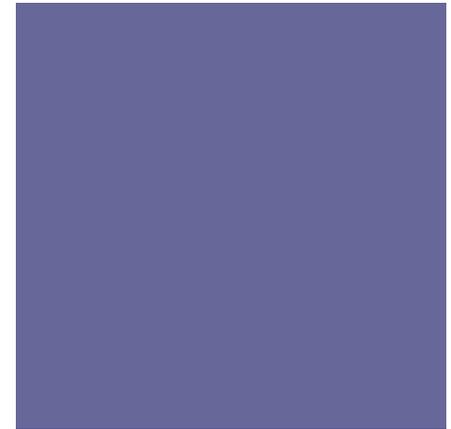




# Building Healthy Communities Grant Training

## What's New

Lisa Grost,  
Mikelle Robinson  
Holly Nickel  
Sia Bangura  
Kellogg Center, East Lansing  
March 12-13, 2009



# + Building Healthy Communities Agenda



- Administration
- BHC What's New
- Data Matters

# + Building Healthy Communities: Administration

- Thursday Agenda
- Continuing Education Credits – CHES
- Training Evaluation



# + Building Healthy Communities: Updates

- Highlights
- Partnerships
- Year-End Data
- Evaluation Update
- Reapplication
- Safe Routes to School Opportunity
- BHC Communication Initiatives



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# Building Healthy Communities: Highlights



# + Building Healthy Communities: Partnerships

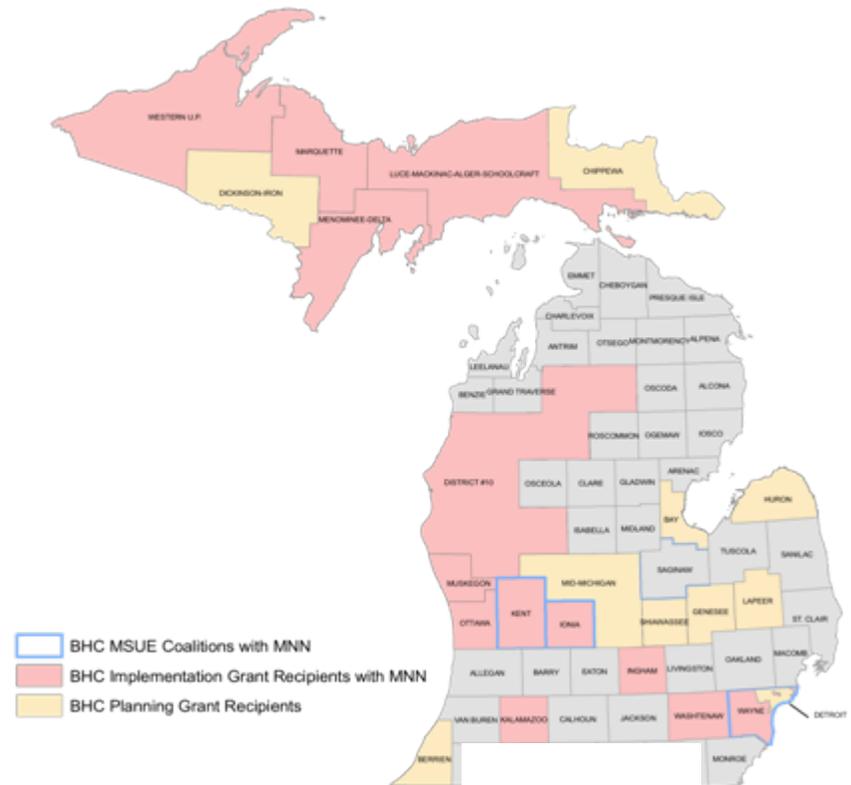




# Building Healthy Communities Year-End Data: Reach in Michigan

- 23 local health departments and 4 county extension agencies funded, covering 40 counties in Michigan!
- Population reached: more than 363,000 residents.
- Local coalitions have leveraged more than \$2.1 million in additional funding to support projects.

