

Vegetables and friendships grow in Community Gardens.



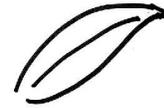
Christ Missionary
Baptist Church



A Legacy of Caring... A Spring of Hope



Please draw this icon or write the word leaf.



The community garden at Christ Missionary Baptist Church was established in 2013 through a Creating Healthy Communities and Pioneering Healthier Communities collaboration.

Tri-Rivers Career Center construction students built and installed the raised beds. Top soil was furnished by Smith Materials. Funding for the project came from the Marion Community Foundation.

Raised beds in communal areas are a great way for beginning gardeners to get started. Gardening with others can provide the encouragement and advice that helps new gardeners succeed.

If you are a new gardener or have experience gardening and would like a raised bed to grow your summer garden please consider joining the community garden movement in Marion.

Contact: Erin Creeden, RN, Creating Healthy Communities Coordinator,
Marion Public Health, 181 S. Main St., Marion, OH, (740) 692-9128

Community Garden Report

December 31, 2014

prepared by

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Pioneering Healthier Communities Coordinator

Marion Family YMCA

Community Garden Program Objective

Pioneering Healthier Communities Marion's Community Action Plan Objective #4 is to increase healthy food access and healthy food choices in Marion County. One identified strategy to support that objective is to change the physical environment resulting in community gardens and other locally grown food sources.

Impact of Community Gardens

The Christ Missionary Baptist Church gardens expanded from 10 to 20 beds in 2014. PHC Marion also re-granted Marion Community Foundation funds (with foundation approval) to Marion City Schools for 30 beds distributed between six elementary schools. The Marion Family YMCA installed seven raised beds and Cornerstone Alliance Church installed five raised beds.

Christ Missionary Baptist Church was the host site for community gardeners to learn about preserving their harvest through a master canner presentation provided by the Marion County Farm Bureau.

Sweet Corn Success

Food Access action team members associated with the Marion County Farm Bureau organized the planting of an acre of sweet corn at the Marion Family YMCA. Food pantries and the community at large were invited to harvest sweet corn. The Farm Bureau also held an educational event that demonstrated different sweet corn recipes. An estimated 8,000 ears of corn were harvested.

Future Plans

Elgin Local Schools is planning to develop school gardens and plans to partner with other organizations for site placement around the Elgin community. The food access action team will be holding a January meeting at Elgin to assist in the development of those plans. Additional sites in the Marion area will be identified for future community garden expansion. Christ Missionary Baptist Church will continue to receive technical assistance and a new shed for equipment in 2015.

Completion Date: September 30, 2015

2014 Christ Missionary Baptist Church Garden Participant Evaluation Results:

In 2013, PHC – Marion and Dr. Tracy Tylka of The Ohio State University at Marion developed an evaluation tool for the community garden at Christ Missionary Baptist Church. The tool was in the form of a survey answered through a focus group. PHC – Marion provided a small monetary incentive for gardeners to participate. After the 2014 garden season, 12 households out of 20 participated in the survey. The results are still reported here.

1. Could you discuss your overall experience with the garden?

a. Is it what you expected it to be?

N = 11

Yes 100%

Comments: "I enjoyed it very much"; "A little more than I expected"

b. Were there any challenges?

N = 10

Yes 60%

No 40%

Comments: soil, bugs, animals

c. Were there any pleasant surprises?

N = 9

Yes 77%

No 23%

Comments: just to see food coming up; everything growing; how fast it grows; very surprised by turnaround I received; vegetables; bugs

d. What did you like best?

N = 10

Comments: Taste of the food; the people; location (2 responses); seeing my results; fresh veggies; close proximity to my home; growing own food/picking what I've grown; all of it; picking my veggies

e. What did you like least?

N = 10

Comments: bugs & worms; size; nothing (2 responses); not seeing results on some; soil; more & softer soil; bugs (2 responses)

2. In what ways do you think your life is different (better or worse) as a result of participating in the garden?

N = 9

50% specifically said life is better

Comments: better because it is food by my hands; learned a lot about gardening; learning to eat healthy; vegetables all summer; gained a lot of knowledge & exposed my lack of knowledge in some areas

3. Have you experienced any lifestyle changes as a result of participating in the garden? If so, what?

N = 10

Comments: just looking forward to next year; healthy eating; more aware of what it takes to grow; eating better; no (2 responses); feel better; I have eaten more veggies than I grew; fresh vegetables

4. Have you noticed that your children and/or family experienced any lifestyle changes as a result of participating in the garden? If so, what?

N = 10

Yes 60%

No 40%

Comments: liked different vegetables; closeness; we have talks and they surprise me with the things they know from school and they like the idea of growing your own; working together; grandson helped picking; my son eats more fresh veggies

5. If your neighbor or friend asked you about the community garden, would you recommend it?

N = 10

Yes 100%

6. Is this your first time gardening at a community garden?

N = 11

Yes 45%

No 55%

7. What are your suggestions for improvement?

N = 10

40% Responded None or Nothing

Comments: make them larger; soil improvement; bigger; soil; need something for the soil so it's not so hard; more than one volunteer

8. Anything else that you think would be helpful for us to know?

N = 8

50% Responded No or Nothing

Comments: lots of fun; improve soil; so many other people in the community with other gardens in Marion said their produce was stolen, not sure what can be done

9. Gender

N = 12

Female 83%

Male 17%

10. I have ___ children living at home with me.

N = 11

Yes 64%

No 36%

Of those with children, 4 households had 1 child, 2 had 2 children and 1 had 3 children

11. How often did you go to garden?

N = 12

64% two to three times per week

35% four to five times per week

1% once per week

12. Did your children go with you to the garden?

N = 12

Yes 66%

No 34%

13. How did you get to the garden?

N = 12

83% Responded Driving

17% Responded Walk or Bike

14. Please rate each of the following aspects of working at the garden from poor, fair, good and excellent.

a. location (distance from your home)

N = 12

Excellent 66%

Good 34%

b. equipment provided to do the work

N=12

Excellent 25%

Good 75%

c. quality of garden resources

N= 12

Excellent 33%

Good 42%

Fair 25%

d. variety of food produced

N= 12

Excellent 58%

Good 42%

e. knowledge of staff/volunteers

N= 12

Excellent 42%

Good 42%

Fair 16%

f. helpfulness of staff/volunteers

N= 12

Excellent 58%

Good 25%

Fair 8.5%

Poor 8.5%

g. social atmosphere at the garden

N= 12

Excellent 58%

Good 42%

15. How would you rate your overall experience as being part of the community garden?

N=12

Excellent 92%

Good 8%

16. As a result of being a participant in the community garden:

a. I eat more fruits and vegetables.

