2017-2020 Community Health Improvement Plan (CHIP)

18 Month Progress Update:
July 2017 – December 2018
Published January 31, 2019

Yellowstone County, Montana
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Executive Summary: July – December 2018
Community Health Improvement Plan Implementation

Significant Outcomes

- The 8th annual Healthy By Design Gardeners’ Market at South Park experienced continued growth in customers, weekly sales, and community partner engagement, creating a welcoming space for increased access to healthy, affordable foods, and community building at South Park. The Gardeners’ Market averaged nearly 200 customers and $977 in sales each week, which included $100 in WIC Farm Direct voucher and $50 in SNAP benefit redemption.

- Parks Rx maps developed with community input for North and Pioneer Parks

- A total of 12 entryway signs and 3 box wraps celebrating the Bright Side of the Tracks installed around the South Side triangle neighborhoods

- Healthy food truck and worksite recognition applications developed

- 5 School Wellness Champions recognized

- Creative placemaking selected as the next CHIP focus

Activating Resources

- Awarded a $10,000 grant from the Montana Department of Public Health and Human Services to enhance Coalition member capacity to lead CHIP initiatives

- Awarded our 3rd grant from the United States Department of Agriculture to expand the Gardeners’ Market at South Park to better serve senior populations and increase vendors through 2021

- Partnered with the Billings Area Chamber of Commerce to participate in a national healthy community training program through the Association of Chamber of Commerce Executives in partnership with the Robert Wood Johnson Foundation

Sharing Our Story

- Conference and webinar presentations:
  Inaugural Food Sovereignty Summit in Billings, Montana
  Montana Public Health Association Annual Meeting and Conference
  National Safe Routes to Schools Partnership webinar, Leading with Health

- Local media spotlight:
  New Signs Tout Billings South Side as the Bright Side (Billings Gazette, 09/2018)
  New Signs Serve As Welcome Mat to Billings’ South Side (Q2 News, 09/2018)
  South Side Intersection Brightened Up by Billings Teen’s Signal Box Artwork (Q2 News, 10/2018)
  Healthy Communities, Healthy Workforce (Billings Chamber of Commerce LiNK, 12/2018)
Healthy By Design Coalition Accomplishments
July 1, 2017 – December 31, 2018

Since July 2017, Healthy By Design Coalition Members have:

Submitted 10 Letters of Support on behalf of the Coalition for member grant applications that align with the 2017 – 2020 Community Health Improvement Plan, including the following:

- MET Transit Bus Upgrades
- Opportunity Zones Designation
- Strider Course at Trails End Park
- Shiloh Conservation Area Trail
- Yellowstone Valley Food Hub
- One Big Sky District Cultural District Plan
- Designated funding for area trails

Highlighted Coalition projects through presentations or poster sessions at the following events:

- Montana Association of Planners 2017 Annual Meeting and Conference in Miles City, Montana
- 2017 Montana Healthy Communities Conference in Helena, Montana
- 2017 Leadership Billings Trailhead Academy
- Better Off in Billings, 2018
- RiverStone Health’s 10th Anniversary Open House, 2018
- Inaugural TrailNation Summit in Milwaukee, Wisconsin, 2018
- Inaugural Food Sovereignty Summit in Billings, Montana, 2018
- Montana Public Health Association 2018 Annual Meeting and Conference in Helena, Montana
- National Safe Routes to Schools Partnership webinar titled, Leading with Health, November 2018

Additional Milestones

2017
- Awarded implementation funding from the Kresge Foundation to advance the healthy neighborhood project on the South Side of Billings, Montana
- Awarded a community health improvement plan implementation grant from the Montana Department of Health and Human Services to pilot a Parks Rx initiative

2018
- Selected to film a project spotlight for the Kresge Foundation’s 2017 annual report
- Team of Coalition members are invited to represent the Billings community during the invitation-only TrailNation Summit in Milwaukee, Wisconsin, hosted by the Rails to Trails Conservancy
- 7th Healthy By Design Gardeners’ Market begins at South Park
- Awarded a community health improvement planning grant from the Montana Department of Health and Human Services – Systems Improvement Division to enhance Coalition member capacity to lead CHIP initiatives
- Signed the Center for Science in the Public Interest’s Healthy Meeting Pledge
(Accomplishments, continued)

Signed a letter in support of maximized investment in the Emergency Food Assistance Program (TEFAP) as part of the federal Farm Bill

Awarded a 3rd Farmers Market Promotion Program grant from the United States Department of Agriculture to support the Gardeners’ Market through September 2021

Recognized 5 local School Wellness Champions

Selected to partner with the Billings Chamber of Commerce on a community health improvement initiative as part of a pilot design-systems thinking project
**IMPROVEMENT PLAN OVERVIEW**

**Vision**

Make the Healthy Choice the Easy Choice

**Overall Approach**

Healthy By Design, through **policy**, **systems** and **environmental** change efforts will see a positive effect in Yellowstone County’s physical, behavioral and social wellbeing related to physical activity, nutrition and overall health.

**Long Term Measurement Goal**

Increase proportion of residents who are at a healthy weight in Yellowstone County by 10% to 35.3% by 2030.

**Objectives**

*(no particular order—additional related data available in the CHNA)*

<table>
<thead>
<tr>
<th>Increase in reported consumption of 5 servings/day of fruits and vegetables among Yellowstone County residents from 30.8% to 33.88% by 2020</th>
<th>Increase in reported children who are physically active for 1+ hours/day in Yellowstone County from 70.8% to 77.8% by 2020</th>
<th>Increase proportion of adults reporting leisure time physical activity in Yellowstone County from 82% to 90.2% by 2020</th>
<th>Increase in reported Yellowstone County adults whose activities are not limited in some way due to a physical, mental, or emotional problem from 70.4% to 77.44% by 2020</th>
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</table>

Based on guidance from Healthy People 2020.

**Adopted Healthy By Design Strategies for the 2017 – 2020 CHIP Cycle:**

1. Healthy Food Retail and Food Procurement
2. Creating and Improving Access to Places, Parks, and Playgrounds for Physical Activity; Creating and Maintaining Safe Neighborhoods
3. Providing Space for Activities that Encourage Social Participation and Inclusion
4. Community Scale Urban Design and Land Use Policies
2017 – 2020 Yellowstone County Community Health Improvement Plan
Initiatives to Date (Updated December 2018)

Recognition Opportunities
Events
School Wellness Champions
Worksites
Food Vendors

Healthy Neighborhood Project – South Side of Billings
Grocery Store Initiative
Community Gardening Continuum
Bright Side of the Tracks branding

Gardeners’ Market at South Park including Move at the Market
Parks Rx
Healthy Community Initiative – Association of Chamber of Commerce Executives
Safer Routes to Schools through Creative Placemaking
5-2-1-0 Message
Assessing Joint, Shared, and Open Use in Yellowstone County
Pioneer ‘Perks’
Advocacy for Healthy Community Design: Project Re:Code + One Big Sky District

Graphics source: www.venngage.com, 2018
Overview: Strategy 1 - Healthy Food Retail and Healthy Food Procurement

Current Situation:
While an individual can avoid physical activity by simply not doing it, daily consumption of food is a necessary part of survival. However, Yellowstone County residents experience several barriers to consuming healthy foods, including affordability and availability.

What if your morning latte came with a side of fresh fruit or a simple salad? One key strategy for increasing access to healthy foods, such as fruits and vegetables, is to encourage our local food retailers and institutions to stock and promote these items. Activities selected below aim to increase the prevalence of healthy foods throughout our daily lives, so that the healthy choice is the easy choice.

