

# Healthy People Healthy Places Planning Guide for Communities



The *Healthy People Healthy Places Action Planning Guide for Communities* was designed to assist communities in aligning community healthy eating active living (HEAL) efforts with the Healthy People Healthy Places (HPHP) Plan. Below, you will find the NH HPHP Plan goals, objectives, strategies and outcomes with example community activities that support and help move the HPHP Plan forward. You will also find space for you to input your community's strategies and activities that align with the corresponding HPHP strategy.

## Goal for Active Transportation and Recreation

*NH Residents will have equitable access to options for getting around and safe, high quality places to play and be active.*

**Objective 1:** All NH communities are built to support walking, biking and other active transportation options.

**Strategy A: Coordinate state-level education and advocacy efforts for community design that supports biking, walking, and other active transportation options.**

Outcomes	<u>Examples</u> What communities can do to support this HPHP Strategy	<u>Your community</u> Strategies and activities that align with HPHP
<b>Outcome 1:</b> By 2015 establish a coordinated, multi-sector state-level bicycle/pedestrian advocacy network.	<b>Start a local committee</b> <ul style="list-style-type: none"> <li>Start a bicycle/pedestrian committee in your town/city</li> <li>Identify railroad corridors in your town/city that could converted to rail trails and start a rail-trail committee</li> </ul> <b>Advocate</b> <ul style="list-style-type: none"> <li>Contact HEAL staff to identify the legislative priorities for the year and the names of your area legislators</li> <li>Advocate for your town/city's local \$5 fee to be used specifically for bicycle and pedestrian facilities</li> </ul>	
<b>Outcome 2:</b> By 2019 increase by 10% public support for active transportation investment.		

	<ul style="list-style-type: none"> <li>• Contact the Commissioner of the NH Department of Transportation and ask him/her to prioritize funding for bicycling and pedestrian projects</li> <li>• Propose and advocate for bicycle/pedestrian projects during the Ten-Year Transportation Improvement Program through your Regional Planning Commission</li> </ul>	
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**Notes:** Use this space to write notes, ideas, and key information to consider during your planning.

**Strategy B: Increase investments in bike and pedestrian infrastructure in NH communities with an emphasis on highest-need communities and neighborhoods.**

<b>Outcomes</b>	<u><b>Examples</b></u> What communities can do to support this HPHP Strategy	<u><b>Your community</b></u> Strategies and activities that align with HPHP
<b>Outcome 1:</b> By 2015, establish communities of need criterion for NH DOT Transportation Alternatives Program (TAP).	<b>Identify communities/neighborhoods of need for your region.</b> <ul style="list-style-type: none"> <li>• Map your town/city's most vulnerable populations using the Social Vulnerability Index</li> </ul> <b>Identify community readiness and opportunities</b> <ul style="list-style-type: none"> <li>• Conduct a Community Readiness Assessment to determine what stage of readiness community members are in for improving the bicycle/pedestrian environments in your community</li> <li>• Use the Guide to Conducting Walkability and Bikeability Assessments in New Hampshire Communities</li> </ul> <b>Create a plan, identify projects</b> <ul style="list-style-type: none"> <li>• Work with your Regional Planning Commission to create a bicycle/pedestrian master plan or for a chapter about your town in their Regional Bicycle/Pedestrian Plan</li> <li>• Identify state highway projects in your town/city on the NHDOT resurfacing/restriping schedule that could benefit from bike lanes or sidewalks</li> </ul>	
<b>Outcome 2:</b> By 2019 increase by 10% the number of all NH public and private bike-pedestrian projects that are complete or underway.		