N= 12

Strongly Agree 92%

Neutral 8%

b. I am more physically active.

N= 12

Strongly Agree 75%

Agree 25%

c. I eat less fast food.

N= 12

Strongly Agree 58%

Agree 25%

Neutral 15%

d. I eat food that is fresher (less packaged).

N= 12

Strongly Agree 67%

Agree 33%

e. I eat more organic.

N=12

Strongly Agree 25%

Agree 8.5%

Neutral 58%

Disagree 8.5%

f. I notice eating more nutritious foods overall.

N=12

Strongly Agree 67%

Agree 33%

g. I spend less money on food.

N=12

Strongly Agree 42%

Agree 5%

Neutral 16.5%

Disagree 16.5%

h. We have more family meals together.

N= 12

Strongly Agree 42%

Agree 33%

Neutral 25%

i. I spend more time with my family.

N= 12

Strongly Agree 42%

Agree 42%

Neutral 16%

j. I am sharing food that I grow with other people.

N= 12

Strongly Agree 75%

Agree 25%

k. I feel more involved in this neighborhood.

N= 12

Strongly Agree 50%

Agree 50%

17. What is your age?

N= 12

Twenties 8.3%

Thirties 8.3%

Forties 33%

Sixties 42%

Seventies 8.3%

18. What best describes your ethnicity?

N= 12

Black or African American 92%

White 8%

19. How did you hear of the community garden?

N= 12

Dorothy Downing 16%

Church 67%

Word of mouth 8.5%

School 8.5%

20. Would you participate again next year?

N= 12

Yes 100%

21. Was your plot large enough to grow the items you wanted?

N= 12

Yes 58%

No 42%

22. What was the main reason you chose to garden?

N= 12

Comments: to grow my collards, location, vegetables, experience, close to home, to see what it was like, try to grow my own food, fresh vegetables, to spend more time with my mom growing more vegetables, for the fresh vegetables

23. Number of people in household

N= 12

2 persons 50%

3 persons 25%

4 persons 17%

5 persons 8%

24. Household income

N=10

Less than \$30,000 40%

\$30,000-\$49,000 30%

\$50,000 or greater 10%



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Road Map for the Marion Family YMCA 2013–2017

Name

Karen Ream
Committee Chair
Immediate Past President,
Board of Directors

Name Tom Oney
President, Board of Directors

Name John Scharer
Vice President, Board of
Directors

Name Theresa Lubke
Executive Director

Name Spencer Mathews
Community Leader

Name April Morrison
Administrative Assistant

Name Charlie Myers
Youth & Family Program
Director

Name Jacque Ringer
Community Leader

Name Doug White
Board Member

Name Nicole Workman
Community Leader

Our Process

Launched in 2012, the Advancing our Cause Strategic Plan seeks to provide a path to lead the Marion Family YMCA into the future and a guide to keep us on that path.

Our Mission

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

Our Impact

The Marion Family YMCA will have a major impact on all aspects of the community. We will do this through constant efforts and collaboration in the realms of youth development, healthy living and social responsibility. We will nurture the potential of every child and teen as they will be our future leaders; help people, families and the community improve health and well-being; and provide opportunities for people to give back and support their neighbors. Our efforts will result in a vibrant, thriving and healthy Marion.

But how will we:

- carry out our mission and ensure financial stability?
- expand our role as a community leader and collaborator for a healthier Marion?
- communicate and encourage understanding of the Y as a cause-driven organization?

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Our Strategic (Unique) Advantage

Our strategic advantage is the diversity and depth of our assets including our building complex, our staff, volunteers and members, and our longevity as a Marion organization.

- Depth of our assets including our building complex
- Our staff, volunteers and members
- Our longevity as a Marion organization
- Our strong financial assistance program that ensures everyone has access to the Y

Our Identity Profile

We advance our mission of putting Christian principles into practice through programs that build healthy spirit, mind, and body for all. Our values are: Caring – show a sincere concern for others; Honesty – be truthful in what you say and do; Respect – follow the golden rule; and Responsibility – be accountable for your promises and actions. Our voice is Determined, Genuine, Welcoming, Hopeful, and Nurturing. Our promise is that we will work every day side-by-side with our neighbors to make sure everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive. This is our cause, to strengthen our community. We fulfill our mission, reflect our values, demonstrate our voice and carry out our promise though focusing on youth development, healthy living and social responsibility emphasizing our strategic advantage of the diversity and depth of our assets including our building complex, our staff, volunteers and members, and our longevity as a Marion organization.

We are sustainable by a diverse revenue stream including membership, program, contributed income, and other financial support.

Strategy Screen

Our Strategy Must...

- Support and demonstrate our mission of putting Christian principles into practice through programs that build healthy spirit, mind and body for all;
- Support and demonstrate our cause of strengthening the foundations of our community;
- Leverage our strategic advantages;
- Be financially viable and increase our organizational sustainability;
- Strengthen relationships with our donors, members, community leaders or agency partners;
- Ensure high quality programs and services including those already in place;
- Reinforce the Y as a leader in the community;
- Be focused on youth development, healthy living or social responsibility;
- Efficiently use our and the community's resources;
- Demonstrate a community benefit in measurable terms

Big Questions Facing Our YMCA

The Primary Big Question: How do we ensure financial sustainability while communicating and encouraging understanding of the Y as a cause-driven organization working to strengthen our community?

