



Health To You - Jefferson County

A Strategic Plan To Improve the Wellness of All Jefferson County Residents

Fall 2010

This plan has been approved by the Jefferson County Health & Wellness Commission and is endorsed by organizations throughout the community.

This plan had the assistance of the Institute for Decision Making (IDM)

University of Northern Iowa

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Fairfield residents about to perform a
Community Walkability Audit

Introductions and Background

Over the last few years, the Iowa Department of Public Health (IDPH) has awarded the Jefferson County Wellness Coalition (the Coalition) four grants that have contributed to a substantial improvement in the food and fitness habits of Jefferson County residents. These grants and the significant health gains they facilitated resulted from the hard work of many dedicated individuals. Key professional volunteers included Ron Blair (Jefferson County Trails Council), Ken Daley (Maharishi University of Management), Detra Dettmann (Pathfinders RC&D), Chris Estle-Tedrow (Jefferson County Public Health), and Ginny Hughes (Jefferson County Health Center).

The Coalition received two grants under the IDPH Harkin Wellness Grant program. The first, awarded in July of 2008, was a \$100,485 two-year grant. The second, a supplemental grant of \$8,914.20, was awarded in April of 2009. Both grants were used to provide coordinated community programs designed to encourage healthier lifestyles, promote wellness, and prevent the health and financial consequences of chronic diseases that are often lifestyle related.

In April 2010, the IDPH awarded the Coalition a third grant. This one, for \$21,827, was an Implementing Quality Improvement in Public Health: Improving Obesity Prevention Outcomes grant. The Coalition received approval for its fourth IDPH grant in August of 2010. This \$100,000 one-year grant was part of the Iowa Healthy Communities Initiative Grant Program.

The original Harkin Wellness Grant stipulated that the Coalition's structure would not be finalized until substantial progress had been made towards its goals of improving the food and fitness habits of Jefferson County residents. Delaying formation of the final structure allowed time for more people to become involved. This strategy worked. Many excellent and successful volunteers came forward to participate. By the fall of 2009 it was clear the time had come to delineate the Coalition's future.

On December 10, 2009, a workshop was held to create a vision for Jefferson County's future. Dennis Haney, IDPH's Community Health Consultant Program Coordinator, directed the workshop. Jefferson County assets and challenges were evaluated. As a result of the workshop, the need for a more comprehensive strategic plan became clear.

Who developed the plan?

Key individuals from across the county were asked to serve as members of the Jefferson County Health and Wellness Commission (the Commission). Some commission members chose to act in an advisory capacity. Others joined the Planning Group.

With funding from the City of Fairfield and the Jefferson County Board of Supervisors, the Institute for Decision Making (IDM) from the University of Northern Iowa was hired to take the Commission members through a process that would result in a strategic plan. IDM members LaDene Bowen and Alli Born Ingman facilitated six meetings with commission members in May and June of 2010.

Planning Group

Debbie Arnold	Detra Dettmann	Cheryl Fusco Johnson	Todd Reifsteck
Jennifer Anderson	Janice Dix	Bob Keller	Dee Sandquist
Richard Beall	Chris Estle-Tedrow	Arthur Lee Land	Jim Schurman
Ron Blair	Bob Ferguson	Jim McGaffey	Eva Norlyk Smith
Jim Buck	Michael Halley	Roger McHone	Terry Smith
Raul Calderon	Julie Harvey	Mike Metz	Rhonda Whitney
Terry Cochran	Ginny Hughes	Dave Neff	Derik Wulfekuhle
Ken Daley	Elisabet Humble	Kent Rice	

Advisory Group

Erin Barkema	Dennis Haney	Brent Willett	
John Dey	Bobbi Martin		
Lee Dimmitt	Randy Menke		

Who will implement the plan?

The Coalition is the coordinating agency for the strategic plan.

What does “Who is Responsible?” mean?

