



BUILDING HEALTHY COMMUNITIES FOR EVERYONE

# Improving Physical Activity and Nutrition Environments through Stakeholder Engagement





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## **Building Healthier Communities:**

- Joint use of school facilities
- Reduced intake of sugary beverages
- Parent/promotora nutrition education/food stamp enrolment
- California Obesity Prevention Plan
- Building Healthy Communities





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## Community outreach strategies:

- Build capacity of key stakeholder groups to advocate for policy change
- Inform policy-makers of need for policy change





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## Mechanisms for doing this:

- Research to determine supports/barriers
- Direct trainings
- Resource development
- Train-the-trainer
- Fund local staff
- Mini-grants





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## Community outreach:

- Youth engagement
- Parent/promotora engagement
- School board member engagement
- Local nutrition/PA leader engagement

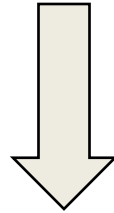




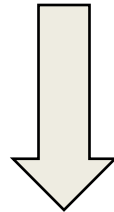
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**Assess where you are**



**Know where you want to be**



**Figure out how to get there**





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## Policy process:

### 1. Pick a problem and find a solution

- Brainstorm about possible solutions
- Look for existing data that can help you understand the problem and that will assist you to paint a picture of the problem





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# 1. Pick a Problem and Find a Solution:

- Pick the best solution
  - What will be different if we succeed?
  - Which idea will help the most people?
  - Which idea will make a lot of people healthier?
  - Which idea has the best chance of working?
  - Which idea will be the cheapest?
  - Which idea can be done the quickest?
  - Which idea do we like the best?







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## 2. Who are the players?

- Who are the decision-makers?
- Who cares about this?
- Who will support you?
- Who may oppose you?





## 3. Develop an Action Plan

- What do you need to do to implement the solution?
- What are the steps?
- Who will do what/when?





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## Program Success Measures:

- Policies developed, adopted, and level of implementation
- Process measures
  - Increase in skills/knowledge of key stakeholders
  - Number of people trained
  - Policy tracking
  - Technical assistance evaluation





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# Program Success Measures:

## Current evaluations

- Joint Use and sugary beverages
- Parent/promotora engagement
- Future evaluations
  - Relationships





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# Program Success Measures:

## Where is the evidence base?

- Institute of Medicine
- The Community Guide
- NASPE – Physical Education
- Recommended Community Strategies and Measurements to Prevent Obesity





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# Collaboration

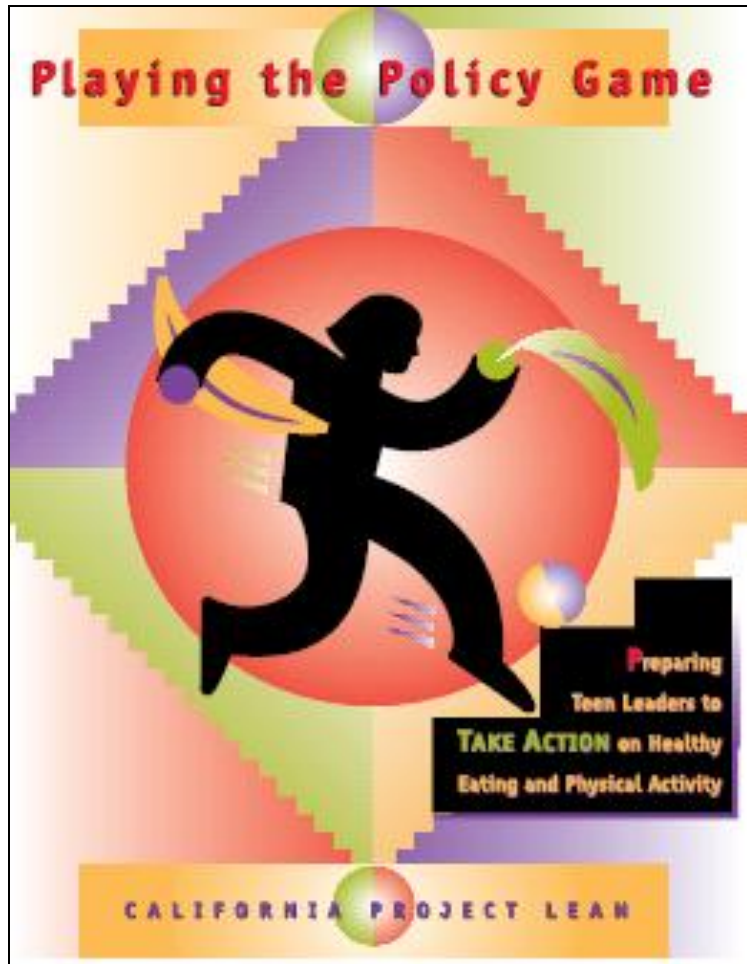
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## Improving Physical Activity and Nutrition Environments through Stakeholder Engagement



- Toolkit highlights nutrition and physical activity policies in the school and community that teens can pursue with adult guidance
- Outlines activities which drive the policy change process
- Each step of the process is described in detail





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