



2017-2020 Community Health Improvement Plan

Six Month Progress Update, July-December 2017

Published January 31, 2018



**healthy
by
design**

Yellowstone County, Montana

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2017 – 2020 Community Health Improvement Strategies: 6 Month Progress Update (July – December 2017)

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)

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

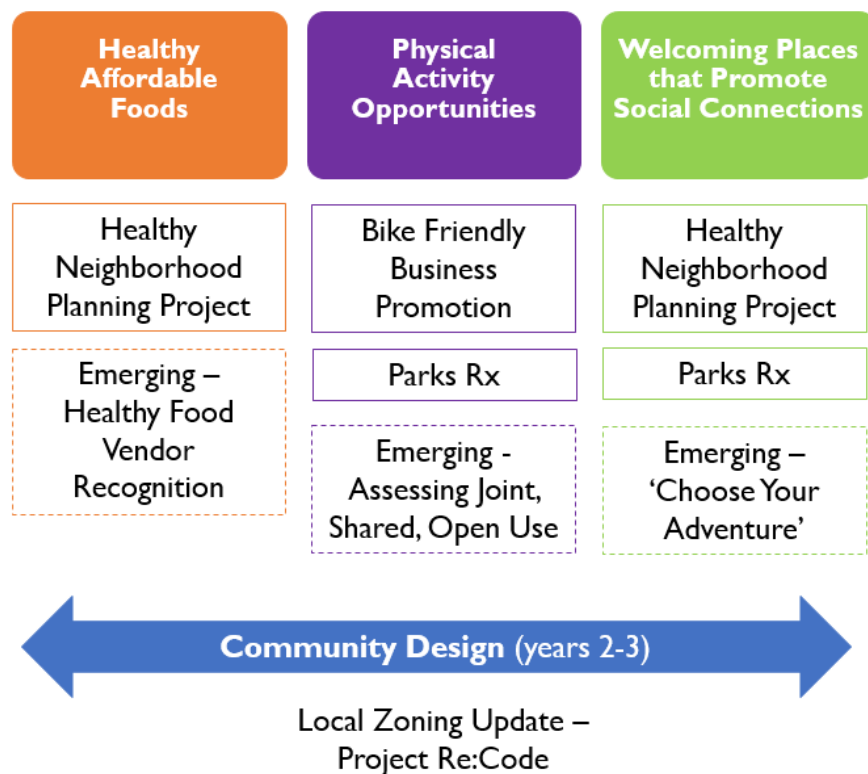
Increase in reported Yellowstone County adults whose activities are not limited in some way due to a physical, mental, or emotional problem from 70.4% to 77.44% by 2020

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

Current Initiatives by Strategy Bucket



Overview: Strategy I - 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 Team Nutrition
Northern Plains Resource Council (YVCC)
Parks and Recreation
Passages
RiverStone Health
St. Vincent Healthcare

Work Plan: Strategy I - Healthy Food Retail and Healthy Food Procurement

Objective(s)	Outcome Indicators
<ul style="list-style-type: none"> Increase in reported consumption of 5 servings/day of fruits and vegetables among Yellowstone County residents from 30.8% to 33.88% by 2020 	<ul style="list-style-type: none"> % YC residents who consume ≥ 5 servings of fruits and vegetables/day Completed grocery business plan # resident garden participants Others TBD by task group(s)

Activity	Performance Indicator	Target Date	Additional Information
Healthy Neighborhood Project* – Food Related Objectives			
South Side “Grocery” Store	# partners engaged in business development process, market analysis completed and distributed	By July 31, 2019	Kresge Foundation: https://kresge.org/2017-freshlo-grants Project Webpage: www.hbdyc.org/healthyn-neighborhoodproject
	Responsible Parties – Big Sky Economic Development; Beartooth Resource, Conservation and Development Area, Inc.; City-County Planning, Community Leadership Development, Inc.; Ginny Mermel (Community Advocate); Julie Rhodda (Consultant); Northern Plains Resource Council; RiverStone Health		
South Side Community Garden	# participants across all pilot projects, community garden location identified, action plan developed, community ‘gardener’ hired	By July 31, 2019	Kresge Foundation: https://kresge.org/2017-freshlo-grants Project Webpage: www.hbdyc.org/healthyn-neighborhoodproject
	Responsible Parties – Billings Groundswell, Inc.; Billings Parks and Recreation; Friendship House of Christian Service; RiverStone Health		
Emerging - Healthy Food Vendor Recognition	Action plan TBD	By June 30, 2018	
	Responsible Parties – Task group under formation		

