

Community Action Plan

Broad Supports

- **Raise Awareness**
- Create a community wide media and marketing campaign to brand our community as healthy and bring attention to grant-related initiatives
- Hold community film screenings on relevant topics
- Host roundtable discussions with key stakeholders
- Engage national-level speaker to energize community around themes of the initiative

Build Capacity to Advocate for Healthy Changes at a Community-Level

- Make 'Shaping Health Policy' training available to local residents
- Hire Community Health Action Team (CHAT) liaisons to provide implementation support for grant initiatives

Create Community-wide Worksite Wellness Initiative

- Encourage businesses, organizations and governments to work toward 'Healthy Workplace' designation
- Create and distribute worksite wellness toolkits

Assessments

- Conduct food system assessment
- Conduct feasibility study to explore options for a grocery store in Newtown
- Conduct walkability audits

Evaluation

- Measure intervention strategy processes, outputs, outcomes and costs
- Monitor obesity trends using CHIP Health Survey and Youth Risk Behavior Survey
- Monitor achievement of key milestones

Increase Access to Healthy Foods & Drinks

Change existing zoning laws to allow for more flexibility for vendors to sell produce.

Increase the number of community gardens in the County

- Support programming—in schools and the community – which promotes understanding of the local food system
- Promote healthy food choices in childcare/aftercare settings through educational programs
- Use community health workers to educate residents about personal and community health change strategies

Healthy Eating

- Provide farmers' market vouchers as part of USDA food distribution
- Expand training program on farmers markets' for farmers' and managers
 - Hire master gardener to help support existing gardens and work with neighborhoods to create new gardens
 - Work with governments to convert vacant government-owned parcels into community gardens.

Limit Availability of Unhealthy Foods & Drinks

Encourage local governments, schools and businesses to adopt policies to restrict availability of unhealthy foods/drinks in vending machines

- Include vending machine policy language and sample vending machine contracts as part of worksite wellness toolkit

Change Procurement Practices to Increase Access to Local Foods

Encourage governments, institutions, and schools to adopt policies which encourage the promotion, distribution and procurement of food from local farms.

- Provide community-based processing facility for local foods
- Support distribution of local foods to schools, childcare settings, institutions, governments, etc.
- Offer trainings in market cooperatives to local farmers to build capacity to meet local food needs



Increase Breastfeeding Rates

Encourage local governments and businesses to have policies that support breastfeeding

- Include examples of breastfeeding policies as part of a healthy business designation program
- Provide breast pumps as part of community-wide worksite wellness program
- Ensure that all nurses on hospital mother-baby unit are trained to provide lactation education
- Provide lactation education and support to high-risk women/infants

Create More Great Spaces, Places and Opportunities for People to Be Active Living

Encourage cities & County to increase walkability/bikability in comprehensive plans

- Install/enhance exercise equipment at parks & senior centers
- Enhance signage to complement and reinforce active transit (walking, biking)

- Appoint a "Fitness Champion" to energize the community about fitness opportunities. (Free yoga at the beach, anyone?)
- Install walking trails at schools and hospitals
- Establish a community bike shop to increase access to affordable bikes
- Enhance Health Impact Assessment capabilities within local jurisdictions



Create Incentives for Active Transit - Walking & Biking

Enhance policies to support walkability and bikability

- Support business discount program by encouraging businesses to offer discounts to patrons when they bike, walk or take the bus.

Create More Opportunities for Students to be Active During the School Day

Enhance school policies related to physical activity

- Implement Fitnessgram – a fitness assessment & reporting system for youth
- Incorporate evidenced-based tools and programming into physical education curriculum to improve the quality of PE

Implement a Safe Routes to School Program

Encourage School Board to incorporate Safe Routes to School plans as part of the Wellness Policy

- Pilot a Safe Routes to School/Walking School Bus program at 5 schools

Create More Opportunities for Kids to be Active in Childcare & Aftercare Settings

Encourage policies which require evidenced-based physical activity and nutrition education in aftercare/childcare settings

- Enhance wellness programming targeting high-risk youth (and their families) at YMCAs
- Increase physical activity opportunities in childcare settings through enhanced policies, curriculum and trainings

Getting it Done

In Sarasota County, there is already strong momentum and progress around many of the themes identified in the grant application. Existing coalitions, government agencies and organizations are already working to advance policy, systems and environmental changes to create a healthier community. If funding is awarded, these groups will help provide direction for grant-related activities and funding will be used to support many existing initiatives.

An undertaking of this scope will require dedicated staff as well. The table below highlights some of the new positions that will be created if funding is awarded.

Core Project Staff – Sarasota County Health Department	New Grant-Funded Positions in Agencies outside of the Sarasota County Health Department	Key Consulting Services
<ul style="list-style-type: none"> • Program Administrator • Active Living Coordinator • Healthy Eating Coordinator • Community Nutritionists • Media/Communications Coordinator • Community Health Action Team Liaisons (4) • Administrative Support • Grant Accountant 	<ul style="list-style-type: none"> • Farm to Community Coordinator • Farm to School Coordinator • Community Garden Coordinator • Lactation Consultant • Community Physical Activity Champion • Worksite Wellness Coordinator • YMCA Active Living Coordinators (2) • Growing Healthy Kids Coordinator • Operation Front Line Coordinator • Community Health Workers (10) • Physical Activity Coordinator for Childcare Settings • Bicycle/Pedestrian Coordinator • Bike Shop Manager 	<ul style="list-style-type: none"> • Evaluation • Marketing • Capacity Building Trainings • Community Food System Assessment • Grocery Store Feasibility Study • Walkability Audits

Stay tuned for more updates on this grant opportunity. To keep up with the latest, go to

www.sarasotahealth.org/cppw.

Putting Prevention to Work in Sarasota County

In late October, 2009, the Sarasota County Health Department was notified by the Florida Department of Health that it had been nominated to submit an application for the CDC's Putting Prevention to Work Community Grant Initiative. This grant is designed to address obesity through **policy, systems, and environmental change**. Though large metropolitan areas could apply independently, Sarasota County was one of just two small counties in the State invited to apply for funding to address obesity. If fully funded, more than \$4 million would be made available to our community, over a period of two years, to support intensive community approaches to achieve:



The intent of the grant is to fund highly qualified applications from applicants with:

- Active coalitions;
- Demonstrated experience working with community leaders to implement policy, systems and environmental change strategies;
- Demonstrated support from the mayor, county executive or other governmental officials;
- Demonstrated ability to meet reporting requirements such as programmatic, financial, and management benchmarks as required.

The CDC specified that communities use population-based approaches to address obesity and provided a prescribed menu of MAPPS strategies and interventions and are required to implement specific high priority interventions. Reach across the community and schools is critical, such that the entire County is impacted.

On Oct. 30th, 2009, the community was invited to participate in a planning session to develop an approach for the grant. Many community partners contributed ideas, resources and time throughout the process. Dozens of project ideas were submitted. The team preparing the grant considered several factors when selecting programs or projects to include in the application:

- Does it align with one of the strategies specified in the grant?
- Is it sustainable?
- Can it be implemented within 2 years?
- Is there a high likelihood of success?
- Does it address a health disparity?



This document captures the key elements of community action to put prevention to work in Sarasota County.