

Louisville Making Prevention Work Community Action Plan Strategy Highlights

(Full descriptions are contained in Community Action Plan submitted with CDC Prevention Communities g

1 - Increase the availability of healthier food/beverage choices in public service venues

1.1 Change procurement policies to improve access to local food across educational and local government in

- Work with the Louisville Farm to Table Public Interest Broker (PIB) to find local available produce
- Add a purchasing preference for local food products in the bid process (Metro Council to refine the necessary)
- Partnership for a Green City (JCPS, the city and the University of Louisville) will identify joint purch
- **Leverage:** PIB, federal WIRED grant - **\$100,000**; study funded by KY Agriculture Development Bo

2 – Improve the availability of low cost healthier food and beverage choices in schools

2.1 Increase student participation in National School Breakfast/Lunch

- Cross prescreen families for Free/Reduced meals, Food Stamps, K-CHIP and Fee Waivers using *ear* (EBO)
- Install card readers to use debit, credit and EBT-type cards at point-of-purchase to reduce stigma of f
- **Leverage:** EBO, ARRA HHS Strengthening Communities Fund - **\$250,000** and USDA Participatio

3 – Provide incentives to food retailers to locate in and/or offer healthier food/beverage in underserved areas

3.1 Increase affordability and availability of fresh food through corner stores in underserved neighborhoods

- Assist convenience and corner store owners to improve their ability to provide fresh fruits and veget areas
- Help retailers carry out improvements identified in the planning process (e.g. purchasing equipment, advertising)
- **Leverage:** Pioneering Healthy Communities - **\$22,000**; Healthy Kids Healthy Communities - **\$400,**

4 – Improve availability of mechanisms for purchasing food from farms

4.1 Expand capacity of local food distribution points

- Underwrite a “third party audit” for Grasshoppers to meet compliance standards for large institution
- Assist Grasshoppers in becoming an Electronic Benefits Transfer retailer to accept Food Stamps /W farmers markets
- Linkages: WIC, Food Stamps, farmers markets; Building Local Food Economy study

4.2 Support the development of neighborhood-based projects that produce and sell local food products in “fo

- Purchase mobile grocery units to support community gardens and sales of neighborhood-grown prod area
- **Leverage:** ARRA YouthBuild - **\$699,700**; Community Foundation of Louisville Partnership Award United Way Change Maker Award - **\$10,000**

5 – Restrict availability of less healthy food and beverages in schools

5.1 Reformulate JCPS recipes to reduce the use of sugar and sodium in line with probable IOM recommenda

- Evaluate and modify existing recipes for sodium/sugar content; seek out reduced-sodium/sugar products in market

5.2 Increase student input into food and beverage choices for children in school

- Institute comprehensive nutrition education, Student Nutrition Advisory Committee, use of student-photovoice
- Linkages: USDA School Breakfast/Lunch program; Free/Reduced meal program

6 – Institute smaller portion size options in public service venues

6.1 Adopt/implement local “menu labeling” policy for establishments that sell prepared food

- Research proposed federal/state menu-labeling legislation; work with Metro Council to take local action
- Dietitians work with restaurant owners on menu-labeling (MEAL); Health Inspectors include MEAL in inspection process

7 – Limit advertisements of less healthy foods and beverages

7.1 Conduct “Food Fight” social marketing campaign

- Conduct award-winning “Food Fight” social marketing campaign, provides nutritional information and healthy choices
- **Leverage:** Humana Foundation - **\$35,000**

8 – Increase support for breastfeeding

8.1 Standardize breastfeeding policies across Louisville’s birthing hospitals and increase support for breastfeeding

- Louisville's birthing hospitals review breastfeeding policies, identify common components and standardize language
- Norton Hospital and Norton Hospital Suburban establish outpatient lactation clinics
- Focus groups to help develop marketing materials; Black Mother’s Breastfeeding Association to train
- Physician and lactation consultant educate OBGYN’s and place the developed literature in offices
- Linkages: WIC, federal Healthy Start, state HANDS home visiting program, FQHCs
- Leverage: ARRA HHS (IDS & CIP) for FQHCs - **\$3,923,712**

