

# *Building Healthy Communities*

## Key Resources

### General

#### CPPW Pre-Application Webinar

- "Understanding Policy and Environmental Approaches to Reducing Chronic Disease Risk Factors."  
<https://cc.readytalk.com/cc/playback/Playback.do?id=cjyv22>

### Tobacco

#### Best Practices for Comprehensive Tobacco Control Programs

- Evidence-based guide to help states plan and establish effective tobacco control programs to prevent and reduce tobacco use, including among school-age youth.  
[http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/index.htm](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/index.htm)

#### Key Outcome Indicators for Evaluating Comprehensive Tobacco Control Programs Category

- Provides information on 120 key outcome indicators for evaluation of statewide comprehensive tobacco prevention and control programs.  
[http://www.cdc.gov/tobacco/tobacco\\_control\\_programs/surveillance\\_evaluation/key\\_outcome/index.htm](http://www.cdc.gov/tobacco/tobacco_control_programs/surveillance_evaluation/key_outcome/index.htm)

#### Best Practices User Guide: Coalitions -- State and Community Interventions Category

- Focuses on the critical role coalitions play in a comprehensive tobacco control program and provides tobacco control program managers with information on the best practices of utilizing coalitions to make policy change.  
[http://www.cdc.gov/tobacco/stateandcommunity/bp\\_user\\_guide/index.htm](http://www.cdc.gov/tobacco/stateandcommunity/bp_user_guide/index.htm)

#### Programs and Funding Guidelines for Comprehensive Local Tobacco Control Programs (National Association of County and City Health Officials, 2009)

- Includes the latest tobacco control evidence and the effects of inflation on program funding estimates.
- Informs local decision-makers and health planners about selecting and funding evidence-based interventions for reducing and preventing tobacco use, identifying and eliminating health disparities related to tobacco use, and protecting people from secondhand smoke.

Available in late April 2010 at <http://www.naccho.org/topics/HPDP/tobacco/Index.cfm>.

#### Guidelines for School Health Programs to Prevent Tobacco Use and Addiction.

- Strategies that are most likely to be effective in preventing tobacco use and addiction among young people.  
<http://www.cdc.gov/mmwr/PDF/RR/RR4302.pdf>

### Nutrition

#### The State Indicator Report on Fruits and Vegetables, 2009

- Provides information on fruit and vegetable consumption and policy and environmental support within each state.  
[http://www.fruitsandveggiesmatter.gov/health\\_professionals/statereport.html/](http://www.fruitsandveggiesmatter.gov/health_professionals/statereport.html/)

#### Nutrition Standards for Foods in Schools: Leading the Way toward Healthier Youth: *FACT SHEETS*

- Resource for parents, schools, service providers, and youth regarding the development of strong nutrition standards for foods outside of the school meal program.  
[http://www.cdc.gov/Healthyyouth/nutrition/pdf/nutrition\\_factsheet\\_parents.pdf](http://www.cdc.gov/Healthyyouth/nutrition/pdf/nutrition_factsheet_parents.pdf)  
[http://www.cdc.gov/Healthyyouth/nutrition/pdf/nutrition\\_factsheet\\_schools.pdf](http://www.cdc.gov/Healthyyouth/nutrition/pdf/nutrition_factsheet_schools.pdf)  
[http://www.cdc.gov/Healthyyouth/nutrition/pdf/nutrition\\_factsheet\\_service.pdf](http://www.cdc.gov/Healthyyouth/nutrition/pdf/nutrition_factsheet_service.pdf)  
[http://www.cdc.gov/Healthyyouth/nutrition/pdf/nutrition\\_factsheet\\_youth.pdf](http://www.cdc.gov/Healthyyouth/nutrition/pdf/nutrition_factsheet_youth.pdf)

#### Health Education Curriculum Analysis Tool (HECAT)

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- Helps school districts, schools, etc. conduct a clear and consistent analysis of health education curricula based on the National Health Education Standards and CDC's Characteristics of Effective Health Education Curricula.  
<http://www.cdc.gov/HealthyYouth/HECAT/index.htm>

### **Making It Happen: School Nutrition Success Stories**

- Contains 32 success stories of innovative K-12 schools across the United States that improved their school nutrition environments for foods and beverages sold and offered outside of federal meal programs.
- Includes ideas on what to improve, how to do it, and partners in change.  
<http://www.cdc.gov/Healthyyouth/nutrition/Making-It-Happen/pdf/toc.pdf>

