

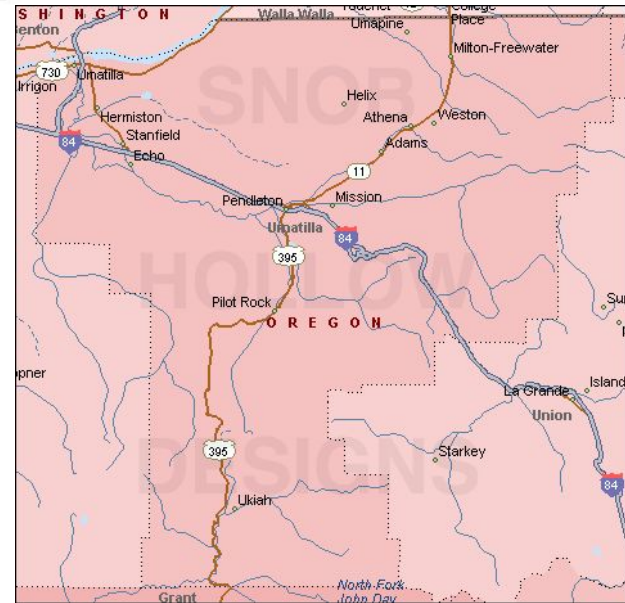
# UMATILLA COUNTY PLAN4HEALTH INITIATIVE



***Planning for Health in rural Oregon***  
**Taylor Smith**  
**October 11, 2016**

# UMATILLA COUNTY, OR

- Population: 76,720
- 71% of adults overweight or obese
- 21% of adults not engaging in any physical activity
- 4% of adults eating 5 or more servings of fruits or vegetables daily



# WHAT IS PLAN4HEALTH?

- Three-year, capacity building project funded by the Centers for Disease Control and Prevention (CDC) through the American Planning Association's Planning and Community Health Center.
- Umatilla County was chosen as one of 17 communities in Cohort Two across the country to receive a Plan4Health grant over 18 months.
- During the funding period, we were able to bring together key stakeholders who have a desire to build a healthier community through increased physical activity and access to nutritious food.

# PROJECT STRATEGIES

- Capacity Building and Coalition Development
  - Evaluate Community Needs and Readiness
- Education around intersection of Planning and Public Health
- Selection of strategies to increase access to healthy food and physical activity
- Implementation of strategies with support of Plan4Health Coalition

# COALITION & PARTNERS

- OSU Extension
- Hermiston Chamber of Commerce
- Calpine Corporation
- City of Pendleton
- Confederated Tribes of the Umatilla Indian Reservation
- Small Business Representatives
- Pendleton Chamber of Commerce
- Large Farms Representative
- Small Farms Representative
- Planning Commission
- Intermountain Education Service District
- Milton-Freewater Downtown Alliance
- Hermiston School District
- St. Anthony Hospital
- Good Shepherd Hospital
- YellowHawk Tribal Health Center
- Hispanic Advisory Committee



KICK-OFF EVENT AT SNO ROAD WINERY  
MARCH 10, 2016



# UCO PLAN4HEALTH

**Mission:** The Umatilla County Plan4Health Initiative enhances work at the intersection of public health and planning to create a healthy environment for all Umatilla County residents. UCo Plan4Health collaborates to make the healthy choice the right choice for everyone.

**Vision:** UCo Plan4Health envisions a livable, vibrant community where we can live, work, and play. We are championing a thriving and healthy community- physically, socially, and economically.

