This annual progress report describes changes, summarizes progress, and highlights accomplishments in the 2012-2016 Weld County Community Health Improvement Plan (CHIP). For more information about Thriving Weld or the Weld CHIP, visit www.weldhealth.org or contact Cindy Kronauge at 970-304-6470, ext 2221 or ckronauge@weldgov.com

Annual Report for 2014
Thriving Weld Community Health Improvement Plan
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This report was prepared by Weld County Department of Public Health and Environment on June 25, 2015.
Thriving Weld Partnership

Thriving Weld is made up of leaders from more than 70 partners (some are listed below) who are working together to make Weld County the healthiest place to live for all residents. Weld County's Health Improvement Plan has three priority areas: healthy eating, active living, and healthy mind and spirit. We have workgroups and teams focused on more than a dozen initiative areas such as increasing healthier drink consumption, early childhood obesity prevention, and increasing trails and lanes throughout the county, just to name a few.

<table>
<thead>
<tr>
<th>To find out about the Thriving Weld Partnership</th>
<th>To find out about the community dashboard</th>
<th>To find out more about the Community Health Improvement Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlee Rosen, North Colorado Health Alliance</td>
<td>Tyler Payne, North Colorado Health Alliance</td>
<td>Cindy Kronauge, Weld County Department of Public Health</td>
</tr>
<tr>
<td>970-346-2505</td>
<td>970-346-2507</td>
<td>970-304-6470, ext 2221</td>
</tr>
<tr>
<td><a href="mailto:crosen.alliance@nocoha.org">crosen.alliance@nocoha.org</a></td>
<td><a href="mailto:tpayne.alliance@nocoha.org">tpayne.alliance@nocoha.org</a></td>
<td><a href="mailto:ckrknoauge@weldgov.com">ckrknoauge@weldgov.com</a></td>
</tr>
</tbody>
</table>

Thriving Weld Partners

[Logos of various partners]
Background

The overarching priorities of Weld County’s 5-year Community Health Improvement Plan or CHIP plan are twofold: 1) to reduce people’s risk for chronic disease and help them maintain a healthy body weight through nutrition, physical activity and obesity prevention strategies, and 2) to increase years of healthy life and reduce disparities among all Weld County residents through multiple social and emotional wellness strategies. The key question asked by community partners as they developed the plan was, “How do we accomplish this?” Initial plans were developed keeping in mind what is known about what works as well as community capacity and resources. The CHIP plan included details regarding the specific activities, who the target population was, community organizations involved or that needed to be involved in the activity, potential evaluation measures, and whether or not the activity was already in progress or not.

The CHIP plan was also developed with the acknowledgement by everyone that what was written down may need to be revised over the course of the multi-year effort. Indeed there have been revisions to the goals, objectives, strategies, and activities. Figure 1 summarizes the slight revisions made in 2014 to the priority area goals. The goal for the Healthy Mind and Spirit priority area was revised to be more clear that the focus of the work is to prevent poor mental health and substance abuse issues.

Figure 1. Priority Area Goals

<table>
<thead>
<tr>
<th>Priority Area</th>
<th>Original Goals</th>
<th>2014 Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Eating</td>
<td>Increase access and consumption of healthy and affordable foods in communities</td>
<td>Increase access and consumption of healthy and affordable foods across the lifespan in Weld County</td>
</tr>
<tr>
<td>Active Living</td>
<td>Increase access and participation in physical activity among less active adults and children in Weld County</td>
<td>Same</td>
</tr>
<tr>
<td>Healthy Mind and Spirit (formally known as Mental Health &amp; Substance Abuse)</td>
<td>Promote early identification of mental health needs and access to quality mental health services</td>
<td>Promote positive mental and emotional well-being in homes, schools, workplaces, and neighborhoods</td>
</tr>
</tbody>
</table>

There are five sections to this report, one for each priority area, plus a section on the Thriving Weld Dashboard and Make TODAY Count! Campaign, which are two major components of the plan. Each priority area section summarizes progress on the long-term objectives where data were available. There are also summaries of the changes to each priority area’s strategies and highlights of accomplishments within each area.
### Healthy Eating

