**Healthy Eating and Active Living (HEAL) May 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.  | Working on gathering data – list updated with places and if they are on GIS map. Updates of note: May be able to use GIS Mapping – not sure. We do have gardens not on GIS that were identified in our work to track baseline numbers of gardens locally.  | Mike, Nicole, Becca – try to add in contacts and info missing from the excel file. [Garden List - May 2023.xlsx](https://tazewellhealth.sharepoint.com/%3Ax%3A/r/sites/HEALTeamBuiltEnvironment/Shared%20Documents/Gardening/Garden%20List%20Tracking/Garden%20List%20-%20May%202023.xlsx?d=w5a17042e731d4c52878442003692d7df&csf=1&web=1&e=DoekxB) – added to TeamsEmily will add in Woodford county Missing infoNext steps – contacting gardens for baseline numbers of families/children accessing garden. | N/A |
| # 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 | Shared some of the gardening/nutrition education ideas from before: <https://uofi.box.com/s/1w1eryjhk4rc2oi5epwz1zi2ba10zi62> In addition to piloting some child nutrition classes with schools in the fall – group is interested in what we can provide for adults. Considering the following for adults: * utilizing nutrition education classes and incorporate garden in recipes
* Count classes for WIC education
* Partnerships to medical centers & others to move forward need for health
* WIC nutritionist on garden site a couple times a month
* Make into events impactful for families
 | Michelle, Emily & Rebecca to draft up some questions that we want to ask adults about what they would like to see/what would entice them to attend education at the gardens/about healthy eating | Growing season is starting – planning on doing some surveying of potential adults, and work towards some classes late summer that pilot some of the adult ideas. Also may try to pilot some school nutrition: Places could include Germantown Hills (Woodford), District 150 School with Garden (Peoria) Need to get in contact with Janet Ham, Tazewell? – opportunity does Hensey still have garden or Spring Lake?  |
| 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. | Videos around utilizing produce/reels* Series around healthy eating, and highlighting healthy foods usage
	+ Simple recipes no cook/minimal prep
	+ Produce
	+ Cooking with Kids
		- Lighting with Videos – a kitchen at PCCHD once it is completed

Other Campaigns around healthy eating & community gardening* Promotion of 5-2-1-0 message across different settings for a population level
	+ Health messaging in populations having same messaging consistently across the community
		- Re-think Your Drink?
* Visibility campaign
	+ GIS Mapping to share that as the main messaging piece to this
* Campaign message – have you got your fruits & vegetables yet?
	+ Find a garden!
* Grow-A-Row Campaign?
	+ Daily Tips/tricks for gardening and point towards excess produce going to grow-a-row campaign

Hunger Action Month12 Days of Giving  | Will need to work together as a team to prioritize work and see if anyone is willing to work together to take on some of the campaign ideas. Just had time to brainstorm what we would like to see. | Having people on our team that can help do some of the things we want to. Especially when it comes to skills with developing videos, digital designers, etc. May have some bandwidth as a team, but interns or other help as to put it all together could be an important piece. |
| **Additional comments** |
| * WIC Farmers Market toolkit being updated for 2023 season. Waiting for the Tri-County WIC logo and possibly information about senior farmer market vouchers.
* Hispanic Mobile Food Pantries are being planned.
* Grow A Row has 18 gardens registered to donate produce to the emergency food system.
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| **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. |  | Would like to host county specific focus groups to identify how best to promote PA and capture data within the tri-countyWould like to partner with Bradley University to create tracking App. | Amy/Shanita to draft focus group questions. Counties to host focus groups.Hilary to continue conversation.  | N/A |
| PA 2: Recruit additional Tri-County partner participation in the HEAL action team | Increase # of partners recruited by 6. | *Baseline: 9 partners*  | HEAL orientation powerpoint for 2023-2025 created and shared with team. | PFHC Approval needed | N/A |
| 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: 1 campaign* | Will add to the Tri-County Hunger Walk campaign to include PA information. |  | n/a |
| 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 – 4 events* | Planning for Tri-County Hunger Action Walk has begun. Tentative date: September 23, 2023.9/23 or 9/20 for Hunger Action Walk – survey coming | Kim to create survey and disemminate to HEAL members to complete survey to determine date. | Need additional sponsors. |
| **Additional comments** |
| * Built Environment event - Tues May 16 (5-7:30pm): Kick-off Event – Walk Audit with Mark Fenton; some HEAL members will attend.
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