

# CHAMPIONS FOR HEALTH



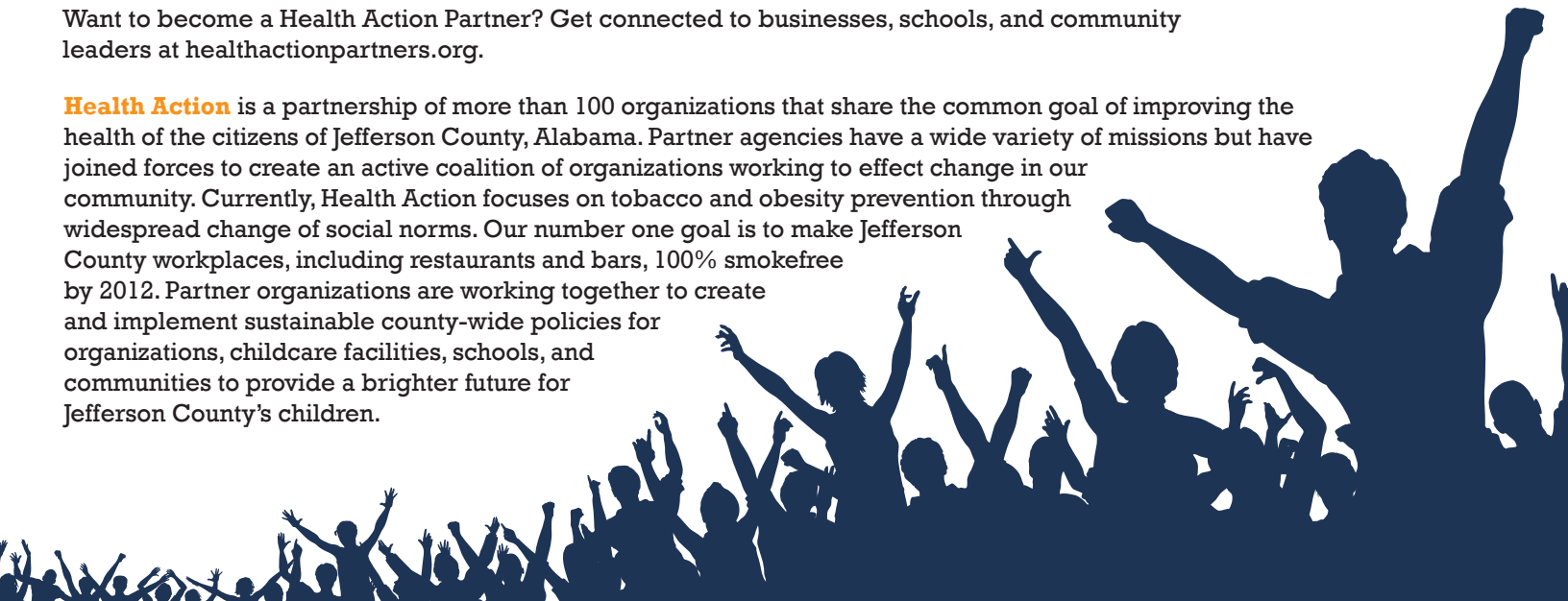
# CHAMPIONSFORHEALTH.ORG

Interested in making the healthy choice the easy choice? Visit [championsforhealth.org](http://championsforhealth.org) for ideas on how to make healthy changes in your home, community, and school.

# HEALTHACTIONPARTNERS.ORG

Want to become a Health Action Partner? Get connected to businesses, schools, and community leaders at [healthactionpartners.org](http://healthactionpartners.org).

**Health Action** is a partnership of more than 100 organizations that share the common goal of improving the health of the citizens of Jefferson County, Alabama. Partner agencies have a wide variety of missions but have joined forces to create an active coalition of organizations working to effect change in our community. Currently, Health Action focuses on tobacco and obesity prevention through widespread change of social norms. Our number one goal is to make Jefferson County workplaces, including restaurants and bars, 100% smokefree by 2012. Partner organizations are working together to create and implement sustainable county-wide policies for organizations, childcare facilities, schools, and communities to provide a brighter future for Jefferson County's children.





