

HEALTHY HOMETOWN TACTICS REFERENCE GUIDE



Accessing healthier foods

1. **Gardens, edible orchards/landscapes**
 - A. Provide space for community, school, faith-based and/or worksite garden plots.
 - B. Implement zoning regulations that protect land use for community gardens.
 - C. Provide space for edible orchards or landscapes for the community, employees/retirees, and/or students.
2. **Farmers' markets, mobile farmers' markets**
 - A. Implement zoning regulations that protect land use for farmers' markets.
 - B. Accept government nutrition vouchers at farmers' markets.
 - C. Establish or enhance and incentivize mobile farmers' markets to sell fresh fruits and vegetables and healthy foods and beverages.
3. **Community-supported agriculture and urban agriculture**
 - A. Facilitate opportunities to get locally grown produce to employees, members and/or public.
 - B. Establish relationships/partnerships between consumers and farmers.
 - C. Create policy strategies that allow small-scale urban farming.
4. **Food bank/pantry and fruit and vegetable collection**
 - A. Collect/distribute healthy food to people in need or support policy change for healthier foods in existing food banks/pantries.
 - B. Establish or enhance a fruit and vegetable collection program.
5. **Grab-and-go fruits and vegetables**
 - A. Make pre-cut fruits and vegetables available.
 - B. Bundle fruits and vegetables into meal packs.

Accessing healthier foods — continued

6. **Water access**
 - A. Add or increase water availability in a variety of settings (outdoor fountains, filling stations, bottled water, etc.).
 - B. Make fresh drinking water available at no cost where school meals are served and throughout the day.
 - C. Make water available to or serve water to each customer.
7. **Farm-to-school programming and school gardens**
 - A. Establish or enhance farm-to-school programming.
8. **School breakfast programs and school meal timing**
 - A. Participate in the school breakfast program or offer alternatives to the traditional school breakfast program.
 - B. Provide adequate time to eat school meals, which includes from the time students are seated.
 - C. Schedule recess before lunch.

Changing food environments

9. Vending, concessions, meetings and catering

- A. Ensure a portion of all food and beverage options meet healthy guidelines for vending, breakroom snacks and meetings.
- B. Develop and implement a policy that requires a portion of food and drink options meet healthy guidelines.
- C. Work with suppliers to improve and increase healthy food options.
- D. Ensure that students are provided healthy food and beverage options beyond the school food services.
- E. Provide parents a list of foods/beverages that meet nutrition standards (such as Smart Snacks) for classroom celebrations.

10. Smarter lunchrooms and cafeterias

- A. Implement evidence-based healthy food promotion techniques through the school meal program.
- B. Ensure cafeteria or eating space is set up to encourage people to choose the healthiest food options.

11. Food policy — councils and zoning

- A. Establish or enhance a food policy council that brings together advocates and officials to provide a comprehensive examination of a city, county or regional food system.
- B. Use zoning regulations that restrict the density of fast food outlets in a given area.

Promoting healthier options

12. Food and beverage marketing

- A. Establish or enhance competitive pricing, product placement and promotional standards that favor healthy options.
- B. Use signage and product placement that favors healthy options and influences consumer selection of healthy foods.
- C. Implement point-of-decision prompts to encourage healthy behaviors.
- D. Ensure checkout aisles include healthy foods and/or beverages or no foods and/or beverages.
- E. Place healthier options in high-traffic areas like end-cap displays.
- F. Provide materials such as healthy recipes, tips for shopping on a budget and/or tips for selecting and storing fresh produce.
- G. Offer and promote locally/regionally grown foods.
- H. Offer taste tests of healthy foods/beverages and fruits and vegetables.
- I. Remove food and beverage marketing on school grounds.
- J. Encourage fundraising efforts to sell only non-food items, promote physical activity, or include foods/beverages that meet or exceed the Smart Snacks nutrition standards.
- K. Eliminate using food and beverages as a reward or withholding as a punishment.
- L. Provide school staff a list of alternative ways to reward students.