	<ul style="list-style-type: none"> <li>• Adopt a Complete Streets policy or ordinance in your town/city</li> </ul>	
<p><b>Notes:</b> Use this space to write notes, ideas, and key information to consider during your planning.</p>		

**Objective 2:** All NH communities have access to indoor & outdoor recreation facilities within a reasonable distance.

**Strategy A: Increase access to public and community facilities for physical activity through coordinated state-level education and advocacy for joint use agreements, with a priority for highest need communities and neighborhoods.**

<b>Outcomes</b>	<u><b>Examples</b></u> What communities can do to support this HPHP Strategy	<u><b>Your community</b></u> Strategies and activities that align with HPHP
<p><b>Outcome 1:</b> By 2016 establish a database of the public and community facilities throughout NH, and identify those with joint use agreements.</p>	<p><b>Identify communities/neighborhoods of need for your region.</b></p> <ul style="list-style-type: none"> <li>• Map your town/city's most vulnerable populations using the Social Vulnerability Index.</li> </ul>	
<p><b>Outcome 2:</b> By 2016 establish an advocacy network to enact state-level joint use agreement policy.</p>	<p><b>Identify recreation use and access issues:</b></p> <ul style="list-style-type: none"> <li>• Hold community forums, focus groups or conduct community interviews to identify barriers and opportunities faced by community residents when accessing recreation facilities and areas.</li> <li>• Inventory public and community recreation facilities (indoor and outdoor) and identify those with a joint use agreement.</li> <li>• Identify neighborhoods that are greater than ½ mile away from at least one outdoor public recreational area/facility.</li> </ul> <p><b>Develop Joint Use Agreements in neighborhoods that lack access to active recreation opportunities:</b></p> <ul style="list-style-type: none"> <li>• Identify opportunities for and create joint use agreements between community organizations,               <ul style="list-style-type: none"> <li>✓ See (NHRPA website links for JUA info) for tools to get started.</li> </ul> </li> </ul>	

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**Strategy B: Increase public and private investment to create and improve access to healthy and safe parks, playgrounds, and open spaces and other places for community recreation.**

<b>Outcomes</b>	<b>Examples</b> What communities can do to support this HPHP Strategy	<b>Your community</b> Strategies and activities that align with HPHP
<b>Outcome 1:</b> By 2016, complete assessment of public and private investment in local recreation infrastructure.	<b>Create and implement an advocacy campaign to increase public and private support for increased recreation investment.</b> <ul style="list-style-type: none"> <li>Support town proposals to increase funding for active recreation.</li> <li>Use information gathered from public input about the challenges and opportunities to recreation access to support your campaign.</li> </ul>	
<b>Outcome 2:</b> By 2018, establish and begin initial implementation of a strategy for increasing public and private support for recreation investment.		

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**Strategy C: Increase use of parks, playgrounds, open spaces, and other places for community recreation by highest-need communities and neighborhoods through coordination and collaboration of staff, resources, and incentives.**

<b>Outcomes</b>	<b>Examples</b> What communities can do to support this HPHP Strategy	<b>Your community</b> Strategies and activities that align with HPHP
<b>Outcome 1:</b> By 2015, develop a multi-sector state-level network comprised of community recreation managers, program staff, and others to inform the	<b>Identify communities/neighborhoods of need for your region.</b> <ul style="list-style-type: none"> <li>Map your town/city's most vulnerable</li> </ul>	

