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 changesthat 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)

Team's mission statement:

CAP Section Completion Dates

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

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.

<u>YMCA coach:</u>

<u>Partner coach:</u>

Α.	Objective 1:					*N01	FE: This object	tive may be addre	ssed by additional
	A1. To provide access to resource consistent education on healthy e	•			rovides continuing &		policy/ sys	stems/ environme (repeat as needed	ntal change
	Related RWJF Strategy:Ensure that all foods and beyIncrease access to high-qualityIncrease the time, intensity aIncrease physical activity byUse pricing strategies – bothReduce youth exposure to ur	ty, affordat and duratior improving t incentives a	ble foods thr n of physical he built env and disincer	ough new or impro activity during the ironment in commu tives – to promote	ved grocery stores and school day and out-of-s unities. the purchase of healthi	healthier corr school progra er foods	ner stores and Ims.		
B. P	olicy/Systems/Environme		nge strat	egy #1 to achie	eve this objective:				
	Alignment with State Alliance Priority: No Yes Increase public awareness	Seti	t ing/Sector School Afterschool/ Pre-K Worksites Neighborhoo Community	′daycare	Priority Area Healthy Ea Physical Ad Both	iting ctivity		Assessment da Political opport Leadership teal Other <u>community</u> Understanding	unity/will m focus
	Action Steps		Desir	ed Outcome	Rationale for above Specific Person(s) Responsible	e strategy: Timefr	rame	Actual Outcome	Completion Date
Design a	nd choose a logo		Coalition v	vill have a logo	Action Team Members Carrie G, Katie C & Tom G.		Oct,		Date
	& launch a website with resource lini ion on local coalitions work and prog		Website av	vailable	Action Team Member: Mike S with MTC students	October 2 Jan. 2012			
	collateral material			platforms with ing information	Action Team Members	October 2 March 20			
Develop	a speakers bureau and resources for	speakers	material a	presentation nd coalition ready to speak	Action Team Member: Theresa L.	Novembe – April, 20	-		
C. Lo	ng Term Measurement of I								
	PSE Strategy (A2 above)	Cha (increase)	tion of inge /decrease/ intain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source
Develop	a brand / marketing plan.	Incr	ease	#	The brand/plan's existence.	0	1		

Α.	Objective 2:			*NOTE:	This objective may be addre	ssed by
	A1. To increase public awareness & support of	of the needs for PSE change to	reduce childhood obesity.		additional policy/ systems/ change strategies (repeat as	
	Related RWJF Strategy: Ensure that all foods and beverages server Increase access to high-quality, affordable Increase the time, intensity and duration Increase physical activity by improving the Use pricing strategies – both incentives and Reduce youth exposure to unhealthy food	e foods through new or improv n of physical activity during the the built environment in comm nd disincentives – to promote	ved grocery stores and hea e school day and out-of-sc unities. the purchase of healthier f	Ithier corner stores hool programs. oods	r Americans.	
B. Po	licy/Systems/Environmental char Provide support, exposure and community av	0 00	2	oalitions & organiza	ations.	
	Alignment with State Alliance	tting/Sector: School Afterschool/daycare Pre-K Worksites Neighborhood Community-at-large	Priority Area: Healthy Eati Physical Acti	ng	Assessment data (e Political opportunity Leadership team for Other <u>Community motiv</u> Understanding	/will cus
	Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Catalog ex associatio	xisting organizations, coalitions, sport ns, etc	Knowledge base of such organizations with whom we can coordinate	Action Team Members	Sept. – Dec., 2011		
Launch PH	IC 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 Fent	on to visit Marion	Increase capacity of community for change / increase motivation for change	Action Team Member: Theresa L.	Aug. – Nov, 2011		
	ate developed platform and CHC's platform to anizations & coalitions	Community organizations and groups are working together for change	Action Team Members	Jan. 2012 and ongoing		
	elected officials to keep them informed of value and long range goals	Local and state elected officials are supportive of	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		