Promoting healthier options - continued

13. Menu design and menu options

- A. Engineer menu design to promote healthy options.
- B. Make nutrition information available (on menu).
- C. Offer fruits and vegetables as the standard side for all kid's menu items.
- D. Offer and promote water, low-fat or fat-free milk or 100 percent juice on the kid's menu.
- E. Offer and promote healthy entrees that meet the Healthy Hometown guidelines.
- F. Offer and promote half-sized portions.
- G. Offer and promote whole grain options.

Nutrition education

14. Nutrition education and coaching

- A. Provide nutrition education, multi-session coaching interventions and/or weight management programs that use educational, environmental and behavioral strategies.
- B. Ensure nutrition education and promotion are integrated into classroom instruction through all subjects.
- C. Implement multi-component school-based obesity prevention programs before, during and after school.

15. Nutrition prescriptions

- A. Offer nutrition prescriptions and educational interventions for patients.

16. Breastfeeding promotion programs

- A. Establish or enhance breastfeeding promotion programs and protocols (e.g. pre-and postnatal education programs, ending formula giveaways, social supports, health care provider support and training, supportive employers).
- B. Provide comfortable, private spaces for women to nurse or pump.



Changing your surroundings

17. Traffic calming

- A. Implement traffic-calming measures (e.g., visible crosswalks, bumpouts, reduced speed limits, roundabouts or mini-circles, etc.) that reduce vehicle speeds.

18. Road diets

- A. Reduce the size of the vehicle-traveled portion of streets and use space for other purposes (e.g., bicycle lanes, curb extensions, pedestrian crossing islands, etc.).

19. High-visibility crosswalks

- A. Implement a policy that commits to repainting crosswalks at least once a year or upgrade to high-visibility markings.

20. On-street space for bicyclists

- A. Install bike lanes throughout your community.

Changing your surroundings - continued

21. Bicycle parking

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

22. Bike sharing

- A. Establish or expand a bike-share program.

23. Places for physical activity

- A. Establish or enhance access to places for physical activity (e.g., building/expanding bike trails, developing water trails, installing exercise equipment, repurposing existing space, providing access to nearby facilities).

24. Greenspace and parks

- A. Establish or enhance existing greenspace and parks (e.g., adequate lighting, splash pads, disc golf course, etc.).
- B. Install playground equipment that encourages physical activity and includes opportunities for children of all abilities.

25. Showers and/or changing facilities

- A. Encourage employee physical activity by installing showers and/or changing facilities.

26. Community gardens

- A. Establish or enhance a garden, edible orchard or landscape.

Planning

27. Complete Streets Policy

- A. Implement a Complete Streets Policy that includes all 10 elements outlined by the National Complete Streets Coalition.

28. Bicycle/pedestrian master plan

- A. 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.

29. Sidewalk/bike path policy

- A. Adopt a policy that requires inclusion of walking/biking paths and sidewalks in new developments.

30. Zoning codes

- A. Implement zoning codes that promote the use of buildings and land for a variety of purposes (e.g., mixed-use development, form-based codes).

31. Joint/shared-use agreements

- A. Adopt a joint-use agreement allowing public access to existing facilities to increase opportunities for physical activity.

32. Transportation options

- A. Develop or expand transportation options (e.g., buses, vans, ride-shares, etc.).

Education and engagement

33. Walking audit workshop

- A. Hold a walking audit workshop to assess where improvements can be made to enhance walkability and bikeability.

34. Safe Routes to School

- A. Implement a Safe Routes to School program.
- B. Implement and promote a walk or bike to school initiative (e.g., Walking School Bus).
- C. Hold an instructional course or event on walking/biking safety for students (e.g., bike rodeo, helmet giveaways).

Education and engagement — continued

35. Open Streets events

- A. Hold an Open Streets event that temporarily closes streets to motorized traffic, so people may use them for activities that demonstrate complete street concepts and promote social connectedness.