<p>use of state and local recreation and parks by highest-need communities and neighborhoods.</p>	<p>populations using the Social Vulnerability Index.</p>	
<p><b>Outcome 2:</b> By 2017, establish guidance for increasing use of parks, playgrounds, open spaces, and other community recreation places in high-need communities and neighborhoods.</p>	<p><b>Identify recreation use and access issues:</b></p> <ul style="list-style-type: none"> <li>• Hold community forums, focus groups or conduct community interviews to identify barriers and opportunities faced by community residents when accessing recreation areas and facilities.</li> </ul> <p><b>Improve condition of recreation areas and facilities</b></p> <ul style="list-style-type: none"> <li>• Repair play structures in local parks/ playgrounds and create/maintain a regular maintenance schedule.</li> <li>• Renovate parks and build features that meet the needs of a variety of ages, abilities.</li> </ul> <p><b>Create new parks and playgrounds in neighborhoods that lack access to recreation opportunities.</b> See: <a href="http://kaboom.org">http://kaboom.org</a></p> <p><b>Create safe routes to play/recreation:</b></p> <ul style="list-style-type: none"> <li>• Assess walking, biking, and rolling routes to recreation facilities and areas. <ul style="list-style-type: none"> <li>✓ Identify safety issues and opportunities to increase safety (sidewalks, bike lanes, traffic speed, signage, etc.)</li> </ul> </li> <li>• Work with your local bike-ped committee, DPW, and/or planners to identify opportunities to improve roadways, sidewalks, and pathways to recreation areas and facilities.</li> </ul>	
<p><b>Notes:</b> Use this space to write notes, ideas, and key information to consider during your planning.</p>		

## Goal for Healthy Food

*New Hampshire residents will have equitable access to high quality, healthy food.*

**Objective 3:** All New Hampshire communities will have affordable, healthy food options within a reasonable distance.

**Strategy A: Increase access to, and promotion of, healthy food in grocery stores, convenience stores, and restaurants through coordinated state-level education and advocacy with an emphasis on highest-need communities and neighborhoods.**

Outcomes	<u>Examples</u> What communities can do to support this HPHP Strategy	<u>Your community</u> Strategies and activities that align with HPHP
<p><b>Outcome 1:</b> By 2016, assess the availability of WIC vendors to improve access to affordable, local healthy food options.</p>	<p><b>Identify communities/neighborhoods of need for your region.</b></p> <ul style="list-style-type: none"> <li>• Map your town/city's most vulnerable populations using the Social Vulnerability Index.</li> </ul>	
<p><b>Outcome 2:</b> By 2016, assess the capacity of independent New Hampshire convenience stores to promote healthy foods.</p>	<p><b>Identify healthy food access issues:</b></p> <ul style="list-style-type: none"> <li>• Hold community forums, focus groups or conduct community interviews to identify barriers and opportunities to healthy food access faced by community residents.</li> <li>• Inventory small stores located in the identified communities/neighborhoods and identify those that do not sell healthy foods and/or accept WIC.</li> </ul> <p><b>Implement activities to increase access to healthy, affordable food in small stores.</b></p> <ul style="list-style-type: none"> <li>• Consult with NHDHHS administrators of WIC to explore the possibility for expansion into more small stores.</li> <li>• Engage with Associated Convenience Grocers <a href="http://www.agne.com/sales.asp#Convenience">http://www.agne.com/sales.asp#Convenience</a> to encourage small stores to sell healthier foods.</li> <li>• Encourage small stores to become authorized to accept WIC and SNAP.</li> <li>• Encourage several stores to form a coop group for purchasing produce at lower prices.</li> <li>• Assist with measures that help small store owners or managers source healthier options from distributors at affordable prices.</li> </ul>	

	<p><b>Conduct community outreach campaigns to promote healthy foods in small stores.</b></p> <ul style="list-style-type: none"> <li>• Support small stores to prominently display healthy food items (i.e. in front of store).</li> <li>• Get the word out about stores that sell healthier foods and/or accept WIC /SNAP through handing out flyers at community events, press releases, and social media.</li> <li>• Provide incentives to small stores to offer healthier food including produce.</li> </ul>	
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**Strategy B: Increase access to, and affordability of, fruits and vegetables in and near highest-need communities and neighborhoods.**

