

SUCCESS STORIES 2018



Ohio

Department
of Health

Dear Colleagues, Stakeholders and Public Health Partners,

It is my pleasure to share with you the 2018 Creating Healthy Communities (CHC) Success Stories. Funded by the Preventive Health and Health Services Block Grant from the Centers for Disease Control and Prevention (CDC), CHC is working to increase opportunities for physical activity, improve access and affordability of healthy food, and assure tobacco-free living for all Ohioans.

CHC Coordinators in 23 counties across the state have activated and engaged local stakeholders through coalitions to accomplish objectives and ensure sustainability.

Examples of this work include farmers' markets, food and beverage guidelines, bike infrastructure improvements, new and renovated parks and playgrounds, and adoption of Smoke Free policies in multi-unit housing complexes. In 2018, the CHC program impacted over one million Ohioans and leveraged more than \$6 million to support these sustainable changes. Included in this booklet, you will find information about our statewide initiatives as well as success stories from each of our funded counties. We hope you enjoy reading about how CHC is making the healthier choice the easier choice where Ohioans live, work, and play.

Thank you for your continued support of the CHC program.

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Ohio Department of Health

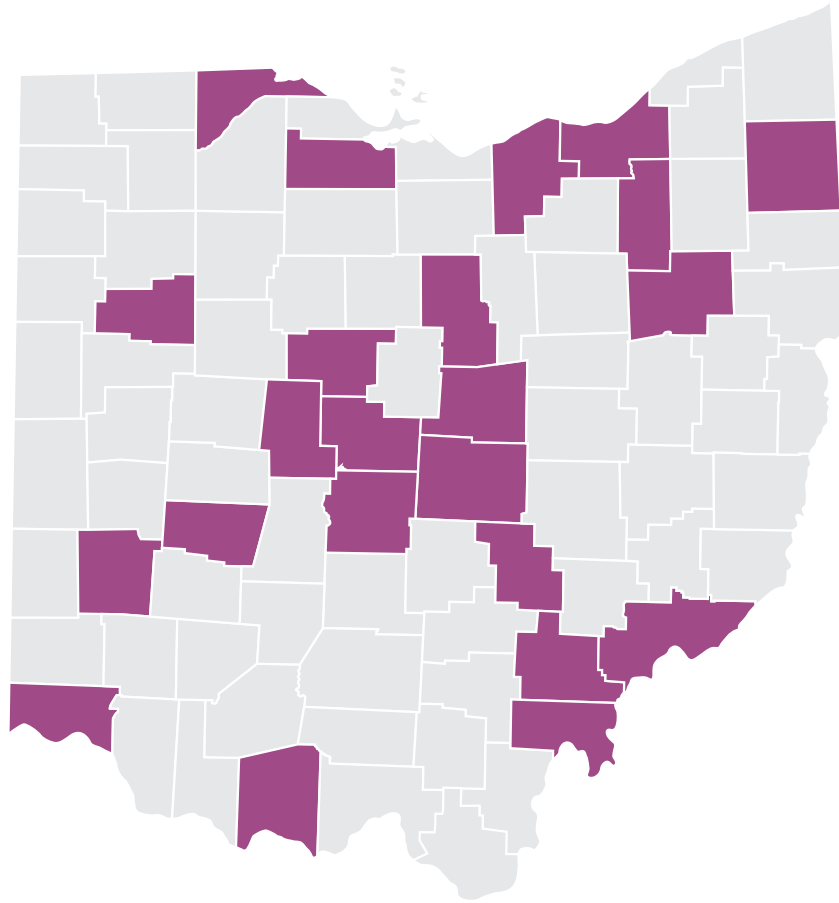
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Vision:

Making the Healthy Choice the Easy Choice

Mission:

Creating Healthy Communities (CHC) is committed to preventing and reducing chronic disease statewide. Through cross-sector collaboration, we are activating communities to improve access to and affordability of healthy food, increase opportunities for physical activity, and assure tobacco-free living where Ohioans live, work and play. By implementing sustainable evidence-based strategies, CHC is creating a culture of health.

Commitment to Equity:

Health equity is achieved when all people in a community have access to affordable, inclusive and quality infrastructure and services that, despite historical and contemporary injustices, allows them to reach their full health potential.



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Training and Technical Assistance



All-Project Meetings

CHC hosted three in-person meetings in 2018 to provide training on evidence-based strategies and facilitate peer to peer networking

March Topics

Street Design Demonstration Projects

July Topics

Program Evaluation

October Topics

Disability Inclusion Assessments; Networking



Agenda

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- 2017
- Local
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Monthly Webinars

Webinars were hosted monthly to highlight local progress, hear from subject matter experts, and provide updates on statewide initiatives. Topics from 2018 included community member engagement, coalition building and evaluation, disability inclusion, farm to school, partnering with law enforcement, media communications, Tobacco 21, peer sharing, and more!





Statewide Healthy Eating Initiatives

Healthy Eating Networking Calls

In 2018, quarterly networking calls were held to discuss various healthy food access topics such as Produce Perks, farmers' markets, food policy councils, the Farm Bill, produce prescriptions, food and beverage guidelines, and evaluation.



Produce Perks

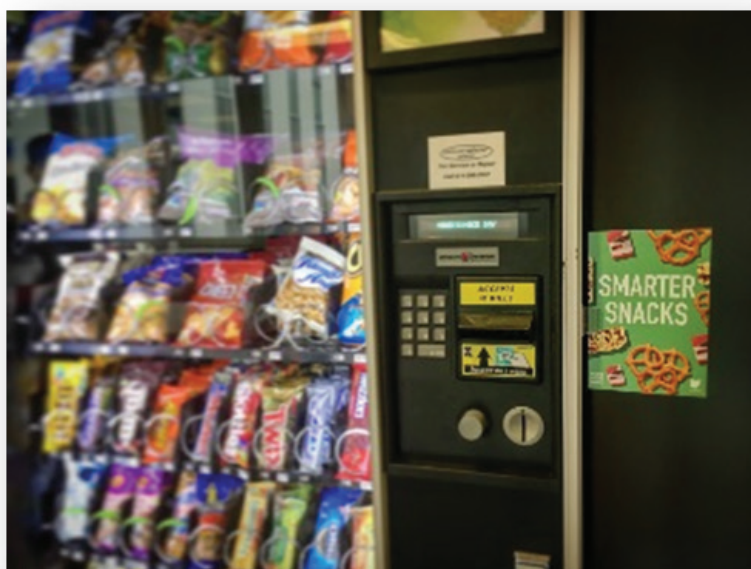
CHC continues to support the Produce Perks program, led by Produce Perks Midwest, an Ohio-based nonprofit that is pioneering solutions to address inequities within our food system. In 2018, 12 new direct to consumer sites and 10 new grocery retailers participated in the Produce Perks program by allowing SNAP consumers to double their dollars to purchase fruits and vegetables. Additional federal funds were secured through the USDA's Food Insecurity Nutrition Incentive grant to continue the program for the next three years.

Produce Prescriptions

A Produce Prescription pilot with two Diabetes Prevention Programs (DPP) wrapped up in July 2018 and demonstrated an 80 percent attendance rate at DPP classes and an overall redemption rate of prescription vouchers at 92 percent. Weight loss occurred with participants at both class sites and averaged 7.6 percent and 3.2 percent.

Food and Beverage Guidelines

CHC completed a healthy vending pilot with 4 vendors in 5 state agency buildings with wellness ambassadors and the Business Enterprise Program. Evaluation of the pilot concluded that success was achieved as the vendors reported no loss of sales as a result of adding healthier options to their vending machines. This improved food and beverage options for over 4,500 employees. Promotional materials using the Good Food Here brand were placed on all machines to highlight the healthier options.





Statewide Active Living Initiatives

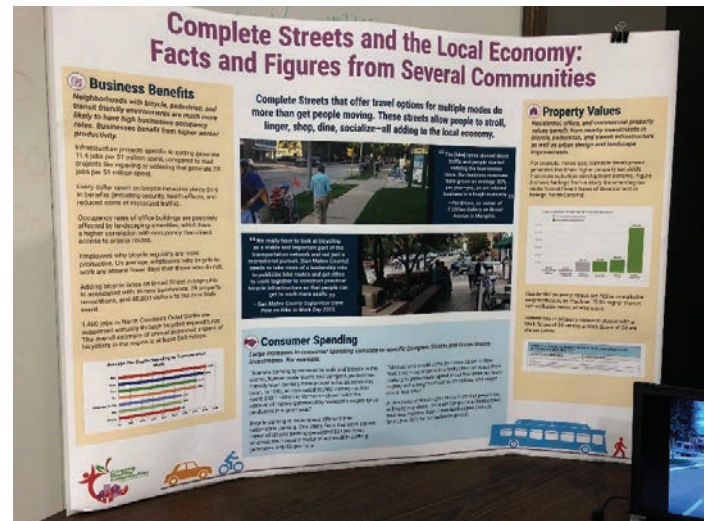
Complete Streets

Active transportation is a key component of CHC's work to increase physical activity. CHC staff continue to partner with the Ohio Department of Transportation (ODOT) to implement active transportation strategies in local communities. In 2018, through support from contractor, Toole Design Group, two workshops and one train-the-trainer session was conducted, with the focus on Complete Streets.



New Funding Opportunity!

In September 2018, Ohio was one of 16 states to receive the Centers for Disease Control and Prevention's Division of Nutrition, Physical Activity and Obesity's State Physical Activity and Nutrition (SPAN) grant. SPAN will help CHC to advance the work of Food and Beverage Guidelines in addition to Active Transportation and Land Use interventions for the next five years.



Active Commute

Bike Month and Bike to Work Day were promoted at various state agencies. Employers were offered the opportunity to purchase a bike share membership at a reduced rate to encourage replacing car trips with bike trips to work, meetings, lunch or for physical activity breaks.

Bicycle Friendly Business Award

The Ohio Department of Health Received a Silver Bicycle Friendly Business Award designation from the League of American Bicyclists, recognizing their efforts to encourage and support bicycling to work.



2018 Local Impact



14

Food and Beverage
Guideline Policies

9

Breastfeeding Support

8

SNAP Incentive Programs
at Farmers' Markets

8

New Farmers' Markets

8

Community Gardens

7

Farmers' Markets now
accept EBT and/or WIC

7

Healthy Small
Food Retail

7

Farm to School/Institution

2

Community Supported
Agriculture



33

Parks or
Playgrounds

12

Active Transportation
Commute Support

8

Bike Infrastructure
Improvements

4

Bike Rental Projects

3

Multi Use Trails

3

Shared Use
Agreements

2

Safe Routes to
School Projects

2

Complete Streets
Policies

2

Bicycle/Pedestrian
Master Plans



26

Smoke Free Multi
Unit Housing

2

Tobacco 21 Policies

Healthy Eating
192,926

Active Living
488,032

Tobacco
373,677

Total Impacted: 1,054,635 High Risk Ohioans

2018 Success Stories



County Success Stories





GOOD FOOD HERE

Adams County Checking Out the Healthy Checkout Lane



EAT RIGHT OHIO

At a Glance

Thanks to local grocery store owner, Jay Prather, of Prather's IGA in West Union, Ohio, families can now select healthier options as they go through the busiest checkout lane in his store! The Adams County Creating Healthy Communities (CHC) Coalition partnered with Prather's IGA to establish a healthy checkout lane. Two factors went into the Adams County CHC Coalition's decision to address lack of access to healthy foods: significantly high overweight and obese youth and adults in the county, and the lack of access to healthy foods due to only two of five villages in the county having a grocery store. As part of the solution to promote healthy lifestyles, Prather's IGA now offers the first and only healthy checkout lane in Adams County.

Public Health Challenge

The 2017 Adams County Community Health Assessment (CHA) indicated that 75 percent of Adams County adults were either overweight (35 percent) or obese (40 percent) by body mass index. Additionally, almost half of Adams County's 7th and 10th graders are overweight or obese; both significantly greater than Ohio and national averages, as reported by the Youth Risk Behavior Surveillance System. In addition, the 2017 Adams County Kids' Health Fair, where 1,376 county school-aged children were measured for height and weight, revealed that 39 percent of all boys and girls were reported to be overweight or obese. Nearly one-quarter of them were reported as obese.

The CHA also reported that Adams County 10th graders consume more soda/pop than their state and national

counterparts, 31.7 percent consuming at least one can, bottle, or glass of soda or pop daily for the previous seven-day period as compared to 18.6 percent for Ohio 10th graders and 20.8 percent for 10th graders nationally.

In 2017, 12 percent of Adams County adult survey participants had been diagnosed with diabetes, comparable to the State and National average, but more adults are diagnosed with heart attack, angina, or coronary heart disease in Adams County than adults of Ohio and the U.S. Heart disease is identified as the number one killer of both males and females in Adams County.

Previously, there were no grocery stores or quick/convenience marts offering healthy foods and beverages in their checkout aisles.

Approach

In Adams County, it's not about what you know, but the relationships you have with people regarding our approach to healthier food choices. A strong relationship with Prather's IGA had already been developed when several members of the Adams County CHC Coalition partnered with them to offer cooking and shopping classes in the past. This family owned grocery store, with a 60-year history in the community, made them a perfect choice for this venture. The Good Food Here toolkit was utilized and was a valuable resource in educating the store staff on healthy options and promoting the program to shoppers. Coalition partners were involved with the launch event, providing recipes, taste testing, reusable grocery bags, jump ropes, and other healthy eating and activity resources to help promote the event.

Results

When surveyed before and after implementing the healthy checkout lane, customers report that healthier options do affect their behaviors. More than 90 percent of them report that they will make purchases from the healthy checkout lane. Additionally, store staff report that they are refilling the healthy checkout cases/shelves more frequently than the candy and other high sugar items in other checkout lanes. So far, the top selling healthy checkout items are POM pomegranate juice, individual pieces of fruit, and individual salads/fresh veggies. Customers report "running in" to grab a healthy snack for a quick lunch.

