

Appendix B - 2006 Implementation Plan

1. Community and Regional Planning

Intermediate Objective 1.1: Increase the number of state or local nutrition and physical activity policies, environmental supports, and/or regulatory actions that are initiated, adopted, or modified for the prevention or control of obesity, overweight and related chronic diseases.

Short-term Objective 1.1.A: Increase advocacy and educational efforts among local and state government planners, policymakers, developers, and community members to support or adopt implementable and funded zoning and land use policies which provide safe parks, trails, tracks, pedestrian walkways, bicycle paths, and recreational facilities.

Activity 1.1.A-1 Offer *Town Design and Public Health* course at the University of New Mexico (UNM).

- Target Audience: UNM students of architecture, community and regional planning, and public health fields
- Progress Measured by: Number of students taking the class and class evaluations
- Funding Source: Robert Wood Johnson Foundation through the Albuquerque Alliance for Active Living
- Key Partners: UNM, Albuquerque Alliance for Active Living, NM Department of Health
- Strategic Goals: Partnerships and Resource Development, Policy and Information

Activity 1.1.A-2. Promote and advocate for a stand-alone pedestrian component in the Metropolitan Regional Council of Government's (MRCOG) *Metropolitan Transportation Plan*, and set aside 10% of transportation funds in the regional Transportation Improvement Plan.

- Target Audience: Elected officials and staff representing MRCOG members
- Progress Measured by: The number of Metropolitan Transportation Board members who support the initiative, and if the pedestrian component is adopted by MRCOG
- Funding Source: New Mexico Department of Transportation via UNM Center for Injury Prevention Research and Education (CIPRE), Safety Seed Grant, and Robert Wood Johnson Foundation via Albuquerque Alliance for Active Living
- Key Partners: Walk Albuquerque, UNM CIPRE, and Albuquerque Alliance for Active Living
- Strategic Goals: Partnerships and Resource Development, Policy, and Information

Activity 1.1.A-3. Implement a campaign to persuade elected officials in Albuquerque to adopt the American Association of State Highway and Transportation Officials (AASHTO) Guide for the Planning, Design, and Operation of Pedestrian Facilities as the standard for all new or reconstructed pedestrian infrastructure in the City.

- Target Audience: Community members, elected officials, municipal staff, neighborhood leaders, developers, architects, and planners in Albuquerque.
- Progress Measured by: The number of people who support the initiative, and if the standards are adopted by the City of Albuquerque.
- Funding Source: New Mexico Department of Transportation via UNM CIPRE, Safety Seed

- Grant, and Robert Wood Johnson Foundation via Albuquerque Alliance for Active Living
- Key Partners: Walk Albuquerque, UNM CIPRE, and Albuquerque Alliance for Active Living
- Strategic Goals: Partnerships and Resource Development, Policy, and Information

Activity 1.1.A-4. Conduct public outreach and education on the need to secure long-term funds for pedestrian, bicycle, and transit friendly environments.

- Target Audience: Community members, officials and staff in the Albuquerque area
- Progress Measured by: Number of community meetings, presentations and media reports
- Funding Source: Robert Wood Johnson Foundation via Albuquerque Alliance for Active Living
- Key Partners: Albuquerque Alliance for Active Living
- Strategic Goals: Partnerships and Resource Development, Policy, and Information

Activity 1.1.A-5. Advocate for funding to support pedestrian, bicycle, and transit friendly environments.

- Target Audience: State and local governments
- Progress Measured by: Number of communities that receive funding for pedestrian, bicycle and transit friendly environments
- Funding Source: New Mexico Department of Transportation Pedestrian Safety Seed grant via University of New Mexico CIPRE, paid membership dues to Walk Albuquerque, Robert Wood Johnson Foundation via the Albuquerque Alliance for Active Living
- Key Partners: Albuquerque Alliance for Active Living, Mid Region Council of Governments (MRCOG), Walk Albuquerque
- Strategic Goals: Partnerships and Resource Development, Policy, and Information

Short-term Objective 1.1.B: Increase advocacy and educational efforts among local and state government planners, policymakers, developers, and community members to support or integrate design standards which increase access to healthful foods and physical activity by connecting places of residence, local stores, pathways, parks, trails, businesses, workplaces, schools, and mass transit.

Activity 1.1.B-1. Develop and implement a Walkability Education Course for neighborhood leaders.

- Target Audience: Neighborhood leaders in Albuquerque
- Progress Measured by: Number of leaders completing the class and post class evaluations
- Funding Source: New Mexico Department of Transportation via UNM CIPRE, Safety Seed Grant, and Robert Wood Johnson Foundation via Albuquerque Alliance for Active Living
- Key Partners: Walk Albuquerque, UNM CIPRE, Albuquerque Alliance for Active Living
- Strategic Goals: Partnerships and Resource Development, Policy, and Information

Activity 1.1.B-2. Convene quarterly meetings of the Bicycle, Pedestrian, and Equestrian Advisory Committee in various locations statewide to obtain public input on local non-motorized transportation issues.

- Target Audience: Municipal and county planners and other employees, public health representatives, interested community members and walking and bicycling advocacy groups of local communities

- Progress Measured by: Number of meetings held and number of meeting participants
- Funding Source: Federal Highway Safety Grant through New Mexico Department of Transportation
- Key Partners: New Mexico Department of Transportation and local communities
- Strategic Goals: Partnerships and Resource Development, Policy, and Information

Activity 1.1.B-3. Designate bicycle routes on state highways.

- Target Audience: Bicyclists in New Mexico
- Progress Measured by: Number of routes designated
- Funding Source: Federal Highway Administration and State of New Mexico
- Key Partners: New Mexico Department of Transportation
- Strategic Goals: Information

Activity 1.1.B-4. Construct and maintain bicycle and pedestrian facilities within the state transportation system; fund off-system facilities such as local roads and trails.

- Target Audience: New Mexico residents
- Progress Measured by: Number of facilities planned, constructed, and maintained
- Funding Source: Federal Highway Administration and State of New Mexico
- Key Partners: New Mexico Department of Transportation
- Strategic Goals: Partnerships and Resource Development

Intermediate Objective 1.2: Increase physical activity in communities reached through community and regional planning interventions.

Short-term Objective 1.2.A: Increase the number of programs or campaigns that promote active transportation (walking, bicycling, and public transportation) for daily trips such as to work and school.

