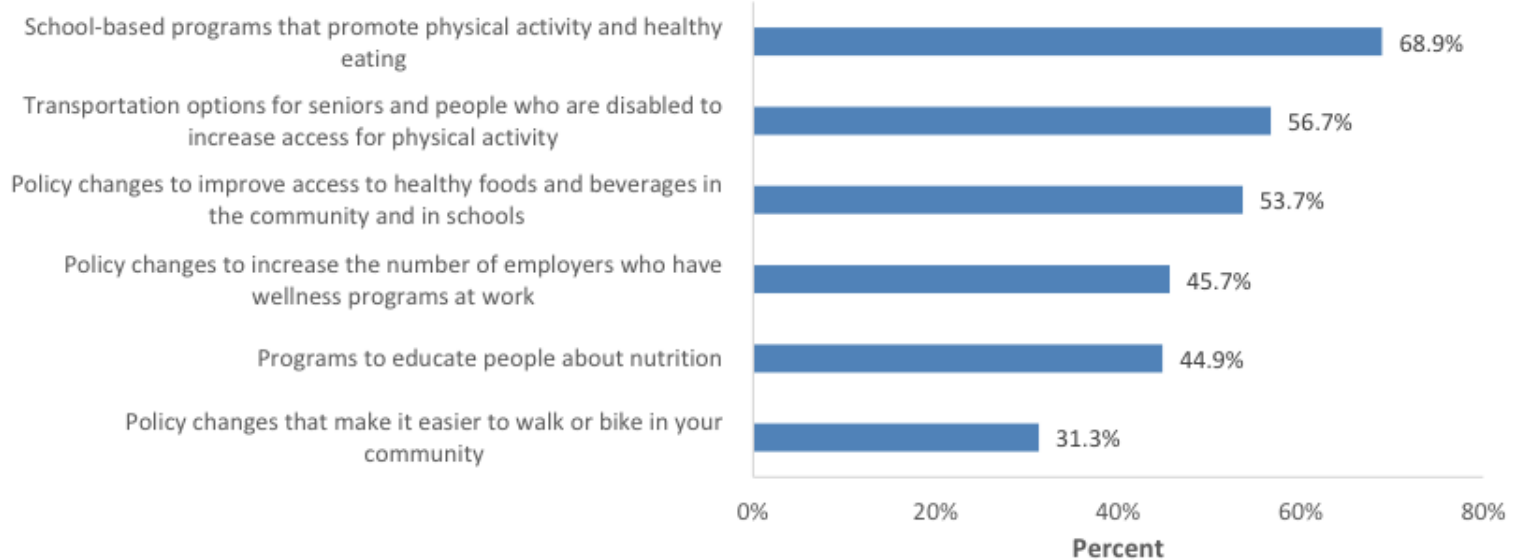


## PRIORITY 2: HEALTHY EATING AND ACTIVE LIVING

**Figure 47. Healthy Eating and Active Living Strategies Considered High Priority by Survey Respondents for Future Resource Allocation and Spending, 2015**



DATA SOURCE: Mercer County Community Health Assessment Survey, 2015; NOTE: Arranged in descending order

## Priority 2: Healthy Eating and Active Living Year 1 Action Plan

Year 1 Action Plan			
PRIORITY AREA 2: Health Eating and Active Living			
Goal 2: Improve the health and well-being of the community by advocating for sustainable healthy lifestyle choices.			
Objective 2.1: By 2018, increase the number of children in daycare settings, schools (K-12), and after-school programs who meet the Healthy New Jersey physical activity guidelines.			
Selected Outcome Indicators	Baseline	2020 Target	Data Source
<ul style="list-style-type: none"> <li>Increase in the number of preschool, elementary, middle and high schools that have policies that require the recommended amount of physical activity during the school day (K-12)</li> </ul>			
<ul style="list-style-type: none"> <li>Decrease the % of youth that report a BMI <math>\geq</math> to 30</li> </ul>			
<ul style="list-style-type: none"> <li>Increase the # of youth who say they were physically active during the school day</li> </ul>			

