IUPUI
RICHARD M. FAIRBANKS SCHOOL OF PUBLIC HEALTH

INSIGHTS & INNOVATIONS

CULTURE OF HEALTH

Action Area 3: Creating Healthier, More Equitable Communities

Part II of II

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https://connect.iu.edu/ph-insights-innovation/

Learning Objectives

Participants will be able to identify policies and governance practices to support equitable communities.

Part II of II

InSOPHE
Indiana Society for Public Health Education

CEU Information

The Indiana Society of Public Health Educators (InSOPHE) has approved this session for 1.0 CEUs. If you are a member of InSOPHE and wish to receive credit for this webinar, please email Tiffany King at president.elect@insophe.org to receive the CEU evaluation.

CEUs can only be issued from the live webinar.

CME Learner Information

Learning Objectives

At the conclusion of this program, participants should be able to:

- Develop and implement policies and governance to support equitable communities.

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Designation Statement

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CME Learner Information - *Continued*

Disclosure Summary

The following planning committee and those in a position to control the content of this activity have disclosed no relevant financial relationships:

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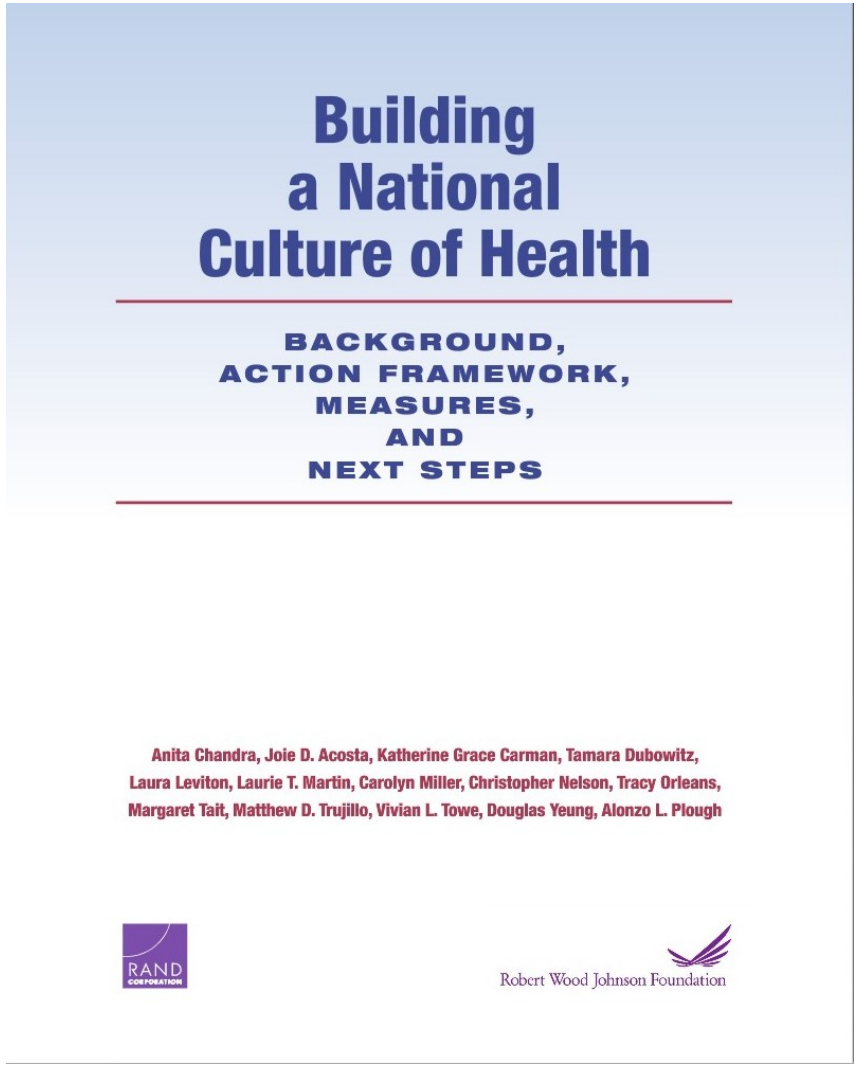
Building a Culture of Health in Indiana

Action Area 3: Creating Healthier, More Equitable Communities (Part II of II)

Evidence Base for Building a Culture of Health



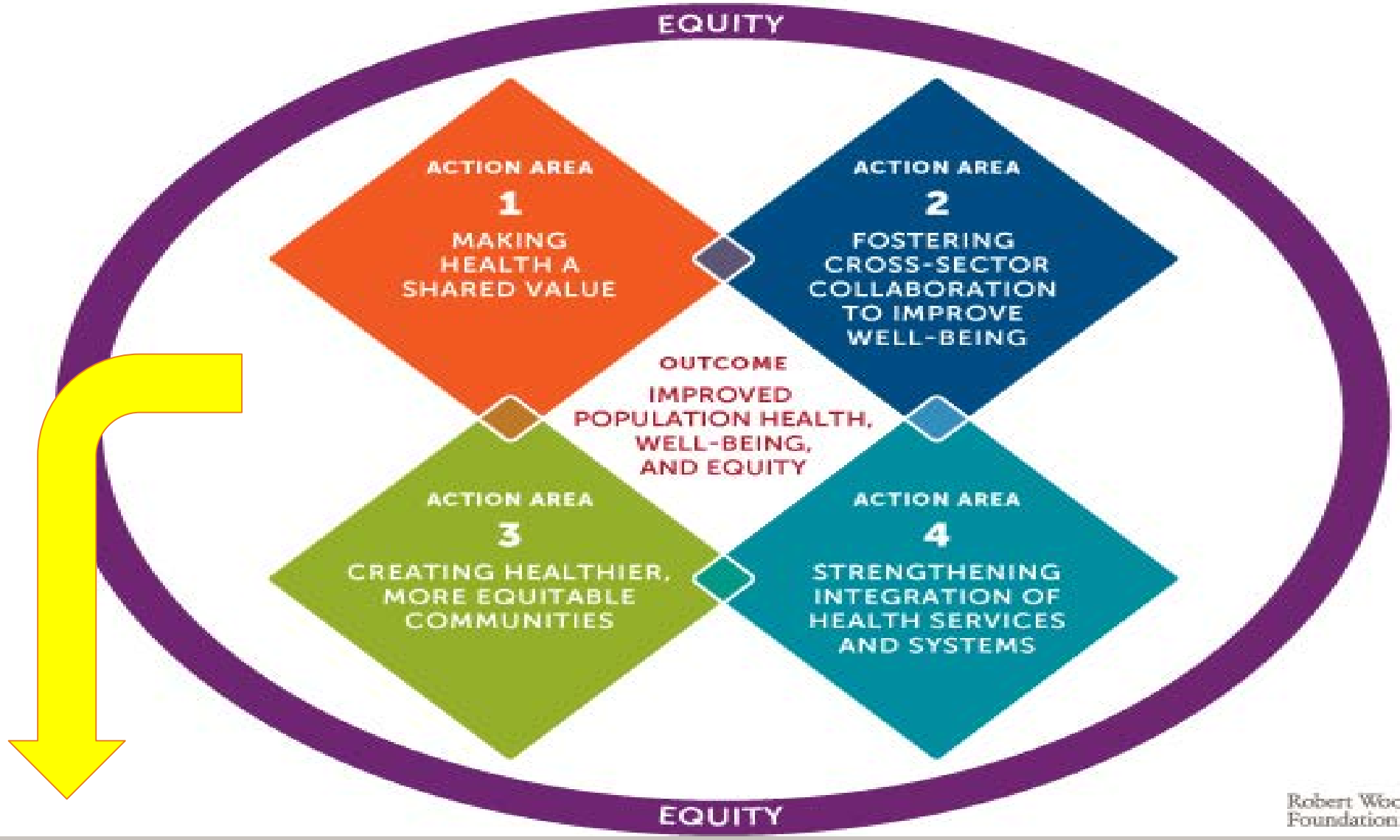
Source: Chandra, A., Acosta, J., Carman, K., Dubowitz, T., Leviton, L., Martin, L., Miller, C., Nelson, C., Orleans, T., Tait, M., Vivian, T., Douglas, T., Plough, A. (2016). Building a National Culture of Health: Background, Action Framework, Measures, and Next Steps. Retrieved from the RAND Corporation on June 10, 2016 http://www.rand.org/content/dam/rand/pubs/research_reports/RR1100/RR1199/RAND_RR1199.pdf

