2017-2020 Community Health Improvement Plan (CHIP)

36 Month/Final Progress Update:
July 1, 2017 – June 30, 2020
Published July 31, 2020

Yellowstone County, Montana
Table of Contents

Executive Summary of Recent Progress ........................................................................................................3
Community Health Improvement Strategies
  2017 – 2020 CHIP Overview and Scorecard .......................................................................................... 5
  36 Month/Final Progress Update .............................................................................................................. 7
  Summary of Ongoing Activities ............................................................................................................... 23
  Association of Community Health Improvement Framework Process Update ............................... 26

Land Acknowledgement

We acknowledge that Healthy By Design’s initiatives and the community that we serve are located on the land of tribal nations whose time in the area ranged from over tens of thousands years to hundreds of years. These tribes include the Assiniboine (Nakoda), Blackfeet (Amskapi Pikuni), Northern Cheyenne (Tsetsëheséstahese/So’taahe), Crow (Apsaalooke), Gros Ventre (A’anin), and Sioux (Dakota/Lakota). We recognize their connection to this region and give thanks for the opportunity to live, work, play, learn, and collaborate with our partners on their traditional homeland.
Executive Summary: July 2017 – June 2020 CHIP Implementation

I love the art that the Coalition has organized to make [the community] more vibrant!
- Member

Significant Outcomes

- Built partnerships and opportunities for increased access to healthy foods through gardening, retail, and local food systems
- Kicked off the 10th Gardeners’ Market season, focusing on increased senior and vendor engagement
- Created a healthy food truck recognition opportunity
- Completed a feasibility study for a South Side neighborhood grocery store
- Activated safer routes to schools with 4 elementary schools through creative sign toppers and sidewalk paint
- Encouraged active transportation at the Gardeners’ Market through a Move at the Market campaign, bike parking, and bike safety education
- Launched a sidewalk poetry project to increase neighborhood walkability and identity
- Published 2 Parks Rx maps and installed 3 kiosks at Pioneer and North Parks
- Launched a Brighten Up initiative to support neighborhood businesses and events that actively improve the vibrancy of the South Side neighborhood
- Initiated 18 public art installations to beautify and improve the community, including 9 utility box wraps, a mural, and neighborhood signage
- Successfully launched the Activate Billings workshop series to support area businesses in making the healthy choice the easy choice in their workplaces
- Advocated for healthy community design and health in all policies by providing technical assistance and content expertise in several local planning efforts, including the Billings Area Bikeway and Trail Master Plan, Project Re:Code, One Big Sky District Plan, the Billings Area Wayfinding Signage Plan, Billings’ Bicycle Friendly Community Designation, Complete Streets Progress Update, several grant applications, and more

I am [proud] of the growth of the Coalition. Healthy By Design advocacy and community support is more diverse than it was three years ago.
- Member
Activating Resources

- Successfully awarded several local, state, and national grants to support various community health improvement initiatives from the Kresge Foundation, the United States Department of Agriculture, Montana Department of Public Health and Human Services, I-SEED/Streetwyze, Big Sky Economic Development, and Data Across Sectors for Health.

- Provided nearly 30 of letters of support for Coalition member grant and project proposals that aligned with CHIP goals, including projects to create a Yellowstone Valley Food Hub, a youth bicycle park, One Big Sky District cultural planning, urban bikeway and trails projects, MET Transit fleet and technology upgrades, safer routes to schools, and more.

Sharing Our Story

- January - June 2020 local media spotlights:
  5th Consecutive Yellowstone County Community Health Needs Assessment Published (KULR8)
  Latest Health Needs Assessment For Yellowstone County Released (Yellowstone Public Radio)
  Report: 1 in 5 in Yellowstone County considered suicide (Q2 News KTVQ)
  Yellowstone County continues to struggle with mental health, report finds (Billings Gazette)
  Gazette opinion: It’s unhealthy to be poor in Yellowstone County (Billings Gazette)
  Coalition to bring sidewalk poetry, other projects to Billings’ South Side (Billings Gazette)
  Better Off in Billings - Space2Place (Big Sky Economic Development, Better Off in Billings)
  Montana This Morning (KTVQ)
  Gardeners' Market opens with COVID-19 precautions (Billings Gazette)

… Healthy By Design is going in a great direction and [are] giving members more opportunities to be involved in the work!
- Member

[It] has been great to see all the great [safer routes to school] accomplishments on the ground.
- Member
Improvement Plan Overview and 2020 Scorecard

### 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

<table>
<thead>
<tr>
<th>Objective</th>
<th>2005</th>
<th>2010</th>
<th>2014</th>
<th>2017</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase proportion of residents who are at a healthy weight in Yellowstone County by 10% to 35.3% by 2030.</td>
<td>37.3%</td>
<td>27.1%</td>
<td>34.3%</td>
<td>34.4%</td>
<td>27.3%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Objective</th>
<th>2005</th>
<th>2010</th>
<th>2014</th>
<th>2017</th>
<th>2020</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>
<td>34.9%</td>
<td>40.6%</td>
<td>40.1%</td>
<td>30.8%</td>
<td>27.7%</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>N/A</td>
<td>N/A</td>
<td>42.8%</td>
<td>70.8%</td>
<td>66.2%</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>73.7%</td>
<td>77.6%</td>
<td>76.3%</td>
<td>82.0%</td>
<td>83.4%</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>75.7%</td>
<td>74.3%</td>
<td>77.6%</td>
<td>70.4%</td>
<td>69.3%</td>
</tr>
</tbody>
</table>

