



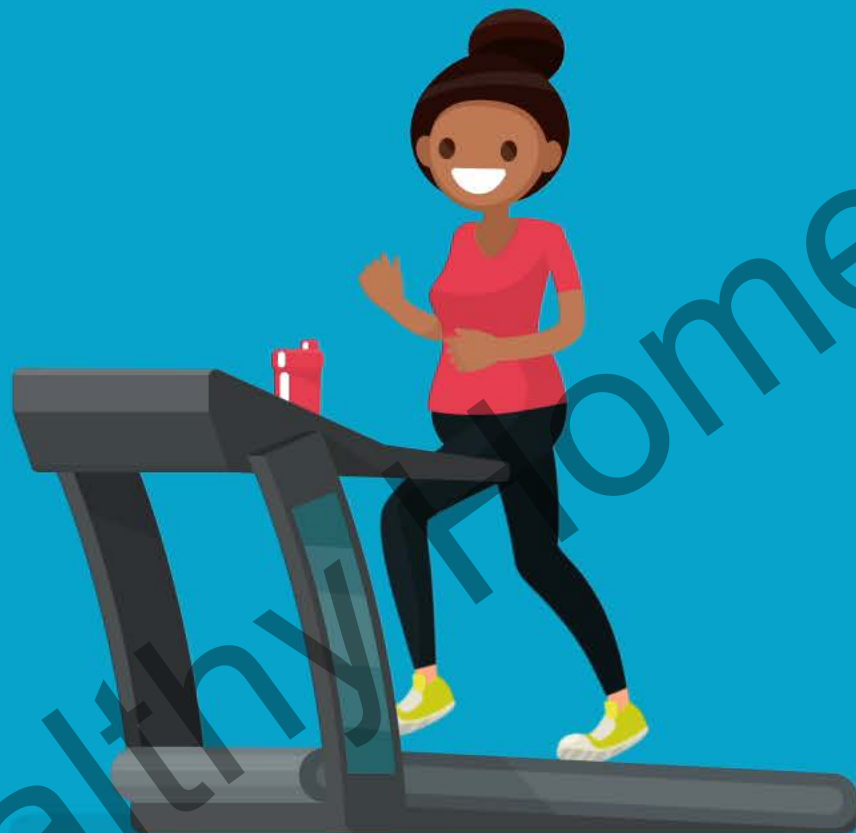
POWERED BY Wellmark 

Make the healthy choice the easy choice.

**YOUR ZIP CODE
COULD IMPACT YOUR
HEALTH MORE THAN
YOUR GENETIC CODE**

HealthyHometown

Health from metown



ends among U.S. adults

1988

Legend:

- No Data
- <10%
- 10%–14%
- 15%–20%
- 20%–24%
- 25%–29%
- 30%–35%
- >35%



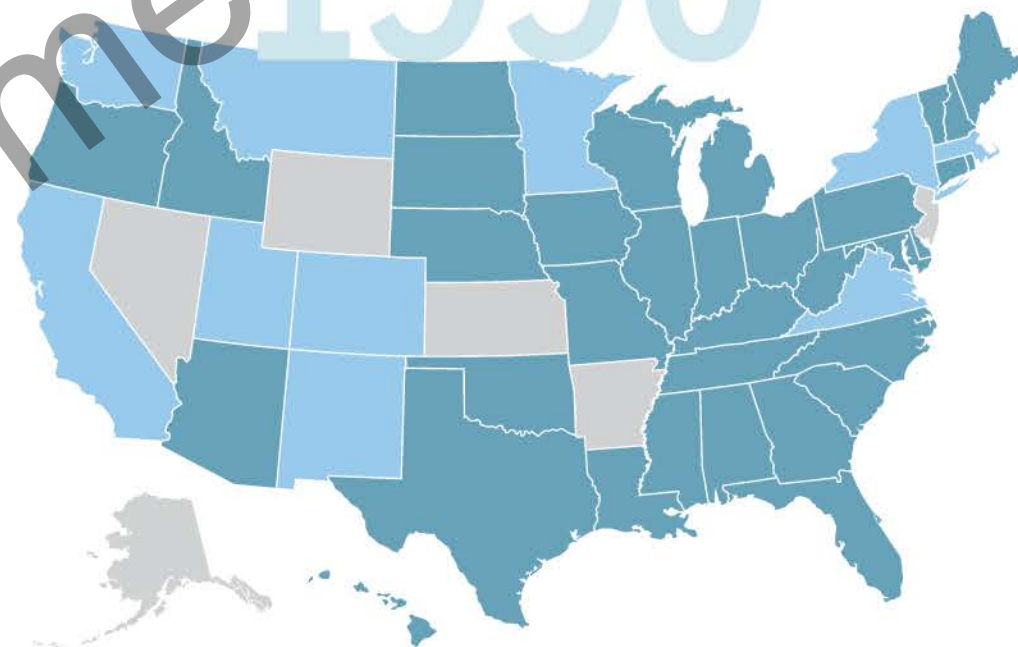
Source: [CDC.gov/obesity/data/prevalence-maps](https://www.cdc.gov/obesity/data/prevalence-maps).

Lifestyle trends in the U.S.

Dinner plate size
has increased **36%** since 1960

Brian Wansink, Mindless Eating

Obesity Trends among U.S. adults



Legend: No Data, <10%, 10-14%, 15-20%, 20-24%, 25-29%, 30-35%, >35%

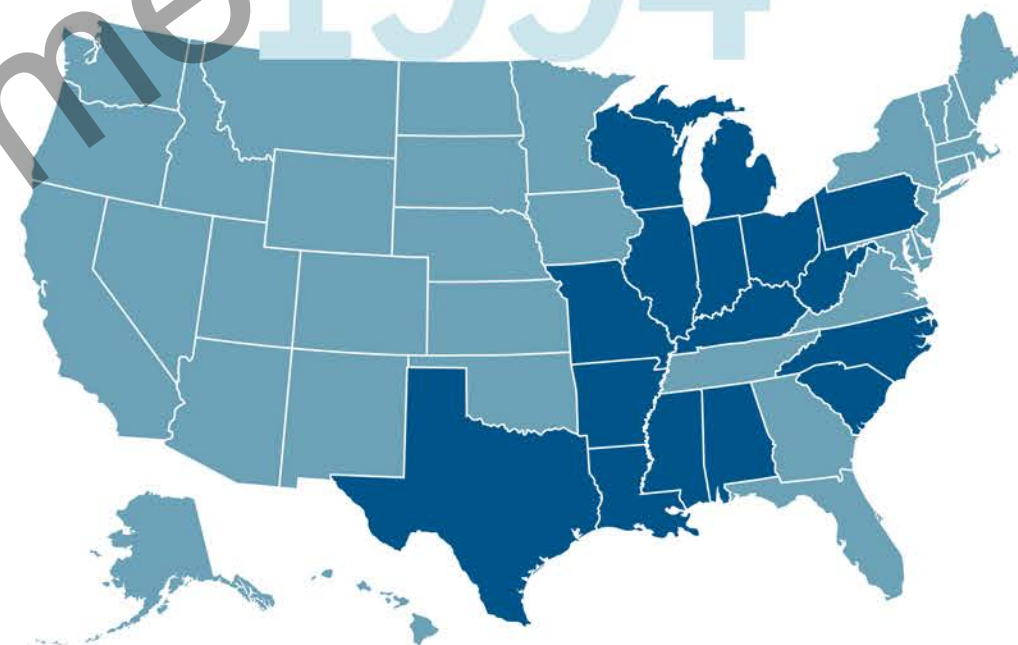
Source: CDC.gov/obesitydata/prevalence-maps

