



**Choose Better.**

**Live Better.**

**Buncombe County Health and Human Services**

*Making the Healthy Choice the Easy Choice*

**April 16, 2013**

# April is **Public Health** Month



Was mom healthy before she got pregnant?

Can they afford to see a doctor when they are sick?

Is the healthy choice the easy choice?

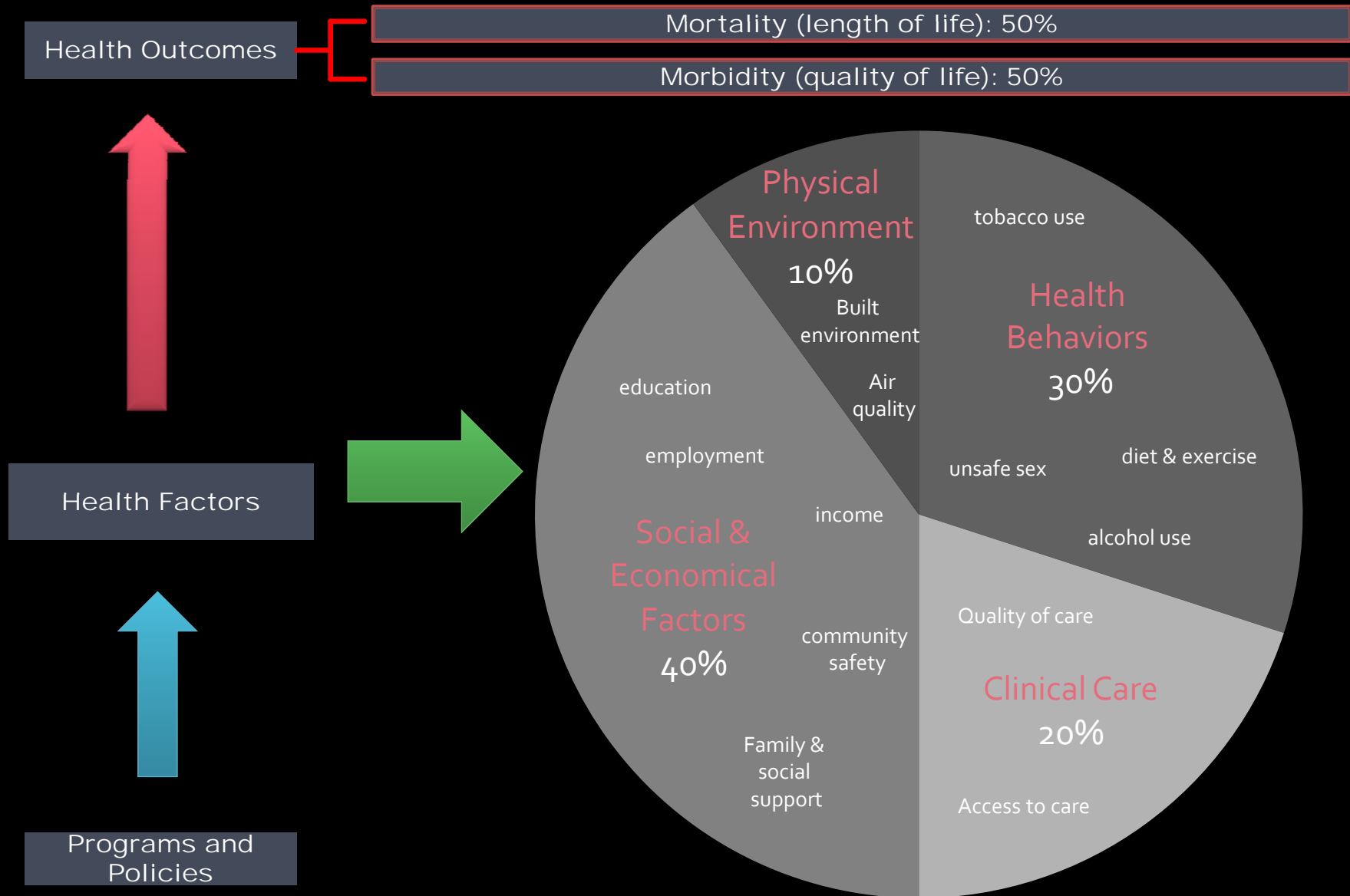
Are their children getting the support they need to be ready for school?



