

Marion County Community Health Improvement Partnership Action Plan and Progress Tracking 2015



Vision:

"All people in Marion County will live, work, play, and learn in communities that support health and an optimal quality of life."



Marion County
OREGON
Health Department



SANTIAM HOSPITAL
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Silverton Health

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Executive Summary

The Marion County Community Health Improvement Partnership (CHIP) is a countywide collaborative effort that combines the goals and objectives of four regional workgroups. The four workgroups, based on hospital services areas, are Salem-Keizer, Santiam Canyon, Silverton/Mt. Angel, and Woodburn/North County.

The four regions have chosen to address similar health priorities, but the strategies vary by community. For more information about the specific goals for each of the regions, the CHIP Report 2012 is available online at <http://www.co.marion.or.us/HLT/chip/chip.htm>. It's hoped that the sum of all community driven activities will impact the health of Marion County in a positive way.

The CHIP Action Plan documents actions taken-on in response to the formation of CHIP and progress made through the years. Agencies and partners represented in the CHIP Action Plan self-reported the activities they were undertaking to improve the health of their community. Therefore, not all of the agencies and partners involved in Marion County's Community Health Improvement Partnership are represented in the CHIP Action Plan.

Beginning in 2015, a new community assessment is taking place in Marion County. The following plan is a one-year plan continuing on with the previous priorities. Once the new community assessment is completed the group will evaluate the priorities set forth from the community and implement a 3-year plan from that data.

**Marion County All-County
CHIP Initiative Logic Models
2015**

CHIP Partner: MCHD - WIC

County goal: To reduce the proportion of Marion County adults who are obese

Objective: Provide education and training to parents for around healthy eating.

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Reduce the percent of children ages 29-59 months enrolled in MCHD WIC whose BMI is over the 95 th percentile through monitoring and education.	WIC Staff	All county	Document BMI at certification visits. Data will be gathered in state data base	By December 2015, There will be a reduction in the BMI of children who are above the 95 th percentile. *Currently baseline data shows this rate is at 20%.

*As of 2007, The Community Guide: Obesity Prevention and Control Worksite Program recommend policy approaches that support evidence-based practices regarding healthy eating and physical activity. The 2011 National Prevention Strategy: Health Eating recommends food sold or served on government property meet certain nutritional standards.

Actual Measurable Outcomes:

CY 2015	In 2015: There were 2450 clients served in the 3 rd and 4 th quarter 2015. For Q3 & Q4 (July-Dec 2015), we had 18% of kids 24-59 months of age with BMI > 95 th percentile. We won't have fully analyzed 2015 data (all 4 quarters) until later in 2016.
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CHIP Partner: MCHD – Reproductive Health

County goal: To increase proportion of women receiving early prenatal (1st trimester) care

Objective: Provide individual and population-based MCH services to pregnant women in need of obtaining health insurance and/or prenatal care provider.

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Continue to provide OMC services at MCHD.	RH Clinical Supervisor (Patty Vega)	All	Number of OMC clients served during CY 2015	By December 2015, Maintain OMC client census compared to 2014 census.
	Conduct outreach and market the importance of prenatal care to Marion County women	Outreach conducted by RH Coordinator (Jean DeJarnatt)		Number of community/provider meetings attended. Number of locations that prenatal care info is distributed throughout the county.	Promote the importance of prenatal care at 4 meetings and have distributed information to 4 locations

*According to Health People 2020 increasing the proportion of women getting early and adequate parental care is a priority. One resources is Oregon MothersCare Program (OMC) In 1998, private and public agencies met to find a way to make sure prenatal care would be available to ALL women in Oregon during their first 3 months of pregnancy. The result of their meetings was the creation of the Oregon MothersCare Program.

Actual Measurable Outcomes:

CY 2015	In 2015: Staff attended a total of 4 community meetings and direct outreach to agencies that serve women of childbearing age. The OMC census for 2015 was 218 women served, compared to 380 women in 2014.
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CHIP Partner: MCHD - ¡Cuidate!

County Goal: To reduce pregnancy rate per 1000 Marion County females age 15-17 years

Objective: Provide evidence-based curriculum to at-risk teens.

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Implement Cuidate 7-module Evidence Based Curriculum at sites throughout Marion County. Target Latino population	Prevention Team; Susan McLauchlin	County wide	Number of completed cohorts; Total number of youth reached	Provide Cuidate programming for a minimum of 250 youth ages 13-18 in Marion County over the grant period July 1, 2014-June 30, 2015
	Provide Parent Education (Hablando Claro) programs as requested			Number of Parent Programs completed; Total number of parents attending	Provide 5 Parent Education Programs for a goal of #50 parents by June 30, 2015

*¡Cuidate! Is an evidence-based, HIV prevention and intervention recommended by the CDC’s HIV/AIDS Prevention Research in 2009.

Actual Measurable Outcomes:

CY 2015	In 2015: There were 27 seven-module classes held, serving 420 youth. Locations included, Gervais School District; Woodburn School District; Roberts Teen Parent Program; Marion County GAP Program, Woodburn Bridges Transitional Program; Cavasos House Transitional Program; SalemKeizer School District; Mano a Mano;Somos Hispanas Unidas. One parent presentation was held at Houck Middle School, which has 12 people in attendance.
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CHIP Partner: MCHD – Alcohol and Drug Prevention

County goal: To reduce the proportion of 11th grade teens in Marion County that report having used marijuana in the past 30 days.

