Wellness IN the Rockies
Community Portrait

Designed for use in rural communities with a population of 10,000 or less

Sample excerpts from one community

Table of Contents for Community Portrait Tool*

- Page 1-1e Demographics
- Page 2-2b Community Organizations and Agencies
- Page 3-3a Health Care Services and Providers
- Page 4-4b Physical Activity
- Page 5-5e Summary of Physical Activity Opportunities
- Page 6-6b Schools
- Page 7-7a Commercial Food Sources
- Page 8-8a Restaurants
- Page 9 Summary of Restaurant Observations
- Page 10 Commercial Weight Management Programs
- Page 11 Size Diversity Observations
- Page 12-12a Media Interviews
- Page 13-13a Media Observations
- Page 14 Sample Community Map
- Pages 15-15e Community Stakeholders Interviews

Supported by award number 0004499 through IFAFS
(Initiative for Future Agriculture and Food Systems) Competitive Grants Program/USDA.
**Demographics**  

Population of community: 5,373 (2002 Census)

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<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>White</td>
<td>5,128</td>
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<td>African American</td>
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<tr>
<td>Asian</td>
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<td>0.4</td>
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<tr>
<td>Native American</td>
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<tr>
<td>Spanish/Hispanic</td>
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<tr>
<td>Total households</td>
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<td>Family households (families)</td>
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<td>With own children under 18 years</td>
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<td>Households with individuals under 18 years</td>
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<td>Households with individuals 65 years and over</td>
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<td>Male</td>
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<td>Female</td>
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<td>Under 5 years</td>
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<td>10 to 14 years</td>
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<td>85 years and over</td>
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Summary of Physical Activity Opportunities

1 indoor pool
12 baseball fields
6 tennis courts
4 soccer fields
1 outdoor skating rink
1 golf course
3 city parks
1 walking path
1 community dance group
2 commercial gyms/health clubs
4 employer sponsored physical activity facilities
Hospital open year round for walking
Organize community leagues for baseball, softball, soccer, volleyball, basketball, bowling, and swimming
Aerobic classes offered at local elementary school gym

Schools

30 minute PE classes offered twice weekly in elementary schools
45 minute PE classes offered daily in middle school
Optional PE classes offered in high school

Grade schools: Two 15-minutes recess periods daily, 45 minute lunch sessions
Middle school: 45 minute lunch sessions
High school: 40 minute lunch sessions

Vending machines
None in grade schools
Access only after school hours in middle school
Access only after last lunch period in high school

Commercial Food Sources

Linear feet of beverages at one local supermarket:
Fat free/skim milk - 6 feet
1% milk - 6 feet
2% milk - 7 ½ feet
Whole milk - 6 feet
Flavored milk, including soy milk - 13 feet
*Total area for milk - 38.5 feet
Soft drinks - 197 feet
Bottled water - 107 feet
Page 9  Summary of Restaurant Observations
- 9 fast food restaurants in community
  (including 2 Pizza restaurants that also have dining rooms)
- 5-6 casual dining restaurants in community
- 1-2 fine dining restaurants in community

Page 10  Commercial Weight Management Programs
There are 2 organized commercial weight loss programs in community.

Page 11  Size Diversity Observations
- Four local stores offer clothing
- Two of the four stores do not offer sizes above XL for men or women

Page 15-15e  Community Stakeholders Interviews

Sample questions:

How long have you been a member of the community?
When you think of health education programs/organizations in this community what comes to mind?
When you think of healthful and pleasurable eating in your community, what comes to mind?
What makes it difficult to be physically active in your community?
What would be the best way to promote body-size acceptance in your community?