Strategy Description:
There is strong evidence that a strategy focused on healthy food retail and healthy food procurement methods is an effective approach to improve healthy weight and increased consumption of nutritional foods. Retail environments and institutional meal offerings, including schools, workplaces, neighborhood convenience stores, and coffee shops, can each play a significant role in consumer food choices, for better or worse. This is especially true for residents of neighborhoods that lack access to full service grocery stores, who otherwise may find it easier to find junk food than fruits and vegetables. Examples of proven activities related to this strategy include increasing retail offerings to include nutritious options, intentional product placement and marketing of these foods, while de-emphasizing unhealthy products such as tobacco, alcohol, sugary drinks and other junk foods.

Sources: ChangeLab Solutions, US Surgeon General, CDC Winnable Battles, Procurement - City Health

Addressing Prioritized Needs
Among Yellowstone County residents:
- 1 in 3 consume ≥ 5 servings of fruits and vegetables per day, with higher disparities among men, seniors 65+ and low income residents
- Half report some degree of difficulty in finding fresh produce as an affordable price, with higher disparities among women, middle aged adults (40 – 64 years), and low income residents
- 1 in 3 consumed 7 or more sugar-sweetened beverages in the past week
- Nearly 1 in 4 experience limited access to a grocery store

Source: 2016-2017 Community Health Needs Assessment

Supporting Partners (sampling)
Beartooth Resource, Conservation and Development Area, Inc.
Big Sky Economic Development
Billings Clinic
Billings Groundswell, Inc.
City of Billings - VISTA Program
Community Leadership Development, Inc.
Friendship House of Christian Service
Montana Rescue Mission
Montana Team Nutrition
Northern Plains Resource Council (YVCC)
Parks and Recreation
Passages
RiverStone Health
St. Vincent Healthcare
### Work plan: Strategy 1 - Healthy Food Retail and Healthy Food Procurement

#### Objective(s)
- Increase in reported consumption of 5 servings/day of fruits and vegetables among Yellowstone County residents from 30.8% to 33.88% by 2020

#### Outcome Indicators
- % YC residents who consume ≥5 servings of fruits and vegetables/day
- Completed grocery business day
- # resident garden participants
- Others TBD by task group(s)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Performance Indicator</th>
<th>Target Date</th>
<th>Additional Information</th>
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<tbody>
<tr>
<td>Healthy Neighborhood Project – Food Related Objectives</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>South Side Community Garden*</td>
<td># participants across all pilot projects, community garden location identified, action plan developed, community ‘gardener’ hired</td>
<td>By July 31, 2019</td>
<td>Kresge Foundation: <a href="https://kresge.org/2017-freshlo-grants">https://kresge.org/2017-freshlo-grants</a>  Project Webpage: <a href="http://www.hbdyc.org/healthyneighborhoodproject">www.hbdyc.org/healthyneighborhoodproject</a>  Partners – Billings Parks and Recreation; Friendship House of Christian Service; South Side Task Force; RiverStone Health</td>
</tr>
<tr>
<td>Healthy Food Vendor Recognition</td>
<td># participants in food truck focus group  Healthy Food Truck application and initiative guidelines created</td>
<td>By June 30, 2018</td>
<td>HBD Event Recognition: <a href="http://www.healthybydesignyellowstone.org/event-recognition/">http://www.healthybydesignyellowstone.org/event-recognition/</a>  Philadelphia Example: <a href="https://phillyhealthyfoodtrucks.wordpress.com/">https://phillyhealthyfoodtrucks.wordpress.com/</a>  Partners – Billings Clinic, Billings TrailNet, Kristin Neva (Community Advocate), Ginny Mermel (Community Advocate), RiverStone Health</td>
</tr>
</tbody>
</table>

Additional information, such as a task group action plan, is available upon request.

*Grant funds received to support initiative
Update: Strategy I - Healthy Food Retail and Healthy Food Procurement

Healthy Neighborhood Project – Food Related Objectives

Update: July 1 – December 31, 2018: Since July 2018, the healthy neighborhood project team and task groups have advanced the following activities.

The grocery store task group has moved forward with their project through the following:

- Solidified project goals and market analysis needs
- Explored feasibility study avenues, costs, and potential locations
- Identified content experts to engage in a planning workshop in spring 2019
- Performance indicator(s) (progress July 1 – December 31, 2018):
  - # organizational partners engaged in business development process: 10
  - Market analysis completed and distributed: The task group collectively decided to hire a South Side neighborhood resident to lead the business plan and feasibility study using funds from the healthy neighborhood grant. This individual has been hired and will join the HBD team in January 2019.

The community garden task group focused fall efforts on enhancing the continuum of gardening opportunities within the neighborhood. Activities included the following:

- Developing a work plan to align various gardening projects including the greenhouse, educational opportunities, and South Side Sprouts container gardens.
- Creation of an artist in residence position with Parks and Recreation to design a non-traditional gathering space within South Park with community garden elements for summer 2019. Due to staffing changes with Parks and Recreation, task group members will seek an alternative method of engaging an artist in planning the garden (TBD).
- Performance indicator(s) (progress July 1 – December 31, 2018):
  - # participants across all pilot projects: 212
  - Community garden location identified: complete, South Park
  - Community garden action plan developed: Community Garden Support Specialist work plan developed in March 2018; community gardens task group plan in development, to be finalized in spring 2019.

Healthy Food Vendor Recognition

Update: July 1 – December 31, 2018: Since the last update the task group has worked to finalize the vendor application and look into recognition incentives. Digital content has been created to promote recognition in the late winter/early spring of 2019.

- Performance indicator(s) (progress July 1 – December 31, 2018):
  - Healthy Food Truck application and initiative guidelines created: Completed December 2018 to be distributed and promoted in late winter/early spring 2019.

Pictured above - A decal that Healthy Food Vendors will receive with recognition.
Update: Strategy I - Healthy Food Retail and Healthy Food Procurement

NEW Gardeners’ Market Direct SEED  
(Senior Engagement to Enhance Demand)  
July 1 – December 31, 2018: In September 2018, the United States Department of Agriculture (USDA) awarded the Healthy By Design Gardeners’ Market a Farmers Market Promotion Program grant. This grant of nearly $250,000 will run through 2021 with the objectives of 1) increase customer sales among senior populations by creating a direct marketing campaign, 2) incorporate a senior incentive program and/or referral system, and 3) increase farm and ranch operations selling at the market through the development of a vendor toolkit. A project task group will help to oversee and implement activities related to the grant objectives.

- Performance Indicator(s) (progress July 1 – December 31, 2018):
  - Vendor Focus Group held to identify and recruit members for task group: Held on October 25, 2018 resulting in 4 vendors recruited for the task group
Overview: Strategy 2 - Creating and Improving Access to Places, Parks, and Playgrounds for Physical Activity and Creating and Maintaining Safe Neighborhoods

Current Situation:
Yellowstone County and Billings have several beautiful parks and places for recreation. However, the ability to access these destinations without a car, and safety concerns related to some of these destinations are barriers to their enjoyment.

One key strategy for promoting use of existing facilities, including parks and bikeways, is to normalize their use. Activities selected below promote the normalization of active transportation and parks to increase physical activity. The more this infrastructure is utilized, the safer and popular it becomes.

Strategy Description:
There is strong evidence that a strategy focused on creating and improving access to places for physical activity, maintaining safe neighborhoods, and improving access to parks and playgrounds is an effective approach to improve healthy weight and physical activity. Examples of proven activities related to this strategy include increased access to facilities such as walking trails and exercise spaces, joint and shared use agreements, Complete Streets policies, Complete Parks, safe routes to school and parks, and zoning that promotes accessibility and activity.

