Eat Well, Play More
Coffee County
2011-2012

A Community-wide Health Plan
Acknowledgements

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As the chair of the Coffee County Health Council, I would like to encourage the entire community to get involved in “Eat Well Play More Coffee County” in some way. This grant targets the entire county and all of its citizens. To assist us in this project you might vow to take your family on a weekly bike ride, you may join us in educating the community through helpful media that reminds us of the importance of our health, or you may contribute in some way to the long-term sustainability of this plan. It is our hope that the “Eat Well, Play More” plan will prove to be very successful in improving nutrition, decreasing our obesity rates and chronic diseases, and contribute to the overall fitness of our community as a whole.

---Brad Windley, DVM
Eat Well, Play More Coffee County

Coffee County has many diverse industries that combine retail, high technology, and rural interests together. Our population is 52,796 and the median income for Coffee County is $39,882, which is slightly below the median income average for Tennessee. However the poverty rate in Coffee County is at 16.6% and this is slightly lower than the average for Tennessee. Our population increased 10% in the last ten years, with Manchester experiencing a 21.8% growth, and Coffee County is predominately white at 92% which is significantly higher than the average for the state. The median age of residents in Coffee County is 39 which are very close to the state median age.

Coffee County is experiencing the same dilemma as Tennessee, with a population where obesity and Type 2 Diabetes is increasing and presenting an important challenge for the future health of the community. The Center for Disease Control found in 2008 that Coffee County had 34.1% of our adults as obese. The county also had 12.0% diagnosed Diabetes cases in adults. This placed Coffee County in the top 12% of counties with this highest obesity and Diabetes cases in Tennessee. The State of Tennessee has battled having continued placement in the top 10% of states nationwide with the worst obesity and Diabetes rate. The most recent “F as in Fat: How Obesity Threatens America’s Future 2011” report from the Trust for America’s Health and the Robert Wood Johnson Foundation ranked Tennessee as the 4th most obese state in the nation. The rate of obesity in the white population in the last fifteen years increased to 30% in four states which included Tennessee. The African American population was even higher at 40.9%.

The most alarming statistic is the change over the last 15 years for the state in relation to obesity. Fifteen years ago Tennessee ranked 10th with an obesity rate of 16.4%, but has now increased 90% to today’s rate. Only two other states have grown the obesity rate faster, Oklahoma and Alabama. The State of Tennessee is making progress through education, new legislation regulating school lunches and physical exercise in schools, and funding a state Eat Well Play More Plan to improve nutrition and diet and physical activity.

The City of Manchester was awarded an Eat Well Play More grant in June 2011 to provide funding for the development of a County wide Eat Well Play More plan and fund projects associated with the goals of the plan. The first step taken was the formation of a steering committee from the Coffee County Health Council to begin the initial work of formulating the plan. The next step was to complete a community wide health assessment and the steering committee chose to use the YMCA’s Community Healthy Living Index as the model. Members of the steering committee each took one of the six community assessments and applied this to Coffee County. The results were than compiled by the committee and the group was able to evaluate the unmet areas of the assessments, and those in which the community was successfully meeting the goals of the assessments.

The next step was the involvement of the Coffee County Health Council and various organizations, non profits, and government officials in a Coffee County Health Summit. The goal of the summit was to present the findings of the assessment and challenge the participants to come up with objectives to meet the deficient areas of the assessment using the model of the State of Tennessee’s Eat Well Play More Plan. The Community Healthy Living Index assessments were assigned to the six Eat Well Play More settings of: Where We Live, Where We Play, Where We Learn, Where We Heal, Where We Work, and Vulnerable Populations. The Coffee County Health Summit took place at Motlow State Community College on August 16, 2011.
The Steering Committee took the work from the Health Summit and met several times to write the draft of the Coffee County Eat Well Play More plan. The draft was sent out to members of the Coffee County Health Council for review and work continued to produce some action items from the plan for immediate attention from the Coffee County Health Council.

One of the most important findings from the Community Healthy Living Index assessments and the Coffee County Health Summit was that there are many resources available within the county for improving Nutrition and Physical Activity, but most are working independently of each other and knowledge of these resources is limited among the population of the county at large. It is as if organizations, non profits, schools, parks and recreation, and health providers are all working on their individual puzzle piece, but are not aware of the picture or how their pieces fit to make a picture of a healthy Coffee County. It is our goal through this process of creating a Coffee County, Eat Well Play More Health Plan that the picture of a healthy Coffee County comes forth and all interested parties will know how their efforts create this picture. Our goal through the plan is to build and strengthen coalitions of people, organizations, and resources to improve the health status in Coffee County and provide our citizens a future of lower obesity rates, improved nutrition, a decrease in chronic disease, and a physically fit community.
Eat Well, Play More Coffee County
Action Plan

TARGET AREA: HEALTHY AND AFFORDABLE FOODS
Current Condition: Most food stores in the county are located in strips along state highways and not near neighborhoods. Location of farmers markets and stores are not well known to the majority of the population. Healthy foods in restaurants are limited, especially in locally owned restaurants with very little dietary information available.