Activity 1.2.A-1. Develop and promote a state Safe Routes to School Program.

- Target Audience: New Mexico children and parents, school administrators, local community residents, local government officials, law enforcement officials
- Progress Measured by: Number of communities that become actively involved in developing Safe Routes to Schools
- Funding Source: 6-year Federal Highway Safety Grant
- Key Partners: New Mexico Department of Transportation, MRCOG
- Strategic Goals: Partnerships and Resource Development, Information, and Behavioral Management Skills and Social Support

Activity 1.2.A-2. Develop and implement Safe Routes to School for Valle Vista Elementary School in the Atrisco area in Albuquerque.

- Target Audience: Families with school children in the Atrisco area
- Progress Measured by: Number of students who walk or bike to school
- Funding Source: Robert Wood Johnson Foundation via Albuquerque Alliance for Active Living
- Key Partners: Albuquerque Alliance for Active Living

- Strategic Goals: Partnerships and Resource Development and Behavioral Management Skills and Social Support

Activity 1.2.A-3. Develop a Comprehensive Transportation Safety Plan that considers pedestrians, bicyclists, and individuals impacted by the American Disabilities Act and addresses safety for alternative modes of transportation to decrease New Mexico's high pedestrian fatality rate.

- Target Audience: All organizations in New Mexico that have a stake in roadway safety
- Progress Measured by: Development of the plan. (Long-term progress will be measured by the reduction in pedestrian fatalities, injuries and crashes on New Mexico roads)
- Funding Source: U.S. Department of Transportation through New Mexico Department of Transportation
- Key Partners: Federal Highway Administration, NM Department of Transportation
- Strategic Goals: Partnerships and Resource Development, Policy, and Information

Activity 1.2.A-4. Convene regular meetings of Walk Albuquerque to promote walking for transportation, health and recreation through education and advocacy

- Target Audience: Albuquerque elected officials, municipal staff, neighborhood leaders, developers, architects, and planners
- Progress Measured by: Progress made toward achievement of goals in the Walk Albuquerque strategic action plan
- Funding Source: New Mexico Department of Transportation via UNM CIPRE, Safety Seed Grant, and Robert Wood Johnson Foundation via Albuquerque Alliance for Active Living
- Key Partners: Walk Albuquerque, UNM CIPRE, Albuquerque Alliance for Active Living
- Strategic Goals: Partnership and Resource Development, Policy, and Information

2. Education Systems

Intermediate Objective 2.1: Increase the number of state or local nutrition and physical activity policies, environmental supports, and/or regulatory actions that are adopted or modified for the prevention or control of obesity, overweight and related chronic diseases in New Mexico schools.

Short-term Objective 2.1.A: Increase advocacy and educational efforts among state policymakers, local school board members, and community members to support or adopt statewide policies requiring daily quality physical education and increased access to healthful foods for grades K-12.

Activity 2.1.A-1. Educate policymakers on the benefits of daily physical education and access to nutritious foods for grades K–12.

- Target Audience: Local legislators and policymakers
- Progress Measured by: Number of legislative acts introduced during the 2006 legislative session, number of legislative acts passed and signed by Governor, number of presentations delivered to policymakers
- Funding Source: Grant from National Action For Healthy Kids
- Key Partners: New Mexico Action for Healthy Kids, NMSU Cooperative Extension, Governor’s Council on Physical Fitness and Health, NM Public Education Department, NM Department of Health, New Mexico Cancer Society, American Heart Association, UNM Institute of Public Health, NM Food and Agriculture Policy Council
- Strategic Goals: Policy and Information

Short-term Objective 2.1.B: Increase the number of educational initiatives aimed at implementation and enforcement of school wellness policies and school nutrition standards that govern foods and beverages sold outside school meal programs.

Activity 2.1.B-1. Implement a Vending Pricing Program in which healthier choices must be priced lower than less healthful choices.

- Target Audience: Individuals who access vending machines in middle and high schools within the Las Cruces Public School District
- Progress Measured by: Vending machine sales data and monitoring for potential system abuse
- Funding Source: Las Cruces Public Schools
- Key Partners: Las Cruces Public Schools
- Strategic Goals: Policy

Activity 2.1.B-2. Conduct a survey regarding foods available in vending machines in NM schools.

- Target Audience: New Mexico public school students, staff, and community members
- Progress Measured by: Survey results
- Funding Source: Farm to Table
- Key Partners: Farm to Table
- Strategic Goals: Evaluation, Surveillance and Research

Short-term Objective 2.1.C: Increase the number of schools that develop and implement wellness policies addressing physical activity and nutrition.

Activity 2.1.C-1. Provide web-based trainings to school wellness teams regarding school nutrition standards and wellness policies, physical activity, policy initiatives, and advocacy.

- Target Audience: Local school and district teams including parents, teachers, students, and administrators
- Progress Measured by: Number of schools that request and receive training
- Funding Source: Grant from National Action for Healthy Kids, NMSU Cooperative Extension
- Key Partners: New Mexico Action for Healthy Kids, NMSU Cooperative Extension, NM Public Education Department
- Strategic Goals: Policy and Information

Intermediate Objective 2.2: Increase physical activity and improve nutritional behaviors in students reached through school interventions.

Short-term Objective 2.2.A: Increase the number of instructional programs that include physical activity and nutrition in New Mexico schools.

Activity 2.2.A-1. Provide the HIP to be Fit cross-curricular program, and a train-the-trainer workshop for teachers to incorporate nutrition and movement into their classrooms.

- Target Audience: Elementary public school teachers and their students
- Progress Measured by: Survey of each workshop, analysis of curriculum materials, and results of teacher and student focus groups
- Funding Source: U.S. Department of Education Grant, Robert Wood Johnson Foundation grant and private donations
- Key Partners: National Dance Institute of New Mexico
- Strategic Goals: Information and Behavioral Management Skills and Social Support

Activity 2.2.A-2. Increase the number of schools offering the Coordinated Approach to Child Health (CATCH) program.

- Target Audience: New Mexico public elementary school students and their families
- Progress Measured by: Process evaluation
- Funding Source: State of New Mexico through the DOH Diabetes Prevention and Control Program, NM Public Education Department; and Paso Del Norte Health Foundation
- Key Partners: NM Department of Health, NMSU Cooperative Extension Service, Paso Del Norte Foundation
- Strategic Goals: Information and Behavioral Management Skills and Social Support

Activity 2.2.A-3. Increase the number of schools that offer *Before and After School* physical activity and nutrition programs specifically designed to address obesity and overweight.

