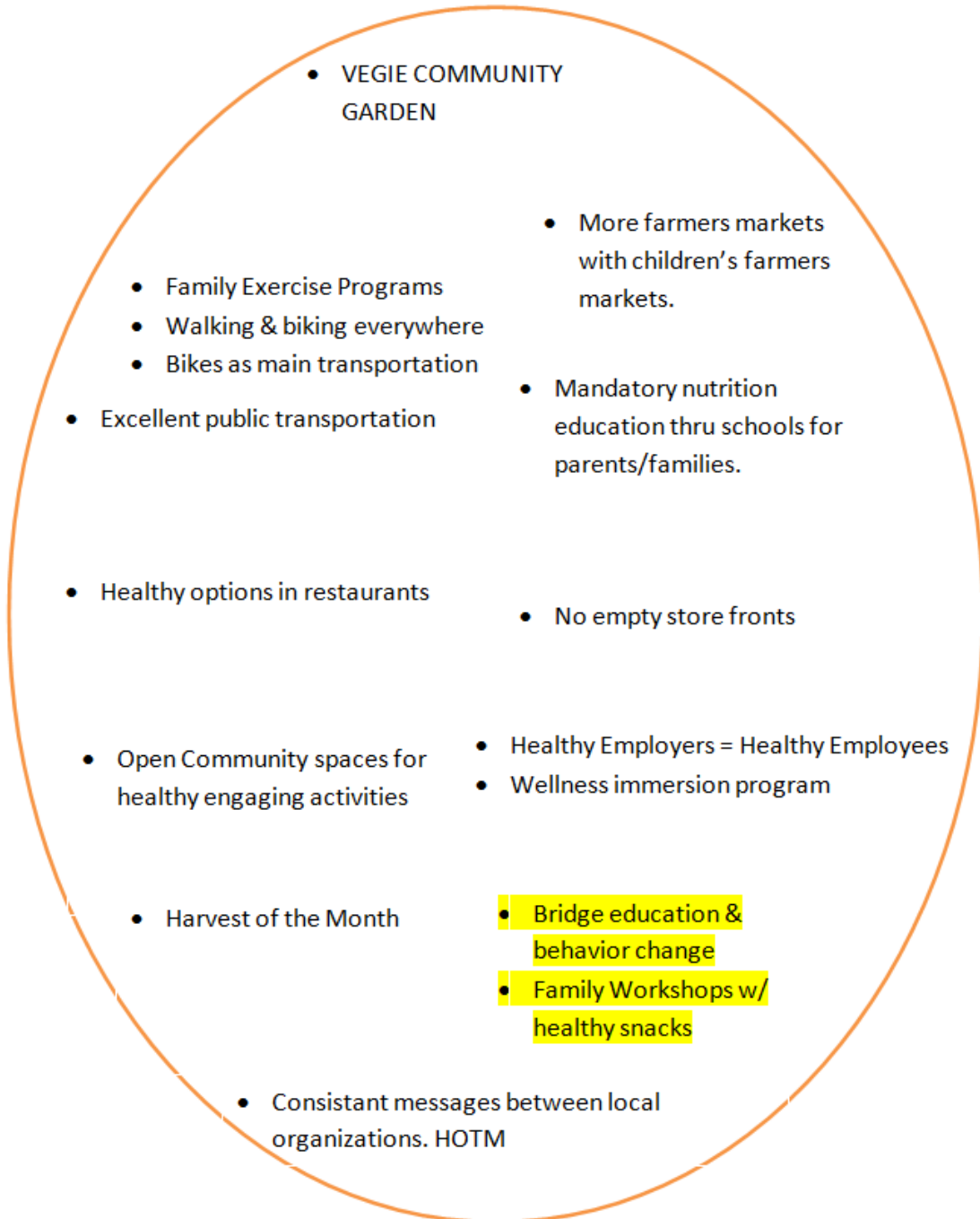


CHILDHOOD OBESITY & FAMILY WELLNESS
COMMUNITY HEALTH WORKSHOP
JUNE 8, 2016

COMMUNITY CHALLENGES & BARRIERS

- Family cultural issues
- Rural Outreach –for workshops/classes
- Funding for educational outreach
- Barriers to getting families involved. = \$\$, Transportation, accessibility scheduling
- Breaking poor food choices & encouraging positive choices = behavior changes
- Family participation
- Fast Food Advertising = cheap & easy access
- Cost of healthy organic foods = CO-OP & Farmers Mkt.
- Not knowing what other community programs are doing.
- Kids in school eating the same thing/making the same choices daily.

Evidences of success (“What it would look like/What would be happening if successful”) are written at bullet points. The **top 2 first priority areas** identified by the group should be **highlighted**.



CHILDHOOD OBESITY & FAMILY WELLNESS

VICTORY CIRCLE



90 Day Action Plan for Group's Issue: **CHILDHOOD OBESITY**

Using the 4 Quarter General Actions Table, transfer:

- The **Strategy** from the first column to **I.** below
- The **A. General Action** from the second column to **A. General Action** below

Then define:

- a) The **Specific Actions** that are needed to carry out this General Action
- b) The **Person(s)** that will do it
- c) The **Completion Date** of the Specific Action
- d) What will be the **Evidence of Success** with this is completed.

I. Strategy: Marketing: Work on a county-wide Healthy Mendocino marketing campaign that brings awareness of issues and employs consistent messaging.

A. General Action: Wellness Resource Guide

<u>Specific Action:</u>	<u>Person:</u>	<u>Completion Date:</u>	<u>Evidence of Success:</u>
1. Team will go back to work and Get approved to participate	ALL	June 14, 2016	ALL Team participate
2. Invite Reps from county-wide schools.	Heather Criss (PH)	June 14, 2016	# of Schools on board
3. Send out e-mail & set a date for a work group.	Neil Davis (NCO)	June 14, 2016	Mtg. will be sched.
4. Send out resource list for Nutrition educators	Heather Criss (PH)	June 14, 2016	Sent

B. General Action:

<u>Specific Action:</u>	<u>Person:</u>	<u>Completion Date:</u>	<u>Evidence of Success:</u>
1.			
2.			
3.			
4.			

II. Strategy: Vibrant Nutrition education for all supported by access to healthy choices.

A. General Action:

- Incorporate churches, schools, & cooking classes
- Senior Centers
- Employers support, incentives for employees, classes, & eat together.
- Bring the education to where the people are; Stores, hospitals, schools, churches, pre-schools, City of Ukiah, County agencies, local business & service clubs.
- Transportation to events. Put an educator on the MTA, Book Mobile, School buses.
- Provide participants with all resources county-wide.
- Consistent messaging; Eat Fresh.org, HOTM

Specific Action:

Person:

Completion Date:

Evidence of Success:

- 1.
- 2.
- 3.
- 4.

B. General Action:

Specific Action:

Person:

Completion Date:

Evidence of Success:

- 1.
 - 2.
 - 3.
 - 4.
-