An agency, organization, individual or group has the “Who is Responsible” title because its official leadership and/or members have agreed that the organization will serve as a key implementer and as a primary coordinator in fulfilling particular objectives in the Health & Wellness Plan. Lead agencies are not solely responsible for the implementation of the Plan. Instead, they serve as organizers and motivators for efforts to achieve particular objectives. In many cases an objective (or closely related activity) may already be a significant element of the agency’s own programming. In some instances, it may call for an expansion of the organization’s current operations.

What does “Other Partners” mean?

An agency, organization, individual or group has the “Other Partners” title because its official leadership and/or members have agreed that the “organization” will serve as an active implementer along with the lead organization and other secondary organizations in fulfilling particular objectives in the Health & Wellness Plan. As appropriate, secondary agencies will work closely with lead agencies to determine what action steps should be taken, the timeline for each action and the proper designation of responsibility. Each secondary agency agreed to take an active role in the implementation of the Plan’s objectives. “Active role” implies that resources will be needed and used (people, money, information, etc.). Secondary agencies will often partner with other agencies, possibly for the first time, to ensure the success of the Plan.

Other Supportive and Encouraging Organizations

Many organizations in the community might have a stake in the outcomes of certain objectives in the Plan, and they may provide support and encouragement, even get involved in helping to achieve the objectives. They are, however, not officially listed as either lead or secondary responsible organizations unless they have been asked to take on one of those roles and have agreed to it.

Constructing a Sustainable Wellness Community

Our Beliefs

Good health is the most fundamental asset of human life. Good health is supported through healthy lifestyle habits, and we support and maintain health not just as individuals, but also as a community.

While honoring the diversity of opinions and interests in our community, we are fulfilling this obligation by making wellness resources, education and activities available to all of us who live in Jefferson County.

Our Vision

Our community is healthy, active, and physically fit. Through community awareness and collaboration, we have created a culture of wellness enhancing the health, vitality, and wellbeing of all residents.

The vision for our community includes the following seven elements:

1. **Culture of Wellness:** Health and wellness are a priority in our lives regardless of age, nationality, or socio-economic status. We have an active, healthy lifestyle in all aspects of our daily living at work, home, and play.
2. **Community Building:** Healthy living habits, fitness activities, and wellness events routinely bring us together, promote collaboration, and contribute to a sense of community.
3. **Local Healthy Foods:** We choose and enjoy fresh, delicious locally-grown foods throughout our community in our homes, schools, restaurants, hospitals, and other places.
4. **Wellness Education:** We are a leader offering state-of-the-art wellness education programs in fitness, nutrition, and weight management in all parts of the community, including our schools, work places, and homes. These events, activities, and classes also provide us with the support we need to develop and maintain a healthy lifestyle.
5. **Wellness Resources & Information:** We educate and promote wellness as a goal in our community via printed material, radio/TV programs, online wellness information hubs, and a wellness logo that identifies healthy lifestyle opportunities.
6. **Built Environment:** Our local environment allows us all to lead active lives. Community gardens, trail systems, parks, boating and swimming areas, dance and fitness studios, recreational centers, healthcare facilities, places of employment, schools, churches, restaurants, and hotels all contribute to our well-being.
7. **Health Promotion Policies:** Our community leaders work collaboratively to create local policies that encourage healthy lifestyles where we live, learn, work, and play.

Objectives

Culture of Wellness: *Health and wellness are a priority in our lives regardless of age, nationality, or socio-economic status. We have an active, healthy lifestyle in all aspects of our daily living at work, home, and play.*

Goal / Aim	Strategies	Who is responsible?	Other partners	Timeline	Success Indicators / Measures
Create public and visible opportunities for physical activity and community cohesion through multi-generational events that offer something for everyone	Support and create physical activity based events: <ul style="list-style-type: none"> • Bike Fests • Dance Nights • Morning exercise on the Square • Events during Farmer’s Market • Celebrity trail walks • Regular weekly walking groups at different entry points of trails • Jefferson County game days 	100 Ambassadors Group	Businesses, organizations, and individuals in the community	Ongoing	Are events being scheduled that cover all age ranges?
	Support, publicize, and integrate current physical activity and community events already established, such as: <ul style="list-style-type: none"> • Turkey Trot • Athletic training interest groups • Monthly Fairfield Local Food Fest 	100 Ambassadors Group	Businesses, organizations and individuals in the community	Ongoing	Are events being scheduled that cover all age ranges?

