

State Health Improvement Plan and Progress Report

ACTION PHASE

Date Updated: September 15, 2015

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)	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.
	1.2 Identify key informants within priority settings.	1.2 Governor Council on Health Promotion and Disease Prevention (Steering Committee)	February – March 2015	1.2 # of key informants/champions engaged by initiating mini-grant process to define the scope of work	1.2 Key Informants/Champions chosen based on mini-grant review; 6 champion organizations were selected.
2.0 Create a strategy for stakeholder advocacy	2.1 Convene stakeholders for strategy development and training	2.1 DPH – (Health Promotion and Disease Prevention Section)	March – May 2015	2.1 # of champions trained(attendance lists includes individuals and organizations	2.1 First meeting held on March 25, 2015 with 5 of 6 organizations represented. Group decided to focus on a

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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	May 2015	represented; data and location of specific trainings; training facilitator(s) 2.2 # of stakeholder advocacy strategies identified	walkable, bikable Delaware 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	3.1 # of materials developed; # materials disseminated	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	June - October 2015	3.2 # of participants engaged;	3.2 DPH will conduct (12) trainings throughout September 2015 for a potential reach of 689 new users.
	3.3 Convene and survey champions.	3.3 DPH (Health Promotion and Disease Prevention Section)	November 2015	3.3 # of movement activities contributed; # resources leveraged as a result of activity	

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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