### **The CDC Guide to Breastfeeding Interventions**

- Provides information to help state and local community members choose the breastfeeding intervention strategy that best meets their needs.  
<http://www.cdc.gov/breastfeeding/resources/guide.html>

### **Public Health Law and Policy Project**

- Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved
- Establishing Land Use Protections for Community Gardens
- How to Use Economic Development Resources to Improve Access to Healthy Food
- Model Healthy Food Zone Ordinance  
<http://www.phlpnet.org/>

### **Prevention Institute**

- Healthy Food Incentive Policies Database  
<http://www.preventioninstitute.org>

## **Physical Activity**

### **How Much Physical Activity Do You Need?**

- The new 2008 Physical Activity Guidelines for Americans is available in a format that is easy to understand for adults, older adults and children.  
<http://www.cdc.gov/physicalactivity/everyone/guidelines/index.html>

### **Physical Education Curriculum Analysis Tool (PECAT).**

- Helps school districts conduct a clear, complete, and consistent analysis of written physical education curricula, based upon national physical education standards. The PECAT is customizable to include local standards. The results from the analysis can help school districts enhance existing curricula, develop their own curricula, or select a published curriculum, for the delivery of quality physical education in schools.  
<http://www.cdc.gov/HealthyYouth/PECAT/index.htm>

### **Youth Physical Activity Guidelines Toolkit**

- Can be used by anyone who promotes youth physical activity, including community leaders; physical education and health education teachers; physical activity coordinators at the school, district, and state levels; and physical activity practitioners working in health or community-based organizations.  
<http://www.cdc.gov/Healthyyouth/physicalactivity/guidelines.htm#1>

### **Guidelines for After School Physical Activity and Intramural Sport Programs**

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- Produced by the National Association for Sport and Physical Education's (NASPE), these guidelines provide teachers, school activity directors, school administrators, and program leaders with information for planning and implementing after-school physical activity and intramural programming for children in grades K–12.  
<http://www.aahperd.org/naspe/standards/upload/Guidelines-for-After-School-PA-Intramural-Sport-Programs-2001.pdf>

### **CDC's Community Guide for Preventive Services**

- Community-scale urban design and land use policies
- Street-scale urban design/land use policies  
<http://www.thecommunityguide.org>

### **National Complete Streets Coalitions**

- Complete Streets Atlas
- Model Complete Streets Communications Plan
- Model Policies and Policy Elements  
<http://www.completestreets.org/>

### **Alliance for Biking and Walking**

- Bicycling and Walking in the United States: 2010 Benchmarking Report  
<http://www.peoplepoweredmovement.org>

### **Active Living By Design**

- Active Living By Design Community Profiles
- Using Active Living Principles to Promote Physical Activity in Rural Areas  
<http://www.activelivingbydesign.org>

### **Active Living Research**

- Models for Change: Lessons for Creating Active Living Communities
- Designing for Active Transportation Research Summary
- Designing for Active Recreation Research Summary  
<http://www.activelivingresearch.org>

### **California Center for Physical Activity**

- Healthy Transportation Network  
<http://www.caphysicalactivity.org>

### **Public Health Law and Policy Project**

- Model Comprehensive Plan Language on Complete Streets
- Model Complete Streets Laws and Resolutions  
<http://www.phlpnet.org>

### **Rails to Trails Conservancy**

- Active Transportation for America: A Case for Increased Federal Investment in Bicycling and Walking  
<http://www.railstotrails.org>

### **National Highway Traffic Safety Administration (NHTSA)**

- NHTSA Safe Routes to School Toolkit
- Safe Routes to School - Practice & Promise
- Resource Guide on Laws Related to Pedestrian and Bicycle Safety  
<http://www.nhtsa.dot.gov>

## *Building Healthy Communities* Key Resources

### **Safe Routes to School National Partnership (SRTSNP)**

- Sample Local Programs
  - Parent Survey Evaluation
  - State Policies: Best Practices
- <http://www.saferoutespartnership.org>

### **National Center for Safe Routes to School**

- Safe Routes to School Online Guide
  - Walking School Bus Guide
  - Walkability Checklist
  - Bikeability Checklist
- <http://www.saferoutesinfo.org>

### **Joint Use**

- Joint Use 101
  - Joint Use Agreement Templates
  - Joint Use Agreement Checklist
- <http://www.jointuse.org>

## **Obesity**

### **CDC Recommended Strategies and Measurements to Prevent Obesity in the United States**

- Twenty-four recommended obesity prevention strategies focusing on environmental and policy level change initiatives that can be implemented by local governments and school districts to promote healthy eating and active living. An implementation guide includes measurement data protocols, a listing of useful resources, and examples of communities that successfully implemented each obesity prevention strategy.
- <http://www.cdc.gov/obesity/recommendations.html>

