



Pathways to a Healthy Kansas: **Application Packet – 2020**

**Deadline for application:
March 20, 2020**

MISSION

Invest in communities to create sustainable, healthy places where Kansans live, work and play in ways that improve the quality of their lives.



INTRODUCTION

Blue Cross and Blue Shield of Kansas envisions Kansans living in healthy communities that provide the highest possible quality of life and well-being.

The World Health Organization defines health as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.” Three risk factors of physical inactivity, poor nutrition and commercial tobacco use, lead to four of the leading causes of chronic disease (heart disease, type 2 diabetes, lung disease and some cancers) that cause 80% of the deaths in the United States.

The Centers for Disease Control and Prevention (CDC) data shows that increasing physical activity, eating healthy and avoiding commercial tobacco are among the best ways to lower risk for developing chronic diseases and to live healthier, longer.

The purpose of the *Pathways to a Healthy Kansas* initiative is to:

- ▶ Inspire long-lasting, community-wide well-being by creating supportive, healthy environments.
- ▶ Focus on strategies that build community engagement and transform the way residents stay healthy as they work, play and interact socially.

- ▶ Address the foundations of community health – those non-medical factors that can improve health outcomes and well-being.
- ▶ Incorporate more opportunities to be healthy in normal daily routines – through access in schools, worksites, healthcare providers’ offices, food establishments and social networks – so that a healthy culture will be cultivated to improve the quality of life in the community now and for generations to come.

The *Pathways to a Healthy Kansas* initiative provides community coalitions with the tools and resources needed to remove barriers and engage their communities in ways that enable healthy eating and tobacco-free, active living to become a way of life.

We understand that each Kansas community has its own identity, with valuable traditions that contribute to the overall character of the state. The *Pathways to a Healthy Kansas* framework establishes pathways and guidance for each of the three focus areas (healthy eating, physical activity and commercial tobacco control) and encourages community coalitions to identify the strategies within each pathway that will work best for their residents while both preserving and enhancing the culture of each of the communities.

WHAT WE AIM TO ACHIEVE

- Increase awareness and community engagement in leading healthy lifestyles
- Make the healthy choice the default choice across sectors of the community through both policy and practice
- Increase consumption of and access to healthy foods
- Increase access to and use of safe environments for physical activity
- Support commercial tobacco-free living
- Improve quality of life in participating communities starting now and continuing for generations to come

PATHWAYS TEAM

Blue Cross and Blue Shield of Kansas (BCBSKS)

Blue Cross and Blue Shield of Kansas has been the insurer Kansans trust with their health for over 75 years. By designing and funding *Pathways to a Healthy Kansas* as a piece of our Blue Health Initiatives, BCBSKS is investing in community health throughout our service area to promote health and improve quality of life, not only for our members, but for all Kansans living in our 103-county service area.



Kansas Health Institute (KHI)

The Kansas Health Institute (khi.org) is a non-profit, nonpartisan

health policy and research organization that informs policymakers about important issues affecting the health of Kansans. KHI's vision is this: Healthier Kansans through effective policy. Through its work, KHI addresses the many factors influencing health, and its mission is to improve the health of all Kansans by supporting effective policymaking, engaging at the state and community levels, and providing nonpartisan, actionable and evidence-based information. As a part of the Pathways Team, KHI has provided input and expertise on the initiative design, will assist communities with a local evaluation, and will conduct a process and impact evaluation of the overall *Pathways to a Healthy Kansas* initiative. In addition, KHI will provide communities with technical assistance on conducting a community perception survey and effectively using their data to drive change.



Community Engagement Institute (CEI)

Formerly the Center for Community Support & Research, the Community Engagement Institute at Wichita State University is dedicated to improving the health of Kansans through leadership development, organizational capacity building, research and evaluation, and community collaboration. With 30 years of experience and more than 75 staff, CEI works with community coalitions, non-profits, government entities, health and human services organizations, and support groups. As a part of the Pathways Team, CEI has provided input and expertise on the design of the initiative and will be providing coordination and technical assistance to the funded communities.



Public Health Law Center (PHLC)

The Public Health Law Center helps create communities where everyone can be healthy. The PHLC empowers our partners to transform their environments by eliminating commercial tobacco, promoting healthy food, and encouraging active lifestyles. By providing legal and strategic support to many local and state health departments, health advocacy organizations, attorneys working on public health issues, and community coalitions across the country, the PHLC is helping drive many of the nation's cutting-edge public health initiatives. The PHLC believes that its legal knowledge can help bring justice to public health as they support partners in reducing health disparities. When all people are healthier, the communities they live in are happier, safer, more vibrant places. Founded in 2000, the Center is located at Mitchell Hamline School of Law in St. Paul, Minnesota.

Additional technical assistance providers will work with coalitions to accomplish the goals of specific selected packages. Examples of those partners include WorkWell KS, Thrive Allen County and the Kansas Leadership Center.



INITIATIVE COMPONENTS

The *Pathways to a Healthy Kansas* initiative is structured to provide a balance of funding, technical assistance and evaluation in a manner that will allow communities to reach their full potential. This is a four-year opportunity for up to 24 communities. The initiative will run from Aug. 1, 2020 to July 31, 2024.

After receiving the award, communities will select a full set of packages and develop an action plan. This will allow the coalition to engage multiple sectors for the most impact. Additional descriptions of the pathways begins on page 8 and continues to page 10. The addendum containing the packages begins on page 13.



CRITERIA FOR AWARDS

Participating communities will be selected based on:

- ▶ The readiness of the coalition or work group to coordinate with sectors from across the community.
- ▶ Demonstrated commitment of key stakeholders to work across all focus areas and sustain the progress in future years.
- ▶ Organizational ability to administer and support full implementation of the grant strategies.



WHO SHOULD BE INVOLVED?

Incorporating healthy living into community cultural norms requires strong, comprehensive community partnerships, including diverse groups of people that reflect the entire community. Stakeholders who will be impacted by the changes that must be implemented to support physical activity, increase access to healthy foods, and decrease use of and exposure to commercial tobacco products should be engaged in this initiative. Specifically, applicants are expected to:

Carry out work through an existing, active health coalition or Community Health Improvement Plan (CHIP) work group. Communities are encouraged to frame the work done with this funding to leverage or support any existing efforts in the community.

Engage partners across sectors, including city/county government, superintendents and school board members, businesses, public health, healthcare, extension offices, farmers and producers, and faith-based and community organizations. Specifically, engage leading community members that hold positions of influence and authority as champions of the local initiative.

Identify a program coordinator and leadership team that is responsible for overall direction of the grant, oversight of the budget and planning process, and accountable for making progress on agreed upon strategies and outcomes.

Consciously include community members who are traditionally underserved or hard-to-reach, affected by poor health outcomes, or are not traditionally engaged in health activities. Make a point to include youth and young adults in both the school focus area and other areas of focus.



COORDINATION GRANTS AND ADDITIONAL SUPPORT

There are three components to *Pathways to a Healthy Kansas*:

1. **Coordination Grant**
2. **Technical Assistance**
3. **Implementation Grants**

Coordination Grant

This application packet is for Coordination Grant funding of up to \$200,000 over four years. There is no match requirement for this funding. Communities must commit to partnering with the BCBSKS Pathways Team with a goal of implementing sustainable changes that will last beyond the four-year funding period. The communities that are selected for the Coordination Grant will then receive technical assistance, plus businesses and organizations within those communities will be eligible to apply for non-competitive funds through the Implementation Grants as they meet the goals set forth in the Coordination Grant Pathways.

Technical Assistance

Technical assistance for project coordination and implementation will be provided by Community Engagement Institute (CEI). Assistance in developing a plan for measurement and evaluation will be provided by the Kansas Health Institute (KHI). Types of assistance include one-on-one support, mentor community consultations, face-to-face learning sessions, and trainings using technology platforms as appropriate. Additional technical assistance by other subject matter experts will be provided by BCBSKS to assist communities with work in specific packages.

Implementation Grants

As milestones are met throughout the course of the four years, communities will become eligible for additional, non-competitive Implementation Grants. Implementation Grants are designed to assist with the actions taken by an organization to complete a pathways goal. For instance, in the Schools pathway, when a “Modeling” policy is approved and an implementation plan is developed, a school may apply for an additional Implementation Grant to pay for equipment and implementation costs (this does not include salary for personnel).

Newly funded communities will be eligible for up to \$300,000, while communities previously funded in Phase 1 of *Pathways* will be eligible for up to \$200,000 for Implementation Grants.



