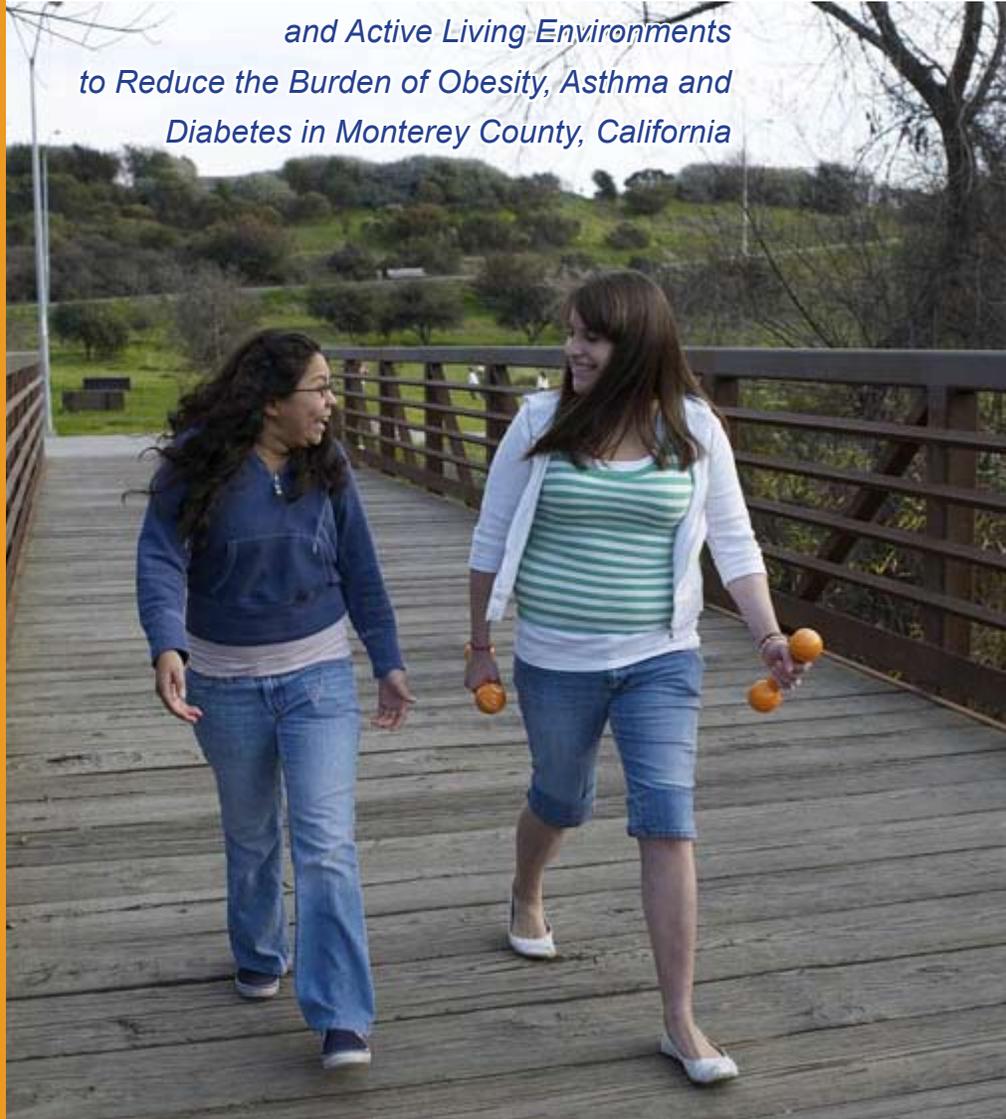


Working Together to Create Healthy People in Healthy Places

CALL TO ACTION PLAN: 2008 - 2013

*Promising Strategies for Creating Healthy Eating
and Active Living Environments
to Reduce the Burden of Obesity, Asthma and
Diabetes in Monterey County, California*





The “Call to Action” goal is to create a framework to continue to promote and adopt strategies that will eventually reduce the burdens of obesity, diabetes and asthma in Monterey County.

The achievement of this goal depends on a number of community groups and institutions stepping up to the challenges and opportunities presented in this “Call to Action.”

The Monterey County Department of Health is committed to achieving this goal over the next 15- 20 years, and we look forward to working with each of you in these endeavors.

This document will highlight the successes of the “Steps to a Healthier Salinas” effort over the last five years, 2003-2008, as a model for achieving this goal countywide. It will focus on the promising strategies tested and suggested by the contract agency partners, the Council for a Healthier Salinas’ involvement and feedback, and the entire social marketing plan of the Steps to a Healthier Salinas.





