

HEALTHY COMMUNITIES AND ENVIRONMENTS

How can we ensure an environment that is safe and provides access to opportunities for a healthy lifestyle?

HCE Goal 1: Establish integrated planning and assessment processes that promote health in community level policies and plans

Policy Component (Y/N): Yes

Performance Measures

Objectives	Data Source	Frequency
Objective 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%.	Community Health Assessment, Local Public Health System Performance Assessment	As needed, 3 – 5 year intervals

Outcomes

Health element codified into a Comprehensive Plan.

Alignment with Local, State, and National Priorities

Obj. 1.1.1	Florida SHIP CR 1.1, Other: Public Health Law and Policy; Pinellas County MPO Transportation Plan
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Strategy 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.

Objective 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%.

2014 – 2015 Action Plan

	Activity	Coordinating Agency	Proposed Partner Agencies	Timeframe	Process Measure
1	Attend county level planning and development meetings (e.g. MPO).	DOH-Pinellas	Pinellas County Strategic Planning and Initiatives, Pinellas County MPO	July 2014 – June 2015	4 meetings will be attended, to include Bicycle & Pedestrian Advisory Committee.
2	Create and provide information on topics related to public health, development, the built environment, and community well-being.	DOH-Pinellas	Pinellas County Strategic Planning and Initiatives	July 2014 – June 2015	3 presentations, data briefs, or technical reports will be delivered.
3	Advocate for a health element within the County Comprehensive Plan and municipal plans.	DOH-Pinellas	City of St. Petersburg, Suncoast Health Council, Comm. Health Centers of Pinellas, Juvenile Welfare Board, Pinellas Extension, Pinellas Parks and Conservation	July 2014 – June 2015	2 meetings or events advocating for the importance of a health element in comprehensive plans will be conducted.

HEALTHY COMMUNITIES AND ENVIRONMENTS

How can we ensure an environment that is safe and provides access to opportunities for a healthy lifestyle?

HCE Goal 2: Increase access to nutritious and affordable foods

Policy Component (Y/N): No

Performance Measures

Objectives	Data Source	Frequency
Objective 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%.	BRFSS	3 years
Objective 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%.	Pinellas County Schools	Annually

Outcome Measures

To be determined

Alignment with Local, State, and National Priorities

Obj. 2.1.1	Florida SHIP CD 1.3, Healthy People 2020 NWS 15.1; NWS 15.2, Other: Public Health Law and Policy; CDC Winnable Battle: Nutrition, Physical Activity, and Obesity
Obj. 2.2.1	Florida SHIP CD 1.3.6, Healthy People 2020 NWS 15.1 and NWS 15.2, Other: Public Health Law and Policy; CDC Winnable Battle: Nutrition, Physical Activity, and Obesity

Strategy 2.1: Promote options for access to nutritious foods throughout Pinellas County.

Objective 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%.

2014 – 2015 Action Plan

Activity	Coordinating Agency	Proposed Partner Agencies	Timeframe	Process Measure
1 Create environmental awareness of produce stands, farmer's market locations, and community/school gardens through print material and social media (e.g. bus route maps, trail maps and Find the Fun Now website).	Pinellas County	Pinellas County Extension, PSTA	July 2014 – June 2015	3 media outlets promoting produce stands and farmers market location (e.g. PSTA route maps, Find the Fun Now!, Pinellas trail maps).
2 Create opportunity for SNAP recipients to receive nutrition education and healthy recipes.	Pinellas County Extension	Tampa Bay Network to End Hunger, Urban Food Park, WIC, Community Centers, Neighborhood Family Centers	July 2014 – June 2015	200 SNAP participants completing nutrition education program.

Strategy 2.2: Support a focused effort to increase access to nutritious and affordable foods for children.

Objective 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%.