Sources: Community Guide, Healthy People 2020, US Surgeon General, CDC Winnable Battles, ChangeLab Solutions, and CDC HI-5

Addressing Prioritized Needs
Among Yellowstone County residents:

- 1 in 5 report no leisure time physical activity
- 1 in 4 meet current physical activity recommendations
- 71% of children are physically active for ≥ 1 hours/day
- 17% have access to recreation & fitness facilities (e.g. gym)
- 69% made an attempt in the past year to increase activity through changes to everyday behavior

Source: 2016-2017 Community Health Needs Assessment

Supporting Partners (sampling)
Better Billings Foundation/Oasis
Big Sky Economic Development
Big Sky State Games
Billings Action for Healthy Kids
Billings Clinic
Billings TrailNet
City Public Works
City-County Planning Division
Kathy Aragon (Community Advocate)
Kids In Motion – Billings School District
Living Independently for Today & Tomorrow (LIFTT)
MET Transit
Parks and Recreation
RiverStone Health
St. Vincent Healthcare
United Way of Yellowstone County
# Work Plan: Strategy 2 - Creating and Improving Access to Places, Parks, and Playgrounds for Physical Activity; Creating and Maintaining Safe Neighborhoods

## Objectives

- Increase in reported children who are physically active for 1+ hours/day in Yellowstone County from 70.8% to 77.8% by 2020
- Increase proportion of adults reporting leisure time physical activity in Yellowstone County from 82% to 90.2% by 2020

## Outcome Indicators

- % YC residents who meet physical activity recommendations (2020 CHNA)
- % YC residents who report no leisure time physical activity (2020 CHNA)
- % increase in market attendees using active transportation (annual surveys)
- # Bicycle Friendly Businesses
- # park user counts
- Others TBD by workgroup

## Activity | Performance Indicator | Target Date | Additional Information
--- | --- | --- | ---
Develop a campaign to promote active transportation to the Healthy By Design Gardeners’ Market at South Park | # market attendees who use active transportation to/from the event | By October 6, 2017 | America Walks: [http://americawalks.org/everybody-walk-2016-micro-grants-awarded/](http://americawalks.org/everybody-walk-2016-micro-grants-awarded/)
Pilot a Parks Rx initiative to include park maps, referral systems, and promotional items* | # maps produced and distributed, # residents engaged in process | By July 31, 2018 | National Parks Rx Initiative: [http://parkrx.org/](http://parkrx.org/)
Assess the current landscape of joint, shared, and open use agreements | # survey responses | By June 30, 2018 | ChangeLab Solutions: [http://www.changelabsolutions.org/unlocking-possibilities](http://www.changelabsolutions.org/unlocking-possibilities)
NEW - Safer Routes to Schools through creative placemaking | #project team meetings, # of external stakeholders engaged, # art installations | By August 2019 | Kaboom!: [https://kaboom.org/play_everywhere](https://kaboom.org/play_everywhere)

Additional information, such as a task group action plan, is available upon request.

*Grant funds received to support initiative
**Update: Strategy 2 - Creating and Improving Access to Places, Parks, and Playgrounds for Physical Activity and Creating and Maintaining Safe Neighborhoods**

**Active Transportation at the Gardeners’ Market**
**Update: July 1 – December 31, 2018:** The Gardeners’ Market wrapped up on October 4th with 2 additional markets during this reporting period. The Kids in Motion (KIM) trailer was at the market on August 30th to provide tune-ups and small bike repairs for school-age children. With the announcement of the United States Department of Agriculture (USDA), Farmers Market Promotion Program funding, the market is looking at ways to encourage more active transportation by senior populations.

- Performance indicator(s) (progress July 1 – December 31, 2018):
  - % market attendees who use active transportation to/from the event at some point during the 2018 season: 27% based on customer surveys
  - Number of bikes repaired through the KIM trailer: 8

**Bicycle Friendly Business (BFB) Promotion**
**Update: July 1 – December 31, 2018:** No progress to report. RiverStone Health is in the process of completing an application for February 2019. No updates on performance indicators.

**Parks Rx Pilot**
**Update: July 1 – December 31, 2018:** Since July, the Parks Rx project team reviewed and finalized maps for both North and Pioneer Parks, which were printed in September. The group also identified further evaluation metrics, promotional items to support map distribution based on prior stakeholder engagement, and distribution partners. The group is currently planning a promotional campaign for spring 2019 while also identifying how to best display maps on site at each park.

- Performance indicator(s) (progress July 1 – December 31, 2018):
  - # maps distributed: Maps developed, to be distributed in spring 2019
  - # residents engaged in process (to date): 215 (28 audits, 172 survey, 15 focus groups)

**Joint, Shared, and Open Use Agreements**
**Update: July 1 – December 31, 2018:** The survey revealed that many area businesses offer space to community groups, but that formalizing or expanding this is not a priority.

**NEW - Safe Routes to Schools through Creative Placemaking**
**Update: July 1 – December 31, 2018:** The coalition collectively decided to pursue creative placemaking as a single targeted initiative. Safe Routes to School (SRTS) was identified as an avenue for this work, as current SRTS efforts are in progress to start a walking school bus pilot program and have community support and partners from various sectors. A SRTS project team meeting is scheduled for January 15th in which to discuss the walking school bus pilot and creative placemaking initiative. Currently, coalition members are seeking sources of funding.

- Emerging performance indicator(s) (progress July 1– December 31, 2018):
  - #project team meetings: 1
  - # of external stakeholders engaged: 4
  - # of art installations
Overview: Strategy 3 - Provide Space for Organized Activities that Encourage Social Participation and Inclusion

Current Situation:
Overweight and obese adults are more likely to report a number of adverse health conditions, including fair/poor overall health and fair/poor mental health. Yellowstone County residents are increasingly active, however, disparities persist among lower-income residents and seniors. Key informants noted a lack of supportive built environment that does not always support healthy living as a significant concern. Local senior service and mental health representatives believe identification and development of community gathering places would be beneficial to their respective clients as social isolation and inactivity are often interwoven.

A key strategy to promote activity and social engagement is to enhance or create spaces that are welcoming and accessible to all, including organized activities for participation.

Strategy Description:
The evidence states that welcoming spaces for organized activities is an effective strategy for improved weight and increased physical activity by creating safe, attractive opportunities for all residents to be active and engaged. Research shows that perceptions of poor safety, unwelcoming spaces, and inaccessibility are all barriers to activity and that social engagement is associated with better health outcomes.

Source: US Surgeon General

Addressing Prioritized Needs
Among Yellowstone County adults:
- 1 in 4 meet current physical activity recommendations
- Older adults (65+) and lower income residents more often report no physical activity in the past month (26% and 32%)
- 1 in 3 are limited in some way in some activities due to a physical, mental or emotional problem
- 1 in 5 have been diagnosed with a depressive disorder
- Across the last decade, residents reporting fair/poor mental health status has doubled to 13.4%.

