

## Not another “eat your veggies” campaign

Possible outcomes of the Wellness Initiative include:

- Increased availability of indoor recreational spaces
- Expanded network of bicycle and walking trails and routes
- Integrated school coursework with outdoor activities such as trails
- Installation of bike racks throughout the city
- A bike rental/ share program
- Healthy cooking classes
- Clean air policies



## New Castle Community Wellness Initiative

**Be part of Improving the health of all New Castle community members by making it easier to live healthy lifestyles!**

- **Complete the community input survey** (available at City Administrative Offices and on the City website)
- **Volunteer!** (Contact information below)

### Timeline

- **March-May 2011**—Community assessment to identify strengths and needed improvements
- **June-August 2011**—Develop Wellness Action Plan (5 year time horizon)
- **August 2011+** —Implementation of Action Plan and monitoring success



### **For More Information Contact:**

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## New Castle Community Wellness Initiative



*It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environments conspire against such change.*

—Institute of Medicine

**The Community Wellness Initiative aims to initiate community-wide changes to make living a healthy lifestyle easier.**



## Promoting Wellness & Preventing Disease Through Community-Based Change

In early 2011, the City of New Castle and Delaware Greenways kicked-off the Community Wellness Initiative. The Initiative is a community driven effort that requires involvement of all sectors of the community—from schools to community organizations to places of employment—to take action toward better health.

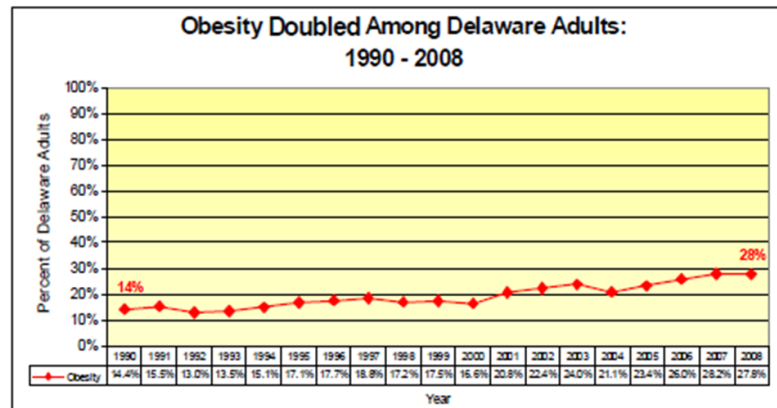
According to a 2005 report from the New England Journal of Medicine, the generation of kids growing up today are the first in the history of the U.S. that are expected to live a shorter, less healthy lifespan than their parents. Statistics on obesity, diabetes, and chronic disease rates (see graph below) all illustrate part of that dire picture. And while there are numerous efforts aimed at reversing the

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trend of poor health, communities are just beginning to realize that more can be done...and it starts with the community!

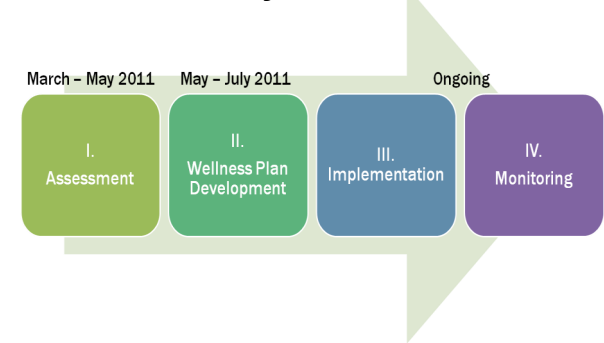
The Community Wellness Initiative is one of three community-based efforts aimed at changing the context in which we live our lives—our community/school/work environments, the policies in place in those environments, and the overall community systems—so that there are fewer barriers and more opportunities to make healthy choices.

The Initiative is being funded by the Delaware Division of Public Health through one of three Municipal Wellness Leadership grants awarded in the state. The New Castle Community has the opportunity to set a strong example and lead the way toward better health statewide.



Source: Delaware Health and Social Services, Division of Public Health, Behavioral Risk Factor Survey, 1990-2008.

### The Community Wellness Process



**I. Assessing** and identifying community level needs, opportunities and barriers

**II. Creating a Wellness Action Plan** by setting goals to address the identified needs of the community

**III. Implementing** recommended changes to policies, the environment, and systems in the community that will facilitate living healthy lifestyles

**IV. Monitoring** our progress!

#### Partners:

- Delaware Greenways
- City of New Castle
- Trustees of New Castle Commons
- IPA, University of Delaware
- DE Division of Public Health
- You!