



Healthy Knoxville Program 2023

The Healthy Knoxville Program (HKP) is designed to strengthen neighborhoods in the City of Knoxville by supporting a wide range of community-based initiatives focused on health and wellbeing.

The HKP's goals are to increase healthy outcomes for neighbors by planning activities in 3 of the following 4 categories:

- A. Physical Activities / Utilizing Outdoor Spaces
- B. Nutrition / Healthy Food Access
- C. Tobacco / Vaping Cessation
- D. Mental Health and Wellness

Please read this entire document before you and your neighborhood decides to participate in this program.

1) What is the Healthy Knoxville Program (HKP)?

This program started in 2013 as a statewide initiative under then Governor Bill Haslam to address the fact that Tennessee was one of the lowest ranking states with regard to overall health. After that initiative, the City of Knoxville was asked to continue recognizing the good works that neighborhoods were working on. The City of Knoxville tried a pilot program in 2021, which had two neighborhoods participating, and decided to create a full program. The program is designed to bring neighbors together while implementing sustainable changes in the community to live healthier lives.

2) Who can participate in HKP?

Neighborhood groups, which are recognized by the office of neighborhoods, wishing to participate in this program will need to contact the Office of Neighborhood Empowerment (ONE) to let us know your interest. It is best to show interest in the fall of a year in order to be ready by January to begin the program. The matrixes run on a calendar year schedule. New groups that are organizing are also welcome to participate.

3) Why would a neighborhood want to participate in the HKP?

There are many different ways to bring neighbors together; this is one more tool to help folks get to know each other and build strong bonds in a neighborhood. In addition, participating in this type of a program is getting involved in a positive, proactive, healthy initiative.

4) How do you get started?

Once you have notified the ONE, and you have been sent the packet of information/forms, you can begin by forming a committee. The committee should be at least 3 people, and no more than 10 people.

Then you can start planning your activities. The number of activities all depends on whether or not you are going for platinum, or just trying to get the neighbors together for some healthy fun.

We ask that you keep records of your work, progress, outcomes, committee members, etc. We provide the tracking documents for your convenience.

5) Timeline

Your group sets your timeline based on what you want to achieve. At the end of the year, the ONE will ask for your documentation by January 31, 2024. Based on your accomplishments, you will be awarded a Bronze, Silver, Gold, or Platinum score. These will be presented at The Neighborhood Awards Dinner in the Spring of 2024. Each neighborhood will receive a sign that says Healthy Knoxville and the neighborhoods' achieved level (of bronze, silver, gold, or platinum).

6) Examples of Sustainable Activities

Physical Activities / Utilizing Outdoor Spaces

Walk Across TN, the United States, or Around the World!

Pick your mileage, form a group, and start walking. Teams aim to walk the distance that would be required to get to your destination over a set period. Team members do not have to walk together, giving them the option to walk at various locations and times. Race against other teams in your neighborhood or other neighborhoods and come up with a fun team name to encourage team bonding. Use a pedometer or a step-tracking app, such as Strava, that shows aggregate distance, and come out of the event with a sense of accomplishment and the healthy habit of walking!

GoNoodle – GoNoodle.com:

This is a classroom based, online physical activity program that ranges from short “brain break” videos that prompt exercise and incorporate academic material to indoor recess videos. GoNoodle helps teachers get kids moving with short interactive activities. Desk-side movement helps kids achieve more by keeping them engaged and motivated throughout the day. Check with the school nearest to you to see if your group could facilitate this.

Walking/Running Clubs:

Create an afterschool walking program for elementary and middle school kids, or any student who wants to learn about walking for fitness. The club can meet either once or twice a week for one hour, which can include a nutrition or fitness lesson and a walk around a track, trail, or parking lot. Parents or Guardians can also be encouraged to stay and walk with their child.

Bike/Pedestrian Safety:

Encourage walking and biking, while also addressing safety issues. Utilize and learn local greenway routes, bike lanes, and other safe routes to get around your neighborhood or local area.

Support a local 5k, or host your own:

Find a local 5k and encourage neighbors to sign up together. You can train together to grow closer as a community. Or, if you have more time and want to raise awareness and funds, try hosting your own. It could be on a small scale in the neighborhood or a larger scale depending on your time and/or needs.

Plan an event at a Park or Greenway:

There are many parks in Knoxville, some neighbors don't know how simple it is to walk to the nearest park or greenway. Plan a route, join with friends, and make an event out of it. You can do this by walking, running, or biking.

Nutrition / Healthy Food Access

Grocery Store Wellness Program:

Some Grocery stores, such as [Food City](#), have wellness programs and health initiatives such as grocery store tours, cooking classes, demos, and more. The Knox County Health Department also has nutrition classes for folks to attend.

Build a Community Garden:

Start a community garden on a vacant piece of land in your neighborhood! Just be sure to check with the property owner first. Your organization can apply for a Neighborhood Small Grant or a Micro-grant to get the project started. You can also ask for community donations and volunteers to bring the community together while also growing nutritious food. For more resources on Community Gardens:

[Healthier TN's resources](#)

[Knox County Health Department Resources](#)

[CAC Beardsley Farm](#)

[City Of Knoxville Urban Agriculture Initiative](#)

Drink Water Challenge:

Challenge yourself to drink a certain amount of water per day, for 2 weeks, a month, or even longer! There are a lot of water tracking apps that can be helpful, or you can use a traditional paper list. You can turn it into a friendly competition with neighbors to see

who can keep it up the longest, and decide on a prize for the winner. For more information on how much water you should be drinking every day, you can click [here](#).