Objective 1: Educate local government and work with planning departments on the need for neighborhood policies to aid in the location of food stores in underserved areas.

Action Step 1: Create a Food Policy subcommittee of the Coffee County Health Council, and model it after Food Policy Councils established in larger populations in Tennessee.
Action Step 2: Contact the office of Mayor in each city and promote the inclusion of a member from the Coffee County Health Council to serve as a Government Liaison on the planning committees.
Action Step 3: Educate Planning Committees within Tullahoma and Manchester on the lack of locations for food stores in certain areas by mapping locations of existing food stores on city maps, and through alterations of zoning.
Action Step 4: The Government Liaison will promote the creation of a master greenway and trail plan for each city that includes locations and future locations of sidewalks.
Action Step 5: The Government Liaison will work with the planning commissions to compile a prioritized list of projects, with an emphasis on connections of lower income neighborhoods to food stores, markets, and farmers markets with sidewalks, greenways and bike trails.
Action Step 6: The Government Liaison will promote grocery stores in commercial redevelopment areas to provide a counterpoint to fast food restaurants and convenience markets.

Objective 2: Implement projects to increase access to fresh produce in low income neighborhoods.
Action Step 1: The Media Advocacy Subcommittee will communicate and advertise location of farmers markets, community gardens, and roadside produce stands.

Action Step 2: The Media Advocacy Subcommittee will develop a one stop Coffee County Health Council Website and Facebook page to contain the information of locations of farmers markets, community gardens, and roadside produce stands. It would also include information about location of organic markets and farms. The Facebook page will be used for participants to comment on locations of produce markets and rate them.

Action Step 3: Assign a person from Health Council to update webpage with information from the Media Advocacy Subcommittee.

Action Step 4: Coffee County Health Council will advocate for the development of community gardens in public housing areas, and in public spaces such as parks and schools. The council will utilize the examples from Franklin County Public Housing community gardens, and Manchester Parks and Recreation community garden projects. These will serve as templates for future community gardens.

Action Step 5: The Media Advocacy Subcommittee will create awareness among the citizens of the availability of the South Central Tennessee Development District (SCTDD) Rural Transportation system. This can be through Coffee County Health Council Facebook and website. Provide the SCTDD maps and location directions to the farmers markets with hours.

Action Step 6: The Food Policy Subcommittee of the Coffee County Health Council will contact 2nd Harvest Food Bank about distribution of food to more sites beyond Good Samaritan in the County. For example: have a food distribution set for Amazing Family Night, or another community event.

Objective 3: Provide community training/education and possible incentives to small store owners in underserved areas to carry healthier food items, such as fresh produce.

Action Step 1: The Food Policy Subcommittee will develop a partnership with small store owners and produce providers, farmers market, and community gardens to sell produce at small stores.

Action Step 2: The Food Policy Subcommittee of the Coffee County Health Council will contact convenience stores about the possibility of purchasing fresh produce from local producers.

Objective 4: Increase the production, distribution and procurement of food from Tennessee Farms.

Action Step 1: The Food Policy Subcommittee of the Coffee County Health Council will create an inventory of local Tennessee farms providing produce from the state database, especially those that are organic.

Action Step 2: The information will be added to the one stop county health website, and be distributed to physician offices, and publicized by media outlets.

Action Step 3: The Food Policy Subcommittee will provide Food Fairs for local Senior Citizens with provision of free transportation.

Action Step 4: The Food Policy will build partnerships and create a dialog between grocery stores and local Tennessee farms on providing produce to them and local produce markets.

Action Step 5: The Coordinated School Health Subcommittee will encourage local schools to approve use of local agriculture products and allow farmers flexibility to competitively bid on portions of nutrition plan by meeting with school superintendents to choose pilot schools that staff are most interested in using Tennessee farm produce.

Objective 5: Increase the use of Women, Infants, and Children (WIC) cash value vouchers for the purchase of fresh fruits and vegetables.
Objective 6: The Food Policy Committee of the Coffee County Health Council will build support for healthy eating policy and environmental change.

Action Step 1: The Food Policy Committee will produce a promotional campaign to engage the community in the support of healthy eating and access to healthy foods.
Action Step 2: Work with locally owned restaurants on providing dietary information on meals to the public by providing nutritional information to them for possible community promotion.
Action Step 3: Work with locally owned restaurants on providing for some healthier choices on menus.
Action Step 4: Provide publicity in exchange for promoting healthy food choices on menus.

TARGET AREA: BREASTFEEDING INITIATION AND DURATION
Objective 1: Promote and Support breastfeeding by providing education to health professionals and the community.

Action Step 1: The Health Literacy Subcommittee of the Coffee County Health Council will make contact with local hospitals, clinics, school nurses and doctors offices to provide information to expectant mothers about the advantages of breastfeeding medically and financially. This would be a partnership with the Public Health Departments.
Action Step 2: Involve media outlets and use social marketing resources and public education to promote breastfeeding.

