

CREATING HEALTHY COMMUNITIES SUMMIT

Achieving Lasting Community Level Change

REPORT



Presented By:



In Partnership With:



Thank you for attending the 2015 Creating Healthy Communities Summit. We hope you were energized by last spring's conference and that you identified new methods for achieving health goals in your community. As a refresher, here is a link to the resource toolkit from the summit: <http://creatingahealthycommunity.com/resources.html>

In the five months since the April summit, a lot of progress has been made to increase healthy choices around the state. This fall, the Idaho Department of Health & Welfare has hosted a three-part series of Healthy Eating, Active Living (HEAL) meetings, and the seven public health districts are working on Let's Move and other programs. Cities, counties, and other organizations have implemented some major policy improvements and advanced significant health initiatives.

While celebrating these achievements, we have been assessing feedback from the 2015 summit. Participants told us clearly that they are seeking education, networking and collaboration opportunities. To better meet these expectations, we have decided to delay this year's summit by a few months.

NEXT CREATING HEALTHY COMMUNITIES SUMMIT: FALL 2016

The planning team is polling stakeholders to develop the backbone for what we hope will be an inspirational summit with a dynamic keynote speaker with multi-sector appeal in the fall of 2016. We plan to showcase examples of best practices from both Idaho and other communities around the nation. Highlighting community projects and initiatives can inspire and provide ideas for others. Please send us your community success stories so we can share them broadly.

Meanwhile, we'd like to showcase some of the amazing community-level work that is taking place through collaborative efforts and great partnerships that support the priority areas identified by summit attendees: access to healthy foods; active, and public transportation; healthy, active kids and access to care. Each of these efforts highlights the strength of partnerships, leadership and collaboration around a common agenda. Many of the efforts highlighted had already been in development phase to varied degrees, so this also serves to reinforce that many communities are already actively engaged in collective impact work.

If you have feedback or suggestions, please feel free to contact Jean Mutchie at St. Luke's Children's, fitzgerj@slhs.org or 208-989-8408 or Kendra Witt-Doyle at the High Five Children's Health Collaborative at kwitt-doyle@bcidahofoundation.org or 208-286-3461.



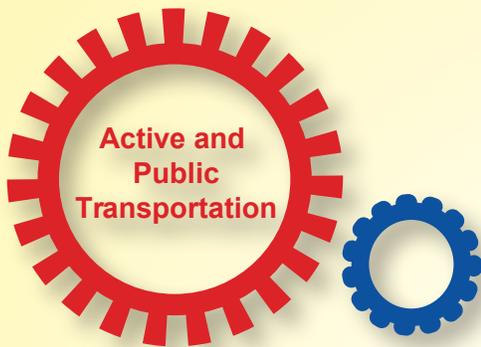
CREATING A HEALTHY COMMUNITY: EXAMPLES OF COLLECTIVE IMPACT WORK

SUGAR SALEM INTEGRATES NUTRITION EDUCATION ACROSS THE CURRICULUM

Alan Dunn, superintendent of Sugar Salem School District, was a panelist at the 2015 summit. He was very moved by the collective impact approach to addressing school wellness in his community. Alan is a long-time champion for keeping kids healthy (he is also married to the physical education teacher!). He wanted to do the right thing to comply with national regulations around wellness policies for his school district.

Interacting with many community partners and addressing what he could do as an administrator to make his schools compliant, he decided that teaching the concepts of healthy living for all the right reasons included nutrition education. The Sugar Salem school district has received training on infusing the curriculum with nutrition examples into other content areas. This school year, Sugar Salem will implement the addition of nutrition education across the curriculum in elementary schools to promote healthy behavior changes.

For additional information, please contact: Alan Dunn, Ed.S., Superintendent, Sugar Salem School District #322, at adunn@sugarsalem.com or call (208) 356-8802 x1.



COMPASS INSTALLS BIKE AND PEDESTRIAN COUNTERS TO PLAN FOR FUTURE NEEDS

COMPASS has recently purchased automated bicycle/pedestrian counters to collect data on bicycle and pedestrian use that will help COMPASS, and its member agencies, do a better job of planning for regional and local bicycle and pedestrian needs. The counters will provide information such as the numbers of bicyclists and pedestrians using certain routes, and the days of week and times of day they are using them.

Bicycle/pedestrian counters will be permanently installed at 12 locations throughout Ada and Canyon Counties. These permanent counters are the first of their kind in Idaho. The locations for the counters were chosen with input from a 40-member Active Transportation Workgroup. The counters will be installed on or near dedicated biking and/or walking paths in both large and small communities. The 12 counters are scheduled to be installed by mid-September.

In addition to the permanent counters, which will focus on dedicated biking and walking paths, COMPASS has also purchased portable bicycle/pedestrian counters which can be used on trails, roads, and at intersections. With the new counters, COMPASS will be able to look at the data together to see where improved bicycle and pedestrian infrastructure is needed. The permanent counters will also help track trends over time, to see if and how the numbers of users change by time of day, day of week, and month of year.

