**Healthy Eating and Active Living (HEAL) October 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. | List is completed of local gardens | Plan: need to work on outreach for numbers as we approach off season. Plan in place for gathering. | n/a – just need to collect data and waiting til everything slows down some for our gardens |
| # 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 | Talked with Dr Kelly & Megan from TCHD about creating a standard evaluation that could be used by those doing education in the garden. This could help measure any efforts going on across all gardens. The curriculums we have could be used as a toolkit for partners looking to get involved and add more education at their sites.  Reviewed the survey results for adult nutrition lessons in gardens from Tri-County. Survey reviewed some top barriers, incentives and educational subjects people were interested in.  Team brainstormed what this could maybe look like for adults across the tri-county and how to best get people to the table for lessons. One thought that came up was using food as an incentive. Potentially have a box of food that people could take home to recreate a meal or recipe. Recipes/meal ideas were one of the top interested subjects. Possibility to work with our Food Banks and the LFPA grant to get local food boxes to share with participants? Rebecca to talk to other about the idea. | Future – continue to reach out to partners who may be interested in helping incentivize participation in classes. Also partners who could potentially be a good place to host discussed. Rebecca to reach out to OSF Cancer Center. Mike thinks their kitchen and garden could be a good place to do some classes as we form this for our tri-county area.  With receiving info through social media – opportunity to grow our partnership page again by creating events and publicizing through the page? | Numbers need to be a focus for upcoming months meeting as we close out 2023 and address our baseline from this year |
| 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 completed – [2023 HAM Toolkit](https://healthyhoi.org/resources/Documents/Hunger%20Action%20Month%20-%20Community%20Toolkit%20PTW%202023.pdf) was downloaded 12 times across 5 counties. Survey sent to those who downloaded to gather input for future iterations. Toolkit is added permanently to the Partnership Website.  Future campaigns around HE   1. Holiday time Healthier Eating – Rebecca to circle back to Kate at the Y 2. 12 Days of Giving – Holiday Giving campaign around healthier food items for charitable food – toolkit being updated with input from our partners – need to create things for use on website and not just social media – maybe create a bulletin blurb for churches? 3. Produce usage (Farmer’s market video with OSF) – check in on who created and can we do more in the future – no updates as of now 4. Gardening tips – maybe have time to work on what this could look like and – no updates as of now 5. Kids Cook Monday - <https://www.mondaycampaigns.org/kids-cook-monday> - WIC Tri-County Team to brainstorm what they think this campaign could look like | Work moving forward and mostly described in part 1 – campaign 1 complete and future campaigns in the work | None at this time |
| **Additional comments**   * Diabetes Prevention Program – Hope Chest - Pekin, Wednesdays 10-11am * Diabetes Prevention Program – Fondulac Library - Thursdays * Diabetes Prevention Program – Creve Coeur Public Library - | | | | | |
| **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. |  | Amy researched apps to track physical activity.  Walker Tracker app – used in the past with events.  Move Spring is another option for an app. | Amy/Hillary will review and seek product demonstration and will share with team  Amy/Hillary to share proposal to HDs  All to check with organization leadership for approval of promotion.  Marketing plan committee – Erin Luckey, Amaya, Kim L, Christian | Questions about the walker tracker app -# of walkers – is it per event or overall  Organization barriers – branding as PFHC, marketing requests |
| PA 2: Recruit additional Tri-County partner participation in the HEAL action team | Increase # of partners recruited by 6 new organizations. | *Baseline: 9 partners (different organizations)*  2023 | Shanita provided onboarding for three new individuals; however, they are current partner organizations | Shanita to share the current partner lists | Need to create a recruitment plan. |
| 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*  2023 – 1 campaign: Take A Walk Wednesdays | Take A Walk Wednesdays - Promotion on social media occurring.  Destress Mondays November – December 2023  Move it Monday Campaign beginning in January through March 2024 – “Find the time to fit in fitness” 12 weeks | Kim L to provide report on reach  Amy to request assistance with promotion from PFHC. |  |
| 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*  2023 – 1 Event: Hunger Action Walk | Hunger Action Walk occurred on 9/30/23. Add report link here. |  |  |
| **Additional comments**   * Fit & Strong being offered by TCHD– 23 participants. 24 weeks for 2 times per week. Waiting list started for next session. | | | | | |