



# Summary of Accomplishments 2008-2009

## Creating a Community that is Healthy By Design

---

### 1. Community Summit

**2008 - 2009 Goal:** Hold a summit to engage community leaders, policy makers, guide community members through the creation of a community asset map, launch the “Healthy by Design” Recognition, and continue Health Impact Assessment (HIA) training and promotion.

**Healthy By Design supported the Community Summit goal by:**

- Trailhead to Health Summit held on May 20-21, 2009
- Summit agenda included breakout sessions for asset mapping, Healthy by Design introduction and HIA training
- There were over 100 attendees representing organizations that included the Billings City Council, City of Billings/Yellowstone County Planning Board and department staff members, Met Transit, local school districts, area hospitals, nearby universities, the Billings Chamber of Commerce, Senator John Testers’ office, Senator Max Baucus’ office, and many more
- To compliment the HIA training, the City of Billings Planning Department presented on the successful use of the Growth Policy HIA

### 2. Education Campaign

**2008-2009 Goal:** Work to educate policy-makers, create inspiring marketing tools, and embed a grassroots organizer in the community.

**Healthy By Design supported the education campaign goal through:**

- Grassroots organizer hired in February 2008
- Health Impact Assessment training held on September 28 and 29, 2008 with 32 participants
- Creation of a Healthy By Design Communications subcommittee
- The 2-day Trailhead to Health Summit was held in May 2009 and had over 100 attendees
- There was an insert in the Billings Gazette titled “Becoming the Trailhead to Health” that reached approximately 102,000 people
- Two posters were presented at the National Association of County-City Health Officials Annual Meeting. The posters were entitled “A Health Impact Success Story” and “Shaping a Community Coalition”
- Project staff presented an “Introduction to Health Impact Assessment” and “Creating a Community That is Healthy By Design” at the Montana Public Health Association Annual Meeting.
- The following communication materials were developed:
  - Poster titled “Health Impact Assessment”
  - Poster titled “Blueprint for a Healthy Community”
  - Healthy by Design promotional materials including posters and brochures

- Staff presented at the Montana Association of Planners Annual Meeting on HIA and the Growth Policy
- Community Health Action Response Team attended a NACCHO sponsored learning institute in Denver in July 2009
- Healthy Place members participated in the East Billings Urban Renewal District plan development and due to this participation one of the guiding principles was rewritten to include healthy living as a component (Encourage environmental consciousness, green development, clean technology and healthy living).
- Presentation of Healthy By Design to the Aviation and Transit Commission
- Participation in the Chamber of Commerce Trails Committee
- Staff presented a Health Impact Assessment overview and/or results to a variety of decision makers including the City of Billings Planning Department, Planning Board, Better Billings Foundation, the City of Billings Parks and Recreation Department and Healthy By Design Coalition.

### **3. Transportation**

**2008-2009 Goal:** Interconnected transportation system to include all users

***Healthy By Design supported the interconnection of transportation systems to include all users in the following ways:***

- Secured membership from MET Transit on the Healthy By Design Steering Committee.
- Encouraged members to attend Heritage Trail events.
- Supported various transportation special events including: Trail Trek; Walk, Bike, Bus Week; Sneakers, Spokes & Spark Plugs Challenge
- Hosted “A Community Conversation about Active Transportation” on Feb 18, 2009 in the Mansfield Center that included conversation about healthy lifestyles, environmental benefits, reduction of traffic congestion, physical activity, energy independence, Safe Routes to School, & community trails. The event was attended by 100 people.
- Applied for and secured an ACHIEVE grant with the goal of adopting a Complete Streets Policy
- Hosted an event for policy makers focused on education and celebrating a healthy community – “Celebrate A Healthy Billings”
- Hosted the Trailhead to Health Summit, featuring nationally recognized health advocate Mark Fenton, that was attended by 100 area leaders
- Held a strategic planning process that identified 15 possible priorities for transportation support
- Published the Trailhead to Health Summit insert in the Billings Gazette
- Secured adoption of a community health section in the Billings/Yellowstone County Growth Policy that included specific guidelines for active transportation
- Supported adoption of transportation priorities for the Billings City Council
- Presentation of Healthy By Design to the Aviation and Transit Commission

### **4. Healthier Food Choices**

**2008-2009 Goal:** Identify projects that the Alliance members will support with resources and influence.

***Healthy By Design supported healthier food choices in the following ways:***

- Secured membership from nutrition experts on the Healthy By Design Steering Committee
- Shared information and supported efforts to existing groups supporting healthier eating, including Billings Action for Healthy Kids (BAFHK) and Billings School District’s Wellness Committee.
- Applied for and secured an ACHIEVE grant with the goals of designing healthy food policies for the workplace to be adopted by area businesses.

- Hosted an educational event for community leaders that modeled healthy food offerings in the work environment
- Hosted the Trailhead to Health Summit, featuring nationally recognized health advocate Mark Fenton, which was attended by 100 area leaders.
- Held a strategic planning process as part of the Summit to identify nutrition priorities.
- Published the Trailhead to Health Summit insert in the Billings Gazette
- Secured adoption of a community health section in the Billings/Yellowstone County Growth Policy that included specific guidelines for increasing nutritious foods for residents in all neighborhoods.
- Initiated Healthy By Design recognition to encourage healthy eating at public events.

## **5. Wellness Day (Healthy By Design Recognition)**

**2008-2009 Goal:** Build off an existing National Day and focus on creating community-wide effort here – similar to the effort for Bike to Work week.

NOTE: After reviewing existing events and activities in the community related to “wellness”, the Coalition recognized that many such activities are already occurring. In an effort to reduce duplication, highlight the existing activities, encourage event coordinators to consider health when planning their events, and establish a standard of excellence related to designing events, the committee created the Healthy By Design recognition program.

### ***Healthy By Design supported the Wellness Day goals by:***

- The development of the “Healthy By Design” (HBD) endorsement. The endorsement was developed as a way of promoting events in Billings that are designed with health in mind. This endorsement is done through an application process and each application is reviewed and evaluated by a team of experts. There are five criteria addressed which include safety; nutrition; physical activity; prevention and wellness; and environmental stewardship.
- Development of HBD criteria and resources.
- Creation of HBD evaluation team that includes members from each Alliance organization & the Healthy By Design Coalition.
- The receipt of 17 applications for the HBD endorsement
- Development of HBD promotional materials
- Staff presented “Recognizing a Community that is Healthy By Design” at the 2009 Montana Public Health Association annual meeting.

## **6. Health Impact Assessment**

**2008 – 2009 Goal:** Complete at least one Health Impact Assessment (HIA)

### ***Healthy By Design supported this goal by:***

- Receipt of a Robert Wood Johnson grant in November 2007
- Completion of three HIAs during RWJF grant period (November 2007 – November 2009)
- HIA completed on the 2003 Yellowstone County and City of Billings Growth Policy led to the development of a Community Health Section in the 2008 Growth Policy
- Staff presented at the Montana Association of Planners Annual Meeting on Health Impact Assessment and the Growth Policy
- A one and half day HIA workshop was held in September 2008 in Billings with over 30 attendees
- Staff presented a Health Impact Assessment overview and/or results to a variety of decision makers including the City of Billings Planning Department, Planning Board, Better Billings

Foundation, the City of Billings Parks and Recreation Department and Healthy By Design Coalition.

- Staff presented an “Introduction to Health Impact Assessment” at the Montana Public Health Association Annual Meeting.
- Poster presented at the National Association of County-City Health Officials Annual Meeting entitled “A Health Impact Success Story.”