

HEALTHY PONTIAC, WE CAN!

3 YEAR STRATEGIC ACTION PLAN TO ADDRESS PHYSICAL ACTIVITY, NUTRITION, AND TOBACCO USE IN THE CITY OF PONTIAC

Building Healthy Communities Outcome: Improve Coalition Capacity.

3-Year SMART Objective: By September 30th, 2014, have an effective coalition that has enacted 4 policy, systems or environmental changes to support physical activity, increased fruit and vegetable consumption and decreased tobacco use.

Goal 1: Build and maintain the coalition by improving and encouraging collaboration.

- Intervention Description A: Bi-Annually assess the coalition for its:
- Efficacy, function and productivity
 - Diversity of membership
 - Active participation and longevity of membership
 - Strength based on its effectiveness to accomplish goals
 - Ability to respond to and creativity in addressing challenges/needs
 - Contribution of and value to members
 - Opportunities for collective learning

Estimated Project Year: 2012, 2014

- Intervention Description B: Develop a plan based on the assessment that seeks to:
- Diversify or expand coalition membership
 - Sustain partnerships
 - Develop leadership
 - Develops and utilizes member strengths for coalition work
 - Use the coalition's collective resources to support individual members' work

- Offer collective learning experiences or trainings to meet members needs

Estimated Project Year: 2013

Intervention Description C: Create system for enhanced communication between members of coalition by enhancing portal or create a word press blog to share information with member and the public

Estimated Project Year: 2012

Goal 2: The coalition has clearly defined strategic plan and the resources necessary to implement initiatives and projects

Intervention Description A: Develop strategic and guiding documents that are reviewed and updated bi-annually to ensure continued relevance

Estimated Project Year: 2012, 2013, 2014

Intervention Description B: Assess the coalition's progress toward established goals including whether the level of change was accomplished and target populations were reached

Estimated Project Year: 2012, 2013, 2014

Intervention Description C: Develop a plan for accessing and leveraging resources to meet current and future needs.

Estimated Project Year: 2012, 2014

Intervention Description D: Assess the coalition's progress in accessing and leveraging resources to meet its mission

Estimated Project Year: 2012, 2014

Goal 3: Increase community awareness about coalition progress and strategic direction

Intervention Description A: Annually report to coalition members and broader community about coalition progress and direction

Estimated Project Year: 2012, 2013, 2014

Intervention Description B: Create a visual identity for the coalition that can be used for marketing purposes

Estimated Project Year: 2012

Intervention Description C: Create online presence for coalition information (i.e. facebook or wordpress blog)

Estimated Project Year: 2012

Intervention Description D: Ensure that coalition receives at least one earned media coverage about coalition activities each year

Estimated Project Year: 2012, 2013, 2014

Building Healthy Communities Outcome: Increase Fruit and Vegetable Consumption.

3-Year SMART Objective: By September 30th, 2014, increase fruit and vegetable consumption by 5%, through the implementation of policy, systems, and environmental changes that support healthy food environments.

Goal 1: Increase the capacity of Pontiac to improve the local food system through a local planning committee.

Intervention Description A: Establish a food policy committee in the City of Pontiac.
Estimated Project Year: 2013, 2014

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 30,000
% to be reached in Jurisdiction: 50%
% Low-income to be reached: 50%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: TBD

Intervention Description B: Work to ensure that local policies and ordinances support healthy eating for residents of Pontiac (e.g., allow the outdoor sales of produce)

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 30,000
% to be reached in Jurisdiction: 50%
% Low-income to be reached: 50%

Potential Funding Source(s) or Estimated Funds Required: MDCH Building Healthy Communities Implementation Grant
Potential Project Partners: Healthy Pontiac coalition

Goal 2: Increase access to fresh and healthy foods by increasing access to federal food assistance programs in locations where the target population lives, works and plays.

Intervention Description A: Expand the number of farmers markets, road side stands, and other appropriate venues accepting federal food assistance programs (SNAP EBT, Project FRESH, WIC CBV, etc.) by providing at least 10 EBT card readers to these venues

Estimated Project Year: 2012, 2014

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 5,000
% to be reached in Jurisdiction: 8%
% Low-income to be reached: 8%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: TBD

Goal 3: Improve access to affordable healthy foods through retail venues in currently underserved areas.

Intervention Description A: Assess the availability of healthy food items available in local convenience stores.