For more information on this project, please contact Amy Luft at 475-2229.

EXAMPLES OF COLLECTIVE IMPACT WORK

SCHOOL WALKING CHALLENGE EXPANDS IN 2015

Last year, the High Five Children's Health Collaborative and Let's Move Boise launched a new walking contest with the goal of improving the health of schoolchildren and elected officials. In October 2014, more than 13,500 kids at 37 Treasure Valley schools walked or ran 102,445 miles. Nampa Mayor Bob



Henry logged 217.80 miles as the winner of the elected officials' competition.

Hoping to increase the impact of the event, High Five has partnered with St. Luke's and the Idaho Dairy Council to expand the Mayor's School Walking Challenge across Southwest and South Central Idaho. During the month of October, schools are invited to compete for a \$2,000 cash prize; \$1,000 for the purchase of fitness equipment and \$1,000 for food service equipment at their school. As health ambassadors, the mayor who logs the most miles will receive \$5,000 to use for fitness equipment at a local school or park of their choice.



To learn more about the 2015 School Walking Challenge, please see:

<http://highfiveidaho.org/school-walking-challenge/> or contact Courtney Frost at cfrost@bcidahofoundation.org.

NAMPA WALKING TRACKS



Nampa has one of the highest obesity rates in Idaho. Canyon County's health-related obesity costs are among the highest per capita. Endeavor and Central Elementary are Title 1 schools have high economic need and limited structured physical activity opportunities for students. The Blue Cross of Idaho Foundation for Health's High Five Community Grant and St. Luke's Health System funded a 1/8-mile track for each elementary that is accessible to school children during the day and neighbors in off-school hours.

The goal of partnering to build a track was to improve the physical activity environment that exists at the schools due to limited playground equipment, but expansive green space. Modeling the schools' walking program off of West Ada's Ponderosa Pacers program, each class has a dedicated 15 minute period per day for walking or running on the track. This is in addition to the use it receives at other recesses throughout the day.

To measure the effectiveness of the track program, a timed mile will be assessed as the beginning and end of the program, minutes of physical activity tracked, miles accumulated, and measured and anecdotal changes in behavior problems of students participating in the program.

To learn more about this project, please contact Jean Mutchie at fitzgerj@slhs.org or Kendra Witt-Doyle at kwitt-doyle@bcidahofoundation.org.

EXAMPLES OF COLLECTIVE IMPACT WORK

BOISE'S PLAN4HEALTH COALITION

Overview of the Coalition

Boise's Idaho Plan4Health Coalition – made up of members from the Idaho Chapter of the American Planning Association (APA), Idaho Public Health Association (APHA), and the City of Boise – is an emerging coalition working to understand the food and nutrition landscape of the neighborhood, and to clearly identify actions and interventions that will change this landscape for the better. The Coalition is committed to not only improving Vista neighborhood residents' access to healthy food options, but to greater community revitalization. The Plan4Health effort is supported by a grant funded by the Centers for Disease Control and Prevention (CDC) and led by APA's Planning and Community Health Center.



Partners

The Idaho Plan4Health Coalition initiative parallels the efforts of the City of Boise's Energize our Neighborhoods program (<http://pds.cityofboise.org/energize/vista/>). This three year program is bringing together the resources of the City with neighborhood leaders and representatives of other groups serving the area. The focus of their efforts is around neighborhood livability indicators, including: children and youth, health, crime, economic development, housing, sustainability, transportation, place-making, arts and history.

The Plan4Health Coalition has built partnerships with other groups working in this neighborhood, including Boise State University, the Urban Land Institute's (ULI) Vista Corridor Study, and Let's Move Boise to identify solutions to health barriers. The Coalition has received tremendous support from the APA's Planning and Community Health Center in terms of webinars, networking contacts on other similar projects, moral support, and other resources.

The Project

The project is organized around assessing and improving five aspects of healthy eating and nutrition in the neighborhood: food security; food quality; food literacy; food access and infrastructure; and food culture. The Coalition has identified these as the "Five Pillars" for food assessment that provide a framework for identifying the goals, solutions and indicators for measuring progress.



Early Successes

The Plan4Health Coalition has been able to find easy access to community residents and neighborhood organizations through the framework provided the City's Energize our Neighborhood program. The Coalition has participated in several community events where residents, including children, were engaged in activities that provided them an understanding of the goals of the project. This engagement within a wider community effort is seen as an important element in building a constituency for the project's long term sustainability.

For more detailed information on the Plan4Health project go to

<http://www.plan4health.us/> or contact Dr. Mark Siemon marksimson@boisestate.edu.