Responsible parties may include Healthy By Design Coalition task groups, grant specific project teams or steering committees, and/or other community organizations.

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

Update: July 1 – December 31, 2017

Healthy Neighborhood Project – Food Related Objectives - 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-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 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

Emerging – Healthy Food Vendor Recognition – 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.

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)*

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
Kids In Motion – Billings School District
Living Independently for Today & Tomorrow
MET Transit
Parks and Recreation
RiverStone Health
St. Vincent Healthcare

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

Objectives	Outcome Indicators
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • % 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/every-body-walk-2016-micro-grants-awarded/
	Responsible Parties – City-County Planning, Kids in Motion (SD2), MET Transit, Gardeners' Market staff		
Bicycle Friendly Business Recognition Promotion	# businesses encouraged to apply, # local business applications submitted, # local businesses recognized	By September 30, 2017, promotion ongoing	League of American Bicyclists – Bicycle Friendly Businesses: http://bikeleague.org/business
	Responsible Parties – Billings Clinic, Billings TrailNet, City-County Planning Department, Kathy Aragon (Community Advocate), RiverStone Health, St. Vincent Healthcare		
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/
	Responsible Parties – Billings Clinic, Billings Parks and Recreation, City-County Planning, Living Independently for Today and Tomorrow (LIFTT), RiverStone Health, St. Vincent Healthcare		
Emerging – Assess the current landscape of joint, shared, and open use agreements	Action plan TBD	By June 30, 2018	ChangeLab Solutions: http://www.changelabsolutions.org/unlocking-possibilities
	Responsible Parties – Task group under formation		

Responsible parties may include Healthy By Design Coalition task groups, grant specific project teams or steering committees, and/or other community organizations.

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

Update: July 1 – December 31, 2017

Active Transportation at the Gardeners' Market – 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%

Bicycle Friendly Business (BFB) Promotion – 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 – 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 potential promotional partners.

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

Emerging – Joint, Shared, and Open Use Agreements – 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.

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, with organized activities and opportunities for social engagement.

Strategy Description:

The evidence states this 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
Chamber of Commerce
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)	Outcome Indicators
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • % 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

Activity	Performance Indicator	Target Date	Additional Information
Healthy Neighborhood Project – Placemaking Related Objectives			
Community arts and culture initiative	# box wraps completed (3/year), entryway signs, and community art projects completed	By July 31, 2018	Kresge Foundation: https://kresge.org/creative-placemaking-case-studies Project Webpage: www.hbdyc.org/healthyneighborhoodproject
Responsible Parties – Billings Parks and Recreation, Billings Public Works, Chamber, City-County Planning, Downtown Billings Alliance, MT Dept. of Transportation, SCRaP			
Resident engagement and leadership	# resident steering committees held, # residents engaged, historical tour action plan completed	By July 31, 2018	Project Webpage: www.hbdyc.org/healthyneighborhoodproject
Responsible Parties – CLDI, Friendship House of Christian Service, South Side Task Force, Western Heritage Center			
Emerging - Choose Your Active Adventure	Action plan and indicators TBD	By June 30, 2018	National Endowment for the Arts: www.arts.gov/sites/default/files/CreativePlacemaking-Paper.pdf Transportation for America: http://t4america.org/maps-tools/creative-placemaking-field-scan/
Responsible Parties – Task group under formation			

Responsible parties may include Healthy By Design Coalition task groups, grant specific project teams or steering committees, and/or other community organizations.

