

Step 1 - Articulate Your Vision

Action Steps	Supporting Documents
1. Assess existing policies	HEAL Policy Assessment
2. Share existing policies for inclusion in HEAL Mid-Atlantic Library	Contact the HEAL Campaign
3. Formal adoption of a resolution committing to creating a healthy community that includes specific policy goals. (Mandatory)	Draft HEAL Resolution
4. Prioritize policies that affect under-resourced communities or communities/ populations with higher burden of disease	<p>Identify under-resourced areas in your community by visiting the Cares Engagement Map Room. This resource allows you to search for social, economic, education, environment, and health data throughout the country. Type in the search queries listed below to find specific health data. Then, type in the name of your municipality in the location search bar in the top right corner of the map.</p> <p>Explore health data in your municipality, including:</p> <ul style="list-style-type: none"> • Population Below the Poverty Level • Students Eligible for Free Lunch • Population with Limited Food Access • Population With Park Access (Within 1/2 Mile) • No Leisure-Time Physical Activity, Adults Age 20+

Step 2 - Implement HEAL Policies

Strategic Area 1: Built Environment and Complete Streets

Action Steps	Supporting Documents
Include provisions in your comprehensive plan that promote bikeability and walkability	Model Comprehensive Plan Language
Stipulate capital improvements that prioritize physical activity, walking, and biking	Southwest In Motion Plan — Portland, OR Comprehensive Plan — West Melbourne, FL
Adopt a bicycle and/or pedestrian plan	Bikeway Master Plan — Rockville, MD Bicycle and Pedestrian Master Plan — Charlottesville, VA

<p>Include strategies that promote public safety/ crime prevention through environmental design</p>	<p>Strategies for Crime Prevention through Environmental Design – Virginia Beach, VA</p> <p>Sample Policy: Crime Prevention Through Environmental Design – Portland, OR</p> <p>Case Study: Crime Prevention through Environmental Design in Parks – Portsmouth, VA</p>
<p>Prioritize Transit-Oriented and Mixed- Use Development</p>	<p>Transit-Oriented Development Policy Guide</p> <p>Why Transit-Oriented Development and Why You Should Care</p> <p>Mixed-Use Development Standards</p> <p>Sample Policy: Mixed Use Town Center Zone Development -- Riverdale Park, MD</p>
<p>Adopt a Complete Streets policy</p>	<p>Strategies for Completing Your Streets: Best Practices that Pave the Way</p> <p>10 Elements of a Comprehensive Complete Streets Policy</p> <p>Complete Streets Local Policy Workbook</p>
<p>Promote slower vehicle traffic through traffic calming measures</p>	<p>FAQ on Traffic Calming from VDOT</p> <p>Neighborhood Traffic Calming Program — Falls Church, VA</p> <p>Neighborhood Traffic Calming Guide — Herndon, VA</p> <p>Sample Policy Traffic Calming Policy — Herndon, VA</p>
<p>Adopt a policy to paint bike lanes/shared use lanes (“Sharrows”) when re-paving/painting roads</p>	<p>Case Study: Sharrows in action — Laurel, MD</p> <p>Sharrows in action — Arlington, VA</p>
<p>Adopt a policy to stripe crosswalks when re-paving/painting roads</p>	<p>Marking and Signing Crosswalks</p>
<p>Adopt a policy to add bike lanes on all reconstructed roads</p>	<p>Bicycle Safety Ordinance — Cambridge, MA</p> <p>Protected Bicycle Lane Design Guide — Portland, OR</p>

<p>Implement attractive and user-friendly wayfinding elements for people of all ages and abilities.</p>	<p>About Wayfinding Create a Pedestrian Wayfinding System Case Studies: Philadelphia, PA and Portland, OR</p>
<p>Establish Joint Use Agreements for facilities, such as school playgrounds, pools, etc.</p>	<p>What is a Joint Use Agreement? A Fact Sheet for Parents, Students, and Community Members Model Joint Use Agreement Resources</p>
<p>Adopt Form Based Code Zoning ordinance</p>	<p>What is Form Based Code? Form Based Code — Arlington County, VA</p>
<p>Require developers to include usable space for physical activity and recreation or pay a fee</p>	<p>Comprehensive Master Plan: Recreation, parks, and Open Space — Rockville, MD Public Open Space in Subdivisions</p>
<p>Institute a Complete Streets requirement for new development</p>	<p>Incorporating Complete Streets Principles in General Plan Circulation Elements, Page 7 Sample Complete Streets Policy -- Fort Lauderdale, FL</p>
<p>Implement a Safe Routes to School program</p>	<p>Steps to Creating a Safe Routes to School Program Safe Routes to School — Charlottesville, VA</p>
<p>Improve multimodal transportation and expand connectivity of bike and pedestrian paths</p>	<p>Bicycle Network Plan — Salisbury, MD Recreation and Parks Facilities Master Plan — Greenbelt, MD</p>
<p>Create an Active Living Community Policy Council or Task Force tasked with identifying recommendations for the City/Town to follow</p>	<p>Fit San Antonio, TX A tri-city Active Living Advisory Committee</p>
<p>For any policies, beyond those identified above that are proven to increase physical activity among residents</p>	

