



Grants through *Pathways to a Healthy Kansas* Initiative for Access to Healthy Foods

Rural Grocery Summit



bcbsks.com/pathways



Agenda

- Why BCBSKS Cares
- *Pathways Initiative*
- Food Retail Grants

Blue Cross and Blue Shield of Kansas

Our History - In Kansas, the Blue tradition of security and dependability has thrived for over 75 years

Our Home – We are Kansans serving Kansans. In 1942, the company first opened its doors with just three employees and eight members. Now our 1,600 employees serve approximately 950,000 Kansans

Our Honor – As the state's largest insurer, Blue Cross and Blue Shield of Kansas is uniquely positioned to work with Kansas communities to establish and sustain healthy environments and healthy lifestyles.



Blue Cross and Blue Shield of Kansas

Our Mission

Being the insurer Kansans trust with their health

Our Core Purpose

To provide peace of mind and access to a better quality of life



Commitment · Compassion · Community

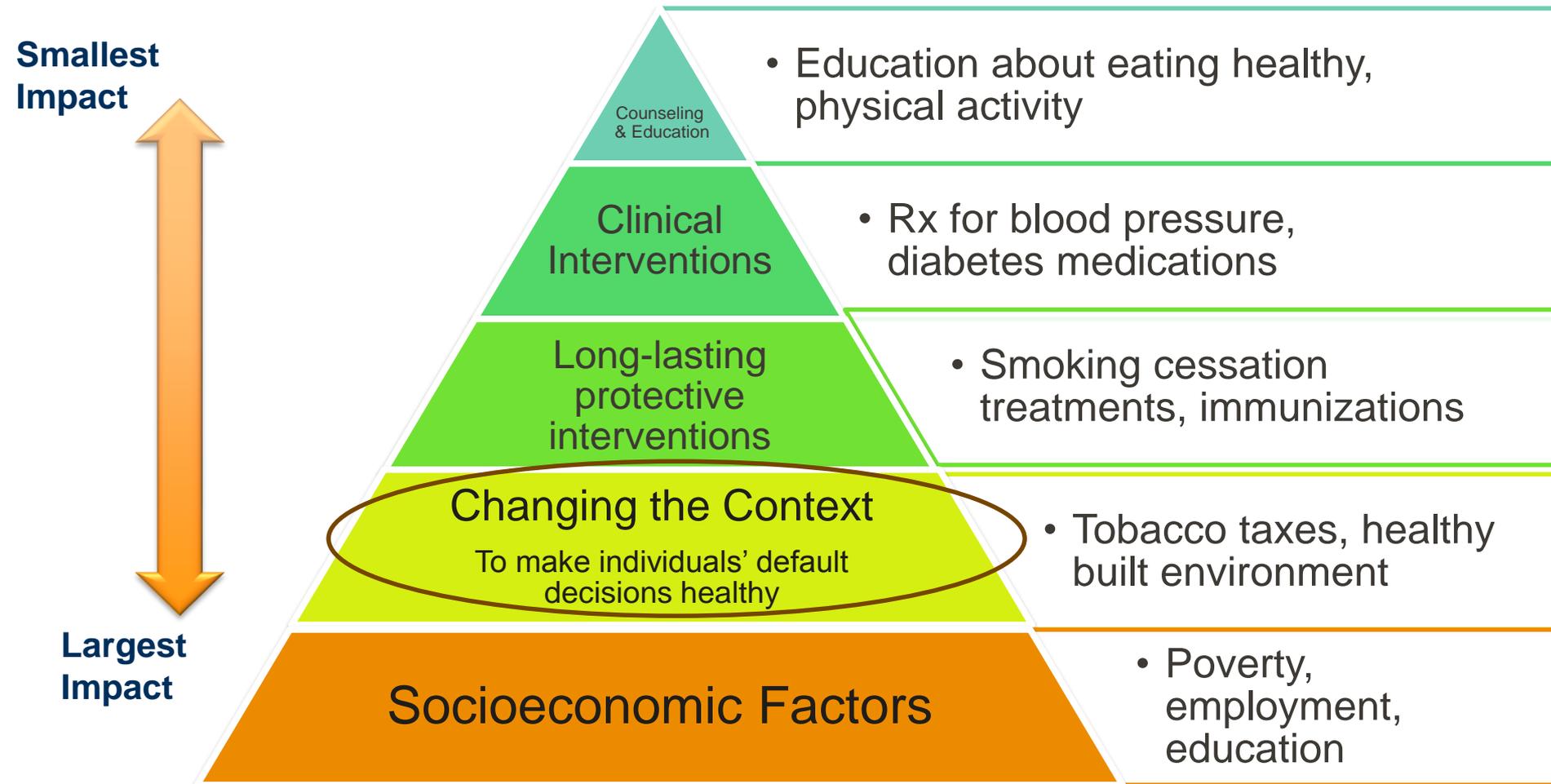
A man in a light-colored shirt and glasses stands at the front of a meeting room, holding a folder and presenting to a group of people seated around a large white conference table. The room features large windows on the left and a white brick wall on the right. The scene is brightly lit by natural light from the windows. A semi-transparent green banner is overlaid across the middle of the image, containing the text "Blue Health Initiatives".

