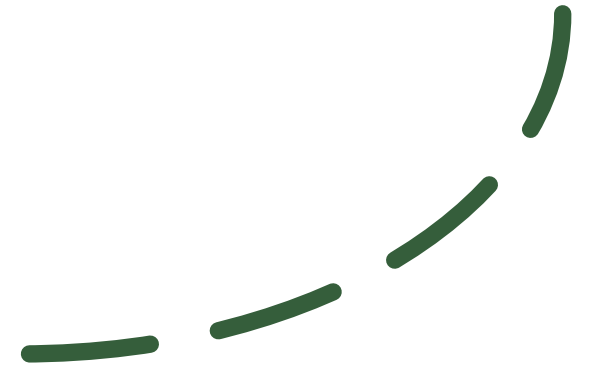




# Healthy Habits

Why is this initiative important?

Healthy habits promote health and wellness through physical activity, eating healthy, substance abuse prevention, and social connection, etc. Healthy habits are foundational toward protecting individuals from potential serious health problems in the future.



# Healthy Habits

What are we doing in this initiative?

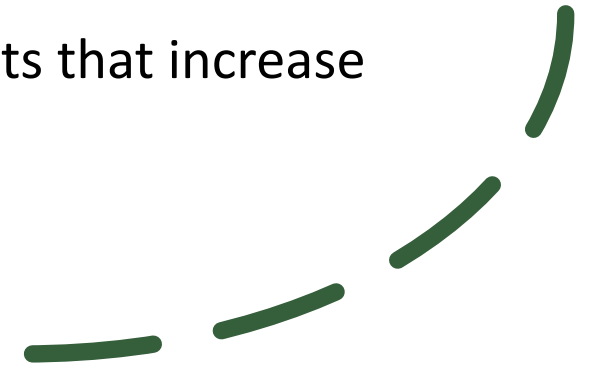


The Weld Trust will support programs that promote physical activity, healthy living and nutrition.

Additionally, The Weld Trust will fund programs and informational campaigns toward substance abuse prevention and education.

The Weld Trust will fund programs that educate individuals and families on developing healthy relationships, positive social connectedness, and responsible digital citizenship.

Finally, The Weld Trust will support projects that increase service delivery to adequate healthcare.



# Healthy Habits

What are the priorities in this initiative?



- **Active Living**

Increase the participation of children and adults in daily physical activity.

- **Healthy Behaviors**

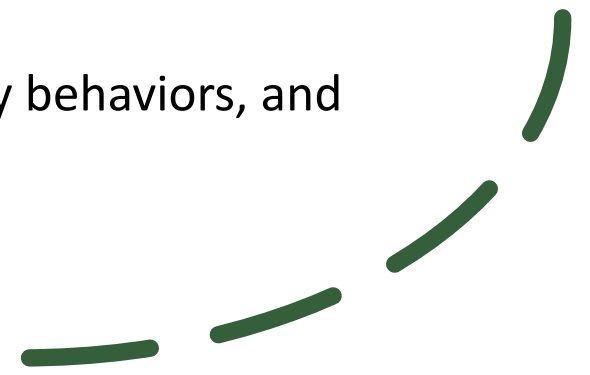
Increase positive social connectedness, digital citizenship, and education on substance abuse prevention.

- **Nutritious Eating**

Increase education about nutrition, food preparation, and access to nutritious foods.

- **Outreach**

Increase the promotion of active living, healthy behaviors, and nutritious eating.

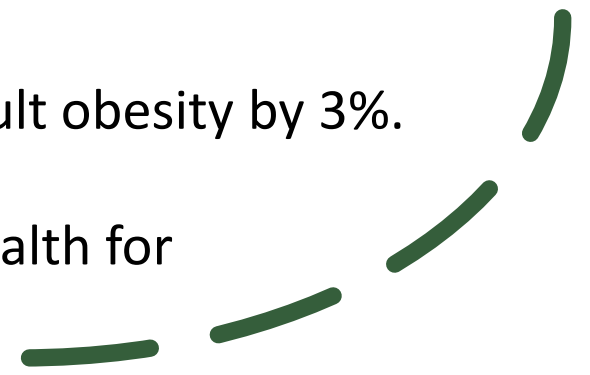


# Healthy Habits

What are our goals for this initiative?