APPENDIX

CULTURE OF HEALTH ACTION FRAMEWORK

FOR DISCUSSION

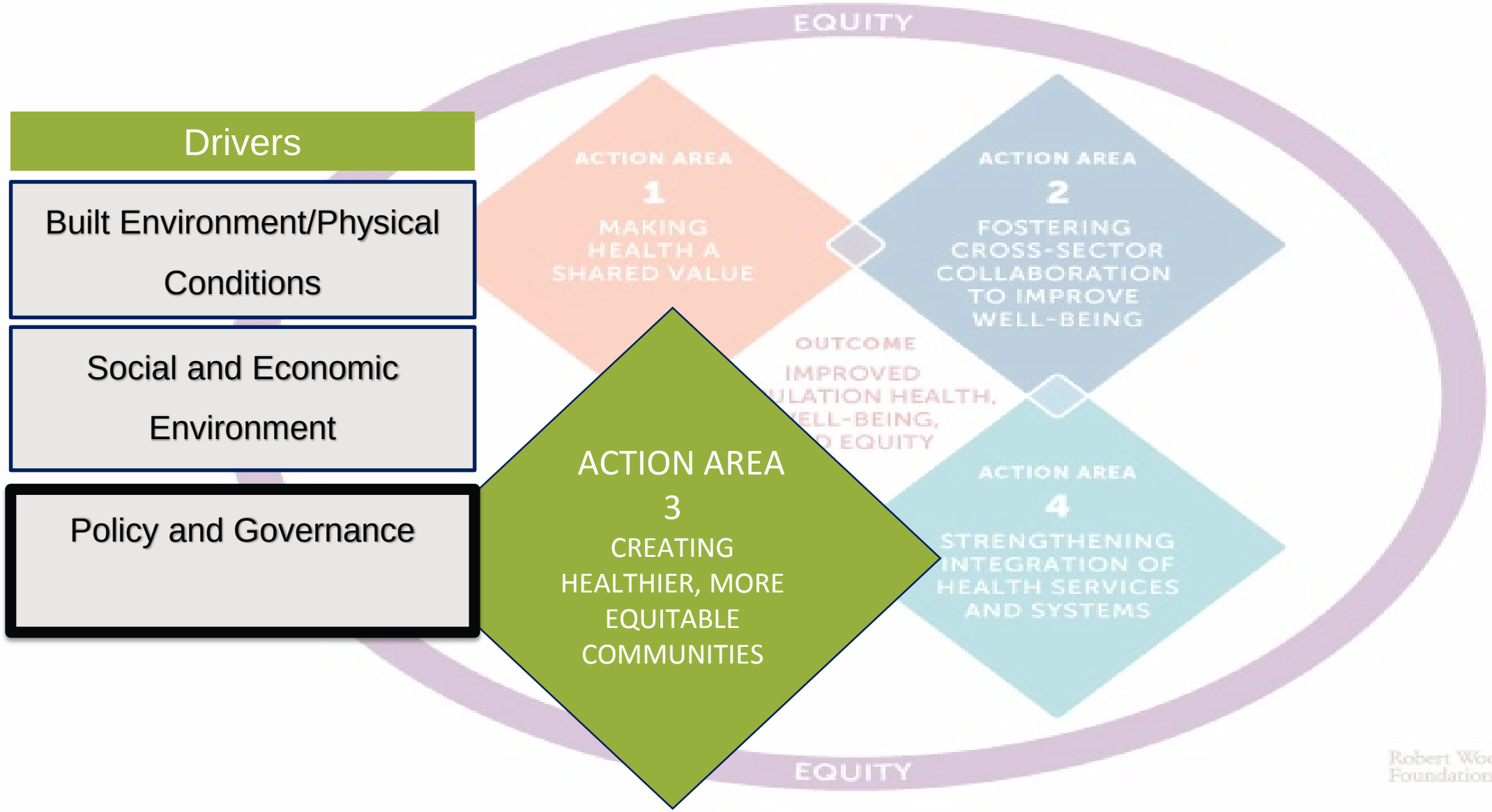
CULTURE OF HEALTH ACTION FRAMEWORK



Robert Wood Johnson Foundation

Framework and Action Area 1 and 2: https://connect.iu.edu/p94lf4bfyq3/?launcher=false&fcsContent=true&pbMode=normal

CULTURE OF HEALTH ACTION FRAMEWORK



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Creating Healthy and Equitable Communities through Policy

Types of Policies

- Laws and regulations: these are policies passed by elected officials or government agencies that influence behavior (constitutions, charters, statutes, codes, ordinances, resolutions, orders, agency regulations, and proclamations)
- Guidance documents: created by governmental bodies that interpret laws and regulations.
- Organizational policies: these are formal policies adopted by businesses, organizations, and government entities.