*Based on guidance from Healthy People 2020.*

Adopted Healthy By Design Strategies for the 2017 – 2020 CHIP Cycle:
1. Healthy Food Retail and Food Procurement
2. Creating and Improving Access to Places, Parks, and Playgrounds for Physical Activity; Creating and Maintaining Safe Neighborhoods
3. Providing Space for Activities that Encourage Social Participation and Inclusion
4. Community Scale Urban Design and Land Use Policies
2017 – 2020 Yellowstone County Community Health Improvement Plan Initiatives
Updated June 30, 2020

Recognition Opportunities
Events
School Wellness Champions
Worksites
Food Vendors

Healthy Neighborhood Project – South Side of Billings
Grocery Store Feasibility Study
Community Gardening Continuum
Bright Side of the Tracks Branding
South Side Stories
Brighten Up Initiatives
South Sidewalks

Gardeners’ Market at South Park (including Move at the Market)
Activate Billings
Safer Routes to Schools through Creative Placemaking
Activated Spaces Support for Downtown Billings

Advocacy for Healthy Community Design:
Project Re:Code, One Big Sky District, Billings Wayfinding Signage Plan,
Complete Streets Progress Report
Parks Rx and Pioneer Perks
Assessing Joint, Shared, and Open Use Agreements in Yellowstone County
5-2-1-0 Message

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

<table>
<thead>
<tr>
<th>Objective(s)</th>
<th>Outcome Indicators</th>
</tr>
</thead>
</table>
| - Increase in reported consumption of 5 servings/day of fruits and vegetables among Yellowstone County residents from 30.8% to 33.88% by 2020 | - % 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>
</tr>
</thead>
</table>
| Gardeners’ Market Direct SEED – Senior Engagement for Enhanced Demand* | Vendor focus group, task group formed | Completed October 2019, Monitoring | 2019 Market Summary: [www.healthybydesignyellowstone.org/gardenersmarket/](http://www.healthybydesignyellowstone.org/gardenersmarket/)  
Partners – RiverStone Health, Billings Parks and Recreation, Adult Resource Alliance, Jodi Prewett (Market Vendor) |
| Healthy Food Vendor Recognition | # promotional outlets, # food trucks recognized | In Progress, Monitoring | Application: [http://www.healthybydesignyellowstone.org/recognition-opportunities/](http://www.healthybydesignyellowstone.org/recognition-opportunities/)  
Partners – Billings Clinic, Billings TrailNet, Ginny Mermel (Community Advocate), RiverStone Health |
| Emerging – Healthy Emergency Food | Workplan developed | Postponed (COVID – 19) | TBD |
| Ongoing Initiative(s) | Goals | Status | Partners |
| Healthy Neighborhood Project - South Side Community Garden* | # participants across all pilot projects, community garden location identified, action plan developed, community ‘gardener’ hired | Monitoring progress | Billings Parks and Recreation; Friendship House of Christian Service, South Park Senior Center, and South Side Task Force |
| Healthy Neighborhood Project - South Side Grocery Store* | Feasibility study completed; in process of identifying location and funding resource; pivoting business plan due to current economic climate associated with COVID-19 | Monitoring progress | Big Sky Economic Development; Beartooth Resource, Conservation and Development, Inc.; City-County Planning, Community Leadership Development, Inc.; Ginny Mermel (Community Advocate); Native American Development Corporation; Northern Plains Resource Council; and RiverStone Health |

Additional information, such as a task group action plan, is available upon request.  
*Grant funds received to support initiative
KEY STRATEGY ACHIEVEMENTS:

Gardeners’ Market
- Launched a senior-focused media campaign designed to reach households via radio, print, and television
- Created a vendor committee to provide oversight to market operations and activities
- Added Senior Farmers’ Market Nutrition Program coupons as an additional payment option

Healthy Food Vendor Recognition
- Hosted a food truck forum to identify interest and barriers in healthier food options and recognition
- Developed a Healthy Food Truck application
- Promoted healthy food truck opportunities through Coalition members and events

Healthy Neighborhood Project – Food Related Objectives
- Developed resources for South Side residents to gain access to healthy foods, including continued partnership for a neighborhood greenhouse and container gardens
- Completed a feasibility study, preliminary business plan, and initial funding pitch for a neighborhood grocery store on the South Side of Billings
- Continued to build partnerships and momentum for increased access to healthy, affordable foods on the South Side (work to be continued in 2020 – 2023 CHIP)

CURRENT FOCUS AREA(S):
2019 – 2021 Gardeners’ Market Initiative - Direct Senior Engagement to Enhance Demand
Update: January 1 – June 30, 2020: The market offseason proved to be a busy one. From January through May, a committee of 7 vendors met monthly to discuss vendor recruitment and retention, payment process, and promotion. An optional vendor promotion workshop scheduled for May was postponed due to the COVID-19 pandemic. However a toolkit of resources were created and distributed during mandatory vendor training. This resource can also be found on the market page of the HBD website.

