



Obesity in Colorado

While Colorado is often touted as America's "leanest" state, we are not immune to the growing health crisis of obesity. Nearly 58 percent of Colorado adults and a quarter of our children are overweight or obese. And we're getting worse—the obesity rate has *doubled* in Colorado since 1995. If trends continue, only 33 percent of Colorado adults will be a healthy weight by 2020.

About LiveWell Colorado

LiveWell Colorado is a nonprofit organization committed to reducing obesity in Colorado by promoting healthy eating and active living. In addition to educating and inspiring people to make healthy choices, LiveWell Colorado focuses on policy, environmental and lifestyle changes that remove barriers and increase access to healthy behaviors. Working in partnership with obesity prevention initiatives across the state, LiveWell Colorado aims to provide every Coloradan with access to healthy foods and opportunities for physical activity in the places they live, work, learn and play.

Initially established as a grant-making collaborative in 2007, LiveWell Colorado became a 501(c)(3) in 2009 with the support of its initial funders—The Colorado Health Foundation, Kaiser Permanente and the Kresge Foundation—and its partner the Colorado Department of Public Health and Environment.

Strategic Plan

Tasked with leading the state's obesity prevention efforts, LiveWell Colorado is implementing an aggressive five-year strategic plan that was developed with input from hundreds of experts and stakeholders. Priority goals are focused in the following areas:

- **Funding community coalitions** throughout the state focused on healthy eating and active living strategies
- **Informing and advancing multi-sector policy efforts** with key stakeholders at the local, state and national levels
- **Leading social marketing initiatives** that inspire a culture shift and motivate sustainable healthy behavior changes

These main goals are grounded by the underlying goals of reducing health disparities, building synergy and reducing duplication of efforts among organizations, supporting promising practices and ensuring accountability through rigorous evaluation.

Building a National Model

A unique model in the United States, LiveWell Colorado combines the strengths of a public-private partnership, the independence and innovation of an autonomous organization, and the power of collaborative, multi-sector efforts to address the obesity epidemic in America. In addition to its statewide focus, LiveWell Colorado is connected on the national level through the National Convergence Partnership, and strives to create a framework, establish policies, and promote strategies that can be replicated throughout the country.

Obesity in Colorado

While Colorado is often touted as America's "leanest" state, we are not immune to the growing health crisis of obesity. Fifty-eight percent of Colorado adults and nearly a quarter of our children are overweight or obese. Just fifteen years ago, our adult obesity rate of 21 percent would have made Colorado the most obese state in the nation. If trends continue, only 33 percent of Coloradans will be a healthy weight by 2020. LiveWell Colorado™ was formed as the collaborative leader in tackling the complex problem of obesity and achieving the vision of all Coloradans embracing a healthier lifestyle.

About LiveWell Colorado

Established in 2009 through generous funding by the Colorado Health Foundation and Kaiser Permanente, and in partnership with the Colorado Department of Public Health & Environment, LiveWell Colorado is a nonprofit organization committed to preventing and reducing obesity in Colorado through the promotion of healthy eating and active living.

In addition to educating and inspiring people to make healthy choices, LiveWell Colorado focuses on policy, environmental and lifestyle changes that remove barriers and increase opportunities for healthy behaviors. Working in partnership with obesity prevention efforts across the state, LiveWell Colorado aims to provide every Coloradan with access to healthy foods and opportunities for physical activity in the places they live, work, learn and play.

Strategic Plan

Tasked with collaboratively leading the state's obesity prevention efforts, LiveWell Colorado is executing a bold and comprehensive strategic plan to drive systemic and sustainable change.

Priority goals are focused in the following areas:

- **Investing in multi-sector community coalitions** throughout the state focused on developing and implementing healthy eating and active living strategies
- **Informing and advancing policy efforts** at the local, state and federal levels, as well as organizational policy changes in schools and worksites
- **Leading culture change initiatives** that inspire sustainable individual behavior changes and make the healthy choice the easy choice

These main strategies are grounded by the underlying goals of reducing health disparities, building synergy and reducing duplication of efforts among organizations, supporting promising practices and ensuring accountability through rigorous evaluation.

LiveWell Colorado Communities

LiveWell Colorado's community investment strategy funds community coalitions working on healthy eating and active living strategies at the local level. In 2012, LiveWell Colorado awarded \$2.5 million in funding to 22 communities across the state. In addition to financial support provided through a unique nine-year funding cycle, LiveWell Colorado provides significant technical assistance and opportunities for shared learnings and collaborations. The community initiatives program has directly benefited more than a million Coloradans.

