies
  - Grantmakers including private and community foundations, public charities and corporate sponsors

### Resources

#### Potential Partners:

- Local businesses, area chamber of commerce, parks and recreation organizations, local government officials (i.e., local mayor, planning and zoning officials, city council, etc.) law enforcement, local neighborhood associations, local developers, civic organizations (i.e., Kiwanis, Jaycees), health organizations (i.e., American Heart Association), utility company representatives

#### Support for Building Your Case:

- This site identifies the health benefits of trails.  
**Trails for Health**, Center for Disease Control.  
<http://www.cdc.gov/nccdphp/dnpa/physical/trails.htm>
- The Rivers, Trails and Conservation Assistance Program, also known as Rivers & Trails provides technical assistance to community groups and local and State governments to conserve rivers, preserve open space, and develop trails and greenways.  
**River, Trails and Conservation Program**, National Park Service. <http://www.nps.gov/rtca/>

### Bright Idea

Abandoned rail corridors have very successfully been converted to at least 2 premier multiuse trails in Missouri. The Katy Trail State Park is a 225-mile linear park built on the former corridor of the Missouri-Kansas-Texas (MKT) Railroad (better known as the Katy). In addition to increasing opportunities for physical activity, the Katy Trail has brought economic renewal to many small former railroad communities that now cater to trail users. In Columbia a spur of the MKT railroad has been converted by the Parks and Recreation Department into the 4.7 mile MKT Nature and Fitness Trail. This crushed limestone and concrete trail connects the Katy Trail State Park to the City of Columbia. The MKT Nature Trail acquisition and development occurred in 3 phases and cost a total of \$517,000. 65% of this cost was funded by grants from the US Department of Interior and other funders. A local 1/4 -cent sales tax has also funded the acquisition of buffer land to protect the trail from over-development.

- The Rails-To-Trails Conservancy homepage provides a link to the benefits of trails, which include recreation, transportation, health, conservation, revitalization and connectivity. This website also contains links to other valuable information that can be used planning trail development. **Rails-To-Trails Conservancy.** [www.railstrails.org](http://www.railstrails.org)

### **Information for Building Your Plan:**

- This website provides information about the Missouri Department of Natural Resources' two grant programs the Land and Water Conservation Fund and the Recreational Trails Program. **Outdoor Recreation Grants**, Missouri Department of Natural Resources. <http://www.mostateparks.com/grantinfo.htm>
- This website provides information about the Missouri Surface Transportation Program which provides funds for transportation enhancement including the conversion of railroad corridors to walking and cycling trails. **Enhancement Funds**, Missouri Department of Transportation. [www.modot.mo.gov/business/manuals/documents/Final%20Enhancement%20Guide.pdf](http://www.modot.mo.gov/business/manuals/documents/Final%20Enhancement%20Guide.pdf)
- This website includes links to regional electric cooperatives. Many of these electric cooperatives provide funds to communities they serve for community betterment projects. **Association of Missouri Electric Cooperatives.** <http://www.amec.org/>
- This website provides information to grantseeking organizations. It identifies specific funders and their contact information. **The Foundation Center.** <http://fdncenter.org/>
- The Trails and Greenways Clearinghouse provides technical assistance, information resources and referrals that can be helpful in the planning process. **Trails and Greenways Clearinghouse**, Rails-to-Trails Conservancy. <http://www.trailsandgreenways.org/>



Photo credit: [www.pedbikeimages.org](http://www.pedbikeimages.org/) / Dan Burden

## BEAUTIFICATION AND SAFETY

### Bright Idea

The Kansas City Health Department is helping improve physical activity one neighborhood at a time through the Walkers on Watch (WOW) program. WOW is a team approach to health and safety where citizens partner with neighbors and community and city agencies to become more aware of neighborhood issues through walking. The WOW program trains and empowers citizens to report crime, advocate for fire safety and become involved in community beautification. It also promotes walking with partners or teams, which provides the social support that helps sustain physical activity.

### Strategies

- Initiate or expand an “Adopt-A-Spot” program that allows civic and corporate organizations, families and individuals to show pride in their community by accepting responsibility for trash and graffiti removal and/or landscaping for specific walkways, roadways, trails, parks and/or recreation facilities.
- Partner with local government officials, law enforcement and utility companies to address the need for adequate lighting in recreation areas and areas of high pedestrian traffic to allow greater use after dark.
- Implement and enforce local ordinances/regulations prohibiting abandoned buildings and unattended dogs.
- Partner with local law enforcement to:
  - establish or enhance a neighborhood and/or park crime prevention program.
  - seek regular patrols and/or substations in high crime areas.

