

# Healthy Eating and Active Living Cities and Towns Campaign

AN INITIATIVE OF LIVEWELL COLORADO AND THE COLORADO MUNICIPAL LEAGUE



HEAL Campaign City Council Presentation– November 10, 2014

# What is the Healthy Eating and Active Living (HEAL) Campaign?



LiveWell Colorado  
**HEAL**  
CITIES & TOWNS  
CAMPAIGN



*The Voice of Colorado's Cities and Towns*



- **HEAL is:** a collaboration between LiveWell Colorado, the Colorado Municipal League and cities and towns across Colorado



# What is the Healthy Eating and Active Living Campaign?



# HEAL Campaign Areas of Focus

ACTIVE COMMUNITY	HEALTHY FOOD ACCESS	HEALTHY WORKPLACE
Policies concerning land use, planning, zoning, infrastructure development, etc.	Policies regarding farmers' markets, urban agriculture, ways to attract healthy food vendors and more	Policies that increase opportunities for physical activity and healthy eating for municipal employees



# HEAL Community Rankings

## EAGER

Eager Cities & Towns join the Campaign by adopting a HEAL Cities & Towns Campaign Resolution, expressing the intent to work with us on at least one HEAL policy area.

## ACTIVE

Active Cities & Towns are municipalities that already have at least one HEAL policy on their books before joining the Campaign. They join our Campaign by submitting this policy as well as adopting a resolution expressing the intent to work with us on additional HEAL policies.

Eager Cities & Towns become Active by adopting a second HEAL policy.

## FIT

Fit Cities & Towns are those that have adopted a policy in each of our three outlined policy areas after joining the Campaign.

## ELITE

Elite Cities & Towns have adopted the three policies described in our Fit category plus two additional policies, bringing the total to five policies.

