

<b>Promotion of Healthy Lifestyles and Behavior</b>					
<b>Goal 1: Inspire healthy choices</b>					
<b>Objective 1.1: By September 30, 2018, reduce the percentage of adults reporting being overweight or obese by 5%</b> (Baseline: 72% in 2011 MBRFSS; 67% in 2015)					
<b>Strategies</b> # in ( ) is prioritization score	<b>Principal Activities</b>	<b>Lead Person or Partner</b>	<b>Timeframe: start/finish</b>	<b>Anticipated Output or Outcome</b>	<b>Outcome Measure or Indicator</b>
1.1.1 Promote the National Diabetes Prevention Program & increase community clinical linkages (68)	DHD#10 offers NDPP; working on an assessment to determine partners who offer the program in Manistee Co and set up a referral system with providers.	DHD#10 – Kim Chandler	Ongoing	Increase number of NDPP classes offered in Manistee Co.	Increase participants in the NDPP, increase number of referrals from providers.
1.1.2 Promote activities & events that support Live Well Manistee goals using a variety of media options (Live Well website, 2-1-1, community calendars, app, public service announcements, television, radio & print) (67)	Use monthly distribution Great Start Family Event calendar – Manistee to promote activities and events that support LWM.	Great Start Collaborative – Patti Borucki	Monthly/ongoing	Manistee County families, child service providers and other early childhood partners will have access to info regarding events that are supported by LWM.	Monthly distribution of family event calendar through e-mail groups, facebook, service providers and community points of referral.
	Update the Live Well website and Manistee Co page.	DHD#10 – Nicole Smith	Ongoing	Increase number of visits to Live Well website – Manistee page.	Data on visits to the LWM page.

	Posting to HSCB google group.	Sharron Lemmer, HSCB Coordinator	Ongoing	News about activities and events reach a broad audience (currently 240 on google group).	When possible, survey attendees of activities and events to see how they learned about the event.
1.1.3 Sponsor community & workplace health challenges, including technical expertise to implement wellness policies (63)	Better Health Better Business	DHD#10 – Carlene Marable	July 2016/March 2017	Increase businesses offering worksite wellness programming.	Number of businesses participating in the program, number of PSE changes, number of employees participating.

**Objective 1.1: By September 30, 2018, reduce the percentage of adults reporting being overweight or obese by 5% (contd.)** (Baseline: 72% in 2011 MBRFSS; 67% in 2015)

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1.1.4 Assist groups, businesses, institutions, organizations in developing healthy food & vending policies (48)	Better Health Better Business	DHD#10 – Carlene Marable	July 2016/March 2017	Increase businesses offering worksite wellness programming.	Number of businesses participating in the program, number of PSE changes, number of employees participating.
1.1.5 Remove cost & time barriers to making healthy choices (incentive program such as Fit Bit for all, mini-grants for free classes) (47)					
1.1.6 Educate/share information & best practices from conferences & local experts (43)					
1.1.7 Offer stress management (43)					
1.1.8 Increase breastfeeding support in community, i.e. breastfeeding-friendly businesses, medical practices & workplaces (41)					

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1.1.9 Promote the American Academy of Pediatrics recommendation that middle & high schools start no earlier than 8:30 a.m. (33)					
1.1.10 Adopt guidelines for healthy food & beverage choices at meetings; promote to other organizations & coalitions (27)					
1.1.11 Assess body mass index (BMI) at primary care visits; increase primary care provider's effectiveness in addressing BMI (15)					

<b>Promotion of Healthy Lifestyles and Behavior</b>					
<b>Goal 1: Inspire healthy choices</b>					
<b>Objective 1.2: By September 30, 2018, decrease the percentage of adults who report engaging in no leisure time physical activity by 5%</b> (Baseline: 33% in 2011 MBRFSS; 24% in 2015)					
<b>Strategies</b> # in ( ) is prioritization score	<b>Principal Activities</b>	<b>Lead Person or Partner</b>	<b>Timeframe: start/finish</b>	<b>Anticipated Output or Outcome</b>	<b>Outcome Measure or Indicator</b>
1.2.1 Increase opportunity for physical activity in schools, i.e. recess before lunch, movement breaks during class, 20/20 program (20 min. for 20 days), musical movement classes (51)					
1.2.2 Focus on built environments that promote leisure time physical activity (complete streets policy, bike paths, route maps, parks & rec plan) (49)	Participate and serve on leadership teams which will shape policies for non-motorized transportation, develop routes, educate residents and visitors on the benefits of pathways, and seek grants for implementation of pathways.	Manistee County Planning Department c/o Rob Carson; Alliance for Economic Success c/o Tamara Buswinka	October 2016 – October 2021 (Life of the 5-Year Park and Recreation Plan)	Development of non-motorized pathways in Manistee County.	Success in receiving grant funds and establishment of sections of new non-motorized trails miles by 2018.
	Sophia Street Community Garden improvement of garden beds.	Sharron Lemmer, volunteer, Manistee Community Kitchen	Sept 2016 – May 2017	Build 42 raised beds that will increase planting surface by 28% = more gardeners.	Successful completion of build.