COORDINATION GRANTS REQUIREMENTS

Funded communities will be expected to work on strategies in **all** of the outlined pathways as follows:

- ▶ Coordination Pathway
 - ✓ Coordination and planning activities
- ▶ Community Pathways
 - ✓ Cross-sector engagement in focus areas strategies in each of the following six pathways:
 - ▶ Community & Social Context
 - ▶ Neighborhoods & Physical Environment
 - ▶ Food
 - ▶ Healthcare
 - ▶ Education
 - ▶ Economic Stability



COORDINATION PATHWAY

1. Establish or assign a community Pathways coordinator position. Funding in the coordination grant is intended to support approximately half of a full time position. It is strongly recommended that the grant coordinator be a full time position and that this grant not be the only source of salary funds for this position.
2. Actively connect with key stakeholders and members of the community beyond the existing coalition in order to engage them in the decision-making process for any grant package work that they are affected by.
3. Garner commitment of key policymakers, business leaders, health and human service organizations, schools, and civic leaders when implementing Pathways packages. Develop community activities that have a public, active role for key leaders.
4. Select a minimum of one package from each pathway described below to work on throughout the four-year grant period.
5. Complete and maintain an Action Plan to identify activities, action steps and measure the short-term outputs and long-term outcomes of each strategy. Technical assistance will be provided to communities to ensure success.
6. Develop and maintain a Local Evaluation Plan with engagement strategies to inform and involve the public. Technical assistance will be provided.
7. Send a team (two to five people) of coalition members to a kick-off event, a minimum of one annual learning session each year, and a closing event for the grant.
8. Actively participate in technical assistance and learning opportunities associated with *Pathways to a Healthy Kansas*. Technical assistance and learning opportunities will include conference calls, webinars and in-person opportunities. Presenters, topics and discussion will focus on the Community Pathways; coalition and partnership development; evaluation; policy, system, and environmental changes; and other areas of interest or need.
9. Submit annual progress report each August, including a final report in August 2024.

COMMUNITY PATHWAYS

Community pathways are designed to help the coalition take a holistic, community-wide approach to improving health outcomes by addressing the social determinants of health (SDOH). Social determinants are the conditions in which people are born, grow, live, work and age that fundamentally affect a wide range of health outcomes and risk (CDC). Pathways align with the Kaiser Family Foundation's framework for the social determinants of health, and focus on areas that impact community health across multiple factors: Community & Social Context, Neighborhood & Physical Environment, Food, Healthcare, Education, and Economic Stability. By using this framework for each pathway, this initiative will strive to improve conditions that are the drivers of health in a community. Coalitions will select a package, or group of packages from each pathway below to work on throughout the four-year grant period*.

Packages describe activities that address the three behaviors of focus - physical activity, commercial tobacco prevention, and healthy eating - that reduce risk for serious health conditions. While some of the packages are activities that could be used to address other risk factors, for the purpose of this grant communities must focus on the three behaviors. Additional packages may become available during the grant period. For additional details on each package, please see the addendum starting on page 13.

*Some packages may be cross-cutting between pathways, however at least one unique package must be selected from each pathway.



COMMUNITY & SOCIAL CONTEXT PATHWAY

This social determinant focuses on work at the community level to improve social integration, support systems, community engagement, and reduce stress and discrimination. *Pathways* grantees will be required to engage partners to sign the **Pathways to a Healthy Community Pledge**. Potential packages under this pathway include:

- ▶ Communal Meals
- ▶ Commercial Tobacco 21
- ▶ Commercial Tobacco-Free Outdoor Public Space
- ▶ Health in All Policies Training
- ▶ Kansas Leadership Center Trainings
- ▶ Placemaking
- ▶ Storytelling



NEIGHBORHOOD & PHYSICAL ENVIRONMENT PATHWAY

This social determinant focuses on building connections between where a person lives (e.g., housing, neighborhood, and environment) and his or her health and well-being. *Pathways* grantees will be required to engage partners to sign the **Pathways to a Healthy Community Pledge**. Potential packages under this pathway include:

- ▶ Access to Community Recreational Facilities
- ▶ Bike Share
- ▶ Commercial Tobacco-Free Housing
- ▶ Community Gardens
- ▶ Enhanced Trail Infrastructure
- ▶ Land Banks
- ▶ Multimodal Transportation



FOOD PATHWAY

This social determinant focuses on supporting nutrition programs; policies and practices that promote health; and broader efforts to support access to, production of, and consumption of healthy foods. *Pathways* grantees will be required to engage partners to sign the **Pathways to Healthy Food Pledge**. Potential packages under this pathway include:

- ▶ Community Cooking Classes
- ▶ Community Commercial Kitchen
- ▶ Farmers Market
- ▶ Food and Farm Council
- ▶ Food Reclamation
- ▶ Food System Planning
- ▶ Healthier Restaurants
- ▶ Healthier Retail
- ▶ Safe Routes to Food
- ▶ Simply Produce



HEALTHCARE PATHWAY

This social determinant focuses on connecting access to healthcare and people understanding how health services impacts their own health. *Pathways* grantees will be required to engage healthcare providers to sign the **Pathways to a Healthy Provider Pledge**. Potential packages under this pathway include:

- ▶ Commercial Tobacco-Free Policies
- ▶ Community Coordinated Resource Referral Network
- ▶ Community Health Needs Assessment/Health Improvement Plan Support
- ▶ Healthy Food Prescription Program
- ▶ Hospital Gardens
- ▶ Physical Activity Prescription Program
- ▶ Tobacco Cessation Change Package
- ▶ Walk with a Doc or Provider-Led Walking Program





EDUCATION PATHWAY

This social determinant creates connections between education and health and well-being by promoting healthy lifestyles, educational attainment, language and literacy skills, and early childhood education and development. *Pathways* grantees will be required to engage early childhood centers, school districts, and/or higher education organizations to sign the **Pathways to a Healthy Education Pledge**. Potential packages under this pathway include:

- ▶ Commercial Tobacco-Free Campus
- ▶ Farm to School/School Garden (K-12)
- ▶ Healthier Higher Education
- ▶ Healthy Child Care Centers
- ▶ Modeling School Wellness Policies
- ▶ RESIST Chapter Support
- ▶ Vape/Juul/Tobacco Prevention Strategy (K-12)



ECONOMIC STABILITY PATHWAY

This social determinant represents an individual's ability to access resources such as food, housing or healthcare, as well as creating a healthy business culture to help an employer attract and retain talent, reduce absenteeism and turnover, and improve productivity. For certain packages, *Pathways* grantees will be required to engage healthcare providers to sign the **Pathways to a Healthy Workforce Pledge**. Potential packages under this pathway include:

- ▶ AmeriCorps VISTA
- ▶ Double Up Food Bucks
- ▶ Employer Engagement
- ▶ Food Shelf/Hunger Relief
- ▶ WorkWell KS Foundation Workshop
- ▶ WorkWell KS Health Focus Workshops

ACCEPTABLE USES OF FUNDING

The following areas are acceptable uses of funding from the BCBSKS *Pathways to a Healthy Kansas* initiative. If a use is not listed here, or in the exclusion section below, a community must receive approval from BCBSKS before incurring the cost.

- ▶ Costs to convene meetings, including location, materials, technology, and healthy food or refreshments
- ▶ Contracting for assessment or analysis, such as a feasibility study
- ▶ Contracting for technical assistance not provided directly by BCBSKS
- ▶ Personnel working directly on the grant pathways (grant coordinator, communications manager, etc.)
- ▶ Marketing and communications materials to promote *Pathways to a Healthy Kansas* work in the community
- ▶ In-state travel; limited out-of-state travel with approval
- ▶ Other needs such as equipment, pending approval by BCBSKS
- ▶ Training directly related to the initiatives goals

FUNDING EXCLUSIONS

The following areas are not acceptable uses for funding from the BCBSKS *Pathways to a Healthy Kansas* initiative:

- ▶ Medical research
- ▶ Contributions to capital campaigns
- ▶ Operating deficits or retirement of debt
- ▶ Construction projects, real estate acquisition, or endowments not part of a Pathways-initiated program
- ▶ Lobbying
- ▶ Activities supporting political candidates or voter registrations drives
- ▶ Grants to individuals
- ▶ Annual fund drives
- ▶ Fundraising events

REPORTING AND EVALUATION

Communities will be asked to provide an annual Grant Progress Report due in August of each year with a final report in August 2024. Reports will include:

- ▶ 2 – 3 paragraphs summarizing activities
- ▶ 2 – 3 paragraphs highlighting successes
- ▶ 2 – 3 paragraphs highlighting barriers/challenges and plans to address those in the coming year. (For the final report this will detail sustainability plans.)
- ▶ Any updates to the Action Plan
- ▶ Tracking outputs and outcome measures identified during the action planning phase

Additionally, communities will work with CEI to develop a structure for more regular communications on progress to ensure accountability. KHI will work closely with BCBSKS and each community partner to evaluate the local and overall effectiveness of the *Pathways to a Healthy Kansas* initiative. Additional information on the evaluation will be provided to funded communities at the kick-off event.



AWARD TIMELINE

Application due: By 4 p.m. (CT), March 20

Site visits: April 13 - June 19 (Communities being considered for funding will receive an in-person or virtual site visit; communities not selected for a site visit will not be funded.)

Award notification: July 1

Kick-off event and award presentation: July 16 - 17

Community initiative starts: August 1

Funding period: August 1, 2020, to July 31, 2024



ADDENDUM: PACKAGE DETAILS

This appendix highlights the packages of work that can be selected to support each of the six pathways.

Packages describe activities that address the three behaviors of focus – physical activity, commercial tobacco prevention, and healthy eating – that reduce risk for serious health conditions. While some of the packages are activities that could be used to address other risk factors, for the purpose of this grant, communities must focus on the three behaviors.

The focus areas and pathways are highlighted within each package by the following icons. The linkage icons at the bottom show cross-cutting pathways and focus areas for the package.