- Target Audience: New Mexico public elementary school students
- Progress Measured by: Evaluation component is being developed
- Funding Source: State of New Mexico
- Key Partners: NM Public Education Department
- Strategic Goals: Information and Behavioral Management Skills and Social Support

Activity 2.2.A-4. Promote physical activity and nutrition in after school programs in Zuni, NM.

- Target Audience: Zuni Pueblo community residents
- Progress Measured by: Number of Zuni residents participating in the programs
- Funding Source: Indian Health Services Special Diabetes Program non-competitive grant
- Key Partners: Zuni School Health Lifestyles
- Strategic Goals: Information, Behavioral Management Skills and Social Support

Activity 2.2.A-5. Provide health education that includes physical activity and nutrition to grades K-12 in Zuni, NM.

- Target Audience: Students attending Zuni schools
- Progress Measured by: Number of students participating in health education classes
- Funding Source: Indian Health Service Special Diabetes Program grant
- Key Partners: Zuni School Healthy Lifestyles, Indian Health Service
- Strategic Goals: Information and Behavioral Management Skills and Social Support

Activity 2.2.A-6. Implement *Healthy Eating by Design* fresh fruit snack program.

- Target Audience: Students in grades K-6 at Valle Vista Elementary School in Albuquerque.
- Progress Measured by: Robert Wood Johnson Foundation exploratory evaluation, to include visits by staff from Wake Forest University School of Medicine
- Funding Sources: Charitable Foundation grant, Robert Wood Johnson Foundation via Albuquerque Alliance for Active Living
- Key Partners: Farm to Table, Albuquerque Alliance for Active Living, Albuquerque Public Schools, NM Department of Health Physical Activity & Nutrition Program for Healthier Weight.
- Strategic Goals: Information

Activity 2.2.A-7. Provide Farmer in the Classroom and Farm Field Trips

- Target Audience: Students in grades K-12 in the Santa Fe and Pecos School Districts
- Progress Measured by: Number of schools offering programs, number of students participating in the program, verbal feed back and pre- and post- testing
- Funding Sources: McCune Charitable Foundation
- Key Partners: Farm to Table, Santa Fe and Pecos Schools
- Strategic Goals: Information

Activity 2.2.A-8. Provide Cooking With Kids, a multicultural food education program that works to improve children's nutrition.

- Target Audience: Students in grades K-6 in Santa Fe Public Schools
- Progress Measured by: Number of schools offering programs, number of students participating in the program, verbal feedback and pre- and post- testing
- Funding Sources: U.S. Department of Agriculture Food Stamp Nutrition Education Program via the New Mexico Human Services Department and NMSU Cooperative Extension Service, Santa Fe Public Schools, McCune Charitable Foundation, City of Santa Fe, New Mexico Department of Agriculture, Buckaroo Ball, Con Alma Health Foundation, Azalea Foundation
- Key Partners: Cooking With Kids, NMSU Cooperative Extension Service, Santa Fe Public Schools, New Mexico Department of Agriculture, UNM Prevention Research Center
- Strategic Goals: Information

Activity 2.2.A-9. Provide Kids Can! nutrition education program throughout New Mexico.

- Target Audience: Students in low income school districts
- Progress Measured by: Number of schools offering programs and number of students participating in the program, verbal feedback and pre- and post- testing
- Funding Sources: USDA Food and Nutrition Service Food Stamp Programs, USDA Cooperative State Research Education and Extension Service Expanded Food and Nutrition Education Program
- Key Partners: NMSU Cooperative Extension, NM Income Support Division, local schools and other youth organizations, numerous state and local agencies providing food assistance and other resources for low-income populations
- Strategic Goals: Information

Activity 2.2.A-10. Initiate USDA Fresh Fruit and Vegetable Program in a total of 32 schools in New Mexico

- Target Audience: Children in grades K-12 where 50% or more qualify for free or reduced lunch
- Progress Measured by: Number of students reached
- Funding Source: USDA
- Key Partners: Zuni Tribal organization, NM Public Education Department, NM Department of Health Physical Activity & Nutrition Program for Healthier Weight
- Strategic Goals: Information

Activity 2.2.A-11. Develop and implement a fruit and vegetable cookbook for children, to be used as a school fundraiser instead of food.

- Target Audience: New Mexico school-age children
- Progress Measured by: Number of students participating in development of the cookbook
- Funding Source: NM Department of Health and American Heart Association
- Key Partners: New Mexico Wellness Coalition 5 A Day Subcommittee, Farm to Table, NM Department of Health Physical Activity & Nutrition Program for Healthier Weight, American Heart Association, RSB Nutrition
- Strategic Goals: Partnerships and Resource Development and Information

Short-term Objective 2.2.B: Increase the number of school-based media literacy interventions related to nutrition and physical activity.

Activity 2.2.B-1. Provide media literacy education for students in public schools.

- Target Audience: Students in public schools
- Progress Measured by: Pre- and post- testing for six day curriculum
- Funding Source: NM Department of Health via New Mexico Media Literacy Project
- Key Partners: New Mexico Media Literacy Project, NM Department of Health
- Strategic Goals: Information

Activity 2.2.B-2. Provide media literacy resources for nutrition and healthful lifestyles.

- Target Audience: New Mexico youth K-12
- Progress Measured by: Number of resources distributed
- Funding Source: NM Department of Health Tobacco Use Prevention and Control Program

via New Mexico Media Literacy Project and proceeds from the sale of these resources

- Key Partners: New Mexico Media Literacy Project, NM Department of Health
- Strategic Goals: Information

3. Families and Communities

Intermediate Objective 3.1: Increase the number of nutrition and physical activity policies, environmental supports, and/or regulatory actions that are adopted or modified for the prevention or control of obesity, overweight and other chronic diseases among families and communities.

Short-term Objective 3.1.A: Increase the number of community members and organizations that mobilize around physical activity, nutrition, obesity, and overweight-related issues that affect their families and/or communities.

Activity 3.1.A-1. Convene regular meetings of the Governor’s Council on Physical Fitness and Health.

