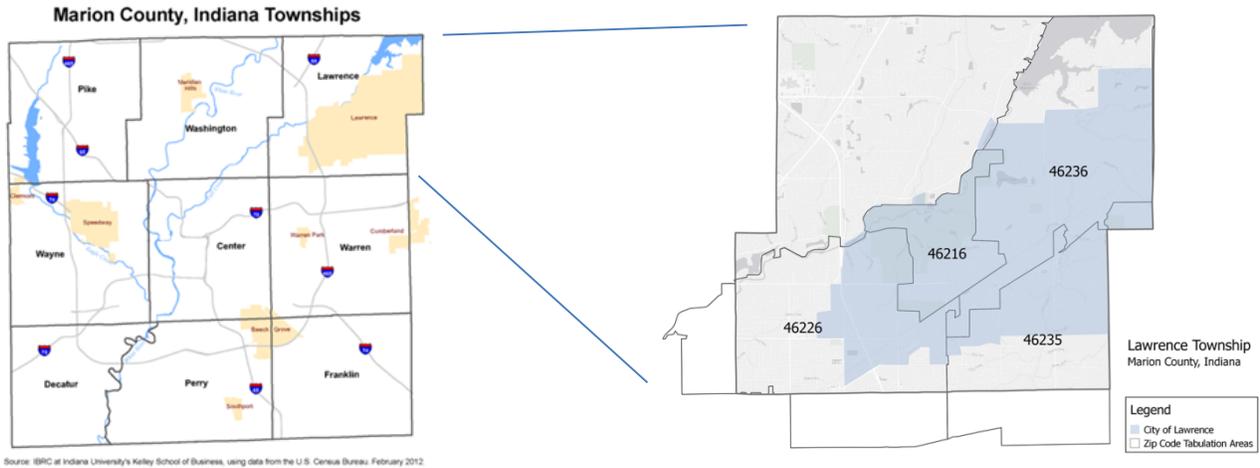


Greater Lawrence/Far Eastside Healthiest Cities Challenge Prize

With a population of 106,349 people, including 33,026 children age 0-19, Greater Lawrence/Far Eastside (“GL/FE”) is a socio-economically, racially and ethnically diverse community comprised of the City of Lawrence, an independent municipality (highlighted in blue on the map below), and the areas to the south and west of the City’s boundaries in Lawrence Township, a political subdivision of Marion County, and included in the boundaries of the City of Indianapolis. The area includes schools from the Metropolitan School District of Lawrence Township and Indianapolis Public Schools, along with charter and parochial schools.



A Tale of Two Communities: Demographics of Greater Lawrence/Far Eastside

Greater Lawrence/Far Eastside covers four zip codes: 46226 and 46235 to the south, and 46216 and 46236 to the north. (ZTCA 46216 is predominantly Fort Harrison State Park, with only 1,718 residents.) As the chart below indicates, significant disparities exist between the southern and northern portions of the community.

	ZIP CODES			
	Southern area		Northern area	
	46226	46235	46236	46216
Population¹	45,795	31,964	26,872	1,718
Children age 0-19²	13,940	11,652	7,175	259
% children in poverty³	41.6%	42.3%	7.1%	7.8%
% households w/ no vehicle	12.4%	16.6%	2.3%	15.9%
% single parent households	72.0%	62.5%	19.7%	44.3%
Hospitalization Rate per 10,000 due to diabetes 18+	24.8	33.1	10.9	17.5
Pediatric asthma hospitalization rate per 10,000 <18 years	38.0	29.1	7.5	NA
Elementary schools - free & reduced lunch %^{4 5}	86%	82%	52%	NA
Early Learning Centers – free & reduced lunch %⁶	87%	77%	33%	NA

¹ American Community Survey 5-year estimates, http://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml

² Id.

