

Established in 2008, **LiveWell Douglas County** is our community's health coalition with working groups in the areas of Healthy Kids, Tobacco-Free Living, Healthy Built Environment, WorkWell, Sexual Violence Prevention, and Healthy Food for All. LiveWell Douglas County is fulfilling its mission to lead a movement to build communities that support the health and well-being of all in pursuit of our vision of "Communities where we all thrive."

Community Perception

- Survey responses point to a need for educational spaces for demonstrations and presentations at the Downtown Lawrence Farmers Market.
- About half of customers at the Farmers Market were not aware of the Double Up Food Bucks or Senior Farmers Market Nutrition Program.
- About two-thirds of respondents feel that it is important to see greater representation of Asian American, Pacific Islander, Black, Indigenous, and People of Color farmers and business owners at the market.



“ Everything is going great! The students have sure loved having the bikes as part of our physical education program.”
– Crystal Engemann
Physical Education/Health Instructor,
Baldwin City Junior High School

Douglas County



Healthy Eating

This year, we're hosting a **Health in All Policies Workshop** to incorporate health in decision making at all levels, collaborating with **Just Food**, a food pantry, to enhance their reach, working with **Lawrence Farmers Market** to diversify market offerings, engaging the **Douglas County Food Policy Council** on promoting equitable representation, and piloting a **Healthy Food Prescription Program** with **LMH Health**.

Active Living

Baldwin City Junior High partnered with **LiveWell Douglas County** to integrate bike safety education into their physical education curricula.

Thanks to funding from the **Pathways Initiative**, the school was able to purchase a fleet of bicycles for students to use. As part of **Safe Routes to School** efforts, the Junior High is also providing safety education to schoolchildren.

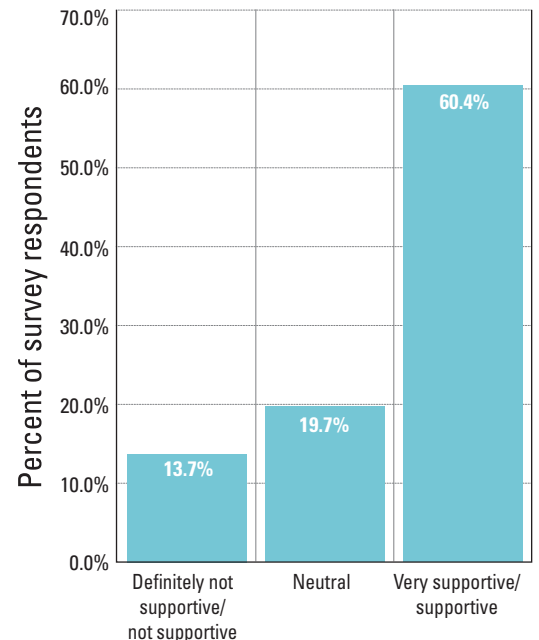


Commercial Tobacco Control



The **Tobacco Free Living Workgroup's** efforts are in alignment with the goals of **Pathways**. The workgroup helped pass two comprehensive tobacco ordinances in the **City of Lawrence** in the Fall of 2022. The **Tobacco Retail Ordinance** requires all retailers who sell tobacco products to be licensed to do so. The **Clean Indoor Air Act** was amended to include vaping.

Initiative Wide: Level of support for commercial tobacco control policies in outdoor spaces



Key findings:

Three-in-five respondents across the 24 **Pathways** communities support commercial tobacco control policies in outdoor spaces.

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 = 3,708. The survey response rate was 5.3 percent. For this question, 6.2 percent of respondents did not provide an answer (blank response).



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13
Projects

\$184,155
Pathways Grant
Funding

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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