Governor Bullock designated farmers’ and gardeners’ markets as an essential service during the COVID-19 pandemic, which led the Market team to create a COVID-19 Response Plan for 2020 market operations. This plan includes requirements and recommendations on screening, physical distancing, and increased sanitization for staff, vendors, and customers. In June, the 2020 marketing campaign was launched including Public Service Announcements and paid advertising in local publications, local radio, and television stations began.

- Performance indicator(s) (progress January 1 – June 30, 2020):
  - # vendor training participants: 22
  - # media outlets featuring Market advertising: 13 (3 television, 6 radio, 4 print)
  - Implement built environment strategies to address barriers for senior engagement: Postponed due to the COVID-19 pandemic
Update: Strategy 1 - Healthy Food Retail and Healthy Food Procurement

CURRENT FOCUS AREA(S), Continued:
Healthy Food Vendor Recognition
Update: January 1 – June 30, 2020: Due to COVID-19, most events in Yellowstone County were canceled during this timeframe. As a result, the workgroup pivoted focus from event organizers back to food trucks themselves, including paid advertising (boosts) on Facebook.

- Performance Indicator(s) (progress January 1 – June 30, 2020):
  - # engagements on social media:
    - 54 engagements
    - 1,813 people reached
  - # recognized food trucks: 4 (no change since December 2019)

Emerging – Healthy Emergency Food
Update: January 1 – June 30, 2020: This initiative is on hold due to capacity demands on local emergency food services due to COVID-19.

ONGOING INITIATIVE(S):
Healthy Neighborhood Project – Food Related Objectives
Update: January 1 – June 30, 2020: The grocery store effort has continued, with committee members meeting monthly. In January 2020, NADC outlined a new collaborative leadership model for the store, which the committee adopted. Efforts are now underway to finalize a workplan for a store to open in November 2021 that would be part business incubator space, part grocery store, overseen by a group of community partners and residents. In July, the committee will host an expert from the Montana Cooperative Development Corporation to outline next legal steps for this project.

- Performance indicator(s) (progress July 1 – December 31, 2019):
  - # organizational partners engaged in business development process: 10
  - Market analysis completed and distributed: published September 2019

The community garden task group met in March to discuss staffing and updating plans to increase community participation. Community partners identified a need to make the community greenhouse accessible to residents at all hours without the need for staffing support. A lock that can hold greenhouse keys was purchased and Friendship House, a community partner, volunteered to work with the South Side Senior Center to establish greenhouse guidelines. However, COVID-19 shelter in place restrictions resulted in the closure of the senior center for an extended period during the spring greenhouse season. As a result, communication about the greenhouse and its availability was greatly reduced. Due to a lack of participants, South Side Sprouts has expanded throughout Billings with a focus on multi-family housing and distribution to organizations. Outreach was difficult due to COVID-19, but partner lead, Billings Parks and Recreation, is continuing to seek out sustainable, long-term partnerships with community organizations.

- Performance indicator(s) (progress January 1 - June 30, 2020):
  - # participants in South Side Sprouts container garden program: 1
Overview: Strategy 2 - Creating and Improving Access to Places, Parks, & Playgrounds for Physical Activity; Creating & 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
Work Plan: Strategy 2 - Creating and Improving Access to Places, Parks, & Playgrounds for Physical Activity; Creating & Maintaining Safe Neighborhoods

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Outcome Indicators</th>
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<tbody>
<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>• % YC residents who meet physical activity recommendations (2020 CHNA)</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>• % 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>
</tr>
<tr>
<td></td>
<td>• # Bicycle Friendly Businesses</td>
</tr>
<tr>
<td></td>
<td>• # park user counts</td>
</tr>
<tr>
<td></td>
<td>• Others TBD by workgroup(s)</td>
</tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Safer Routes to Schools through creative placemaking*</td>
<td># project team meetings, # of external stakeholders engaged, # art installations</td>
<td>Complete, monitoring progress</td>
<td>Space2Place Grant: <a href="http://www.bigskyeconomicdevelopment.org">www.bigskyeconomicdevelopment.org</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Partners – Billings Public Works Department, Billings Metro Planning Organization, Orchard and Newman Schools, Permaletter</td>
</tr>
<tr>
<td>Healthy Neighborhood Project (HNP) – South Sidewalks*</td>
<td>Sidewalk inventory and poetry application completed, # poems added</td>
<td>Completing by September 30, 2020</td>
<td>Project Webpage: <a href="http://www.billingschamber.com/activate-billings/">www.billingschamber.com/activate-billings/</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Partners – Public Works, Planning, Western Heritage Center, residents</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Ongoing Initiative(s)</th>
<th>Goals</th>
<th>Status</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop campaign to promote active transportation to Healthy By Design Gardeners’ Market</td>
<td>Increase # of market attendees who use active transportation to/from the event</td>
<td>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>Various</td>
</tr>
<tr>
<td>Pilot 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>Monitoring Progress</td>
<td>Billings Clinic, Parks and Recreation, City-County Planning, LIFTT, RiverStone Health, St. Vincent Healthcare, Yellowstone Valley Animal Shelter</td>
</tr>
<tr>
<td>Joint, shared, and open use agreements</td>
<td>Assess current landscape</td>
<td>Completed June 2018</td>
<td>Scan complete.</td>
</tr>
</tbody>
</table>