What's Next

The Good Food Here toolkit and marketing materials were shared with Prather's IGA. Posters, shelf markers, grocery bags, floor mats, surveys and

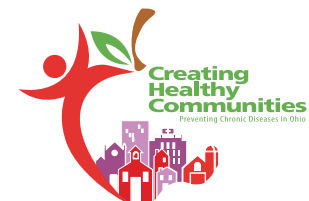
other resources from the toolkit are being used. Store staff are still refilling the healthy checkout item shelves more frequently than the high sugar content items and experimenting with changing an option or two from week to week, to find the most wanted/purchased items. Prather's IGA continues to work with the Adams County CHC Coalition and plans to host nutrition education sessions, offered by OSU Extension SNAP-Ed educators, for their customers. New infrastructure improvements were made, along with new market carts purchased, creating additional space to provide and showcase more fruits and vegetables.

"I like to be able to run in and grab a small salad or prepared vegetables from the healthy checkout case to take with me when I have errands to run and don't have time to sit down and eat a meal. These healthy options are just what I need!"

—Amanda Fraley, Mother,
County employee, IGA shopper

Find Out More

The Adams County Tobacco Task Force and the Teen Board continue to drive change to social norms surrounding tobacco use. Work to support Tobacco-Free policies in schools and additional public spaces is ongoing with efforts to include youth sports recreation parks already in motion. Creating these policies sends a strong message from local government that their community's health is valued.



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Allen County Farmer's Market Provides Fresh Food Options in Downtown Delphos

At a Glance

Residents in Delphos now have access to fresh, local produce downtown after years of struggling to have a successful farmers' market in the city. An average of 300 patrons attended each market, with 11 vendors participating. Thanks to the collaboration between the City of Delphos, the Delphos Chamber of Commerce, and the Allen County Creating Healthy Communities (CHC) Program, residents in Delphos now have access to locally grown produce. The farmers' market initiative has provided a way to connect residents to healthier food options and handmade products that weren't previously available to the residents of Delphos.

Public Health Challenge

Chronic disease and lifestyle data from the most recent Community Health Assessment indicates that Allen County

residents exhibit a high number of risk factors associated with heart disease and diabetes. Chronic diseases are the leading health issues affecting Allen County including adults diagnosed with high blood pressure (34 percent), obesity (35 percent), and diabetes (13 percent; up to 19 percent for those with less than \$25,000 annual income). Lack of fruit and vegetable consumption is a contributing factor to increased risk of chronic disease. Almost 90 percent of adults in Allen County are consuming less than five servings of fruits and vegetables each day, 53 percent are eating less than one vegetable serving per day and 18 percent of adults report eating no fruit servings in the past seven days. In addition, residents in Allen County have a limited access to healthy foods, especially fresh produce at a low cost. Risk factors like obesity, high blood pressure, and lack of fruit and vegetable consumption,

along with lack of access to healthy foods, are all major contributors to poor health outcomes of Allen County residents. For Delphos residents, very limited fresh produce is available in Downtown Delphos, which is saturated with convenience stores and restaurants. Residents of Delphos who are low income struggle to get quality, nutritious, healthy foods.

Approach

To address the County's Community Health Improvement Plan's goal of increasing access to local produce, Allen County CHC partnered with the City of Delphos and the Delphos Chamber of Commerce to develop a farmers' market initiative. Through partnership with several other community partners, the plan for the market was established and carried out. The market was located on vacant land in the downtown area owned



by the Chamber. It provided a large, open green space for vendors to set up booths along a sidewalk for ease of access by patrons. The market included activities for young children and fresh, homemade goods along with fresh fruits and vegetables.

Results

During the inaugural market season, an average of 300 patrons visited each market with 11 vendors participating throughout the market season. Patrons were thrilled to have the fresh produce and other handmade items available and were satisfied with the prices. The Delphos Library provided activities for children at each market, ranging from educational programming to physical activities. The location provided easy access for all abilities and was easily noticed by shoppers and visitors of the Downtown area. The leading reasons for shopping at the farmers' market were to purchase fruits and vegetables and bakery items, along with grabbing a bite to eat from the food trucks. Patrons were thrilled to have access to fresh, local produce and thought that the options were wonderful. The vendors routinely sold out of items and were excited to see many of the same faces return to each market, as well as many new faces. Both vendors and patrons are excited to have the market return for years to come.

What's Next

The Delphos Farmers' Market committee is committed to sustaining and improving the market's success. The market is planning to operate for an extended season next year,

as requested by the community and vendors. The Delphos Chamber of Commerce is working closely with community partners to provide more opportunities for affordable nutritious food. The Power of Produce (POP) Program is one such opportunity for next season to engage children and their families in local food systems. Once the market is more established, the committee hopes to offer the Supplemental Nutrition Assistance Program (SNAP) at future farmers' markets. To allow a broader access to fresh produce, the CHC Program is working with community partners to develop a community gardening program to provide fresh, local produce to sell at the farmers' market.

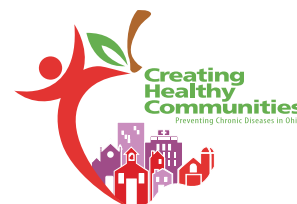
Find Out More

The farmers' market initiative provides an opportunity for the community to buy fresh, local produce and encourage healthier eating. Delphos joins other markets in the county to help expand access to healthier foods. Visit a market in your community to see what foods are grown locally and experience the taste of fresh, homegrown produce. You can help your community achieve better health and greater access to healthy foods through participation in community-based gardening programs. Join the Allen County Food Policy Council to stay current on the work that is being done to improve access to healthy food for all Allen County residents or join the Delphos Creating Healthy Communities Coalition to get involved with health initiatives in the City of Delphos. If you would like to enjoy growing your own food in a community garden, let us know.



"The Farmers' market is amazing!!! So nice to have fresh fruit and vegetables for healthy dinners!"

—Delphos resident and Farmers market patron



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the park at the community meeting. It was interesting to learn they have a strong desire for a safe place to play and directly requested that adults be present while they are utilizing the park. By making improvements to the park that the residents want to see, the project will be a place for the beloved community gatherings of the past and encourage use of the park for recreation.

Results

Through community engagement and a listening session with Nelsonville City Council members, work has begun on Polley Field. Local grant funding available through the Rocky Community Improvement Fund and the Osteopathic Heritage Foundation of Nelsonville allowed the city to repave the basketball courts. During the community meeting, it was shared that residents did not like using the basketball courts inside the fence as it was originally designed. The fence around the courts has been updated to create a more welcoming and safer environment. The previous entrance was in disrepair, with a broken gate and an uneven surface of grass, mud and gravel. A new entrance was created to allow better access for all. Improvements made to Polley Field sparked community interest and participation. In September, the first annual City of Nelsonville Community Picnic was held at Polley Field. At this picnic the park was re-dedicated in memory of all service personnel who gave their lives in dedication to our country, especially Nelsonville resident Richard A. Polley who gave his life during the Vietnam War and for whom the park is named. Improvements made to Polley Field increased the number of physical activity opportunities for the residents of the City of Nelsonville. This project also started conversations

to create a plan for a number of other improvements such as: developing a community center, creating a new play space, adding additional green space, and addressing safety through better lighting and access to the park.

What's Next

The Polley Field revitalization effort made Nelsonville City Council see the value in creating a Parks and Recreation Commission. This board will be made up of five local citizens to serve as an advisory board to the City Council. To continue the momentum of work already being completed, the City of Nelsonville was awarded a NatureWorks grant from the Ohio Department of Natural Resources (ODNR). These funds will be used to create a new play space area in the front of the park, per community members' requests. Community engagement has remained at the forefront of this project. Youth in the City of Nelsonville continually provide their input and design ideas for Polley Field. They are eager to help more next year, specifically focusing on art and recycling at the park.

Find Out More

- Visit Polley Field! The park is located off of Watkins Street in Nelsonville, Ohio.
- Be an advocate for your community! Let your local government representatives know what changes you want to be made to your community.
- Participate in park events and park clean-up days to keep your local park in good condition.
- Join the Athens County CHC Coalition to learn more about how to be involved with similar efforts.



"I think the new improved basketball court is great. I hope the old pool house gets fixed up to a community center soon."

*—Dekota Simonton,
age 14, member of
The Hive of Nelsonville*



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CLIFTON RECREATION CENTER

City of Cincinnati

Breastfeeding Friendly Policy Created for Moms at Cincinnati Recreation Commission (CRC) Locations

At a Glance

The Creating Healthy Communities Coalition (CHCC) Program recognized a need to promote breastfeeding and breastfeeding friendly policies as part of the conversation around food insecurity and infant nutrition. In partnership with the Cincinnati Recreation Commission (CRC), CHCC assisted in passing and implementing a new breastfeeding friendly policy at each of the 23 CRC locations. By creating private, safe breastfeeding spaces in each location, the CRC will reduce social stigma and offer new mothers a designated place to breastfeed. The new policy benefits CRC employees, community members, and visitors throughout Cincinnati.

Public Health Challenge

A 2014 report on Maternal and Child Health indicates of the WIC-enrolled infants in Hamilton County, Ohio only 54.7 percent have ever been breastfed, and only 14.1 percent of WIC-enrolled infants are breastfed for at least six months. Unfortunately, 60 percent of mothers who initially breastfeed stop earlier than intended. The health benefits of breastfeeding are well documented. According to the Centers for Disease Control, in addition to being an optimal source of nutrition, breastfeeding infants reduces the risk of chronic disease, illness, and sudden infant death syndrome (SIDS). By breastfeeding, mothers can reduce their risk of high blood

pressure, type 2 diabetes, and ovarian and breast cancers. However, issues with lactation, misinformation about infant nutrition and health benefits, unsupportive policies, lack of social support, and cultural norms and stigma can discourage new mothers from breastfeeding their babies.

Approach

A collaborative effort between the Cincinnati Health Department and CHCC member organizations identified potential barriers and challenges to breastfeeding, acknowledged current programs and support offered in the community to new mothers, and reviewed best practices in literature. This led to CHCC's collaboration

with CRC to explore a breastfeeding friendly policy for CRC locations. The CHCC worked with CRC leadership to distribute pre and post breastfeeding perceptions surveys, draft a policy, establish a timeline for implementing lactation support in recreation centers, and communicate the new policy to CRC personnel, members, and visitors.

Results

Of the 107 CRC employees surveyed in the pre-policy breastfeeding perception survey, 74 percent have never breastfed, but 86 percent are comfortable with women breastfeeding in public places. In fact, 73 percent of CRC employees believe that public places and buildings should have a space for women to breastfeed and pump. Based on research, community need, and the pre-perception employee survey, the CRC is prioritizing breastfeeding at each of its 23 locations. A perception survey conducted post policy adoption, found that the number of CRC employees supporting public buildings providing a space for breastfeeding and lactation increased by 20 percent, compared to pre-policy perceptions. Thanks to the partnership with CHCC members, a breastfeeding friendly policy is being implemented at the CRC. As CRC locations are renovated, new lactation rooms will be added into the redesign plans. For locations already renovated, new spaces are being identified for conversion into designated breastfeeding spaces. Community members are involved in the design of the new breastfeeding spaces. By adopting this new policy, CRC locations are helping to reduce social stigma, offer new mothers a designated place to breastfeed, and create a transferable model for other city departments within Cincinnati.

What's Next

CHCC will continue supporting CRC locations in the implementation of new designated breastfeeding spaces, along with supporting the education of CRC staff, community members, and visitors about the spaces and benefits of breastfeeding. In 2018, the City of Cincinnati City Manager's Office expanded the promotion of breastfeeding-friendly policies to include all city departments, and City Council passed a motion to enforce policy compliance. This policy requires city employers to provide a private space, other than a restroom, for mothers to breastfeed or pump, improves accessibility, and allows mothers to breastfeed anywhere on city property.

"CRC is ready to accommodate anyone who needs a place to breastfeed."

– Mr. Lathel Bryant, Assistant Director of Recreation

Find Out More

You can help advocate for new mothers in your community by discussing the benefits of breastfeeding, advocating for the creation of designated breastfeeding spaces and breastfeeding friendly policies, and sharing information about how breastfeeding mothers are protected by law with employers, and citizens.



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Clark County Wayfinding Project Increases Access to Physical Activity for Clark County Citizens

At a Glance

The Clark County Creating Healthy Communities coalition (CHC) and Clark County Combined Health District (CCCHD) partnered with National Trail, Parks and Recreation District (NTPRD), and the Springfield Convention and Visitor's Bureau (CVB) to create a local Active Living Task Force team in Clark County. This task force sought to create easier access to the local parks and bike trails by increasing awareness of these local resources and making navigating the trails easier. These updates help community members to utilize the trails and increase physical activity.

Public Health Challenge

Springfield is an urban community in Clark County with a population of approximately 60,608 (2010 census data). According to the Robert Wood Johnson Foundation's 2018 County Health Rankings, 27 percent of adult Clark County residents reported no physical activity of any kind. Additionally, 33 percent of the adult population is obese, which is one percent higher than the state average. Lack of physical activity and a sedentary lifestyle can be a key contributor to chronic disease. Within the city there are many parks, as well as over 20 miles of multi-use trails. The parks and trails are the only free outlet for physical activity. Community survey

data from early 2018 provided key feedback that non-utilizers of the local parks and trails did not know how or where to access these facilities.

Approach

Clark County CHC coalition and NTPRD collaborated to provide improved wayfinding and navigation at trailheads and along key trail locations, including a new comprehensive Clark County bike map. The map was designed and printed in early 2018 and the NTPRD provided support to ensure the bike maps were distributed at all trailheads and bike repair station locations throughout Clark County. By August 2018, more than 23,000 copies had been distributed at trail kiosk locations



in custom-designed map holders for each kiosk, as well as at various community events throughout the spring and summer. The map project has been so successful that a reprint has been planned for early 2019, as nearly all of the initial 30,000 map copies have been distributed. Furthermore, building on 2017's success, the following improvements were included in 2018's wayfinding projects:

- Additional totem signage for increased navigation to trails along the city corridors
- Bike patrols were sustained through private funding
- Trail counters data also demonstrated that trail usage has increased in 2018

Results

Thanks to the work of the CCCHD Active Living Task Force and NTPRD, Springfield and Clark County made significant progress in their goal of becoming a healthier, more active city by increasing accessibility and ease of navigation of its trails. The trail counters showed increased activity on the trails during peak times of the year. The Simon Kenton and Little Miami scenic trails saw a 7.4 percent increase in activity from summer 2017 to summer 2018, with a total of 4,035 individuals counted on the trails in July 2018.