Objective: Implement evidence-based prevention programs that reduce the rate of teens using drugs and alcohol

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	How it will be measured	Planned Measurable Outcomes (target)
2015	Provide technical assistance and monitoring of the Friendly PEERsuasion Program	Marion County Alcohol and Prevention Program- Lisa Miller	Number of classes held	By December 2015, There will have been 10 Friendly PEERsuasion classes held in the community
	Plan and hold Reward and Reminder outings in Marion County		Number of girls served Number of outings held	
	Coordinate Strengthening Families classes in the community		Sale rate of tobacco to youth Number of trainings held	
			Number of classes held	By December 2015, At least 2 outings will be held and all know tobacco retailers will have been visited. The tobacco sale rate will be below 12%
			Number of people served	By December 2015, 1 Strengthening Families facilitator training will have been held 8 Strengthening Families classes will have been held in the community

*In 2006, The Community Guide: Preventing Excessive Alcohol Consumption recommended enhancing the enforcement of laws prohibiting sales to minors. The 2011 National Prevention Strategy: Preventing Drug Abuse and Excessive Alcohol Use recommends that schools and learning centers adopt programs and policies to prevent drug abuse and excessive alcohol use, including student assistance programs, peer-to-peer support programs, and parent network programs.

Actual Measurable Outcomes:

CY 2015	In 2015: There were 3 Reward and Reminder outings held. The sales rate was less than 1% at the outings. The Strengthen Families program held 14 classes in the community serving 97 families of which 145 were adults and 156 were youth. The programs will continue into 2016. One facilitator training was held in Sept. 2015 in which 20 people became certified Strengthening Families Facilitators. The Friendly PEERsuasion program was held in 9 different schools for a total of 10 class series. There were 136 girls served.
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CHIP Partner: WVP Health Authority

County goal: To reduce the proportion of Marion County adults who are obese

Objective: Promote healthy behavior change through chronic disease self-management classes.

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Offer and Coordinate self-management workshops in Marion & Polk Counties	WVP-Living Healthy	All County	Number of workshops offered/county	<p>By December 2015, Hold at least 15 classes in Polk County</p> <p>Hold at least 35 classes in Marion County</p>
	Maintaining the 5210challenge.org website as a community resource	WVP		Website operational	The website will be up and running all 12 months of 2015

* Living Well/Tomando Control is an evidence-based, chronic disease, self-management program designed, maintained, and promoted by Stanford. The curriculum was last updated in 2012. Oregon Health Authority supports Living Well/Tomando Control programs.

*I Love ME (Move Right, Eat Healthier) is a community-wide campaign to reduce chronic disease associated with obesity that was initiated, developed, and now operated by the I Love ME Task Force of community partners brought together for collaborative diabetes and obesity prevention work by State Senators Winters and Courtney in 2011. Community based campaigns are recommended prevention practices by The Community Guide: Health Communication and Social Marketing in 2010 and CDC’s Division of Nutrition, Physical Activity, and Obesity in 2011. 5210 in Marion County was initiated, further developed for use with families and adults, and is now operated, by the I Love ME (Move Right, Eat Healthier). Efforts include a self-monitoring tool to assist participants with adoption of lifestyle change over an initial period of 30 days. There is good evidence that the addition of "tracking" or self-monitoring as adopted in the 5210 30-Day Challenge substantially increases weight loss success (Journal of American Dietetic Assoc. 2011, Annual Review of Nutrition 2001, Annals of Internal Medicine 2005). This statement is supported by information in the American Dietetic Association Evidence Library, which notes there is good evidence supporting self monitoring in adult weight management. Furthermore, there is consensus in the pediatric arena for use of self-monitoring as a component of programs treating pediatric overweight and obesity (American Dietetic Assoc. 2003).

Actual Measurable Outcomes:

CY 2015	In 2015: There were held 45 workshops in Marion County and 15 in Polk County in 2015. The 5210 website was maintained and saw an increase in the number of users in 2015. There was a 31% increase in 5210 Challenge website users in 2015 and 50% increase in page views.
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CHIP Partner: Marion County Employee Wellness

County goal: To reduce the proportion of Marion County adults who are obese

Objective: Provide health information, education, and training to Marion County Employees

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Maintain Wellness Advisory Council	Beth Hawk	All	Number of Council meetings	By December 2015, Will hold 11 meetings
	Hold free on-site fitness and nutrition classes			Number of classes held	Classes will be held at four work locations. A Series will be held the Winter, Spring, Summer and Fall
	Offer on-line total health assessment for staff			Number of assessments completed	Will have at least 30% of staff participate in the testing.
	Provide health education messages to staff via email, flyers and word of mouth			Number of messages sent	Have at least one health message a month.
	Market and offer Freedom from Smoking classes			Number of classes offered	Will have offered 3 classes

*In 2007, The Community Guide: Physical Activity and Worksite Programs recommend providing opportunities for employees to be physically active. The 2011 National Prevention Strategy: Active Living also recommended that businesses and employers provide opportunities for employees to be physically active. In 2012, Healthy People 2020: Physical Activity recommends promoting healthy nutrition and physical activity in the workplace. In 2007, The Community Guide: Worksite Assessment recommends worksites provide health risk assessments with feedback to employees. The 2011 National Prevention Strategy: Active Living recommends worksite promotion of physical activities along with referral to appropriate services. In 2012, Healthy People 2020: Education and Community Intervention recommends worksite assessment of health risks with feedback.

