

### Heartland Healthy Neighborhoods

is a grassroots community health and wellness coalition, and we put equity at the forefront of the work we hope to accomplish in our communities. Our mission is to mobilize the community to act on health priorities so that policy, environment and practice influences a culture shift toward health and wellness for everyone in Topeka and Shawnee County.

### Community Perception

- Familiarity with Heartland Healthy Neighborhoods (HHN) varied among focus group participants. In general participants were aware of HHN, but their understanding of its status and activities was limited.
- Focus group respondents interpreted "Heartland Healthy Neighborhoods" (HHN) differently — some perceived a medical focus, others inferred a broader regional scope. Clarifying HHN's service to Shawnee County and its role beyond neighborhood improvement associations was suggested.
- Few focus group respondents visited the HHN website or followed social media. They desired a user-friendly website with reliable data describing HHN's work and brief, informative social media posts.

“We at Breadbasket Farmers Market are very grateful for the Pathways grant. With these funds, we built a website and bought equipment to run programs including SNAP and Senior Nutrition.”

— Mary Tyler  
Market Manager Breadbasket Farmers Market



(785) 228-5112

skarns@uwkavvalley.org

Facebook:

heartlandhealthyneighborhoods

Twitter:

HNeighborhoods

Instagram:

heartlandhealthyneighborhoods

# Shawnee County



### Healthy Eating

**Breadbasket Farmers Market** received a *Pathways* grant to support their outreach to those receiving food assistance. The Market accepts **SNAP/EBT** and is launching a **Double Up Food Bucks** program. *Pathways* funding also allowed Breadbasket to increase marketing efforts, resulting in a larger community turnout and a profitable first market year.

### Active Living

*Pathways* funding aided **City of Topeka** in creating a **Safe Routes to School** plan. **Active Environment**, in partnership with City of Topeka and **Shawnee County Parks and Recreation**, is finalizing a policy for an updated **Shawnee County Trails Plan**. *Pathways* funds will also support the development of a **Rossville walking/biking trail**.

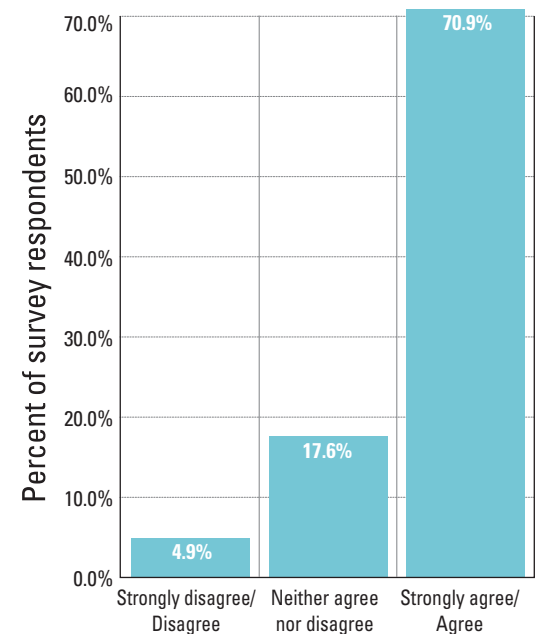


### Commercial Tobacco Control



Exciting steps have been taken regarding work focused on commercial tobacco control in Shawnee County. Two local school districts, **USD 501** and **USD 321**, have begun work to start **Resist** chapters at **Robinson Middle School** and **Rossville Junior/Senior High School**. Opportunities for *Pathways* funding to be utilized to support both chapters are being explored.

### Initiative Wide: Community conditions (e.g. housing, transportation, education) impact overall health.



### Key findings:

Seven-in-10 respondents across the 24 *Pathways* communities agree or strongly agree that community conditions such as housing, transportation and education impact overall health.

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, 6.6 percent of respondents did not provide an answer (blank response).

8

Projects

\$212,400

Pathways Grant  
Funding

178,909

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.

Blue Cross and Blue Shield of Kansas is an independent licensee of the Blue Cross Blue Shield Association. BLUE CROSS®, BLUE SHIELD® and the Cross and Shield Symbols are registered service marks of the Blue Cross Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans. Heartland Healthy Neighborhoods is not affiliated with Blue Cross and Blue Shield of Kansas.