Big Questions raised by the Planning Committee:

- How do we carry out our mission and ensure financial stability?
- How do we expand our role as a community leader and collaborator for a healthier Marion?
- How do we communicate and encourage understanding of the Y as a cause-driven organization?

Strategies Summary

Organizational Strategy

Program Strategies

A. We will help Marion become a healthier community;

1. Continue our work with Pioneering Healthier Communities.
2. Offer programs with outcomes that create healthier people & communities.
3. Partner with other community organizations also working towards healthier community.

B. We will build strong relationships with our members, donors and the community;

1. Build upon skills we've learned from relationship training including Listen First
2. Continue to be involved with community / service organizations
3. Continue and expand on recognizing our donors and they impact they have on the Y and the community

C. We will maintain and develop diverse revenue streams;

1. Continue and expand pursuit of grant funds
2. Ensure we have high quality programs and services
3. Explore opportunities for government funding
4. Work with Perpetual Fund on endowment growth

D. We will zealously attract outside donations;

1. Communicate our cause as well as our need
2. Maintain fiscal responsibility
3. Strengthen the board's involvement in fundraising

E. We will be the community's organization of choice for membership, programs and charitable contributions;

1. Develop a communication / marketing plan that tell our story, our cause and our need
2. Develop Health Innovation programs and services involving medical partners
3. Use and build on Impact Services, ActivTrax, Member Experience, Listen First and relationship building skills to further intentional relationship building with members and donors
4. Become known as the one stop shop for youth sport information and youth sports
5. Work with Perpetual Fund on endowment growth

Strategic Road Map for the Marion Family YMCA, 2013-2017

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|---|--|
| F. We will be known as a leader in the community; | <ol style="list-style-type: none">1. Develop a communication / marketing plan that tell our story2. Continue to lead PHC3. Develop Health Innovation programs and services involving medical partners4. Intentionally involve all levels of staff and volunteers in appropriate community clubs, organizations and coalitions |
|---|--|
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- | | |
|------------------------------------|--|
| G. We will invest in our facility; | <ol style="list-style-type: none">1. Continue to set aside funds in the Maintenance Reserve2. Continue to budget for and perform annual maintenance and replacement of equipment (especially fitness equipment)3. Develop long-range (5 to 10 years) facility plan to meet the Strategic Roadmap |
|------------------------------------|--|
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- | | |
|---|---|
| H. We will invest in and build leaders among our staff and volunteers | <ol style="list-style-type: none">1. Continue to build training into annual budget and include funds for volunteer training2. Use Y Leadership Competency Model in all levels of staff development3. Provide opportunities for all staff and volunteers to work outside their normal sphere |
|---|---|
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Operational Strategies to support Organizational and Program Strategies

- Assign specific personnel responsibility for each area of Strategic Plan with plan for implementation and follow through
- Create a tracking system for diverse grants and funding
- Develop & implement a plan to better communicate our cause and our need that includes:
 - Comprehensive social networking that tells stories and encourages conversation;
 - Public speaking;
 - Electronic and mailed newsletters;
 - Program promotions;
 - Recognizing the differences among people and reaches out to the entire community.
- Executive Director will develop and implement a plan to strengthen the board's involvement in fundraising
- Explore full potential of Daxko as a donor development and fundraising tool
- Develop position descriptions that reflect our cause, areas of focus and leadership competencies
- Develop performance reviews that hold us accountable to our cause, areas of focus, leadership competencies, and the strategic plan
- Continue to update the facility / equipment replacement and repair long-range plan
- Reactivate Debt Reduction Committee
- Develop and plan with other community organizations
- Annual systematic review of area service clubs, coalitions and other nonprofit organizations and ask staff and volunteers to serve so that we're represented in a variety of such organizations
- Develop marketing plan and material for endowment growth (using funds from Perpetual Fund annual spending policy)
- Start a marketing / communication committee that involves a diverse group of staff and volunteers
- Complete an inventory of all staff and volunteer skills and interests so that we can assign people as opportunities arise
- Implement a comprehensive social networking plan that includes telling stories and encourages conversations
- Communicate with and to staff through:
 - Recognizing differences among individuals and that a variety of communication methods are needed to meet everyone's needs;
 - Electronic group emails or texts;
 - Social networking through closed staff group;
 - Regularly published staff newsletters;
 - Regularly held in-person department meetings

Organizational Strategies and Success Measures

2013

A. We will help Marion become a healthier community. We will measure our work towards this strategy in 2013 by:

- Complete at least 75% of Pioneering Healthier Communities objectives funded by the Marion Community Foundation. Result: 95% Completed
- At least 15 youth and their families complete Super Kids. Result: 14 participants (10 unique)
- Partner with at least one food pantry or similar organization to continue Y Garden. Result: no organizations, but 13 unique individual gardeners
- Serve no fewer than 15,000 members throughout the year. Result: 14,908

B. We will build strong relationships with our members, donors and the community. We will measure our work towards this strategy in 2013 by:

- December 2013 membership retention of at least 62.5%. Result: 62.01
- Successfully reaching or surpassing the Building Strong Communities Campaign goal of \$90,000. Result: \$103,114
- Donor retention in 2013 campaign from 2012 is at least 62%. Result: 65.9%
- Offer at least one after school program that builds relationships with community members and provides physical activity for children serving an average of at least 15 participants per program day. Result: Two programs offered; Summer Feeding averaged 90 per day, Grant 35 per day

C. We will maintain and develop diverse revenue streams. We will measure our work towards this strategy in 2013 by:

- Successfully reaching or surpassing the Building Strong Communities Campaign goal of \$90,000. Result: \$103,114
- Establish a Heritage Club and at year end have at least five members of the Club. Result: Club established with five members
- Obtain at least \$15,000 in support of Organizational Strategies through new grant(s) from foundations, trusts or other grant sources. Result: Total grants \$130,330

E. We will be the community's organization of choice for membership, programs and charitable contributions. We will measure our work towards this strategy in 2013 by:

