

**Vision - To create an environment that supports healthy eating and physical activity in an effort to decrease obesity and diabetes in West Modesto residents.**

<b>Workplace Sector Action Plan</b>				
<b>Goal #1:</b> Implement policies related to healthy foods in worksites.				
<b>Outcome Objectives:</b> By 2009, at least 2 large local employers in West Modesto will adopt and implement worksite wellness policies to decrease access to unhealthy foods and beverages in the work environment.				
<b>Strategies</b>	<b>Activities</b>	<b>Timeline</b>	<b>Responsible Party</b>	<b>Milestones</b>
Assess worksite wellness practices of local employers.	<ul style="list-style-type: none"> <li>Review existing worksite wellness assessment tools, distribute to partnership. Focus first on Westside employers, such as HSA, CSA, partners.</li> <li>Identify whom to survey, partners in workplace.</li> <li>Distribute survey to identified partners, to including Wellness Coordinator; start with listed partners. The expectation is that partners get constituent buy-in with set return date of survey by March 2007.</li> </ul>	1/07  3/07 3/07	HSA, with Workplace Wellness Committee	Assessment – Review & Revise tool
Review and revise a localized worksite wellness policy resource guide to be adopted	<ul style="list-style-type: none"> <li>Review results of assessment above.</li> <li>Review existing state and Heart Coalition resources.</li> <li>Compare and Contrast the two; develop/revise resource guide.</li> </ul>	4/07 5/15/07 6/07	HSA, Workplace Wellness Committee Partners and possibly Heart Coalition	Develop an updated resource guide
Present worksite wellness information to employers.	<ul style="list-style-type: none"> <li>Develop a presentation.</li> <li>Invite all who returned assessment to a Healthy Luncheon, including wellness contact person.</li> <li>Get commitment on specific activities to be done at each worksite and expected implementation of activities.</li> </ul>	7/07-8/07 9/31/07 9/31/07	HSA, Workplace Wellness Committee Partners	Presentations delivered Commitments from employers
Engage employers to adopt and implement worksite policy (i.e. breastfeeding, vending machine options, healthier treats for staff)	<ul style="list-style-type: none"> <li>Separate breakout session to “brainstorm” possibilities.</li> <li>Initiate commitment to adopt work site policy. Establish goal, method; strategic plan with coordinator’s assistance.</li> <li>Show and tell photovoice.</li> </ul>	11/1/07 12/1/07 Ongoing	Workplace Wellness Committee Partners	Commitment documentation examples
Provide technical assistance to employer in adoption of policies.	<ul style="list-style-type: none"> <li>Develop buddy system among employers and committee to assess, share any resources and provide assistance.</li> </ul>	Ongoing	Workplace Wellness Committee Partners	Develop and maintain a contact log.

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<b>Workplace Sector Action Plan</b>				
<b>Goal #2:</b> Increase the number of point of decision prompts to use stairwells/bike racks, etc.				
<b>Outcome Objective:</b> By 2009, at least 2 large local employers in West Modesto will adopt and implement worksite wellness policies to promote physical activity among employees.				
<b>Strategies</b>	<b>Activities</b>	<b>Timeline</b>	<b>Responsible Party</b>	<b>Milestones</b>
Assess worksite wellness practices of local employers.	<ul style="list-style-type: none"> <li>Review existing assessment tools, distribute to partnership. Focus first Westside employers HSA, CSA, partners.</li> <li>Identify who to survey, partners in workplace</li> <li>Distribute survey *including Wellness Coordinator; start with listed partners. The expectation is that partners get constituent buy-in with set return date of February 2007.</li> </ul>	1/07  3/07  3/01/07	Workplace Wellness Committee	Assessment – Review & Revise tool
Develop and revise worksite wellness policy resource guide to be adopted.	<ul style="list-style-type: none"> <li>Review results of assessment above.</li> <li>Review existing state resources and Heart Coalition</li> <li>Compare and Contrast the two; and develop/revise resource guide.</li> </ul>	5/20/07 6/15/07 6/30/07	Workplace Wellness Committee Partners and possibly Heart Coalition	Develop an update resource guide
Develop and engage employer's to adopt and implement signage	<ul style="list-style-type: none"> <li>Develop a presentation.</li> <li>Invite all who returned assessment to a Healthy Luncheon, including wellness contact person.</li> <li>Get commitment on specific activities to be done at each worksite and expected implementation of activities.</li> </ul>	6/07-8/07 9/31/07  9/31/07	Workplace Wellness Committee Partners	Presentation
Provide technical assistance to employer in adoption of policies.	<ul style="list-style-type: none"> <li>Separate breakout session to “brainstorm” possibilities.</li> <li>Initiate commitment to adopt work site policy, to focus on point of decision prompts. Establish goal, method, and strategic plan with coordinator's assistance.</li> <li>Show and tell photovoice</li> </ul>	11/1/07  12/1/07  Ongoing	Workplace Wellness Committee Partners	Commitment documentation examples
Provide training to all stakeholders and employees regarding worksite wellness	<ul style="list-style-type: none"> <li>Develop buddy system among employers and committee to assess, share any resources and provide assistance.</li> </ul>	Ongoing	Workplace Wellness Committee Partners	Develop and maintain a contact log.

