**Healthy Eating and Active Living (HEAL) August 2023**

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| **HEAL** is defined in the CHNA as healthy eating, active living, access to food and food insecurity.  **Healthy eating** is an eating plan that emphasizes fruits, vegetables, whole grains and fat-free or low-fat milk and milk products; includes a variety of protein foods, is low in added sugars, sodium, saturated fats, trans fat and cholesterol and stays within in daily caloric needs. Education, lifestyle interventions and food access positively affect healthy eating.  **Active living** means doing physical activity throughout the day. Any activity that is physical and includes bodily movement during free time is part of an active lifestyle.  **Access to food** refers to the ability of an individual or household to acquire food. Transportation, travel time, availability of safe, healthy foods and food prices are factors to food access.  **Food insecurity** is as a lack of consistent access to enough, nutritious food for every person in a household to live an active, healthy life. | | | | | |
| **Goal: Improve overall healthy eating and physical activity in the Tri-County Region.** | | | | | |
| **Objective HE1: By December 31, 2025, increase accessibility of healthy food in the Tri-County Region through the support of community gardens by 10%.** | | | | | |
| **Intervention Strategy: Gardening: Increase Vegetable Consumption among Children (HE)** | | | | | |
| **Tasks & Tactics** | **Evaluation Plan** | **Target & Data** | **Monthly Recap** | **Upcoming Work** | **Issues/Challenges** |
| HE 1: Gather baseline data around community gardens and school-aged programming. | Complete a comprehensive list establishing locations of community gardens and school aged gardening programs. | By January 2024, recruit Woodford County community gardens. | No further work completed on list during month of July | Plan: Members of HE group to meet in August to refine our contacts so we can assign people to contact gardens at meeting in September – gather baseline data around number accessing gardens  With new list of gardens – possibility for this to be kept up and used in a mapping of locations. | Timing of completing this has been delayed due to gardens being in full swing – hope to have our baseline asap. |
| # of children/families accessing the community gardens | April 2023 – Identify # of children and families that accessed the garden |
| HE 2: Implement garden-based learning sessions focused on gardening and healthy eating. | # of children/families attending information sessions about gardening and healthy foods. | April 2023 – Identify # of children and families that attended garden-based learning | St Ann’s continued their program with kids – Rebecca reached out to Dylan about setting up a time to talk. Will circle back. Team is considering how to hold maybe some trainings for interested schools/partners so they feel equipped to utilize the garden curriculums identified by the group. Trainings could support afterschool programs & school programs in being equipped to implement curriculum.  Survey for adults is still out and available- Rebecca to check back in with WICs and see where we are at with response numbers and if we need to do a little more targeted distribution in any areas. | Becca will talk with Hort Lead. Potentially plan as team for education in off season from gardens. Is it better to do a kick off late winter?  Will want to have a standardized evaluation that could help us gather numbers of people attending and increase of healthy eating knowledge. | None at this time – just forming our approach still |
| Increase healthy eating knowledge through pre/post test evaluation per session by 75% |  |
| HE 3: Promote campaigns focused on healthy eating and access to healthy foods. | # of healthy eating and community gardening campaigns in the Tri-County Region. | April 2023- Identify number of campaigns completed in 2022. | Hunger Action Month has been a huge focus – part of our Tri-County Hunger Action Month Activities has been education especially around healthy donations to our charitable food system. All the Hunger Action Month materials are close to being completed – partners can download the toolkit and use the posts and language as well as share about any other activities/resources soon! Group will be updated when available.  Will track with survey around usage post campaign with those who download the toolkit.  Future campaigns around HE   1. Holiday time Healthier Eating – Rebecca to talk to Kate at the Y 2. Produce usage (Farmer’s market video with OSF) – check in on who created and can we do more in the future 3. Gardening tips – maybe have time to work on what this could look like and 4. Kids Cook Monday - <https://www.mondaycampaigns.org/kids-cook-monday> | Still working on planning what next steps will look like. Rebecca to meet with Kate from the Y about the Holiday Idea. Rebecca to email WIC leads about potential of the kids cook Monday and working on this in the WIC team? | None currently – asking for support in sharing of our Hunger Action Month activities, toolkit, etc. Letter of support to be sent to Partnership Board and we appreciate the sharing to widen our reach. |
| **Additional comments** | | | | | |
| **Goal: Improve overall healthy eating and physical activity in the Tri-County Region.** | | | | | |
| **Objective HE2: By December 31, 2025, increase adults reporting exercising 1-5 days a week among the Tri-County Region by 1%** | | | | | |
| **Intervention Strategy: Physical Activity- Increase physical activity through social supports to improve fitness of adults in the tri-county area. (PA)** | | | | | |
| **Tasks & Tactics** | **Evaluation Plan** | **Target & Data** | **Monthly Recap** | **Upcoming Work** | **Issues/Challenges** |
| PA 1: Increase data collection focusing on adult physical activity in the Tri-County Region. | # of establishments collecting adult physical activity data in the Tri-County Region. |  | Meeting with data team is needed to address issues/challenges being faced. | Amy will contact the data team for a meeting. | Further clarification is needed from the HEAL data team to determine how data collection should take place – for the sake of monitoring the impact made on PA among adults. |
| PA 2: Recruit additional Tri-County partner participation in the HEAL action team | Increase # of partners recruited by 6. | *Baseline: 9 partners (different organizations)* | HEAL orientation PowerPoint for 2023-2025 available for recruitment.  For data and evaluation - identify definition of “partner participation” | Hilary will add to PFHC website when website is ready for update.  Shanita needs to discuss with Dr. Kelly to determine definition |  |
| PA 3: Create promotional campaigns to promote physical activity in the Tri-County Region | Increase the number of physical activity campaigns in the Tri-County Region. | *Baseline: 4 campaigns* | ‘Take a Walk Wednesday’ campaign will be developed and launched via social media Wednesday in September – October 2023 to highlight the benefits of a simple walk.  Move it Monday campaign will begin in January 2024 and run through March.  Partners will be survey regarding their organizations ability/willingness to participate in the campaigns by share the PFHC FB post on their social media platforms. | Kim & Jovon will create the ‘Take a Walk Wednesday’ social media campaign.  Kim will develop survey for distribution among partners. |  |
| PA4: Create social support events focused on increasing physical activity in the Tri-County Region. | Increase the number of adults attending each event by 50% | *Baseline – 1 events* | Planning for Tri-County Hunger Action Walk  date: September 30, 2023, 9-11am  Location: OSF Route 91  Tri-County Trek is a desired platform to use come January 2024 for a year campaign. Partners will be surveyed on their interest to cost share the Tri-County Trek app. | Marketing has been approved and released.  Midwest Food Bank & Peoria Area Food Bank are sponsoring the Bridge Lighting.  Volunteers have signed up to help with the walk  Kim will develop the survey to access Partner willingness to support the Tri-County Trek app. |  |
| **Additional comments** | | | | | |