Actual Measurable Outcomes:

CY 2015	In 2015: There were 11 wellness meeting held. A variety of classes were offered at numerous sites. Topics included goals, nutrition, activity and stress management. Health education messages were offer via presentations, quarterly newsletters, and one on one meetings. The Health Assessment tool had limited utilization. A new tool is being implemented. Due to staff changes, one Freedom from Smoking classes was offered. Several outside referrals were given.
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CHIP Partner: Oregon Public Health Institute

County goal: To reduce the proportion of Marion County adults who are obese

Objective: Provide health information and education via technical assistance

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Increased outreach with Cities via HEAL Cities Campaign	Steffeni Mendoza Gray	All county	Number of Resolutions passed	By December 31, 2015, See two Cities joining the Campaign by passing a Resolution, for a total of five in Marion County.
	Increased technical support to connect cities with partners and resources.	Steffeni Mendoza Gray	All county	Number of policies implemented	By December 31, 2015, Adopting at least one policy per HEAL City, for a total of five.

* The Campaign began in 2012, when the League of Oregon Cities and the Oregon Public Health Institute agreed to partner in the Healthy Eating Active Living (HEAL) Cities Campaign. The Campaign assists public officials to create healthy, fit communities, through policies that expand access to options for healthy eating and active living throughout the community, and that create a culture of health at municipal workplaces. These policies have multiple benefits. A city that adopts a number of HEAL policies will improve local livability and have a profound positive impact on the community’s health and well-being.

Actual Measurable Outcomes:

CY 2015	In 2015: Two Marion County cities joined the HEAL campaign in 2015--Mt. Angel and St. Paul. By joining Donald, Gervais and Silverton, there are now five HEAL cities in Marion County. Five HEAL policies have been adopted by three HEAL cities. The new HEAL cities haven't adopted a HEAL policy, as yet.
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CHIP Partner: Marion County Tobacco Prevention Program

County goal: To reduce the proportion of Marion County adults who use tobacco products

Objective: Provide technical assistance for policy adoption

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Assess jurisdictions in Marion County for political will to extend the prohibition of electronic smoking devices (ESDs) in existing policies.	Marion County TPEP	All County	Interviews with key community leaders	<p>By December 2015,</p> <p>One jurisdiction will be identified to begin technical assistance in expanding ICAA to include electronic smoking devices</p>
	Determine readiness of jurisdictions and select appropriate target for ICAA expansion to include electronic smoking devices.				
	An Outdoor venue or outdoor event will adopt and implement a smokefree/tobacco-free policy including electronic smoking devices (ESDs)			If policy is adopted or not from identified venue/event	
	Promote worksite wellness-related initiatives and other evidence-based chronic disease self-management programs that support quit attempts, and promote comprehensive tobacco cessation benefits			Create a list of community partners who have received outreach, and who has implemented wellness policies/initiatives, or adopted comprehensive cessation benefits	At least three worksites will implement wellness initiatives after receiving promotion

*Access and point-of-sale laws impact social norms and keep tobacco products away from those at greatest risk for initiating tobacco use. *Public Health Law Center Policy Strategies, A Tobacco Control Guide, Winter 2014*

Actual Measurable Outcomes:

CY 2015	In 2015: Silverton was identified as the jurisdiction. Tobacco retail licensure policy was adopted April 2015. This prohibits sale, use and possession of e-cigs to minors. The Salem Keizer Volcanoes adopted a 100% tobacco-free policy for their stadium and grounds. This includes e-cigarettes and vaping. Three worksites implemented a wellness imitative – two promoted the Great American Smokeout and one added e-cigarettes to their smoke free property policy.
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CHIP Partner: OSU Extension Service

County goal: To reduce the proportion of Marion County adults who are obese

Objective: Provide health information and education

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Offer at least 60 series of nutrition education classes in elementary schools	OSU Extension	All County	Number of classes Number of participants Pre-post survey	By December 2015, Increase reported vegetable intake of participants Increase reported physical activity of participants
	Conduct at least 1 school physical activity and nutrition assessment in both Salem and Woodburn			Number of assessment completed	Assessment completed. Long term goal of 2 environmental changes
	Offer at least 6 sessions of food preservation and/or healthy eating classes			Post survey Number of classes offered	Increase fruit and vegetable intake.

* The National Prevention Strategy’s Healthy Eating Priorities recommended in 2012 increasing access healthy and affordable foods in communities, helping people recognize and make healthy food/beverage choices, and enhancing food safety. Farm-to-Institution and Community/Home Garden programs where nutrition education and food preparation/preservation are provided in conjunction with implementation of community or school based gardens were recommended by the CDC’s Obesity Prevention Strategies in 2011. Education classes on nutrition to occur in schools or in after-school/after-hour programs were recommended by the Institute of Medicine in 2005. The Community Guide recommended in 2004 community-scale urban design land use policies and practices that changed the physical environment of urban areas. Healthy People 2020 recommended both the increase of legislative policies for the built environment that enhance access to and availability of physical activity opportunities.