Building Healthy Communities  
Grant Types and Coalitions, 2009



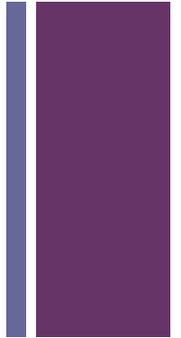
Chronic Disease and Injury  
Control Division GIS Team

0 25 50 100 Miles

Henry Miller, January 26, 2009



# Building Healthy Communities Year-End Data: Physical Activity

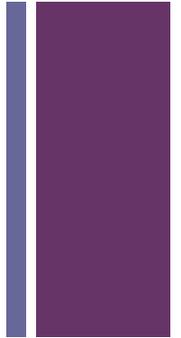


Across the state:

- 18 trails covering 71.7 miles were created or enhanced
- 10 parks enhanced with new equipment, benches or lighting to improve safety
- 42,500 walking maps provided to residents
- 135 community fitness classes conducted



# Building Healthy Communities Year-End Data: Healthy Eating



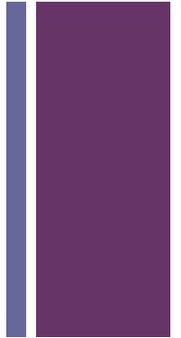
Across the state:

- 6 new farmers markets opened; most process EBT (Electronic Benefits Transfer or Food Stamps)
- 8 new school and community gardens started
- >6,400 Senior Project FRESH coupon books distributed to low income seniors
- >3,900 healthy food taste testings provided to youth and families
- >200 nutrition education classes





# Building Healthy Communities Year-End Data: Healthy Eating



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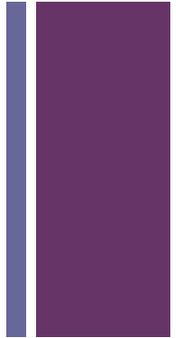
# Building Healthy Communities: Evaluation Update

- SOPARC – 4 Days
- Farmers Market
- Community Garden – Done!
- Data Entry
- BHC Evaluation Team





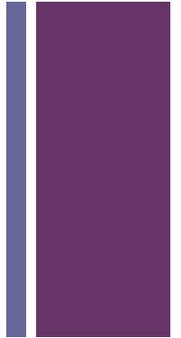
# Building Healthy Communities: Reapplication



- MDCH – MNN Opportunity due April 1, 2009
- MDCH Implementation Grantee Reapplication due May 8, 2009
- MDCH Planning Grantee Reapplication due approximately August 14, 2009



# Building Healthy Communities: Safe Routes to School

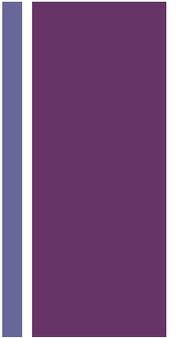


- 2nd Safe Routes to School National Conference – *Two Steps Ahead*
- Scholarship Opportunity



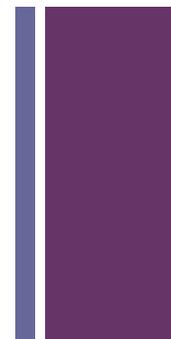


# Building Healthy Communities: Communication Initiatives



- BHC Website
- BHC Update
- BHC Success Stories from Local Health Departments
- BHC Local Health Department Fact Sheet

# Welcome!



# Michigan's Building Healthy Communities

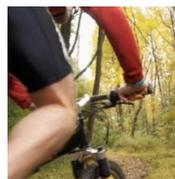


[About Us-](#) program objective, website objective, defining a "healthy community"

[Why Work on Building Healthy Communities?-](#) evidence, statistics



[Programs and Tools-](#) funded health departments, members, current initiatives, calendar, etc.

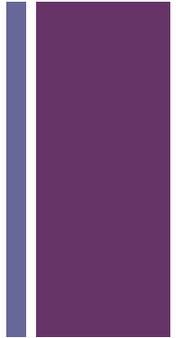


[Program Initiatives-](#) trails, parks, gardens, farmers markets



[Partnerships and Roles-](#) state agencies and organizations

Drafted by Lauren Albery



# About Us



What is a healthy community?



