Forsyth County Community Health Action Plan 2011

Designed to address Community Health Assessment priorities

County: Forsyth **Partnership:** Healthy Community Coalition **Period Covered:** 2012-2015

LOCAL PRIORITY ISSUE

- Priority issue: Physical Activity
- Was this issue identified as a priority in your county's most recent CHA? _X_ Yes __ No

LOCAL COMMUNITY OBJECTIVE Please check one: __ New _X_ Ongoing (was addressed in previous Action Plan)

- By (year): *2015*
- Objective: Increase the percent of Forsyth County adults who report getting the recommended amount of physical activity.
- Original Baseline: 42% of Forsyth County Adults reported getting the recommended amount of physical activity (30 minutes per day, 5 days per week.)
- Date and source of original baseline data: 2009 Forsyth County BRFSS Survey results

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective: Forsyth County Adult Residents (18yrs and older
- Total number of persons in the local disparity population(s): 265,000
- Number you plan to reach with the interventions in this action plan: 15% of the population

HEALTHY NC 2020 FOCUS AREA ADDRESSED

__ Tobacco Use
X Physical Activity and Nutrition
__ Substance Abuse
__ STDs/Unintended Pregnancy
__ Environmental Health

__ Social Determinants of Health (Poverty, Education, Housing)
__ Maternal and Infant Health
__ Injury
__ Mental Health
__ Oral Health

__ Infectious Diseases/ Food-Borne Illness
__ Chronic Disease (Diabetes, Colorectal Cancer, Cardiovascular Disease)
__ Cross-cutting (Life Expectancy, Uninsured, Adult Obesity)

- **List HEALTHY NC 2020 Objective**: Objective 2: Increase the percentage of adults getting the recommended amount of physical activity

RESEARCH RE. WHAT HAS WORKED ELSEWHERE*

List the 3-5 evidence-based interventions (proven to effectively address this priority issue) that seem the most suitable for your community and/or target group. **Training and information are available from DPH. Contact your regional consultant about how to access them.*

Intervention	Describe the evidence of effectiveness (type of evaluation, outcomes)	Source
Campaigns and Informational approaches to increase physical activity: Community-wide campaigns to increase physical activity are interventions that: • Involve many community sectors • Include highly visible, broad-based, multicomponent strategies (e.g., social support, risk factor screening or health education) • May also address other cardiovascular disease risk factors, particularly diet and smoking	The Community Preventive Services Task Force recommends community-wide campaigns on the basis of strong evidence of effectiveness in increasing physical activity and improving physical fitness among adults and children.	http://www.thecommunityguide.org/pa/campaigns/community.html
Behavioral and Social approaches to increase physical activity: Individually-adapted health behavior change programs to increase physical activity teach behavioral skills to help participants incorporate physical activity into their daily routines. The programs are tailored to each individual's specific interests, preferences, and readiness for change. These programs teach behavioral skills such as: • Goal-setting and self-monitoring of progress toward those goals • Building social support for new behaviors • Behavioral reinforcement through self-reward and positive self-talk • Structured problem solving to maintain the behavior change • Prevention of relapse into sedentary behavior	The Community Preventive Services Task Force recommends implementing individually-adapted health behavior change programs based on strong evidence of their effectiveness in increasing physical activity and improving physical fitness among adults and children.	http://www.thecommunityguide.org/pa/behavioral-social/individuallyadapted.html
Behavioral and Social approaches to increase physical activity: Social support interventions in community settings These social support interventions focus on changing physical activity behavior through building, strengthening, and maintaining social networks that provide supportive relationships for behavior change (e.g., setting up a buddy system, making contracts with others to complete specified levels of physical activity, or setting up walking groups or other groups to provide friendship and support).	The Community Preventive Services Task Force recommends implementing efforts made in community settings to provide social support for increasing physical activity based on strong evidence of their effectiveness in increasing physical activity and improving physical fitness among adults. In all nine studies reviewed, social support interventions in community settings were effective in getting people to be more physically active, as measured by various indicators (e.g., blocks walked or flights of stairs climbed daily, frequency of attending exercise sessions, or minutes spent in physical activity).	http://www.thecommunityguide.org/pa/behavioral-social/community.html

WHAT INTERVENTIONS ARE ALREADY ADDRESSING THIS ISSUE IN YOUR COMMUNITY?

Are any interventions/organizations currently addressing this issue? Yes_X__ No___ If so, please list below.