Year 1 Action Plan						
PRIORITY AREA 2: Health Eating and Active Living						
Goal 2: Improve the health and well-being of the community by advocating for sustainable healthy lifestyle choices.						
<ul style="list-style-type: none"> <li>Increase in physical activity in after school programs</li> </ul>						
Partners for this Objective						
<ul style="list-style-type: none"> <li>Districts</li> <li></li> </ul>						
Resources Required (human, partnerships, financial, infrastructure or other)						
<ul style="list-style-type: none"> <li>NJ AHPERD</li> <li>CDC School Funding</li> <li>SNAP ED Rutgers</li> </ul>						
Monitoring/Evaluation Approaches						
<ul style="list-style-type: none"> <li>Spreadsheet and key concept sheet - complete</li> <li>Communication to school leaders - complete</li> <li>Contact/presentation of information to parents – complete</li> <li>Spreadsheet of nurses/PE teachers - complete</li> <li>Three (3) evidence-based physical activity strategies identified</li> <li>Survey developed and implemented</li> </ul>						
Strategy 2.1.1: Clearly define the issue of childhood obesity, and present it to parents, school administrators and key stakeholders to ensure support for increasing physical activity during the school day.						
Action Steps	Organizations(s) Responsible L=Lead, M=Manage, I=Implement	Outcome (Products) or Results	Year 1 Time Line			
			Q1	Q2	Q3	Q4
a. Identify the point of contact and decision makers to connect and receive approval for programs.	Michelle Brill	Spreadsheet of contents completed One page sheet of key concepts		x		
b. Identify key concepts and desired objectives for presentation.						
c. Present issue (implications and concerns) of childhood obesity to school district leadership and desired outcomes of childhood obesity initiative/awareness campaign.	Sakeenah Boyd	Time/avenue of communication decided Key school leaders received communication (one page sheet)		x	x	

Year 1 Action Plan						
PRIORITY AREA 2: Health Eating and Active Living						
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d. Identify parents be champions and advocates of the initiative and supply them with resources/materials.	Sakeenah Boyd	Present to at least one PTA/PTO per district and champions identified (oral or virtual) Reach out to at least 1 guidance counselor or nurse per district			x	
e. Identify all school nurse and physical education teachers' seminars.	Bonniwell CMI	Compile spreadsheet (NJ AHPERD) School Nurses Association Seminars presented at annual conference				2017
f. Select best/most strategic seminars at which to present.						
g. Apply to be on program(s).						
<b>Strategy 2.1.2 (rewritten): Identify three evidence-based strategies to increasing activity among school-aged children. Work with school districts to identify one approach (to implement in year 2.)</b>						
Action Steps	Organizations(s) Responsible L=Lead, M=Manage, I=Implement	Outcome (Products) or Results	Year 1 Time Line			
			Q1	Q2	Q3	Q4
a. Research successful strategies. EBS kids self-reporting test.	Frances Perrin (L,M,I)	List of evidence-based strategies and references	x			
b. Identify three (3) schools, choose one (1) strategy for all three (3) schools, to pilot program.	Frances Perrin (L,M,I)	3 strategies identified, 1 chosen by group		x		

Year 1 Action Plan						
PRIORITY AREA 2: Health Eating and Active Living						
Goal 2: Improve the health and well-being of the community by advocating for sustainable healthy lifestyle choices.						
Strategy 2.1.3 (NEW): Investigate baseline (survey).						
Action Steps	Organizations(s) Responsible L=Lead, M=Manage, I=Implement	Outcome (Products) or Results	Year 1 Time Line			
			Q1	Q2	Q3	Q4
a. Collect existing data on programs out there.	L- Christine L.	Identify existing evidence-based surveys or survey methods used in current programs		x		
b. Develop 5-question parent survey on activity.	L- Christine L.	Survey developed			x	x
c. Implement survey at various community events or functions.	I- Christine L.	Collect and organize results of survey				Y2
Objective 2.3: By 2017, provide guidelines for, and educate the community on, all aspects of healthy eating and active living (specifically in areas of economic hardship).						
Selected Outcome Indicators		Baseline	2020 Target	Data Source		
• Increase # of county residents with easy access to bike/walking paths or other recreational facilities						
• Increase in # of county residents that participate in county wide healthy eating and active living events						
• Increase in general well-being and quality of life of county residents						
• Database of volunteers						
Partners for this Objective						
<ul style="list-style-type: none"> <li>• Community groups/businesses</li> <li>• Faith-based organizations</li> <li>•</li> </ul>						
Resources Required (human, partnerships, financial, infrastructure or other)						
<ul style="list-style-type: none"> <li>• Mercer County Directory</li> <li>• List of organizations</li> <li>• GMP</li> <li>•</li> </ul>						
Monitoring/Evaluation Approaches						
<ul style="list-style-type: none"> <li>• Track community events/programs</li> </ul>						