- Target Audience: Members of the Governor’s Council
- Progress Measure by: Number of meetings held, number of meeting participants, meeting agendas and minutes
- Funding: None
- Key Partners: NM Department of Licensing and Regulation, members appointed by Governor Bill Richardson, NM Public Education Department, NM Department of Health Physical Activity & Nutrition Program for Healthier Weight
- Strategic Goals: Partnerships and Resource Development and Policy

Activity 3.1.A-2. Develop a chronic disease prevention plan for Indian Health Service’s Health Promotion and Disease Prevention program, to include healthier weight management strategies.

- Target Audience: Indian Health Service providers
- Progress Measured by: Plan development
- Funding Source: Federal IHS
- Key Partners: Albuquerque Indian Health Service
- Strategic Goals: Partnerships and Resource Development, Policy, Information, Behavioral Management Skills and Social Support

Activity 3.1.A-3. Convene regular meetings of New Mexico Action for Healthy Kids.

- Target Audience: Coalition members
- Progress Measured by: Number of meetings held, number of meeting participants, meeting agendas and minutes
- Funding Source: National Action for Healthy Kids
- Key Partners: New Mexico Action for Healthy Kids executive committee and coalition members
- Strategic Goals: Partnerships and Resource Development, Policy, Information, and Behavioral Management Skills and Social Support

Activity 3.1.A-4. Convene regular meetings of the New Mexico Wellness Coalition and its New Mexico on the Move and 5 A Day subcommittees.

- Target Audience: Coalition members
- Progress Measured by: Number of meetings held, number of meeting participants, meeting agendas and minutes

- Funding Source: America on the Move
- Key Partners: NM Wellness Coalition executive committee and members
- Strategic Goals: Partnerships and Resource Development, Policy, Information, and Behavioral Management Skills and Social Support

Activity 3.1.A-5. Increase the number of Community Health Councils with obesity listed as a leading priority.

- Target Audience: Members of Community Health Councils in New Mexico
- Progress Measured by: Number of Community Health Councils that list obesity as their first or second priority
- Funding Source: State of New Mexico
- Key Partners: Community Health Councils, NM Department of Health Regional Health Promotion Teams
- Strategic Goals: Partnerships and Resource Development

Activity 3.1.A-6. Convene regular meetings of the New Mexico Diabetes Advisory Council (DAC) and address obesity and overweight at some of these meetings.

- Target Audience: Representatives from organizations addressing diabetes in NM
- Progress Measured by: Number of meetings held with obesity as a key topic and number of people participating in those meetings
- Funding Source: CDC via the NM Department of Health Diabetes Prevention and Control Program
- Key Partners: DAC executive committee and members
- Strategic Goals: Partnerships and Resource Development, Policy, and Information

Activity 3.1.A-7. Promote increased fruit and vegetable consumption and increased physical activity through implementation of the New Mexico Cancer Plan.

- Target Audience: New Mexicans interested in cancer related issues
- Progress Measured by: New Mexico Cancer Plan objectives
- Funding Source: CDC via the NM Department of Health Comprehensive Cancer Program
- Key Partners: New Mexico Department of Health Comprehensive Cancer Program and New Mexico Cancer Council members
- Strategic Goals: Partnerships and Resource Development, Policy, and Information

Activity 3.1.A-8. Convene regular meetings of the New Mexico Chronic Disease Prevention Council.

- Target Audience: Representatives from organizations addressing chronic disease
- Progress Measured by: Number of meetings held with obesity discussed and number of people participating in those meetings
- Funding Source: CDC via the NM Department of Health Comprehensive Cancer Program
- Key Partners: Council executive committee and members
- Strategic Goals: Partnerships and Resource Development, Policy, and Information

Activity 3.1.A-9. Convene a new State of New Mexico Interagency Council to address state plan implementation.

- Target Audience: New Mexico state agencies that address prevention and treatment of

overweight and/or obesity

- Progress Measured by: Formation of new council, number of meetings held, number of meeting participants, and meeting agendas and minutes
- Funding Source: None
- Key Partners: NM Department of Health Physical Activity & Nutrition Program for Healthier Weight and other departments
- Strategic Goals: Partnerships and Resource Development, Information

Intermediate Objective 3.2: Increase physical activity and improve nutritional behaviors in communities reached through interventions.

Short-term Objective 3.2.A: Increase the number of interventions tailored to a specific community that include both nutrition and physical activity.

Activity 3.2.A-1. Develop, implement, and evaluate a physical activity and nutrition pilot intervention in Grants, NM. The intervention addresses environmental factors or policy and incorporates social marketing principles with emphasis on formative research using results from a statewide telephone survey, focus groups, and community assessments to be conducted in 2006.

- Target Audience: Adolescents and their families in Grants, NM
- Progress Measured by: Development and initiation of pilot intervention
- Funding Source: CDC via the New Mexico Department of Health Physical Activity & Nutrition Program for Healthier Weight
- Key Partners: Future Foundations Family Center, Interagency Alliance of the Cibola County Health Council, Research and Polling, Inc., Ana Matiella and Associates, the New Mexico Department of Health's Regional Health Promotion Team which serves the area and the Physical Activity & Nutrition Program for Healthier Weight
- Strategic Goals: Partnerships and Resource Development, Policy, Information, Behavioral Management Skills and Social Support, Evaluation, Research, and Surveillance

Activity 3.2.A-2. Pilot the *Fit Families* healthy lifestyles program.

- Target Audience: Overweight children and their families in Sandoval and Dona Ana Counties
- Progress Measured by: Number of families participating, number of pediatricians participating, and post program evaluation
- Funding Source: General Mills
- Key Partners: Local pediatricians, New Mexico Department of Health WIC
- Strategic Goals: Information, Behavioral Management Skills and Social Support, Evaluation, Research, and Surveillance

Activity 3.2.A-3. Implement *Healthy Body Awareness: A nutrition and physical activity education program for Navajo Elders*.

- Target Audience: Navajo elders and Navajo Area on Aging senior center staff throughout the Navajo Nation
- Progress Measured by: Evaluation of staff training and curriculum implementation by staff and elders

- Funding Source: USDA Food Stamp Nutrition Education Program through NMSU Cooperative Extension Service, Arizona Nutrition Network
- Key Partners: UNM Prevention Research Center, Navajo Area Agency on Aging, Navajo Council on Aging, NMSU Cooperative Extension, New Mexico Income Support Division
- Strategic Goals: Information, Behavioral Management Skills and Social Support

Activity 3.2.A-4. Provide media literacy workshop focusing on nutrition and obesity.

