

MAKE THE
HEALTHY
CHOICE THE
EASY CHOICE

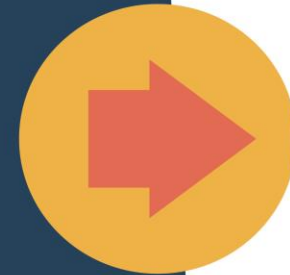


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OBESITY



**CHRONIC
DISEASE**



If health care cost increases continue at current pace,

by 2028, they will rise by

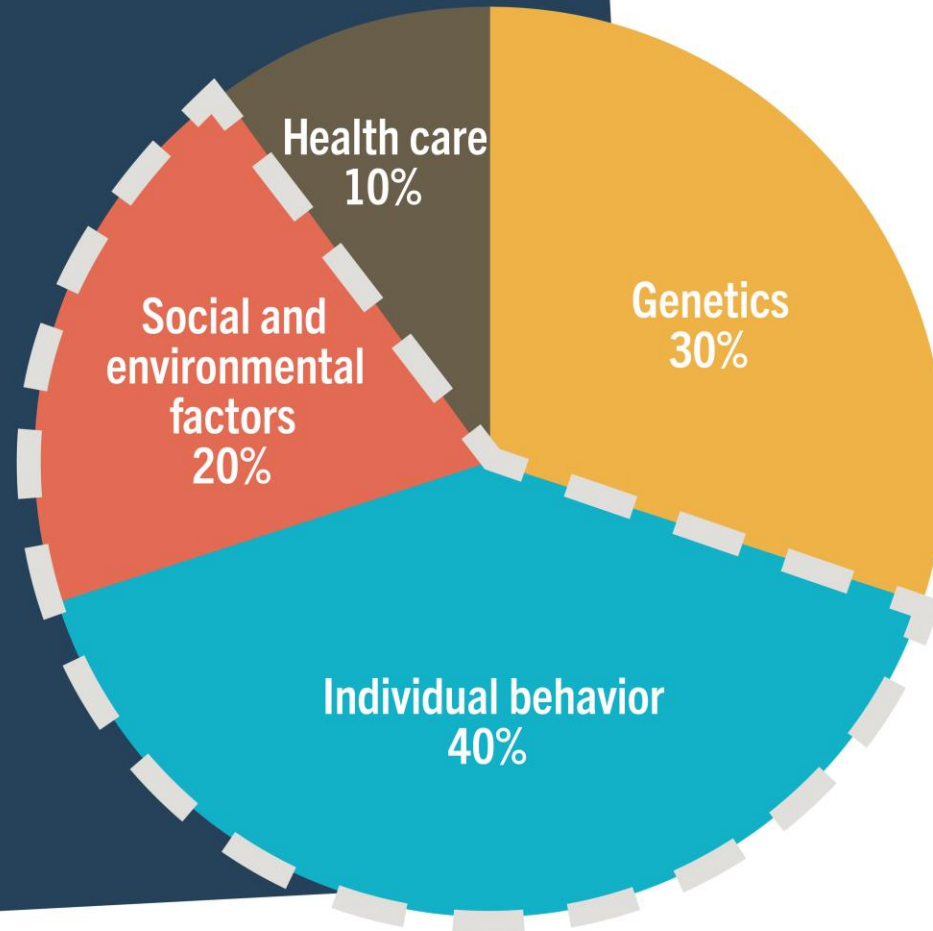
110%

Source: David P. Lind Benchmark

WHAT IMPACTS HEALTH

The **social determinants** of health are the **conditions** in which people are born, grow, work, live, and age, and the **wider set of forces and systems** shaping the conditions of daily life.

Source: The World Health Organization



Source: Henry J. Kaiser Family Foundation, November 2015 Issue Brief



healthy hometownSM



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eat well

move more

feel better

WHAT IT IS

- ➔ Making active transportation (walking and biking) safe and inviting.
- ➔ Ensuring healthy food options are readily available in vending machines and concession stands.
- ➔ Working with local food establishments to offer healthy options.
- ➔ Connecting individuals with volunteer opportunities and providing inviting places for people to gather to enhance social interactions.

WHAT IT ISN'T

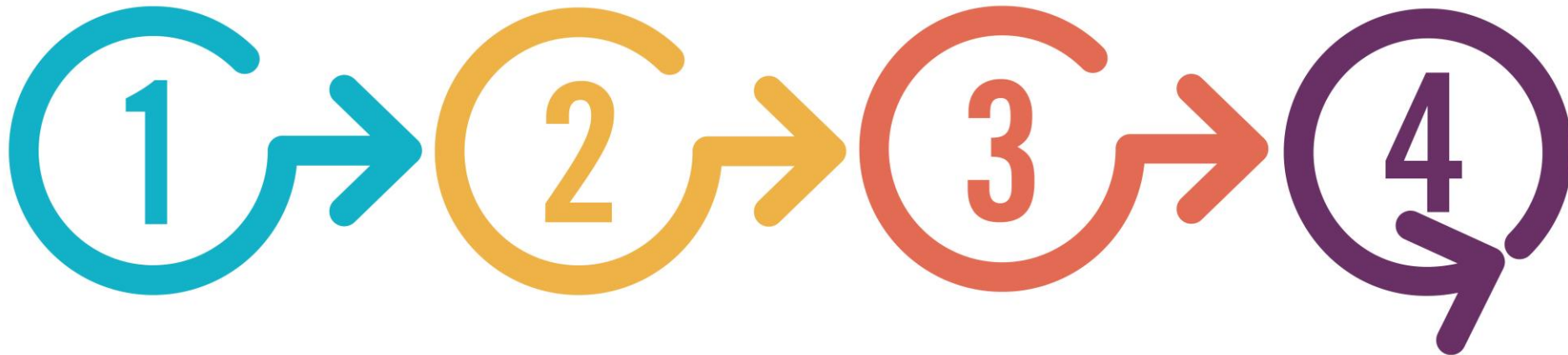
- ➔ Encouraging people to go to the gym.
- ➔ Telling people what they should eat — it is not a diet.
- ➔ Taking away the choice of less desirable options.
- ➔ A wellness challenge program.

