2014-2019

HEALTHY PEOPLE HEALTHY PLACES PLAN

SUMMARY

New Hampshire's Statewide Plan for Healthy Eating and Active Living

Community Garden, Ashland

heal nh
HEALTHY EATING ACTIVE LIVING

HNH FOUNDATION
Healthy Kids. Healthy Places.

Healthy Eating Active Living NH
125 Airport Road, Concord, NH 03301 | (603) 415-4273 | www.HealNH.org

HEAL NH is led by the Foundation for Healthy Communities and supported by a collaboration of foundations and state agencies committed to promoting health and quality of life for all New Hampshire residents. Funding is provided by HNH Foundation, Anthem Blue Cross and Blue Shield Foundation, Endowment for Health, NH Charitable Foundation, and NH Department of Health and Human Services.
The Healthy People Healthy Places Plan is available for download at www.HealNH.org.

INTRODUCTION

Accelerating Progress on Healthy Eating and Active Living in New Hampshire

THE INITIAL CALL TO ACTION

In 2008, New Hampshire's first Healthy Eating Active Living (HEAL) Action Plan was launched. The plan was developed through a collaborative effort of public and private sector partners concerned about increasing rates of overweight and obesity within the state's population. The plan included recommended goals and strategies to support and promote healthy lifestyle choices by increasing access to healthy foods and safe places to play and be physically active.

Between 2008 and 2013, great strides were made in developing systems and infrastructure to advance healthy eating and active living strategies throughout the state. A lead organization, the HEAL Home, was established in 2008. Partners were engaged and strategies aligned across multiple sectors, including public health, land use and planning, transportation, education, health care, and food systems. A Community Grant Program was established in 2009 to provide funding and technical support to promote healthier people and places at the local level.

HEAL and its partners have made tremendous progress over the past six years implementing strategies that support healthy eating and physical activity in New Hampshire, particularly at the community level.

The work is just beginning.

> While New Hampshire ranks as one of the healthiest states in the nation, overall health status masks pockets of great need with certain health measures and populations.

CONTINUED ACTION IS NEEDED TO ACCELERATE STATEWIDE IMPACT

Sustained resources and efforts are needed to reverse the prevalence of obesity and chronic disease in New Hampshire. Adult obesity and diabetes rates continued to increase between 2008 and 2012, as did obesity rates for children ages 10 to 17. As of 2012, more than 25% of New Hampshire's adults and just over 11% of high school students were obese. In 2009, 18% of third-grade students were obese. The trends are more pronounced among the state's low-income and rurally-isolated populations.

New Hampshire must continue to build on the work that was initiated with the 2008 HEAL Action Plan. The community-level work, which has been a large focus over the past six years, and instrumental to changing deeply-held patterns of thought and behavior, will continue. Further, it must be integrated with state-level policy, systems, and environmental change efforts to ensure that residents have the opportunity to live long, healthy lives. The New Hampshire Healthy People Healthy Places Plan is a guide to this important work for the next five years.

Heritage Rail Trail & Community Garden Project in Nashua

Heritage Rail Trail, Nashua

The Nashua HEAL and obesity prevention partnership increased access to healthy foods and opportunities to be physically active in the Tree Streets neighborhood through Heritage Rail Trail improvements, including new lighting, community gardens, colorful building murals, and cleanup of overgrown areas.

CATCH Kids Club & Early Sprouts

Boys & Girls Clubs of Greater Concord
CATCH Kids Club

Between 2009 and 2012, four HEAL community coalitions had collectively caused the CATCH Kids Club program – a national model for bringing increased physical activity and healthy food to children – to be implemented in 17 afterschool programs. The communities also brought the Early Sprouts gardening program, developed by Keene State College, to nine elementary schools.

PLAN OVERVIEW
Themes & Implementation

2014-2019 HEALTHY PEOPLE HEALTHY PLACES PLAN: Stronger Networks, State-Level Change, Equitable Access

The 2014-2019 Healthy People Healthy Places (HPHP) Plan for New Hampshire includes several themes that define the next phase of HEAL in a broader context, reflecting the national movement toward policy, systems, and environmental change strategies:

Continue the Community-Level Work
The work being accomplished by HEAL's community coalitions is effective and powerful, and can help leverage change at the state level.

Make Change in State-Level Systems and Policies
Strategies at this level are designed to reinforce local efforts to implement and sustain long-term change on a broader scale throughout the state.

Make Access to Healthy Environments More Equitable
Strategies are prioritized to address populations and geographic areas with higher chronic disease burdens through providing increased access to healthy foods and physical activity in high-need communities.

> The Healthy People Healthy Places Plan prioritizes work that promotes improved access to healthy foods and places for physical activity in communities and populations with the greatest health disparities.

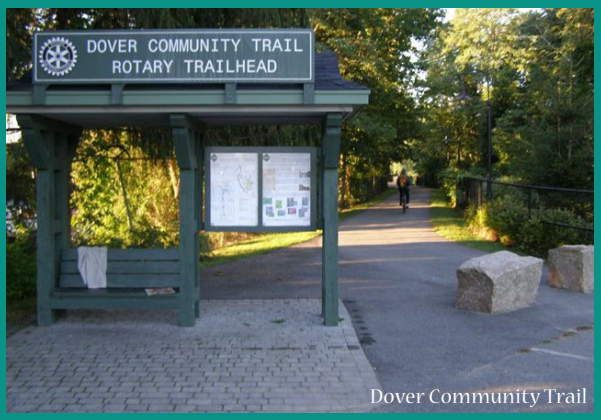
Broaden the Network
New Hampshire's public health challenges cut across policy areas. To increase HEAL's impact and geographic reach, new state-level partners need to be at the table from health and other sectors including, planning, transportation, education, food systems, business and industry professional groups, and policy makers.

