2017-2020 Community Health Improvement Plan (CHIP)

24 Month Progress Update: July 1, 2017 – June 30, 2019
Published July 31, 2019

Yellowstone County, Montana
The 2019 – 2020 Yellowstone County Community Health Needs Assessment (CHNA) is underway!

Every 3 years, Billings Clinic, RiverStone Health, and St. Vincent Healthcare conduct a comprehensive, countywide assessment to better understand current community health needs and progress made as a result of previous efforts.

How is this information collected?
- Phone surveys of 400 area residents
- Email survey of 300 community leaders
- CHNA Advisory Group feedback
- Additional data from other surveys and assessments that have already been collected
- NEW in 2019 – feedback shared using Streetwyze, a data-collection and mapping tool!

Data gathered will be shared during a public forum later this year. The assessment provides valuable information for organizations and leaders, including the Healthy By Design Coalition, to plan projects, evaluate progress, and apply for grants. The CHNA is an important step in developing the 2020 – 2022 Yellowstone County Community Health Improvement Plan. If you receive a phone call or an email from PRC on behalf of the Alliance, we appreciate your participation!

To learn more about the 2019 – 2020 CHNA or to request more information about Streetwyze, visit: http://www.healthybydesignyellowstone.org/community-data/
Executive Summary: January – June 2019
Community Health Improvement Plan Implementation

Significant Outcomes

- Kicked off the 9th annual Healthy By Design Gardeners’ Market at South Park on June 13th. New in 2019, the market will focus on increasing senior citizen participation.

- Adopted creative placemaking as our newest CHIP strategy in 2019

- More than 150 community residents participated in Bright Side of the Tracks placemaking efforts in the South Side neighborhood including a community mural, traffic signal box wraps, and oral histories

- Healthy Food Truck Recognition launched

- 12 Healthy Worksites recognized in Yellowstone County

Activating Resources

- Awarded a $7,500 grant from the Montana Department of Public Health and Human Services to support the 2019 – 2020 Community Health Needs Assessment and 2020 – 2022 Community Health Improvement Planning processes

- Awarded a $2,500 grant from Big Sky Economic Development to focus on creative placemaking/public art along Safer Routes to Schools

- Selected by Streetwyze and the Kresge Foundation to participate in a community asset mapping project which will identify opportunities to improve community health throughout Yellowstone County in fall 2019

Sharing Our Story

- Conference and webinar presentations:
  2019 Open Forum for Quality Improvement and Innovation in Public Health (March 2019)
  People and Places 2019 (April 2019)
  Better Off in Billings Conference (April 2019)
  Creative Placemaking Workshop - Presbyterians for Earth Care (June 2019)

- Local media spotlight:
  Project focuses on revitalizing Billings’ South Side (Billings Gazette, 01/2019)
  Rural Health Initiative’s Profile of the Week (RHI Newsletter, 03/2019)
  Employers as Activators of Health –Making the Healthy Choice the Easy Choice (LiNK Magazine, 4/2019)
  Yellowstone County Begins Health Needs Assessment (Yellowstone Public Radio, 5/2019)
  Healthy By Design Gardeners’ Market Kicks Off Season in Billings Thursday (Billings Gazette, 6/2019)
  Community Members Paint Mural on Billings’ South Side (KULR8, 6/20/2019)
  Photos: Volunteers Paint Mural in South Park (Billings Gazette, 6/20/2019)
  The South Side Makes a Statement with the South Park Mural (Billings Chamber Blog, 06/2019)
Healthy By Design Coalition Accomplishments
July 1, 2017 – June 30, 2019

Since July 2017, Healthy By Design Coalition Members have:

Submitted 17 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 Fleet and Technology 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
- Safe Routes to Schools in Yellowstone County
- Farmers’ Market Economic Analysis by the Montana Community Food and Agriculture Coalition
- BUILD Grant to support Marathon Loop
- Blue Zones – Made to Move Challenge
- Community Economic Development through Grocery Retail

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, 2018
- 2019 National People & Places Conference in Arlington, Virginia