Rethink Your Drink Challenge:

Challenge the neighborhood to drink water instead of soft drinks. Change the drinks at neighborhood events from soda to fruit infused water, come up with a demonstration showing the amount of sugar in soda, or give out tips and tricks to make drinking water instead more fun! For more on “Rethinking Your Drink” check out the [CDC Resources](#).

Understand More about Food Access:

Consider, where there are discrepancies in Knoxville with regard to Food Access, what is being done about it, and how you can get involved. For example, if your neighborhood is lacking a grocery store, you and your neighbors (and other neighborhoods in the area) could write a letter to the different grocery store chains inviting them to consider opening a store in your neighborhood, include signatures of people that are in agreement with this.

Healthy Recipe Swap

Have a recipe swap event with your neighbors, where you can share your favorite dishes and gain some new ones! You could also gather all the recipes and create a healthy cookbook. You could also suggest that people bring their dish for neighbors to taste test; have everyone vote on different categories, like the best tasting, most cost effective, simplest recipe, etc.; and award the winners for that event.

Tobacco and / or Vaping Cessation

Smoke-Free Zones:

Designate your neighborhood as a Smoke-Free Zone, and work with the Parks and Recreation department to make your local park smoke-free. You can also work to get a smoke-free parks ordinance passed in our city!

Education through Outreach:

Distribute materials and brochures to local churches, daycares, or schools on the harmful impacts of smoking and using tobacco and drugs.

Cigarette Butt Clean-up:

Plan a clean-up in your neighborhood focused solely on cigarette butts. Include the youth so that they learn early how harmful it is to the environment and not aesthetically pleasing. Talk about how long it takes cigarette filters to break down and decompose, the chemicals that get leached into the soil, and explain how it makes the park look messy.

Observe these Nationally recognized days:

[TN Quit Week \(February 21-26\)](#)

[Kick Butts Day \(March 16th\)](#)

[World No Tobacco Day \(May 31st 2021\)](#)

[Great American Smoke Out \(3rd Thursday in November\)](#)

[Smoke-Free Knoxville](#)

Physical Activity + Tobacco Prevention:

The following initiative can count towards Physical Activity and Tobacco:

Smoke-Free Walking Trails:

Plan a walk, hike, run on a neighborhood trail or greenway. A requirement is that the walking trail must have signage and a policy to be a smoke-free zone.

Trash/Cigarette Butt Run:

A trash and cigarette butt run is a non-competitive fun run and litter pickup for runners/walkers of all ages. There is no designated route for the event; rather, participants are encouraged to spend an hour running or walking and collecting litter, specifically cigarette butts, in the area. Keep Knoxville Beautiful will provide maps, gloves, bags, safety vests, and litter-pickers.

Neighborhood Cleanup:

Host a neighborhood cleanup with the goal of collecting cigarette butts in separate bags/receptacles. At the end of the event, publicly weigh the cigarette butt waste and discuss the negative impact smoking has on a community/neighborhood organization. The numbers can be correlated to dollars (cost of hours for a volunteer to pick up the litter), health outcomes, etc. Work with your local health department or tobacco coalition to provide educational materials and talking points during the event.

Mental Wellness:

Neighborhood Wellness Class

Host a regular yoga, meditation, or craft class that promotes mental wellness.

Check-In On Neighbors Who Can't Get Out

Schedule safe check-ins and events with elderly and uninvolved neighbors whose mental wellness could benefit from more social interactions. Pair neighbors with a "check in" buddy and encourage weekly calls or visits. Even if it is just an hour of chatting on the porch, a little social interaction can go a long way. Encourage neighbors to invite and help get their "buddy" out for other neighborhood activities and events.

Anti-Stress Event

Plan an outdoor anti-stress event with local puppies, calming coloring, a funny movie, dance classes, and/or relaxing music.

Theatrical Performance

As a neighborhood, write and perform a theatrical piece that addresses issues of mental wellness and connect to solutions and resources.

General:

Make It a Contest!

Compete with other neighbors to see who can drink the most water, walk the most miles, or pick up the most cigarette butts! You can also make it a competition with other neighborhoods who are involved in the program.

Get the Kids Involved

Focus on kid's participation in challenges such as counting steps or drinking water to promote health among the youth in the neighborhood.

Work Together with Other Neighborhoods

Create a partnership with other neighborhoods to host events together and increase participation! These partnerships can help you reach your requirements while creating new connections!

While we are still in the middle of a pandemic, keep in mind that gathering might not be the best thing to do. Adjust your activities so that they are safe for neighbors. Be creative and if you come up with a great idea for one of these categories, share it with us so that we can let others know as well.

7) Judging Criteria

	Bronze	Silver	Gold	Platinum
Committee Members	3	5	7	10
Activities	3 activities planned and implemented in 3 of the 4 categories	5 activities planned and implemented in 3 of the 4 categories	6 activities planned and implemented in 4 of the 4 categories	7 activities planned and implemented in 4 of the 4 categories

8) Contact Us

Questions may be directed to:

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