Source: 2016-2017 Community Health Needs Assessment

Supporting Partners (sampling)
Billings Clinic
Billings Area Chamber of Commerce
Billings Works
City Public Works
City-County Planning Department
Downtown Billings Alliance
Living Independently For Today and Tomorrow (LIFTT)
Montana State University Extension Office
Parks and Recreation
Peaks to Plains Design
RiverStone Health
Share Create Reuse and Promote (SCRaP)
St. Vincent Healthcare
Western Heritage Center
# Work Plan: Strategy 3 - Provide Space for Organized Activities that Encourage Social Participation and Inclusion

## Objective(s)
- Increase in children who are physically active for 1+ hours/day from 70.8% to 77.8% by 2020
- Increase proportion of adults reporting leisure time physical activity from 82% to 90.2% by 2020
- Increase in adults whose activities are not limited in some way due to a physical, mental, or emotional problem from 70.4% to 77.44% by 2020

## Outcome Indicators
- % YC residents who meet physical activity recommendations (2020 CHNA)
- % YC residents who report no leisure time physical activity (2020 CHNA)
- % YC residents whose activities are not limited in some way due to a physical, mental, or emotional problem (2020 CHNA)
- Others TBD by workgroup

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<tr>
<td>Healthy Neighborhood Project – Placemaking Related Objectives</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community arts and culture initiative</td>
<td># box wraps completed (3/year), entryway signs, and community art projects completed</td>
<td>By July 31, 2018</td>
<td>Kresge Foundation: <a href="https://kresge.org/creative-placemaking-case-studies">https://kresge.org/creative-placemaking-case-studies</a> Project Webpage: <a href="http://www.hbdyc.org/healthyneighborhoodproject">www.hbdyc.org/healthyneighborhoodproject</a></td>
</tr>
<tr>
<td>Resident engagement and leadership</td>
<td># resident steering committees held, # residents engaged, historical tour action plan completed</td>
<td>By July 31, 2018</td>
<td>Project Webpage: <a href="http://www.hbdyc.org/healthyneighborhoodproject">www.hbdyc.org/healthyneighborhoodproject</a></td>
</tr>
<tr>
<td>Choose Your Active Adventure</td>
<td># prototypes created, # participants who use social media hashtag, email, or text after participating to be entered into drawing for a prize.</td>
<td>By June 30, 2018</td>
<td>National Endowment for the Arts: <a href="http://www.arts.gov/sites/default/files/CreativePlacemaking-Paper.pdf">www.arts.gov/sites/default/files/CreativePlacemaking-Paper.pdf</a></td>
</tr>
<tr>
<td>NEW - Association of Chamber of Commerce Executives – Healthy Community Initiative</td>
<td>Communication plan created; schedule for recruitment efforts</td>
<td>By April 30, 2019</td>
<td>Project Webpage: <a href="https://secure.acce.org/blog/2018/08/spotlight/acce-launches-healthy-communities-program/">https://secure.acce.org/blog/2018/08/spotlight/acce-launches-healthy-communities-program/</a></td>
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*Grant funds received to support initiative

Additional information, such as a task group action plan, is available upon request.
Update: Strategy 3 - Provide Space for Organized Activities that Encourage Social Participation and Inclusion

Healthy Neighborhood Project – Placemaking Objectives
Update: July 1 – December 31, 2018: Since July 2018, the healthy neighborhood project team, specifically the creative placemaking team, referred to as the Bright Side of the Tracks initiative, has advanced efforts through the following:

- Performance indicators (includes July 1 - December 31, 2018):
  - # box wraps completed (3/year): 3
  - # entryway signs installed: 10
  - # community art projects completed: 2 (signs and wraps)
  - # resident steering committees held: 5
  - # unduplicated residents engaged in project (based on meeting sign in sheets): 37
  - Historical tour action plan completed: plan complete, to be implemented this fall as South Side Stories initiative with Western Heritage Center

Choose Your Active Adventure
Update: July 1 – December 31, 2018: The ‘choose your active adventure’ boxes were installed at Pioneer Park in September 2018. Park staff have reported no vandalism or damage to date. There were no entries into the social media challenge.

- Performance indicators (progress July 1 – December 31, 2018):
  - # of prototypes created: 2
  - # of participants: unknown

NEW - Creative Connections in Worksites Initiative
Announcement: July 1 – December 31, 2018: The Billings Chamber of Commerce has been selected as one of ten Chambers from mid-size communities across the United States to participate in a Healthy Communities initiative through the Association of Chamber of Commerce Executives. Jennifer Reiser, Chief Operating Officer for the Billings Chamber of Commerce, and Melissa Henderson, Community Health Improvement Manager for Healthy By Design, attended an initial training at the Robert Wood Johnson Foundation headquarters in Princeton, New Jersey in October 2018 to begin the planning stages. The vision for this emerging Billings initiative is to, Empower Billings area worksites to become activators of health to attract and retain a qualified workforce. They are in the process of developing a work plan and metrics for 2019.
Overview: Strategy 4 - Community Scale Urban Design & Land Use Policies

Current Situation:
Community scale urban design and land use policies have the potential to create long lasting, sustainable change, however, the process of implementing these approaches takes time. Yellowstone County is experiencing continuing population growth, and local government has taken steps to consider how this may affect livability and health through the 2016 complete streets policy update, 2017 bikeway and trails master plan update, and 2016 growth policies. As our community considers how to implement these plans, the Healthy By Design Coalition will actively seek opportunities to support and inform these design efforts to ensure that the healthy choice is the easy choice, beginning with the zoning code update and emerging downtown economic strategy planning known as the One Big Sky District (OBSD).

Strategy Description:
The evidence states that this strategy is effective in increasing healthy weight, consumption of fruits and vegetables, and physical activity. Community-scale urban design and land-use interventions focus on policies and practices that support a healthy built environment, such as complete streets, continuity and connectivity of streets, lighting, and appearance; and zoning regulations that promote walkability and transit-oriented development, as well as access to daily needs such as residential, commercial, and school properties (i.e., mixed land-use zoning). These supports are strongly associated with improved safety, walkability, sense of community, decreased isolation, and reduction in crime and stress.

Sources: Healthy People 2020, CDC HI-5, US Surgeon General, CDC Winnable Battles, Community Guide, and ChangeLab Solutions

Addressing Prioritized Needs
Among Yellowstone County residents:
• 1 in 4 meet current physical activity recommendations
• 17% have access to recreation & fitness facilities (e.g. gym)
• 1 in 3 consume ≥ 5 servings of fruits and vegetables per day
• Half report some degree of difficulty in finding fresh produce at an affordable price
• Nearly 1 in 4 experience limited access to a grocery store
• Lack of a supportive built environment that does not always support healthy living reported as a significant concern

Source: 2016-2017 Community Health Needs Assessment

Prioritized Projects:

Project Re: Code: This initiative is being led by the City-County Code Enforcement Division, a part of the Planning and Community Services Department.

One Big Sky District: This initiative is being led by a team of strategy partners which include Big Sky Economic Development, the Billings Area Chamber of Commerce, City of Billings, Downtown Billings Alliance, and Visit Billings.
Work Plan: Strategy 4 - Community Scale Urban Design & Land Use Policies

**Objective(s)**

- Increase in reported consumption of 5 servings/day of fruits and vegetables among Yellowstone County residents from 30.8% to 33.88% by 2020
- Increase in reported children who are physically active for 1+ hours/day in Yellowstone County from 70.8% to 77.8% by 2020
- Increase proportion of adults reporting leisure time physical activity in Yellowstone County from 82% to 90.2% by 2020

**Outcome Indicators**

- # locally adopted plans with health as a stated vision or goal
- # locally adopted plans with health as a performance metrics or indicator

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<tr>
<td>Project Re:Code: Support efforts of the City-County Code Enforcement Division in the upcoming zoning code update</td>
<td>% of committee meetings attended by HBD staff</td>
<td>By June 30, 2019 (tentative)</td>
<td>Project Re:Code: <a href="http://cityofbillings.net/2138/Project-Re-Code">http://cityofbillings.net/2138/Project-Re-Code</a> Partners - Nicole Cromwell, City-County Code Enforcement and Project Re: Code Coordinator; Melissa Henderson, ad hoc committee member and Healthy By Design liaison</td>
</tr>
<tr>
<td>One Big Sky District (OBSD) Plan: Promote and regularly attend public meetings to elevate accessibility, walkability, and making the healthy choice the easy choice.</td>
<td>a) Attend and b) promote at least 1 public meeting per quarter</td>
<td>Throughout duration of the project</td>
<td>OBSD webpage: <a href="http://www.onebigskydistrict.com/">www.onebigskydistrict.com/</a> Partners – Various HBD Coalition Members</td>
</tr>
</tbody>
</table>

Additional information, such as a task group action plan, is available upon request.