Strategic Area 2: Healthy Food Access

Action Steps	Supporting Documents
<p>Include provisions in your Comprehensive Plan that address equity and access to affordable, nutritious foods</p>	<p>Promoting Food Access with Comprehensive Planning and Ordinances</p> <p>Integrating Food Policy in Comprehensive Planning – Seattle, WA</p> <p>Planning for Food Access</p> <p>Planning to Eat: Innovative Local Government Plans and Policies to Build Healthy Food Systems in the United States</p>
<p>Expedite permitting for new stores that offer healthy food</p>	<p>Licensing for Lettuce: A Guide to the Model Licensing Ordinance for Healthy Food Retailers</p>
<p>Provide density bonuses or economic incentives for new grocery store development, especially in under-resourced communities</p>	<p>Putting Businesses to Work for Health: Incentive Policies for the Private Sector</p> <p>Economic Development Resources to Improve Access to Healthy Food</p>
<p>Provide density bonuses or economic incentives for improved healthy food offerings in existing corner or convenience stores</p>	<p>CDC Healthy Food Retail Guide: Grocery Stores</p> <p>The Food Trust: Healthy Corner Stores</p> <p>Sample Policy — Baldwin Park, CA</p>
<p>Establish standards as a licensing requirement for new food retailers</p>	<p>Licensing for Lettuce: A Guide to the Model Licensing Ordinance for Healthy Food Retailers</p> <p>Model Licensing Ordinance for Healthy Food Retailers</p>
<p>Prohibit use of restrictive covenants that discourage and prevent new grocery stores</p>	<p>How Closing Grocery Stores Perpetuate Food Deserts Long After They're Gone</p> <p>Sample Policy - Washington, DC</p>
<p>Implement fast food/formula business limitations</p>	<p>Formula Business Restrictions</p> <p>Sample Policy - Chesapeake City, MD</p>

<p>Establish standards, including nutrition standards and inclusion of culturally relevant foods, for food served and sold on government property or at municipally sponsored events.</p>	<p>Sample Policy — San Francisco, CA Healthier Meals for a Thriving Community</p>
<p>Encourage menu labeling with nutrition facts</p>	<p>Menu Labeling Legislation – Policy Options Menu Labeling Overview and Resources</p>
<p>Provide incentives for restaurants that offer healthy foods</p>	<p>Putting Health on the Menu: A Toolkit for Creating Healthy Restaurant Programs Policy Example — Somerville, MA</p>
<p>Require healthy check-out lanes</p>	<p>Model Healthy Checkout Aisle Ordinance U.K. Retailers Rethink Checkout</p>
<p>Implement a sugar-sweetened beverage tax</p>	<p>Healthy Food America: Taxing Sugary Drinks Sample Policy — Philadelphia, PA</p>
<p>Establish a Memorandum of Understanding or Joint Use Agreement formalizing use of land for Farmers' Market</p>	<p>Shared Use Playbook Sample Policy — Farmers Market Agreement, City of Olympia, WA</p>
<p>Encourage participation in federal supplemental nutrition programs (SNAP/EBT) by food retailers, such as farmers markets and corner stores</p>	<p>SNAP Guide for Farmers Markets Using SNAP/EBT at you Farmers Markets: Seven Steps to Success Land Use Policies to Protect and Promote Farmers' Markets Sample Farmers Market Policy — Fresno, CA Sample Farmers Market Zoning Ordinance — Modesto, CA</p>
<p>Institute guidelines and/or zoning controls that allow Farmers' Markets</p>	<p>Baltimore City Permit Guide for New or Existing Farmers' Markets Example Policy — City of Royal Oak, MI</p>