### Resources

#### Potential Partners:

- Civic organizations (such as Kiwanis, Jaycees, Scouts, 4-H), local businesses, local garden clubs, parks and recreation organizations, area chamber of commerce, local government officials (i.e., local mayor, planning and zoning officials, city council, etc.) law enforcement, local neighborhood associations, utility company representatives

#### Support for Building Your Case:

- This report demonstrates the influences of safety perceptions on physical activity rates among different populations. **Neighborhood Safety and Prevalence of Physical Inactivity**, U.S. Centers for Disease Control. <http://www.cdc.gov/mmwr/preview/mmwrhtml/00056582.htm>
- This website provides information on effective crime prevention strategies including beautification projects, code enforcement and community policing. See the McGruff Strategies Center. **National Crime Prevention Council**. [www.ncpc.org](http://www.ncpc.org)

#### Information for Building Your Plan:

- The Walkers on Watch Crime prevention/ walking program manual is available at: **Walkers on Watch**, Kansas City Department of Health. <http://www.kcmo.org/health/pdf/WOWManual.pdf>

- Low-cost trees are available from the **Missouri Department of Conservation nursery**. They can be ordered at: <http://www.conservation.mo.gov/cgi-bin/mdcdevpub/apps/seedlings/search.cgi?record=all>
- This website provides information about community services offered by the Missouri Department of Transportation. These services include the adopt-a highway, scenic byways, innovative financing and enhancement funds. The Missouri Surface Transportation Program provides funds for transportation enhancement including landscaping and other scenic beautification. **Community Services**, Missouri Department of Transportation. <http://www.modot.state.mo.us/services/>
- This resource manual provides information on how to sustain community and urban forests. It includes a chapter on funding sources for community forestry projects. **Urban and Community Forestry**, National Arbor Day Foundation. <http://www.arborday.org/programs/ucf/english.html>
- This website includes links to regional electric cooperatives. Many of these electric cooperatives provide funds to communities they serve for community betterment projects including recreation. **Association of Missouri Electric Cooperatives**. <http://www.amec.org/>
- Sample ordinances pertaining to vacant residential structures and unsafe buildings can be found at the **Missouri Municipal League** website. [www.mocities.com](http://www.mocities.com)> sample/model ordinances. Sample ordinances pertaining to unattended dogs can be found at [www.mocities.com](http://www.mocities.com)> sample/model ordinances> city ordinances
- This website provides information about crime prevention including reduced or low cost training that is available in Missouri. **Community Oriented Policing/Crime Prevention Program**, Missouri Department of Public Safety. <http://www.dps.state.mo.us/dps/programs/cmprev/COPS.html>

## FACILITIES AND PROGRAMS

### Strategies

- Implement point of decision prompts at worksite elevators and escalators that encourage individuals to use the nearby stairs for health and weight-loss benefits.
- Consult with the Missouri Parks and Recreation Association for technical assistance on establishing and maintaining a local parks and recreation association and initiating recreation programs.
- Contact a neighboring community with a successful parks and recreation program for advice on how to replicate their plan.
- Partner with local park board and key stakeholders to identify park improvement and/or expansion needs, available resources and strategies to fill resource gaps.
- Partner with local civic organizations to initiate or expand sports/recreation facilities and/or programs that enables year round recreation participation.

- Approach local school districts about making indoor and outdoor facilities available to the public during out of school hours. If necessary, collaborate with civic organizations to assist with supervision of the facilities.
- Partner with businesses and/or community organizations with large indoor facilities, such as shopping malls, roller skating rinks, community buildings and/or halls to make their facilities available for walking. Initiate the formation of walking groups and publicize them through local media.
- Approach private recreation facilities about offering scholarships to low income individuals and/or families. Seek support for scholarships from local civic groups and/or grantmaking organizations.

## Resources

### Potential Partners:

- Missouri Parks and Recreation Association, local parks and recreation organization, parent teacher organizations, neighborhood associations, civic organizations (Optimists, Kiwanis), school administrators, youth service organizations (Boys and Girls Club, Scouts, 4-H), city government officials, law enforcement, local businesses, chamber of commerce, private recreation facilities, local media

### Support for Building Your Case:

- The Missouri Park and Recreation Association provides technical assistance to local communities with meeting their parks and recreation needs. See their website for contact information.

**Missouri Park and Recreation Association** [www.mopark.org](http://www.mopark.org)

- The National Park and Recreation Association website contains links to several resources that highlight the benefits of park and recreation associations and programs. The site also includes resources to assist with park and program planning and marketing. **National Recreation and Park Association** [www.nrpa.org](http://www.nrpa.org)

### Information for Building Your Plan:

- Resources to implement a point of decision prompt worksite physical activity intervention can be found at the StairWELL to Better Health website. **Centers for Disease Control.** <http://www.cdc.gov/nccdphp/dnpp/stairwell/index.htm>
- YMCAs provide a variety of sports, recreation and social programs in the communities they serve. For more information about their programs and their start up requirements go to the YMCA homepage. **YMCA.** <http://www.ymca.net>

### Bright Idea

In 2000 the city of Sturgeon, MO, population 901 opened a community recreation center, which includes a full basketball court, weight room, restrooms, treadmills and community room. The brainchild of two concerned citizens, the center galvanized the community to raise \$40,000 through local fundraisers. The remaining \$232,000 cost was funded through grants from several sources including the Boone County Commission and Boone Electric Cooperative. The membership fee is a modest \$150/year per family, which covers upkeep costs. A crew of over 100 volunteers staff the center opening it 7 days per week. That's teamwork!