Form a steering committee

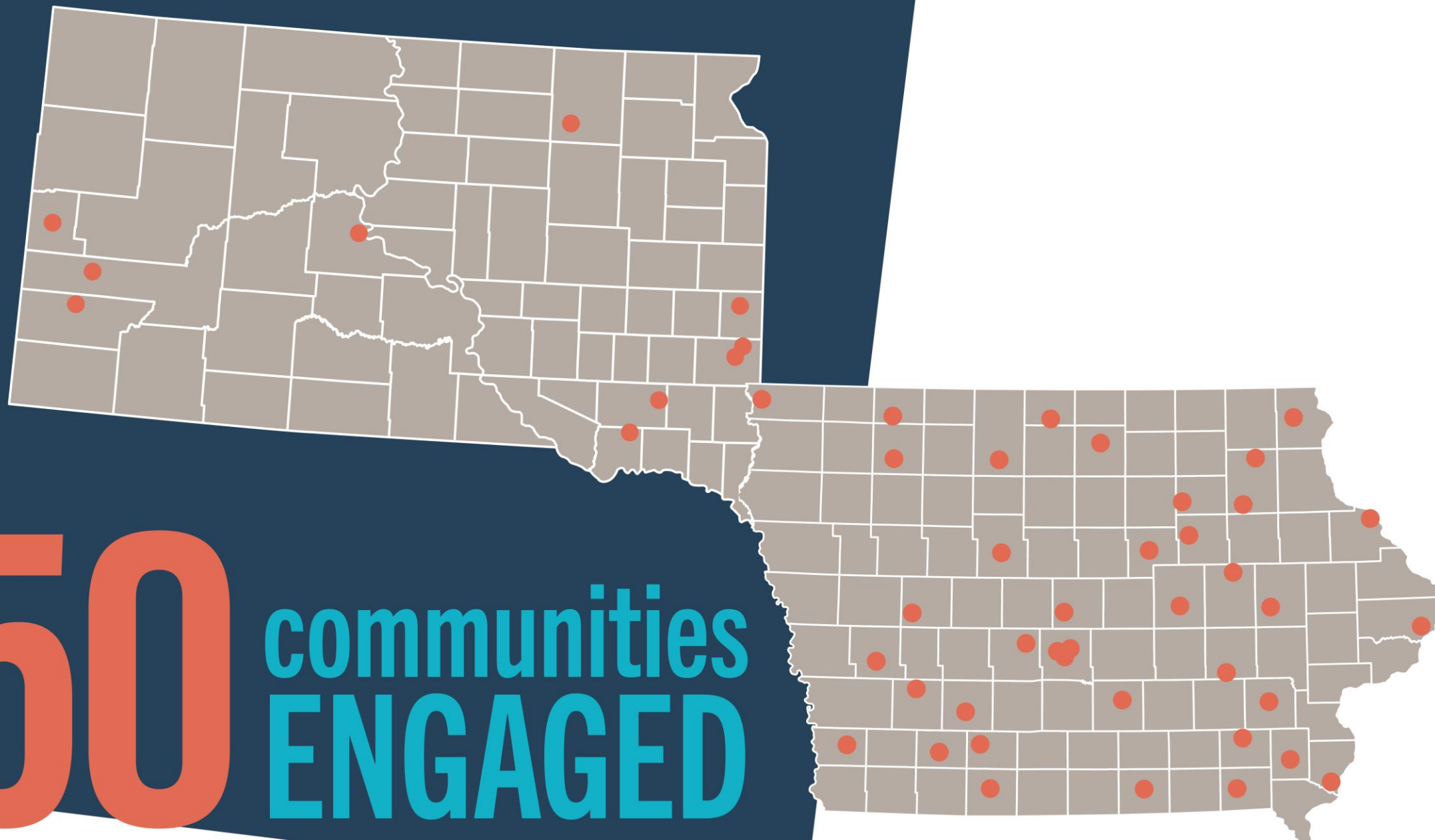
Develop vision and master plan

Action plan and implementation

Assure ongoing success



50 communities
ENGAGED



eat well



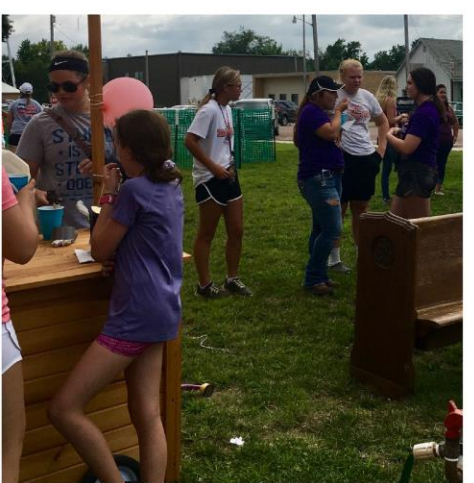
COMMUNITY GARDEN



move more



feel better





VISIT
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