*Grant funds received to support initiative

Additional information, such as a task group action plan, is available upon request.
Update: Strategy 2 - Creating and Improving Access to Places, Parks, & Playgrounds for Physical Activity; Creating & Maintaining Safe Neighborhoods

**KEY STRATEGY ACHIEVEMENTS:**

**Safe Routes to Schools through Creative Placemaking**

- Installed creative sign toppers for 4 local schools along recommended routes to school for both community and students to enjoy
- Engaged over 400 students in voting for creative sign toppers
- Published 2 maps guide students and guardians along school routes

**Active Transportation at the Gardeners’ Market**

- Integrated active transportation into a broader Move at the Market initiative
- Partnered with Kids In Motion to promote bike safety to children at the market
- Installed permanent bike parking staples at South Park

**Healthy Neighborhood Project**

**South Sidewalks**

- Launched inaugural sidewalk poetry project to increase neighborhood walkability and identity
- Selected 7 poems selected for installation, in partnership with 2 local poets, Anna Paige and former Montana Poet Laureate, Tami Haaland, and 3 South Side Residents – Jade Bahr, Linda Deavila, and Max Hoffman

**Parks Rx**

- Published 2 Parks Rx maps
- Installed 3 Parks Rx kiosks at Pioneer Park and North Park

**Bicycle Friendly Business Promotion**

- Awarded Bronze Bicycle Friendly Community designation from The League of American Bicyclists

**CURRENT FOCUS AREA(S):**

**Safe Routes to Schools through Creative Placemaking**

Update: January 1 – June 30, 2020: This initiatives focuses on 4 participating elementary schools in Yellowstone County – Highland, McKinley, Newman, and Orchard.

In February elementary students at Highland and McKinley schools voted for their favorite color of mascot-themed sign designs using pinto beans. Once final colors and locations for the sign toppers were determined, a local company produced and installed the signs along recommended routes to school, which included Walking School Bus routes. These creative sign toppers promote safer routes to schools for students, families, and residents alike.

In spring of 2020, Orchard and Newman schools planned to host educational events to inform students on how to use the sign toppers around their school, however COVID-19 closures delayed these efforts. Maps were created and published for Orchard and Newman to mark the placements of signs. Sign installation for Highland and McKinley occurred following school closures, however, efforts will be made to promote the routes when school resumes.
Update: Strategy 2 - Creating and Improving Access to Places, Parks, & Playgrounds for Physical Activity; Creating & Maintaining Safe Neighborhoods

CURRENT FOCUS AREA(S), Continued:
Safe Routes to Schools through Creative Placemaking
- Performance indicator(s) (progress January – June 2020):
  - # of project team meetings: 3
  - # of external stakeholders engaged: 8
  - # of art installations: 48 street sign toppers installed across all 4 schools

Going forward, this initiative along with other strategies such as Walking School Buses and school audits previously completed by the Safe Routes to School Committee, will be wrapped into a comprehensive Healthy Neighborhood strategy to replicate these efforts across Yellowstone County as part of the 2020 – 2023 CHIP.

2020 Healthy Neighborhood Project - South Sidewalks
Update: January 1 – June 30, 2020: In February 2020, Coalition partners hosted three poetry workshops. Two of these workshops were youth-focused, taking place after school at a neighborhood elementary school. The other workshop took place at Kirks’ Grocery, a neighborhood art space, for the broader community. The focus of these workshops was to introduce participants to place-based poetry and to encourage poetry submission for the South Sidewalks initiative. In April, a poetry selection committee including South Side residents and local poets reviewed applications. A sidewalk audit was conducted to identify sidewalk segments that, if replaced, would increase safety and walkability. Residents prioritized poetry locations through an online survey.
- Performance indicator(s) (January 1 – June 30, 2020):
  - Poetry application completed: complete, 12 applications received
  - # poems installed: 7 selected, installation to occur in August 2020

ONGOING INITIATIVE(S):
Active Transportation at the Gardeners’ Market
Update: January 1, 2020 – June 30, 2020: The 10th season of the Gardeners’ Market started on June 11. Due to the COVID-19 pandemic, market activities were halted during this reporting period. However, customers coming to the Gardeners’ Market via active transportation can still get their Move at the Market card punch for active transportation prizes. Staff has also been working on developing “grab and go” activities that can be completed individually or with members of one household.
- Performance indicator(s) (January 1 – June 30, 2020):
  - % market attendees who reported using active transportation to/from the event at some point during the 2020 season: TBD at conclusion of market season in October
  - # bikes repaired through KIM trailer: 0 (no activities permitted during phase 2 of COVID reopening)
Update: Strategy 2 - Creating and Improving Access to Places, Parks, & Playgrounds for Physical Activity; Creating & Maintaining Safe Neighborhoods