#### GOAL
Increase access and consumption of healthy and affordable foods across the lifespan in Weld County.

### PROGRESS ON LONG-TERM OBJECTIVES

**Figure 2. Healthy Eating Progress on Long-term Objectives**

<table>
<thead>
<tr>
<th>Long-term Objectives</th>
<th>Outcome Indicators</th>
<th>2014 Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>By 2020, improve population-based behavioral, biometric and physiologic measures (2%-5%) by the following:</td>
<td>• Increase the consumption of healthier foods in adults and children (aged 1-14) including: Vegetables (3 or more per day) Fruits (2 or more per day) • Decrease the proportion of adults and children (aged 1-14) who consumed sugar-sweetened beverages one or more times per day • Decrease the proportion of adults and children (aged 1-14) who reported eating fast food one or more times per week • Decrease the proportion of obese adults and children including: Children 2-4 years in WIC Children 2-14 years Adolescents 9 – 12th grade Adults 20+ • Increase the proportion of babies who are breastfed exclusively for the first six months after birth</td>
<td>• Between 2010 and 2013, there has been a 12% increase in adult vegetable consumption and a 58% increase in fruit and vegetable consumption among children. • Since 2009, more children (rather than less) are consuming sugar-sweetened beverages one or more times per day. In 2013, nearly 5 out of 10 adults drank one or more sugar-sweetened beverages per day. • Between 2009 and 2012, there have been slight decreases in the proportion of adults and children who eat fast food one or more times per week. • Obesity rates are not improving yet. Obesity rates for low income infant and toddlers did not increase as sharply as for young children however. Obesity rates for adolescents increased sharply from 12% in 2007 to 20% in 2013. Between 2010 and 2013, the adult obesity rate increased by 18%. • The proportion of babies being breastfeed exclusively for the first six months following birth increased by 12% between 2010 and 2012.</td>
</tr>
<tr>
<td>By December 2016, improve the following system measures:</td>
<td>• Increase the number of farmers’ markets and community gardens • Increase the number of regional food hub/farm-to-school participants (agricultural producers) • Increase the number of school meals served made from scratch • Increase the proportion of schools offering nutritious foods and beverages served outside of school meals (i.e., competitive foods) (% of vending sales that are healthy)</td>
<td>• The number of farmers’ markets and community gardens has increased between 2012 and 2014. There are currently 5 markets and 26 gardens in Weld County. • The number of agricultural producers involved in Greeley-Evans School District 6’s partner-based food hub is expected to grow in 2015. • Since 2011, Greeley-Evans School District 6 has increased the proportion of meals prepared from scratch from less than 20% to its current level of 75%. • Progress has been made in healthy vending.</td>
</tr>
</tbody>
</table>
STRATEGY UPDATES

The initial CHIP plan for healthy eating had 6 strategies and 22 activities identified. In June 2013, 15 activities were in progress and 7 had not been initiated yet. By January 2014, after meetings with the CHIP steering committee and key partners, the 6 overall strategies were condensed into the 5 strategies and the activities were expanded to 32 then uploaded into the Thriving Weld Dashboard using strategy maps and scorecards (for more discussion about the dashboard see page 9). The current strategies are shown in Figure 3. The detailed activities for each strategy can be found in Appendix A.

Figure 3. Healthy Eating Strategies

<table>
<thead>
<tr>
<th>2012-2013 Strategies</th>
<th>2014 Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Increase availability of healthy foods in existing establishments</td>
<td>• Increase healthy food options in restaurants and retailers</td>
</tr>
<tr>
<td>• Improve the nutritional quality of the local food supply</td>
<td>• Improve nutrition in schools</td>
</tr>
<tr>
<td>• Support local/regional farm to table efforts</td>
<td>• Sustain and promote farmers’ markets and community gardens</td>
</tr>
<tr>
<td>• Promote availability of affordable healthy food and beverages with a focus on lower income residents</td>
<td>• Improve availability of affordable healthy food and beverage options to lower income residents</td>
</tr>
<tr>
<td>• Support policies and programs that promote breastfeeding</td>
<td>• Educate and promote healthy food and beverage choices</td>
</tr>
<tr>
<td>• Educate the general public about healthy food and beverage choices</td>
<td></td>
</tr>
</tbody>
</table>