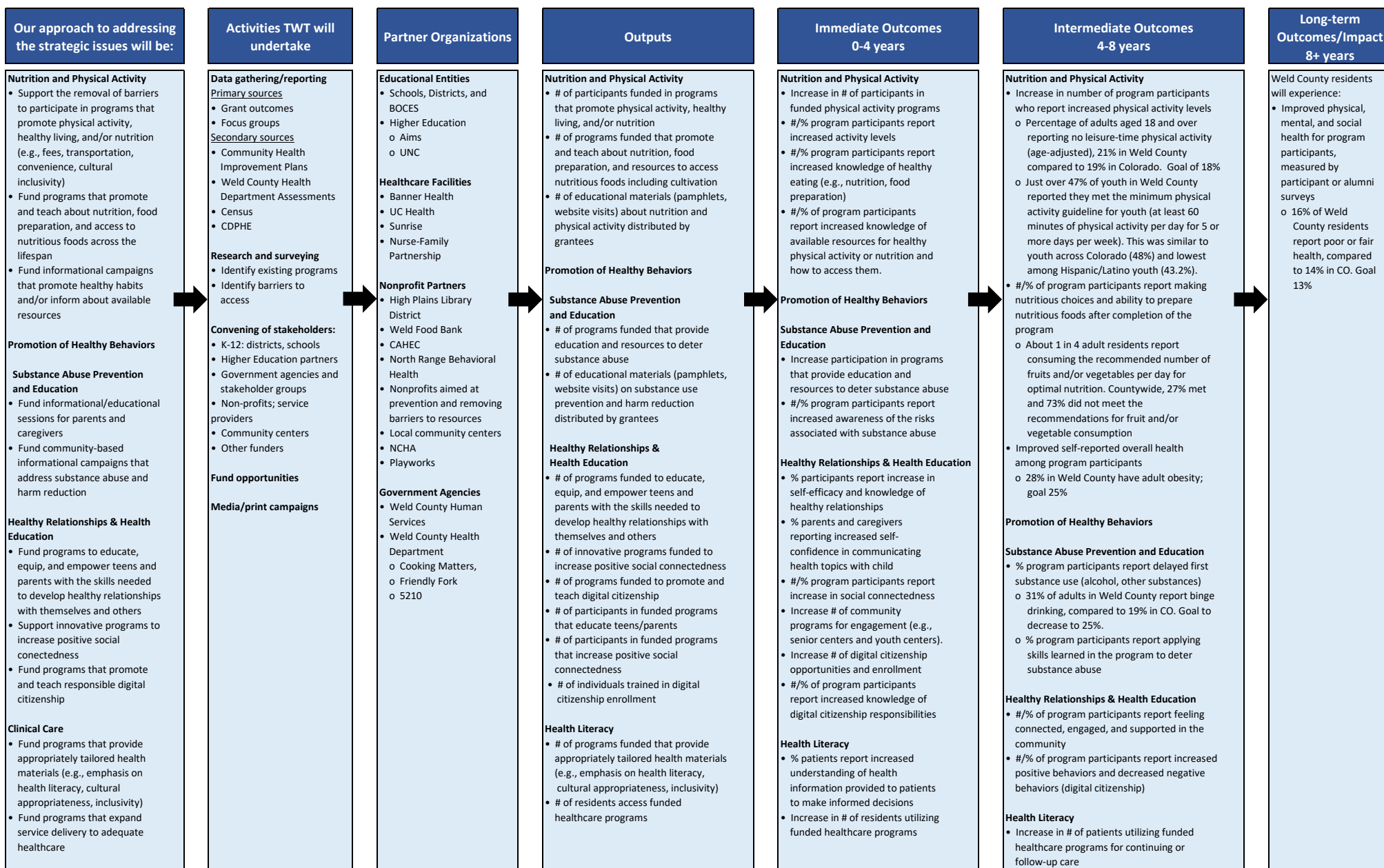
- Decrease by 2% the number of adults in Weld County reporting no leisure-time physical activity.
- Increase the number of youth in Weld County who meet the daily minimum guideline of at least 60 minutes of physical activity.
- Increase the social connectedness and knowledge of healthy relationships.
- Increase knowledge and engagement of digital citizenship.
- Decrease by 6% the number of adults in Weld County who report binge drinking.
- Increase nutritious eating and decrease adult obesity by 3%.
- Improve the physical, mental, and social health for Weld County residents.



## Healthy Habits Logic Model

**Mission Statement:** To promote excellence in health and education in Weld County.

The Weld Trust will fund informational campaigns and programs around Weld County to encourage the early development of healthy habits among individuals in the physical and social realms.



