

Examples of Delaware Programs Related to CDC MAPPS Strategies:

DE Organizations	Media / Social Mktg.	Access to Healthy Options	Point of Decision Prompts	Price Disincentives/Incentives	Social Support and Services
Division of Public Health	Get Up and Do Something WIC Breastfeeding Anti-Tobacco Social Mktg.	Farmer's Market(s) IPA Community Guide Munch Better Walkability Studies Community Assessments	Munch Better		DE Quitline Community program mini-grants PATCH WIC Breastfeeding Healthy Communities BRFSS YTS
Dept. of Education		Vending machine and school health policies		School food service	Tobacco education School lunches After school programs Physical Activity SHAC? YRBS
Christiana Care HS					Summer Camps Moving DE Forward
Bayhealth					Ride the Wave
DATE		Tobacco Law Enforcement			
Administration / General Assembly / OMB		Complete Streets Policy Clean Indoor Air Act Youth Access Law		Tobacco Excise Tax	Council on HPDP Lt. Gov's Challenge Walk Delaware Wellness Champions
National Organizations in DE (PBH)			Fruits & Veggies--More Matters™		
Del DOT		Safe Routes to School Complete Streets Signage Bicycle maps			Delaware Bicycle Council Delaware Bicycle Month
DE HEAL		Strategic Planning			Coordination/Networking
Department of Agriculture		Farmer's Markets			
Nemours Health & Prevention Services	5-2-1-Almost None	Built environment			
UD CDAS					School Health Survey
Delaware Greenways		Walking/Biking Trails			
DNREC Parks & Rec.		Walking Trails Munch Better			

Recommended MAPPS Strategies

Media / Social Mktg.	Access to Healthy Options	Point of Decision Prompts	Price Disincentives/Incentives	Social Support / Services
<ul style="list-style-type: none"> • Hard-hitting counter-advertising • Oppose tobacco brand sponsorships • Prohibit branded promotional items for children • Increase counter-marketing to young adults, especially related to little cigars/cigarillos and new tobacco products 	<ul style="list-style-type: none"> • Tobacco-free school campuses • Smoke-free crowded outdoor events (sports, concerts) • Enforce Clean Indoor Air Act, and possibly expand to private clubs (current loophole) 	<ul style="list-style-type: none"> • Restrict point of purchase tobacco advertising as allowed under federal law • Enforce product placement behind counters 	<ul style="list-style-type: none"> • Tax equity for cigars and smokeless tobacco products 	<ul style="list-style-type: none"> • Maintain DE Quitline and other cessation services
<ul style="list-style-type: none"> • Promote healthy food and drink choices • Counter-marketing against unhealthy choices 	<ul style="list-style-type: none"> • Attract markets to “food deserts” for low-income populations • Farmers’ Markets • Provide healthier choices in child care, schools, and workplaces • Zoning – reduce density of fast food establishments • Encourage menu labeling of calorie and nutrition content • Community gardens / rooftop gardens • Local farm to institution projects, bringing farm fresh products to schools, work sites, hospitals, and other institutions. • Changing procurement policies to obtain healthier choices. 	<ul style="list-style-type: none"> • Encourage retailers to improve product placement of healthy food choices 	<ul style="list-style-type: none"> • Provide incentives to retailers to offer healthier food choices • Establish excise tax of sugar-added drinks like soda and energy drinks 	<ul style="list-style-type: none"> • Support breast feeding through policy change and maternity care practices • Expand school nutrition programs • Weight loss support groups
<ul style="list-style-type: none"> • Promote increased physical activity as fun and healthy • Promote walking and cycling both as recreation and environmentally friendly transportation 	<ul style="list-style-type: none"> • Develop safe, attractive and accessible places for activity (e.g. outdoor recreational facilities, enhance bicycling and walking infrastructure, mixed-use development, 	<ul style="list-style-type: none"> • Stairwell prompts near elevators in office buildings; with improved, safe and clean stairwells. • Signage for neighborhood destinations in walkable, 	<ul style="list-style-type: none"> • Reduce prices for parks and recreational facilities to encourage more use. • Incentives for active transit • Subsidize memberships in recreational facilities 	<ul style="list-style-type: none"> • Safe Routes to Schools • Challenge programs and organized walking/bicycling groups • After school programs for community residents

<ul style="list-style-type: none"> • Promote public transit • Design campaigns to promote less television watching and other “screen time” • Share the Road and safe driving campaigns to encourage safe bicycling. 	<p>safety improvements)</p> <ul style="list-style-type: none"> • Fully implement “Complete Streets” at all levels of government • Improve planning, zoning and transportation to encourage more activity • Develop or complete Rails to Trails and other new walking and bicycling trails • Make state more “bikable,” e.g. with more striped lanes, better shoulders on roads, and more dedicated bike trails • Ensure crime-free parks with adequate crime prevention measures • Provide bike lockers, bike racks and other facilities to encourage bicycling 	<p>mixed-use neighborhoods.</p> <ul style="list-style-type: none"> • Signage for walking trails and bike lanes. 		<ul style="list-style-type: none"> • Neighborhood watch or community policing programs to ensure street and part safety.
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