Website Objective



MDCH Contacts and Staff



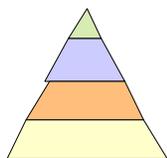
Program Objective



# Why Work on Building Healthy Communities?



Statistics- trends in health disparities, social justice



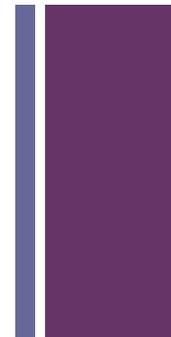
Social Ecological Model- the approach used to address issues individually and socially



Evidence- research of the BHC program

It is estimated that nearly two-thirds of Michigan residents are considered overweight or obese, and an shocking twenty-five percent of state residents regularly use tobacco products. These modifiable lifestyle choices put the health of individuals and the economic health of our society at serious risk.

Communities provide essential opportunities that promote wellness. Healthy communities can foster and reinforce individual efforts to achieve and maintain health.



# Programs and Tools



[Funded Health Departments](#)



[Getting Started-](#) the process of planning and implementation



[Communities and Coalition Members](#)



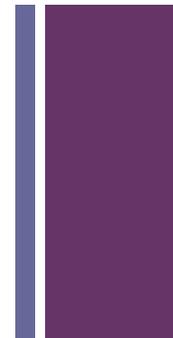
[Website Resources](#)



[Administration-](#) Calendar Forms, admin for grantees, resources



[Michigan Nutrition Network-](#) mission, updates, reports,



# Program Initiatives



[Trails](#)



[Gardens](#)



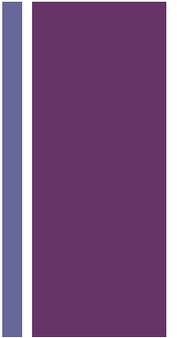
[Farmers' markets](#)



[Parks](#)



[Complete Streets](#)



## Program Objective:

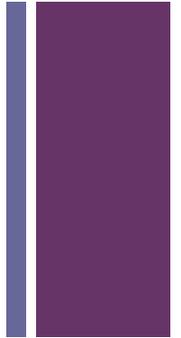
- The Building Healthy Communities Project is a 4-year competitive grant program. Local health departments are funded, trained and provided technical assistance to plan and implement evidence-based policy and environmental changes that support health, such as opening farmers markets and building walking and biking trails, through a strategic process.



# Statistics

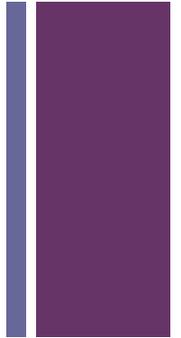
- Obesity
- Physical Inactivity
- Heart Disease
- Tobacco related illnesses

(BRFS/National and State data related to chronic diseases, obesity, disparities)





# Building Healthy Communities: Publication

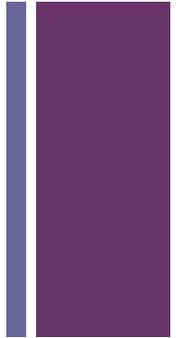


- Disseminate successes and updates on Michigan's Building Communities Program
- Health Department Success
- Grant Program Updates
- Educational Opportunities





# Building Healthy Communities: Publication



## ■ Target Audience

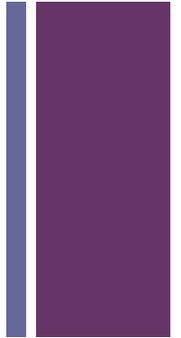
- Local health department staff, health professionals, community organizations
  - Can be a tool for local health departments to see what others are doing and how they can implement new projects in their communities

## ■ Distribution plan

- To be distributed electronically via the MDCH CVH website and in print at conferences, meetings etc when applicable



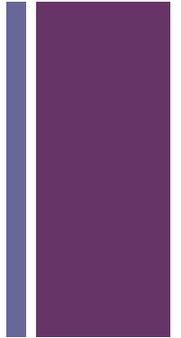
# Building Healthy Communities: Success Stories



- Your stories as they happen in your communities as a result of program success
- Success stories can be
  - Newspaper report/article
  - Report from a successful meeting
  - Story on a local store that has added more f/v
  - News on community gardens/farmers markets
  - Views of your community members on how BHC is impacting their lives
  - Pictures, please!