# LIVE AND PLAY

Changes in social norms come from the ground up. Working through community organizations, neighborhood coalitions, and local advocates, Health Action Partners are on the ground making the healthy choice the easy choice where we **LIVE AND PLAY** in Jefferson County by:

*Promoting* walking and supporting safe, accessible community designs with parks, sidewalks, and safer routes to schools

*Connecting* communities through a system of greenways

*Encouraging* all tobacco retailers to post warnings about the dangers of tobacco

*Supporting* incentives for providing fresh produce in underserved neighborhoods

*Procuring* and delivering fresh fruit and vegetables to food pantries and non-profit agencies

*Encouraging* communities to create community gardens

*Promoting* an increase in the cost of tobacco products

*Forming* a local food policy council to educate residents about our local food system and improve access for all residents

# LEARN



Improving the quality of life in Jefferson County starts with our **CHILDREN AND SCHOOLS**. Health Action Partners are using public education to make the healthy choice the easy choice by:

*Empowering* young people to become anti-tobacco advocates through the Youth Empowerment Program

*Requiring* childcare centers to meet standards for nutritional quality and physical activity

*Teaching* childcare and afterschool providers how to integrate healthy activity into learning and healthy food choices into daily food offerings

*Providing* public education about smokefree air and advocating for tobacco-free cities and college campuses

*Working* with school systems to improve food procurement policies, implement school gardens, develop afterschool wellness policies and train cafeteria workers in nutritious culinary techniques

*Working* with colleges and universities to eliminate the distribution of tobacco samples and coupons



# WORK

Jefferson County **WORKSITES**, including restaurants and bars, set the standard for our communities' best practices. Health Action Partners are encouraging employers to decrease health care costs and improve productivity by:

*Advocating* for smokefree policies that include worksites, bars, and restaurants

*Providing* affordable ways to achieve a healthy weight by using pre-tax dollars in flexible spending accounts for weight management programs

*Working* with local businesses to increase the availability of cessation products and services



**CHAMPIONSFORHEALTH.ORG**

# RESOURCES

## HEALTH ACTION PARTNERSHIP AND COMMUNITY INFORMATION:

**Jefferson County Department of Health** [jcdh.org](http://jcdh.org) | 205-933-9110

**Community Foundation of Greater Birmingham**  
[foundationbirmingham.org](http://foundationbirmingham.org) | 205-327-3800

**United Way of Central Alabama** [uwca.org](http://uwca.org) | 211 for information & referral  
205-251-5131

**Media for Health** [mediaforhealth.org](http://mediaforhealth.org) | 205-870-9422

**UAB School of Public Health** [soph.uab.edu](http://soph.uab.edu) | 205-934-4993

## TOBACCO PREVENTION, CESSATION, AND SMOKEFREE ALABAMA:

**American Lung Association** [lungusa.org](http://lungusa.org) | 205-987-7432 or 1-800-548-8252

**Gateway** [gway.org](http://gway.org) | 205-510-2600

**Alabama Department of Public Health** [adph.org/tobacco](http://adph.org/tobacco) | [alabamaquitnow.com](http://alabamaquitnow.com)  
1-800-Quit-Now

## COMMUNITY ACCESS TO NUTRITIOUS FOODS AND PHYSICAL ACTIVITY:

**Greater Birmingham Community Food Partners** [gbcfp.org](http://gbcfp.org)

**Jones Valley Urban Farm** [jvuf.org](http://jvuf.org) | 205-439-7213

**Main Street Birmingham** [mainstreetbham.org](http://mainstreetbham.org) | 205-595-0562

**United Way Community Food Bank** [feedingal.org](http://feedingal.org) | 205-942-8911

**The YMCA of Metro Birmingham** [ymcabham.org](http://ymcabham.org)

**Freshwater Land Trust** [freshwaterlandtrust.org](http://freshwaterlandtrust.org) | 205-226-7900

**Jefferson County Land Development** [jeffco.jccal.org](http://jeffco.jccal.org) | 205-325-5591

**Conservation Alabama Foundation** [conservationalabamafoundation.org](http://conservationalabamafoundation.org)  
205-533-6178

## KIDS HEALTH AND WELLNESS:

**Children's Policy Council of Jefferson County** [jeffersoncountychildren.org](http://jeffersoncountychildren.org)  
205-325-5445

**Childcare Resources** [ccr-bhm.org](http://ccr-bhm.org) | 205-252-1991

**Better Basics** [betterbasics.org](http://betterbasics.org) | 205-944-2928

**Success By 6** [uwca.org/successby6.htm](http://uwca.org/successby6.htm) | 205-458-2177

**Healthy Kids, Healthy Communities**  
[healthykidshealthycommunities.org/communities/jefferson-county-al](http://healthykidshealthycommunities.org/communities/jefferson-county-al)

# CHAMPIONSFORHEALTH.ORG