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

*Grant funds received to support initiative

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

Update: July 1 – December 31, 2017

Healthy Neighborhood Project – Placemaking Related Objectives - 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 triangle. 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

Emerging – Choose Your Active Adventure - 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.

Overview: Strategy 4 - Community Scale Urban Design and 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.

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

Supporting Partners (*sampling*)

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

Work Plan: Strategy 4 - Community Scale Urban Design and Land Use Policies

Objective(s)	Outcome Indicators
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Updated zoning code • Others TBD (emerging)

Activity	Performance Indicator	Target Date	Additional Information
Emerging - Support efforts of the City-County Code Enforcement Division in the upcoming zoning code update	TBD	By June 30, 2019 (tentative)	Project Re:Code: http://cityofbillings.net/2138/Project-Re-Code
Responsible Parties - Nicole Cromwell, City-County Code Enforcement and Project Re: Code Coordinator; Melissa Henderson, ad hoc committee member and Healthy By Design liaison			

Responsible parties may include Healthy By Design Coalition task groups, grant specific project teams or steering committees, and/or other community organizations.

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

*Grant funds received to support initiative

Progress Update: Strategy 4 - Community Scale Urban Design and Land Use Policies

Update: July 1 – December 31, 2017

Project Re:Code – 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>

A report on ongoing activities supporting the CHIP Goal of Improving Healthy Weight Status in Yellowstone County, Montana



Social Media-Facebook

Healthy By Design runs a Facebook page with posts relating to the goals set forth by CHIP initiatives typically on Mondays and Wednesdays. The Healthy By Design currently page has 773 people that like the page and 771 people that follow the page.

E-newsletter

Healthy By Design has been engaging and promoting an E-Newsletter since August 2017. The E-News provides an update section, a partner highlight 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” the third Wednesday of each month asking for any updates or content wanting to be added for the monthly issue. The issue is then completed the fourth Wednesday of each month and sent out to a current list of 488 individuals.

Schools 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. School staff who are interested in participating as a wellness champion receive a “starter kit” and can earn incentives for their classroom.

Gardeners’ Market

The Healthy By Design Gardeners’ Market has been designed to offer healthy, fresh, local, and affordable fruits and vegetables to the community. The market also takes place as a social gathering to celebrate health and nutrition. The Gardeners’ Market is located in South Park on the corner of South 28th Street and Sixth Avenue South in Billings, MT. Resident surveys have indicated that the Gardeners’ Market has improved access from year 2016 to year 2017. In 2017, Healthy By Design received a micro-grant from America Walks to develop an active transportation campaign, including a punch card system, messaging, active transportation events, and bike parking.

5-2-1-0

Healthy By Design’s 5-2-1-0 messaging continues to be prominent throughout the day to day work at 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.

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. The website offers a variety of different materials to the webpage viewers regarding ideas on improving health.

Healthy By Design Recognition Program

Healthy By Design Recognition Program 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.

ALED- Active Living Everyday

Healthy By Design is continuing to promote Active Living Everyday Classes. Active Living Every Day is a facilitated group-based class that uses problem solving methods to integrate physical activity into everyday living. Healthy By Design is promoting and supporting two classes currently: one in Yellowstone County and the other in Big Horn County.

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#.WRYdrIUrL5I>

Progress on the final steps, which reflect CHIP implementation is summarized in the tables below.

Strategy Implementation Progress Tracker (ACHI Framework, Steps 7-9)				
Tasks	Progress			Notes
	Not Started	In Progress	Completed	
Engage stakeholders				Additional stakeholders will be invited to join task groups on an ongoing basis
Establish implementation workgroup/committee				An existing work group structure will be built upon
Develop action plan: Goals and Objectives				Overarching goal and objectives identified with opportunity for activities, tactics and indicators to be developed
Identify budget				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.