Call to Action Plan: 2008-2013

Promising Strategies for Creating Healthy Eating and Active Living Environments to Reduce the Burden of Obesity, Asthma and Diabetes in Monterey County, California

INTRODUCTION

The Monterey County Department of Health was awarded a five-year grant of approximately \$8.4 million in 2003 as one of the original 12 communities nationwide to address the burden of obesity, diabetes and asthma among the residents of the city of Salinas.

The Steps to a Healthier U.S. Cooperative Agreement Program (Steps Program) is a national, multi-level program that is changing the face of chronic disease prevention in communities across the United States and improving people's lives. Coordinated by the U.S. Department of Health and Human Services and the Centers for Disease Control and Prevention (CDC), the Steps Program funds communities to implement chronic disease prevention and health promotion programs that target three major chronic diseases - diabetes, obesity and asthma - and their underlying risk factors of physical inactivity, poor nutrition and tobacco use.

The major focus of this initiative was to address policies and make changes within organizations that could support healthy choices that would promote healthy eating and active living environments, while at the same time building the capacity within the community to inform and educate the public and to provide case management and treatment of diabetes, asthma and obesity for people with little to no insurance or with Medi-Cal coverage.

The "Call to Action" goal is to create a framework to continue to promote and adopt strategies that will eventually reduce the burdens of obesity, diabetes and asthma in Monterey County.

The Monterey County Department of Health is committed to achieving this goal over the next 15- 20 years, and we look forward to working with each of you in the endeavors.

METHODOLOGY

A “Call to Action” Summit was conducted on May 22, 2008. Various key stakeholders from each sector were invited to participate and provide feedback on the priorities by sector. Accomplishments of the Steps to a Healthier Salinas Council were shared. A vision of a healthy, active community was presented by Salinas Mayor Dennis Donohue. Finally, a “Call to Action” by sector was proposed for future endeavors towards sustainability. Lessons learned in Salinas by sector will be translated to Monterey County. Other areas of Monterey County will be mentored to think about ways to become healthy, active communities.

Numerous opportunities have been offered over a six-month period to allow for additional feedback and input on this strategy document, especially from those who could not attend the Summit. The priorities were finalized by the Steps Executive Committee in September 2008.

SUCCESSSES OF THE STEPS TO A HEALTHIER SALINAS INITIATIVE 2003-2008

Evaluation and Surveillance:

- A data collection and analysis capacity led by the Health Department and distinguished collaborators such as Stanford University, Prevention Institute and Public Health Institute

Partnerships:

- The Council for a Healthy Monterey County represents over 150 agencies and is staffed by the Monterey County Health Department to sustain a visionary leadership role for the next 15-20 years.
- Walking clubs at the senior centers, several churches, the YMCA, Boys and Girls Clubs, the “Just Run” Program, encouraging physical activity.
- The Council for a Healthy Monterey County and the Salinas Valley Chamber of Commerce recognized 15 worksites for their efforts to promote a healthy and active work environment. Plans are underway to spread and disseminate countywide.
- Access to Fresh and Local Produce is spearheaded by ALBA, the Nutrition Fitness Collaborative of the Central Coast and Council for a Healthier Salinas to eliminate food deserts, promote EBT at farm stands and farmers’ markets and support farm-to-institution programs as part of the Food Policy Committee.

- The city of Salinas's efforts for joint use and the built environment:
 - Downtown Redevelopment Project
 - School and city joint use agreement of the school pools.
 - Market Street Redesign Project.

Infrastructure:

- Ten staff within the community regional teams of the Health Department are dedicated to address the case management needs of people with a chronic disease, provide community outreach and align resources. Health Promotion staff are leaders and consultants in guiding policy development, organization and environmental system changes, and mobilizing the community to action.
- Fourteen Federally Qualified Health Centers are dedicated Primary Care Outpatient Clinics, seven at Clinica de Salud and seven at the Health Department, to provide chronic disease education and treatment.
- A Diabetes Education Center to provide assessment and education to diabetic patients at Natividad Medical Center and provide referrals, as appropriate, to a Diabetes Self-Management Educator.

Media:

- The “Value It” media campaign, as part of the overall social marketing plan, can be used over the next few years through partnerships with local media.
- Identification of local heroes, digital stories, hero moms and champions to continue to tell the story of how Salinas works hard to be a healthy city.



