**Healthy Eating and Active Living (HEAL) September 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. | 37 gardens identified | Need to seek number of children and families accessing the garden | Unaware if gardens will have data collected for this growing season. |
| # 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 | Survey disseminated July/August through WIC and other partners.  Training for providers about different garden curriculum. | Timeline of training. | Lack of participation. |
| 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. | Campaigns for healthy eating and access: Nourish Your Neighbor, Hunger Action Month healthy donation lists  Future campaign ideas:  Kids cook Monday  Ho Ho Hold Your Weight around holiday time  12 Days of Giving  Gardening Tips | WIC reviewing Kids Cook Monday  Rebecca to schedule meetings with partners to further discuss. | Continue to promote the campaigns. |
| **Additional comments**   * Diabetes Prevention Program – Hope Chest - Pekin, Wednesdays 10-11am beginning on October 11th. | | | | | |
| **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. |  | Met with Dr. Sarah Kelly to discuss an app to measure physical activity.  Walker Tracker provides a closed loop to collect information and data, map, | Research other apps.  Discuss with Vendor about pricing, registration logistics, etc., Amy will contact. | Budget timing  Will need all organizations to assist with promotion to be successful.  Donations from other organizations to support marketing expenses. |
| 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)* | HEAL orientation PowerPoint for 2023-2025 available for recruitment. | Develop tracking tool for measuring active members, events, etc. |  |
| 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 developed and launched via social media Wednesday in September to October 2023 to highlight the benefits of a simple walk. Partners share he PFHC FB post on their social media platforms.  Move it Monday campaign will begin in January 2024 and run through March.  Walker Tracker promotion and implement in Spring 2024. | Kim will compile reach of take a walk Wednesday. | -Retrieving data/metrics following campaigns has been difficult. We will be sharing on PFHC and asking individual organizations to share. |
| 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. | Support for events from all partner organizations will be needed to sustain events. |
| **Additional comments** | | | | | |