

Tactic Reference Guide

2021



Access to fruits and vegetables

1. Establish or enhance a garden, edible orchard or landscape that allows people to access more fruits and vegetables and/or herbs for their own consumption.
2. Implement land-use policies to enhance and promote community gardens.
3. Provide space for growing food on-site through community gardens, edible landscaping, or a small-scale farm.
4. Establish or enhance a farmers' market or implement land-use policies to enhance and promote a farmers' market.
5. Establish or enhance fruit and vegetable incentive programs (e.g. market bucks, produce coupons, nutrition incentives).
6. Offer and promote locally and regionally grown fruits and vegetables.
7. Provide materials such as healthy recipes, tips for shopping on a budget, and/or tips for selecting and storing fresh produce.
8. Establish or enhance mobile farmers' markets and/or incentivize mobile vending to sell fresh fruit and vegetables and healthy foods.
9. Establish or enhance a food bank or pantry that collects and/or distributes healthy food or support policy change for healthier foods.
10. Establish or enhance a fruit and vegetable gleaning program for local food banks and pantries.
11. Establish or enhance Community Supported Agriculture (CSA) partnerships between consumers and farmers.

Healthy food and beverage policy and practices

12. Establish or enhance a food-policy council that convenes advocates and government officials to provide a comprehensive examination of a city, county or regional local food system.
13. Establish or enhance breastfeeding promotion programs and protocols (e.g. pre- and postnatal education programs, ending formula giveaways, social supports, healthcare provider support and training, and comfortable, private spaces for nursing or pumping).
14. Add or enhance availability of water in a variety of settings (e.g. outdoor drinking fountains, water cooler/filling stations, bottled water, retail food settings, parks, trails, etc.).
15. Implement healthy options into vending and/or concessions.
16. Implement point-of-decision prompts to encourage healthy behaviors.

17. Establish or enhance competitive pricing, product placement, and promotional standards that favor healthy options.



COMMUNITY

move more

Safe routes for pedestrians and bicyclists

18. Implement a Complete Streets Policy that includes all ten elements outlined by the National Complete Streets Coalition.
19. Implement traffic calming measures that slow down traffic to create a safer environment and improve walkability (e.g. bumpouts, road diets, reduced speed limits, roundabouts or traffic circles, upgrade or add high-visibility crosswalks, etc.).
20. Develop a Bicycle and/or Pedestrian Master Plan that implements solutions to connect people of all ages and abilities to where they need to go.
21. Install bike lanes throughout your community.
22. Add bicycle parking in several locations throughout your community (e.g. bike racks, lockers, shelters).
23. Implement a Safe Routes to School initiative.
24. Implement a Safe Routes to Parks initiative.
25. Establish or enhance existing trails, greenspaces and parks for physical activity (e.g. building/expanding trails, developing water trails, playgrounds, splash pads, adequate lighting, disc golf course, etc.).
26. Hold a walking audit workshop to assess where improvements can be made to enhance active transportation.
27. Hold a biking audit workshop to assess where improvements can be made to enhance bikeability.
28. Implement a policy that commits to repainting high-visibility crosswalks at least once a year.
29. Establish and enforce an annual sidewalk inspection and repair program.
30. Install and/or repair sidewalks throughout your community.
31. Adopt a policy that requires inclusion of sidewalks and/or shared-use paths in new developments.

Opportunities for physical activity

32. Establish or enhance opportunities for physical activity (e.g. installing exercise equipment, repurposing existing space, providing access to nearby facilities).
33. Implement zoning codes that promote the use of buildings and land for a variety of purposes (e.g. mixed use development, form-based codes).
34. Adopt a joint-use agreement allowing public access to existing facilities to increase opportunities for physical activity (e.g. city, school).
35. Establish or expand a bike library or bike-share program.
36. Offer a variety of ongoing fitness programs in multiple community settings (e.g. spinning, dance classes, pilates, yoga, etc.).
37. Organize groups to increase physical activity among adults (e.g. buddy system, walking groups, sports teams).

