



North Dakota Healthy Eating and Physical Activity: A State Plan for Action

2008-2013

VISION: We envision a future in which North Dakotans are physically active, eat healthy foods and live in communities that support those behaviors.

PURPOSE: Provide a framework for working together to educate, advocate for policies, and build and support environments that make it easier for North Dakota residents to choose healthy foods and be physically active. Creating healthy environments in communities across the state can:

- improve the quality of life,
- reduce rates of chronic disease,
- slow the increase in the proportion of children and adults who are overweight and obese, and
- reduce the healthcare financial burden.

OVERALL GOAL: Prevent and control chronic diseases through healthful eating and physical activity.

GOALS:

1. Create and sustain healthy eating and physical activity environments through policy development.
2. Improve access to healthy foods and places for physical activity.
3. Promote healthy lifestyles by building and enhancing partnerships.
4. Use best and promising practices to guide efforts to improve healthy eating and physical activity.
5. Continually and respectfully work to reduce disparities related to physical inactivity and poor nutrition.

GOAL 1: Create and sustain healthy eating and physical activity environments through policy development.

Objective A: By 2009, identify and assess current policies relating to healthy eating and physical activity.

1. Gather baseline data of state and local policies that support healthy eating and physical activity.
2. Establish and maintain tracking system for healthy eating and physical activity policies.

Objective B: By 2013, increase from baseline the number of comprehensive policies relating to healthy eating and physical activity.

1. Support and promote state child care, chronic disease and aging programs and organizations that include policies for healthy eating and physical activity.
2. Promote effective policies and environmental changes for improved school nutrition services, nutrition education, physical education and physical activity programs as specified in state level plans. www.dpi.state.nd.us/health/index.shtm
3. Support local school districts in efforts to implement, evaluate and continuously improve local wellness policies.
4. Support local healthy eating and physical activity coalitions in their efforts to develop, implement, and evaluate local healthy eating and physical activity policies.
5. Support and advocate for worksites to establish and strengthen policies that promote healthy eating and physical activity.
 - Support and promote insurance incentives for businesses that offer worksite wellness programs.
6. Advocate for policies that recognize and support the importance and practice of breastfeeding.
7. Influence decision-makers to support healthy eating and physical activity policies.
 - Create awareness of the investment value of healthy eating and physical activity through effective communications.
8. Advocate for legislative policies that assist federal, state and local entities in improving healthy eating and physical activity environments.

GOAL 2: Improve access to healthy foods and places for physical activity

Objective A: By 2009, identify and assess access to healthy foods and places for physical activity.

1. Gather baseline data that assesses the availability of opportunities for healthy eating and physical activity.
2. Establish and maintain a system to track availability of opportunities for healthy eating and physical activity.

Objective B: By 2013, increase from baseline access to healthy foods and places for physical activity.

1. Promote changing the built environment (the man-made physical structures and infrastructure of schools and communities) to increase and sustain opportunities for physical activity.
 - Support community beautification efforts that provide safe and inviting environments for physical activity.
2. Support local park districts and state parks in implementing their strategic goals related to physical activity and healthy lifestyles. www.nrpa.org; www.parkrec.nd.gov
 - Support efforts to preserve, enhance and expand parks as areas for physical activity.
 - Encourage use of park facilities and participation in park programming.
3. Promote community development that facilitates safe walking and biking opportunities.
 - Support and promote walk and bike to school programs.
 - Advocate for safety and the prevention of injuries when promoting physical activity in communities and schools.
4. Support and promote school nutrition programs and school nutrition education and training to serve meals and other foods that meet the goals of the 2005 Dietary Guidelines.
5. Collaborate with food-assistance and nutrition education programs to educate participants regarding healthy eating and physical activity and to reduce food insecurity.
6. Collaborate with North Dakota agriculture, commodity, processor, environmental and Extension groups to promote healthy North Dakota grown products.
7. Support and promote the development of community and school gardens.
8. Support and promote Farmers Markets to increase volume of sales, variety of products and number of sites.
9. Promote healthy eating choices in restaurants, grocery stores, and convenience stores.
10. Encourage worksites to develop and promote opportunities for physical activity and healthy food and beverage choices.
11. Ensure access to comprehensive, current and culturally appropriate lactation care and services for all women, children and families.
 - Increase protection, promotion and support for breastfeeding mothers in the work force.
12. Encourage decision makers to consider affordability when developing and implementing plans to increase access to healthy eating and physical activity opportunities.

