

Health for Life Coalition Examines End Results in Final Community Perception Survey

2020 is a year no one will soon forget as citizens of Hoisington and Northern Barton County pulled together to “flatten the curve” of the coronavirus. While the virus had its effects, community members adapted to the new norm and continued to focus on healthy eating and active living. Recently the Health for Life Coalition once again conducted a Community Perception Survey to learn more about what was important to residents regarding their health. Thank you to all who participated! *Pathways* is an initiative of Blue Cross and Blue Shield of Kansas. Here are key findings from the final survey, including a lookback at where the community began:



Finding #1: The 2020 Perception Survey asked respondents if the community has sufficient options for healthy eating. More than 58% of survey respondents Agreed or Strongly Agreed with the statement.

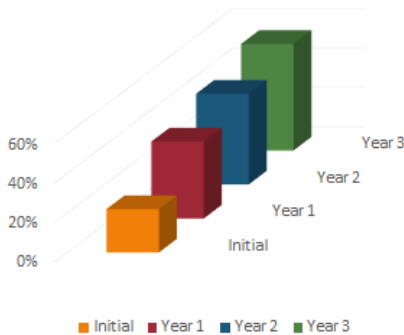
Looking back: In this year’s survey, more than 58% of respondents Agreed or Strongly Agreed that the community has sufficient options for healthy eating. During the last three years, grocery stores and eating establishments in the coalition area have made significant and meaningful changes to offer healthy food choices and to draw attention to those products and menu options that were already available.

Finding #2: Although the Providers Guide It, Walkers Stride It program and Blue Cross Blue Shield’s National Walk @ Lunch event were canceled this year because of the COVID-19 pandemic, they will be back! In the 2020 Perception Survey, the Health for Life Coalition was excited to see that more than 70% of respondents are planning to exercise more and 77% Agreed or Strongly Agreed the community has sufficient opportunities for physical activity in the community.

Looking back: Walking loop projects have been completed as planned, and the coalition hopes to complete more sections in the future. The dog park created in Centennial Park is a huge success and at almost any time of day you can find dog owners and their four-legged friends enjoying the area. Coalition members are happy to be finishing on a strong note!



Tobacco Cessation Awareness



Finding #3: In the current Community Perception Survey more than 54% of survey respondents report they are aware of smoking cessation efforts in the community.

Looking back: Success has come from several directions; in the 2016 baseline Perception Survey, only 22% of respondents indicated they were aware of tobacco cessation efforts in the community. In the 2020 Perception Survey, more than 54% of those responding said they are aware of tobacco cessation efforts in the community. In addition, students from USD #403 Hoisington and USD #112 Central Plains graduated from the All Star Program. The program’s goal is to prevent young people from engaging in risky behaviors,

including tobacco use. Seven employers in the coalition area and the City of Claflin adopted written tobacco/vape-free policies, which evidenced by survey responses are drawing attention to the efforts to make a difference. Providers in the Clara Barton clinics continue to promote tobacco cessation with patients, making them aware of the assistance that is available to help ensure their success.



All Star Program Graduates from USD 403 Hoisington.

Follow us on Facebook! For more information about the survey or the Pathways initiative, contact: Cheri Moeder at (620) 653-5067 or cmoeder@cbhks.com