Implement Strategies Progress Tracker				
Tasks	Progress			Notes
	Not Started	In Progress	Completed	
Establish baseline				Our long term and mid-term objectives have been established based on CHNA data and prioritized strategies
Engage stakeholders				Additional stakeholders will be invited to join work group and task groups
Focus on the evaluation design				Short term indicators are TBD 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.
Gather credible evidence				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
Measure progress early & set plan for measuring progress				Progress measures will be determined at the task group level informed by identified objectives and strategies and written into developed work plan
Justify conclusions				Evidence based and promising practices serve as our basis, followed sound methodology and community engagement tied back to progress made on CHIP objectives
Use the results to improve or modify the strategy				Reflection at CHIP reporting periods at work and task group levels will allow for strategy and activity modification
Communicate results				Communication is provided through CHIP reports, community education, e-newsletter publication, social media posts and Coalition level reporting

2014-2017 CHIP Priority Report Cards

2014-2017 Community Health Improvement Plan Report Card

Access to Health Services	2014-2017 Community Health Improvement Plan Report Card					
	Goal: Improve Access to Health Services	Question	Data			Goal/ Actual 2017
			2005	2010	2014	
	Objectives:					
	By 2017, the proportion of adults in Yellowstone County who have a specific source of ongoing care will increase from 81.7% to 85%	[Adults 18+] Specific source of ongoing care	84.0%	82.0%	81.7%	85% 81.3%
	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%	About how long has it been since you last visited a dentist or a dental clinic for any reason?	63.9%	70.0%	62.9%	69% 68%
	By 2017, the proportion of adults in Yellowstone County who are without health insurance will decrease from 16.7% to 15%	[Adults 18-64] Insured Status	13.1%	18.6%	16.7%	15% 7.4%
	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%	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.	7.3%	8.6%	5.8%	5.2% 6.1%

	2014-2017 Community Health Improvement Plan Report Card					
Healthy Weight	Goal: Improve Healthy Weight Status	Question	Data			Goal/ Actual 2017
			2005	2010	2014	
	Objectives:					
	By 2017, the proportion of adults in Yellowstone County who have a healthy weight (normal BMI range: 18.5-24.9) will increase from 31.9% to 35%	Weight Status (height and weight) (4 categories: underweight, healthy, overweight, obese)	35.8%	25.4%	31.9%	35% 32.1%
	By 2017, the proportion of adults in Yellowstone County reporting no leisure-time physical activity in the past month will decrease from 23.7% to 21.25%	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?	26.3%	22.4%	23.7%	21.25% 18%
	By 2017, the proportion of adults in Yellowstone County who eat 5 or more servings of fruit and vegetables per day will increase from 40% to 44%	5 or more servings of Fruits/Vegetables per day	34.9%	40.6%	40.1%	44% 30.8%
	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%	During the past 7 days, on how many days was this child physically active for a total of at least 60 minutes per day?	Not asked	Not asked	42.8%	47% 70.8%

2014-2017 Community Health Improvement Plan Report Card						
Mental Health & Mental Disorders and Substance Abuse	Goal: Improve Mental Health & Reduce Substance Abuse Objectives:	Question	Data			Goal/Actual 2017
			2005	2010	2014	
	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%	Now thinking about your MENTAL health, which includes stress, depression and problems with emotions, would you say that, in general, your mental health is:	93.1%	89.9%	89.4%	94% 86.6%
	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	Data extracted from CDC WONDER online query system	14.3 per 100,000	16.6 per 100,000	17.3 per 100,000	16.3 per 100,000 22.8 per 100,000
	By 2017, reduce the proportion of adults in Yellowstone County who report drinking chronically from 7.1% to 6.4%	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%	3.2%	3.2%	7.1%	11.1%*
	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	<p>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:</p> <ul style="list-style-type: none"> • 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) <p>The 2017 Legislature did a few things that will positively impact opioid abuse:</p> <ul style="list-style-type: none"> • 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 <p>Also, DPPHS was granted authority to enter into the cooperative agreement with CDC and is facilitating a statewide opioid abuse strategic plan.</p>				
	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%

	<p>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</p>	<p>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 as 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.</p>
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