- Target Audience: Native American community
- Progress Measured by: End of workshop evaluation
- Funding Source: Indian Health Service, New Mexico Media Literacy Project
- Key Partners: New Mexico Media Literacy Project, Indian Health Service
- Strategic Goals: Information

Short-term Objective 3.2.B: Increase the number of programs tailored to specific communities that are family-focused, and address screen time, healthy feeding relationships, and/or being physically active together.

Activity 3.2.B-1. Utilize WIC FIT KIDS in WIC clinics. WIC FIT KIDS focuses on increasing physical activity, decreasing screen time, increasing fruit and vegetable intake, decreasing consumption of sweetened beverages, drinking low fat milk, and empowering families to develop healthy lifestyles.

- Target Audience: WIC women and children and their families
- Progress Measured by: Baseline BMI and risk factors on children ages 2-5 with yearly follow-up
- Funding Source: NM Department of Health
- Key Partners: NM Department of Health WIC Program
- Strategic Goals: Information and Behavioral Management Skills and Social Support

Activity 3.2.B-2. Use Ellyn Satter counseling techniques with families in WIC who have overweight children.

- Target Audience: Pueblo of Isleta WIC clients
- Progress Measured by: Number of clients reached
- Funding Source: Federal WIC funds
- Key Partners: NM Department of Health WIC Program
- Strategic Goals: Information and Behavioral Management Skills and Social Support

Activity 3.2.B-3. Provide refurbished bicycles to school children.

- Target Audience: Low income children and their families in the Vecinos del Bosque neighborhood in Albuquerque
- Progress Measured by: Number of bicycles that are delivered
- Funding Source: Robert Wood Johnson Foundation via Albuquerque Alliance for Active Living
- Key Partners: Albuquerque Alliance for Active Living, Albuquerque Public Schools, local donors
- Strategic Goals: Partnerships and Resource Development

Short-term Objective 3.2.C: Increase the number of instructional programs implemented in New Mexico communities that include either physical activity or nutrition.

Activity 3.2.C-1. Implement the *Start Walking* communication campaign to encourage women to walk more.

- Target Audience: Hispanic women in Las Cruces, NM
- Progress Measured by: Annual surveys of a sample of the target population to assess level of walking, and the number of people who participate in the program
- Funding Source: State of New Mexico via New Mexico Department of Health Diabetes Prevention and Control Program
- Key Partners: New Mexico Department of Health Diabetes Prevention and Control Program and Public Health Division, Walk Doña Ana, City of Las Cruces, NMSU Cooperative Extension
- Strategic Goals: Information, Behavioral Management Skills and Social Support

Activity 3.2.C-2. Encourage community members in Grant and Hidalgo Counties to participate in *Active and Alive*, a program that provides safe physical activity opportunities for people with mobility limitations, and group physical activities for all community members.

- Target Audience: People with diabetes and community members of Hidalgo and Grant Counties
- Progress Measured by: Pre- and post- survey that focuses on behavior change and regularity of exercise
- Funding Source: State of New Mexico via New Mexico Department of Health Diabetes Prevention and Control Program
- Key Partners: New Mexico Department of Health Diabetes Prevention and Control Program and Public Health Division, Hidalgo Medical Services, Gila Regional Medical Center
- Strategic Goals: Information, Behavioral Management Skills and Social Support

Activity 3.2.C-3. Offer *Come Back to School and Dance* physical activity program in the Las Cruces public schools for community members.

- Target Audience: Community members in Las Cruces school district
- Progress Measured by: Number of participants, and a questionnaire on activity habits
- Funding Source: Paso del Norte Health Foundation
- Key Partners: Las Cruces School District, Citidance
- Strategic Goals: Behavioral Management Skills and Social Support

Activity 3.2.C-4. Increase the number of Arthritis Foundation exercise classes offered and increase the number of participants.

- Target Audience: Adults with arthritis in NM
- Progress Measured by: An impact evaluation tool and Greater Southwest Chapter of the Arthritis Foundation through the Team Approach database and an impact evaluation tool
- Funding Source: Federal funds through CDC
- Key Partners: NM Department of Health Arthritis and Osteoporosis Program, Greater Southwest Chapter of the Arthritis Foundation
- Strategic Goals: Information, Behavioral Management Skills and Social Support

Activity 3.2.C-5. Implement the *Take Charge Challenge* physical activity program for people with arthritis in Santa Fe senior centers.

- Target Audience: People with disabilities at senior centers in Santa Fe
- Progress Measured by: Evaluation provided by UNM Center for Development and Disability
- Funding Source: CDC National Center on Birth Defects and Developmental Disabilities Disability and Health team
- Key Partners: NM Department of Health Office of Disability and Health, senior centers in Santa Fe, UNM Center for Development and Disability
- Strategic Goals: Information, Behavioral Management Skills and Social Support

Activity 3.2.C-6. Implement the *Local Motion* social marketing campaign to increase physical activity in people who have arthritis and/or osteoporosis in one New Mexico community.

- Target Audience: People over age 35, low income, at risk for arthritis or osteoporosis, and living in a predominantly Hispanic community
- Progress Measured by: Process evaluation and outcome evaluation for changes in behavior from a sample of the participants
- Funding Source: CDC via NM Department of Health Arthritis and Osteoporosis Program and State of New Mexico
- Key Partners: NM Department of Health Arthritis and Osteoporosis Program, Greater Southwest Chapter of the Arthritis Foundation, Cooney Watson and Associates, Well Balance Health and Wellness Services, Roswell Parks and Recreation Department
- Strategic Goals: Information, Behavioral Management Skills and Social Support

Activity 3.2.C-7. Develop a *Ditches-with-Trails* walking tour guide.

- Target Audience: Community members in Albuquerque, NM
- Progress Measured by: Guide development and distribution
- Funding Source: New Mexico Department of Transportation via UNM CIPRE, Safety Seed Grant, and Robert Wood Johnson Foundation via Albuquerque Alliance for Active Living
- Key Partners: Walk Albuquerque, UNM CIPRE, Albuquerque Alliance for Active Living
- Strategic Goals: Information, and Behavioral Management Skills and Social Support

Activity 3.2.C-8. Create and distribute a refrigerator magnet for families in the Atrisco area to encourage walking.

