

HEALTHY COMMUNITIES **TOOL**  
Nutrition & Physical Activity **KIT**



COMMUNICATIONS  
**MEDIA**

Mount Vernon Healthy Communities Project

Draft Communication Plan

**Goal: To communicate progress and successes of the Mount Vernon Healthy Communities Project to inform project leadership and volunteers, residents of Mount Vernon and the general public.**

**INTERNAL**

| TASK   | METHOD   | ACTION/DETAIL | TARGET AUDIENCE                             | WHO IS RESPONSIBLE                                   | DEADLINES AND DATES |
|--|--|---------------|---|--|---------------------|
| Communicate with Planning Team                             | -Meeting minutes<br>-Project progress report   |               | Planning Team                               |  |                     |
| Communicate with Project Leadership Team                   | -Meeting minutes<br>-Project progress report   |               | Leadership Team                             |  |                     |
| Communicate with Project Advisory Committee                | -Monthly project report<br>-Annual stakeholders meeting  |               | -Advisory Committee                         | 1. Liz<br>2. Planning and Leadership Teams           | Monthly             |
| Communicate with Increasing Nutrition at Schools Committee | -Committee meeting minutes<br>-Informational mailings related to work<br>-Liaison to Leadership Team |               | -Committee<br>-Planning and Leadership Team | 1. Liz<br>2. Committee Chair<br>3. Committee Liaison |                     |
| Communicate with Urban Planning Committee                  | -Committee meeting minutes<br>-Informational mailings related to work<br>-Liaison to Leadership Team |               | -Committee<br>-Planning and Leadership Team | 1. Liz<br>2. Committee Chair<br>3. Committee Liaison |                     |
| Communicate with Increasing Physical Activity Committee    | -Committee meeting minutes<br>-Informational mailings related to work<br>-Liaison to Leadership Team |               | -Committee<br>-Planning and Leadership Team | 1. Liz<br>2. Committee Chair<br>3. Committee Liaison |                     |