Actual Measurable Outcomes:

CY 2015	In 2015: Held a total of 65 nutrition education classes (625 sessions) in classrooms serving a total of 1716 students. School physical activity and nutrition environment assessment tool was completed at Nellie Muir and Four Corners Elementary School. Family nights at Four Corners, Mary Eyre, Cesar Chavez, and Nellie Muir Elementary Schools. 4% of surveyed students reported increase in vigorous physical activity. Completed School Physical Activity and Nutrition Environment Assessment tool at two schools. Offered 10 general community classes and one complete Master Food Preserver series (8 sessions). Classes, booths at Salem Saturday Market and Woodburn Farmers Market
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**Salem-Keizer Regional Workgroup
CHIP Initiative Logic Models
2015**

CHIP Partner: Salem Health

County goal: To reduce the proportion of Marion County adults who are obese

Salem-Keizer Regional Goal: Reduce adult obesity through community-wide efforts in Salem-Keizer community

Objective: Provide health information and education

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Offer obesity education classes	Kristin Jordan	Salem-Keizer	Number of classes	By September 2015, Hold 20 obesity related classes at CHEC center
	Offer smoking cessation classes for the community			Number of classes	By September 2015, Hold 4 Freedom of Smoking Classes at the CHEC Center
	Increase awareness of the 5210 program in the community			Number of events that 5210 education is offered	By September 2015, Display 5210 at 10 health fair reaching 3000 people Present 5210 to 5 community groups

*I Love ME (Move Right, Eat Healthier) is a community-wide campaign to reduce chronic disease associated with obesity that was initiated, developed, and now operated by the I Love ME Task Force of community partners brought together for collaborative diabetes and obesity prevention work by State Senators Winters and Courtney in 2011. Community based campaigns are recommended prevention practices by The Community Guide: Health Communication and Social Marketing in 2010 and CDC’s Division of Nutrition, Physical Activity, and Obesity in 2011. 5210 in Marion County was initiated, further developed for use with families and adults, and is now operated, by the I Love ME (Move Right, Eat Healthier). Efforts include a self-monitoring tool to assist participants with adoption of lifestyle change over an initial period of 30 days. There is good evidence that the addition of "tracking" or self-monitoring as adopted in the 5210 30-Day Challenge substantially increases weight loss success (Journal of American Dietetic Assoc. 2011, Annual Review of Nutrition 2001, Annals of Internal Medicine 2005). This statement is supported by information in the American Dietetic Association Evidence Library, which notes there is good evidence supporting self monitoring in adult weight management. Furthermore, there is consensus in the pediatric arena for use of self-monitoring as a component of programs treating pediatric overweight and obesity (American Dietetic Assoc. 2003). Freedom from Smoking program is an evidence based program from the American Lung Association.

Actual Measurable Outcomes:

CY 2015	In 2015: There were 23 Obesity education classes held serving 325 people. Three of these classes were held at area elementary schools. Two sessions of the Freedom from Smoking class was held as well as support group meetings. Two classroom educational classes were held at a local elementary. Over 190 people were educated about smoking cessation. Another focus was increasing the awareness of the 5210 program. This was accomplished by attending 22 community events, reaching 5658 people.
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CHIP Partner: Lancaster Family Health Clinic

County goal: To reduce the proportion of Marion County adults who are obese

Salem-Keizer Regional Goal: Reduce adult obesity through community-wide efforts in Salem-Keizer community

Objective: Provide health information and education

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Promote healthy nutrition habits with client population using the Stanford Living Well/Tomando Control program	Sandra Echavarria	Salem	Number of classes Number of people served	By December 2015, Hold 5 Living Well classes, with at least one in English Have approximately 40 participants in attendance

*Living Well/Tomando Control is an evidence-based, chronic disease, self-management program designed, maintained, and promoted by Stanford. The curriculum was last updated in 2012. Oregon Health Authority supports Living Well/Tomando Control programs.

Actual Measurable Outcomes:

CY 2012	In 2015: There were two Living Well class series held. There was a total of 22 participants enrolled.
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CHIP Partner: Girls on the Run

County goal: To reduce the proportion of Marion County adults who are obese

Salem-Keizer Regional Goal: Reduce adult obesity through community-wide efforts in Salem-Keizer community

Objective: Provide health information and education

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Maintain partnership with GOTR- Work with Salem teams, expand to further schools	Marion County Health Department – Judy Cleave	Salem	Number of contact made Number of schools participating	By December 2015, Market program to more Salem-Keizer district schools One addition school will implement the program

* Healthy People 2020 recommended the increase availability of physical activity opportunities.

Actual Measurable Outcomes:

CY 2015	In 2015: There were five teams with 100 lessons taught. Participants included 73 girls and 15 coaches. A Girls on the Run 5 K was held with over 1100 participants.
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CHIP Partner: Just Walk Salem

County goal: To reduce the proportion of Marion County adults who are obese

Salem-Keizer Regional Goal: Reduce adult obesity through community-wide efforts in Salem-Keizer community

Objective: Provide health information and education

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	To work with local residents, businesses and community leaders to create neighborhood centered walking groups.	OSU Extension	Salem	<p>Number of volunteers trained</p> <p>Walking group established.</p> <p>Number of participants</p> <p>Partners identified</p>	<p>By June 1 2015,</p> <p>Recruit and train at least 12 volunteers in all six Salem-Keizer School feeder neighborhoods.</p> <p>By June 30,2015</p> <p>Establish at least two walking groups in all neighborhoods with at least 8 people on average. Groups will walk two times per week</p> <p>By December 31, 2015</p> <p>Identify at least two business partners in each of the six neighborhoods to support the walk and develop sponsorships for sustainability.</p>

* Healthy People 2020 recommended the increase availability of physical activity opportunities.