A “CALL TO ACTION” FRAMEWORK

The Council for a Healthy Monterey County recognizes the need to make systematic changes in the social and physical environments if our communities are to be effective in motivating residents to make healthy behavior changes that will result in the prevention of the burden of obesity, asthma and diabetes.

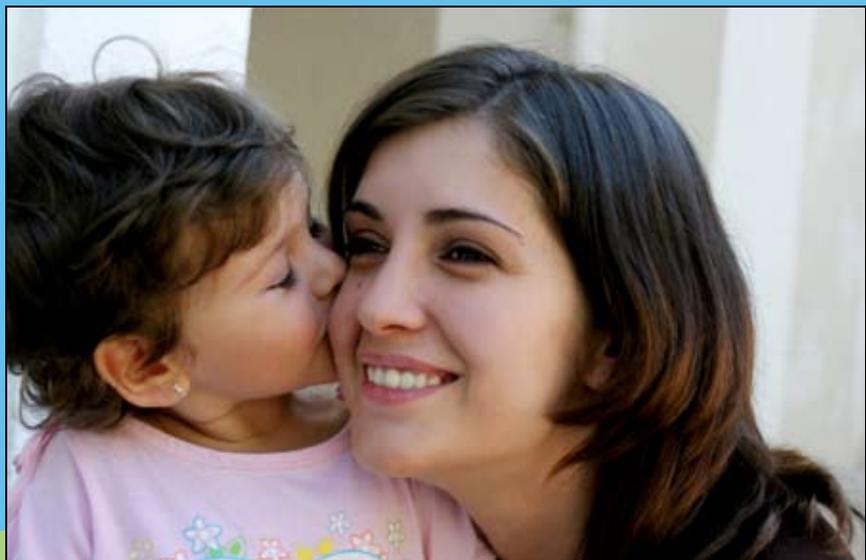
Each of us can:

1. Raise awareness about the problem and emphasize how important it is for everybody to take responsibility for their health.
2. Encourage our place of work, school, church or civic club to adopt a healthy food choice or activity policy.
3. Participate in the Council or involve our club, coalition or group in one of the “Call to Action” strategies.

The framework for the “Call to Action” is organized around community channels. The Council has initially identified seven channels, four of which have more specific priorities. They include:

1. County and city government – built environment and joint use
2. Health care systems and providers
3. Schools – joint use, wellness policies
4. Community-based organizations, faith-based and youth organizations
5. Media and marketing partners
6. Businesses – wellness policies and access to fresh and local produce
7. Before- and after-school providers

The Department of Health is committed to engaging individuals and assisting organizations as partners in this 15-20 year initiative.



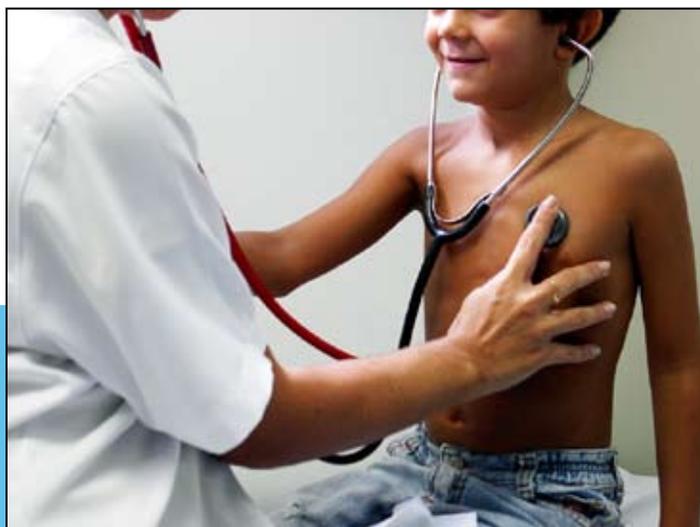
County and City Government

Strategy	Rank by Priority
Adopt wellness policies and/or wellness programs to encourage increased physical activity and healthy food choices.	1
Develop safe walking and cycling paths in existing and planned neighborhoods that facilitate easy walking and bicycling from residential areas to schools, stores or parks and to work, and animal-friendly walking space.	2
Accommodate breastfeeding within public facilities and work environments.	3
Increase quantity, quality and accessibility of parks and open spaces for use by residents.	4
Adopt policies and regulatory incentives that support maximum use of existing facilities (pools, tracks and workout facilities).	5
Ensure vending machines on county, city and school owned or leased land offer only healthy choices.	6