The Last Six Months At A Glance:
VISION

Make the Healthy Choice the Easy Choice

OVERVIEW

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>Objective</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in reported consumption of 5 servings/day of fruits and vegetables among Yellowstone County residents from 30.8% to 33.88% by 2020</td>
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<tr>
<td>Increase in reported children who are physically active for 1+ hours/day in Yellowstone County from 70.8% to 77.8% by 2020</td>
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<td>Increase proportion of adults reporting leisure time physical activity in Yellowstone County from 82% to 90.2% by 2020</td>
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<tr>
<td>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</td>
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*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 TrailNet
City of Billings - VISTA Program
Community Leadership Development, Inc.
Friendship House of Christian Service
Montana Rescue Mission
Montana Team Nutrition
Native American Development Corporation
Northern Plains Resource Council (YVCC)
Parks and Recreation
Passages
St. Vincent Healthcare
RiverStone Health
## 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 plan
- # resident garden participants
- Others TBD by task group(s)

<table>
<thead>
<tr>
<th>Current Focus Area(s)</th>
<th>Performance Indicator</th>
<th>Target Date</th>
<th>Additional Information</th>
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<tbody>
<tr>
<td>Healthy Neighborhood Project - South Side “Grocery” Store*</td>
<td># partners engaged in business development process, market analysis completed and distributed</td>
<td>By July 31, 2019</td>
<td>Project Webpage: <a href="http://www.hbdyc.org/healthyneighborhoodproject">www.hbdyc.org/healthyneighborhoodproject</a></td>
</tr>
<tr>
<td>Partners – Big Sky Economic Development; Beartooth Resource, Conservation and Development, Inc.; City-County Planning, Community Leadership Development, Inc.; Ginny Mermel (Community Advocate); Montana Rescue Mission; Native American Development Corporation; Northern Plains Resource Council; RiverStone Health</td>
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<tr>
<td>Gardeners’ Market Direct SEED – Senior Engagement for Enhanced Demand*</td>
<td>Vendor focus group, task group formed</td>
<td>By October 31, 2019</td>
<td>2018 Market Summary: <a href="http://www.healthybydesignyellowstone.org/gardenersmarket/">www.healthybydesignyellowstone.org/gardenersmarket/</a></td>
</tr>
<tr>
<td>Partners – RiverStone Health, Billings Parks and Recreation, Adult Resource Alliance, Jodi Prewett (Market Vendor)</td>
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<tr>
<td>Healthy Food Vendor Recognition</td>
<td># promotional outlets, # food trucks recognized</td>
<td>By December 31, 2019</td>
<td>Application: <a href="http://www.healthybydesignyellowstone.org/recognition-opportunities/">http://www.healthybydesignyellowstone.org/recognition-opportunities/</a></td>
</tr>
<tr>
<td>Partners – Billings Clinic, Billings TrailNet, Ginny Mermel (Community Advocate), RiverStone Health</td>
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### Ongoing Initiative(s)

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<th>Goals</th>
<th>Status</th>
<th>Partners</th>
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<tbody>
<tr>
<td># participants across all pilot projects, community garden location identified, action plan developed, community ‘gardener’ hired</td>
<td>Monitoring progress</td>
<td>Billings Parks and Recreation; Friendship House of Christian Service, South Park Senior Center, and South Side Task Force</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

CURRENT FOCUS AREA(S):
2019 – 2021 Gardeners’ Market Initiative - Direct Senior Engagement to Enhance Demand (SEED)
Update: January 1 – June 30, 2019: In February 2019, focus groups were conducted at two multi-unit housing complexes and a Senior Center to investigate perceptions of healthy eating and barriers to participating in the Healthy By Design Gardeners’ Market. This information was used to prioritize enhancements to the market, including the addition of two temporary ADA parking spaces. Liz McCall Designs and Spotlight Productions were awarded a marketing contract to develop a senior-specific marketing campaign. Additionally, a Gardeners’ Market postcard was mailed to everyone living in Census Tracts 3 and 9.02 as well as households that included a member that was of age 65 or over. The Gardeners’ Market started its 9th season on June 13 and will continue through October 3rd. The following activities were completed during this reporting period:

