

MAPPS Strategies

MAPPS strategies comprise of evidence-based or best practices strategies to shape the nutrition and physical activity landscape and support individuals and families in leading healthy, active lives. Only these specific strategies are eligible for funding under the Communities Putting Prevention to Work grant award.

	NUTRITION	PHYSICAL ACTIVITY
<u>MEDIA</u>	<p>Media and advertising restrictions consistent with federal law</p> <p>Promote healthy food/drink choices</p> <p>Counter-advertising for unhealthy choices</p>	<p>Promote increased activity</p> <p>Promote use of public transit</p> <p>Promote active transportation (bicycling and walking)</p> <p>Counter-advertising for screen time</p>
<u>ACCESS</u>	<p>Healthy food/drink availability (e.g., incentives to food retailers to locate/offer healthier choices in underserved areas, healthier choices in child care, schools, worksites)</p> <p>Limit unhealthy food/drink availability (whole milk, sugar sweetened beverages, high-fat snacks)</p> <p>Reduce density of fast food establishments</p> <p>Eliminate transfat through purchasing actions, labeling initiatives, restaurant standards</p> <p>Reduce sodium through purchasing actions, labeling initiatives, restaurant standards</p> <p>Procurement policies and practices</p> <p>Farm to institution, including schools, worksites, hospitals and other community institutions</p>	<p>Safe, attractive accessible places for activity (e.g. access to outdoor recreation facilities, enhance bicycling and walking infrastructure, place schools within residential areas, increase access to and coverage area of public transportation, mixed use development, reduce community designs that leads to injuries)</p> <p>City planning, zoning and transportation (e.g., planning to include the provision of sidewalks, mixed use, parks with adequate crime prevention measures, and Health Impact Assessments)</p> <p>Require daily quality PE in schools</p> <p>Require daily physical activity or restrict screen time in afterschool/childcare settings</p>
<u>POINT OF PURCHASE/PROMOTION</u>	<p>Signage for healthy vs. less healthy item</p> <p>Product placement & attractiveness</p> <p>Menu labeling</p>	<p>Signage for neighborhood destinations in walkable/mixed-use areas</p> <p>Signage for public transportation, bike lanes/boulevards</p>
<u>PRICE</u>	<p>Changing relative prices of healthy vs. unhealthy items (e.g. through bulk purchase/procurement/competitive pricing)</p>	<p>Reduced price for park/facility use</p> <p>Incentives for active transit</p> <p>Subsidized memberships to recreational facilities</p>
<u>SOCIAL SUPPORT & SERVICES</u>	<p>Promote breastfeeding through policy change and maternity care practices</p>	<p>Safe routes to school</p> <p>Workplace, faith, park, neighborhood activity groups (e.g., walking, biking)</p>