GOAL 3: Promote healthy lifestyles by building and enhancing partnerships.

Objective A: By 2009, identify and assess existing partnerships.

1. Participate in the Healthy North Dakota collaborative to enhance existing relationships. www.healthynd.org
2. Support, and develop where needed, local healthy eating and physical activity coalitions.
3. Support and expand community breastfeeding coalitions.
4. Collaborate with food-assistance and nutrition education programs.
5. Support the collaborative efforts among the United States Department of Agriculture Food and Nutrition Service programs.
www.fns.usda.gov/oane/SNAP/Plans/NorthDakota.htm
6. Collaborate with the North Dakota agriculture, commodity, processor, environmental and Extension groups to promote healthy North Dakota grown products.
7. Continue to link and foster partnerships to promote fruit and vegetable consumption.
 - Maintain a state-level presence with the National Fruit and Vegetable Alliance through the Centers for Disease Control and Prevention.
 - Support and promote the development of community and school gardens.
 - Support and promote Farmers Markets to increase volume of sales, variety of products and number of sites.
8. Support and promote state child care, chronic disease and aging programs and organizations that include healthy eating and physical activity objectives and strategies in their plans.
9. Identify, assess and obtain funding resources through partnerships.
10. Evaluate partnership efforts by listing existing partnerships and linkages formed.

Objective B: By 2013, engage and collaborate with new partners.

1. Participate in the Healthy North Dakota collaborative to build new relationships that have potential to improve healthy eating and physical activity.
 - Explore collaboration opportunities with fish and wildlife organizations.
2. Work with producers to develop and promote healthy North Dakota food products.
3. Work with zoning, transportation and other policy makers to create and protect spaces for physical activity.
4. Promote opportunities that provide intergenerational activities to increase understanding and relationships between generations.
 - Explore involving seniors in community and school garden programs.
 - Explore involving seniors in walk to school programs.
5. Identify, assess and obtain funding resources through partnerships.
6. Evaluate partnership efforts by listing new partnerships and linkages formed.

GOAL 4: Use best and promising practices to guide efforts to improve healthy eating and physical activity.

Objective A: By 2009, identify best and promising practices for healthy eating and physical activity.

1. Select method for determining best and promising practices.
2. Link to web-based resources for sharing best and promising practices.

Objective B: By 2013, promote and communicate best and promising practices to stakeholders in school, worksite, community and healthcare settings.

1. Conduct community-wide campaigns to increase awareness of choices for and health benefits resulting from healthy eating and regular physical activity.
2. Promote healthy eating and regular physical activity through counseling and education from healthcare providers and other organizations.
3. Support national and local efforts to reduce recreational screen-time.
4. Support and promote efforts to increase the number of meals that families eat together at home.
5. Provide professional development to leaders and partners about the use of best and promising practices for promoting healthy lifestyles.
6. Support the initiatives of the Healthy North Dakota Breastfeeding Strategic Plan which incorporates six identified evidence based strategies for breastfeeding interventions.

GOAL 5: Continually and respectfully work to reduce disparities related to physical inactivity and poor nutrition.

Objective A: By 2009, identify disparities related to physical inactivity and poor nutrition.

1. Collect data from existing data systems to identify populations who are disproportionately affected by physical inactivity, poor nutrition, obesity, and chronic diseases related to physical inactivity and poor nutrition.
2. Identify gaps in data collection that pertain to disparate populations.

Objective B: By 2013, increase the number of disparate populations addressed by partners when planning and implementing programs and activities to improve physical inactivity and poor nutrition.

1. Increase awareness of disparities related to physical inactivity and poor nutrition among partners.
2. Encourage local partners to include disparate populations when planning and implementing programs and activities.
3. Support and seek guidance from the Healthy North Dakota Health Disparities Committee for assistance in reaching those facing inequalities.
4. Explore opportunities for designing and disseminating culturally and linguistically accurate messages.