ACCOMPLISHMENTS

• Greeley-Evans School District 6 increased its use of scratch cooking and use of local foods. It is now in the implementation phase of its Food Renaissance Initiation Project.
• Weld County partnered with the Cooking Matters Program in May 2014. In 2014, there were over 150 participants. The overall graduation rate was 91%.
• Over 6,300 children participated in the Summer Children’s Initiative on sugary drinks and physical activity organized by Make TODAY Count!
• A successful AgriCULTURE Festival and Feast was initiated by the City of Greeley in 2014.
• The Partner-based Food Hub Feasibility Study was completed by Real Food Colorado in May 2014 with recommendations to build on Greeley-Evans School District 6’s School-based Food Hub Model. External funding is being sought to fund a food hub manager position at the district. WCDPHE has assisted Greeley-Evans School District 6 in writing one grant to find funding. Funding decisions are still pending.
• Greeley-Evans School District 6 and Weld County Department of Public Health and Environment (WCDPHE) are working on wellness policy reforms around healthy foods and beverages.
• Workplace policies for breastfeeding have been expanded.
• After the closing of a major grocer in downtown Greeley, several community partners formed a task force and implemented a rapid door-to-door food access resident survey. The data identified several potential strategies to address food access that are being pursued in 2015.
• Five partner organizations implemented new healthy beverage policies.
• In 2014, there was an 18% increase over 2013 in dollars spent in the Double Value Coupon Program for fruit and vegetable purchases at six farmers’ markets for low-income residents on SNAP.
• City of Greeley Farmers’ Market sales increased greatly from $144,000 in 2013 to $176,000 in 2014.
Active Living

GOAL
Increase access and participation in physical activity among less active adults and children in Weld County.

PROGRESS ON LONG-TERM OBJECTIVES

Figure 4. Active Living Progress on Long-Term Objectives

<table>
<thead>
<tr>
<th>Long-term Objectives</th>
<th>Outcome Indicators</th>
<th>2014 Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>By 2020, improve population-based behavioral, biometric and physiologic measures (2%-5%) by the following:</td>
<td>• Increase the proportion of adults who engage in at least 150 minutes of moderate activity per week</td>
<td>• Between 2009 and 2013, one indicator of physical activity showed a 10% increase in the proportion of adults engaged in the recommended amount of physical activity whereas another measure showed a 3% decrease (between 2010 and 2013) in the proportion of adults engaging in the recommended amount of physical activity.</td>
</tr>
<tr>
<td></td>
<td>• Increase the proportion of adolescents who engage in at least one hour of activity per day</td>
<td>• More adolescents are engaging in daily physical activity. Between 2011 and 2013, there has been a 46% increase in the proportion of high school students engaging in one hour of physical activity daily.</td>
</tr>
<tr>
<td></td>
<td>• Increase the proportion of children who limit screen time to less than 2 hours per day</td>
<td>• Between 2009 and 2013, the proportion of children limiting screen time has decreased (rather than increased) by 19%.</td>
</tr>
<tr>
<td></td>
<td>• Proportion of commute trips that are by transit and non-motorized transportation</td>
<td>• Between 2009 and 2013, the proportion of adult workers (16 yrs or older) who commute by transit or non-motorized transportation has remained about the same. The proportion of school children who walk, bike or skateboard to school at least one day a week has increased by nearly 50%.</td>
</tr>
<tr>
<td></td>
<td>Adult workers aged 16 yrs or older</td>
<td></td>
</tr>
<tr>
<td></td>
<td>School-aged children who walk, bike, or skateboard to school at least one day per week</td>
<td></td>
</tr>
<tr>
<td>By 2016, improve the following system measures:</td>
<td>• Increase the proportion of schools that provide access to their facilities for physical activity use for all persons outside of normal school hours</td>
<td>• At the time of this report, the progress on schools that provide community residents access to their facilities was unknown.</td>
</tr>
<tr>
<td></td>
<td>• Rate of recreation facilities</td>
<td>• The rate of recreation facilities per 100,000 population has remained the same since 2010.</td>
</tr>
<tr>
<td></td>
<td>• Rate of bike lanes and trails</td>
<td>• Since 2010, the number of bike lanes and trail miles increased in the City of Greeley by 43%.</td>
</tr>
</tbody>
</table>
**STRATEGY UPDATES**

The initial CHIP plan for active living had 5 strategies and 18 activities identified. In June 2013, 11 activities were in progress and 7 had not been initiated yet. By January 2014, after meetings with the CHIP steering committee and key partners, the 5 overall strategies were condensed into 3 strategies and the activities were expanded to 28 then uploaded into the Thriving Weld Dashboard using strategy maps and scorecards (for more discussion about the dashboard see page 9). The current strategies are shown in Figure 5. The detailed activities for each strategy can be found in Appendix B.