Sources: Public Health Law Center
http://publichealthlawcenter.org/sites/default/files/resources/Drafting%20Effective%20Policies.pdf

Creating Healthy and Equitable Communities through Governance

Examples of Governance

- Councils that assure health in all policies
- Governing bodies that align resources to support evidence based policies
- Governance that is accountable to higher standards through transparent data collection and sharing of outcomes

Brain, D. (2005). From good neighborhoods to sustainable cities: Social science and the social agenda of the new urbanism. International Regional Science Review, 28(2), 217-238.
Coaffee, J., & Healey, P. (2003). “My voice: My place”: Tracking transformations in urban governance. Urban Studies, 40(10), 1979-1999.
Taylor, M. (2000). Communities in the lead: Power, organisational capacity and social capital. Urban Studies, 37(5/6), 1019.

Resources

Title	Description	Link
Robert Wood Johnson's Culture of Health	Building a culture of health	https://www.cultureofhealth.org/
Local Public Health Governance Performance Assessment Instrument	Assess governance capacity based on 10 essential services	https://www.cdc.gov/nphpsp/documents/governance/07_110300-gov-booklet.pdf
Public Health Law Center	Drafting Effective Policies	http://publichealthlawcenter.org/sites/default/files/resources/Drafting%20Effective%20Policies.pdf
Indiana Indicators	Indiana community data	http://indianaindicators.org/
Collective Impact Forum	A structured way to create and sustain social change.	https://collectiveimpactforum.org/what-collective-impact
Centers for Disease Control and Prevention – Public Health Policy	Policy resources to support health	http://www.cdc.gov/stltpublichealth/policy/

Creating Healthier and More Equitable Communities

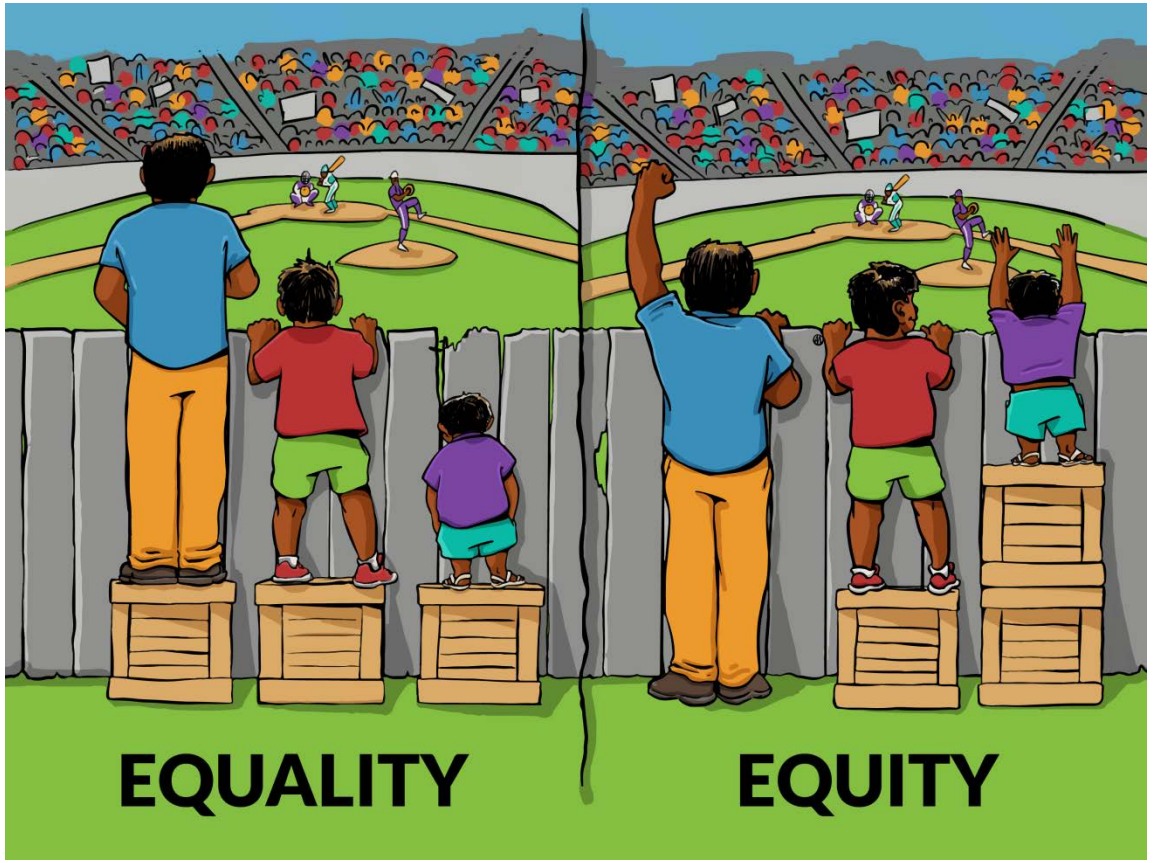
Part 2

Focus Areas

- 1. Extent to which health-promoting physicial,social,and economic environmental conditions are in place and equitably distributed

- 2. Creating a healthy environment with an emphasis on collaboration between residents and government/corporate institutions

Equity is Essential



Everyone deserves to live the healthiest life possible

Determining Equity

Creating Healthier, More Equitable Communities: Measures by Driver

Driver	Measure	What It Means to the Action Area/ Culture of Health Overall
Built environment and physical conditions	Housing affordability (percentage of families spending 50 percent or more of monthly income on rent or mortgage)	Offers an indicator of housing challenges because affordability can shape health, from individual exposure to toxins to the safety of the neighborhood/community.
Built environment and physical conditions	Access to healthy foods (percentage of U.S. population with limited access to healthy foods)	Offers an indicator of community health as well as equity. Low-income and racial/ethnic minority populations disproportionately live in food deserts with very limited access to full-service grocery stores and an abundance of convenience stores that do not stock healthy foods.
Built environment and physical conditions	Youth safety (percentage of middle and high school students reporting feeling safe in their communities and schools)	Provides an indicator of perceived safety. Feeling unsafe influences trust in others, motivation to go to school, and motivation to be active outside. Perceived safety in schools also affects truancy, attendance, and performance.
Social and economic environment	Public libraries (number of library outlets per 100,000 people, nationally and by state)	Provides an indicator of a well-being asset, as libraries represent investment in communities, facilitate access to services, and are a linchpin to literacy—a critical factor in health.