Actual Measurable Outcomes:

CY 2015	<p>In 2015: 20 walk leaders volunteers were trained. 16 walking groups are offered per week with an average for 4 people per group. August, September and October are the highest group volumes. This year there were nine “special event” walks including National Walking Day, Earth 411, Historic Neighborhood Walk, Walk with a Farmer, LifeSource Spring & Fall Fairs, Salem Sunday Streets, Keizer Lights walk. A total of 228 people participated in special event walks, with an average of 25 people per walk. Two business partnerships have been established.</p>
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CHIP Partner: Chemeketa Community College

County goal: To reduce the proportion of Marion County adults who are obese

Salem-Keizer Regional Goal: Reduce adult obesity through community-wide efforts in Salem-Keizer community

Objective: Provide health information and education

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2014-2015	Provide employees with activities to promote healthy behaviors	Chemeketa Wellness Committee	All	Tracking number of workshops planned and participation.	During the 2014-2015 academic year, CCC Wellness Committee will plan at least one wellness workshop each term for employees. Annual health fair in September
	Promote healthy behavior change through wellness challenges	Chemeketa Wellness Committee	All	Tracking number of events planned and participation.	During the 2014-2015 academic year, CCC Wellness Committee will plan at least two challenges each year.
	Utilize campus media to promote healthy behaviors – TVs around campus, Dashboard employee website	Chemeketa Wellness Committee in collaboration with Chemeketa Marketing	All	Implemented, track articles posted on Dashboard	One article a month posted on Dashboard for employees

Marion County Community Health Improvement Action Plan – 2015

	Conduct one-on-one fitness assessments and goal-setting consultations	Lifetime Wellness Coordinator	All	Number of assessments completed	During the 2014-2015 academic year, there will be at least 70 completed assessments. Assessments conducted at all Chemeketa campuses.
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*In 2007, The Community Guide: Physical Activity and Worksite Programs recommend providing opportunities for employees to be physically active. The 2011 National Prevention Strategy: Active Living also recommended that businesses and employers provide opportunities for employees to be physically active. In 2012, Healthy People 2020: Physical Activity recommends promoting healthy nutrition and physical activity in the workplace.

In 2007, The Community Guide: Worksite Assessment recommends worksites provide health risk assessments with feedback to employees. The 2011 National Prevention Strategy: Active Living recommends worksite promotion of physical activities along with referral to appropriate services. In 2012, Healthy People 2020: Education and Community Intervention recommends worksite assessment of health risks with feedback.

Actual Measurable Outcomes:

CY 2015	No updates available at this time
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CHIP Partner: MCHD – CHIP Coordination

County goal: To reduce the proportion of Marion County adults who are obese

Salem-Keizer Goal: : Reduce adult obesity through community-wide efforts in Salem-Keizer community

Objective: Provide support and technical assistance to all the CHIP partners

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Maintain partnerships with current CHIP members.	Marion County Health Educators	Salem	Number of meeting held	By December 2015, Hold 2 meetings to keep community partners up to date on the Community Health Assessment and the CHIP plans.
	Recruit new community partners.			Number of partners contacted about CHIP	Contact a least 3 new community partners.
	Update Action Plan			Action plan updated	The action plans for our community partners will be updated.

Actual Measurable Outcomes:

CY 2015	In 2015: There were 2 meetings held. Due to a new Community Health Assessment and creating new CHIP priorities new community partners were not actively sought out. The 2015 Action Plan was updated.
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**Santiam Canyon Regional Workgroup
CHIP Initiative Logic Models
2015**

CHIP Partner: Santiam Hospital

County goal: To reduce the proportion of Marion County adults who are obese

Santiam Canyon Regional Goal: To develop a comprehensive plan that builds on our existing activities to increase the level of adult physical activity.

Objective: Promote community-wide healthy activities

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Promote healthy activities in the community	Lauren Benjamin	Santiam Canyon	Number of events held	By December 2015, Hold a Fun Run in June 2015
				Number of participants	Partner with the YMCA on a triathlon
	Promote healthy activities to Santiam Hospital staff.			Number of events held	Hold 4 wellness challenges (one per quarter)
				Number of participants	Hold Health fair for employees

*Community campaigns to promote physical activity as well as environmental and policy approaches to increase physical activity were recommended by Healthy People 2020: Healthy Eating and Physical Activity, CDC’s Division of Nutrition, Physical Activity, and Obesity in 2011, and Community Guide: Promoting Physical Activity in 2001.

Workplace policies promote a corporate “culture of good health.

<http://www.cdc.gov/workplacehealthpromotion/implementation/topics/nutrition.html>

Actual Measurable Outcomes:

CY 2015	In 2015: The Santiam Hospital sponsored two community events. The Annual Fun Run and the Stayton Triathlon. Serving more than 750 community members. The Hospital held 3 wellness events for their employees (1 was delayed due to technical difficulties) Examples of these wellness events include competitions around tracking physical activity, vegetable and water intake and screen time. In the community the Hospital Lab provided blood pressure reading and lipid screenings. The Santiam Surgery Center was also very active in the community providing several health screenings at community events; including by not limited to Blood Sugar screening, BMI and cancer screenings.
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CHIP Partner: MCHD – CHIP Coordination

County goal: To reduce the proportion of Marion County adults who are obese

Santiam Canyon Regional Goal: To develop a comprehensive plan that builds on our existing activities to increase the level of adult physical activity.

Objective: Provide support and technical assistance for the community CHIP group

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Increase partnership in Santiam Canyon	Marion County Health Department –	Santiam Canyon	Number of new CHIP partners	By December 2015, Enlist 2 additional partners in CHIP
	Maintain partnerships with current CHIP members.			Number of CHIP members involved in CHIP regional meetings and Action Plan	Be an active member of the Canyon Collaborative. Provide updates and technical assistance as needed.
	Be an active member of Canyon Collaborative			Number of regional meetings	Number of meetings attended
	Update Action Plan			Action plans kept up-to-date	Updates provided at end of year.

