

# Healthy Foods

## GOAL 1: Promote healthy eating habits and cultivate and increase access to healthy foods in Suffolk.

What? – Strategy	How? – Action Steps	By When? – Timeframe	Measure of Success? – Outcome	Who? - Responsible Lead	Partners? Support Needed	How much? * Level of Invest- ment
1.1 Increase awareness of and access to healthier food choices among Suffolk residents.	1.1.1. Promote “My Plate” in Suffolk restaurants.	2013	% Of Restaurants Adopting My Plate”  Local government offers at least one incentive to new or existing food retailers to offer healthier food and beverage choices in underserved areas. (CDC, 2009)		Suffolk Restaurant Association	
	1.1.2 Promote existing programs and creates Suffolk specific campaign for healthy eating.	2013	Campaign Designed	Dining Out With Diabetes	Health Department American Diabetes Association (ADA) American Heart Association	
	1.1.3 Feature healthy cooking, recipes and columns in local newspaper.	2013	% Increase in # ‘hits to Website	Sentara City of Suffolk (website)	Suffolk Sun Suffolk News Herald	
	1.1.4. Promote chronic disease and diabetes self- management programs	2013	% Increase in Participation in Self-management Programs	NIH “We Can Chronic Disease Management System”	Obici Healthcare Foundation Diabetes Education Department Free Clinic	
1.2 Establish, implement and promote Healthy Eating Guidelines for Suffolk through communication, cooperation and collaboration.	1.2.1 Advocate for the adoption of guidelines at local civic and community events, businesses, restaurants, in faith-based and civic organizations and programs, feeding programs, children’s programs, and schools.	2014	City Council Adopts Guidelines  Policy Adopted by % of Organizations		Dietician Association  City Newspaper  SNAP	
	1.2.2. Implement Healthy Eating Guidelines through public events, businesses, restaurants, faith-based organizations, and civic groups.	2014	% Of Organizations that Serve Food within Guidelines			

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1.3 Increase access to healthy foods through better use of Suffolk’s agricultural resources.	1.3.1 Increase the development of self-sustaining and mobile Farmer’s Markets.	2015	<p>% Increase in # of Markets</p> <p>Increased Accessibility of Fresh Produce</p> <p>Local government has policy that encourages production, distribution and procurement of food from local farms in Suffolk. (CDC, 2009)</p> <p>Increase in the total annual number of farmer days at farmer’s markets per 10,000 residents within Suffolk. (CDC, 2009)</p>		<p>Suffolk Department of Tourism</p> <p>Virginia Cooperative Extension</p> <p>4-H</p>	
	1.3.2. Expand free and discounted healthy food distribution programs.	2015	<p>Increase in Number of Programs</p> <p>Increase in Use of Programs</p>	<p>Salvation Army Second Harvest Program Church Pantry</p> <p>Food Bank of Virginia Mobile Food Distribution Program</p>	City of Suffolk Zoning	
	1.3.3 Support the expansion of Community Gardens which increase access for low-income residents	2015	<p>% Increase in Number of Gardens</p> <p>LT: Increased Use of Fresh Produce</p>	Suffolk Partnership for a Healthy Community	SNAP	

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1.4 Meet and exceed state and national standards for nutrition education, food and beverage policies in settings where school-aged children are served.	1.4.1. Assess extent to which organizations providing school-aged care serve healthy food.	2013	Assessment Completed			
	1.4.2. Serve as a catalyst to establish a policy to support standards.	2013	Policy Adopted by % of School Age Settings  Policy exists that prohibits the sale, advertising and promotion of less healthy foods and beverages on school campuses. (CDC, 2009)			
	1.4.3 Monitor compliance to standards.	2013	Establish Baseline	Suffolk Public Schools	Planning Council  Department of Health Local Grocery Stores	