Health Care Systems and Providers

Strategy	Rank by Priority
Integrate prevention information, screening and referrals for chronic disease and obesity in routine clinical practice. Utilize electronic health records or disease registries to better manage clients, provide access to health education one-on-one, in small groups or through clinic-based kiosks or computers in offices, or referred out.	1
Ensure training is provided for healthcare providers and medical and allied health professionals on preventing and treating chronic conditions. Build provider capacity to integrate prevention, education and intervention for chronic lifestyle diseases.	2
Promote breastfeeding, physical activity and healthy food choices' messages within the clinic setting. Make Salinas and other cities breastfeeding friendly.	3
Assist 90% of clients with chronic disease or obesity to reach or maintain their control goal. Ensure appropriate case management services are provided for clients managing their chronic disease.	4
Adopt worksite practices that promote healthy eating and activity, and model healthy organizational practices by ensuring that healthy foods and beverages are available and promoted at cafeterias, vending machines, coffee carts and other concessions.	5
Encourage patients to eat the recommended number of daily fruit and vegetable servings and be physically active for 30-60 minutes each day.	6
Establish policies and practices to support geographic preferences to procure foods grown locally or regionally for healthcare food service.	7





Community-Based, Faith-Based & Youth Organizations

Strategy	Rank by Priority
<p><u>Create/update written wellness policies:</u> Adopt organization wellness policies or healthy food and physical activity policies. Worksites should allow stretch breaks for meetings longer than one hour and break time for employees to easily engage in physical activity. Provide healthy food and beverage options for employees during the workday and at all meetings through catering policies, and healthy food and beverage offerings in workplace cafeterias and vending machines. Accommodate breastfeeding within worksite facilities. Encourage employers to promote walking, bicycling, carpooling and taking transit to work through employee commuter programs. Encourage workplaces to provide facilities that support physical activity such as walking paths, facilities to safely store bicycles during the workday, showers and gyms that provide incentives or partial reimbursement to employees for fitness club memberships. Tobacco-free entryways and tobacco-free common areas as part of a policy. Identify a champion to move this work forward.</p>	1
<p><u>Development and implementation:</u> Incorporate physical activity and nutrition strategies within organizations' activities to reach members, participants or users. Encourage parents to limit screen time (TV, computers) to two hours a day. Promote activity and signage that encourages activity and healthy food choices. Incorporate healthy messages in organization weekly e-messages and mailers.</p>	2
<p><u>Share best practices:</u> Share practices that have worked well through a Web site</p>	3



Businesses

Strategy	Rank by Priority
Adopt worksite policies and practices that encourage employees to use breaks for activity, incorporate stretch breaks into daily business and access only healthy food choices.	1
Increase access to certified farmers' markets, food cooperatives, and community gardens to expand healthy and affordable food options, particularly in low-income and underserved neighborhoods.	2
Adopt healthy behaviors as a worksite value and reinforce through signage and use in public relations.	3
Utilize and map existing resources to provide walking paths, bike racks, showers and discounts to fitness clubs.	4 (tie)
Partner with the Healthy Monterey County media campaign of "Value It ... It's the steps we take."	4 (tie)
Mobile food vendors' association, made up of 31 vendors, local taquerias, restaurants and corner stores who sell produce and prepared food, to take an active part in making healthier food options available to their customers.	4 (tie)
Adopt a policy that favors the procurement of locally grown foods.	5 (tie)
Encourage retail grocery stores and neighborhood stores to offer and sustain farmers' markets and stands.	5 (tie)

Media and Marketing Partners

Strategy	Rank by Priority
Design and execute a cooperative approach between existing “Value It” campaign and businesses to give the business an opportunity to personalize existing campaigns with their own employees as “heroes”, logos and company culture.	1
Partner with the Health Department and sponsors to maintain a monthly theme-driven media campaign.	2
Provide in-kind space, time or spot development focusing on healthy behaviors and the value of everyone taking responsibility for their health.	3
Adopt a wellness policy or healthy food choice, activity policy within the media organization.	4 (tie)
Partner with schools to promote the appeal of healthy foods at primary and secondary schools in the same way fast foods are marketed.	4 (tie)
Partner with businesses to limit advertising and promotion of unhealthy foods and beverages aimed directly at young children.	4 (tie)



