The Yellowstone County Community Health Needs Assessment, Community Health Improvement Plan, and Healthy By Design Coalition are sponsored by Billings Clinic, RiverStone Health, and St. Vincent Healthcare. These initiatives are intended as a resource for residents, organizations, and leaders. To learn more or get involved, please contact us. www.hbdyc.org | info@hbdyc.org
Year One at a Glance

Healthy Neighborhoods
- Selected Rimrocks and Pioneer Park neighborhoods for 2021 Healthy Neighborhood Planning Partnership

Healthy Connections
- Launched winter Be A Good Neighbor snow shoveling campaign
- Launched summer Connecting Neighbors Summer Series encouraging residents to build social connections with neighbors through simple acts

Healthy Investments
- Built collective knowledge among strategy working group members through presentations on community development, the Community Reinvestment Act, hospital community benefit requirements, and more
- Drafted a Local Best Practices for Health in All Investments resource (currently under review)

Strengthening Partnerships
- Created a collective impact committee to identify coalition resources, needs, and collaboration opportunities throughout Yellowstone County
- Began redesign of Healthy By Design website as a preliminary step toward the launch of a collaborative platform for Coalition members

Strategy Working Group Members

Best Beginnings Council of Yellowstone County
Big Sky Economic Development
Big Sky Senior Services
Billings Area Chamber of Commerce
Billings Clinic
Billings Parks, Recreation, and Public Lands
Billings Public Works
Billings TrailNet
City-County Planning and Community Services
Community advocate for active transportation
Continuum of Care Coalition
Dementia Friendly Billings
Ginny Mermel, Community Advocate
Kathy Aragon, Community Advocate
Linda Deavila, Community Advocate
Living Independently for Today & Tomorrow
MET Transit
MSU Extension
Native American Development Corporation
Northern Plains Resource Council
Rehabilitation Hospital of Montana
RiverStone Health
Rocky Mountain College
Safer Routes to Schools Committee
St. Vincent Healthcare
Substance Abuse Connect Coalition
Suicide Prevention Coalition of Yellowstone County
United Way of Yellowstone County
Western Security Bank

Interested in getting involved?
- Join a strategy working group
- Share your feedback and experiences
- Advocate for healthy policies and programs
- Like us on Facebook and join our e-news
- Make the healthy choice, the easy choice where you live, work, learn and play

Contact: Melissa Henderson, MPH
Community Health Improvement Manager
(406) 651.6569
2020-2023 Community Health Improvement Plan

Overview

Vision
A vibrant Yellowstone County where the healthy choice is the easy choice.

Overall Goal
By 2023, increase proportion of Yellowstone County residents who self-report good or better overall health from 83.3% to 87.5%.

Priorities
Mental Health
Nutrition, Physical Activity, and Weight
Substance Abuse

Strategies
Healthy Neighborhoods
Healthy Connections
Healthy Investments

Strengthening Partnerships

Priority-Specific Objectives

- By 2023, increase the proportion of Yellowstone County residents who self-report good or better mental health from 79.8% to 83.8%.

- By 2023, increase the proportion of Yellowstone County residents who are at a healthy weight from 26.9% to 28.2%.

- By 2023, decrease the proportion of Yellowstone County residents whose lives have been negatively affected by substance abuse (their own or someone else’s) from 53.8% to 51.1%.

Approach
Equity | Policy, Systems, Built Environment | Collective | Community-Informed

Based on Healthy People 2020 guidelines; Healthy People 2030 guidelines were not available at time of CHIP development.
Strategy 1. Healthy Neighborhoods

Vision: Vibrant neighborhoods are welcoming, accessible, and foster health for all

Objective: By 2023, increase the number of active healthy neighborhood plans within Yellowstone County.

Initiative: Healthy Neighborhoods Partnership

Year One Overview: 2021 Healthy Neighborhood Partnerships include the Pioneer Park and Rimrocks Neighborhoods. Each neighborhood is being granted $2,000 to support the development of a resident-informed healthy neighborhood plan. Strategy working group members are providing project support and content expertise to identify and prioritize each neighborhood’s unique health issues and opportunities for long-term, positive changes.

