



Live Well Norton 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 and active living. Through *Pathways*, we're working with our county to make changes so that healthy choices are easy, familiar, and an expected part of our routines and traditions.

Community Perception

- Interview participants said the main challenges to walking and riding bikes within Norton were lack of connectivity and poor sidewalks, suggesting this as a top priority.
- Pedestrians/cyclists interviewed indicated that of the main north and south corridors in Norton, 2nd Avenue was preferred due to slower and less traffic despite State Street's significantly better connectivity and accessibility.
- Interview participants said crosswalks needed improvement, including using better reflective paint, improving driver visibility of the pedestrians particularly at downtown intersections and having better law enforcement of crosswalk stops.

"The Pathways grant helped fund Norton County's 2021 Community Health Needs Assessment, which is a great tool to improve local health services."

— Katie Allen Wagner,
Executive Director,
Norton Regional Health Foundation

Norton County



Healthy Eating



We are excited to be working with **New Venture Advisors** on food systems planning with an implementation grant for a local food assessment. The assessment will help us better understand the challenges and opportunities we face that are unique to our community, laying the foundation for future food system investments.



Active Living



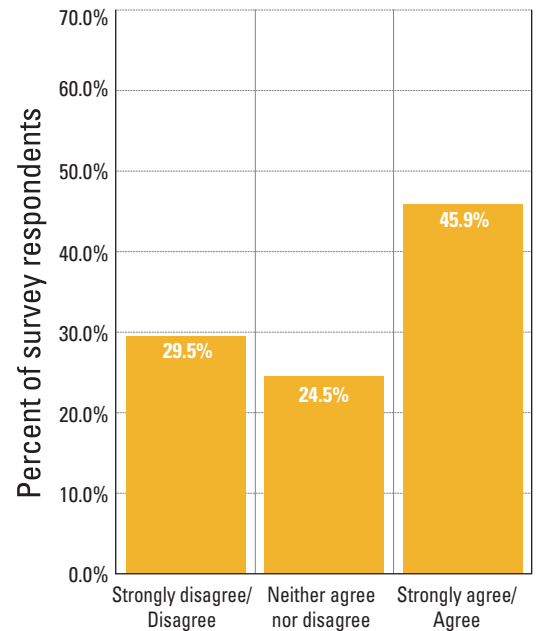
To augment the city's pedestrian plan within the comprehensive plan, we focused on neighborhoods with populations relying on **pedestrian pathways** as a primary mode of transportation. We gathered community feedback of existing pathway conditions from those neighborhoods and identified the common themes to share as recommended improvements for pedestrian planning.

Commercial Tobacco Control



This year, we intend to work with **USD 211 and 212 in Norton County** to evaluate their tobacco and vaping policies, offer suggestions for updates, and develop plans for educational programming, by age and grade level, that can appropriately complement the policies to prevent use of vaping and tobacco products.

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

\$22,500

Grant Dollars Distributed So Far

5,459

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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