Lifestyle trends in the U.S.

more calories consumed per day
than in 1970

U.S.D.A., Economic Research Service

Obesity Trends among U.S. adults



Legend: No Data, <10%, 10-14%, 15-20%, 20-24%, 25-29%, 30-35%, >35%

Source: CDC.gov/obesity/data/prevalence-maps

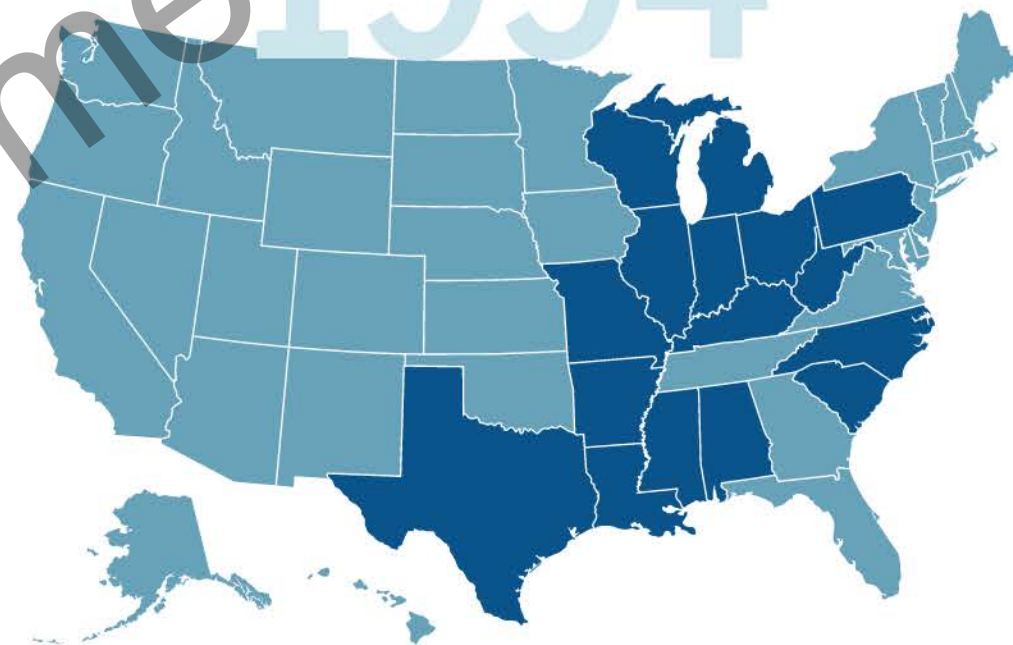
Lifestyle trends in the U.S.

600

more calories consumed per day
than in 1970

U.S.D.A., Economic Research Service

Obesity Trends among U.S. adults



Legend: No Data, <10%, 10-14%, 15-20%, 20-24%, 25-29%, 30-35%, >35%

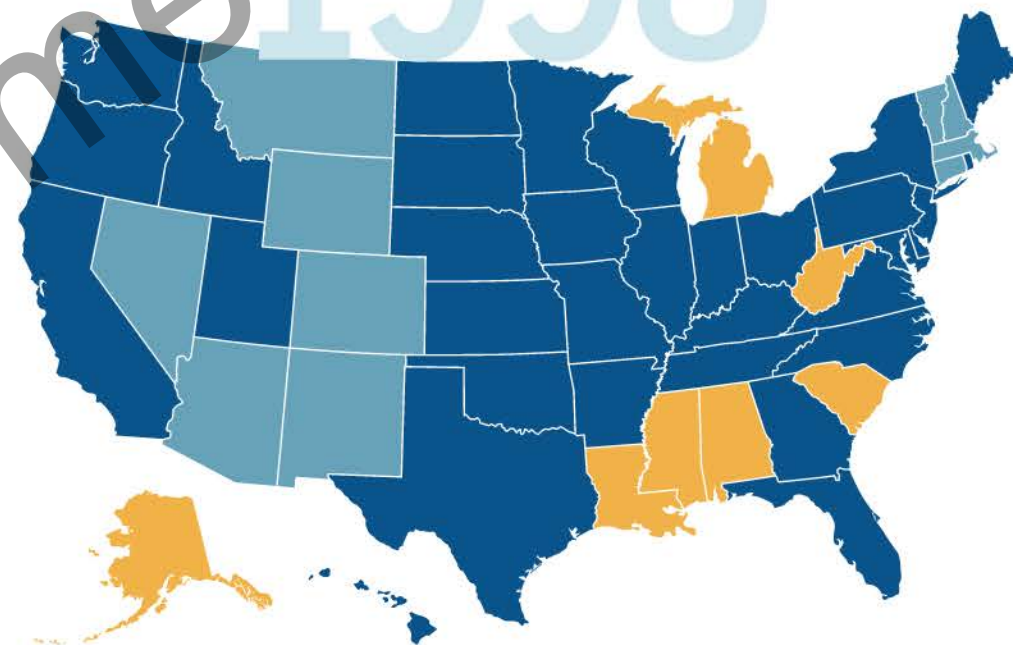
Source: CDC.gov/obesity/data/prevalence-maps

Lifestyle trends in the U.S.

Sugar sweetened beverages make up 11% of kids' calorie intake

Pediatrics

Obesity Trends among U.S. adults



Legend: No Data, <10%, 10-14%, 15-20%, 20-24%, 25-29%, 30-35%, >35%

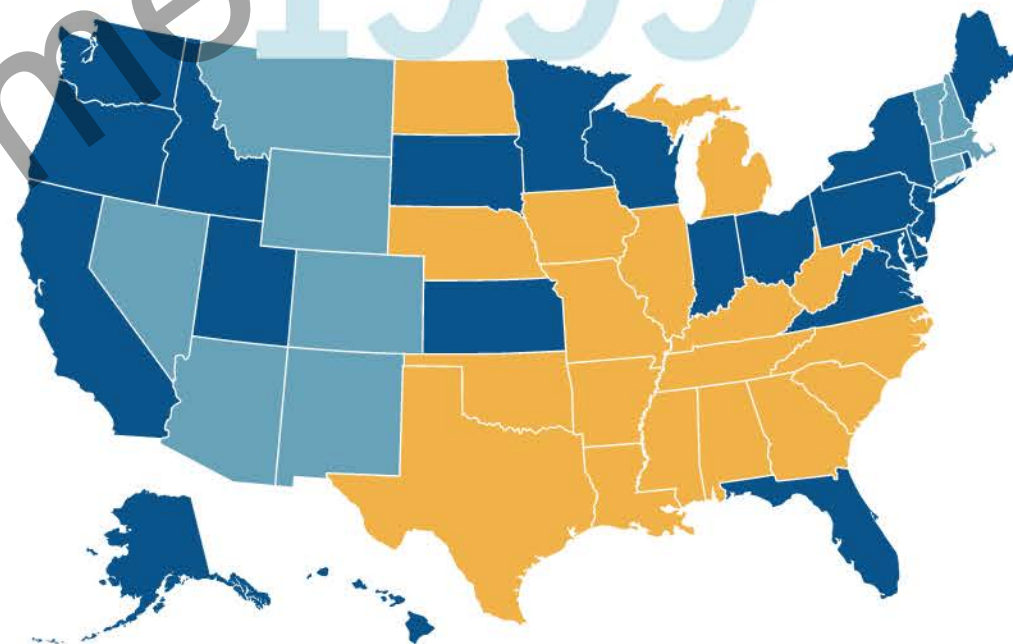
Source: CDC.gov/obesity/data/prevalence-maps

Lifestyle trends in the U.S.

