



**Goal 1: : Increase the number of Polk County residents utilizing county trails, parks and outdoor spaces.**

Objectives	Activities (how will you accomplish it?)	Individual or Group Responsible	Due Date	Does this Activity have Policy Implications (YES/NO)? <i>If yes provide a brief description.</i>
Revise and update the county-wide Recreation Guide	Determine current trails ,parks, outdoor spaces in Polk County	Work group	Summer 2017	
	Determine consistent data items needed for each item and create worksheet	Work group	Summer 2017	
	Assign workgroup members trails, etc to gather updated data	Work group	Fall 2017	
Update the guide to a digital version and host on a website	Determine if it will be a new website or added to current website	Jennifer Baldini	Fall 2017	
	Determine who will be responsible for work	Work group	Fall 2017	
	Secure funding to design website	Jennifer Baldini/work group	Fall 2017	
Promote the updated digital guide throughout the community	Promote on websites/social media of local medical centers, schools, chambers, municipalities	Jennifer Baldini/work group	Spring 2018/ongoing	
	PSAs in local papers, radio	Jennifer Baldini/work group	Spring 2018	
Evaluate success of goal	Document promotional activity	Jennifer Baldini	Summer 2018/ongoing	

	Document website traffic	Jennifer Baldini	ongoing	
	Document leisure time activity of Polk Co residents	Polk United/Jennifer Baldini	2019 CHA/CHNA	
Advocate for continued safety of Polk County trails for non-motorized users	Research revision/implementation of county master plan re: use of motorized vehicles on Stower Seven Lakes State Trail	Jennifer Baldini	Summer Fall 2017	Yes – the planned revision to Polk County’s master plan regarding usage of the Stower Seven Lakes State Trail will impact the safety of the trail and quality of experience non-motorized users will have when utilizing the trail. Opening the trail to motorized traffic would likely discourage community members to continue accessing the trail as a physical activity opportunity. Decreased physical activity is correlated w/increased BMI and risk of chronic disease.
	Plan education/advocacy strategies in community and with County Board members to keep Stower Seven Lakes State Trail open to non-motorized users only.	Work group	Fall/Winter 2017	
	Provide education/advocacy in community and during public comment opportunities at public meetings to keep Stower Seven Lakes State Trail open to non-motorized users only.	Work group Jennifer Baldini	Fall/Winter 2017	

**Goal 2: Implement a public information campaign designed to increase f/v consumption.**  
*(Harvest of the Month campaign)*

Objectives	Activities (how will you accomplish it?)	Individual or Group Responsible	Due Date	Does this Activity have Policy Implications? <i>If yes provide a brief description.</i>
Create HOM produce list	Choose unique f/v being mindful of seasonal availability, school garden produce availability	Work group	Winter 2018/2019	
	Things to consider: growing seasons, length of campaign	Work group	Winter 2018/2019	
Create/compile produce fact/sheets and recipes – using previously researched, compiled info from workgroup (from 2014-2015)	Research HOM material from 2014-2015 work group	Work group Jennifer Baldini	Winter 2018/2019	
	Research additional data to include with fact sheets/recipes. Items to consider include: a. Fun Facts b. How to Grow c. How to Buy d. How to Store	Work group Jennifer Baldini	Winter 2018/2019	

	e. Nutritional Information f. Recipes			
Plan for disseminating HOM info/implementing public info campaign	Decide how to disseminate info. Coordinate with: <ul style="list-style-type: none"> <li>• local schools</li> <li>• medical centers</li> <li>• farmers' markets</li> <li>• grocery retailers</li> <li>• restaurants?</li> </ul>	Work group	Winter 2018/2019	
	Strategize public info campaign <ul style="list-style-type: none"> <li>• promotional efforts</li> <li>• how to promote</li> </ul>	Work group	Winter 2018/2019	
	Select community to pilot program	Work group	Winter 2018/2019	
Secure funding for HOM project	Determine in-kind costs	Work group Jennifer Baldini	Winter 2018/2019	
	Determine funding needed and how to secure dollars	Work group Jennifer Baldini	Winter 2018/2019	
Implement HOM campaign in pilot community	Implement HOM campaign in pilot community	Work group Polk United Jennifer Baldini	Spring – Fall 2019	
Evaluate success of HOM campaign in pilot community	Determine evaluation measure	Work group	Winter 2019	
	Create evaluation tools	Work group	Winter 2019	
Expand pilot HOM campaign program into other communities	Review evaluations from pilot program	Work group Polk United	Winter/Spring 2019/ongoing	
	Assess pilot successes and challenges	Work group Polk United	Winter/Spring 2019/ongoing	
	Revise HOM campaign as needed based on lessons learned	Work group	Winter/Spring 2019/ongoing	