ONGOING INITIATIVE(S), Continued:

Parks Rx
Update: January 1 – June 30, 2020: Remaining funding from the grant is being used to purchase additional pet leashes to promote Parks Rx. These leashes will be given to veterinarians who have partnered with HBD on this project to encourage pet owners to get out and utilize the Parks Rx maps and/or kiosks located at Pioneer and North Parks. The Great Escape, a local business that creates fun challenges for groups to solve in a time-limited manner to “escape” the room, featured the Pioneer Park Parks Rx kiosk as part of a socially distanced version of a game.

- Performance indicator(s) (progress January 1 – June 30, 2020):
  - # printed maps distributed: 650
  - # promotional pet leashes distributed: 150

Bicycle Friendly Business (BFB) Promotion
Update: January 1, 2020 – June 30, 2020: There are currently 4 recognized Bicycle Friendly Businesses in Billings, as designated by the League of American Bicyclists. This designation can be cost prohibitive and challenging for organizations to achieve. In hopes of making bicycle friendly practices more achievable, the HBD Coalition incorporated select best practices from the League into our Healthy Worksite Recognition application. The City of Billings was successfully awarded another Bronze Bicycle Friendly Community in spring 2020.

- Performance indicator(s) (progress January 1 – June 30, 2020):
  - # businesses applying for recognition: 0
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

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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

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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**

<table>
<thead>
<tr>
<th>Objective(s)</th>
<th>Outcome Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Increase in children who are physically active for 1+ hours/day from 70.8% to 77.8% by 2020</td>
<td>• % YC residents who meet physical activity recommendations (2020 CHNA)</td>
</tr>
<tr>
<td>• Increase proportion of adults reporting leisure time physical activity from 82% to 90.2% by 2020</td>
<td>• % YC residents who report no leisure time physical activity (2020 CHNA)</td>
</tr>
<tr>
<td>• 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</td>
<td>• % YC residents whose activities are not limited in some way due to a physical, mental, or emotional problem (2020 CHNA)</td>
</tr>
<tr>
<td></td>
<td>• Others TBD by workgroup</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Current Focus Area(s)</th>
<th>Performance Indicator</th>
<th>Target Date</th>
<th>Additional Information</th>
</tr>
</thead>
</table>
| **New in 2020 HNP–Brighten Up Initiative*** | # Brighten Up ideas submitted, events, participating businesses | Completing September 2020 | Project Webpage: [www.hbdyc.org/healthyneighborhoodproject](http://www.hbdyc.org/healthyneighborhoodproject)  
Partners – South Side Task Force and neighborhood residents, South Side businesses, City Planning |
| **Activate Billings** | # workshop sessions implemented, # participating businesses | Completed March 2020 | Project Webpage: [https://www.billingschamber.com/activate-billings/](https://www.billingschamber.com/activate-billings/)  
Partners – Billings Chamber of Commerce, Billings Works, various participating businesses and presentations |
| **Activated Spaces Downtown – CHIP challenge funds awarded** | Successful launch of activated spaces initiative | Launching summer 2020 (pending COVID-19) | N/A  
Partners – Downtown Billings Association (lead), with planning support from Big Sky Economic Development, City of Billings, HBD |

<table>
<thead>
<tr>
<th>Ongoing Initiative(s)</th>
<th>Goals</th>
<th>Status</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Choose Your Active Adventure</strong></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>
<tr>
<td><strong>HNP (2019) Bright Side of the Tracks arts and culture initiative</strong>*</td>
<td># art projects completed</td>
<td>Completing September 2020</td>
<td>Billings Parks and Recreation, Public Works, Chamber, City-County Planning, Downtown Billings Alliance, MDT</td>
</tr>
<tr>
<td><strong>HNP (2019) Resident engagement and leadership</strong>*</td>
<td># resident steering committees held, # residents engaged</td>
<td>Completing September 2020</td>
<td>South Side Task Force, Western Heritage Center, City-County Planning</td>
</tr>
</tbody>
</table>

*Grant funds received to support initiative*
Update: Strategy 3 - Provide Space for Organized Activities that Encourage Social Participation and Inclusion

KEY STRATEGY ACHIEVEMENTS:
Healthy Neighborhood Project
Brighten Up Initiative
✓ Published Brighten Up Business pledge for South Side businesses
✓ Hosted 1st Brighten Up event – community flower planting

Bright Side of the Tracks initiative and Resident Engagement
✓ Continued promotion of the Bright Side of the Tracks logo
✓ Installed 18 public art and community beautification projects
✓ Engaged over 225 community residents in planning and decision-making
✓ Contracted local producers to publish two podcasts correlating to the South Side Stories