<p>Develop a process by which vacant land becomes available for community gardens/urban agriculture</p>	<p>From Neglected Parcels to Community Gardens Pittsburgh Vacant Lot Toolkit</p>
<p>Adopt a Community Garden/Urban Agriculture Ordinance to promote and protect community gardens and urban agriculture</p>	<p>Community Gardening: Policy Reference Guide Model Community Garden Policies A Guide to Growing Food on Public Property Seeding the City: Land Use Policies to Promote Urban Agriculture Use Policies to Promote Urban Agriculture Toolkit for Community Gardens Sample Garden Agreement — Sunnyvale, VA Sample Garden Agreement — Lafayette, CO Sample Garden Policy -- Thornton, CO Sample Garden Policies from Around the Country</p>
<p>Allow gleaning and the creation of edible parks and food forests</p>	<p>Urban Foraging in Municipal Parks and Public Schools: Opportunities for Policymakers Gleaning Sample Policy -- San Joaquin County, CA</p>
<p>Adopt zoning ordinances that allow backyard poultry/animal husbandry</p>	<p>Sample Policy — Frederick, MD Sample Policy — Salem, VA Sample Policy — Baltimore, MD</p>
<p>Create a Food Policy Council or Task Force tasked with identifying recommendations for the City/Town to follow. Adopt/implement at least 1 recommendation from the Food Policy Council or Task Force</p>	<p>Webinar: Successful Starting Food Policy Councils Doing Food Policy Councils Right: A Guide to Development and Action</p>
<p>Conduct a community food assessment</p>	<p>How to Conduct a Community Food System Assessment- A New Guide for Planners Case Studies</p>

Adopt a Food Charter	Sample Policy — Staunton, VA Philadelphia Food Charter — Philadelphia, PA
Create a Community Food System Plan	Edible Community: The Healthy Damascus Food Plan Racial Equity Tools for Food Systems Planning Food System Plan — Portland, OR
For any policies, beyond those identified above that are proven to increase access and availability of affordable, nutritious foods for residents	

Strategic Area 3: Workplace Wellness

Action Steps	Supporting Documents
Adopt nutrition standards aligned with the Dietary Guidelines for Americans in all municipally/county owned or operated venues that serve food, including special events	Understanding Healthy Procurement Healthier Meals for a Thriving Community USDA Nutrition Standard for Competitive Foods in Schools Sample Policy — San Francisco, CA
Ensure that water is readily available in municipally owned buildings	Water Access in Schools – Can be applied to municipality
Establish a healthy vending policy	Guide & Model Policy for Healthy Vending in Municipalities Healthy Vending Infographic Sample Healthy Vending Policy — Wytheville, VA
Add food and beverage warning labels for unhealthy vending machine products	Healthy Vending Guide

<p>Encourage stairwell usage through an open, unlocked stairwell policy</p>	<p>Unlocking Office Stairwells: A Resource for Property Owners, Building Managers, and Tenants</p> <p>CA Active Stairwells</p>
<p>Encourage physical activity breaks for meetings over 2 hours in length</p>	<p>Physical Activity Breaks for the Workplace: Resource Guide</p> <p>Sample Physical Activity Break Policy</p>
<p>Pass a healthy meeting policy</p>	<p>Healthy Meeting Toolkit</p> <p>Healthy Meeting Policy</p>
<p>Allow/encourage walking meetings</p>	<p>Walking at Work: The What, Why & How of Walking Meetings (Webinar)</p> <p>Walk and Talk: Tips for Holding Your Next Walking Meeting</p>
<p>Designate lactation space within each municipally owned/operated building for breastfeeding mothers</p>	<p>Business Case for Breastfeeding</p> <p>Sample Worksite Lactation Support Policy -- Philadelphia, PA</p>
<p>Provide financial incentives for gym membership or paid time off for other fitness/health related activities</p>	<p>Sample Workplace Wellness Program — College Park, MD</p> <p>Sample Wellness Policy Proposal -- Ashland, VA</p>
<p>Convene a Workplace Wellness Committee and adopt/Implement at least one recommendation from the Workplace Wellness Committee</p>	<p>Creating a Culture of Wellness in Municipal Workplaces Webinar</p> <p>Essential Elements of Effective Workplace Programs and Policies</p> <p>Toolkit for Healthy Workplaces with Sample Policy</p> <p>Sample Workplace Wellness Nutrition Policy — Clark County</p>

<p>For any policies, beyond those identified above that are proven to increase physical activity and access to nutritious foods for municipal employees</p>	
<p>Strategic Area 4: Healthy General Plans</p>	
<p>Action Steps</p>	<p>Supporting Documents</p>
<p>Consider how municipal policies impact your community's health through decisions related to the general plan, zoning, conditional use permits, environmental review and health impact assessments</p>	<p>HEAL Fact Sheet — General Plan for Health</p>
<p>Address health equity in access to parks, transit, food, and planning</p>	<p>Healthy Plan Making Health in All Policies in General Plans Comprehensive Planning for a Healthy Community Checklist</p>
<p>Facilitate community involvement</p>	<p>Community Engagement Toolkit for Planning Comprehensive Plans and Community Engagement</p>
<p>For any policies or practices beyond those identified above that are proven to increase community health.</p>	