**Protect. Prevent. Promote.**

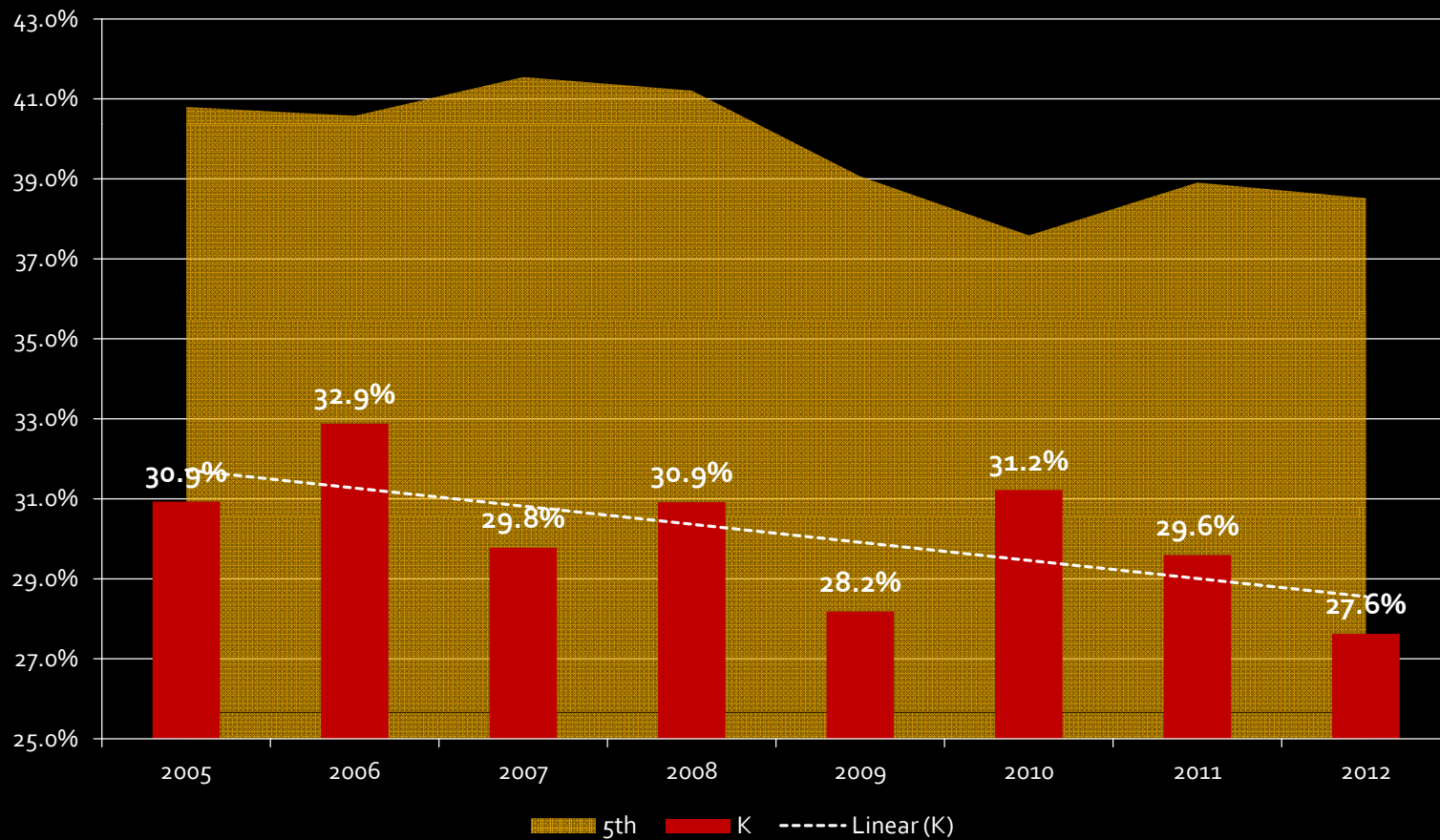


# County Health Rankings