2014 – 2015 Action Plan

	Activity	Coordinating Agency	Proposed Partner Agencies	Timeframe	Process Measure
1	Increase number of school vegetable gardens.	Pinellas County Extension	Pinellas County Extension, Pinellas County Schools, R' Club, YMCA, Parent Teacher Associations, St. Pete Garden Club, Dunedin Community Garden	July 2014 – June 2015	5 new school gardens will be created.
2	Ensure support and increase awareness of the school dinner program.	Pinellas County Schools Food Service	YMCA, R' Club, City Parks and Recreation Departments	July 2014 – June 2015	Establish school dinner sites.
3	Promotion of new "Snack Well" Guidelines created by Department of Agriculture.	Pinellas County Schools Food Service	DOH-Pinellas	July 2014 – June 2015	Create brochure/flyer to be given to students to inform parents on new guidelines.

2015 – 2017 Activities

- Include policies for healthy eating in school settings, including providing additional fruits and vegetables at no additional cost when a full meal is purchased
- Increase awareness and ensure continued support of the Weekend Meal Program

HEALTHY COMMUNITIES AND ENVIRONMENTS

How can we ensure an environment that is safe and provides access to opportunities for a healthy lifestyle?

HCE Goal 3: Increase access to safe opportunities for physical activity

Policy Component (Y/N): No

Performance Measures

Objectives	Data Source	Frequency
Objective 3.1.1: By Dec 31, 2017, complete 15 transportation linkages in Pinellas through infrastructure and programming improvements.	Pinellas County Strategic Planning and Initiatives; Pinellas County MPO	As Needed
Objective 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%.	BRFSS	3 years

Outcome Measures

Increased park attendance and trail use.
Increase in adults and children reporting regular physical activity.

Alignment with Local, State, and National Priorities

Obj. 3.1.1	Florida SHIP CR 2.1.1 and CR 2.2.2, Healthy People 2020 PA-15 (PA 15.1; PA 15.2; PA 15.3), Other: CDC Winnable Battle: Nutrition, Physical Activity, and Obesity; Recommended by the Centers for Disease Control and Prevention's Community Guide
Obj. 3.1.2	Florida SHIP CR 2.1.1 and CR 2.2.2, Healthy People 2020 PA-1, Other: CDC Winnable Battle: Nutrition, Physical Activity, and Obesity; Recommended by the Centers for Disease Control and Prevention's Community Guide

Strategy 3.1: Promote collaborative efforts to form safe transportation linkages to schools, work, home, and recreation.

Objective 3.1.1: By Dec 31, 2017, complete 15 transportation linkages in Pinellas through infrastructure and programming improvements.

Objective 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%.

2014 – 2015 Action Plan

	Activity	Coordinating Agency	Proposed Partner Agencies	Timeframe	Process Measure
1	Collaborate with the county government, municipal governments and the Metropolitan Planning Organization (MPO) to create environmental improvements within Pinellas County that focus on safe physical activity	Pinellas County Metropolitan Planning Organization	Municipal Governments, Pinellas County Strategic Planning and Initiatives	July 2014 – June 2015	Complete 5 environmental improvements that focus on safe physical activity within Pinellas County
2	Increase Auxiliary Ranger Program volunteer efforts to increase visible safety presence on the trail to all municipalities that house the trail.	Pinellas County	Auxiliary Rangers, United Way, Service Organizations, faith-based organizations	July 2014 – June 2015	Increase number of volunteer hours by 10%.
3	Create a list of city/county parks and recreational areas where the community can participate in free or low cost areas for physical activity.	DOH-Pinellas	Auxiliary Rangers, City and County Municipalities	July 2014 – June 2015	Brochure/flyer created and number distributed

2015 – 2017 Activities

- Provide community outreach and education to remove impediments that deter use of trails, bike lanes and sidewalks
- Remove some of the barriers to walking or biking to school (heavy backpacks, no lockers, locked bike rack access) by implementing technology solutions (iPads, kindle textbooks) and process improvements.
- Create new opportunities (i.e. running clubs, etc.) at summer recreation programs to teach skills and encourage participation in physical activity