



LiveWell seeks to make our community a healthy place to live, work, learn and play by creating opportunities for healthy choices and building a culture that embraces healthy eating, active and tobacco-free living. Together through *Pathways*, we're working with our partners to make changes that make it easy and convenient for all members of our community to incorporate healthy behaviors into their daily lives.

Community Perception

- Fifty percent of survey respondents said they donate food to their local pantry out of a personal desire to support their fellow community members.
- Of those who donate food to their local pantry, 78% said they would be willing to intentionally select and donate healthier items.
- Forty-four percent of those willing to select and donate healthier food items to their local pantry said it would be helpful if the grocery store shelf had a label identifying which item is a healthy pantry choice.

“Pathways has helped us make real progress on system and environment changes that will reduce the risk of chronic disease in our community and help people live longer, healthier lives.”

— Chris Tiden, Ph.D.,
Chair,
LiveWell

Douglas County



Healthy Eating



To increase access to fresh fruits and vegetables, **K-State Research and Extension** hosted **Triple Up Days** at **Cottin's Hardware** and the **Downtown Lawrence Farmers' Market**. Each Triple Up Day resulted in a 50% increase in the number of EBT transactions and SNAP and Double Up Food Buck purchases.



Active Living



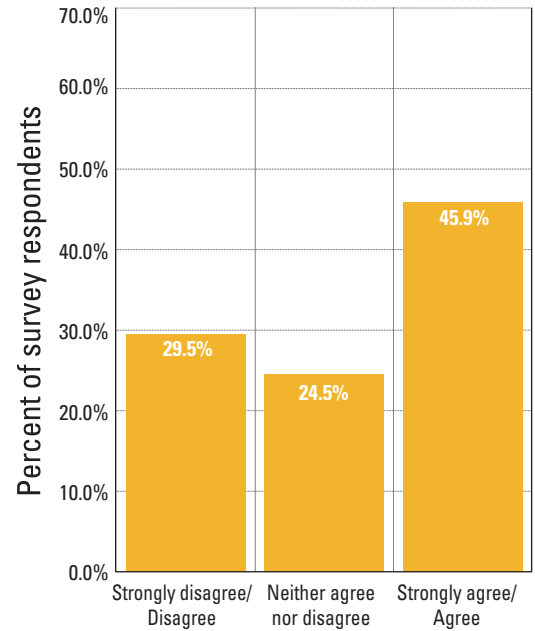
The **Health Department** and its community partners increased the percentage of students walking and biking to school. By 2024 at least two **Douglas County Elementary** schools will adopt the **Be Active Safe Routes Biking Curriculum**, supported through development of bike fleets to be used for bike safety education.

Commercial Tobacco Control



LiveWell is addressing gaps in policy by aligning its work with the City's strategic plan. The coalition is using **residents' ideas** to advocate for improved tobacco and vape prevention policies, including adding vapes to the **Clean Indoor Air ordinance**, increasing age of sale to 21, and a tobacco retail license.

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



Key findings:

More than two-in-five respondents across the 24 *Pathways* communities said 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 = 4,845. The survey response rate was 6.9 percent.



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Projects for Action Period 2

\$5,000

Grant Dollars Distributed So Far

118,785

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.

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