Legend:



Healthy Eating Focus Area



Active Living Focus Area



Commercial Tobacco Control Focus Area



Social & Community Context Pathway



Neighborhood & Physical Environment Pathway



Food Pathway



Healthcare Pathway



Education Pathway



Economic Stability Pathway



SOCIAL & COMMUNITY CONTEXT PATHWAY

COMMERCIAL TOBACCO 21

Focus Area & Pathway:



Activity Summary: Commercial Tobacco 21 is a tobacco control initiative which:

- 1) raises the minimum age of legal access for sale of tobacco products to persons age 21 and older
- 2) reduces access of adolescents to tobacco products by interrupting the supply available from peers age 18-20ⁱ

In 2019, Congress raised the minimum age of purchasing tobacco products to 21, and states have three years to implement the change. Local governments may choose to pass model policies that further strengthen the federal policy and may work with community partners to implement the changes.

Activities include building support for a policy, exploring options necessary for implementation of the federal policy (education, outreach), or passing further policy changes. Governments who previously passed policies may expand their policy to follow the model PHLC T21 policy for Kansas. Additional activities could include policy education, enforcement, implementation or evaluation of activities. Grantees will be required to implement one of the following tracks:

- 1) pass a new policy
- 2) improve or expand existing policy
- 3) enforce an existing policy

Expected Grant Range: \$1,000 - \$5,000

Estimated Timeline: 1 - 4 years

Match Expected: No

Required Partners: City/County Government

Resources:

publichealthlawcenter.org/sites/default/files/resources/Kansas-Tobacco-21-Policies-2018.pdf
tobacco21.org/

Linkages:



ⁱ khi.org/assets/uploads/news/14901/t21_handout.pdf

COMMERCIAL TOBACCO-FREE OUTDOOR PUBLIC SPACES

Focus Area & Pathway:



Activity Summary: Commercial tobacco-free outdoor public space policies limit which tobacco products can be used in spaces such as parks, playgrounds, sports courts/fields and other outdoor gathering areas. Some tobacco-free park policies apply only to combustible tobacco products (e.g., cigars, pipes, conventional cigarettes). Other policies also prohibit the use of smokeless tobacco and electronic cigarettes.

Activities include building support for a policy, and exploring options necessary to pass policy changes or further implement policy (e.g., purchase, install signs). Communities who previously passed “tobacco-free parks” policies may expand their policy to include all outdoor public spaces or revise policies to ensure that electronic cigarettes and smokeless tobacco are included in the definition of prohibited products. Additional activities could include policy enforcement, implementation or evaluation efforts. Grantees will be required to implement one of the following tracks:

- 1) pass a new policy
- 2) improve or expand existing policy
- 3) enforce an existing policy

Grant Range: \$1,000 - \$30,000

Estimated Timeline: 1 - 3 years

Match Expected: No

Required Partners: City/County Government, CDRR grantee organization (if applicable)

Resources:

publichealthlawcenter.org/sites/default/files/resources/Tobacco-Free-Parks-Policies-Kansas-2019.pdf

PHLC is going to develop a sample.

Linkages:



COMMUNAL MEALS

Focus Area & Pathway:



Activity Summary: Research from the University of Oxford has revealed that the more often people eat with others, the more likely they are to feel happy and satisfied with their lives. The researchers looked at the link between social eating and an individual's happiness, the number of friends they have, their connection to their community, and overall satisfaction with life. The results suggest that communal eating increases social bonding and feelings of well-being, and enhances one's sense of contentedness and embedding within the community. The Administration for Community Living's Congregate Meals Program for adults 60+ has shown communal meals can improve health for that population, provide access to food and increase social activity.

Activities include identifying a structure for healthy communal meals, planning communal meals, planning a healthy menu for communal meals, communicating and promoting around communal meals, surveying and evaluating the impact of communal meals in the community, and enhancing or expanding an existing congregate or communal meal program.

Grant Range: \$1,000 - \$10,000

Estimated Timeline: 6 months - 1 year

Match Expected: No

Required Partners: KDADS (if applicable)

Resources:

Administration for Community Living Congregate Meals Program - acl.gov/sites/default/files/programs/2019-03/MealProgramValueProposition.pdf

Linkages:



HEALTH IN ALL POLICIES

Focus Area & Pathway:



Activity Summary: Health in All Policies (HIAP) is a collaborative approach that integrates and articulates health considerations into policy making across sectors, and at all levels, to improve the health of all communities and people.

HIAP matters because health happens outside the doctor's office. Health and complex issues that shape our environment require innovative solutions that breakdown silos. Additionally, changing demographics in our communities will continue to have important implications as there are considerable racial and ethnic disparities in Kansas regarding health status and related social determinants such as poverty and education. As demographic changes occur, it is important to understand and address the needs of those populations. A HIAP approach can build the capacity in communities to identify and respond to these and other needs.

Activities may include convening a HIAP training, incorporating the Health Impact Checklist into processes (e.g., city council, county commission) across the community to regularly consider the health impacts of decisions, and/or creating a HIAP task force in the community.

Grant Range: \$1,000 - \$10,000

Estimated Timeline: 3 - 18 months

Match Expected: No

Required Partners: City/County Government

Resources:

astho.org/HiAP/Framework/

naccho.org/uploads/downloadable-resources/NACCHO-HiAP-Report_Experiences-from-Local-Health-Departments-Feb-2017.pdf

[phi.org/uploads/files/Health in All Policies-A Guide for State and Local Governments.pdf](http://phi.org/uploads/files/Health_in_All_Policies-A_Guide_for_State_and_Local_Governments.pdf)

Linkages:



LEADERSHIP DEVELOPMENT THROUGH THE KANSAS LEADERSHIP CENTER

Focus Area & Pathway:



Activity Summary: The Kansas Leadership Center (KLC) is a first-of-its-kind non-profit educational organization with a civic mission, national reputation and global reach. Founded in 2007 to foster leadership for stronger, healthier and more prosperous Kansas communities, KLC has trained more than 9,000 people during its first decade of existence. KLC stands by the principle that anyone can lead, anytime, anywhere. When we aspire to create long-lasting community wide well-being, build community engagement and cultivate a healthy culture now and for generations to come, everyone in the community must be prepared to exercise leadership.

Activities include selecting the package(s) that will best help the coalition manage themselves, mobilize others, make progress on daunting challenges, and more effectively achieve their aspirations.

Package 1: Pathway to Leadership 40

Package 2: Pathway to Leadership 20

Package 3: Case Consultation Workshop in Your Community.

Leadership challenges should focus on health area(s) the coalition and community are working on in their Pathways grant.

Grant Range: \$5,000 - \$45,000

Estimated Timeline: 1 - 3 years

Match Expected: No

Required Partners: Kansas Leadership Center

Resources:

kansasleadershipcenter.org

Linkages:



RESCUE COMMUNICATIONS WORKSHOP

Focus Area & Pathway:



Activity Summary: Communication strategies are vital for changing community views and behaviors. RESCUE Agency Public Benefit plans and conducts training workshops for public health and social marketing teams and organizations. They help build capacity and develop skill sets across organizations and coalitions around effective behavior change communications, social marketing and health promotion; advance understanding of audience segmentation and audience-centric messaging; share examples of effective and ineffective communications campaigns; challenge the audience to apply innovative solutions and think differently; and facilitate interactive activities that foster conversation and deepen understanding of topic areas. ⁱⁱ

Activities include hosting and participating in training for your coalition. Participants could include coalition partners, coalition leadership and/or community.

Grant Range: Expected maximum \$15,000 (training and travel of trainer to your community)

Estimated Timeline: 1/2 to 2 day training (several options)

Match Expected: In-kind food and location

Required Partners: No

Resources:

rescueagency.com

Linkages:



ⁱⁱRescue Agency - Training Workshops, see brochure (saved locally, not online). Organization website is rescueagency.org

PLACEMAKING

Focus Area & Pathway:



Activity Summary: Placemaking is the shaping of a place by creatively applying arts, culture and social context to jump-start economic development, promote community pride and morale and encourage people to be physically active. Placemaking starts with a physical place to improve—a building, a lot, a block, a neighborhood, a district or a town. Placemaking can be a pop-up or temporary event, or a permanent improvement to the space (e.g., lighting features, art installations, construction of benches).

Activities include identifying placemaking location(s), asset mapping, project planning, maintenance, evaluation, and engaging community partners and community members. It also includes obtaining government approvals, ordinance, resolutions, or MOUs, project planning.

Grant Range: \$1,000 to \$50,000

Estimated Timeline: 6 months - 2 years

Match Expected: Yes, funding or in-kind donation

Required Partners: No specific required partners, however best practice is to involve diverse community stakeholders

Kansas examples: Dickinson County collaboration with Art Council, Open Streets ICT in Wichita

Resources:

pps.org/article/what-is-placemaking

kdheks.gov/bhp/download/Creative_Placemaking.pdf

Linkages:



STORYTELLING

Focus Area & Pathway:



Activity Summary: Storytelling is defined as an ancient art form and a valuable form of human expression. For a coalition, storytelling provides a way to demonstrate the value of your work, amplify the impact of your initiatives, and enhance your roles as leaders in your community. Successful storytelling is timely, flexible, creative and original.

Activities include identifying the correct partners in your community to lead the storytelling work, developing the package(s) of work to highlight with storytelling, participating in a storytelling training series, and promoting the stories of your community.