TARGET AREA: SUGAR-SWEETENED BEVERAGES
Current Condition: Local parks and recreation, businesses, and public offices sell sugar-sweetened drinks in vending machines, concessions areas, and restaurants. These often represent revenue generators for the locations that cannot get eliminated because of budgetary impacts.

Objective 1: Replace sugar-sweetened beverages with water

Action Step 1: The Coordinated School Health Coordinators will work with school boards and administration to see that all school campuses have drinking fountains accessible outside for students and the general public. Many of the school outdoor areas are used for walking, soccer, playgrounds, and other activities after school is out.
Action Step 2: Coordinated School Health Coordinators will work with school organizations to make sure water and 100% fruit juices are served in concession areas during athletic events. Parks and Recreation departments would also make sure that water and 100% fruit juice is available at concessions and vending coolers.
Action Step 3: The Coffee County Health Council will invite management from local soft drink bottlers to meetings to discuss offerings in vending machines that can benefit both parties. Could soft drinks get sold at a slightly higher cost than bottled water and 100% fruit juices?

Objective 2: Advocate for all licensed child care facilities and schools K-12 to ban the sale or distribution of sugar-sweetened beverages, and limit portion size to 100% juice.
Action Step 1: Support the efforts through Coordinated School Health and the Tennessee Obesity Taskforce in their legislative work promoting enforcement of Tennessee Law (TCA 49-6-2307) which requires the State Board of Education to implement minimum nutritional standards for foods sold in Pre-K through Grade 8, including ban on sales of soft drinks and high calorie fruit juices.

Action Step 2: Assist Coordinated School Health Coordinators through the Coffee County Health Council to promote limiting of sugar sweetened beverages at school parties and also require fundraisers for school organizations to be healthy food items instead of sales of cookie dough.

**TARGET AREA: BUILT ENVIRONMENT AND TRANSPORTATION**

Current Conditions: Access to food stores within Coffee County is very dependent upon vehicle transportation. It is very difficult to access safely foods stores, even within a relatively short distance because of a lack of traffic control, few sidewalks, and safe lighting. More affluent neighborhoods do not have the problem of relying on vehicular transportation, but it is much more difficult for those in financially disadvantaged areas or without means of transportation. Examples are those who live near C.D. Stamps Recreation Center in Tullahoma, who have to travel quite a distance to access a supermarket/grocery store. Wal-Mart is another example in Manchester of a supermarket that is very difficult to safely access by foot because of the location near the interstate. There is also an increase in the amount of people now utilizing motorized wheel chairs for transportation and it is dangerous with the lack of sidewalks. They are operating them on the roadways with vehicle traffic.

**Objective 1: Create a plan for access to healthy food and opportunities for physical activity.**

Action Step 1: The local Government Liaison and subcommittee from the Coffee County Health Council will work on creating an access map of existing opportunities to access food, beverages, grocery stores, fast-food restaurants, farmers markets, community gardens, corner stores, and street markets. Utilize the map as a planning document for future developments in residential and commercial locations.

Action Step 2: The subcommittee will create an inventory of all areas within the county available for physical activity. These will include local parks and recreation areas, state parks and natural areas, private golf courses, schools, churches, rural community centers and private providers, and will include hours, price, location, and availability.

**Objective 2: Adopt Complete Streets policies at the local level. (Complete Streets are streets that work for all existing and future users (motorists, pedestrians, bicyclists, transit riders-not just for a motor vehicle)**

Action Step 1: The Government Liaison and planning committee will encourage the Tennessee Department of Transportation (TDOT) to adopt a Complete Streets policy.
Action Step 2: This Government Liaison will meet with our local legislators about Complete Streets policy for Tennessee. 
Action Step 3: The Planning Committee will utilize the Complete Streets Manual developed for Knoxville with the local planning and codes department and public works. 
Action Step 4: The Coffee County Health Council government liaison and subcommittee will advocate for allocation of funds for expanding sidewalks within cities in long range funding plans.

Objective 3: Support new standards for School Sites at the local level to ensure that schools are built closer to communities that they serve and have active transportation facilities, such as sidewalks, bikeways, greenways and trails from neighborhoods to schools.

Action Step 1: The Health Council will promote the involvement of Coordinated School Health Coordinators in the planning process for new schools. 
Action Step 2: The Health Council will also advocate for partnerships for schools and local government to share costs for expanding sidewalks around school areas and jointly apply for grant opportunities for these projects.

Objective 4: Support and expand Safe Routes to School efforts. (Safe Routes to School programs provide infrastructure, such as sidewalks, and crosswalks around schools and provide training and encouragement to students to walk and bicycle to school.)

Action Step 1: The Government Liaison will meet with our local legislators on the state and level for continued funding for Transportation Enhancement and Recreational Trails Fund as part of the federal transportation bill. 
Action Step 2: Coordinated School Health Coordinators and Coffee County Health Council members will meet with school administration about overall health concerns related to students in a one day annual meeting/lunch.

