

MAPPS Interventions for Communities Putting Prevention to Work

Five evidence-based MAPPS strategies, when combined, can have a profound influence on improving health behaviors by changing community environments: Media, Access, Point of decision information, Price, and Social support/services. The evidence-based interventions below are drawn from the peer-reviewed literature as well as expert syntheses from the community guide and other peer-reviewed sources, cited below. Communities and states have found these interventions to be successful in practice. Awardees are expected to use this list of evidence-based strategies to design a comprehensive and robust set of strategies to produce the desired outcomes for the initiative.

	Tobacco	Nutrition	Physical Activity
Media	<ul style="list-style-type: none"> • Media and advertising restrictions consistent with federal law. (k) • Hard hitting counter-advertising (l-n) • Ban brand-name sponsorships (o) • Ban branded promotional items and prizes (p) 	<ul style="list-style-type: none"> • Media and advertising restrictions consistent with federal law. (38-44) • Promote healthy food/drink choices (42, 43, 45) • Counter-advertising for unhealthy choices (46) 	<ul style="list-style-type: none"> • Promote increased physical activity (i, ii, vi, ix, xxix-xxx) • Promote use of public transit (i, ii, vi, ix, xxix-xxx) • Promote active transportation (bicycling and walking for commuting and leisure activities) (i, ii, vi, ix, xxix-xxx) • Counter-advertising for screen time (i, ii, vi, ix, xxix-xxx)
Access	<ul style="list-style-type: none"> • Usage bans (i.e. 100% smoke-free policies or 100% tobacco-free policies) (f, g, v) • Usage bans (tobacco-free school campuses) (e-g, h-j) • Zoning restrictions (e-g) • Restrict sales (e.g. internet; sales to minors; stores/events w/o tobacco) (e-g) • Ban self-service displays & vending (e-g) 	<ul style="list-style-type: none"> • Healthy food/drink availability (e.g., incentives to food retailers to locate/offer healthier choices in underserved areas, healthier choices in child care, schools, worksites) (7-9, 10-21, 63-68, 76-82) • Limit unhealthy food/drink availability (whole milk, sugar sweetened beverages, high-fat snacks) (17, 22-25, 69-73) • Reduce density of fast food establishments (15, 26) • Eliminate transfat through purchasing actions, labeling initiatives, restaurant standards (29-31) • Reduce sodium through purchasing actions, labeling initiatives, restaurant standards 	<ul style="list-style-type: none"> • Safe, attractive accessible places for activity (i.e., access to outdoor recreation facilities, enhance bicycling and walking infrastructure, place schools within residential areas, increase access to and coverage area of public transportation, mixed use development, reduce community design that lends to increased injuries) (xxxix – xli) • City planning, zoning and transportation (e.g., planning to include the provision of sidewalks, parks, mixed use, parks with adequate crime prevention measures, and Health Impact Assessments) (ii,iii,iv,v,viii,ix) • Require daily quality PE in schools

		(32-34) <ul style="list-style-type: none"> Procurement policies and practices (8, 9, 13, 14, 35, 36) Farm to institution, including schools, worksites, hospitals, and other community institutions (35, 36, 37) 	(xvi – xxiii) <ul style="list-style-type: none"> Require daily physical activity in afterschool/childcare settings (i, ii, iii, v, viii, ix, xxiv-xxvii) Restrict screen time (afterschool, daycare) (x, xi, xii, xiii, xiv)
Point of Purchase/Promotion	<ul style="list-style-type: none"> Restrict point of purchase advertising as allowable under federal law. (q) Product placement (q) 	<ul style="list-style-type: none"> Signage for healthy vs. less healthy items (8, 9, 47, 48, 74-75) Product placement & attractiveness (8, 9, 47, 48, 49, 74-75) Menu labeling (50-53) 	<ul style="list-style-type: none"> Signage for neighborhood destinations in walkable/mixed-use areas (library, park, shops, etc) (ii, iii, iv, ix, xlxiii) Signage for public transportation, bike lanes/boulevards (ii, iii, iv, ix, xlxii, xlxiii)
Price	<ul style="list-style-type: none"> Use evidence-based pricing strategies to discourage tobacco use (a-c) Ban free samples and price discounts (d) 	<ul style="list-style-type: none"> Changing relative prices of healthy vs. unhealthy items (e.g. through bulk purchase/procurement/competitive pricing) (5-9, 60-62) 	<ul style="list-style-type: none"> Reduced price for park/facility use (xxxvi – xxxviii) Incentives for active transit (xxxvii, xxxviii) Subsidized memberships to recreational facilities (ii, iii, viii, ix)
Social Support & Services	<ul style="list-style-type: none"> Quitline and other cessation services (r-t) 	<ul style="list-style-type: none"> Support breastfeeding through policy change and maternity care practices (54-59) 	<ul style="list-style-type: none"> Safe routes to school (vii, xv, xxxi-xxxv) Workplace, faith, park, neighborhood activity groups (e.g., walking hiking, biking) (ii, iii, viii, ix)

Tobacco references

Use evidence-based strategies to discourage tobacco use

- Centers for Disease Control and Prevention. Reducing tobacco use: a report of the Surgeon General. Atlanta, GA: US Department of Health and Human Services, CDC; 2000
- Institute of Medicine. Ending the tobacco problem: a blueprint for the nation. Washington, DC: The National Academies Press; 2007.
- Task Force on Community Preventive Services. Guide to community preventive services: tobacco use prevention and control. Am J Prev Med 2001;20(2 Suppl 1):1--87.

Ban free samples and price discounts

- d. Loomis BR, Farrelly MC, Mann NH. The Association of retail promotions for cigarettes with the Master Settlement Agreement, tobacco control programmes and cigarette excise taxes. *Tob. Control* 2006; 15:458-63.

Access (youth specific)

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- f. Institute of Medicine. Ending the tobacco problem: a blueprint for the nation. Washington, DC: The National Academies Press; 2007.
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Usage bans (smoke free campuses)

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Media and advertising restrictions

- k. National Cancer Institute. The role of the media in promoting and reducing tobacco use. Tobacco Control Monograph, No. 19; 2008.

Hard-hitting counter-advertising

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- n. Institute of Medicine. Ending the tobacco problem: a blueprint for the nation. Washington, DC: The National Academies Press; 2007.

Ban Brand-name sponsorship

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Ban Branded promotional items and prizes

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Restrict point of purchase advertising/product placement

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Quitline and other cessation services

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- t. Institute of Medicine. Ending the tobacco problem: a blueprint for the nation. Washington, DC: The National Academies Press; 2007.

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Increase healthy food/drink availability (e.g., grocery, child care, schools, worksites)

Grocery

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Childcare

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Worksite

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Limit unhealthy food/drink availability (whole milk, sugar sweetened beverages, snacks)

See Ref 17

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Reduce density fast food establishments

See Refs 12, 15

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Reduce sodium

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Procurement policies and practices

See Refs 8, 9, 13, 14

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Farm to institution

See Ref 35

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Media and advertising restrictions

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Promote healthy food/drink choices

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Signage for healthy vs. less healthy items

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Product placement & attractiveness

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Selective Pricing (schools)

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Limit unhealthy food/drink

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Farm to institution

See Ref 35

Point of purchase promotion (in schools)

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Require daily quality PE

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