- Focus groups conducted with both seniors that live within and outside of the South Side neighborhood (January 30th and February 8th respectively); and
- Selected Liz McCall Design and Spotlight Productions to complete marketing concept development to encourage senior customer participation.
- Performance indicator(s): TBD with marketing team in summer 2019

Healthy Food Vendor Recognition
Update: January 1 – June 30, 2019: Since the last update the task group has been working to promote the Healthy Food Truck Vendor Application at a variety of locations. Online and social media platforms have been the largest tool in working to get the word out about the application, however, the task group also encouraged word of mouth promotion and promotion through the County’s mobile food license application packet.
- Performance indicator(s) (progress January 1 – June 30, 2019)
  - # of promotional outlets: 9
  - # recognized food vendors: 0

Healthy Neighborhood Project – Food Related Objectives
Update: January 1 – June 30, 2019: Since January of 2019, 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:
- A neighborhood resident was hired starting January 2nd to conduct a feasibility study, including a market analysis; and
Update: Strategy 1 - Healthy Food Retail and Healthy Food Procurement

(Healthy Neighborhood Project – Food Related Objectives, Continued)

- Data collection methods include a grocery store visioning session with neighborhood residents in March; a series of three informational video conferences between content experts across the nation and grocery store committee members in March and April of 2019; and surveys of residents and the neighborhood-area workforce regarding grocery store preferences in June.
- The grocery store committee continues to meet bi-monthly.
- Performance indicator(s) (progress January 1 – June 30, 2019):
  - # of organizational partners engaged in business development process: 10
  - Market analysis completed and distributed: The market analysis, model comparisons, and co-location portions of the feasibility study have been drafted and are due to be released in September of 2019.
  - In July and August 2019, grocery members will be working with the Native American Development Corporation to submit grant applications to advance this project.

ONGOING INITIATIVE(S):

Healthy Neighborhood Project: The community garden task group has been focusing on next steps to ensure the sustainability of programs through the following:

- Connecting South Side Sprouts with Passages to encourage participation among transitional housing residents;
- Working to establish a point person for the community greenhouse;
- Completion of vendor training by Passages for the Healthy By Design Gardeners’ Market; and
- Developing partner priorities to ensure continuation of community resources.

Performance indicator(s) (progress January 1 – June 30, 2019):
  - # of participants in South Side Sprouts container garden program: 3
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 every day behavior

Source: 2016-2017 Community Health Needs Assessment

Supporting Partners (sampling)
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
Billings Parks, Recreation, & Public Lands
RiverStone Health
SD2 School Health Advisory Committee
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

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<th>Outcome Indicators</th>
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<td>• Increase in reported children who are physically active for 1+ hours/day in Yellowstone County from 70.8% to 77.8% by 2020</td>
<td>• % YC residents who meet physical activity recommendations (2020 CHNA)</td>
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<td>• Increase proportion of adults reporting leisure time physical activity in Yellowstone County from 82% to 90.2% by 2020</td>
<td>• % YC residents who report no leisure time physical activity (2020 CHNA)</td>
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<tr>
<td></td>
<td>• % increase in market attendees using active transportation (annual surveys)</td>
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<tr>
<td></td>
<td>• # Bicycle Friendly Businesses</td>
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<tr>
<td></td>
<td>• # park user counts</td>
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<td>• Others TBD by workgroup(s)</td>
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<tr>
<td>Safer Routes to Schools through creative placemaking*</td>
<td>#project team meetings, # of external stakeholders engaged, # art installations</td>
<td>By September 30, 2019</td>
<td>Space2Place Grant: <a href="http://www.bigskyeconomicdevelopment.org">www.bigskyeconomicdevelopment.org</a></td>
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<td>Partners – Billings Public Works Department, Billings Metro Planning Organization, Orchard and Newman Schools</td>
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<tr>
<td>Develop a campaign to promote active transportation to the Healthy By Design Gardeners’ Market at South Park</td>
<td>Increase # of market attendees who use active transportation to/from the event</td>
<td>Completed – Monitoring Progress</td>
<td>City-County Planning, Kids in Motion (SD2), MET Transit, Gardeners’ Market staff</td>
</tr>
<tr>
<td>Bicycle Friendly Business (BFB) Recognition Promotion</td>
<td>Increase # businesses successfully applying for and receiving BFB recognition</td>
<td>Monitoring Progress</td>
<td>Billings Clinic, Billings TrailNet, City-County Planning Department, Kathy Aragon, RiverStone Health, St. Vincent Healthcare</td>
</tr>
<tr>
<td>Pilot a Parks Rx initiative to include park maps, referral systems, and promotional items*</td>
<td>Increase # of residents using parks for recreation, engage underserved population</td>
<td>Completed – Monitoring Progress</td>
<td>Billings Clinic, Billings Parks and Recreation, City-County Planning, LIFTT, RiverStone Health, St. Vincent Healthcare, Yellowstone Valley Animal Shelter</td>
</tr>
<tr>
<td>Assess the current landscape of joint, shared, and open use agreements</td>
<td>Assess current landscape</td>
<td>Completed June 2018</td>
<td>Task group has concluded environmental scan. See previous progress reports for prior updates.</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 2 - Creating and Improving Access to Places, Parks, & Playgrounds for Physical Activity; Creating & Maintaining Safe Neighborhoods