- Serve no fewer than 15,000 members throughout the year. Result: 14,908
- December 2013 membership retention of at least 62.5%. Result: 65.9%
- Increase youth program enrollment by at least 2% over 2012 Result: Programs for which youth had to "enroll" down 29%; overall youth participation up 36% due to Summer Feeding program
- Establish a Heritage Club and at year end have at least five members of the Club. Result: Club established with five members
- Offer at least one after school program that builds relationships with community members and provides physical activity for children serving an average of at least 15 participants per program day. Result: Two programs offered; Summer Feeding averaged 90 per day, Grant 35 per day
- Conduct participant or parent evaluations of youth sport and aquatic programs seasonally such that at least 95% of programs evaluated average at least four out of five on the evaluation scale. Result: Aquatics Programs didn't conduct evaluations / Youth Sports & camp offered evaluations, but % response from parents was minimal

Strategic Road Map for the Marion Family YMCA, 2013-2017

2014

A. We will help Marion become a healthier community. We will measure our work towards this strategy in 2014 by:

- Complete at least 75% of Pioneering Healthier Communities objectives funded by the Marion Community Foundation.
- Continue Health Innovation programs (Super Kids, Delay the Disease, LIVESTRONG, Arthritis) with growth of at least 10% over 2013.
- Update the Y Garden to raised beds with at least ten unique gardeners.

Result: 90% of PHC objectives reached; 0% growth in Health Innovation due to drop in participation in classes for those in arthritis; Y garden had ten unique gardeners.

B. We will build strong relationships with our members, donors and the community. We will measure our work towards this strategy in 2014 by:

- December 2014 membership retention of at least 62.5%.
- Successfully reaching or surpassing the Annual Support Campaign goal of \$110,000.
- Donor retention in 2013 campaign from 2013 is at least 67%.
- Offer at least one out of school program that builds relationships with community members and provides physical activity for children serving an average of at least 75 participants per program day.
- Increasing our social media presence into two platforms with an average of 3 posts per week (156 posts).

Result: December retention 60.09%; Annual Support \$114,000; 68% donor retention; Summer Feeding activity program averaged 88 per day; averaged 6.4 social media posts per week

C & D. We will maintain and develop diverse revenue streams and zealously attract outside donations. We will measure our work towards these strategies in 2014 by:

- Successfully reaching or surpassing Annual Support Campaign goal of \$110,000.
- Completing Capital / Debt Reduction Campaign Feasibility Study and move forward on at least one recommendation from study.
- Obtain at least \$50,000 in support of Organizational Strategies through grant(s) from foundations, trusts or other grant sources.
- Meet or exceed 2014 operating budget income and net income.

Result: Annual Support \$114,000; completed Feasibility Study and adopted 2015 plan; obtained \$83,900 in grants; net income at year end 130% of budget

E. We will be the community's organization of choice for membership, programs and charitable contributions. We will measure our work towards this strategy in 2014 by:

- December 2014 membership retention of at least 62.5%.
- Increase youth program enrollment by at least 7% over 2013
 - 10% growth in swimming lessons
 - 5% growth in Youth Sports
 - 10% growth in Camping and School Days Out / Snow Days
- Successfully reaching or surpassing Annual Support Campaign goal of \$110,000.
- Offer at least one out of school program that builds relationships with community members and provides physical activity for children serving an average of at least 75 participants per program day.

Result: December retention 60.09%; 10.36% growth in youth programs; Annual Support \$114,000; Summer Feeding activity program averaged 88 per day;

Strategic Road Map for the Marion Family YMCA, 2013-2017

G. We will invest in our facility by:

- Completing Capital / Debt Reduction Campaign Feasibility Study and move forward on at least one recommendation from study.
- Develop long-range (5 to 10 years) facility plan to meet Strategic Road Map.

Result: completed Feasibility Study and adopted 2015 plan; did not develop long range facility plan

H. We will invest in and build leaders among our staff and volunteers by:

- Budget \$15,000 towards leadership development and training (7% of operating expenses).
- Two volunteers attend NAYDO annual development conference.
- Offer two opportunities for teams of staff members to volunteer in the community.
- Implement a staff recognition program for staff members who are excellent in demonstrating or communicating the Y's cause.
- Implement a social media or other online communication network for staff.

Result: \$16,000 (8%) in budget for training; two volunteers attended NAYDO; one opportunity offered, but only two staff members responded; recognition "wrist band" project launched with 17 individuals recognized in 2014; launched Facebook Group page for staff with 46 members

Supporting Information and Documents

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Critical Issues of Service Area	page 11
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Current (2012) Operating Model

Geographic service area	Marion Co – primarily 43302
Customers served	Health Seekers, Older Adults, Health Enthusiasts, Families, Youth
Programs/services offered	Traditional facility-based programs, ActivTrax, PHC coalition, Community Center activities.
Funding sources	Current based on 2011 Membership 72% Programs 7% Contributed Income 15% United Way 2% Other 6%

Our Service Area—Critical Social Issues as of June 2012

Families	<ul style="list-style-type: none"> • Marion County’s poverty rate is 17.3% • Over 85% of Marion City School children qualify for free or reduced lunch – MCS became eligible for “Universal Lunch” • Opiate related addictions are on the rise with growth of inpatient treatment from 1.3 to 11% of patients in last ten years.
Implications:	Opiate drug use coupled with poverty is impacting the economy, crime, prison recidivism and other aspects of Marion society.
Health	<ul style="list-style-type: none"> • Marion County Children are overweight / obese with 45% of 5th & 9th graders overweight or obese • Marion County ranks 84 of 88 in Health Behaviors including adult obesity, physical inactivity, adult smoking & teen birth rate.
Implication:	Marion children are unhealthy and will grow into unhealthy adults with greater chances of chronic disease. In addition to moral imperative to stop this trend, this will further reduce our available workforce and put strain on Marion’s economy.
Education	<ul style="list-style-type: none"> • Marion City Schools graduation rate was 55.8% in 2009 • Marion has tremendous educational opportunities including OSUM, MTC and Tri-Rivers. • County has just 83% high school graduates & 12% Bachelors or higher
Implications:	There is a disconnect between available opportunities and actual education levels leaving a skill and education gap between residents and employers.
Economy	<ul style="list-style-type: none"> • Unemployment continues to be 9- 10% one of higher rates in the state • Several manufacturing employers continue to have openings which they can’t fill • Medium household income is \$40k compared to statewide \$47k • Issues include lack of soft skills, not passing drug test, felony convictions and transportation • Recent addition of Intermodal could have benefits
Implications:	Economy continues to struggle. Manufacturing jobs are not as available as in the past with greater entry restrictions. County continues to be behind most of the rest of state.