- Target Audience: Community members in the Atrisco neighborhood in Albuquerque
- Progress Measured by: Number of magnets distributed
- Funding Source: Robert Wood Johnson Foundation via Albuquerque Alliance for Active Living
- Key Partners: Albuquerque Alliance for Active Living
- Strategic Goals: Information and Behavioral Management Skills and Social Support

Activity 3.2.C-9. Promote seasonal physical activity programs in the Ramah Navajo Community, to include the Ramah Navajo Walk/Run, *99 miles in 99 days* walking program, classes at the Pine Hill Wellness Center, a 12-week weight maintenance/loss program, and *Honoring the Gift of Heart* program.

- Target Audience: Ramah Navajo community members
- Progress Measured by: Number of participants in each activity, miles walked, and weight

change for specific programs

- Funding Source: Indian Health Service Special Diabetes Program for Indians
- Key Partners: Pine Hill Health Center
- Strategic Goals: Information and Behavioral Management Skills and Social Support

Activity 3.2.C-10. Offer the *I CAN* nutrition education program in low income communities.

- Target Audience: People in New Mexico with limited resources, particularly those receiving food stamps
- Progress Measured by: Number of classes offered, number of people attending
- Funding Source: USDA Food and Nutrition Service Food Stamp Programs, USDA Cooperative State Research Education and Extension Service Expanded Food and Nutrition Education Program, State of New Mexico
- Key Partners: NMSU Cooperative Extension, NM Income Support Division, state and local agencies providing food assistance and other resources for low income populations
- Strategic Goals: Information, Behavioral Management Skills and Social Support

Activity 3.2.C-11. Offer *Kitchen Creations* cooking school for people with diabetes in most counties in New Mexico.

- Target Audience: People with diabetes and their families and caregivers
- Progress Measured by: Process and outcome evaluations for changes in behavior from a sample of participants, and number of classes by county
- Funding Source: State of New Mexico through the NM Department of Health Diabetes Prevention and Control Program
- Key Partners: NM Department of Health Diabetes Prevention and Control Program, NMSU Cooperative Extension Service, local Certified Diabetes Educators and dietitians
- Strategic Goals: Information and Behavioral Management Skills and Social Support

Intermediate Objective 3.3: Increase breastfeeding initiation and six months duration rates.

Short-term Objective 3.3.A: Increase the number of breastfeeding and healthier weight interventions.

Activity 3.3.A-1: Conduct a two-day training on the program *Using Loving Support to Create a Breastfeeding-friendly Community* for community partners from Albuquerque and Grants

- Target Audience: Healthcare partners with offices statewide, community and healthcare partners from Grants
- Progress Measured by: Number of participants in the training and post workshop evaluation
- Funding Source: CDC
- Key Partners: WIC, New Mexico Department of Health Physical Activity & Nutrition Program for Healthier Weight, NM Breastfeeding Task Force, La Leche League
- Strategic Goals: Partnerships and Resource Development and Information

Activity 3.3.A-2. Recruit participants from a *Loving Support* training class to participate on a Steering Committee and develop an implementation plan.

- Target Audience: *Loving Support* training participants

- Progress Measured by: Formation of Steering Committee and completion of implementation plan
- Funding Source: CDC
- Key Partners: WIC, New Mexico Department of Health Physical Activity & Nutrition Program for Healthier Weight, NM Breastfeeding Task Force, La Leche League
- Strategic Goals: Partnerships and Resource Development

4. Food Systems

Intermediate Objective 4.1: Increase the number of state or local food systems policies, environmental supports, and/or regulatory actions that are adopted or modified for the prevention or control of obesity, overweight and other chronic diseases.

Short-term Objective 4.1.A: Increase advocacy and educational efforts to ensure affordable, convenient and accessible healthful foods for New Mexicans.

Activity 4.1.A-1: Conduct public outreach and education on the need to obtain funding for Farmers Market vouchers for low income seniors, and funding to provide local produce to be used in the children's backpack program.

- Target Audience: Low income seniors and children, policymakers, and community leaders
- Progress Measured by: Passage of legislation, and if passed number of people served by the programs
- Funding Source: NM Food and Agriculture Policy Council
- Key Partners: Council executive committee and members
- Strategic Goals: Policy

Activity 4.1.A-2: Conduct public outreach and education on the need to obtain funding to provide locally grown produce for public schools and food banks.

- Target Audience: Low income seniors and children, policymakers, and community leaders
- Progress Measured by: Passage of legislation, and if passed number of people served by the programs
- Funding Source: NM Food and Agriculture Policy Council
- Key Partners: Council executive committee and members
- Strategic Goals: Information, Behavioral Management Skills and Social Support, Policy

Activity 4.1.A-3. Convene regular meetings of the New Mexico Food and Agriculture Policy Council.

- Target Audience: Private and public organizations and individuals interested in policies that affect New Mexico's food and agriculture system
- Progress Measured by: Number of meetings held, number of meeting participants, meeting agendas and minutes
- Funding Source: NM Food and Agriculture Policy Council
- Key Partners: Council executive committee and members
- Strategic Goals: Partnerships and Resource Development, Policy, and Information

Activity 4.1.A-4: Convene regular meetings of public and private partners to support the New Mexico Task Force to End Hunger.

- Target Audience: Organizations and individuals interested in food insecurity in NM
- Progress Measured by: Number of meetings held, number of meeting participants, meeting agendas and minutes
- Funding Source: None
- Key Partners: Task Force executive committee and members
- Strategic Goals: Partnerships and Resource Development, Policy, and Information

Intermediate Objective 4.2: Improve nutritional behaviors in communities reached through food systems interventions.

Short-term Objective 4.2.A: Increase availability and access of healthful food among individuals and families with low incomes.

Activity 4.2.A-1: Purchase and distribute fresh produce to food pantries, shelters, and soup kitchens served by NM Food Banks.

- Target Audience: Food banks and people in NM who are food insecure and are clients of food distribution centers for the poor
- Progress Measured by: Number of sites participating, number of clients served, and pounds of fresh produce distributed
- Funding Source: State of New Mexico and a grant from Daniels Fund
- Key Partners: HHS, NM Association of Food Banks, NM Food and Agriculture Policy Council
- Strategic Goals: Partnerships and Resource Development and Policy

5. Healthcare Systems

Intermediate Objective 5.1: Increase the number of New Mexicans working with their healthcare providers to achieve or maintain healthier weight.

Short-term Objective 5.1.A: Increase the number of New Mexicans involved in health care delivery who are trained on “other contributors” identified in the state plan and trained to promote healthier weight in clinical settings and systems.