<p>1.2.3 Partner with local governments to develop non-motorized transportation plans; promote use, support maintenance &amp; enhancement of non-motorized trails &amp; pathways (41)</p>	<p>Participate and serve on leadership teams which will bring together multiple jurisdictions for collaborative efforts towards trail development. Provide educational information to community leaders and residents on the benefits of trails for healthy lifestyles as well as increased economic activities which would promote development and use of non-motorized pathways.</p>	<p>Local unit elected and appointed officials; Manistee County Planning Department c/o Rob Carson; Alliance for Economic Success c/o Tamara Buswinka</p>	<p>October 2016 – October 2021 (Life of the 5-Year Park and Recreation Plan)</p>	<p>Support for the establishment of trails throughout our communities in Manistee County.</p>	<p>Community support for trails through cooperative agreements and resolutions as well as the development of non-motorized pathways.</p>
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<b>Objective 1.2: By September 30, 2018, decrease the percentage of adults who report engaging in no leisure time physical activity by 5% (contd.)</b> (Baseline: 33% in 2011 MBRFSS; 24% in 2015)					
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1.2.4 Partner with schools & agencies to allow public to use physical fitness facilities (gyms, tracks, pools, etc.) when not needed for programming (39)	Tai-chi classes held in the lobby of the Paine Aquatic center at MAPS.	Keli Heckel, class participant	November 2016 – May 2017	Continuation of summer class that is held outdoors; 6 participants, 3hrs/week.	Number of participants.
1.2.5 Assist schools with establishing walk-to- & bike-to-school programs (32)					
1.2.6 Implement community-wide physical activity challenges & campaigns, i.e. multi-generational mentoring events, each teaching the other; Girls-on-the-Run type program; event for all ages to sample something new (Day of Dance, Soccer Saturday, etc.) (30)					
1.2.7 Promote virtual screen time interventions to encourage kids to spend less time on devices & more time outdoors (29)					

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1.2.8 Encourage employers to allow employees to take breaks for leisure time physical activity during the work day (25)	Better Health Better Business	DHD#10 – Carlene Marable	July 2016/March 2017	Increase businesses offering worksite wellness programming.	Number of businesses participating in the program, number of PSE changes, number of employees participating.
1.2.9 Implement a community bike share program (Yellow Bike) & bike racks on public transportation (Dial-a-Ride) (24)					



<b>Promotion of Healthy Lifestyles and Behavior</b>					
<b>Goal 2: Inspire tobacco-free lifestyles</b>					
<b>Objective 2.1: By September 30, 2018, decrease the number of pregnant women who smoke by 3%</b> (Baseline: 40% in 2011 Division for Vital Records and Health Statistics; 32% in 2015)					
<b>Strategies</b> # in ( ) is prioritization score	<b>Principal Activities</b>	<b>Lead Person or Partner</b>	<b>Timeframe: start/finish</b>	<b>Anticipated Output or Outcome</b>	<b>Outcome Measure or Indicator</b>
2.1.1 Promote tobacco-free outdoor recreation areas, especially playgrounds, through education & signage (17)	Tobacco-free signs in parks with play areas	Great Start Collaborative – Pattie Borucki	City of Manistee: Spring 2016/Sept 2016	Manistee City Council will approve proposed tobacco/smoke free resolution and installation of ten permanent tobacco/smoke free signs for city parks with child play areas.	City of Manistee: Ten tobacco/smoke free educational signs have been installed in city parks with child play areas.
2.1.2 Educate provider network on using Nicotine Replacement Therapy and other best practices to help pregnant women stop smoking (16)	Provide training on the 5A's and the Michigan Tobacco Quitline.	DHD#10 – Karen Ripke	Ongoing	Increase the number of referrals for tobacco cessation & calls to the quitline by pregnant women.	Reduce the % of women who smoke while pregnant.
2.1.3 Prevention: Implement education campaign to raise awareness of harmful effects of smoking while pregnant/around children/second-hand smoke (14)	Family Health Fair	Great Start Collaborative – Pattie Borucki	Annual/April	GSC will coordinate a county wide health fair aimed at area families with children prenatal to eight years of age. Educational info regarding the harmful effects of smoking while	Attendance records will be maintained to show health fair attendees.

