

# HEALTHY COMMUNITIES SURVEILLANCE AND MANAGEMENT PROJECT





## Healthy Communities Surveillance and Management Project

### Background

Since 2009, the Healthy Communities Research Group – (GP RED, Indiana University – Bloomington, along with Indiana Parks and Recreation Association, Bloomington Parks and Recreation Department, GreenPlay, Design Concepts, East Carolina University and Beta Site communities), have been working together to develop and test the **Healthy Communities Surveillance and Management Project**. The project targets the community aspects that influence obesity and active living. The initial “alpha project” in Bloomington, IN, and the subsequent *Beta Sites* in South Bend, Indiana, and Liberty, MO, have been successful. The methods have been integrated into a training process and toolkit that is under refinement, testing, and implementation. Apply now to be one of **only 10** Beta Site communities selected to participate.

### What is the Project about?

The Healthy Communities Project helps parks, recreation, and related departments and agencies assess, analyze, document, and evaluate five elements related to the repositioning of parks and recreation as a primary preventative community public health provider:

- **Convening Community Stakeholders and Champions** – Residents? Partners? Providers?
- **Creating a Warrant for Agency Action** – Why? Who? What is the Impact?
- **Policies, Laws, and Procedures** – What is influencing active living?
- **Fiscal Resources and Distribution** – What funds? How should they be allocated?
- **Inventory of Assets and Affordances** – Programs? Parks? Facilities? Food?

From an analysis of these elements, the project moves to creating a systems portfolio, strategic concepts for improvement, and future modeling for the purposes of articulation, prioritization, management, and surveillance of outcomes over time.

### Opportunities for Public Parks and Recreation Agencies

- Become a Beta Site for Assessment, Surveillance, and Strategic Portfolio Development in your community – **Become a Healthy Community!**
- Position Parks and Recreation as a Community Health Provider

In order to make this project manageable for application, we are asking the communities involved to focus initially on ages 10-14, as access to this age range is generally more achievable, and this time of life is crucial for development of healthy habits and adherence to healthy lifestyles. All templates are dynamic, and other age groups can be addressed if desired.

### Allied HCRG Organizations:



**NC STATE UNIVERSITY**

**East Carolina University**

## Becoming a Healthy Communities “Beta- Site”

The Healthy Communities Research Group (HCRG) is now recruiting a limited number of “beta site” communities for additional testing, involvement, and benefits in 2014 - 2016.

### What does “Becoming a Beta-Site” mean?

The HCRG will work directly with you and your community to assess, analyze, document, and evaluate five elements related to the repositioning your parks and recreation department as a community public health provider.

To do so, we utilize the **Healthy Communities Surveillance and Management Toolkit** over a **three-year period**. You will be assigned a HCRG Project Manager, that will work directly with your agency to train you and your staff, convene relevant stakeholders, collect information on pre-provided templates and questionnaires, and compile that information into the Toolkit Portfolio. After collection, the HCRG will work to create reports, recommendations, and key management modeling scenarios for you to implement, and then work with your agency on evaluation over time. This will be done with your staff, and can be presented to your decision makers to help align your department as leaders in facilitating a “healthy community”.

### What does my agency need to have in place to start?

While we are continually supplementing the research funding and benefits for Beta Sites and the Toolkit implementation process, there is a necessary agency investment for the chosen Beta Sites – in time, staffing, and a financial investment to help cover some of the costs for funding for the project. You’ll need to provide:

- **A staff person** with the background and authority to be assigned as your “**Healthy Communities Project Manager**”
  - This person will need to allocate an average of approximately 5-20 hours per month during the Beta Site involvement (higher hours during Year One). They will be trained throughout the process, with a focus on assessment, setting desired outcomes, and future implementation strategies.
- **The agency will need to invest \$25 to \$100,000** (depending on size and complexity) in **annual financial support** via a contract to partially offset the project costs. We strongly encourage a three year commitment to insure your community realizes the full benefit of the affiliation and documented impact. If funding is an issue, we can partner with you for grant applications or other alternative methods.
- **Basic inventory and assessment reports and materials\***
  - Gathering of materials that outline your agencies policies, laws, and procedures as currently adopted
  - Completion of templates related to partnerships and alternative providers
  - A digital composite-values method (CVM) inventory and GIS of your agency’s assets and programs that are affecting the target age group
  - Programming reports to complete the Affordances Inventory Template
  - Financial reports to help assess the allocation of resources going to these activities.

*\*NOTE: if your agency does not have these items easily available, the HCRG can recommend separate trainings and/or consulting services to help you gather and create the basic levels needed for the Healthy Communities Toolkit work.*

Steps for Healthy Communities "Beta Site" Involvement									
Sample Year One Project Timeline									
Tasks and Key Meetings	Months								
	1	2	3	4	5	6	7	8	9
A. Initial Discussions and Agreements	X								
B. HC Workshop / Workbook Overview	X								
C. Convening of stakeholder / Collection of inventory and assessment materials		X			X				
D. Additional Info collection with HCRG		X			X				
E. Creation of HC Portfolio / Strategies					X				
F. Modeling of Future Strategies					X		X		
G. Presentations / Implementation Kick-Off							X		X

*This timeline will be customized with you for your agency.*

### As a Healthy Communities Beta-Site, What Do We Get?

- Alignment, recognition, certification, and national celebration of your involvement as a **HCRG Surveillance and Management Beta Site for a Healthy Community!**
- Drafted community-specific templates and questionnaires for information gathering, assessment, and monitoring over time.
- Assessment, tools, and strategies for future implementation – Results from the **Healthy Communities Surveillance Toolkit Portfolio™**:
  - Baseline summary of the need, warrants for action, and demographics from your community – What do you need?
  - Rationale to present to decision makers outlining the potential for repositioning as a catalyst for healthy people in your community.
  - Analysis tools and summaries related to your community's systems, policies, and funding.
  - Analysis and analytical mapping of your community's assets and affordances as relevant for this initiative.
  - Relevant comparative analysis to show how your agency compares to others involved around the U.S.\*
  - Results of the Stella® Modeling System for key factors that can affect change.
  - Recommendations for immediate, short-term, and long-term strategies that will help your community become a better Healthy Community.
  - Identification of key elements that may be most appropriate for alternative funding options and partnerships.

\*Note, this list of communities involved is growing over time. An ongoing tracking, networking, and comparison service is anticipated in future years.

**Become a "Beta Site" now!**  
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