\* \$=0- \$15,000 \$\$=\$15,000-\$75,000, \$\$\$=\$75,000+

# Physical Activity

## GOAL 2: Create a walkable and physically active community.

What? – Strategy	How? – Action Steps	By When? – Timeframe	Measure of Success? -Outcome	Who? - Responsible Lead	Partners? Support Needed	How much? * Level of Investment
2.1 Integrate obesity prevention education and physical activity in schools, early childhood and after school programs.	2.1.1 Reduce recreational and sedentary screen time in before and after school programs.	2017	Licensed facilities limit screen time to no more than 2 hours per day for children 2 years of age or older (CDC, 2009)		City of Suffolk Child Care Licensing Agency	
	2.1.2 Increase the amount of physical activities in schools, and public, private and faith-based early childhood and afterschool programs.	2015	Policies implemented to Support Physical Activity		City of Suffolk Licensing Agency Suffolk Partnership Suffolk Parks and Recreation	
2.2. Support the active use of City Parks for safe recreational programs for children and families.	2.2.1 Increase the use of city parks and outdoor spaces by children, families and adults.	2015	% Increase of Children Playing in Supervised Parks		Suffolk Parks and Recreation	
	2.2.2. Increase safety patrols to encourage use of outdoor spaces.	2013	Increase % of time Facility is Patrolled	Officer Friendly Model	Suffolk Police	
	2.2.3 Encourage effective inter-generational health and wellness programming.	2014	Increase in # of Programs Targeting Intergenerational Health		Obici Hospital Faith-Based Initiatives	
	2.2.4. Encourage free physical activities.	2013	Increase in # of Activities Offered and # of Participants	Suffolk Partnership -Suffolk on the Move		
	2.2.5. Encourage exercise at home.					

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2.3. Create and increase safe and accessible walkable venues.	2.3.1 Identify small groups with social support and connection to build walking clubs (where individuals are comfortable, where they live, work, worship, learn)	2012	# Of Groups Identified			
	2.3.2. Increase the registration and sustainability of Walking Groups.	2012	% Increase in # of Groups	YMCA “Get Fit Initiative” City Recreations	Suffolk Partnership-Suffolk On the Move	
	2.3.3. Increase safe routes for children who walk to school (pilot first.)	2017	% Increase in # of Children Walking to School		City of Suffolk Transportation Suffolk School Board	
	2.3.4. Implement the “Complete Streets” Program to build more sidewalks, bike paths, and walking trails.	2015	Complete Streets Resolution Passed # Miles of Available Sidewalk and Trails  Total number of paved sidewalks and designated shared use paths and bike lanes relative to total street miles (excluding limited access highways) that are maintained by City of Suffolk (CDC, 2009_		City of Suffolk Resolution City Council	
2.4. Increase amount of undeveloped or underutilized land for recreational sites and open space.	2.4.1. Obtain, expand, or implement Joint Use Agreements for all public facilities in Suffolk.	2017	Increase in # of New or Expected Agreements  The percent of residential parcels within Suffolk that are located within a ½ mile network distance of at least one outdoor public recreational facility. (CDC, 2009)		Suffolk Public Schools City of Suffolk Parks and Rec	

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# Community Engagement and Awareness

## GOAL 3: Engage and empower residents to develop healthy Suffolk neighborhoods and lifestyles.

What? – Strategy	How? – Action Steps	By When? – Timeframe	Measure of Success? –Outcome	Who? - Responsible Lead	Partners? Support Needed	How much? * Level of Investment
3.1 Train and orient the health care community to promote and address healthy weight management and healthy eating.	3.1.1. Train public and private providers in obesity prevention and treatment.	2014	# of Providers Trained	Sentara EVMS – Diabetes Education CHKD Pediatrics		
	3.1.2 Assess, screen and refer patients for obesity prevention	2014	% Increase in # of Screenings	School Nurses School Guidance Counselors		
	3.1.3. Encourage and promote breastfeeding.	2014	Business case for breast-feeding developed  % Increase in Parents Choosing to Breastfeed		YMCA Healthy Hampton Roads Smart Beginnings WIC La Leche	
3.2 Promote and sustain active civic leadership and broad ownership of Healthy People/Healthy Suffolk.	3.2.1. Obtain engagement, participation and support from City Council and City Administration.	2013	Creation of “Mayor’s Walk” for City.			
	3.2.2. Align Healthy People/Healthy Suffolk with City of Suffolk Economic Development efforts.	2014	HP/HS part of Comprehensive Plan Improved Water Sports and/or Access to Water  Sidewalks Connect in New Developments	Kevin Hughes, Theresa Earles, Department of Tourism		
	3.2.3. Engage the faith-based community, civic leadership, and donors to change organizational behavior.	2014	Increase in # of walking clubs in Churches	Sentara (Lunch and Learn)		

