

**H**eal Reno County believes a connected community is a healthy community. We advocate for policy, systems, and environmental changes to make the healthy choice the easy choice; serve as a connector among local groups working to improve the social determinants of health; leverage resources; and host courageous conversations so that Reno County will become a place where people live long, active, healthy and connected lives.

### Community Perception

- We conducted key informant interviews in Reno County. Employment wages was the main barrier to healthy eating for over half of the respondents. Many of the available jobs in Reno County pay wages that make high quality food unaffordable.
- For people who are food insecure, a combination of limited awareness of available food assistance and negative personal attitudes about food assistance is one of the barriers to healthy eating.
- About half interviewed said transportation was a barrier to healthy food access. People mostly drive to buy food, and for those who can't drive, public transportation has limitations for getting to groceries and returning home with them.

“One exciting thing about Pathways is that, in addition to its direct impacts, it is a catalyst to get community members thinking and talking about health.”

— Adam Stewart, HEAL Reno County Grant Coordinator

# Reno County



### Healthy Eating

We are working with the farmers market to provide assistance with their SNAP application. This is a first step in increasing access to healthy foods and providing nutrition education to families and residents in Reno County.



### Active Living

We have already engaged with Vitality Team, a local organization focused on active living, about identifying multimodal transportation projects that would do the most good for pedestrians and cyclists and align with the existing bike/pedestrian master plan and Complete Streets policy.

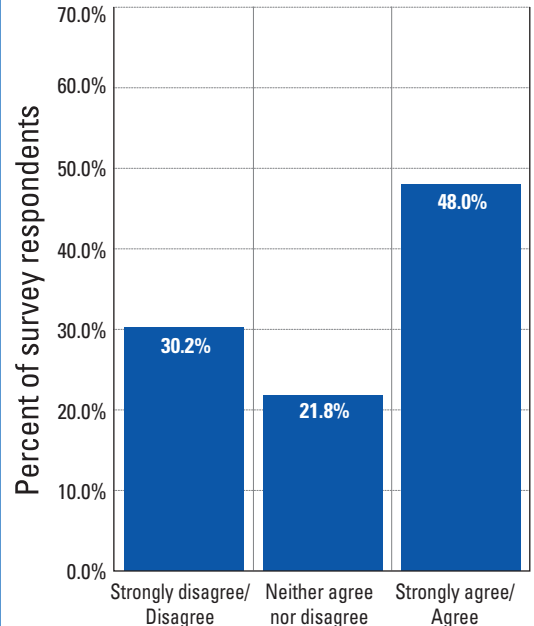


### Commercial Tobacco Control

We are excited to be working side-by-side with Rise up Reno to get a student-informed policy passed at Hutchinson High School regarding youth tobacco usage and consequences in the schools. We will also be collaborating on this work with new partners from the Chronic Disease Risk Reduction Community Program (CDRR) grant. Having students engaged and excited about youth tobacco cessation is a big win for all of us, as they are our future.



### Initiative Wide: In general, my community has sufficient options for healthy eating.



### Key findings:

About half of survey respondents across the 24 Pathways grantee counties said that their community has sufficient options for healthy eating.

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.



**HEAL Reno Co.**

[laurie.carr@renogov.org](mailto:laurie.carr@renogov.org)

[healrenocounty.org/](http://healrenocounty.org/)

Facebook: [@HealRenoCounty](https://www.facebook.com/HealRenoCounty)

Twitter: [@HealRenoCo](https://twitter.com/HealRenoCo)

**6**

Number of Projects for Year 1

**20**

Partners Engaged

**61,998**

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.