# HEALTHY COMMUNITIES TOOLKIT

## Nutrition & Physical Activity

### Mount Vernon Healthy Communities Project

### Draft Communication Plan

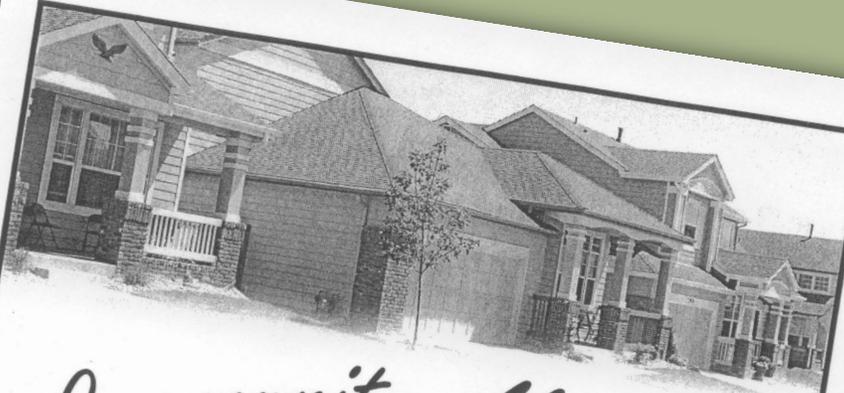
#### OUTREACH

| TASK   | P | METHOD  | ACTION/DETAIL   | TARGET AUDIENCE   | WHO IS RESPONSIBLE   | DEADLINES AND DATES        |
|--|---|---|---|---|--|----------------------------|
| Share MVHCP activities and successes with the Mount Vernon community | 1 | Key Messages  | <ul style="list-style-type: none"> <li>Develop 3-4 key messages</li> <li>Test with community audience</li> </ul>  | General public  | Action Plan Committees, Communication Task Force                 |                            |
|  | 2 | Newspapers:<br>-Skagit Valley Herald<br><br>-Skagit Argus | <p>News Release</p> <ul style="list-style-type: none"> <li>Develop press release template and press packet</li> <li>Meet with Stedem Wood</li> <li>Meet with Mary Evitt</li> <li>Determine if there is a health editor</li> </ul>   | General public  | Look for dedicated volunteer: past journalist or student intern  | Release on a regular basis |
|  |   | Publications*   | <p>Skagit Co Leisure Guide</p> <p>Printed Materials:</p> <ul style="list-style-type: none"> <li>Create written materials: Action Plan, Executive Summary, project logo (design print and distribute)</li> <li>Create distribution plan and log</li> <li>Newsletter</li> </ul> | General public  | Liz<br><br>Liz, Communication Task Force, Action Plan Committees | Available electronically   |
|  |   |   | <p>Availability of printed materials in Spanish</p>   |   |  |                            |
| P=Priority   | 3 | Radio: KSVR<br>Cable TV 10<br>Web site                    | <ul style="list-style-type: none"> <li>Links with project Web page</li> </ul>   | <p>General public</p> <p>General public</p> <p>Mount Vernon, Skagit County, SCPAC</p> | Liz, Larry, Peter  |                            |
|  | 4 | Speakers Bureau<br><br>Display board                      | <p>Identify advisory committee members</p> <p>Provide orientation, presentation materials and resources</p> <p>Develop visual display and make it available in the community</p>  | <p>Community organizations</p> <p>General public</p>                                  | Liz, Action Plan Committees<br><br>Liz, Action Plan Committees   |                            |

#### \*Future Considerations:

- Develop strategy for targeting Hispanic sector of community
- Availability of printed materials in Spanish

1/5/05



# *Community Meeting*

Your Input Is Needed!

Please join the

## ***Mount Vernon Healthy Communities Advisory Committee***

on June 3rd to learn about an exciting community plan to increase access to healthy foods and opportunities to be active in Mount Vernon.

**Hillcrest Park Lodge**

1717 S. 13th Street

Thursday, June 3rd • 7 - 8 p.m.

*Light refreshments will be served! Prize drawings!*

For more information:  
Liz McNett Crowl, Coordinator  
Mount Vernon Healthy Communities Project  
360-428-2331



# News Release

**For Immediate Release: May 15, 2003**

Contacts: Charlotte Claybrooke, DOH Diabetes Nutrition and Physical Activity Section  
360-236-3754

## **Healthy Communities Moses Lake at Spring Festival**

It's Spring and Healthy Communities Moses Lake is blooming with activity: that's including a variety of activities at the Moses Lake Spring Festival. In 2002 the city of Moses Lake was chosen as a pilot community encourage residents to eat healthier and make physical activity part of their daily lives. "Healthy Communities - Moses Lake" is a pilot project intended to help make it easier for residents to make healthier choices. The program now has three main components that focus on: community gardens, breastfeeding and the communities path system.

This year at the Moses Lake Spring Festival Healthy Community volunteers will be out sharing their, plans and successes and encouraging Moses Lake residents to join in the efforts to make the healthy choice the easy choice in Moses Lake. During the festival their will be a Healthy Communities table at the fun run on Saturday morning, a booth from 11:00am to 5:00pm at the Festival and a variety of Healthy Communities Moses Lake supporters walking in this years parade. Supporters include members of the Moses Lake Trails Planning Team, the Moses Lake Breastfeeding Coalition, Community Garden Committee, Representative Hastings, as well as members from the Moses Lake High School Key Club and Honor Society.

Healthy Communities - Moses Lake is a partnership of citizens, the City of Moses Lake and Grant County Board of Health; Washington State Department of Health; University of Washington Health Promotion Research Center; and National Park Service/Rivers, Trails and Conservation Assistance Program.

For more information about Healthy Communities/Moses Lake and ways residents can get involved, contact the project's community liaison, Sally Goodwin, Moses Lake Business Association, at 509-764-1745.

# Healthy Communities Project-- Moses Lake



University of Washington  
**School of Public Health**  
and Community Medicine



**NATIONAL PARK SERVICE**  
Rivers, Trails & Conservation  
Assistance Program

## Background

In 2001, the Washington State Department of Health was awarded funding from the Centers for Disease Control and Prevention (CDC) to develop a program aimed at the prevention of chronic disease and obesity.