				pregnant/around children/second hand will be offered.	
	Development of resource packets/campaign on LW website/DHD#10 & LW FB/news releases	DHD#10 – Karen Ripke	Ongoing	Increase # of messages about the harmful effects of smoking while pregnant and around children.	Reduce the % of women who smoke while pregnant.
2.1.4 Cessation: Include resources in Welcome Baby packets (7)	Include cessation resources in Welcome Baby packets.	Great Start Collaborative – Pattie Borucki	Ongoing	Expectant parents will receive pregnancy tobacco cessation info in a GSC Welcome Baby Packet delivered through a visit with their OB.	In 2016, a minimum of 175 Welcome Baby Packets will be delivered to area OB offices. Ongoing distribution will continue based on pregnancy rates.
Coordinate with strategies for Goal 2.2	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable
<b>Promotion of Healthy Lifestyles and Behavior</b>					
<b>Goal 2: Inspire tobacco-free lifestyles</b>					
<b>Objective 2.2: By September 30, 2018, decrease the number of people smoking by 3%</b> (Baseline: 33% in 2011 MBRFSS; 23% in 2015)					
<b>Strategies</b> # in ( ) is prioritization score	<b>Principal Activities</b>	<b>Lead Person or Partner</b>	<b>Timeframe: start/finish</b>	<b>Anticipated Output or Outcome</b>	<b>Outcome Measure or Indicator</b>
2.2.1. Implement prevention program in schools (tobacco and e-cigs) (53)					

2.2.2 Educate the community and local government units on the benefits of designating tobacco free outdoor recreation areas & playgrounds; advocate for signage (39)					
2.2.3 Utilize resources and best practices such as those from CDC & Change Lab Solutions tobacco control model policies (33)					
2.2.4 Educate community and providers on availability of cessation resources (MDCH Quit Line, DHD#10 program, primary care clinics, no-smoking apps); expand resources as needed (30)	Provide training on the Michigan Tobacco Quitline, distribute tobacco cessation resource brochures, info on LW website/FB	DHD#10 – Holly Joseph & Donna Norkoli	Ongoing	Increase # of people referred to tobacco cessation programs.	Reduce the % of people who use tobacco.
<b>Objective 2.2: By September 30, 2018, decrease the number of people smoking by 3% (contd.)</b> (Baseline: 33% in 2011 MBRFSS; 23% in 2015)					
<b>Strategies</b> # in ( ) is prioritization score	<b>Principal Activities</b>	<b>Lead Person or Partner</b>	<b>Timeframe: start/finish</b>	<b>Anticipated Output or Outcome</b>	<b>Outcome Measure or Indicator</b>
2.2.5 Review or gather data to determine when & why people start smoking; develop plans to address targeted populations (27)					

2.2.6 Advocate for policy change to allow oral health providers to bill for tobacco & e-cig cessation counseling (25)					
2.2.7 Explore local/state taxation on tobacco products; evaluate smoking ordinances in public housing (24)					
2.2.8 Encourage fitness facilities to offer programs specifically designed for smokers (19)					

**Creation and Maintenance of Healthy Communities**

**Goal 3: Increase access to healthy foods**

**Objective 3.1: By September 30, 2018, the percent of adults who report inadequate fruit and vegetable consumption will be decreased to 76%**

(Baseline: 80% in 2011 MBRFSS; no update available)

