



BRING

healthy eating
and active living
TO YOUR COMMUNITY



LiveWell Colorado
HEAL
CITIES & TOWNS
CAMPAIGN

PUT YOUR CITY OR TOWN ON THE MAP

What makes a city or town healthy? It's about more than nice views, clean surroundings and a busy economy. Healthy cities offer environments that give residents plenty of opportunities to be physically active and eat healthy foods. Bike lanes, recreation centers, farmers' markets — these are the kind of 21st century resources that make towns vital and attractive to both home buyers and businesses. People want to work and live in a place that makes it easy to live well.

HEADED IN THE RIGHT DIRECTION

The HEAL (Healthy Eating and Active Living) Cities & Towns Campaign of Colorado is a partnership between LiveWell Colorado and the Colorado Municipal League (CML). The campaign provides training and technical assistance to help city officials like you adopt policies that improve access to physical activity and healthy food. At LiveWell Colorado, we know that supporting healthy choices is essential to addressing the obesity epidemic among Colorado's children and adults. We're confident we can make great headway by partnering with municipal officials to make this happen.

THE INTERSECTION OF QUALITY & LIFE

As a civic leader, you can and do make meaningful differences in people's lives. One way to effect change is by developing and implementing policies that help residents take steps toward healthier, more active living. Our HEAL Cities & Towns Campaign makes it all so easy. First, joining is free. And secondly, our knowledgeable, helpful staff provides assistance in crafting these policies, sharing the workload. Choose your goals, and together we can help lift the quality of your residents' lives.

GET MOVING ON A SMART INVESTMENT

Healthier communities lead to healthier people — the same people who work for your local businesses or as municipal employees. So, it makes bottom-line sense to become a HEAL City or Town. It helps prevent and reduce obesity and related conditions, cut down on lost productivity and curb health care costs. Better yet, your healthy city makes the top of the list when business leaders and residents are deciding where to relocate. Joining the Campaign is a smart, long-term investment.

JUST THE MOMENTUM YOU NEED

Joining the Campaign is free and easy. Our staff assists in drafting a resolution, which outlines the focus of your policy area(s). Once the resolution is formally adopted, your town becomes a member of the Campaign. You then have access to our free support and training, helping turn your policy goals into reality.



THE FACTS

- Fifty-eight percent of adults and nearly a quarter of children in Colorado are overweight or obese.ⁱ
- The current adult obesity rate of 20.9 percent, which makes us the “leanest” state today, would have made us the “fattest” state in 1995.ⁱⁱ
- Colorado spent \$1.637 billion treating diseases and conditions related to obesity in 2009.ⁱⁱⁱ
- If Colorado's adult obesity rate returned to 1996 levels, Colorado employers and employees could save an estimated \$228.9 million annually in health care costs.^{iv}

ⁱ Behavioral Risk Factor Surveillance System, Centers for Disease Control and Prevention, 2010.

ⁱⁱ The 2012 Colorado Health Report Card, The Colorado Health Foundation, 2013; Obesity Trends, Centers for Disease Control and Prevention, 2012.

ⁱⁱⁱ Trogdon, J.G., Finkelstein, E.A. Feagan, C.W., Cohen, J.W. (2012). State- and Payer Specific Estimates of Annual Medical Expenditures Attributable to Obesity. Obesity, 10, 214-220.

^{iv} Keeping Colorado Competitive: Roadmap to a Healthier, More Productive Workforce (Supplement to the 2012 Colorado Health Report Card), The Colorado Health Foundation, 2013.



