

The Ramsey County Latino Community Action Plan

Developed by Comunidades Latinas Unidas en Servicio (CLUES) with collaboration from several Latino-servicing organizations as part of the Statewide Health Improvement Program (SHIP) grant. The following recommendations were developed to increase healthy eating and physical activity and reduce tobacco use and exposure in our community.

HEALTHY EATING RECOMMENDATIONS

Policy initiatives identified:

- Implement local government policies that limit advertising of unhealthy food in underserved communities.

Systems and Environmental initiatives identified:

- Improve access to community raised garden bed initiatives that sprout small neighborhood business enterprises to increase social capital.
- Improve and increase access to community gardens and existing land plots that encourage families to collaborate and garden together in order to grow and sell produce.
- Encourage corner stores and mercados to offer more fresh fruit and vegetables through financial incentives to small markets that increase consumer consumption of healthy food options, and marketing support
- Highlight healthy food options on restaurant menus through community-based driven partnerships.

PHYSICAL ACTIVITY RECOMMENDATIONS

Policy initiatives identified:

- Share space and recreational facilities through Shared Usage Agreements (SUA) - formal contracts between entities that outline terms and conditions for sharing public spaces for physical activity.

Systems and environmental initiatives identified:

- Invest in the built environment to increase access to bike racks, trails, and street lighting.
- Community driven initiatives that engage community members in environmental change improvements could result in increased access to active living spaces and an increase in walkable, safe neighborhoods for all.
- Implement neighborhood initiatives that promote active spaces and increase access to physical activity.
- Intentional community partnerships and collaboration with schools, parks, churches, and community-based organizations may result in more affordable physical activity, after school active living spaces, Safe Routes to School partnerships, and Complete Streets initiatives that contribute to an increase in walking, running, and biking.
- Facilitate active living spaces are those that promote social and community connections and reduce isolation.

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TOBACCO REDUCTION RECOMMENDATIONS

Policy initiatives identified:

- Implement tobacco-free outdoor space policies where residents live, eat, work, play, and worship.

Systems and Environmental initiatives identified:

- Increase state and local policies that restrict the sale, advertising, and promotion of tobacco products.
- Partner with local government and other stakeholders to increase culturally tailored messages in stores and neighborhoods by raising public awareness of the dangers of tobacco use at the point of sale and limiting tobacco advertisements.
- Engage tenants from multi-unit housing complexes to inform the policy process and share tobacco cessation resources.
- Implement culturally and linguistically appropriate public awareness campaigns that highlight dangers of tobacco use and exposure to second and third hand smoke.
- Invest and collaborate with Latino community health workers (promotores de salud), and other community liaisons to advocate for PSE change initiatives.
- Increase education on the adverse health effects of electronic cigarettes (both health impacts and fire hazard-combustion).