



2020-2023 YELLOWSTONE COUNTY

COMMUNITY HEALTH
IMPROVEMENT PLAN

18 MONTH PROGRESS REPORT

JULY – DECEMBER 2021 | PUBLISHED JANUARY 31, 2022



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

Our Current Partners

- 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 •



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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

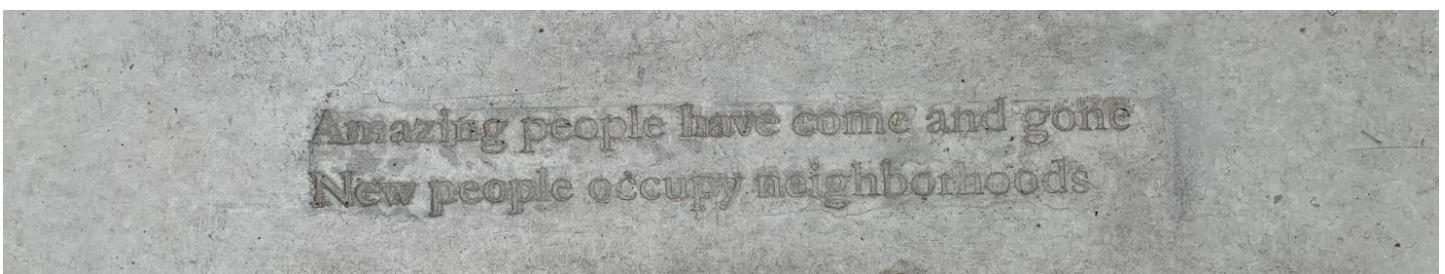


Image – Neighborhood sidewalk poetry installed on the South Side of Billings in spring 2021; a second round of poems is ready to install once weather warms in spring 2022

Past 18 Months at a Glance



Healthy Neighborhoods

- Partnered with Pioneer Park neighborhood to identify resident priorities of social networking, traffic calming, and maintaining a welcoming Pioneer Park
- Celebrated the completion of the 11th Gardeners' Market season at South Park which included record breaking sales and a return of activities



Healthy Connections

- Launched and refined a 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

- Drafted a *Local Best Practices for Health in All Investments* resource
- Awarded *COVID-19 Response and Resilient Communities* grant from the CDC to recruit, train, and deploy community health workers to support a more resilient Yellowstone County
- Hosted a Billings City Council Candidate forum on livability and walkability in partnership with Billings TrailNet and LIFTT



Strengthening Partnerships

- Collaborated with local coalition leaders to develop a 2022 collective impact training and showcase to leverage partnerships for impact
- Launched a new *Healthy By Design* website; Partner Portal launching Spring '22
- Partnered with the City of Billings and Billings Arts Association to submit a grant proposal for an artist in residence to support placemaking



Images – (Top Left) sidewalk stamps, (Top Right) King Family Farms at Gardeners' Market, (Bottom) Candidate Forum audience



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. For more background on each CHIP strategy, see the original 2020 - 2023 Yellowstone County CHIP and 6-month progress report. Detailed workplans are available upon request.

Strategy I. 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 Partnerships

18 Month Overview: In 2021, the Healthy Neighborhoods working group selected both Pioneer Park and Rimrocks neighborhoods for our 2021 partnership. However, Rimrocks was unable to participate at this time. The **Pioneer Park** was granted \$2,000 to support the development of a **resident-informed healthy neighborhood plan**. Based on a resident survey, priorities include social networking, traffic calming, and maintaining a welcoming Pioneer Park free of graffiti and off leash pets. Strategy working group members will provide project support and content expertise to support these efforts through 2022.

Coalition members continued to work with **South Side** neighborhood residents throughout 2021, including:

- Continued recruitment of a neighborhood market business operator
- Procurement of the 2nd round of sidewalk stamps; installation delayed to spring 2022 due to weather
- Planning for a community board for South Park
- Another successful season of the Gardeners’ Market at South Park

Emerging Initiative(s): Continued support for South Side and Pioneer Park neighborhood priorities



Check out a summary of our 2021 Gardeners’ Market season at www.hbdyc.org/market



Progress to Date		
Metric	Goal	Status
# of neighborhood partnership applications received in 2021	3	Achieved
% of working group deliverables met on time	80%	On Track
% of Market customers who increase consumption of fruits and vegetables	≥ 80%	Achieved
Projected Community Health Area of Influence		
Yellowstone County Indicator	2020 CHNA	2023 Goal
% adults who consume 5+ servings of fruits and vegetables daily	27.7%	29%
% of children who are physically active 1+ hours daily	66.2%	69.5%
% adults who feel safe walking alone in neighborhood	88.3%	92.7%

Top image –The Pioneer Park Task Force hosts an ice cream social
 Bottom image – City Council Candidate Charlie Loveridge visits the Gardeners’ Market to learn more about food access in Billings

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

18 Month Overview: The *winter snow shoveling campaign* calls on residents of Yellowstone County to stay on top of snow shoveling responsibilities to support residents who 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. The group acquired “Snow Free and Safe” decals for businesses along Grand Avenue to display, however, challenges exist due to the prevalence of strip mall complexes. Instead, the committee is now seeking businesses and residents “caught in the neighborly act” to promote on digital networks.