*Grant funds received to support initiative*
Update: Strategy 4 - Community Scale Urban Design & Land Use Policies

Project Re:Code

Update: July 1 – December 31, 2018: A code assessment has been completed and includes a set of recommendations, including zoning code considerations for neighborhoods identified as ‘character areas’. Considerations include type of zoning code, walkability, and accessibility. For more information, visit: [https://ci.billings.mt.us/2138/Project-Re-Code](https://ci.billings.mt.us/2138/Project-Re-Code)

- Performance indicators (progress to date, updated July 1 – December 31, 2018):
  - % of quarterly ad hoc committee meetings attended by HBD staff: 83% (5/6)
  - % of monthly urban issues sub-committee meetings attended by HBD staff: 91% (10/11)

One Big Sky District (OBSD) Planning

Update: July 1 – December 31, 2018: Strategy partners have hosted weekly ‘coffee conversations’ about the planning process and a report is expected to be completed in January 2019. The project has four key goals, one of which includes consideration of a healthier built environment and increase natural environments. Healthy By Design staff and Coalition members have attended public forums and coffee conversations to encourage planners to consider walkability, accessibility, welcoming spaces, and affordability.

In August 2018, Healthy By Design Coalition members assisted the City of Billings and Billings Cultural Partners in applying for an Our Town grant through the National Endowment of the Arts. Grant funds would be used to support an arts and culture plan for the One Big Sky District and nearby neighborhoods of influence to identify assets and opportunities for creative placemaking that promotes walkability, accessibility, and welcoming spaces. Grant awards will be announced in April 2019.

Healthy By Design Member Capacity Project
In September 2018, the Coalition received a state grant to support Coalition members’ capacity in order to support CHIP objectives. A survey was sent out to members to determine how CHI staff can support engagement, participation, and targeted training. The goal of the grant is to bolster leadership capacity among Coalition partners. Specifically, this grant will support training and skills-building opportunities so that Coalition members feel empowered to serve as task group leads and represent the Coalition externally. Trainings on community engagement methods, evaluation, collective impact framework, and other topics will be offered throughout the second phase of the CHIP cycle. This grant ends September 2019.

School Wellness Champions
The School Wellness Champion project is the result of a collaboration with key partner Montana Amateur Sports (Big Sky State Games). The project aims to promote healthy lifestyle behaviors among middle and high school age students, with an emphasis on physical activity and nutrition. Within the last 6 months, a School Wellness Champion Award was announced and applications for this recognition opportunity were collected from the local school systems. Five educators were recognized for their commitment to wellness. Future opportunities for recognition with the remaining funding will be explored in 2019.
Ongoing Activities, continued

Gardeners’ Market
In Fall 2018, the Healthy By Design Coalition (via RiverStone Health as fiscal agent) received a Farmers’ Market Promotion Program (FMPP) grant from the United States Department of Agriculture (USDA). This grant will allow Gardeners’ Market staff to establish a task group for this initiative, to expand outreach to Senior populations, which the 2017 CHNA identified as a priority population for food access interventions. Because of this new funding, progress will be reported in the Strategy Updates section of this report (page 9). For a full summary of the 2018 Gardeners’ Market, please visit: http://www.healthybydesignyellowstone.org/gardenersmarket/

5-2-1-0
Healthy By Design’s 5-2-1-0 messaging continues to be prominent throughout the day to day work of HBD. This message outlines simple lifestyle activities that can contribute to a healthier weight. 5-2-1-0 encourages the consumption of 5 or more fruits and vegetables, 2 hours less of screen time, 1 hour of physical activity, and 0 sugary drinks/more water.

Healthy By Design Recognition
Healthy By Design Recognition encourages event coordinators and event venues to take part in the effort to make our community healthier. The goals of the Recognition Program are to create a standard of excellence for events in Yellowstone County and to recognize events that promote healthy lifestyles. Starting in the fall of 2018, another recognition opportunity - Healthy Worksite Recognition - was launched. Thirteen local businesses will be recognized for their commitment to employee wellness in 2019. These businesses provided examples of innovative or unique wellness initiatives that will be used for a future toolkit to assist and inspire others in promoting worksite wellness.

Active Living Every Day (ALED)
Active Living Every Day (ALED) classes continue to be offered across the community through dedicated community partners. RiverStone Health currently has two active trainers on staff who are able to run classes and the YMCA has one trainer who is also certified. Over the last six months one class was scheduled and offered to residents of The Crossings, a retirement community in Laurel, MT. While initial participation was good, the class was cancelled after three weeks due to lack of interest and attendance. The YMCA is planning a class in January 2019 and RiverStone Health will continue to support offering classes and work to identified successful ways to implement this course.
**Ongoing Activities, continued**

**Marketing and Communications**

**Social Media-Facebook**
Healthy By Design runs a Facebook page with posts relating to the goals set forth by CHIP initiatives. The Healthy By Design page currently has 880 page “likes” and all 880 people are following the page. Over the last six months, the Facebook page has highlighted School Wellness Champions, informed followers of important public input opportunities, and continued to provide evidence-based information about physical activity and nutrition. A campaign for the first quarter of 2019 will focus on Coalition member spotlights, Healthy Worksites, and getting to know the Healthy By Design Coalition’s history, framework, and operations.

**E-newsletter**
Healthy By Design has been engaging and promoting an E-Newsletter since August 2017. The E-News provides a CHIP initiative update section, Healthy By Design events as well as partner events, and educational articles related to the work and goals of Healthy By Design. A reminder is sent out to an “editorial committee” and task group co-leads for content. The issue is then completed the final day of the month and sent out to a current list of 543 individuals.

**Website:** www.hbdyc.org
Healthy By Design offers a website that explains who we are, what we do, all of HBD current initiatives and offers a tab with access to the Community Health Needs Assessment (CHNA), CHIP, and current initiatives and events. The website offers a variety of different materials to the webpage viewers regarding ideas on improving health.

**Data Dashboard**
Staff are currently investigating opportunities to better inform the community and local decision makers on the community health needs and the Coalition’s efforts to address those needs. The potential ‘dashboard’ will include recent CHNA data, progress indicators for Coalition initiatives, and other relevant information to better showcase the collective work underway.
Association of Community Health Improvement Framework Process Update

The Association for Community Health Improvement (ACHI) toolkit and framework was utilized for the 2016-17 health improvement process. This framework contains nine generalized steps which were applied to fit the needs of Yellowstone County.

Figure 1: ACHI Community Health Assessment Toolkit. Source: http://www.healthycommunities.org/Education/toolkit/index.shtml#.WRYdrlUUrL5
Progress on the final steps, which reflect CHIP implementation is summarized in the tables below.