Expected Grant Range: \$1,000 to \$25,000

Estimated Timeline: 6 months - 1 year

Match Expected: No

Required Partners: No

Linkages:





NEIGHBORHOOD & PHYSICAL ENVIRONMENT PATHWAY

ACCESS TO COMMUNITY RECREATIONAL FACILITIES

Focus Area & Pathway:



Activity Summary: Increased access to community recreational facilities can support physical activity for all ages and abilities. For people to be physically active, they must have access to safe, affordable, and convenient recreational facilities. As many communities do not have public recreational facilities readily available to them, public health advocates are focusing attention on ways to increase community access to safe, affordable, and convenient places to be physically active. Communities with limited access to public recreational space can develop partnerships with other public and private facilities for use by the public. This package requires the public or private entity to pass a policy or enter into an MOU allowing public use of the facilities.

Activities can include assisting with the process of creating a public recreational facility and expanding access to community recreational facilities. It can also include developing facility use agreements with schools or other community centers to increase public access to existing facilities through recreational use agreements.

Grant Range: \$5,000 to \$50,000

Estimated Timeline: 6 months - 3 years

Match Expected: No

Required Partners: Entity overseeing the facility

Resources:

publichealthlawcenter.org/topics/healthy-eating/shared-use-school-property

Linkages:



BIKE SHARE

Focus Area & Pathway:



Activity Summary: Bike sharing systems are a service in which bikes are made available for short term shared use for a cost or for free. These systems can play an important role for recreation, community safety, livability, and sustainability efforts by making it easier for people to get around without a personal vehicle.

Activities could include exploring the feasibility of a new bike share program, creating a bike share program, enhancing or expanding of an existing bike share program, expanding existing council, or evaluating the sustainability of existing bike share program through finding additional funding and/or community partners.

Grant Range: \$6,000 to \$60,000

Estimated Timeline: 6 - 18 months

Match Expected: Yes, funding or in-kind donation

Required Partners: City/county government

Resources:

nacto.org/program/bike-share-initiative/

betterbikeshare.org/

Linkages:



COMMERCIAL TOBACCO-FREE HOUSING

Focus Area & Pathway:



Activity Summary: Commercial tobacco-free housing initiatives can involve subsidized and private market-rate housing. Policies can apply to rentals and condominiums. Private policies are usually focused on creating tobacco-free (including electronic cigarettes) multi-unit housing leases, declarations, by-laws or house rules. This could also include working with the public housing authority to expand the HUD smoke-free rule by covering outdoor areas and prohibiting e-cigarettes or include working with private property managers receiving subsidies, such as Section 8 voucher recipients.

Activities can include mapping the local housing context. For example, who owns what, what properties are owner-occupied, which are condominiums, what leases are used, what properties are publicly subsidized, and other housing considerations. It can also include implementing commercial tobacco-free housing leases, educating landlords and conducting tenant surveys.

Grant Range: \$1,000 to \$20,000

Estimated Timeline: 6 - 18 months

Match Expected: No

Required Partners: Multi-unit housing owners

Resources:

publichealthlawcenter.org/topics/commercial-tobacco-control/smoke-free-tobacco-free-places/housing

countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/smoke-free-policies-for-multi-unit-housing

Linkages:



COMMUNITY GARDENS

Focus Area & Pathway:



Activity Summary: Community gardens are any piece of land or structure (e.g., greenhouse, hoop house, hydroponics) where plants are grown and maintained by a group of individuals from the community. These gardens can be located on public or private land and can include gardens where gardeners have individually assigned plots to grow food for themselves or their families, gardens that are gardened collectively with the garden produce shared amongst the community, and gardens where food is raised to be donated to certain groups or organizations in the community.

Activities could include exploring the feasibility of a new community garden, creating a community garden, enhancing or expanding an existing community garden or evaluating an existing community garden. It can also include evaluating the sustainability of an existing community garden through finding additional funding and/or community partners.

Grant Range: \$1,000 to \$20,000

Estimated Timeline: 6 months - 2 years

Match Expected: No

Required Partners: Owner of garden site

Resources:

publichealthlawcenter.org/sites/default/files/resources/Community-Gardening-Guide-2017.pdf

kansashealthyyards.org/all-videos/search?q=Community%20Gardens

publichealthlawcenter.org/sites/default/files/resources/Season-Extension-Kansas-2017.pdf

Linkages:



ENHANCED TRAIL INFRASTRUCTURE

Focus Area & Pathway:



Activity Summary: Enhanced trail infrastructure improves pedestrian and/or bicycle access to recreational and transportation systems and increases physical activity. By investing in trails, communities create opportunities for residents and visitors to safely engage in physical activity.

This activity could include constructing or enhancing existing trails, trail connectivity to transportation, recreation, healthy food retail outlets, and other community facilities (such as sidewalks, transit, railroad crossings, farmers' markets, grocery stores, housing developments, schools, parks, etc.). This can also include signage to increase visibility and use of trails and educational efforts.

Grant Range: \$5,000 - \$50,000

Estimated Timeline: 2 - 4 years

Match Expected: Yes, project costs will likely exceed funding available through this package.

Required Partners: City/County Governments, including parks and recreation departments when available

Resources:

publichealthlawcenter.org/sites/default/files/resources/Using%20Railroad%20Property%20for%20Community%20Trails.pdf
publichealthlawcenter.org/sites/default/files/resources/Using%20Kansas%20Trails%20and%20Shared%20Use%20Paths.pdf
publichealthlawcenter.org/resources/kansas-transportation-and-health-resources

Linkages:



LAND BANK

Focus Area & Pathway:



Activity Summary: Land banks acquire, hold, manage, and develop problem properties (e.g., vacant lots, abandoned buildings, tax-foreclosed) property and transition them to productive uses such as affordable housing developments, community-focused commercial buildings, community gardens or green spaces. Land banks can also demolish abandoned or unsafe buildings. State and local governments can support land banks by allowing low or no cost purchases of tax foreclosed property, clearing titles and/or forgiving back taxes, holding land tax-free, or negotiating property transfers that address community needs. Land banks are generally governmental entities created and managed at the local or regional level. Land banks policies can be adapted to prioritize projects of nutrition, physical activity and other health promoting activities.

Activities could include building support for a policy, exploring options necessary to pass policy changes or further expanding land bank policy to include health and equity priority goals related to the health focus areas. Local governments would be required to implement one of the following tracks:

- 1) pass a new policy
- 2) improve or expand existing policy
- 3) enforce an existing policy

Grant Range: \$5,000 - \$50,000

Estimated Timeline: 6 months - 4 years

Match Expected: No

Required Partners: Local government

Resources:

publichealthlawcenter.org/resources/kansas-land-bank-resources

Linkages:



MULTIMODAL TRANSPORTATION PLANS/COMPLETE STREETS

Focus Area & Pathway:



Activity Summary: Multimodal transportation planning and implementation creates opportunities to be physically active for pedestrians and bicyclists. Multimodal infrastructure improves pedestrian and bicycle transportation systems, enhances connectivity within a community, and increases safety of walkers and bicyclists.

Activities could include planning and engineering assessments for multimodal transportation infrastructure; constructing, maintaining or improving existing sidewalks; implementing ADA accessibility; wayfinding signage; mapping sidewalk infrastructure; and developing pedestrian/bicycle plans that include assessment of sidewalk infrastructure and recommendations for improved infrastructure. Activities can also include cost sharing efforts.

Work should include passing a policy for the purpose of implementing multimodal complete streets policies, master bicycle and pedestrian plans, or working on implementing an existing policy.

Grant Range: Up to \$100,000

Estimated Timeline: 1 - 4 years

Match Expected: Yes, project costs will likely exceed funding available through this package.

Required Partners: City/County Government, Metropolitan planning organizations where applicable.

Resources:

countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/complete-streets-streetscape-design-initiatives

smartgrowthamerica.org/program/national-complete-streets-coalition/publications/what-are-complete-streets/

publichealthlawcenter.org/resources/kansas-complete-streets-and-active-transportation-policies

Linkages:





COMMUNITY COMMERCIAL KITCHEN

Focus Area & Pathway:



Activity Summary: Community commercial kitchens can support the resiliency and sustainability of local food systems (e.g., food processors, farmers, caterers) by supporting new licensed, commercial food production distribution, processing and retail enterprises; creating new jobs; bringing money into a community and becoming cornerstones of a resilient local economy. Community commercial kitchens may be run by organizations such as non-profits, private for-profit groups, universities and governments.

Activities could include exploring the feasibility of establishing a new licensed kitchen, assisting with starting a new licensed kitchen, enhancing or expanding an existing licensed kitchen, evaluating an existing licensed kitchen, or contributing to the sustainability of an existing licensed kitchen. Activities could also include ongoing nutrition education classes at the facility. Grantees should consider how the community commercial kitchen will improve access to healthy foods when selecting this package.

Grant Range: \$1,000 - \$25,000

Estimated Timeline: 6 months - 3 years

Match Expected: Yes, funding or in-kind donation

Required Partners: City/County Government, KDHE

Resources:

publichealthlawcenter.org/sites/default/files/resources/Planning-Toolkit-Access-Healthy-Food-Linking-Goals-and-Actions-2019.pdf

rd.usda.gov/programs-services/all-programs/community-facilities-programs

Linkages:



FARMERS MARKET

Focus Area & Pathway:



Activity Summary: Farmers markets provide communities with sources of locally grown, fresh produce during the growing season while also providing local producers with additional retail opportunities to sell their produce. The success of a local farmers market depends on the availability of local growers to provide fresh produce, a commitment from local community members to buy produce at the market, and access to a space for the farmers market to operate. Farmers markets that accept EBT and other food benefits can create opportunities for low-income community members to obtain fresh, local and healthy food.

