

# What's Being Done?

Examples of Current  
Health Promotion Programs

# Examples of MAPPS Strategies and Best Practices

## Counter Marketing and Social Marketing



# Marketing Healthy Lifestyles



**Social  
Marketing for  
Physical  
Activity and  
Healthy  
Eating**



# Access to Healthy Options

**There'll be a change in the air  
on November 27.**



DELAWARE HEALTH  
AND SOCIAL SERVICES  
Division of Public Health

**Secondhand smoke in indoor public places will not be permitted.**



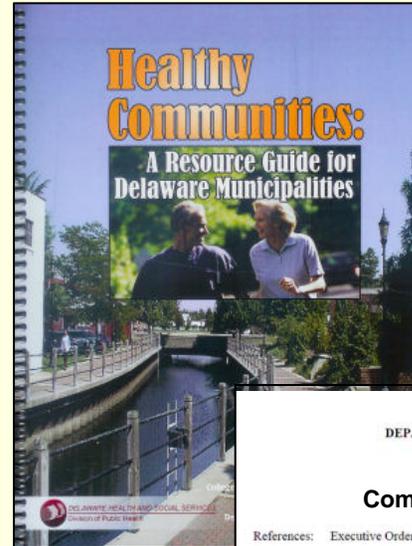
**SECONDHAND SMOKE  
IS NO LONGER ON THE MENU.**

**CALL 1-800-297-5926**  
to report any violations.



DELAWARE HEALTH  
AND SOCIAL SERVICES  
Division of Public Health

# Access to Healthy Options



STATE OF DELAWARE  
DEPARTMENT OF TRANSPORTATION  
P.I. NUMBER: O-6

### Complete Streets Policy

References: Executive Order Number 6      Issued: 12/07/2009  
Proposed Complete Street Act of 2009      Revised: N/A

## TRAILS IN DELAWARE STATE PARKS

- [Trails Home](#)
- [Biking/Mountain Bike](#)
- [Hiking Trails](#)
- [Horse Trails](#)
- [Water Trails](#)
- [Download Maps](#)
- [Trail Challenge](#)
- [Trail Resources](#)



"Munch Better"  
at State Parks

Counties and Municipalities in Delaware Can Develop Complete Streets to Combat Childhood Obesity

July 1, 2009

**Introduction**

1. Building and living an active, healthy life for tomorrow's children in the state of Delaware is a shared responsibility. To ensure that our children have the opportunity to lead healthy, active lives, we must create an environment that supports their physical and mental well-being. This includes providing safe and accessible opportunities for physical activity and healthy eating.
2. Transportation systems play a critical role in providing access to parks, trails, and other recreational facilities. Safe and accessible transportation options are essential for children to reach these facilities and engage in physical activity.
3. Delaware is one of 19 states with a complete streets policy, which is a policy that requires that all streets be designed and built to safely accommodate all users, including pedestrians, bicyclists, and motorists.
4. Complete streets policies are essential for creating a safe and healthy environment for children. They provide a framework for developing and implementing policies that support children's health and well-being.

**What is a Complete Street?**

A complete street is a street that is designed and built to safely accommodate all users, including pedestrians, bicyclists, and motorists. Complete streets are essential for creating a safe and healthy environment for children. They provide a framework for developing and implementing policies that support children's health and well-being.

**Physical Activity and the Built Environment**

The built environment, which includes the design and construction of buildings, streets, and public spaces, plays a significant role in promoting physical activity. Safe and accessible transportation options are essential for children to reach these facilities and engage in physical activity.

**Policy Recommendations**

Delaware should continue to lead the way in promoting complete streets. We should continue to invest in safe and accessible transportation options for children. We should also continue to promote healthy eating and physical activity among children.

# Point of Decision Prompts

**Tobacco  
Use  
Prevention**



# Point of Decision Prompts

**Cool Quesa**  
Preparation time: 20 Minutes Serves: 2



2 seconds cooking oil spray  
2 (6 inch) whole wheat tortillas  
1/4 cup reduced-fat cheddar cheese, shredded  
1/3 cup fresh tomatoes, finely chopped  
1/3 cup onions, finely chopped  
1/3 cup fresh mushrooms, sliced  
1/3 cup green bell peppers, chopped

Spray frying pan with cooking oil and heat for 1 minute on MEDIUM. Set aside 2 tablespoons of cheese. Place 1 tortilla in frying pan and spread the remaining cheese on top. Sprinkle with tomatoes, onions, mushrooms, green bell peppers, and the remaining cheese. Top with second tortilla. Use spatula to help cheese melt. Carefully turn over and cook for 1 minute. Cut into 4 pieces.



No  
waiting  
one door  
over.



# Price Incentives or Disincentives

Special Report



**Higher Cigarette Taxes**  
Reduce Smoking  
Save Lives Save Money

Home Search Contact

Wednesday, Jan

**Updated:** 06.23.2010

Increasing cigarette taxes is a WIN, WIN, WIN solution for governments — a health win that reduces smoking and saves lives; a financial win that raises revenue and reduces health care costs; and a political win that is popular with the public.

