



Bibb County Community Meeting
January 18, 2010
Peyton Anderson Community Services Center
10 am - noon

AGENDA

- Welcome
- Meeting Purpose and Outcomes
- Summit Recap
- Focusing the Action
- Target Measures
- Organizing the Next Steps

PRINCIPLES

- Base strategic action on **existing evidence** and **expert opinion**
- Keep it **simple** – both data collection and evaluation
- **Local government, business, neighborhood associations, public schools and public health** are critical **partners**

DIMENSIONS

- **Policy change** – community advocacy and lobbying
- **Environmental Change** – adjustments/improvements to built environment
- **Program implementation** – projects focused on education and behavior change

LENSES

- **Reach** – the strategy should likely affect a large percentage of the target population
- **Mutability** – the strategy should be in the realm of the community's control
- **Transferability** – the strategy should be implementable in communities that differ in size, resources, and demographics
- **Sustainability** – the health effect of the strategy should endure over time
- **Effect Size** – the potential magnitude of the health effect for the strategy should be meaningful

OPPORTUNITIES FOR ACTION

- **Policy and environmental change in schools** that result in more physical activity and the availability of healthier foods
- **Collaboration with business and industry** to promote **incentivized workplace wellness** initiatives
- Focused **social marketing campaigns** that address individual and group level behavior change
- Improvement in the **accessibility of healthy affordable foods** in the region
- **Neighborhood level interventions** including community gardens and trails

BIBB COUNTY

Primary obesity related health issues:

- Solutions need to be innovative and should address all populations
- Not enough physical activity or awareness of the need for PE for everyone
- Poverty and cost of healthy foods impacting diet
- Need for a change in the culture – lifestyles and how residents eat
- Realignment of work/life demands important – insufficient work /life balance
- Need to improve exercise and nutrition in children and reprioritization of their importance in schools

Goal/Focus

To move the needle on obesity in 3 years

Action items:

Funding

- Do a needs assessment of national resources that can be leveraged

Schools

- Develop a compelling case for principals and others to make changes
 - Encourage principals to increase PE during lunch period (elementary), get media attention - *David Gonan will convene a principals meeting to walk and talk post lunch physical activity*
- Expand the Safe Routes to School (SRTS) program to more schools
- Create healthy competition between schools through school health scorecards
- Demonstrate that healthy behavior changes in schools are possible
 - Develop a pilot project to demonstrate positive results (+ academic improvement with active Parent teachers Organizations (PTO)

Neighborhoods

- Increase awareness thru Wellness Screenings/ Health Fairs

Workplaces

- Establish a Health and Business community at Chamber - *Cyndy Busbee will introduce the concept to the Chamber of Commerce*
- Work with employers to incentivize healthy behaviors - *Mari Lou Cowan will engage business sector to increase their understanding about insurance premiums and the use of incentives*
- Produce resources to help smaller employers create incentives

ACTION PLANNING WORKSHEET

Strategy	Actions (What will be done by whom and how?)	Timeline (When will it be done?)	Resource Needed (How much will it take?)
Schools			
Community/ Neighborhoods			
Workplaces			