

ASTPHND Blueprint Report

Submitted by the Kansas Department of Health & Environment
Office of Health Promotion
Physical Activity & Nutrition Program

A Statewide training was held in July using the Blueprint as the framework. This particular training focused on Cornerstone 1: Assure access to healthy foods and locations to engage in physical activity. The target audience was Chronic Disease Risk Reduction (CDRR) grantees. The CDRR grant program is administered by staff of the Office of Health Promotion and includes funding and technical assistance from the Physical Activity and Nutrition Program. The 3 primary areas of focus of the CDRR grants are to decrease tobacco use, increase physical activity, and increase fruit and vegetable consumption in Kansas communities. CDRR grantees include Local Health Departments, hospitals, recreation organizations, and Kansas State Research and Extension.

The training was designed to provide tools and information to CDRR grantees to: promote and/or develop market outlets featuring local produce to increase the consumption of fruits and vegetables; improve the nutritional environment of restaurants to make healthy choices more accessible; and promote and/or develop walking trails and related programs within communities to increase physical activity.

Presentations were given by key individuals in the following statewide organizations: Kansas Department of Health & Environment, Kansas State Research and Extension, Kansas Trails Council, Kansas Health Foundation, and the Kansas Department of Transportation. All of these organizations are an integral part in making greater progress towards work on all of the Cornerstones in the Blueprint.

The training focused on two key messages to be used in programs and events designed to increase access to fruits and vegetables and physical activity opportunities. They were: 1) Fruits & Veggies—More Matters™ and 2) Change Something (a Kansas Grown Mass Media campaign, see: www.changesomething.org).

Training sessions included: 1) overview of Blueprint: mission, vision, guiding principals, goals, and the cornerstones; and 2) strategies to support cornerstone one, which included: (a) starting a Farmers' Market; (b) using Earned Media as a way of increasing awareness of local produce and trails; (c) receiving training on utilizing the messages, Change Something and Fruits & Veggies—More Matters; (d) building and promoting walking trails; (e) incorporating Safe Routes to School program and strategies into local communities; (f) implementing the Healthy Kansas Restaurant Award program in local communities; (g) utilizing Walk Kansas to promote local walking trails and pathways; (h) and increasing awareness of the Trail Mixx grant program which helps get youth, especially teenagers, involved in the trails building process. The website with the agenda, most presentations, and resources made available through this training can be found at: http://www.kdheks.gov/lean/cdrr_pan_training.htm.

Forty-two people attended the training on site and 18 attended through Go-To meetings, a web-based meetings program. Local food from a locally owned restaurant was served for lunch in addition to locally made whole wheat breads from our own Capitol Midweek Farmers' Market for breakfast. An Archivist led a trail walk and all but 4 of the attendees went on the walk. This was a very exciting part of the day. Luckily the weather was beautiful. The response to this training was overwhelmingly positive.

Two key opportunities came up as a result of this funding. First, one of the presenters at the Blueprint training determined the Blueprint to be the perfect backbone for a mini-grants program she administers to local Kansas communities. The grant is called, “Get it–Do it” and provides grants up to \$3,000 to communities already working within the framework of Kansas Pride (The Kansas PRIDE program is a volunteer, grassroots effort to improve the quality of life in local communities) to promote physical activity. In their RFP, they use the Blueprint Cornerstones to list out areas of focus. This document is attached. 40 Blueprints were provided to Elaine Johannes, the Kansas State University Professor in charge of this grants program. Second, funds left over from the Blueprint grant were used to leverage partnerships with the organizations, Kansas Recreation & Parks, KS Department of Wildlife and Parks, Kansas State University, and multiple local non-profit recreation groups who were planning a Kansas Trails Summit. Through these partnerships, we were able to add an additional day to the annual Trails Summit, focusing on making connections to build healthy, active communities, bringing to life Cornerstones 1 and 2. Blueprints were made available at the Summit resource table. We had approximately 130 attendees at this conference and brought in some amazing speakers. The agenda for this summit can be found at:

www.kdheks.gov/bhp/healthy_ks_comm/

Because of the additional resources leveraged, the Physical Activity and Nutrition Training focusing on Cornerstone 1 of the Blueprint was accomplished with expending only half of the Blueprint grant. The Built Environment and Trails Summit was funded in part by the Blueprint grant along with additional funds leveraged through registrations, sponsors, and Preventive Health Block funds.

Advice for future Seed Grant award recipients would be to use this money to leverage funds from other areas and through partnerships with other organizations that are hoping to accomplish similar goals, even if they call it something else (i.e. increase safety, increase recreation opportunities, increase property values, etc.). Identify the strengths of your state and use this money as an excuse to bring them all together.