Figure 5. Active Living Strategies

<table>
<thead>
<tr>
<th>2012-2013 Strategies</th>
<th>2014 Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Encourage community design and development</td>
<td>• Expand programs &amp; policies for active living</td>
</tr>
<tr>
<td>• Promote school and early learning center PA policies and programs</td>
<td>• Integrate community-wide messaging &amp; education with active living strategy</td>
</tr>
<tr>
<td>• Facilitate access to safe, accessible and affordable places for physical activity</td>
<td>• Improve the built environment &amp; accessibility for physical activity</td>
</tr>
<tr>
<td>• Support workplace physical activity policies and programs</td>
<td></td>
</tr>
<tr>
<td>• Assess basic health status including PA levels, and provide education, counseling</td>
<td></td>
</tr>
<tr>
<td></td>
<td>and referral</td>
</tr>
</tbody>
</table>

**ACCOMPLISHMENTS**

- WCDPHE was awarded a 2-year, $100,000 Walk and Wheel grant from Kaiser Permanente Colorado.
- Partners successfully collaborated on the development and community engagement of the City of Greeley Master Bike Plan. Among the highlights within the plan are the city’s new complete streets policy and the design standards manual.
- Family Fun Rides (community bike rides) were held in Greeley, Johnstown, and Milliken.
- WCDPHE surveyed all 32 municipalities to gauge their interest and motivation to work on making their communities more bikeable and walkable. Follow-up with municipalities is occurring in 2015.
- WCDPHE is working with the Great West Trail on a conceptual trail plan. Colorado Department of Transportation TAP funds were applied for and awarded for FFY 2017-2019.
- There has been steady participation among school children and their families in walk and bike to school day and month. Fifteen schools and 3,800 children participated in 2014.
- The 5-2-1-0 Campaign continues to increase participation. Five clinics in Weld County are now writing prescriptions for physical activity for children and adults.
- The City of Greeley added more bike trails or lanes in 2014.
- In 2014, over 3,200 Weld residents using one of Kaiser Permanente’s Weigh and Win kiosk’s lost over 8,800 pounds.
- Greeley-Evans School District 6 and WCDPHE are working on wellness policy reforms around physical activity and to use standard wellness policy language in their policies.
- The Weld Community Health Survey found that residents are very interested in trails and connectivity.
Healthy Mind & Spirit

GOAL
Promote positive mental and emotional well-being in homes, schools, workplaces, and neighborhoods.

PROGRESS ON LONG-TERM OBJECTIVES

Figure 6. Healthy Mind and Spirit Progress on Long-Term Objectives

<table>
<thead>
<tr>
<th>Long-term Objectives</th>
<th>Outcome Indicators</th>
<th>2014 Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>By 2020, improve population-based behavioral, biometric and physiologic measures</td>
<td>• Increase percentage of adults who say they always/usually received social/emotional support needed</td>
<td>• As of 2010, about 8 out of 10 adults said they got the social/emotional support they needed.</td>
</tr>
<tr>
<td>(2%-5%) by the following:</td>
<td>• Increase the proportion of children with mental health problems who receive treatment</td>
<td>• As of 2013, about 23% of children aged 1–14 years were reported to have a behavior or mental health problem, but the proportion receiving treatment is currently unavailable.</td>
</tr>
</tbody>
</table>
| • Reduce the proportion of high school students who seriously considered attempting suicide in past year. | • Reduce suicide deaths & hospitalizations  
  Age-adjusted suicide hospitalizations per 100,000 population  
  Teens (15-19) suicide deaths | • Between 2011 and 2013, the proportion of high school students who seriously considered suicide decreased by 15%.                                                                                                |
| • Increase the proportion of 12th graders not using alcohol, tobacco, or illicit drugs in past month  
  Alcohol-free  
  Tobacco-free (cigarettes)  
  Marijuana-free | • Reduce the proportion of adults and adolescents who binge drank one or more times in past 30 days  
  High school students  
  Adults | • Suicide hospitalizations have decreased, however teen suicide deaths have increased. Suicide hospitalizations (all ages) decreased by 65% between 2009 and 2013. Teen suicide deaths increased by 44% between 2011 and 2013. |
| • Reduce the proportion of adults and adolescents who binge drank one or more times in past 30 days  
  High school students  
  Adults | • Increase depression screening by primary care providers  
  Increase the number of community-based organizations providing population-based primary prevention programs for mental illness  
  Increase the number of worksite intervention programs and policies that enhance social and emotional wellness  
  Decrease the gap between Medicaid eligible and eligible but not enrolled residents  
  Children EBNE for Medicaid  
  Children EBNE for CHP+ | • At the time of this report, data on depression screening, primary prevention programs for mental illness, and worksite programs and policies were not available.                                             |
| • Increase graduation rates/high school completion rates | • Because of changes in 2012 in how eligible but not enrolled rates were calculated, progress toward decreasing the gap is not available. However, in 2012, about 17% of children who were eligible for Medicaid were not enrolled and 42% of children who were eligible for Colorado’s CHP+ Program were not enrolled. Both these rates were quite a bit higher than Colorado rates as a whole. | • The high school completion rate increased by 12% between 2010 and 2014.                                                                                                          |
STRATEGY UPDATES