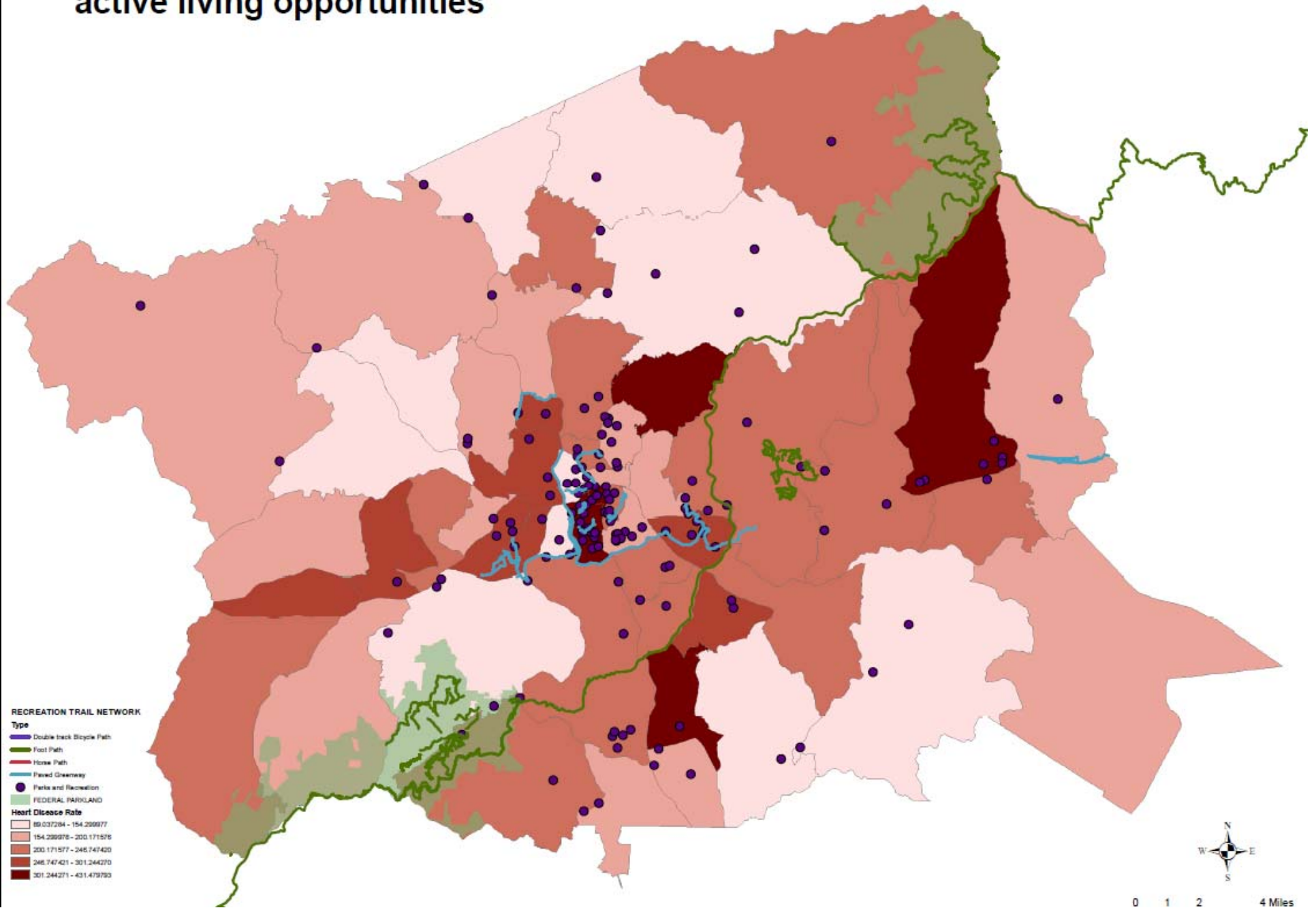


# Key Obesity Indicator: BMI

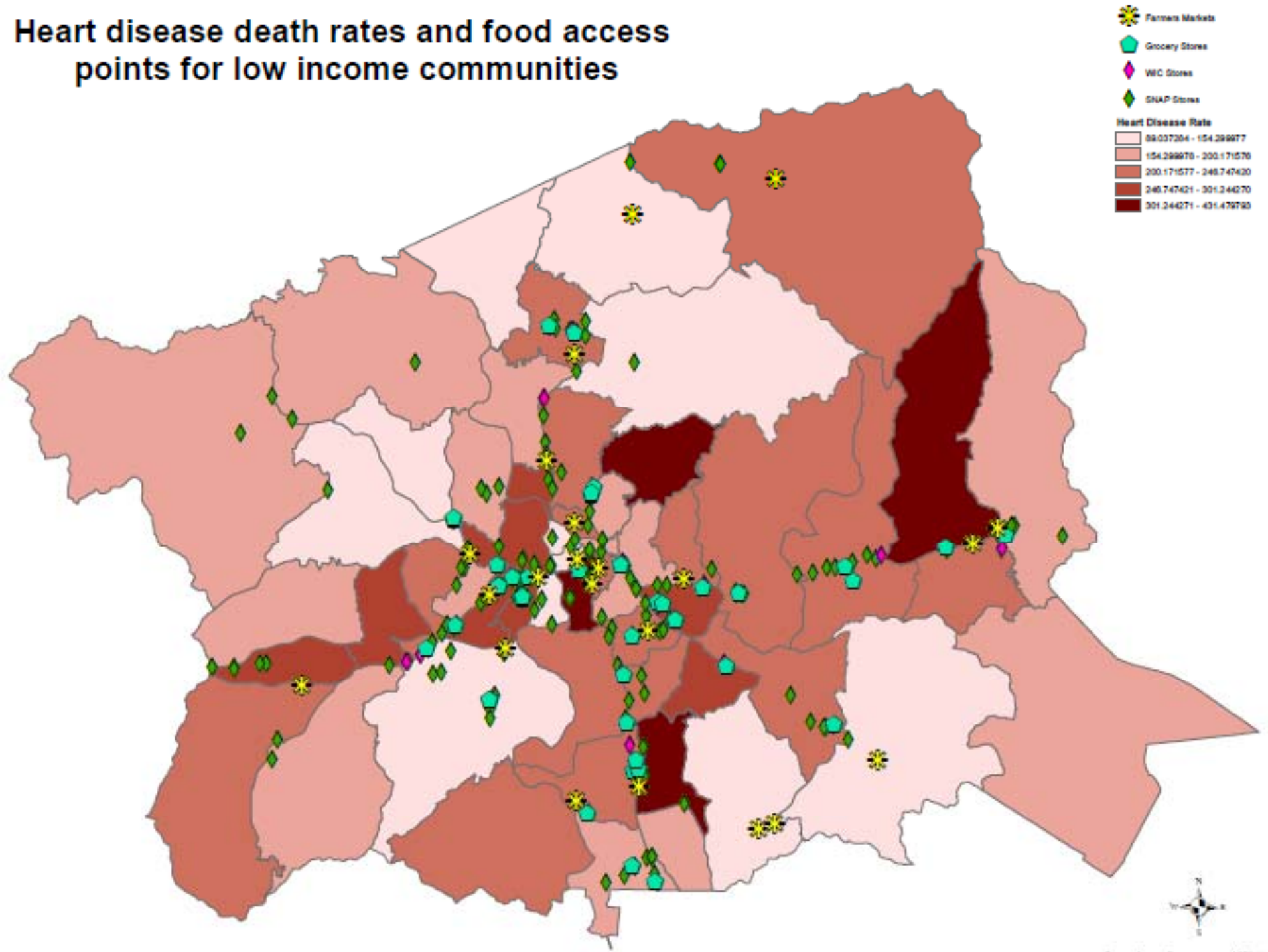
Percent of Buncombe Students Overweight and Obese  
Based on BMI Screening  
Kindergarten and 5th Grade, 2005-2012