What's Next

Additional wayfinding improvements are scheduled for early 2019, including the completion of GPS sticker installation, which will help orient not only those utilizing the trail to navigate, but also to provide first

responders with an exact location in the event of a medical or other emergency. Bike trail maps will be reprinted and redistributed at key locations in 2019. The City of Springfield and Clark County are optimistic that these updates will continue to make trails easier to access and safer to use, leading to an increase in comfort and confidence for Clark County residents while utilizing the trails.

"We have noticed a significant increase in the amount of bikes and pedestrian activity in our parks and trails. The citizens are noticing the efforts to improve recreational options and are sharing positive feedback with city officials."

— Brad Boyer, Deputy Director,
NTPRD - Springfield, Ohio


Find Out More

Safe, accessible recreational facilities and green spaces are essential to a healthy community. You can help contribute to the local community's health improvements by participating in the upcoming Bike to Work Day in May or joining the Clark County Trail Ambassadors. Join the Clark County Creating Healthy Communities Coalition and learn more about how you can get directly involved with this important effort locally.



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City of Columbus

Ohio Healthy Programs Helps Promote a Healthier Environment for all Children

At a Glance

Columbus Public Health's Healthy Children, Healthy Weights (HCHW) program provides technical assistance and training programs for child care centers to create a healthy environment so children can enter kindergarten ready to live, learn, and play at their best. This vision statement resonated with the Heavenly Kids Center for Learning which completed the HCHW training and attained an Ohio Healthy Programs (OHP) designation in 2018 by implementing the OHP curriculum which promotes healthy eating and physical activity changes in their center. Heavenly Kids made health a priority by incorporating cooking demos and gardening into the curriculum and partnering with local organizations including Local Matters and Mid-Ohio Foodbank.

Public Health Challenge

Childhood overweight and obesity rates have reached critical proportions. According to the Ohio Department of Health, 36 percent of Ohio's Head Start students are currently identified as overweight or obese. In 2004, then-U.S. Surgeon General Richard Carmona stated that we may see the first generation of children with a predicted shorter life expectancy than their parents due to increased obesity rates, unhealthy eating habits and physical inactivity. Childhood obesity puts children at an increased risk for chronic diseases including heart disease, type 2 diabetes, asthma, joint pain, and adulthood overweight or obesity. Additionally, mental health can be impacted by childhood obesity, including low self-esteem and feeling rejected or isolated. Creating a healthy environment is the responsibility of everyone involved in the care of young children.

Approach

OHP is a voluntary designation for early care and education programs (ECE) to prevent childhood overweight and obesity by promoting healthy weight and growth in all children ages birth to five years old. Through HCHW, Columbus Public Health (CPH) provides technical assistance to ECEs in Columbus to assist them in receiving the OHP designation. ECEs receive the designation by demonstrating that they have gone above and beyond basic practices by training teachers and administrative staff on OHP's five goal areas and 13 key messages. Additionally, ECEs must implement healthy policies to ensure healthy practices are maintained, meet healthy menu standards, and engage families in healthy messaging. CPH provides sample menus, tailored policy suggestions, and materials for

family engagement to meet these requirements. Through policy, system, and environmental change, ECEs can provide a healthier environment for the children in their care.

Results

Heavenly Kids Center for Learning, which cares for over 150 children, adopted healthy eating policies to support the growth and development of the children. The center has committed to serving a variety of foods to broaden each child's food experiences. Family style dining is incorporated in the classrooms with the teachers sitting, eating and talking with the children about what they are eating while each child serves themselves. Family style dining not only encourages the trying of new foods, but allows children to learn table manners, talk with adults at the table, and practice fine motor skills. Partnering with organizations, including Local Matters and Mid-Ohio Foodbank helped to support their quality programming for children and families. The center uses produce grown from their small garden that the children help plant, grow, and pick for the food prepared onsite. Additionally, the director has noted healthy changes in the staff and family members because of the efforts that the center has made to support a healthy environment. Through this partnership, Heavenly Kids has dedicated more of a focus to healthy eating, active play, gardening, and building children up with words.

What's Next

Heavenly Kids has committed to enforcing their newly adopted healthy policies to support a healthy environment for children and staff. When asked if they would be renewing their OHP designation annually, director Misti Norman replied "Absolutely, yes. We are really big on partnerships because that extends and expands our program." Through this partnership, the center will receive updated materials, monthly messaging, and technical assistance from Columbus Public Health and they will be required to adopt a new healthy policy annually to support a healthy environment and ensure the teachers remain up to date on the OHP training.

Find Out More

Check out www.columbus.gov/hchw to learn more about OHP and access free resources for families and child care providers. If you are located within the city of Columbus, contact Alyssa Dorsey with HCHW to receive free technical assistance at your child care center or join the Growing Healthy Kids Columbus Coalition to network with local organizations who share the goal of actively changing the Columbus community to provide children the earliest possible opportunity to develop a healthy lifestyle and to reduce their risk of overweight and obesity.



"If a child grows up eating junk food, by the time they are 18-19 years old it is hard to retrain their minds. So, if we expose them to quality and what's nutritious now, they will hopefully carry that with them throughout their adulthood."

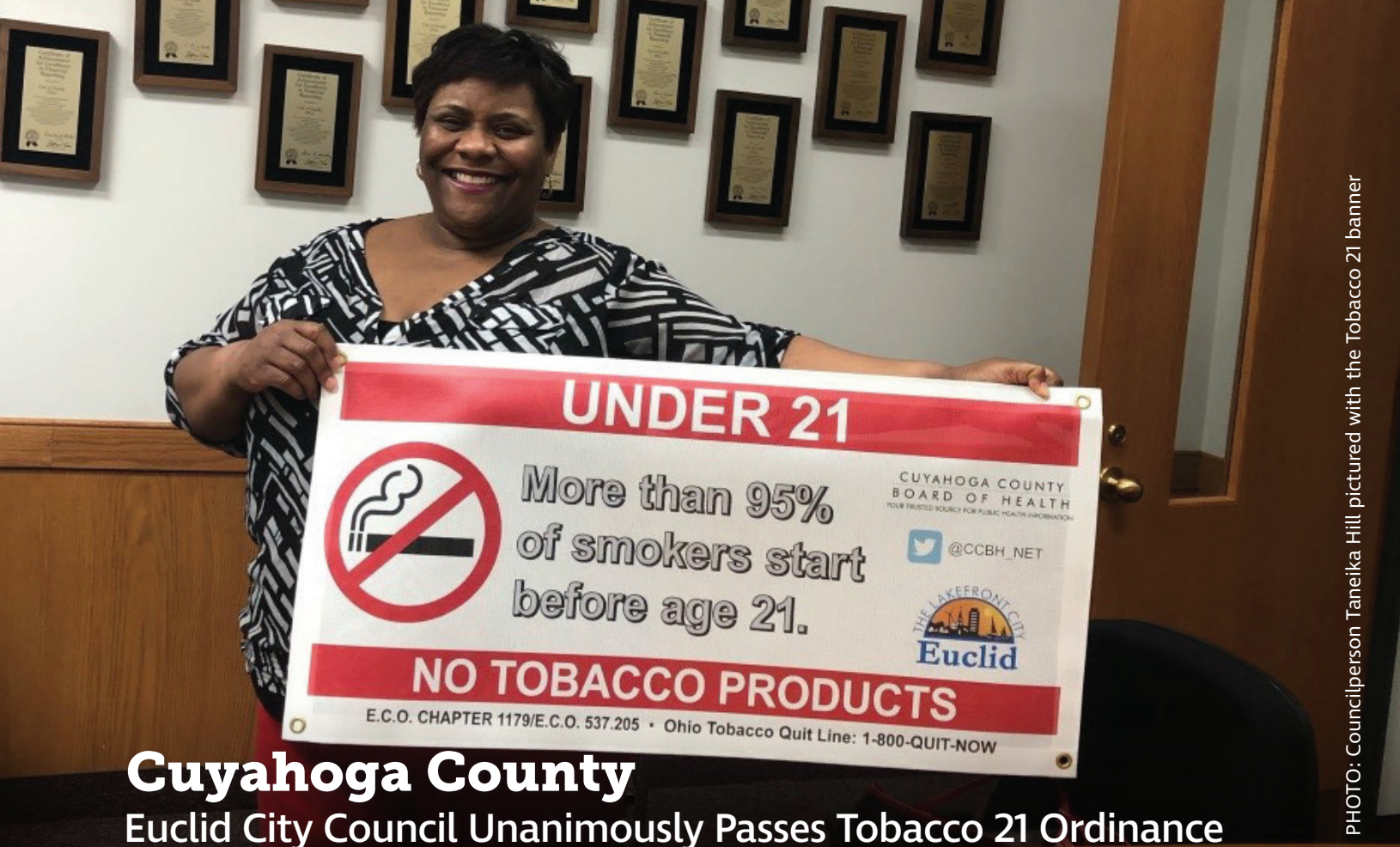
***— Misti Norman,
Director of Heavenly Kids***



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Cuyahoga County

Euclid City Council Unanimously Passes Tobacco 21 Ordinance

At a Glance

In late 2017 the City of Euclid made a strong move to support youth tobacco prevention by becoming the first city in the Cuyahoga County Board of Health's Service Area to pass Tobacco 21 (T21) legislation. It passed by a 6 – 3 vote of Euclid City Council. Despite the ordinance's passing, there were significant questions related to delegation of responsibilities, enforcement, sustainability, and the role of the Health Department. Cuyahoga Creating Healthy Communities (CHC) organized a representative coalition to address these concerns and to implement the T21 program. As a result, a revised Tobacco 21 Ordinance was re-introduced to Euclid City Council and passed unanimously 9 – 0.

Public Health Challenge

Euclid City Councilperson and Ward 3 Resident Taneika Hill was frustrated to

see young people in her ward emerge from gas stations and corner stores with 'Black & Mild' cigars or mini-cigars. Studies have indicated that 95 percent of all adult smokers began before the age of 21. Evidence suggests that people who begin smoking at an early age are more likely to develop a severe addiction when compared to those who start at a later age. There are also racial justice implications in relation to tobacco prevention, meaning equal policies, beliefs, practices, and actions that promote equal opportunity and treatment for people of all races. For example, African American communities are aggressively targeted with marketing campaigns promoting mentholated tobacco products. As a result, African Americans smoke menthol flavored cigarettes at almost three times the rate when compared to Caucasians. People who smoke mentholated cigarettes have more difficulty quitting and are therefore more likely to die

from a smoking related illness. About 74 percent of African Americans who smoke want to quit smoking. Research demonstrates that African Americans have more difficulty quitting which may be attributable to the higher rates of mentholated cigarettes and fewer cessation resources targeted to this population. The City of Euclid is a majority African American Community (56 percent) and therefore smoking prevention in Euclid may help to prevent African American youth, and all youth in the city, from starting to smoke at a young age.

Approach

The CHC Program worked closely with the City of Euclid and diverse stakeholders to develop an actionable and sustainable implementation plan for T21. The coalition included the Euclid Mayor, City Council members, Police Department, business owners, students from Euclid High School,



the Preventing Tobacco Addiction Foundation and the Cuyahoga County Board of Health (CCBH).

To learn from other best practices, CHC reached out to Columbus Public Health and Summit County Public Health who already had T21 legislation in place. This collaboration also gave confidence to Euclid City leadership to know that other cities in Ohio were implementing T21 legislation. The coalition building process developed social capital among the City of Euclid and the CCBH. The result was a revised ordinance that clarified that the CCBH would be largely responsible for the implementation and maintenance of T21. This included collecting annual Permit Applications (\$100.00) from tobacco vendors, routine inspections, periodic undercover buy attempts, communications, and ongoing reporting to the City of Euclid. CHC worked with Euclid's Law Department and CCBH's Legal Counsel to ensure that ordinance language reflected the intent of the coalition feedback process. CHC and CCBH testified at a Euclid City Council Safety Committee Meeting on the proposed implementation plan and the revisions to the ordinance, which then passed out of committee to go to the full City Council. On August 20th, 2018, the revised ordinance passed unanimously 9-0 through Euclid City Council. The coalition building process and implementation plan organized by CHC played an important role in securing unanimous support among Euclid City Council and alignment among the diverse stakeholders in the process.

Results

The CHC Program's coalition-building helped to move Euclid City Council from a 6 – 3 vote to a unanimous 9-0 vote in support of T21. A unanimous vote demonstrates more unity and commitment from Euclid City leaders. This policy directly affects thousands

of 18-21 year-olds in Euclid, as well as, the 48,000 residents in the city. CHC organized site visits to all 39 tobacco vendors within the city limits to discuss the policy change and address the concerns of tobacco vendors. As of January 1st, 2019, 18 of the 39 vendors had submitted applications for T21 permits. The CCBH passed updated policies and procedures in relation to T21 enforcement. Success in Euclid, OH with T21 catalyzed efforts in other cities, including Cleveland Heights, Lakewood, Brooklyn, and University Heights. In addition, the experience in Euclid informed the CCBH's approach to T21 across the county.

What's Next

The CHC Program will continue to organize a representative coalition to implement T21 in Euclid and will help to follow up with the remaining vendors to ensure that permit applications are submitted. Small banners will be hand delivered to all tobacco vendors with the request to post them at their place of business, and large banners will be placed at visible locations throughout the City of Euclid to raise awareness of this policy change. CCBH will begin routine T21 inspections in February of 2019 and will begin organizing the undercover buy program. Municipalities in Cuyahoga County are seeing a rapid increase in passing local T21 Ordinances. The experience in Euclid has helped CCBH build a model program so that implementation in each city will be consistent and efficient.