- This website includes links to a variety of different resources for communities interested in initiating or enhancing their after school programs for youth.  
**Afterschool.gov.** [www.afterschool.gov](http://www.afterschool.gov)
- This website provides information to grantseeking organizations. It identifies specific funders and their contact information.  
**The Foundation Center.** <http://fdncenter.org/>
- The Community Development group offers over 15 different tax credit and grant programs to specifically meet the needs of not-for-profit organizations, community groups, and local government in areas such as infrastructure improvement, violence prevention, and community facilities (community recreation centers, nutrition sites).  
**Missouri Department of Economic Development.** [www.ded.mo.gov](http://www.ded.mo.gov)

## NUTRITION

### Bright Idea

In Kansas City, the Kansas City Community Gardens (KCCG) is helping reduce the risk of chronic diseases by assisting individuals improve their diet. The KCCG is a non-profit organization dedicated to improving the quality of life of low-income households and other members of the community by helping them grow their own nutritious fruits and vegetables. KCCG member gardeners develop self-reliance, knowledge about nutrition and an appreciation for the environment, while enjoying exercise, social interaction and the satisfaction of growing their own food. KCCG operates two community gardening sites. The main garden is located in Swope Park. The auxiliary location is the "Freeway Garden" at 14<sup>th</sup> and Indiana. This garden has provided gardeners with fantastic yields and was fully reserved for 2003 before the 2002 growing season ended.

### Strategies

- Consult with the Missouri Department of Agriculture's Farmers Market Program for technical assistance on establishing or expanding a local farmers market.
- Establish a community garden that enables citizens to cultivate fruits and vegetables in a public garden spot.
- Convene key stakeholders to establish Community Sustained Agriculture (CSA) which partners farmers and community members to create a local food system that includes provisions for individuals of all incomes.
- Meet with local restaurant owners to discuss the addition and/or marketing of healthy menu items. Consider linking owners with local nutrition professionals to modify recipes and/or menus. Promote healthy menu modifications to local media.
- Meet with the managers/owners of local fast food restaurants to request the addition and/or identification of healthy menu items and policy changes that encourage healthy eating, such as substituting milk or juice as a beverage choice for soda.
- Consult with the Missouri Department of Health and Senior Services about enhancing food and nutrition programs for at-risk individuals in your community including the Child and Adult Care Food Program, the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) and the Summer Food Service Program.
- Facilitate collaboration between food banks, the faith community, civic organizations and nutrition professionals to promote the collection and innovative distribution of food packages that meet the My Pyramid recommendations.

## Resources

### Potential Partners:

- Local farmers, University of Missouri Outreach and Extension Services, Missouri Department of Agriculture, Missouri Department of Health and Senior Services, local chamber of commerce, local government officials, local restaurant owners/managers, local parks and recreation departments, local school administrators, local nutrition professionals

### Support for Building Your Case:

- This website provides information about the benefits of farmers markets.  
**Agriculture Marketing Service**, U.S. Department of Agriculture.  
[www.ams.usda.gov/farmersmarkets](http://www.ams.usda.gov/farmersmarkets)
- This website provides information about the positive impact of community gardens. In addition, it includes a great deal of information on how to start a community garden, as well as links to other helpful resources.  
**American Community Garden Association.** [www.communitygarden.org](http://www.communitygarden.org)
- This website includes links to sites that provide extensive information about the benefits of federally funded feeding programs including the Child and Adult Care Food Program, the Summer Food Service Program and Special Supplemental Nutrition Program for Women, Infants and Children (WIC).  
**USDA Food and Nutrition Services**, U.S. Department of Agriculture. [www.usda.gov](http://www.usda.gov)> Agencies and Offices>Food and Nutrition Services

### Information for Building Your Plan:

- The AgriMissouri Program was developed to assist Missouri producers and processors with effectively marketing their goods. The AgriMissouri Program provides technical assistance to communities who wish to establish and promote a farmers market program. The AgriMissouri website also includes links to related programs that provide information about community gardens and local food systems.  
**Missouri Department of Agriculture.** [www.mda.state.mo.us](http://www.mda.state.mo.us)
- This website provides information about the Community Food Projects Program that provides funding to increase food security in communities by bringing the whole food system together to assess strengths, establish linkages, and create systems that improve the self-reliance of community members over their food needs.  
**Community Foods Projects Competitive Grants Program**, U.S. Department of Agriculture. <http://www.csrees.usda.gov/fo/fundview.cfm?fonum=1080>
- This website can be used to locate local nutrition professionals and a variety of nutrition information.  
**American Dietetic Association.** [www.eatright.org](http://www.eatright.org)

- This website provides links to additional information about the food programs administered by the Missouri Department of Health and Senior Services which include the Child and Adult Care Food Program, the Commodity Supplemental Food Program, the Summer Food Service Program and WIC.

**Missouri Department of Health and Senior Services,**  
<http://www.dhss.mo.gov/Health/index.html>

