



Next Steps for Becoming a Healthier Tennessee Community

Make the place you live better by helping to make it healthier

Engage community leadership

Share your enthusiasm and get others involved! A diverse group of community leaders can better mobilize and sustain community-wide activities.

Create a wellness council

Designate a group to be responsible for designing, implementing and communicating the initiative. The council should include a diverse group from the community, including representation from the Chamber of Commerce, United Way, schools, businesses, hospitals, healthcare providers, service clubs and organizations and faith communities. Additionally, look for people with enthusiasm for wellness and the ability to positively influence fellow members. They'll help drive engagement in activities and rally participation.

Name a wellness champion

Designate an individual responsible for implementing, communicating and advocating for the initiative. The key attribute to look for is enthusiasm for community wellness and the ability to positively influence fellow residents! He or she will help drive engagement in the activities and rally others to participate.

Rally around physical activity

Initiate at least three sustained community-wide activities or events that get your neighbors on their feet and out into your community. Some examples:

- Host a series of 5-K Walks or Runs.
- Encourage exercising with a buddy.
- Implement GoNoodle in all elementary schools.
- Encourage the Walking School Bus program and / or Safe Routes to Schools.
- Incorporate physical activity in the planning and design of all city improvements, both structurally and indoors (e.g., incorporate pedestrian and bike lanes, as well as sidewalks, into street planning).

Meet up for healthier eating

Initiate at least three sustained community-wide activities or events that identify and promote what it means to eat healthy. Some examples:

- Offer a complimentary “healthy food prep” or “how to shop healthy for less” class.
- Host a Farmer’s Market.
- Recognize businesses that offer healthy foods.
- Sponsor a community-wide healthy recipe swap.
- Plant a community garden.

Come together for tobacco abstinence

Initiate at least one no-tobacco community-wide initiative. Some examples:

- Participate in the Great American Smoke-Out, or designate your own tobacco-free day. On this day, make it a true event by providing a venue for the disposal of tobacco products.
- Promote the Tennessee Tobacco Quitline: 1-800-QUIT-NOW

Create a healthier environment

Promote physical activity, healthier eating and tobacco abstinence through workplaces and faith-based organizations in your community.

- Create a campaign to sign up your community’s workplaces for the Small Starts @ Work program, or encourage them to implement a wellness program on their own.
- Create a campaign to sign up faith-based organizations for the Small Starts @ Worship program, or encourage them to implement a wellness program on their own.

Measure and recognize

Create concrete goals for your community wellness program and track your accomplishments. Be sure to gauge what’s working and what’s not. Collect success stories from residents and community members that can be shared out with the community at large.



Earn Recognition as an official Healthier Tennessee Community

When your community completes the steps below, it will be evaluated as an official Healthier Tennessee Community.

Step One: Register your community on healthiertn.com/communities

Show that you're committed to your community's health by registering with Healthier Tennessee. Once you've signed-up, your community will receive:

- A letter from the Governor's Foundation recognizing your intent.
- A template press release to announce your efforts.
- Assistance with media promotion.

Step Two: Receive recognition approval

Complete seven or more events or activities as listed in the Next Steps at the top of this page within twelve months. Share your accomplishment with Healthier Tennessee and your community may be eligible to receive:

- A recognition plaque from the Governor.
- An official proclamation of your Healthier Tennessee Community status by the Governor.
- An insignia denoting your official status that can be used on websites, newsletters, marketing materials, email signatures, etc.
- Recognition on the HealthierTennessee.com website.
- Assistance with the promotion of your designation, including a press release template.



Visit healthiertn.com/communities for more details.