Rand Corporation retrieved from: http://www.rand.org/content/dam/rand/pubs/research_reports/RR1100/RR1199/RAND_RR1199.pdf

Drivers in the Action Area of Creating Healthier, More Equitable Communities

1. The built environment and physical living conditions

2. The social and economic environment

3. Policy and Governance

Factors Influencing the Built Environment and Physical Conditions

Level	Factors
Individual	• Preference for healthy options or location • Attitudes toward the physical environment (e.g., pride in place, use of services)
Organization/community	• Investment in community design and planning • Advocacy for policies that support healthier options • Availability of options for employees or constituents
Decision environment/ policies	• Incentive programs for more "health-promoting" developments or practices • Regulations or guidelines for environments that are health-promoting

Rand Corporation retrieved from: http://www.rand.org/content/dam/rand/pubs/research_reports/RR1100/RR1199/RAND_RR1199.pdf

“Built” Environment

- Physical space in Jackson County
  - Physical activity
  - Sidewalks, bicycle lanes- Complete Streets policy
  - Recreational facilities
  - Healthy food available in two communities
  - Street lighting
  - Local parks, green spaces
  - Gardening—community plots
  - Skate Park, ball fields, playgrounds

Physical space

Organizations promoting health

Government promoting health

SEYMOUR ROUTE

1. Start at Community and Stadium and head west on Stadium
2. Left (southwest) on Vehslage Rd
3. Right (west) on Newford Rd/E County Rd 525
4. Continue on Newford Rd (slight right)
5. Right (north) on N County Rd 400 E
6. Right (east) on E County Rd 800 N
7. Right (south) on N County Rd 700 E
8. Left (east) on Reddington St/E Reddington St
9. Right (south) on N County Rd 760 E
10. Left (east) on W 10th St
11. Right (south) on Elm St
12. Right (west) on W 2nd St
13. Right (north) on Community Dr
14. End at Stadium

Explore Jackson County

HORSEBACK RIDING

Hoosier National Forest
- 210 miles of trails for pastoral forest use in the Hoosier National Forest.
- Nebo Ridge is an 8.6 mile long multiple use trail.
- Hickory Ridge Trail is a multiple-use trail and is 46.7 miles long.
- Wilderness West is a horse/hiking designated trail and is 32.4 miles.
- No horses provided.

Jackson-Washington State Forest/Starve Hollow State Recreation Area
- 15.8 total miles of horse trails are available in two separate areas: Area 1 trail head is located at the northern entrance to Skyline Drive. Area 2 is located off Hwy 250 east of the Jackson-Washington State Forest office.
- No horses provided.

HORSE CAMPS

Hickory Ridge Horse Camp
- 20 primitive sites with hitch rails and water for horses. Hoosier National Forest 812-275-5987.
- No horses provided.

Midwest Trail Ride, Inc.
- Electric and water hook-ups for 70 sites. Offers meals, beverages and nightly entertainment.
- Covered box stalls and bedding.
- Contact Midwest Trail Ride, Inc. 1264 Hunter's Creek Road, Nonman, Indiana 47264, (812) 854-4436. www.midwesttrailride.com.
- No horses provided.

Hoosier Horse Camp
- 32 electric and water sites, as well as, 15 primitive sites, and 32 box stalls.
- Campground includes shower house, pit toilets, and a picnic shelter.
- Contact Jess and Mary Monk at 6755 N CR 1250 W. Nonman, Indiana 47264, (812) 995-8046 or email dogcatmister@earthlink.net.
- No horses provided.

BIKING TRAILS

Jackson-Washington State Forest / Starve Hollow State Recreation Area
- Offers 12.2 miles of mountain bike trails in two locations. Helmets and safety gear are recommended. Only non-motorized bicycles are permitted. Special care should be taken to avoid skidding on down slopes and wheel spinning on up slopes. Maximum speed is 15 mph.
- Trails are located within two miles of each other. Starve Hollow's trail begins at the east side of the non-electric campground and makes a loop behind the lake, 3.65 miles long.
- Jackson-Washington Trail is located at the southern entrance to Skyline Drive, sharing the trail with horse riders. The trail is broken into three colored loops. Total distance for the three loops is 8.5 miles. Loops are difficult and will take many hours to complete.

Hoosier National Forest
All trails are rated:
- Nebo Ridge is an 8.6 mile long multiple-use trail and offers scenic views from a ridge top trail. Skill/Aerobic level is moderate, with lots of short climbs.
- Hickory Ridge Trail is a 46.7 mile long multiple-use trail. This trail features a variety of long and short loops with narrow and wide trails. Skill/Aerobic level is easy to difficult.

Muscatatuck National Wildlife Refuge
Bicycling is only permitted on roads within the Refuge and is not allowed on designated hiking trails.

ANNUAL BIKING EVENTS
- Forest Burn Rides Ride is held the second weekend in July. The ride winds past the county's two scenic lakes and allows riders to see the hills, farms and country churches. Riders can choose 32, 62 or 80 mile routes. The event is sponsored by the Brownstown Exchange Club. For information, call 812-358-4153.
- Grass for Gods, September, sponsored by Clubs Inc.
- Jackson County Bicycle Club, 812-524-7431.

GOLFING

Hickory Hills Golf Club
This golf course is nestled in the gorgeous rolling hills of Jackson County near Brownstown. The course features nine holes with 3,125 yardage for men and 2,345 for women. Par for both is 35. Facilities include a snack bar and pro shop. 1309 E State Road 135, Brownstown, IN 47220, 812-358-4529.

Seymour Country Club
Seymour's oldest golf course was established in 1923 and features a pro shop and restaurant. The course features nine holes with 2,745 yardage for men and 2,546 for women with par 35 for men and 36 for women. Also on site is a pro shop and restaurant. 1400 Shields Ave., Seymour, IN 47274, 812-522-2465. www.seymourcc.com.

Shadowood
Conveniently located near I-65 and U.S. 50, Shadowood features 18 holes with a par of 72 and yardage of 6,709. Facilities include a clubhouse, pavilion, snack shop, pro shop, and driving range. 333 N. Sandy Creek Dr., Seymour, IN 47274, 812-522-9164, www.shadowoodgolf.com.

CAMPING

Black Swan Lake
Seasonal camping is open to the public. Primitive sites are available as well as sites with electric and water hookups. Sites are situated around a 4-acre and 10-acre lake. Black Swan Lake, 3285 N. County Road 875 W., Medora, 812-630-7830.

Hoosier National Forest
Primitive camping is allowed as long as equipment and/or vehicles do not block developed trails or road rights-of-way. Camping is not allowed within designated special areas. A 14-day camping limitation within a 21-day period is in effect. At least one person must occupy a camping area during the first night after camping equipment has been set up. Camping equipment cannot be left unattended for more than 24 hours. Groups larger than 75 people require a permit.