# Heart disease death rates and active living opportunities



# Heart disease death rates and food access points for low income communities



## ECONOMY

-  Sustainable Local Food Systems
-  Sustainable Localized Economy
-  Workforce Development

## ENVIRONMENT

-  Partnerships for Conservation/Preservation/Restoration of Natural Resources
-  Pollution and Waste Prevention
-  Accessible, Multi-Modal, and Efficient Transportation Network

# Buncombe County Sustainability Goals

## COMMUNITY

-  Educational Resources that Match the Needs of the Community
-  Equity in Access
-  Healthy People
-  Safe, Low-Crime Communities
-  Affordable, Green, and Livable Housing
-  Resistance to Natural and Manmade Hazards
-  Citizen Participation in Community Decisions
-  Healthy Environments



# Most Effective Strategies Address Multiple Levels

**Individual level** interventions include education & life skills training

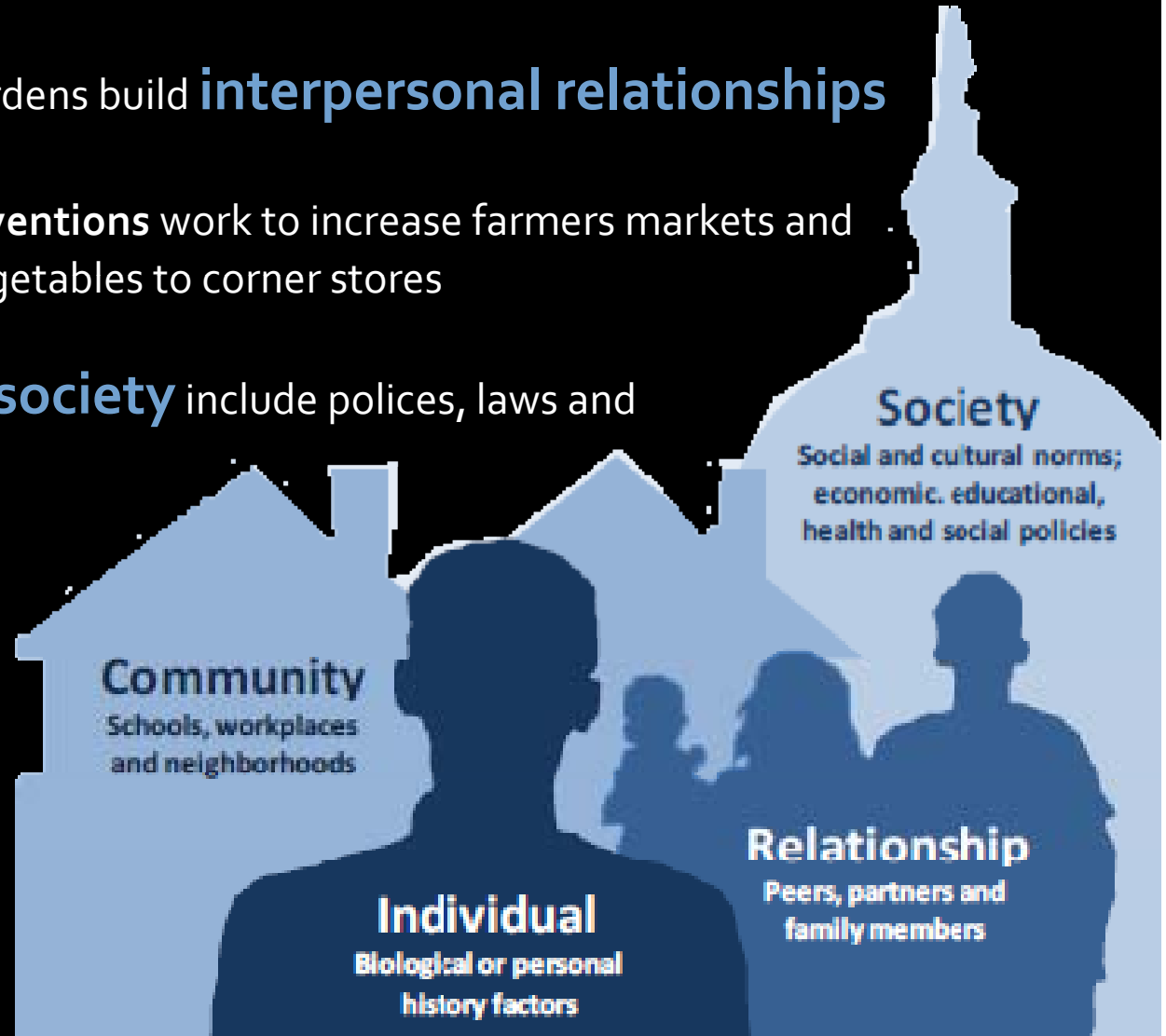
Walking clubs, community gardens build **interpersonal relationships**