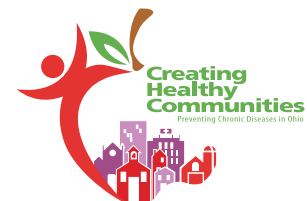
Find Out More

To begin a T21 discussion in your city or town or to find out more about T21 efforts in Cuyahoga County, contact your local city administrator and/or the CCBH and the CHC. More information about T21 can be found at the Preventing Tobacco Addiction Foundation's Website here: <https://tobacco21.org/>



***"We owe it to our youth
to create a healthy
environment and
protect them from
dangers that they may
not see."***

*— Taneika Hill, Euclid City
Councilperson/Ward 3 Resident*



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Delaware County

Sunbury Farmers' Market Helps Connect Community with Fresh Produce

At a Glance

The Sunbury Farmers' Market began in 2005 with the goal of connecting the local community to vendors selling home grown and homemade products. Each Saturday morning from mid-May thru mid-October the market is held, rain or shine, on the Sunbury Square. The Sunbury Chamber of Commerce is responsible for the planning, marketing, and facilitation of each scheduled market day. In 2018, the Chamber partnered with the Big Walnut Catchment Area Creating Healthy Communities (CHC) coalition to grow and better promote the market. The Chamber realized in past years market growth had declined and wanted to do more to preserve the valuable community resource. CHC was excited to partner in helping to expand the number of produce vendors and participants at the market. Through a vendor survey and with the assistance of the Chamber, the coalition decided a

re-brand and marketing strategy would increase the number of vendors, as well as participants shopping at the market.

Public Health Challenge

The Village of Sunbury has long sustained a small farmers' market but has struggled to grow, promote, and engage more residents and vendors. According to the 2017 Delaware County Community Health Assessment (2017 CHA), 65 percent of Delaware County adults are considered either overweight or obese based on Body Mass Index (BMI). In the Big Walnut School District specifically, the number of adults considered obese increases to 72 percent. Over the past 10 years, a trend has emerged, where overweight/obesity rates for adults in this school district has increased 21 percent (2017 CHA). Additionally, only 35 percent of Delaware County adults eat the recommended five daily servings of fruits and vegetables (2013 CHA). When

residents of a low-income community in the Big Walnut area were surveyed, 26 percent reported barriers to consuming fresh fruits and vegetables. Some barriers included high prices, no access, and no variety. Big Walnut faced a challenge in how to best expand existing resources in the community to give residents access to healthy fruits and vegetables and address growing health concerns.

Approach

The Village of Sunbury is growing quickly and is expected to become a city following the 2020 Census. While the area is expanding, many residents value the small-town feel provided by the Village Square. The Square is home to the Village Hall, green space, shopping, restaurants, and the farmers' market. Community pride in their market has led the Chamber and many vendors to continue to host and attend the market for over ten years.



This strong foundation led to a unique partnership with the Big Walnut CHC Coalition. A strategy was developed to better promote the market to the community and to expand the number of vendors, especially those offering fresh produce. The Delaware General Health District assisted with rebranding the market's logos and this branding was used on new banners, yard signs, and sail signs purchased to promote the market throughout the Sunbury area. The Chamber and CHC also partnered to create and distribute magnets which were provided to residents of a low-income community in the area who had previously been surveyed about their interest in the market. The CHC coalition assisted with an outreach plan to recruit new vendors and create a new vendor information packet.

Results

As a result of the promotion and outreach, 12 new vendors were added during the 2018 season. Of those new vendors, 6 sold fresh produce. Facebook analytical data showed the Big Walnut Area Chamber of Commerce's Market Facebook page increased the number of people who "liked" the page from 1,245 to 1,415, a 14 percent increase. When more attendees were able to come to the market, new vendors were able to join and sustain a successful season. Numerous vendors also reported an increase in attendees and better sales during the 2018 season. While attendance and sales saw an increase, new partnerships were also formed to better support and sustain efforts to grow the market and attract vendors. The Glass Rooster Cannery is a local business and CHC coalition member. When a new vendor information packet was being discussed at a meeting, the Cannery expressed interest in using their expertise to support produce vendors at the market. This led to a handout

in the packet which highlighted a new program offered to vendors. Vendors could give leftover produce to the Glass Rooster Cannery who would then create shelf-stable products they could sell at later markets. Throughout 2018, the Sunbury Farmers' Market was able to grow and expand the number of Sunbury residents who had access to fresh produce while supporting local growers and vendors.

What's Next

The 2018 season's goals of growth and promotion was the first step in building the infrastructure needed to support a Supplemental Nutrition Assistance Program (SNAP) in 2019. The CHC coalition decided SNAP would be an important feature of the market, but to ensure its success the market first needed to expand the number of attendees and produce vendors. Vendors were surveyed at the start of the 2018 season and all supported the addition of SNAP. A common theme was also the need for increased market leadership. This need was supported by Chamber leadership and in 2019 the Chamber and CHC will be exploring ways to fund a dedicated market manager who can handle SNAP, vendor relations, and market promotion. As the Chamber and CHC capitalize on the growth experienced in 2018, Sunbury residents will have an increased opportunity to access fresh fruits and vegetables.

Find Out More

Communities can work to increase the availability of healthy food options. If you are interested in learning more about how to increase the accessibility and availability of healthy foods in your community, consider joining the Delaware CHC Coalition. The coalition works on healthy eating and active living strategies in Delaware City South, the Big Walnut Catchment area, and Oxford Township/Village of Ashley.



"Sales seemed to be up from the last couple of years and it did appear that more people were around also. A lot were regulars but a lot of new faces also...All in all I think it was a better market this past year."

— Anonymous Vendor



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Knox County

Building Inclusive Communities Through Play in Knox County

At a Glance

Thanks to a collaborative effort between the Knox County Board of Developmental Disabilities (KCBDD) and multiple community partners including Knox County Health Department (KCHD— Creating Healthy Communities (CHC), an inclusive playground has been constructed at Mount Vernon Memorial Park in rural Knox County, Ohio. Designed to allow individuals of all abilities to play and interact together, this new playground offers life changing benefits to many children and families in the Knox County community.

Public Health Challenge

Chronic disease is one of three major health concerns for Knox County residents identified by the 2018 Knox County Community Health Assessment. Participating in regular physical activity

plays an important role in preventing obesity, which is a major risk factor for the development of chronic disease in both children and adults. According to the National Health and Nutrition Examination Survey, obesity rates for children with disabilities are 38 percent higher than for children without disabilities. Looking for a way to provide more opportunities for children and families to be physically active, community partners set out to create a space where individuals of all abilities can participate together benefiting both their physical and emotional well-being.

Approach

When CrossFit 1808 hosted a local charity event, it decided profits would go to the disabled community, thus providing seed funding for a playground project. KCBDD and KCHD-CHC formed a committee of therapists,

families, and other organizations. A brochure was developed. Funds were solicited from social service clubs, city and county officials, and residents. Careful consideration was given to select equipment designed for all children: those who utilize mobility devices or have sensory issues, as well as typically developing children. Cozy Cocoons and a Dinosaur Egg offer respite from over-stimulation. The floor plan would encourage children to interact with each other and their caregivers.

Results

Many businesses, social service agencies and people stepped up to help fund the \$600,000 project. It is anticipated that the park will become a destination — a place to visit — providing education, socialization, networking and fun for all types of families. Following a successful fundraising campaign, construction of

the approximately 12,400 square foot playground began in September 2018 and was completed in December. The official opening of the one-of-a-kind playground will take place in the spring of 2019, however many families were able to use the park during the unseasonably warm days of early winter. There is a sign at the entrance of the playground recognizing the many generous donors who helped the project come to fruition. Upon completion, the playground was donated to the City of Mount Vernon who will take care of future maintenance needs.

"The new playground makes it possible for Elli and Levi, and their typically developing friends to play together. It sends the message that all individuals, no matter, their ability are valued in our community!"

—Laura & Jamie Sanders, Inclusive Playground Committee Members

What's Next

The playground project has raised significant awareness for the need to consider inclusiveness when building new or updating current recreational spaces in Knox County. For example, making something "accessible" to individuals gets them into the space; whereas, making it "inclusive" allows for interaction and engagement among all users. Each piece of equipment features a QR code and through the use of a smartphone, the playground users can learn more about the equipment. Members of the 2018 Chamber of Commerce Community Leadership Program plan to paint and update other portions of Memorial Park to compliment the new playground. A resolution stating that inclusion be considered in all future projects has been presented to the City of Mount Vernon for adoption.

Find Out More

Get Healthy Knox County is a coalition of agencies and individuals who work together to make wellness an easy choice for Knox County residents. The coalition is committed to improving access and affordability of healthy food, increasing opportunities for active living and assuring tobacco-free living where residents, live, work and play. The coalition website, www.gethealthyknox.org, has information on how local residents can get involved in other projects like the Inclusive Playground project.



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Licking County

School Garden Provides Access to Fresh, Healthy Foods for Students

At a Glance

To increase access to healthy foods for students, the Licking County Health Department's Creating Healthy Communities (CHC) program partnered with a local public charter school to install a school garden. Par Excellence Academy, which serves grades K-6, is located in Newark where over 23 percent of families are living in poverty, putting children at risk for poor health outcomes as they become adults (ACS, 2011-2015). The school garden provides students with access to fresh, healthy foods and the opportunity to try new foods they may otherwise not experience. Now, 260 students at Par Excellence will have access to fresh, healthy food starting in 2019.

Public Health Challenge

According to the 2017 Licking County Community Health Assessment, over 38 percent of adults in Licking County are

obese, which is significantly higher than the national Healthy People 2020 goal of 30.5 percent. An additional 32 percent of residents are overweight. Obesity rates are especially high in households making less than \$25,000 annually, which is approximately 20.9 percent of the population. These individuals were found to be 45 percent less likely to be physically active than individuals living in households making more than \$75,000 annually. According to Licking County Health Rankings, 17 percent of children live in poverty and 38 percent are eligible for free reduced lunches. In the City of Newark, 23 percent of families are living in poverty and 27.8 percent of youth — or 3,380 children — live in households with public assistance such as food stamps, SNAP benefits, or free/reduced lunches. Par Excellence Academy is aware many students may be living at or below the poverty level and are not receiving fresh, healthy foods at home or have the opportunities

to try them. Not only does the school face the challenge of students living in poverty, but since the school receives food through another school district's food service, they also face the challenge of having little control over what foods are chosen for their menus. The school does provide snacks where they try to incorporate healthier options, and they visit the local food pantry for fresh produce when possible.

Approach

In an effort to provide access to fresh, healthy foods to students, Par Excellence Academy partnered with the Licking County Health Department's CHC program to build a school garden. The school had been growing herbs and vegetables indoors using aeroponic tower gardens, but the school wanted to design a unique outdoor space for hands-on learning, gardening, and socializing. An outdoor garden would also give the students the opportunity



to grow more produce with the potential to bring it into the school for students to enjoy. The school strives to create a healthy environment for it's students in and out of the classroom where they can teach healthy lifestyle habits. Early in 2018, the school envisioned an outdoor garden space where students could learn about where foods come from, gardening skills, and healthy eating habits. CHC worked with the school to plan and purchase supplies to create the space. Various size garden beds were purchased to allow enough room for all grade levels to have the opportunity to grow food and tend the garden beds. Inside the classroom, kindergarteners received education on where foods come from and did taste tests with different foods. Fourth through sixth graders received a survey asking them about local foods, where foods come from, and exposure to local foods. The school also participated in the Great Lakes, Great Apple Crunch in October to highlight local apples donated by a nearby orchard. For some students, this activity was their first exposure to eating a whole apple or tasting a fresh apple from a farm.

"I learned that the plants grow from the ground. My favorite vegetable I've tried is broccoli"

—Ashlyne-Student

What's Next

The Par Excellence Learning Center is the non-profit arm of the school. They are also partnering with the school garden by providing a grant to develop the garden, as well as incorporate a mentorship program with students beginning in the spring of 2019. The partnership will continue work on the garden and incorporate education inside

the classroom. Students can look forward to a hands-on experience working in a garden, learning how food grows, and trying new foods in 2019. Students will have more opportunities to try new healthy foods and develop healthy habits through the school garden.

Results

Thanks to funding from the CHC program and the help of volunteers, the school now has an outdoor school garden and supplies to fully implement a school garden in 2019. In the fall of 2018, 64 kindergartners tried different fruits, vegetables and cheese. Approximately 150 students received education about local foods and gardening. Most students who completed the survey recognized food comes from farms and think farms are important. Overall, results from the survey were positive. A few of the questions revealed the following:

- 79 percent of students know food comes from a farm.
- 69 percent have gardened before.
- 82 percent believe a healthy diet includes a variety of colorful fruits and vegetables every day.

During the 2018 school year, messages about the new school garden were shared in the school newsletter and on social media. Parents are already expressing interest in participating in the school garden with their children or how they can help.

Find Out More

Communities and schools can work together to increase access to fresh, healthy foods. If you are interested in learning more about strategies to increase access to healthy foods in your community or school, consider joining the Licking County Wellness Coalition. The coalition works on healthy eating and active living strategies through out Licking County with the vision of healthy people living healthy lifestyles.



"Having this garden in place has given us the ability to have all 260 students and faculty taking part in not only learning the benefits of eating healthy but also having hands on lessons specified towards how to maintain a healthy source of food and sustain it from the soil to the seedlings, to picking plants for all of us to share. We will be using all our beautiful bounty to replace snacks and for lunches in our school as they are attainable."