The initial CHIP plan for active living had 4 strategies and 18 activities identified. In June 2013, 10 activities were in progress and 8 had not been initiated yet. By January 2014, after meetings with the CHIP steering committee and key partners, the 4 overall strategies were expanded into 6 strategies. The activities are currently being re-evaluated and will be uploaded into the Thriving Weld Dashboard using strategy maps and scorecards in 2015 (for more discussion about the dashboard see page 9). The current strategies are shown in Figure 7.

Figure 7. Healthy Mind and Spirit Strategies

<table>
<thead>
<tr>
<th>2012-2013 Strategies</th>
<th>2014 Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Promote early identification of behavioral health needs and promote access using an integrative model</td>
<td>• Improve access to community services through programs &amp; policies</td>
</tr>
<tr>
<td>• Conduct public awareness and health education campaigns that reduce stigma</td>
<td>• Improve awareness &amp; early detection of depression, suicide, bullying, &amp; violence</td>
</tr>
<tr>
<td>• Promote stress identification and prevention at worksites</td>
<td>• Increase programs that promote social connectedness across the lifespan</td>
</tr>
<tr>
<td>• Increase Medicaid enrollments for eligible families and children</td>
<td>• Increase primary care providers and community-based organizations that do prevention</td>
</tr>
<tr>
<td></td>
<td>• Engage businesses and citizens in prevention &amp; early intervention</td>
</tr>
<tr>
<td></td>
<td>• Expand community support systems for vulnerable populations</td>
</tr>
</tbody>
</table>

ACCOMPLISHMENTS

• A newly formed Crisis Response Team of North Range Behavioral Health is part of Colorado’s statewide resource for mental health, substance use or emotional crisis help, information and referrals. The team formed in late 2014 as a part of the initiative of the governor and the Colorado Department of Human Services. The team’s purpose is to help ensure that residents get the right services in the right locations at the right time.
• More Mental Health First Aid trainings were held in 2014 compared to 2013. At least 11 Mental Health First Aid Trainings were provided to agencies and community members free of charge. Average participation was 17 people per training.
• Therapists from North Range Behavioral Health are now in at least 14 schools in Weld County school districts providing consultation with educators and therapeutic support to elementary, middle and high school aged children.
• The Office of Suicide Prevention granted funds to Suicide Education and Support Services (a program of North Range Behavioral Health) to provide QPR (Question, Persuade, Refer) and outreach to targeted groups of males. At least 15 QPR presentations had at least 232 people attending; 201 have been men.
• Weld County Prevention Partners (WPP) has continued to be successful in its efforts to reduce underage drinking. In 2014, WPP got a multi-year grant to further lower alcohol consumption rates and to raise community awareness to the problems of underage drinking and the use of marijuana and other substances. WPP has created a strong local coalition of educators, community leaders, businesses, faith partners, parents and teens.
Thriving Weld Dashboard

Weld County’s dashboard was initiated in 2012 with a grant from Weld County Government. In 2013, a vendor was chosen with initial training and transfer of information to its electronic format occurring shortly thereafter. A number of dashboard-related milestones occurred in 2014. In March 2014, the first public-facing components of the Thriving Weld Dashboard were launched in partnership with the Make TODAY Count! Campaign. Also in March 2014, a Community Impact Coordinator was hired by the North Colorado Health Alliance to assist CHIP partners and leaders in using the dashboard. Since then, more than 40 partner scorecards have been developed. In July 2014, the Thriving Weld website (www.thrivingweld.org) was initiated to house the public facing pages of the dashboard and other information related to community health initiatives. Updating and revising information is ongoing but in October 2014 the process of updating and revising increased due to new data and other information becoming available. Lastly, in November 2014, the United Way of Weld County announced it would enhance its community funding program by incorporating the use of the dashboard for reporting progress in 2015 and beyond. Figure 8 depicts how the dashboard is organized. For more information about the dashboard contact Tyler Payne at 970-346-5057, tpayne.alliance@nocoha.org or Cindy Kronauge at 970-304-6470, ext. 2221, ckronauge@weldgov.com