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<b>Healthcare Sector Action Plan</b>				
<b>Goal #1:</b> Implement organizational practice or guidelines that encourage routine BMI measurement and tracking in primary care settings.				
<b>Outcome Objectives:</b> By 2011, two major health care providers in West Modesto will implement BMI as vital sign into well-visits. By 2011, a nutritional counseling and information referral system will be developed and implemented for West Modesto residents.				
<b>Strategies</b>	<b>Activities</b>	<b>Timeline</b>	<b>Responsible Party</b>	<b>Milestones</b>
Identify & recruit at least 4 community health care leaders – physician champions.	<ul style="list-style-type: none"> <li>Physician champion invite other physicians personally or at meetings to join efforts and form a committee.</li> <li>Committee will meet monthly at first then quarterly.</li> <li>Identify/recruit representatives in community that can serve as liaisons with committee.</li> <li>Compose and promote a unified message addressing active living and good nutrition.</li> <li>Recruit school nurse into workgroup (identify what they do education/curriculum at schools) and promote training opportunities for early detection/screening.</li> </ul>	10/06	Victor Chen	Recruit 3 physicians
		Ongoing 10/06	Victor Chen Carole & Collaborative	
		12/06		
		10/06	Healthcare Committee	Recruit school nurses.
Provide training to medical providers on standards of care for overweight and diabetic at risk patients. Standards will emphasize cultural and age-appropriate standards.	<ul style="list-style-type: none"> <li>Assess/ identify BMI tools/ procedures/practices (Best practices) currently being used in the county. Secure Kaiser guide.</li> <li>Review existing models/practices used by other health plans or in the literature (evidence based protocols); identify models similar or for use in our county</li> <li>Identify best method to survey providers (i.e. fax broadcasting, survey random sites).</li> <li>Survey providers on training needs (what they know, what they want to know; how they want this information to be transmitted).</li> <li>Develop and/or secure training curriculum (ensure curriculum is culturally competent; include component on breast feeding).</li> <li>Schedule/ provide training for providers through rounds at hospital.</li> <li>Coordinate and conduct trainings for medical office staff.</li> </ul>	1/07	Cle Moore (Stephanie Kim)	Summary sheet of findings
		1/07	Stephanie Kim Ruth Barnard	Literature review/summary
		2/07	Healthcare Committee	Survey tool and results
		3/07	Healthcare Committee	
		4/07	Dr. Chen	Training curriculum.
		5/07	Healthcare Committee	Develop and maintain a training calendar.
		6/07	Healthcare Committee	
Development of a resource	<ul style="list-style-type: none"> <li>Conduct a quick survey to identify resources/services</li> </ul>			

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referral guide for physical activity and nutrition education opportunities.	<p>being provided in community.</p> <ul style="list-style-type: none"> <li>• Have workgroup members (Carol, Ann &amp; Ruth) participate in Health Education meetings.</li> <li>• Identify health materials (patient/provider) that are culturally competent that are currently being used.</li> <li>• Develop resource directory and make available via the web.</li> <li>• Identify and document distribution methods.</li> </ul>	<p>3/07</p> <p>1/07 – Ongoing</p> <p>4/07</p> <p>5/07- Ongoing</p>	<p>HSA Health Education Group, Blue Cross, Health Net, DMC and Sutter Gould</p> <p>“</p> <p>“</p> <p>“</p>	<p>Resource survey tool.</p> <p>Resource and referral guide</p> <p>Develop and maintain distribution log.</p>
Develop resource referral directory for PDA format for high risk patients	<ul style="list-style-type: none"> <li>• Make resource directory accessible/available via the web</li> </ul>	<p>5/07</p>	<p>HSA</p>	<p>Web based resource directory</p>
Develop and implement a referral system for nutritional counseling and information.	<ul style="list-style-type: none"> <li>• Provide in-service on resource directory for medical staff and outreach workers.</li> <li>• Make resource directory accessible/available via the web and in PDA format.</li> </ul>	<p>5/07</p>	<p>Healthcare Committee HSA</p>	<p>In-service Web based resource directory</p>