— Taylor Cooper, Volunteer:



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Lorain County Clearing the Air for Multi-unit Housing Residents

At a Glance

In 2017, the Department of Housing and Urban Development (HUD) passed a rule requiring each Public Housing Authority (PHA) to implement a “smoke-free” policy which bans the use of tobacco products in all public housing units, indoor common areas and in PHA administrative office buildings. Since then, the Lorain County Public Health (LCPH) Creating Healthy Communities (CHC) program has supported the Lorain Metropolitan Housing Authority (LMHA) by providing resources and technical assistance to meet these requirements. On May 1, 2018, LMHA officially passed a policy to become a smoke-free environment, which bans smoking in common areas, resident units, offices, and within 25 feet of all doors and windows. This policy makes it possible for people living in 1,496 single and family units to breathe smoke-free air.

Public Health Challenge

A person’s physical environment impacts their health, and residents living in low income subsidized housing tend to have a higher risk for poor health than other Lorain County residents. According to the Lorain County Community Health Assessment (2015), 22 percent of adults smoke, but this number grows to 36 percent among adults earning less than \$25,000 annually. Surveys from 2016 and 2017 revealed that 60 percent of LMHA residents said they could smell smoke from other units in their own apartment, and 67 percent said they had smelled smoke in hallways and other common areas. The Centers for Disease Control and Prevention (CDC) states there is no safe level of secondhand smoke (SHS) exposure, and that the home is the main place many adults and children breathe in SHS. Residents in LMHA housing

often include people with disabilities, children, and elderly adults, which are groups that the CDC says tend to have a greater risk for the damaging health effects caused by SHS. Over 63 percent of LMHA residents said that they would be in favor of a smoke-free housing policy at LMHA.

Approach

The CHC coalition identified a smoke-free housing policy as a priority activity that multiple partners could work to support, and formed a Healthy Homes subcommittee to design and implement the policy. The subcommittee met six times and included LCPH health education specialists, and LMHA staff and residents. Together, the team drafted and approved policy language and planned enforcement and cessation activities. Quarterly CHC coalition meetings allowed other partners from



healthcare, faith-based, and community organizations to hear updates and offer input as the project progressed over 2 years. Evaluation, training, community outreach, and education contributed to the project's success. LMHA residents gave their opinions, received education, and completed surveys at 10 community outreach events organized by the Healthy Homes subcommittee. The team held a LMHA staff training to educate building managers and maintenance workers about the health risks of SHS, rationale for the policy change, and how to conduct enforcement activities.

Results

An assessment was completed, which included tobacco litter collection on properties, resident surveys before and after policy implementation, and interviews with residents and staff. Outside litter collected before and after the policy passed increased by 383 cigarette butts, which suggests that residents are following the new policy and moving their smoking outside. After policy implementation, only 15 percent of LMHA residents report smelling smoke in their unit, compared to 60 percent before the policy. Around 38 percent of residents also report smelling less smoke in common places, compared to 67 percent who say they smelled smoke in common areas before. Over 85 percent say that the policy makes the neighborhood healthier and LMHA staff report few policy violations. Building managers and residents agree that the air smells cleaner in buildings, and feel the policy has made a positive effect on the environment. Interview comments also revealed some themes; for example, residents report they breathe more easily, and they tell stories of neighbors who quit smoking as a result of the policy change. This policy impacted a large group of at-risk residents living in 1,496 single and family units.

What's Next

A local Certified Tobacco Treatment Specialist (CTTS) offered several smoking cessation information sessions at LMHA properties; only four residents attended, and none began cessation services. The CHC coalition continues to plan opportunities for residents to connect with the CTTS in order to reach more people and support efforts to quit smoking. As with many tobacco and smoke-free policies, partners and residents express concerns about their exclusionary nature and how they may disproportionately affect underserved, low-income populations. Many LMHA residents shared negative comments about the policy; for example, they expressed concerns over a lack of covered smoking shelters, considering Ohio's harsh winters; some residents don't want to quit smoking; and some residents have attempted to quit and failed many times. The Healthy Homes subcommittee will share and discuss a summary report of this project with the CHC coalition and LMHA residents so that the partners can address concerns and consider additional policy or environmental changes, health education, and health promotion resources.

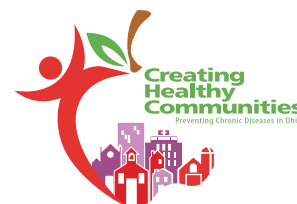
Find Out More

Get involved to help make a difference in your community! Partners are organizing throughout Lorain County to determine ways to improve health and to prevent and reduce chronic disease. Together, we activate communities to: improve access to and affordability of healthy food; increase opportunities for physical activity; and assure tobacco-free living wherever Ohioans live, work, and play. To get involved in projects that help make the healthy choice the easier choice, contact Lorain County Public Health.



"It's like any change. People don't like change to begin with but it's definitely a positive change and I'm glad it happened. It has definitely made an effect; less smoke in the buildings."

— Facilities Manager, LMHA



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Lucas County

New Lactation Room Helps New Mothers Return to Work

At a Glance

Studies have shown that mothers are more likely to return to work when they have a supportive working environment that would allow them to continue to provide breast milk for their baby. The Fair Labor Standard Act requires employers to provide break time and space for nursing mothers to express their milk. A collaboration between the Lucas County Creating Healthy Communities (CHC) program, Lucas County WIC's Lactation Consultant, and the University of Toledo Medical Center provided a newly furnished lactation room to help new mothers return to work while continuing to breastfeed their children.

Public Health Challenge

According to the Centers for Disease Control and Prevention (CDC),

mothers are the fastest growing segment of the U.S. labor force. Approximately 70 percent of employed mothers with children younger than three years' work full-time. One third of these mothers return to work within three months after birth and two-thirds return within six months. Consequently, low rates of breastfeeding add more than \$3 billion a year to medical costs for the mother and child in the U.S. Breastfeeding benefits for infants include reduced risks for: asthma, obesity, type 2 diabetes, ear and respiratory infections, and SIDs (sudden infant death syndrome). Breastfeeding benefits for mothers include reduced risks for: heart disease, type 2 diabetes, ovarian cancer and breast cancer. The American Academy of Pediatrics also recommends that mothers breastfeed exclusively for the first six months and continue breastfeeding with the addition of complementary

foods until the baby is at least one year old. With this in mind, Healthy People 2020 includes a goal to increase the proportion of employers that have worksite lactation support programs. A second Healthy People 2020 goal is to also increase the proportion of infants who have ever breastfed to 81.9 percent, as well as to increase the proportion of infants who are breastfed exclusively through 6 months to 25.5 percent. Ohio's rates for infants ever being breastfed according to CDC is 81.9 percent, and Ohio rates for exclusively breastfeeding through six months is 23.7 percent. Since all of Ohio's goals for breastfeeding have not been reached, it becomes important to continue to establish lactation support resources for working mothers, when possible.



Approach

Lucas County CHC program worked with local partners and the Toledo-Lucas County WIC lactation consultant to identify the University of Toledo Medical Center (UTMC) as a site in need of lactation resources for their employees. UTMC is a teaching hospital that has both university faculty and hospital staff housed at their facility. Through discussions with UTMC's Director of Nursing and through pre-surveys administered to UTMC employees, CHC staff determined that there was a great need for a furnished lactation room for female employees who are breastfeeding.

Once a dedicated space was identified for a lactation room, CHC worked with Lucas County WIC's lactation consultant to plan and design a room that would simultaneously accommodate two individuals at one time. The room included two breast pumps, two glider chairs, a refrigerator, a microwave, a curtain to divide the room for privacy, and other accessories to assist those using the room. The room also provides a quiet and calm place for employees to decompress from the stressors of their job.

Lastly, CHC worked with UTMC on developing lactation support guidelines to allow employees to use the lactation room during their break times. Additional time would also be given, as long as employees inform their supervisor.

Results

A furnished lactation room has proven to be very beneficial to UTMC's employees who are breastfeeding. A post-survey developed and administered by CHC through UTMC's

nursing director showed that 87 percent of employees surveyed state that having a lactation supportive work place does influence their decision to return to work. For example, only 63 percent stated that they would continue to breastfeed/pump if their employer did not support them breastfeeding. Also, lactation support services that employees found most helpful were a supportive boss/co-workers, supplied hospital grade pump, the glider chairs, a designated room itself, and access to a lactation consultant.

Other recommendations employees suggested to improve their lactation experience included: more lactation rooms throughout the hospital and/or on different floors, more education to patients and staff regarding the program and benefits; and improving the existing lactation room by providing an inspiration board/photo board to display baby photos for assisting in milk letdown.

What's Next

CHC will continue to work with local partners to promote work place lactation support through policy, systems, and environmental change. In 2019 CHC will replicate this initiative in other Lucas County target communities.

Find Out More

- **Advocate** – Be an advocate for work place breastfeeding where you work.
- **Connect** – Connect with your local lactation consultant to learn more about the benefits of breastfeeding.
- **Participate** – Celebrate Breastfeeding month at your work place in August.



"Love the lactation room. Extremely helpful in my return to work. Breastfeeding is my number one goal and UTMC helped me be successful in my journey"

—University of Toledo Medical Center Employee



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Marion County

Fresh, Local Produce- Just one Perk at Marion's Downtown Market

At a Glance

The Produce Perks incentive program provides a dollar for dollar match to Supplemental Nutrition Assistance Program (SNAP) recipients to use at local farmers' markets. Over \$900 worth of Produce Perks incentive dollars were redeemed in the first year of the program, helping to alleviate some of the barriers faced by those living in poverty. This collaborative food access solution has not only served to improve diet qualities but has helped to assist the local economy through the support of area farmers and created a centralized community hub in an underutilized downtown space. The incentive program would not have happened without the collaboration of several organizations which included the Marion Community Food Development, Inc., Downtown Marion Inc., City of Marion, Marion Public Health's Creating Healthy Communities Coalition, Produce Perks Central Ohio,

Marion City County Regional Planning Commission, and The Ohio State University Extension Marion County.

Public Health Challenge

Healthy diets can prevent and reduce many chronic diseases and contribute to an improved quality of life. All too often, food choices are determined based not only on availability but also affordability. This is especially true for the nearly 1,200 Marion City residents living in the downtown area. According to the American Community Survey, over 40 percent of residents in this area are living in poverty. The USDA Food Access Research Atlas has identified this neighborhood as being food insecure based on having limited access to a full-service grocery store, coupled with higher rates of low-income families. Based on the last County Health Assessment, over 76 percent of Marion adults report eating fewer than the

recommended five or more servings of fruits and vegetables per day. In an effort to increase access to fresh local produce, community partners worked together to offer nutrition incentives, and to establish a market that was inclusive and welcoming to all!

Approach

In 2017, the downtown Marion Market began accepting SNAP benefits. 2017 evaluation results revealed only 10 percent of sales involved Electronic Benefit Transfer (EBT) transactions. This data helped to inform the Creating Healthy Communities coalition as we looked to implement an equitable food access strategy in our community. A newly formed statewide nutrition incentive network proved to offer just that solution with the Produce Perks Nutrition Incentive program. The program helps those most vulnerable for food insecurity by stretching their



SNAP benefits and offering a dollar for dollar match, up to \$20. This multifaceted approach resonated as an opportunity to increase access to locally grown produce, and also as a mechanism to increase sales and foot traffic, generate new customers, and retain and attract new farmers and vendors.

“What we saw were people from all pockets of our community coming to visit the market. Not only were they shopping at the market, but they were staying around and congregating. This was the exact atmosphere that we wanted to create!”

—Jim Lavelle, Marion Market Manager

Results

In the first year of the incentive program, SNAP sales were around \$1,100 with over \$900 in Produce Perks redeemed. Interviews conducted with local farmers indicated increased market attendance, new customers, and an increase in sales from previous years. All farmers supported the program and would recommend it to other vendors. In addition to the nutrition incentive program, community leaders and partners worked in collaboration to enhance the market experience. A change in venue offered a more ideal community setting with park-like amenities and local entertainment. Beyond that of the Produce Perks program, the market offered additional benefits e.g., senior vouchers and WIC Farmers' Market

Coupons. Thanks to the support of the local extension office, several community engagement opportunities were offered during the summer months. This broad approach led to a more diverse audience visiting the market than noted in previous years.

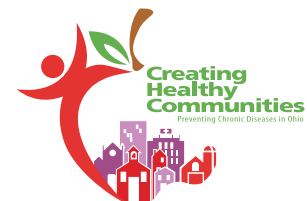
What's Next

Goals moving forward for the Marion Market include improving education and awareness of incentive programs, increasing the number of SNAP recipients utilizing Produce Perks, generating more vendors selling local produce at the market, and boosting overall market attendance. Additionally, through the process of relocating the farmers' market to the current location, community leaders and residents have expressed support and identified a common vision to see this downtown space become a vibrant community hub of resident activity and communal gatherings. Lastly, in an effort to support and sustain this work beyond our county boundaries, local stakeholders will advocate and offer continued support as we build momentum of the Produce Perks program and the Statewide Nutrition Incentive Network.

Find Out More

We all have a role in supporting our local food system and economy! Increase the demand for local products by visiting local markets, buying local produce, and increasing the demand for healthy, fresh food choices.

Are you interested in bringing healthy foods to families in need? Are you looking to support your local farmers and support local economy? To find out more about the Produce Perks Program and the Ohio Nutrition Incentive Network visit www.produceperks.org



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Meigs County

Making a Plan to Be More Active in Meigs County

At a Glance

Having access to pedestrian friendly areas is key to ensuring that individuals are engaging in what is termed as 'active transportation' (AT). In 2016, the Creating Healthy Communities (CHC) Coalition and a separate Transportation Advisory Committee (TAC) embarked on developing an AT plan for the entire county. The Meigs County Health Department (MCHD) was awarded a planning grant from the Ohio Department of Transportation (ODOT), which allowed the CHC Coalition to partake in a collaborative partnership with Toole Design Group (TDG). After years of dedicated work, the CHC Coalition, TAC, and TDG presented a completed Meigs County Active Transportation Plan for 2018.