**Goal 3: Increase consumption of fruits and vegetables by promoting use of local Farmer's Markets for WIC participants**

Objectives	Activities (how will you accomplish it?)	Individual or Group Responsible	Due Date	Does this Activity have Policy Implications? <i>If yes provide a brief description.</i>
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Educate WIC participants regarding Farmers Markets (ie health benefits of fresh produce, local market availability, etc)	Review, evaluate and modify (as necessary) current nutrition education materials	WIC director and dietitians	Spring 2018	
	Provide education to WIC participants throughout Farmers' Market season	WIC staff	Summer/Fall 2018	
Gather data about current Farmers' Market usage by WIC participants	Determine type of data that is needed to accurately assess factors that assist and are obstacles to WIC participants participating in local Farmers Markets	WIC staff	Spring 2018	
	Design pre-Farmers' Market survey to assess above determined data	WIC director	Spring 2018	
	Administer pre-Farmers' Market survey to WIC participants	WIC staff	Late Spring 2018/Summer 2018	
	Design post-Farmers' Market survey to assess above determine data	WIC director	Late Summer 2018/Fall 2018	
	Administer post-Farmers' Market survey to WIC participants	WIC staff	Fall 2018	
	Analyze data collected from surveys. Based on data, strategize ways to most effectively promote Farmers' Market utilization amongst WIC participants	WIC director and dietitians	Winter 2018/Spring 2019	
Pilot Farmers' Market promotion event at Polk County markets	Design pilot program to promote local Farmers' Markets with WIC participants including having WIC staff present at markets to provide information and support to market shoppers	WIC director and dietitians	Spring 2020	
	Choose 2-3 markets to pilot the program	WIC director	Spring 2020	
	Pilot program as designed and designated markets	WIC staff	Summer 2020	
	Evaluate success of pilot program	WIC director and dietitians	Fall 2020	
	Revise (as necessary) pilot program and determine how/when to expand to more markets within Polk County	WIC director and dietitians	Winter 2020	

## Goal 4: Implement and align with Polk County hospitals strategies from the State WIC Coffective Program about teaching best practice in breastfeeding

Objectives	Activities (how will you accomplish it?)	Individual or Group Responsible	Due Date	Does this Activity have Policy Implications? <i>If yes provide a brief description.</i>
Train WIC nutrition and peer staff on Coffective materials	View modules 1 – 8 and complete assessment for each module	WIC Dietitians and Peer Counselor	3/31/17	
Implement Coffective materials at WIC	Review Coffective materials with WIC staff and teaching techniques	WIC Director, Dietitians and Peer Counselor	5/31/17 On-going	
	Implement materials and education with WIC participants			
Promote Coffective implementation at local hospitals	Present Coffective program at each OB Department (SCRMC, AHC, OMC)	WIC Director	12/31/17	Yes – Potential for OB Departments to implement policies that follow the evidence based maternity care practices presented by Coffective.
	Follow up with OB Departments on implementation of Coffective: completion of Coffective survey for OB staff, identification of maternity care practices needing improvements, Implementation of identified practices, awareness of community programs such as WIC and breastfeeding support groups		3/31/18 and On-going at Breastfeeding Coalition meetings and annual presentation at OB Department staffings	

**Objectives:** Answers the question - what do you want / need to accomplish? Objectives should be written using a SMART format (specific, measurable, achievable, realistic, and timely).

**Activities:** Answers the question – which specific actions / benchmarks need to be accomplished in order to successfully complete the objective?

**Individual or Group Responsible:** Answers the question of who will be the lead for assuring the objective is accomplished? While this might come from a team or committee, a person should always be named, not a team.

**Due Date:** Answers the question - When do you expect to complete the objective?

Developed By: \_\_\_\_\_ Date: \_\_\_\_\_

Reviewed By: \_\_\_\_\_ Date: \_\_\_\_\_