

The mission of the NCK Health Collaborative is to align efforts regionally to improve the health of our rural communities. Together through the *Pathways* initiative, Jewell and Mitchell counties have partnered to improve access to healthy food, physical activity opportunities and education for our youth on the harmful effects of tobacco usage.

Community Perception

- Of Jewell County Simply Produce participants surveyed, 98% of survey respondents were very satisfied with the freshness of their Simply Produce basket.
- Approximately 88% of survey respondents said pick-up of their Simply Produce basket was easy. Suggestions to make pick-up easier included a longer pick-up time window or multiple pick-up times.
- When asked if the amount of produce provided in Simply Produce basket was satisfactory, 98% of survey respondents said they were very satisfied with the amount of produce received.

“*Pathways has created many opportunities for our NCK Health Collaborative team to make a lasting impact by improving health outcomes for North Central Kansas residents.*”

— *Nora Rhoades,*
Member,
NCK Health Collaborative



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Jewell & Mitchell Counties



Healthy Eating



K-State Research and Extension (KSRE) Post Rock District has done a tremendous job partnering with Kiers to promote healthy foods through their **Simply Produce** program. Through the program, participants receive 15 pounds of a variety of fresh produce for just \$15!



Active Living



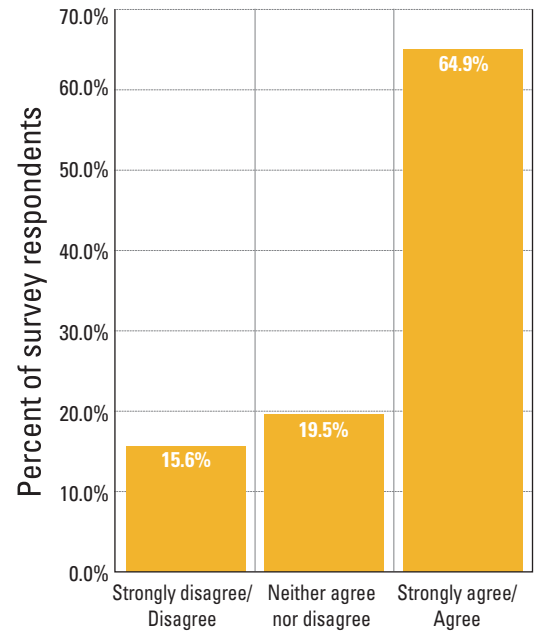
The **City of Jewell** was awarded *Pathways* grant funding for the installation of **solar LED lights** around the **Lake Emerson walking trail**. The lighting will provide greater safety and visibility for individuals and families using the outdoor space for recreation.

Commercial Tobacco Control



KSRE Post Rock received *Pathways* grant funding to further Resist efforts with community **4H groups** to promote healthy living and educate around the harmful effects of tobacco. We're excited that youth have interest in becoming **Resist** advocates, serving a leadership and advocacy role in their community to promote health.

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



Key findings:

About two-thirds of respondents across the 24 *Pathways* communities said their community has sufficient opportunities 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 = 4,845. The survey response rate was 6.9 percent.

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Projects for Action Period 2

\$38,335

Grant Dollars Distributed So Far

8,728

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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