38. Develop or expand transportation options (e.g. buses, vans, ride-shares, etc.) to increase access to work, healthy foods, social networks and physical activity facilities and programs.
39. Offer a range of competitive and non-competitive physical activity opportunities (intramural, recreational sports) for all grades before or after the school day.



COMMUNITY

feel better

Nicotine-free/Tobacco-free

40. Establish or modify nicotine-free policies (including cigarettes, chewing tobacco, and electronic cigarettes) that include both indoor and outdoor areas.
41. Landlords establish smoke-free multi-unit housing policies.
42. Limit number, density and/or location of tobacco and nicotine vapor retail outlets in communities.
43. Promote access to tobacco cessation resources or services (e.g. state telephone quitline).

Opportunities for social connectedness

44. Establish or enhance volunteer efforts in the community (e.g. volunteer recognition, establish/utilize volunteer databases, recruit volunteers).
45. Establish or enhance community spaces that are attractive, promote social interaction, and invite people to linger (e.g. parklets, outdoor dining areas, dog parks, pocket parks, adding public art, etc.).
46. Establish or promote ongoing opportunities which help people broaden their social circle and are centered on sharing a common interest (e.g. service clubs, book clubs, establish a neighborhood watch program, engage seniors with schools, etc.).



SCHOOL

eat well

Classroom and cafeteria

47. Establish or enhance farm-to-school programming (e.g. school garden; local foods are purchased, promoted and served; nutrition education; etc.).
48. Create and sustain an edible, school-based garden that is incorporated into the classroom curriculum.
49. Establish or enhance a fruit and vegetable gleaning program for local food banks and pantries.
50. Offer taste testing and/or cooking demonstrations of fruits and vegetables.
51. Ensure nutrition education and promotion are integrated into classroom instruction through all subjects.
52. Provide space for growing food on-site through community gardens, edible landscaping, or a small-scale farm.
53. Cafeteria is set up to encourage healthy eating combined with education and awareness of healthier choices.
54. Implement point-of-decision prompts to encourage healthy behaviors.
55. Establish or enhance competitive pricing, product placement, and promotional standards that favor healthy options.
56. Offer and promote locally and regionally grown fruits and vegetables.
57. Eliminate unhealthy food and beverage marketing on school grounds.
58. Add or enhance availability of water in a variety of settings (e.g. outdoor drinking fountains, water cooler/filling stations, bottled water, retail food settings, parks, trails, etc.).
59. Make fresh drinking water available where school meals are served during meal times and accessible throughout the school day at no cost.
60. Food and beverages will not be used as a reward, or withheld as punishment. Provide school staff a list of alternative ways to reward children.
61. Provide parents a list of foods and beverages that meet nutrition standards (such as Smart Snacks) for classroom snacks and celebrations.
62. Offer alternative(s) to the traditional school breakfast program (e.g. breakfast in the classroom, breakfast for all).
63. Ensure that students are provided healthy food and beverage options beyond the school food services (e.g. vending, concessions, school stores, fundraisers etc.).
64. Schedule recess before lunch.



SCHOOL

move more

Classroom and building

65. Adopt a joint-use agreement allowing public access to existing facilities to increase opportunities for physical activity (e.g. city, school).

66. Establish or enhance opportunities for physical activity (e.g. installing exercise equipment, repurposing existing space, providing access to nearby facilities).

67. Design physical education curriculum to improve students' confidence in their ability to be physically active throughout their lifetime.

68. Establish and enforce a policy that ensures students are physically active during the majority of time in physical education class.

69. Incorporate movement and short physical activity breaks into core subject lessons.

70. Enact a policy to ensure physical activity is not used for or withheld as a punishment.

71. Offer active, structured or semi-structured recess (e.g. organized games, training for teachers, etc.).

72. Offer a range of competitive and non-competitive physical activity opportunities (intramural, recreational sports) for all grades before or after the school day.