Α.	Objective 3:					*NOT	E: This objecti	ve may be addres	ssed by additional
	A1. To increase access to fruits, v	egetables a	nd other he	althy foods.			1 3 3	ems/ environmer repeat as needed	U
	Related RWJF Strategy: Ensure that all foods and beve Increase access to high-quality Increase the time, intensity a Increase physical activity by Use pricing strategies – both Reduce youth exposure to un	 affordable nd duration improving t incentives 	e foods thro n of physical he built env and disincer	ugh new or improve activity during the ironment in commu ttives – to promote	d grocery stores and he school day and out-of-s nities. the purchase of healthie	althier corne chool progra r foods	elines for Ameri er stores and bo ms.	cans.	· <u>·</u>
B. Po	licy/Systems/Environmer		-		-				
	A2.Partner with local food provide marketing.	rs to increa	se access to	high quality foods	through increasing avail	able offering	s, incentivized	promotion and ne	eighborhood
	Alignment with State Alliance Priority: No Yes <u>(access to healthy foods)</u>		ting/Sector School Afterschool/ Pre-K Worksites Neighborhoo Community	'daycare od	Priority Area	ting		nale for above Assessment da Political opport Leadership teal Other <u>(describe</u>	ta (e.g. CHLI) unity/will m focus
	Action Steps		Desir	ed Outcome	Specific Person(s) Responsible	Timefr	ame	Actual Outcome	Completion Date
from Crea	cal food assessment and food desert ting Healthy Communities program, a target areas/food providers.			baseline data current offerings.	Amy, Sharon	9/1/11-11	1/30/11		
contact wi	roposal to make to food providers; ith food distributors; come up with r budget, including incentives.			city to effectively rong "case" for ange.	Sharon, Katara, Amy, Quiana, Dr. B, Heather	, 11/1/11-2	2/28/12		
	eetings with food providers in target proposal and request partnership.	ed areas		ionships, get buy change made	Sharon, Katara, Amy, Quiana, Dr. B, Heather	3/1/12-6/ ,	/30/12		
communit	food pantries, food providers and y and neighborhood groups to cond campaign regarding healthy eating			and consumption	Carrie, Sharon, Katara, Quiana, Dr. B, Heather, Amy	9/1/11-12	2/30/12		
C. Lor	ng Term Measurement of F								
	PSE Strategy (A2 above)	Cha (increase)	tion of inge /decrease/ intain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source
A2. Increa	ase access to high quality foods	Incr	rease	%	Food providers offering high quality foods	10	20		

Α.	Objective 3:					*NOT	E: This ol	bjective	e may be addre	ssed by a	additional
	A1. To increase access to fruits, v	egetables al	nd other hea	althy foods.			policy	/ syster	ms/ environmer	ntal chan	
	Related RWJF Strategy: Ensure that all foods and bev Increase access to high-quality Increase the time, intensity a Increase physical activity by Use pricing strategies – both Reduce youth exposure to un	ity, affordab and duration improving the incentives a	le foods thro of physical he built env and disincen	ough new or improv activity during the ironment in commu tives – to promote	red grocery stores and l school day and out-of-s nities. the purchase of healthic	nealthier corr school progra	delines for ner stores ms.	Amerio	cans.	,]
B. Po	A2. Increase the number of new c		•	05	5						
	Alignment with State Alliance Priority: No Yes (access to healthy foods)		ing/Sector School Afterschool/ Pre-K Worksites Neighborhoo Community-	daycare od	Priority Area Healthy Ea Physical Ac Both	ting			ale for above Assessment da Political opport Leadership tea Other <u>(describe</u>	ta (e.g.) unity/wil m focus	CHLI) II
	Action Steps		Desir	ed Outcome	Specific Person(s) Responsible	Timefr	ame	A	ctual Outcome	e (Completion Date
	assessment work with existing comm o determine methods in place to ens ility.			dge acquisition g best practices	Food Access Team, CHC program	10/2011 a ongoing	and				
	e possible locations of community ga stakeholders, explore funding oppor d).			nity support and n determined.	Food Access Team, CHC program	1/2012 tc 6/2012)				
	plunteers to assist with garden planr tation processes.	ning and		e plan for garden munity support.	Food Access Team, CHC program	1/2012 to 6/2012					
	ongoing assessment of garden work, d, produce consumed or donated.	produce		ented status of project	Food Access Team, CHC program	6/2012-1 and ongoi					
work rela produce.	ommunity partnership to conduct protection to cooking and/or preserving free	esh	fruits a	l consumption of nd vegetables.	Food Access Team, CHC program	Seasonall throughou project, o	ut				
C. Lo	ng Term Measurement of	PSE Stra	tegy:								
	PSE Strategy (A2 above)	Cha (increase/	t ion of I nge (decrease/ Itain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Targe	et	Actual	Data	a Source
Increas	e number of community gardens.	Incr	ease	#	Community gardens	2	4				