<b>Outcomes</b>	<b>Examples</b> What communities can do to support this HPHP Strategy	<b>Your community</b> Strategies and activities that align with HPHP
<p><b>Outcome 1:</b> By 2016, establish a statewide infrastructure to provide Electronic Benefits Transfer (EBT) use support and incentives to convenience stores, farmers markets, and CSAs to increase fruit and vegetable purchase by federal benefit program participants.</p>	<p><b>Identify communities/neighborhoods of need for your region.</b></p> <ul style="list-style-type: none"> <li>• Map your town/city's most vulnerable populations using the Social Vulnerability Index.</li> </ul> <p><b>Identify healthy food access issues:</b></p> <ul style="list-style-type: none"> <li>• Hold community forums, focus groups or conduct community interviews to identify barriers and opportunities to healthy food access faced by community residents.</li> <li>• Inventory small stores, farmers markets, and CSAs located in the identified communities/ neighborhoods and identify those that do not sell healthy foods and/or accept WIC.</li> </ul> <p><b>Implement activities to increase use of EBT in farmers markets, corner stores and CSAs.</b></p> <ul style="list-style-type: none"> <li>• Establish and/or partner with a local food policy council to assess and lead efforts to increase healthy food access in your community.</li> </ul>	
<p><b>Outcome 2:</b> By 2016, assess the number of high-need communities and neighborhoods with access to locally-grown produce (farmers markets, CSAs) and community gardens.</p>		

	<ul style="list-style-type: none"> <li>• Identify CSAs and convenience stores located in the identified communities/neighborhoods.</li> <li>• Consult with the NH Food Bank to identify existing/targeted farmers markets that are a part of the Nutrition Incentive Benefits Network (NIBN) in the identified communities/neighborhoods.</li> <li>• Support NIBN efforts to establish and sustain the Granite State Market Match program in your community.</li> <li>• Engage with Associated Convenience Grocers <a href="http://www.agne.com/sales.asp#Convenience">http://www.agne.com/sales.asp#Convenience</a> to encourage small stores to use EBT.</li> <li>• Partner with CSAs to support establishment of EBT.</li> <li>• Support community gardens.</li> </ul> <p><b>Conduct community outreach campaigns to promote healthy foods and EBT availability at farmers markets, small stores, and CSAs.</b></p> <ul style="list-style-type: none"> <li>• Support small stores that adopt EBT and prominently display healthy food items (i.e. in front of store).</li> <li>• Get the word out about farmers markets, small stores, and CSAs that adopt EBT and sell locally grown produce through handing out flyers at community events, press releases, and social media.</li> <li>• Provide incentives to small stores to offer healthier food including produce.</li> </ul>	
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**Strategy C: Increase allocation of innovative and nontraditional financing mechanisms for increasing equitable access to healthy food in highest-need communities and neighborhoods.**

<b>Outcomes</b>	<b>Examples</b> What communities can do to support this HPHP Strategy	<b>Your community</b> Strategies and activities that align with HPHP
<p><b>Outcome 1:</b> By 2016, 100% of New Hampshire community development finance institutions provide financing for healthy food access in highest-need communities and neighborhoods.</p>	<p><b>Identify communities/neighborhoods of need for your region.</b></p> <ul style="list-style-type: none"> <li>• Map your town/city's most vulnerable populations using the Social Vulnerability Index.</li> </ul>	