Wellness Education: We are a leader offering state-of-the-art wellness education programs in fitness, nutrition, and weight management in all parts of the community, including our schools, work places, and homes. These events, activities, and classes also provide us with the support we need to develop and maintain a healthy lifestyle.

Goal / Aim	Strategies	Who is responsible?	Other partners	Timeline	Success Indicators / Measures
Develop wellness programs for businesses that support healthy lifestyle choices for their employees	Ask major/large employers in town about their current wellness programs.	QI Grant Recipients - JCHC, Ken Daley, Raul Calderon	JCPH, school teachers if assisting the school district, JeffCoWAC Marketing Director, various speakers or experts as needed	2010 - 2011	
	Let them know we can develop, encourage or support them in their efforts.	QI Grant Recipients - JCHC, Ken Daley, Raul Calderon	JCPH, school teachers if assisting the school district, JeffCoWAC Marketing Director, various speakers or experts as needed	2010 - 2011	
	Develop programs, activities or lectures customized to each employer's needs.	QI Grant Recipients - JCHC, Ken Daley, Raul Calderon	JCPH, school teachers if assisting the school district, JeffCoWAC Marketing Director, various speakers or experts as needed	2010 - 2011	<ul style="list-style-type: none"> • Assist five or six companies with some form of a wellness activity or event. • QI measurement

					objective is to have three companies participate in the Rockport Walk Test.
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Wellness Resources & Information: *We educate and promote wellness as a goal in our community via printed material, radio/TV programs, online wellness information hubs, and a wellness logo that identifies healthy lifestyle opportunities.*

Goal / Aim	Strategies	Who is responsible?	Other partners	Timeline	Success Indicators / Measures
Create a marketing plan to implement the Jefferson County Health & Wellness Strategic Plan	<p>Find a Marketing Director. Either paid by a grant, paid by an employer, or a volunteer to create a marketing plan based on the goals of the Strategic Plan</p> <ul style="list-style-type: none"> • Develop a monthly calendar of events • Maintain a Website <ul style="list-style-type: none"> • Create a Health Tip resource for the website submitted by people with expertise in areas such as nutrition, exercise, physiology, etc., to email, put on website and 	The Leadership Team that comes forward to implement the plan will choose the Marketing Director.	Marketing professionals in town; Bob Moore, Ken Daley, Deb Arnold, Dee Sandquest	Winter 2011	Completion of a written plan

	<p>on other media</p> <ul style="list-style-type: none"> • Develop methods for Social Networking (Facebook, etc.) • Wellness Column on various topics published in local media and on website (running, biking, swimming, dance, yoga, tai chi, etc.) • Compile a list of speakers' wellness topics • Create comprehensive list of wellness providers with contact info, service description, and target client—electronic and print versions • Compile information on where to go and what to do for 5K, 10K, mini-triathlons, etc. 				
Goal / Aim	Strategies	Who is responsible?	Other partners	Timeline	Success Indicators / Measures
Create a Brand (logo/ look and feel) to identify Partners who support Community Wellness and to use on promotional	Develop a logo that will be used to identify companies that support our mission.	Create a small committee to narrow down the logo options to three or four and then present	David Kreamer (FHS art teacher), Greg Thatcher (MSAE art teacher), Pekin High School art teacher, etc.	Winter 2011	Completion of a logo that can serve many purposes, i.e., the web, print materials, store decal, and possibly a

materials, website, etc.		them to the Leadership Team for approval.			mascot
	Have a logo contest to help with the logo development. The contest would include high school students, or expand to include local artists, if needed.				
	Possibly have the logo be something that could be turned in to a mascot.				
	If needed, have the chosen logo refined and turned into print-ready artwork by a graphic designer.				