Α.	Objective 4:			*NOTE: This ob	jective may	be addressed	by additional polic	y/ systems/	
	A1. To increase opportunities for	ohysical activity.		enviro	nmental chai	nge strategies	(repeat as needed	1)	
	Related RWJF Strategy: Ensure that all foods and beven increase access to high-quality Increase the time, intensity a Increase physical activity by Use pricing strategies – both Reduce youth exposure to ur	ty, affordable foo and duration of ph improving the bui incentives and di	ods through new or improv hysical activity during the iilt environment in commu isincentives – to promote	ved grocery stores and h school day and out-of-s inities. the purchase of healthie	nealthier corr chool progra er foods	ner stores and ms.			
B. P	olicy/Systems/Environme	ntal change s	strategy to achieve	this objective:					
	A2: Support & encourage the deve public facilities and Wellness Drive		nproved 10-mile circular b	ike route on city streets	with connec	tor spurs to de	owntown, select cit	y parks, scho	ools,
	Alignment with State Alliance Priority: No Yes (safe routes, complete streets & physical activity plans)	Pre-K Works Neigh	ol school/daycare	Priority Area Healthy Eat Physical Ac Both	ting	Rat	ionale for above Assessment da Political opport Leadership teau Other <u>(describe</u>	ta (e.g. CHLI) unity/will m focus)
	Action Steps		Desired Outcome	Specific Person(s) Responsible	Timefr	ame	Actual Outcome		pletion Date
	h city and bike club on enhancing an current bike route		roved 10 mile route ough and around city	Action Team Members	Sept. 201 May, 201				
	e assessment of built environment al I bike route	impr	wledge of needed rovements for city to ritize	Action Team Members working with neighborhood resident	2012	– July,			
Install co	onsistent signage along new route		ns marking route are alled	City of Marion	April 2012 2013	2 – Oct,			
Inform n new bike	eighborhood residents and get buy-in route		hbors are supportive of e and use it.	Action Team Members	April – Au 2012	ıg,			
C. Lo	ng Term Measurement of I	PSE Strateav	/:						
	PSE Strategy (A2 above)	Direction o Change (increase/decre maintain)	of Unit of	What will be Measured	Baseline	Target	Actual	Data So	urce
	Development of Bike Path	Increase	#	Miles of designated bike path	0	10			

