

Our Wichita County A.I.M. Coalition's mission is "Inspiring Wichita Countians of all ages and backgrounds to live healthy, active lifestyles." Our vision is that everyone in Wichita County lives a healthy lifestyle. We are accomplishing our mission through the three healthy habits A.I.M. stands for: add fruits and vegetables; increase activity; minimize screen time.

Community Perception

- All of the focus group participants agreed that improved promotion of the Farmer's Market is essential to attract healthy food vendors and consumers. Signage and location visibility are key components of this.
- The majority of focus group participants said that changing the date/time of the Farmer's Market to one weekday evening and one Saturday per month would help consumers purchase fresh produce and goods.
- The desire from buyers for a greater variety of fresh produce and goods to be sold was another key finding of the focus group.

“The Pathways grant has been key in giving the people that call Leoti home more opportunities to improve their overall health and wellbeing. The many projects we've done, as well as the ones we're working on, are a bright spot in our little town and people really appreciate and benefit from them.”

— Shannon Kreutzer,
President,
WH Co. A.I.M. Coalition

Wichita County



Healthy Eating



We're literally rebuilding our **Farmer's Market** from the ground up — from new vendors to the products! Most importantly, we will be able to offer another way for our community to access fresh produce. What started with **Simply Produce** in our rural grocery store, is expanding to homegrown fresh produce from people who live here.



Active Living



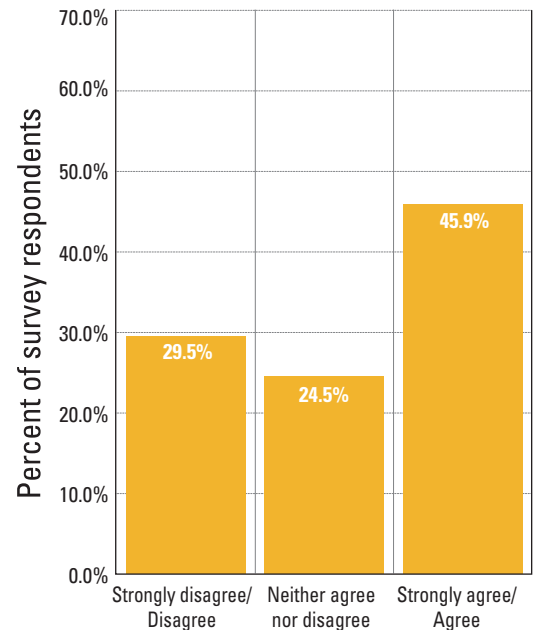
The **Grow & Learn Childcare Center** is thrilled to receive a **Pathways** grant to enhance its playground with interactive outdoor panels for all ages. Paired with a policy limiting screentime to children above the age of 2, this will help to encourage healthy, active play and imagination for our community's youngest residents.

Commercial Tobacco Control



As part of the *Pathways* initiative, the **Wichita County Fair Board** is excited to provide our community with a new pavilion at the **Wichita County Fairgrounds**. The pavilion will be tobacco free, easily accessible by foot, bike and car and provide opportunities for social gatherings.

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.



**Wichita County
A.I.M. Coalition**
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Projects for Action Period 2

\$10,000

Grant Dollars Distributed So Far

2,152

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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