

Live.Well.Norton is a small coalition with big dreams. Its mission states: We believe that health is wealth for our economy and our quality of life. Where people live, work and play profoundly impacts community health. Creating environments where the healthy choice can be the easier choice is powerful in helping residents take charge of their own health and wellness.

Community Perception

- Half of Norton County respondents to a 2021 Blue Cross Blue Shield of Kansas survey said they disagree or strongly disagree that the county has sufficient options for healthy eating.
- 90% of survey respondents were supportive or strongly supportive of policies that prohibit indoor use of commercial tobacco and vaping products, while 55% had the same sentiment for policies prohibiting outdoor use.
- 65% of survey respondents were not yet aware of the *Pathways to a Healthy Kansas* Initiative being implemented in Norton County.

“The Pathways grant provides financial resources and a wealth of expertise to seriously improve our quality of life and our county’s health outcomes.”

— Gina Frack, Live.Well.Norton president and Norton County Hospital CEO



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Norton County



Healthy Eating

Live.Well.Norton works with the Kids’ Café, a free summer meal program for children that continues to grow. This is one example of how food inequality is being addressed in Norton County. Live.Well.Norton looks forward to engaging stakeholders to develop a formal food system plan that identifies gaps in offering healthy foods countywide.



Active Living

Increasing safe opportunities for physical activity is a passion of Live.Well.Norton, which has developed trails to increase walkability and bikeability, but there is more to do. The coalition will work with the City of Norton to establish a comprehensive bike and pedestrian plan to expand trails and increase connectivity.

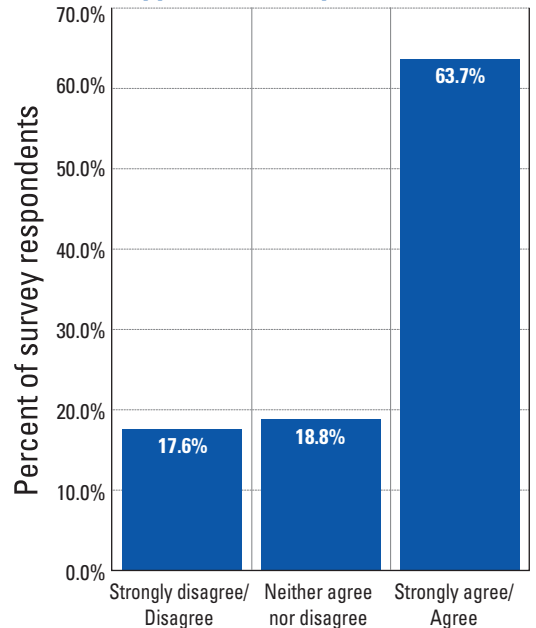


Commercial Tobacco Control

The rise of vaping use and its adverse health effects in young people has led to a desire to take action among Norton County public health officials and school administrators. Live.Well.Norton is looking at new opportunities that enhance anti-tobacco/vaping policies and educational efforts for K-12 students and staff.



Initiative Wide: In general, my community has sufficient opportunities for physical activity.



Key findings:

Approximately two-thirds of respondents across 24 *Pathways* communities said that their community has sufficient options for physical activity.

Results are based on data from an initiative-wide survey of Blue Cross and Blue Shield of Kansas members for whom e-mail addresses were available in each of the 26 counties in which BCBSKS has funded coalitions as part of the *Pathways to a Healthy Kansas* Initiative. N=2,857. The survey response rate was 3.4 percent.

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6	20	5,361
Number of Projects for Year 1	Partners Engaged	Population Impacted

Pathways to a Healthy Kansas combines evidence-based solutions and promising practices for improving healthy eating, active living and tobacco prevention to make a large impact in communities. The program provides community coalitions with the tools and resources needed to remove barriers and engage their communities – and represents the largest community grant program ever funded by Blue Cross and Blue Shield of Kansas. Blue Cross and Blue Shield of Kansas is an independent licensee of the Blue Cross Blue Shield Association. BLUE CROSS®, BLUE SHIELD® and the Cross and Shield Symbols are registered service marks of the Blue Cross Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans. RISE Cowley is not affiliated with Blue Cross and Blue Shield of Kansas.