



HEALTHY UTAH COMMUNITY

OUTREACH AND PROMOTIONAL TOOLKIT





Help us spread the word!

We want to recognize the hard work that is being done in communities throughout Utah to support healthy living! In this *Outreach and Promotional Toolkit* and *Dropbox Folder* we have included background information, sample outreach email templates, social media images, and more to help promote the program and encourage cities and towns to apply for the **Healthy Utah Community** designation.

Questions?

info@gethealthyutah.org

Do you know a city/town that should be recognized as a Healthy Utah Community?

Get Healthy Utah and the Utah League of Cities and Towns are excited to announce **Healthy Utah Community**, a new designation program for cities and towns. This program is designed to highlight the work being done in communities throughout Utah that supports and improves the health of residents. The award will be given bi-annually at the Utah League of Cities and Towns Midyear Conference and Annual Convention.

To qualify for the **Healthy Utah Community** designation program, all cities/towns must have a **Community Coalition** and at least 6 other strategies (for a total of 7). Applicants must have at least one strategy from each of the 4 categories- **Collaboration**, **Access to Healthy Food**, **Active Living**, and **Mental Health**. Applicants need to complete a brief online application. The designation is valid for 3 years, at which time cities/towns can reapply. Application deadlines: March 1st and August 1st.

Application

GetHealthyUtah.org/HealthyUtahCommunity

Deadlines

March 1st and August 1st



Healthy Utah Community Criteria

To qualify for the **Healthy Utah Community** designation program, all cities/towns must have a **Community Coalition** and at least 6 other strategies (for a total of **7**). Applicants must have at least one strategy from each of the 4 categories- **Collaboration, Access to Healthy Food, Active Living, and Mental Health**. Applicants must also complete the 4 short essay questions.

Healthy Utah Community Checklist

COMMUNITY COALITION (required):

- A coalition made up of diverse stakeholders that actively work to improve the health of the community

COLLABORATION (must have at least one strategy):

- A relationship with the local health department
- A resource page on our website to assist in accessing healthy food, physical activity, and mental health resources
- Health-related objectives in our general plan
- Utilized and implemented strategies from an existing community health needs assessment
- A moderate income housing plan
- Coordinated with the UDOT Move Utah Program to move active transportation planning and implementation efforts forward
- Coordinated with Bike Utah on the 1,000 Miles Campaign

ACTIVE LIVING (must have at least one strategy):

- A written guideline that promotes active transportation/physical activity for city employees
- Free and/or low-cost community sports/fitness programs for adults and children
- Signage for "healthy" parking spots at city/town facilities
- Conducted a walkability audit
- Connected walking and biking trails
- Provided guidance on joint-use agreements for facilities in our community that can be used for physical activity
- An active transportation plan
- An ordinance that requires new subdivisions to provide sidewalks and lights
- Wayfinding signage that promotes active transportation

ESSAY QUESTIONS:

1. Explain how your community addresses health equity by ensuring that all members of the community have the opportunity to be healthy? (250 words or less)
2. Does your general plan address healthy eating, physical activity, and mental health? If so, how? (200 words or less)
3. What is the biggest success your healthy community coalition has had in the past year? (200 words or less)
4. How will your healthy community coalition grow in the next year? (200 words or less)

- THE CITY/TOWN MAYOR APPROVES SUBMITTING THE APPLICATION**

Questions?

info@gethealthyutah.org

APPLICATION:

GetHealthyUtah.org/HealthyUtahCommunity



Healthy Utah Community Outreach Email

Below is a sample outreach email to encourage cities and towns to apply to become a **Healthy Utah Community**. Please personalize as much as possible.

Sample Outreach Email Template

Dear **[CITY/TOWN]**,

I am reaching out to let you know about a new designation program for cities and towns, **Healthy Utah Community**, presented by Get Healthy Utah and the Utah League of Cities and Towns.

Where we live, work, and play impacts our ability to reach our full health potential. Cities and towns are uniquely positioned to improve local health conditions in a way that helps all residents live healthy lives. **Healthy Utah Community** is a way to highlight and recognize the work that is being done to improve collaboration, access to healthy food, active living, and mental health.

I know **[CITY/TOWN]** has been working hard on these types of efforts, and I think it would be a great time for you to apply for the designation so that others can see the good work you are doing in your community.

The **Healthy Utah Community** application is simple and easy to complete. Applicants must have a community coalition and at least 6 other strategies (for a total of 7) from the categories of collaboration, access to healthy food, active living, and mental health. After completing a checklist, applicants will answer a few short essay questions. Application deadlines are August 1st for September recognition and March 1st for April recognition.

This is a great opportunity to showcase the work you are doing to support healthy living for all residents. I hope you will apply. The **Healthy Utah Community** application can be found at GetHealthyUtah.org/HealthyUtahCommunity. Please let me know if you have any questions.

Best,
[NAME]



Healthy Utah Community Social Media



Below is a list of potential social media posts. Please customize as needed. You can find additional messaging materials, including social media images, flyers, sample newsletter text, and more in the *Outreach and Promotional Dropbox Folder*.

Please use #healthyutahcommunity on all social media posts

Please tag the following organizations in all posts

- @gethealthyutah (Facebook, Twitter, Instagram, LinkedIn)
- @UTleague (Facebook), @ULCTcitycafe (Twitter),
- @utahleagueofcitiesandtowns (LinkedIn)

Include application link in all posts
GetHealthyUtah.org/HealthyUtahCommunity

Social Media Templates

Template #1

Get Healthy Utah and the Utah League of Cities and Towns are pleased to announce a new designation program for cities and towns, **Healthy Utah Community**. This program is designed to highlight the work being done in communities throughout Utah to support and improve the health of residents. Check out [\[APPLICATION LINK\]](#) to apply!