LiveWell Garfield County

LiveWell Garfield County is a community-based initiative to increase healthy eating and active living (HEAL) in all of Garfield County. The initiative seeks to build and sustain a movement towards healthy and active communities by focusing on policy, the built environment and lifestyle changes. This nine-year initiative is funded by LiveWell Colorado and coordinated by the Garfield County HEAL Coalition.

Strategies & Goals

In 2013, the HEAL coalition will develop a community-supported strategic plan for healthy eating and active living that will address financial, institutional and cultural sustainability. The plan will provide a framework for creating a community driven initiative that supports healthy and active lifestyles for all of those who live, work, and play in Garfield County.

The long term result we seek is a significant reduction in the rates of obesity of our residents. This is particularly important to our lower income neighbors who are disproportionately impacted by this epidemic. During the planning phase of this process we will identify barriers to healthy eating and active living among our residents. We will engage community members to help create strategies to improve HEAL in a sustainable way. By mobilizing and empowering the community to create and implement its vision, all those who live, work, and play in Garfield County can enjoy the benefits of a community that promotes and sustains healthy and active lifestyles.



Coordinating Agency

The Garfield County Healthy Eating Active Living (HEAL) Coalition is the coordinating agency. Garfield County HEAL is a broad based community coalition that is committed to collaborating with our community to improve the places where we live, work, and play. We partner with all municipalities, schools and organizations in our county to enhance the built environment, promote civic engagement, and create healthier, more sustainable communities.

Population

More than 80% of the 56,270 people in Garfield County are clustered in six small towns along Interstate 70 and Highway 82. Garfield County's Hispanic population has doubled in the past 10 years, to 29% of the total. Tourism, construction and the oil & gas industry are the primary employers in the region although there has been a great slow down in these sectors, forcing many out of work. 9.2% of the population lives below the poverty level and on average 50% of students in Garfield County receive Free and Reduced Lunch.

Health Indicators & Disparities

Garfield County has identified some main factors related to obesity in our County that puts our local population at higher risk:

- Higher prevalence of obesity in the general population of Mexican-Americans, a population that has doubled in Garfield County in the past 10 years to over 16,000, mostly younger residents.
- Roughly 30% of the population is under the age of 18 years, including a higher percentage of 0-14 year olds than in surrounding communities. There has been an increase in the number of obese and overweight 2-5 year olds in Garfield County between 2005-2010 (Pediatric Nutrition Surveillance Survey Data).
- Increased obesity among low income families. In Garfield County 4,675 individuals are receiving SNAP benefits.

The Coalition

In February 2012 the Garfield County HEAL Coalition was formed to more strategically focus our collaborative efforts around the issues relating to obesity prevention in Garfield County. The HEAL Coalition represents a wide-ranging, multi-sector coalition including the medical community, public and private organizations, the County's three school districts, food policy and nutrition, members of the recreation and planning communities, and active transport. We continue to evaluate gaps in our membership and increase the involvement of community residents. Our HEAL Coalition is ever evolving.

Contacts: Christine Singleton & Sara Brainard, Community Coordinators
LiveWell Garfield County
970.945-6614
Livewell@garfield-county.com
www.livewellcolorado.org

