

Statewide Pioneering Healthier Communities: **Community Action Plan**

CommunityName: Marion

State: Ohio

Statewide PHC is focused on revolutionizing community health by promoting policy, systems, and environmental changes that create sustainable opportunities for physical activity and healthy eating. This model ultimately affects health outcomes associated with childhood obesity.

CAP Considerations

- Use existing community data and/or CHLI assessment(s)
- Use CHLI core elements relevant to community (see appendix)
- Focus on sustainable policy, systems, and environmental changes
- Consider underserved populations
- Integrate with YMCA State Alliance work (where applicable)

CAP Section Completion Dates

- CHLI Decision Tree: 4 / 29 / 2011
- Objective (Section A): 5 / 31 / 2011
- PSE Strategy Plan (Section B): 8 / 31 / 2011
- Measurement (Section C): 9 / 30 / 2011

Team's mission statement:

To help Marion County become an amazing place to live by promoting healthy eating and physical activity throughout our communities.

Notes on Objectives: Based on our assessment of the Marion community we developed the first two objectives to help close a gap in Marion that currently exists in the understanding that there's a need for policy, system and environmental change to reduce childhood obesity and people's understanding of the need for personal behavior change. We believe we need to motivate individuals and our community both on a rational and emotional level in order to move the rest of our objectives forward.

YMCA coach:

Partner coach:

A. Objective 1:

A1. To provide access to resources through a multi-platform network that provides continuing & consistent education on healthy eating & physical activity.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans.
- Increase access to high-quality, affordable foods through new or improved grocery stores and healthier corner stores and bodegas.
- Increase the time, intensity and duration of physical activity during the school day and out-of-school programs.
- Increase physical activity by improving the built environment in communities.
- Use pricing strategies – both incentives and disincentives – to promote the purchase of healthier foods
- Reduce youth exposure to unhealthy food marketing through regulation, policy and effective industry self regulation.

B. Policy/Systems/Environmental change strategy #1 to achieve this objective:

Develop a brand / marketing plan.

Alignment with State Alliance

Priority:

- No
- Yes Increase public awareness

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other Community motivation & Understanding

Rationale for above strategy:

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Design and choose a logo	Coalition will have a logo	Action Team Members: Carrie G, Katie C & Tom G.	August – Oct, 2011		
Develop & launch a website with resource links and information on local coalitions work and progress	Website available	Action Team Member: Mike S with MTC students	October 2011 – Jan. 2012		
Develop collateral material	Variety of platforms with healthy living information	Action Team Members	October 2011 – March 2012		
Develop a speakers bureau and resources for speakers	Up to date presentation material and coalition members ready to speak	Action Team Member: Theresa L.	November 2011 – April, 2012		

C. Long Term Measurement of PSE Strategy:

PSE Strategy (A2 above)	Direction of Change (increase/decrease/maintain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source
Develop a brand / marketing plan.	Increase	#	The brand/plan's existence.	0	1		

A. Objective 2:

A1. To increase public awareness & support of the needs for PSE change to reduce childhood obesity.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans.
- Increase access to high-quality, affordable foods through new or improved grocery stores and healthier corner stores and bodegas.
- Increase the time, intensity and duration of physical activity during the school day and out-of-school programs.
- Increase physical activity by improving the built environment in communities.
- Use pricing strategies – both incentives and disincentives – to promote the purchase of healthier foods
- Reduce youth exposure to unhealthy food marketing through regulation, policy and effective industry self regulation.

B. Policy/Systems/Environmental change strategy to achieve this objective:

Provide support, exposure and community awareness of the work of other Action Teams and similar coalitions & organizations.