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What? – Strategy	How? – Action Steps	By When? – Timeframe	Measure of Success? –Outcome	Who? - Responsible Lead	Partners? Support Needed	How much? * Level of Investment
3.3 Engage neighborhood residents in designing and leading efforts to promote healthy eating and active lifestyles.	3.3.1 Identify natural leaders in community and faith-based organizations	2013	Increase in the # of Annual Participants			
	3.3.2. Develop criteria and assessment for selecting readiness of neighborhood.	2013	Criteria Developed			
	3.3.3 Start with small groups/pilot communities and build membership out, “let it spread”...”Be like Boston.”	2013	Sidewalks in Boston	Pastor Williams, AME St Marks, C.V. Russell III (Boston) WIC Site		
	3.3.4 Encourage fellowship and competition.	2013	Increase in # of Walking Groups	TV Stations, Channel 10, 13,8, Fox 43	Obici HCF Karen, Department of Health	
	3.3.5. Conduct photo voice project and “man on the street” journaling and multicultural messaging.	2013	# of Exposures		Healthy Hampton Roads	
	3.3.6 Engage TV Station to do interviews on positive changes in neighborhoods	2015	# of Media Events			
	3.3.7. Develop structured identifiable neighborhood programs with visuals (“like ribbons/bumper sticker”)	2015	Campaign Underway			
	3.3.8. Create “tool kits” for neighborhoods with motto.	2015	% Increase in Requests for Kits	Suffolk Partnership Bon Secours		
	3.3.9 Develop a neighborhood plan of action.	2015	Plan Complete			

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3.4 Develop healthy and fit employees through employer leadership	3.4.1. Create incentives and challenges for competition among businesses.	2014	% Of Local Businesses Creating Incentives	George Birdsong	Chamber of Commerce Downtown 2A Businesses	
	3.4.2. Support City employees' health and well-being programs.	2014	Increase in # of Employees who Enroll in Programs	YMCA Fitness Challenge	Kraft, Lipton, City of Suffolk Town Bank Chamber of Commerce Virginia Business Coalition of Health	
	3.4.3 Engage newspaper in showcasing exemplary efforts.	2015	# of Media Events			
	3.4.4. Promote broad definition of physical activity to include behavioral modifications.	2015	% Of Employer Wellness Programs with Broad Definition			

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# Communication and Sustainability

GOAL 4: Increase awareness and build community and financial support for active and healthy living in Suffolk.

What? – Strategy	How? – Action Steps	By When? – Timeframe	Measure of Success? -Outcome	Who? - Responsible Lead	Partners? Support Needed	How much? * Level of Investment
4.1. Engage, motivate and communicate with citizens to build a healthy Suffolk.	4.1.1. Develop a coordinated engagement, organizing and outreach strategy.	2012	Outreach Strategy Complete			
	4.1.2. Educate parents on the importance of healthy behavior and Suffolk resources.	2013	% Increase in # hits to Project Website			
	4.1.3. Share information to maximize resources that are in place.	2013	% Increase in Referrals of Partner Agencies			
4.2 Develop a comprehensive and coordinated communications plan.	4.2.1. Create a communication plan aligned with the implementation of Healthy People/ Healthy Suffolk.	2012	Communication Plan in Place		City of Suffolk Planning Department	
4.3 Build organizational leadership and community investment in Healthy People/ Healthy Suffolk	4.3.1 Confirm and appoint coordinating organization.	2012	Organizational Assessment Complete	Suffolk Partnership for a Healthy Community Obici Healthcare Foundation		
	4.3.2. Create a business plan for implementation.	2012	Cost-Benefit Analysis Complete	Partnership for a Healthy Community		
	4.3.3. Appoint/Create Steering Committee to oversee plan implementation, fundraise, advocate for plan, and champion results.	2012	Steering Committee Approves Charge	Partnership for a Healthy Community		
	4.3.4 Create a resource development plan with diverse funding sources (foundations, fees, major donors, corporations, etc.).	2012	Development Plan Complete	Partnership for a Healthy Community		

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What? – Strategy	How? – Action Steps	By When? – Timeframe	Measure of Success? -Outcome	Who? - Responsible Lead	Partners? Support Needed	How much? * Level of Investment
4.4 Track, monitor and analyze measurable outcomes for continuous improvement and increased impact.	4.4.1 Engage local universities and VAMAS to help measure progress.	2013	Electronic Shared Tracking System in Place	Partnership for a Healthy Community		
	4.4.2. Set up mechanism for partners to collect and report data to coordinating agency.	2013	% Of Partners Using System			
4.5. Advocate for policy changes to advance Healthy People/Healthy Suffolk.	4.5.1. Priority Issues Identified.	2014	Policy Positions Drafted			
	4.5.2. Strategy developed for advancing policies.					

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