The Plan

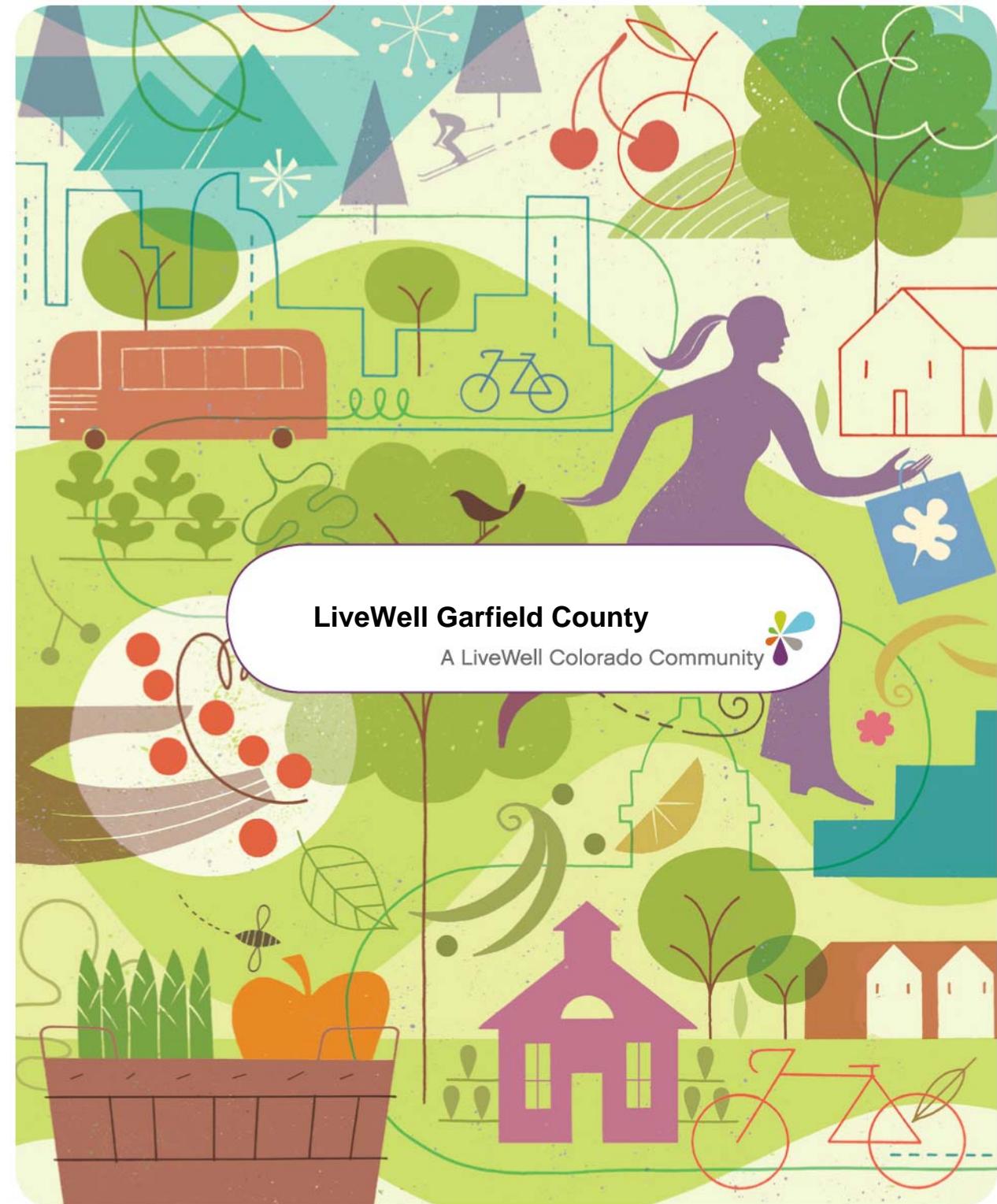
We will use community engagement to develop the strategies that will guide the methods and actions we will use to address healthy eating and active living in Garfield County. Community engagement will begin with the Garfield County HEAL Coalition surveying low income families around their barriers to healthy eating and active living. Our goal is to understand their challenges. When we better understand the challenges they face daily, we can take action that will resonate with residents that have the highest rates of health disparities.

We will also identify potential leaders in the low income community by accessing HEAL Coalition member's constituencies. This will be a vital part of our outreach efforts and will directly impact our long term goals of community involvement. We plan to implement a community health educator model. The citizen health educators that we identify are going to be people who live and work in low income neighborhoods and will be part of a network to facilitate educating their neighbors on issues of healthy eating and active living.

Another exciting area of focus for us is the PhotoVoice program. Tapping into the creative and insightful minds of our residents will help us focus resources on problem areas. We will tap into our population of students, parent mentors and educators to show us, via images, where the problems lie for them which will allow us to get to the heart of the problem and truly work on sustainable change in Garfield County.

"By engaging the residents of Garfield County and taking a systemic approach to healthy eating and active living, along with addressing the health disparities we face in regards to obesity, we feel we will achieve our mission of being the healthiest County in the State."

– Garfield County HEAL Coalition





JOIN THE LIVEWELL GARFIELD COUNTY PHOTOVOICE PROJECT

FEBRUARY - JULY 2013

Project Details and Commitments

Be one of 24 county residents and youth to participate in this five month Photovoice project. **Childcare, refreshments, transportation and interpretation will be provided along with a \$50 stipend to those attending all trainings and meetings.** See schedule below.

Photovoice is a process by which people can identify, represent, and enhance their community through a specific photographic technique."

