

ASHLAND



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HEALTHY EATING ACTIVE LIVING



# *What's Happening in Ashland*

Assets, Activities and “Plans”

*Community Partnership for Health and Well-Being*



# Agenda



- Active Living Assets
- “Healthy” Eating Initiatives
- Fitness Activities
- “Under the Umbrella”
  - HEAL Initiatives and/or adjunct activities

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# Active Living Assets



- Booster Club/L.W. Packard Field Youth Sports
  - 2 tennis courts
  - 1 basketball court
  - 3 baseball diamonds
  - Full season skating rink
  - Playground for ages 2-12yrs.
- Elementary School
  - Playground
  - Athletic field
  - Fitness/nature trail
  - Gymnasium

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## Active Living Assets (continued)



- Zumba Classes
- Beach
- Little Squam , Squam River, Pemi River  
(boating)
- Unofficial 5k walk at town beach
- Golf Course

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## Current “Healthy” Eating Initiatives



- Got Lunch
- Food for All
- Community Center Food Pantry
- Healthy Lunch Program
- Fresh Fruit Program for Students
- Free Sunday breakfasts at local churches

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# Current Fitness Activities



- Youth sports
- Zumba classes
- Circle Triathlon
- School athletics
- Access to personal training
- Access to walking, cycling, paddling, fishing, hunting
- Golf

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## Future Initiatives



- Farmer's Market
- Sunday Walks
- Healthy Cooking
- Others?

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# Under the Umbrella



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# Farmer's Market



- Benefits for HEAL
  - Fresh/organic produce, meats, dairy products
  - Healthy breads and snacks
- Benefits for Ashland
  - Economic development
  - Local, easy access to foods
  - Improve image
  - Gathering place

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# Farmer's Market

(Continued)



- Challenges
  - Farmer/vendor participation and commitment
  - Providing the right mix of food/merchandise
  - Location and time
  - Finding a market manager
- Preliminary Steps
  - Form a committee
  - Conduct market research
  - Survey farmers/vendors – needs, availability



## HEAL Sunday River Walk



### Walk with Paul

- 2.5 mile (5 k) loop around Squam River
  - Start at Covered Bridge
  - Walk North along Route 25
  - Return via River Street
- Every Sunday morning, 8:30, (weather permitting) starting June 3, 2012
- Meet at the Doggett Campground parking lot
  - Wear comfortable shoes
  - Bring water

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