

Overarching Goal:

Increase the number of children at a healthy weight by 5 percentage points.

Commitment to Health Equity: We will consider **health equity** in all *Be Healthy Denver* efforts by prioritizing populations and efforts. This may include building organizational capacity; developing partnerships and coalitions; identifying and analyzing health inequities; and, selecting, designing, and implementing strategies to reduce health inequities.

GOALS	1. Increase healthy food and beverage consumption	2. Increase active living behaviors	3. Increase consistent HEAL messaging across Denver
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Strategies	Measures
Strategy 1. Expand the availability and access to healthy food and beverages	<ol style="list-style-type: none"> 1. The number and reach of healthy food and beverage environment education efforts 2. The number of healthy food and beverage site assessments 3. The number and reach of policy or plans passed in which healthy food and beverage access is included, categorized by: <ul style="list-style-type: none"> ➤ Citywide Policies ➤ Citywide Plans ➤ Location specific plan/policy 4. The number and reach of physical spaces created or modified to improve healthy food and beverage access
Strategy 2. Expand and enhance public spaces for physical activity	<ol style="list-style-type: none"> 1. The number and reach of active living environment education efforts 2. The number of active living sites assessments 3. The number and reach of policy or plans passed in which active living access is included, categorized by: <ul style="list-style-type: none"> ➤ Citywide Policies ➤ Citywide Plans ➤ Location specific plan/policy 4. The number and reach of physical spaces created or modified to improve active living access
Strategy 3. Create a consistent message to build awareness to funders, policy makers and decision makers that “Denver has an obesity problem”	<ol style="list-style-type: none"> 1. The number of funder, policy maker and decision makers informed that “Denver has an obesity problem” 2. The number of distinct messaging efforts to funders, policy & decision makers 3. The population reached by Be Healthy Denver messaging campaigns

	Metrics for population and behavior change	Data Sources
METRICS	What percent of Denver children (2-18 years) are obese?	Annual estimates from Denver Public Schools Height and Weight Screening Data
	During the past 7 days, how many times did you eat vegetables?	Biannual estimates from Healthy Kids Colorado Survey
	During the past 7 days, how many times did you drink a can, bottle, or glass of soda or pop, such as Coke, Pepsi, or Sprite?	
	During the past 7 days, on how many days were you physically active for a total of at least 60 minutes per day?	