The *Connecting Neighbors Summer Series* called on residents across Yellowstone County to reach out and build social connections with their neighbors through simple acts of fun or kindness. The series was promoted on social media, the Billings Gazette, and through tabling.

Emerging Initiative(s): To be determined in spring 2022.



Catch someone in the (neighborly) act! Snap a photo with someone clearing snow at their business or home and share it with us! Tag us on facebook (@HBDyellowstone) or email info@hbdyc.org



Progress to Date		
Metric	Goal	Status
% match between volunteer need and placement	80%	metric retired
# of snow shoveling complaints	<400 ('19)	TBD
# Snow Free and Safe decals distributed	90%	Off Track
Projected Community Health Area of Influence		
Yellowstone County Indicator	2020 CHNA	2023 Goal
% adults who feel isolated from others (sometimes or always)	38.5%	36.6%
% adults who feel they can help make their community a better place to live	90.0%	94.5%
% adults who get the social and emotional support needed	76.8%	80.6%
% adults who have considered suicide	21.3%	21.3%

Top image - Big Sky Seniors Services staff build social connections in summer 2021; Bottom image - Snow shoveling messaging



Strategy 3. Healthy Investments



Vision: Investments in community development, policies, systems, and infrastructure 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

18 Month Overview: Various members of healthy investments strategy working group have been involved in several initiatives throughout fall and winter 2021, including the following:

- Drafted **Local Best Practices for Healthy Investments** resource;
- Hosted a **Livability and Accessibility Candidate Forum** in summer 2021 with LIFTT, Billings TrailNet, and Community 7 TV, engaging 11 candidates for Billings City Council and Mayor; and
- Awarded a grant from the CDC, titled *Community Health Workers for COVID Response and Resilient Communities*, which we are calling **Resilient Yellowstone** to build social capital and guide investments that support resilience in Yellowstone County. Through this partnership, we will work with the Office of Rural Health to recruit, train, and deploy community health workers and organizers in 7 local organizations to better understand the direct and upstream impacts of COVID-19 on our community. This grant is ~\$600,000/year for up to 3 years.



To read candidates' responses from the Livability and Accessibility Forum, visit: [Billings TrailNet's website](#)

To learn more about the Resilient Yellowstone Project, visit: [HBD's website](#)

Emerging Initiative(s): Year of Walkability



Images – Billings City Council and Mayoral candidates participate in a Livability and Accessibility Forum in summer 2021

Progress to Date			Projected Community Health Area of Influence		
Metric	Goal	Status	Yellowstone County Indicator	2020 CHNA	2023 Goal
Successful development of healthy investment criteria	100%	On Track	% adults and children who live in poverty (census)	10.1, 11.9%	9.6, 11.3%
% of work plan deliverables met on time	80%	On Track	% adults who perceive neighborhood as safe	86.3%	90.6%
# Resilient Yellowstone sites hiring a CHW by training	7	TBD	Unwillingness to relocate due to lack of community amenities (MT Chamber Survey 2019)	3.7% entry	3.5%
# Resilient Yellowstone sites completing CHW training	7	TBD		5.9% mid	5.6%
				8.6% senior	8.2%

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.

These initiatives support strengthening partnerships across sectors to improve community health throughout Yellowstone County. As new CHIP initiatives are developed, additional performance measures will follow.

Collective Impact Core Leaders Collaborative

This group of coalition backbone staff met throughout 2021 and includes representatives from Substance Abuse Connect, Continuum of Care, Best Beginnings, Suicide Prevention Coalition and Healthy By Design. This group is planning a collective impact workshop and Coalition showcase on March 7th at the library. Invitations will be sent to Coalition members in the coming weeks.

Universal Community Planning Tool

The Universal Community Planning Tool or UCPT (or “Garrett County Planning Tool”), is a tool to support CHIP strategy work and to foster community engagement and input for CHNA data. Now that the new HBD website has launched, we anticipate the launch of the Partner Portal in early spring 2022. The launch will begin with our existing working groups, Operations Team, and CHNA work team.

Supporting a Culture of Health and 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 18 months:

- Partnered with the City of Billings and Billings Arts Association to apply for an **Our Town grant** through the National Endowment of the Arts to support an artist in residence who will create a placemaking playbook and feasibility study for a public arts commission in the City of Billings
- Walkability committee planning for a presentation by **Jeff Speck**, walkability expert in spring 2022
- Ongoing support for roadway projects that support goals of the **Billings Complete Streets policy**
- Facilitation of a **safer routes to schools funding** committee
- Participation on the following community committees:
 - City of Billings Safe Routes to Schools Assessment Update
 - MET Transit Human Services Transportation Committee
 - Billings Community Transportation Safety Plan Update
- In August 2021, Healthy By Design submitted a letter of support for the City of Billings’ grant application for the National Endowment of the Arts’ Our Town opportunity.

Progress to Date		
Metric	Goal	Status
Retention of local leaders in Collective Impact Collaborative	100%	On Track
# active Partner Portal users	TBD	Not Started
% of workplans incorporating lived experience input in either planning or evaluation phase of project	90%	On Track
Projected Community Health Area of Influence		
This effort is intended to positively influence overall community health and quality of life.		