Schools

Strategy	Rank by Priority
<p>Implement coordinated school health to include: school nutrition and food services; physical education and physical activity; comprehensive school health education; school climate; physical environment; youth, parent, family and community involvement; school counseling; physical and behavioral health services; and health promotion and wellness.</p> <p>Adopt and implement school wellness policy, which will expand curriculum, expand physical activity opportunities and engage schools to advance the following strategies: provide free fresh fruit and vegetable snacks in schools; adopt healthy food choices' policy in cafeterias, vending machines; eliminate on-campus ads for unhealthy food, drink and fast food; emphasize school breakfast, lunch and snacks; and offer vegetarian meals at schools.</p>	1
Train and educate staff and parents on value of nutrition and activity.	2
Establish school gardens and use produce in school meals.	3
Ensure all students get 60 minutes of moderate to vigorous activity every day.	4
Allow for geographic preferences of local and regional sources for healthy foods and encourage farm-to-school programs.	5
Address need for counseling or referral for students with weight problems, depression or related bullying.	6
Encourage joint-use agreements for use of school facilities outside of school hours for students and neighborhood families to increase physical activity.	7





Childcare, Preschool and Before- and After-School Providers

Strategy	Rank by Priority
Adopt and implement wellness policy, which will expand curriculum, expand physical activity opportunities and engage schools to advance the following strategies: provide free fresh fruit and vegetable snacks in schools; adopt healthy food choices' policy in cafeterias, vending machines; eliminate on-campus ads for unhealthy food, drink and fast food; emphasize school breakfast, lunch and snacks; offer vegetarian meals at schools; eliminate all advertising, selling or distribution of unhealthy foods and beverages at site; provide only healthy option foods and beverages at site.	1
Train staff to educate parents on nutrition and physical activity. Encourage all staff to model behaviors that demonstrate healthy eating and physically active lifestyles.	2
Establish school gardens and use produce in school meals.	3
Promote fun activities to encourage that physical activity is provided every day.	4
Encourage schools and before- and after-school providers using school space to collaborate to develop healthy policies and facilities for their mutual use.	5
Partner with businesses, government, associations of schools, faith communities and other organizations to finance activities, including nutrition and physical education.	6

NEXT STEPS

Sustainability – How Can We Continue Our Efforts?

Specific recommendations include:

1. Raise awareness about the “Call to Action” plan through a defined communications strategy, public relations and other efforts.
2. Secure commitments from organizations representing all channel areas to implement recommended strategies, including identifying “champions” in each channel area to lead the cause.
3. Create an ongoing countywide infrastructure and oversight team such as the Action Institute, to monitor and coordinate chronic disease prevention efforts by all channel areas.
4. Initial efforts of the oversight team may include the following:
 - o Establishment of evaluation and tracking mechanisms to determine the effectiveness of implemented strategies.
 - o Web site materials dedicated to chronic disease prevention.
 - o Establishment of countywide priority-specific meetings and summit meetings to include all channel areas.
 - o Securing additional funding to assure ongoing efforts.
 - o Formal recognition of the efforts of partnering organizations.
5. Continue to fund positions focused on chronic disease prevention. Health Promotion staff from the Health Department will be responsible for providing leadership and coordination among stakeholders to facilitate the implementation of the goals and strategies established in the “Call to Action” Plan. Community regional team staff from the Health Department will continue to develop and implement policies and focus on organizational changes.



Evaluation — How Can We Measure Our Success?

Recommended efforts to establish countywide evaluation measures include:

1. Design an efficient mechanism to track the body mass index (BMI) of the child and youth populations in Monterey County over time, building on present services and opportunities.
2. Develop mechanisms to track over time the eating and physical activity patterns of the residents in Monterey County, building on present opportunities.
3. Identify experts to evaluate the success of the engagement of the channel areas.
4. Advocate with all partnering organizations to ensure that a formal evaluation component is incorporated into the design of all projects that are not evidence based.

Implementation – What Will the County Do?

Monterey County is committed to the health and well-being of its residents. As such, it is dedicating resources to address the preventable causes of obesity, asthma and diabetes, specifically the lack of physical activity and poor nutrition.

County activities will continue to focus on evaluation and surveillance, partnerships, infrastructure, media and sustainability.

Implementation – What Can Your Organization Do?

Partnering organizations are encouraged to:

1. Review the “Call to Action” and recommended strategies presented in this plan across all channel areas.
2. Conduct an internal review to: determine which recommended strategies you are currently implementing and identify new strategies your organization can implement.
3. Make a formal commitment to adopt new strategies.
4. Work with other organizations within and across channel areas to coordinate efforts.
5. Work with the oversight team to document, evaluate and report your efforts on an ongoing basis.



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