Activities could include exploring the feasibility of starting a new farmers market, enhancing or expanding an existing farmers market, evaluating an existing farmers market; completing paperwork and obtaining equipment to allow farmers market vendors to accept EBT and other food benefits. It can also include sustaining an existing farmers market through additional funding and/or community partners.

Grant Range: \$1,000 - \$25,000

Estimated Timeline: 1 - 2 years

Match Expected: No

Required Partners: Government, local farmers

Resources:

publichealthlawcenter.org/resources/kansas-farmers-market-resources

Linkages:



FOOD & FARM COUNCIL

Focus Area & Pathway:



Activity Summary: A food and farm council is a group or organization that includes representatives from the food system, such as health officials, farmers, local food processors and distributors, farmers' market vendors, restaurant owners and local government. Food and farm councils facilitate partnerships, provide learning and growth opportunities, and offer and promote policy recommendations that can improve the local conditions for access to healthy foods.

Activities could include exploring the feasibility of a new council, creating a new council, enhancing or expanding an existing council, evaluating an existing council, or exploring the sustainability of an existing council through finding additional funding and/or community partners. Food and farm councils must be government appointed and will be required to implement one of the following tracks:

- 1) pass a new policy establishing a council
- 2) improve or expand an existing council through by-laws development or enforcement

Grant Range: \$5,000 - \$10,000

Estimated Timeline: 6 - 18 months (24 months if establishing)

Match Expected: No

Required Partners: City/County Government

Resources:

kansasallianceforwellness.com/

markwinne.com/wp-content/uploads/2012/09/FPC-manual.pdf

foodfirst.org/wp-content/uploads/2014/01/DR21-Food-Policy-Councils-Lessons-Learned-.pdf

publichealthlawcenter.org/topics/healthy-eating/food-policy-council

Linkages:



FOOD RECLAMATION

Focus Area & Pathway:



Activity Summary: Food reclamation initiatives involve redistributing unused, edible food that would otherwise be discarded to community members who do not have access to healthy, affordable food. More than 40% of the food produced in the U.S. each year goes unconsumed, while 12.9% of Kansans struggle with food insecurity. Food insecurity refers to USDA's measure of lack of access, at times, to enough food for an active, healthy life for all household members and limited or uncertain availability of nutritionally adequate foods.

Activities could include conducting a local food waste assessment, exploring the feasibility of establishing food reclamation initiatives with local food retailers, restaurants and hunger relief organizations, creating a new food reclamation initiative, enhancing or expanding existing food reclamation efforts, establishing protocols around healthy foods in food reclamation initiatives, evaluating existing food reclamation efforts, or contributing to the sustainability of existing food reclamation efforts through finding additional funding and/or community partners. Grantees should consider how the food reclamation efforts will improve access to healthy foods when selecting this package.

Grant Range: \$5,000 - \$25,000

Estimated Timeline: 1 - 4 years

Match Expected: No

Required Partners: Local food businesses

Resources:

[epa.gov/sustainable-management-food/food-too-good-waste-implementation-guide-and-toolkit](https://www.epa.gov/sustainable-management-food/food-too-good-waste-implementation-guide-and-toolkit)

KSU Food Recovery Program - sbeap.org/services-programs/food-recovery

PHLC food waste resource - publichealthlawcenter.org/sites/default/files/resources/OST-Food-Waste-Best-Practices-Guide-2017.pdf

Linkages:



FOOD SYSTEMS PLANNING

Focus Area & Pathway:



Activity Summary: Food systems planning help a local community establish long-term goals, priorities, and recommendations to help guide the development of the local food system and support the health and vitality of the community. Food systems plans can be used to identify challenges and opportunities to create a robust and sustainable community food system. Food systems planning can be developed as a separate chapter or component of a community comprehensive plan or can be a stand alone community plan.

Activities could include exploring the feasibility of developing a food systems plan, creating of a food systems plan, enhancing or expanding an existing food systems plan, evaluating an existing food systems plan, or exploring the sustainability of an existing food systems plan through finding additional funding and/or community partners. Food systems plans must be adopted by the local government through a resolution or ordinance.

Grant Range: \$5,000 - \$30,000

Estimated Timeline: 6 - 18 months (24 if establishing)

Match Expected: No

Required Partners: Local government

Resources:

publichealthlawcenter.org/resources/kansas-food-system-assessments

Minnesota Food Access Planning Guide - mnfoodcharter.com/wp-content/uploads/2014/10/FAPG_PlanGuide_D9_LINKS_LR.pdf

publichealthlawcenter.org/resources/kansas-food-system-assessments

Linkages:



HEALTHIER FOOD RETAIL

Focus Area & Pathway:



Activity Summary: Food retailers are an integral piece of the local food system. Supermarkets are positioned to help customers eat more healthfully and to provide guidance on how to stay healthy. A range of supermarket-based nutrition strategies are recommended to help stores connect to their community (Supermarket Strategies to Encourage Healthy Eating – The Food Trust). Rural and urban areas with high poverty rates often lack supermarkets, and residents of these areas must rely primarily on small stores for their food purchases. Small stores and gas stations tend to stock items that have long shelf lives and are in high demand, such as pre-packaged processed foods, sodas, snacks and alcohol. In addition, small stores may dedicate less space to fruits and vegetables and may stock fewer varieties of fresh produce than supermarkets. Initiatives that provide guidance and assistance for small stores to offer high quality and affordable healthier foods and beverages can be used to improve access to healthier foods for community residents. (Healthier Food Retail: An Action Guide for Public Health Practitioners - CDC)

Pathways grantees will be required to work with food retailers to sign the **Pathways to Healthy Foods Pledge**. Activities can include assessing and making alterations to the store environment to increase stocking of healthier foods, maximizing shelf space and in-store marketing of healthier foods and beverages, providing technical assistance to store owners for nutrition education and energy efficiencies upgrades, organizing community events and outreach, and supporting stores owners around nutrition assistance benefit programs. Grantees should consider expansion of commercial tobacco-free policies and access to bicycle parking in tandem with the healthy food access activities.

Grant Range: \$5,000 - \$20,000

Estimated Timeline: 1 - 3 years

Match Expected: Yes, on grants over \$10,000

Required Partners: Retailer

Resources:

cdc.gov/nccphp/dnpao/state-local-programs/pdf/Healthier-Food-Retail-guide-full.pdf

publichealthlawcenter.org/sites/default/files/resources/phlc-fs-kansas-Food-Donation-web-2016.pdf

kansasfoodbank.org/files/2009/11/2017_HealthyFoodDonationPolicy.pdf

fyi.extension.wisc.edu/safehealthypantries/step-2-strategies/a-healthy-food-pantry/

Linkages:



HEALTHIER RESTAURANTS

Focus Area & Pathway:



Activity Summary: Restaurants are an integral piece of the local food system, and are in a unique position to assist members of the community in leading healthier lives. Busy people with limited time to prepare food at home often rely on restaurant meals to feed themselves and their children. Research shows that meals prepared outside of the home have become a major source of food for kids and adults, accounting for 35% of total daily calories for kids (Putting Health on the Menu – ChangeLab Solutions). Initiatives that provide guidance to improve nutritional standards, especially on the kids’ menu, promote healthy menu items, and implement healthful prompts for customers can improve healthy environments in communities. Restaurants are community and economic partners, and can be leaders in promoting healthy eating, as well as encouraging physical activity opportunities and commercial tobacco-free spaces.

Pathways grantees will be required to work with restaurant owners to sign the **Pathways to Healthy Foods Pledge** and implement health-supporting changes. Activities can include working with the restaurant to create a healthier restaurant environment, improve the kids’ meal and beverage nutritional standards, improve the menu nutritional standards and promote healthy menu options. It can also include working with a dietitian to improve recipes or portion sizes (based on Dietary Guidelines for Americans), strengthening the commercial tobacco-free grounds policy to include vaping and outdoor spaces (signage, communication materials), and promoting physical activity (bike racks, signage, communications).

Grant Range: \$1,000 - \$15,000

Estimated Timeline: 1 - 2 years

Match Expected: No

Required Partners: Restaurant owners

Resources:

bcbsks.com/AboutUs/blue-health-initiatives/pathways/index.shtml

Linkages:



SAFE ROUTES TO FOOD INITIATIVE

Focus Area & Pathway:



Activity Summary: When focusing on food access issues, it is important to make it convenient and affordable for people to walk, bicycle, or take public transit to access nutritious foods at prices they can afford. The Safe Routes to Food Initiative is an intentional way of addressing transportation challenges of healthy food access.

Activities may include developing a safe route to healthy food, passing a local safe routes to food ordinance or resolution, and implementing an existing plan or policy. If no prior policy exists, passing a policy will be a requirement for implementation.

Grant Range: Up to \$100,000

Estimated Timeline: 2 - 4 years

Match Expected: Yes

Required Partners: Local government

Resources:

publichealthlawcenter.org/resources/pathways-community-policy-map/Lyon

Linkages:



SIMPLY PRODUCE

Focus Area & Pathway:



Activity Summary: The Simply Produce program originated in Leoti, Kansas with a partnership between Leoti Foods and the A.I.M. Coalition. The program provides fruit and vegetable baskets to local customers through partnerships with community food retailers. Customers sign up and produce is delivered to an identified distribution point at a specific date and time during which customers pick up their basket. Costs for the fruits and vegetables are significantly less than if purchased separately and help customers save time.

