

Making the Healthy Choice the Easy Choice in Rural Communities

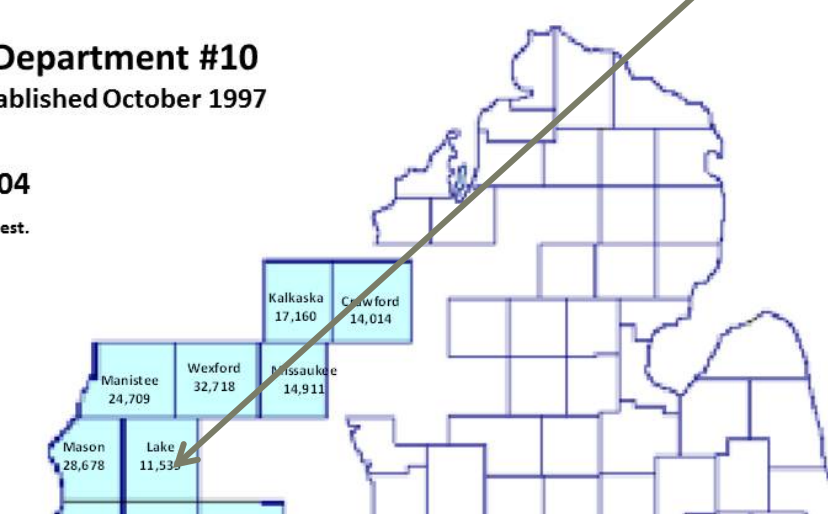


Choosing Health in Lake County | District Health Department # 10 | Baldwin, MI | Presented By: Sally Mellema, Health Educator

Introduction

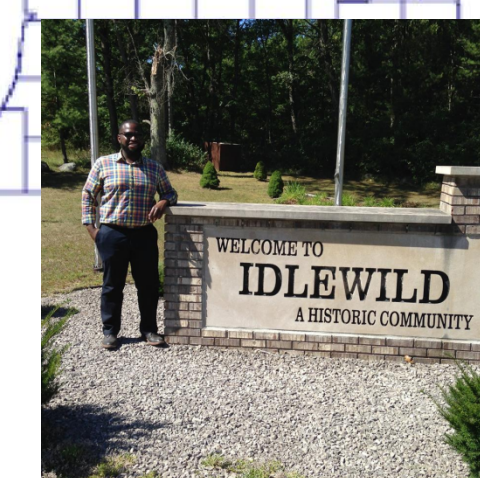
District Health Department #10
Established October 1997

Population: 261,904
US Census Bureau, 2011 est.



DHD #10
Rhode Island
Delaware
Connecticut

5,796 square miles
1,214 square miles
2,057 square miles
5,009 square miles



About Lake County:

- Small and rural – 11,431 people
- Poor- 51% of children live in poverty
- Poor health outcomes
 - 6 month breastfeeding rate: 6.1 %
 - 4 in 10 children overweight or obese

Why Lake County?

A strong regional network of partners and community champions provided manpower to this funding to accomplish activities to improve health outcomes in Lake County.

Targeted health outcomes include:

- Chronic disease risk reduction
- Increased access to healthy foods
- Increased breastfeeding duration

Project Overview



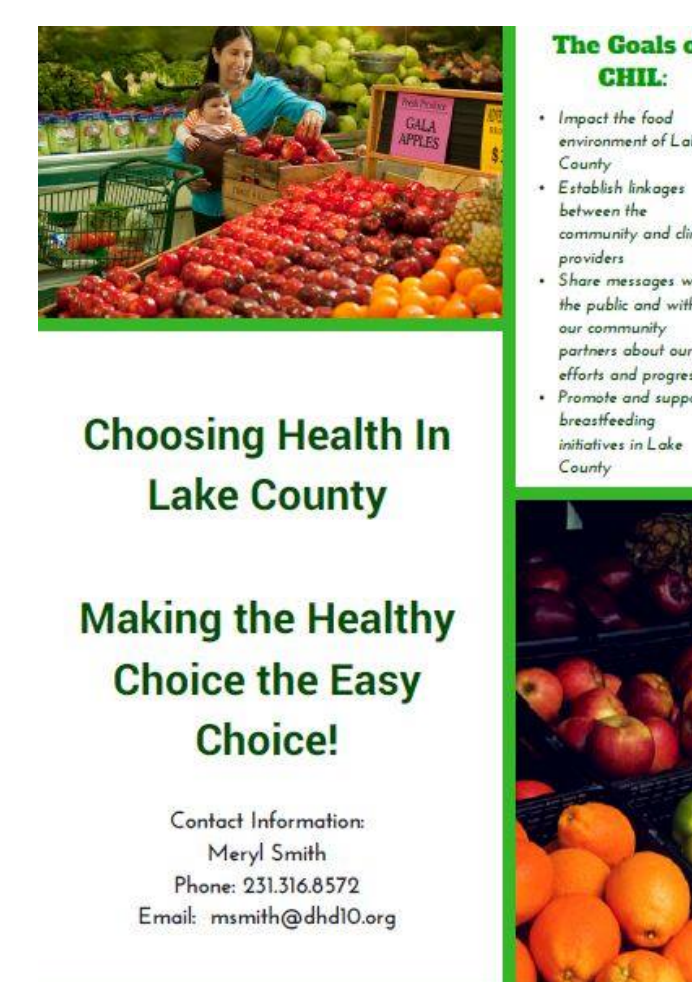
Choosing Health in Lake County sought to make “the healthy choice the easy choice” in Lake County.

Strategies include:

- Creation (and promotion) of a farmer’s market
- Healthy grocery store labeling
- Healthy menu identification & labeling
- Breastfeeding support in local businesses
- Strengthening community clinical linkages

Outcomes

- Eat Fit NW Michigan training and launch
 - Menu labeling in 2 locations with 4 pending locations
- Healthy item labeling in 3 local grocery stores
- Farmer’s Market on site at WIC clinic
- Additional funding sources and opportunities for more community nutrition projects as a result of CHIL partnerships
 - Produce coolers for local pantries, “choice pantry” conversion, community canning supply lending library, community salad bar program and a community garden at local church
- Increased community communication on chronic disease prevention programming
 - Newspaper, Facebook, Instagram, and television



Next Steps

- Become a working group under the Lake County Community Food Council
- Continue implementation of Eat Fit NW Michigan program



Lessons Learned

- Know your local champions and key players in the community
 - Local champions and key players opened doors. Cold calling and mailings were generally unsuccessful. Face to Face most productive.
 - Be willing to work with community partners and they'll be more willing to work with you
 - Faith based organizations were key partners

Partnerships are key!



Activities



- Coalition development & outreach
- Increased community clinical linkages
- On site at WIC clinic farmer's market on select clinic days
- Healthy item menu labeling in local restaurants
- Eat Fit NW Michigan branding & training (Eat Fit NOLA model)
- Grocery store healthy item labeling
- “Business Case for Breastfeeding” training for local organizations

Best Practices

- Relationships and community are key values in low income communities
- Build, network and collaborate with community champions, networks and organizations.
- Establish relationships with media