Health Promotion Policy: *Businesses, schools, and community organizations create/develop/update policies that promote and support healthy lifestyle choices by the end of 2012.*

Goal / Aim	Strategies	Who is responsible?	Other partners	Timeline	Success Indicators / Measures
Develop wellness programs in businesses and organizations that support healthy lifestyle choices for	Bring business leaders together for a symposium on the benefits of a healthier work force.	Compose business leader committee, Wellness Commission	Chamber, Businesses, Wellmark	2011 - 2012	

employees by year-end 2012.		lead, manufacturing business leads			
	Establish a subcommittee to create healthy choice employee policies in regards to overall employee health through exercise, physicals & health assessments, and nutrition.	Compose business leader committee, Wellness Commission lead, Manufacturing business leads	Chamber, Businesses, Wellmark	2011 - 2012	
	Develop/utilize health tools to monitor and improve personal health.	Compose business leader committee, Wellness Commission lead, Manufacturing business leads	Chamber, Businesses, Wellmark	2011 - 2012	Aggregate report for employee health indices (baseline) completed by 2011
	Visit the top five employers and create expectations for health and wellness (best practices).	Compose business leader committee, Wellness Commission lead, manufacturing	Chamber, Businesses, Wellmark	2011 - 2012	Annual "Calendar of Healthy Events" established for businesses by 2012

		business leads			
	Invent criteria to evaluate businesses that promote healthy lifestyles and recognize through Jefferson County Branding affiliation.	Compose business leader committee, Wellness Commission lead, manufacturing business leads	Chamber, Businesses, Wellmark	2011 - 2012	
	Assist businesses in setting up in-house incentive Rewards Program for their employees.	Compose business leader committee, Wellness Commission lead, manufacturing business leads	Chamber, Businesses, Wellmark	2011 - 2012	Employee incentive system in place in 20 local businesses by 2012
Goal / Aim	Strategies	Who is responsible?	Other partners	Timeline	Success Indicators / Measures
Complete a group BMI analysis of students to set policy goals.	Secure grant funds for analysis.	Dr. Raul Calderon, MUM	School administrators, PE teachers, school board, Public Health	September 2010	Adequate funding is secured.
	Conduct analysis <ul style="list-style-type: none"> Request BMI data from school districts in Jefferson County 	Dr. Raul Calderon, MUM	School administrators, PE teachers, school board, Public Health	Analysis will be conducted between	BMI analysis, including data for 95% of students in

	<ul style="list-style-type: none"> • Check and prepare data set for analysis • Run frequencies, confidence intervals, and mean comparisons • Prepare graphs and frequency tables • Analyze differences in county data compared to national data • Prepare report for presentation 			September, 2010 and March, 2011	Jefferson County completed by March, 2011
	<p>Share results with stakeholders and suggest physical activity/fitness policy changes to Jefferson County School Board</p> <p>Lead: Dr. Raul Calderon, MUM</p> <ul style="list-style-type: none"> • Partners: school administrators, PE teachers, school board, Public Health • Timeline: Analysis will be conducted between September, 2010 and March, 2011 • Success Indicators: BMI analysis including data for 95% of students in Jefferson County, completed by March, 2011; Results and suggestions of how to lower overall student BMI shared with 	Dr. Raul Calderon, MUM	School administrators, PE teachers, school board, Public Health	Analysis will be conducted between September, 2010 and March, 2011	Results and suggestions of how to lower overall student BMI shared with Jefferson County School Board by June, 2011