On February 4, 2009, Congress enacted, and President Obama signed into law, a 62-cent increase in the federal cigarette tax, along with increases in other tobacco taxes, to fund expansion of the State Children's Health Insurance Program (SCHIP). The federal cigarette tax increased to \$1.01 per pack on April 1, 2009.

Since January 1, 2002, the average state cigarette tax has increased from 43.4 cents to \$1.45 a pack.



## STATE CIGARETTE EXCISE TAX RATES & RANKINGS

Overall All States' Average: \$1.45 per pack  
Major Tobacco States' Average: 48.5 cents per pack  
Other States' Average: \$1.57 per pack

State	Tax	Rank
Alabama	\$0.425	47th
Alaska	\$2.00	11th
Arizona	\$2.00	11th
Arkansas	\$1.15	29th
<b>California</b>	<b>\$0.87</b>	33rd
Colorado	\$0.84	34th
Connecticut	\$3.00	4th
Delaware	\$1.60	20th
DC	\$2.50	9th
Florida	\$1.339	26th
Georgia	\$0.37	48th
Hawaii	\$3.00	4th
Idaho	\$0.57	42nd
Illinois	\$0.98	32nd
Indiana	\$0.995	31st
Iowa	\$1.36	25th
Kansas	\$0.79	36th
Kentucky	\$0.60	40th

State	Tax	Rank
Louisiana	\$0.36	49th
Maine	\$2.00	11th
Maryland	\$2.00	11th
Massachusetts	\$2.51	8th
Michigan	\$2.00	11th
Minnesota	\$1.576	22nd
Mississippi	\$0.68	37th
<b>Missouri</b>	<b>\$0.17</b>	51st
Montana	\$1.70	17th
Nebraska	\$0.64	38th
Nevada	\$0.80	35th
New Hampshire	\$1.78	16th
New Jersey	\$2.70	6th
New Mexico	\$1.66	19th
New York	\$4.35	1st
North Carolina	\$0.45	45th
<b>North Dakota</b>	<b>\$0.44</b>	46th
Ohio	\$1.25	27th

State	Tax	Rank
Oklahoma	\$1.03	30th
Oregon	\$1.18	28th
Pennsylvania	\$1.60	20th
Rhode Island	\$3.46	2nd
South Carolina	\$0.57	42nd
South Dakota	\$1.53	23rd
Tennessee	\$0.62	39th
Texas	\$1.41	24th
Utah	\$1.70	17th
Vermont	\$2.24	10th
Virginia	\$0.30	50th
Washington	\$3.025	3rd
West Virginia	\$0.55	44th
Wisconsin	\$2.52	7th
Wyoming	\$0.60	40th
Puerto Rico	\$2.23	NA
Guam	\$3.00	NA
Northern Marianas	\$1.75	NA

Tax stamp includes 75¢ health impact fee & 34.6¢ cigarette sales tax (Commissioner of Revenue sets sales tax rate each year)

# Social Support or Services



**QUIT SMOKING FOR YOUR BABY AND YOURSELF**

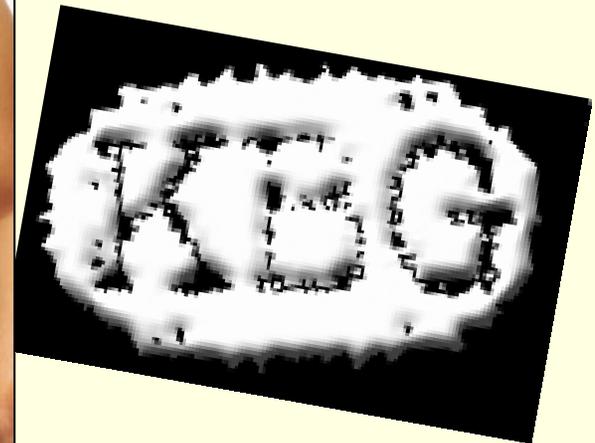
Talk to your doctor or nurse about quitting smoking. Ask about all the different services that could be available to help you get healthier while you're expecting.

A photograph of a pregnant woman's belly. The belly is wrapped in white tape with several red 'FRAGILE' stickers. A prominent red 'no smoking' sign is also visible on the tape. The woman is wearing a white crop top and white pants.