³ Data from Community Health Network Community Dashboard <http://www.ecommunity.com/aboutus/care.aspx#>

⁴ Metropolitan School District of Lawrence Township, 2015-16 Free/Reduced Enrollment (10/1/15)

⁵ Indianapolis Public Schools, Free/Reduced Lunch enrollment 2015-16

⁶ Metropolitan School District of Lawrence Township, 2015-16 Free/Reduced Enrollment (10/1/15)

Greater Lawrence/Far Eastside Healthiest Cities Challenge Prize

The **Greater Lawrence/Far Eastside Healthy Families Healthy Children Initiative** targets child obesity, a serious population health issue in this community, as it is in all parts of central Indiana, where the prevalence rate of overweight and obesity among children exceeds 40 percent.

The causes of childhood obesity are typically tied to socioeconomic factors more so than health factors. The Centers for Disease Control and Prevention has observed that “a person’s zip code is more likely to determine their health status than their genetic code.” Children who live in the economically distressed neighborhoods of Greater Lawrence are disproportionately at risk of being at an unhealthy weight.

The **Healthy Families Healthy Children Initiative** is a comprehensive, multi-sector campaign that brings the entire community together to implement a set of evidence-based interventions to improve the policies and practices in those places that most directly influence the behaviors of children and families. The Initiative will simultaneously launch three levels of interventions:

Healthy Places. Most children spend much of their time in three places: home, child care, and/or school. **Healthy Places** supports schools and child care centers (including youth organizations that provide before or after school care) with a program called “the Jump IN Pledge for Healthy Kids” to implement four key policies: (1) serve only healthy meals, snacks and drinks; (2) ensure that kids are physically active; (3) teach healthy habits; and (4) model healthy behaviors.

Using resources and technical assistance provided through the Jump IN Pledge website (www.JumpINpledge.org) and community partners, the schools and child care centers will be assisted in implementing policies and programs that support evidence-based standards around nutrition and physical activity. They will be taught to leverage current resources and identify additional tools to implement these policy changes.



Healthy Places also focuses on **employer wellness programs** that work with employees and their families to promote healthy habits at home. Employers are encouraged to use the Employer version of the Jump IN Pledge to promote healthy habits at their worksites. For small to midsize employers in Greater Lawrence that lack the resources to develop or implement an employee wellness program, the Initiative will pilot a six-month peer-to-peer coaching program (“Healthy Worksites, Healthy Kids”), an innovative program that will provide one-on-one mentoring from a worksite wellness expert at no cost to the smaller employer.

Healthy Neighborhoods: Families will find it difficult if not impossible to engage in healthy eating and active living at home if they live in neighborhoods where they lack access to affordable, nutritious food and safe places to play and be active. Approximately two-thirds of the residents in Greater Lawrence live in census tracts defined by the USDA as “food deserts.”

The neighborhoods in Greater Lawrence range from areas of high-density multi-family residential apartments to suburban areas of single family homes. **The Initiative will develop short and long term strategies to address food access issues in all neighborhoods**, beginning with pilot projects in targeted areas that may include mobile delivery services, corner store/convenience store initiatives, and community gardens.

To increase the number of safe places to play, the Initiative will pursue shared use agreements with schools, places of worship, and other facilities where children and families will have opportunities to play in fun, engaging ways.

While Greater Lawrence boasts wonderful amenities such as Fort Harrison State Park and a network of trails and bikeways that promote active living, many residents in the community lack ready access to these resources due to

Greater Lawrence/Far Eastside *Healthiest Cities Challenge Prize*

a lack of transportation, connecting sidewalks and other infrastructure. The Initiative will seek innovative ways to connect all members of the community to these resources.

Healthy Community: Changing a culture of health can only happen if “taking health into consideration” becomes part of that culture. Part of that transformation happens institutionally when decision makers adopt a “health in all policies” approach when considering community issues. A strategic goal of this Initiative will be to find formal and informal ways to embed those considerations into community decision making.