*Recommended by Community Guide in 2007 and National Prevention Strategy and Healthy People 2020 in 2011

Actual Measurable Outcomes:

CY 2015	In 2015: There were 2 meetings held. Due to a new Community Health Assessment and creating new CHIP priorities new community partners were not actively sought out. The 2015 Action Plan was updated. Staff did attend several of the Canyon Collaborative meetings.
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Chip Partner: Stayton Public Library

County Goal: To reduce the proportion of Marion County adults who are obese

Santiam Canyon Regional Goal: Healthy Families, Healthy Family Activity

Objective: Provide health resource information and family friendly activities

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Promote fitness and nutritional materials through monthly newsletter	Katinka Bryk		Check circulation statistics	By December 2015, Increased circulation of health related materials
	Promote fitness and nutritional materials through city Facebook page	Casle Portner		Monitor Facebook hits	Increase number of Facebook “likes” to health related material
	Focus on May National Fitness Month to do a big promo push	Stephanie Rubel		Get speaker for May fitness month	Hold one presentation around wellness
	Continue Motion Mondays, Thumpin’ Thursdays and movement/nutrition in Outreach programs	Lisa Krigbaum			Count number of children and adults who attend programs
	Provide access to ping pong table in meeting room				Count how many clients use the ping pong table

*Based on strong evidence of effectiveness for producing intended behavior changes, the [Community Preventive Services Task Force recommends](http://www.thecommunityguide.org/healthcommunication/campaigns.html) health communication campaigns that use multiple channels, one of which must be mass media, combined with the distribution of free or reduced-price *health-related products* (defined above). Drawing on concepts from social marketing, a health communication campaign can be combined with other activities such as distribution of products to further influence health behaviors. The current review was devised to evaluate the effectiveness of the combination of health communication campaigns that meet specific criteria with the distribution of health-related products that also meet specific criteria. <http://www.thecommunityguide.org/healthcommunication/campaigns.html>

Actual Measurable Outcomes:

CY 2015	Due to staff changes no updates available at this time but the library is centering their Summer Reading Program around fitness in 2016.
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CHIP Partner: City of Stayton

County goal 1: To reduce the proportion of Marion County adults who are obese

Santiam Canyon regional goal: Increase adult physical activity and increasing fruit and vegetable consumption.

Objective: Increasing local resident participation in the City of Stayton Community Garden Plots and maximizing garden plot utilization

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Continue to distribute seed packs and oversee the community gardens Explore options for expanding gardens	Dan Fleishman	Santiam Canyon	Number of seasonal garden plots rented	By June 2015, all the garden plots will have been rented

* The National Prevention Strategy specifically sites community gardens as a recommended strategy to increase access to healthy and affordable foods in communities. Let’s Move! also recommends community gardens.

* As of 2004, the Community Guide recommended community-scale urban design land use policies and practices that changed the physical environment of urban areas. Healthy People 2020 recommends both the increase of legislative policies for the built environment that enhance access to and availability of physical activity opportunities as well as an increase in the proportion of adolescents who meet Federal physical activity guidelines. The National Prevention Strategy’s Active Living objectives recommend developing institute policies for physical activity and offering low or no-cost physical activity programs.

* Community based campaigns are recommended prevention practices by The Community Guide: Health Communication and Social Marketing in 2010 and CDC’s Division of Nutrition, Physical Activity, and Obesity in 2011.

Actual Measurable Outcomes:

CY 2015	In 2015: All garden plots were rented and a waiting list was in place. Served 78 people
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CHIP Partner: Stayton United Methodist Church

County goal 1: Reducing adult obesity

Santiam Canyon regional goal: Healthy Families, Healthy Family Activity

Objective: Direct the families in our church toward healthier lifestyle options

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Promote healthy eating to the congregation including providing space for TOPS and Weight Watchers to meet	Lura Kidner-Miesen	Santiam Canyon	Number of time posted in bulletin Number of classes	By December 2015, All the upcoming healthy lifestyle classes will have been posted in the bulletin Meeting space will have been provided for 3 sessions of TOPS or Weight Watchers.

*Based on strong evidence of effectiveness for producing intended behavior changes, the [Community Preventive Services Task Force recommends](#) health communication campaigns that use multiple channels, one of which must be mass media, combined with the distribution of free or reduced-price *health-related products* (defined above). Drawing on concepts from social marketing, a health communication campaign can be combined with other activities such as distribution of products to further influence health behaviors. The current review was devised to evaluate the effectiveness of the combination of health communication campaigns that meet specific criteria with the distribution of health-related products that also meet specific criteria. <http://www.thecommunityguide.org/healthcommunication/campaigns.html>

Actual Measurable Outcomes:

CY 2015	In 2015: There were weekly meetings held at the church for TOPS and Weight Watchers. The classes were listed each week in the church bulletin.
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CHIP Partner: Family Building Blocks

County goal 1: Reducing teen pregnancy and marijuana use

Santiam Canyon regional goal: Healthy Families, Healthy Family Activity

Objective: Direct the families in our program toward healthier lifestyle options and supporting their family while raising young children.

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Engage at-risk families with young children by providing home visiting.	Julie Hilty	Santiam Canyon	# of home visits	By December 2015, Increase the number of families served from 14 families to 20 families.