# Building Healthy Communities: Success Stories



## Success Story: Walking Guides

- The Tri-County Nutrition and Physical Activity Task Force is targeting all middle schools in Saginaw County to increase the physical activity levels of middle school youth. The Task Force developed a walking guide with maps and information that focuses on healthy eating and the benefits of physical activity. The walking guides were distributed to all middle school students who were encouraged to use them at home with their families.

*“The walking guides are a great resource to have especially in the summer when I am off and looking for places for my kids and I to do some walking. I do know that all the students in my group (125 sixth grade students) took their walking guides home to their parents, and hopefully they too will find the walking guide as useful as I have.”*

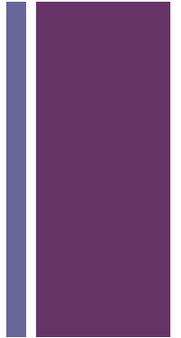
- *-Trish, 6th grade teacher, White Pine Middle School*
- *From Saginaw County*



# Building Healthy Communities: Success Stories

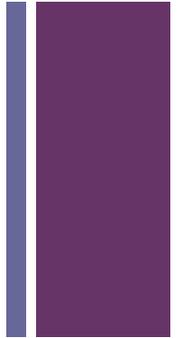
## *Nelson Neighborhood food store addresses Food Desert*

- Nelson is a small neighborhood consisting of about 4,000 residents and home to over 250 small businesses in the heart of downtown Muskegon. The neighborhood uniquely harbors some of the most impoverished residents as well as some of the most lavish Victorian homes in the city. Within the residential area of Nelson, there is a small business district called the 3rd Street corridor. Once a thriving area, the strip had been abandoned, leaving boarded store fronts, blowing garbage, gang graffiti, and a store named Family Foods which, unlike its name, focused more on selling liquor and cigarettes to residents than foods that you would feed a family.
  - Lately however, the corridor has been going through a transformation. Reflecting the ethnic diversity in the neighborhood, an authentic Mexican restaurant, Oriental food store, and an “organic foods only” type restaurant, called Mia and Grace, opened on the strip about a year ago. Apparently, these changes have had a significant impact on the neighborhood. In the past six months, traffic has increased, cars now line the streets at lunch and dinnertime, and more people travel by foot on the street, even at night.
- About the same time the transformation occurred, Public Health Muskegon County began working in Nelson through the Building Healthy Communities program, questioning businesses, city government, and local residents about food sources, safety, tobacco use, and various policies that impact the health of residents in Nelson. The residents seemed proud of the new developments on 3rd Street but because of their financial situations, many of them could not afford to eat at the establishments very often and unfortunately, chose to spend their money on cheaper, high sodium, high calorie, canned, and prepackaged food items from Family Foods.
  - In January of 2009, Public Health Muskegon County was notified that Family Foods on 3rd Street was making some significant changes to their store – healthy changes. Family Foods had opened the first produce, dairy and fresh meat counter in the neighborhood. When asked about the changes, the store owner replied that he has noticed a market for fresh foods in the neighborhood and his regular customers were requesting the services as well. Many are not able to travel to and from supermarkets located 3 to 5 miles away and the farmer’s market is closed most of the winter.
  - Having been open for only one month, it appears that Family Food’s innovation has so far been successful!





# Building Healthy Communities: Program Initiatives



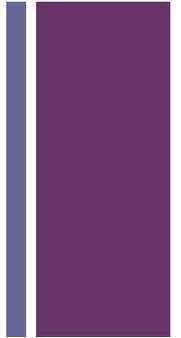
- What do you want to see in
  - The BHC Website?
  - The BHC Update?
  - Keep those success stories coming!

Your contributions will be highly valued and put into use. We are all part of the team making BHC a success.

*Thank you!*

+

# Building Healthy Communities



**Thank You!!!**