8.2 Implement Louisville Metro Government workplace breastfeeding policies

- Louisville Metro establishes workplace policy to accommodate breastfeeding across the Louisville Metro worksite
- Accommodations to include: milk expression breaks and place to express milk, milk storage and use to express milk

9 -- Increase the amount of physical education and physical activity in schools

9.1 Improve physical education in schools (K-12)

- Require schools to follow state and NASPE standards

9.2 Revise and further implement Wellness Policies in JCPS to increase physical activity and improve physical education in schools

- Revise and implement JCPS Wellness Policies to increase the number of opportunities for recess and physical activity

- Implement Fit and Ready to Learn Campaign media campaign; partner with 15th District PTA to support Programming; reinvigorate school health teams in every school; work with JCPS health insurer to implement wellness program
- Linkages: PTA; Humana Health Plan

10 – Increase opportunities for extracurricular physical activity in schools

10.1 Standardize physical activity in Jefferson County Public School’s school-based afterschool programs

- Utilize Institute for Healthcare Improvement process to learn ways to increase PA and provide better afterschool programs
- Now in 40 JCPS sites, spread to remaining 20 sites through training and support and internal policy

11 – Improve access to outdoor recreational facilities and enhance walking and biking infrastructure

11.1 Increase access to Louisville Metro Parks and Louisville Loop

- Conduct walkability assessments in target neighborhoods (e.g. need for sidewalk repairs, lighting, etc.)
- Commission a *Louisville Loop Sign and Wayfinding Master Plan* using comprehensive *Louisville Loop Manual*
- Implement signage outlined in plan on Waterfront Park to Fairdale portion of 100-mile Louisville Loop
- Leverage: City of Parks initiative (includes Loop, parks and forest) - **\$24,456,000** (federal, \$6,736,000; \$11,995,000; private, \$5,725,000)

11.2 Enhance infrastructure to support bicycling and walking

- Commission a *Southwest Greenways Master Plan* for 30-miles section of off-road shared use pathway
- Install on-street bike lanes and signage along Northwestern Parkway to connect Portland neighborhood to Park
- Leverage: ARRA DOT - **\$7,433,500** (sidewalks/sidewalk repairs), ARRA DOT - **\$88,000** (bike lanes)

12 – Improve public transportation access

12.1 Increase access to Louisville Metro Parks and Louisville Loop using public transit

- Pilot new TARC bus service between accessible trail heads on Saturday and Sunday designed for walking using the Loop
- Conduct marketing/promotion of service highlighting Loop and benefits of walking and biking; provide coupons
- **Leverage:** ARRA DOT funds for hybrid buses with bike racks, **\$4,201,869M**

13 – Zone for mixed use

13.1 Implement Health Impact Assessment as part of existing development review process

- Institute Health Impact Assessments (HIAs) as part of existing development review process
- Identify potential changes to Land Development Code

14 – Enhance personal safety in areas where persons are or could be physically active

14.1 Increase public safety measures in Metro Parks and Louisville Loop

- Install emergency call boxes (particularly in areas with minimal or no cell phone reception) to connect to MetroSafe
- Train Loop users in crime prevention technique; get their input on location of call boxes and access to emergency responders
- Establish Block Watches in neighborhoods near Loop access points

14.2 Improve community policing in targeted communities

- Enhance Louisville Metro Police bike patrols as part of community policing strategy in three division areas

15 – Participate in community coalitions or partnerships to encourage organization for change to fight obesity

15.1 Institute an Advisory Council on Food Policy

- Mayor to establish Advisory Council on Food Policy to suggest policy changes to support regional food system and healthy food

15.2 Develop a joint Master's Degree in Public Health and Urban Planning at the University of Louisville

- Research various models; obtain approval from chairs; develop curriculum; obtain approval from community and university

15.3 Develop a community-wide media campaign to increase physical activity and improve nutrition

- Conduct “umbrella” communitywide Healthy Hometown Social Marketing Campaign to increase physical activity and improve nutrition
- Conduct “Food Fight” and “Street Sense” social marketing campaigns; provide marketing/advertising for “Hurry” corner stores, Louisville Loop, TARC Loop bus route, and Mayor’s Miles; produce breastfeeding