Activities could include exploring the feasibility of a new Simply Produce initiative, creating a new initiative, enhancing or expanding an existing initiative, evaluating an existing initiative, or exploring the sustainability of an existing initiative through finding additional funding and/or community partners/retail outlets.

Grant Range: \$5,000 - \$20,000

Estimated Timeline: 6 - 24 months

Match Expected: No

Required Partners: Local grocery store, K-State Research and Extension (if applicable)

Resources:

blogs.k-state.edu/kansasprofile/2019/08/07/kansas-profile-now-thats-rural-jerad-gooch-leoti-foods/#more-923

Linkages:





COMMERCIAL TOBACCO FREE POLICIES

Focus Area & Pathway:



Activity Summary: Healthcare settings can ensure that all areas of the medical campus are commercial tobacco-free, including smokeless and electronic cigarettes or vaping products.

Activities could include building support for a policy, exploring options to pass policy changes or further implement a current policy (e.g., purchase, install signs). Hospitals who previously passed policies may expand their policy to include all outdoor public spaces or revise policies to ensure that electronic cigarettes and smokeless tobacco are included in the definition of prohibited products. Activities could include exploring the feasibility of a new policy, creating a new policy, enhancing or expanding an existing policy, evaluating an existing policy, or evaluating the sustainability of existing policy.

Expected Grant Range: \$1,000 - \$5,000

Estimated Timeline: 6 - 12 months

Match Expected: No

Required Partners: Hospital

Resources:

millionhearts.hhs.gov/files/Tobacco_Cessation_Change_Pkg.pdf

publichealthlawcenter.org/sites/default/files/resources/kansas-tobacco-guideline-behavioral-health-care-toolkit-dec-2018.pdf

Linkages:



COMMUNITY COORDINATED RESOURCE REFERRAL NETWORK

Focus Area & Pathway:



Activity Summary: An interest in value-based care has driven the healthcare sector to invest more in social and economic factors that impact health, such as food insecurity, transportation or lack of childcare. A coordinated referral network builds the infrastructure to identify a patient’s social needs and coordinate care between healthcare providers and community-based organizations. A network enables participating partners to assess patient risks for adverse health outcomes (e.g., poor nutrition), refer the patient to a community service to address their need (e.g., food pantry), and provide data to drive upstream solutions (e.g., new grocery store). BCBSKS has partnered with Healthify to provide a solution that helps communities build a community resource referral network.

Activities include identifying and developing a network of community partners, identifying integration needs, cataloging existing tools to avoid duplication, deciding risk assessment tool(s), establishing workflow and referral protocols between network partners, and creating an ongoing user group or steering committee to review network data and network success.

Grant Range: \$5,000 - \$50,000

Estimated Timeline: 1 - 4 years

Match Expected: Yes, project costs may exceed funding available through this package.

Required Partners: Hospitals, community-based organization(s)

Resources:

healthify.us

sirenetwork.ucsf.edu/sites/sirenetwork.ucsf.edu/files/wysiwyg/Community-Resource-Referral-Platforms-Guide.pdf

Linkages:



COMMUNITY HEALTH NEEDS ASSESSMENT/ IMPROVEMENT PLAN SUPPORT

Focus Area & Pathway:



Activity Summary: Per the Patient Protection and Affordable Care Act, Community Health Needs Assessments (CHNA) are a requirement for tax-exempt hospitals and are required every three years. Many local health departments also conduct a community health assessment (CHA) as a part of their accreditation process. Both are encouraged to work collaboratively, implement strategies to address identified needs and track measures. By working together, a community can benefit from the alignment of resources, expertise and community participation.

Though this package will not support the full cost of conducting and implementing a CHNA and Community Health Improvement Plan (CHIP), it may be used to supplement existing efforts. Activities may include working with a consultant to conduct the CHNA or develop the CHIP, community engagement in the CHNA/CHIP process, communicating CHIP strategies related to the health focus areas, and evaluating progress on the CHIP. As a part of this package, small or rural communities are encouraged to work with Judy Johnston and her team from KUSM-W to conduct a community assessment of health and wellness resources through a community-engagement methodology. Ms. Johnston and her team will work with community partners to assess perceptions of existing and needed health and wellness resources in eight community sectors. The sectors include healthcare, public health, worksites, early childcare and education, schools, faith communities, K-State Research & Extension, and community environment. Ms. Johnston's team will also educate community partners on the process, train a group of community members who will collect one assessment per household, analyze and graph community assessment data, present assessment data at a community meeting, conduct focus groups to discuss identified priorities in each community sector, and provide focus group analysis to the community team.

Grant Range: \$10,000 - \$50,000

Estimated Timeline: 12 - 24 months

Match Expected: Yes, funds or in-kind match from the hospital and local health department.

Required Partners: Hospital (non-profit), local health department, school district (if working with Judy Johnston)

Resources:

khi.org/policy/article/19-31

astho.org/uploadedFiles/Programs/Access/Primary_Care/Scan%20of%20Community-Based%20Health%20Needs%20Assessment%20Activities.pdf

phi.org/uploads/application/files/dz9vh55o3bb2x56lcrzyel83fwfu3mvu24oqqvn5z6qaeiw2u4.pdf

Linkages:



HEALTHIER HOSPITAL FOOD ENVIRONMENT

Focus Area & Pathway:



Activity Summary: The population affected by the dietary options available within Kansas hospitals includes patients, hospital staff, medical staff and clinic staff. By providing the healthiest food venues (e.g., cafeterias, vending machines, snack carts, gift shops) possible for their employees and community, hospitals can be health-supporting employers and community role models. Hospitals across Kansas are in various stages of retooling their food offerings in collaboration with the Kansas Hospital Association.

Activities could include creating balanced menus, purchasing or upgrading approved equipment, increasing local and sustainable food procurement, increasing purchases of healthy beverages, and including culturally appropriate food options. Activities could focus on offering healthier drink choices; offering a variety of colorful fruits and vegetables, exploring the feasibility of a new policy, creating a new policy, enhancing or expanding an existing policy, evaluating an existing policy, or evaluating the sustainability of existing policies.

Grant Range: \$5,000 - \$20,000

Estimated Timeline: 6 - 12 months

Match Expected: Yes, funding or in-kind

Required Partners: Hospitals, Kansas Hospital Association (if a member)

Resources:

KHA Toolkits: kha-net.org/CriticalIssues/OptimalHealth/HealthyKansasHospitals/HealthyWorkplaces/

Linkages:



HEALTHY FOOD PRESCRIPTION PROGRAM

Focus Area & Pathway:



Activity Summary: In healthy food prescription programs, physicians identify at-risk patients—either by a diagnosed diet-related health condition (such as diabetes, obesity), a qualifying income level, or both—and write prescriptions for the consumption of subsidized nutrient-rich foods, including fruits and vegetables (FVs). Produce prescription programs use monetary incentives to alter preferences through nutrition education, subsidizing healthy foods for consumers with low incomes.

Activities could include exploring the feasibility of a new program, creating a new program, enhancing or expanding an existing program, evaluating existing programs, or evaluating the sustainability of existing programs. Additional work may include connecting with partners that can provide healthy foods.

Grant Range: \$10,000 - \$20,000

Estimated Timeline: 1 - 2 years

Match Expected: No

Required Partners: Healthcare provider(s), food outlet

Resources:

Toolkit: wholesomewave.org/sites/default/files/network/resources/files/The-Fruit-and-Vegetable-Prescription-Program-Toolkit.pdf

Examples/best practices: mifma.org/wp-content/uploads/2012/01/Prescription-for-Health-Overview-of-Programs-and-Best-Practices.pdf

Research: journalofethics.ama-assn.org/article/produce-rx-programs-diet-based-chronic-disease-prevention/2018-10

Linkages:



HOSPITAL GARDENS

Focus Area & Pathway:



Activity Summary: Hospital gardens are any piece of land or structure (e.g., greenhouse, hoop house, hydroponics) where plants are grown and maintained by a group of individuals by a hospital for its employees, patients and/or visitors. These gardens are located on hospital property and can include gardens where food is raised to be donated to certain groups or organizations in the community, gardens that are used for educational use, or gardens that provide fresh produce for the hospital kitchen, employees or patients.

Activities could include exploring the feasibility of a new garden, creating a new garden, enhancing or expanding an existing garden, evaluating an existing garden, or evaluating the sustainability of an existing garden through finding additional funding and/or community partners.

Grant Range: \$1,000 - \$20,000

Estimated Timeline: 6 months - 2 years

Match Expected: No

Required Partners: Hospital

Resources:

childrenscolorado.org/about/news/2018/september-2018/new-community-garden/

Linkages:



PHYSICAL ACTIVITY PRESCRIPTION PROGRAM

Focus Area & Pathway:



Activity Summary: The Physical Activity Prescription Program is focused on encouraging primary care physicians and other healthcare providers to include physical activity when designing treatment plans for patients. Due to the specific and unique needs and interests of the client/patient, the goal of physical activity should be successful integration of physical activity principles and behavioral techniques that motivate the participant to be compliant. Providers can also work through partners to increase patient access to opportunities for physical activity.