# Recognition for City of Colorado Springs Progress and Policies

LiveWell Colorado Springs

Parks Master Plan

Legacy Loop

Cost Savings

Active Transportation Plan

TOPS

Community Gardens

Bike to Work Day

UCCS Expansion Olympic City, USA

Walk and Wheel Grant

Bike Lanes City Bike Pool

Silver Bicycle Friendly City

Non-Motorized Plan #1 Park 15,000 acres of Parks

Partnerships

Memorial Health System

Bankers Loop

Healthy Vending Machines

Reach Your Peak

Increased Bus Service

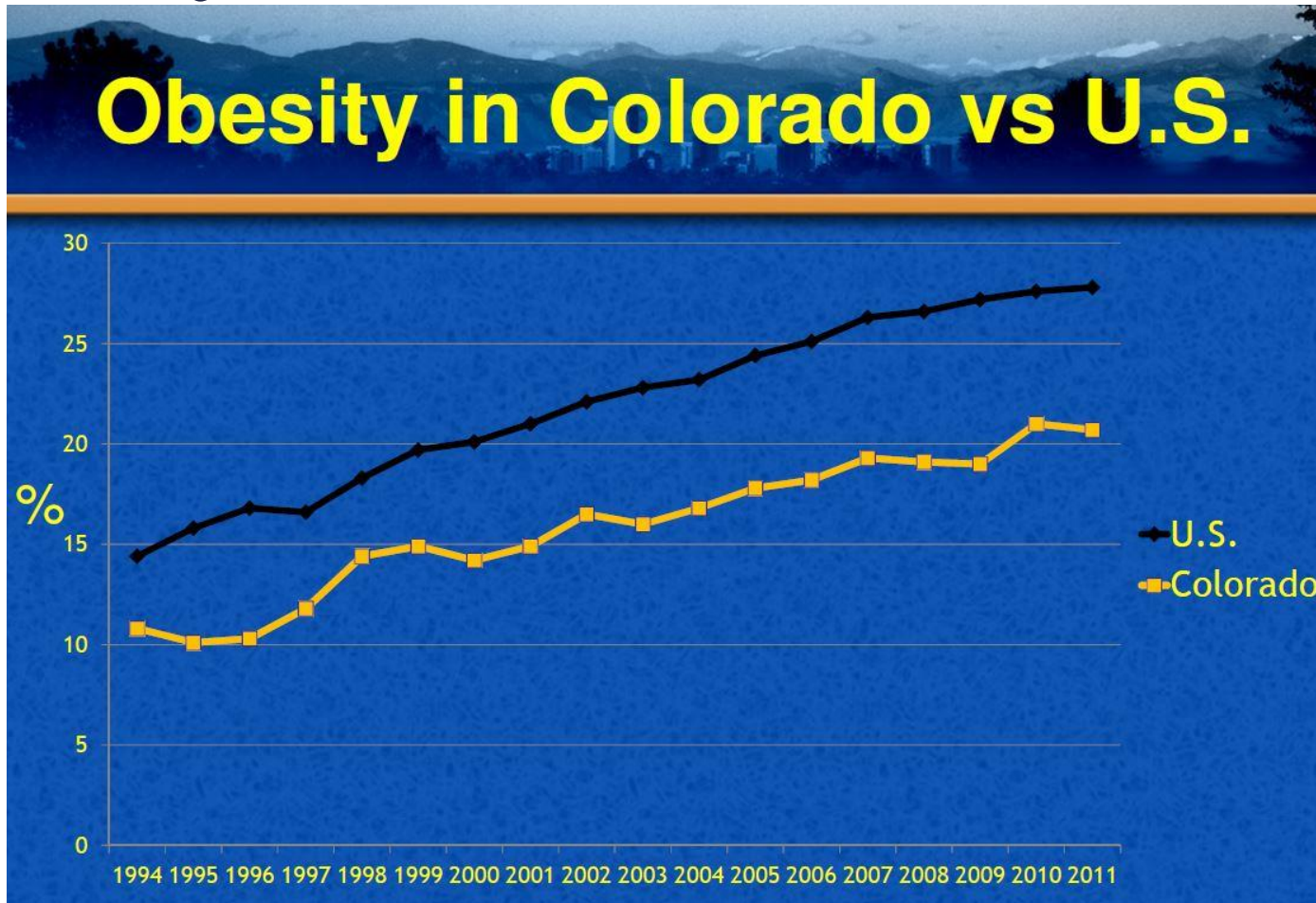
Road Diets



# LiveWell Colorado

- LiveWell Colorado is a non-profit organization committed to reducing obesity in Colorado by promoting healthy eating and active living. In addition to educating and inspiring people to make healthy choices, LiveWell Colorado focuses on policy, environmental and lifestyle changes that remove barriers and increase access to healthy behaviors.

# Obesity in Colorado







LiveWell Colorado  
**HEAL**  
CITIES & TOWNS  
C A M P A I G N



Colorado Department  
of Public Health  
and Environment



# Why the Campaign?

- Engaging municipal officials in promoting HEAL through policy and environmental change
- HEAL in municipal policies = healthy options for residents
- Healthy communities = positive economic driver
- Focus on low- and no-cost solutions



# Target Municipalities

- Focused on 47 Colorado municipalities that have poverty levels higher than the state average of 12.5%
- Tie between poverty, obesity and poor access to HEAL

# Campaign Focus Areas

- Active Community
- Access to Healthy Food
- Healthy Workplace



# Campaign Benefits

- Use of HEAL Cities & Towns logo
- Recognition on web site
- Free technical assistance and training
- Connecting with resources

# Campaign Benefits

- Connecting with other municipalities
- Media Assistance
- Recognition at CML Regional Meetings
- Plaque to display in municipal building



# Members of the HEAL Campaign

**Eager Communities:** Leadville, Yuma

**Active Communities:** Oak Creek, Bennett, Commerce City, Cortez, Buena Vista, Lamar, Salida, Thornton, Frederick, Milliken, Manitou Springs, Steamboat Springs, Brush, Aurora, Denver, Arvada, Durango, Lakewood, La Junta, Lafayette, Golden, Wheat Ridge, Northglenn, Lone Tree, New Castle, Sheridan, Walsenburg, Edgewater, Pueblo