*The [Community Preventive Services Task Force recommends](http://www.thecommunityguide.org/adolescenthealth/PersonToPerson.html) person-to-person interventions intended to modify adolescents’ risk and protective behaviors by improving their caregivers’ parenting skills based on sufficient evidence of effectiveness in reducing adolescent risk behaviors. These interventions are conducted either face-to-face or by telephone and occur.

<http://www.thecommunityguide.org/adolescenthealth/PersonToPerson.html>

Actual Measurable Outcomes:

CY 2015	In 2015: Engaged with 32 at risk families with young children. There were 184 home visits provided to these families.
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**Silverton/Mt. Angel Regional Workgroup
CHIP Initiative Logic Models
2015**

CHIP Partner: Silverton Health

County goal: To reduce the proportion of Marion County adults who are obese

Silverton area regional goal: To develop a comprehensive plan to increase awareness and accessibility of our existing and new activities and resources that will increase physical activity and fruit and vegetable consumption.

Objective: To organize and implement a community “Get Moving” Campaign that focuses on increasing awareness and action in becoming more physically active.

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Initiate “Walk with a Doc” national program	Silverton Health	Silverton Area	# Of walks led # Of people participating	By December 2015, Hold 4 walks Have approximately 50 participants

*Community campaigns to promote physical activity as well as environmental and policy approaches to increase physical activity were recommended by Healthy People 2020 in 2012, CDC’s Division of Nutrition, Physical Activity, and Obesity in 2011, and Community Guide: Promoting Physical Activity in 2001.

Actual Measurable Outcomes:

CY 2015	In 2015: Held walking classes every month for a total of 12. There were 150 people served. Highlights included the Fun Run Walk, Tulip Run, High School Walk and Senior project Walk
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CHIP Partner: Marion County TPEP Program

County goal: To reduce youth access to tobacco and nicotine products.

Silverton area regional goal: To develop a comprehensive plan to increase awareness and accessibility of our existing and new activities and resources that will increase physical activity and fruit and vegetable consumption.

Objective: Provide technical assistance regarding reducing youth access to tobacco.

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Provide technical assistance to Silverton community partners and City of Silverton for adoption and implementation of an ordinance to restrict youth access to electronic smoking products.	Marion County Health Department Tobacco Prevention- Emily de Hayr and Diana Dickey	Silverton	Policy(ies) adopted	<p>By December 2015, City of Silverton will adopt an ordinance to restrict youth access to electronic smoking products.</p> <p>Communication and outreach plan to educate community members implemented.</p> <p>Article in Prevention Team newsletter and other media to promote new policy(ies).</p>

* Youth access and point-of-sale laws impact social norms and keep tobacco products away from those at greatest risk for initiating tobacco use. *Public Health Law Center Policy Strategies, A Tobacco Control Guide, Winter 2014*

Actual Measurable Outcomes:

CY 2015	In 2015: The City of Silverton adopted an ordinance in April, 2015 which prohibited the sale, use and possession of e- cigarettes to minors and included placement restrictions as well. A communication plan was implemented with the city and tobacco retailers. There was an article about the policy in the Prevention Team newsletter and on Facebook posts.
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CHIP Partner: MCHD – CHIP Coordination

County goal: To reduce the proportion of Marion County adults who are obese

All County Goal: To support and provide technical assistance to community partners

Objective: Provide support and technical assistance to all the CHIP partners

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
	Maintain partnerships with current CHIP members.	Marion County Health Educators	Silverton	Number of meeting held	By December 2015, Hold 2 meetings to keep community partners up to date on the Community Health Assessment and the CHIP plans.
	Recruit new community partners.			Number of partners contacted about CHIP	Contact a least 3 new community partners.
	Update Action Plan			Action plan updated	The action plans for our community partners will be updated.

* Recommended by Community Guide in 2007 and National Prevention Strategy and Healthy People 2020 in 2011

Actual Measurable Outcomes:

CY 2015	In 2015: There were 2 meetings held. Due to a new Community Health Assessment and creating new CHIP priorities new community partners were not actively sought out. The 2015 Action Plan was updated.
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**Woodburn/North County Regional Workgroup
CHIP Initiative Logic Models
2015**

CHIP Partner: Silverton Health

County goal: To reduce the proportion of Marion County adults who are obese

Woodburn/North County regional goal: Strengthen, raise awareness, and increase accessibility of community wide efforts and supports for families in Northern Marion County to strengthen families and affect the four key indicators of adult obesity, teen pregnancy, teen physical activity, teen fruit & vegetable consumption.

Objective: To organize and implement a community “Get Moving” Campaign that focuses on increasing awareness and action in becoming more physically active.

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Continue “Walk with a Doc” national program	Silverton Health	Woodburn Area	# Of walks led # Of people participating	By December 2015, Hold 4 walks Have approximately 50 participants

*Community campaigns to promote physical activity as well as environmental and policy approaches to increase physical activity were recommended by Healthy People 2020 in 2012, CDC’s Division of Nutrition, Physical Activity, and Obesity in 2011, and Community Guide: Promoting Physical Activity in 2001.

Actual Measurable Outcomes:

CY 2015	In 2015: Held walking classes every month for a total of 12. There were 150 people served. Highlights included the Fun Run Walk, Tulip Run, High School Walk and Senior project Walk
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CHIP Partner: Woodburn Pediatric Clinic

County goal: To reduce the proportion of Marion County adults who are obese

Woodburn/North County regional goal: Strengthen, raise awareness, and increase accessibility of community wide efforts and supports for families in Northern Marion County to strengthen families and affect the four key indicators of adult obesity, teen pregnancy, teen physical activity, teen fruit & vegetable consumption.