Activate Billings
✓ Completed the inaugural Activate Billings workshop series, co-hosted by the Billings Chamber of Commerce and Healthy By Design, engaging 14 area businesses in making the healthy choice, the easy choice in their workplaces

Activated Spaces and Choose Your Active Adventure (Pioneer Perks)
✓ Provided $7,000 to support welcoming, family friendly spaces in downtown Billings, a need identified through the MyHealthyYellowstone campaign in summer/fall 2019
✓ Created a fun, low cost way to enjoy Pioneer Park in new, unexpected ways

CURRENT FOCUS AREA(S):
Healthy Neighborhood Project – Brighten Up Initiative
Update: January 1 – June 30, 2020: The goal of this initiative is to build relationships between South Side businesses and residents to brighten up their neighborhood. With the input of the South Side Neighborhood Task Force and key businesses, a Brighten Up business pledge was created to encourage South Side business pride and active participation. In June, the first Brighten Up event, a community flower planting project, was completed. In response to social distancing recommendations to prevent the spread of COVID-19, residents were encouraged to pick up free flowers to plant at their homes with the Bright Side of the Tracks logo. Participants were asked to show their pride by posting photos of their flowers on social media.

- Performance indicator(s) (progress January 1 – June 30, 2020):
  - # Brighten Up ideas submitted: 5 (2 online, 3 from neighborhood task force)
  - # of Brighten Up events: 1 to date
  - # of business pledges completed: In progress

Activate Billings
Update: January 1 – June 30, 2020: The 6-part Activate Billings workshop series concluded on March 12, 2020 at the Billings Chamber. These monthly sessions focused on empowering local businesses to become activators of health and wellness across Yellowstone County through sharing of information, resources, and peer learning opportunities. Plans for a second series are postponed to allow participating organizations respond to COVID-19.

- Performance indicator(s) (progress January 1 – June 30, 2020):
  - # workshop sessions implemented: 6/6
  - # participating businesses: 14 have attended at least 1 session
Update: Strategy 3 - Provide Space for Organized Activities that Encourage Social Participation and Inclusion

**CURRENT FOCUS AREA(S), Continued:**

**Activated Spaces Downtown**

*Update: January 1 – June 30, 2020:* As part of a participatory budgeting process, HBD Steering Committee members voted to subgrant remaining funds from the Streetwyze initiative to create welcoming, family friendly public spaces in downtown Billings. The need for more creative, fun spaces, that do not require a membership, purchase, or “purpose” for being there, was a key priority identified in the MyHealthyYellowstone campaign, funded by Streetwyze. The Coalition granted the Downtown Billings Association $7,000 to support the launch of their activated spaces/parklet project downtown. This project was intended to launch in summer 2020, however, like many efforts, has been placed on holding pending re-opening associated with COVID-19.

**ONGOING INITIATIVE(S):**

**Healthy Neighborhood Project – Bright Side of the Tracks Initiative + Resident Engagement**

*Update: January 1 - June 30, 2020:* Since winter 2020, the Bright Side of the Tracks theme has continued to be incorporated throughout all of the Healthy Neighborhood Project efforts.

In terms of community art and placemaking, 4 additional box wraps were finalized and are slated to be installed in neighborhood parks and on the triangle perimeter. For the walking route project, South Side Stories, two local podcast producers began collecting additional interviews and soundbites to complete two podcast episodes that will accompany the routes. Before fall, a resident tour guide training will prepare community members to give tours of the walking routes. Sidewalk stickers will be installed as an additional visual aid along the walking routes to indicate points of interest on the maps.

COVID-19 made it difficult to engage residents through events or meetings, and efforts shifted in general towards the Brighten Up initiative.

- Performance indicators (progress January 1 – June 30, 2020):
  - # box wraps completed (3/year): 4 wraps slated for installation (9 total will be installed over the course of this project)
  - # community art project types completed: 0 new (project total: 3 – box wraps, mural, and entryway signage)
  - # resident steering committees held: 0 new (note: in 2020, quarterly steering committee meetings were replaced with a stronger emphasis on resident engagement in project committees (e.g. grocery, sidewalk poetry selection, etc.; 9 total across CHIP)
  - # unduplicated residents engaged in project (based on meeting sign in sheets): 75 new (project total: 225)
  - # of South Side Stories podcast episodes: In Progress

**Choose Your Active Adventure**

*Update: January 1 - June 30, 2020:* Pioneer Perks stations remain at Pioneer Park, no additional updates.
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.

- **Made to Move:** Application for funding and technical assistance to support the successful implementation of Billings’ first bicycle boulevard.

