

State Health Improvement Plan and Progress Report

ACTION PHASE

Date Updated: November, 2016

This document is being submitted as: Initial Program Plan Revised Program Plan Midyear Progress Report Annual Progress Report

Priority: Mental Health Healthy Behaviors

Strategy: Build Support for Change

Description: This strategy addresses the need to generate a climate in which Delawareans are knowledgeable about and support efforts to improve healthy behavior. Support for such changes can come from elected officials, community leaders, the business community, and others who are in a position to influence public opinion.

Note: The Action Plan must include consideration of the social determinants of health, causes of higher health risks and poorer health outcomes of specific populations, health inequities and policy changes needed to accomplish the identified health objectives.

Objective SMART format	Activities	Responsible Person or Agency	Timeline	Evaluation Measures	Accomplishments
1.0 Identify key stakeholders and decision makers within priority settings (e.g. business, academia, etc.).	1.1 Identify priority settings	1.1 Governor Council on Health Promotion and Disease Prevention (Steering Committee) DPH Leadership	January – February 2015	1.1 # of priority settings identified and communicated by CHPDP steering committee	1.1 (4) Priority setting chosen: schools, faith-based organizations, worksites, non-profit organizations impacting health/physical activity behaviors. 1.1: FY16 Funding will focus on Faith-based organizations, and facilitation of outreach to [their] community; COMPLETE: 4 FB convening organizations identified

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<p>2.0 Create a strategy for stakeholder advocacy</p>	<p>1.2 Identify key informants within priority settings.</p> <p>2.1 Convene stakeholders for strategy development and training</p>	<p>1.2 Governor Council on Health Promotion and Disease Prevention (Steering Committee) 1.2 (b): MTFS/DPH Leadership</p> <p>2.1 DPH – (Health Promotion and Disease Prevention Section) 2.1(b): MTFS facilitator (contractor)</p>	<p>February – March 2015</p> <p>1.2(b): October 2015-September 2016</p> <p>March – May 2015</p> <p>October 2015-June 2016</p> <p>July-September, 2016</p>	<p>1.2 # of key informants/champions engaged by initiating mini-grant process to define the scope of work 1.2(b): # of faith-based organization engaged through MTFS facilitation</p> <p>2.1 # of champions trained(attendance lists includes individuals and organizations represented; data and location of specific trainings; training facilitator(s)) No Updates</p>	<p>1.2 Key Informants/Champions chosen based on mini-grant review; 6 champion organizations were selected. 1.2(b): Four organizations identified; Key informants chosen based on MTFS outreach</p> <p>2.1 First meeting held on March 25, 2015 with 5 of 6 organizations represented. Group decided to focus on a walkable, bikable Delaware MTFS re-launch 4/22/16 5/12/16: 2 of 4 organizations convened with DPH & MTFS Campaign Director; bring awareness of project/campaign; assign next-steps Campaign Director and partners meet on regular basis to discuss program progress, challenges and opportunities.</p>
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3.0 Mobilize a network of stakeholders to advocate	2.2 Develop strategies based on policy related issues.	2.2 DPH – (Health Promotion and Disease Prevention Section); CHPDP Walkable/Bikeable Committee No updates	May 2015	2.2 # of stakeholder advocacy strategies identified No Updates	2.2 Meeting held May 7, 2015 with 200+ participants among cross-cutting diverse representation of statewide organizations
	3.1 Create messaging materials.	3.1 DPH (Health Promotion and Disease Prevention Section); DSCC; Plus-3 Network	June 2015 April, 2016	3.1 # of materials developed; # materials disseminated 2016 Launch Guidebook	No Updates 3.1 Shiny Agency – a full service advertising, branding & digital agency – developed MTFS brand and messaging. A press kit included multiple resources and was released and disseminated to all partners.
	3.2 Engage participants to improve their knowledge and behaviors around walking and biking, and healthy nutritional choices	3.2 Mini-grant partner organizations 3.2(b): 2016 Faith-based organizations	June - October 2015 July-Sept, 2016	3.2 # of participants engaged;	3.1(b):Dover, YMCA; 50+ Guidebook disseminated among all public/private/non-profit in attendance 3.2 DPH will conduct (12) trainings

	3.3 Convene and survey champions.	3.3 DPH (Health Promotion and Disease Prevention Section)	November 2015 April 2016	3.3 # of movement activities contributed; # resources leveraged as a result of activity	<p>throughout September 2015 for a potential reach of 689 new users.</p> <p>September launch of (4) new faith-based community partners to their networks.</p> <p>. \$39,948 moved to (3) recipient charities for health-based programming: Special Olympics = <i>Healthy Athletes</i>; B&GC of DE = <i>Smart Moves</i>; YMCA of DE = <i>Healthy Weight & Your Child</i>; 2,648 participants joined; 202,463 miles of activity logged; 63,087 hours of activity logged; 40 teams created AS of September 30, 2016: 3,126 participants; 166,514 healthy behaviors performed over 101,839 hours of which 65% were “fitness & Movement” activities equating to over 377K miles of walking, running or biking (or 864,461,813 steps).</p>
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Please keep the following documents:

- A sign-in sheet for each meeting that has the date, purpose of meeting, who participated and the organization
- Meeting Minutes
- Membership lists of work groups or subcommittees.

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