EXAMPLES OF COLLECTIVE IMPACT WORK

HEALTHY LIFESTYLE MESSAGING GOING STATEWIDE

At the Creating a Healthy Community Summit in 2014 and 2015, work groups identified a need for consistent statewide messaging to promote healthy eating and active living. Following the summit in 2014, The University of Idaho (UI), Eat Smart Idaho program applied for grant funds to create a committee to work on developing statewide healthy lifestyle messages. In October 2014, UI received the funding for this project and met with leadership from the Idaho Department of Health and Welfare, Healthy Eating, Active Living (HEAL) network. Through the network, UI Eat Smart Idaho staff contacted a wide variety of partners from across the state of Idaho. Over 20 partners have joined the committee and have been meeting since January 2015. This group is dedicated to creating consistent healthy lifestyle messaging to be used statewide.

In May of 2015, the Oliver Russell marketing firm was contracted by UI Eat Smart Idaho to provide professional marketing services for this exciting project. With Oliver Russell's assistance, the committee was able to conduct two focus groups and to identify what kind of messaging and venues would be best to promote healthy lifestyle messaging in Idaho. In late October 2015, Oliver Russell will present to the messaging committee their final concepts for the healthy lifestyle messaging.

The Healthy Lifestyles messaging committee is a subcommittee under the newly restructured HEAL network. Through the HEAL network the committee will share their work creating statewide healthy lifestyle messaging and make the messages available to all HEAL network partners who wish to use it.

For more information about Healthy Lifestyle messaging, please contact Nikki MacKinnon at Eat Smart Idaho: nmackinnon@uidaho.edu.

1ST GRADER WINS SCHOOL LUNCH RECIPE CONTEST AND LUNCH WITH BOISE MAYOR

A recipe for chicken fried rice submitted by Sam Grover, a 1st grader at Liberty Elementary School, was named the winner of the school lunch recipe contest hosted by the Boise School District and Let's Move Boise.

An eight-member panel of children and adults judged four recipes in the finals of the first-ever competition. The judges evaluated the taste of each recipe, use of local ingredients and other criteria during a program at Shadow Hills Elementary School.

The other finalists, schools and awards include:

- Sloan Richey – 1st Grade, Pierce Park Elementary School, Harvest Yogurt Parfait (2nd place)
- Tavia and Serenity Calhoun - 4th & 3rd Grades, White Pine Elementary School, Taco Pasta (3rd place)
- Isabella Zufelt - 4th Grade, Shadow Hills Elementary School, Yam Bake (4th place)



Entries were submitted by 26 students at 11 elementary schools throughout the district, including Adams, Hidden Springs, Maple Grove, Mountain View, Owyhee, Shadow Hills, Washington and Whittier.

Final recipes were tested and prepared by members of the Boise Schools Food & Nutrition staff. All four of the final recipes will be served in Boise school cafeterias this year and featured on Let's Move Boise recipe cards.

1ST GRADER WINS SCHOOL LUNCH RECIPE CONTEST AND LUNCH WITH BOISE MAYOR

For his chicken fried rice recipe, Sam Grover won lunch with Boise Mayor David Bieter at Liberty School and a feature article in the Boise Parks & Recreation summer Activity Guide. Other prizes include gift cards from Whole Foods and Albertson's, kitchen gadgets from Standard Restaurant Supply, culinary classes with Boise Urban Garden School, Chop Chop cookbooks, Let's Move Boise backpacks, and Idaho Steelheads tickets.

The goal of the program is to encourage kids and their families to talk about healthy, nutritious menu items served during lunch at Boise schools. Encouraging kids to eat healthy food is a priority of Let's Move Boise, a coalition of local organizations seeking to combat childhood obesity.

To learn more, please see www.letsmoveboise.com.

NEWS AND EVENTS

HEALTHY EATING, ACTIVE LIVING (HEAL) CREATES NEW STRUCTURE TO SUPPORT PRIORITY AREAS

HEAL has been a partner of the Creating Healthy Communities Summit and is now expanding its structure to better support three of the four priority areas identified by summit participants. Because HEAL has a state-wide reach, the network will help drive work locally through regional meetings using the support structure in three designated priority areas: active, public transportation; healthy, active kids; and access to healthy food. They will assist in the following ways:

- Intentional and purposeful connections
- Drive work in specific areas
- Create a database of resources and contacts
- Establish the opportunity for cross sector communication

Please find the link to their structure here: www.heal.idaho.gov.



UPCOMING EVENTS CHRONIC DISEASE CONFERENCE

May 24-25, 2016

The Idaho Department of Health & Welfare is planning a spring chronic disease conference focusing on population health. The conference will be held at the Boise Centre in downtown Boise. For additional information, please contact: Angie Gribble, Physical Activity and Nutrition (IPAN) Program Manager, Bureau of Community and Environmental Health at gribblea@dhw.idaho.gov or call 208-334-5788.

We thank you so much for all the great work you are doing to improve the health of our state. In the months to come, please look for information about the fall 2015 Creating Healthy Communities Summit.



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