Activities could include exploring the feasibility of a new program, creating a new program, enhancing or expanding an existing program, evaluating existing programs, or evaluating the sustainability of existing programs through finding additional funding and/or community partners. Additional work may include, identifying and connecting with partners that provide access to physical activity.

Expected Grant Range: \$5,000 - \$15,000

Estimated Timeline: 6 - 24 months

Match Expected: No

Required Partners: Healthcare provider(s), community recreation partners (public or private)

Resources:

countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/exercise-prescriptions

Linkages:



SOCIAL RISK ASSESSMENT

Focus Area & Pathway:



Activity Summary: A care team may consist of a physician, health coach, nurse, and/or pharmacist in varying combinations. Social determinants of health (SDOH) such as housing instability, food insecurity, financial strain, depression, and family support should be accounted for when considering treatment decisions. Case management, family support, and referral to mental health, social work, and community resources may help. A screening tool may help busy clinicians identify social needs and inform shared decision-making. Identifying SDOH risk, may allow for more coordination to refer to preventive programs for physical activity or nutrition in the community, as well as identify other immediate issues that may be creating barriers to health.

Activities include identifying a tool, integrating the tool into an EMR, protocols for incorporating use of the risk assessment into staff workflow, and integrating this package with the community resource referral network package.

Grant Range: \$5,000 - \$15,000

Estimated Timeline: 1 - 2 years

Match Expected: No

Required Partners: Hospital

Resources:

nachc.org/research-and-data/prapare/about-the-prapare-assessment-tool/

sirenetwork.ucsf.edu/tools/evidence-library?combine=&field_screening_tool_research_value%5B%5D=1

Linkages:



TOBACCO CESSATION CHANGE PACKAGE

Focus Area & Pathway:



Activity Summary: The Tobacco Cessation Change Package was created by the Centers for Disease Control and Prevention (CDC) with the purpose of helping healthcare professionals in outpatient, inpatient and behavioral health settings, as well as public health professionals who partner with these groups to implement systems and strategies that improve care for patients who use tobacco.

Activities could include exploring the feasibility of a new program, creating a new program, enhancing or expanding an existing program, evaluating existing programs, or evaluating the sustainability of existing programs through finding additional funding and/or community partners.

Grant Range: \$5,000 - \$15,000

Estimated Timeline: 1 - 2 years

Match Expected: In-kind

Required Partners: Hospital

Resources:

millionhearts.hhs.gov/files/Tobacco_Cessation_Change_Pkg.pdf

Linkages:



WALK WITH A DOC OR PROVIDER-LED WALKING PROGRAM

Focus Area & Pathway:



Activity Summary: Walk with a Doc is a national provider-led walking program for everyone interested in taking steps toward a healthier lifestyle. Walk with a Doc was started in 2005 by Dr. David Sabgir, a cardiologist in Columbus, Ohio. Since that first event in 2005, Walk with a Doc has grown as a grassroots effort, with a model based on sustainability and simplicity. A doctor gives a brief presentation on a health topic and then leads participants on a walk at their own pace. Healthy snacks, coffee, and blood pressure checks are an optional part of a Walk with a Doc event (walkwithadoc.org). Activities could include exploring the feasibility of a Walk with a Doc program or a similar homegrown provider-led walking program, creating a new program, enhancing or expanding an existing program, and evaluating existing programs.

Grant Range: \$1,000 - \$5,000

Estimated Timeline: 6 - 12 months

Match Expected: No

Required Partners: Hospitals, providers

Resources:

walkwithadoc.org

Linkages:





EDUCATION PATHWAY

COMMERCIAL TOBACCO-FREE CAMPUS (HIGHER ED)

Focus Area & Pathway:



Activity Summary: A commercial tobacco-free college campus policy creates a smoke and tobacco-free environment to protect the health of students and others on campus. This policy would prohibit the use of commercial tobacco products, including vaping products on the campus. These policies frequently mirror other local policies that limit the use of tobacco products in public spaces.

Activities could include exploring the feasibility of a policy, implementing a new policy, or expanding or enforcing an existing policy. Policies can focus on prohibiting the use of tobacco and associated products on all campus grounds and facilities, preventing the sale of all tobacco-related products and merchandise on campus, eliminating or removing all tobacco industry advertising from campus literature, removing all athletic sponsorships from tobacco-related companies, refusing future funding from tobacco-related companies.

Grant Range: \$1,000 - \$25,000

Estimated Timeline: 6 months - 2 years

Match Expected: No

Required Partners: University or college

Resources:

tobaccofreecampus.org/toolkits-guides

publichealthlawcenter.org/sites/default/files/resources/adopting-tobacco-free-campus-policies-2016.pdf

countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/smoke-free-policies-for-outdoor-areas

Linkages:



FARM TO SCHOOL (K-12)

Focus Area & Pathway:



Activity Summary: Farm to school initiatives create connections between local schools and local producers to provide healthy, local food to children and an opportunity for children to learn about where their food comes from. Farm to school efforts also support the local economy by providing local producers with a steady customer base.

Activities could include conducting the viability of a farm to school initiative through assessing the capacity of local producers to provide produce to schools and the interest of schools in establishing a farm to school initiative. It can also include creating a farm to school initiative, enhancing or expanding existing farm to school initiatives, evaluating existing farm to school initiatives, or contributing to the sustainability of existing farm to school efforts through finding additional funding, local producers, interested schools, and/or community partners.

Grant Range: \$2,500 - \$25,000

Estimated Timeline: 6 months - 2 years

Match Expected: No

Required Partners: Local producers, school district

Resources:

National Farm to School Initiative - farmtoschool.org/our-network/Kansas

Linkages:



HEALTHIER HIGHER EDUCATION

Focus Area & Pathway:



Activity Summary: Higher education campuses provide various food and physical activity opportunities to students, staff and visitors. By providing the healthiest food venues (e.g., events, cafeterias, vending machines, snack carts, gift shops) possible for students, staff and visitors, schools can be health-supporting employers and community role models. Higher education campuses also are important places for students, staff and visitors to access physical activity equipment and programming.

Activities could include creating open access policies for physical activities, purchasing or upgrading approved equipment, increasing local and sustainable food procurement, allowing gardens and farms on school property, increasing purchases of healthy beverages, and including culturally appropriate food options. Furthermore, activities could focus on offering balanced menus and healthier drink choices; adding a variety of colorful fruits and vegetables, (e.g., salad bar or packaged, affordable healthy meals), exploring the feasibility of a new policy, creating a new policy, enhancing or expanding an existing policy, evaluating an existing policy, or evaluating the sustainability of an existing policy.

Grant Range: \$5,000 - \$20,000

Estimated Timeline: 1 - 2 years

Match Expected: No

Required Partners: University or college

Resources:

publichealthlawcenter.org/topics/healthy-eating/healthy-vending-and-concessions

ahealthieramerica.org/articles/healthier-campus-initiative-146

Linkages:



HEALTHY CHILD CARE CENTERS

Focus Area & Pathway:



Activity Summary: Child care providers are important partners in the support of healthy child development. Kansas requires licensure of certain child care providers, and the licensing requirements include regulations about various quality measures (e.g., food, active play). Child care providers are uniquely positioned to help children cultivate healthy eating and positive exercise habits early in life. In addition, providers can create supportive environments for nursing mothers so children can have breastmilk available as long as the mother is willing to provide it. Centers can establish nutrition standards that match the Child and Adult Food Program standards, create active play policies, and enact breastfeeding friendly policies.

Activities could include building support for a policy, exploring options necessary to pass policy changes, furthering implementation of a policy (e.g., upgrades in facilities or equipment, menu upgrades, education efforts), or evaluating existing policies.

Grant Range: Up to \$10,000 (per center)

Estimated Timeline: 1 - 2 years

Match Expected: No

Required Partners: Child care centers, head starts

Resources:

publichealthlawcenter.org/topics/healthy-eating/child-care

Linkages:



MODELING WELLNESS POLICY IMPLEMENTATION

Focus Area & Pathway:



Activity Summary: The Kansas School Wellness Policy Model Guidelines were developed to assist in establishing and implementing local school wellness policies that meet minimum standards to support a school environment that promotes sound nutrition and student health, reduces childhood obesity and provides transparency to the public on school wellness policy content and implementation.

Activities could include working with school districts to reach “modeling” level for at least one wellness policy related to physical activity and nutrition. Implementation grants will go toward implementation of policies passed at the modeling level.

Grant Range: Up to \$10,000 (per policy)

Estimated Timeline: One school year

Match Expected: No

Required Partners: School district

Resources:

datacentral.ksde.org/nutrition_reports.aspx

kn-eat.org/SNP/SNP_Menus/SNP_Guidance_Wellness_Policies.htm

fns.usda.gov/tn/local-school-wellness-policy

cdc.gov/healthyschools/npao/wellness.htm

Linkages:



RESIST CHAPTER SUPPORT

Focus Area & Pathway:



Activity Summary: Resist is a youth-led, statewide movement created to fight against the tobacco companies. Resist advocates for the denormalization of tobacco use among Kansas youth and unites communities to create one voice to stand up against the tobacco industry. Youth participate in tobacco control prevention activities structured by this program, as well as help design and implement activities utilizing the Centers for Disease Control and Prevention’s (CDC) Best Practices for Youth Engagement.

Activities could include exploring the feasibility of establishing a Resist chapter, establish a new chapter, or expanding an existing chapter.