Α.	Objective 4:				*NOTE: This ob	iective may	be addressed	oy additional polic	v/ systems/
	A1. To increase opportunities for p	physical acti	ivity.					(repeat as needed	
B. Po	Related RWJF Strategy: Ensure that all foods and bev Increase access to high-quali Increase the time, intensity a Increase physical activity by Use pricing strategies – both Reduce youth exposure to un	ty, affordab and duration improving t incentives a shealthy foo	le foods thr of physical he built env and disincen d marketing	ough new or improv activity during the ironment in commu atives – to promote g through regulation	ved grocery stores and h school day and out-of-so inities. the purchase of healthie n, policy and effective ind	ealthier corr chool progra r foods	ner stores and ms.		
	A2: Increase active transportation		-						
	Alignment with State Alliance Priority: No Yes (safe routes, complete streets & physical activity plans)		ing/Sector School Afterschool/ Pre-K Worksites Neighborhoo Community	'daycare od	Priority Area: Healthy Eat	ing		Assessment da Assessment da Political opport Leadership teau Other <u>(describe</u>	ta (e.g. CHLI) unity/will m focus
	Action Steps		Desir	ed Outcome	Specific Person(s) Responsible	Timefr	ame	Actual Outcome	Completion Date
	oark accessibility, facility & usage nts on select city parks			e of needed ents for city to	Action Team Members	Nov. 2011 Aug, 2012			
	valking assessment with Mark Fento n Marion and areas within City Limits		Communit established areas.	y support, d need and focus		Nov. 2011	I		
Temporar installed	y path from Villandry to Wellness Di	rive	Path conne neighborhe	ecting bod to YMCA	Action Team Members: Dan Stewart& Theresa L.				
C. Lor	ng Term Measurement of F	SE Strat	egy:						
	PSE Strategy (A2 above)	Cha	i on of nge 'decrease/ tain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source
Increase	e active transportation opportunities		ease	#	Miles of active transportation routes added or improved	0	5		

Α.	Objective 4:		*NOTE: This obj	ective may be addres	ssed by additional policy/ s	ystems/
	A1. To increase opportunities for physical a	ctivity.	environ	mental change strate	egies (repeat as needed)	
	Related RWJF Strategy: Ensure that all foods and beverages set Increase access to high-quality, afford Increase the time, intensity and durat Increase physical activity by improving Use pricing strategies – both incentive Reduce youth exposure to unhealthy f	able foods through new or impro on of physical activity during the g the built environment in comm s and disincentives – to promote	oved grocery stores and he e school day and out-of-sc junities. e the purchase of healthier	ealthier corner stores hool programs. foods		
В. Р	olicy/Systems/Environmental ch	ange strategy to achieve	e this objective:			
	A2: Support Safe Routes to School Efforts					
	Priority: No [Yes (safe routes, complete streets & physical activity plans) [etting/Sector: School Afterschool/daycare Pre-K Worksites Neighborhood Community-at-large	Priority Area: Healthy Eati Physical Act Both	ng	Rationale for above stra Assessment data (Political opportunit Leadership team for Other <u>(describe pric</u>	e.g. CHLI) y/will ocus
	Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
School T	th Marion City School System in the creation o ravel Plan for no fewer than one K-5 school	Additional School Transportation Plans are submitted for funding		Jan. – Dec 2012		
School T building	th Marion City School System in the creation o ravel Plan for no fewer than one K-5 school bike safety programs and information at mpacted by Safe Routes to school and new	Transportation Plans are	Action Team Members	Jan. – Dec 2012 Oct, 2011 and ongoing		
School T building Conduct schools	th Marion City School System in the creation o ravel Plan for no fewer than one K-5 school bike safety programs and information at mpacted by Safe Routes to school and new	Transportation Plans are submitted for fundingChildren utilize bike safety skills and ride bikes more		Oct, 2011 and		
School T building. Conduct schools bike rou	th Marion City School System in the creation o ravel Plan for no fewer than one K-5 school bike safety programs and information at mpacted by Safe Routes to school and new te	Transportation Plans are submitted for funding Children utilize bike safety skills and ride bikes more often		Oct, 2011 and		

Support Safe Routes to School Efforts Increase # Travel plans 1 3 submitted to ODOT