Obesity Trends among U.S. adults

More than 75%
of students **do not** consume
green vegetables daily

Robert Wood Johnson Foundation



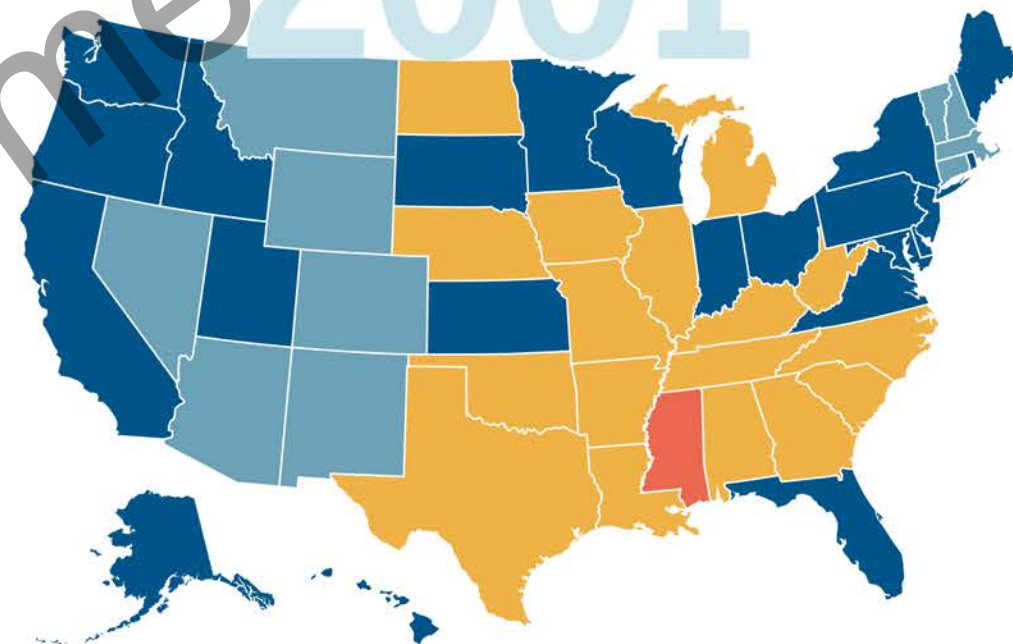
Lifestyle trends in the U.S.



decrease in number of children who walk to school since 1969

American Journal of Preventative Medicine

Obesity Trends among U.S. adults



■ No Data ■ <10% ■ 10%–14% ■ 15%–20% ■ 20%–24% ■ 25%–29% ■ 30%–35% ■ >35%

Source: CDC.gov/obesity/data/prevalence-maps

Lifestyle trends in the U.S.

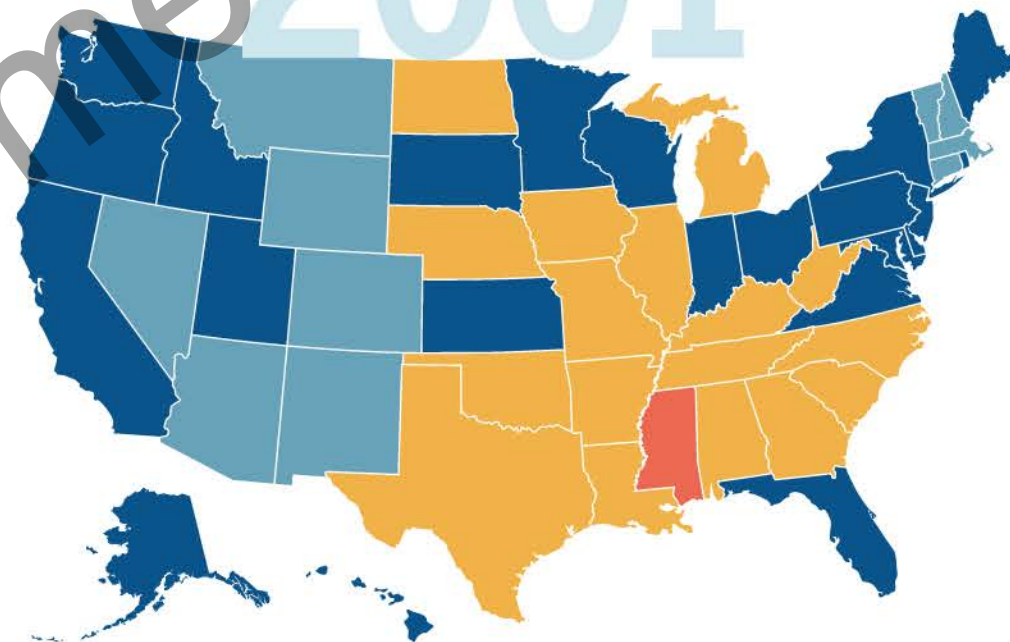


33%

decrease in number of children who walk to school since 1969

American Journal of Preventative Medicine

Obesity Trends among U.S. adults



■ No Data ■ <10% ■ 10-14% ■ 15-20% ■ 20-24% ■ 25-29% ■ 30-35% ■ >35%

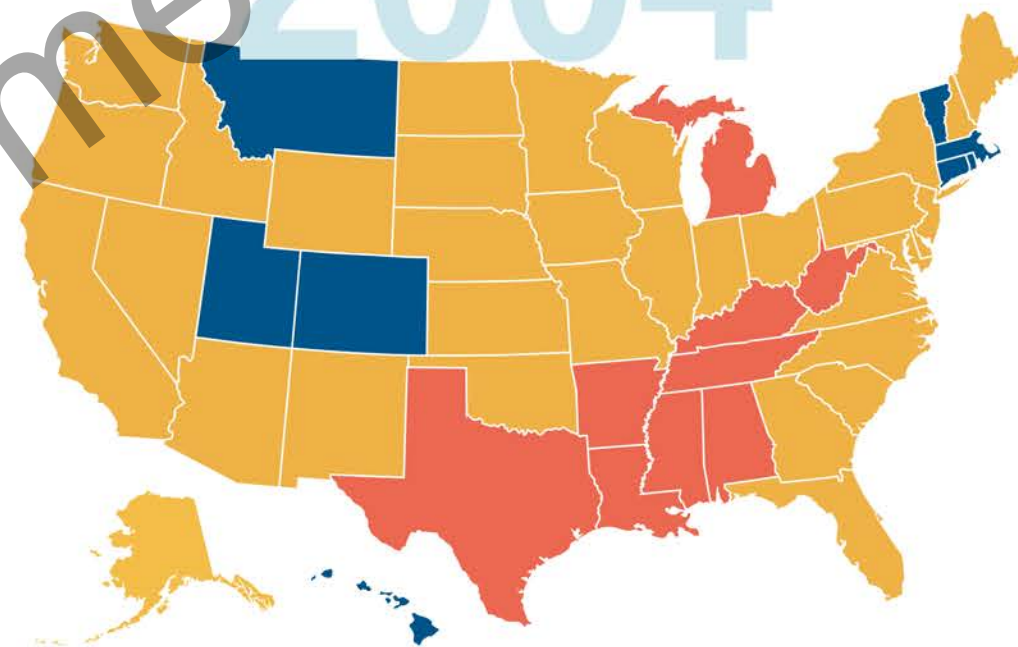
Source: CDC.gov/obesity/data/prevalence-maps

Lifestyle trends in the U.S.

