

BIBB COUNTY ACTION PLAN 2009-2010

Neighborhoods/Community

Actions

- By _____, engage city council, churches, neighborhood associations and shalom zones in advocacy efforts to improve resident access to healthier food choices.
 - Engage stakeholders in working together to establish, and/or continue the development of, community gardens throughout the county.
 - Work with Master Gardener from Agricultural Extension Service.
- By _____, support collaboration with Department of Parks and Recreation to stage countywide Neighborhood Fitness Challenges and install mile markers on existing trails.
- By _____, design and begin implementation of a social marketing campaign focused on obesity reduction.
 - Enroll Health Department and hospitals to work with local media in development of campaign and dissemination of information.

Evaluation

- Level of stakeholder engagement and participation over time
- Level of community ownership
- Documentation of community-wide changes

Schools

Actions

- By _____, engage critical Bibb county school stakeholders- superintendents, PTO/PTA leaders, teachers, school nurses, dieticians etc. to:
 - Advocate for menu changes, food choice education, vending machines with healthy foods, BMI monitoring, mandatory PE
 - Create programs that foster increased physical activity before and after school
 - Develop school-focused partnerships and programs with WALK Georgia and Georgia Safe Routes to School.
- By _____, engage corporate sponsors to participate in providing resources to build/maintain healthy school environments:
 - Electronic Gaming – Nintendo Wii-Fit
 - Sporting Equipment - Dicks, Academy, Wal-Mart &Target
 - Arable plots for off campus school gardens – Chamber of Commerce.

Evaluation

Workplace

Actions

- By April 2010, establish Health Committee at Chamber of Commerce.
 - Integrate chamber into workplace wellness campaign
 - Macon discovery program/campaign
 - Walking trails
- By June 2010, conduct assessment of countywide workplace wellness programs, needs and resources.
 - Conduct separate assessments for large and small businesses
 - Identify what can be done to improve workplace wellness and health
- By December 2010, compile and distribute workplace wellness resources to participating sites.
 - Create worksite scorecard/visit
 - Match needs to existing resources (online, American Heart Association, National Business Group on Health, etc)
 - Assist in incorporation of evidence based approaches including: regular use of stairwells, on-duty exercise time, walking programs, nutrition counseling, premium reduction programs, participation in WALK Georgia.
- By _____engage media to support and promote wellness in the workplace.
 - Develop an award program to honor efforts being made by businesses and workplaces to reduce obesity (e.g. Golden spatula award).

Evaluation