



**Healthy Kids, Healthy Communities
In
Washington, DC**

“Modeling healthy living for the nation”

SHIRE's Guiding Obesity Principles



- Eliminating racial and ethnic health disparities is an urgent national priority.

***Individual behavioral change must be supported by environmental and policy changes.**

****Solutions that come from the community have the greatest chance of success.**

- Community, public, and private partnerships are essential to accomplish our goals.
- Cultural and linguistic differences must be respected; one size does not fit all.
- Sustained financial support is required for community infrastructure, capacity building and transformation!

Policy Options



Healthy Eating Policies

1. Institutionalize the Federal Afterschool Meal Program to provide low-income children with healthy suppers.
2. Create a Saturation Index to limit access to unhealthy food retail/increase opportunities for healthy food retail.

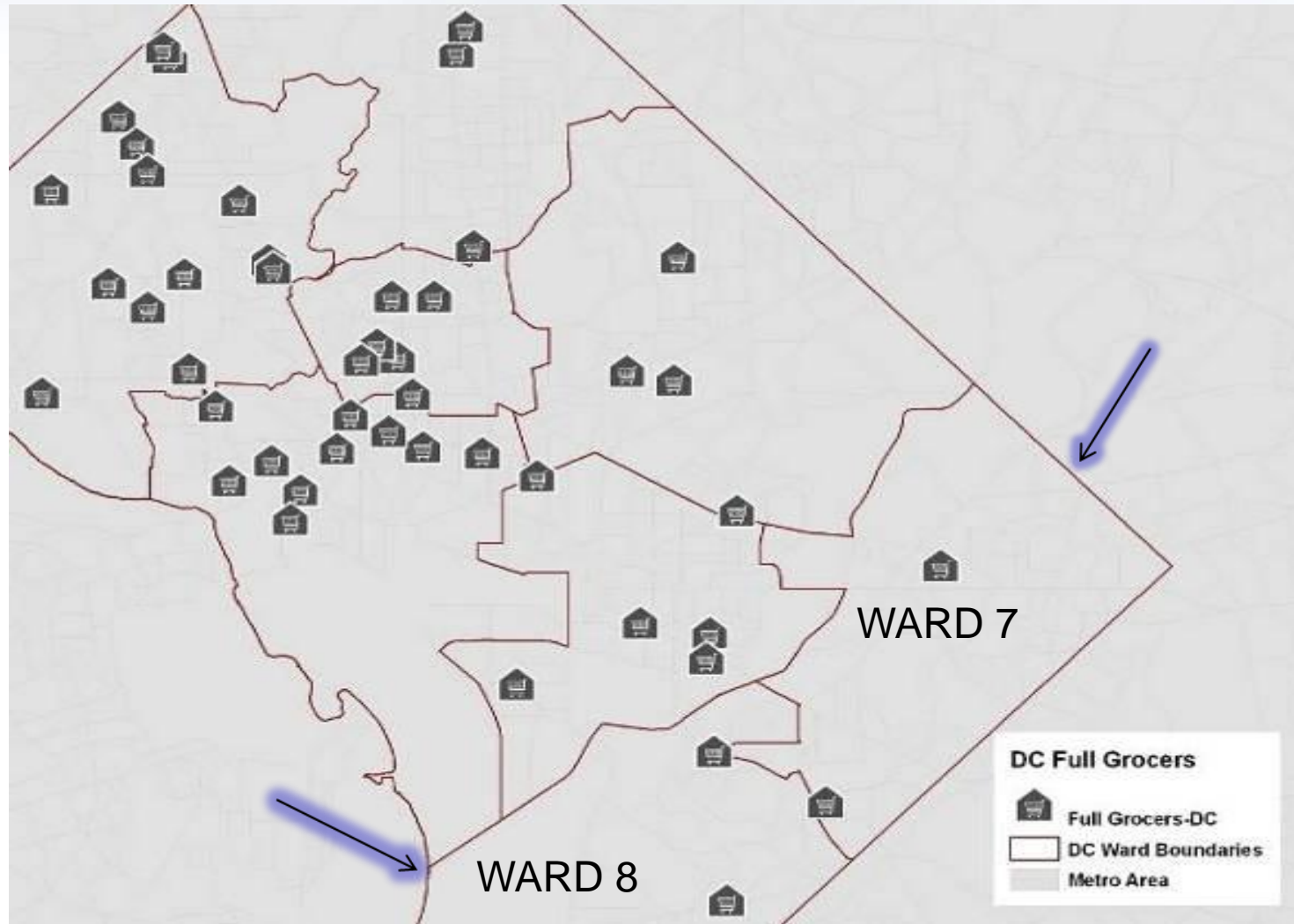
Active Living Policies

3. Institutionalize a paid park keeper workforce.
4. Change local Medicaid and private insurance regulations to allow reimbursement for community based fitness programs.

Gaps in Healthy Food Access



Map 1. Full Service Grocers in the District of Columbia



Community Engagement = Essential Strategy



Focus groups

- ✓ Teen Groups (Peer Health Educators)
- ✓ Parents and Childcare Directors
- ✓ Seniors
- ✓ Sisters Circle Participants

Surveys

- ✓ District Wide Fitness Day
- ✓ Healthy Corner Stores
- ✓ Grocery Stores
- ✓ Bus Stops

Town Hall Meeting

- ✓ Anacostia High School (DOH State Obesity Plan Partnership)

Interviews with key community stakeholders and leaders

GREETINGS FROM HEALTHY KIDS, HEALTHY COMMUNITIES!

WE HEARD YOU!

Feedback on Improving Healthy Eating and Active Living In Your Community

We Thank You For Caring About the Health of Your Community!

Here's What You Told Us:

| HEALTHY EATING POLICIES: | | ACTIVE LIVING POLICIES: | |
|--|--|--|---|
| 50.6% | 49.3% | 55% | 45% |
| 50.6% support serving free nutritious suppers to children at community-based programs. | 49.3% support increasing healthy food outlets or limiting unhealthy food outlets in the community. | 55% support creating a "Park Keepers" workforce to help make parks clean and safe. | 45% support having the cost of community-based fitness programs covered by Medicaid/health insurance. |

Stay Tuned!

We will need your continuous support. Please stay tuned for more information and ways to stay involved by:

- Attending a healthy kids healthy communities meeting!
- Becoming a trained advocate!
- Spreading the word!

Sincerely,

The Healthy Kids, Healthy Communities Team

Summit Health Institute for Research and Education (SHIRE)
D.C. Hunger Solutions
National Black Child Development Institute

D.C. Department of Health
D.C. Office of Planning
D.C. Department of Parks and Recreation

**FOR MORE INFORMATION, PLEASE CONTACT
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Lessons Learned



- To begin the engagement process we **MUST** learn to listen first (sometimes after hours)!
- Knowing community language is not enough.. we must also **SPEAK** it!
- Successful community engagement takes **Time** and **Consistency** to build **Trust!**
- Mapping a community means knowing the barriers, but also the assets!
- Community residents are natural leaders and program partners...so let them lead!
- Move beyond financial incentives....community members want:
 1. Their voices heard.
 2. A fair seat at the table and a role in developing programs, policies, and solutions.
 3. Updates on new developments!