Template #2

Where we live, work, and play impacts our ability to be healthy. Is your community addressing access to healthy food, active living, and mental health in a collaborative way? Get Healthy Utah and the Utah League of Cities and Towns are pleased to announce **Healthy Utah Community**, a designation program designed to recognize the work that is being done to support opportunities for healthy living for all residents. Visit [\[APPLICATION LINK\]](#) to learn more and apply.

Template #3

Did you know investing in community health can result in reduced health care costs, better air quality, and economic improvement? If your community has been working to improve the health of residents, we want to recognize you! Apply to become a **Healthy Utah Community**. Learn more about the designation program by visiting [\[APPLICATION LINK\]](#).

Template #4

We know that communities are working collaboratively to address access to healthy food, active living, and mental health. Now they have the opportunity to be recognized for their work! Supported by Get Healthy Utah and the Utah League of Cities and Towns, **Healthy Utah Community** is a designation program designed to highlight the work being done in communities throughout Utah. Visit [\[APPLICATION LINK\]](#) to learn more and apply.

Template #5

Is your community supporting efforts that improve access to healthy food, active living, and mental health resources? Be recognized for your work! Apply for **Healthy Utah Community**, a designation program supported by Get Healthy Utah and the Utah League of Cities and Towns. [\[APPLICATION LINK\]](#)



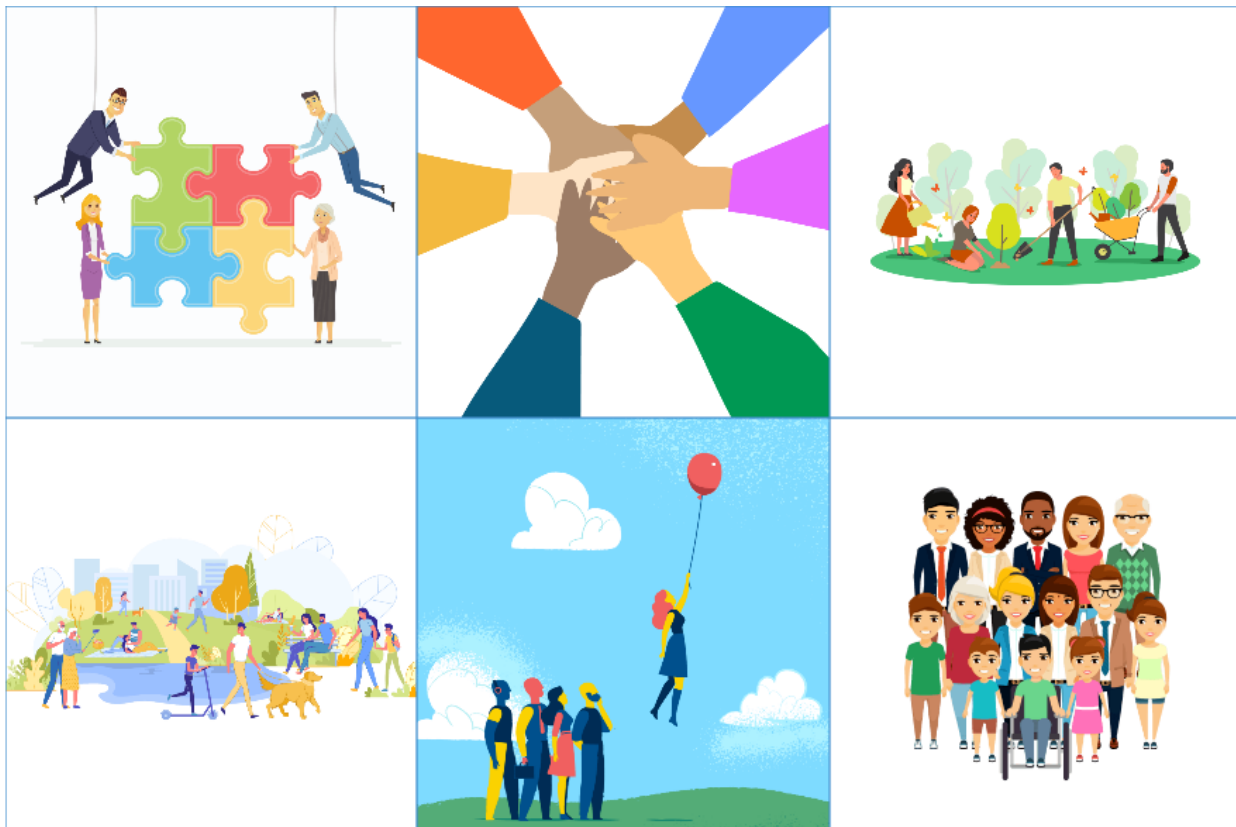
Healthy Utah Community Helpful Resources

- [Building Healthy Places Network](#)
- [CDC Healthy People 2030](#)
- [ChangeLab Solutions](#)
- [County Health Rankings and Roadmaps](#)
- [National League of Cities and Towns Cities of Opportunities](#)
- [Robert Wood Johnson Foundation What is Health Equity](#)
- [Salt Lake County Health Department Healthy Community Guidebook](#)

Together, we can improve the health of communities.

Questions

info@gethealthyutah.org



Supported by:



UTAH LEAGUE OF
CITIES AND TOWNS

