



CLERMONT CAN

Coalition for Activity & Nutrition

STRATEGIC PLAN

2016 through 2021

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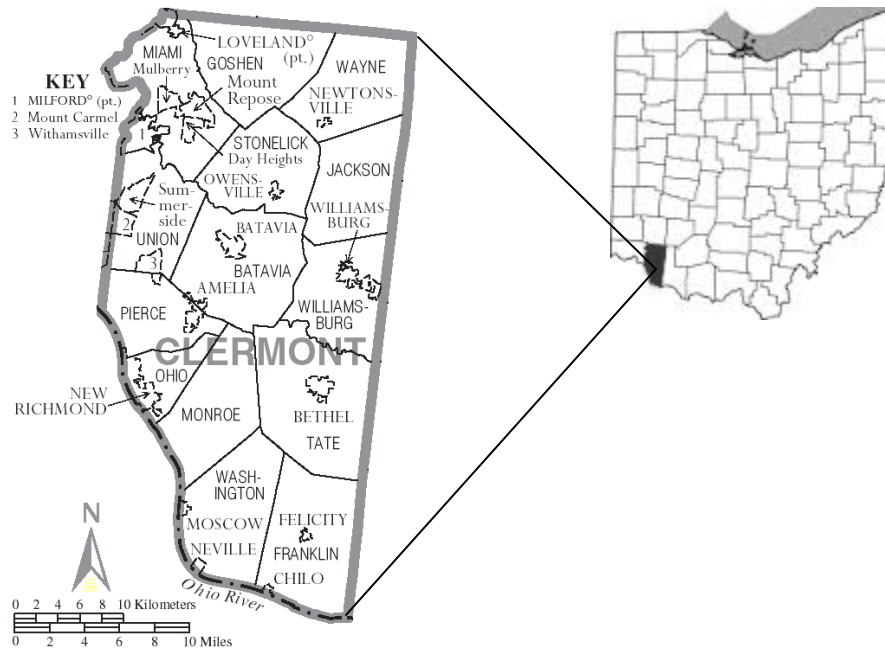
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TABLE OF CONTENTS

Introduction	4
Strategic Plan Revision Page	5
Mission and Vision	6
Strategic Priorities, Goals, and Objectives	7
Implementation Plan	9

INTRODUCTION



The Clermont Coalition for Activity and Nutrition (Clermont CAN) was formed in 2008 in an effort to address the epidemic of obesity in Clermont County, Ohio. The coalition is composed of a diverse group of representatives who share the common concern about the impact obesity is having on the health of county residents. Representatives from all aspects of health, education, and government, as well as organizations and individuals concerned about the health of county residents, have joined forces to work toward improving nutritional awareness and promoting physical activity in the county. Clermont CAN has had a strategic plan in place since 2010 and this will be the second plan the coalition has implemented. Clermont County Public Health serves as the lead agency for Clermont CAN as part of its mission of striving to improve Clermont County by preventing disease, promoting health, and protecting the environment.

Clermont County is located in southwest Ohio along the Ohio River. The county is comprised of 14 townships with populations ranging from 2,278 to 46,416 with a total population of 197,363. The county is a suburban county, but is also the western-most designated Appalachian County in Ohio. The most densely populated areas of the county are on the western side of the county bordering Hamilton County, which contains the City of Cincinnati. Agricultural and small residential areas are located in the eastern and southern portions of the county. The racial distribution of Clermont County is 96.1% white, 1.4% African American, 1% Asian and 1.5% other. According to the 2013 Clermont County Community Health Assessment, 54% of Clermont County adults report they do not get enough exercise and 63% of Clermont County adults are overweight or obese. Health risks associated with obesity include heart disease, high cholesterol, diabetes, high blood pressure, breathing problems, and other health related problems.

MISSION & VISION

Previous Mission Statement

“Our mission is protect and improve the health of all Clermont County residents by providing opportunities for eating healthier choices, offer information and education on proper nutrition, and promote physical activity in the county.”

Review of the previous mission statement by CAN members, revealed lack of focus on CAN’s collaborative efforts. It was also pointed out that the mission statement was not concise due to the repetition of “providing opportunities for eating healthier choices” and “information and education on proper nutrition”. CAN members wanted to include provision of opportunities for increased physical activity, a quality unique to this coalition. The previous mission statement also failed to mention the efforts CAN has made towards tobacco cessation.

New Mission Statement

“Collaborate between county agencies to protect and improve the health of all Clermont County residents by promoting and providing opportunities for increased physical activity, advocating for nutrition education, and encouraging smoking cessation.”

Previous Vision Statement

“Be Active, Eat Smart”.

Review of the previous vision statement by CAN members, revealed CAN members would like to mention tobacco cessation but like how concise the previous vision statement is.

New Mission Statement

“Be Active, Eat Smart, Be Healthy”.

STRATEGIC PRIORITIES

Strategic Priorities

Two strategic priority areas were identified to achieve CAN's mission. Each priority area has a set of goals and objectives to guide how the priorities are being addressed. This plan will be reviewed and revised over the next five years to monitor progress and document change.

Priority #1:

Healthy Behaviors: Promote health behaviors related to physical activity, nutrition, and tobacco use among Clermont County residents.

Goals and Objectives:

1. Physical Activity: Improve health, fitness, and quality of life through daily physical activity.
 - 1.1. Decrease by 5% the number of Clermont County adults and children who engage in no leisure time physical activity by August 2019*
 - 1.2. Increase by 5% the number of adults in Clermont County who meet or exceed current federal physical activity guidelines for aerobic and muscle-strengthening activities by August 2019*
2. Nutrition: Promote health and reduce chronic disease risk through the consumption of healthful diets and achievement and maintenance of healthy body weights.
 - 2.1. Decrease by 5% the proportion of adults and children who are considered overweight/obese by August 2019*
3. Smoking: Reduce illness, disability, and death related to tobacco use and secondhand smoke.
 - 3.1. Reduce cigarette smoking among Clermont County adults by 6% and increase smoking cessation attempts by adult smokers by 40% by August 2019*

Priority #2:

Collaboration and Marketing: Foster agency, community, and statewide collaboration to further CAN's mission.