A. Objective 5:			*NOTE:	This objective may be addres	sed by
A1. To reduce BMIs of children in Marion Co	unty.			additional policy/ systems/ e change strategies (repeat as	
Related RWJF Strategy: Ensure that all foods and beverages set Increase access to high-quality, afford Increase the time, intensity and durati Increase physical activity by improving Use pricing strategies – both incentive Reduce youth exposure to unhealthy for	able foods through new or impro- on of physical activity during the the built environment in commu- s and disincentives – to promote	ved grocery stores and he school day and out-of-sch unities. the purchase of healthier	althier corner store: lool programs. foods	s and bodegas.	
B. Policy/Systems/Environmental cha	inge strategy to achieve	this objective:			
A2: Partner with Marion City/County school advocacy, policy development assistance a			al activity opportuni	ities offered <u>during</u> the schoo	l day through
Priority:	tting/Sector: School Afterschool/daycare Pre-K Worksites Neighborhood Community-at-large	Priority Area: Healthy Eatin Physical Activ Both		Rationale for above strat	g. CHLI) /will us
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		

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		

Α.	Objective 5:					[* NOTE : T	nis obj	ective may be a	Idressed by	7
	A1. To reduce BMIs of children in Marion County. A1. To reduce BMIs of children in Marion County.										
	Related RWJF Strategy: Increase 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. Po	licy/Systems/Environme	ntal char	nge strat	egy to achieve	this objective:						
	A2: Partner with Marion City/Cour part of before or after-school prog		ystems & Pr	e-K settings to incre	ease the amount of phys	sical activi	ty opportunii	ies off	fered <u>outside</u> of t	he school day as	
	Alignment with State Alliance Priority: Setting/Sector: Priority Area: Rationale for above strategy: No School Healthy Eating Assessment data (e.g. CHLI) No Afterschool/daycare Physical Activity Political opportunity/will Yes (increase physical activity afterschool) Pre-K Both Leadership team focus Neighborhood Neighborhood Community-at-large Community-at-large								a (e.g. CHLI) nity/will n focus		
	Action Steps		Desir	ed Outcome	Specific Person(s) Responsible	Time	eframe	А	ctual Outcome	Completion Date	n
environme	best practice policy, system and ental changes to determine which ch icable considering assessment data	5	one or two	will be made on programs to romote to schools	Action Team Members		2011 to h, 2012				
after scho to use bes	nd assist with implementation of inc ol programs and work with program st-practice physical activity program oordinated Approach To Child Healt	n leaders , such as		e in the number ns offered in nools.	Action Team Members	thro	going ughout oject				
including	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 schoolsAction Team Members Beginning January, 2012 and ongoing.Beginning January, 2012 and ongoing.										
C. Lor	ng Term Measurement of F	SE Stra	tegy:								
	PSE Strategy (A2 above)	Cha (increase)	t ion of I nge /decrease/ Itain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	e Targe	t	Actual	Data Source	
	he amount of physical activity ties offered <u>outside</u> of the school	Incr	ease	# of minutes	Daily PA offerings outside of school day	Unknown variable		s per			

A. Objective !	5:					Г	* NOTE : ⊺	his obj	ective may be ad	dresse	ed by
A1. To reduce	BMIs of children in	Marion Cou	nty.						nal policy/systen strategies (repe		
Related RWJF Strategy: 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.											
	for system change i	n pediatric	medical pro	vider offices to use a	the most recently updat	ted clinical g	uidelines (i.e. Tex	ktbook of Pediatr	ic Care	, American
Academy of Pediatrics, 2009) for addressing childhood obesity in the clinical setting. Priority. Rationale for above strategy: Alignment with State Alliance Setting/Sector: Healthy Eating Assessment data (e.g. CHLI) No Afterschool/daycare Physical Activity Political opportunity/will Ves (info to parents about childhood obesity) Worksites Other (input from medical community) Neighborhood Neighborhood Community-at-large									CHLI) ill		
Actio	on Steps		Desir	ed Outcome	Specific Person(s) Responsible	Timef	rame	А	ctual Outcome		Completion Date
Conduct assessment to de guidance pediatric & OB r using.			Data will provide clear path for partnership opportunity.		Action Team Members	S September- December 2011					
Present local data to prov of childhood obesity and a address BMI at every clini	advocate for office p		Agreement of provider offices to use updated guidance and focus on BMI and obesity intervention.		Action Team Member	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 offic in County using most current guidelines.				using most	Action Team Members and professionals conducting training	s January, April,					
C. Long Term Measurement of PSE Strategy:											
PSE Strate (A2 abov	33	Cha (increase)	tion of inge /decrease/ intain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Targ	et	Actual	Da	ta Source
Pediatric medical provider most recently updated clin addressing childhood obes setting.	nical guidelines for	Incr	ease	#	Provider offices using most updated guidelines	0	4				