**Values:** We will carry out our vision by upholding our core values: Community participation, Health for all, Access, Security

# JUNE COALITION MEETING WATERMILL WINERY PUBLIC TRANSIT ADVENTURE





# WORK COMPLETED TO DATE

- Establishment of UCo Plan4Health Initiative
- Fostered coalition of 25 community organizations and individuals
- Development of Community Action Plan and Communication Plan
- Social Media Presence
- Contracted with UofO Community Service Center to conduct Community Needs and Readiness Assessment
- CNRA determined barriers and readiness for selection of implementation strategies and coalition efforts/structure moving forward
- Half-Day workshop with coalition members, developed three action plans for projects

# COMMUNITY NEEDS AND READINESS ASSESSMENT

- Out of Colorado State University's College of Natural Sciences Tri-Ethnic Center
- The Community Readiness Model was developed at the Tri-Ethnic Center to assess how ready a community is to address an issue.
- The basic premise is that matching an intervention to a community's level of readiness is absolutely essential for success. Efforts that are too ambitious are likely to fail because community members will not be ready or able to respond.

[http://triethniccenter.colostate.edu/communityReadiness\\_home.htm](http://triethniccenter.colostate.edu/communityReadiness_home.htm)

# COMMUNITY NEEDS AND READINESS ASSESMENT

- Random sample mail-home survey
- 4 focus groups
- 6 outreach events
- 9 stakeholder interviews





Umatilla County Plan4Health wants to know...

### What do YOU think?

Please place dots or write in answers below:



Condado de Umatilla Plan4Health quiere saber ...

### ¿Qué piensas USTED?

Por favor, coloque puntos o escribir en respuestas a continuación :



The following activities are designed to increase **physical activity**.

**Please place three dots next to the ones you consider to be MOST IMPORTANT**

*Las siguientes actividades están diseñadas para aumentar la actividad física.*

**Por favor, coloque tres puntos más próximos a los que considera como más importantes**

Building, fixing, or improving sidewalks, walking paths, and intersections to make **walking** safer and more accessible.

*Construcción, fijación, o la mejora de aceras, senderos, y las intersecciones para hacer **caminar** más seguro y accesible.*

Building, fixing, or improving bike lanes, bike paths, and intersections to make **biking** safer and more accessible.

*Construcción, fijación, o la mejora de los carriles para bicicletas, senderos para bicicletas, y las intersecciones para hacer **ciclismo** más seguro y accesible.*

Building more parks, trails, and other recreational facilities.

*La construcción de más parques, senderos y otras instalaciones recreativas.*

Offering financial incentives for walking, biking, or riding public transit to work.

*Ofreciendo incentivos financieros para caminar, andar en bicicleta, montar a caballo o el transporte público para trabajar.*

Offering financial incentives for regularly attending the gym or physical fitness classes.

*Ofreciendo incentivos financieros para la asistencia regular a las clases de gimnasia o de aptitud física.*

The following activities are designed to improve **diet and nutrition**.

**Please place three dots next to the ones you consider to be MOST IMPORTANT**

*Las siguientes actividades están diseñadas para mejorar la dieta y la nutrición.*

**Por favor, coloque 3 puntos más próximos a los que considera como más importantes**

Increasing the number of free or reduced price food options.

*Aumentar el número de opciones de comida gratis o reducido precio*

Offering educational programs about nutrition, healthy eating, and food preparation.

*Ofrecer programas educativos sobre nutrición, alimentación saludable y la preparación de alimentos.*

Improving quality and variety of food in grocery stores.

*Mejorar la calidad y variedad de los alimentos en las tiendas de comestibles.*

Improving access to grocery stores (ex. by increasing free or low cost transportation options to stores).

*Mejorar el acceso a las tiendas de comestibles (ej. Mediante el aumento de las opciones de transporte gratuito oa bajo costo a las tiendas).*

Increasing opportunities to grow your own food (ex. building more community gardens).