Blue Health Initiatives



Community health

- Engage in statewide activities and discussions
- Provide financial backing
- Address upstream health and well-being



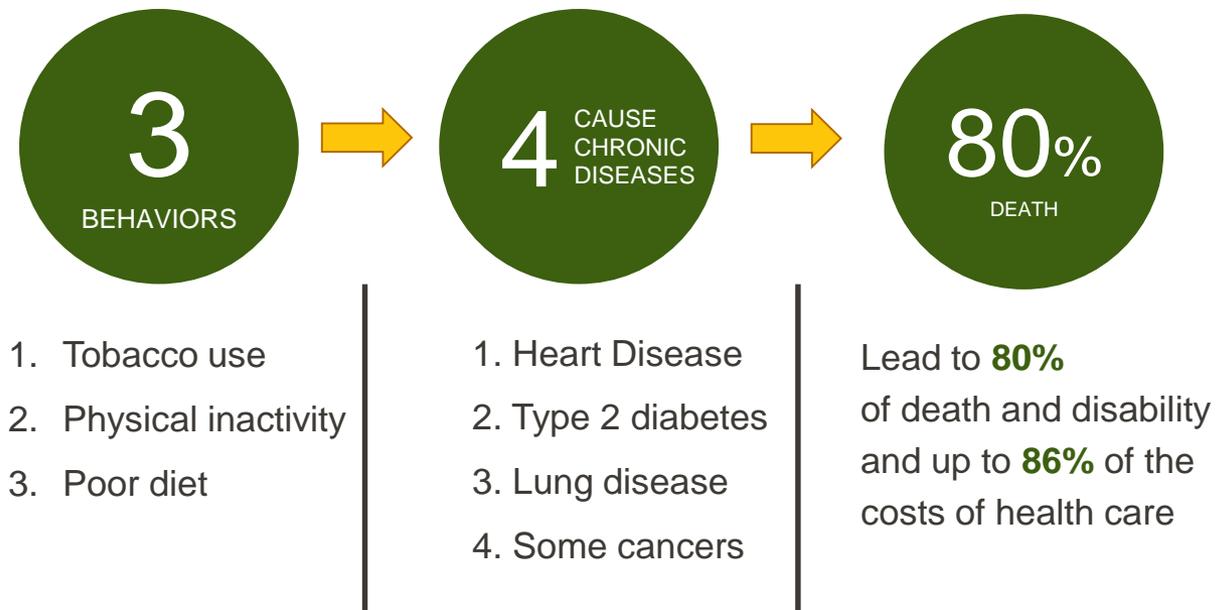
Source: Frieden, T. A Framework for Public Health Action: The Health Impact Pyramid. *Am J Public Health*. 2010; April; 100(4): 590–595.



Pathways to a Healthy Kansas

PATHWAY
HEALTHY
KANSAS

Chronic disease comes from...





Invest in communities to create sustainable, healthy places where Kansans live, work and play in ways that improve the quality of their lives.

