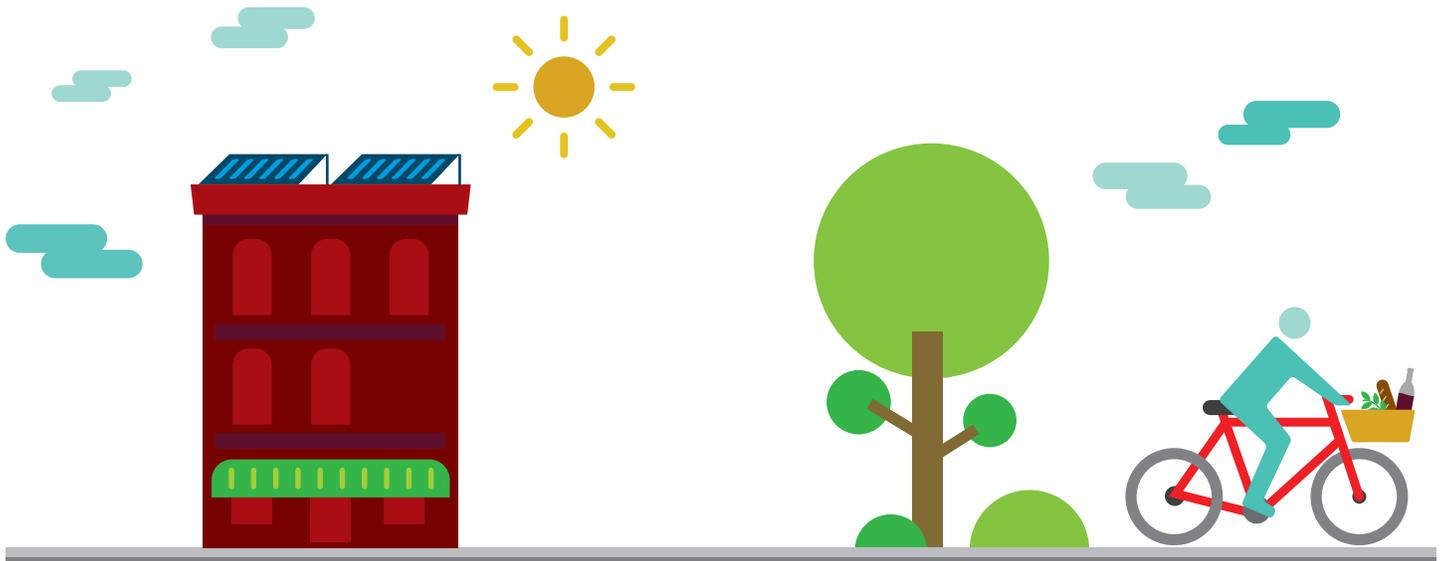


Healthy Maine Streets Trail Map

*Making the Case for Promoting Wellness
in the Downtown and Community*



Worksite Wellness. Community Leadership. Downtown Vitality.



Thank you



MAINE DEVELOPMENT FOUNDATION



HEALTHY MAINE STREETS, a project of the Maine Development Foundation, was made possible with funding from the Centers for Disease Control and Prevention (CDC). National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP) 2012 Public Prevention Health Fund: Community Transformation Grants - Small Communities Program CDC-RFA- DP12-1216PPHF12.

Prepared by:

Hart Consulting, a founding member of Gardiner Main Street



Dear Friends,

Welcome! I am delighted to share the Healthy Maine Streets (HMS) toolkit with you. Please use this to support wellness work in your community and help measure the impact of your work.

The Maine Development Foundation's Maine Downtown Center, in partnership with MCD Public Health, received a Community Transformation Grant from the National Centers for Disease Control in 2012 to work in 19 Maine downtowns. Healthy Maine Streets empowers downtowns and promotes health and wellness to the community and the downtown businesses and their employees. HMS supports healthy living by

making it easier to eat a healthy diet, exercise regularly, and reduce tobacco use. Through this work, our downtowns have shared valuable lessons and success stories. We discovered our downtowns have a significant number of businesses in the health and wellness sector. Our downtowns are walkable, bikeable and are destinations for healthy activity as well as buying and eating local foods.

This toolkit provides a road map and resources for you to promote your local wellness efforts and measure their impact. In addition, it includes data gathering techniques, provides descriptions and background information on the health benefits of healthy choices, and shows how to make the economic case for investing in wellness in the workplace and downtown. I encourage you to use the toolkit to support your work, and then share the information with your downtown partners, board members, community, and local decision-makers. There are even tools to help you with communicating this information.

As always, we are available to support you through the Maine Downtown Center and the Healthy Maine Streets program.