Expand Beyond Obesity Prevention
The state's obesity epidemic provided the impetus for the 2008 HEAL Action Plan. While lowering obesity rates continues to be a desired long-term outcome, stakeholders determined that the next phase of HEAL must be defined in a broader context with a focus on implementing strategies that address the underlying social and physical conditions that contribute to overall health and quality of life.

PLAN IMPLEMENTATION

The HEAL Home will coordinate implementation of the Healthy People Healthy Places Plan and lead a network of multi-sector partners – the Healthy People Healthy Places (HPHP) Network. The HPHP Network includes HEAL stakeholders involved in creating and implementing the 2008 HEAL Action Plan. Other members are new to the Network, while many have been working in the many fields that relate to the Plan's objectives.

Complete Streets Policies



Dover Community Trail

Keene, Concord, Portsmouth, and Dover have adopted Complete Streets policies in their community planning efforts. Complete Streets policies, which promote safe streets for pedestrian and bicycle traffic in addition to vehicle traffic help to set the conditions that promote more physical activity.

Laconia Public Works Department & Active Transportation

> "We had recently done road upgrades on the street sections adjacent to Wyatt Park, but we hadn't addressed accessibility improvements to the adjacent sidewalk. The HEAL Grant initiative prompted us to revisit the pedestrian and active transportation needs at this site, and to broaden our view to accomplish similar improvements on other city roadway upgrade projects in the future."
>
> – Paul Moynihan, Director, City of Laconia Public Works Department

At the onset of the HEAL Campaign, public health and health care professionals represented the majority of HEAL's community partners. Several individuals from fields such as planning and transportation joined local efforts and were able to quickly offer perspective on current movements in their disciplines. Going forward, the HPHP Network will benefit from replicating this integrated approach across multiple sectors.

HEALTHY PEOPLE HEALTHY PLACES PLAN GOALS & OBJECTIVES

Vision

New Hampshire Will Have Healthy People and Healthy Places

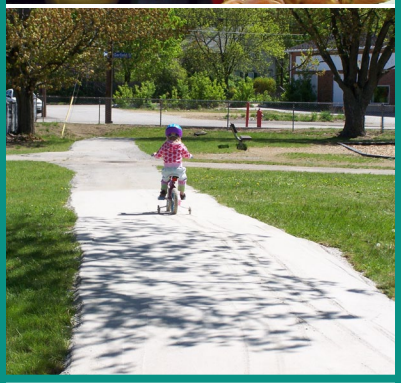
New Hampshire Residents Will Have Options to Make Healthy Choices

GOAL FOR ACTIVE TRANSPORTATION & RECREATION

New Hampshire residents have equitable access to options for getting around, and safe, high-quality places to play and be active.

Objective 1
All New Hampshire communities are built to support walking, biking, and other active transportation options.

Objective 2
All New Hampshire communities have access to indoor and outdoor recreation facilities within a reasonable distance.



GOAL FOR HEALTHY FOOD

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

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

Objective 4
New Hampshire institutions and businesses provide and promote healthy food and beverage options.

A network of HEAL partners from a variety of sectors, including health, transportation, planning, recreation, agriculture, and education, participated in the development of the Healthy People Healthy Places Plan. We would like to acknowledge the importance of these partners in providing their passions, knowledge, and perspectives to help guide statewide efforts to ensure that New Hampshire residents have the opportunity to live long, healthy lives.

Participants in the Creation of the 2014-2019 Plan

Chris Thayer, Appalachian Mountain Club | Tim Blagden, Bike-Walk Alliance of NH | Madeline Dalton, Dartmouth College | Kelly LaFlamme, Endowment for Health | Terry Johnson, HEAL NH | Patti Baum, HNH Foundation | Jaime Hoebeke, Manchester Health Department | Dr. José Montero, NH Department of Health and Human Services | Regina Flynn, NH Department of Health and Human Services | Stacey Purslow, NH Farm to School, NE Farm to Institution, NH Gleans | Jazmin Miranda-Smith, NH Health and Equity Partnership | Rebecca Sky, NH Health and Equity Partnership | Ben Frost, New Hampshire Housing Finance Authority | Erika Argersinger, NH Kids Count, NH Hunger Solutions | Cathy Conway, Northern Community Investment Corporation | Robin LeBlanc, Plan NH | Barbara McCahan, PSU Center for Active Living & Healthy Communities | Rebecca Harris, Transport NH | Rick Rumba, UNH Public Health Program | Ashley Bahlkow | Greg Norman, Dartmouth-Hitchcock Medical Center

Supporters of the Creation of the 2014-2019 Plan

Debbie Hornor, American Heart Association | Richard Lafleur, Anthem Blue Cross & Blue Shield | Paul Coats, City of Lebanon | Michael Devlin, Harvard Pilgrim Health Care Foundation | Helen Costello, New Hampshire Food Bank | Marie Mulroy, New Hampshire Public Health Association

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