Alignment with State Alliance

Priority:

- No
- Yes Increase public awareness

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other Community motivation & Understanding

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Catalog existing organizations, coalitions, sport associations, etc	Knowledge base of such organizations with whom we can coordinate	Action Team Members	Sept. – Dec., 2011		
Launch PHC work at Walk to School Day on Oct. 5	Community becomes more aware of PHC, City schools consider changing policy wrt walking / biking to school	Action Team Member: ChrissySpinkle?, Katie C and Tom G	Aug. – Oct. 5, 2011		
Mark Fenton to visit Marion	Increase capacity of community for change / increase motivation for change	Action Team Member: Theresa L.	Aug. – Nov, 2011		
Disseminate developed platform and CHC's platform to other organizations & coalitions	Community organizations and groups are working together for change	Action Team Members	Jan. 2012 and ongoing		
Meet with elected officials to keep them informed of work, it's value and long range goals	Local and state elected officials are supportive of work.	Action Team Members	Aug, 2011 and ongoing		

C. Long Term Measurement of PSE Strategy:

PSE Strategy (A2 above)	Direction of Change (increase/decrease/maintain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source
Provide support, exposure and community awareness of the work of other Action Teams and similar coalitions & organizations.	Increase	Number	The number of action teams and community coalitions supported.	1	4		

A. Objective 3:

A1. To increase access to fruits, vegetables and other healthy foods.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans.
- Increase access to high-quality, affordable foods through new or improved grocery stores and healthier corner stores and bodegas.
- Increase the time, intensity and duration of physical activity during the school day and out-of-school programs.
- Increase physical activity by improving the built environment in communities.
- Use pricing strategies – both incentives and disincentives – to promote the purchase of healthier foods
- Reduce youth exposure to unhealthy food marketing through regulation, policy and effective industry self regulation.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2. Partner with local food providers to increase access to high quality foods through increasing available offerings, incentivized promotion and neighborhood marketing.

Alignment with State Alliance

Priority:

- No
- Yes (access to healthy foods)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other(describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Gather local food assessment and food desert data from Creating Healthy Communities program, determine target areas/food providers.	Establish baseline data regarding current offerings.	Amy, Sharon	9/1/11-11/30/11		
Develop proposal to make to food providers; make contact with food distributors; come up with marketing plan and budget, including incentives.	Build capacity to effectively present strong "case" for system change.	Sharon, Katara, Amy, Quiana, Dr. B, Heather,	11/1/11-2/28/12		
Set up meetings with food providers in targeted areas to outline proposal and request partnership.	Build relationships, get buy in, system change made	Sharon, Katara, Amy, Quiana, Dr. B, Heather,	3/1/12-6/30/12		
Work with food pantries, food providers and community and neighborhood groups to conduct marketing campaign regarding healthy eating	Community buy in, purchase and consumption of new healthy offerings.	Carrie, Sharon, Katara, Quiana, Dr. B, Heather, Amy	9/1/11-12/30/12		

C. Long Term Measurement of PSE Strategy:

PSE Strategy (A2 above)	Direction of Change (increase/decrease/maintain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source
A2. Increase access to high quality foods	Increase	%	Food providers offering high quality foods	10	20		

A. Objective 3:

A1. To increase access to fruits, vegetables and other healthy foods.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans.
- Increase access to high-quality, affordable foods through new or improved grocery stores and healthier corner stores and bodegas.
- Increase the time, intensity and duration of physical activity during the school day and out-of-school programs.
- Increase physical activity by improving the built environment in communities.
- Use pricing strategies – both incentives and disincentives – to promote the purchase of healthier foods
- Reduce youth exposure to unhealthy food marketing through regulation, policy and effective industry self regulation.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2. Increase the number of new community gardens in the Marion Community.

Alignment with State Alliance

Priority:

- No
- Yes (access to healthy foods)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other(describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Conduct assessment work with existing community gardens to determine methods in place to ensure sustainability.	Knowledge acquisition regarding best practices	Food Access Team, CHC program	10/2011 and ongoing		
Determine possible locations of community gardens, approach stakeholders, explore funding opportunities (if needed).	Community support and location determined.	Food Access Team, CHC program	1/2012 to 6/2012		
Recruit volunteers to assist with garden planning and implementation processes.	Sustainable plan for garden and community support.	Food Access Team, CHC program	1/2012 to 6/2012		
Conduct ongoing assessment of garden work, produce generated, produce consumed or donated.	Documented status of project	Food Access Team, CHC program	6/2012-11/2012 and ongoing		
Explore community partnership to conduct program work relating to cooking and/or preserving fresh produce.	Increased consumption of fruits and vegetables.	Food Access Team, CHC program	Seasonally, throughout project, ongoing.		