Figure 8. Community Health Dashboard Organizational Structure
The North Colorado Health Alliance developed the Weld County community health campaign called *Make TODAY Count!* to motivate county residents to adopt increasingly healthy behaviors and to build an increasingly healthy community. The three-year campaign, which launched in June 2013, aims to increase healthy eating, active living, and individual and community well-being through a variety of population engagement strategies. The campaign is supported by Kaiser Permanente Colorado’s Community Benefit Fund and is a vital component of the county’s health improvement efforts. The campaign’s 2014 successes are highlighted in Figure 9.

Figure 9. Make TODAY Count! 2014 Accomplishments
Appendix A
Healthy Eating
Strategies and Activities
Zoom: Sustain & Promote Farmers’ Markets & Community Gardens

Outcomes
- Increase People Living at a Healthy Body Weight
- Increase Consumption of Healthy Foods

Strategies
- Sustain & Promote Farmers’ Markets & Community Gardens
  - Provide Garden-to-Cafeteria Program for Schools
  - Promote & Sustain Community Gardens in Greeley
  - Enhance Farmer’s Market Success in Greeley
  - Improve Food Access in “Food Deserts”
- Build a Strong Coalition of Diverse Partners to Support HEAL
- Gather & Share Data to Improve Prioritization & Monitoring
- Collaborate to Secure Funding for HEAL
- Leverage Best Practices and Tools for Collective Impact
- Collaborate to Strengthen Farmers’ Markets & Community Gardens
- Improve Local Food System
- Enable Use of SNAP/EBT for Healthy Food
- Provide Garden-to-Cafeteria Program for Schools
- Promote & Sustain Community Gardens in Greeley
- Enhance Farmer’s Market Success in Greeley
- Improve Food Access in “Food Deserts”
- Build a Strong Coalition of Diverse Partners to Support HEAL
- Gather & Share Data to Improve Prioritization & Monitoring
- Collaborate to Secure Funding for HEAL
- Leverage Best Practices and Tools for Collective Impact

Community Assets
- Build a Strong Coalition of Diverse Partners to Support HEAL
- Gather & Share Data to Improve Prioritization & Monitoring
- Collaborate to Secure Funding for HEAL
- Leverage Best Practices and Tools for Collective Impact

Zoom: Educate & Promote Healthy Food & Beverage Choices

Outcomes
- Increase People Living at a Healthy Body Weight
- Decrease Consumption of Sugary Drinks
- Increase Consumption of Healthy Foods

Strategies
- Educate & Promote Healthy Food & Beverage Choices
  - Promote 5-2-1-0 Messaging in Communities, Schools, & Clinical Settings
  - Align Local Org Nutrition Standards/Policies with Latest Dietary Guidelines
  - Increase Healthy Food Labeling
  - Expand/Improve Point-of-Purchase Info in Restaurants
  - Implement Summer Children’s Initiative to Reduce Sugary Drinks & Increase Physical Activity
- Educate on Healthy Food Purchasing at Retail Stores
- Expand Nutrition & Cooking Education, Counseling & Demos
- Increase Healthy Food Labeling
- Educate on Healthy Food Purchasing at Retail Stores
- Implement Summer Children’s Initiative to Reduce Sugary Drinks & Increase Physical Activity
- Build a Strong Coalition of Diverse Partners to Support HEAL
- Gather & Share Data to Improve Prioritization & Monitoring
- Collaborate to Secure Funding for HEAL
- Leverage Best Practices and Tools for Collective Impact

Community Assets
- Build a Strong Coalition of Diverse Partners to Support HEAL
- Gather & Share Data to Improve Prioritization & Monitoring
- Collaborate to Secure Funding for HEAL
- Leverage Best Practices and Tools for Collective Impact
### Zoom: Increase Healthy Food Options in Restaurants & Retailers

