

Healthy Washington County Community Health Action Plan 2020-2022

Health need: Wellness

Objective – Improve health-related quality of life and well-being for all individuals.

Goal direction – Prevention, make healthy choices, small behavior changes, improve overall health, stress management promotion.

Strategy	Goals	Measures	Progress
Increase participation rates in community based wellness activities	<p>A minimum of 100 persons complete a smoking cessation/vaping class.</p> <p>A minimum of 500 persons participate in a health screening.</p> <p>Minimum of 3 organizations will offer flu shot/vaccination clinics (Salisbury U; HD; MH).</p> <p>Healthy Business Challenge organizations will continue to participate with the addition of 5 new organizations.</p>	<p># participants</p> <p># organizations</p>	
Develop effective communications outreach tool to connect consumers to available community resources	<p>Annual 5% increase in HWC website visits, social media views and community redirects once live</p>	<p>#HWC website visitors</p> <p>#HWC social media views</p> <p># redirects from community organization sites</p>	

Health need: Nutrition and Weight Status

Objective –Support the 10 year Bold Goal of a million community pounds lost through the promotion of physical activity, healthy diet and the achievement and maintenance of healthy body weight.

Goal Direction – Reduce overweight and obesity, increase physical activity, eat healthy diet.

Strategy	Goals	Measures	Progress
<p>Increase awareness of healthier eating behaviors and healthier choices available to consumers.</p>	<p>Annual 2% change in nutritional literacy rate of children in CATCH program</p> <p>Less than 68% of adults will be overweight or obese as identified in CHNA</p> <p>Decrease in rate of childhood obesity as measured by CHNA. (rate increased by 2.3% in FY 2019)</p> <p>Provide an introduction, at no cost, to Change Your Eating Habits; Enjoy Your Life, a year-long course and support group, offered to Prime Time for Women members.</p>	<p>% change in nutrition literacy rate as measured in pre/post-tests, surveys</p> <p># participants to nutrition related classes/events</p> <p>Amount of fresh produce purchased at mobile farmers market</p>	
<p>Develop new physical activity resources while promoting and maintaining existing resources</p>	<p>A minimum of 2% decrease in physical inactivity rate as measured by CHNA</p> <p>Increase in visitors to Pathfinder website</p> <p>Increase participation (number of different presenters) of healthcare providers and fitness leaders in weekly Walking to Wellness presentations.</p> <p>Increase Facebook views of weekly Walking to Wellness presentations.</p>	<p># of participants in physical activity events</p> <p># view on Pathfinder website</p> <p># fitness leaders in Walking to Wellness</p> <p>#views to Walking to Wellness</p>	

<p>Annual community weight loss goal of 10,000 lbs lost.</p>	<ol style="list-style-type: none"> 1. Include Bold Goal strategies within the Healthy Business Challenge. 2. Promote corporate and individual weight-loss tracker sign-ups. 3. Develop and promote weight management resources within the community 	<p>75 organizations will pledge to participate in the Bold Goal Challenge.</p> <p>10K loss/year x 10 years.</p>	
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