Jackson-Washington State Forest
Primitive camping is available for a minimal fee. Campers must register. Jackson-Washington State Forest Campground has pit toilets and seasonal drinking water. A picnic table and grill is at each of the 54 campsites and wheelchair accessible sites are available. Firewood is available and a Youth Tent Campground is available for scouts and other youth groups. Backcountry camping is available in Washington County along the Knobstone Trail.

Starve Hollow State Recreation Area
Offers 90 "electric" campsites, 55 "full hookup" campsites and nineteen cabins are available for rental. All sites are equipped with picnic tables, grills, and access to a modern comfort station. All 90 "electric" sites have electrical pedestals available at each site. All full hookup sites offer sewer, water, and electric available at each site.

Camping rates will vary at each location. See property for more information. First come, Camp IN gets to make reservations online or call 1-866-GAMP-IN.

HIKING

Jackson-Washington State Forest/Starve Hollow State Recreation Area offer 11 trails ranging from easy to rugged and from ¼ mile to more than 50 miles. The longest trail, located in Washington County, is the Knobstone Trail. Most trails are located near the Jackson-Washington office and campground area, Skyline Drive, and Starve Hollow campground.

Hikers are advised to wear hunter orange or other bright clothing while on trails during hunting season.

Hoosier National Forest features five trails, varying from 2 miles to almost 47 miles and includes trails in the Charles Deam Wilderness.

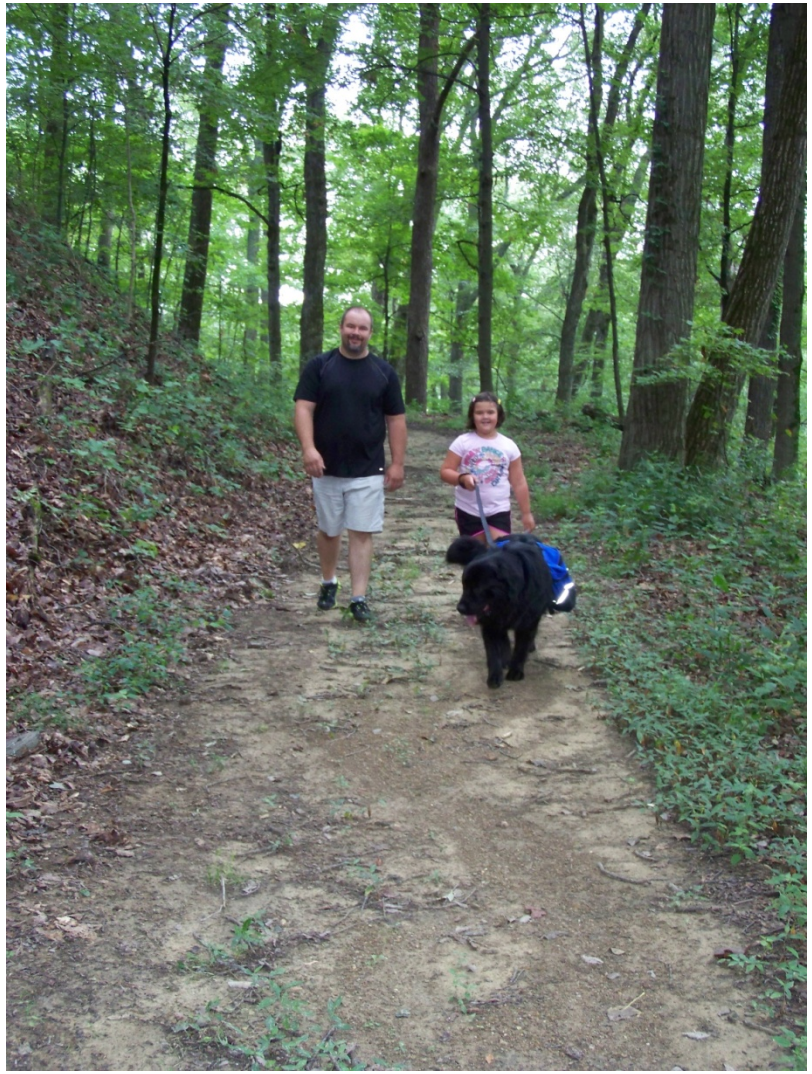
Muscatatuck National Wildlife Refuge features 5 trails and a number of abandoned farm roads. Most trails are a mile and the Chestnut Ridge Trail (by the Visitor Center) is accessible to wheelchairs.

Factors Influencing the Social and Economic Environment

Level	Factors
Individual	• Participation in social and health-promoting activities, employment training programs, or economic development programs
Organization/community	• Supportive wellness policies • Availability of social options that promote health/avoid health risk
Decision environment/ policies	• Policies that reduce health risk behaviors (e.g., anti-smoking legislation) • Job training, other employment policies • Earned income tax credit policies

Rand Corporation retrieved from: http://www.rand.org/content/dam/rand/pubs/research_reports/RR1100/RR1199/RAND_RR1199.pdf

Individual health choices



Social Aspects of Health

JC Public Library

Seymour Housing Auth.

