



LiveWell Prowers County

Mission:

LiveWell Prowers County leads community action to prevent and reduce obesity and related chronic diseases through increased physical activity and healthier eating.

Vision:

Prowers County's community environment supports a healthy lifestyle for all residents by offering many easily accessible and appealing opportunities for healthy eating and active living.

Goals:

LiveWell Prowers County has brought together over 40 partner organizations dedicated to community strategies to promote Healthy Eating and Active Living. Below are some of the major strategies we are working on:

- Maintain a community coalition dedicated to healthy eating and active living
- Improve healthcare for obesity and chronic disease management and prevention
- Support and develop a built environment that encourages active living
- Support healthy eating and improve access to healthy food choices
- Support implementation of Worksite Wellness programs
- Collaborate with schools to support student wellness
- Implement best practices for healthy eating and active living in daycares and early childhood centers

Community Coalition and Community Engagement: LiveWell Prowers County is bringing obesity and health to the forefront in our communities. We have established partnerships with over 40 organizations. These organizations are working together to make the healthy choices the easy choices in our communities. Our partners include:

- Prowers County Public Health
- The City of Lamar
- The School Districts of Lamar, Holly, and Wiley
- Lamar Community College
- High Plains Community Health Center
- Prowers Medical Center
- Lamar Chamber of Commerce
- Lamar Senior Center

Healthcare: LiveWell Prowers County has partnered with High Plains Community Health Center—one of the largest healthcare providers in the area—to implement an innovative health coaching program. Patients at risk or diagnosed with chronic diseases are connected with a health coach for brief education, goal setting, support, and follow-up. Results have shown increased physical activity and improved clinical outcomes including blood pressure and diabetes control.

Active Transportation: The LiveWell Prowers County Active Transportation workgroup is bringing partners together to pursue Safe Routes to School to encourage safe walking and biking to school. Plans are also in place to create a network of community biking champions to promote active transportation and provide workshops on bike maintenance and repair.

Healthier Snacks: Children are making healthier snack choices as a result of our GO, SLOW, WHOA program. Through this program, healthier snacks are now available at Lamar Parks and Recreation's concession stands. GO, SLOW, WHOA makes healthy snacks more easily identifiable by rating them as GO (anytime snacks), SLOW (sometimes snacks), or WHOA (only once in a while snacks).

Worksite Wellness: Fourteen businesses with a total of nearly 1,000 employees are focusing on creating well workplaces as a result of the worksite wellness initiative supported through LiveWell Prowers County and Lamar Chamber of Commerce. Well worksites are implementing the framework outlined in LiveWell Colorado's Worksite Wellness Blueprint to implement policy and environmental changes to support healthy eating and active living at the workplace.

Schools: LiveWell Prowers County helps support the Lamar, Holly and Wiley school districts implement the Coordinated School Health model. Focusing on student wellness maximizes academic performance and arms students with the knowledge and skills they need to stay healthy for a lifetime. We are assisting these schools in creating school policies dedicated to student wellness and creating action plans to improve nutrition and physical activity.

Breastfeeding: LiveWell Prowers County is creating a network of support for breastfeeding. With the help of Prowers County Public Health, a mom-to-mom breastfeeding support program provides education and support to new moms. Breastfeeding provides all the nutrients a baby needs for healthy development and promotes healthy weights for both babies and moms.

Early Childhood: LiveWell Prowers County is teaming up with local early childhood centers and home daycares to ensure children are set up for a lifetime of nutrition success. In 2011, local childcare providers were provided with trainings and support to implement the Colorado Department of Public Health and Environment's best practices for the prevention of childhood overweight. Early childhood providers were also provided with training and toolkits to implement a nutrition and physical activity curriculum called Food Friends and Mighty Moves.

Funding:

The Colorado Health Foundation, Colorado Department of Public Health and Environment, and Kaiser Permanente supports LiveWell Prowers County as well as several other LiveWell Colorado communities located throughout the state.

For more information on the statewide LiveWell initiative, please visit www.livewellcolorado.com

For more information, or to join the LiveWell Prowers County community coalition,
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