



## Community Advocacy Action Menu

Get Healthy is particularly interested in funding projects that engage and organize community members or groups (e.g., parents, youth, neighborhoods, faith-based) in a process to implement or develop a policy, environmental or organizational change, or to influence public opinion in an effort to improve access to healthy food and beverages and increase opportunities for everyday physical activity in vulnerable communities. Below are examples and resources for these types of projects. Please note that these are just examples. Get Healthy is very interested in funding innovative ideas.

- Engage low-income youth and neighborhoods in a dialogue around the impact of **sugar sweetened beverage consumption**, in making policy recommendations for change, and advancing the policy recommendations to reduce sugar sweetened beverage consumption.

**RESOURCE:** The Youth Leadership Institute hosted community forums where people of color discussed sugary drink consumption and the potential impact of a sugar sweetened beverage tax on people of color. The information from these forums will be used to develop information tools and strategies for policy level change in communities of color. Visit <http://www.ncppsanteo.org/tag/yli> for more information.

- Engage parents and/or PTA/PTOs in **implementing school wellness policies** by advocating for increased healthy food and physical activity opportunities in schools.

**RESOURCE:** The Family Engagement Institute recently engaged parents in school wellness policy implementation through the use of this parent engagement toolkit <http://www.californiaprojectclean.org/doc.asp?id=169>. Parents elected to advocate for the removal of sugar sweetened beverages, including chocolate milk and promoted water consumption at Brentwood Academy in East Palo Alto.

- Engage seniors, youth, or other groups in the assessment of their neighborhood's **food environment** and present recommendations for improving food environments to local decision/policy-makers.

**RESOURCE:** Stanford University is currently working with Daly City, South San Francisco and San Bruno low-income adults to capture key elements that hinder or facilitate healthy eating and present the results and recommendations for change to the community and local decision/policy-makers. Learn more about this project here, <http://stanfordmedicine.org/communitynews/2011fall/community.html>.

- Engage and organize low-income communities to understand the **transportation challenges** that make it difficult to get to work consistently, visit the doctor's office,

access healthy foods, or visit loved ones, among other important destinations, and create educational and advocacy opportunities to overcome these challenges.

**RESOURCE:** See Urban Habitat's Transportation Justice webpage for strategies and examples: <http://urbanhabitat.org/tj/all>.

- Engage with your **faith-based** institution and its members to become civically active on issues the faith community cares about. For example, engage the group to identify opportunities to create healthy environments and work with the group to advance those opportunities.

**RESOURCE:** See PolicyLink's Advocating for Change for strategies: [http://www.policylink.org/site/c.lkIXLbMNjrE/b.5153189/k.47F4/Advocating For Change.htm](http://www.policylink.org/site/c.lkIXLbMNjrE/b.5153189/k.47F4/Advocating%20For%20Change.htm).

- Engage youth, neighborhoods, and/or other groups in a **walk audit** or developing a Pedestrian Environmental Quality Index (PEQI) to assess how their neighborhoods influence people's ability to walk safely and to help prioritize and advocate for improvements (i.e. sidewalks, bike lanes, intersection safety).

**RESOURCES:** <http://peqiwalksafe.com>. Youth United for Community Action (YUCA) in East Palo Alto implemented a PEQI to analyze the safety and accessibility of streets and intersections in their neighborhood: <http://youthunited.net>. Teens Making a Change (T-MAC) youth from Pacifica assessed safety concerns in their neighborhood and utilized their research findings to develop recommendations and an ordinance for the city of Pacifica to improve a street crossing. Learn about the T-MAC project here: <http://www.gethealthysmc.org/node/178>.

- Engage students in an assessment of their **school water consumption environment** including mapping out existing water infrastructure and sugar sweetened beverage availability, measuring their peers' beliefs about and attitudes toward water consumption, and making recommendations to school leadership for change.

**RESOURCE:** <http://changelabsolutions.org/publications/drinking-water-access-schools> to learn more about what can be done to increase access to water in schools.