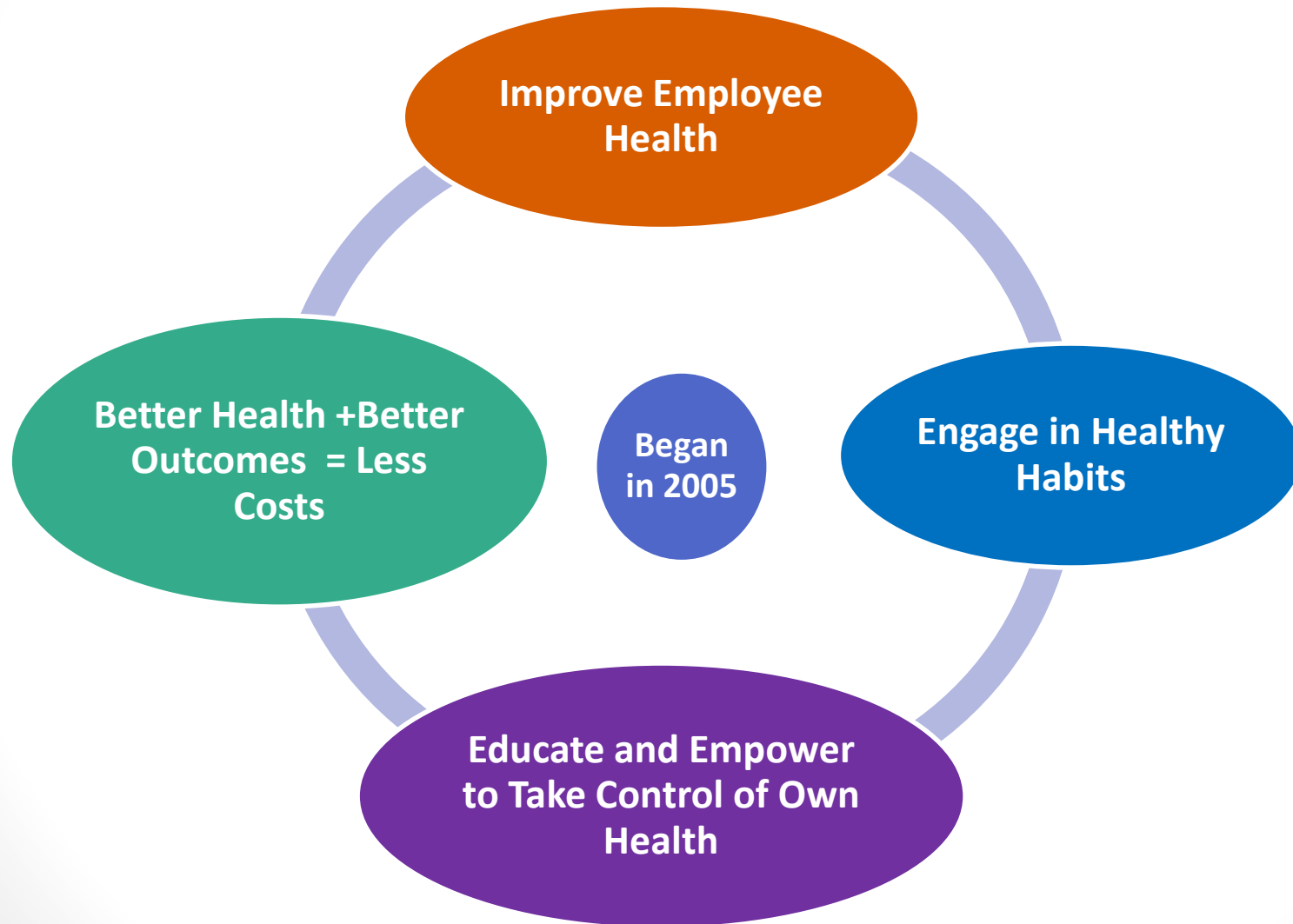
**Fit Communities:** Littleton

**Elite Communities :** None to Date,  
**Colorado Springs 2015 ???**



# City Employee Wellness Program

## Reach Your Peak





# Reach Your Peak Impacts Include:



Improved health outcomes for participants, moving from high number of risk factors to moderate and those with moderate number of risk factors moving to low.



Average of 19% less in medical & prescription claims costs for those who participate vs. not participate in wellness.



18 participants quit tobacco use in the last two years.



78% of survey responders (2014) who participate in RYP have made strides in changes to improve their health.

# Colorado Springs Partners and Supporters of the HEAL Campaign

- Kaiser Permanente
- El Paso County Public Health
- Colorado Community Center Collaborative (CCCC)
- Harrison School District Two
- Colorado Springs Sports Corp
- Bicycle Colorado
- LiveWell Colorado Springs
- United States Olympic Committee
- Active Transportation Committee (ATAC)
- Colorado Running Company
- Prevention Institute
- Kids on Bikes
- City of Colorado Springs HR Department
- City of Colorado Springs Transit Division
- City of Colorado Springs Streets Division

# HEAL Campaign Benefits

Quality Investment  
of Life Personal Choice Momentum  
Healthy Food Health  
Fitness Collaboration Grants  
Economic Growth Wellness Social Equity  
Tourism Recognition Partnerships  
Branding Healthy Food Community Pride  
Innovation Increased Productivity  
Cost Savings Support Progress