Year 1 Action Plan						
PRIORITY AREA 2: Health Eating and Active Living						
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<b>Strategy 2.3.1: Establish partnerships with key community groups especially those with resources/focus on healthy eating and active living (e.g., area businesses, faith-based organizations, childcare centers, and assisted living centers, and other agencies) in an effort to work more collaboratively to implement healthy eating and active living community events.</b>						
Action Steps	Organizations(s) Responsible L=Lead, M=Manage, I=Implement	Outcome (Products) or Results	Year 1 Time Line			
			Q1	Q2	Q3	Q4
a. Develop a community events list.	L-Mary Capital and Jean I-Jean and Andrea I-Pam Ford THT	2-3 events held	x	x	x	x
b. Identify and decide which community groups/events to collaborate with.	L-Kathy Korwin I-Lu Ann I-Megan K., United Way Alison, American Cancer Society	2-3 events held		x		
c. Plan and conduct joint community-based program(s).						
<b>Strategy 2.3.2: Update and publicize a website for volunteers, mission, partners, events, and basic information on nutrition, fitness, and overall health and wellbeing that is appropriate for a variety of cultures, languages, and literacy levels.</b>						
Action Steps	Organizations(s) Responsible L=Lead, M=Manage, I=Implement	Outcome (Products) or Results	Year 1 Time Line			
			Q1	Q2	Q3	Q4
a. Update website	L-Arshe Ahmed		x	x	x	x
b. Update brochures in English and Spanish, include website URL.	L-Arshe Ahmed		x	x	x	x
c. Connect partner/collaborator websites to main GMPHP website.						

Year 1 Action Plan						
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d. Publicize the website utilizing print media and social media	L-Arshe Ahmed I-Whitney Hendrickson (?/✓) I-MJ Fuhrer (?/✓)				x	
Selected Outcome Indicators		Baseline	2020 Target	Data Source		
• Increase % of employers who participate in a worksite wellness program						
• Increase % of employees who participate in a workplace program that is offered						
Partners for this Objective						
<ul style="list-style-type: none"> <li>Chambers of Commerce</li> <li>Mercer County</li> <li>NJBIA</li> </ul>						
Resources Required (human, partnerships, financial, infrastructure or other)						
<ul style="list-style-type: none"> <li>Mercer County</li> <li>Chambers of Commerce</li> <li>Benchmark Healthy Somerset Coalition</li> <li></li> </ul>						
Monitoring/Evaluation Approaches						
<ul style="list-style-type: none"> <li>Track how many employers exposed to worksite health kit idea</li> <li>Track the number of new worksite wellness programs are started.</li> </ul>						
Strategy 2.5.1: Assess and compile current workplace health and wellness programs to establish a resource of existing initiatives and examples.						
Action Steps	Organizations(s) Responsible L=Lead, M=Manage, I=Implement	Outcome (Products) or Results	Year 1 Time Line			
			Q1	Q2	Q3	Q4
a. Compile list of Mercer County employers.	L-jane Millner L-Mary Jo I-Mercer County Employers from Anthony Carabelli I-Chambers of Commerce	Get list.	x			
b. Review list and choose targets for survey (range of large to small employers, for profit and not for profit organizations, minority businesses, etc.).					x	

Year 1 Action Plan						
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c. Research and develop survey tools.		Identify and speak with businesses. Meeting with Chambers. Create survey.				x
d. Compile, analyze, and disseminate survey data via GMPHP on best practices among local employers.						
<b>Strategy 2.5.2: Design and implement a plan to raise awareness and educate employers on the benefits of employee worksite wellness initiatives.</b>						
Action Steps	Organizations(s) Responsible L=Lead, M=Manage, I=Implement	Outcome (Products) or Results	Year 1 Time Line			
			Q1	Q2	Q3	Q4
a. Plan summit meeting.	Andrea	Form committee. Summit logistics.				x
b. Inventory different levels of programs for varied size businesses.	Summit Committee	Identify panels and agenda.				x
c. Hold summit year 2	Amazon sponsorship of wellness programs	Host survey. Post summit survey.		x		