Think Healthy,

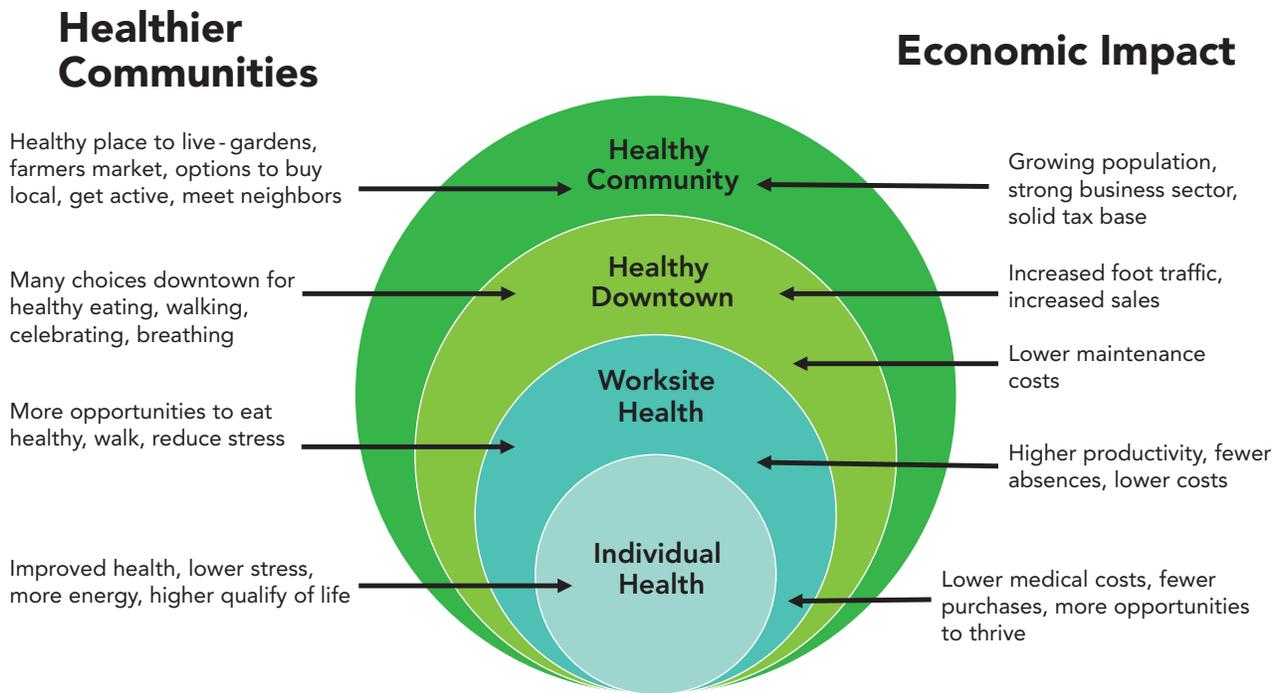
Lorain Francis
Senior Program Officer
Maine Development Foundation



Investing in Wellness in Your Downtown and Community

We all understand the importance of eating well, getting exercise, and reducing stress for our personal health. But how many of us know that investing in healthy options and healthy choices is good for the economic health of our downtowns? Health and wellness are not just about the individual person, it's about where we work, shop, live and play. The communities that invest in and promote healthy choices, are more vibrant, more attractive, and have healthier economies than those that do not.

Healthy Communities are Good Business



Getting Started

The following trail map walks through the essential elements of making the case for investing in wellness and healthy choices in your downtown. It is designed for use with all types of stakeholders such as city and town officials, downtown merchants, residents, volunteers, funders, and other stakeholders that are interested in knowing more about the opportunities and the value of promoting wellness downtown. It includes examples of how to get input from interested stakeholders as well as provides ideas on how to share the information with many different audiences.



Hit the Trail and Take These Simple Steps to Create Materials to Show the Value of Improving Wellness in Your Downtown

(Each step links to more details and side streets of information!)

Step 1. Describe your Healthy Maine Streets initiatives!

Let people in your local businesses and communities know what you are doing, so they can join in!



Tip Sheet: How to describe your initiatives to gain more community and business owner interest

Step 2. Show the numbers of people and businesses involved.

Count and track the numbers of participants in your efforts to show the level of interest and the marketing impact of bringing more foot traffic to the downtown.



Tip Sheet: How to estimate reach of your Healthy Maine Streets program

Step 3. Share quotes and feedback from customers and business owners.

Use the power of testimonials, quotes, and positive feedback to build support.



Tip Sheet: How to gather quotes, get feedback on your work

Step 4. Estimate the value to the downtown and community.

Use our simple calculations, add a few of your own, and pull from experiences in other communities to show the economic value of the work.



Tip Sheet: How to calculate the economic impact of the Healthy Maine Streets activities





Step 1. Describe your Healthy Maine Streets initiatives!

Instruction: Use these questions to help you pull together information to describe your Healthy Maine Streets program. This information will create a vivid description of the work.

Check out the "Tool Chest" to learn how to write a success story.

Which activities are your downtown businesses, employees, wellness committees, and volunteers working on? Examples might include:

- Increasing options for being physically active
- Improving walkability of the downtown (new signs, lighting, remove obstacles)
- Promoting walking through or to downtown
- Adding new trails
- Calming traffic to make it easier and safer to walk
- Promoting healthy foods
- Labeling menus for heart healthy or low calorie items
- Adding new healthy choices for food sales
- Limiting tobacco use

How often does your program occur? Is your program a:

- One-time event
- Weekly offering
- Ongoing program
- Periodic promotion

Who is involved in your wellness activities? Are the participants local business owners, their employees, community members, others?