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<b>Healthcare Sector Action Plan</b>				
<b>Goal #2:</b> Improve access to breastfeeding information and services for patients and employees.				
<b>Outcome Objective:</b> By 2011, West Modesto health care providers will adopt breastfeeding policy and will educate patients and employees on the value of breastfeeding.				
<b>Strategies</b>	<b>Activities</b>	<b>Timeline</b>	<b>Responsible Party</b>	<b>Milestones</b>
Create a health care sector action group (physicians, mid-levels, nurses, lactation consultants, clinic managers, coalition, etc.).	<ul style="list-style-type: none"> <li>Breastfeeding coalition already exists. Assess any gaps in membership.</li> </ul>	10/06	Healthcare Committee	Inclusive Membership list
Conduct background research and learn about available resources	<ul style="list-style-type: none"> <li>Collaborate with Breastfeeding Coalition to in an effort to review the past breastfeeding promotion activities with medical providers.</li> </ul>	10/06	Healthcare Committee	Assessment and a list of existing resources.
	<ul style="list-style-type: none"> <li>Assess available breastfeeding resources.</li> </ul>	1/07	“	
	<ul style="list-style-type: none"> <li>Identify curriculum that is already out there for provider training.</li> </ul>	3/07	“	
	<ul style="list-style-type: none"> <li>Create a file of materials/tools around breastfeeding</li> </ul>	5/07	“	
Develop and implement provider training including breastfeeding and sound nutrition practices	<ul style="list-style-type: none"> <li>Develop a quick 20-minute training to do at provider offices.</li> </ul>	9/07	Dr. Chen with Sharon Cummings (WIC)	Provider training
	<ul style="list-style-type: none"> <li>Schedule lunch trainings with several provider offices.</li> </ul>	2007-08		
Adopt and implement a breastfeeding policy	<ul style="list-style-type: none"> <li>Identify existing policies/best practices about breastfeeding in our community (add these items to survey)</li> </ul>	4/07	Cle Moore/ Stephanie Kim	Breastfeeding policy
	<ul style="list-style-type: none"> <li>Work with Workplace Committee to incorporate policy.</li> </ul>	1/07		
Develop and/or secure resource referral directory	<ul style="list-style-type: none"> <li>Include breastfeeding as subsection of Resource Directory</li> </ul>	5/07	HSA Health Education Group	Breastfeeding resource directory

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<b>School Sector Action Plan</b>				
<b>Goal #1:</b> Work towards the implementation of SB19 & SB12				
<b>Outcome Objectives:</b> By 2011, increase children’s opportunities for healthy eating during school days and in after school programs located in West Modesto. By 2008, all schools in West Modesto will be SB 19 & SB 12 compliant. By 2008, both Kirshen and Marshall Elementary schools will offer Universal Breakfast for their students.				
<b>Strategies</b>	<b>Activities</b>	<b>Timeline</b>	<b>Responsible Party</b>	<b>Milestones</b>
Conduct menu evaluations and changes in school food service program to ensure compliance with nutritional standards and needs.	<ul style="list-style-type: none"> <li>Menu evaluations have begun and are already completed with 100% compliance</li> <li>Implement SB 19 &amp; SB12 into Modesto City School’s cafeterias.</li> <li>Design appealing and healthy menus for students and teachers based upon student’s input.</li> <li>Develop a marketing strategy for promoting healthier food option or new a – la –cart menus. (i.e. over the intercom during announcements, newsletter, etc.)</li> </ul>	7/1/2007  2006 -07  2007  2008	Chris Atwell  Chris Atwell  Chris Atwell  School Committee	Students will make healthier choices Increased participation in salad bar SB12 and SB19 compliant
Assist in the implementation of healthier vending machine and reward/incentive options.	<ul style="list-style-type: none"> <li>Research what is currently available for purchase via vending machine at Modesto High.</li> <li>Assess the economic impact on removal of the vending machine.</li> <li>Work with PTA and Booster to identify an alternative method for fund raising.</li> <li>Survey students to determine an alternate form of reward/incentives in lieu of candy or other unhealthy rewards.</li> <li>Work with teachers to implement and/or assist in obtaining such rewards.</li> </ul>	7/2007  2007-08  2008  2008  2009	School Committee  Community/parent Advisory Group Community Advisory Group, Principal, Teachers,	Healthier vending machine options are available.  Alternate or healthier rewards/incentives are given to students.
Engage parents and students to become strong advocates for school change including the expansion of Universal Breakfast.	<ul style="list-style-type: none"> <li>Educate parents via morning coffee on the District’s Wellness Policy.</li> <li>Work with Neighborhood Outreach Workers to increase awareness of parents.</li> <li>Coordinate and conduct parent advocacy training</li> <li>Develop message and educate Principal and other administrators of the benefits of Universal Breakfast.</li> </ul>	1/07-6/07  1/07- Ongoing 5/07 6/08	West Modesto Collaborative	Parents are trained to become school advocates.  Universal Breakfast is allowed in Kirshen and Marshall Elementary schools.