A. Ob	jective 5:			*NOTE:	This objective may be addre	ssed by			
A1	. To reduce BMIs of children in Marion Cou	nty.			additional policy/ systems/ e	environmental			
Related RWJF Strategy: Image: Strategy: Strategy: Image: Strategy: Stra									
B. Policy	/Systems/Environmental char	nge strategy to achieve	this objective:						
A2	: Advocate for and assist with creation and	l implementation of public scho	pol policies to develop and	improve school nut	rition environments.				
Prio	Alignment with State Alliance Setting/Sector: Priority Area: Rationale for above strategy: Priority: School Healthy Eating Assessment data (e.g. CHLI) No Afterschool/daycare Physical Activity Political opportunity/will Yes (healthy foods in early childhood & afterschool settings) Pre-K Both Leadership team focus Worksites Other(describe priority) Other(describe priority)								
	Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date			
wellness polici	ment data, such as BMI studies, school es and practices. Research best practice s policy changes.	Establish baseline data to present to make "case" for PSE change.	Action Team Members	Ongoing throughout project					
	volvement to include greater from local school leaders.	Superintendents, board members and PTA leaders involved in project.	Action Team Members	September 2011-December, 2011, as needed					
	ess of and support compliance with hy, Hunger Free Kids Act) Legislation.	Full compliance with legislation.	Action Team Members	Ongoing throughout project					
	ccessful development and no school wellness programs.	Utilization of coordinated school health model.	Action Team Members	Ongoing throughout project					
	gies to change and implement policies to y foods and beverages in cafeterias and nes.	Policy adoption.	new or improved grocery stores and healthier corner stores and bodegas. ty during the school day and out-of-school programs. ent in communities. - to promote the purchase of healthier foods igh regulation, policy and effective industry self regulation. to achieve this objective: of public school policies to develop and improve school nutrition environments. Priority Area: Mealthy Eating Physical Activity Both re tre tre tre tre tre tre tre						
	chool policies requiring teachers and be healthy role models	Policy adoption and implementation.	Action Team Members						
would require	nplement district-wide policies that any school-sponsored activity (sports, indergarten registration, etc.) to offer	Policy adoption.	Action Team Members						