(Wang & Burris, 1997)

You'll learn the history of Photovoice, the basics of photography, be given a camera, then take photographs of ways you, your family and residents of Garfield County can become healthier and more active.

The photographs you take will be used to guide discussions about making Garfield County a healthy, active region through policy, environmental and lifestyle changes related to healthy eating and active living.

1

Monday, March 11, 2013

6:00 - 6:30 pm - Dinner and Networking

6:30 - 9:00 pm - Training #1

Location: New Creation Church

44761 Hwy 6 & 24 Glenwood Springs, CO
I-70 Mile Marker 114: North side of I-70
between Canyon Creek and New Castle

2

Saturday, April 20, 2013

8:30 - 9:00 am - Breakfast and Networking

9:00 am - 4:00 pm - Training #2

Location: Same as above.

3

Monday, June 24, 2013

Time TDB (2 Hours): Training #3:
Photovoice: Image to Action "Dress
Rehearsal"

Location: TBD

4

Tuesday, June 25, 2013

5:30 - 9:00 pm

Photovoice: Image to Action Meeting

Location: TBD

Do you like photography?

Do you live in Garfield County?

Are you interested in healthy eating or active living?

**Do you want to help find ways for you,
your family and community to be
healthier and more active?**

Are you 14 years or older?

If so, respond by March 8th. Space is limited.

TO PARTICIPATE:

Contact Christine Singleton, LiveWell
Garfield County, (970) 945-6614 or
livewell@garfield-county.com by
March 8th. Space is limited!

Inspiring and
advancing policy,
environmental and
lifestyle changes
that promote health
through the
prevention and
reduction of obesity.



UNIRSE AL PROYECTO PHOTOVOICE DE LIVEWELL GARFIELD COUNTY

FEBRERO - JULIO 2013



Photovoice es un proceso por el cual la gente puede identificar, representar y mejorar su comunidad a través de una técnica fotográfica específica."

(Wang & Burris, 1997)

Aprenderás la historia de Photovoice, las técnicas básicas de la fotografía, te daremos una cámara para que tomes fotos de las maneras en que tú, tu familia y residentes del Condado de Garfield puedan ser más saludables y más activos físicamente.

Las fotografías que tomes serán usadas como guía en discusiones para crear al Condado de Garfield más saludable y activo, a través de cambios en política, medio ambiente y estilos de vida relacionados con una alimentación saludable y una vida físicamente activa.

¿Te gusta la fotografía?

¿Vives en Condado de Garfield?

¿Estás interesado en una alimentación saludable o una vida físicamente activa?

¿Quieres ayudar a encontrar maneras en las que tú, tu familia y tu comunidad pueden ser más saludables y físicamente activos?

¿Tienes 14 años o más?

Si es así, mándanos tu respuesta hasta, antes del 8 de marzo. El cupo es limitado.

Detalles y Objetivos del Proyecto

Sé una de las 24 personas y jóvenes del condado que participarán en el proyecto Photovoice, por un periodo de cinco meses. Tendremos guardería, interpretación, transportacion, bocaditos y \$50 de incentivos a aquellos que participen en todos los entrenamientos y reuniones. Vea los horarios a continuación:

Lunes, 11 de marzo de 2013

6:00 - 6:30 pm - Cena e intercambio de ideas

6:30 - 8:30 pm - Entrenamiento #1

Lugar: New Creation Church

44761 Hwy 6 & 24 Glenwood Springs, CO
Carretera I-70 Salida Exit 114: Lado Norte de I-70
entre Canyon Creek y New Castle

Sábado, 20 de abril de 2013

8:30 - 9:00 am - Desayuno e intercambio de ideas

9:00 am - 4:00 pm - Entrenamiento #2

Lugar: La misma dirección de arriba

Lunes, 24 de junio de 2013

Hora: Será anunciada. Entrenamiento #3:
Photovoice: Práctica: De Imagen a Assign
"Ensayo General"

Lugar: Será anunciado mas adelante

Martes, 25 de junio de 2013

5:30 - 9:00 pm - Photovoice: Reunión "De Imagen a Acción"

Lugar: Será anunciado mas adelante

PARA PARTICIPAR:

Contacta Christine Singleton, LiveWell

Garfield County, (970) 945-6614

livewell@garfield-county.com antes

del 8 de Marzo.

Inspirar y promover la política, cambios ambientales y el estilo de vida que promuevan la salud a través de la prevención y reducción de la obesidad.