ANCHOR HOUSE Family ASSISTANCE CENTER & PANTRY

United Way

LIVE UNITED

Community Diner of Seymour

Supportive Environment

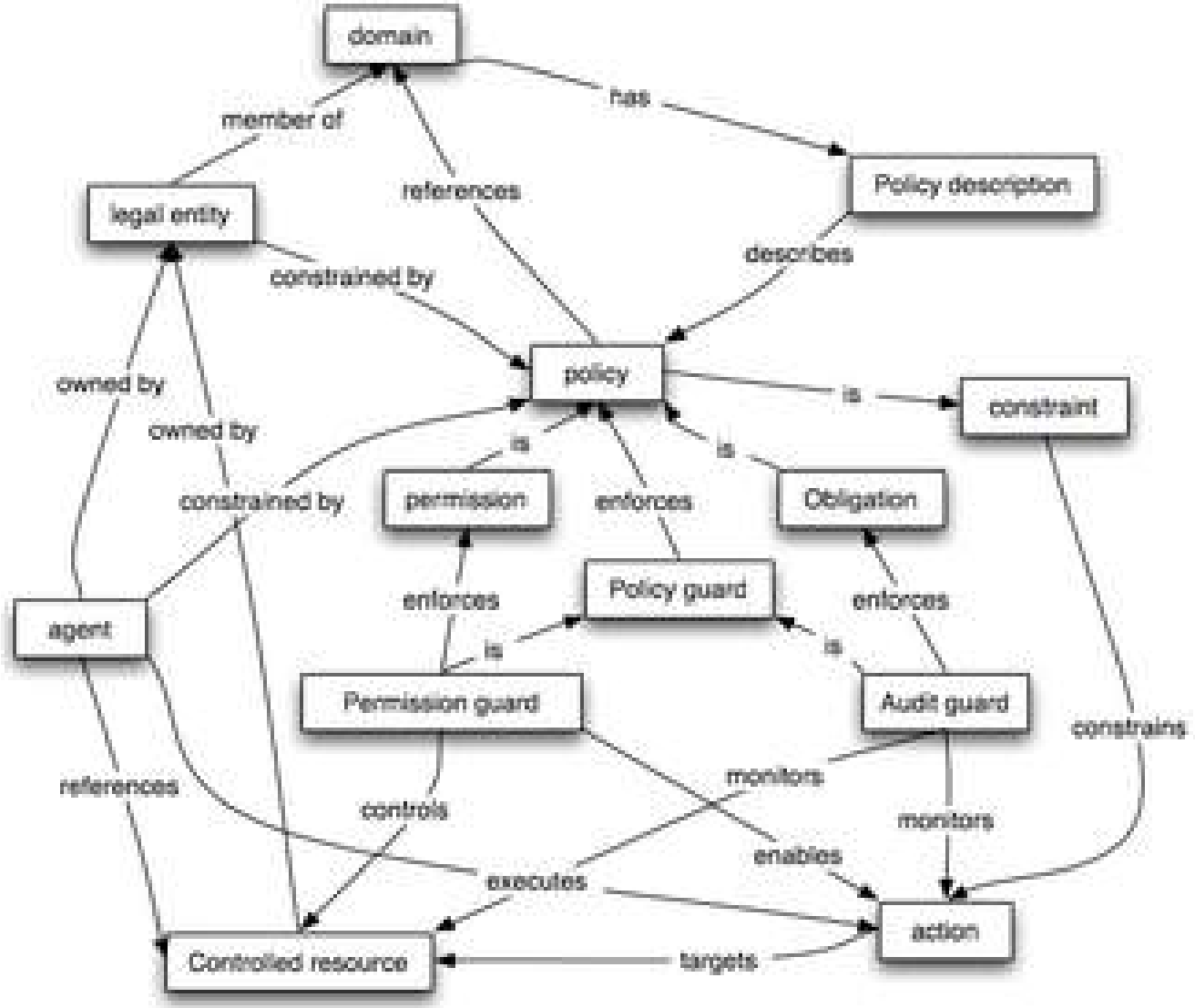
- Wellness policies
- Public health risk behaviors:
  - Anti-smoking—JCHD programs and treatments
  - Drug abuse and treatment– Addiction therapist at SMC; Todd's Place transitional housing program; testing; Centerstone addiction services; private facilities;
  - Alcohol abuse– AA;NA; Road to Recovery; hosted by local churches & centers
  - Drug Court established
  - Low cost immunizations and vaccines

Factors Influencing Policy and Governance

Level	Factors
Individual	• Endorsement of health-promoting policies, investment choices for community health and well-being
Organization/community	• Organizational participation in health-promoting policy development
Decision environment/ policies	• Inclusive governance policies for citizen voices about health • Creation of community councils to review health policy trade-offs

Rand Corporation retrieved from: http://www.rand.org/content/dam/rand/pubs/research_reports/RR1100/RR1199/RAND_RR1199.pdf

Policy


domain
has
member of
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Policy description
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Permission guard
Audit guard
constrains
monitors
references
controls
monitors
enables
executes
action
Controlled resource
targets

Analyze the data to design policies & programs

Policies, Programs and Practices

- NAS and state pilot
- HIV/HCV testing; ID physician to work as medical director at JCHD
- Tobacco Cessation
- Diabetes
- Fresh fruits and vegetables– Farmers Market; community gardens; label reading classes; library programs; Purdue extension office– community education
- Health fairs-- annually
- Naloxone provided for police officers as first responders for overdose victims
- Heart programs– cardiac rehab; calcium scoring at SMC; Red Dress campaign; Women's service line at SMC;
- Vaccinations—back to school campaign; flu programs; whooping cough; shingle shots;
- ZIKA virus
- Ebola Assessment site at SMC

- Housing – Inspections and Healthy Home programs
- Job Opportunities– health career promotions; internships for nurses; BSN rates
- Mental health and wellness – Support groups

Access to Healthcare

- IHC
- NP co-horts
- Physician access
- Industry access
- Health coaches
- Minute clinics
- Urgent cares
- Emergency Room care

Screening, Brief Intervention, and Referral to Treatment

Points of Access

Alcohol, Drugs and Tobacco

SBIRT Adult Pre-Screening Questions	
Not Applicable	○ Age < 18 ◉ Unable to Screen
Pt. declines screening	◉ Yes ○ No
Comment	
MEN: Times had 5+drinks in past 12 mo.	How many times in the PAST 12 MONTHS have you had 5 or more drinks in a day? *If answer >0, complete AUDIT
WOMEN:Times had 4+drinks in past 12 mo.	How many times in the PAST 12 MONTHS have you had 4 or more drinks in a day? *If answer >0, complete AUDIT
Times used illegal drug in past 12 mo.	How many times in the PAST 12 MONTHS have you used an illegal drug or used a prescription drug for nonmedical reasons? *If answer >0, complete AUDIT
Resources given	○ Yes ○ No

SBIRT Alcohol Screening (AUDIT)	
How often do you drink alcohol	○ Never ○ Monthly or less ○ Two to four times/month ○ Two or three times/week ◉ Four or more times/week
Number of Drinks of Alcohol	○ Zero to two ○ Three or four ○ Five or six ◉ Seven to nine ○ Ten or more
	How many drinks containing alcohol do you have on a typical day when you are drinking?
How often do you drink 5/more	◉ Never ○ Less than monthly ○ Monthly ○ Weekly ○ Daily or almost daily
	How often do you have five or more drinks on one occasion?
Able to stop drinking?	○ Never ○ Less than monthly ○ Monthly ○ Weekly ○ Daily or almost daily
	How often during the last year have you found that you were not able to stop drinking once you had started?
Failed to do what is expected?	○ Never ○ Less than monthly ○ Monthly ○ Weekly ○ Daily or almost daily
	How often during the last year have you failed to do what was normally expected of you because of drinking?
Need a drink first thing	○ Never ○ Less than monthly ○ Monthly ○ Weekly ○ Daily or almost daily
	How often during the last year have you needed a drink first thing in the morning to get yourself going after a heavy drinking session?
Feel guilty after drinking	○ Never ○ Less than monthly ○ Monthly ○ Weekly ○ Daily or almost daily
	How often during the last year have you had a feeling of guilt or remorse after drinking?