Numbers of people and businesses participating _____

Where are participants coming from? In or out of town? _____

What kinds of products are shoppers buying, retailers selling or what services are provided?

Where are the activities occurring?

- In or near the downtown
- In the community
- In specific businesses
- In recreation centers

Why is this activity beneficial to the customer, business, or funder? Does your program do any of the following:

- Improves health
- Celebrates community
- Brings families into downtown
- Gives people more options to be healthy



Step 2. Show the numbers of people and businesses involved.

Example Program Data Sheet

Instruction: Keep track of the numbers of employers, employees, and community members participating or active in the initiative so that you can demonstrate the impact. You can write down these numbers in a paper log, use a spreadsheet, or another document. Track the numbers for each initiative separately and be sure to include the dates!

(Create a chart like this for your own use. Fill it out with your own program data.) Program

Name: "Walk 100 Miles in 100 Days Contest" (Use your own program name here.)

| <i>Modify these cells to include what you want to count</i> | Date 1 (fill-in) | Date 2 (fill-in) | Etc. |
|---|------------------|------------------|------|
| Number of Participants | | | |
| Total Number of Miles Walked | | | |
| Number of People Meeting the 100-Mile Goal | | | |
| Cost for Promotional Materials | \$ | \$ | \$ |

Daily Tracking Sheet

(Create a chart like this one for your own use.)

Program Name: (Example: Walk 100 Miles in 100 Days Contest)

| Date | Number of People | Number of Miles for the Month | Notes |
|------------------------------|------------------|-------------------------------|---|
| January 31, 2014 | 42 | 2,000 | Kick off |
| February 28, 2014 | 35 | 1,500 | Very cold temperatures kept people inside |
| March 30, 2014 | 43 | 2,100 | |
| | | | |
| Average Participation | 39 | | |



Here are some tips for estimating and tracking the numbers of participants:

For downtown-wide projects such as promoting walking trails or paths, farmers markets, or limiting the areas where people can smoke, use the numbers of people who visit the downtown daily (for a trail, have a volunteer count the number of trail users one day and estimate for other days).

of customers _____

of employees _____

of visitors _____

For weekly events such as a farmers' market or open gym in a recreation center, have a volunteer count the number of attendees one day.

of customers _____

of employees _____

of visitors _____

For programs such as a walking train, fitness contest or other activity, have participants sign-up for participation and keep track.

of participants _____

For new food offerings in stores or restaurants, ask merchants for estimates of sales or customer purchases.

of purchases _____

estimate of sales \$ _____

Tip: When exact numbers are unknown, estimate a typical weekday, multiply by # of weekdays open, and then add that to a typical weekend day, multiplied by weekend days open.





Step 3. Share quotes and feedback from customers and business owners.

Instruction: Gather quotes from participants either during or after the initiative. Using personal testimonies and referrals are effective ways to increase participation and gain support. You can get quotes and input by using some of these techniques.

Use these tools for seeking feedback:

-  Interview businesses and ask for their feedback.
-  Interview customers on the street and ask for feedback.
-  Use a paper survey and collect them back using a box on the counter of a few businesses.
-  Use online surveys—post the link on Facebook, send to member mailing lists.
-  Create a text poll—post information in stores, restaurants or on signs (details on how to do this are found below).

Here are some questions to ask or check out the Sample Community Survey under Tools

-  Are you [as a business owner, an employee, a shopper] satisfied with the Healthy Maine Streets initiatives?
-  Did the Healthy Maine Streets initiative bring in more customers or increase sales?
-  Did the initiative increase employee productivity or reduce sick days?
-  Did the Healthy Maine Streets initiative help you or others get healthier? Eat healthier? Get Active? Quit Smoking?
-  How does the option change/impact the community?
-  What other suggestions do you have for a Healthy Maine Streets activity?

Spotlight on Text Polling

With text polling software such as Poll Everywhere, you can interact with others in a fast and efficient manner. Your audiences can answer multiple choice or open-ended questions via cell phone, tablet, or computer, through text messaging or online poll. Poll Everywhere is free for questions with less than 40 responses and works particularly well with young people and large groups. Examples of ways to use Poll Everywhere include embedding in PowerPoint presentations, posting at live events, or through posters hung around the downtown. www.pollerywhere.com.



Step 4. Estimate the value to the downtown and community.

Instruction: Now that you have the basic information on your program, you can begin to estimate the economic impact the work has on your downtown and community. This section provides detailed information on the health and economic benefits of promoting healthy eating, activity, and tobacco use prevention initiatives in your downtowns. It shows benefits to the individual participants (employees and their families), employers, and the community.