Obesity Trends among U.S. adults

Children and teens spend
hours a day
on screen time

Robert Wood Johnson Foundation

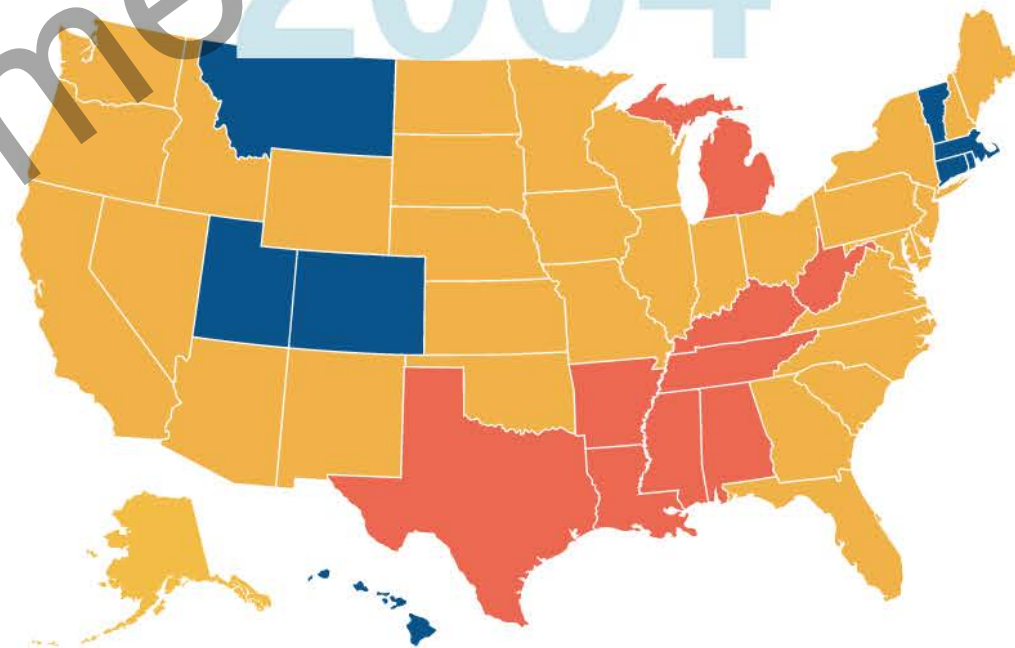


Lifestyle trends in the U.S.

Obesity Trends among U.S. adults

Children and teens spend
6–8 hours a day
on screen time

Robert Wood Johnson Foundation

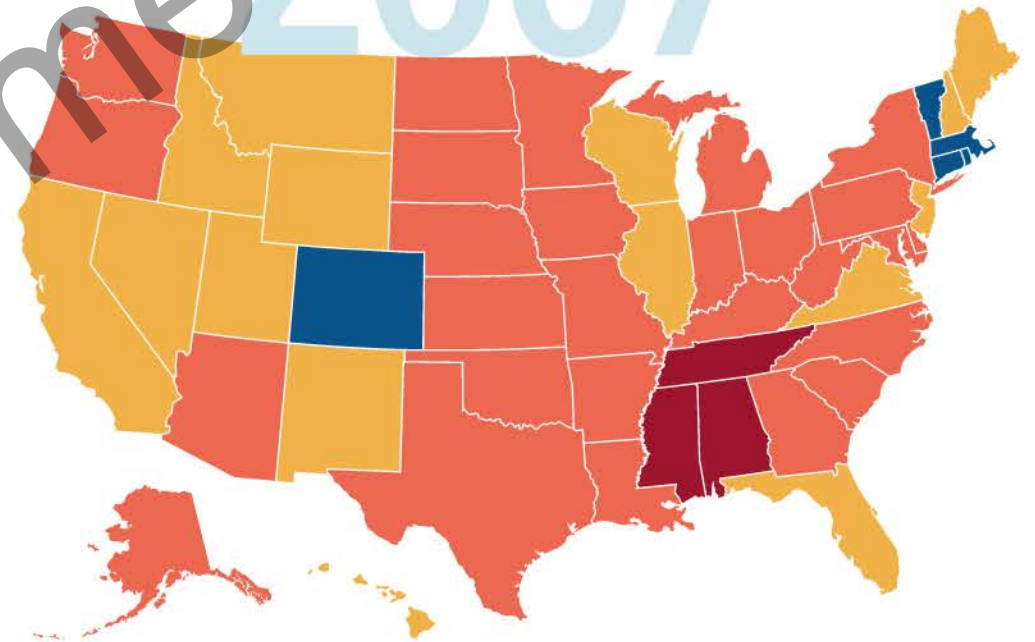


Lifestyle trends in the U.S.

Obesity Trends among U.S. adults

Only 27% of high school students meet the Surgeon General's physical activity recommendation

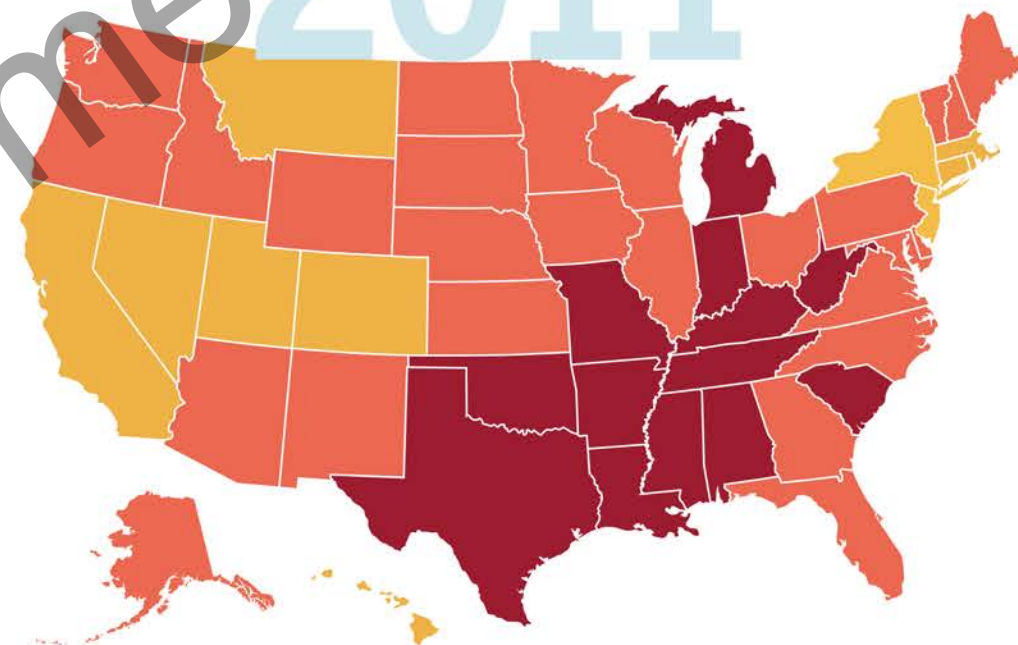
Centers for Disease Control and Prevention



Lifestyle trends in the U.S.

