Strategy Map

Using a Policies, System & Environmental Change Model

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Lead Committee/Agency: Executive Committee/Eastern Virginia Medical School
Lead Work Group/Agency: Leadership Institute Work Group/Eastern Shore Community College
Lead Work Group/Agency: Restaurant Work Group/Eastern Shore Health District, Northampton County Public Schools, Broadwater Academy
Lead Work Group/Agency: Livable Communities/Walking Trails Work Group/ Accomack-Northampton Planning District Commission
Lead Work Group/Agency: Wellness Policies Work Group/Eastern Shore Rural Health Systems, Inc./St. John’s United Methodist Church/Eastern Shore Health District
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Lead Work Group/Agency: The Planning Council

Lead Work Group/Agency: Fitness Challenge Work Group/Eastern Shore Family YMCA
Lead Work Group/Agency: Wellness Policies Work Group/Eastern Shore Rural Health Systems, Inc./St. John’s United Methodist Church/Eastern Shore Health District
Lead Work Group/Agency: The Planning Council
Strategic Plan

I. Strengthen and vitalize the Eastern Shore Healthy Communities partnership.

1. Explore the value of attaining not-for-profit status as a sustainability measure and pursue if indicated by December 2015.
   a. Executive Committee will seek legal advice regarding obtaining a 501 (c) (3) status.
   b. Executive Committee will create a 5-year business plan and conduct financial feasibility of incorporation.
   c. Chairs will poll Executive Committee for decision by December 2016.

2. Manage the future systematically with annual strategic planning, evaluation, measurement, adjustment, realignment and reporting.
   a. Executive Committee will hold an annual retreat to revise or renew strategic plan and bylaws.
   b. Chair will report on partnership accomplishments and strategic plan or bylaws adjustments at annual meeting.

3. Acquire resources to accomplish mission.
   a. Executive Committee will coordinate grant opportunities to fund initiatives.
   b. Executive Committee and Work Group leaders will assist with finding and applying for grant opportunities to fund initiatives.

4. Create high profile community presence.
   a. Create and implement an annual marketing strategy that brands the partnership to create partner and public ownership and good will.
   b. News. Create and execute an annual calendar of news releases and public service announcements. Send monthly Coalition Update to partners.
   c. Speakers Bureau. Recruit partners to serve on a speakers’ bureau; craft and maintain several PowerPoint presentations for partner use as needed; outline list of potential groups for presentation.
   d. Web & Social Media Presence. Finalize and maintain web site and create Facebook account.
   e. Recognition & Appreciation. Recognize other organizations that contribute to policy, system and environmental health improvement change.

5. Strengthen and increase partnerships.
   a. Recruit at least 5 new organizational partners annually. Seal partnership with Memoranda of Understanding and Work Group Commitment.
   b. Participate in or host a Community Organization Summit to share missions.

6. Recruit, train and strengthen leadership.
   a. Develop Leadership Institute curricula for youth and adults.
   b. Seek input from informal Eastern Shore leaders.
   c. Launch first Youth Leadership Institute in September 2014; Adult Leadership Institute Spring 2015.

II. Improve nutrition environment.
1. Fully implement *Healthy Options Restaurants* strategy by December 2014.
   a. Enhance chef/owner involvement
   b. Add consumer point of purchase education and program evaluation
   c. Create guidelines for restaurants to lose *Healthy Options* status when menu items are not served with fidelity.

2. Fully implement *Smart Bites* strategy by December 2014.
   a. Launch program in at least two schools by February 2014.
   b. Enroll at least 6 restaurants by January 2014.
   c. Enroll at least 500 students by June 2014.
   d. Evaluate program annually.

3. Implement annual messaging campaign to support improved nutrition media environment.
   a. Create and implement an annual nutrition messaging strategy that provides constant media environment support for healthy eating.
   b. *News.* Create and execute an annual calendar of public service announcements related to healthy eating. Include tips in Coalition Update.
   d. *Web & Social Media Presence.* Include healthy eating resources on web site and include nutrition tips on Facebook account.
   e. *Recognition & Appreciation.* Recognize other organizations that contribute to the healthy nutritional environment.

   a. Seek funding for community gardens.
   b. Create and issue a request for proposals to towns, villages, and community organizations for community gardens.
   c. Evaluate proposals and award funding.
   d. Hold celebratory ribbon cutting of new gardens.