Public Health Challenge

Transportation continues to be a major concern for the residents of

Meigs County. According to the most recent Census data, over 3 percent of Meigs County residents do not own a vehicle, nor is there county wide public transportation. Meigs County is located in a very rural area within the Appalachian region, and parts of the county are very remote. This leads to pockets of Meigs County residents being isolated and unable to access necessary healthcare services, employment, and food. With this in mind, creating a plan that allows for and encourages walking and biking will help inspire more physical activity amongst all residents and visitors to the area.

Approach

In 2016, partnerships were formed with Buckeye Hills Regional Council, ODOT, Yay Bikes!, TDG, and Meigs County community leaders to gather data, provide education, and promote the efforts being made by

each contributing partner. They first established the TAC, meeting regularly to discuss transportation concerns and solutions to the issues they felt were most prominent to the county. The committee developed a master plan, engaged in mapping exercises, and learned from professional development bicycle rides.

The mapping exercise consisted of TAC members doing a walking audit through areas within Meigs County and determining where walkways needed improved or added. This exercise continued with proposed ideas as to where development of multi-use trails could be implemented or improved where people were already walking. The professional development bicycle rides, spearheaded by Yay Bikes!, led committee members through the villages of Racine and Pomeroy. These helped individuals learn how to ride safely alongside automobile traffic, understand the rules of the road,



and informed the participants how to incorporate more biking into their everyday routines.

The Buckeye Hills Regional Council helped by developing several maps for the county, including a sidewalk map, and assisting in writing the planning grant. With this grant awarded by ODOT, the MCHD was able to contract with TDG, who was responsible for overseeing the entire AT planning process. This included leading all of the TAC meetings, conducting the pop-up mapping events, developing and distributing the wikimap, hosting an open house event, and compiling and creating the draft and final transportation plan. Residents of the county were informed of these plans through the pop-up and open house events held in Pomeroy, Racine and Syracuse communities. At these events, participants were encouraged to provide feedback related to multiuse trail locations, sidewalk improvement, and safety concerns. Residents then helped with data collection through the use of the wikimaps placed on websites of the TAC partners. This allowed all residents, even in the most rural sections of Meigs County, to identify where they engaged in forms of AT throughout the area. All of these data collection methods allowed TDG to know where efforts needed to be applied to best meet the needs of Meigs County and its residents.

Results

The dedication brought forth by the partnerships made with the CHC coalition on this project has led to the development of an Active Transportation Plan for Meigs County. This plan has helped to identify needs and best practices for residents to safely navigate the county. From this data, the plan also established goals

and recommendations for improving transportation into the future. Meigs County has been provided a framework to focus their efforts in the hopes of fostering an environment that is bicycle and pedestrian friendly. TDG has also provided foundation and resources that the county can use in the future to achieve these goals.

What's Next

The established TAC and the CHC Coalition, along with their other partners, are committed to continuing their efforts towards improved AT education and infrastructure developments for Meigs County for years to come. The committee and coalition will use the AT plan to determine projects to focus on next and funding for those projects including, the Middleport Multi-Use Trail and the Book-A-Bike Program.

Find Out More

1. Become a part of the Meigs County CHC Coalition to partake in Active Transportation, and other projects geared toward healthy eating and active living.
2. Partake in a professional development ride to become more comfortable when cycling with traffic.
3. Follow the statewide initiative of Your Move at <http://facebook.com/yourmoveohio>.
4. When possible, ride a bike or walk to your destination!



"Meigs County residents now have a vision for how active transportation can better their lives. Developing this plan will allow the quality of life for Meigs Countians to be improved, as well as allow them to join in all of the natural beauty that is Meigs County. Buckeye Hills looks forward to see that vision become a reality for all of Meigs County residents."

— Karen Pawloski, Transportation Planning Coordinator-Buckeye Hills Regional Council



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Montgomery County

Wayfinding Signs Promotes Opportunities for Physical Activity

At a Glance

In collaboration with the City of Dayton and Old North Dayton Neighborhood Association (ONDNA), Public Health – Dayton & Montgomery County Creating Healthy Communities (CHC) program purchased wayfinding signs to boost the physical activity of residents and visitors in Old North Dayton. What jump started the project was Old North Dayton's neighborhood president's vision to improve access to healthy places during a Dayton & Montgomery County CHC meeting. The wayfinding signs give residents clear directions to the Great Miami Recreation Trail, Mad River Recreation Trail, Stuart Patterson Park, and other Old North Dayton destinations.

Public Health Challenge

According to the Centers for Disease Control and Prevention (CDC), and the Behavioral Risk Factor Surveillance System, (BRFSS) 56.2 percent of adults who live in Old North Dayton are overweight or obese and 67.3 percent of adults have not met the CDC aerobic activity recommendation. With 28.4 percent of residents living below poverty level, and many lacking transportation, safe and affordable opportunities to be physically active in the neighborhood are difficult to access.

Old North Dayton is the home to Stuart Patterson Park, the Great Miami Recreational Trail and Mad River Recreational Trail. Stuart

Patterson park is a hub for activity for residents in the neighborhood and contains newly refurbished basketball and tennis courts. The Great Miami and Mad River Recreational Trails are both within one mile of the neighborhood. The entire Miami Valley region has over 340 miles of paved, multi-use recreational trails. Stretching across Dayton and through neighborhoods like Old North Dayton these trails connect schools, parks, historic landmarks and area attractions. The system of trails enhances both the wellness and quality of life of Old North Dayton residents and visitors, but although it is home to a wonderful community park and has access to two nearby great recreation trails residents and visitors could not easily locate these places for physical activity.



Approach

The president of the ONDNA and member of the CHC Coalition shared a vision to improve access to places for physical activity for residents of Old North Dayton. The CHC Coalition, City of Dayton, and ONDNA led the planning efforts for a wayfinding signage project. Input from the community was gathered by various approaches: neighborhood observations and biking and walking audits. During an ONDNA meeting, residents shared their ideas on the design and location of the signs. The ONDNA worked with City of Dayton engineers and city planners to finalize and complete the project.

Results

The wayfinding signage purchased by the CHC grant positively impacted residents and visitors of Old North Dayton. The enhancement includes wayfinding signs strategically located at key intersections through the neighborhood. Now residents and visitors have directions to places for physical activity. Countless individuals will utilize the wayfinding signs to access Stuart Patterson Park and the Great Miami and Mad River Recreation Trails. Residents have expressed that they will get out and go to the park and recreation trails more often because of the improvements.

What's Next

The CHC Coalition, City of Dayton, and ONDNA plan to continue implementing community development that improves the health of residents of Greater Old North Dayton. This neighborhood is

undergoing a transformation driven by residents, businesses, and organizations participating in a comprehensive community development plan. The plan includes additional transportation system improvements such as reconstructed roadways and additional wayfinding signage. Major institutional investments in the community include the Salvation Army Kroc Community Center, CARE House, and the Dayton Children's Hospital. The Kroc Center plans to expand its campus adding a soccer field and other amenities.

Find Out More

To learn more about projects like these, join the Montgomery County CHC Coalition, an organization working to connect residents to resources and organizations who have similar interests such as active living, healthy eating, and tobacco free environments. Take part in CHC where the healthy choice is the easy choice! The Montgomery County CHC Coalition meets on the second Wednesday of even months.

"The wayfinding signs are going to be great for the neighborhood. A lot of people don't know park and trails are in Old North Dayton. I think the signs promote physical activity for the residents of the neighborhood!!"

— Community Member



"Anytime we have an opportunity to create a better environment for physical activity for our residents, we are excited. The new bikeway signs will help make miles of recreation trails even more accessible."

— Jeff Cooper, Montgomery County Health Commissioner



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Perry County

The Revitalization of Roseville: A Road Map for Appalachian Communities

At a Glance

In the early 20th century, the Village of Roseville thrived on the manufacturing of pottery. However, the village began a steady decline when pottery production ceased in 2008. With a population of 1800 residents, 65 percent of whom are considered low-income, Roseville is working to reinvent itself with commitment and dedication from village and government officials and community partners such as Creating Healthy Communities (CHC). Downtown revitalization and economic development plans are bringing \$5.5 million in improvements and jobs to the area. Two local residents have committed to opening a grocery store and restaurant in this food desert area and the village park has been revitalized. These projects work together to create a new vision for Roseville; a healthy, thriving, and self-sustainable community.

Public Health Challenge

The Village of Roseville began actively seeking opportunities to establish a grocery store beginning in 2016. The last grocery store closed in 2007 leaving the low-income Appalachian community with no access to local, fresh, and healthy foods. Village officials report that this is not a simple undertaking. Infrastructure projects are necessary such as: road widening, the removal of blighted buildings, remediation of the ground, and the improvement of water lines. Additionally, the community straddles two county lines, leaving conflicting regulations on county funded opportunities. After several years of decline, many people outside the village have a perception of the community that village officials are working hard to change. They believe that a change in perception of their community will help to attract working families to the area. A vibrant, thriving

downtown area, well maintained and revitalized parks, and local businesses such as the long-awaited grocery store are integral pieces of Roseville's revitalization process.

Approach

Village officials offered community residents the opportunity to submit an application expressing their interest in establishing a grocery store within the village limits. Two area residents were selected from the applicants and funding sources were determined to begin remediation of the store site. Muskingum and Perry County officials began offering possible resources and searching for funding for projects such as road widening. CHC began working with community officials on the revitalization of the Village Park, as communities with family friendly outdoor areas are more likely to attract working adults with young



children. Governor John Kasich's office and Congressman Steve Stivers office began actively participating in the ongoing conversations as all parties are continuing to work to move the revitalization process forward.

Results

"The Kiln", a market and eatery, will be coming to Roseville in 2019. Current business owners have stepped forward with offers to expand their existing businesses. Another local couple has expressed interest in opening a laundromat and are working with the village to demolish the uninhabitable structure on the proposed site. The Village Park was revitalized: a state-of-the-art skate park was designed and completed; a splash pad was built to replace an outdated pool; a walking trail and willow structure were completed to make the area more accessible and attractive to those who may be physically or sensory impaired; and an edible forest was planted. Infrastructure projects of over five million dollars began in 2015 and will continue through 2020. Projects include upgraded drainage in the business area, demolition of buildings on future building sites, village wide road replacement, and the building of new curbs and sidewalks along Main Street.

What's Next

The village is focusing on economic development and is actively seeking investors, entrepreneurs, and new businesses. Affordable property, low property taxes, and the availability

of low-interest loans will make the area attractive to future businesses, thereby stimulating financial growth and stability. The community is geographically well located to attract working families from both Muskingum and Perry Counties. One could wonder how adding a grocery store or rebuilding a village park could become a driving force behind a community's revitalization. Village officials are quick to say it just takes commitment and dedication. They envision a family friendly community with a walkable downtown area that offers opportunities for social engagement and shopping. They want to be self-sufficient and able to support their community without the continual need for government resources and they want to be able to share their revitalization journey with other communities who may be in similar situations. If Roseville can revive itself, can't others?

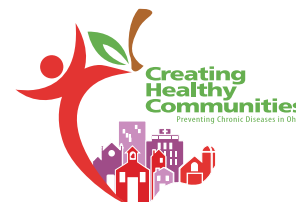
Find Out More

Want to get involved? Join the Perry Neighborhood Connection. We are working to connect our residents to resources and organizations that may have similar interests. Are you interested in the local food movement or do you have a passion for healthy living? We can connect you to others who feel the same way. The Perry Neighborhood Connection meets on the 3rd Tuesday of every even numbered month. Contact the Perry County Health Department at 740-342-5179 for more information!



"Our plans to reinvent the village began in 2016 with finding the critical needs of the community. We asked the residents what they most wanted to see in their community. What we heard repeatedly was a grocery store. It isn't up to us to decide what the community needs, without the resident's support and their willingness to invest in Roseville these changes wouldn't be possible."

***— Heidi Milner,
Chief Fiscal Officer***



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Richland County

Babies Abound at Richland Academy of the Arts

At a Glance

Collaboration between Richland Academy of the Arts and the Creating Healthy Communities (CHC) Program at Richland Public Health led to implementation of lactation support guidelines that provide a breastfeeding friendly environment for employees, as well as mothers visiting the art center. The support provided through these guidelines has helped an employee returning from maternity leave successfully continue breastfeeding. The guidelines have also supported visiting mothers choosing to breastfeed while at Richland Academy of the Arts.

Public Health Challenge

Breastfeeding has numerous health benefits for both the mother and infant, including reducing the risk of ovarian and breast cancer and protecting the infant from infection and childhood obesity. Breastfeeding

rates have continued to rise in Ohio; however, many women still abandon breastfeeding, despite the health benefits. Many times mothers do not feel adequately supported to breastfeed and are challenged with a lack of public acceptance and places to nurse outside of the home. In particular, the World Health Organization (WHO) has recognized that mothers returning to work do not always have enough time and/or a comfortable place to breastfeed, express, and/or store their breast milk. Providing a private, clean space at the workplace and allowing for short breaks throughout the day can support mothers in following recommendations for breastfeeding and successfully meeting their infant feeding goals. Similar steps can be taken at other locations to support breastfeeding mothers who visit. Richland Academy of the Arts was determined to support both their employees and visiting mothers.

Approach

Lactation support guidelines were adopted by Richland Academy of the Arts, which included creation of a lactation room. The lactation room was an essential part of the project because an employee was planning her return from maternity leave and would have had to borrow another employee's office any time she needed to nurse or pump. Along with the use of the lactation room to express and store breast milk, the guidelines permit flexible break times for employees to further support breastfeeding. Women who participate in, or bring children to classes are also permitted to use the lactation room. This was very important, as many women were expecting around the same time as the start of the fall dance season. Signage throughout the building establishes a clear breastfeeding friendly message and directs visitors to the lactation room.



Results

Mothers at Richland Academy of the Arts have been very excited about the lactation support they have received. The lactation room has been well utilized by the employee returning from maternity leave, along with other visiting women. "It is very nice to have a quiet place that I can take my little one to nurse," said a mother who has been utilizing the lactation room. Through employee and visitor surveys, other women have expressed interest or intentions to use the room in the future, as well as regret that such support was not available while they were breastfeeding. One mother responded, "I think it's a great idea, I wish I had something like this when my daughter was little." Mothers have been very grateful, expressing that the program "...is wonderful! Thank you for wanting to support mommies on their journeys" and "Fantastic work guys! This breastfeeding momma says thank you!!"