For more background on this strategy, see the original 2020 - 2023 Yellowstone County CHIP and 6-month progress report. A more detailed workplan is available for this initiative upon request.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Goal</th>
<th>Status</th>
<th>Yellowstone County Indicator</th>
<th>2020 CHNA</th>
<th>2023 Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td># of neighborhood partnership applications received in 2021</td>
<td>3</td>
<td>Achieved</td>
<td>% adults who consume 5+ servings of fruits and vegetables daily</td>
<td>27.7%</td>
<td>29%</td>
</tr>
<tr>
<td>% of working group deliverables met on time</td>
<td>80%</td>
<td>On Track</td>
<td>% of children who are physically active 1+ hours daily</td>
<td>66.2%</td>
<td>69.5%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>% adults who feel safe walking alone in neighborhood</td>
<td>88.3%</td>
<td>92.7%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>% adults who get the social and emotional support needed</td>
<td>76.8%</td>
<td>80.6%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Food Environment Index (County Health Rankings 2015)</td>
<td>8.5</td>
<td>8.9</td>
</tr>
</tbody>
</table>
Strategy 2. Healthy Connections

**Vision:** Healthy connections integrate diverse residents into the community in a way that is relevant, accessible, and fulfilling across all stages of life

**Objective:** By 2023, increase the number of Yellowstone County residents who have the social or emotional support they need.

### Initiative: Be a Good Neighbor Seasonal Projects

**Year One Overview:** The winter snow shoveling campaign calls on residents of Yellowstone County to consider external motivations to stay on top of snow shoveling responsibilities to support their neighbors, area students, or anyone looking to use sidewalks to get around in winter. Efforts included a social media and outreach campaign urging residents to be a good neighbor and volunteer for Snow Buddies. In winter 2020/2021, students from Rocky Mountain College were paired with residents who lived near the college campus to provide shoveling at no charge when in need.

The Connecting Neighbors Summer Series calls on residents across Yellowstone County to reach out and start building social connections with their neighbors through simple acts of fun or kindness. The series is currently being promoted on social media, via a Billings Gazette article, and through outreach and tabling. Residents are encouraged to share how they are connecting with neighbors to support a larger movement.

**Emerging Initiative(s):** Winter 2021/2022 snow shoveling volunteer platform and business challenge

February 2021: Working group members from the Billings Planning Dept. drafted this graphic for the social media shoveling campaign.

June 2021: The Connecting Neighbors Summer Series was launched, encouraging activities like fun messages in sidewalk chalk.

June 2021: Decals were made to distribute to area businesses who pledge to stay “Snow Free and Safe.”

<table>
<thead>
<tr>
<th>Progress to Date</th>
<th>Projected Community Health Area of Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Metric</strong></td>
<td><strong>Goal</strong></td>
</tr>
<tr>
<td>% match between volunteer need and placement</td>
<td>80%</td>
</tr>
<tr>
<td># of snow shoveling complaints</td>
<td>&lt;400 (2019)</td>
</tr>
<tr>
<td>Proposed metrics were impacted by the unseasonably warm winter and will be updated for winter 2021/2022.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For more background on this strategy, see the original 2020 - 2023 Yellowstone County CHIP and 6-month progress report. A more detailed workplan is available for this initiative upon request.
Strategy 3. Healthy Investments

**Vision:** Investments in community development, policies, systems, and infrastructure that improve quality of life and alleviate poverty, creating communities where people live healthy and prosperous lives.

**Objective:** By 2023, enhance the ability of Billings and Yellowstone County to respond to the demand for livability through community investments that directly impact the health and wellbeing of area residents.

Initiative: Health in All Investments Framework

**Year One Overview:** Throughout the past year, Healthy Investments strategy working group members met to better understand the topic of healthy or high impact investments that support wellbeing and quality of life. Workgroup members presented the group with information on various types and sectors of investment such as hospital community benefit, community development, financial institutions and Community Reinvestment Act requirements, and more. This resulted in a shared understanding of the topic to inform a Health in All Investments Framework and call to action. The framework is currently being finalized.