**Outcomes**

- Increase People Living at a Healthy Body Weight

**Strategies**

- Decrease Consumption of Sugary Drinks
- Increase Consumption of Healthy Foods
- Increase Healthy Food Options in Restaurants & Retailers
- Increase & Promote Healthy Foods at Small Retailers
- Educate on Healthy Food Purchasing at Retail Stores
- Implement Food Safety Training at All Levels
- Promote Restaurants that Serve Local & Healthy Food
- Increase Healthier Food & Beverages Choices by Restaurant Customers
- Increase Healthy Food Labeling
- Improve Local Food System
- Provide Mini-Grants to Retailers for Healthier Foods
- Expand/Improve Point-of-Purchase Info in Restaurants

**Community Assets**

- Build a Strong Coalition of Diverse Partners to Support HEAL
- Gather & Share Data to Improve Prioritization & Monitoring
- Collaborate to Secure Funding for HEAL
- Leverage Best Practices and Tools for Collective Impact

### Zoom: Improve Availability & Affordability for Low Income Residents

**Outcomes**

- Increase People Living at a Healthy Body Weight

**Strategies**

- Decrease Consumption of Sugary Drinks
- Increase Consumption of Healthy Foods
- Improve Availability of Affordable Healthy Food & Beverages to Lower Income Residents
- Support WIC Nutrition Program
- Partner w/ Other Orgs to Support Nutrition for Older Americans
- Increase Healthy Meals to Seniors via WC SNP
- Improve Food Access in “Food Deserts”
- Collaborate to Strengthen Farmers’ Markets & Community Gardens
- Increase Hunger Screening in the Clinical Setting
- Enable Use of SNAP/EBT for Healthy Food

**Community Assets**

- Build a Strong Coalition of Diverse Partners to Support HEAL
- Gather & Share Data to Improve Prioritization & Monitoring
- Collaborate to Secure Funding for HEAL
- Leverage Best Practices and Tools for Collective Impact
**Outcomes**
- Increase People Living at a Healthy Body Weight
  - Decrease Consumption of Sugary Drinks
  - Increase Consumption of Healthy Foods

**Strategies**
- Improve Nutrition in Schools
  - Establish Healthy Food Vending Program in Schools
  - Provide Garden-to-Cafeteria Program for Schools
  - Modify Parties & Rewards to Encourage Good Health
  - Establish Healthier School Menus with Labeling
  - Align Local Org Nutrition Standards/Policies with Latest Dietary Guidelines
  - Implement Food Safety Training at All Levels
  - Increase Partnerships with Real Food Colorado
  - Strengthen the Weld Farm-to-School Purchasing Coalition
  - Improve Local Food System
  - Collaborate to Secure Funding for HEAL
  - Leverage Best Practices and Tools for Collective Impact
  - Expand in-School Training on Nutrition & Cooking
  - Gather & Share Data to Improve Prioritization & Monitoring
  - Build a Strong Coalition of Diverse Partners to Support HEAL

**Community Assets**
- Increase People Living at a Healthy Body Weight
Appendix B
Active Living
Strategies and Activities
Zoom: Programs & Policies for Active Living

Outcomes:
- Increase People Living at a Healthy Body Weight
- Increase Physical Activity in Adults & Children
- Reduce Screen Time for Youth

Strategies:
- Expand Community & After-School PA Opportunities
- Promote School Policies & Programs that Increase PA
- Collaborate to Engage Targeted Populations in PA Programs
- Help Districts Implement the New CO Expectations for Elem. School PA
- Support Employers in Increasing PA in the Workplace
- Integrate PA with PCMH, ACO & Patient Navigator Programs
- Integrate PA with PCMH, ACO & Patient Navigator Programs
- Increase Healthcare Provider Education, Encouragement, & Referrals for PA

Community Assets:
- Build a Strong Coalition of Diverse Partners to Support HEAL
- Gather & Share Data to Improve Prioritization & Monitoring
- Collaborate to Secure Funding for HEAL
- Leverage Best Practices and Tools for Collective Impact

Zoom: Messaging & Education for Active Living

Outcomes:
- Increase People Living at a Healthy Body Weight
- Increase Physical Activity in Adults & Children
- Increase Active Transportation