*El aumento de las oportunidades para cultivar su propia comida (ej. La construcción de más jardines de la comunidad).*

# CNRA POSTERS

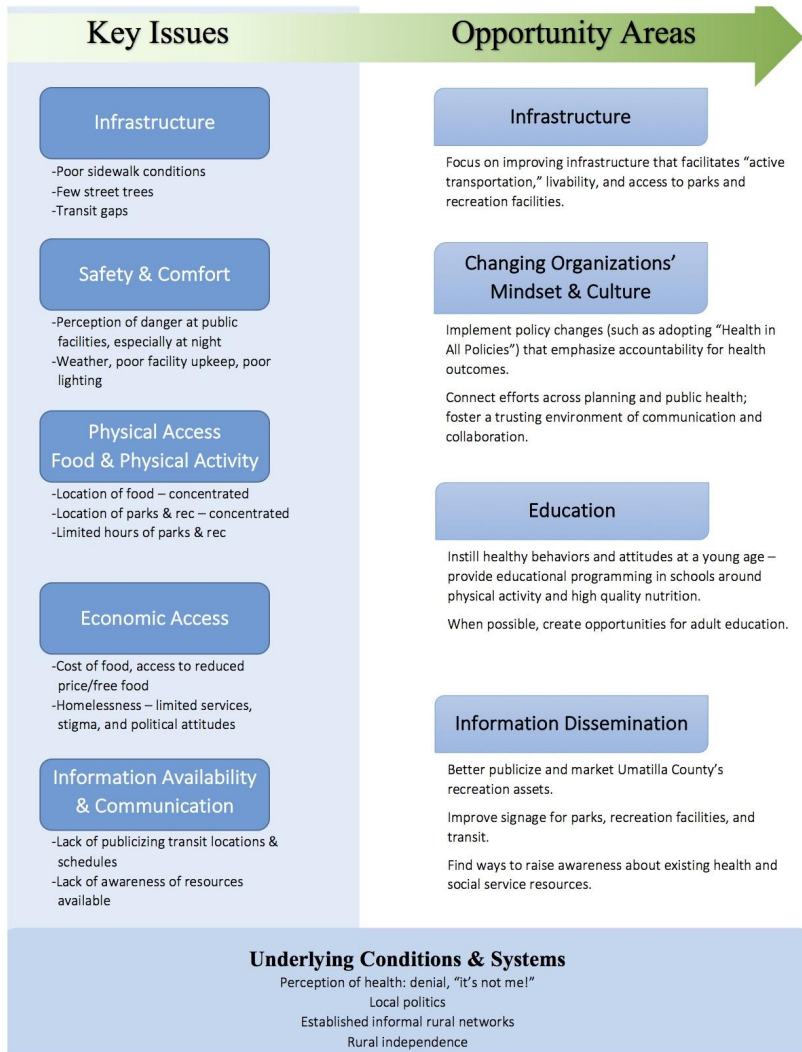


POP UP PLAY EVENT  
PENDLETON FARMERS  
MARKET  
SEPTEMBER 2, 2016



# CNRA RESULTS

- Full Report
- Collaborated with Umatilla County GIS to create maps of data collected
- Posters will be used on-going to continue collecting feedback





# HALF-DAY WORKSHOP SEPTEMBER 21, 2016

# RESULTS OF HALF-DAY WORKSHOP

1. Work to host a “10 Minutes to Transit” summit, to highlight the existing free transit system and locations that can be accessed within a 10-minute walk of transit stops.
2. Coordinate to bring more educational programming around nutrition into the schools of an underserved area in our North County, Milton-Freewater
3. Take the first steps towards initiating a food waste recovery/gleaning program to ensure that locally grown produce is staying local to feed community members in need



# WHAT'S NEXT?

- Implementation of Half-Day Workshop projects
- Small amount of funding set aside for additional implementation projects
- Bike safety education event
- Continue to integrate planning and public health efforts (ex: planners on CHIP committee, public health on planning commission)

# LESSONS LEARNED

- Meeting fatigue
- Collective action problem
- Benefit of having new and different faces at the table, not the same people at every meeting
- Opportunity to network and share ideas
- Cross-pollination of efforts

FOLLOW US!

[WWW.UCOPLAN4HEALTH.WIXSITE.COM/UCOPLAN4HEALTH](http://WWW.UCOPLAN4HEALTH.WIXSITE.COM/UCOPLAN4HEALTH)

FACEBOOK & TWITTER: @UCOPLAN4HEALTH

THANK YOU!



# QUESTIONS?

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