Objective 5: Support efforts to encourage mass transit in Tennessee

Action Step 1: Communicate existing opportunities for public transportation by the South Central Tennessee Development District (SCTDD) Rural Transportation. Post the information on the Coffee County Health Council website and Facebook page. 
Action Step 2: Advocate for expansion of SCTDD Rural Transportation through state and federal funding through local elected state and federal representatives.

Objective 6: Promote requirements for comprehensive plans to require coordinated land use and active transportation planning at the local and neighborhood levels.

Action Step 1: The Government Liaison will encourage local developers to work with local planning and codes to develop sub division requirements for connected sidewalks and open space for physical activity. 
Action Step 2: The Media Advocacy Subcommittee and the Health Literacy Subcommittee will work with realtors to host a luncheon roundtable with developers to open a dialog about improvements in housing development to encourage physical activity and open space. 
Action Step 3: The local Government Liaison will work with planning commissions to discuss future transportation and a master plan.
TARGET AREA: COMMUNICATION
Current Condition: In the Community Healthy Living Index Assessments and through community discussions, the lack of effective communication of resources connected to Health, Nutrition and Physical Activity is startling. During the Health Summit, each working group highlighted how improved communication could improve delivery of existing services, expand access to the public for use of facilities, and expand education.

Objective 1: Use the one stop website/internet location for disseminating information concerning access to Health, Nutrition, and Physical Activity information to the residents of Coffee County.

Action Step 1: The Coffee County Health Council website will be funded by the “Eat Well, Play More” grant.
Action Step 2: The Media Advocacy Subcommittee of the Coffee County Health Council will compile a county wide inventory of websites of agencies, businesses, and individuals involved in Healthy Nutrition and Physical Activity that will be included on the website.
Action Step 3: Inventory of resources will also be burned onto a CD for distribution to physician’s offices, health clinics, other public departments, and to the public free of charge.
Action Step 4: The Media Advocacy Subcommittee will enter into an agreement with local media to provide monthly free publicity dedicated to Health, Nutrition, and Physical Activity coordinated through the Coffee County Health Council.
**Where We Play**

**TARGET AREA: PARKS AND RECREATION**

Objective 1: Increase access to places and spaces for physical activity for most at-risk populations by taking programs to schools and providing transportation to programs.

Action Step 1: The Government Liaison and Subcommittee will ensure that the master transportation plan for cities should evaluate the accessibility to areas for physical activity and by providing play features and parks in low income areas with safe passage ways to the facilities.

Action Step 2: The Coffee Health Council will form a Physical Activity Subcommittee which will include a representative from each city parks and recreation department, a state parks representative, and a representative from Air Force Recreation and Welfare office.

Action Step 3: The Health Council will strengthen partnerships between schools, health departments and parks and recreation departments to provide free activities such as “Amazing Family Fun Night”.

Action Step 4: Parks and Recreation will work with the school systems and daycare centers to get information about programs out to families.

Action Step 5: Parks and Recreation Departments will work the Physical Activity Subcommittee and school administration to establish joint use agreements between schools, churches, local government, state government, and federal government to allow use of facilities (gyms, tracks, bike trails, walking trails, baseball diamonds, outdoor basketball courts, and etc.) to be used for recreation by neighborhood organizations, residents, and/or government entities.

Action Step 6: The Physical Activity Subcommittee will work with parks and recreation providers and other organizations such as U.S. Fish and Wildlife to provide programs to public housing areas.

Objective 2: Communicate and educate the public on all opportunities within the county for physical activity and outdoor play.

Action Step 1: The Media Subcommittee will utilize the one stop website to provide links to all organizations and departments concerning physical activities and also allow special events for posting.

Action Step 2: The Media Advocacy Subcommittee will ensure that maps to facilities will become part of each organizations site and link on the website.
TARGET AREA: SCREEN TIME

Objective 1: Reduce screen time in all settings. Screen time includes time spent at the computer, watching TV, videotapes or DVDs, and playing video or computer games.

Action Step 1: Amazing Family Fun Nights and other Parks and Recreation programs will be promoted as a way to make it easy for families to spend time away from the screen and video games.
Action Step 2: The Physical Activity Subcommittee will work with parks and recreation providers and other organizations such as U.S. Fish and Wildlife to provide programs to public housing areas.
Action Step 3: The Health Literacy Subcommittee will team up with Coordinated School Health Coordinators to provide information to parents about screen time.
Action Step 4: Parks and Recreation professionals develop active games and programs that utilize video or digital devices such as GPS, Cell Phones, and Wiis in programs. (It isn’t possible or desirable to eradicate technology from the lives of children or families, however we can put it to use to increase physical activity and advocate for balance.)
Action Step 5: The Health Literacy Subcommittee will educate parents on the negatives of having televisions or computers in the bedroom or unsupervised areas of the home.

Objective 2: Develop and maintain a greenway and sidewalk system.

