**Healthy Eating and Active Living (HEAL) November 2023**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HEAL** is defined in the CHNA as healthy eating, active living, access to food and food insecurity.  **Healthy eating** is an eating plan that emphasizes fruits, vegetables, whole grains and fat-free or low-fat milk and milk products; includes a variety of protein foods, is low in added sugars, sodium, saturated fats, trans fat and cholesterol and stays within in daily caloric needs. Education, lifestyle interventions and food access positively affect healthy eating.  **Active living** means doing physical activity throughout the day. Any activity that is physical and includes bodily movement during free time is part of an active lifestyle.  **Access to food** refers to the ability of an individual or household to acquire food. Transportation, travel time, availability of safe, healthy foods and food prices are factors to food access.  **Food insecurity** is as a lack of consistent access to enough, nutritious food for every person in a household to live an active, healthy life. | | | | | |
| **Goal: Improve overall healthy eating and physical activity in the Tri-County Region.** | | | | | |
| **Objective HE1: By December 31, 2025, increase accessibility of healthy food in the Tri-County Region through the support of community gardens by 10%.** | | | | | |
| **Intervention Strategy: Gardening: Increase Vegetable Consumption among Children (HE)** | | | | | |
| **Tasks & Tactics** | **Evaluation Plan** | **Target & Data** | **Monthly Recap** | **Upcoming Work** | **Issues/Challenges** |
| HE 1: Gather baseline data around community gardens and school-aged programming. | Complete a comprehensive list establishing locations of community gardens and school aged gardening programs. | 37 gardens  By January 2024, recruit Woodford County community gardens. | No progress made on this during the month – wanted to wait until after growing season to make outreach – list completed with contacts during growing season | Mike to begin outreach to all the gardens. Any gardens he can’t reach or needs help with, he will reach out to Extension. | n/a – just beginning work on the baseline data |
| # of children/families accessing the community gardens | April 2023 – Identify # of children and families that accessed the garden |
| HE 2: Implement garden-based learning sessions focused on gardening and healthy eating. | # of children/families attending information sessions about gardening and healthy foods. | April 2023 – Identify # of children and families that attended garden-based learning | Waiting on Dr. Kelly & Megan as they are helping to build out a standard evaluation. This evaluation will be used to help keep track of our baseline data with programs happening in gardens. Briefly discussed spaces for programming. However, we are waiting on full scheduling currently due to the season. | Rebecca needs to check in on evaluation and OSF Cancer Center as a potential partner for programming | n/a – season of year and working on standardizing evaluation has this a bit in wait |
| Increase healthy eating knowledge through pre/post test evaluation per session by 75% |  |
| HE 3: Promote campaigns focused on healthy eating and access to healthy foods. | # of healthy eating and community gardening campaigns in the Tri-County Region. | April 2023- Identify number of campaigns completed in 2022. | Release of 12 Days of Giving Campaign – [go.illinois.edu/12daysofgiving](https://go.illinois.edu/12daysofgiving). Focused on healthy donations to our pantries during the holidays. Toolkit updated and released – [go.illinois.edu/12daysofgivingtoolkit](https://go.illinois.edu/12daysofgivingtoolkit).  Discuss the possibility of a weekly post schedule for food Friday’s on the partnership page.  Idea of Pantry/Find Food – 1st Friday, Nutrition Tip – 2nd Friday, Federal Food – 3rd Friday, Recipe – 4th Friday - Maybe work on this in the new year – Use December Meeting to talk about how we could work on this  For now – Rebecca brought up doing a holiday campaign. There had been discussion with YMCA but not able to make schedules work to talk. Team decided a Happy Healthy Holiday Campaign could be a good thing to do for Fridays starting 11/17 through 12/29. Team identified 3 recipes that will be recorded and shared. Also will create 4 Holiday Swap posts. | Happy Healthy Holidays: Emily with Peoria WIC working on swaps. Becca – working on templates for campaign. Mike, Becca, Emily to create videos for recipes. Kim – to post on partnership page/approve items  12 Days of giving – posting on page: Kim. Release of campaign via email blasts & press release. Hoping that some partners will host a campaign too! | n/a |
| **Additional comments**   * Diabetes Prevention Program – Hope Chest - Pekin, Wednesdays 10-11am * Diabetes Prevention Program – Fondulac Library - Thursdays * Diabetes Prevention Program – Creve Coeur Public Library | | | | | |
| **Goal: Improve overall healthy eating and physical activity in the Tri-County Region.** | | | | | |
| **Objective HE2: By December 31, 2025, increase adults reporting exercising 1-5 days a week among the Tri-County Region by 1%** | | | | | |
| **Intervention Strategy: Physical Activity- Increase physical activity through social supports to improve fitness of adults in the tri-county area. (PA)** | | | | | |
| **Tasks & Tactics** | **Evaluation Plan** | **Target & Data** | **Monthly Recap** | **Upcoming Work** | **Issues/Challenges** |
| PA 1: Increase data collection focusing on adult physical activity in the Tri-County Region. | # of establishments collecting adult physical activity data in the Tri-County Region. |  | Amy/Hilary researched apps to track physical activity; Walker Tracker or Move Spring.  Marketing plan committee: Erin Luckey, Amaya, Kim L, Christian met to discuss “Let’s Move Tri-County” marketing plan. | Amy/Hillary will review and seek product demonstration and will share with team by end of November. | N/A |
| PA 2: Recruit additional Tri-County partner participation in the HEAL action team | Increase # of partners recruited by 6 new organizations. | *Baseline: 9 partners (different organizations)*  2023 | No new partners this month. | Need to create a recruitment plan. | N/A |
| PA 3: Create promotional campaigns to promote physical activity in the Tri-County Region | Increase the number of physical activity campaigns in the Tri-County Region. | *Baseline: 4 campaigns*  2023 – 1 campaign: Take A Walk Wednesdays | Take A Walk Wednesdays promotion on social media ended. The reach was 10,776 on Facebook.  Move it Monday Campaign will begin in January through March 2024 – “Find the time to fit in fitness” 12 weeks | Working on Holiday campaign to include Physical Activity.  Will promote Riverplex’s 12 days of Fitmas. | N/A |
| PA4: Create social support events focused on increasing physical activity in the Tri-County Region. | Increase the number of adults attending each event by 50% | *Baseline – 1 events*  2023 – 1 Event: Hunger Action Walk | Team discussed data collection outside of events –  What could be collected from programs data:  DPP – minutes of PA per participant; Fit & Strong – pre/posts changes in PA; Group Exercise – number of people, membership numbers; Illinois WiseWoman Program – Pre/Post changes in PA. | Shanita and Hillary will request a meeting with Dr. Kelly to further discuss. | The word “events” in tactic. |
| **Additional comments**   * Fit & Strong being offered by TCHD– 23 participants. 24 weeks for 2 times per week. Waiting list started for next session. | | | | | |