Estimated Project Year: 2012

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 10,000
% to be reached in Jurisdiction: 17%
% Low-income to be reached: 17%

Potential Funding Source(s) or Estimated Funds Required: MDCH 2011 Building Health Communities Planning Grant for assessment data of convenience stores, Oakland University Prevention Research Center

Potential Project Partners: Oakland University, Oakland County Health Division, Beaumont Hospitals.

Intervention Description B: Expand by 5% the number of small and other appropriate venues stocking at least an additional 10% fresh and healthy food.

Estimated Project Year: 2013, 2014

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 5,000
% to be reached in Jurisdiction: 8%
% Low-income to be reached: 8%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: TBD

Intervention Description C: Expand direct sales opportunities by adding one farmer's market, roadside stand or CSA per year.

Estimated Project Year: 2012, 2013, 2014

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 5,000
% to be reached in Jurisdiction: 8%
% Low-income to be reached: 8%

Potential Funding Source(s) or Estimated Funds Required: MDCH Building
Healthy Communities Implementation Grant
Potential Project Partners: All Saints Church, local farmers, local markets

Goal 4: Increase access to affordable healthy foods through home gardening, community gardening, and emergency food programs.

Intervention Description A: Work with emergency food programs at the Baldwin Center to stock increased fresh, healthy produce.

Estimated Project Year: 2012, 2013, 2014

Total Jurisdiction Population: 3,228
Potential Reach of Intervention: 750
% to be reached in Jurisdiction: 23%
% Low-income to be reached: 23%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: The Baldwin Center, Oakland University School of Health Sciences and Prevention Research Center

Intervention Description B: Expand the sustainability of available community garden plots. Establish a demonstration garden and work to have this garden included in the annual Pontiac Garden Walk to increase awareness.

Estimated Project Year: 2012, 2014

Total Jurisdiction Population: 3,228
Potential Reach of Intervention: 50
% to be reached in Jurisdiction: 2%
% Low-income to be reached: 2%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: The Baldwin Center, Oakland University Organic Farm

Intervention Description C: Increase individual's capacity to grow their own food at home by providing educational opportunities and resources.

1. Work with Kennedy school to grow seedlings

2. Hold annual event to distribute seedling and other supplies to community members

Estimated Project Year: 2012, 2013, 2014

Total Jurisdiction Population: 3,228
Potential Reach of Intervention: 100
% to be reached in Jurisdiction: 4%
% Low-income to be reached: 4%

Potential Funding Source(s) or Estimated Funds Required: MDCH Building Healthy Communities Implementation Grant, Oakland County Parks and Recreation, local hospitals, local home improvement stores (e.g., Lowes, Home Depot), local farmers/greenhouses,

Potential Project Partners: Kennedy School, Oakland County Parks and Recreation, Oakland University Organic Farm, MSU Extension, similar groups from other communities (Edible Flint, Lansing's Garden Resource Program, Greening of Detroit)

Building Healthy Communities Outcome: Increase Physical Activity Levels.

3-Year SMART Objective: By September 30th, 2014, increase the number of Pontiac residents who meet minimum recommended physical activity levels by 5% through implementation of policy, systems, environmental, and educational strategies. For adults, this means increasing the % meeting recommendations (30 minutes of moderate activity 5 or more days/week or 20 minutes of vigorous activity 3 days/week) from 52% to 57%. For children, this means increasing the % meeting recommendations (60 minutes per day at least 5 days/week) from 47% to 52%.

Community and Behavior Data: BRFSS Data for Michigan adults and YRBSS data for Michigan children.

Goal 1: Increase policy support for physical activity.

Intervention Description A: Ensure that the city of Pontiac master plan and city ordinances support development that promotes walkability and bikeability (e.g., a complete streets plan, a bikeability master plan).

Estimated Project Year: 2013, 2014

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 5,000
% to be reached in Jurisdiction: 8%
% Low-income to be reached: 8%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: Oakland County Planning and Economic
Development, Wade Trim (contracted for Pontiac's planning department)

Goal 2: Improve access to safe and affordable opportunities for physical activity.

Intervention Description A: Explore the options and feasibility of creating recreation opportunities for all ages and abilities (e.g., outdoor "fitness center" for adult participation, handicap accessible playground structures).