### Strategy Implementation Progress Tracker (ACHI Framework, Steps 7-9)

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Progress</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage stakeholders</td>
<td><img src="image-url" alt="In Progress" /></td>
<td>Additional stakeholders will be invited to join task groups on an ongoing basis</td>
</tr>
<tr>
<td>Establish implementation workgroup/committee</td>
<td><img src="image-url" alt="In Progress" /></td>
<td>An existing work group structure will be built upon</td>
</tr>
<tr>
<td>Develop action plan: Goals and Objectives</td>
<td><img src="image-url" alt="In Progress" /></td>
<td>Overarching goal and objectives identified with opportunity for activities, tactics and indicators to be developed for task groups</td>
</tr>
<tr>
<td>Identify budget</td>
<td><img src="image-url" alt="In Progress" /></td>
<td>Two current initiatives have grant funding. Additional funds to support action plans will be sought as available and/or needed. Staffing and community champions will be available or identified.</td>
</tr>
</tbody>
</table>

### Implement Strategies Progress Tracker

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Progress</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish baseline</td>
<td><img src="image-url" alt="In Progress" /></td>
<td>Our long term and mid-term objectives have been established based on CHNA data and prioritized strategies</td>
</tr>
<tr>
<td>Engage stakeholders</td>
<td><img src="image-url" alt="In Progress" /></td>
<td>Additional stakeholders will be invited to join work group and task groups</td>
</tr>
<tr>
<td>Focus on the evaluation design</td>
<td><img src="image-url" alt="In Progress" /></td>
<td>Short term indicators are determined at task group levels, informed by identified objectives and strategies and written into developed work plans. Long term measures are in place and will be informed by on-going CHNAs</td>
</tr>
<tr>
<td>Gather credible evidence</td>
<td><img src="image-url" alt="In Progress" /></td>
<td>A thorough review of evidence based and promising practices has been conducted to determine potential strategies; sound methodology and ties to CHNA data will continue</td>
</tr>
<tr>
<td><strong>Measure progress early &amp; set plan for measuring progress</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------------------</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>Justify conclusions</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Use the results to improve or modify the strategy</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Communicate results</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2017 – 2020 Community Health Improvement Strategies: 
Previous Progress Updates 
(Year 1: July 2017 – June 2018)

**Strategy I - Healthy Food Retail and Healthy Food Procurement**

**Healthy Neighborhood Project – Food-related Objectives**
January 1 – June 30, 2018:
The Healthy Neighborhood Project task group continued to focus on implementing projects based on two key pillars – 1) food-oriented development and 2) neighborhood revitalization through creative placemaking. Since January 2018, the task groups in these areas, in partnership with neighborhood residents, have advanced the following activities:

The grocery store task group focused on developing a strategy for a market analysis, including consultant options, to explore existing community resources and market viability of a brick and mortar, healthy food retail option in or around the South Side triangle. The team:

- Created a preliminary scope of work outlining retail needs and community considerations;
- Actively conducted outreach to local and national grocers to seek potential interest; and
- Discussed landownership and leasing options with interested South Side business.
- Performance indicator(s) (progress January 1 – June 30, 2018):
  - # organizational partners engaged in business development process: 8
  - Market analysis completed and distributed: N/A at this point in project (project partners have interested parties for both the development and implementation of a healthy food retail outlet and are waiting to see if this analysis is still necessary)

The community garden task group hired a Community Garden Support Specialist for the 2018 growing season who focused her efforts to develop resources and partnerships to support growing and selling produce among area residents including the following: a resource guide, South Side Community Center greenhouse, expansion of the Passage therapeutic garden, a public gardening class at Passages, and promotion of the South Side Sprouts container garden initiative through Parks and Recreation. The group also aligned community garden and placemaking efforts to consider developing a community garden concept that also serves as a public art installation to reduce vandalism and create a stronger sense of place.

- Performance indicator(s) (progress January 1 – June 30, 2018):
  - Community ‘gardener’ hired: temporary Community Garden Support Specialist position was filled in March for the 2018 growing season - complete
  - # participants across all pilot projects: 174
  - Community garden location identified: In progress
  - Community garden action plan developed: Community Garden Support Specialist work plan developed in March 2018, plan to be updated in Fall 2018
Strategy 1 - Healthy Food Retail and Healthy Food Procurement

(Healthy Neighborhood Project – Food-related Objectives, continued)

July 1 – December 31, 2017:
In September 2017, the Healthy By Design Coalition received phase two funding from the Kresge Foundation to implement projects prioritized by South Side residents during the planning phase. The implementation phase is based on two key pillars – 1) food-oriented development and 2) neighborhood revitalization through creative placemaking. The food-oriented development pillar is further broken down into establishment of a year-round, brick and mortar healthy food retail option within the neighborhood and the development of a community garden space. Between September and December, 2017, project teams met to develop approaches for these respective neighborhood visions.

The grocery store task group has been meeting bi-monthly to simultaneously explore potential local partnerships while also laying the foundation for a market analysis of a potential grocery store in or around the South Side triangle. The analysis would examine a variety of healthy food retail options ranging from co-location of a healthy food stand, a mobile produce market, a healthy corner store, and a full service grocery store.

- Performance indicator(s) (progress July 1 – December 31, 2017):
  - # organizational partners engaged in business development process: 8
  - Market analysis completed and distributed: N/A at this point in project

The community garden task group has met semi-monthly to explore how to streamline various neighborhood garden projects so that residents are aware of several personal gardening opportunities and resources within the neighborhood. In addition, the team has been discussing how to better support the Passages garden project. The ultimate goal of this group is to develop a neighborhood-based community garden that is more easily accessible to neighborhood residents interested in gardening, nutritional education, and community engagement.

- Performance indicator(s) (progress July 1 – December 31, 2017):
  - Community ‘gardener’ hired: N/A at this point in project
  - # participants across all pilot projects: N/A at this point in project
  - Community garden location identified: N/A at this point in project
  - Community garden action plan developed: N/A at this point in

Healthy Food Vendor Recognition

January 1 – June 30, 2018: The task group chose to first focus on creating a recognition opportunity for local food trucks because of the ability to tie it to Healthy By Design Event Recognition. Since January 2018, the task group has advanced the following activities:

- Developed an economic case for having healthy food menu options;
- Created a “healthy food checklist” to increase vendor knowledge on healthy food options;
Strategy 1 - Healthy Food Retail and Healthy Food Procurement

(Healthy Food Vendor Recognition – Continued)

- Conducted a focus group with food truck owners to receive feedback, identify barriers and determine potential promotional incentives for program implementation; and
- Drafted Healthy Food Truck vendor application
- Performance indicator(s) (progress January 1 – June 30, 2018):
  o # participants in food truck focus group: 2 (from sign in sheet)
  o Healthy Food Truck application and initiative guidelines created: In process (committee members have created an application draft and are working through guidelines)

July 1 – December 31, 2017: This emerging task group will be focusing on recognizing healthy food vendors in our community, such as healthy food trucks, coffee shops, or restaurants, and working with them to answer the question, “What does it mean to vend ‘healthy food’ and how can we encourage other vendors to do the same?”.

- Performance indicator(s) (progress July 1 – December 31, 2017): The task group is in the process of developing an action plan and an evaluation plan, to include process and outcome indicators.

Strategy 2 - Creating and Improving Access to Places, Parks, and Playgrounds for Physical Activity and Creating and Maintaining Safe Neighborhoods

Active Transportation at the Gardeners’ Market

January 1 – June 30, 2018: The 2018 Gardeners’ Market began on June 14th, resulting in 3 markets during this reporting period. For 2018, the active transportation initiative was incorporated into a larger Move at the Market effort, which included physical activities at the market itself in addition to use of active transportation to and from the event. Participation will be tracked based on the number of active transportation prizes distributed throughout the season, which begin at 4 ‘punches’ to cards.