Obesity Trends among U.S. adults

%
reduction in jobs requiring moderate physical activity since 1960

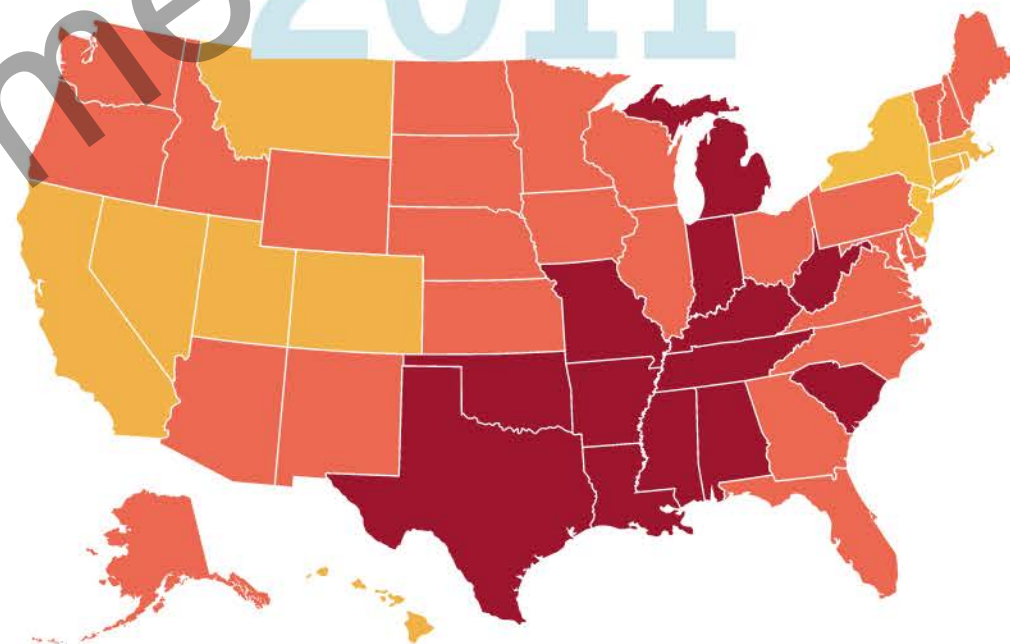


Lifestyle trends in the U.S.

60%
reduction in jobs requiring moderate
physical activity since 1960

PLOS ONE, May 2011

Obesity Trends among U.S. adults



■ No Data ■ <10% ■ 10%–14% ■ 15%–20% ■ 20%–24% ■ 25%–29% ■ 30%–35% ■ >35%

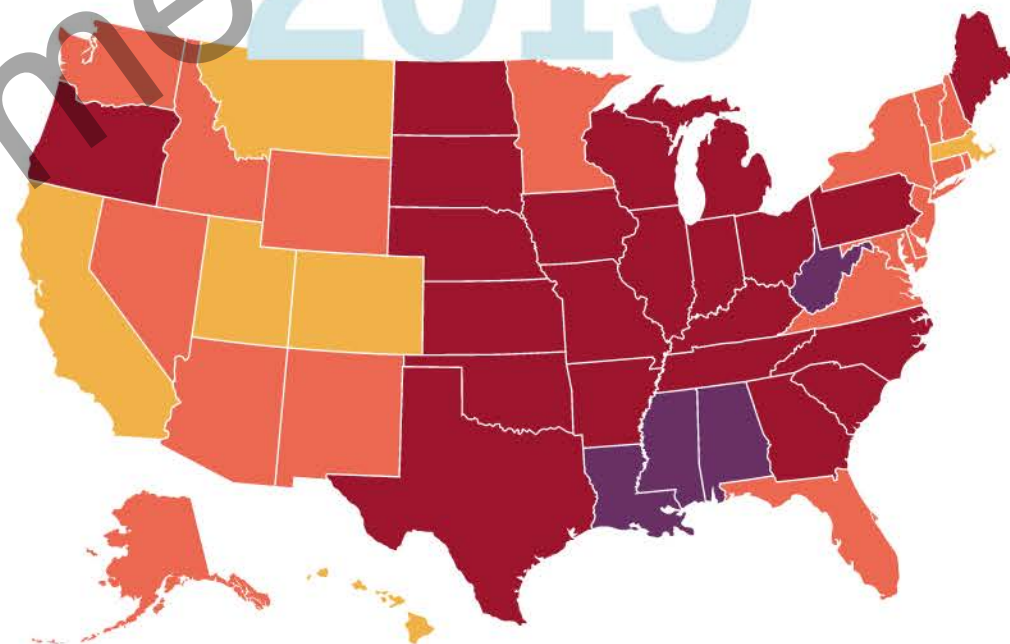
Source: CDC.gov/obesity/data/prevalence-maps

Lifestyle trends in the U.S.

We've designed our cities and suburbs over the past 50 years with a **dependence on cars**

Susan Powers, Urban Ventures

Obesity Trends among U.S. adults



Legend: No Data, <10%, 10%–14%, 15%–20%, 20%–24%, 25%–29%, 30%–35%, >35%

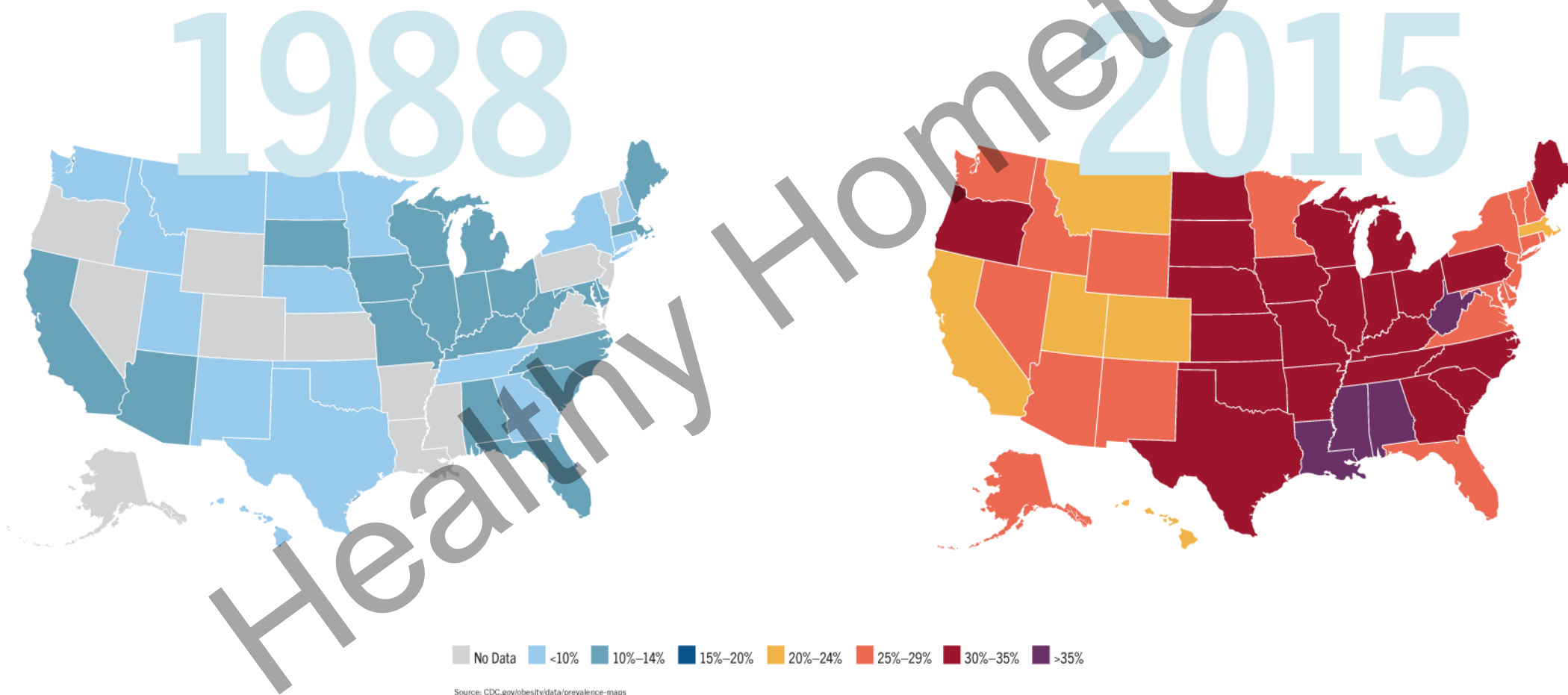
Source: CDC.gov/obesity/data/prevalence-maps