What we aim to achieve

- Increase awareness and community engagement in healthy lifestyles
- Make the healthy choice the default choice
- Increase consumption of (and access to) healthy foods
- Increase access to (and use of) safe environments for physical activity
- Support tobacco-free living
- Improve quality of life

16 communities

\$100,000

COORDINATION GRANTS



\$400,000

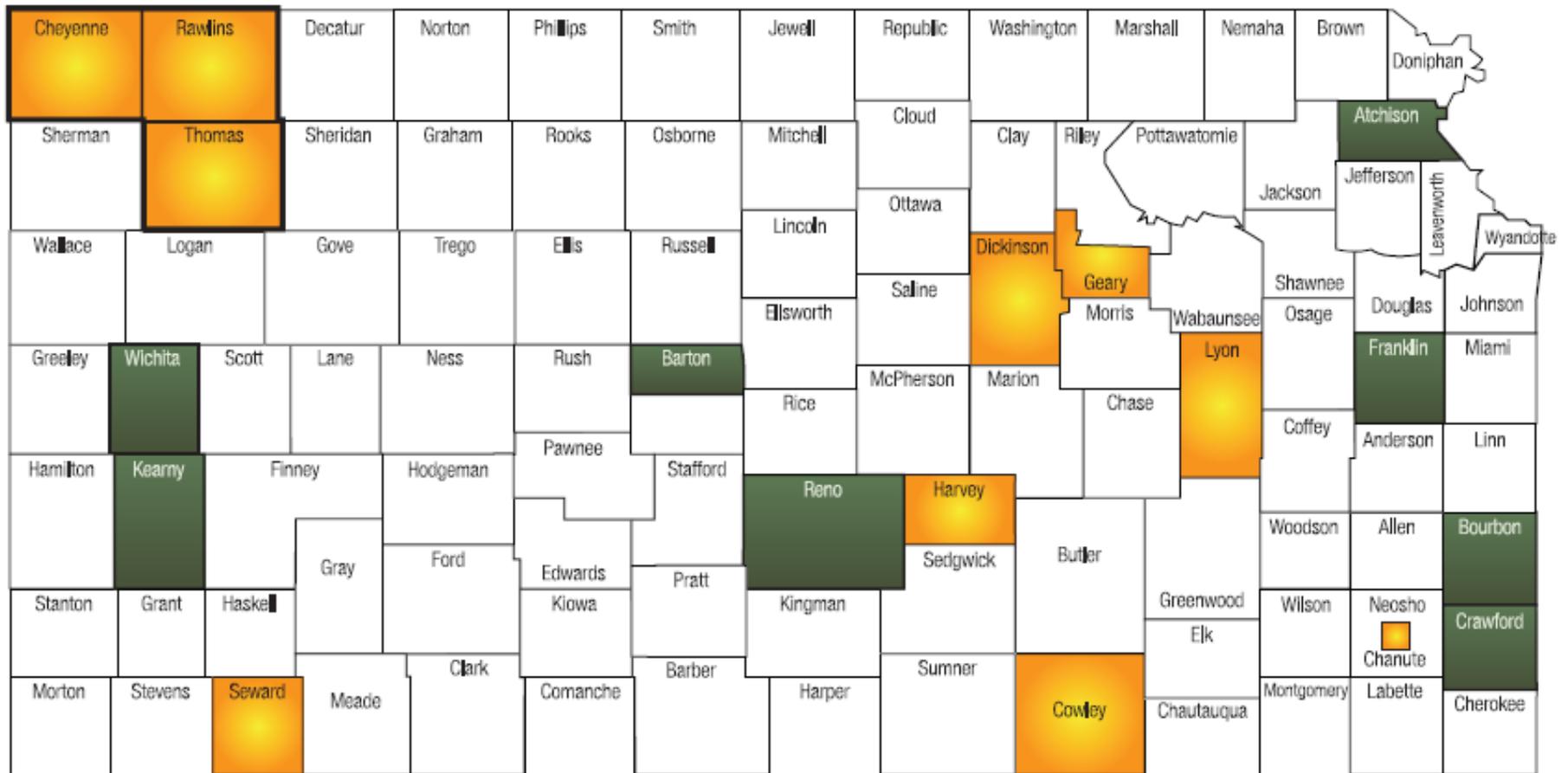
SUPPLEMENTAL GRANTS



\$500,000

GRANT TOTAL

Pathways to a Healthy Kansas Communities



A Blue Cross and Blue Shield of Kansas Initiative

- Round 1 (2016-2019)
- Round 2 (2017-2020)

Worksites



Schools



Health Care



Community



Policy



Restaurants



Food Retail



Committed to the future of rural communities.

