



Background

About LiveWell Colorado

According to the U.S. Surgeon General, poor nutrition and lack of physical activity are the second leading preventable causes of death in the U.S. and Colorado. A large portion of the population in Colorado is at risk for cardiovascular disease, diabetes, cancer, hypertension and asthma due to sedentary lifestyles and unhealthy eating. LiveWell Colorado is a statewide initiative aimed at reducing overweight and obesity rates and related chronic diseases in Colorado. Sponsored by The Colorado Health Foundation, CDPHE and Kaiser Permanente, LiveWell Colorado works with communities to promote healthy eating and active living through policies, programs and environmental changes.

Mission

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LiveWell Westwood is building relationships in our community to identify strengths and challenges focusing on healthy eating and active living. Our coalition's mission is to implement a plan that offers accessible, affordable, and safe options to improve health for all who live, work, or play in Westwood.

Goals and Strategies

Goal 1: Develop a built and social environment that increases the number of people in the neighborhood safely walking / riding bikes to everyday destinations by an average of 10% per year.

- Identify and organize community in *pequeños barrios* (sub-neighborhood areas) to increase community involvement in promoting safe walking and biking. ^{Year 1}
- Leverage agency support to improve streets for walking and biking. ^{Year 1}
- Create more interesting places to walk
- Educate and encourage walking and biking through implementing model programs. ^{Year 1}



Goal 2: Develop supportive health-promoting policies in 100% of area schools, 10 businesses, and 50% of faith-based and other community service organizations.

- Increase awareness within Westwood about health issues that surround sedentary lifestyles and obesity. ^{Year 1}
- Community organizing to find out hopes and dreams related to healthy living within Westwood to influence policy makers. ^{Year 1}
- Create a system of healthy living centers that can be applied to existing and new institutions within *pequeños barrios* to increase access to healthy eating and active living ^{Year 1}
- Develop a site-based wellness team at each school to develop and implement a wellness policy. ^{Year 1}
- Partner with employment centers to promote worker healthy eating and active living through education and encouragement.
- Increase availability of healthy foods for sale at local restaurants and food stores.
- Implement policies with major healthcare providers to address obesity, physical activity, eating, and breast-feeding best practices.

Goal 3: Promote healthy eating habits that lead to an increase of 10% per year in residents who report eating 3 or more fruit and vegetable servings per day.

- Increase awareness in Westwood about how to eat better and move more. ^{Year 1}
- Create healthy living centers in *pequeños barrios* (mentioned in Goal 1).(repeated strategy) ^{Year 1}
- Increase affordable healthy eating opportunities.
- Educate and encourage children and youth to eat healthy foods through consistent opportunities at healthy living centers.

Goal 4: Promote physical activity habits that increase by 10% per year those people who report being sufficiently active.

- Increase awareness in Westwood about how to eat better and move more. ^{Year 1}
- Create healthy living centers in *pequeños barrios* (mentioned in Goal 1). ^{Year 1}
- Increase safe, affordable, and accessible exercise opportunities.



- Involve children and youth in physical activities through consistent opportunities at healthy living centers.

Goal 5: In five years, LiveWell Westwood is a sustainable, effective community organization that has diverse financial support and the capacity needed to accomplish its goals.

- Build a diverse support base and leverage resources
- Encourage collaboration and communication between organizations and key community members

Goal 6: LiveWell Westwood develops and implements a communication strategy that uses consistent messages that are relevant, culturally appropriate, and motivating to the Westwood community.

- Serve as a resource to inform and empower decision-makers about best practices in healthy eating and active living policy.
- Utilize existing organizations, workplaces, and gathering places as centers for reaching the community with messages.
- Identify messages that are relevant, culturally appropriate, and motivating, and consistently use these messages.

About LiveWell Westwood

The LiveWell Westwood project is a grantee of LiveWell Colorado. Our coalition includes community members, government officials, and local non-profits. Sixteen thousand people live in Westwood, a Denver neighborhood bordered by Alameda to the north, Sheridan to the west, Federal to the east, and Mississippi to the south. Our community is 76% Latino, 17% Caucasian, 3.4% Asian, 1.4% Native American, and 1.2% African-American, and over 35% of our residents are foreign-born.

Much of our population has low education levels. 56% of residents age 25 and older do not have a G.E.D. or high school diploma. We also have high rates of poverty; 31% of children are in poverty. Safety concerns in our community include speeding traffic, and Denver has named our community a “graffiti hot spot.” Our sidewalks are narrow, impeding active lifestyles, and few stores in our community sell fresh vegetables.



Despite these obstacles, we feel hope and have great opportunities. Nearly 1/3 of our population is under the age of 18, offering the possibility of forming healthy habits that will last a lifetime. We are a diverse people with a track record of coming together to make a better life.

How to Get Involved

LiveWell Westwood's action plan involves organizing and decision making at the community level (school groups, church groups, blocks, etc) as well as partnership with city agencies such as the City Council, Office of Economic Development and Public Works Department. LiveWell Westwood's community-based steering committee helps guide the process through meetings every one – three months. Learning Landscapes is the lead organization.

Timeline

In 2008, we are conducting a needs assessment and formulating a strategic plan. In years 2009 - 2015, we will implement our strategic plan and build long-term sustainability. LiveWell Colorado has committed to help fund our strategies, and we will also seek matching funds and government partnerships to achieve these goals.

For more information or to get involved:

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