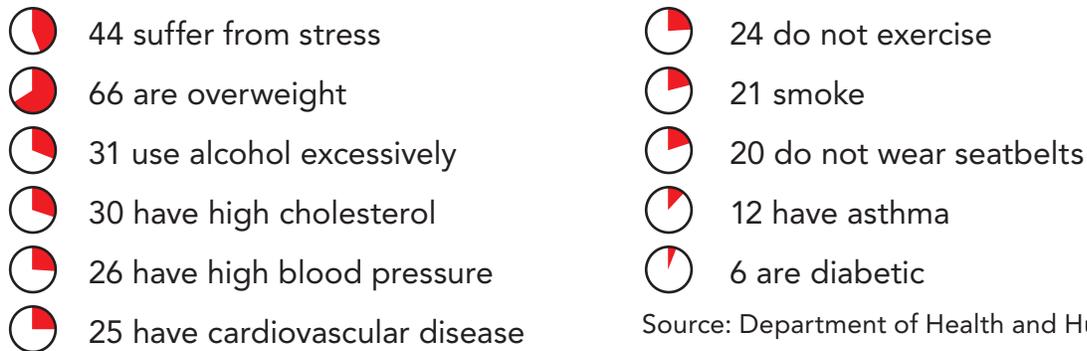
Take the information gathered in the earlier steps, apply the following benefits, and you will be able to estimate the community impact.

Check out the Fact Sheets in our Tool Chest to learn how you can add your community information into an easy-to-use fact sheet.

Why Wellness is Everybody's Business!

Are you thinking about starting a business focusing on employee/family wellness? There are many places to start, so consider this...

On average, for every 100 employees...



Source: Department of Health and Human Services, 2007

Promoting businesses focused on health and wellness makes good sense.

According to the U.S. Census for Business, the healthcare and wellness sector is one of the fastest growing sectors in the U.S. Spending on healthcare and wellness accounts for 18% of all spending in the U.S.; does it account for 18% of the spending in your downtown? Add in a growing consumer interest in buying locally made or grown specialty items, healthier foods, fitness equipment, health services, weight management services, and diet supplements, and it becomes clear there is a terrific growth opportunity for downtowns.

- Approximately 70% of American adults are concerned about their weight and more than half (53%) are actively trying to lose weight.
- Of over 78 million aging Baby Boomers, over 10,000 will turn 65 every day for the next fifteen years. These folks have significant spending power, more leisure time, and a vested interest in living more healthy lifestyles.
- U.S. sales of organic food and beverages have grown from \$1 billion in 1990 to \$26.7 billion in 2010. Sales in 2010 represented 7.7% growth over 2009 sales. Experiencing the highest growth in sales during 2010 were organic fruits and vegetables, up 11.8% over 2009 sales.¹



ECONOMIC BENEFITS OF HEALTHY EATING

For Individual Employees and Families

A healthy diet reduces risks for chronic diseases

- Reduces obesity (obesity means carrying so much extra weight that it impacts your health; your doctor can help you determine your weight status).
- Reduces risks for type 2 diabetes.
- Reduces risks of cardiovascular disease (high blood pressure, high cholesterol, stroke).
- Reduces risks of some cancers.

For Employers

- Employees with chronic diseases have higher rates of absenteeism, medical costs, and lower productivity

| Condition | % of All Employees | Cost/Employee/Year* |
|------------|--------------------|---------------------|
| Obese** | 17.5% | \$3,270 |
| Overweight | 35% | \$515 |

*Cost: Medical 50% / Productivity 50% **Rate of obesity is growing at 4.5% per Year

For Communities and Downtowns

Locally Grown Foods Bring in New Shoppers

- Farmers' markets are growing in popularity and serve as a source of economic activity, as well as social gathering. One study found that more than 75% of weekend farmers' market shoppers traveled to downtown areas specifically to patronize the market, and 33% to 65% spent additional money at neighboring businesses. These shoppers value local goods and services and are even willing to pay a bit more for them from small businesses.
- How many additional consumers would a farmers' market bring to your downtown?
- How many people shop at the farmers' market?

_____ = _____ shoppers that can be directed to shop in the downtown.

- Community gardens range from small individual plots to small or medium school or neighborhood gardens. These gardens grow produce for individual consumption or for market. Community gardens can serve as catalysts for community development—they require low start-up costs yet generate economic opportunities in the form of income supplements, reduced family food costs, and revitalized neighborhoods.²



ECONOMIC BENEFITS OF PHYSICAL ACTIVITY

For Individual Employees and Families

- Adults gain two hours of life expectancy for each hour of regular exercise.³
- Reduces depression.
- Improves stamina and strength.
- Reduces obesity, when combined with healthy eating (obesity means carrying so much extra weight that it impacts your health; ask your doctor about your weight status).
- Reduces risk of type 2 diabetes.
- Reduces risks of cardiovascular disease (high blood pressure, high cholesterol, stroke).

Did you know?