<p><b>Outcome 2:</b> By 2019, increase by 20% the philanthropic and community development investment in healthy food in highest-need communities and neighborhoods.</p>	<p><b>Identify healthy food access issues:</b></p> <ul style="list-style-type: none"> <li>• Hold community forums, focus groups or conduct community interviews to identify barriers and opportunities to healthy food retail access faced by community residents.</li> </ul> <p><b>Set the stage to engage community development finance (CDFI) institutions to provide financial support for healthy food access initiatives.</b></p> <ul style="list-style-type: none"> <li>• Become familiar with the terms and concepts used by CDFIs to facilitate communication.</li> <li>• Identify the CDFIs lending in your region and become familiar with their lending portfolios to see if they lending and provide support to grocery stores/food retailers.</li> <li>• Meet with and share information about the unmet demand for healthy food retail and the health impact of poor food access in your community.</li> </ul> <p><b>Collaborate with CDFIs on project implementation.</b></p> <ul style="list-style-type: none"> <li>• Partner with CDFIs on funding proposals to public and private funders, which may help CDFIs attract additional private investment.</li> <li>• Engage political and community support for new food retail development.</li> <li>• Work with your local planning board to adopt municipal zoning regulations that allow retail food stores to be located in neighborhoods with limited access to healthy foods.</li> <li>• Involve community residents in the many stages of healthy food retail development.</li> <li>• Conduct outreach to residents and community-based organizations, engage neighborhoods in food access mapping, and hold community hearings to gauge community support for healthy food financing.</li> <li>• Once the stores are built, help build demand for new healthy offerings through in-store taste testing and other forms of nutrition education, as well as onsite clinical and social services.</li> </ul> <p>The above recommendations are adapted from the document, <i>Understanding the Role of Community Development Finance in Improving Access to Healthy</i></p>	
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	<p>Food, <a href="http://changelabsolutions.org/sites/default/files/CDFI_Report-FINAL-20140708.pdf">http://changelabsolutions.org/sites/default/files/CDFI_Report-FINAL-20140708.pdf</a>).</p> <p>The Healthy Food Access Portal, <a href="https://www.google.com/?gws_rd=ssl#q=food+access+portal">https://www.google.com/?gws_rd=ssl#q=food+access+portal</a>, is another good resource for healthy food financing.</p>	
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**Objective 4:** New Hampshire institutions and businesses will provide and promote healthy food and beverage options.

**Strategy A: Increase healthy food and beverage availability in K-12 schools, early care, and afterschool settings through coordinated state-level education and advocacy.**

<b>Outcomes</b>	<b>Examples</b> What communities can do to support this HPHP Strategy	<b>Your community</b> Strategies and activities that align with HPHP
<p><b>Outcome 1:</b> By 2016, the New Hampshire Afterschool Network will develop a plan for implementing Healthy Out of School Time (HOST) Eating and Physical Activity Standards.</p>	<p><b>Identify communities/neighborhoods of need for your region.</b></p> <ul style="list-style-type: none"> <li>Map your town/city's most vulnerable populations using the Social Vulnerability Index.</li> </ul>	
<p><b>Outcome 2:</b> By 2016, evaluate access to culturally-appropriate healthy food options at early care centers and K-12 public schools, especially those serving highest-need communities and neighborhoods.</p>	<p><b>Identify healthy food access issues:</b></p> <ul style="list-style-type: none"> <li>Hold community forums, focus groups or conduct community interviews to identify barriers and opportunities to adopting nutrition and physical activity standards in after school programs, early care centers, and culturally-appropriate healthy food options at early care centers and K-12 public schools in the identified communities/neighborhoods.</li> <li>Inventory and identify those that have not adopted/implemented nutrition and physical</li> </ul>	

	<p>activity standards.</p> <p><b>Partner with schools, after school programs, and early care centers to adopt and implement statewide nutrition and physical activity standards.</b></p> <ul style="list-style-type: none"> <li>• Provide support to schools, after schools, and early care centers to increase awareness, commitment and resources to improve healthy eating and active living environments.</li> <li>• Provide support for skills-based education and learning opportunities for students, staff and families in schools and early care centers.</li> <li>• Consult with the NH Health &amp; Equity Partnership for recommendations to provide culturally-appropriate healthy foods.</li> <li>• Provide support to schools, after schools, and early care centers to integrate healthy eating and active living information in communications.</li> <li>• Encourage schools to implement the NH Farm to School Program.</li> </ul>	
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**Strategy B: Decrease access to sugar-sweetened beverages in K-12 public schools, early care centers, afterschool programs with 25 or more enrollees, and hospitals through coordinated state-level education and advocacy.**

