

As a community coalition, we work to foster partnerships within the community in an effort to make the lives of children and families healthier. Through our partnerships, we have increased the availability of healthy food choices, created more opportunities for outdoor trail use and have made several community spaces smoke and vape-free.

Community Perception

- Of the participants at the focus group, 80% did not think our community was healthy. (8/10)
- Focus group participants agreed that lack of nutritional choices was the biggest barrier for families to increase consumption of healthy foods.
- Another identified barrier from our focus group was the lack of education on what foods are healthy.

“With the resources of the Pathways grant, we have fostered partnerships that have improved the health of our community through increasing access to healthy activities, healthy food options and health information.”

— Kay Burtzloff, President,
Liberal Area Coalition for Families

Seward County



Healthy Eating

We are most excited because K-State Research & Extension and Baker Arts Center are working together to build a community kitchen space. It will support farmers market vendors to increase access to healthy foods. It will also be used to increase knowledge of healthy cooking within our community.



Active Living

We will be clearing way and building at least five miles of trail at Arkalon Park. We have already talked with the KS Trails Council and have volunteers lined up with our partners – USD 480 and the City of Liberal Recreation Department.

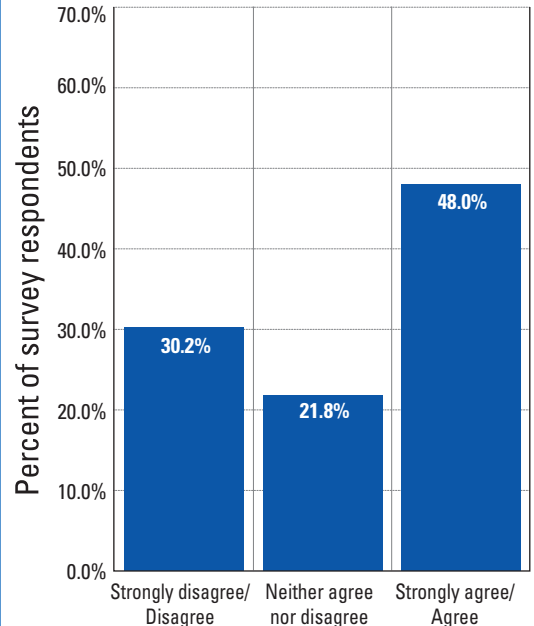


Commercial Tobacco Control

We made great gains in Phase 1 with tobacco cessation policies throughout the community. We hope to build on this momentum and have received positive feedback about the newly enacted policies at various establishments and parks and recreation areas.



Initiative Wide: In general, my community has sufficient options for healthy eating.



Key findings:

About half of survey respondents across the 24 Pathways grantee counties said that their community has sufficient options for healthy eating.

Results are based on data from an initiative-wide survey of Blue Cross and Blue Shield of Kansas members for whom e-mail addresses were available in each of the 26 counties in which BCBSKS has funded coalitions as part of the Pathways to a Healthy Kansas Initiative. N=2,857. The survey response rate was 3.4 percent.



**Liberal Area Coalition
for Families**

(620) 655-7177

liberalcoalition.com/

Facebook:

[@LiberalAreaCoalitionForFamilies](https://www.facebook.com/LiberalAreaCoalitionForFamilies)

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Number of Projects for Year 1

45

Partners Engaged

21,428

Population Impacted

Pathways to a Healthy Kansas combines evidence-based solutions and promising practices for improving healthy eating, active living and tobacco prevention to make a large impact in communities. The program provides community coalitions with the tools and resources needed to remove barriers and engage their communities – and represents the largest community grant program ever funded by Blue Cross and Blue Shield of Kansas.

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