Overall Implication: All of the above are tied together. Education levels are direct correlation to employability, yet prior generations were able to have good employment without much education which has led to de-valuing of education. Drug use impedes ability to be employed and often leads to crime and a downward cycle. Lack of job opportunities leads to poverty which can lead to crime and drug use. People in poverty are more likely to be overweight or obese.

Marion Family YMCA Executive Summary of Key Leader Interviews August, 2012

Nine strategic planning committee members interviewed 31 community leaders over a six week period. Everyone interviewed was somehow involved with the Y. Involvement ranged from lifelong members, donors, volunteers and to a board member of the MCF when the foundation made a grant to the Y for our current facility. No leaders said they had no involvement.

Leaders think the Y is overwhelmingly perceived positively in the community. The leaders see the Y as highly involved outside of our facility working on community change. What we do well is seen in different ways throughout the group of leaders. Overall our diversity in programs and who we serve, communications and community engagement rose to the top as doing well. Leaders had suggestions for improvement that ranged from very specific program ideas to broadly improving access, transportation and continuing to work on improving the community's perception of the Y.

Leaders see us as both serving and not serving some of the same demographic groups with polar answers of one social service professional saying we serve low-income families more than middle to upper income and another social service professional stating the exact opposite. Some of those interviewed see us as serving seniors well through Silver Sneakers and others said we don't serve this age group. There was little consistency in these responses.

Responses on the greatest needs in Marion centered on improving the economy, growing business and economic / business development. Also improving the health and welfare of Marion residents was apparent. Most leaders were aware of and / or participating in efforts to make improvements in Marion. Existing efforts mentioned included Pioneering Healthier Communities, Marion Matters (Bridges out of Poverty) and other collaborations.

Leaders gave us a wide variety of answers regarding on what the Y should focus going forward although work related to Pioneering Healthier Communities (advocating for more sidewalks, active transportation, physical activity) was mentioned several times. Also important going forward is to continue focusing on finances, reducing debt and focusing on kids.

Similarly there were a variety of answers on suggestions to the board, with many answers beginning with "continue to..." reflecting that many leaders see the Y as doing well and simply needing to continue to do so. The one area that perhaps was mentioned more than others was accessibility: membership fees, physical access to the facility, and access to programs and activities in other areas of Marion.

If one sentence had to summarize all the interviews it would probably be that the Y is perceived as a strong organization working to meet community needs and should continue to assess its work to make sure it stays on this path.

Statewide Pioneering Healthier Communities: **Community Action Plan**

Original Dates 2011 – 2014; Actual Dates: 2011 – 2013 with new CAP for 2014 - 2017

Community Name: Marion

State: Ohio

Statewide PHC is focused on revolutionizing community health by promoting policy, systems, and environmental changes that 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)

CAP Section Completion Dates

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

Team's mission statement:

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.

YMCA coach: Theresa Lubke

Partner coach: Amy Gorenflo (2013 Coach is Erin Creeden)

A. Objective 1:

A1. To provide access to resources through a multi-platform network that provides continuing & consistent education on healthy eating & physical activity.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure 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. Policy/Systems/Environmental change strategy #1 to achieve this objective:

Develop a brand / marketing plan.

Alignment with State Alliance Priority:
 No
 Yes Increase public awareness

Setting/Sector:
 School
 Afterschool/daycare
 Pre-K
 Worksites
 Neighborhood
 Community-at-large

Priority Area:
 Healthy Eating
 Physical Activity
 Both

Assessment data (e.g. CHLI)
 Political opportunity/will
 Leadership team focus
 Other Community motivation & Understanding

Rationale for above strategy:

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Design and choose a logo	Coalition will have a logo	Action Team Members: Carrie G, Katie C & Tom G.	August – Oct, 2011	Logo developed and in use	Nov 2011
Develop & launch a website with resource links and information on local coalitions work and progress	Website available	Action Team Member: Mike S with MTC students	October 2011 – Jan. 2012	Page on State website	Sept 2012
Develop collateral material	Variety of platforms with healthy living information	Action Team Members	October 2011 – March 2012	One Pager and video developed and in use	June 2012
Develop a speakers bureau and resources for speakers	Up to date presentation material and coalition members ready to speak	Action Team Member: Theresa L.	November 2011 – April, 2012	Speaking as requested but no formal bureau	

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
Develop a brand / marketing plan.	Increase	#	The brand/plan's existence.	0	1	Brand exists & is recognized	Community leader feedback

A. Objective 2:

A1. To increase public awareness & support of the needs for PSE change to reduce childhood obesity.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure 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. Policy/Systems/Environmental change strategy to achieve this objective:

Provide support, exposure and community awareness of the work of other Action Teams and similar coalitions & organizations.

Alignment with State Alliance

Priority:

- No
- Yes Increase public awareness

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other Community motivation & Understanding

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Catalog existing organizations, coalitions, sport associations, etc	Knowledge base of such organizations with whom we can coordinate	Action Team Members	Sept. – Dec., 2011	Incomplete – action step put on hold as of June, 2013	
Launch PHC 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: Chrissy Spinkle?, Katie C and Tom G	Aug. – Oct. 5, 2011	Participated in Oct 2011 Walk to School Day	Oct, 2011
Mark Fenton to visit Marion	Increase capacity of community for change / increase motivation for change	Action Team Member: Theresa L.	Aug. – Nov, 2011	Two day visit	Nov., 2011
Disseminate developed platform and CHC's platform to other organizations & coalitions	Community organizations and groups are working together for change	Action Team Members	Jan. 2012 and ongoing	Coalitions met	Nov, 2011
Meet with elected officials to keep them informed of work, it's value and long range goals	Local and state elected officials are supportive of work.	Action Team Members	Aug, 2011 and ongoing	Meetings in fall of 2011 & held community leader breakfast, Nov. 2012	Work is 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	5 Action Teams	PHC Action Teams

A. Objective 3:

A1. To increase access to fruits, vegetables and other healthy foods.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure 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. Policy/Systems/Environmental change strategy to achieve this objective:

A2. Partner with local food providers to increase access to high quality foods through increasing available offerings, incentivized promotion and neighborhood marketing. Note: This developed into partnering with a corner or convenient store for Healthy in a Hurry.