73. Implement a multi-component recreational screen time intervention initiative.

Walking and bicycling to school

74. Implement a Safe Routes to School initiative.

75. Add bicycle parking in several locations (e.g. bike racks, lockers, shelters).

76. Implement and promote an ongoing walk or bike to school initiative (e.g. Walking School Bus).

77. Hold instructional course or event on walking/biking safety for students (e.g. bike rodeo, helmet giveaways).

78. Hold a biking audit workshop to assess where improvements can be made to enhance bikeability.

79. Hold a walking audit workshop to assess where improvements can be made to enhance active transportation.

80. Implement a policy that commits to repainting high-visibility crosswalks at least once a year.

81. Implement traffic calming measures that slow down traffic to create a safer environment and improve walkability (e.g. bumpouts, road diets, reduced speed limits, roundabouts or traffic circles, upgrade or add high-visibility crosswalks, etc.).



Nicotine-free/Tobacco-free

82. Establish or modify nicotine-free policies (including cigarettes, chewing tobacco, and electronic cigarettes) that include both indoor and outdoor areas.

83. Promote access to tobacco cessation resources or services (e.g. state telephone quitline).

84. Establish a policy that provides educational resources and referral to evidence-based cessation programs for students that violate a nicotine-free campus policy.

Student engagement and well-being

85. Implement anti-bullying best practice initiatives that go beyond what is required by state law (e.g. regular staff training on bully prevention/intervention, integrate bullying prevention into classroom curriculum, protect students who are bullied with a safety plan, etc.)

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86. Enhance a wellness committee to 1) adhere to Department of Education state requirements and/or 2) advise on the development, implementation, and evaluation of additional evidence-based wellness policies and initiatives.
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87. Ensure implementation and enforcement of a best practice school wellness policy that meets the criteria outlined by the state school board association sample wellness policy.
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88. Establish or enhance volunteer efforts in the community (e.g. volunteer recognition, establish/utilize volunteer databases, recruit volunteers).
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89. Establish or promote ongoing opportunities which help people broaden their social circle and are centered on sharing a common interest (e.g. service clubs, book clubs, establish a neighborhood watch program, engage seniors with schools, etc.).
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HEALTH CARE **eat well**

Access to healthy food and beverages

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90. Implement healthy options into vending and/or concessions.
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91. Add or enhance availability of water in a variety of settings (e.g. outdoor drinking fountains, water cooler/filling stations, bottled water, retail food settings, parks, trails, etc.).
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92. Implement point-of-decision prompts to encourage healthy behaviors.
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93. Provide space for growing food on-site through community gardens, edible landscaping, or a small-scale farm.
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94. Establish or enhance competitive pricing, product placement, and promotional standards that favor healthy options.
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Healthy living

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95. Offer BMI screening and referral to weight management interventions in healthcare settings.
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96. Establish or enhance breastfeeding promotion programs and protocols (e.g. pre- and postnatal education programs, ending formula giveaways, social supports, healthcare provider support and training, and comfortable, private spaces for nursing or pumping).
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97. Establish or enhance fruit and vegetable incentive programs (e.g. market bucks, produce coupons, nutrition incentives).
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HEALTH CARE **move more**

Opportunities for patients, visitors, employees

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98. Add bicycle parking in several locations throughout your community (e.g. bike racks, lockers, shelters).
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99. Implement a system for prescribing physical activity to patients.
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100. Promote stairwell use by posting motivational signs and implementing enhancements (e.g. music, art, lighting upgrades).
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HEALTH CARE

feel better

Nicotine-free/Tobacco-free

- 101. Establish or modify nicotine-free policies (including cigarettes, chewing tobacco, and electronic cigarettes) that include both indoor and outdoor areas.
- 102. Implement a reminder system/process for health care providers (e.g. doctors, nurses, dentists, etc.) to ask patients about their tobacco-use status and provide brief cessation counseling at each visit.
- 103. Promote access to tobacco cessation resources or services (e.g. state telephone quitline).

Well-being

- 104. Establish or enhance community spaces that are attractive, promote social interaction, and invite people to linger (e.g. parklets, outdoor dining areas, dog parks, pocket parks, adding public art, etc.).