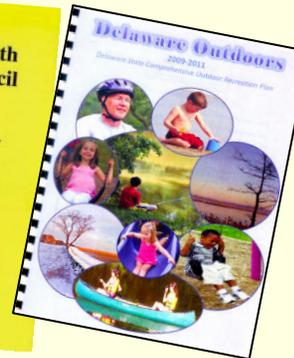
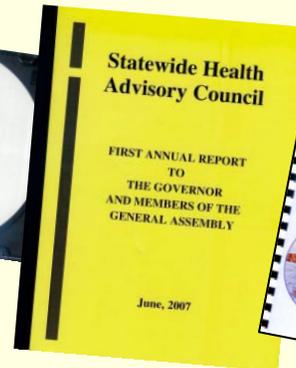
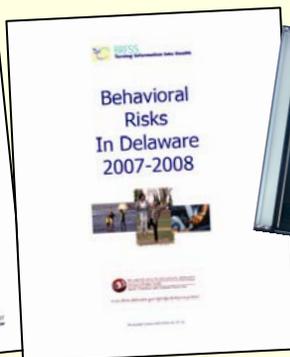
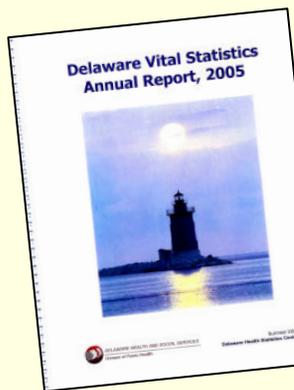
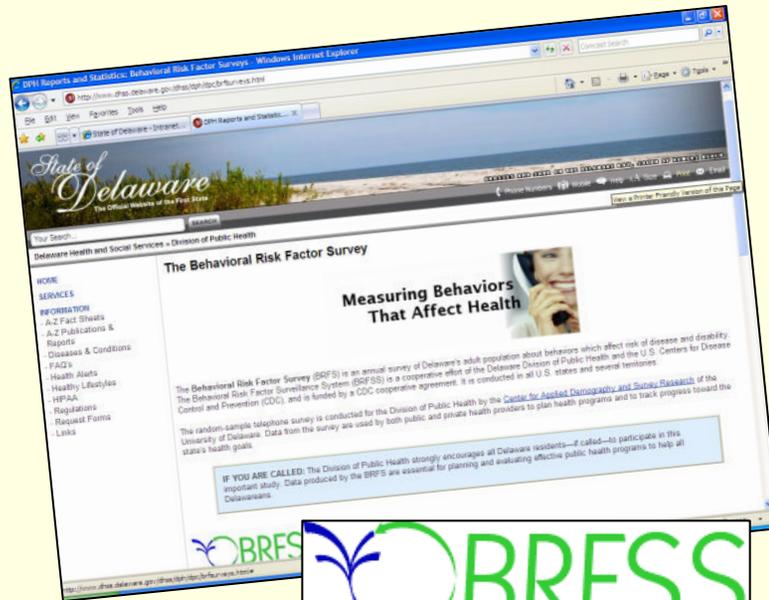
**DELAWARE QUITLINE**  
1-866-409-1858

- AVOID THE RISK OF SMOKING-RELATED BIRTH DEFECTS
- AVOID THE RISK OF DELIVERING AN UNDERWEIGHT BABY
- GET FREE HELP TO QUIT FROM THE DELAWARE QUITLINE
- GET A FREE GUIDE TO HELP PREGNANT SMOKERS QUIT

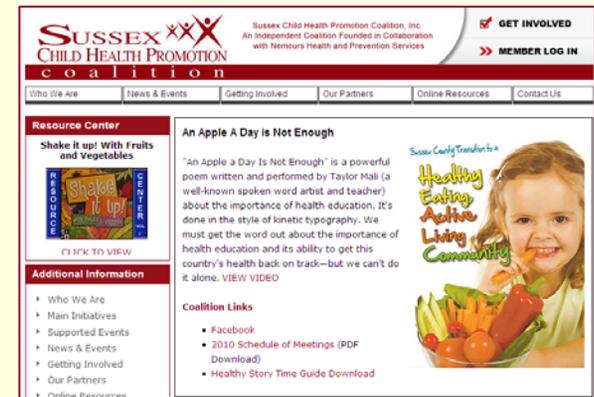
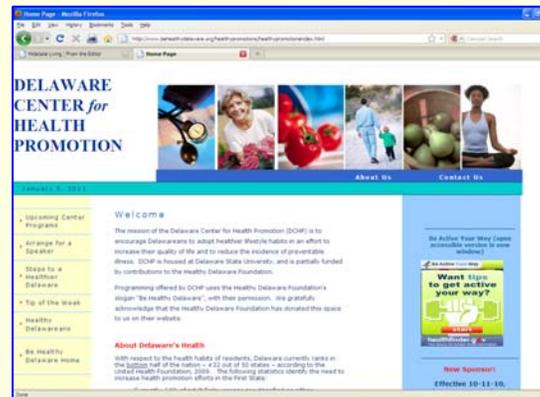
DELAWARE HEALTH AND CARE SERVICES  
Division of Prevention and Control Programs



# Social Support or Services / Data



# Social Support or Services



# How do we know what works?

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- Are we doing the **right things**?
  - Science/evidence base
  - Best and promising practices
- Are we doing the right things **right**?
  - Evaluation
  - Faithful implementation
- Are we doing **enough** of the right things **to make a difference in outcomes**?
  - Adequate funding
  - Infrastructure
  - Collaboration and coordination