Estimated Project Year: 2012

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 5,000
% to be reached in Jurisdiction: 8%
% Low-income to be reached: 8%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: Oakland County Parks and Recreation

Intervention Description B: Improve facilities available at Wisner stadium (currently a popular spot for walking) to increase participation. Improvements may include:

1. Building restroom facilities on site
2. Installation of a drinking fountain
3. Installation of benches/picnic tables/shaded area for people to rest
4. Completion of the sidewalk leading up to the Wisner entrance
5. Installation of a noise barrier on busy street borders
6. Installation of bike racks
7. Installation of appropriate signage promoting a tobacco-free environment

Estimated Project Year: 2012, 2013

Total Jurisdiction Population: 3,228

Potential Reach of Intervention: 100
% to be reached in Jurisdiction: 4%
% Low-income to be reached: 4%

Potential Funding Source(s) or Estimated Funds Required: MDCH Building
Healthy Communities Implementation Grant
Potential Project Partners: Pontiac Schools

Intervention Description C: Develop and implement a “Walk at Wisner” social marketing campaign to increase awareness of this free and safe opportunity for physical activity in the community.

Total Jurisdiction Population: 3,228
Potential Reach of Intervention: 200
% to be reached in Jurisdiction: 8%
% Low-income to be reached: 8%

Potential Funding Source(s) or Estimated Funds Required: MDCH Building
Healthy Communities Implementation Grant
Potential Project Partners: Pontiac Schools, Oakland University Wellness, Health Promotion, and Injury Prevention program.

Intervention Description D: Increase participation in current physical activity programming offered through Oakland County Parks and Recreation through:

1. Increased awareness of current programming to residents of Pontiac through marketing materials and the “Destination Oakland” website.
2. Bringing additional recreational programming to the Pontiac community at least 4 times per year.

Estimated Project Year: 2012, 2013, 2014

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 2,500
% to be reached in Jurisdiction: 4%
% Low-income to be reached: 4%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: Oakland County Parks and Recreation

- Intervention Description E: Work with Pontiac schools to increase opportunities for physical activity through:
1. Physical education programs for students
 2. Enhanced recess opportunities for students
 3. Physical activity breaks during the day for students
 4. Before and after school physical activity programs
 5. Joint-use agreements that allow school facilities to be open to the community outside of school hours

Estimated Project Year: 2012, 2013, 2014

Total Jurisdiction Population: 13,000
Potential Reach of Intervention: 1,000
% to be reached in Jurisdiction: 8%
% Low-income to be reached: 8%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: Pontiac Schools

- Intervention Description F: Work with the Brooksie Way race and the Crim Foundation to develop a training program for community members modeled after the Crim training programs

Estimated Project Year: 2012, 2013, 2014

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 500
% to be reached in Jurisdiction: 1%
% Low-income to be reached: 1%

Potential Funding Source(s) or Estimated Funds Required:
Potential Project Partners: Brooksie Way/Crim Foundation

- Intervention Description G: Increase usage of local trail system through increased promotion and improved signage along the trail.

Estimated Project Year: 2012

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 2,500
% to be reached in Jurisdiction: 4%
% Low-income to be reached: 4%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: Friends of the Clinton River Trail

Goal 3: Improve bikeability of Pontiac

Intervention Description A: Perform a comprehensive assessment of the availability of bike facilities (bike lanes, bike signage, bike racks).

Estimated Project Year: 2012

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 5,000
% to be reached in Jurisdiction: 8%
% Low-income to be reached: 8%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: Oakland County Planning and Economic Development

Intervention Description B: Install bike racks in strategic locations in downtown and other areas of interest (e.g., grocery stores, parks).

Estimated Project Year: 2013, 2014

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 500
% to be reached in Jurisdiction: 1%
% Low-income to be reached: 1%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: Chamber of Commerce, Downtown Development Authority

Intervention Description C: Increase the number of bike lanes on Pontiac streets.

Estimated Project Year: 2014

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 5,000
% to be reached in Jurisdiction: 8%
% Low-income to be reached: 8%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: Oakland County Planning and Economic Development

Intervention Description D: Plan at least one community-wide event each year to promote biking in Pontiac.

Estimated Project Year: 2012, 2013, 2014

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 500
% to be reached in Jurisdiction: 1%
% Low-income to be reached: 1%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: TBD

Goal 4: Improve walkability of Pontiac

Intervention Description A: Perform a comprehensive assessment of the availability and condition of sidewalks.

Estimated Project Year: 2012

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 10,000
% to be reached in Jurisdiction: 17%
% Low-income to be reached: 17%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: TBD

Intervention Description B: Increase the number of complete walking routes by fixing broken sidewalks, completing missing connections, and installing sidewalks where they currently do not exist.