What's Next

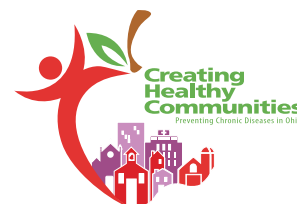
Mothers make up the majority of employees and visitors to Richland Academy of the Arts. Because returning to work and participating, or bringing older children to participate in activities outside the home is often difficult for new mothers, it was important for Richland Academy of the Arts to provide support for these breastfeeding women. Lactation support guidelines provide a private place to breastfeed, express, and/or store breast milk, and support for a mother's infant feeding goals, making the healthy choice the easy choice. Richland Academy of the Arts has become a model breastfeeding friendly establishment in the area and can be used as an example to promote lactation support guidelines to other worksites in Richland County.

Find Out More

You can help breastfeeding mothers successfully meet their infant feeding goals by creating a supportive, breastfeeding friendly environment and encouraging employers to implement lactation support guidelines. To get involved with future breastfeeding or other healthy eating initiatives in Richland County, attend a Creating Healthy Communities Coalition meeting in Mansfield or Shelby.

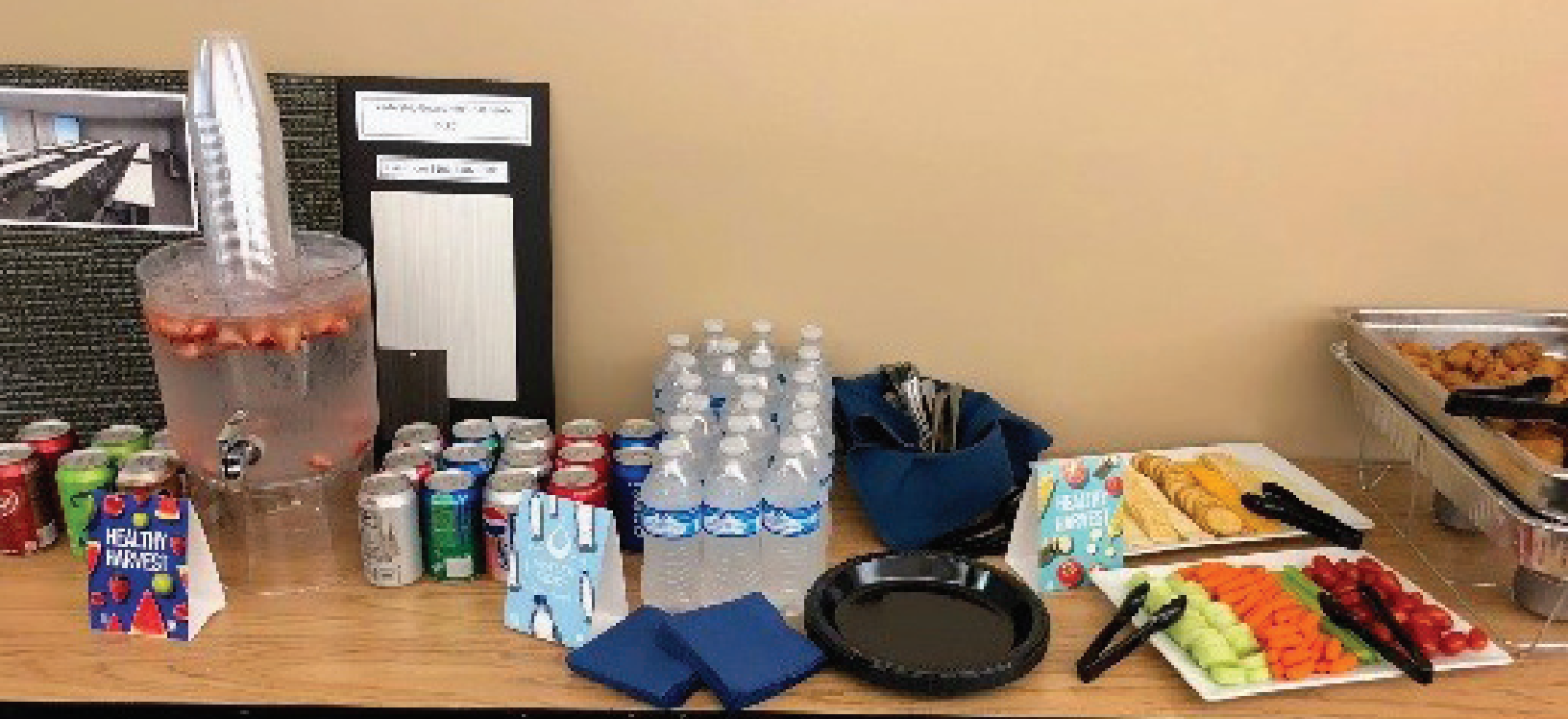
"Having the lactation room in our facility has been amazing. Being able to pump while at work or nurse my daughter while we are here together in a quiet place is so nice. As an employee it is great to see the benefit for other nursing mothers in our facility!"

— Megan Williams, Employee at Richland Academy of the Arts



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Sandusky County

Improving Health on Campus — One Meeting at A Time

At a Glance

Workplace settings are ideal for implementing health and wellness initiatives because Americans spend much of their awake time at work. Unfortunately, many employers lack the resources and confidence needed to implement policy and environmental strategies that can influence people's health behaviors. With help from the Sandusky County Creating Healthy Communities (CHC) Program, Terra State Community College now has a policy in place regarding nutrition guidelines for food and beverages served at campus sponsored meetings. More than 250 Terra State employees have increased access to healthy foods and beverages and are encouraged to make healthy food choices while at work.

Public Health Challenge

According to the Sandusky County Community Health Assessment 2017

(CHA), three out of every four adults who live in Sandusky County are either overweight or obese. Obese individuals are at risk for developing health conditions such as type two diabetes and hypertension. These associated health problems have a significant economic impact on the U.S healthcare system. The Centers for Disease Control and Prevention (CDC) estimates the annual medical cost of obesity in the U.S. was \$147 billion in 2008 U.S. dollars, and the out of pocket medical costs for people who are obese were \$1,429 higher than those of normal weight. Furthermore, the indirect obesity-related absenteeism and loss of productivity costs employers billions of dollars per year. As obesity rates continue to rise, so does the cost of health insurance. Employers who offer employee health care insurance coverage are facing much of the financial burden and are increasingly interested in reducing some of this burden by keeping health

care costs down. Since adults spend over one third of their waking hours at work, workplace settings are ideal for implementing health initiatives that positively influence personal behaviors.

Approach

A desire to create a healthier food environment at Terra State Community College led the worksite's leadership team to establish guidelines for food and beverages served at campus sponsored meetings. Terra State's Human Resources (HR) Department and the Conference and Events Center worked closely with Sandusky County CHC to develop a solution that would address the worksite's needs, while considering the campus culture and readiness to change.

An employee survey showed there was strong support among staff for making healthier options more accessible. Results revealed 54 percent of Terra



State employees felt there were not enough healthy foods offered during meetings. A number of suggestions for future meetings were shared with the leadership team and taken into consideration during the development and implementation of the policy. The food and beverage guidelines policy was developed using nutrition standards from the American Heart Association (AHA). It included which types of foods would be addressed and what percentage of foods and beverages would be required to meet the AHA standards. Ongoing communication was provided to employees about the healthy changes that would be taking place, and a kick-off event was held to celebrate the campus's commitment to a healthier organization.

Results

These guidelines created an environment at Terra State Community College where health is valued and supported. As a result of this policy, 50 percent of snacks and nut/fruit mixes and 80 percent of beverages served at meetings are meeting the AHA's recommended standards. Terra State's Conference and Events Center provides on-going promotion of healthy options at meetings through signage, displays, and promotion of portion sizes. This change reaches more than 250 employees, as well as additional visitors and students who attend meetings at the college. Since the policy went into effect, there has been a 55 percent increase in the number of employees who state they are satisfied with the amount and types of healthy food and beverage options offered at meetings; and 72 percent of employees state they are consuming healthier foods and beverages. Employees have expressed excitement about the new healthy options. One employee responded, "I think the health promotional messages are great because they encourage me to choose the healthier options."

What's Next

The leadership team at Terra State Community College took it upon themselves to begin expanding these guidelines in other food settings on campus, including the campus café. The café, which originally offered candy, chips, and sugar-sweetened beverage has begun replacing many of these items with healthier options including low-fat yogurt, baked chips, and even a salad bar. Sandusky County CHC will continue to act as a resource for local organizations and worksites who want to initiate change by creating a healthier food environment.

"I have noticed myself being more focused and alert after meetings now that healthier foods are being served."

— Terra State Employee

Find Out More

You can contribute to creating a culture of health in Sandusky County by improving the food environment at your own workplace. The Ohio Food and Beverage Guidelines toolkit can be used to develop guidelines for almost any setting within the workplace. Included is guidance on customer buy-in, nutrition standards adopted from the AHA, sustainability considerations, assessment/evaluation tools, and marketing/promotion suggestions. Download these resources at <https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/creating-healthy-communities/Healthy-Eating/>



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Stark County

Striving for Healthier Environments, One Childcare Center at a Time!

At a Glance

Nearly 6,000 children are enrolled in childcare centers in Stark County. Within these environments, children spend the majority of their awake time and are provided the majority of their meals and physical activity opportunities. In 2018, the Creating Healthy Communities (CHC) Program engaged childcare centers in Massillon to participate in Ohio Healthy Programs (OHP) trainings and become designated OHP centers. Obtaining OHP designation demonstrates that centers have chosen to go above and beyond licensing requirements, taking steps to make healthy habits part of a child's everyday life during mealtime, playtime, and anytime. More than 100 employees from childcare centers

participated in OHP trainings; two centers met qualifications to receive OHP designation, and an additional center will seek OHP designation in early 2019.

Public Health Challenge

According to County Health Rankings & Roadmaps 2018, overweight and obesity rates for all ages are a concern in Stark County, with 31 percent of adults and 13 percent of children falling into either category. Childhood obesity is complex; the extra pounds can often lead to health problems that include diabetes, high blood pressure, high cholesterol, poor self-esteem and depression, even in childhood. Contributing factors can include a person's behavior and genetics. Behaviors such as too little activity

and too many calories from food and drink can influence and contribute to childhood obesity and can continue into adulthood. Environments that do not support healthy habits can make it difficult to select healthy food choices and engage in physical activity. Places such as childcare centers, schools, or community sites can affect diet and activity by the foods and beverages that are offered, and access to opportunity for physical activity. Childcare programs include roughly 80 percent of a child's daily awake time in which children receive the majority of their meals and physical activity opportunities. Childcare centers in Stark County wanted to make changes that support a healthy environment and encourage the development of healthy habits for all children.



Approach

OHP was created by the Ohio Child Care Resource and Referral Association (OCCRRA) in response to increasing childhood obesity rates within the state. OHP is voluntary and offers early care and education providers the opportunity to earn a one-year designation as an OHP provider. The program provides professional development training which demonstrates best practice standards for wellness policy implementation, menu improvements, and family engagement strategies. The *Healthy Children, Healthy Weights* curriculum utilized by OHP is designed to support childcare centers in promoting healthy eating and physical activity for all children in their care. CHC personnel partnered with the Stark County Health Department's Maternal Child Health (MCH) grant staff to recruit centers for OHP designation, host professional development training sessions, assist with menu improvements, and enhance policy development. By working collaboratively, a greater number of childcare centers were contacted, trained, and provided technical assistance in OHP and throughout the designation application process.

Results

During the year, 30 OHP training sessions were conducted, including childcare staff from Stark County, Summit County, and Mahoning Counties. In total, more than 100 childcare staff completed OHP training in 2018. Fair Play Family Center and RiverTree Christian Church, two Massillon based childcare centers, applied for and were awarded OHP designation. Both centers improved their menu offerings and created

policies to increase physical activity for all children. There are more than 20 childcare centers in Massillon, but at the start of 2018 only one center had an existing OHP designation award. By the end of the year, with the addition of the newly designated centers, a total of three childcare centers currently hold OHP designation. Although the process for designation can be lengthy, we are making steady progress in Massillon to assist childcare centers in improving their environments to make healthy habits the norm for all children.

What's Next

Through CHC, we are continuing to make improvements to the childcare environment in Massillon a priority over the next year. We plan to make a concerted effort to recruit more centers to pursue OHP designation and stress the importance of the physical activity landscape in the childcare setting. For centers wishing to maintain OHP designation, CHC and MCH staff will continue to work together to provide technical assistance and identify opportunities for improvements within the center. The goal is to have centers become OHP designated and maintain designation.

Find Out More

You can help improve the childcare environment in your community and build capacity to provide more opportunities for healthy eating and physical activity! Find out whether the childcare centers in your community are aware of the OHP designation and become active in a local coalition for healthy schools or youth.



"OHP has helped not only our center environment, but it's helped our teachers become more aware and involved. They are participating in physical activity more with the children now instead of just sitting and watching them, and that's important for the kids as their role models."

***— Cindy Hernandez, Director,
RiverTree Christian School***



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Summit County

Producing Access at the Barberton Farmers Market

At a Glance

Fresh, local produce is now more accessible for the 19.8 percent of Barberton residents enrolled in the Supplemental Nutrition Assistance Program (SNAP). Summit County Public Health's Creating Healthy Communities (CHC) Program and Countryside Conservancy, a leader in farmers market operations and farm land conservation, formed a partnership to bring the SNAP and Produce Perks Programs to the Anna Dean Farmers' Market in Barberton. This provides SNAP recipients living in Barberton with improved access to locally-grown produce during the farmers' market season.