Activity 5.1.A-1. Develop protocol, resources, and training for physicians and primary care providers (including mental health professionals and bariatric physicians and surgeons) to address overweight and obesity issues with adult patients.

- Target Audience: Physicians and primary care providers in New Mexico
- Progress Measured by: Number of physicians trained and description of protocol, resources and training
- Funding Source: CDC funds via NM Department of Health Physical Activity & Nutrition Program for Healthier Weight
- Key Partners: New Mexico Medical Society Clinical Prevention Initiative Healthier Weight Workgroup, New Mexico Department of Health, UNM Institute for Public Health, UNM Health Sciences Center, Presbyterian Health Plan, Molina Health Plan, Blue Cross Blue Shield of New Mexico, Lovelace Health Plan, private practice physicians and primary care providers, New Mexico Healthcare Takes on Diabetes
- Strategic Goals: Partnerships and Resource Development, Policy, and Information

Activity 5.1.A-2. Train physicians and implement a systems based approach to diagnose and treat overweight pediatric patients.

- Target Audience: Physicians and primary care providers in NM, Medicaid-eligible children who are overweight and their families
- Progress Measured by: Number of physicians trained and collection of data on providers who are using BMI percentile and providing key messages to parents
- Funding Source: UNM Pediatric Department, New Mexico Department of Health, and New Mexico Human Services Department
- Key Partners: ENVISION New Mexico, UNM Pediatric Department, New Mexico Department of Health Office of School Health, New Mexico Public Education Department
- Strategic Goals: Partnerships and Resource Development, Policy, Information, Behavioral Management Skills and Social Support and Evaluation

Activity 5.1.A-3. Plan, implement and evaluate the 4th Annual UNM Obesity Symposium.

- Target Audience: Health care and allied health professionals, state plan partners, individuals interested in obesity related issues
- Progress Measured by: Post conference evaluation forms and description of how “other contributors” were included in symposium
- Funding from: Public and private sponsors
- Key Partners: UNM, NM Department of Health, Southwest Endocrinology Associates, New Mexico Wellness Coalition, New Mexico Action for Healthy Kids

- Strategic Goals: Partnerships and Resource Development, Policy, Information, Behavioral Management Skills and Social Support, and Evaluation

Activity 5.1.A-4. Begin planning the 5th Annual UNM Obesity Symposium

- Target Audience: New planning committee
- Progress Measured by: Draft agenda and registration materials
- Funding from: Public and private sponsors
- Key Partners: UNM, NM Department of Health, Southwest Endocrinology Associates, New Mexico Wellness Coalition, New Mexico Action for Healthy Kids
- Strategic Goals: Partnerships and Resource Development, Policy, Information, Behavioral Management Skills and Social Support, and Evaluation

Activity 5.1.A-5. Offer a Certificate and/or Associate of Science Degree as Diabetes Prevention Specialist at UNM/Gallup.

- Target Audience: Students enrolled in the Diabetes Prevention Specialist program
- Progress Measured by: Class evaluation and grades, number of students who enroll and number of students who complete the Certificate or Associates Degree programs
- Funding Source: Native American Diabetes Wellness Program with CDC grant
- Key Partners: University of New Mexico/Gallup, CDC Native American Diabetes Wellness Program
- Strategic Goals: Information

Short-term Objective 5.1.B: Increase the number of weight management instructional programs or interventions delivered through healthcare systems that include strategies contained within the state plan.

Activity 5.1.B-1. Implement the Ramah Navajo Heart Saver Project, a team-based case management approach to diabetes, to include cardiovascular risk factors, weight management, education classes and cooking classes.

- Target Audience: Ramah Navajo adult community members
- Progress Measured by: Number of participants, change in BMI, and related laboratory tests
- Funding Source: Indian Health Service Coronary Vascular Disease Risk Competitive Grant, through 9/30/08
- Key Partners: Pine Hill Health Center
- Strategic Goals: Information and Behavioral Management Skills and Social Support

Activity 5.1.B-2. Offer *Healthy Weight Initiative*, a weight management program for Lovelace Health Plan members.

- Target Audience: Lovelace Health Plan members
- Progress Measured by: Number of participants, weight loss, increase in physical activity, and results of selected laboratory tests
- Funding Source: Lovelace Health Plan Disease Management Department
- Key Partners: Lovelace Health Plan
- Strategic Goals: Information, Behavioral Management Skills and Social Support

Intermediate Objective 5.2: Increase access to primary and preventive care related to obesity, overweight, and “other contributors,” and obesity-related chronic diseases.

Short-term Objective 5.2.A: Review and evaluate the reimbursement policies of public and private health insurance payors regarding overweight and obesity prevention and treatment efforts.

Activity 5.2.A-1. Convene regular meetings of the Clinical Prevention Initiative’s Payor Liaison Workgroup to determine managed care organizations’ payment practices regarding obesity and overweight.

- Target Audience: Health care providers and clinic administrators, managed care organizations
- Progress Measured by: Survey results
- Funding Source: NM Department of Health
- Key Partners: New Mexico Medical Society Clinical Prevention Initiative, NM Department of Health, Blue Cross Blue Shield of New Mexico, Lovelace Sandia Health Plan, Molina Health Care, Presbyterian Health Care, Indian Health Service, private practitioners
- Strategic Goals: Partnerships and Resource Development and Policy

Activity 5.2.A-2. Build infrastructure for Diabetes Self Management programs where obesity is addressed in clinics and hospitals in rural New Mexico.

- Target Audience: Healthcare practitioners who will be staffing the programs in rural New Mexico
- Progress Measured by: Number of Certified Diabetes Educators on staff in programs, number of referrals to programs and number of follow up visits
- Funding Source: State of New Mexico
- Key Partners: New Mexico Department of Health Diabetes Prevention and Control Program
- Strategic Goals: Information, Behavioral Management Skills and Social Support

Activity 5.2.A-3. Assist Diabetes Self Management Education (DSME) programs to receive American Diabetes Association Education Recognition, which allows DSME programs to meet national standards of care and receive reimbursement for services.