- Performance indicator(s) (progress January 1 – June 30, 2018):
  o % market attendees who use active transportation to/from the event at some point during the 2018 season: TBD
  o # 2018 Move at the Market incentives redeemed: N/A during this reporting period

July 1 – December 31, 2017: With support from a micro-grant from America Walks, this task group developed an active transportation campaign to pilot during the 2017 Gardeners’ Market at South Park. Two college interns worked with the project team to implement and evaluate the success of the project, including educational messages, a tiered incentive program, two active transportation events during the season featuring the KIM trailer and MET transit, and installation of 2 bike racks at the Gardeners’ Market entrance. Overall, the market did experience a modest increase in active transportation. However, in 2018, more emphasis will be given toward also promoting physical activity at the park itself. The tiered incentive program will continue, and active transportation specific incentives have been purchased for the next season. Unfortunately, one of the bike racks will need to be reinstalled in 2018.
Strategy 2 - Creating and Improving Access to Places, Parks, and Playgrounds for Physical Activity and Creating and Maintaining Safe Neighborhoods

(Active Transportation at the Gardeners’ Market – Continued)

- Performance indicator(s) (progress July 1 – December 31, 2017):
  - % market attendees who use active transportation to/from the event at some point during the 2017 season: 25%

Bicycle Friendly Business (BFB) Promotion

January 1 – June 30, 2018: No progress to report. Bicycle Friendly Business applications were promoted via Healthy By Design social media.

- Performance indicator(s) (updated January 1 – June 30, 2018): no updates

July 1 – December 31, 2017: The BFB task group worked together to develop a small promotional strategy to encourage local businesses to apply for BFB recognition. Recognition requires businesses to adopt BFB policies and practices, resulting in a more bike friendly community. The task group contacted various businesses to encourage applications and offered technical assistance from past applicants in support.

- Performance indicator(s) (progress July 1 – December 31, 2017):
  - # businesses encouraged to apply: Will begin tracking in 2018
  - # local business applications submitted: Will begin tracking in 2018
  - # locally recognized businesses (i.e. gold, silver, bronze, honorable mention): 5

Parks Rx Pilot

January 1 – June 30, 2018: The Parks Rx team hosted focus groups for subgroups of the population that were underrepresented during the park audits. The group summarized all of the findings from these community engagement efforts into a list of priorities for details to include in maps, distribution methods, and potential park modifications to be considered moving forward. Following this step, the group reviewed Parks Rx maps from other communities to identify design elements that might best serve the local Billings areas. These elements and community findings were shared with Bakko Designs, a local graphic design firm that will be developing maps for North and Pioneer Parks. Next steps include finalizing the maps and distribution channels for a late summer launch. The group also currently seeks a veterinarian office to part

- Performance indicator(s) (progress January 1 – June 30, 2018):
  - # maps distributed: N/A at this point in project, maps currently in development
  - # residents engaged in process (to date): 215 (28 audits, 172 survey, 15 focus groups)

July 1 – December 31, 2017: With support from a grant from the Montana Department of Health and Human Services – Chronic Disease Division, a project team was created to pilot a Parks Rx initiative. The pilot focuses on North and Pioneer Parks, and aims to develop maps to encourage use of local parks for physical activity and social connections. The task
Strategy 2 - Creating and Improving Access to Places, Parks, and Playgrounds for Physical Activity and Creating and Maintaining Safe Neighborhoods

(Parks Rx – Continued)
group hosted park audits in October and a community survey in December to identify map elements and promotional partners.

- Performance indicator(s) (July 1 – December 31, 2017):
  - # maps distributed: N/A at this point in project
  - # residents engaged in process: 200 (28 audits, 172 survey)

Joint, Shared, and Open Use Agreements
January 1 – June 30, 2018: The Joint, Shared and Open team drafted and finalized a survey to complete an environmental scan of businesses and organizations in Yellowstone County that open their spaces up to the residents when the building/facility is not being used for its traditional purpose. Thus far response has been low so the group plans to diversify its outreach methods by calling contacts rather than emailing and by asking other coalitions with a listserv to send the survey out in their newsletters.

- Performance indicator(s) (progress January 1 – June 30, 2018):
  - # survey responses: 20 organizations in Yellowstone County

July 1 – December 31, 2017: In December 2017, a small team drafted a plan to assess the current status of joint, shared, and open use agreements in Yellowstone County.

- Performance indicator(s) (progress July 1 – December 31, 2017):
  - The task group is in the process of developing an action plan and an evaluation plan, to include process and outcome indicators

Strategy 3 - Provide Space for Organized Activities that Encourage Social Participation and Inclusion

Healthy Neighborhood Project – Placemaking Objectives
January 1 – June 30, 2018: The Healthy Neighborhood Project task groups are based on two key pillars – 1) food-oriented development and 2) neighborhood revitalization through creative placemaking. Since January 2018, the task group, in partnership with neighborhood residents, has advanced the following activities:

- Worked with South Side graphic designer, AJ Ostlund, to finalize the Bright Side of the Tracks entryway signage, which will be printed and installed by Public Works this summer;
- Recruited and selected 3 artists, 2 of whom are South Side residents, to design box wraps, to be installed along State Avenue in late summer;
- Issued a call for a mural artist for the South Side pool wall; due to lack of interest, the team is considering an alternate approach in 2019, partnering with local youth;
- Partnered with the Western Heritage Center to develop a story-telling activity to capture South Side experiences for the South Siders exhibit and/or walking tours and routes;
Strategy 3 - Provide Space for Organized Activities that Encourage Social Participation and Inclusion

(Healthy Neighborhood Project – Placemaking Objectives – Continued)

- Aligned community garden and placemaking efforts to consider developing a community garden concept that also serves as a public art installation to reduce vandalism and create a stronger sense of place; and
- Continued to recruit neighborhood residents for the project steering committee and sub-committees through multiple healthy neighborhood planning meetings, the Gardeners’ Market, Meet in the Park, and various task group meetings.
- Performance indicators (includes progress January 1 – June 30, 2018):
  - # box wraps completed (3/year): 0 (3 awaiting installation)
  - # entryway signs installed: 0 (design has been submitted to public works for printing)
  - # community art projects completed: 0
  - # resident steering committees held: 3
  - # unduplicated residents engaged in project (based on meeting sign in sheets): 27
  - Historical tour action plan completed: scheduled for July 2018

July 1 – December 31, 2017: In September 2017, the Healthy By Design Coalition received phase two funding from the Kresge Foundation to implement projects prioritized by South Side residents during the planning phase. The implementation phase is based on two key pillars – 1) food-oriented development and 2) neighborhood revitalization through creative placemaking. The creative placemaking pillar is further broken down into development of public art within the neighborhood and resident engagement, with an emphasis on the history of the South Side. Between September and December 2017, project team members:

- Worked with residents to finalize a neighborhood brand, The South Side – The Bright Side of the Tracks, which emerged from the planning phase;
- Continued to recruit neighborhood residents for the project steering committee and sub-committees through multiple healthy neighborhood planning meetings, the Gardeners’ Market, Meet in the Park, and various task group meetings;
- Prepared a call for box wrap artists, to be promoted in spring 2018; and
- Western Heritage Center hosted a free event for South Side residents to enjoy their South Siders exhibit, which included presentations on the history of the neighborhood and an overview of the healthy neighborhood project
- Performance indicators (progress July 1 – December 31, 2017):
  - # box wraps completed (3/year): 0
  - # entryway signs installed: 0
  - # community art projects completed: 0
  - # resident steering committees held: 2
  - # unduplicated residents engaged in project (based on meeting sign in sheets): 27
  - Historical tour action plan completed: N/A
Strategy 3 - Provide Space for Organized Activities that Encourage Social Participation and Inclusion

Choose Your Active Adventure
January 1 – June 30, 2018: The Welcoming Places task group identified Pioneer Park as the location to pilot the activity. Members photographed potential areas of the park for prototype installation and determined two prototypes for opposite sides of the park. The group designed the prototypes and came up with activities for park goers to do while at Pioneer Park. The task group must submit prototypes and maintenance information to Parks and Rec Superintendent for approval of installation.