Alignment with State Alliance

Priority:

- No
- Yes (access to healthy foods)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other(describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Gather local food assessment and food desert data from Creating Healthy Communities program, determine target areas/food providers.	Establish baseline data regarding current offerings.	Amy, Sharon	9/1/11-11/30/11	CHC survey completed Additional food access survey completed with community center surveys	Summer, 2011 Spring, 2012
Develop proposal to make to food providers; make contact with food distributors; come up with marketing plan and budget, including incentives. Changed to finding corner / convenient store partner in underserved neighborhood for "Healthy in a Hurry"	Build capacity to effectively present strong "case" for system change.	Sharon, Katara, Amy, Quiana, Dr. B, Heather,	11/1/11-2/28/12 Moved to 8/1/13 - 12/31/13	Identified and Initiated first Healthy in a Hurry corner store in an underserved area of Marion City.	Fall 2013- 2014
Set up meetings with food providers in targeted areas to outline proposal and request partnership. Changed to marketing of Healthy in a Hurry	Build relationships, get buy in, system change made	Sharon, Katara, Amy, Quiana, Dr. B, Heather,	3/1/12-6/30/12 Moved to 6/1/14 - 12/31/14	Provided ongoing Technical Assistance and Marketing to JMJ.	Ongoing 2014
Work with food pantries, food providers and community and neighborhood groups to conduct marketing campaign regarding healthy eating	Community buy in, purchase and consumption of new healthy offerings.	Carrie, Sharon, Katara, Quiana, Dr. B, Heather, Amy	9/1/11-12/30/12 Moved to calendar year 2014	Worked with MidOhio Food Bank on Strategic Planning sessions. Local food pantries, faith-based, healthcare, community organizations and community members provided insight on strategies to improve access to healthy foods.	Summer 2013- Fall 2013

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
<i>A2. Increase access to high quality foods</i>	<i>Increase</i>	<i>%</i>	<i>Food providers offering high quality foods</i>	<i>10</i>	<i>20</i>		
<i>New Measurement as of June, 2013</i>	<i>Increase</i>	<i>#</i>	<i>Healthy in a Hurry Stations</i>	<i>0</i>	<i>1</i>	<i>1</i>	<i>PHC Action Team</i>

A. Objective 3:

A1. To increase access to fruits, vegetables and other healthy foods.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

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.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2. Increase the number of new community gardens in the Marion Community.

Alignment with State Alliance

Priority:

- No
- Yes (access to healthy foods)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other(describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Conduct assessment work with existing community gardens to determine methods in place to ensure sustainability.	Knowledge acquisition regarding best practices	Food Access Team, CHC program	10/2011 and ongoing		
Determine possible locations of community gardens, approach stakeholders, explore funding opportunities (if needed).	Community support and location determined.	Food Access Team, CHC program	1/2012 to 6/2012	Location secured at Christ Missionary Baptist Church	Feb., 2013
Recruit volunteers to assist with garden planning and implementation processes.	Sustainable plan for garden and community support.	Food Access Team, CHC program	1/2012 to 6/2012	Tri-Rivers, Marion City, Action Team, Congregation	Jan. – May, 2013
Conduct ongoing assessment of garden work, produce generated, produce consumed or donated.	Documented status of project	Food Access Team, CHC program	6/2012-11/2012 and ongoing	Working with OSUM	
Explore community partnership to conduct program work relating to cooking and/or preserving fresh produce.	Increased consumption of fruits and vegetables.	Food Access Team, CHC program	Seasonally, throughout project, ongoing.	YMCA applied for grant with General Mills for mobile cooking equipment	

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
Increase number of community gardens.	Increase	#	Community gardens	2	4	3; Plus Marion City School 6 sites	Actual gardens per site visits

A. Objective 4:

A1. To increase opportunities for physical activity.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure 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. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Support & encourage the development of an improved 10-mile circular bike route on city streets with connector spurs to downtown, select city parks, schools, public facilities and Wellness Drive.

Alignment with State Alliance

- Priority:**
- No
 - Yes (safe routes, complete streets & physical activity plans)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other (describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Meet with city and bike club on enhancing and updating current bike route	Improved 10 mile route through and around city	Action Team Members	Sept. 2011 – May, 2012	Bike route updated	Sept. 2011
Complete assessment of built environment along proposed bike route	Knowledge of needed improvements for city to prioritize	Action Team Members working with neighborhood residents	Oct, 2011 – July, 2012	Action Team members rode route	Sept, 2011
Install consistent signage along new route	Signs marking route are installed	City of Marion	April 2012 – Oct, 2013	Circular route signage installed	May, 2013
Inform neighborhood residents and get buy-in along new bike route	Neighbors are supportive of route and use it.	Action Team Members	April – Aug, 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
Development of Bike Path	Increase	#	Miles of designated bike path	0	10	10	Team members measured route

A. Objective 4:

A1. To increase opportunities for physical activity.

***NOTE:** This objective may be addressed by additional policy/ systems/⁹ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure 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. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Increase active transportation opportunities.