C. Long Term Measurement of PSE Strategy:

PSE Strategy (A2 above)	Direction of Change (increase/decrease/maintain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source
Increase number of community gardens.	Increase	#	Community gardens	2	4		

A. Objective 4:

A1. To increase opportunities for physical activity.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans.
- Increase access to high-quality, affordable foods through new or improved grocery stores and healthier corner stores and bodegas.
- Increase the time, intensity and duration of physical activity during the school day and out-of-school programs.
- Increase physical activity by improving the built environment in communities.
- Use pricing strategies – both incentives and disincentives – to promote the purchase of healthier foods
- Reduce youth exposure to unhealthy food marketing through regulation, policy and effective industry self regulation.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Support & encourage the development of an improved 10-mile circular bike route on city streets with connector spurs to downtown, select city parks, schools, public facilities and Wellness Drive.

Alignment with State Alliance

Priority:

- No
- Yes (safe routes, complete streets & physical activity plans)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other(describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Meet with city and bike club on enhancing and updating current bike route	Improved 10 mile route through and around city	Action Team Members	Sept. 2011 – May, 2012		
Complete assessment of built environment along proposed bike route	Knowledge of needed improvements for city to prioritize	Action Team Members working with neighborhood residents	Oct, 2011 – July, 2012		
Install consistent signage along new route	Signs marking route are installed	City of Marion	April 2012 – Oct, 2013		
Inform neighborhood residents and get buy-in along new bike route	Neighbors are supportive of route and use it.	Action Team Members	April – Aug, 2012		

C. Long Term Measurement of PSE Strategy:

PSE Strategy (A2 above)	Direction of Change (increase/decrease/maintain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source
Development of Bike Path	Increase	#	Miles of designated bike path	0	10		

A. Objective 4:

A1. To increase opportunities for physical activity.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans.
- Increase access to high-quality, affordable foods through new or improved grocery stores and healthier corner stores and bodegas.
- Increase the time, intensity and duration of physical activity during the school day and out-of-school programs.
- Increase physical activity by improving the built environment in communities.
- Use pricing strategies – both incentives and disincentives – to promote the purchase of healthier foods
- Reduce youth exposure to unhealthy food marketing through regulation, policy and effective industry self regulation.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Increase active transportation opportunities.

Alignment with State Alliance

Priority:

- No
- Yes (safe routes, complete streets & physical activity plans)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other(describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Conduct park accessibility, facility & usage assessments on select city parks	Knowledge of needed improvements for city to prioritize	Action Team Members	Nov. 2011 – Aug, 2012		
Conduct walking assessment with Mark Fenton of downtown Marion and areas within City Limits	Community support, established need and focus areas.		Nov. 2011		
Temporary path from Villandry to Wellness Drive installed	Path connecting neighborhood to YMCA	Action Team Members: Dan Stewart & Theresa L.	Sept, 2011 – Sept 2012		

C. Long Term Measurement of PSE Strategy:

PSE Strategy (A2 above)	Direction of Change (increase/decrease/maintain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source
Increase active transportation opportunities	Increase	#	Miles of active transportation routes added or improved	0	5		

Support Safe Routes to School Efforts	Increase	#	Travel plans submitted to ODOT	1	3		
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A. Objective 5:

A1. To reduce BMIs of children in Marion County.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans.
- Increase access to high-quality, affordable foods through new or improved grocery stores and healthier corner stores and bodegas.
- Increase the time, intensity and duration of physical activity during the school day and out-of-school programs.
- Increase physical activity by improving the built environment in communities.
- Use pricing strategies – both incentives and disincentives – to promote the purchase of healthier foods
- Reduce youth exposure to unhealthy food marketing through regulation, policy and effective industry self regulation.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Partner with Marion City/County school systems & PreK settings to increase the amount of physical activity opportunities offered during the school day through advocacy, policy development assistance and coordination of additional community partners.

