

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)	July - September 2016	October - December 2016
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%.	1. Educate policymakers on "health in all policies" and HIA, including topics related to public health, development, the built environment.  2. Support the inclusion of a health component in local policies and plans.	1. 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.  2. Health written into at least three city and/or county plans or policy.	1. DOH-Pinellas  2. DOH-Pinellas	1. City and county governments, MPO  2. City and county governments, MPO	Health in All Policies approach codified in at least one city or county.	1. DOH-Pinellas met with the City of St. Pete regarding Health in All Policies. City of Largo is creating a Medical Arts District Plan, which will have several health-related elements.  2. St. Pete and Largo are pending; updates likely in early 2017.	1. DOH-Pinellas invited to present with DOH-Hillsborough  2. No updates this quarter - St. Pete and Largo are pending; more information on progress is likely in early 2017.
	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%.	1. Support development of local city policies related to food access.  2. Promote healthy and affordable food options to communities countywide.	1. Assist at least one city with identifying model language to implement mobile produce vending and/or healthy corner stores.  2. Promote healthy vending via adoption of AHA guidelines for healthy vending by businesses; Good Neighbor Store designations adopted by a minimum of 2 stores.	1. DOH-Pinellas  2. DOH-Pinellas	1. Municipal governments  2. AHA, Municipal Governments	Adults at a healthy weight	1. The City of St. Petersburg developed a Good Neighbor Store plan in Summer 2016 to increase availability of healthy foods and beverages at local community markets and "corner stores." However, it has been challenging to obtain buy-in from the community in order to implement the plan. The plan will no longer be implemented through the Partnerships to Improve Community Health (PICH) program, but will instead be housed within the internal "Healthy St. Pete" initiative. Their commitment to furthering this endeavor specifically and policy, system, and environmental improvements to improve health in general is championed by the deputy mayor and the director of Parks and Recreation.  2. In terms of promotion, DOH-Pinellas made an important link with communities countywide by starting its first social media account on Twitter (@HealthyPinellas). Although still in its infancy in terms of followers for an urban health department (326 as of 1/17/2017), it has allowed DOH-Pinellas to reach new audiences and expand its portfolio of communication strategies. In the Fall of 2016, DOH-Pinellas released its updated Guide to Farmers Markets & Produce Stands. Over 5000 were distributed to partners and individuals countywide.	1. The PICH program worked with the City of St. Petersburg to identify model language and develop a Good Neighbor Store plan, although the implementation has yet to occur.  2. DOH-Pinellas continues to distribute Guide to Farmers Markets. Good Neighbor Store designation has not been formally adopted yet by store in St. Petersburg.
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%.	1. Promote Smart Snacks in Schools.  2. Implementation of Fun Bites program.  3. Implement new grant (pending funding) for nutrition education.	1. Training and handbook developed; increase from 75% to 100% compliance by June 2017.  2. At least two municipalities will implement Fun Bites (little league, café, etc.)  3. Gardening, Myplate, general nutrition education implemented in elementary schools	1. Pinellas County Schools (Peggy Johns)  2. DOH-Pinellas  3. UF IFAS Extension Office (Nan Jensen)	1. DOH-Pinellas (PICH grant); Alliance for a Healthier Generation  2. Healthy St. Pete (Gillian Cutro)  3. Pinellas County Schools (Peggy Johns)	Students at a healthy weight	1. Schools continue to implement Smart Snacks. Compliance will be reported at the end of 2016.  2. Two municipalities have implemented Fun Bites: St. Pete and Largo.  3. No update.	1. 115 out of 120 schools in the Pinellas County Schools District have adopted Smart Snacks in School guidelines. 95% compliance as of end of 2016.  2. As of January 2017, 15 recreation centers or recreation programs have implemented the Fun Bites program. In terms of municipalities, five have implemented Fun Bites (Largo, St. Petersburg, Palm Harbor CSA, Clearwater, Seminole).  3. Pending.

<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>	<p>1. Activity met; fitness zones and bike fix-it stations added to several municipalities.</p> <p>2. List maintained and updated by CHIP evaluator. Brochure was updated for 2016.</p>	<p>1. A total of 45 parks or recreation areas have received infrastructure improvements (e.g., a fitness zone, wayfinding sign, bike fix-it station, or bike rack).</p> <ul style="list-style-type: none"> <li>• 6 Fitness Zones were added</li> <li>• 14 bike fix-it stations were added</li> <li>• 230 new bike racks were added</li> <li>• 36 wayfinding signs were added</li> </ul> <p>2. No further updates to brochure have been created.</p>
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