- Nearly 40% of adults spend the majority of the day sitting.⁴
- 8 out of 10 adults recognize the benefits of exercise, but only two exercise enough to meet the guidelines.⁵

For Employers

- Physical inactivity results in the loss of 162 productive hours (approximately 20 days) per worker annually.
- According to the comprehensive California study on Economic Costs of Physical Inactivity, Obesity and Overweight (2005), the incremental cost to the employer of a physically inactive worker is \$2,400/year; and \$3,270 for an obese worker.⁶

| Condition | % of All Employees | Cost/Employee/Year* |
|------------|--------------------|---------------------|
| Inactive | 50% | \$2,400 |
| Obese** | 17.5% | \$3,270 |
| Overweight | 35% | \$515 |

**Cost: Medical 50% / Productivity 50% **Rate of obesity is growing at 4.5% per Year*

For Communities and Downtowns

When More People Are Walking and Biking, Foot Traffic in the Downtown Increases

- Increasing the walkability of your downtown can be good for retail sales and downtown vitality. One downtown made significant pedestrian improvements and its vacancy rate dropped from 18% to 6%.
- How many miles of walking trails or routes go in, through, or near your downtown? ____miles
- An initiative in another downtown to calm traffic more than doubled property values and the building occupancy rate.⁷



ECONOMIC BENEFITS OF REDUCING TOBACCO USE AND EXPOSURE TO SECONDHAND SMOKE

For Individual Employees and Families

Quitting tobacco saves money

- The average Maine smoker smokes 1½ packs per day. At \$7.12 per pack, quitting would mean an almost \$4,000 annual pay raise.
- Smokers incur 30% higher healthcare expenses than nonsmokers.⁸
- Each year in the U.S., cigarette smoking results in \$157 billion in direct and indirect medical costs, or more than \$3,300 per person.⁹

For Employers

Quitting tobacco means an increase in productivity

- Employees who take four 10-minute breaks a day to smoke actually work one month less per year than workers who don't take smoking breaks.¹⁰
- Smokers are absent from work two to four days more per year than nonsmokers.
#_____ smokers x 3 sick days/year = #_____ of extra sick days per year.
- 70% of smokers say they want to quit.

Quitting means reduced healthcare costs

- \$1,623 = average additional medical expenses per year for a smoker.¹¹

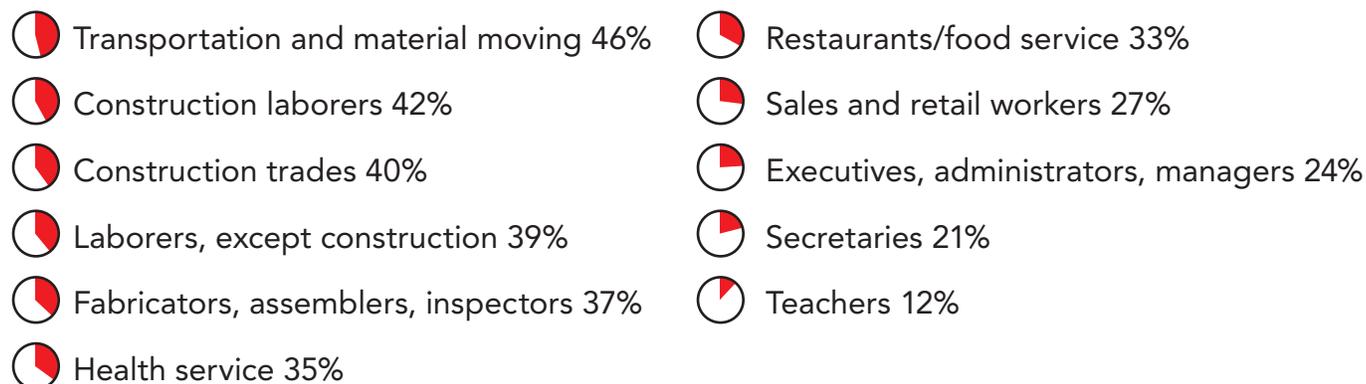
Reducing secondhand smoke means lower healthcare costs

- \$490 = average extra annual medical expenses from regular exposure to secondhand smoke.¹²

Increased Safety

- Smoking was cited as the #1 cause of fires in a Building Owners and Management Association (BOMA) International fire safety survey.¹³

It's Everybody's Business: U.S. Smoking Rates by Occupation^{14,15}



For Communities and Downtowns

Sends a positive message: “We care about our businesses and residents!”

Reducing tobacco use means a cleaner downtown

- The cost of tobacco litter cleanup has been estimated to be \$0.22 per pack of 20 cigarettes.¹⁶

How many cigarettes are smoked in your downtown every day?

_____ packs of cigarettes x \$0.22 per pack= _____ savings in maintenance

Eliminating smoke is good for everyone

- Secondhand smoke has more than 4,000 chemicals. Many of these are toxic and can cause cancer.
- Breathing in secondhand smoke at work increases your chances of getting lung cancer by 20-30%.¹⁷





TOOL CHEST

Instruction: Now that you have gathered your information, here are some tools to use to share the information with others.

This section provides guidance on determining your audience, the message, and the best method to use to communicate.

PUTTING IT ALL TOGETHER TO TELL THE STORY

Instruction: Jot down your responses to the following questions to determine the best way to share information about your Healthy Maine Streets initiatives.

Use the “5 W’s Approach” and Find out **Who, What, Where, When, Why, and How?**

Who is your audience? Is it...?

businesses, their employees, the community, government officials, funders...others

What is most important to the audience? **Why** is this important?

