

**Pinellas County CHIP: 2016-17**  
**Healthy Communities & Environments**

Goal	Strategy	Objective	Activity 2016-17	Process Measure 2016-17	Coordinating Agency	Partner Agencies	Outcome Measure(s)
HCE 1: Establish integrated planning and assessment processes that promote health in community level policies and plans	1.1: Include a public health component in community planning processes to increase awareness and opportunity of the built environment's impact on healthy behaviors.	1.1.1: By Dec 31, 2016, increase activity related to the development of policies and plans that support individual and community health within Pinellas from a score of 82% (2012) to 90%.	<ol style="list-style-type: none"> <li>Educate policymakers on "health in all policies" and HIA, including topics related to public health, development, the built environment.</li> <li>Support the inclusion of a health component in local policies and plans.</li> </ol>	<ol style="list-style-type: none"> <li>3 meetings or events advocating for the importance of a health element in comprehensive plans will be conducted; Research conducted on when and how local policies are updated.</li> <li>Health written into at least three city and/or county plans or policy.</li> </ol>	<ol style="list-style-type: none"> <li>DOH-Pinellas</li> <li>DOH-Pinellas</li> </ol>	<ol style="list-style-type: none"> <li>City and county governments, MPO</li> <li>City and county governments, MPO</li> </ol>	Health in All Policies approach codified in at least one city or county.
	2.1: Promote options for access to nutritious foods throughout Pinellas County.	2.1.1: By Dec 31, 2016, increase the percentage of Pinellas adults who meet both of the daily recommendations for fruit and vegetable consumption from 9.3% (2010) to 11.5%.	<ol style="list-style-type: none"> <li>Support development of local city policies related to food access.</li> <li>Promote healthy and affordable food options to communities countywide.</li> </ol>	<ol style="list-style-type: none"> <li>Assist at least one city with identifying model language to implement mobile produce vending and/or healthy corner stores.</li> <li>Promote healthy vending via adoption of AHA guidelines for healthy vending by businesses; Good Neighbor Store designations adopted by a minimum of 2 stores.</li> </ol>	<ol style="list-style-type: none"> <li>DOH-Pinellas</li> <li>DOH-Pinellas</li> </ol>	<ol style="list-style-type: none"> <li>Municipal governments</li> <li>AHA, Municipal Governments</li> </ol>	Adults at a healthy weight
HCE 2: Increase access to nutritious and affordable foods	2.2: Support a focused effort to increase access to nutritious and affordable foods for children.	2.2.1: By Dec 31, 2017, increase the percentage of Pinellas middle school students who consume at least five servings of fruits and vegetables a day from 21.2% (2012/2013) to 23.3%.	<ol style="list-style-type: none"> <li>Promote Smart Snacks in Schools.</li> <li>Implementation of Fun Bites program.</li> <li>Implement new grant (pending funding) for nutrition education.</li> </ol>	<ol style="list-style-type: none"> <li>Training and handbook developed; increase from 75% to 100% compliance by June 2017.</li> <li>At least two municipalities will implement Fun Bites (little league, café, etc.)</li> <li>Gardening, Myplate, general nutrition education implemented in elementary schools</li> </ol>	<ol style="list-style-type: none"> <li>Pinellas County Schools (Peggy Johns)</li> <li>DOH-Pinellas</li> <li>UF IFAS Extension Office (Nan Jensen)</li> </ol>	<ol style="list-style-type: none"> <li>DOH-Pinellas (PICH grant); Alliance for a Healthier Generation</li> <li>Healthy St. Pete (Gillian Cutro)</li> <li>Pinellas County Schools (Peggy Johns)</li> </ol>	Students at a healthy weight

<p><b>HCE 3:</b> Increase access to safe opportunities for physical activity</p>	<p>3.1: Promote collaborative efforts to form safe transportation linkages to schools, work, home, and recreation.</p>	<p>3.1.1: By Dec 31, 2017, complete 15 transportation linkages in Pinellas through infrastructure and programming improvements.</p> <p>3.1.2: By Dec 31, 2016, decrease the percentage of Pinellas adults who were sedentary, or did not participate in any leisure-time activity in the past 30 days from 25.5% (2010) to 22%.</p>	<p>1. Increase the number of infrastructure improvements for bicycle and pedestrian safety as well as park and trail access.</p> <p>2. Maintain and update a list of city/county parks and recreational areas where the community can participate in free or low cost areas for physical activity.</p>	<p>1. Complete 5 environmental improvements that focus on safe physical activity within Pinellas County, including an increase of Auxiliary Ranger hours.</p> <p>2. Brochure/flyer updated at least once per year and number distributed</p>	<p>1. MPO</p> <p>2. DOH-Pinellas</p>	<p>1. City &amp; County Governments, DOH-Pinellas, Pinellas County Parks and Conservation.</p> <p>2. City and County Municipalities, 211-Tampa Bay Cares</p>	<p>Increased park attendance and trail use.</p> <p>Increase in adults and children reporting regular physical activity</p>
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