Action Step 1: Parks and Recreation will become a participant and driving force in the development and maintenance of a greenway and sidewalk system.
Action Step 2: The Physical Activity Subcommittee of the Coffee County Health Council will work with local parks and recreation departments and state parks in promoting greenways and sidewalk system.
Action Step 3: The Physical Activity Subcommittee will work with the Local Government Liaison and Subcommittee to communicate goals to planning commissions and local government.
Action Step 4: The Media Advocacy Subcommittee will use the website and promotional CD to emphasize to health professionals that the greenway system improves the safety and health for the entire community; to promote use as a free opportunity to increase physical activity.

Objective 3: Promote family activities such as fishing, boating, bike riding, swimming, walking, and utilizing playgrounds.

Action Step 1: The Physical Activity Subcommittee will encourage family activities away from the screen and video through parks and recreation programs and facilities.
Action Step 2: The Physical Activity Subcommittee will help produce data to support the importance of low cost and free activities.
Action Step 3: The Government Liaison will advocate for funding to public parks and recreation programs and facilities from local government so that fees are low and affordable to all within the community.
Action Step 4: The Physical Activity Subcommittee will encourage churches and parks and recreation departments to offer family game nights like family against family competitions, *Minute to Win It* games, obstacle courses, and make it a restriction that a parent must attend with the child. Amazing Family Night can serve as one template.
Objective 4: Increase communication with other recreational providers, special programs, and unutilized facilities such as churches and schools during off hours.

Action Step 1: Grant Subcommittees will coordinate with local interest groups to focus on the same goals to increase chances for grants and better provide for the community’s needs instead of competing for the same efforts.
Action Step 2: The Physical Activity Subcommittee will utilize the “one stop” county wide website to post races, events, and sports opportunities.
Action Step 3: The Physical Activity Subcommittee will plan with other schools, churches, and unutilized facilities to host large events and accommodate larger numbers of participants such as sporting events.
Action Step 4: The Physical Activity Subcommittee of the Health Council will bring together the different agencies within the county involved in recreation and wellness to meet quarterly to discuss possible events to make sure there is no needless duplication, share expenses and partnerships in events, and promotion of each organization’s programs and facilities.

Objective 5: Promote and Support the goals of Every Child Outdoors Tennessee

Action Step 1: The Physical Activity Subcommittee will develop joint projects with school systems and parks and recreation departments such as community gardens, outdoor classrooms, and outdoor skill building. Projects will include summer day camps and summer day care programs at schools.
Action Step 2: The joint projects will utilize existing programs from U.S. Fish and Wildlife, Boy Scouts, Girl Scouts, and State Parks.
Action Step 3: The Food Policy Subcommittee will duplicate the community garden project in Manchester Sports Park in other areas of the county.
Action Step 4: The Physical Activity Subcommittee will find sponsors interested in helping to fund teen outdoor adventure trips with the cost of transportation and provide funding to subsidize those at risk youth.
Where We Learn

TARGET AREA: EARLY CHILDCARE
Objective 1: Provide educational opportunities in healthy eating and healthy weight to parents, childcare providers, and schools.

Action Step 1: The Coffee County Health Council will provide a resource for the community that assists parents in choosing a childcare facility that includes guidelines on physical activity and healthy eating. The Gold Sneakers Initiative from the Tennessee Department of Health will be used as a resource.
Action Step 2: Coordinated School Health Coordinators will promote and encourage parents in the schools to choose the childcare facilities listed on the Gold Sneakers Initiative list.
Action Step 3: The Gold Sneakers listings within Coffee County will be listed on the Coffee County Health Council one stop website.
Action Step 4: The Coordinated School Health Subcommittee will provide low or no cost training options and resources (such as Mornings in Motion, Kids AMAZ) for early childcare staff that promotes healthy eating and physical activity.
Action Step 5: The Physical Activity Subcommittee will work with Coordinated School Health to take advantage of available resources such as Public Health Department programs, U.T. Extension, and Parks and Recreation during school hours.
Action Step 6: Coordinated School Health Coordinators and School nurses will promote use of Health Council website as a resource for parents attending their schools.
Action Step 7: Promote county-wide “Family Fun Nights” as free physical activity and nutrition education opportunity.
Action Step 8: Coordinated School Health will encourage and support the development of community gardens at schools.

Objective 2: Develop and implement a multi-media social marketing campaign for families about preventive strategies in the home and community to prevent obesity and other chronic diseases.

Action Step 1: The one stop health council website will be used to provide links to local and state resources, a healthy fundraiser toolkit, information about physical activity and healthy eating, and information about upcoming events that promote healthy lifestyles.
Action Step 2: The Media Advocacy Subcommittee will build a media campaign to include TV, newspaper, and radio that will introduce the website to the community and advertise local healthy initiatives.

Objective 3: Encourage parents/caregivers to be appropriate role models for healthy eating and physical activity.