Grant Range: Up to \$10,000

Estimated Timeline: One school year

Match Expected: No

Required Partners: Kansas Department of Health and Environment, school administration

Resources:

resisttobacco.org

Linkages:



VAPE/JUUL/TOBACCO STRATEGY (K-12)

Focus Area & Pathway:



Activity Summary: In the wake of recent alarming reports of vaping-related lung injuries, the nation’s public health community and government authorities have reacted with concern and a variety of measures. This crisis coincides with an unprecedented increase in youth e-cigarette use in the school setting. School districts can pass comprehensive policies that address the vaping epidemic.

Activities could include adopting a commercial tobacco free K-12 policy, and exploring options necessary to pass policy changes or further implementation of a policy (e.g., training resources, vaping technology, install signs). Schools/school districts who previously passed policies may expand their policy to include all outdoor public spaces or revise policies to ensure implementation and evaluation.

Grant Range: Up to \$10,000

Estimated Timeline: 1 - 2 years

Match Expected: No

Required Partners: KSDE Vaping Taskforce

Resources:

publichealthlawcenter.org/sites/default/files/resources/Kansas-tobacco-free-schools-model-policies-2017.pdf

Linkages:





ECONOMIC STABILITY PATHWAY

AMERICORP VISTA *(projects must address focus areas)*

Focus Area & Pathway:



Activity Summary: AmeriCorps VISTA (Volunteers In Service to America) is a service program administered by the Corporation for National and Community Service. Volunteers are placed in poverty-fighting organizations across the U.S. With passion, commitment and hard work, VISTAs create or expand programs designed to bring individuals and communities out of poverty.

Activities can include identifying local organizations that address poverty, supporting their efforts by placing an AmeriCorp VISTA at their site. VISTA members who provide one year of service receive a small stipend. The role of the VISTA member is to build the capacity and sustainability of a project, organization and community, with the focus on reducing and alleviating poverty. VISTA members sustain the longevity of organizations by emphasizing volunteer policies, community partnerships, infrastructure, project evaluations and more. VISTA members commit to services such as recruiting volunteers, coordinating projects, writing press releases, organizing task forces and more. VISTA volunteers are recruited locally and from a national pool of candidates.

Activities may include applying to host a VISTA and outlining a project and goals for the VISTA. This could include projects that help address poverty and focus on providing access to healthy foods, improving health services for physical activity or implementing commercial tobacco control. VISTA may assist with communications and local evaluation for the Pathways grant.

Grant Range: Up to \$12,000

Estimated Timeline: 18 - 24 months

Match Expected: 20% annually - Pathways grant will cover 80% for up to three years. Organizational cost is \$6,000 year one, \$5,000 year two and \$4,000 year three.

Required Partners: Eligible host agency

Resources:

nationalservice.gov/programs/amicorps/amicorps-programs/amicorps-vista

Linkages:



DOUBLE UP FOOD BUCKS

Focus Area & Pathway:



Activity Summary: Double Up Food Bucks (DUFB) is a program that matches every \$1 spent at participating farmers' markets and grocery stores in Kansas; plus it includes an additional \$1 to buy more fruits and vegetables, up to \$25 more per day. This effort will serve more farmers and low-income families with the USDA Food Insecurity Nutrition Incentive program. Over 1.1 million Kansas and Missouri residents rely on federal food assistance via the SNAP program. Double Up Food Bucks makes it easier for low-income families to eat fresh fruits and vegetables while supporting family farmers and growing local economies.

Activities may include setting up DUFB at a new farmers' market or grocery store, enhancing or expanding an existing DUFB program at a farmers' market or grocery store, matching for DUFB funds, purchasing the appropriate equipment to administer DUFB, promoting the DUFB program, creating protocols and evaluating the DUFB program progress.

Grant Range: \$1,000 - \$5,000

Estimated Timeline: 1 - 2 years

Match Expected: No

Required Partners: Farmers' market coordinator (if applicable), grocery store owner (if applicable), USDA grant holder

Resources:

doubleupheartland.org/

fairfoodnetwork.org/projects/double-up-food-bucks/

usda.gov/media/blog/2013/07/24/double-food-bucks-expands-grocery-stores

Linkages:



FAMILY FRIENDLY WORKPLACE

Focus Area & Pathway:



Activity Summary: Family Friendly Workplaces help employers mitigate the negative economic consequences in the developing Kansas workforce through prioritizing continued breastfeeding, comprehensive employee wellness and other proven strategies. This involves working with employers to understand the needs and priorities of employees, changing or updating policies and/or procedures to meet those needs, and implementing such policies and procedures.

Activities could include using the Kids Are Good Business assessment to understand the needs and priorities of employees, reviewing findings and feasibility of options to change policies and/or procedures, and implementing prioritized policies and procedures.

Grant Range: \$2,000 - \$10,000

Estimated Timeline: 6 - 18 months

Match Expected: No

Required Partners: Employers

Resources:

kcsf.org/ACEs.aspx

Linkages:



FOOD PANTRY / HUNGER RELIEF

Focus Area & Pathway:



Activity Summary: A Food Pantry is an individual site that distributes bags or boxes of food directly to those in need who reside in a specified area. A food pantry, filled with a variety of nutritious food, helps encourage healthy options for the food pantry clients. Pantries can create a healthy food environment by stocking foods such as fruits, vegetables, whole grains, low-fat dairy products and lean proteins in the pantry. One of the goals is to encourage healthy food selection and nutrition education. Healthy food pantry initiatives combine hunger relief efforts, nutrition information and healthy eating opportunities for low-income individuals and families.

Activities could include establishing new partnerships with a food bank to create additional access to healthy food in the community, implementing a new food pantry in the community, partnering with schools or the hospital to offer an on-site food pantry, offering food pantry clients healthier food options and beginning fruit and vegetable gleaning programs. Activities can also include improving product placement for healthy options and point-of-decision prompts, partnerships with health and nutrition professionals to offer screening for food insecurity and medical conditions (e.g., diabetes), health and nutrition education, care support services, Plant-a-Row, efforts and community garden donations.

Grant Range: \$5,000 - \$25,000

Estimated Timeline: 1 - 4 years

Match Expected: No

Required Partners: Food bank/food pantry

Resources:

hungerandhealth.feedingamerica.org

Linkages:



WORKWELL KS - FOUNDATION WORKSHOP

Focus Area & Pathway:



Activity Summary: Since 2011, WorkWell KS has provided training, resources, and technical assistance for workplaces to develop comprehensive workplace wellness plans. Starting in 2020 for *Pathways*, WorkWell KS has ready-to-implement, evidence-based strategies that are packaged and ready for employees. With assessments and tailored reports for workplaces, WorkWell KS will help assess a workplace's culture and determine next steps to improve productivity, morale, retention, and reduce absenteeism and healthcare costs.

Evidence-based strategies are presented in each workshop. The goal is to make the healthy behavior the easy behavior, whereby just by being at the workplace, employees will be healthier.

To create a successful comprehensive workplace wellness initiative, research indicates the need to establish the infrastructure to support workplace wellness before addressing specific topics (e.g., physical activity, commercial tobacco). The WorkWell KS Foundation workshop provides the tools necessary for workplaces to develop a solid wellness initiative foundation.

Activities for grant coordination include recruiting workplaces to attend the Foundations workshop, providing information to workplaces, and assisting workplaces with the Implementation Grant application. Activities for workplaces include sending two or more employees to the workshop, completing required surveys and assessments for the workshop, and completing a foundation plan. The foundation package must be completed by a workplace before they are eligible for a health priority workshop package.

Grant Range: Up to \$5,000

Estimated Timeline: 1 year

Match Expected: No

Required Partners: Workplaces with more than 5 full-time employees

Resources:

workwellks.com

Linkages:



WORKWELL KS - HEALTH PRIORITY WORKSHOPS

Focus Area & Pathway:



Activity Summary: Since 2011, WorkWell KS has provided training, resources, and technical assistance for workplaces to develop comprehensive workplace wellness plans. Starting in 2020 for *Pathways*, WorkWell KS has ready-to-implement, evidence-based strategies that are packaged and ready for employees. With assessments and tailored reports for workplaces, WorkWell KS will help assess a workplace's culture and determine next steps to improve productivity, morale, retention, and reduce absenteeism and healthcare costs. Evidence-based strategies are presented in each workshop. The goal is to make the healthy behavior the easy behavior for employees.

Once a workplace has a strong foundation in place, it can focus on a health topic. WorkWell KS offers the three workshops that target the health conditions that are linked to 80% of all premature deaths in the U.S.: commercial tobacco, physical inactivity, and poor nutrition. In addition to these three workshops, WorkWell KS offers a well-being workshop which encompasses mental health, stress and well-being.

Activities for grant coordination include recruiting workplaces to attend the health topic workshops, providing information to workplaces regarding workshops, and assisting workplaces with the Implementation Grant application. Activities for workplaces include sending two or more employees to the workshop, completing required surveys and assessments for the workshop, and completing a health focus implementation plan. The foundation package must be completed by a workplace before they are eligible for a health priority workshop package.

Grant Range: \$5,000 - \$10,000 per workshop. Workplaces may complete multiple workshops.

Estimated Timeline: 1 - 3 years

Match Expected: No

Required Partners: Workplaces with more than 5 full-time employees

Resources:

workwellks.com

Linkages:





More information can be found at bcbsks.com/Pathways