RETAIL FOOD

eat well

Healthy restaurants

- 105. Add or enhance healthy options by working with food and/or beverage suppliers.
- 106. Offer and promote at least one entrée that meets healthy guidelines.
- 107. Offer and promote whole grain options.
- 108. Offer and promote selected entrées in half-size portions.
- 109. Offer and promote a children's menu with at least one entrée that meets healthy guidelines
- 110. Offer fruits and/or vegetables as the standard side for all kids' menu items.
- 111. Offer and promote water, low-fat or fat-free milk, or 100% juice on the kids' menu.
- 112. Nutrition information is included on the menu (e.g. calories) or available upon request.
- 113. Add or enhance availability of water in a variety of settings (e.g. outdoor drinking fountains, water cooler/filling stations, bottled water, retail food settings, parks, trails, etc.).
- 114. Establish or enhance private spaces for nursing or pumping.

Healthy shopping

- 115. Place healthier food and beverage options in high-traffic areas like end-cap displays and checkout lanes.
- 116. Provide materials such as healthy recipes, tips for shopping on a budget, and/or tips for selecting and storing fresh produce.
- 117. Implement point-of-decision prompts to encourage healthy behaviors.
- 118. Establish or enhance competitive pricing, product placement, and promotional standards that favor healthy options.
- 119. Use signage and product placement to influence consumer selection of healthy foods
- 120. Offer and promote locally and regionally grown fruits and vegetables.
- 121. Offer taste testing and/or cooking demonstrations of fruits and vegetables.
- 122. At least one checkout aisle favors healthy foods and/or beverages or is food/beverage-free.
- 123. Establish or enhance fruit and vegetable incentive programs (e.g. market bucks, produce coupons, nutrition incentives).
- 124. Establish or enhance a fruit and vegetable gleaning program for local food banks and pantries.



RETAIL FOOD

move more

Encourage active transportation

125. Add bicycle parking in several locations throughout your community (e.g. bike racks, lockers, shelters).



RETAIL FOOD

feel better

Nicotine-free/Tobacco-free

126. Establish or modify nicotine-free policies (including cigarettes, chewing tobacco, and electronic cigarettes) that include both indoor and outdoor areas.



WORKSITE

127. Establish a community-wide worksite wellbeing collaboration to provide opportunities for area employers to network and share best practices. The following tactics can be chosen among employers:
- a. Establish or enhance a garden, edible orchard or landscape.
 - b. Facilitate opportunities to get local grown produce to employees (e.g. community supported agriculture (CSA), farm stand).
 - c. Establish or enhance private spaces for nursing or pumping.
 - d. Add or enhance availability of water in a variety of settings (i.e. water cooler/filling stations).
 - e. Implement healthy options into vending and/or concessions.
 - f. Establish or enhance competitive pricing, product placement and promotional standards that favor healthy options.
 - g. Add bicycle parking in several locations.
 - h. Establish or enhance opportunities for physical activity (e.g. installing exercise equipment, repurposing existing space, providing access to nearby facilities).
 - i. Establish or enhance trails and greenspaces for physical activity.
 - j. Organize groups to increase physical activity (e.g. buddy system, walking groups, sports teams).
 - k. Encourage employee physical activity by installing showers and/or changing facilities.
 - l. Incentivize active commuting (e.g. free bus passes, bike to work campaigns, etc.).
 - m. Promote stairwell use by posting motivational signs and implementing enhancements (e.g. music, art, lighting upgrades).
 - n. Offer incentives to encourage employees to engage in healthy behaviors.
 - o. Establish or modify nicotine-free policies (including cigarettes, chewing tobacco, and electronic cigarettes) that include both indoor and outdoor areas.
 - p. Promote FDA-approved tobacco cessation medications that are either free or at a reduced cost for employees.
 - q. Promote access to tobacco cessation resources or services (e.g. state telephone quitline).
 - r. Establish or enhance flexible work scheduling policies (e.g. self-scheduling of shift work, flexible start and end times, or working four 10-hour days).
 - s. Establish or enhance a wellness committee to advise on the development, implementation and evaluation of additional evidence-based wellness policies and initiatives.
 - t. Establish or enhance volunteer efforts.
 - u. Design employee benefits to include: biometric screenings combined with health education; opportunities to receive on-site influenza vaccinations; dental insurance for all eligible employees.
 - v. Establish or promote ongoing opportunities which help people broaden their social circle and are centered on sharing a common interest.
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