A photograph of a man with a beard, wearing a dark jacket, carrying a young child on his shoulders. The child is wearing a blue and grey striped beanie and a dark jacket. They are both smiling and looking upwards. The background is a sunlit forest with trees and greenery. A semi-transparent green banner is overlaid across the middle of the image, containing the text "Food Retail (Grocery) Grants".

Food Retail (Grocery) Grants

Pathway to Healthy Foods Pledge

Assessment

- **Encouraging Environment** – Participate in a free healthy store assessment provided by the *Pathways to a Healthy Kansas* initiative team. Incorporate recommendations indicated in the assessment in our store(s).
- **Food Transparency** – Work with a dietician to determine the calorie and portion sizes for our deli items and make that information available to customers.

Evidence-based Solutions

- **Start Kids off Right!** Implement strategies to keep kids healthier. Reduce marketing of unhealthy foods and beverages to youth. Increase marketing and promotional efforts focused on healthy foods and beverages for youth.
- **Spread the Word** – Promote healthful options in our sales and advertising. Provide healthy prompts or recipes at the point of sale to encourage healthy purchasing habits.
- **Eat Local** – Sell and promote items from local producers and growers whenever possible in our store(s).
- **Breathe Easy** - Implement comprehensive smoke- and tobacco-free policies that apply to use of all tobacco and nicotine products on the store property, including e-cigarettes.

Pathway to Healthy Foods Pledge

- Ten (11) stores signed pledge in Round One communities
- Four (4) in Round Two communities



Partnerships

- David Carter, Kansas State University
 - Free Energy Assessments for store
 - Assistance with USDA RD REAP grant application
- USDA Rural Development
 - Technical assistance when applying for REAP or other available grants

Grant Funds Available

Achievement Grants	Available Funds
Food Retail - REAP (up to \$6,000 per store)	\$12,000.00
Restaurant-REAP (up to \$6,000 per store)	\$15,000.00
Restaurant – Façade (up to \$5,000 per store)	\$25,000.00
Health care provider	\$10,000.00
Worksites (up to \$10,000 per worksite)	\$100,000.00
Total Achievement	\$160,000.00
Implementation Grants	Available Funds
Policy	\$100,000.00
Community Well-Being Projects	\$50,000.00
Food Retail/Restaurants (up to \$5,000 per store)	\$20,000.00
Health Care - Hospital policy implementation	\$10,000.00
School - PA policy (up to \$10,000 per school)	\$30,000.00
School - Nutrition policy (up to \$10,000 per school)	\$30,000.00
Total Implementation	\$240,000.00
Total Community IG & AG funds	\$400,000.00

Grants Awarded

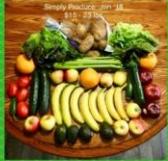
02/13/2018	Hoisington	Food Retail	IG	Bailey's Food Bin	\$6,859.00	LED lighting for store
						Implementation of Simply Produce match for USDA RD REAP grant for new walk-in cooler
03/07/2018	Wichita	Food Retail	IG	Leoti Foods	\$13,000.00	
						Match for USDA RD REAP grant for new walk-in cooler
03/07/2018	Wichita	Food Retail	AG	Leoti Foods	\$12,000.00	
						Walk-in cooler, healthy inventory (start up costs), signage and advertising of healthy products
05/22/2018	Franklin	Food Retail	IG	Wray's Bulk Foods	\$5,000.00	
						Shelving, dividers, LED lighting and promo materials for implementing healthy pledge goals
06/01/2018	Bourbon	Food Retail	AG	Union Station	\$5,000.00	

Leoti Foods



Simply Produce

SIMPLY PRODUCE



\$15 plus tax per order
Cash, Check,
Debit/Credit, or
charge if you have an
account