<b>Outcomes</b>	<b>Examples</b> What communities can do to support this HPHP Strategy	<b>Your community</b> Strategies and activities that align with HPHP
<p><b>Outcome 1:</b> By 2016, New Hampshire K-12 and Child Care Licensing rules have standards that define no soda and sugar-sweetened beverage policies.</p>	<p><b>Identify communities/neighborhoods of need for your region.</b></p> <ul style="list-style-type: none"> <li>• Map your town/city's most vulnerable populations using the Social Vulnerability Index.</li> </ul>	
<p><b>Outcome 2:</b> By 2016, the New Hampshire Afterschool Network will develop a plan for eliminating sugar-</p>	<p><b>Identify issues related to eliminating sugary beverages:</b></p> <ul style="list-style-type: none"> <li>• Hold community forums, focus groups or conduct community interviews to identify barriers and opportunities to adopting sugary beverage</li> </ul>	

<p>sweetened beverages from afterschool programs, in alignment with HOST nutrition and physical activity standards.</p>	<p>standards in schools, after schools, early care centers, and hospitals in the identified communities/neighborhoods.</p> <ul style="list-style-type: none"> <li>• Inventory and identify those that have not adopted/implemented sugary beverage standards.</li> </ul> <p><b>Partner with schools, after schools, early care centers, and hospitals to adopt sugary beverage standards.</b></p> <ul style="list-style-type: none"> <li>• Provide support to schools, after schools, early care centers, and hospitals to increase awareness, commitment and resources to eliminate sugary beverages.</li> <li>• Provide support for skills-based education and learning opportunities for school, after school, early care, and hospital personnel to advocate for and implement sugary beverage standards.</li> <li>• Encourage hospitals to join the NH Healthy Food in Health Care Workgroup.</li> <li>• Provide support to schools, after schools, early care centers, and hospitals to integrate information on sugary beverages in communications.</li> </ul>	
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**Strategy C: Engage businesses to develop achievable strategies to provide meals consistent with the Dietary Guidelines for Americans through coordinated state-level education and advocacy.**

<b>Outcomes</b>	<b>Examples</b> What communities can do to support this HPHP Strategy	<b>Your community</b> Strategies and activities that align with HPHP
<p><b>Outcome 1:</b> By 2016, complete an assessment of New Hampshire private and public businesses with more than 500 employees, to determine the availability of foods for employee meals that are consistent with the Dietary Guidelines for Americans.</p>	<p><b>Identify communities/neighborhoods of need for your region.</b></p> <ul style="list-style-type: none"> <li>• Map your town/city's most vulnerable populations using the Social Vulnerability Index.</li> </ul> <p><b>Identify healthy food access issues:</b></p> <ul style="list-style-type: none"> <li>• Hold community forums, focus groups or conduct</li> </ul>	

<p><b>Outcome 2:</b> By 2016, assess interest by New Hampshire private and public employers to participate in improving the healthy food environment for employees.</p>	<p>community interviews to identify barriers and opportunities to providing healthier foods at worksites with 500+employees in the identified communities/neighborhoods.</p> <ul style="list-style-type: none"> <li>• Identify employers with cafeterias and food services operations (among other large employers, hospitals are a good target).</li> <li>• Inventory and identify those that have not adopted/implemented campus wide nutrition standards.</li> <li>• Conduct a healthy food and beverage survey of identified employers (using the HEAL hospital survey as a model).</li> </ul> <p><b>Partner with worksites to adopt and implement nutrition standards in cafeterias, vending machines and meetings.</b></p> <ul style="list-style-type: none"> <li>• Consult with worksites that have already implemented nutrition standards (e.g. Dartmouth-Hitchcock Lebanon, Cheshire Medical Center, Wentworth Douglass Hospital).</li> <li>• Provide support to worksites to increase awareness, commitment and resources to improve healthy eating environments.</li> <li>• Provide support for skills-based education and learning opportunities for students, staff and families in schools and early care centers.</li> <li>• Encourage worksites to adopt healthy menu labelling program (e.g. Turn A New Leaf.</li> <li>• Provide support to worksites to integrate healthy eating information in communications.</li> </ul>	
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