Action Step 1: The planning committee and health council members will continue to offer free “Family Fun Nights” countywide that will engage families in spending time together while being physically active and learning about nutrition through varied offerings such as healthy recipes, cooking classes, and blood pressure and BMI screenings.
Action Step 2: The subcommittee will feature model families (those that exercise or play together regularly) in print and online media as an example and as encouragement for others.
Action Step 3: These families will be introduced at Amazing Family Fun Nights and allowed to share their family activities with the attendees.
TARGET AREA: SCHOOLS

Objective 1: Promote and support advocacy to maintain full funding for Coordinated School Health in Tennessee.

Action Step 1: The Coordinated School Health Subcommittee of the health council will promote and educate community leaders and policymakers about the value of Coordinated School Health (CSH) in our schools.

Action Step 2: The Coordinated School Health Subcommittee will develop success stories of children and families that have been impacted by CSH.

Action Step 3: The subcommittee will prepare success stories to be used for news articles for print media, and for talking points with legislators and the general public.

Action Step 3: The subcommittee will develop and implement an advocacy and education campaign for Coffee County Schools, Manchester City Schools, and Tullahoma City Schools CSH combined through the use of social media, public service announcements, letters-to-the-editor, and earned media.

Objective 2: Increase the number of physical activity opportunities available to children at school.

Action Step 1: Encourage all three school systems to improve scores on The Mile Run, which is a measure of cardiovascular and respiratory fitness, by offering incentives at each school.

Action Step 2: Promote daily recess for elementary school students, outside whenever possible, featuring time for unstructured but supervised play.

Action Step 3: Promote walking or bicycling to and from school using such programs as Safe Routes to School, Walking School Bus and Bike Train.

Objective 3: Assure that all schools provide healthy foods and beverages.
Action Step 1: The Health Council and CSH will continue to promote and encourage schools to participate in the “Healthier U.S. School Challenge,” a voluntary initiative which recognizes schools participating in the National School Lunch Program that have created healthier school environments through promotion of nutrition and physical activity.

Action Step 2: CSH coordinators will promote and support school garden projects by working on planning committees throughout the community.

Action Step 3: CSH will promote policy for healthy fund raisers only, providing a list of healthy fund raising options to local PTOs for school fundraisers.

Action Step 4: CSH will develop guidelines to address not using food as a discipline or reward for students and present these guidelines to the board of education.

Action Step 5: CSH will provide health-promotion activities for students, parents, and staff that encourage the consumption of fruits, vegetables and low-fat dairy products, such as cooking demonstrations, school gardens, and nutrition guest speakers.
TARGET AREA: HEALTH SYSTEMS

Objective 1: Increase training, education and resources for physicians and primary-care providers that enable those providers to help patients achieve and maintain healthy weight through healthy eating and increased physical activity.

Action Step 1: The Media Advocacy Subcommittee will compile a community resource inventory to be posted on the health council website that will include free opportunities to recreate via public playgrounds, greenways, skate parks, tennis courts, and outdoor basketball courts.

Action Step 2: The Media Advocacy Subcommittee will put the physical activity resources on the informational CD and distribute them to public health departments, physicians and other health care providers.

Action Step 3: The Media Advocacy and Health Literacy Subcommittees will work on obtaining sponsorship with advertising by physicians, hospitals, and primary care providers to fund continued operation of website.

Action Step 4: The Health Literacy Subcommittee of Coffee County Health Council will produce and find sponsors for information cards/palm cards, directing people to the health council website and other resources.
Action Step 5: The Health Literacy Subcommittee will provide educational materials to physicians and clinics regarding nutrition, physical fitness and obesity that can be placed in waiting rooms.

Action Step 6: The Health Literacy Subcommittee will encourage health professionals to assess nutrition and physical activity as part of their routine primary care, use patient self management goals while treating chronic diseases, and provide physical activity and nutrition prescriptions for patients to follow.

Action Step 7: The Health Literacy Subcommittee will provide hospitals with a bulleted display highlighting important points for physical activity and better nutrition.

Action Step 8: The Media Advocacy and Health Literacy Subcommittees will plan informational brown bag lunches with health professionals.

Objective 2: Work closely with faith based organizations and encourage them to take leadership roles in advocating for healthy foods and increased physical activity.

Action Step 1: The Health Council will contact local ministerial associations to present information about possible partnerships in school backpack programs.

Action Step 2: The Physical Activity Subcommittee will contact local faith based organizations about possible use of recreational facilities/space, and organizing health events with activities that spotlight nutrition and increased physical activity, especially during the summer months when school is out.

Action Step 3: The Health Literacy Subcommittee will encourage faith-based leaders to partner with community agencies to educate rural, low income and disparate populations on the availability of affordable nutritious foods and safe places to play.

Action Step 4: The Food Policy Subcommittee will work with faith based organizations for commitments to host food giveaways through 2nd Harvest Food Bank or farmers markets at their churches and sites.

