

Healthy Carolinians Action Plan - 4

Step Up Forsyth physical activity initiative

County: Forsyth **Partnership:** Forsyth County Healthy Community Coalition **Period Covered:** July 2004 to June 2009

LOCAL PRIORITY ISSUE

- Priority issue: Health Behavior / Lifestyles
- Was this issue described in your county's most recent Community Health Assessment? Yes
- List other sources of information about this priority issue:

LOCAL COMMUNITY OBJECTIVE - Please check one: Ongoing from last re/certification

- By: 2009
- Objective: To increase the proportion of Forsyth County adults (18 years and older) who engage in physical activity for at least 30 minutes on 5 or more days of the week by 5%.
- Original Baseline: 42.4% of adults 18 years and older engage in moderate physical activity 30 minutes or more per day, 5 or more days a week.
- Date and source of original baseline: 2001 BRFSS
- Updated information (For continuing objective only): 2004 BRFSS
- Date and source of updated information:

POPULATION(S)

- Local population(s) experiencing disparities in relation to this local objective: Adults (18 and older)
- Describe the local population(s) that will benefit: Adults (18 and older)
- Total number in population: 200,000 (number in the workforce)
- Number you plan to reach: 10,000

NC 2010 FOCUS AREA AND NC 2010 HEALTH OBJECTIVE ADDRESSED

- Check one NC 2010 focus area:

<input type="checkbox"/> Access to Health Care	<input type="checkbox"/> Infant Mortality
<input type="checkbox"/> Chronic Disease	<input type="checkbox"/> Infectious Diseases
<input type="checkbox"/> Community Health	<input type="checkbox"/> Injury
<input type="checkbox"/> Disability	<input type="checkbox"/> Mental Health
<input type="checkbox"/> Environmental Health	<input type="checkbox"/> Older Adult Health
<input checked="" type="checkbox"/> Health Promotion	<input type="checkbox"/> Oral Health
<input type="checkbox"/> Other - Please Describe:	
- NC 2010 Health Objective: Increase the proportion of adults (18 years and older) who engage in physical activity for at least 30 minutes on 5 or more days of the week.

INTERVENTIONS, SETTING, & TIMEFRAME	COMMUNITY PARTNERS Roles and Responsibilities	EVALUATION PLAN & PROGRESS TO DATE
<p>1. In order to secure the active involvement of the priority population(s), our Partnership will: Partner with the BeHealthy Coalition, a group whose members ARE part of the priority population. Issue a broad invitation to participate in Step Up Forsyth to the community including placing ads in the newspaper and sending invitations to community institutions such as businesses, houses of worship and more.</p>		<p>Progress to Date: Diverse group of volunteers are engaged in planning and implementation. Open invitation for community volunteers lead to many people who lead walking teams in their organizations or neighborhoods.</p>
<p>2. Marketing/Communication activities related to this community objective: Paid and earned media for the Step Up Forsyth initiative, invitation letters, mailing and materials to team captains. Incentive items with the BeHealthy coalition logo for participants.</p>		<p>Progress to Date: Materials have been created and placed for the past two years.</p>
<p>3. Intervention: Increase physical activity among Forsyth County residents by offering a community-wide walking program (called Step Up Forsyth).</p>	<p><u>Lead agencies:</u> BeHealthy Coalition <u>Other agencies:</u> Forsyth County Healthy Community Coalition (FCHCC) Forsyth County Dept. of Public Health</p>	<p>This is <input type="checkbox"/> New <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Completed <u>Process:</u> begin planning for Step Up Forsyth with members of the BeHealthy Coalition and other partners four months prior to kickoff each year, hold numerous planning and logistical meetings</p>

<p><u>Setting:</u> Neighborhoods, workplaces, parks and recreation centers – anywhere that teams or individuals want to walk.</p> <p><u>Dates:</u> 8 week annual initiative held from mid-September to mid-November – started in 2004.</p> <p><u>Activities:</u></p> <ul style="list-style-type: none"> - Design a community-wide walking program that encourages team or individual participation - create and place advertising to promote the program - create and distribute evaluation tools to track participation - design incentive items to distribute to participants upon completion of the program. Give prizes to the team that has the most participation. - solicit donations from community funding sources & businesses to pay for incentives <p><u>End Date:</u> Conduct campaign annually until 2009. Assess participation each year and change strategies if participation drops significantly.</p>	<p>Parks and Recreation Department WFUBMC City/County Planning Department City of Winston-Salem</p> <p><u>Roles and Responsibilities:</u> BeHealthy Coalition will:</p> <ul style="list-style-type: none"> - set dates for event, draft all materials, order incentives (Health Department budget) <p>Other partners will:</p> <ul style="list-style-type: none"> - recruit walkers and team captains for their organizations if people are interested to have a walking team - publicize Step Up Forsyth within their own networks 	<p><u>Impact:</u> A total of 1,484 people participated in the Step Up Forsyth effort in 2004 and 2005. Participants walked over 2.5 million minutes.</p> <p><u>Health/ Safety Outcomes:</u> Long-term goal: By 2009, the number of participants in the community walking program will increase by 250%.</p> <p><u>Progress to Date:</u> Step Up Forsyth has been successful for two years and has engaged almost 1,500 residents in physical activity. The Coordination group is now considering new strategies to encourage even more residents to be physically active.</p>
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Note: There are numerous programs throughout the Winston-Salem community that strive to increase individual wellness and physical activity. These include, for example, worksite wellness programs (such as Action Health and Wake Forest University Baptist Medical Center) and a wide variety of community activities (organized through the Winton-Salem Parks and Recreation Department). Leaders of these and other groups are active members of the BeHealthy Coalition, a coalition that works in partnership with the Lifestyle and Behavior team of the Healthy Community Coalition.