	Jefferson County School Board by June 2011.				
Goal / Aim	Strategies	Who is responsible?	Other partners	Timeline	Success Indicators / Measures
Create city and county policies to develop walkable/ bikeable communities by 2012	Add bike lines and increase bicycle parking in preferred locations	Fairfield City Council, Jefferson County Supervisors	Jefferson County Trails Council, Fairfield Parks and Recreation, Biking Groups, JeffCo WAC	2012	Safe and useable bike lanes and/or walking paths easily accessible to 80% of Jefferson County residents by 2012
	Continue to improve and expand sidewalks	Fairfield City Council, Jefferson County Supervisors	Jefferson County Trails Council, Fairfield Park and Recreation, Biking Groups, JeffCo WAC	2012	Safe and useable bike lanes and/or walking paths easily accessible to 80% of Jefferson County residents by 2012
	Support continued expansion of trail system	Fairfield City Council, Jefferson County Supervisors	Jefferson County Trails Council, Fairfield Parks and Recreation, Biking Groups, JeffCo WAC	2012	Safe and useable bike lanes and/or walking paths easily accessible to 80% of Jefferson County residents by 2012
	Expand signage and other traffic controls in favor of pedestrians and cyclists	Fairfield City Council,	Jefferson County Trails Council, Fairfield Parks	2012	Safe and useable bike lanes and/or

		Jefferson County Supervisors	and Recreation, Biking Groups, JeffCo WAC		walking paths easily accessible to 80% of Jefferson County residents by 2012
	Incorporate bike and pedestrian infrastructure into zoning and subdivision requirements	Fairfield City Council, Jefferson County Supervisors	Jefferson County Trails Council, Fairfield Parks and Recreation, Biking Groups, JeffCo WAC	2012	Safe and useable bike lanes and/or walking paths easily accessible to 80% of Jefferson County residents by 2012
	Expand “Safe Routes to School” program	Fairfield City Council, Jefferson County Supervisors	Jefferson County Trails Council, Fairfield Parks and Recreation, Biking Groups, JeffCo WAC	2012	Safe and useable bike lanes and/or walking paths easily accessible to 80% of Jefferson County residents by 2012

Culture of Local Healthy Foods: *We choose and enjoy fresh, delicious locally-grown foods throughout our community in our homes, schools, restaurants, hospitals, and other places.*

Goal / Aim	Strategies	Who is responsible?	Other partners	Timeline	Success Indicators / Measures
Increase the availability of locally grown food by establishing	Secure grant funding or private donations to fund a part-time intern to oversee	Hometown Harvest of SE Iowa	USDA Farm Service Agency, USDA Natural Resources	Gardens established by 2014	Minimum of eight community gardens established

community gardens in Jefferson County.	community garden program.		Conservation Service, ISU Extension, Many Shades of Sisterhood, Sustainable Living Coalition, Fairfield Community School District, Fairfield Go-Green Commission, Jefferson County Master Gardeners, Fairfield FFA, local area businesses to provide seeds or plants.		
	Assist and support existing community garden efforts by Many Shades of Sisterhood and Wanda Sandfire.	Hometown Harvest of SE Iowa			
	Work in partnership with the USDA initiative “Know Your Farmer, Know Your Food” and Jefferson County Farm Service Agency and Natural Resources Conservation Service offices.	Hometown Harvest of SE Iowa			
	Develop school gardens as part of Farm to School program.	Hometown Harvest of SE Iowa			
	Work with Jefferson County Master Gardeners.	Hometown Harvest of SE			

		Iowa			
	Partner with Fairfield FFA to grow plants in greenhouses for the gardens.	Hometown Harvest of SE Iowa			
Goal / Aim	Strategies	Who is responsible?	Other partners	Timeline	Success Indicators / Measures
Support the transition of conventional corn and soybean acres to fruit and vegetable production.	Secure grant funds to develop a workshop demonstrating how local production for local consumption can augment a traditional agricultural operation.	Hometown Harvest	USDA-NRCS	2015	Ten producers willing to convert part of farm or rent out portions of their farm to fruit & vegetable production
	Host a field trip to showcase how traditional farm operations have expanded or diversified to include local fruit and vegetable production.	Hometown Harvest	USDA-NRCS	2015	
	Purchase and make available for rent mechanized harvest equipment for crops, such as green beans, potatoes, etc.	Hometown Harvest	USDA-NRCS	2015	
Goal / Aim	Strategies	Who is responsible?	Other partners	Timeline	Success Indicators / Measures