Alignment with State Alliance

Priority:

- No
- Yes (safe routes, complete streets & physical activity plans)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other (describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Conduct park accessibility, facility & usage assessments on select city parks	Knowledge of needed improvements for city to prioritize	Action Team Members	Nov. 2011 – Aug, 2012		
Conduct walking assessment with Mark Fenton of downtown Marion and areas within City Limits	Community support, established need and focus areas.		Nov. 2011	Neighborhood assessment completed	Nov. 2011
Temporary path from Villandry to Wellness Drive installed	Path connecting neighborhood to YMCA	Action Team Members: Dan Stewart & Theresa L.	Sept, 2011 – Sept 2014	Initial contact made with property owner with barriers based on lighting and costs	Continuing to pursue
Advocate as opportunities arise for “complete streets”	More miles of sidewalks, bike lanes, sharrows or complete streets	Built Envir. And Ed & Awareness Team – Theresa	Ongoing	OH 95 work in 2013 includes bike lanes and some additional sidewalks	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
Increase active transportation opportunities	Increase	#	Miles of active trans. routes added	0	5	2	OH 95 Project

A. Objective 4:

A1. To increase opportunities for physical activity.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure 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.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Support Safe Routes to School Efforts

Alignment with State Alliance

Priority:

- No
- Yes (safe routes, complete streets & physical activity plans)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other (describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Work with Marion City School System in the creation of School Travel Plan for no fewer than one K-5 school building.	Additional School Transportation Plans are submitted for funding		Jan. – Dec 2012	Taft Elementary has completed School Travel Plan. SRTS infrastructure project will occur 2015-2016 School year. No additional schools recruited d/t delay and staffing changes. Will reassess after project complete	Fall 2011
Conduct bike safety programs and information at schools impacted by Safe Routes to school and new bike route	Children utilize bike safety skills and ride bikes more often	Action Team Members	Oct, 2011 and ongoing	Walk to School Day 2011 Bike Safety Events at 2 schools May, 2013	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
Support Safe Routes to School Efforts	Increase	#	Travel plans submitted to ODOT	1	3	1	Transportation Plan itself; and resulting SRTS funding

A. Objective 5:

A1. To reduce BMIs of children in Marion County.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans.
- 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.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Partner with Marion City/County school systems & PreK settings to increase the amount of physical activity opportunities offered during the school day through advocacy, policy development assistance and coordination of additional community partners.

Alignment with State Alliance

Priority:

- No
- Yes (increase physical activity afterschool)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other(describe priority)

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	MPH BMI study Assessments completed	May, 2012
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	CATCH training was supported and training was provided. Ohio Healthy Training offered to ECC	Summer 2013 Summer 2014
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	Action Team membership includes School Board member and a Super. PHC partner coach serves on several wellness committees. Advocacy efforts are ongoing through CAP cycle.	Through 2014
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	CATCH training conducted 2 ECC made steps towards PSE to increase Physical activity Ohio Healthy Training conducted. Of those trained 3 ECC made steps towards PSE to increase Physical activity	Fall 2013- Fall 2014

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
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	Worked moved to new CAP	

A. Objective 5:

A1. To reduce BMIs of children in Marion County.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans. .
- 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.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Partner with Marion City/County school systems & Pre-K settings to increase the amount of physical activity opportunities offered outside of the school day as part of before or after-school programs. Changed to as part of outside of school programs to include summer.

Alignment with State Alliance

Priority:

- No
- Yes (increase physical activity afterschool)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other(describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
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	Initial research complete – CATCH program well utilized and research based	Winter 2012
Support and assist with implementation of increased after school programs and work with program leaders to use best-practice physical activity program, such as CATCH (Coordinated Approach To Child Health)	An increase in the number of programs offered in county schools.	Action Team Members	Ongoing throughout project	Attempted with Elgin in winter 2012 – 2013. Were not able to get students to stay after school for program. 2 After School programs were trained in CATCH program and initiated program in after-school setting.	Summer 2013
Support and assist implementation of physical activity as part of Summer Feeding Program.	An increase in number of children getting physical activity at Summer Feeding sites	YMCA	Summers beginning 2013	Activities implemented in six sites all ten weeks 2013; continued in 2014	6.1.2013 Continued 2014
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 schools	Action Team Members	Beginning January, 2012 and ongoing.	CATCH program offered at Boys and Girls Club	Summer 2013

C. Long Term Measurement of PSE Strategy:

PSE Strategy (A2 above)	Direction of Change (increase/decrease/)	Unit of Measurement	What will be Measured	Baseline	Target	Actual	Data Source
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	maintain)	(#, %, rate)					14
Increase the amount of physical activity opportunities offered <u>outside</u> of the school day	Increase	# of minutes	Daily PA offerings outside of school day	Unknown/variable	30 minutes per day	Summer '13 90 children in 20 minutes of activity each day. Summer '14 83 children per day average	Actual count on site

A. Objective 5:

A1. To reduce BMIs of children in Marion County.

Related RWJF Strategy:

- Reduce youth exposure to unhealthy food marketing through regulation, policy and effective industry self regulation.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Advocate for system change in pediatric medical provider offices to use the most recently updated clinical guidelines (i.e. Textbook of Pediatric Care, American Academy of Pediatrics, 2009) for addressing childhood obesity in the clinical setting.

Alignment with State Alliance

Priority:

- No
- Yes (info to parents about childhood obesity)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other (input from medical community)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Conduct assessment to determine what clinical guidance pediatric & OB medical provider offices are using.	Data will provide clear path for partnership opportunity.	Action Team Members	September-December 2011	Found practices to be generally outdated or nonexistent	March, 2012
Present local data to provider offices regarding impact of childhood obesity and advocate for office policy to address BMI at every clinical encounter.	Agreement of provider offices to use updated guidance and focus on BMI and obesity intervention.	Action Team Members	January-March, 2012	Scheduled Grand Rounds for Oct. 2012	October, 2012 held Grand Rounds
Arrange for and provide professional development training to provider offices not using most updated guidelines. Encourage use of guidelines.	All pediatric provider offices in County using most current guidelines.	Action Team Members and professionals conducting training	January, 2012 to April, 2013	Scheduled Grand Rounds for Oct. 2012	October, 2012 held Grand Rounds
Provide training for healthcare providers on Ounce of Prevention developed by Nationwide Children's Hospital	All pediatric & family provider offices in City use Ounce of Prevention. Also used with Head Start and other community organizations	Action Team Members Erin Creeden	January, 2013 to December, 2013 with ongoing training	All area pediatric providers including MGH OB now use Ounce of Prevention	Dec 2014

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
Pediatric medical provider offices to use the most recently updated clinical guidelines for addressing childhood obesity in the clinical setting and / or Ounce of Prevention.	Increase	#	Provider offices using most updated guidelines / Ounce of Prevention	0	4	5	Personal contact with providers

A. Objective 5:

A1. To reduce BMIs of children in Marion County.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans..
- 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..