Alignment with State Alliance

Priority:

- No
- Yes (increase physical activity afterschool)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other(describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Assess current physical activity offerings for grades Kindergarten to fifth grade at all six Marion City elementary and all six Marion County elementary schools. Also, gather BMI data for all schools.	Identify opportunities for change and also identify schools and greatest need for intervention.	Action Team Members	Fall 2011		
Research best practice policy, system and environmental changes to determine which change is most applicable considering assessment data gathered.	A decision will be made on one or two programs to endorse/promote to schools	Action Team Members	Nov, 2011 to March, 2012		
Advocate for local school policy makers to recognize the need for increased physical education and activity in school curriculum.	Endorsements from Boards of Education supporting increase physical education and physical activity.	Action Team Members	Ongoing throughout project		
Advocate for and assist with adoption of school policy/system or environmental change with regard to increased physical activity offerings.	Adoption and implementation of PSE change.	Action Team Members	November, 2011 to start of 2013-2014 school year		

C. Long Term Measurement of PSE Strategy:

PSE Strategy (A2 above)	Direction of Change (increase/decrease/maintain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source
Increase the amount of physical activity opportunities offered <u>during</u> the school day	Increase	# of minutes	The number of minutes of physical activity is offered during school day.	Unknown/variable	30 minutes per day		

A. Objective 5:

A1. To reduce BMIs of children in Marion County.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans.
- Increase access to high-quality, affordable foods through new or improved grocery stores and healthier corner stores and bodegas.
- Increase the time, intensity and duration of physical activity during the school day and out-of-school programs.
- Increase physical activity by improving the built environment in communities.
- Use pricing strategies – both incentives and disincentives – to promote the purchase of healthier foods
- Reduce youth exposure to unhealthy food marketing through regulation, policy and effective industry self regulation.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Partner with Marion City/County school systems & Pre-K settings to increase the amount of physical activity opportunities offered outside of the school day as part of before or after-school programs.

Alignment with State Alliance

Priority:

- No
- Yes (increase physical activity afterschool)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other(describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Research best practice policy, system and environmental changes to determine which change is most applicable considering assessment data gathered.	A decision will be made on one or two programs to endorse/promote to schools	Action Team Members	Nov, 2011 to March, 2012		
Support and assist with implementation of increased after school programs and work with program leaders to use best-practice physical activity program, such as CATCH (Coordinated Approach To Child Health)	An increase in the number of programs offered in county schools.	Action Team Members	Ongoing throughout project		
Assist with implementation of change strategy, including working with systems already in place, such as Boys and Girls Club and School Aged Childcare.	Increased PE and PA offerings at all Marion City/County schools	Action Team Members	Beginning January, 2012 and ongoing.		

C. Long Term Measurement of PSE Strategy:

PSE Strategy (A2 above)	Direction of Change (increase/decrease/maintain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source
Increase the amount of physical activity opportunities offered <u>outside</u> of the school day	Increase	# of minutes	Daily PA offerings outside of school day	Unknown/variable	30 minutes per day		

A. Objective 5:

A1. To reduce BMIs of children in Marion County.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans.
- Increase access to high-quality, affordable foods through new or improved grocery stores and healthier corner stores and bodegas.
- Increase the time, intensity and duration of physical activity during the school day and out-of-school programs.
- Increase physical activity by improving the built environment in communities.
- Use pricing strategies – both incentives and disincentives – to promote the purchase of healthier foods
- Reduce youth exposure to unhealthy food marketing through regulation, policy and effective industry self regulation.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Advocate for system change in pediatric medical provider offices to use the most recently updated clinical guidelines (i.e. Textbook of Pediatric Care, American Academy of Pediatrics, 2009) for addressing childhood obesity in the clinical setting.