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<b>School Sector Action Plan</b>				
<b>Goal #2:</b> Increase length of or activity levels (e.g. moderate to vigorous) in school-based PE classes				
<b>Outcome Objectives:</b> By 2011, increase children’s opportunities for organized physical activity during school days and in after school programs among schools located in West Modesto. By 2008, implement SPARKS curriculum into 5 after school programs located in West Modesto. By 2010, implement SPARKS curriculum into 5 elementary schools in West Modesto during school days.				
Strategies	Activities	Timeline	Responsible Party	Milestones
Review the new school wellness policy with administration and collaborate to ensure compliance.	<ul style="list-style-type: none"> <li>Identify liaison w/ Kaiser grant and school wellness policy</li> </ul>	1/2007	John Ervin	Increase knowledge of wellness policy
Collaborate with after-school programs to implement programs that promote physical activities.	<ul style="list-style-type: none"> <li>Implement SPARKS curriculum in 2 sites.</li> <li>Obtain buy-in from key groups in other 3 sites.</li> <li>Coordinate new training and refresher training for existing and new after school staff</li> <li>Monitor baseline &amp; progress via fitness gram data.</li> </ul>	4/06 7/06-08 8/06 - Ongoing Ongoing	John Ervin  Mark Lewis	SPARKS implemented in After school programs.
Implement SPARKS curriculum during school hours in 5 West Modesto Elementary schools.	<ul style="list-style-type: none"> <li>Frame the message between PE &amp; API scores</li> <li>Establish relationship with target schools.</li> <li>Identify a Teacher, Principal, and Administrator Champion. (e.g. Director of Curriculum for K-6)</li> <li>Obtain buy-in from key groups (parents, kids, etc.) and form an advocacy group for Title I funds.</li> <li>Establish an intern pilot program using CSU Stanislaus PE or Recreation majors for 2 school sites.</li> <li>Conduct SPARKS training for teachers.</li> <li>Expand SPARKS to the other 3 schools</li> <li>Monitor baseline &amp; progress of school via fitness gram data.</li> </ul>	1/07 1/07 - Ongoing  6/07  5/2008  8/08 8/09 Ongoing	School Committee School Committee Lynne/Lead PE person at district Collaborative Parent Advocates School Committee  School Committee School Committee Melanie Briones	SPARKS implemented during school days.  Internship established at school sites.  Increase levels of physical activity via the fitness gram data.
Pilot 200 minutes/10 days in 2 classes in one elementary school.	<ul style="list-style-type: none"> <li>Identify a Teacher, Principal, and Administrator Champion.</li> <li>Research how PIP school meeting 200 minutes</li> <li>Define <i>quality</i> for teachers</li> <li>Obtain buy-in from teachers, parents and kids.</li> <li>Conduct SPARKS training for teachers</li> <li>Develop a district implementation &amp; monitoring plan</li> </ul>	2007-08 1/2008 5/08 5/08 8/08 9/08	School Committee	Develop a district implementation and monitoring plan for 200min/10 days.