Unable to remember last night	○ Never ○ Less than monthly ○ Monthly ○ Weekly ○ Daily or almost daily
	How often during the last year have you been unable to remember what happened the night before because of your drinking?
Injured because of drinking	○ No ○ Yes, but not in past year ○ Yes, within the last year
	Have you or someone else been injured because of your drinking?
Anyone concerned about your drinking	○ No ○ Yes, but not in last year ○ Yes, within the last year
	Has a relative,friend, doctor, or other health care worker been concerned about your drinking or suggested you cut down?
AUDIT Score (20 or> Referral)	7
	0-7=Education 8-15=Brief Intervention 16-19=Brief Treatment 20+=Referral to Treatment

SBIRT Drug Abuse Screening (DAST-10)	
Used drugs for non-medical reasons	○ Yes ○ No Have you used drugs other than those required for medical reasons?
Do you abuse more than one drug at a time?	○ Yes ○ No
Unable to stop when you want to	○ Yes ○ No Are you unable to stop using drugs when you want to?
Have you had blackouts or flashbacks	○ Yes ○ No Have you ever had blackouts or flashbacks as a result of drug use?
Do you ever feel bad or guilty	○ Yes ○ No Do you ever feel bad or guilty as a result of drug use?
Does your spouse (or parents) complain	○ Yes ○ No Does your spouse (or parents) ever complain about your involvement with drugs?
Have you neglected your family	○ Yes ○ No Have you neglected your family because of your drug use?
Have you engaged in illegal activity	○ Yes ○ No Have you engaged in illegal activities in order to obtain drugs?

Have you had withdrawal symptoms	○ Yes ○ No Have you ever experienced withdrawal symptoms (felt sick) when you stopped taking drugs?
Medical problems as a result of drug use	○ Yes ○ No Have you had medical problems as a result of your dur use (e.g. memory loss, hepatitis, convulsions, bleeding)?
DAST-10 Score(6 or>referral)	Score:0 Degree of Problems Related to Drug Abuse: No problems reported Suggested Action: Encouragement and Education Score:1-2 Degree of Problems Related to Drug Abuse: Low Level (Risky Behavior) Suggested Action: Brief intervention;feedback and advice Score:3-5 Degree of Problems Related to Drug Abuse: Moderate level (Harmful Behavior) Suggested Action: Brief treatment;feedback and counseling;possible referral for specialized assessment. Score: 6-10 Degree of Proglems Related to Drug Abuse: Substantial level Suggested Action: Referral for treatment

External Policies, Practices and Programs

- Tonja Couch
- Dr. Nathan Otte

VISION 2025+

Hometown Collaboration Initiative

Report to the Community
2016 Focus

What is the identity of Seymour?

"If you don't know where you are going - you might end up someplace else."

-Yogi Berra

VISION 2025+

What is the plan for the opportunities over the next 5-10 years?

Seymour is at a pivotal moment in the future development of our city.

We have **momentum** building with long-term investments and commitments from industry, community organizations, and community leaders, bringing the potential for growth and change.

How do we get organizations to communicate and collaborate towards common goals?

Vision 2025 will provide a platform for the community to collaborate on big ideas and initiatives with a common purpose to improve the **quality of place** for current and future residents of Seymour.

VISION 2025+

How do we make Seymour a desirable place to both work and live?

It is the mission of Vision 2025 that, in the year 2025, Seymour is a place where people are proud to live. We will do this through creating **collaborative** partnerships to implement initiatives which will improve the quality of place for current residents and attract those who may consider moving here.

VISION 2025+

What can we provide?

Vision 2025 will provide the **strategic** framework necessary in this document to make decisions on community issues and new opportunities as they arise to achieve our vision of Seymour's future.

VISION 2025+

Vision Statement…

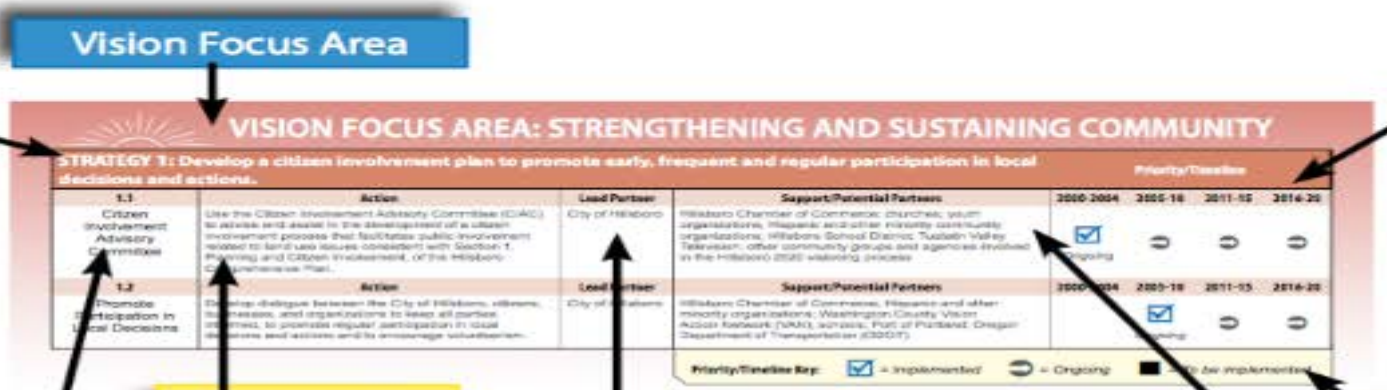
In the year 2025, Seymour is a community that embraces its **small town** values and looks forward to the future. We are a **vibrant** and **innovative** community where neighbors, generations, and cultures connect.

VISION 2025+

Areas of Focus

How is Vision 2025 different?

Key elements of the Action Plan matrix:



Vision Focus Area

Strategy

Statement which sets a direction and general guidance for implementing one or more elements of the Vision Statement. Each strategy has at least one action supporting it.

Timeline

A suggested timeframe for implementation of each action. Each action is assigned a 5-year time period to initiate project/ program planning or implementation.

Priority/Timeline Key

Action

Projects, programs, or activities which support implementation of a strategy.

Action Description

Text describing a project or program.

Lead Partners

A community organization, local government agency, or business that has accepted responsibility for facilitating the implementation of the action. Lead partners are not required to fund their actions, only to champion the implementation effort.