CURRENT FOCUS AREA(S):
Safe Routes to Schools through Creative Placemaking
Update: January 1 – June 2019: Coalition members convened in March to determine criteria for school and artistic intervention selection. Members applied for and received a $2,500 Space2Place grant from Big Sky Economic Development in April to work with Newman and Orchard Elementary Schools. A task group was formed to oversee implementation of the project by the end of September. The group met with one of the schools’ principals in early June to discuss problem traffic areas and calming measures that involve creative art. Group members also investigated costs and additional funding resources.
- Emerging performance indicator(s) (progress January 1 – June 30, 2019):
  - # project team meetings: 2
  - # of external stakeholders engaged: 4
  - # of art installations: 0

ONGOING INITIATIVE(S):
Active Transportation at the Gardeners’ Market
Update: January 1 – June 30, 2019: The Gardeners’ Market began on June 13th, resulting in 3 markets during this reporting period. For 2019, the active transportation initiative has been combined with the Move at the Market effort and other Market engagement opportunities to encourage broader customer participation. The Kids in Motion (KIM) trailer is scheduled to repair bikes in August 2019.
- Performance indicator(s) (progress January 1 – June 30, 2019):
  - # of bikes repaired through the KIM trailer: N/A during this reporting period
  - % market attendees who use active transportation to/from the event at some point during the 2019 season: N/A during this reporting period

Bicycle Friendly Business (BFB) Promotion
- Performance indicator(s) (progress January 1 – June 30, 2019):
  - # businesses completing a BFB application to date: 6
  - # businesses recognized as honorable mention – gold: 6

Parks Rx
Update: January 1 - June 30, 2019: Parks Rx promotion occurred throughout Spring 2019. Promotional items such as pet leashes, pet bag dispensers, Frisbees, and sunscreen were distributed to veterinary clinics, community partners, and at Healthy By Design tabling events to promote park use. With remaining funding, Parks Rx worked with Billings Parks, Recreation, and Public Lands to manufacture map kiosks for both Pioneer Park and North Park. These map kiosks are expected to be installed summer 2019.
- Performance indicator(s) (progress January – June 30, 2019):
  - # maps distributed: 650
  - # residents engaged: 250 (150 pet leashes + 100 pet bag dispensers distributed)
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)
- Big Sky Economic Development
- Billings Area Chamber of Commerce
- Billings Clinic
- 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 – <em>Bright Side of the Tracks</em> arts and culture initiative*</td>
<td># art projects completed</td>
<td>September 30, 2019</td>
<td>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>July 31, 2019</td>
<td>Project Webpage: <a href="http://www.hbdyc.org/healthyneighborhoodproject">www.hbdyc.org/healthyneighborhoodproject</a></td>
</tr>
<tr>
<td>Activate Billings</td>
<td>Communication plan created; schedule for recruitment efforts</td>
<td>Completed 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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<td>Choose Your Active Adventure</td>
<td>Increase physical activity through a fun activity at Pioneer Park</td>
<td>Monitoring progress</td>
<td>Billings Parks and Recreation and MSU Extension</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 3 - Provide Space for Organized Activities that Encourage Social Participation and Inclusion

