





he Quality of Life Coalition, which has been in existence since 1991, serves as a catalyst to promote social, physical, and mental well-being for the residents of Dickinson County, and to foster a thriving environment in which to live, work, play and learn.

Community Perception

- More than 80% of those interviewed reported they are most interested in finding fresh local produce at the Abilene Farmers Market.
- Respondents to our interview noted that people who are elderly, low income, or have no transportation are most impacted by lack of access to healthy foods.
- When asked how to improve access to the Abilene Farmers Market, respondents suggested advertising focused on those who are elderly or low income, offering incentives, and accepting SNAP benefits.

It is amazing to see these leaders in our surrounding communities come together to work toward common goals to help and give people opportunities."

> — Haley Jones, Director of Development and Marketing, Memorial Health System



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Dickinson County



Healthy Eating

K-State Research & Extension received *Pathways* grant funding to establish a community orchard in **Abilene's Eisenhower Park**.

When the trees and bushes bear fruit, anyone in the community can come and pick this fresh healthy food!



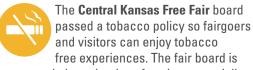
Active Living



Memorial Health System received Pathways funding to construct a concrete walking path. They have recently added lighting and

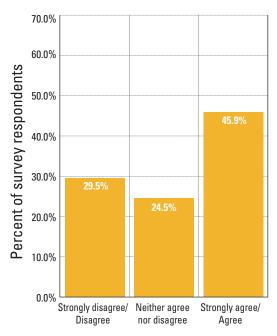
benches to make it more inviting. It is used regularly by nearby residents, patients and staff of the Memorial Health Systems, and a **senior center** which is bringing community members to walk there.

Commercial Tobacco Control



concerned about the rise of vaping, especially among youth, and is taking steps to increase healthy living in Dickinson County.

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



Key findings:

More than two-in-five respondents across the 24 *Pathways* communities said their community has sufficient options for healthy eating.

Results are based on data from an initative-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 coaltiions as part of the *Pathways to a Healthy Kansas Initiative*. N = 4,845. The survey response rate was 6.9 percent.

Projects for Action Period 2

31

Partners Engaged

18,402
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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