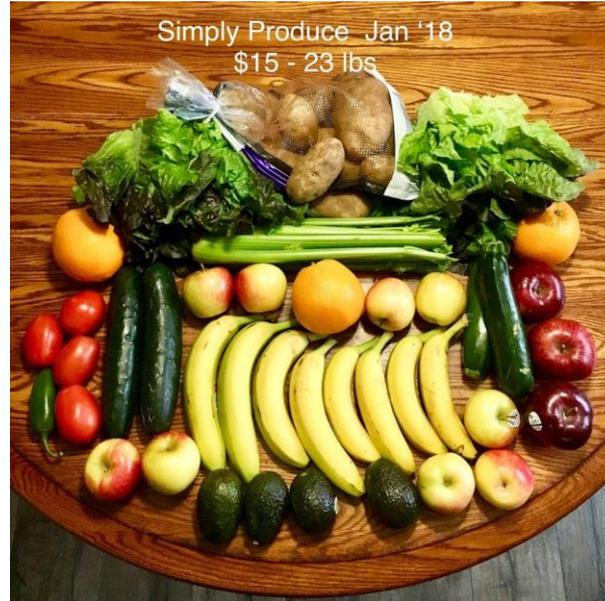
Sign up at Leoti Foods by calling in or in
store!

SIGN UP: Friday June 1st- Tuesday June 5th

PICK UP: Friday, June 8th 12-12:30 PM
Butler Building-WC Fairgrounds

Volunteers Needed 11:00 AM
on Pick up day!!

PLEASE BRING YOUR OWN BAG TO PICK UP PRODUCE!
DELIVERY UPON REQUEST! QUESTIONS?
CALL LEOTI FOODS 620-375-4319



Relish Pack Add On \$12



Comes with:
Baby Carrots
Celery
Grape Tomatoes
Broccoli
Cauliflower
Cucumbers



ADD FRUITS & VEGETABLES
INCREASE ACTIVITY • MINIMIZE SCREEN TIME



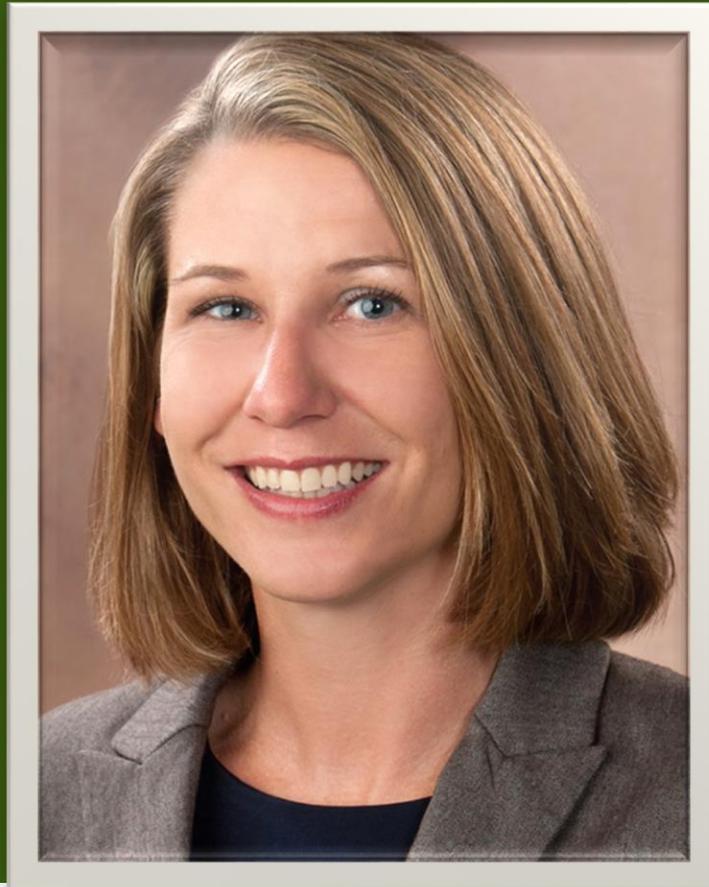
K-STATE | Wichita County
Research and Extension

Bailey's Food Bin



Bailey's Food Bin

- Completed the Grocery Store Assessment
- Partnered with Health for Life Coalition and USD 112 Central Plains
 - Started weekly program to introduce and educate kindergarten and first grade students about healthy foods
- Completed energy assessment with KSU
- Installed new LED lighting
- "We are using 1/3 of the electricity we used to," said Bailey. "This is a project I could not have done on my own, because the capital was just not there. It will pay dividends for 10 to 12 years."



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Thank you!



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