36. Physical activity prescriptions

- A. Implement a system for prescribing physical activity to patients.

37. Active classrooms

- A. Incorporate movement and short physical activity breaks into core subject lessons.
- B. Establish and enforce a policy that ensures students are physically active during the majority of time in physical education class.
- C. Offer active, structured or semi-structured recess (e.g., organized games, training for teachers, etc.).

38. Physical activity knowledge and skills

- A. Design physical education curriculum to improve students' confidence in their ability to be physically active throughout their lifetime.
- B. Enact a policy to ensure physical activity is not used for or withheld as a punishment.
- C. Implement a multi-component screen time intervention program.

39. Opportunities for physical activity

- A. Offer a variety of fitness programs in multiple community settings (e.g., spinning, dance classes, Pilates, yoga, etc.).
- B. Offer a range of competitive and non-competitive physical activity opportunities (intramural, recreational sports) for all grades before or after the school day.

40. Promoting stairwells

- A. Promote stairwell use by posting motivational signs and implementing enhancements (e.g., music, art, lighting upgrades).

41. Social support networks

- A. Establish or enhance social support networks to increase physical activity and improve physical fitness among adults (e.g., buddy system, walking groups, sports teams).

42. Active commuting incentives

- A. Incentivize active commuting (e.g., free bus passes, parking charges, bike-to-work campaigns, etc.).

43. Multi-component obesity prevention

- A. Provide nutrition education, multi-session coaching interventions, physical activities and/or weight management programs that use educational, environmental and behavioral strategies to improve health-related behaviors and health outcomes.
- B. Implement multi-component, school-based obesity prevention programs before, during and after school.



Social connectedness and community engagement

44. Community spaces for social interaction

- A. 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.).

Social connectedness and community engagement - continued

45. Groups that broaden social circles

- A. Establish or promote joining groups that help people broaden their social circle and are centered on sharing a common interest (e.g., book clubs, quilting groups, coffee clubs, support groups, etc.).

46. Volunteering in the community

- A. Establish or enhance volunteer efforts in the community (e.g., volunteer recognition ceremonies, establish volunteer databases).

47. Community arts programs and events

- A. Establish or enhance community arts programs and events.

48. Youth peer mentoring programs

- A. Establish or enhance a youth peer mentoring program.

49. Open Streets

- A. Hold an Open Streets event that temporarily closes streets to motorized traffic, so people may use them for activities that demonstrate complete street concepts and promote social connectedness.

Tobacco/nicotine prevention and cessation

50. Nicotine-free policies

- A. Establish and enforce a nicotine-free policy (including electronic cigarettes) that includes both indoor and outdoor areas.

51. Addressing tobacco use with patients

- A. Implement an Ask, Advise, Refer protocol for addressing tobacco use with patients.

52. Access to tobacco cessation resources or services

- A. Promote access to tobacco cessation resources or services (e.g., state telephone quitline). Provide FDA-approved tobacco cessation medications that are either free or at a reduced cost for employees.

53. Tobacco and nicotine vapor retail density zoning

- A. Enact zoning regulations to restrict the number, location, and/or density of tobacco and nicotine vapor retail outlets in communities.

54. Smoke-free multiunit housing policies

- A. Encourage multiunit housing owners/managers to establish smoke-free policies.

55. Eliminate the sale of tobacco or nicotine products

- A. Implement a policy to eliminate or prohibit the sale of tobacco or nicotine products. This excludes those products that are FDA-approved for tobacco cessation.

Community, school and worksite wellness

56. Employee wellness benefits

- A. Design employee benefits to include biometric screenings, flu shots, dental insurance, incentives, and/or flexible work schedules.

57. Wellness committees

- A. Establish or enhance a wellness committee to advise the development, implementation and improvement of wellness policies and activities.

58. School wellness policy enforcement

- A. Enforce a best-practice school wellness policy that meets the criteria outlined by the State School Board Association sample wellness policy.

59. Anti-bullying

- A. Establish or enhance anti-bullying initiatives.