- Target Audience: Established Diabetes Self Management programs in New Mexico
- Progress Measured by: The number of programs that receive recognition status and establish a billing system
- Funding Source: State of New Mexico
- Key Partners: New Mexico Department of Health Diabetes Prevention and Control Program
- Strategic Goals: Information, Behavioral Management Skills and Social Support

6. Worksites

Intermediate Objective 6.1: Increase the number of worksite nutrition and physical activity policies, environmental supports, and/or regulations that are adopted or modified for the prevention or control of obesity, overweight, and other chronic diseases.

Short-term Objective 6.1.A: Increase advocacy efforts among employers to adopt policies, environmental supports (including supports for breastfeeding employees), and/or regulations to increase physical activity and improve nutrition in workplaces.

Short-term Objective 6.1.B: Increase advocacy and educational efforts among employers to create a supportive environment for breastfeeding employees.

Activities are to be determined.

Intermediate Objective 6.2: Increase physical activity and improve nutritional behaviors in workplaces and organizations reached through worksite interventions.

Short-term Objective 6.2.A: Increase the number of worksite wellness instructional programs that include physical activity and nutrition.

Activity 6.2.A-1. Promote the *Governor's America on the Move Challenge for Healthier Communities and Worksites* to employers.

- Target Audience: Employers and employees
- Progress Measured by: Number of presentations to worksites, number of workplaces that implemented America on the Move, and number of employee participants
- Funding Source: America on the Move and NM Department of Health Physical Activity & Nutrition Program for Healthier Weight via the NM Wellness Coalition
- Key Partners: NM Wellness Coalition New Mexico on the Move subcommittee, NM Department of Health Physical Activity & Nutrition Program for Healthier Weight, NM Department of Health Region Health Promotion Teams, NM Department of Health Administration
- Strategic Goals: Information and Behavioral Management Skills and Social Support

Activity 6.2.A-2. Offer an online Health Risk Assessment (HRA) at Intel and deliver results to management team.

- Target Audience: Intel employees and family members
- Progress Measured by: Summarized results of HRA
- Funding Source: Intel
- Key Partners: Intel and HRA vendor
- Strategic Goals: Information

Activity 6.2.A-3. Promote the 10 Week Fitness Challenge at Intel to increase employee physical activity.

- Target Audience: Intel employees and family members
- Progress Measured by: Post event evaluations, number of employees
- Funding Source: Intel
- Key Partners: Intel
- Strategic Goals: Information and Behavioral Management Skills and Social Support

Activity 6.2.A-4. Provide Healthy Nutrition, Stress Reduction, and Mental Health online teleconference seminars to Intel employees.

- Target Audience: Intel employees and family members
- Progress Measured by: Post event evaluations
- Funding Source: Intel
- Key Partners: Intel
- Strategic Goals: Information and Behavioral Management Skills and Social Support

Activity 6.2.A-5. Offer physical activity and nutrition opportunities, which include gym membership subsidy, free cereal, health screenings, and sponsorship of employee participation in outside wellness activities to General Mills employees.

- Target Audience: General Mills employees and family members
- Progress Measured by: Number of employees that participate in each component
- Funding Source: General Mills
- Key Partners: General Mills
- Strategic Goals: Information and Behavioral Management Skills and Social Support

Short-term Objective 6.2.B: Increase the number of worksite wellness interventions for physical activity and nutrition that are evaluated.

Activity 6.2.B-1. Offer Colorful Choices program to Los Alamos National Laboratory (LANL) employees during National Nutrition Month to encourage increased fruit and vegetable intake.

- Target Audience: LANL employees and their families
- Progress Measured by: Participant evaluation forms and pre- and post- consumption change
- Funding Source: LANL
- Key Partners: LANL
- Strategic Goals: Information and Behavioral Management Skills and Social Support

Activity 6.2.B-2. Provide Pilates and yoga classes to Las Cruces Public Schools employees.

- Target Audience: Las Cruces school district staff
- Progress Measured by: Pre and post program survey and focus group results
- Funding Source: Grant application currently pending
- Key Partners: Las Cruces Public Schools
- Strategic Goals: Information and Behavioral Management Skills and Social Support

7. Overarching Objectives

Intermediate Objective 7.1: Integrate two or more state plan settings into community initiatives.

Short-term Objective 7.1.A: Increase collaboration and the number of trainings provided to the New Mexico Healthier Weight Council.

Activity 7.1.A-1. Commence the New Mexico Healthier Weight Council and convene regular meetings to collaborate on implementing the state plan and monitoring progress.

- Target Audience: State plan partners
- Progress Measured by: Executive Committee membership list, Healthier Weight Council membership list, number of Healthier Weight Council meetings held, number of partners participating in each meeting and meeting minutes
- Funding Source: CDC via the NM Department of Health Physical Activity & Nutrition Program for Healthier Weight
- Key Partners: Physical Activity & Nutrition Program for Healthier Weight and state plan partners
- Strategic Goals: Partnerships and Resource Development, Policy, Information, Behavioral Management Skills and Social Support, and Evaluation, Surveillance and Research

Activity 7.1.A-2. Assess training needs of plan partners, and provide three trainings based on results of the assessment.

- Target Audience: State plan partners
- Progress Measured by: Training needs assessment summary, number of trainings held, number of partners trained and training evaluation summaries
- Funding Source: CDC via the NM Department of Health Physical Activity & Nutrition Program for Healthier Weight
- Key Partners: Physical Activity & Nutrition Program for Healthier Weight, Policy Matters
- Strategic Goals: Partnerships and Resource Development and Evaluation

Activity 7.1.A-3. Develop a state plan identity and communications strategy to be used in all settings.

- Target Audience: State plan partners
- Progress Measured by: Delivery and use of plan logo and feasible communications strategies
- Funding Source: CDC via the NM Department of Health Physical Activity & Nutrition Program for Healthier Weight
- Key Partners: Physical Activity & Nutrition Program for Healthier Weight, Three Advertising, NM Healthier Weight Executive Committee, state plan partners
- Strategic Goals: Partnerships and Resource Development and Information

Activity 7.1.A-4. Develop and pilot an electronic evaluation form for partners, and compile a resource directory based on the information obtained from the evaluation form.

- Target Audience: State plan partners

- Progress Measured by: Electronic evaluation form, summary of pilot, resource directory
- Funding Source: CDC via NM Department of Health Physical Activity & Nutrition Program for Healthier Weight
- Key Partners: Physical Activity & Nutrition Program for Healthier Weight, University of New Mexico Prevention Research Center, state plan partners
- Strategic Goals: Partnerships and Resource Development, Evaluation, Surveillance and Research