

Healthy Eating, Active Living Coalition

KITSAP COUNTY

We know that an individual's health is deeply connected to the community in which they live, work and play. Through equitable policies, systems and environmental supports which focus on chronic disease prevention and health education, we can improve the quality of life for future generations. To do this, we envision a community in which healthy food and physical activity opportunities are accessible and affordable for all.



VISION

A community that supports equitable access to healthy options for all Kitsap County residents.

Many **ENVIRONMENTAL FACTORS** - *ability to walk/bike to work or school, access to nutritious food ...*
can contribute to **RISK BEHAVIORS** - *not enough physical activity, poor nutrition, smoking ...*
which can lead to **RISK CONDITIONS** - *obesity, high cholesterol, high blood pressure ...*
that can result in **CHRONIC DISEASES** - *heart disease, stroke, diabetes, etc.*

GOALS

HEALTHY EATING

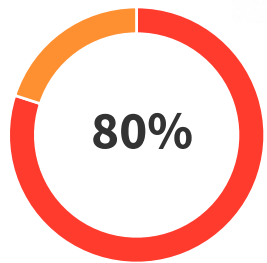
Everyone in Kitsap has access to equitable, affordable and culturally appropriate healthy food and beverage choices.

ACTIVE LIVING

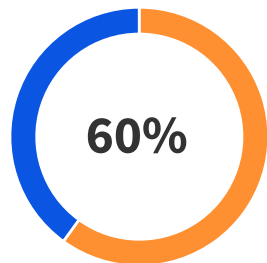
Everyone in Kitsap has the opportunity to incorporate physical activity and movement in everyday life.



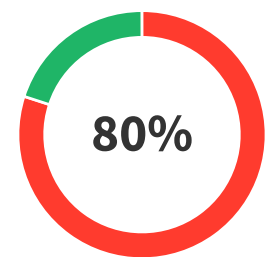
DATA



Approximately 8 in 10 youth and adults report eating fewer than 5 fruits and vegetables each day.



6 in 10 adults report less than 60 minutes of physical activity each day.



8 in 10 tenth and twelfth graders report less than 60 minutes of physical activity each day.

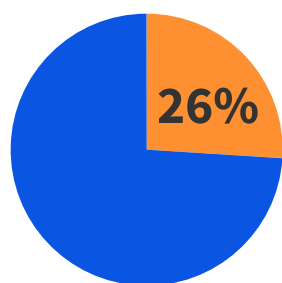
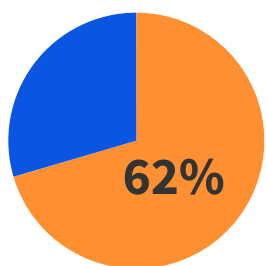
Many Kitsap residents are not eating a balanced diet or meeting recommended physical activity requirements. These challenges often contribute to risk conditions such as obesity and high blood pressure. What is widely known about these risk conditions is that they can lead to chronic diseases such as diabetes, stroke and heart disease. These chronic diseases are costly to individuals, families and community and often cause an increase demand on resources, time and quality of life.

So what can we do about this? We need to work on reducing the challenges individuals, families and Kitsap communities face by addressing and changing the environments in which we live, work and play. This would include working to improve the ability of residents to incorporate physical activity in daily life by walking or biking to school or work and increasing availability of fresh fruits and vegetables where people shop, work and learn.

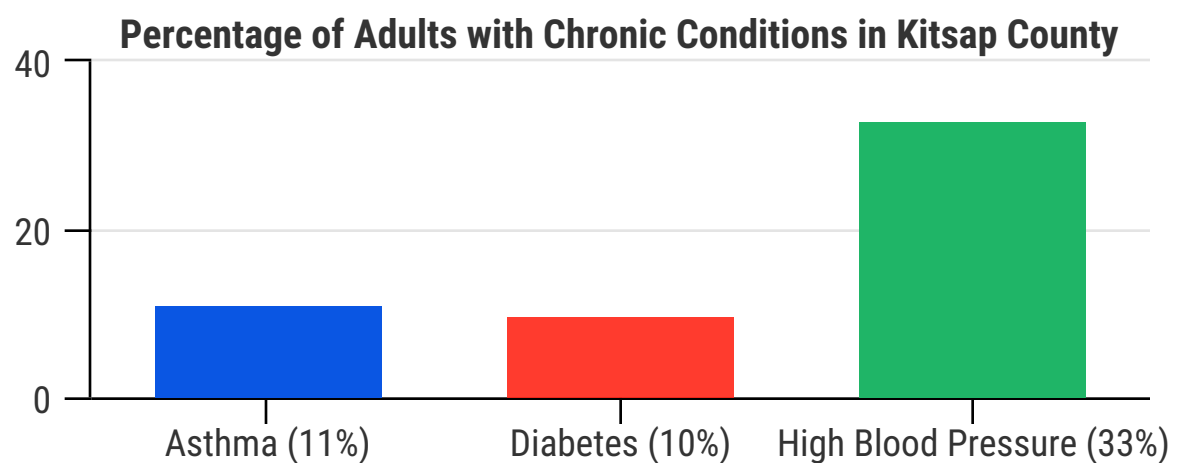
HISTORY

The Kitsap Healthy Eating, Active Living (HEAL) Coalition planning team was formed from a group of community organizations that recognized the importance of a collective impact for community health improvement. Many had previous experience working together on a successful obesity prevention campaign called 5210Kitsap. The HEAL Coalition planning team evolved from a group wanting to share a similar message to a group ready to make lasting change. We recognized that lasting change requires a shift in the way we live, learn, work and play in Kitsap. This can be achieved through identification and implementation of strategies that address policies, systems and our environment. We hope this will make a lasting impact on the health of every Kitsap resident.

The coalition team has developed two focus areas; Healthy Eating and Active Living. Under these focus areas, goals and strategies will be identified for Kitsap County through research, discussion and stakeholder engagement. The strategies identified will be recognized as being essential to improving healthy eating and physical activity opportunities in our community.



Overweight adults in Kitsap Overweight 12th graders in Kitsap



***We recognize it takes a coordinated effort of many stakeholders to make change.
We are up for the challenge and hope you are too!***