The prevalence of obesity is increasing nationwide at an alarming rate. In Washington State, the rate of obesity amongst adults doubled in the last 10 years. But the problem is not just about weight, it's about health. Excess weight increases the risk of many health problems like heart disease, diabetes and some types of cancer.

*“Overweight and obesity may soon cause as much preventable disease and death as cigarette smoking. People tend to think of overweight and obesity as strictly a personal matter, but there is much that communities can and should do to address these problems.”*

Former U.S. Surgeon General David Satcher, M.D.

The Moses Lake Healthy Communities Project will focus on improving nutrition and physical activity lifestyles by changing policies and environment within the community. To ensure success, the project will be built on the work of many community partnerships.

## The Community

Moses Lake was selected as the ideal community for the pilot project out of a pool of 15 eligible Washington cities. Moses Lake met the following criteria—

- Small to medium size population (10,000 to 50,000)
- Diverse in population
- Coalition or group working on nutrition or physical activity issues
- Interest and support expressed for the project through a letter of interest from the Mayor's office and through telephone interviews with various members of the community

## The Community Advisory Committee

Vital to the success of the project are the commitment and work of a community coalition—an advisory committee. The purpose of the Advisory Committee is to represent various community interests in the planning of the project. Committee members may come from local government, schools, parks and recreation, city planning, health care or other areas of interest in the community.

## *The Community Advisory Committee [continued]*

Between June and September, Advisory Committee members will participate in three evening meetings. At these meetings, members can expect to--

- Learn about the background and purpose of the project
- Assist with documenting baseline information on existing programs and resources in the community related to nutrition and physical activity
- Receive thorough information on the ‘action’ recommendations in a state guidance document
- Discuss, evaluate, and choose actions that make sense to implement and test in Moses Lake

In addition, Advisory Committee members will be asked to attend two public events. The first will be a ‘kick-off’ event on July 24<sup>th</sup> which will announce the project to the community. The second will be a public forum in October to communicate with the community and media about the actions that have been selected by the Advisory Committee. Advisory committee members will be identified by name in press releases and at the public events.

### *Policy & Environmental Changes*

Currently, the Department of Health and its partners are creating a guidance document, a “menu” of policy and environmental changes that will be used by the Moses Lake Advisory Committee in the development of the project. Some examples of these changes may include but are not limited to—

- Safe walking and biking routes to schools, to work, and in neighborhoods
- Decreased availability of ‘junk food’ in schools
- Increased access to places that people can be active which are free or low cost

### *Partnerships*

The Nutrition and Physical Activity Section of the Washington State Department of Health, the University of Washington Health Promotion Research Center, and the National Park Service’s Rivers, Trails, Conservation Assistance Program will work alongside the Advisory Committee to create and implement the project plan.

The Department of Health will contribute technical and some financial support for the planning phase and seed money for the project. The University of Washington will assess and evaluate the project. Community outreach will be guided by the National Park Service.

### *Community Contact*

Sally Goodwin  
Moses Lake Business Association  
509-764-1745

# HEALTHY COMMUNITIES

## MOSES LAKE: AN ACTION PLAN TO PROMOTE NUTRITION & PHYSICAL ACTIVITY FOR 2002/2003



*The Healthy Communities  
Moses Lake project is working  
to encourage Moses Lake  
residents to eat healthier and  
make physical activity part of  
their daily lives by making the  
healthy choice the easy choice.*

### Proposed Priority Projects:

- Improve Path Systems
- Provide for Community Gardens
- Increase Support for Breastfeeding