- Health
- Economic development
- Aesthetics
- Environment

How should the information be communicated?

- Stories
- Pictures
- Numbers, Charts
- Presentations

Find out Where and **When** people like to receive information

- What is the best way to share information: meetings, handouts, web, Facebook, email, radio, newspaper?
- What are the best times for sharing (maybe holidays are busy times for employers, or maybe the annual downtown summer event is a good way to reach a lot of community members)?



EXAMPLE: SUCCESS STORY

Instruction: Visit the US CDC website to use this easy-to-use tool to create a success story. You just need your program information and a picture!

Downtown Gardiner, Maine Employees Cash Mob Local Farmers' Market

by: Gardiner Main Street's
Healthy Maine Streets
Committee

SUMMARY

Bringing worksite wellness to small businesses is a challenge. Through the Maine Development Foundation's Healthy Maine Streets (HMS) program, Gardiner Main Street is addressing this issue, with a particular focus on healthy eating. Gardiner's HMS program organized and incentivized a cash mob to the local farmers' market in the fall of 2013, bringing 30 employees of small businesses in the downtown to the market to explore and purchase healthy, fresh foods and simultaneously provide a boost in business for local farmers.



CHALLENGE

Obesity is a nationwide epidemic and is associated with many chronic diseases. According to the Department of Health and Human Services, for every 100 employees, on average, 66 are overweight, 25 have cardiovascular disease, and 6 are diabetic. Healthy eating is one behavior that is known to impact weight and this behavior is influenced by family, friends, coworkers, and access to healthy options. For employees of small businesses in Gardiner, accessing healthy foods can be a challenge with limited lunch breaks and an abundance of fast food in and near the downtown. One opportunity for purchasing local, healthy foods is the weekly farmers' market held on Wednesday afternoons at the Gardiner waterfront, near the downtown. The challenge was getting downtown employees to the market; the market recently switched locations and many people would simply forget to attend on Wednesdays.

YOUR INVOLVEMENT IS KEY

Cash mobs are fun social events, easy to organize, and favorable for the local economy. Furthermore, cash mobs at local farmers' markets are beneficial for health, introducing market newcomers to local farmers, new foods, and new recipes. Contact your local farmers' market or your area's Healthy Maine Partnership to learn more about ways you can eat healthy and local in your community.

"I loved going to the market with other employees from the downtown! It was nice to walk to the new location and the cash mob gave me a reason to go to the market for the first time that summer. I also enjoyed learning about purple bell peppers from one of the farmers."

- Kristin Marks



Contact

Patrick Wright

Gardiner Main Street
177 Water Street, 3rd Floor
PO Box 194
Gardiner, ME 04345
207-582-3100 phone
<http://www.gardinermainstreet.org>

SOLUTION

The desire to try new and healthy foods, support local farmers, and come together as a community inspired Gardiner's HMS committee to organize a "cash mob." A cash mob is an event where people assemble at a local business to make purchases to support the business and overall community. Gardiner's HMS program was able to incentivize the cash mob and each participant who agreed to spend \$20 on local fruits, vegetables, and other foods received an additional \$5 token to spend at the market. In October 2013, approximately 30 employees from at least 10 businesses gathered on Gardiner's Water Street and walked the 0.4 miles to the market together, giving the market their busiest day of the season.

RESULTS

Results from the cash mob at Gardiner's farmers' market were impressive and widespread:

- More than 30 people participated in the cash mob, providing an influx of about \$600 to the market.
- By turning a trip to the market into a group shopping event, new market-goers felt more comfortable attending the market and engaging with farmers when in the company of coworkers and friends.
- New market-goers found the introduction to healthy, local foods less intimidating within a group setting and the group supported each other in making healthy choices. For example, delicata squash is a produce item that many in the cash mob were unfamiliar with. One group member raved about the taste and ease of cooking delicata squash, so he shared his recipe with the group and many others purchased, tried, and enjoyed adding a new, healthy, local food to their diet.

SUSTAINING SUCCESS

Gardiner's HMS program has identified cash mobs as an effective strategy to promote worksite wellness while also supporting the local economy. Cash mobs are a simple concept and easy to plan, requiring only a small amount of organizing and advertising. Because of this, cash mobs are a sustainable activity that will continue after grant funding ends. Currently, there is a separate group in Gardiner that utilizes social media to coordinate monthly cash mobs at local businesses in the downtown. Merging Gardiner's HMS work with this group could lead to future cash mobs at health-related businesses in the downtown.

Gardiner's farmers' market has also extended its hours for the 2014 season and will now be open on Saturday mornings in addition to Wednesday afternoons. This presents the opportunity to bring employees and their families into the downtown on weekends, broadening both the health and economic reach of this initiative.

Success Stories <http://apps.nccs.cdc.gov/dchsuccesstories>



EXAMPLE: SUCCESS STORY

Instruction: Visit the US CDC website to use this easy-to-use tool to create a success story. You just need your program information and a picture!