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Advocate for and assist with creation and implementation of public school policies to develop and improve school nutrition environments.

Alignment with State Alliance

Priority:

- No
- Yes (healthy foods in early childhood & afterschool settings)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other(describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Gather assessment data, such as BMI studies, school wellness policies and practices. Research best practice school wellness policy changes.	Establish baseline data to present to make "case" for PSE change.	Action Team Members	Ongoing throughout project	MPH BMI completed Attended Learning Institute	Spring 2012 June, 2012
Expand PHC involvement to include greater representation from local school leaders.	Superintendents, board members and PTA leaders involved in project.	Action Team Members	September 2011-December, 2011, as needed	Elgin School Board member joined Leadership Team	
Create awareness of and support compliance with SB 210 (Healthy, Hunger Free Kids Act) Legislation.	Full compliance with legislation.	Action Team Members	Ongoing throughout project	Provided school information as requested by MCS and assisted with parent education	May, 2013 but work is ongoing
Assist with successful development and implementation of school wellness programs.	Utilization of coordinated school health model.	Action Team Members	Ongoing throughout project	Ongoing in new CAP	
Support strategies to change and implement policies to provide healthy foods and beverages in cafeterias and vending machines.	Policy adoption.	Action Team Members	Sept. 2011-Spring, 2013	Ongoing in new CAP	
Advocate for school policies requiring teachers and school staff to be healthy role models	Policy adoption and implementation.	Action Team Members	Sept. 2011-Dec. 2012	Ongoing in new CAP	
Develop and implement district-wide policies that would require any school-sponsored activity (sports, conferences, kindergarten registration, etc.) to offer only healthy food and beverages.	Policy adoption.	Action Team Members	March 2012 - August, 2013	Ongoing in new CAP	
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	Ongoing in new CAP	

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	5	Personal contact with schools

A. Objective 5:

A1. To reduce BMIs of children in Marion County.

***NOTE:** This objective may be addressed by ¹⁸ additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure 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. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Advocate for and assist with creation and implementation of public school policies regarding fundraising and classroom celebrations.

Alignment with State Alliance

Priority:

- No
- Yes (healthy foods in early childhood & afterschool settings)

Setting/Sector:

- School
- Afterschool/daycare
- Pre-K
- Worksites
- Neighborhood
- Community-at-large

Priority Area:

- Healthy Eating
- Physical Activity
- Both

Rationale for above strategy:

- Assessment data (e.g. CHLI)
- Political opportunity/will
- Leadership team focus
- Other (describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Gather assessment data, such as BMI studies, school wellness policies and practices. Research best practice school wellness policy changes.	Establish baseline data to present to make "case" for PSE change.	Action Team Members	Ongoing throughout project	MPH BMI completed Attended Learning Institute	Spring 2012 June, 2012
Assist with development and implementation of policies requiring classroom celebrations to limit or eliminate foods not part of school breakfast or lunch programs standards and/or limit number of celebrations in any particular classroom in a month or year.	Policy development, adoption and implementation.	Action Team Members	Sept. 2011- Spring, 2013	3 districts adopted Healthy Classroom Celebration Guidelines: Elgin, RV & Pleasant	June, 2012
Advocate for policies that would limit the sale of foods with limited nutritional value for school fundraising activities.	Adoption and implementation of fundraising policy.	Action Team Members	March-August, 2013	Not completed during time frame – part of new CAP	

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
Creation and adoption of fundraising and classroom celebration policies	Increase	#	Policies adopted	0	4	3	Conversations with Superintendents and Board meeting minutes

A. Objective 5:

A1. To reduce BMIs of children in Marion County.

***NOTE:** This objective may be addressed by additional policy/ systems/ environmental change strategies (repeat as needed)

Related RWJF Strategy:

- Ensure that all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans.
- 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.
- Reduce youth exposure to unhealthy food marketing through regulation, policy and effective industry self regulation.

B. Policy/Systems/Environmental change strategy to achieve this objective:

A2: Work with local school systems to adopt comprehensive, detailed wellness policies addressing the overall school health environment.

Alignment with State Alliance Priority:
 No
 Yes (healthy foods in early childhood & afterschool settings)

Setting/Sector:
 School
 Afterschool/daycare
 Pre-K
 Worksites
 Neighborhood
 Community-at-large

Priority Area:
 Healthy Eating
 Physical Activity
 Both

Rationale for above strategy:
 Assessment data (e.g. CHLI)
 Political opportunity/will
 Leadership team focus
 Other (describe priority)

Action Steps	Desired Outcome	Specific Person(s) Responsible	Timeframe	Actual Outcome	Completion Date
Gather assessment data, such as BMI studies, school wellness policies and practices. Research best practice school wellness policy changes.	Establish baseline data to present to make "case" for PSE change.	Action Team Members	Ongoing throughout project	MPH BMI completed Attended Learning Institute	Spring 2012 June, 2012
Expand PHC involvement to include greater representation from local school leaders.	Superintendents, board members and PTA leaders involved in project.	Action Team Members	September 2011-December, 2011, as needed	Elgin School Board member joined Team	
Create awareness of and support compliance with SB 210 (Healthy, Hunger Free Kids Act) Legislation.	Full compliance with legislation.	Action Team Members	Ongoing throughout project	Provided school information sheets as requested by MCS and assisted with parent education	May, 2013 but work is ongoing
Assist with successful development and implementation of school wellness programs.	Utilization of coordinated school health model.	Action Team Members	Ongoing throughout project	Continued in 2014 - 2017 CAP	Continued to next CAP

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
New school wellness policy adoption	Increase	#	New/Updated Wellness policies	0	3	0	