Action Step 5: The Food Policy Subcommittee will promote the efforts of the church based “All God’s Children” program in Manchester that works out of the public housing authority to distribute food and resources.
TARGET AREA: WORKSITES
Current Conditions: Coffee County has very few worksites that have a wellness program for employees that allows for them to take part in physical activity during work time, nor do they spend much on wellness programs for their employees. Health and Nutrition education is also seldom stressed by policy or upper management. Most employees at worksites in Coffee County are dependent upon the benefits that their work health plan provides to them. It is the insurance coverage that offers the most to employees in wellness. The public sector of local government offered the least in worksite wellness.

Objective 1: Promote implementation of worksite wellness programs in the Coffee County work environment.

Action Step 1: The health council will create a Worksite Wellness Subcommittee of Coffee County Health Council and invite local industries to appoint Human Resource officers and Safety Officers to this Subcommittee.

Action Step 2: The Media Advocacy and the Worksite Wellness Subcommittee will ask local Industrial Boards and Chamber of Commerce to meet and present on the topic to their monthly luncheon.

Action Step 3: The Worksite Wellness Subcommittee will select some target worksites to offer the model Worksite Wellness Toolkit to all employers following the Leading Employees to Activity and Nutrition (LEAN) model. (LEAN model is from the CDC:http//www.cdc.gov/leanworks/index.html).

Action Step 4: The Worksite Wellness Subcommittee will share these worksites as success templates for others to adopt.

Action Step 5: The Worksite Wellness Subcommittee will seek sponsors for the program.

Action Step 6: The Media Advocacy Subcommittee will promote The Tennessee Obesity Taskforce as a resource for research on worksite wellness programs within Tennessee.

Action Step 7: The Worksite Wellness Subcommittee will provide employers with resources to use for contract wellness services from local professionals to provide wellness programs on site.

Action Step 8: The Worksite Wellness Subcommittee will interface with parks and recreation and local clinics to provide programs available to worksites and prepare a cost benefit analysis.
Action Step 9: The Worksite Wellness Subcommittee will encourage employers to offer yearly fitness screenings and incentive-based programs to employees to encourage exercise, fitness, and healthy eating.

**Objective 2: Promote opportunities for physical activity for employees.**

Action Step 1: The Worksite Wellness (WW) and Physical Activity (PA) Subcommittees will advise employers how they can include physical activity for employees at the worksite.
Action Step 2: The WW and PA Subcommittees will provide employers information on local fitness/wellness facilities and possible corporate rates at these providers.
Action Step 3: The WW and PA Subcommittees will work with employers to develop on-site incentive programs for physical activity that includes giveaways, time off, and possible reduced insurance costs.
Action Step 4: The WW and PA Subcommittees will evaluate other onsite wellness areas at worksites across the state and provide an informational brochure highlighting these to corporations and businesses.
Action Step 4: The WW and PA Subcommittees will select worksites that are willing to serve as templates for physical activity models.

**Objective 3: Provide a Healthy Food Environment for Employees**

Action Step 1: The WW and Food Policy Subcommittees will promote policies of healthy food and beverage choices in vending machines at work sites and contracted food vendors.
Action Step 2: The WW and Food Policy Subcommittees will provide them with ideas for adopting healthy food policies for meetings.
Action Step 3: The WW and Food Policy Subcommittees will meet with local Industrial Boards and Chambers of Commerce at their monthly luncheon to present information on how much more productive workers are with proper nutrition and how that contributes to less time off for sick time.
Action Step 4: The WW and Food Policy Subcommittees will provide monthly informational sessions for employees at work concerning nutrition and healthy food choices.
TARGET AREA: AGING POPULATIONS

Objective 1: Increase education and awareness for seniors regarding physical activity and healthy eating.

Action Step 1: The Health Literacy Subcommittee and the Media Advocacy Subcommittee will use the community wide marketing plan to promote available resources and facilities that encourage physical activities and healthy eating for seniors by using local newspaper, radio, health council website, and cable channels.

Action Step 2: The Health Literacy Subcommittee will distribute printed materials to Senior Centers, Assisted Living Homes, churches, hospitals, and primary care physicians on the free opportunities for physical activity via public parks and recreation programs, greenways, indoor pools, public transportation, grocery stores, and farmers markets.

Action Step 3: The Health Literacy Subcommittee will utilize non profit groups such as Partners for Healing to distribute information and advocate for parks and recreation to provide wellness programs directed at seniors.

Action Step 4: The programs Silver Sneakers and Silver Splash are provided through various health insurance plans for those over age 65 that provides free admission to recreational programs at most parks and recreation departments and YMCAs in the area.

Objective 2: Increase the availability of opportunities for seniors to be involved in physical activity and offer affordable options for transportation and access to fresh fruits and vegetables.

Action Step 1: The Food Policy Subcommittee of the Health Council will coordinate food fairs at local senior centers and churches to promote access to healthy fresh produce.

Action Step 2: The Food Policy Subcommittee will build and strengthen partnerships between county and city senior centers, parks and recreation departments, UT Extension Service, churches, and public health to provide for nutritional events, community meals, and physical activity programs utilizing shared facilities.

