

Blue Cross Blue Shield of Kansas Pathways Healthy Opportunities

By: Mila Bandel, RN County Health Nurse

What is Pathways to a Healthy Kansas?

Pathways to a Healthy Kansas is a Blue Cross and Blue Shield of Kansas (BCBSKS) initiative that provides 16 Kansas communities with the tools and resources needed to remove barriers and engage residents in ways that enable healthy eating, and tobacco-free, active living to become a way of life. Cheyenne County is part of the Pathways to a Healthy Kansas Initiative and is very excited to work with community members on the following initiatives:

What sectors of a community are being addressed?

Community policy

- Resident/community well-being
- Food retail
- Health care providers
- Restaurants
- Schools
- Worksites

What does Blue Cross and Blue Shield of Kansas aim to achieve?

Blue Cross and Blue Shield of Kansas recognizes that increasing physical activity, eating healthy and avoiding tobacco are among the best ways to lower risk for developing chronic diseases. Also, these are great ways to live longer, healthier lives. Through Pathways grant funding and resources, Blue Cross expect communities will:

- Increase awareness and community engagement in leading healthy lifestyles.
- Make the healthy choice the first choice across sectors of the community through both policy and practice.
- Increase consumption of and access to healthy foods.
- Increase access to and use of safe environments for physical activity.
- Support tobacco-free living.

There is an online survey our BCBSKS Pathways team would like for you to take. Please see the link at the bottom of this write up. The purpose of this survey is to gather your perceptions about opportunities for physical activity, healthy eating, and tobacco cessation in our community. The information gathered in this survey will inform our efforts in ensuring that community members

have healthy options to choose from. Your responses will be compiled with other responses and will never directly identify your individual responses.

The links to take the survey are:

English: <https://www.surveymonkey.com/r/2018NWKSCollaborative>

Spanish: <https://es.surveymonkey.com/r/2018ESPathways>