- **Wayfinding Signage Plan:** City of Billings
Work Plan: Strategy 4 - Community Scale Urban Design & Land Use Policies

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<td>• # locally adopted plans with health as a stated vision or goal</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>
<td>• # locally adopted plans with health as a performance metrics or indicator</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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</thead>
<tbody>
<tr>
<td>Project Re:Code</td>
<td>Actively participate in at least 75% of advisory meetings</td>
<td>Adoption in process</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</td>
<td>Attend and promote at least 1 public meeting per quarter</td>
<td>Postponed, pending future funding</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>
<tr>
<td>Blue Zones Made To Move</td>
<td>Successfully implement Billings’ 1st bicycle boulevard with support from Blue Zones</td>
<td>Postponed, pending future funding</td>
<td>Blue Zones webpage: <a href="https://www.bluezones.com/">https://www.bluezones.com/</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Partners – City of Billings – Public Works, Billings-Yellowstone Planning MPO, Healthy By Design</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Partners – Led by City of Billings, various Wayfinding Signage plan advisory members</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Partners – Led by City of Billings, various Wayfinding Signage plan advisory members</td>
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</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

KEY STRATEGY ACHIEVEMENTS:

✓ HBD actively participated in the design of several plans, studies, and efforts to make the healthy choice, the easy choice through community design and land use.

ONGOING INITIATIVES:

Project Re:Code
Update: January 1 - June 30, 2020: Project Re:Code committee meetings concluded in summer 2020. Community presentations and the adoption project have been postponed due to COVID-19, however, public meetings are set to resume in July 2020. For more information, visit: https://ci.billings.mt.us/2138/Project-Re-Code

- Performance indicator(s) (progress to date, updated January 1 – June 30):
  - % of quarterly ad hoc committee meetings attended by HBD staff: 86% (6/7)
  - % of monthly urban issues sub-committee meetings attended by HBD staff: 74% (17/23)

One Big Sky District (OBSD) Planning
Update: January 1 - June 30, 2020: No update at this time.

Blue Zones Made to Move
Update: January 1 - June 30, 2020: Coalition members met with the Blue Zones advisory team to solicit feedback on our application and future opportunities. Awardees selected for funding proposed projects that were deemed more “shovel ready”, however, Billings was encouraged to reapply in future cycles if continued.

City of Billings Wayfinding Signage Plan

New! City of Billings – 2020 Complete Streets Progress Report
January 1 - June 30, 2020: The City of Billings has convened a committee to an updated progress report for the City of Billings Complete Streets ordinance. This committee includes several HBD Coalition members, including the City, RiverStone Health, LIFTT, MET Transit, and HBD staff. The report, published every three years, seeks to evaluate progress and outcomes associated with the implementation of the 2011 policy, which HBD helped to develop. The 2020 report is planned to be published in fall, will once again include CHNA data, and places a greater emphasis on accessibility and inclusion than previous reports.
A report on ongoing activities supporting the CHIP Goal of Improving Healthy Weight Status in Yellowstone County, Montana

**Member Capacity Project**
In 2020, what began as an opportunity to evaluate Coalition member engagement has transformed into stakeholder mapping across Coalitions and a discussion of an overarching vision for our collective work in Yellowstone County. Coalition feedback from surveys conducted over the last year has been incorporated into a Partner Pledge document and resources for new Partners to clearly define member roles and expectations. This work will continue in the 2020-2023 CHIP through the Strengthening Partnerships strategy.

**Gardeners’ Market**
The 10th Gardener’s Market began on June 11, 2020. The Market team and vendor task group continues to work on USDA grant deliverables, including increased vendors and attendance, despite challenges presented by COVID-19. More details can be found in the Strategy Updates section of this report (page 9). For more information on the Gardeners’ Market, please visit: [http://www.healthybydesignyellowstone.org/gardenersmarket/](http://www.healthybydesignyellowstone.org/gardenersmarket/)

**5-2-1-0**
Healthy By Design’s 5-2-1-0 messaging continues to be prominent throughout our work. The campaign promotes simple ways to incorporate physical activity into daily life. Recognized events, food trucks, and worksites are encouraged to use the 5-2-1-0 message. Those that do can get fun items with the message on it for tabling events and community activities, such as soccer balls, water bottles, stickers, and more!

**Past CHIP Initiatives**
We still keep track of initiatives from previous CHIPS, including Trauma-Informed Care (TIC), awareness of Adverse Childhood Experiences (ACEs), and Active Living Every Day (ALED) classes. Visit our website for resources.
**Ongoing Activities, continued**

**Healthy By Design Recognition Opportunities**

HBD has several ways to celebrate events, worksites, and food vendors that are helping to make the healthy choice, the easy choice in Yellowstone County. Each opportunity is a free, easy application that is reviewed by a committee of peers who are subject-matter experts. Recognition includes promotion from HBD and community kudos. Find out more on our website at www.healthybydesignyellowstone.org/recognition-opportunities/

**Event Recognition**

In 2020, a total of 4 events were recognized from four distinct organizations in 2020. Many community events were cancelled, limited, or went virtual in 2020, and we anticipate that this opportunity will pick back up in the future even if it looks a little bit different. A total of 27 events were recognized by the Coalition over the course of the 2017-2020 CHIP.

**Healthy Worksite Recognition**

The Healthy Worksite Recognition initiative was launched in 2018 with 12 local businesses recognized for their commitment to employee health and wellness. These businesses became the inspiration for the Healthy Worksite Toolkit, published in December 2019. The second round of this initiative recognized 15 businesses, 8 of which were repeat applicants. We were pleased that the average scores of these applications were similar both years, and would like to see these average scores increase over time. The toolkit can be found at www.healthybydesignyellowstone.org/worksite-wellness/.