### **The CDC Guides to Strategies Preventing Obesity and Other Chronic Diseases**

- Describes the level of evidence supporting strategies that may be effective to increase: physical activity, consumption of fruits and vegetables, and breastfeeding; and to decrease: television viewing, consumption of sugar-sweetened beverages, and consumption of high-energy dense foods (high calorie/low nutrient foods).
- Directs public health organizations in selecting strategies that that will support healthy eating and active living by offering the most relevant information on each type of strategy to help the reader make wise decisions.
- *CDC's Guide to Breastfeeding Interventions* is available now at <http://www.cdc.gov/breastfeeding/resources/guide.htm>. Additional titles in the series will be released in Summer 2010 and available off of <http://www.cdc.gov/nccdphp/DNPAO/publications/index.html>.

### **Body Mass Index Measurement in Schools**

- Describes the purpose of school-based BMI surveillance and screening programs, examines current practices, and reviews research on BMI measurement programs.
- <http://www.cdc.gov/healthyyouth/obesity/BMI/index.htm>

### **CDC's LEAN Works!**

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- Interactive Web site offering tools and evidence-based resources to design effective worksite obesity prevention and control programs, including an obesity cost calculator to estimate how much obesity is costing your company and how much savings your company could reap with different workplace interventions.

<http://www.cdc.gov/leanworks/>

### **Nutrition, Physical Activity and Obesity Legislative Database**

- Search for state bills related to nutrition and physical activity topics.

<http://apps.nccd.cdc.gov/DNPALeg./index.asp>

## **General School Health**

### **How Schools Work and How to Work with Schools (National Association of State Boards of Education)**

- A guide for those who want the education, health, and social services sectors to work more closely together at the local and state levels to improve the health and wellbeing of young people.

Visit [www.nasbe.org](http://www.nasbe.org) or call 1-800-220-5183 to order.

### **School Health Index**

- Self-assessment tool and planning guide to help schools identify the strengths and areas for improvement in school health and safety policies and programs, and guides them through a collaborative action planning process based upon assessment results in order to improve student health and safety.

<https://apps.nccd.cdc.gov/shi/default.aspx>

### **Make a Difference at your School**

- Synthesizes a review of scientific evidence to determine which school-based policies and practices are most likely to improve key health behaviors among young people, including physical activity and health eating. CDC identified 10 evidence-based strategies for schools to implement in addressing childhood obesity. This document highlights user-friendly tools from CDC and its partners that help schools effectively implement each of the strategies.

<http://www.cdc.gov/HealthyYouth/keystrategies/pdf/make-a-difference.pdf>.

## **Built Environment**

### **NACCHO's Community Design/Land Use Planning Program**

- Health Impact Assessment: Quick Guide
- Healthy Community Design Toolkit
- Land Use and Public Health Collaboration Flowchart

<http://www.naccho.org>

### **CDC's Healthy Places Website**

<http://www.cdc.gov/healthyplaces>

### **American Planning Association**

- Planning and Community Health Research Center
- Planning for Healthy Places with Health Impact Assessments Online Course
- Planning Active Communities (PAS Report 543-544)
- Community and Regional Food Planning (PAS Memo, September 2007)

<http://www.planning.org>

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### **Prevention Institute**

- ENACT: Environmental Nutrition and Activity Tool  
<http://www.preventioninstitute.org>

### **Strategic Alliance for Healthy Food and Activity Environments**

- Model Local Policies Database  
<http://eatbettermovemore.org>

### **Human Impact Partners**

- Health Impact Assessment: A Toolkit for Community Based Planning  
<http://www.humanimpactpartners.org>

### **Local Government Coalition**

- Participation Tools for Better Community and Land Use Planning
- Building Livable Communities with Transit - Elements of Good Transit-Oriented Development.
- Why Build Near Transit? - The economic and social benefits of transit oriented development.  
<http://www.lgc.org>

### **Robert Wood Johnson Foundation**

- Leadership for Healthy Communities Action Strategies Toolkit
- Improving Access to Healthy Foods: A Guide for Policy-Makers
- Increasing Active Living: A Guide for Policy-Makers  
<http://www.leadershipforhealthycommunities.org> and <http://www.healthimpactproject.org>