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					

Α.	Objective 5:					*	NOTE: This	s objective may be a	ddressed by			
	A1. To reduce BMIs of children in	Marion Coun	nty.				additional policy/ systems/ environmental change strategies (repeat as needed)					
	Related RWJF Strategy: Ensure that all foods and bev Increase access to high-quali Increase the time, intensity a Increase physical activity by Use pricing strategies – both Reduce youth exposure to un	ty, affordable and duration improving th incentives a	e foods thre of physical ne built env nd disincen	ough new or improv activity during the ronment in commu tives – to promote	ved grocery stores and school day and out-of-s nities. the purchase of healthic	healthier corr school progra er foods	delines for A ner stores ar Ims.	Americans.				
B. Po	B. Policy/Systems/Environmental change strategy to achieve this objective:											
	A2: Advocate for and assist with c	reation and	implementa	ation of public schoo	ol policies regarding fur	ndraising and	classroom c	celebrations.				
	Alignment with State Alliance Setting/Sector: Priority Area: Rationale for above strategy: Priority: School Healthy Eating Assessment data (e.g. CHLI) No Afterschool/daycare Physical Activity Political opportunity/will Yes (healthy foods in early childhood & afterschool settings) Pre-K Both Leadership team focus Worksites Other (describe priority) Other (describe priority)											
	Action Steps		Desir	ed Outcome	Specific Person(s) Responsible	Timefr	rame	Actual Outcome	Completion Date			
wellness	sessment data, such as BMI studies policies and practices. Research best ellness policy changes.	practice		aseline data to make "case" for e.	Action Team Members	S Ongo throug proje	hout					
requiring foods not standards	h development and implementation classroom celebrations to limit or eli part of school breakfast or lunch pro- and/or limit number of celebrations classroom in a month or year.	iminate ograms	Policy deve adoption a implement	nd	Action Team Members	S Sept. 2 Spring,						
with limite activities.	for policies that would limit the sale ed nutritional value for school fundra	aising	Adoption a implement fundraising	ation of	Action Team Members	March-A 201						
C. Lo	ong Term Measurement of		00									
	PSE Strategy (A2 above)	Directi Char (increase/c maint	nge decrease/	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source			
	and adoption of fundraising and a celebration policies	Incre	-	#	Policies adopted	0	4					
Mario	n, Ohio CAP 2011-2013							Last Updated:	8/15/2011			

A. (Objective 5:					k	* NOTE : Thi	s objective may be a	dressed by			
	A1. To reduce BMIs of children in I	Marion Cou	nty.				additional policy/ systems/ environmental change strategies (repeat as needed)					
	Related RWJF Strategy: Ensure that all foods and bev Increase access to high-quality Increase the time, intensity a Increase physical activity by ity Use pricing strategies – both Reduce youth exposure to un	ty, affordat nd duratior mproving t incentives	ble foods thr n of physical he built env and disincen	ough new or improv activity during the ironment in commu tives – to promote	ved grocery stores and h school day and out-of-so inities. the purchase of healthie	ealthier cor chool progra r foods	idelines for <i>I</i> ner stores a ams.	Americans.				
	cy/Systems/Environmer A2: Work with local school system		-		-	e overall sc	hool health	environment				
Pi [lignment with State Alliance riority: No Yes <u>(healthy foods in early</u> childhood & afterschool settings)		ting/Sector School Afterschool/ Pre-K Worksites Neighborhoo Community-	daycare	Priority Area Healthy Eat Physical Act Both	ing	R	ationale for above s Assessment dat Political opportu Leadership tear Other <u>(describe</u>	a (e.g. CHLI) inity/will n focus			
	Action Steps		Desir	ed Outcome	Specific Person(s) Responsible	Timef	rame	Actual Outcome	Completion Date			
wellness po	essment data, such as BMI studies, licies and practices. Research best ness policy changes.			aseline data to make "case" for e.	Action Team Members	Ongo throug proj	ghout					
	C involvement to include greater ion from local school leaders.		Superintendents, board members and PTA leaders involved in project.		Action Team Members	Septembr 2011-Dec 2011, as	cember,					
	reness of and support compliance althy, Hunger Free Kids Act) Legis		Full compliance with legislation.		Action Team Members	Ongo throug proj	ghout					
	successful development and ition of school wellness programs.		Utilization school hea	of coordinated Ith model.	Action Team Members	Ongo throug proj	ghout					
C. Long	g Term Measurement of F											
	PSE Strategy (A2 above)	Cha (increase)	tion of ange /decrease/ ntain)	Unit of Measurement (#, %, rate)	What will be Measured	Baseline	Target	Actual	Data Source			
New school	wellness policy adoption	Incr	ease	#	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

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