**Community level** interventions work to increase farmers markets and bring more fresh fruits and vegetables to corner stores

Interventions that impact our **society** include polices, laws and regulations

Change  
Cultural  
Norms

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# Individual Level Interventions



Parks & Recreation Events  
Employee Health Screenings  
Nutrition Classes

# Interventions that Impact Interpersonal Relationships



Bike Clubs  
Community Gardens  
Walking Clubs  
Bike Rodeo  
Mayor's Leadership Ride



# Community Level Interventions



**Safe Routes to School  
County Greenway Plan  
PVA Farmers Market at DHHS**



# Societal Level Interventions



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## Changing Community Norms



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## 5 SOLUTIONS FOR CHANGING OUR COMMUNITIES

INTEGRATE PHYSICAL ACTIVITY  
EVERY DAY IN EVERY WAY.

STRENGTHEN SCHOOLS AS  
THE HEART OF HEALTH.

MARKET WHAT MATTERS  
FOR A HEALTHY LIFE.



ON THEIR OWN, ANY ONE OF THESE FIVE  
SOLUTIONS MIGHT HELP SPEED UP PROGRESS  
IN PREVENTING OBESITY, BUT TOGETHER, THEIR  
EFFECT WOULD BE REINFORCED, AMPLIFIED,  
AND MAXIMIZED.

ACTIVATE EMPLOYERS AND  
HEALTH CARE PROFESSIONALS.

MARKET

FRESH  
PRODUCE  
AVAILABLE!

MAKE HEALTHY FOODS  
AVAILABLE EVERYWHERE.

**ANYONE AND EVERYONE CAN BE A LEADER AND PLAY A PART IN IMPLEMENTING THESE FIVE SOLUTIONS.  
WHAT CAN YOU DO TO HELP SOLVE OUR OBESITY PROBLEM?**

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## ASHEVILLE BUNCOMBE FOOD POLICY COUNCIL

*The Food Policy Council's mission is to identify and propose innovative solutions to improve local food systems, spurring local economic development and making food systems environmentally sustainable and socially just.*

### Year One Successes



### Future Goals

*Engage County leadership and staff to identify and initiate food policy improvements and to seek opportunities to collaborate with FPC to improve food security consistent with Buncombe County's public health and Sustainability Plan objectives.*







PVA Peace Garden

Basil	3 <sup>00</sup>
Parsley	2 <sup>50</sup>
Garlic	3 <sup>00</sup>
Cilantro	2 <sup>00</sup>
Beets	3 <sup>50</sup>
Potatoes	1 <sup>50</sup> /16
Squash	4 <sup>00</sup> /16
Rhubarb	3 <sup>50</sup>
Beans	4 <sup>50</sup> /16

PEAS & COMMUNITY

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