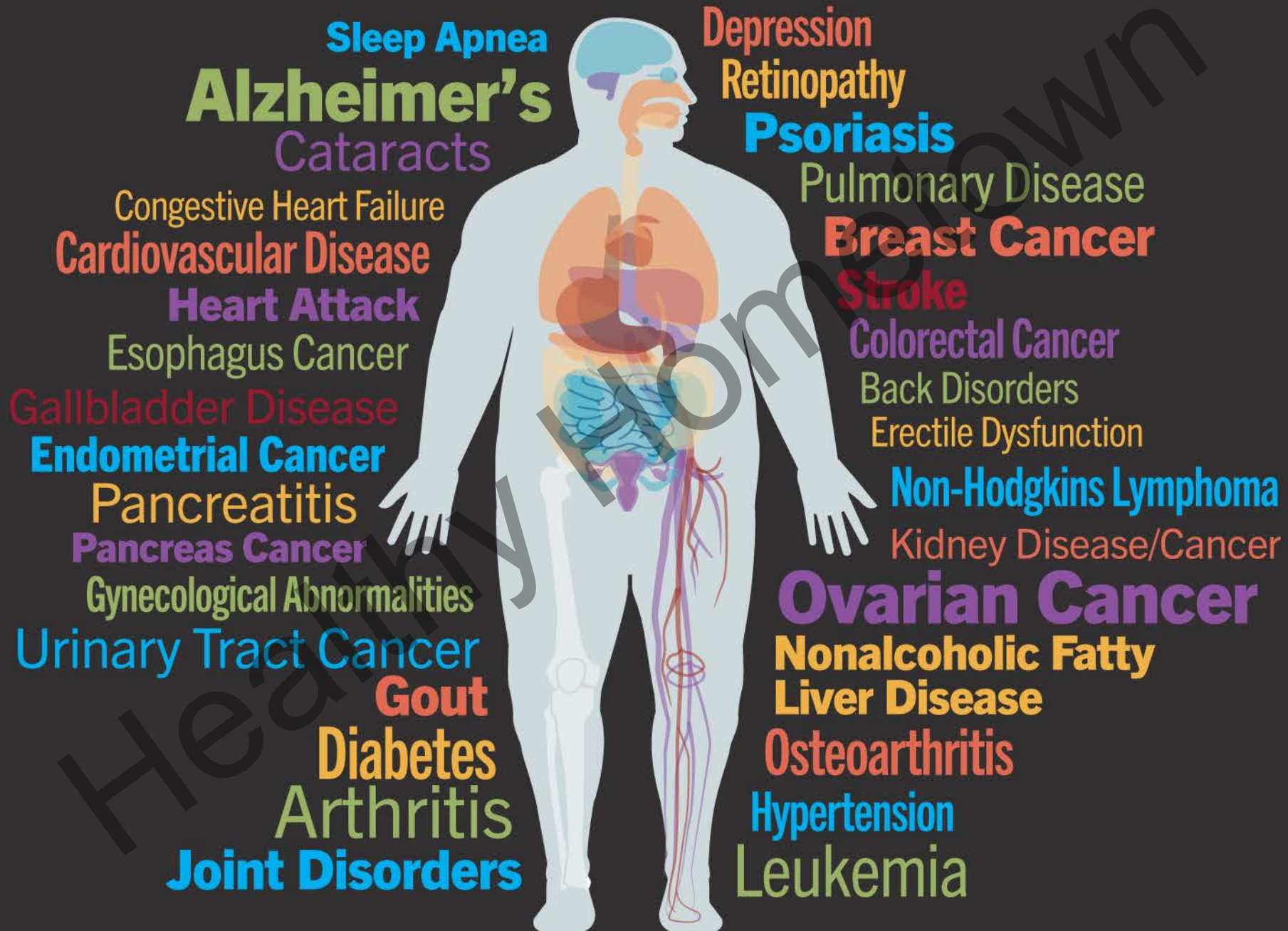


2 out of 3

South Dakotans are overweight or obese

Obesity Trends among U.S. adults





TOTAL COST OF CARE




chronic diseases

58%*

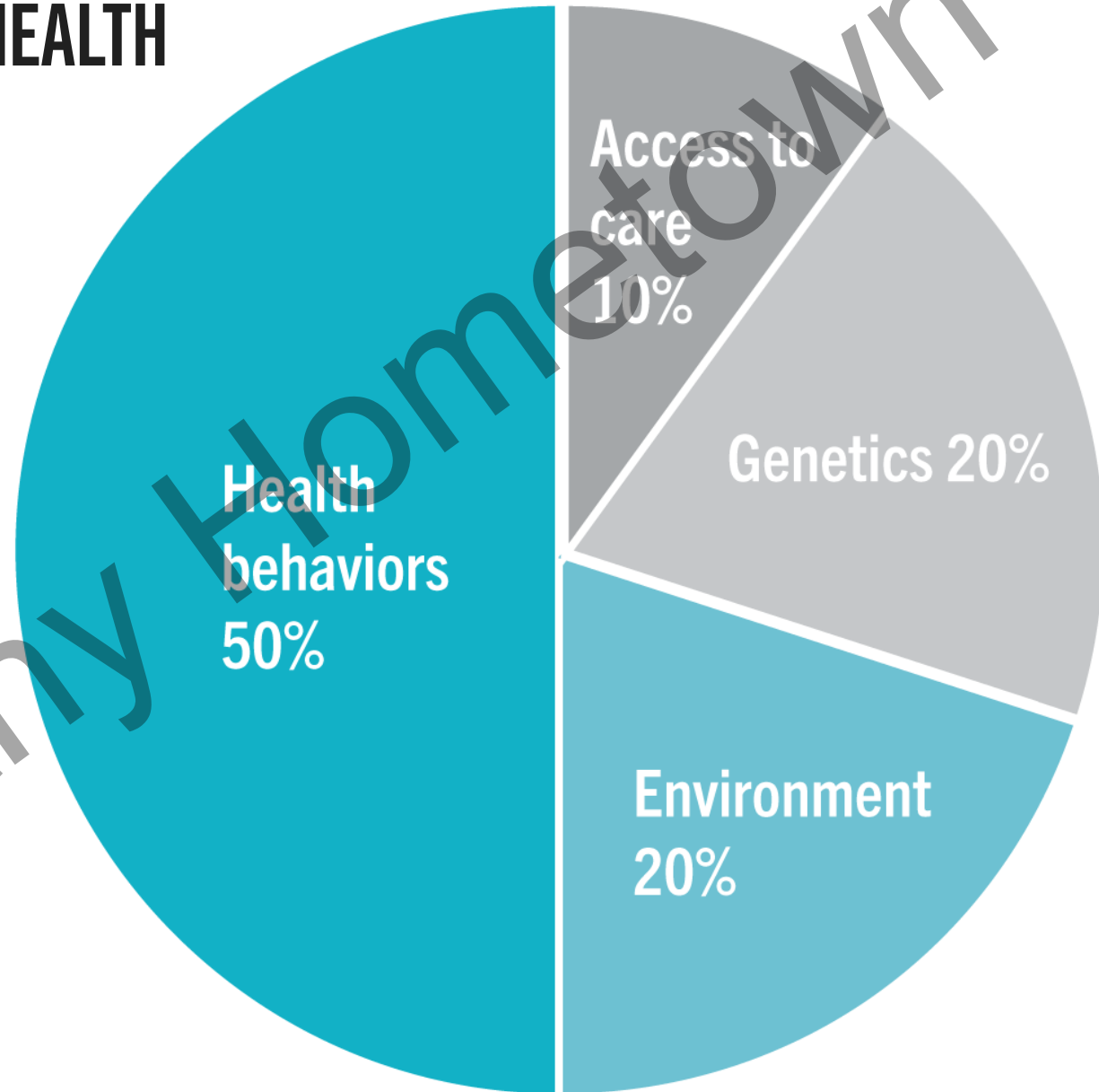
A pie chart with a red slice representing 58% of the total cost of care for chronic diseases. The red slice is on the left side of the chart, and the remaining 42% is represented by a light gray slice on the right. The text '58%*' is written in white inside the red slice.