Public Health Challenge

Nearly 12 percent of Barberton's population is living in a food desert and 10.8 percent of households do not have access to a vehicle. Lack of reliable transportation creates a significant barrier for low-income populations in obtaining healthy foods. The higher cost of fruits and vegetables in comparison to many unhealthy foods is another prohibitive factor for low-income families. Research shows SNAP households tend to purchase less fruits and vegetables and more processed foods when compared to non-SNAP households. Limited access and affordability of fruits and vegetables contributes to poor dietary patterns which can influence the development of chronic diseases such as obesity and diabetes. This impact can be seen in Barberton where approximately 30 percent of the population is living with obesity.

Approach

To implement the SNAP and Produce Perks Program, CHC and Countryside Conservancy coordinated with the Barberton Historical Society, which is the volunteer operator of the Anna Dean Farmers' Market. This provided SNAP customers the opportunity to use their SNAP benefits at the market by simply swiping their EBT card to deduct the amount they wanted to redeem for farmers' market tokens to purchase food items. The Produce Perks Program then extended their buying power on fruits and vegetables by allowing them to match their SNAP benefits, up to \$20, for spending on locally-grown produce. During the season, social media and print advertising helped increase awareness of the programs within the community.



Results

During the May through September season, over 100 SNAP transactions occurred totaling close to \$2,000 distributed to customers. With the addition of Produce Perks, nearly \$1,500 of locally-grown fruits and vegetable were brought into the homes of customers shopping at the market. According to survey responses, 80 percent of returning customers reported that Produce Perks increased the amount of fruits and vegetables they were eating, and 50 percent of customers came to the market specifically for the programs. Shopping data also showed that the majority of customers using SNAP were residents of Barberton with 60 percent of shoppers reporting Barberton zip codes. The program was also well-received by vendors with 100 percent of the qualifying vendors participating in the program. Of the 16 participating vendors, 15 reported that they would be returning to the market the following year.

What's Next

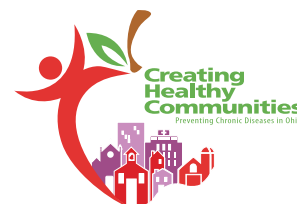
Through the continued partnership between CHC and Countryside Conservancy, the goal for next year's market is to increase Produce Perks transactions by adding to the number of new and returning SNAP customers. In order to increase market attendance in 2019, additional marketing including targeted mailings of Produce Perks cards to existing and new SNAP customers will occur. Partners will also be building upon the capacity of the market to provide enhanced SNAP customer service and engagement.

Find Out More

Residents of all socioeconomic backgrounds deserve to live in a place where nutritious foods are accessible and affordable. Help create this environment in your community by finding out if your local farmers' market accepts SNAP or is eligible to participate in the Produce Perks Program. Enjoy the taste of locally grown foods and support local food producers by shopping at your community's farmers' market. To get even further involved in healthy food access, join the Summit County CHC coalition.

"It was inspiring to see how the Barberton community embraced increased access to healthy, fresh and local produce."

—Erin Molnar, Countryside Conservancy



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Trumbull County

Working Together is Fruitful for Warren Food Deserts

At a Glance

The City of Warren is considered a food desert. To those who live there, this is a barrier to fresh and healthy foods which can lead to negative health outcomes, such as obesity and heart disease. The Trumbull County Creating Healthy Communities (CHC) Coalition decided to work with local stores to improve residents' access to fresh and healthy foods using the CHC Good Food Here (GFH) brand. GFH is a statewide initiative to help make healthy foods more affordable and accessible at corner stores. These materials were instrumental in facilitating the implementation of the program in Warren. In collaboration with the Trumbull Neighborhood Partnership's GROW Program, the CHC Coalition successfully began offering fresh and

healthy choices, especially produce, to customers at Smart Mart, located on the southeast side of Warren.

Public Health Challenge

Unfortunately, food deserts can wreak havoc with food security. A food desert is a neighborhood that lacks access to healthy food sources and where 50 percent or more of the residents live more than a mile from the grocery store. Food deserts affect one third of the residents living in Warren, particularly those living on the south side of the city. A challenge for residents in Warren is that many do not have reliable transportation to and from a full-service grocery store. This makes it difficult to sustain a healthy diet consisting of fresh produce, whole grains, and meats. Instead, people

choose to rely on unhealthy items sold at corner stores and gas stations which greatly affects health outcomes of the residents.

Approach

Smart Mart is a small store in a Warren neighborhood where many residents lack access to fresh fruits and vegetables. GROW conducted customer surveys and a door knocking campaign to gain knowledge on what foods residents would like to see in their community. GROW assisted in implementing GFH to begin selling the most frequently requested items. By working with a local produce distributor and using GFH materials, Smart Mart began to market and sell healthy choices. Displaying this newly offered produce in baskets added to



the appeal and atmosphere of the store. An event was held in August to announce the expansion of selling fresh produce that included a cooking demonstration using only ingredients from the store, GFH recipe cards, activities and prizes for children, and health screenings.

Results

Through the GFH initiative, Smart Mart has successfully implemented fresh produce and brought attention to other healthy items in their store. The kick-off event was a success and engaged many frequent customers that expressed their excitement for Smart Mart's new inclusion of fresh produce. A variety of fruit and vegetable produce has been added but potatoes, onions, and garlic have consistently been found to be the biggest sellers and a favorite of the store owners due to their extended shelf life.

What's Next

Through this project we have built a trusted partnership with a local convenience store, Smart Mart. GROW staff regularly check in with the owners and provide technical assistance as needed, and a tailored tracking sheet has been developed to assess which items are selling regularly. Other local food retailers have begun to implement GFH into their stores. Lit'l Macs, located in a food desert area in the northwest side of Warren has agreed to begin offering more healthy options and increasing their marketing strategy using the GFH materials. We look forward to continuing to cultivate

these relationships in a community-wide effort to provide access to fresh and healthy foods. With the creation of a fellowship position in the GROW program, efforts will continue to increase food access and food security in Warren. The fellow will work with GROW and CHC to continue to provide technical assistance to current stores offering GFH and to expand to more stores within Warren and surrounding areas of Trumbull County. This is an important step toward creating long-term success in our efforts to increase food security in Warren and Trumbull County.

Find Out More

We can eliminate the impact of food deserts by increasing residents' access to fresh and healthy foods through GFH. Smart Mart has been a success. We look forward to working with other local food retailers to achieve the same efforts. To get involved with GFH in Warren, Ohio, contact Cassandra Clevenger, GROW Program Director, or Jenna Amerine, CHC program coordinator with the Trumbull County Combined Health District.

"I really enjoyed the cooking demonstration. It made the store smell good and brought attention to the produce!"

— Deanna,
Smart Mart Store Owner



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Union County

Increasing Access to Physical Activity Through the Richwood Lake Trail

At a Glance

Thanks to the efforts of the Richwood Trailblazers' coalition and participating partners, the Village of Richwood now has a fully paved and accessible 1.2-mile trail. Since its completion, the park and trail have seen a dramatic increase in use, and residents and visitors alike have an overall favorable view of the trail. As a part of a greater effort to increase opportunities for physical activity in the northern parts of Union County, the trail also plays a role in the larger Union County Trails and Greenways Master Plan.

Public Health Challenge

Union County, like many other communities across the United States, is seeing a steady uptick in residents with obesity, the risk factors associated with heart disease and shortened lifespans, and also many lacking physical activity. Specifically, data from the 2018 Union County Health Assessment shows 38 percent of adults are considered obese and 29 percent overweight, while one in seven adults did not participate in any physical activity within the past week. Only 53 percent of youth participated in at least 60 minutes of physical activity per day on five or more days in the past week. Another area of concern is a lack of access to opportunities for physical activity, particularly in the more rural parts of the county. These trends and lack of access have

played a role in increased rates of high blood cholesterol (38 percent), high blood pressure (28 percent), and other overall poorer health outcomes among residents.

Approach

Through partnerships with the Richwood Trailblazers, the Village of Richwood, and the National Park Service, the Union County Creating Healthy Communities program supported the implementation of a 1.2-mile, paved trail to address access to physical activity opportunities for Northern Union County. The trail, located at Richwood Lake Park, was constructed over a five-year period of planning, engineering, and fundraising. Upon completion, the Trailblazers and partners had secured over two million dollars, established a strong,



sustainable coalition membership, and developed short and long-term goals for both future improvements and programming to encourage long-term use and care by residents.

Results

Use of the trail has grown significantly since its completion in June of 2018. During the first phase of the trail's completion (around 1400 linear feet) in 2017, there were an average of 18 users per day on the path. Once the loop trail was completed, the average number of users per day swelled to 84; a 366 percent increase in use. Residents and visitors alike have also provided positive feedback about the trail and are enthusiastic about having greater access to something like this in northern Union County.

"It is exciting to see people out and about at the Richwood Park, walking the trail, riding bikes, and fishing...I'm thankful for the community members, the Village Officials and the Health Department for being instrumental in getting the project done."

— Rita Monroe, Member of
Richmond Trailblazers Coalition;
Richmond resident

What's Next

The Richwood Trailblazers members and other partnering organizations continue to build upon the success of the trail through the development of future trail connections, park programs, and sustainability planning. The group's next long-term initiative is to expand the trail further into the community to provide greater access to the south side of the town. There is also an effort underway by the Trailblazers to expand membership and help create a sense of ownership of the trail by residents through park and trail cleanups, family events, and other programs.

Find Out More

You can help increase access to opportunities for physical activity in your community by volunteering in local parks and planning committees. By donating your time, you are helping improve your community. Through your input and work with local parks and trail groups, you can help create an environment that supports and encourages regular physical activity. Contact the Union County Health Department's Creating Healthy Communities Coordinator to learn more.



Contact:

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Washington County

Taste the Local Difference at the School-Based Farmers' Market

At a Glance

The Ohio State University (OSU) Extension worked with the Washington County Creating Healthy Communities (CHC) program to create a Junior Farmers' Market for students at six school districts within the county. The Junior Farmers' Market provided fresh fruits and vegetables and educational demonstrations. Families were encouraged to visit the market to support the local food economy with the goal of changing nutrition behaviors and combatting obesity. Students were amazed to taste the difference in freshly picked produce at the farmers' market, which they found to be a fun and exciting social event that differs greatly from the grocery store. Now, 313 4th-grade students have a better understanding of where their produce comes from and are increasing their consumption of fruits and vegetables.

Public Health Challenge

Today, many children do not get enough exercise or consume the recommended amount of fruits and vegetables; as a result, childhood obesity is at an all-time high. Nationally, Ohio ranks 6th in childhood obesity (18.6 percent) and 11th in adult obesity (33.8 percent). According to the Centers for Disease Control and Prevention (CDC), children who are obese are more likely to become obese adults. Improving the eating and exercise habits of the family is one way to reduce childhood obesity. But, many families find it difficult to eat healthy and be physically active because their environments do not provide accessible options. Being able to visit a local farmers' market is a good way to support the local economy, be physically active, and increase consumption of fresh produce.

This can be important when, according to the CDC, nearly 40 percent of Ohio adolescents report consuming fruits and vegetables less than one time a day.

Approach

To help increase access to fresh produce among children, OSU Extension partnered with several local organizations to implement a Junior Farmers' Market. These partners include GoPaks, OSU Extension Master Gardeners, River City Farmers' Market, Sisters Health Foundation, Washington County CHC program, Washington County Soil and Water Conservation District, West Virginia University Extension SNAP-Ed, and many volunteers.

There are six school districts in Washington County, and the Junior Farmers' Market was implemented at



one school site in each district. Schools with greater than 50 percent free and reduced lunch were prioritized for participation.

The classes study currency as a part of math, so the market would serve as a “hands-on” application of the concept. Each student received five \$1 “market tokens” to exchange for fresh fruits and vegetables at the school-based farmers’ market. While the students made their choices, they had the opportunity to interact and ask questions about the produce to the farmer and Master Gardener volunteers. Students received reusable market bags with educational messages to take their produce home and an apron to increase interest in cooking at home. The students were also encouraged to share the produce with their household and to buy from local farmers.

Results

In all, 313 fourth grade students and 21 teachers from the six school districts in Washington County participated in the Junior Farmers’ Market. Surveys were generated for the students to take home and complete with their parents to describe their experience. Out of 313 possible survey replies, 187 were returned (59.7 percent return rate). Ninety-nine percent of students indicated that they were excited and enjoyed the market. Seventy-nine percent of parents indicated that their child was more motivated about eating fruits and vegetables and 93 percent said their child ate the produce they purchased with the tokens. Since participating in the market, 84.4 percent of parents indicated that their child could identify more fruits and vegetables and 81.3 percent of households reported they plan to visit the farmers’ market or purchase fruits and vegetables from farmers directly.

There was a total of \$1,750 in market tokens spent, all of which went directly

to local farmers. The president of the farmers’ market observed a significant increase in students visiting the regular farmers’ market following the program, indicating it successfully did impact shopping behavior.

What’s Next

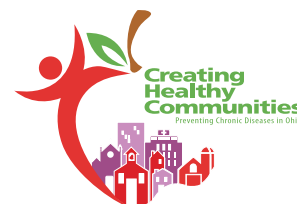
To build upon the program’s success, the team plans to visit more elementary schools throughout the county that did not receive a market in 2018. Schools that have already hosted one have agreed to invite the Junior Farmers’ Market back to school functions such as Back-to-School Day. All school districts want to implement the market at every elementary school. To sustain and grow success, options being explored include approaching local businesses and organizations to sponsor a school Junior Farmers’ Market or funding the farmers to grow produce for the farmers’ market early in the season.

“For three weeks straight after the market, there was a significant uptick of kids with their parents. They would come up to the booth and talk to me about it. Sometimes the parents would walk away and the kids would stay at the booth to talk.”

— Tom Fagan, President of the Rivers City Farmers Market and farmer

Find Out More

Help increase access to affordable, fresh, local foods. Support your local farmers. Encourage your school to offer a Junior Farmers’ Market. Get involved with Washington County CHC Coalition to make the healthy choice the easy choice.



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www.odh.ohio.gov/chc

