**Healthy Eating and Active Living (HEAL) January 2024**

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| **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. | List is completed – no updates as of now  Mike is going to reach out starting this month | Collecting data | 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 | Mike & Rebecca gave feedback via email about first survey drafts. Meeting with Dr Kelly & Megan scheduling for January to review further together and determine next steps | Mike – challenges were mostly outside of their control – a little better execution.  Better education to student ratio – not enough adults present for the amount of children present  Need more adults to help with that chaperone  Timing off with sites – missed opportunities  Survey to keep track of same metrics across the board – working on finalizing this currently with Dr Kelly and Megan  Adult classes container gardening – if you know of a good space to host  Family Medical Center Garden – indoor venue for teaching and ability to go out into garden - [dejan.maksimovic@unitypoint.org](mailto:dejan.maksimovic@unitypoint.org) contact for this space  Needs – if we have dates we can share and see if we can recruit a help  **WIC**  Michelle – in the next so many months try to share what is happening in the next couple of months to connect people together  WIC was extended and no new news as of now  Amount of money has increased for Fruit/Vegetable benefit but it may go down if it is not extended in some way | None at this time – just planning |
| 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. | Completed 12 Days of Giving & Happy Healthy Holidays  Upcoming:   * Kids Cook Monday – WIC to consider what that looks like and maybe pair with Eatable Alphabet? bringing the flashcards and series to other community partners   Schools/Head Starts - could be good settings  Have something catchy – for the campaign  Include champions from the community? Maybe use local celebrity or HS students  Maybe use of high school sports teams? – Med students also could help? 5210 message could be used  Bradley students? – could be a good age to go into schools still cool enough   * Gardening tips/tricks series   5210 materials are in that cube at White school   * Snack pack for kids – donation list/campaign upcoming. | Dr Drake – Rebecca will check back in about healthy lifestyle education | n/a |
| **Additional comments** | | | | | |
| **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. |  | Let’s Move Tri-County – piloting to see engagement. Will be utilizing APHA Keep It Moving 2024 February – April 7th  Hilary and Amy to meet with Heka on 1/17 | Partners to join | 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 | New partner – Tri County Regional Planning Committee.  Identified gaps: health insurance, wellness program associations, gyms, park districts | Members will invite 1 new partner | 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. Move It Monday | Move it Mondays has begun.  Marketing plan committee: Erin Luckey, Amaya, Kim L, Christian met to discuss change in PIO and moving forward, logos and brand kit. | Erin will create promotional graphic for partners.  Need to create “Let’s Move Tri-County” marketing plan. | Partners to share Move It Mondays campaign via social media. |
| 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 | Hunger Action Walk began meeting to discuss 2024 event.  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 | 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–Waiting list started for next session. | | | | | |