## **Vulnerable Populations**

### **CDC PRC Healthy Aging Network (HAN) Institutions**

- Environmental Audit Tools and Protocol
- Promoting Environmental and Policy Change to Support Healthy Aging
- Shapeup! Seattle: A Neighborhood Physical Activity Guide For Senior Adults  
<http://www.prc-han.org>

### **AARP Public Policy Institute Livable Communities Program**

- Planning Complete Streets for an Aging America
- Legislating Mobility Options: A Survey of State Laws Promoting Public Transit, Walking, and Bicycling
- Livable Communities: An Evaluation Guide  
<http://www.aarp.org/research/ppi/liv-com>

### **University of Illinois at Chicago Center on Health Promotion for Persons with Disabilities**

- National Center on Physical Activity and Disability (NCPAD)
- Universal Design and Health Promotion: Built Environment Instruments Addressing Health Promoting Behaviors
- Health Empowerment Zone and Health Empowerment Zone Environmental Assessment Tool (HEZEAT)  
<http://www.uic-chp.org/index.html>

## **Media and Communication**

### **CDC Health Marketing Resources and Tools**

- Information on the basics of health marketing, audience research and channels.

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[www.cdc.gov/healthmarketing/](http://www.cdc.gov/healthmarketing/)  
[www.cdc.gov/healthmarketing/resources.htm#audience](http://www.cdc.gov/healthmarketing/resources.htm#audience)

### **CDCynergy**

- Method for planning and implementing health communication, media examples and resources.  
[www.cdc.gov/healthmarketing/cdcynergy/editions.htm](http://www.cdc.gov/healthmarketing/cdcynergy/editions.htm)
- CDCynergy Social Marketing Edition - <http://www.orau.gov/cdcynergy/soc2web/default.htm>
- CDCynergy Heart Disease and Stroke Prevention Edition  
[www.cdc.gov/dhdsp/cdcynergy\\_training/Content/activeinformation/Movie1.htm](http://www.cdc.gov/dhdsp/cdcynergy_training/Content/activeinformation/Movie1.htm)

### **The Pink Book – Making Health Communication Programs Work (National Cancer Institute)**

- Adaptable health communication planning for issue and budget.  
[www.cancer.gov/PDF/41f04dd8-495a-4444-a258-1334b1d864f7/Pink\\_Book.pdf](http://www.cancer.gov/PDF/41f04dd8-495a-4444-a258-1334b1d864f7/Pink_Book.pdf)

### **CDC Office on Smoking and Health (OSH) – Media Communication**

- Counter marketing, CDC-licensed advertisements (including state health departments).  
[www.cdc.gov/tobacco/media\\_communications/index.htm](http://www.cdc.gov/tobacco/media_communications/index.htm)

### **CDC Social Media**

- Social media channels, webpage guidelines and campaigns.  
[www.cdc.gov/socialmedia/](http://www.cdc.gov/socialmedia/)  
[www.cdc.gov/healthmarketing/ehm/](http://www.cdc.gov/healthmarketing/ehm/)

### **CDC's VERB Campaign**

- CDC's multicultural campaign to increase physical activity among 'tweens' (children aged 9-13).  
[www.cdc.gov/youthcampaign/research/ajpm.htm](http://www.cdc.gov/youthcampaign/research/ajpm.htm)

### **Media**

- Reaching Media:  
Web: [www.cdc.gov/media](http://www.cdc.gov/media)  
Associated Press Style: [http://copyediting-grammar-style.suite101.com/article.cfm/how\\_to\\_write\\_in\\_ap\\_style](http://copyediting-grammar-style.suite101.com/article.cfm/how_to_write_in_ap_style)  
Writing: <http://communicatingscience.aaas.org/Documents/AAAS%20Media%20Tips.pdf>  
Mass Media: [http://www.seedwiki.com/Accounts/joseph\\_kezzie\\_30178/annurev.publhealth.25.101802.pdf](http://www.seedwiki.com/Accounts/joseph_kezzie_30178/annurev.publhealth.25.101802.pdf)

### **Data and Statistics**

- CDC Youth Risk Behavior Surveillance System (YRBSS)  
[www.cdc.gov/HealthyYouth/yrbs/index.htm](http://www.cdc.gov/HealthyYouth/yrbs/index.htm)
- CDC's Behavioral Risk Factor Surveillance System (BRFSS)  
[www.cdc.gov/brfss/](http://www.cdc.gov/brfss/)
- CDC Health Styles  
[www.cdc.gov/HealthMarketing/entertainment\\_education/healthstyles\\_survey.htm](http://www.cdc.gov/HealthMarketing/entertainment_education/healthstyles_survey.htm)