**Healthy Food Truck Recognition**

See the update for Strategy 1 - Healthy Food Retail and Healthy Food Procurement (page 10) for more on this recognition opportunity.

**School Wellness Champions**

The School Wellness Champion project is the result of a collaboration with 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. This initiative is has concluded for the time being.
Marketing and Communications

Social Media - Facebook
HBD runs a Facebook page where followers can expect updates and information, including but not limited to: project progress, recognized organizations/businesses and events, public input opportunities, and evidence-based information and articles related to the CHIP. We have seen growth and success on Facebook over the past three years, including within the last six months. The post with the most organic (un-paid) “reach” within the last six months reached over 2,000 Facebook users! Over the last three years, we have increased the number of followers from 771 to 1,211, which is a 57% increase.

Newsletters
HBD publishes 3 newsletters regularly to keep the community informed on progress.
1. A general Coalition e-newsletter provides monthly CHNA and CHIP initiative updates, task group/project updates, events from HBD and other partners, as well as other pertinent news and information.
2. The Gardeners’ Market newsletter is published weekly from June-October with updates on produce and events at the Market.
3. The seasonal/quarterly Healthy Neighborhood Project newsletter is sent via email or mail to South Side residents and other interested parties and provides project-specific announcements and opportunities for community engagement.

The Gardeners’ Market newsletter is sent to 515 people and the general Healthy By Design Newsletter is sent to 726 people. This is a total of 246 new subscribers, a 24% increase over the last six months. Total number of residents engaged through the Healthy Neighborhood project newsletter is over 60 households with an additional 62 non-resident stakeholders on the contact list.

Website: www.hbdyc.org
HBD offers a website that explains who we are, what we do, and provides more information on all of HBD’s current initiatives. There are tabs with access to the Community Health Needs Assessment (CHNA), CHIP, other reports and resources, as well as news and events.

Data Dashboard
HBD is moving forward with integrating the Universal Community Planning Tool (UCPT) into the website. This free, online tool allows for collaboration among groups and acts as a shared dashboard and information-sharing platform. We will initially pilot this with the strategy working groups for the next CHIP. Stay tuned to see how this effort will provide opportunities to better inform and engage the community and local decision makers on community health needs and the Coalition’s efforts to address those needs.

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HBD Communications
By the Numbers
As of June 30, 2020

Facebook Followers
1,211

New E-news Subscribers
246

Healthy Neighborhood Project E-News Recipients
122
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: [https://www.healthycommunities.org/resources/community-health-assessment-toolkit](https://www.healthycommunities.org/resources/community-health-assessment-toolkit)
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></td>
<td>Not Started</td>
<td>In Progress</td>
</tr>
<tr>
<td>Engage stakeholders</td>
<td></td>
<td>![circle]</td>
</tr>
<tr>
<td>Establish implementation workgroup/committee</td>
<td></td>
<td>![circle]</td>
</tr>
<tr>
<td>Develop action plan: Goals and Objectives</td>
<td></td>
<td>![circle]</td>
</tr>
<tr>
<td>Identify budget</td>
<td></td>
<td>![circle]</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>![circle]</td>
<td>Concluded for this CHIP cycle</td>
</tr>
<tr>
<td>Engage stakeholders</td>
<td>![circle]</td>
<td>Concluded for this CHIP cycle</td>
</tr>
<tr>
<td>Focus on the evaluation design</td>
<td>![circle]</td>
<td>Concluded for this CHIP cycle</td>
</tr>
<tr>
<td>Gather credible evidence</td>
<td>![circle]</td>
<td>Concluded for this CHIP cycle</td>
</tr>
<tr>
<td>Measure progress early &amp; set plan for measuring progress</td>
<td>![circle]</td>
<td>Concluded for this CHIP cycle</td>
</tr>
<tr>
<td>Justify conclusions</td>
<td>![circle]</td>
<td>Concluded for this CHIP cycle; conclusions will be carried into 2020 – 2023 CHIP work.</td>
</tr>
<tr>
<td>Use the results to improve or modify the strategy</td>
<td>![circle]</td>
<td>Concluded for this CHIP cycle; conclusions will be carried into 2020 – 2023 CHIP work.</td>
</tr>
<tr>
<td>Communicate results</td>
<td>![circle]</td>
<td>36 Month CHIP progress report, further 2020 – 2023 CHIP development</td>
</tr>
<tr>
<td>Goal: Improve Healthy Weight Status</td>
<td>Progress Indicator (Source: PRC CHNA)</td>
<td>Data</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>---------------------------------------</td>
<td>------</td>
</tr>
<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>
<td>2005</td>
</tr>
<tr>
<td></td>
<td>35.8%</td>
<td>25.4%</td>
</tr>
<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?</td>
<td>34.9%</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>
<td>Not Asked</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>
<td>73.7%</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>
<td>75.7%</td>
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</table>