Alignment with State Alliance

Priority:

- No
- Yes (info to parents about childhood obesity)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other(input from medical community)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Conduct assessment to determine what clinical guidance pediatric & OB medical provider offices are using.	Data will provide clear path for partnership opportunity.	Action Team Members	September-December 2011		
Present local data to provider offices regarding impact of childhood obesity and advocate for office policy to address BMI at every clinical encounter.	Agreement of provider offices to use updated guidance and focus on BMI and obesity intervention.	Action Team Members	January-March, 2012		
Arrange for and provide professional development training to provider offices not using most updated guidelines. Encourage use of guidelines.	All pediatric provider offices in County using most current guidelines.	Action Team Members and professionals conducting training	January, 2012 to April, 2013		

C. Long Term Measurement of PSE Strategy:

PSE Strategy (A2 above)	Direction of Change (increase/decrease/maintain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source
Pediatric medical provider offices to use the most recently updated clinical guidelines for addressing childhood obesity in the clinical setting.	Increase	#	Provider offices using most updated guidelines	0	4		

A. Objective 5:

A1. To reduce BMIs of children in Marion County.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans.
- Increase access to high-quality, affordable foods through new or improved grocery stores and healthier corner stores and bodegas.
- Increase the time, intensity and duration of physical activity during the school day and out-of-school programs.
- Increase physical activity by improving the built environment in communities.
- Use pricing strategies – both incentives and disincentives – to promote the purchase of healthier foods
- Reduce youth exposure to unhealthy food marketing through regulation, policy and effective industry self regulation.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Advocate for and assist with creation and implementation of public school policies to develop and improve school nutrition environments.

Alignment with State Alliance

Priority:

- No
- Yes (healthy foods in early childhood & afterschool settings)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other(describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Gather assessment data, such as BMI studies, school wellness policies and practices. Research best practice school wellness policy changes.	Establish baseline data to present to make "case" for PSE change.	Action Team Members	Ongoing throughout project		
Expand PHC involvement to include greater representation from local school leaders.	Superintendents, board members and PTA leaders involved in project.	Action Team Members	September 2011-December, 2011, as needed		
Create awareness of and support compliance with SB 210 (Healthy, Hunger Free Kids Act) Legislation.	Full compliance with legislation.	Action Team Members	Ongoing throughout project		
Assist with successful development and implementation of school wellness programs.	Utilization of coordinated school health model.	Action Team Members	Ongoing throughout project		
Support strategies to change and implement policies to provide healthy foods and beverages in cafeterias and vending machines.	Policy adoption.	Action Team Members	Sept. 2011-Spring, 2013		
Advocate for school policies requiring teachers and school staff to be healthy role models	Policy adoption and implementation.	Action Team Members	Sept. 2011-Dec. 2012		
Develop and implement district-wide policies that would require any school-sponsored activity (sports, conferences, kindergarten registration, etc.) to offer	Policy adoption.	Action Team Members	March 2012 - August, 2013		

only healthy food and beverages.					
Partner with public schools to develop criteria for vending machine contracts in all schools and outdoor public facilities to create new awareness and provide healthy food and beverage products.	Written criteria developed with focus on system change.	Action Team Members	September, 2011-August, 2012		

C. Long Term Measurement of PSE Strategy:

PSE Strategy (A2 above)	Direction of Change (increase/decrease/maintain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source
Policies to improve school nutrition environment.	Increase	#	New policies implemented	0	5		

A. Objective 5:

A1. To reduce BMIs of children in Marion County.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans.
- Increase access to high-quality, affordable foods through new or improved grocery stores and healthier corner stores and bodegas.
- Increase the time, intensity and duration of physical activity during the school day and out-of-school programs.
- Increase physical activity by improving the built environment in communities.
- Use pricing strategies – both incentives and disincentives – to promote the purchase of healthier foods
- Reduce youth exposure to unhealthy food marketing through regulation, policy and effective industry self regulation.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Advocate for and assist with creation and implementation of public school policies regarding fundraising and classroom celebrations.