CURRENT FOCUS AREA(S):
Healthy Neighborhood Project – Placemaking Objectives
Update: January 1 – June 30, 2019: Since January 2019, the Healthy Neighborhood Project team and placemaking (Bright Side of the Tracks) committees have advanced efforts through the following:

- Selected the 2nd round of box wrap designs and artists
- Completed the design and implementation of a mural at the South Park pool house
- Distributed Bright Side branded messaging throughout neighborhood
- Performance indicators (includes January 1 – June 30, 2019):
  - # box wraps completed (3/year): 5
  - # entryway signs installed: 10
  - # community art projects completed: 3
  - # resident steering committees held: 8
  - # unduplicated residents engaged in project (based on meeting sign in sheets): 150
  - Historical tour action plan completed: plan complete, to be implemented this fall as South Side Stories initiative with Western Heritage Center

Activate Billings
Update: January 1 – June 30, 2019: In fall 2019, the Billings Chamber of Commerce was 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, recently completed the 9 month training sponsored by the Robert Wood Johnson Foundation and are finalizing the Activate Billings initiative. Activate Billings will provide local businesses with the tools and platform to create initiatives within their own organizations that increase employee wellness and retention, recruit and retain a qualified workforce; and support their ability to shape the livability of the Billings community. This initiative will launch in fall 2019.

- Emerging performance indicators:
  - # workshop sessions implemented
  - # participating businesses
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 led by the City-County Code Enforcement Division, a part of the Planning and Community Services Department.

One Big Sky District: This initiative is 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**

<table>
<thead>
<tr>
<th>Objective(s)</th>
<th>Outcome Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Increase in reported consumption of 5 servings/day of fruits and vegetables among Yellowstone County residents from 30.8% to 33.88% by 2020&lt;br&gt;• Increase in reported children who are physically active for 1+ hours/day in Yellowstone County from 70.8% to 77.8% by 2020&lt;br&gt;• Increase proportion of adults reporting leisure time physical activity in Yellowstone County from 82% to 90.2% by 2020</td>
<td>• # locally adopted plans with health as a stated vision or goal&lt;br&gt;• # locally adopted plans with health as a performance metrics or indicator</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ongoing Initiative(s)</th>
<th>Goals</th>
<th>Status</th>
<th>Additional Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Re:Code: Support efforts of the City-County Code Enforcement Division in the upcoming zoning code update</td>
<td>Actively participate in at least 75% of advisory meetings</td>
<td>In progress.</td>
<td>Project Re:Code: <a href="http://cityofbillings.net/2138/Project-Re-Code">http://cityofbillings.net/2138/Project-Re-Code</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>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>Attend and promote at least 1 public meeting per quarter</td>
<td>Project on hold, monitoring progress</td>
<td>OBSD webpage: <a href="http://www.onebigskydistrict.com/">www.onebigskydistrict.com/</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>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

ONGOING INITIATIVES:

Project Re:Code

Update: January 1 – June 30, 2019: A draft code has been developed and is undergoing a review and revision process. Recommended updates 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 January 1 – June 30, 2019):
  - % of quarterly ad hoc committee meetings attended by HBD staff: 86% (6/7)
  - % of monthly urban issues sub-committee meetings attended by HBD staff: 76% (13/17)

One Big Sky District (OBSD) Planning

Update: January 1 – June 30, 2019: Healthy By Design staff and Coalition members continued to attend public forums and coffee conversations to encourage planners to consider walkability, accessibility, welcoming spaces, and affordability. In April 2019, the planned direction for the OBSD plan was placed on hold. Efforts continue to explore ways in which recommended interventions might move forward.