Action Step 3: The Food Policy Subcommittee will support Senior Centers developing community gardens at or within easy walking distance of their sites.

Action Step 4: The Food Policy Subcommittee contact senior centers, churches, and parks and recreation for group meal opportunities that they host, or might host and coordinate public transportation options to these events.

Action Step 5: The Local Government Liaison will advocate for more affordable transportation to isolated seniors to improve access to grocery stores, greenways, and farmers markets.

Action Step 6: The Food Policy Subcommittee will work with Good Samaritan’s, Meals on Wheels and other faith based food pantries to provide more fresh produce and food grown locally to aging clients.
Action Step 7: The Food Policy Subcommittee will recognize the relationship between poor nutrition among seniors and isolation issues, and utilize that awareness to create more group meal opportunities.

**TARGET AREA: MENTAL HEALTH AND DISABLED POPULATIONS**

**Objective 1:** Increase education and awareness for the mentally and physically disabled population regarding physical activity and healthy eating.

Action Step 1: The Health Literacy Subcommittee and the Media Advocacy Subcommittee will use the community wide marketing plan to promote available resources and facilities that encourage physical activity and healthy eating for the disabled by using local newspaper, radio, health council website, and cable channels.

Action Step 2: The Health Literacy Subcommittee will distribute printed materials to Centers working with the mentally and physically disabled populations, Assisted Living Homes, churches, hospitals, primary care physicians, and caregivers on opportunities for physical activity via public parks and recreation programs, greenways, indoor pools, public transportation, grocery stores, and farmers markets.

Action Step 3: The Health Literacy Subcommittee will create a dialog with care providers that explain what resources they most need to promote healthier eating and more physical activity with this population.

Action Step 4: The Health Literacy Subcommittee will advocate and encourage providers to provide information to this population that promotes healthy living and exercise.

**Objective 2:** Increase opportunities and access to physical activity and healthy foods for the mentally and physically disabled populations.

Action Step 1: The Media Advocacy Subcommittee will promote special times at parks and recreation facilities, such as indoor pools and walking tracks for individuals requiring special care and provide free access to their caregivers.

**Objective 3:** Increase funding for senior programs that encourage physical activity and healthy eating.

Action Step 1: The Health Literacy Subcommittee will contact agencies such as South Central Development District and South Central Human Resources to investigate funding sources.

Action Step 2: Advocate with local and state legislators about increased funding or providing incentives for senior facilities that provide fitness and nutrition education at their sites.
**Target Area: African American and Latino Populations**

Objective 1: Develop and implement a strategic plan to address obesity in African Americans and Latinos.

**Action Step 1:** The Health Literacy Subcommittee and the Media Advocacy Subcommittee will use the community wide marketing plan to promote available resources and facilities that encourage physical activity and healthy eating for these populations by using local newspaper, radio, health council website, and cable channels.

**Action Step 2:** The Health Literacy Subcommittee will distribute information to populations about the website and provide information CDs through school resource centers and public housing.

**Action Step 3:** The Health Literacy Subcommittee will connect with school translators to have information from the website on programs and facilities translated in Spanish.

**Action Step 4:** The Physical Activity and Food Policy Subcommittees will contact South Central Development District Rural Transportation about opportunities for using transportation within their neighborhoods to programs and fee information.

**Action Step 5:** The Physical Activity and Food Policy Subcommittees will contact churches for possible use of vans for transportation stations for families and children to food stores and parks and recreation programs and events.

**Action Step 6:** The Physical Activity and Food Policy Subcommittees will develop culturally appropriate healthy cooking and physical activity programs that are free to these populations.

**Action Step 7:** These subcommittees will utilize Public Health Department programs and kitchen to start cooking classes, and Parks and Recreation for programs like Kids A.M.A.Z. and Amazing Family Nights.

**Target Area: Rural Communities**

Objective 1: Increase access to physical activity opportunities and educate those living in more rural areas of our communities about healthy eating and the importance of being active.

**Action Step 1:** The Health Literacy Subcommittee and the Media Advocacy Subcommittee will use the community wide marketing plan to promote available resources and facilities that encourage physical activity and healthy eating for this area by using local newspaper, radio, health council website, and cable channels.

**Action Step 2:** The Health Literacy Subcommittee will distribute information to populations about the website and information about what is provided at rural community centers by providing information CDs through school resource centers.

**Action Step 3:** The Health Literacy Subcommittee will work with faith based organizations to promote healthy lifestyles in these populations as well.

**Action Step 4:** The subcommittees will work though Coordinated School Health in rural school districts to educate children and parents about proper nutrition and physical activity benefits.

**Action Step 5:** The Physical Activity Subcommittee will advocate with departments such as Manchester Recreation Center to bring programs to facilities closer to the rural communities.
Action Step 6: The Physical Activity Subcommittee will partner with other facilities to provide healthy activities which include but are not limited to the KIDS A.M.A.Z. program which can provide free transportation and admission to Manchester Recreation Center.