

Appendices, HEAL LOI Guidance

Appendix A—MAPPS strategies

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Appendix A—MAPPS strategies

Public Health-Seattle & King County School District Strategy Table

Higher priority interventions are marked with a filled circle (●) and important, but lower priority ones with an open one (○).

MAPPS Strategy	Recommended Interventions	Sector					
		Media	School Districts	Community Organizations	Local Government	Worksite	Economic Development
Media: Promote healthy foods/drink choices	Mass media, media targeted community media and social media. Marketing to promote healthy food retail.	● ●		●			
Media: Counter-advertising	As above, plus school-based counter advertising.	●	●				
Access: Increase healthy food/drink availability AND Limit unhealthy food/drink availability	Promote nutrition standards in schools, children’s programs, worksites and government-funded programs, including both meals prepared by the school and other foods, such as vending machine or those served at school events (sometimes referred to as “competitive foods”). Modify zoning policies to encourage healthy food retailers to locate near schools and in underserved neighborhoods. Implement vending machine nutrition guidelines/requirements. Support development of healthy corner stores. Increase number of small food retailers that sell healthy food through government food programs, such as WIC & SNAP. Locate land and provide tools and technical assistance for immigrant and low-income people to growing food in their communities and sell it to local food retailers.		● ●	● ● ○	● ○ ●	● ●	● ●

MAPPS Strategy	Recommended Interventions	Sector					
		Media	School Districts	Community Organizations	Local Government	Worksite	Economic Development
<u>Access:</u> Reduce density of fast food sites	Work to modify zoning policies to reduce proximity of fast food to middle and high schools.				○		
<u>Access:</u> Farms to institutions	Implement a Farm to School program at the school or district level.		●				
<u>Product placement & attractiveness</u>	Support marketing of healthy items at corner stores, and at schools and worksites (cafeterias, vending, on-site stores).		○			●	●
<u>Price:</u> Changing relative prices of healthy vs. unhealthy items	Explore feasibility of enacting city privilege tax or fee on sugar sweetened beverages. Work with interested partners to lower the cost of healthy items relative to less healthy items in cafeterias and vending machines at schools, worksites and government facilities. Implement cooperative purchase of food procured for meals and snacks in schools, childcare, and public housing.		●		●		●
<u>Access:</u> Safe, attractive, accessible places for activity	Establish joint use agreements for schools and parks, so that community members can access indoor and outdoor recreation facilities. Promote adoption and implementation of state standards for minimum play space, equipment, and duration of play in children’s programs. Modify park and recreation department policies to increase low-income and racial/ethnicity access to culturally appropriate physical activity programs.		○		○		
<u>Access:</u> City planning, zoning and transportation	Incorporate healthy community elements in cities’ comprehensive plans (e.g., include municipal bicycle and pedestrian master plans as part of plan updates). Use a “complete street” approach in planning and/or zoning, to promote walking and biking.				●		●

MAPPS Strategy	Recommended Interventions	Sector					
		Media	School Districts	Community Organizations	Local Government	Worksite	Economic Development
	Work to implement state school siting requirements that locate schools so children can walk and bicycle to school and communities can use school facilities.				○		
Access: Require daily quality physical education (PE) in schools	<p>Promote adoption and implementation of high-quality PE standards/curricula and train and certify PE teachers.</p> <p>Promote adoption and implementation of regular recess, and especially Recess Before Lunch, in grades K-8.</p>		●				
Social Support: Safe Routes To School	Develop and/or implement a Safe Routes to School program at the school or district level, so that students can safely walk and bike to school.		●		●		

Appendix B—MAPPS strategies for school districts

HEAL School District Interventions

MAPPS in bold, PHSKC intervention description in regular font

Media: Counter-advertising

- Participate in counter advertising against unhealthy foods and/or promotion of healthy in collaboration with PHSKC media contractors.

Access: Increase healthy food/drink availability and Limit unhealthy food/drink availability

- Promote nutrition standards in schools, children’s programs and worksites, including both meals prepared by the school and other foods, such as vending machine or those served at school events (sometimes referred to as “competitive foods”).
- Implement vending machine nutrition guidelines/requirements.

Access: Farms to school

- Implement a Farm to School program at the school or district level.

Product placement & attractiveness

- Support marketing of healthy items at corner stores, and at schools and worksites (cafeterias, vending, on-site stores).

Price: Changing relative prices of healthy vs. unhealthy items

- Lower the costs of healthy items relative to less healthy items in cafeterias and vending machines at schools.
- Implement cooperative purchase of food procured for meals and snacks in schools and/or childcare.

Access: Safe, attractive, accessible places for activity

- Establish joint use agreements for schools and parks, so that community members can access indoor and outdoor school recreation facilities.

Access: Require daily quality physical education (PE) in schools

- Adopt and implement high-quality PE standards/curricula and train and certify PE teachers.
- Provide regular recess, especially before lunch, in grades K-8.

Social Support: Safe Routes to Schools

- Develop and/or implement a Safe Routes to School program at the school or district level, so that students can safely walk and bike to school.

Appendix C—MAPPS strategies for local governments

Local government interventions

MAPPS in bold, PHSKC intervention descriptions in regular font

Access: Increase healthy food/drink availability and Limit unhealthy food/drink availability

- Promote nutrition standards in schools, children’s programs and worksites, including both meals prepared by the school and other foods, such as vending machine or those served at events (sometimes referred to as “competitive foods”).
- Modify zoning policies to incent healthy food retailers to locate near schools and in underserved neighborhoods in cities.
- Implement vending machine nutrition guidelines/requirements.

Access: Reduce density of fast food sites

- Work to modify zoning policies to reduce proximity of fast food sites to middle and high schools.

Price: Changing relative prices of healthy vs. unhealthy items

- Enact city privilege tax or fee on sugar sweetened beverages.
- Implement cooperative purchase of food procured for meals and snacks in childcare and public housing.

Access: Safe, attractive, accessible places for activity

- Establish joint use agreements for schools and parks, so that community members can access indoor and outdoor school recreation facilities.
- Promote adoption and implementation of state standards for minimum play space, equipment, and duration of play in children’s programs.
- Modify park and recreation department policies to increase low-income and racial/ethnicity access to culturally appropriate physical activity programs.

Access: City planning, zoning and transportation

- Incorporate healthy community elements in cities' comprehensive plans (e.g., include municipal bicycle and pedestrian master plans as part of plan updates).
- Use a “complete street” approach in planning and/or zoning, to promote walking and biking.
- Support state school siting requirements that locate schools so children can walk and bicycle to school and communities can use school facilities.

Social Support: Safe Routes To School

- Work with schools to develop Safe Routes to Schools.

Appendix D—MAPPS strategies for community agencies

MAPPS in bold, PHSKC intervention descriptions in regular font

Access: Increase healthy food/drink availability and Limit unhealthy food/drink availability

- Promote nutrition standards in schools, children’s programs and worksites, including both meals prepared by the school and other foods, such as vending machine or those served at events (sometimes referred to as “competitive foods”).
- Implement vending machine nutrition guidelines/requirements.
- Locate land and provide tools and technical assistance for immigrant and low-income people to grow food in their communities and sell it to local food retailers.

Price: Changing relative prices of healthy vs. unhealthy items

- Implement cooperative purchase of food procured for meals and snacks in schools, childcare, and public housing.

Access: Safe, attractive, accessible places for activity

- Promote adoption and implementation of state standards for minimum play space, equipment, and duration of play in children’s programs.
- Modify park and recreation department policies to increase low-income and racial/ethnicity access to culturally appropriate physical activity programs.