



**Blue Cross & Blue Shield of
Mississippi Foundation**

P. O. Box 1045
Jackson, Mississippi 39215-1045

A Subsidiary of Blue Cross & Blue Shield of Mississippi.

2012 Healthy Hometown Award

Any questions regarding the application process should be directed to Sheila Grogan at 601-664-4525. Please complete this application electronically and submit it as a PDF document to healthyhometown@bcbsms.com by April 13, 2012. All narrative sections of the applications must be submitted in Times New Roman font size 11. A DVD not to exceed 5 (five) minutes may also be submitted.

Name of Municipality:

Name of Contact Person/Health and Wellness Champion:

(Note: The contact person/health and wellness champion should have in-depth knowledge of the municipality and activities, committees, and priorities included in this application. As noted in Section 1 of the application, the health and wellness champion will serve as chair of the Healthy Town Committee. All email and mail correspondence related to this grant application will be addressed to the contact person/health and wellness champion.)

Email address:

Telephone Number:

Mailing Address:

Municipality's Population:

Municipality website:

SECTION 1: COMMUNITY LEADERSHIP AND INVOLVEMENT

1. Provide documentation (e.g. meeting notifications, meeting minutes) demonstrating that the municipality has established a “Healthy Town Committee” of 10-15 persons that meets bi-monthly (or more often as necessary). The committee shall be chaired by one designated “health and wellness champion” who will serve as point person on all efforts. The committee should include the following people:
 - Mayor
 - Alderman or city council member(s)
 - Local citizens (to include senior citizen representatives)
 - Local business leader or owner(s)
 - Local church leader(s)
 - Medical representative(s) (doctor, nurse or pharmacist, etc.)
 - School superintendent(s)
 - High school student representative(s)
 1. (a) On a separate page, describe how this committee has taken steps to comprehensively improve the health and wellness of the community by involving all facets of the town (e.g. local businesses, schools, faith-based organizations, etc). Describe the plans it has made to sustain these efforts and how an award of \$25,000 would be utilized. 4 pages maximum
 1. (b) On a separate page, describe how each member of the committee serves as a role model for good health in the community. 2 pages maximum
2. Describe how the municipality provides health and wellness information on the town website and/or provides printed material at all city/town owned facilities that are open to the public. 1 page maximum
3. Describe steps the municipality has taken to create and adopt ordinances/city codes that require all new road and general construction projects to consider the impact of the project on the “walkability” of the community. Describe how the municipality encourages the built community to support exercise (e.g. designated multi-use lane(s) for walkers and cyclists, etc.) 2 pages maximum
4. Provide documentation that the municipality has an enforceable helmet ordinance requiring all children and adults to wear a helmet when riding a bike, skateboard, rollerblades or all-terrain vehicle.
5. Describe how the municipality works with the local media to provide regular updates to the community on health and wellness efforts, community opportunities to engage in healthy events, etc. 1 page maximum

SECTION 2: PROMOTION, SUPPORT AND ENCOURAGEMENT OF EXERCISE

1. Provide documentation and pictures demonstrating that the municipality has areas designated for outdoor health and wellness activities (e.g. parks, playgrounds, soccer fields, recreational sports space).
 1. (a) Describe how the municipality encourages children and families to utilize these areas. 1 page maximum
2. Provide documentation and pictures demonstrating that the municipality has at least one walking trail or walking track area that is maintained by the municipality.
3. Describe the municipality's efforts to ensure that the walking trail/track is safe, well-maintained and utilized often by citizens. 1 page maximum
4. Describe the community-wide events that encourage and promote exercise in the municipality. 4 pages maximum
5. Describe efforts the municipality has made to encourage a healthy work environment for city employees. 2 pages maximum
 5. (a) Provide documentation that the municipality has a policy in place that allows all city employees to walk or exercise for 30 minutes during business hours two times per week.
6. Describe efforts the local business community has made to encourage and promote worksite wellness programs for employees. 2 pages maximum

SECTION 3: TOBACCO FREE COMMUNITY

1. Provide documentation demonstrating that the municipality is smoke-free. *Note that the municipality must have passed an ordinance no later than March 15, 2012, that includes all provisions in the sample ordinance to be eligible for the Healthy Hometown Award. [Click here to download a sample smoke-free ordinance.](#)*
2. Provide documentation demonstrating that all hospitals and medical facilities (e.g. pharmacies, physician offices, emergency clinics) in the municipality are tobacco-free.
3. Describe the community's efforts to discourage the use of smokeless tobacco. 2 page maximum

SECTION 4: ENCOURAGEMENT OF HEALTHY COMMUNITY NUTRITION

1. Provide documentation demonstrating that all vending machines on municipal property meet the following criteria:

Beverages should be limited to the following general guidelines

Bottled water
100% juice with no added sugar
“Diet” soft drinks

Snacks should be limited to the following general guidelines

At least 20% of the recommended daily value for vitamins and minerals
No more than 200 calories per package
No more than 25% of total calories from fat and less than 3 grams of fat per serving
Less than 1 gram of saturated fat per serving
Less than 10 milligrams of cholesterol per serving
No grams of trans-fat
Less than 480 milligrams of salt per serving

2. Provide documentation that local restaurants have “healthy options” on their menus.
3. Describe efforts taken to provide and promote healthy food and beverage options at convenience stores. 1 page maximum
4. Provide documentation and pictures demonstrating that the municipality has a farmers’ market open to the public at least 100 days per year.
 4. (a) Describe how the municipality encourages its citizens to utilize the farmers’ market. 1 page maximum
5. Provide documentation and pictures demonstrating that the municipality has established a community garden available for use by citizens.

SECTION 5: ENSURING HEALTHY STUDENTS

1. Provide documentation that all municipal schools meet the criteria of the 2007 Healthy Students Act.
 1. (a) Describe how the municipal schools provide a healthy environment for its students (should include a description of the school cafeteria's philosophy for healthy food and specifics regarding the Physical Education Program). 3 pages maximum

2. Provide documentation demonstrating that all vending machines on school property meet the following criteria:
 - Beverages should be limited to following general guidelines**
 - Bottled water
 - 100% juice with no added sugar

 - “Diet” soft drinks

 - Snacks should be limited to the following general guidelines**
 - At least 20% of the recommended daily value for vitamins and minerals
 - No more than 200 calories per package
 - No more than 25% of total calories from fat and less than 3 grams of fat per serving
 - Less than 1 gram of saturated fat per serving
 - Less than 10 milligrams of cholesterol per serving
 - No grams of trans-fat
 - Less than 480 milligrams of salt per serving

3. Describe how schools involve parents and the community in supporting and reinforcing their “healthy student” initiatives. 2 pages maximum