In April 2019, Coalition members received notice that the Our Town grant application was not selected for funding by the National Endowment of the Arts (NEA).


Pending – Blue Zones Made to Move

In June 2019, the City of Billings submitted a grant application to the Made to Move challenge, an initiative of Blue Zones. If selected as one of 5 communities, Billings will receive support in the form of funding, training, and technical assistance to advance an active transportation project that has been identified as a priority by the community. The project team that assisted with the application includes staff from City-County Planning, City Engineering, RiverStone Health, the Healthy By Design Coalition, and Mayor Cole. The application process itself provided this team with an important opportunity to consider how to engage community members and integrate creative placemaking approached in project design.

To learn more about Blue Zones, visit: [https://www.bluezones.com/](https://www.bluezones.com/)
A report on ongoing activities supporting the CHIP Goal of Improving Healthy Weight Status in Yellowstone County, Montana

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. Community engagement, evaluation, collective impact, communication and team-building were identified as top training needs through a Coalition member survey in 2018. A community engagement expert, Evan Weissman with Warm Cookies of the Revolution, presented unique engagement strategies to the Healthy Weight Steering Committee in June 2019. To improve Coalition visibility and sense of identity, branded items were purchased for Member use.

Gardeners’ Market
The 9th Gardener’s Market kicked off in June 2019. The Market team continues to work on the FMPP grant. More details can be found 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. We encourage recognized events to use the 5-2-1-0 message, and offer fun items with the message on it at tabling events and community activities.

Trauma-Informed Care (TIC) & Adverse Childhood Experiences (ACEs)
We continue to receive requests for information on this topic, and resources are still available on our website: www.healthybydesignyellowstone.org/trauma-informed-care/
**Ongoing Activities, continued**

**Active Living Every Day (ALED)**

Active Living Every Day (ALED) classes continue to be offered across the community through dedicated community partners, although successful class participation has been difficult to obtain. 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 offered at the YMCA but was cancelled due to lack of interest. RiverStone Health has attempted to identify worksites to bring ALED to their staff, and while conversations took place with KOA leadership, ultimately there was not enough interest to offer a class. RiverStone Health will continue to support offering classes and work to identify successful ways to implement this course.

**Healthy By Design Recognition Opportunities**

**Event Recognition**

Healthy By Design Event 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. In the first half of 2019, seven events were recognized from five distinct organizations, which represents a 40% increase over 2018.

**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. In spring of 2019, Healthy By Design highlighted local reACT (Against Corporate Tobacco) Leaders. reACT Clubs are healthy lifestyle clubs for middle school students which provide peer-to-peer education and activities to promote health and wellness among students.

*reACT Club members practiced yoga and meditation using a Mindfulness Kit from Healthy By Design.*

**Healthy Food Truck Recognition**

See the update for Strategy 1 - Healthy Food Retail and Healthy Food Procurement (page 9) for more on this recognition opportunity.
Ongoing Activities, continued

Healthy Worksite Recognition
In fall 2018, the first round of the Healthy Worksite Recognition initiative was launched. Thirteen local businesses applied and twelve were recognized at the Annual Meeting and Celebration in January of 2019. These businesses received a certificate of recognition, and were highlighted on the Healthy By Design website, newsletter, and Facebook page. This was an effective way to make local businesses aware of the Coalition and to highlight organizations that are supporting employee health and wellness. In Fall of 2019, a local healthy worksite toolkit will be published and another round of Healthy Worksite Recognition will be announced.

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 over 1,000 page “likes” and 1,100 followers which is an increase of 220 people over the last 6 months. The Facebook page continues to highlight HBD Recognized organizations and events, inform followers of important public input opportunities, and continues to provide evidence-based information about physical activity and nutrition.

E-newsletter
Healthy By Design has been engaging and promoting an E-Newsletter since August 2017. The E-News provides CHNA and CHIP initiative update sections, Healthy By Design events as well as partner events, and educational articles related to the work and goals of Healthy By Design. A separate Gardeners’ Market newsletter is sent out weekly June-October with updates on produce and events at the Market. The Gardeners’ Market newsletter is sent to 474 people, and the general Healthy By Design Newsletter is sent to 445 people. The numbers appear lower than the last update because a “bot” clean-up was done, eliminating spam accounts on the listserv.