<b>Strategies</b> # in ( ) is prioritization score	<b>Principal Activities</b>	<b>Lead Person or Partner</b>	<b>Timeframe: start/finish</b>	<b>Anticipated Output or Outcome</b>	<b>Outcome Measure or Indicator</b>
3.1.1 Expand connection of farmer to community: farm-to-school, to-table, to-freezer, to-institution, to-workplace) (58)	Strengthen diets of seniors through determining feasibility of farm to senior/institution project with Northwest Michigan Community Action Agency senior nutrition programs – provider of congregate and home delivered meals in Manistee Co.	MSU Extension – Sarah Eichberger	Sept 2016 – Feb 2017	Completion of farm to senior feasibility assessment.	Success, or yes, a farm to senior project is feasible, will be determined by the following criteria to support a successful systems change: 1.) MSUE and NMCAA senior nutrition program in Manistee County identify at least one fruit or vegetable that can be purchased fresh or frozen from a local farmer(s), or local food distributor; 2.)At least one local (Manistee County) farmer or local food distributor is able to supply the produce identified by MSUE and the NMCAA senior nutrition program in Manistee County at a price, form and quality and in the quantity desired; and 3.) MSUE and NMCAA senior nutrition program in Manistee County and at

					least one local farmer or food distributor agree formally to procure at least one fruit or vegetable for the 2017 harvest season
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	MHEF grant award project.	DHD#10 – Melanie Perry MCCF – Laura Heinzelman	May 2016/March 2017	Increase number of agencies that implement farm to institution	Increase fruit and vegetable consumption.
3.1.2 Increase food literacy at all age levels (i.e. Cooking Matter, Cooking with Kids, portion control, health fair, market demos, preservation classes, cottage food law) (56)	Provide hands on nutrition education and healthful food tastings/cooking to kids.	DHD#10 – Holly Joseph	June 2016/August 2016	Two full cooking with kids programs (11 sessions each) will be implemented.	Number of children who attended.

<p>3.1.3 Strengthen schools' intent to provide healthy food choices &amp; education (through wellness policy, lunches, breakfast, fundraisers, events, vending) (50)</p>	<p>Coordinated School Health Implementation.</p>	<p>DHD#10 – Holly Joseph</p>	<p>October 2015/September 2016</p>	<p>Schools will implement one PSE change to increase healthy eating and strengthen their local wellness policy.</p>	<p># of schools implementing PSE changes to improve nutrition, WelSat score for local wellness policy, HSAT score for nutrition.</p>
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<b>Objective 3.1: By September 30, 2018, the percent of adults who report inadequate fruit and vegetable consumption will be decreased to 76% (contd.)</b> (Baseline: 80% in 2011 MBRFSS; no update available)					
<b>Strategies</b> # in ( ) is prioritization score	<b>Principal Activities</b>	<b>Lead Person or Partner</b>	<b>Timeframe: start/finish</b>	<b>Anticipated Output or Outcome</b>	<b>Outcome Measure or Indicator</b>
3.1.4 Develop & strengthen access/delivery system of fruits & vegies at pantries & markets (i.e. Feeding America food truck orders, Double Up Food Bucks, county-wide pantry network, schedule on community calendar, labeling) (41)	MHEF grant award project.	DHD#10 – Melanie Perry MCCF – Laura Heinzelman	May 2016/March 2017	Increase number of agencies that implement farm to institution	Increase fruit and vegetable consumption.
3.1.5 Identify needs not met fully by current food assistance due to program qualifications & limited funds (39)					
3.1.6 Implement year-round farmers market (37)					
3.1.7 Strengthen healthier food access & sales in convenience/grocery stores through increased availability, improved pricing, placement, labeling, & coaching/personal shopper (34)					

<b>Objective 3.1: By September 30, 2018, the percent of adults who report inadequate fruit and vegetable consumption will be decreased to 76% (contd.)</b> (Baseline: 80% in 2011 MBRFSS; no update available)					
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3.1.8 Increase awareness, usage & output of community gardens (i.e. Jesse’s Garden & Sophia Street Garden) (33)	Replacing raised beds at Sophia Community Garden.	Sharron Lemmer; volunteer for MCK.	Now through May 2017.	Increase number of gardeners and harvest volume.	Number of individual gardeners in 2017; planting surface will increase from 1010 sq ft to 1285 sq ft which is 27% more space.
3.1.9 Increase nutrition education for service providers for ages 0-12 (i.e. playgroups - healthy snacks; schools; health educator home visits) (30)	Increase Health Educator visits and provide access to health snacks for ages 0-12 through playgroups and preschools.	Great Start Collaborative – Patti Borucki	Ongoing	Access to health educator visits/programs and healthy snacks will be promoted to GSC playgroups and area preschools.	Increase in health educator visits/programs to area playgroups and preschools.
3.1.10 Plan & execute program for providers to write prescriptions for healthy food (Rx for Food Program) (27)					