- Opportunities to measure participation of the activity include a social media hashtag to Health By Design’s Facebook page, text number, and/or email account to be entered into a drawing for prizes.
  - # of prototypes created: 2
  - # of participants: N/A (anticipated installation in August 2018)

July 1 – December 31, 2017: This emerging task group will be piloting a small scale built environment intervention in a public setting that encourages participants to explore a nearby area in an active, creative way. Simple prototype boxes will be installed temporarily and will include a variety of activity ideas that participants can draw at random.

- Performance indicators (progress July 1 – December 31, 2017):
  - The task group is in the process of developing an action plan and an evaluation plan, to include process and outcome indicators.

Strategy 4 - Community Scale Urban Design & Land Use Policies

Project Re:Code
January 1 – June 30, 2018: The ad hoc steering committee and associated sub-committees continue to meet on a quarterly and monthly basis, respectively. The groups are in the process of learning about various zoning code principles. Healthy By Design Steering Committee members participated in a special health related focus group with the consultant team on June 12th 2018.

July 1 – December 31, 2017: The City-County Code Enforcement Division began Project Re:Code in August 2017 with the development of an ad hoc steering committee. This diverse committee will work with staff and the zoning board to inform the update to the local zoning code, which will be drafted by city-county staff and a consultant. In December 2017, committee members were assigned to one of four working groups, including the following: county issues, urban issues, sign code, and landscape. All meeting announcements, presentations, and minutes are posted to the City of Billings website: http://cityofbillings.net/2614/County-Issues-Working-Group
## 2014-2017 CHIP Priority Report Cards

### 2014-2017 Community Health Improvement Plan Report Card

<table>
<thead>
<tr>
<th>Healthy Weight</th>
<th>Goal: Improve Healthy Weight Status</th>
<th>Question</th>
<th>Data</th>
<th>Goal/Actual 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Objectives:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>By 2017, the proportion of adults in</td>
<td>By 2017, the proportion of adults in Yellowstone County who have a healthy</td>
<td>Weight Status (height and weight) (4 categories: underweight, healthy, overweight, obese)</td>
<td>35.8% 25.4% 31.9% 35% 32.1%</td>
</tr>
<tr>
<td></td>
<td>Yellowstone County who have a healthy</td>
<td>Yellowstone County reporting no leisure-time physical activity in the past month will increase from 31.9% to 35%</td>
<td>26.3% 22.4% 23.7% 21.25% 18%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>weight (normal BMI range: 18.5-24.9)</td>
<td>decrease from 23.7% to 21.25%</td>
<td>34.9% 40.6% 40.1% 44% 30.8%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>will increase from 40% to 44%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>By 2017, the proportion of Children in</td>
<td>By 2017, the proportion of Children in Yellowstone County who are physically active for one or more hours per day (ages 2-17) will increase from 42.8% to 47%</td>
<td>During the past 7 days, on how many days was this child physically active for a total of at least 60 minutes per day?</td>
<td>Not asked Not asked 42.8% 47% 70.8%</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-----------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Goal:</strong></td>
<td>Improve Access to Health Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Objectives:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>By 2017, the proportion of adults in Yellowstone County who have a specific source of ongoing care will increase from 81.7% to 85%</td>
<td>[Adults 18+] Specific source of ongoing care</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>84.0%  82.0%  81.7%  85% 81.3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>By 2017, the proportion of adults in Yellowstone County who have visited a dentist or dental clinic in the past year will increase from 62.9% to 69%</td>
<td>About how long has it been since you last visited a dentist or a dental clinic for any reason?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>63.9%  70.0%  62.9%  69% 68%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>By 2017, the proportion of adults in Yellowstone County who are without health insurance will decrease from 16.7% to 15%</td>
<td>[Adults 18-64] Insured Status</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>13.1%  18.6%  16.7%  15% 7.4%</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>By 2017, decrease proportion of adults in Yellowstone County who have used the ED more than once in past year from 5.8% to 5.2%</td>
<td>In the past 12 months, how many times have you gone to a hospital emergency room about your own health? This includes ER visits that resulted in a hospital admission.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7.3%  8.6%  5.8%  5.2% 6.1%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### 2014-2017 Community Health Improvement Plan Report Card

<table>
<thead>
<tr>
<th>Goal: Improve Mental Health &amp; Reduce Substance Abuse Objectives:</th>
<th>Question</th>
<th>Data</th>
<th>Goal/ Actual 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>By 2017, the proportion of adults in Yellowstone County who report their mental health as being good, very good, or excellent in the past 30 days will increase from 89.4% to 94%</strong></td>
<td>Now thinking about your MENTAL health, which includes stress, depression and problems with emotions, would you say that, in general, your mental health is:</td>
<td>93.1%</td>
<td>89.9%</td>
</tr>
<tr>
<td><strong>By 2017, the reported suicide rate in Yellowstone County will be reduced from 17.3 deaths per 100,000 to 16.3 per 100,000 population</strong></td>
<td>Data extracted from CDC WONDER online query system</td>
<td>14.3 per 100,000</td>
<td>16.6 per 100,000</td>
</tr>
<tr>
<td><strong>By 2017, reduce the proportion of adults in Yellowstone County who report drinking chronically from 7.1% to 6.4%</strong></td>
<td>Chronic Drinker (60 or more drinks in past month) *BRFSS/PRC calculation change: now “heavy drinking” 60+ drinks/mo.-men; 30+ drink/mo.-women; for comparison, calculated for 2014: rate was 10.8%</td>
<td>3.2%</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

**By 2017, pursue at least one policy focused opportunity related to chronic pain and opioid abuse that will positively impact the residents of Yellowstone County**

**Comments:** The 2013 legislature passed an interim study bill on prescription drug abuse. The children, families, health and human services interim committee studied the issue June 2013 - September 2014 and forwarded three bills for consideration to the 2015 legislature:
- SB 9 - Allow sharing of certain health care information with law enforcement (did not pass)
- SB 8 - Allow electronic prescribing of controlled substances prescriptions (passed)
- SB 7 - Revise and extend the prescription drug registry fee (passed)

The 2017 Legislature did a few things that will positively impact opioid abuse:
- HB 323 Allows schools to maintain a supply of an anti-overdose drug and administer the drug in instances of suspected opioid overdoses.
- HB 333 Allows the state medical officer and medical practitioners to prescribe an anti-overdose drug to certain individuals and entities, including first responders, to be used in cases of opioid overdoses.
- SB 56 Revises sunset date to June 30, 2019 for funding of the prescription drug registry

Also, DPPHS was granted authority to enter into the cooperative agreement with CDC and is facilitating a statewide opioid abuse strategic plan.

**By 2017, reduce the proportion of adults in Yellowstone County who report smoking cigarettes from 11.7% to 10.5%**

**Smoking Status**

| 18.3% | 13.8% | 11.7% | 10.5% | 19.6% |

**By 2017, pursue at least one policy focused opportunity related to smoke-free/tobacco free facilities, campuses, worksites, or public spaces (e.g. parks, housing) that will positively impact the residents of Yellowstone County**

**Comments:** there is continued advocacy for tobacco-free parks; Partnership building continues as well awareness of position. Advocacy has occurred through the strategic planning key informant interviewing conducted by the local parks and recreation department and as well public comment/survey opportunities. Also, a clean indoor air rule, RULE #7 is under consideration by the local Board of Health. It proposes prohibiting the indoor use of electronic nicotine delivery systems (ENDS), which include e-cigarettes and other vaping devices, in public spaces. Furthermore, RULE #7 establishes that smoking, including the use of ENDS, may not occur within 30 feet of public entryways, windows or ventilation systems. Hearing have been conducted, a decision is pending.