Pedestrian Plans and Farmers’ Markets: Making the Healthy Choice More Accessible in Your Community

Elaine Russell
Kentucky Department for Public Health
Nutrition, Physical Activity and Obesity Program
HEALTHY NUMBERS FOR KENTUCKY FAMILIES
Health doesn’t begin in a doctor’s office.

It begins where we live, work, learn and play.
Social Ecological Model

- **PUBLIC POLICY**: National, state, local laws
- **COMMUNITY**: Access, design, spaces, connectedness, cultural values, social norms
- **ORGANIZATIONAL**: Child care centers, schools, workplaces, faith-based or social organizations
- **INTERPERSONAL**: Family, friends, social networks
- **INDIVIDUAL**: Knowledge, attitudes, skills

Prevention Across Sectors

- Early Care & Education
- Schools
- Worksite Wellness
- Breastfeeding
- Access to Healthy Foods
- Access to Physical Activity
Across the state, many communities have at least 25% of the population participating in federally funded nutrition assistance programs.

Adults consume vegetables 1.6 times per day and fruits 1.1 times per day – well below the 5 a day recommendation.

1 in 5 adults report difficulty getting affordable fresh produce.

Access to Physical Activity

16.6% of adults meet recommended physical activity guidelines.

68% of children have sidewalks or walking paths in their neighborhoods.

Only 27 of the 500 cities and towns in Kentucky have adopted pedestrian plans.

Access to Physical Activity Vision Document: www.fitky.org
Social Determinants Model

Partnership for a Fit Kentucky
Our vision for Healthy Foods and Physical Activity

**Kentucky’s Vision for Access to Healthy Foods**

All Kentuckians at all times will have access to safe, affordable, culturally acceptable and nutritious food that meets their dietary needs for an active and healthy life. Farmers’ markets are one way to improve access to healthy foods in communities by establishing markets in underserved areas and supporting the acceptance of federal food assistance benefits in existing markets.

www.fitky.org
OUR VISION
All Kentuckians at all times will have access to safe, affordable, culturally acceptable and nutritious food that meets their dietary needs for an active and healthy life.
FARMERS’ MARKETS
Feeding Kentuckians with Kentucky Foods

Health

Community Connections

Food Equity

Sustainable Food System
Over 263,300 farmers in Kentucky

Farmers only receive 15.8 cents of every food dollar spent in a chain retailer

158 farmers’ markets in at least 105 counties

23 accept SNAP

75 accept WIC

69 accept Seniors

11 Kentucky Department of Agriculture (November 2014)
FARMERS’ MARKETS
Key Components

- Physical Location
- Accept SNAP, WIC, SFMNP
- Organizational Structure
- Community Support & Engagement
- Double Dollar Incentives
Incentive Programs

You spend $5 SNAP – We match $5
- You have $10 to spend at the Farmers Market

Double Dollars @ Farmers’ Markets

Summer Feeding Program
Farmers’ Market
Communication Goals

Increase awareness Farmers' Markets and the need to increase access to healthy foods.

Create a demand for healthy, nutritious food in our communities.

Create a structure for training for farmers and market managers.
## Opportunities for Engagement

<table>
<thead>
<tr>
<th>Organization structure</th>
<th>Community engagement</th>
<th>Physical Location</th>
<th>Incentive Programs</th>
</tr>
</thead>
</table>
| • Support for small business meeting space, technology training, strategic planning  
  • Become Friend of the Farmers Market | • Book clubs & documentaries on the food system  
  • Cooking classes, recipe books, knife skills, food budgeting  
  • Promotion & Engagement | • Research community locations  
  • Help gain community input  
  • Connect to Library | • Promote summer feeding and summer reading  
  • Pair reading and education programs with Kids Bucks  
  • Promote Veggie Rx and Double Dollars |
OUR VISION
All Kentucky communities will accommodate all modes of transportation and provide access to safe, attractive and convenient opportunities for physical activity, whenever and wherever possible.
Benefits of a Walkable Community

- Health
- Safety
- Economics
Pedestrian Plan
First step to a walkable community

Pedestrian Plan – a detailed plan that engages community members to identify priorities for creating a safe, attractive walking and biking environment for people of all ages and abilities.

When adopted by local government will serve as official documentation of your community’s need and readiness for improvements.
PEDESTRIAN PLANS
Current Status

54 miles
Rail Trails

9 towns
Trail Towns

27 plans
Pedestrian Plans
PEDESTRIAN PLANS
How to Develop and Adopt the Plan

1. Form Committee
2. Conduct Assessment
3. Identify Priorities
4. Write Plan
5. Promote Plan
6. Adopt Plan by Local Official
P.L.A.N.

People
- Identify target audience
- Convene a committee
- Identify groups to assist project

Location of Focus
- Map assets
- Identify a priority area
- Ask for input on priority projects
- Conduct walkability assessments

Assessment of Priorities
- Review results with Committee
- Write a need and purpose statement for each project
- Assemble pedestrian plan

Network Your Plan
- Obtain approval for pedestrian plan by local officials
- Share plan with community and KY Transportation Cabinet
North Somerset

North Somerset contains all three different types of bicycle options: shared lanes/signed routes, bike lanes/separated bike lanes, and separated trails/shared use-paths. Listed below are the selected routes.

The recommended shared lane/signed routes are:
- KY 1575 (University Drive)
- Oak Leaf Lane, around Northern MS to KY 39
- Old Pumphouse Road, from KY 39 to KY 3260
- East Somerset Church Road, from KY 39 to KY 3260

The recommended bike lanes/separated bike lanes are:
- The shoulder along US 27 from the bypass and continuing north on KY 2227 until SomerSplash

The recommended separated trail/shared-use paths are:
- A continuation of Old Pumphouse road, along the Caney Fork to KY 2227.
- A continuation of Oak Leaf Lane to SomerSplash.

- Continuing north on KY 2227 after SomerSplash
- Started at KY 80, headed north on KY 1247, north on KY 39, north on KY 3260
- The bypass around Somerset, KY 80

SOMERSET BICYCLE AND PEDESTRIAN MASTER PLAN
Communication Goals

- Increase awareness for the need of a pedestrian plan
- Establish pedestrian planning as a top priority
- Create a demand for training
Opportunities for engagement

People
- Engaging community members in planning & prioritizing
- Identifying volunteer groups
- Promote physical activity

Location
- Walkability audits
- Organize history/art walks
- Promote library as community asset: resources, physical activity opportunities

Assessment
- Community input for need and purpose statements
- Mapping, compiling report, GIS

Network
- Why is this important? Identify resources
- Host public meetings
Training and technical assistance
Easy to use resources
Networking opportunities
Communication tools
Community Engagement

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Champions</th>
<th>Decision Makers</th>
<th>Worker Bees</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Who are you trying to impact?</strong></td>
<td><strong>Who is the most excited?</strong></td>
<td><strong>Who can help make it happen?</strong></td>
<td><strong>Who can provide staff time and leg work?</strong></td>
</tr>
</tbody>
</table>
Communication Tools
Understanding Your Audience

Price

Product

Placement

Promotion

Target Audience
Partnerships

- Cooperative Extension
- Health Organizations
- Schools, Youth groups
- Local Health Departments
- Tourism
- Running, biking, yoga groups
- Main Street Coordinators
- ADD Districts
- Local Chefs
- Fire and Police
- Local officials
- Faith-based
Questions? Comments?

Elaine Russell MS, RD, LD
Kentucky Department for Public Health
Nutrition, Physical Activity and Obesity Program
Elaine.Russell@ky.gov
www.fitky.org
502-564-9358