*Wellmark Book of Business, 2016

ESTIMATES FOR 2030



	SOUTH DAKOTA		AVERAGE COSTS
DIABETES		1:8	\$13,700
HYPERTENSION		1:4	\$1,560
HEART DISEASE		1:4	\$50,000

SOCIAL DETERMINANTS OF HEALTH





healthy
hometownSM

POWERED BY **Wellmark**  

eat well

move more

feel better

Healthy Hometown

YOUR WORK. YOUR PACE.

1

Complete a self-assessment and receive online tools to make your community, worksite and school healthier

OPTION **1** SELF-DIRECTED

Healthy Homeetown



OPTION 1 SELF-DIRECTED



Thank you for taking the Healthy Hometown self-assessment provided by the Healthiest State Initiative. Based on your answers to the assessment questions, the following tools and actions are recommended to enhance the health and well-being of your community. If you have any questions about implementing any of the actions please feel free to email HealthyHometown@wellmark.com. Enjoy your journey to better well-being!

Print this page

Eat Well

Growing food at the workplace is a great way to bring people together for a greater sense of community and supply the

YOUR WORK. YOUR PACE.

2

Experts to help your community prioritize and implement a plan to make healthy choices available and easy for residents to adopt

OPTION **2** WELLMARK CONSULTATION



OPTION 2 WELLMARK CONSULTATION



Statement of Interest

Healthy HometownSM powered by Wellmark is a way to make your hometown an even better place to live. Healthy Hometown aims to make the healthy choice, the easy choice, using proven tools. The first step in participating is to submit a Statement of Interest (SOI).

Upon receiving your SOI, a Healthy Hometown representative will contact you to discuss your SOI and ask additional questions to gauge your community readiness. SOIs will be taken on a first-come, first-serve basis, and work will commence based on community readiness.

Healthy Hometown Statement of Interest

Contact Name: _____

Contact Title/Role: _____

Organization, if applicable: _____

Organization Type (e.g. city, county, worksite, school, nonprofit, retail food establishment): _____

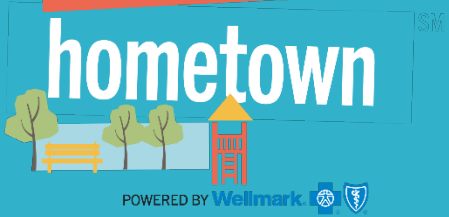
Street: _____

City/State/Zip Code: _____

Phone: _____

Email: _____

healthy



WHERE



COMMUNITY



HEALTH CARE



ORGANIZATION/INSTITUTION



RETAIL FOOD



SCHOOL



WORKSITE

WHAT

eat well

move more

feel better

More than 100
evidence-based
interventions

illustrative only

WHERE



Complete streets policy

eat well

feel better



COMMUNITY



HEALTH CARE



ORGANIZATION/INSTITUTION



RETAIL FOOD



SCHOOL



WORKSITE

illustrative only











move more

Source: The Imagining Livability Design Collection by AARP Livable Communities (aarp.org/livable) and Livable Communities Institute (walklive.org)

WHERE



WHAT

	eat well	move more	feel better
 COMMUNITY		Complete streets policy	
 HEALTH CARE			
 ORGANIZATION/INSTITUTION			
 RETAIL FOOD			Nicotine-free campus
 SCHOOL			
 WORKSITE			

illustrative only









feel better



WHERE



WHAT







	eat well	move more	feel better
 COMMUNITY	Non-food fundraisers	Complete streets policy	
 HEALTH CARE			
 ORGANIZATION/INSTITUTION			
 RETAIL FOOD	Non-food fundraisers		
 SCHOOL			
 WORKSITE			Nicotine-free campus

illustrative only

WHERE



WHAT

	eat well	move more	feel better
 COMMUNITY		Complete streets policy	
 HEALTH CARE			
 ORGANIZATION/INSTITUTION	Non-food fundraisers		
 RETAIL FOOD			
 SCHOOL	Non-food fundraisers	Bike racks	
 WORKSITE			Nicotine-free campus

illustrative only

healthy

hometown



POWERED BY Wellmark

WHAT

WHERE

eat well

move more

feel better



COMMUNITY



HEALTH CARE



ORGANIZATION/INSTITUTION



RETAIL FOOD



SCHOOL



WORKSITE

Complete streets policy

Non-food fundraisers

Healthy vending policy

Bike racks

Nicotine-free campus

illustrative only



201 50¢



203 50¢



205 50¢



207 50¢



301 85¢



303 85¢



305 85¢



307 85¢



eat well

irrigal + orgar
+ hne





YOUR TOWN MASTER PLAN – MOVE MORE

Where	Outcomes	Measurement Method	Frequency of Data Collection
School	1. Increase student active transportation (e.g. walking, biking) at Your Town Elementary School.	Student surveys	Twice/school year (beginning and end)
School	2. Improve Body Mass Index (BMI) measurements of Your Town Elementary students.	BMI measurement	Annually
Community	3. Increase the number of people walking or biking in Your Town.	Pre/post measures of number of people walking/biking	Twice/year; fall and spring
Community	4. Reduce the number of motor vehicle accidents involving pedestrians and bicyclists.	Police data	Quarterly

Where	Objectives	Process Measure
School	1. Offer at least one walking school bus route at Your Town Elementary School, held on M/W/F from September – November 2017 and March – May 2018.	Number of routes offered; number of students participating
School	2. By August 2017, integrate of regular physical activity breaks that are integrated into the classroom	Number of daily brain breaks held
School	3. By March 2018, provide bicycle safety training to all Your Town elementary students.	Number of students participating in training, pre/post test results
Community	4. By August 2017, add bike lanes and improve visibility of crosswalks on Walker Street and 10 th street (two primary streets that provide access to the school).	Feet of new bike lanes added
Community	5. By July 2017, the City of Your Town will pass a Complete Streets policy that includes all town elements outlined by the National Complete Streets Coalition.	
Community	6. By March 2018, the City of Your Town will complete	



ACTION PLAN YOUR TOWN ELEMENTARY WALKING SCHOOL BUS

Project Lead: Jane Smith
Project Team:

Sue Jones, Tom Hamilton, Tim Johnson, Emily White

Outcomes	Measurement Method	Frequency of Data Collection
1. Increase student active transportation (e.g. walking, biking) at Your Town Elementary School.	Student surveys	Twice/school year (beginning and end)