Intervention	Lead Agency	Progress to Date
Cycling Sunday	Winston-Salem DOT	Held twice each year, this event promotes cycling on public streets.
Safe Routes To School	Winston-Salem DOT	Promotes safe walking and cycling to school for students.
Bike to work week	Winston-Salem DOT	Local organizations partner to host Bike to Work Week events at their facility. Employees are encouraged to ride their bike to work or to other places they typically take their car.
Family Fit 5k	Forsyth Medical Center	Family friendly event for all ages and activity levels (run/walk). This event benefits Girls on the Run Forsyth County.
Mistletoe Run	YMCA	Family event with a 27 year history… goal is to raise awareness and funds for local childhood obesity programs.
Transformation Nation	YMCA/ Novant Health/ WXII	This 16 week program began in January 2012 and has had great success. WXII and the YMCA were even featured on the Dr. Oz show for this outstanding program.

WHAT RELEVANT COMMUNITY STRENGTHS AND ASSETS MIGHT HELP ADDRESS THIS PRIORITY ISSUE?

Community, neighborhood, and/or demographic group	Individual, civic group, organization, business, facility, etc. connected to this group	How this asset might help
Winston-Salem	Cycling Sunday	Help individuals gain comfort with riding on city roads/ in bike lanes.
Winston-Salem & Forsyth County	Parks & Greenways	Low cost/ free physical activity opportunities

INTERVENTIONS: SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES		
Intervention: Step Up Forsyth Intervention: ___ new __X_ ongoing ___ completed Setting: Forsyth County Start Date – End Date (mm/yy): 2012-2015	The lead agency is Forsyth County Department of Public Health and it will design, implement and evaluate the program. Other partners include: Be Healthy Coalition – will guide and support the design and evaluation of the program, and will help advertise. Cancer Services – provide health recipes for newsletters YMCA – provide physical activity and exercise tips Program will be advertised in multiple formats to reach as many Forsyth County residents as possible. Potential marketing includes: social media, web stories, newspaper ads/ articles, magazine ads/ articles, bus ads, etc.	**1. Quantify what you will do:** • Hold one 8 week physical activity program each year • Reach 1,500 people in Forsyth County with this program • Provide weekly newsletters, tweets and emails for the 8 week program • Promote 8-10 local parks and greenways each year through this program • Promote local foods **2. Expected outcomes:** • Increase the number of people in Forsyth County who are physically active. • Increase the number of people who use the local parks and greenways. • Provide support to help individuals maintain participant's physical activity goals by connecting them with free/ low-cost physical activity resources.
INDIVIDUAL CHANGE INTERVENTIONS		
Intervention: Promote new and ongoing initiatives that support physical activity and alternative modes of transportation Intervention: _X_ new __ ongoing __ completed Setting: Forsyth County Start Date – End Date (mm/yy): 2012-Ongoing	Partnering agencies: FCDPH, YMCA, DOT, Winston Salem Parks & Recreation, Forsyth County Parks & Recreation,WSFC Schools, Faith Community, Wake Health Novant Health Marketing: Cross promotion of programs and resources available to increase physical activity.	**1. Quantify what you will do:** • Promote and support existing programs: Cycling Sunday, Safe Routes to Schools program, Bike to Work Week, Transformation Nation, etc. • Promote and support use of local parks and greenways. • Support bike lane initiatives. • Promote and support new programs as they are created. **2. Expected outcomes:** • Increase physical activity for adults and children • Increase use of alternative modes of transportation (walking, cycling, etc)
POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		
Intervention: Support the Legacy Plan Intervention: _X__ new ___ ongoing ___ completed Setting: Winston-Salem Start Date – End Date (mm/yy): 2012-2015	The lead agency is Be Healthy Coalition and it will support and provide coalition members with updates on legacy plan.	**1. Quantify what you will do:** • Provide coalition members with updates on progress of plan as information is available. • Support the Legacy Plan. **2. Expected outcomes:**

		Legacy Plan Visions: • A more compact, balanced development pattern • A more balanced, sustainable transportation system • Regional cooperation in planning and development • A vital and diverse economy • Concern for the environment balanced with economic development • A regional system of parks, natural areas and open space connected by a network of trails • Winston-Salem's downtown and small town downtowns are the focal points of our communities • Livable neighborhoods • A community with special character and identity • A high quality of life • Active citizenship