

# ADVOCATES FOR HEALTH IN ACTION

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*Making the healthy choice the easy choice in  
Wake County*



# AHA's New Strategic Plan



## Advocates for Health in Action Strategic Plan 2013-2015

### Mission Statement:

Advocates for Health in Action will improve access to healthy food and physical activity in Wake County through changes in policy, systems and environments.

### Overall Strategy:

- Where possible, align AHA's programs with national and statewide initiatives
- Support, enhance, and replicate best practices of community organizations that have built successful programs around healthy eating and physical activity
- Create synergies among organizations in the community that have parallel goals
- Incorporate goals that track progress as well as "end goals" without spending valuable resources and time over-analyzing and tracking
- Begin the process and focus of developing AHA to become the backbone organization/centralized infrastructure in the area for healthy food and physical activity policy and best practices.

### Target Audience:

AHA's audience includes local decision makers and organizations that in turn reach out to and assist Wake County citizens with incorporating healthy food and physical activities into their lives.

1. Municipal leaders (e.g. Mayor, Town Council, Parks and Recreation)
2. Community decision makers (school central office staff, principals and PTAs, early childhood champions, health leaders, non-profits)
3. Business community (e.g. local Chambers)

### Goals:

1. Ensure that each municipality in Wake County has a land use and transportation plan that considers the benefits of multi-modal transportation and an emphasis on health as an important consideration in the planning process.
2. Provide mechanisms for purchasing, and ensure equal access to, healthy and/or locally grown food.
3. Position AHA to become the leading resource of best practices for healthy eating and physical activity in Wake County.
4. Develop and refine AHA's "business model" and infrastructure as well as operational strategy. (Internal goal)



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# How we used the Plan




North Carolina's Plan to Address Obesity:

Healthy Weight and Healthy Communities

2013-2020




Making the Healthy Choice the Easy Choice





# Community Organization Strategies


## Faith-Based Organization and Other Community Organization Strategies


Community organizations, including faith-based organizations, have powerful influence over whether policies and environments support healthy weight. Faith-based and community organization members can start with their own members by making healthy choices available at events and gatherings. Faith and community leaders can encourage members to take action in changing the local environment to support physical activity and healthy eating. If an organization has assets such as playgrounds or walking trails, it can share them during off hours with the community at large.

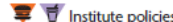
 Ensure participation of organization leaders and members in community coalitions or partnerships to address obesity.<sup>c,h,g</sup>

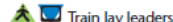
 Implement budgets that provide community grants to promote physical activity and healthy eating.<sup>b,c</sup>


 Offer BMI screening, counseling, and behavioral interventions for adults identified as obese.<sup>b,h</sup>


 Implement healthier food and beverage choice policies and practices.<sup>g,l</sup>


 Provide access to affordable healthy foods.<sup>g,h</sup>


 Institute policies and practices to provide options for smaller portion sizes.<sup>g</sup>


 Train lay leaders to increase children's physical activity, decrease children's sedentary behavior, and advise parents or caregivers about their children's physical activity.<sup>a,b,l</sup>


 Promote and support exclusive breastfeeding for six months and continuation of breastfeeding in conjunction with complementary food for one year or more.<sup>c,g,l</sup>


 Implement policies and practices to improve the availability of locally grown foods by expanding farmers markets and farm stands.<sup>g,h,p</sup>


 Provide incentives for the production, distribution, and procurement of foods from local farms.<sup>g,p</sup>


 Implement policies ensuring that the amount of time toddlers and preschoolers spend sitting or standing still is minimized by limiting the use of equipment that restricts movement.<sup>g</sup>


 Implement the *Move More North Carolina: Recommended Standards for After-School Physical Activity* in all after school programs.<sup>h</sup>


 Strengthen programs that provide mother-mother support and peer counseling.<sup>c</sup>

 Increase point-of-decision prompts to encourage use of stairs.<sup>l</sup>


 Enhance infrastructure to support bicycling, walking, and wheeling.<sup>g,q</sup>


 Adopt practices that enhance personal safety in areas where people are or could be physically active.<sup>g,q</sup>


 Adopt practices that enhance traffic safety in areas where people are or could be physically active.<sup>g,q</sup>

 Allow community members to use facilities (e.g., outdoor space, meeting rooms, playgrounds) for physical activity.<sup>b,g,p,q</sup>


 Give all children opportunities to be physically active throughout the day.<sup>g,q</sup>


 Advocate for implementation of comprehensive local plans for land use and transportation.<sup>b,l,g,p,q</sup>

 Discourage consumption of sugar-sweetened beverages, and encourage drinking water.<sup>g,l</sup>

 Advise adults to limit screen time to less than two hours per day for all children.<sup>l</sup>


### State-level policies


 Fund a sustained social marketing program that gives pregnant women and caregivers consistent, practical information about the risk factors and prevention strategies for obesity.<sup>g,c</sup>

 Adopt budgets that fund communitywide Eat Smart, Move More NC obesity prevention plans.<sup>b,c</sup>

# Goals

- Ensure that each municipality in Wake County has a land use and transportation plan that considers the benefits of multi-modal transportation and an emphasis on health as an important consideration in the planning process.

 Enhance infrastructure to support bicycling, walking, and wheeling.<sup>94</sup>

 Advocate for implementation of comprehensive local plans for land use and transportation.<sup>101,104</sup>




# Tactics


- Assess current status of municipal comprehensive plans
- Educate leaders about the benefits of building healthier communities
- Engage youth as advocates for a healthier built environment
- Joint-use agreements

# Goals

- Provide mechanisms for purchasing, and ensure equal access to, healthy and/or locally grown food.

 Provide access to affordable healthy foods.<sup>9,P</sup>

 Implement policies and practices to improve the availability of locally grown foods by expanding farmers markets and farm stands.<sup>9,H,P</sup>

 Provide incentives for the production, distribution, and procurement of foods from local farms.<sup>9,P</sup>

# Sample Tactics

- Edible school and preschool gardens
- EBT in farmers markets
- Urban farms and community gardens zoning
- Wake County food system work from a health perspective
- Engaging youth in advocating for healthy affordable food

# EAT SMART, MOVE MORE OF WAKE

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Formerly known as “the obesity stakeholders”