Develop a producer alliance to aggregate product to supply restaurant and institutional buyers.	Secure Value-Added Producer Grant to complete feasibility study for development of a Cooperative or Limited Liability Partnership.	Hometown Harvest of SE Iowa and local food producers	ISU Value-Added Extension	2014	<ul style="list-style-type: none"> • Completed feasibility study by 2012 • Minimum of 18 producers develop a formal organization by 2013 • Marketing and website presence fully developed by 2014
	Develop an online ordering process for buyers once organization is formally developed.	Hometown Harvest of SE Iowa and local food producers	ISU Value-Added Extension	2014	
	Secure central location for aggregating and distributing product.	Hometown Harvest of SE Iowa and local food producers	ISU Value-Added Extension	2014	
	Procure a refrigerated van or truck for produce delivery.	Hometown Harvest of SE	ISU Value-Added Extension	2014	

		Iowa and local food producers			
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Built Environment Policy: *The built environment encourages the community to actively engage in healthy activity by utilizing resources within our county.*

Goal / Aim	Strategies	Who is responsible?	Other partners	Timeline	Success Indicators / Measures
Maximize usage of existing recreational facilities within the community by the end of 2012.	Educate the public in properly following city ordinances, laws, or any regulations regarding county recreational facilities or public entities.	Fairfield Parks and Recreation, MUM	Fairfield Police Department, Fairfield City Council	2012	Educational program for proper use of recreational facilities launched by June, 2011
	Improve communication of events through a common means that reaches 80% of the county population.	Fairfield Parks and Recreation, MUM	Fairfield Police Department, Fairfield City Council	2012	Communication system that reaches 80% of county residents in place by December, 2011
	Develop an affordable common pass for county residents to use for all public recreational facilities.	Fairfield Parks and Recreation, MUM	Fairfield Police Department, Fairfield City Council	2012	Common Pass for all public recreational facilities developed by December, 2012
Goal / Aim	Strategies	Who is responsible?	Other partners	Timeline	Success Indicators / Measures
Educate the public to optimize trail use by June, 2011.	Expand public knowledge about key entry points and connectivity onto the Jefferson County trail	Jefferson County Trails Council, Fairfield Parks and Recreation,	Jefferson County Historical Preservation Commission	2011	Public trail education program in place by June, 2011

		Jefferson County Conservation Board			
	Create a mileage marker system	Jefferson County Trails Council, Fairfield Parks and Recreation, Jefferson County Conservation Board	Jefferson County Historical Preservation Commission	2011	Visible mile markers installed on main trail paths by June, 2011
	Establish fitness group leaders for biking, walking, and running the trail with distinctive days and times	Jefferson County Trails Council, Fairfield Parks and Recreation, Jefferson County Conservation Board	Jefferson County Historical Preservation Commission	2011	At least four weekly biking/walking/running groups utilizing the trails by September, 2011
Promote the benefits, availability, and safe use of resources for walking and biking to the general public (from Fairfield Go-Green Strategic Plan 2020)	<ul style="list-style-type: none"> • Promote bike-to-work days • Walk-to-work days • Bike shows • Alternative commuter awards/publicity • Car-free events in town 	Jefferson County Trails Council	Fairfield Parks and Recreation, Jefferson County Health Center, AJ's Bike Shop	March 2011 (date modified from Fairfield Go-Green Strategic Plan 2020)	Education and outreach plan developed by March, 2011; Increased utilization of paths/trails

Expand infrastructure for pedestrians and cyclists (from Fairfield Go-Green Strategic Plan 2020)

- Add bike lanes
- Increase bicycle parking in preferred locations
- Bike rack sponsorship program
- Continue to improve and expand sidewalks
- Support continued expansion of trails system
- Expand signage and other traffic controls in favor of pedestrians and cyclists
- Incorporate bike and pedestrian infrastructure into zoning and

City of Fairfield

Jefferson County Trails Council, Fairfield Community School District, Jefferson County Health Center

2020

Full adoption of Fairfield Walking/Biking plan; 100% connectivity of walking/biking routes within city limits by 2020