JOIN THE **HEAL CITIES
& TOWNS CAMPAIGN**

LIVEWELLCOLORADO.ORG/HEALCAMPAIGN

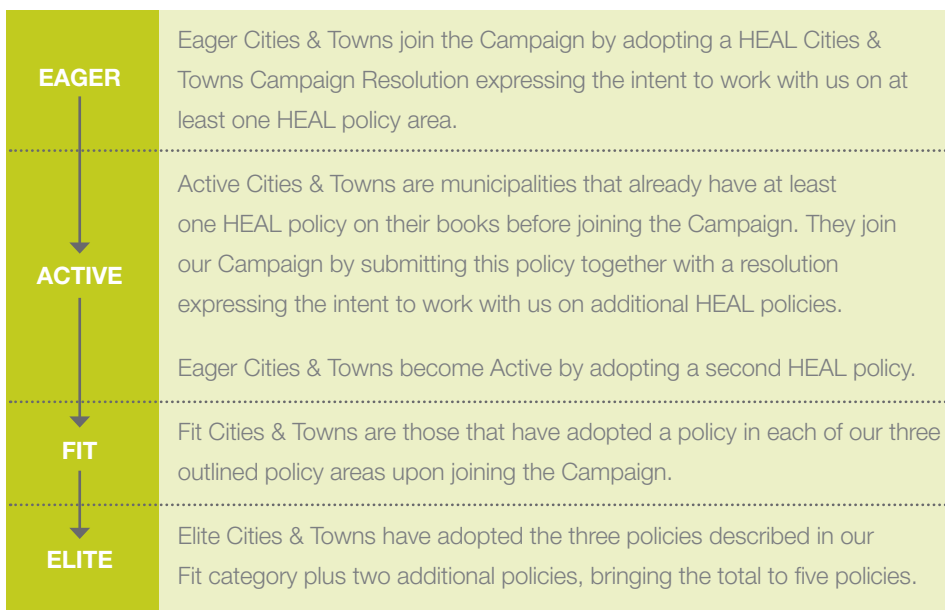
ONWARD TO BETTER LIVING

CAMPAIGN POLICY AREAS

ACTIVE COMMUNITY	HEALTHY FOOD ACCESS	WORKPLACE WELLNESS
Policies concerning land use, planning, zoning, infrastructure development, etc.	Policies regarding farmers' markets, urban agriculture, ways to attract healthy food vendors and more	Policies that increase opportunities for physical activity and healthy eating for municipal employees

CAMPAIGN LEVELS

Our goal is to help you build a super healthy city. But we also recognize that each town moves at its own pace. That's why we've developed four graduated categories of HEAL Cities & Towns. As you work with us to achieve each new level, we offer additional recognition through the use of the HEAL logo for your website, press releases and more. We provide the resources, expertise and inspiration, and you sustain the momentum to reach the highest level of healthy eating and active living for your city.



TAKE THE HIGH ROAD TO HEALTH

The HEAL Cities & Towns Campaign is free. With technical assistance from our experts, it's time efficient. You also gain the satisfaction of helping your fellow residents improve their health. Plus, by boosting the overall appeal of your city or town in the eyes of prospective new businesses and residents, it's a smart economic development move. Why not get started today? Join your colleagues all across Colorado in the HEAL Cities & Towns Campaign.

Contact Julie George, HEAL Cities & Towns Campaign Director, at juliegeorge@livewellcolorado.org or 720.353.4120 x217
Visit LiveWellColorado.org/HEALCampaign for more details.



SELECT CAMPAIGN

BENEFITS

- Technical assistance on policy work
- Branding components including use of Campaign logo
- Media relations assistance
- Recognition at CML Regional Meetings and various CML events
- Plaque to display in your municipal building



LiveWell[™]
COLORADO

BEHIND THE MOVEMENT



A HEALTHY PARTNERSHIP

A partnership between LiveWell Colorado and the Colorado Municipal League, the HEAL Cities & Towns Campaign is funded through a grant from the Colorado Department of Public Health and Environment's Cancer, Cardiovascular Disease and Pulmonary Disease Grant Program and supported by Kaiser Permanente.

ABOUT COLORADO MUNICIPAL LEAGUE (CML)



The Colorado Municipal League (CML) is a nonprofit, nonpartisan organization that has served and represented Colorado's cities and towns since 1923. Currently, 265 of Colorado's 271 municipalities are members of CML and benefit from advocacy, information and training services. CML's mission is twofold: to represent cities and towns collectively in matters before the state and federal government, and to provide a wide range of information services to assist municipal officials in managing their governments.

ABOUT LIVEWELL COLORADO

LiveWell Colorado is a nonprofit organization committed to preventing and reducing obesity in Colorado by promoting healthy eating and active living. Working in partnership with obesity prevention efforts across the state, LiveWell Colorado aims to provide every Coloradan with access to healthy foods and opportunities for physical activity in the places they live, work, learn and play. LiveWell Colorado was established in 2009 through generous funding by its strategic partners and funders, the Colorado Health Foundation and Kaiser Permanente, and in partnership with the Colorado Department of Public Health and Environment.



CONTACT US TODAY TO BECOME A HEAL CITY OR TOWN.

Julie George, *HEAL Cities & Towns Campaign Director*

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LiveWellColorado.org/HEALCampaign



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LIVEWELL COLORADO IS A NONPROFIT ORGANIZATION COMMITTED TO REDUCING OBESITY IN COLORADO BY PROMOTING HEALTHY EATING AND ACTIVE LIVING.

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ADVISORY COMMITTEE

The eight-member Advisory Committee provides valuable leadership, feedback and guidance to the Campaign. The Committee lends the Campaign the municipal insider's view and champions the role of municipalities in promoting HEAL.

CHARLES BAYLEY*

Mayor Pro Tem, Bennett, CO

MIKE BRAATEN

Deputy City Manager, Littleton, CO

RENÉ BULLOCK

Mayor Pro Tem, Commerce City, CO

SHANE HALE

City Manager, Cortez, CO

NIKKI KNOEBEL

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