

SHAPE-UP DRAFT



1.0 - Introduction

2.0 - Purpose

Citywide health initiative focusing on policy, systems, and environmental change to support healthy eating and physical activity throughout the City of Alexandria implementing sustainable policies and environmental changes. COA Shape-Up utilizes governmental and community partnerships to address obesity in the COA and create healthier environments where Alexandrians live, work, learn, and play.

3.0 - Scope

Locations	Steps to Help Prevent and Decrease Overweight and Obesity
Schools	<ul style="list-style-type: none">•Ensure that the school breakfast and lunch programs meet nutrition standards•Provide food options that are low in fat, calories, and added sugars, increase access to free drinking water and limit the sale of sugar drinks in schools by establishing school wellness and nutrition policies•Enroll elementary, middle, and high schools in USDA’s Team Nutrition program and apply for certification through the Healthier US School Challenge•Put salad bars in schools•Expand programs that bring local fruits and vegetables to schools•Provide all children, from pre-kindergarten through grade 12, with quality daily physical education•Support quality daily physical education in schools and daily physical activity in child care facilities
Work Place	<ul style="list-style-type: none">•Create more opportunities for physical activity at work sites•Support breastfeeding in hospitals and the workplace
Community	<ul style="list-style-type: none">•Assess retail food environment to better understand the current landscape and differences in accessibility to healthier foods•Provide incentives to existing supermarkets and farmers’ markets to establish their businesses in low-income areas or to sell healthier foods•Encourage the food industry to provide reasonable food and beverage portion sizes•Encourage food outlets to increase the availability of low-calorie, nutritious food items•Adopt standards for child care licensing that reduce the availability of less healthy foods and sugar drinks, and limit screen time•Create and maintain safe neighborhoods for physical activity and improve access to parks and playground



4.0 - Objectives

- Encourage urban agriculture in community, school, backyard gardens and, where feasible, on City property
- Improve access to healthy, affordable and locally produced food for all neighborhoods
- Support education regarding the physical and mental health risks of obesity and the benefits of sustainable agriculture, using locally produced food, consuming fresh fruits and vegetables, infant breastfeeding, providing healthy meals in our schools, physical activity and exercise, and maintaining a healthy weight
- Enable programs that increase physical activity and exercise in schools, at work, and in communities, including those that provide safe playgrounds and parks, pedestrian-friendly walkways, bicycle paths and other recreational opportunities
- Improve access to healthy food and safe opportunities for physical activity at the city and neighborhood level
- Employ policy and environmental change strategies to improve safe access to the city's parks, increase retail options available for healthy food purchasing, and help develop tools to integrate urban agriculture and other forms of food production into city and open-space planning across the city, which will ensure equal access to healthy foods for all Alexandrians
- Implement a public media campaign that will encourage COA residents to make healthier choices in conjunction with the environmental changes that will facilitate such choices
- Responsibility Through Volunteerism



SHAPE-UP

DRAFT

5.0 Components

Branding - Initiative Name, Logo, Image, etc...

Advisory

Committee - Evaluate and leverage existing projects, and design and implement new activities supportive of healthy eating and active living.

Provide

Resources - Cycle COA Handbook PDF, Walking Trails Map, Bike Routes Map

Promote - Implement a public media campaign that will encourage Alexandria residents to make healthier choices in conjunction with the environmental changes that will facilitate such choices

Education - Support education regarding the physical and mental health risks of obesity and the benefits of sustainable agriculture, using locally produced food, consuming fresh fruits and vegetables, infant breastfeeding, providing healthy meals in our schools, physical activity and exercise, and maintaining a healthy weight

Partnerships - Collaborate with organizations (*Fit Families for Cenla, CLCF, BSBSLA, COA Parks & Recreation, U.S. Forest Service, LA Forest Service, APACVB, LSUA, Rapides Parish School Board, Rapides Foundation, Kent House (La Tour de Bayou), AMOA (Dragon Boat Races), Food Bank of Central Louisiana, GAEDA, CLEDA, Chamber of Commerce, etc...



SHAPE-UP DRAFT

Website - Free Wellness Portal - Set personal health goals, map walks and runs, find new workouts, get nutrition tips, track your progress, and team up with friends to coordinate group activities, Health Event Calendar, Resource Directory, Resource Maps

Health

Initiatives - Add healthier beverages to vending machines and cafeterias in our schools and city buildings, improved access to farmers' markets, build backyard and community gardens, and change the way people use our city streets through designated shared lanes.

Youth Fitness - Government with local leaders to evaluate and leverage existing projects, and design and implement new activities supportive of healthy eating and active living. Recreation centers will become the primary distribution vehicle for Youth Health programs.

Nutrition Program - Provide breakfasts, snacks and lunches for children ages 0-18* from May of each year through August.

Alexandria Run - Create a nonprofit organization that operates and supports running programs for children and youth in Alexandria and inspire children in largely underserved communities to improve fitness and self-esteem through 15-minute organized runs, as well as digital learning, and lesson plans for teachers that align with the Louisiana Performance Standards. This program would train kids from different schools together, thereby breaking down racial and cultural stereotypes and forging friendships that might not otherwise be formed.

*Ongoing Assessment - Program will utilize a consistent measurement tool to chart each participant's progress and success, and create an individualized health action plan for every child.



SHAPE-UP DRAFT

6.0 - Implementation

Implementation should be focused on the following connective strategies:

- **Sustainability:** Ensure that programs and services can be sustained for the duration of their need.
- **Partnership:** Implementers should seek collaborators where possible to enhance the effectiveness and sustainability of services.
- **Accessibility:** This includes communication to potential users, the economic resources of potential users, and transportation availability.
- **Skill Development:** Resources should be made available to enhance the skills of those responsible for implementing programs and for parents.

7.0 - Organization

