

# Communities Putting Prevention to Work

Mid Ohio Valley Health Department

Making the **Healthy Choice**  
the Easy Choice.



**CHANGETHETHEFUTUREWV.ORG**





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# The Initiative

- Increase access to fresh fruits & vegetables
- Improve access to physical activity
- Encourage support of Breastfeeding
- Build grass roots coalitions

# Systems Environment Policy

**With an emphasis on  
Policy with a Big “P”**

# Fresh Fruits & Vegetables

- Provided the USDA FFV program for all the elementary schools in the six county region
- Food directors and principals were hesitant
- Results after one year:
  - Two Counties have added program to budget
  - All schools that met Free and Reduced Lunch qualifications now are enrolled in the program
  - Teachers & parents were surprised at how receptive students were to trying new produce

# Fresh Fruits & Vegetables at Farmers Markets



# Farmers Market

- Added three new Farmers Markets in area
- Increased days at three other markets
- Provided EBT/Debit at three market sites
- Two other markets are applying for EBT/Debit
- Health Department waives fee for Farmers Market
- Health Department waives fee for Food Handlers
- Promoted use of Senior Vouchers and WIC vouchers

# Grocery Store Initiative



# Healthy Checkout Aisle



# Access to FFV at Convenience Stores



# System and Environmental Changes

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**Now going for the Policy  
Change**

# Healthy Concessions

- Working with boosters to improve the choices at games
- Using the Office of Child Nutrition Guidelines
- Use the Nacho Trays for:
  - Apple Slices and Low Fat Caramel Sauce
  - Nachos and Salsa
  - Fresh Vegetables and Low Fat Ranch

# Improve Access to Physical Activity



# Multi-Generational Parks

- Playground equipment for many ages
- Walking Trails
- Benches
- Lighting
- Water Fountain
- Activity area – Basketball, Tennis, etc.
- Tobacco Free

# Walking Tracks

- **Improve surfaces**
- **Connectivity**
- **Add Fitness Stations**
- **Walking Clubs**
- **Events to encourage walking**

# Connectivity

- **Completed trail/connectivity audit**
- **Work with engineer to create long term connectivity plan**
- **Improve signage for trails**
- **Encourage passage of “Complete Streets” policies**
- **Promote biking and walking**

# Physical Education

- Hired 14 PE teachers for Middle/High Schools in six counties
- Why?
  - Time
  - Space
  - Money
- Physical Education Resolution
- SPARK training for all PE teachers

# Breastfeeding Initiative

To increase breastfeeding among new mothers

- ❖ Work with hospital to become “Baby Friendly” Hospital
- ❖ Increase media awareness of importance
- ❖ Encourage businesses to support breastfeeding moms
- ❖ Educate the public
- ❖ Persuade physicians to promote breastfeeding

# Building Coalitions



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