# HEALTHY COMMUNITIES

## MOSES LAKE ADVISORY COMMITTEE

LeRoy Allison, Grant County Commissioner  
 Fernando Alvarez, PE Teacher  
 Myrna Anderson, Senior Center  
 Lori Barlow, City of Moses Lake  
 Lee Blackwell, Mayor City of Moses Lake  
 Alex Brzezny, Public Health Officer  
 Paul Burke, Columbia Basin Herald  
 Teri Carpenter, Moses Lake Community Health Center  
 Sandy Cheek, Big Bend Community College  
 Ron Covey, City Council  
 P. J. De Benedetti, Moses Lake School District  
 Charles Determan, Farmers Market  
 Emily DuFault, Moses Lake High School--Key Club  
 Mary Falconer, TOPS  
 Linda Finlay, Moses Lake Food Bank  
 Dave Fournier, City of Moses Lake  
 Joe Gavinski, City of Moses Lake  
 Sally Goodwin, Moses Lake Business Association  
 Laure Grammer, Grant County GIS Administrator  
 Ryan Graves, Boys & Girls Club of the Columbia Basin  
 Ana M. Guilherme, Grant County Health District  
 Gary Harer, City of Moses Lake, Municipal Services Dpmt  
 Fred Haynes, Moses Lake Police - Crime Prevention  
 Lupe Hernandez  
 Paul Hirai and Ginny Hirai  
 Ryan Hopkins, Moses Lake High School--Key Club  
 Maxine Ivory, City of Moses Lake  
 Caren Jacobson, Samaritan Healthcare  
 Kent Jones, Port District  
 Jane Kim, Moses Lake High School--Key Club  
 Mandy Leach, Moses Lake Community Health/WIC  
 Nancy Martinez, Columbia Basin Job Corps  
 Desiree McCullough, Sleek Physique Owner  
 Diana McKinsey, City of Moses Lake  
 Betty Meloy, WSU Cooperative Extension  
 Becky Meyer, Moses Lake Clinic  
 Deb Miller, Community Volunteer  
 Corbin Moberg, Moses Lake Fire Department  
 Debe Nuss, Breastfeeding Advocate  
 Kathy Parker, People for People  
 Kim Pickering, American Cancer Society  
 Judy Potter, Grant County Health District  
 Yolanda Rios, Skill-source  
 Shawn Robnett, City of Moses Lake, Public Works  
 Loren Sandhop, Moses Lake School District Athletic Director  
 Bev Shuford, Moses Lake Chamber of Commerce  
 April Strebeck, Moses Lake School District Food Service  
 Mary Talcott, Catholic Family & Child Service  
 Brenda Teals, Moses Lake Tourism

## GET INVOLVED AS A SPONSOR OR VOLUNTEER! CONTACT:

Sally Goodwin  
 Moses Lake Business Assc  
 Moses Lake, WA 98837  
 Phone (509)764-1745  
 mlba@gemsi.com

## NEXT STEPS

- Finalize and adopt action plan
- Organize Work Groups
- Launch Projects (flesh out details)
- Pursue Resources (identify and apply for technical assistance and funding)
- Action: Undertake & Coordinate projects
- Monitor and Celebrate Successes
- Get the Word Out
- Work to sustain projects over the long term



University of Washington  
**School of Public Health**  
 and Community Medicine



NATIONAL PARK SERVICE  
 Rivers, Trails & Conservation  
 Assistance Program



MOSES LAKE BUSINESS ASSC

CITY OF MOSES LAKE  
 WASHINGTON



Washington State Department of  
**Health**

## PATH SYSTEMS

Create a network of linked paths that are used throughout Moses Lake for exercise, recreation, transportation, tourism to promote healthier lifestyles for our community

What to expect:

- More information about existing trails and paths
- Improved signage on existing trails and paths
- More bike racks, benches and better lighting along trails and paths
- A long-range plan to create a network of linked trails and paths
- Trails/paths long-range plan adopted by City of Moses Lake



## COMMUNITY GARDEN

Create a Moses Lake Community Garden that is a place open to all people of Moses Lake to~

- gather, garden and grow healthy food
- enjoy healthy leisure activity
- learn about gardening, nutrition, and preparing food
- eat more fruits and vegetables



at to expect:

- A community garden with raised beds of various sizes for city, family and individual plantings.
- A storage shed for tools and materials
- **Classes and workshops on gardening, cooking and nutrition**

## BREASTFEEDING

Promote, protect, and support breastfeeding in the Moses Lake community so that good nutrition at birth is a basic part of good nutrition throughout life.



What to expect:

- Samaritan Hospital recognized as a breastfeeding friendly hospital.
- More breastfeeding-friendly worksites
- More Mother's Rooms throughout the community

**Additional projects which will also be addressed: healthy urban planning, school nutrition, maximize existing nutrition and recreation efforts, community safety, and project education/communication.**