Strategies:
- Integrate Community-wide Messaging, & Education with Active Living Strategy
- Promote 5-2-1-0 Messaging in Communities, Schools, & Clinical Settings
- Increase Healthcare Provider Education, Encouragement & Referrals for PA
- Leverage State & National Messaging & Tools that Support PA Programs
- Engage Wide Range of Organizations in Consistent Messaging for PA
- Leverage Events to Inspire & Encourage PA
- Engage Media & Social Media to Support Increasing PA & Health
- Implement Summer Children’s Initiative to Reduce Sugary Drinks & Increase Physical Activity

Community Assets:
- Build a Strong Coalition of Diverse Partners to Support HEAL
- Gather & Share Data to Improve Prioritization & Monitoring
- Collaborate to Secure Funding for HEAL
- Leverage Best Practices and Tools for Collective Impact
Increase Physical Activity in Adults & Children

Increase People Living at a Healthy Body Weight

Improve the Built Environment & Accessibility for Physical Activity

Increase Active Transportation

Facilitate Access to Safe, Accessible & Affordable Places for PA

Improving the Built Environment & Accessibility for Physical Activity

Increase Facilities with Joint Use Agreements

Train Staff in Active Living by Design Concepts

Engage Communities in Improving Safety

Increase TA & Awareness of the Health Impact for Planning & Designs

Engage Citizens to Advocate to Build Healthy Communities & Trails

Support Equipping people to Bicycle for Fun & Transportation

Expand Safe Routes to Schools Program

Improve Biking & Walking Trail Connectivity

Collaborate to Secure Funding for HEAL

Leverage Best Practices and Tools for Collective Impact

Build a Strong Coalition of Diverse Partners to Support HEAL

Gather & Share Data to Improve Prioritization & Monitoring

Facilitate Access to Safe, Accessible & Affordable Places for PA

Improve the Built Environment & Accessibility for Physical Activity

Increase Facilities with Joint Use Agreements

Train Staff in Active Living by Design Concepts

Engage Communities in Improving Safety

Increase TA & Awareness of the Health Impact for Planning & Designs

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Improve Biking & Walking Trail Connectivity

Collaborate to Secure Funding for HEAL

Leverage Best Practices and Tools for Collective Impact

Build a Strong Coalition of Diverse Partners to Support HEAL

Gather & Share Data to Improve Prioritization & Monitoring

Collaborate to Secure Funding for HEAL

Leverage Best Practices and Tools for Collective Impact

Build a Strong Coalition of Diverse Partners to Support HEAL

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Leverage Best Practices and Tools for Collective Impact

Build a Strong Coalition of Diverse Partners to Support HEAL

Gather & Share Data to Improve Prioritization & Monitoring

Collaborate to Secure Funding for HEAL

Leverage Best Practices and Tools for Collective Impact
Appendix c
Social Emotional Wellbeing
Strategies and Activities
### Thriving Weld County: Healthy Mind & Spirit Strategy Map

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Strategies</th>
<th>Community Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Mental/Emotional Wellbeing</td>
<td>Reduce Self-Directed &amp; Intrapersonal Violence</td>
<td>Engage Businesses and Citizens in Prevention &amp; Early Intervention</td>
</tr>
<tr>
<td>Increase People Who Receive Needed Care</td>
<td>Increase Alcohol, Tobacco, Other Drug-free Youth &amp; Adults</td>
<td>Increase Programs that Promote Social Connectedness across the Lifespan</td>
</tr>
<tr>
<td>Improve Access to Community Services through Programs &amp; Policies</td>
<td>Improve Awareness &amp; Early Detection of Depression, Suicide, Bullying, &amp; Violence</td>
<td>Expand Community Support Systems for Vulnerable Populations</td>
</tr>
<tr>
<td>Increase Primary Care Providers and Community-based Organizations that Do Prevention</td>
<td>Increase Programs that Promote Social Connectedness across the Lifespan</td>
<td>Gather &amp; Share Data to Improve Prioritization &amp; Monitoring</td>
</tr>
<tr>
<td>Increase Alcohol, Tobacco, Other Drug-free Youth &amp; Adults</td>
<td>Increase Programs that Promote Social Connectedness across the Lifespan</td>
<td>Build a Strong Coalition of Diverse Partners to Support Strategies</td>
</tr>
</tbody>
</table>

### Community Assets:
- Gather & Share Data to Improve Prioritization & Monitoring
- Build a Strong Coalition of Diverse Partners to Support Strategies
- Leverage Best Practices and Tools for Collective Impact