Including health concerns in the broader community conversation helps with this transformation as well. While a **public awareness and education campaign by itself** generally does not change behavior, it can reinforce healthy behaviors that become easier as policy and systems changes create healthier environments. To start this “community conversation,” the Initiative will launch a public communication plan centered on the *5-2-1-0 Let’s Go* campaign (with resources in both English and Spanish). Throughout the community and through multiple channels, children and families will be encouraged to eat 5 servings of fruits and vegetables a day, drink water instead of sugary beverages, be active at least an hour a day, and limit their screen time. In addition to reinforcing healthy choices, the plan will also promote tangible community resources such as cooking classes, nutrition education programs, farmers markets and community gardens.

Because **public policy** also influences the values and norms of the community, the Initiative will identify local policy changes to pursue that will promote healthy behaviors (such as a healthy vending policy in local government buildings and parks, Complete Streets policies, and the promotion of Safe Routes to School).

Finally, a Healthy Community provides necessary resources to those residents who require clinical services due to their health status. A significant number of children in Greater Lawrence are currently at risk of or are at an unhealthy weight. The Initiative will partner with health care providers, such as the family practice and pediatric groups at Community Health Network and the three federally qualified health clinics serving the area, to identify community programs that would be referral resources for **clinical interventions for patients**.

Goals and Outcomes

The **Greater Lawrence Healthy Families Healthy Children Initiative** will achieve measurable improvements in the health of children and their families in this community, especially in underserved populations in this area. Cognizant of the significant need to support underserved populations, strategies and interventions of this Initiative will be targeted especially in the southern areas of the community.

Greater Lawrence/Far Eastside Healthiest Cities Challenge Prize

Steering Committee – Community Leadership

The **Healthy Families Healthy Children Initiative** has recruited a broad cross-sector team to plan and manage the Initiative. As the table below indicates, this team includes local government, health care, education, private sector, state and local health departments, youth organizations, community development, faith organizations, philanthropy, and nonprofits. The partners individually and institutionally represent the diversity of the community in age, gender, race, ethnicity, political party, and economic sector.

NAME	TITLE	ORGANIZATION
Steve Collier	Mayor (Steering Committee co-chair)	City of Lawrence
Steve Talley	Trustee (Steering Committee co-chair)	Lawrence Township
Mary Boyer	Consultant	Glick Family Foundation
Mark Bryson	Deputy Trustee	Lawrence Township
Jenny Burgess	Community Executive Director	Benjamin Harrison YMCA
Mike Copper	Board Member	Benjamin Harrison YMCA
Tom Crouch	Chairman/Board CAFÉ	Community Alliance of the Far Eastside
Miriam Acevedo Davis	Executive Director	La Plaza
(vacant)	Executive Director	Community Alliance of the Far Eastside
Marta Fetterman	Child Care Specialist	Early Learning Indiana/Indiana Association of Child Care Resource and Referral
Rev. James Jackson	Pastor	Fervent Prayer Church; Far Eastside Action Coalition
Eric Martin	Parks Director	City of Lawrence Parks Department
Dr. Grant Nesbit	Director of Athletics and Wellness	Metropolitan School District of Lawrence Township
Juan Ongay	Unit Director	Finish Line Boys and Girls Club
Carole Puls	Communications Business Partner	Roche Diagnostics
Lorrie Ramsey	Director	Community Health Network
Jessica Tower	Executive Director	Greater Lawrence Chamber of Commerce
Dr. Theron Williams	Senior Pastor	Mount Carmel Baptist Church
Project Team/Staff		
Ron Gifford	CEO	Jump IN for Healthy Kids
Julie Burns	Chief Operations Officer	Jump IN for Healthy Kids
Jonathan Barclay	Knowledge and Data Manager	Jump IN for Healthy Kids
Lindsey Bouza	Director, Div. of Nutrition and PA	Indiana State Department of Health
Stephanie Thornberry	Chronic Disease Prevention Specialist	Marion County Public Health Department