



HEALTHY EATING
ACTIVE LIVING
CITIES
CAMPAIGN

HEAL CITIES

CAMPAIGN MODEL

HOW our work encourages cities to prioritize & adopt "built environment" policies?

Targeted Stakeholders
WHO needs to do WHAT differently for cities to prioritize & adopt policies?

WHAT policy-related changes are desired for cities?

WHY will communities be better off after cities prioritize & adopt built environment policies?

Convene **CIRCLES of ADVISORS** to guide the project

Create and use **MESSAGES** to frame health equity issues

COMMUNICATE the relationship between health and the built environment

Build **RELATIONSHIPS** between cities' staff and targeted stakeholders

TRAIN & provide TA about policy resources & tools

FOCUS INVESTMENT in cities with significant minority & low-income populations

CONNECT city decision-makers with each other

ADVOCATE for health priorities, adoption & alignment of policies

City Officials and Departments' Staff will:

- Be receptive
- Shift mindset
- Increase & use knowledge
- Dialogue with city officials
- Partner with outsider influencers

Professional groups, county health departments & community coalitions will:

ADVOCATE for city leadership to prioritize & adopt policies & align resources

Statewide and local media will:
provide a **PLATFORM** for our messaging

Civic Engagement
Train and educate community members for sustainable "asks"

PRIORITIZE
Health Equity

ADOPT
Built Environment policies

ALIGN
existing policies & resources to support current efforts

IMPLEMENTATION
of policies

EVALUATION
of success

All residents will have a greater selection of healthful options within reach making the **Healthy Choice the Easy Choice**

Disparities in access to healthful options **will be reduced**

Employers will benefit from a healthier workforce

City workers will have incentives to improve health

Communities' improved livability will generate economic **prosperity**