Envision Rumford Partners with Downtown Gyms to Increase Opportunities for Physical Activity

By: Envision Rumford's Healthy Maine Streets Committee, Rumford, Maine

Summary

Small businesses are often unable to offer comprehensive worksite wellness programs to their employees as large companies can. Through the Maine Development Foundation's Healthy Maine Streets (HMS) program, Envision Rumford is bringing worksite wellness to downtown small businesses. Rumford's HMS program partnered with two local gyms and purchased group memberships so employees of HMS businesses could use the gym facilities at no cost. This initiative has brought more than 16 employees and their families and friends to gyms in downtown Rumford to exercise and improve their health, while simultaneously improving the health of the local economy.

Challenge

Americans lead increasingly sedentary lifestyles, a contributing factor in the troubling nationwide obesity epidemic. According to the US Department of Health and Human Services, for every 100 employees, 66 are overweight and 24 do not exercise. The vast majority of adults recognize the benefits of exercise, which include reduced risks of obesity, high blood pressure, high cholesterol, stroke, and diabetes, though only 20% of adults exercise enough to meet current guidelines. For employees of small businesses in Rumford, opportunities to exercise in their rural community were limited due to winter weather and the fact that starting a new workout routine can be difficult to do alone. On top of that, gym memberships can be expensive and many people are afraid to commit to a year-long membership.

Solution

To get small business employees in downtown Rumford to be more active, HMS partnered with two local gyms, the Greater Rumford Community Center (GRCC) and I'L B FIT, and purchased group memberships. Both gyms offer cardio equipment, while the GRCC has weights, basketball and racquetball courts, and a walking track, and I'L B FIT specializes in a toning circuit for women and fitness classes. With this breadth of options, there is something to suit every employee's needs and comfort level. Not only does this partnership benefit employees, but the gyms also have increased business opportunities through this partnership.



"I decided to lose weight and Healthy Maine Streets has the right timing of offering the GRCC fitness machines to my business so I grabbed the opportunity to use the treadmill machine. Losing weight not just inspires me to lose more but it also makes me live healthy by exercising and eating right."

- Cherry Smith, Ink Plaza

Your Involvement is Key

Did you know that in addition to helping control weight and develop lean muscle, regular physical activity can reduce symptoms of anxiety and depression and foster improvements in mood and feelings of well-being?

Getting active is easy! Go for a walk or a bike ride, or contact your local gym to see how they can help you get started.



Results

- Six employees have joined I'L B FIT and 10 employees have become members of the GRCC. The group memberships purchased by HMS have already paid for themselves.
- To accommodate more employees, the GRCC extended the hours that their facilities were open to employees from the originally designated 12-3pm lunch break window to 24 hours a day.
- A handful of employees have referred friends or family members who have subsequently purchased memberships at the gyms. Other employees have used the personal training services offered by the gyms.
- This initiative has led to increased awareness of the HMS work in Rumford and brought more visibility to the program.
- Employees report establishing a regular exercise routine, losing weight, having more energy at work, and most importantly, having a lot of fun!

Contact

Barbara Rajaniemi

River Valley Healthy Communities Coalition
PO Box 86
Rumford, ME 04276
207-364-7408 phone
<http://www.rvhcc.org>

"I feel the best part of the partnership is that it brought some people in who would not have started at their own cost."

- Cindy Freeman, I'L B FIT

"Personally, I think it's a great partnership between the GRCC and Healthy Maine Streets. We've definitely benefited from the partnership."

- Gary Dolloff, GRCC

Sustainable Success

Rumford's HMS program has been successful in getting employees to local gyms and many employees are now hooked on regular workout routines. The ultimate goal is to have at least 50 to 60 employees participating in this initiative, more if possible. Rumford's HMS committee will continue to promote the initiative through flyers, newspapers, social media, and word of mouth.

The partnership between HMS and the GRCC and I'L B FIT is already expanding to a deeper collaboration at the community level. The HMS committee is working with the gyms to incorporate physical activity into community-wide events such as the Paul Bunyan Festival. The gyms have invited employees to participate in their events, like dodgeball tournaments, to expand the reach of their programming.

Success Stories <http://apps.nccs.cdc.gov/dchsuccesstories>





FACT SHEETS

Instruction: This tool chest includes three ready-to-use Fact Sheets: one for healthy eating, one for physical activity, and one for tobacco use restrictions. Each one includes health and economic impact information that come from national sources and research studies. The information shows the benefits of promoting wellness activities to individuals, employers, and the greater community. Simply insert your community information into the Fact Sheet to tailor it for your own use.





INCREASING HEALTHY EATING OPTIONS IN [INSERT TOWN NAME]

A healthy diet reduces risk for many chronic diseases

- Helps with maintaining a healthy weight.
- Reduces risks of cardiovascular disease (high blood pressure, high cholesterol, stroke.)
- Reduces risk of type 2 diabetes.
- Reduces risks of some cancers.