Objectives	Process Measure(s)
1. Offer at least one walking school bus route at Your Town Elementary School on M/W/F from September – November 2017 and March – May 2018.	Number of routes offered; number of students participating

Tasks	Target Date	Resources Needed	Lead/Persons Responsible
1. Recruit volunteers and partners	July 2017 & Jan. 2018	Welltown PTO, Welltown Civic Organizations	Sue, Tom
2. Conduct background checks	Aug. 2017 & Feb. 2018	Law enforcement	Tim
3. Plan and finalize route(s)	Aug. 2017 & Feb. 2018	School Transportation Dir.	Project Team
4. Promotion to parents and students	Aug. 2017 & Mar. 2018	Promotional tools (e.g. flyers, posters, etc.)	Jane, Emily
5. Train volunteers	Sept. 2017 & Mar. 2018	Space for training	Jane
6. Education to students on WSB safety procedures/code of conduct	Sept. 2017 & Mar. 2018	Information found at http://guide.saferoutesinfo.org/index.cfm	Sue
7. Survey students to determine usual method for arriving at school (e.g. car, bus, walking/biking, etc.)	Aug. & Nov. 2017; May 2018	Survey tool	Tom



Walking audit

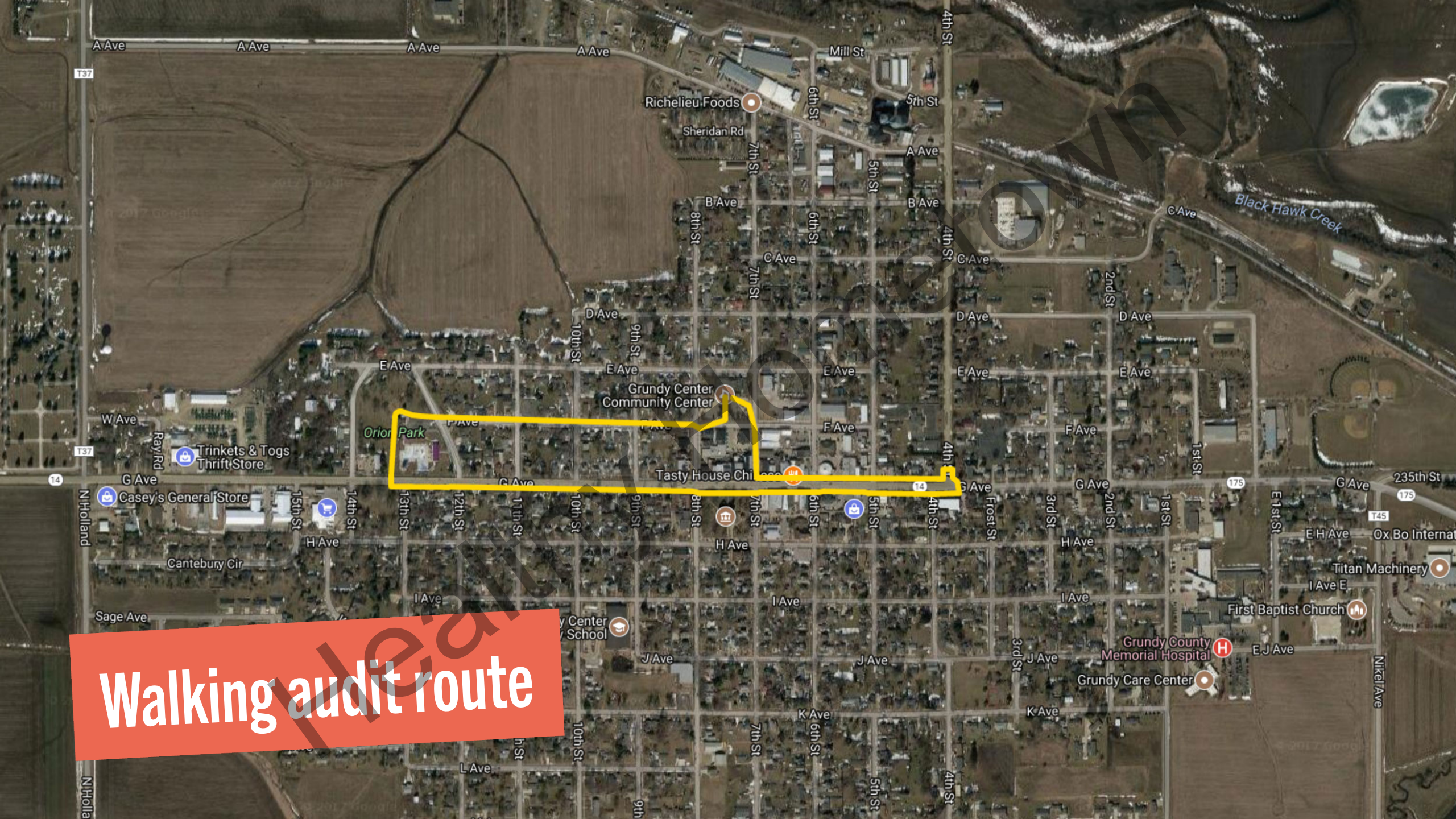
before



Healthy Home

after





Walking audit route

MESKWAKI SETTLEMENT: WALKABILITY ASSESSMENT REPORT



move more



Thank you to all of the participants that took part in the walking audit workshop.

Discussion generated several ideas to improve walkability for community members.

This report has assembled a series of recommendations that your community should consider implementing in your efforts.

A GREAT EXISTING ASSET WITHIN THE COMMUNITY IS A PEDESTRIAN UNDERPASS THAT WAS BUILT UNDERNEATH HIGHWAY 30.

While currently underutilized, it presents a great opportunity to improve the walkability on the street. There are several things that could be done to make the underpass more useable, including:

- the brush and overgrowth of the tunnel entrances
- cover up existing graffiti on the walls

- pallets that have been used as a solution to avoid walking in the mud
- inside of tunnel by cross mud that has the floor
- concrete walking surface
- any remaining mud

- wood, stone, steep grades
- entrances
- DT to have
- of tunnel
- traffics on
- th side of



Source: © 2012, Wellmark, Inc.



Source: © 2012, Wellmark, Inc.

MESKWAKI SETTLEMENT: WALKABILITY ASSESSMENT REPORT

- Connect crosswalk to sidewalk or walking path
- Install new pedestrian gate on around back side of fence to encourage kids to not climb the fence
- Install a raised crosswalk, combining the striped crosswalk with a speed table



Source: © 2012, Wellmark, Inc.



Source: © 2012, Wellmark, Inc.

MESKWAKI SETTLEMENT: WALKABILITY ASSESSMENT REPORT

Report/recommendations



SOUTH DAKOTA
DEPARTMENT OF HEALTH

VISION

Healthy People

Healthy Communities

Healthy South Dakota

EVIDENCE-BASED PUBLIC HEALTH



We empower communities to improve their health. Using data and proven strategies allows communities to determine and implement solutions that have the greatest impact on the most people, building the foundation for long-term change.

GOOD & HEALTHY SOUTH DAKOTA

OFFICE OF CHRONIC DISEASE PREVENTION AND HEALTH PROMOTION



A HEALTHY HOMETOWN IS A THRIVING HOMETOWN

improved quality of life
strong local pride
vital economy





Visit GoodandHealthysd.org/healthyhometown to get started!

HealthyHometown



MARY LAWYER
lawyermk@wellmark.com

ANGIE BROWN
brownac@wellmark.com

ETHAN STANDARD
standarde@wellmark.com

Make the healthy choice the easy choice.