**Emerging Initiative(s):** Overviews of local plans to guide healthier investments and efforts to build social capital

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**Progress to Date**

<table>
<thead>
<tr>
<th>Metric</th>
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<th>Yellowstone County Indicator</th>
<th>2020 CHNA</th>
<th>2023 Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Successful development of healthy investment criteria</td>
<td>100%</td>
<td>On Track</td>
<td>% adults and children who live in poverty (US census)</td>
<td>10.1, 11.9%</td>
<td>9.6, 11.3%</td>
</tr>
<tr>
<td>% of work plan deliverables met on time</td>
<td>80%</td>
<td>On Track</td>
<td>% adults who perceive neighborhood as safe</td>
<td>86.3%</td>
<td>90.6%</td>
</tr>
<tr>
<td>Unwillingness to relocate due to lack of community amenities (Montana Chamber 2019 Survey)</td>
<td></td>
<td></td>
<td>Unwillingness to relocate due to lack of community amenities (Montana Chamber 2019 Survey)</td>
<td>3.7% entry 5.9% mid 8.6% senior</td>
<td>3.5% 5.6% 8.2%</td>
</tr>
</tbody>
</table>

For more background on this strategy, see the original 2020 - 2023 Yellowstone County CHIP and 6-month progress report. A more detailed workplan is available for this initiative upon request.
Strategy 4. Strengthening Partnerships

Vision: Advancing collective action to make Yellowstone County healthier and more vibrant

Objective: By 2023, increase Yellowstone County’s collective ability to create a healthier, more vibrant community through increased collaboration, data sharing, and strategic planning among Coalitions and sectors.

The following initiatives support strengthening partnerships across sectors to improve community health throughout Yellowstone County. Additional planning and performance metrics will be developed in spring 2021 following the launch of other CHIP activities.

Culture of Health Prize through Robert Wood Johnson Foundation
Year One Update: The Culture of Health Prize is a national recognition for communities in the United States that are “working at the forefront of advancing health, opportunity, and equity for all”. While selected as a semi-finalist, Billings was ultimately not chosen to advance to the final round of the competition.

Collective Impact Core Leaders Collaborative
Year One Update: This group of coalition backbone staff met in spring 2021 to determine goals for the year. Goals include developing an annual collective impact workshop for area coalitions, to include a meet and greet with coalition representatives, members, and elected officials; and community asset mapping.

Universal Community Planning Tool
Year One Update: The Universal Community Planning Tool or UCPT (now officially the “Garrett County Planning Tool”), is an open-source, WordPress plugin designed to support CHIP strategy work and to foster community engagement and input for CHNA data. The roll out of the tool will occur following the redesign of the HBD website, which will be finalized in August 2021.

Local Initiatives that Support a Culture of Health/Health in All Policies
The following partnerships represent opportunities HBD has taken to support a culture of health and health in all policies across Yellowstone County over the past year:
- Walkability committee planning for a presentation by Jeff Speck, walkability expert in spring 2022
- Ongoing support for the 2020 Complete Streets Progress Report
- Facilitation of a safer routes to schools funding committee
- Participation in the MET Transit Human Services Transportation Committee

Over the past 6 months, HBD has provided letters of support for the following: National LEED Cities cohort, the Recreational Trails Program, Transportation Alternatives Program, and Safe Routes to Schools funding at the city level.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Goal</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retention of local leaders in Collective Impact Collaborative</td>
<td>100%</td>
<td>On Track</td>
</tr>
<tr>
<td># active UCPT users</td>
<td>TBD</td>
<td>Not Started</td>
</tr>
<tr>
<td>% of workplans incorporating lived experience input in either planning or evaluation phase of project</td>
<td>90%</td>
<td>On Track</td>
</tr>
</tbody>
</table>

This effort is intended to positively influence community health and quality of life overall.

For more background on this strategy, see the original 2020 - 2023 Yellowstone County CHIP and 6-month progress report. A more detailed workplan is available for this initiative upon request.