Healthy employees are happier

- Healthy employees, eat right, sleep well, and come to work with lots of energy.
- Poor diet and eating more calories than we use, leads to putting on too much weight.
- Replacing unhealthy options with healthy choices can make a difference. Eliminate one sugary drink (or cookie, candy bar, a piece of cake, etc.) every day for a year, 150 calories x 365 days, and lose 15 pounds!

Shoppers want to buy local foods and eat healthier meals

One study found that 24% to 88% of farmers' market shoppers traveled to downtown areas specifically to patronize the market, and 33% to 65% spent additional money at neighboring businesses.

[describe the new opportunities here]

DID YOU KNOW?

[fill in community information here]

- local farms within 10 miles of our downtown
- shops carry local or fresh foods

To learn more, contact [insert community info]





GETTING ACTIVE IN [INSERT TOWN NAME]

Benefits of Being Physically Active

- Adults gain two hours of life expectancy for each hour of regular exercise.¹⁸
- Reduces depression.
- Improves stamina and strength, helps with weight management.
- Reduces risks of cardiovascular disease (high blood pressure, high cholesterol, stroke).
- Reduces risk of type 2 diabetes.
- 8 out of 10 adults recognize the benefits of exercise, but only 2 exercise enough to meet the guidelines.¹⁹

Physical Inactivity Slows us Down in the Workplace

- Nearly 40% of adults spend the majority of the day sitting.²⁰
- Physical inactivity results in the loss of 162 productive hours (approximately 20 days) per worker.
- According to the comprehensive California study on Economic Costs of Physical Inactivity, Obesity and Overweight (2005), the incremental cost to the employer of a physically inactive worker is \$2,400/year; and \$3,270/year for an obese worker.²¹

[Fill in name of town here] is Picking up Speed by Increasing Ways to Get Active

[write what the town is doing here]

When more People are Walking and Biking, Foot Traffic in the Downtown Increases

- Increasing the walkability of the downtown can be good for retail sales and downtown vitality. One downtown made significant pedestrian improvements and its vacancy rate dropped from 18% to 6%.
- An initiative in another downtown to calm traffic more than doubled property values and the building occupancy rate.²²

DID YOU KNOW?

- [fill in name of town] has _____ miles of walking trails, including paths, sidewalks, and trails

To learn more, contact [fill in community information here]





MAKING THE CASE FOR TOBACCO USE RESTRICTIONS IN

Did you know tobacco use impacts everyone's health?

- Tobacco use is the leading cause of preventable chronic diseases and premature death in the U.S.
- About 21% of adults and 15% of youth in Maine smoke.
- Exposure to secondhand smoke is as toxic as smoking cigarettes, there is no safe level of exposure.
- Secondhand smoke has more than 4,000 chemicals. Many of these are toxic and can cause cancer.
- Breathing in secondhand smoke regularly increases your chances of getting lung cancer by 20-30%.

Reducing tobacco use and secondhand smoke is good for everyone

- #_____ smokers x 3 more sick days = _____ days of added good health.
- Smokers and employers will save \$3,300 per person per year in health care costs.
- Save on costs of picking up litter on our streets from cigarette butts and spit tobacco.
- Improve safety by reducing the chance of fire in garbage receptacles near structures.

Benefits

- Healthier community
- Healthier air
- Cleaner downtown
- Reduced costs
- Reduced fire risk with safer parks and streets

To learn more, contact





SAMPLE COMMUNITY SURVEY

[Here is an example survey for downtown's to use to get feedback from the community. This can be administered through web-link, postcard survey, in-person with a clip board, or other method. See Step 3 for more ideas!]

Our local Main Street (downtown) community has been participating in the Healthy Maine Streets program to help make our downtown a healthier place to visit, shop, work, and play. Our participating businesses and committee members have made several changes to bring more healthy options to our community. We'd love to hear your thoughts about what we are doing and learn more about what you'd like to see here.

Please circle one response.

1. I/my family visit downtown.

- Daily
- Weekly
- Monthly
- A couple times a year
- Never

2. I/my family shop in the downtown.

- Daily
- Weekly
- Monthly
- A couple times a year
- Never

3. I/my family purchase food in the downtown.

- Daily
- Weekly
- Monthly
- A couple times a year
- Never

4.

- I did not notice.
- I am happy you made the changes.
- I am unhappy you made the changes.
- I have no opinion.

5.

- All the time
- Sometimes
- Never
- Don't Know

Healthy Eating

6.

- I did not notice.
- I am happy you made the changes.
- I am unhappy you made the changes.
- I have no opinion.

7.

- All the time
- Sometimes
- Never
- Don't Know



8.

- I am not familiar with the farmers' market.
- I heard about it, but never visited.

- I/my family visited one time.
- I/my family visit sometimes.
- I/my family go to the market regularly.

Physical Activity

9.

- I did not notice.
- I am happy you made the changes.

- I am unhappy you made the changes.
- I have no opinion.

10.

- All the time
- Sometimes
- Never
- Don't Know



ENDNOTES

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Healthy Maine Streets

Participating Communities as of May 2014

Communities:

- ★ Main Streets
- NP Nonprofits
- M Municipalities





**HEALTHY
MAINE STREETS**

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healthymainestreets.org