

COMMUNITY

Overarching Recommendations

Target both physical activity and nutrition practices and behaviors.

Include combinations of environment and policy, and education and counseling strategies.

<u>Environment and Policy Recommendations</u>	<u>Strategies with Descriptions</u>
<ul style="list-style-type: none"> Provide easy-to-access places for physical activity combined with awareness activities. 	<p><u>Partnerships</u>: Convene local government, planners, land and real estate developers, public health officials and other related organizations to review and develop planning and development practices that promote physical activity.</p>
	<p><u>Pedestrian and bicycle friendly land use patterns</u>: Including grid street layout (through streets), compact development, mixed retail/business and residential use, and buildings oriented to the street, as well as bicycle and pedestrian facilities as part of all road projects, and work on “retrofitting” existing streets for bike and pedestrian use.</p>
	<p><u>Community-wide awareness events</u>: Use existing events like “Walk our Children to School Day” and “Smart Trips Week” to raise awareness and build support for policy and environment changes to promote physical activity.</p>
	<p><u>Point of Decision Prompts</u>: Use signs to promote the use of stairs vs. elevators, and ensure that stairways are easy to find, inviting, clean and brightly lit.</p>
<ul style="list-style-type: none"> Provide access to foods that promote healthy eating. 	<p><u>Organizational policies</u>: Implement policies that make more healthful foods and beverages available at organizational (work, church, school, etc.) functions</p>
	<p><u>Public policies</u>: Provide options such as water drinking fountains and water, low-fat milk, 100 percent juice, and low-fat, low-calorie, nutrient-dense foods in vending machines in all public parks and buildings.</p>
	<p><u>Retail practices</u>: Work with restaurant and retail food businesses to encourage availability of affordable low-fat, low-calorie, nutrient-dense foods as well as appropriate portion sizes of foods and beverages.</p>
	<p><u>Food advertising</u>: Regulate food advertising to restrict advertising of high sugar snacks and beverages in schools and public places.</p>
	<p><u>Point of Decision Prompts</u>: Use signs to encourage healthier food selections in retail, restaurants and vending.</p>

COMMUNITY (con't)

<u>Education and Counseling Recommendations</u>	<u>Strategies with Descriptions</u>
<ul style="list-style-type: none"> Deliver structured programs using qualified professionals. 	<p><u>Individual instruction:</u> Including behavioral techniques such as self monitoring/record keeping, slowing of eating, portion control, use of rewards/reinforcement, relapse prevention.</p>
	<p><u>Interactive group education and support sessions:</u> Organize participants into groups to share ideas about improving physical activity and eating behaviors.</p>
	<p><u>Tailored education messages:</u> Use media messages and curriculum designed for the age group, gender, race, ethnicity of your target population.</p>
	<p><u>"Buddy" system:</u> Include a system for pairing up participants as exercise partners, for supportive phone calls, etc.</p>
	<p><u>Parental reinforcement:</u> As part of programs that promote healthy weight in children, provide parents with information and tools to encourage modeling of healthy nutrition and physical activity behaviors and use of praise to reinforcement the child's positive behavior.</p>
	<p><u>Weight maintenance planning:</u> Identify and plan for weight maintenance issues and strategies in advance for effective weight maintenance.</p>
	<p><u>Individual goal setting:</u> Set goals for gradually increasing minutes of exercise or for weight loss, and incorporate non-food rewards as goals are met.</p>
	<p><u>Competitive programs:</u> Incorporate between-department competitions for minutes exercised, with non-food incentives for the winning department.</p>
	<p><u>Newsletters:</u> Distribute newsletters with tips to promote physical activity and healthy eating to individuals participating in structured programs.</p>
<p><u>Self-help materials:</u> Provide workbooks for participants to use at home to monitor physical activity, plan meals, etc</p>	
<ul style="list-style-type: none"> Provide community-wide campaigns 	<p><u>Mass media in conjunction with environment and policy change:</u> Campaign to raise awareness about the health benefits of specific physical activity and nutrition practices, including news stories, advertising, events, taste-testing, supermarket labeling, and combinations of other "East Tennessee 2 Step" recommended strategies.</p>