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#WRYdrIUrLSI](http://www.healthycommunities.org/Education/toolkit/index.shtml#WRYdrIUrLSI)*
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></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></td>
<td>An existing work group structure will be built upon</td>
</tr>
<tr>
<td>Develop action plan: Goals and Objectives</td>
<td></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></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></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></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></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></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>Measure progress early &amp; set plan for measuring progress</td>
<td></td>
<td>Progress measures will be determined at the task group level informed by identified objectives and strategies and written into developed work plan</td>
</tr>
<tr>
<td>----------------------------------------------------------</td>
<td>---</td>
<td>----------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Justify conclusions</td>
<td></td>
<td>Evidence-based and promising practices serve as our basis, followed sound methodology and community engagement tied back to progress made on CHIP objectives</td>
</tr>
<tr>
<td>Use the results to improve or modify the strategy</td>
<td></td>
<td>Reflection at CHIP reporting periods at work and task group levels will allow for strategy and activity modification</td>
</tr>
<tr>
<td>Communicate results</td>
<td></td>
<td>Communication is provided through CHIP reports, community education, e-newsletter publication, social media posts and Coalition level reporting</td>
</tr>
</tbody>
</table>
2017 – 2020 Community Health Improvement Strategies:  
Previous Progress Updates  
(18 Months: July 2017 – December 2018)

Strategy 1 - Healthy Food Retail and Healthy Food Procurement

Healthy Neighborhood Project – Food-related Objectives  
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.

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:
Strategy I - Healthy Food Retail and Healthy Food Procurement

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

- 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

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-orientated development and 2) neighborhood revitalization through creative placemaking. The food-orientated 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
Strategy 1 - Healthy Food Retail and Healthy Food Procurement

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

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 project

Healthy Food Vendor Recognition

January 1 – June 30, 2019: 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.

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;
- 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):
  - # participants in food truck focus group: 2 (from sign in sheet)
  - 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
Strategy 1 - Healthy Food Retail and Healthy Food Procurement

(Healthy Food Vendor Recognition – Continued)

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.

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
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):
  - % market attendees who use active transportation to/from the event at some point during the 2018 season: TBD
  - # 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.

- 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%

Safe Routes to Schools through Creative Placemaking
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

Active Transportation at the Gardeners’ Market
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):
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)

- % 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
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
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)

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

(Parks Rx Pilot – Continued)

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 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

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.

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

(Healthy Neighborhood Project—Placemaking Objectives, Continued)

- 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

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.
  - # 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

Source: Project Re:Code, 2018
<table>
<thead>
<tr>
<th>Goal: Improve Healthy Weight Status</th>
<th>Progress Indicator (Source: PRC CHNA)</th>
</tr>
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<tbody>
<tr>
<td>Increase proportion of residents who are at a healthy weight in Yellowstone County by 10% to 35.3% by 2020.</td>
<td>Weight Status (height and weight)</td>
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<tr>
<td>Increase in reported consumption of 5 servings/day of fruits and vegetables among Yellowstone County residents from 30.8% to 33.88% by 2020</td>
<td>How many servings of fruit or fruit juices did you have yesterday? How many servings of vegetables did you have yesterday?</td>
</tr>
<tr>
<td>Increase in reported children who are physically active for 1+ hours/day in Yellowstone County from 70.8% to 77.8% by 2020</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>
</tr>
<tr>
<td>Increase proportion of adults reporting leisure time physical activity in Yellowstone County from 82% to 90.2% by 2020</td>
<td>During the past month, other than your regular job, did you participate in any physical activities or exercises, such as running, calisthenics, golf, gardening, or walking for exercise?</td>
</tr>
<tr>
<td>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</td>
<td>Are you limited in any way in any activities because of physical, mental or emotional problems?</td>
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<thead>
<tr>
<th>Data</th>
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<td>75.7%</td>
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