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<b>Neighborhood Sector Action Plan</b>				
<b>Goal #1:</b> Improve access to affordable fresh fruit and vegetables.				
<b>Outcome Objectives:</b> By 2011, increase access to healthier foods for West Modesto residents. By June 2008, bring one weekly Farmer’s Market into West Modesto. By March 2007, 10 individuals will be trained and act as advocates to promote access and affordability to healthier food.				
<b>Strategies</b>	<b>Activities</b>	<b>Timeline</b>	<b>Responsible Party</b>	<b>Milestones</b>
Establish a neighborhood advisory group to act as the advocacy body on food and neighborhood policies.	<ul style="list-style-type: none"> <li>• Form advisory group inclusive of subcommittee members and WM residents.</li> <li>• Identify training curriculum</li> <li>• Conduct training and education to community leaders, parents, youth, and families.</li> <li>• Engage community leaders, parents, students, and families in advocacy efforts</li> <li>• Assist with policy development or implementation as needed.</li> </ul>	<p>3/07</p> <p>4/07</p> <p>6/07</p> <p>1/07 – Ongoing</p> <p>Ongoing</p>	WM/KKNC Community Committee	<p>Formation of an Advisory /Community Advocate group</p> <p>Log of advocacy efforts maintained</p>
Assess in-store availability of healthy foods, prices, etc. to determine baseline.	<ul style="list-style-type: none"> <li>• Advisory group identify stores to be assess.</li> <li>• Utilize the “Healthy Food Basket” tool to assess in-store availability of healthy foods, prices, etc.</li> <li>• Conduct survey</li> <li>• Compile data</li> <li>• Analyze and distribute information</li> <li>• Educate convenience stores in neighborhood on the issues facing childhood obesity and diabetes risks; educational packets.</li> </ul>	<p>3/07</p> <p>5/07</p> <p>9/07</p> <p>11/07</p>	WM/KKNC Community Committee  Community Committee Collaborative	<p>Healthy Food Basket assessment results</p> <p>Storeowners are aware of childhood obesity and diabetes plaguing neighborhood residents.</p>
Facilitate and assist in promoting farmer’s market where community members can obtain fresh fruits & vegetables.	<ul style="list-style-type: none"> <li>• Partner with local Kaiser to coordinate a farmers market within West Modesto boundaries.</li> <li>• Promote all farmer’s markets throughout Modesto to residents.</li> </ul>	<p>1/07 – Ongoing</p> <p>5/07 – Ongoing</p>	Collaborative & Kaiser Community Committee	Increase access to fresh fruit and vegetables.
Increase awareness and promote healthy eating.	<ul style="list-style-type: none"> <li>• Develop healthy messages that can be used by HEAL-CHI partners to insert into their newsletters, flyers, events, etc.</li> <li>• Work with the Nutrition Network to coordinate media opportunities, etc.</li> </ul>	<p>3/07</p> <p>10/06 – Ongoing</p>	Community Committee Nutrition Network	Increase awareness and promotion of healthy eating.

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<b>Neighborhood Sector Action Plan</b>				
Goal #2: Increase access to places for physical activity				
<b>Outcome Objectives:</b> By 2011, increase access and knowledge of safe physical activity within West Modesto. By 2010, a lighted walking trail will be made available to West Modesto residents along the canal banks. By 2008, 8 schools will participate in a Walk to School event on an annual basis.				
Strategies	Activities	Timeline	Responsible Party	Milestones
Walkable communities – increase awareness of benefits of walking and other physical activities	<ul style="list-style-type: none"> <li>Review and revise (if needed) First Tee Curriculum</li> <li>Coordinate educational sessions/forums for community members.</li> <li>Develop other methods to promote the benefits of walking.</li> <li>Coordinate Walk to School Day at 8 schools in West Modesto</li> </ul>	3/07 4/07  4/07 – Ongoing 9/07 - Ongoing	First Tee Collaborative Community Committee Safe Communities Coalition	Physical activity and educational sessions will be conducted.  Children in local schools will participate in Walk to School events.
Promote activities held at various locations in West Modesto.	<ul style="list-style-type: none"> <li>Identify resources/services being provided in community</li> <li>Develop resource guide of low/no cost physical activity locations Compile and review information and format accordingly. Revise and maintain guide annually.</li> <li>Via different venues promote activities held at Maddox Youth Center, King-Kennedy Memorial Center, etc.</li> </ul>	1/07-3/07 5/07 – Ongoing  Ongoing	Community Committee	Increase access to low or no cost physical activities for residents.
Assist in the formation of a new walking trail located among the West Modesto canal strip.	<ul style="list-style-type: none"> <li>Secure canal for walking trail.</li> <li>Identified resources needed to facilitate a secure, lighted walking trail &amp; path.</li> <li>Once completed, promote walking trail.</li> <li>Work with Weed &amp; Seed and the community to ensure utilization and safety for residents.</li> <li>Form and maintain a walking club.</li> </ul>	6/06 06/06 – Ongoing 6/09 6/09  6/06	Collaborative & MID Community Committee	West Modesto residents will have a walking trail along the canal bank.