III. Increase opportunities for active living.

   a. Meet with mayors, managers, and planners of each town to explain concept.
   b. Prepare presentations before town councils asking them to adopt Livable Communities concepts.
   c. Follow-up with mayors, manager, and planners to gauge progress.
   d. Recognize towns when they adopt Livable Communities language in their planning documents.
2. Implement annual messaging campaign to support active living.
   a. Create and implement an annual active living messaging strategy that provides constant media environment support for healthy eating.
   d. Web & Social Media Presence. Include active living resources on web site and include nutrition tips on Facebook account.
   e. Recognition & Appreciation. Recognize other organizations that contribute to the active living environment.

3. Execute recommendations from Walkability Workshops Technical Memo.
   a. By March 2014
      1) Address speed limits. Reduce/enforce in high pedestrian areas like towns and Route 13 shopping areas.
      2) Advocate for mixed-used zoning. Approach towns’ to adjust zoning to accommodate more mixed use neighborhoods.
      3) Align comprehensive plans. Request that towns incorporate “Livable Communities” language into counties’ and towns’ comprehensive plans.
      4) Support bike plan. Revisit, seek and propose funding for planning and implementation of the full bike plan. Explore rail right-of-way issues (political, legal, technical).
      5) Publicize pedestrian lights at Four Corners Shopping Center. Advocate with VDOT to improve pedestrian safety with putting a “no right turn on red” sign at each of the walking corners.
   b. By December 2016
      1) Put roads on diets. Request that VDOT reduce 4-lane roads to 3 lanes, leaving a bike lane along the distance (in all towns, and especially Route 179 Onley-Onancock). Low-cost and easy improvements and requires only paint and VDOT assistance.
      2) Increase signage for sights of interest (i.e. “brown signed areas like Wildlife Refuge).
      3) Sidewalks. Create a sidewalks needs assessments, focusing on 4 towns evaluated in Walkability Workshops and request VDOT add sidewalks to needed areas. Prioritize area from Onancock’s downtown to Four Corners Plaza Shopping Center. Calculate return on investment.
      4) Request that counties’ and towns’ pass a “Complete Streets” ordinance stating that all new streets must include sidewalks and bike paths to be pedestrian, transit and automobile friendly.
      5) Create a plan for destination branding. Create a plan for roundabouts at major Route 13 intersections that direct traffic into towns and advertise amenities (i.e. beaches, restaurants, shopping, bed & breakfasts, museums and parks).
      6) Calm Route 13. Work with VDOT to reduce aggressive driver behavior and create safe, comfortable pedestrian travel with roundabouts, islands, sidewalks, and red- and yellow-light runner enforcement.
7) Link Walk/Bike Segments. Work with VDOT to link town walking and biking segments to county segments. Specifically link Onley, Onancock, Riverside Shore Memorial Hospital, Historic Onancock School YMCA segments.

   a. Seek funding for signage to create walking trails.
   b. Create and issue a request for proposals to towns and villages for walking trails on existing sidewalks or safe road areas.
   c. Evaluate proposals and award signage.
   d. Hold celebratory trail opening events.

5. Test the value of “Livable Communities” concepts in rural areas using research by December 2016.
   a. Conduct regional community meetings to raise awareness of “Livable Communities” concepts, health equity, social determinants of health and obesity prevention, and to gather community input for needed community changes.
   b. Continue to recruit new community members to Community-Academic Partnership.
   c. Analyze community input and recommend research project by December 2014.

6. Conduct annual Fitness Challenge.
   a. Seek funding for software to log exercise, prizes, and advertising.
   b. Recruit businesses to participate and challenge another business.
   c. Recruit schools to participate and challenge other schools.
   d. Create and launch media campaign announcing fitness challenge, providing fitness and nutrition tips, and encouraging participants.
   e. Announce weekly winners in Eastern Shore Healthy Communities Coalition Update, on Facebook, on Website, and in local news.
   f. Hold final celebratory event to honor participants and announce winners who met the challenge.

IV. Expand tobacco-free environments.

1. Assist 5 businesses, not-for-profit organizations, faith communities, governments, or schools to adopt tobacco-free campus policies by December 2016.

V. Encourage and support business and faith communities’ wellness efforts.
2. Assist 5 businesses annually in adoption of wellness policies.
3. Engage the business community’s participation in annual Fitness Challenge.

VI. Encourage and support school wellness efforts.

1. Conduct BMI data collection annually.
2. Collaborate with students and faculty on Smart Bites program maintenance and improvement.
3. Support early childhood caregivers in developing policies for nutrition and physical activity, with The Planning Council taking the lead