Estimated Project Year: 2013, 2014

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 2,500
% to be reached in Jurisdiction: 4%
% Low-income to be reached: 4%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: Oakland County Planning and Economic Development, Wade Trim (contracted for city planning)

Intervention Description C: Enhance walkability through maintenance of vegetation along walking routes:

1. Cut back grasses, bushes, and trees that have overgrown into walking routes
2. Encourage home owners to maintain a clean yard

Estimated Project Year: 2012, 2013, 2014

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 2,500
% to be reached in Jurisdiction: 4%
% Low-income to be reached: 4%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: TBD

- Intervention Description D: Enhance perceptions of public safety and reduce fear of crime to encourage walking within the community.
1. Increase the number of active neighborhood watch programs
 2. Increase patrolling of neighborhoods by local law enforcement agencies

Estimated Project Year: 2013, 2014

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 2,500
% to be reached in Jurisdiction: 4%
% Low-income to be reached: 4%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: Oakland County Sherriff office, neighborhood organizations.

- Intervention Description E: Increasing the availability of Safe Routes to School by assessing walking routes from neighborhoods to local schools and making necessary improvements to sidewalks and street crossings.

Estimated Project Year: 2013, 2014

Total Jurisdiction Population: 13,000
Potential Reach of Intervention: 1,000
% to be reached in Jurisdiction: 8%
% Low-income to be reached: 8%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: Pontiac Schools

Building Healthy Communities Outcome: Decrease tobacco use and second-hand smoke exposure.

3-Year SMART Objective: By September 30th, 2014, decrease the number of adults who are currently smokers by 2% from 18.9% to 16.9%, through implementation of tobacco-free policies, systems, and environmental, and educational strategies.

Community and Behavior Data: BRFSS Data indicated that 18.9% of Michigan adults are currently smokers.

Goal 1: Increase access to information that will prevent smoking and assist in smoking cessation.

Intervention Description A: Offer a comprehensive tobacco education program to all students in middle and high school grades in the Pontiac School District.

Estimated Project Year: 2013, 2014

Total Jurisdiction Population: 8,000

Potential Reach of Intervention: 4,000

% to be reached in Jurisdiction: 50%

% Low-income to be reached: 50%

Potential Funding Source(s) or Estimated Funds Required: TBD

Potential Project Partners: Pontiac Schools, Teen Health Centers, local hospitals

Intervention Description B: Offer a free smoking cessation resources to students in the Pontiac School District through their existing “Teen Health Centers”.

Estimated Project Year: 2013, 2014

Total Jurisdiction Population: 8,000

Potential Reach of Intervention: 500

% to be reached in Jurisdiction: 6%

% Low-income to be reached: 6%

Potential Funding Source(s) or Estimated Funds Required: TBD

Potential Project Partners: Pontiac Schools, Teen Health Centers, local hospitals

Intervention Description C: Work with local hospitals (e.g., POH) to promote free smoking cessation programs to the community.

Estimated Project Year: 2012, 2013, 2014

Total Jurisdiction Population: 18,500

Potential Reach of Intervention: 500
% to be reached in Jurisdiction: 3%
% Low-income to be reached: 3%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: St. Joseph Mercy Oakland Hospital, POH

Intervention Description D: Continue work with local retailers to increase awareness and reduce sales of tobacco products to minors.

Estimated Project Year: 2012, 2013, 2014

Total Jurisdiction Population: 8,000
Potential Reach of Intervention: 500
% to be reached in Jurisdiction: 6%
% Low-income to be reached: 6%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: Oakland County Health Division

Goal 2: Increase the number of outdoor tobacco-free public spaces.

Intervention Description A: Post tobacco-free signage in public parks, trails, and other public open spaces.

Estimated Project Year: 2013, 2014

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 2,500
% to be reached in Jurisdiction: 4%
% Low-income to be reached: 4%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: TBD

Goal 3: Create local policies that support a tobacco-free community.

Intervention Description A: Pass a tobacco-free policy for all parks/trails/public open spaces in the city of Pontiac.

Estimated Project Year: 2013, 2014

Total Jurisdiction Population: 60,000
Potential Reach of Intervention: 2,500
% to be reached in Jurisdiction: 4%
% Low-income to be reached: 4%

Potential Funding Source(s) or Estimated Funds Required: TBD
Potential Project Partners: TBD