Goals and Objectives:

1. Collaborate with community agencies to promote healthy behaviors among Clermont County residents and visitors.
 - 1.1. Continue to meet on a regular basis to discuss CAN involvement in the community and future opportunities.
 - 1.2. Identify strategies to communicate and collaborate with health organizations in Clermont County by January 2017.
2. Implement effective communication, outreach and marketing strategies to improve education and awareness of public health services, information and initiatives.
 - 2.1. Make improvements to CAN's website to increase traffic flow and expand the resources of health information available by June 2016.
3. Increase resources dedicated to promoting healthy lifestyles.
 - 3.1. Continue to seek alternate funding sources for CAN activities.

*Indicates linkage with CCPH 2014-2019 Community Health Improvement Plan

Objective	Implementation Plan- Activities to help achieve Objective
1.1.1. Decrease by 5% the number of Clermont County adults and children who engage in no leisure time physical activity by August 2019*	<ul style="list-style-type: none"> - Host the Family Fun Adventure Challenge Annually. - Provide access to the Places and Spaces Brochure and Interactive Map on www.ccphohio.org. - Provide monthly articles to CAN members related to physical activity. - Advocate for the completion of the Williamsburg to Batavia Hike Bike Trail. - OSU Extension Family and Consumer Sciences Health and Wellness programs include SNAP-Ed classes and events that will promote and offer participants strategies for increasing leisure time physical activity. - Physical activity ideas and educational tools will be offered each month to at least 60 participants of WIC's Walk in Wednesday Clinic. - Head Start will continue with daily scheduling of movement activities in classrooms, promote best practice for activity and modeling in home visitation program, and utilize parent education opportunities to support implementation of healthy habits in the home.
1.1.2. Increase by 5% the number of adults in Clermont County who meet or exceed current federal physical activity guidelines for aerobic and muscle-strengthening activities by August 2019*	<ul style="list-style-type: none"> - Host the Family Fun Adventure Challenge Annually. - Provide access to the Places and Spaces Brochure and Interactive Map on www.ccphohio.org and seek opportunities to distribute the brochures during family events. - Provide monthly articles to CAN members related to physical activity and promote them within each agency. - Advocate for the completion of the Williamsburg to Batavia Hike Bike Trail. - Publish multiple newsletters related to physical activity throughout the year.

	<ul style="list-style-type: none"> - Participate in Be Well UC – a health initiative at UC that pays its employees to move more, eat more, and manage stress. - Participate in Move a Measured Mile – an incentive program to encourage physical activity amongst county employees.
<p>1.2.1. Decrease by 5% the proportion of adults and children who are considered overweight/obese by August 2019*</p>	<ul style="list-style-type: none"> - Provide monthly articles to CAN members related to nutrition and promote them within each agency. - Publish multiple newsletters related to nutrition throughout the year. - OSU Extension Family and Consumer Sciences will continue to offer Dining with Diabetes, Home Food Preservation, Food Safety Training for Food Service, Live Healthy Live Well, Local Foods, SNAP-Ed Program, and Ohio Expanded Food and Nutrition Ed Program. - Continue to offer nutrition education during the 3,150 appointments completed at WIC each quarter and increase the number of WIC participants receiving Farmer’s Market Coupons. - Head Start will continue provision of healthy menus at centers, educate parents on best practice for activity and nutrition and provide targeted support by dietitian to children identified as overweight or obese.
<p>1.3.1.Reduce cigarette smoking among Clermont County adults by 6% and increase smoking cessation attempts by adult smokers by 40% by August 2019*</p>	<ul style="list-style-type: none"> - Advocate for smoke free work sites throughout Clermont County. - Provide access to a brochure outlining smoking cessation programs/opportunities within the county on www.ccphohio.org. - OSU Extension Family and Consumer Sciences educator will promote tobacco cessation county initiatives and partner with OSU medical researchers to offer satellite programs. - CCPH will initiate a smoking cessation program with an estimated 12 participants annually. - WIC will screen all pregnant and post-partum mother’s for smoke exposure and provides resources for smoking cessation to 100% of the families that screen positive.

	<p>- Respiratory Care faculty and students will run a smoking cessation education and support groups at UC Clermont East.</p>
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2.1.1. Continue to meet on a regular basis to discuss CAN involvement in the community and future opportunities.	- Monthly meetings held on the fourth Wednesday of each month.
2.1.2. Identify strategies to communicate and collaborate with health organizations in Clermont County by January 2017.	<ul style="list-style-type: none"> - Increase distribution of CAN Newsletter within agencies via agency's websites and social media sites. - Promote CAN events by posting flyers within all agency locations. - Development and implementation of annual SNAP-Ed Grant will be shared via CAN meetings.
2.2.1. Make improvements to CAN's website to increase traffic flow and expand the resources of health information available by June 2016.	<ul style="list-style-type: none"> - Edit outdated information on CAN's website. - Upload newsletters monthly on website. - Promote CAN's website via CCPH's social media sites. - Provide link to CAN's website on CAN members/agencies websites and vice versa.
2.3.1. Continue to seek alternate funding sources for CAN activities.	- Identify grant opportunities, share opportunities within coalition, collaborate on grant development and implement grant identified activities.

*Indicates linkage with CCPH 2014-2019 Community Health Improvement Plan

This plan was approved by the Coalition for Activity and Nutrition on January 27th, 2016.