Support/Potential Partners

Organizations and general interests supporting action implementation or suggested by the VIC or a lead partner for involvement.

Enhancing Culture and Appearance

Strategy 1: Create a brand for Seymour				**Priority/Timeline**		
1.1	Action	Lead Partner	Potential Partners	2015-18	2019-22	2023-25
Brand Task Force	create a diverse task force to generate potential brands for Seymour	TBA	City of Seymour, Seymour Chamber, SICA, Jackson County Visitor Center, JCIDC, Others	X	X	X
Strategy 4: Increase local arts and live music				**Priority/ Timeline**		
4.1	Action	Lead Partner	Potential Partners	2015-18	2019-22	2023-25
Make Seymour a destination for original artists & festivals	Forming a committee to explore feasible opportunities	TBA	Shawn Busby, Shawn Malone, SICA, Visitor Center, Improv, Main Street	PLAN FOR 2017		

Expanding Economic Opportunity and Education

Strategy 1: Early Childhood Learning				Priority/Timeline		
1.1	Action	Lead Partner	Potential Partners	2015-18	2019-22	2023-25
Pre-Kindergarten Expansion	Expand pre-K opportunities to all children.	JCEC				
1.2	Action	Lead Partner	Potential Partners	2015-18	2019-22	2023-25
Transporation	Find a sustainable transporation strategy to transport children to pre-k and other educational opportunities	JCEC				
Strategy 3: Post Secondary Education / Workforce Development				Priority/Timeline		
3.2	Action	Lead Partner	Potential Partners	2015-18	2019-22	2023-25
Daycare for 2nd Shift	Develop a 2nd daycare provider for industrial employees					

Share your opinion with this subcommittee by voting after the meeting!
Where do we need to focus to support for expanding economic opportunity and education.

VISION 2025+

Revitalizing Downtown

Strategy 1: Revitalize downtown to become a gathering place.				Priority/Timeline		
1.1	Action	Lead Partner	Support/Potential Partners	2015-18	2019-22	2023-25
Identify Downtown Economic Development Director (Deputy Mayor)	Identify an individual whose main purpose is to work towards revitalizing downtown and attracting quality businesses.	A true collaborative effort	JCIDC, Seymour Chamber of Commerce, Seymour MainStreet, City of Seymour	X		
1.5	Action	Lead Partner	Potential Partners	2015-18	2019-22	2023-25
Inventory current assets	Create building inventory to know what businesses we have, where they are located and who owns them.	Seymour Main Street	Seymour Chamber of Commerce, Board of Realtors	X		

Strengthening and Sustaining Community Resources & Communication

Strategy 1: Increase Community-wide Communication				Priority/Timeline		
1.1	Action	Lead Partner	Potential Partners	2015-18	2019-22	2023-25
Digital Community Calendar	Government, Schools, Nonprofits, Civic Organizations, and Places of Worship have knowledge and utilize one central location to post community-wide events and programming; create table tents to promote calendar's usage (both viewing and submitting); submit activities to Town Planner (Mark Chester-townplanner.com)	Chamber &/or Visitors Center	City of Seymour	X	x	x
Strategy 2: Create & Promote Family-Friendly Events that integrate diversity.				Priority/ Timeline		
2.1	Action	Lead Partner	Potential Partners	2015-18	2019-22	2023-25
Free Monthly Family Fun Events	Organizations work together to host monthly events for all families.	City of Seymour: Park and Rec	JCP Library, SICA, Wildlife Refuge, Starve Hollow, The Tribune, Seymour Schools, Boys & Girls Club, Girls Inc.	X	x	x

Promoting Health…

Strategy 1: Expanding organizations to become community centers that will offer affordable and accessible options for families to participate in leisure, exercise, recreation and competitive activities.				Priority/Timeline		
1.3	Action	Lead Partner	Support/Potential Partners	2015-18	2019-22	2023-25
Create a community fitness facility feasibility group.	Identify key organizations, create a needs inventory for general facility plan, identify funding, and promote idea within community.	Seymour Community Schools	City of Seymour: Parks & Rec Dept., Girls Inc., Boys & Girls Club, Schneck, IN Healthy Weight Initiative modules	x		

Strategy 2: Utilization of a robust trail system encourages activities such as walking, jogging and cycling while also providing safe routes to school and making eco-friendly transportation a reality.				Priority/Timeline		
2.2	Action	Lead Partner	Support/Potential Partners	2015-18	2019-22	2023-25
Fundraising for trails	In order to apply for grants, we must secure matching funds.	City of Seymour: Trails Committee	Christopher Burke and Assoc., Local fitness facilities and coaches, local nutritionists, HR from local factories.	2016	x	

Strategy 3: Increase local food systems.				Priority/Timeline		
3.2	Action	Lead Partner	Support/Potential Partners	2015-18	2019-22	2023-25
Overhaul Farmers Market	Provide structure and promotion for farmer's market to increase local vendors, increase access to local foods, increase community utilization of market and have positive impact on local economy and downtown presence	Newly created Farmer's Market committee	Seymour Chamber Agribusiness committee, Purdue Extension, Seymour Chamber Environmental Committee	2015-16		

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HCI Hometown Collaboration Initiative

Community-Wide

Collaborative

Action Oriented

Flexible and Evolving

Where do you fit?

VISION 2025+

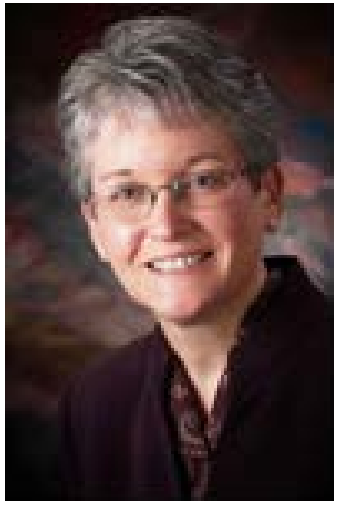
Source: theconversation.com

Source: seattlechildrens.org

Source: theasianparent.com

Questions, Comments?

Presenters:



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Camara Phyllis Jones, MD, MPH, PhD, American Public Health Association's Executive Board President

Kerry Ann McGreary, MA, PhD, Robert Wood Johnson Foundation

CERTIFICATE *of* COMPLETION

THIS ACKNOWLEDGES THAT

HAS SUCCESSFULLY COMPLETED THE

CULTURE OF HEALTH FRAMEWORK
ACTION AREA 3: CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES, PART II OF II

AUGUST 25
2016

x

Joan Duwve, M.D. MPH
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Thank you!

Evaluation:

For more information about INsights & INnovations, please contact:

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