## ASSUMPTIONS and ECOSYSTEM

Weld County is ranked 16th in the state in health outcomes (length of life, self-reported health status, low birthweight) and 32nd in the state in health factors (tobacco use, diet and exercise, alcohol and drug use, sexual activity, access to care, quality of care, education, employment and income, family and social support, community safety, air and water quality, housing and transit).

Weld County families need income more than two and a half times the federal poverty level to make ends meet (Colorado Center on Law and Policy and the University of Washington, 2018).

Residents at or below the 100% FPL reported they were worried about having enough money to buy nutritious meals nearly 4 times as often as residents who were not below the 100% FPL (43% compared to 12%).

Data from County Health Ranking, 2019 data for 2022 County Health Rankings:

- 16% of Weld County Residents report poor or fair health, compared to 14% in Colorado.
- 28% in Weld County have adult obesity (Percentage of the adult population (age 18 and older) that reports a body mass index (BMI) greater than or equal to 30 kg/m2 (age-adjusted), compared to 24% in Colorado.
- Percentage of population with adequate access to locations for physical activity 78% in Weld County, compared to 88% in Colorado.
- Percentage of adults aged 18 and over reporting no leisure-time physical activity (age-adjusted), 21% in Weld County compared to 19% in Colorado.

### Nutrition and Exercise

- There is strong evidence that fitness and exercise programs offered in community settings increase physical activity levels and improve physical fitness for participating adults and older adults, particularly when these activities are offered with social support interventions.
- One Philadelphia-based study suggests programs using culturally relevant tailoring derived from direct community input can increase program adherence, physical activity, and improve participants' self-rated health. Experts suggest that culturally relevant tailoring efforts should identify participants' desired settings for activities; reflect the community in promotional materials, use preferred technology, be accessible to those with various levels of literacy; and have staff members who reflect participants recruiting for and leading programs.
- There is strong evidence that educational, social, and physical activity programs for older adults improve mental and physical health outcomes, reduce loneliness and social isolation, and improve emotional well-being and quality of life among participants. Physical activity programs have been shown to improve physical health outcomes among frail older adults. Program effects have been sustained up to 12 months after participation; additional research is needed to confirm effects after 12 months.

*Chronic diseases broadly refer to conditions that last one year or more and require ongoing medical attention. Chronic diseases such as heart disease, cancer, and diabetes are the leading causes of death and disability in the United States. Overweight and obese children are at higher risk of developing chronic health problems including type 2 diabetes, high blood pressure, asthma and other respiratory problems, sleep disorders and liver diseases (OMNI, 2020).*

- 14% of Weld County high schools students are obese, compared to 10% in Colorado. A higher percentage (42%) of low-income residents are obese in Weld County (OMNI, 2020).

**Opportunity:** Nutrition and physical activity are closely linked to chronic disease; thus, improving access to physical activity and fresh foods through the school system, improvements in the built environment (such as sidewalks and recreational paths), and access to affordable fresh food are opportunities for improving the health of residents and decreasing risks associated with chronic disease (OMNI, 2020).

### Substance Use

- 49% of Weld County adults use alcohol. 31% of adults in Weld County report binge drinking, compared to 19% in Colorado.
- Weld County has a higher opioid prescription rate (724 per 1,000) than Colorado (671 per 1,000). High school student prescription pain misuse is higher in Weld County (13%) than in Colorado (12%).

### Clinical Care:

- There are fewer primary care physicians per resident in Weld County (2,030:1) than in Colorado (1,230:1) and the U.S. (1,050:1). 94% of children and 76% of adults in Weld County have a regular health provider.
- Opportunities for improvement for Weld County include expanding access to health insurance, particularly among minority and low low-income Weld County residents, such as through programs that help individuals enroll in Medicaid, and exploring strategies to ensure adequate access to physicians, such as by decreasing the population-to-physician ratio or utilizing telehealth services to expand reach across the county.

\*\* Community informed initiatives to increase access to healthy living. This may be transportation, bus passes, parks, bikes, bike lanes, helmets, community programming, senior centers, silver sneakers, etc.

### Quality of Life

- <https://depts.washington.edu/uwcssc/sites/default/files/hw00/d40/uwcssc/sites/default/files/WHO%20Quality%20of%20Life%20Scale.pdf>
- <https://www.who.int/tools/whoqol>

### Emphasis on rural areas and vulnerable populations