Alignment with State Alliance

Priority:

- No
- Yes (healthy foods in early childhood & afterschool settings)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other(describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Gather assessment data, such as BMI studies, school wellness policies and practices. Research best practice school wellness policy changes.	Establish baseline data to present to make "case" for PSE change.	Action Team Members	Ongoing throughout project		
Assist with development and implementation of policies requiring classroom celebrations to limit or eliminate foods not part of school breakfast or lunch programs standards and/or limit number of celebrations in any particular classroom in a month or year.	Policy development, adoption and implementation.	Action Team Members	Sept. 2011-Spring, 2013		
Advocate for policies that would limit the sale of foods with limited nutritional value for school fundraising activities.	Adoption and implementation of fundraising policy.	Action Team Members	March-August, 2013		

C. Long Term Measurement of PSE Strategy:

PSE Strategy (A2 above)	Direction of Change (increase/decrease/maintain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source
Creation and adoption of fundraising and classroom celebration policies	Increase	#	Policies adopted	0	4		

A. Objective 5:

A1. To reduce BMIs of children in Marion County.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans.
- Increase access to high-quality, affordable foods through new or improved grocery stores and healthier corner stores and bodegas.
- Increase the time, intensity and duration of physical activity during the school day and out-of-school programs.
- Increase physical activity by improving the built environment in communities.
- Use pricing strategies – both incentives and disincentives – to promote the purchase of healthier foods
- Reduce youth exposure to unhealthy food marketing through regulation, policy and effective industry self regulation.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Work with local school systems to adopt comprehensive, detailed wellness policies addressing the overall school health environment.

Alignment with State Alliance

Priority:

- No
- Yes (healthy foods in early childhood & afterschool settings)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other(describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Gather assessment data, such as BMI studies, school wellness policies and practices. Research best practice school wellness policy changes.	Establish baseline data to present to make "case" for PSE change.	Action Team Members	Ongoing throughout project		
Expand PHC involvement to include greater representation from local school leaders.	Superintendents, board members and PTA leaders involved in project.	Action Team Members	September 2011-December, 2011, as needed		
Create awareness of and support compliance with SB 210 (Healthy, Hunger Free Kids Act) Legislation.	Full compliance with legislation.	Action Team Members	Ongoing throughout project		
Assist with successful development and implementation of school wellness programs.	Utilization of coordinated school health model.	Action Team Members	Ongoing throughout project		

C. Long Term Measurement of PSE Strategy:

PSE Strategy (A2 above)	Direction of Change (increase/decrease/maintain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source
New school wellness policy adoption	Increase	#	New/Updated Wellness policies	0	3		

Marion Data Assessment Summary

Marion is an unhealthy community with high rates of obesity in both children and adults. The community also struggles with unemployment, poverty, drug abuse, crime and low graduation rates. Physically the city is very disconnected with lack of safe routes for non-motorized transportation. Several neighborhoods in the city are isolated from grocery stores with residents relying on convenience and fast food establishments. Schools have wellness plans that are implemented to varying degrees, but most are open to taking steps to improve their wellness efforts. Marion's work force is made up of approximately 13% unskilled labor and 67% skilled labor with Whirlpool as the single largest employer. There has been a recent surge in the number of employers looking to implement worksite wellness programs.

Marion currently has no long range or comprehensive plan although several community efforts are underway to improve graduation rates, reduce impact of poverty and improve health. There seems to be a new / renewed enthusiasm for groups, organizations and government entities coming together to solve problems and shape Marion's future.

Data Sources:

- Early Child Hood CHLI for two sites
- Marion Creating Healthy Communities Coalition Sector Assessments completed winter / spring, 2010
- Marion Regional Planning's 2011 Land Use Plan – Draft
- Marion Creating Healthy Communities SWOT analysis
- Town Hall Meeting on future of Marion hosted by League of Woman Voters April, 2011
- RWJF / University of Wisconsin County Health Rankings 2010 and 2011
- Marion Public Health's county wide BMI studies of preschool, elementary and middle school age students 2010 and 2011