Objective: Expand healthy living programs in Northern Marion County

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Continue to offer Nutrition & Activity Classes in Partnership with OSU Extension	Rhoda Jantzi RN and Kiara Yoder	Woodburn	Number of classes offered (Each session includes 6-8 classes)	By December 2015, Offer 3-4 Nutrition & Activity classes each year. Reach 6-8 families/session. Goal 24 Families +/-year
	Offer Wellness Challenges to Woodburn Pediatric Staff	Wellness Committee		Number of families attending classes Number of health challenges offered Number of staff participating	

*BodyWorks is an evidence-based program developed by Office of Women’s Health, U.S Department of Health and Human Services and was last updated in 2012.

*Eating Smart, Being Active is an evidence-based curriculum that was developed in a partnership between Colorado State University and University of California.

*The 2011 National Prevention Strategy: Healthy Eating and Active Living recommend businesses and employers increase healthy food, health education, and physical activity. In 2012, Healthy People 2020: Nutrition and Weight Status recommend worksites offer nutrition or weight management counseling and physical activity.

Actual Measurable Outcomes:

CY 2015	In 2015: There were three, 8-week nutrition and activity classes held serving 36 families. Three employee wellness challenges were held around water consumption and dynamic stretching. These challenges served 20 people. A new program, Eating Smart, Being Active, was adopted.
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CHIP Partner: Gervais French Prairie Community Progress Team

County goal 1: To reduce the proportion of Marion County adults who are obese

North county regional goal: Reduce adult obesity through community-wide efforts in Gervais community.

Objective: Provide health information and education

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Promote Oregon Tobacco Quit Line and provide tobacco/hookah education	Marge Pranger-Vice Chair and Secretary	North County	Number of materials distributed	By December 2015, Education on tobacco and hookahs will be distributed to students and staff at Gervais Middle and High School
	Promote physical activity			Implementation of a walking club and the number of participants	A walking club will be created by spring of 2015

* Community based campaigns are recommended prevention practices by The Community Guide: Health Communication and Social Marketing in 2010 and CDC’s Division of Nutrition, Physical Activity, and Obesity in 2011.

* Based on strong evidence of effectiveness for producing intended behavior changes, the [Community Preventive Services Task Force recommends](#) health communication campaigns that use multiple channels, one of which must be mass media, combined with the distribution of free or reduced-price *health-related products* (defined above).

Actual Measurable Outcomes:

CY 2015	In 2015: Information on the negative effects of smoking was distributed to the junior high and high school students in the Gervais School District. To date a walking club was not formed.
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CHIP Partner: Woodburn School District

County goal: To reduce the proportion of Marion County adults who are obese

Woodburn/North County regional goal: Strengthen, raise awareness, and increase accessibility of community wide efforts and supports for families in Northern Marion County to strengthen families and affect the four key indicators of adult obesity, teen pregnancy, teen physical activity, teen fruit & vegetable consumption.

Objective: Provide education to students and adults about nutritional information in school lunches. This will develop skills in reading nutrition labels and making healthy food choices.

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2012	Offer Culinary Arts Class to middle and high school students to ensure they learn how to meal plan, cooking skills and nutrition information.	Woodburn School District- Kim Dennis	N. County	Number of Classes held Number of participants	By December 2015, Offer two middle school classes serving 12-24 students Offer one High school class serving 15-19 students.

*Education classes on nutrition to occur in schools or in after-school/after-hour programs were recommended by the Institute of Medicine in 2005.

Actual Measurable Outcomes:

CY 2015	In 2015: Classes were held at Valor and French Prairie Middle School and Woodburn High, serving a total of 44 students. Classes were held 1 time per week and the Woodburn Foursquare Church donated the use of their kitchen facilities for the middle school classes. The French Prairie students prepared a dinner for a homeless shelter. The high school students prepared and served a dinner at a parent meeting. There are also several stories of how the students integrated the cooking into their family life.
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CHIP Partner: Salud Health Clinic

County goal: To reduce the proportion of Marion County adults who are obese

North County Goal: Strengthen, raise awareness, and increase accessibility of community wide efforts and supports for families in Northern Marion County to strengthen families and affect the four key indicators of adult obesity, teen pregnancy, teen physical activity, teen fruit & vegetable consumption.

Objective: Provide health information and education

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Promote healthy nutrition habits with client population using the Stanford Living Well/Tomando Control program	Sandra Echavarria	North County	Number of classes Number of people served	By December 2015, Hold 6 Living Well classes, with at least one in English Have approximately 40 participants in attendance

*Living Well/Tomando Control is an evidence-based, chronic disease, self-management program designed, maintained, and promoted by Stanford. The curriculum was last updated in 2012. Oregon Health Authority supports Living Well/Tomando Control programs.

Actual Measurable Outcomes:

CY 2015	In 2015: There were two Living Well class series held. There were a total of 27 participants enrolled.
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CHIP Partner: MCHD – CHIP Coordination

County goal: To reduce the proportion of Marion County adults who are obese

North County Goal: Strengthen, raise awareness, and increase accessibility of community wide efforts and supports for families in Northern Marion County to strengthen families and affect the four key indicators of adult obesity, teen pregnancy, teen physical activity, teen fruit & vegetable consumption.

Objective: Provide support and technical assistance to all the CHIP partners

Year	Strategies (Actions needed to achieve objectives)	Responsible Party	Region	How it will be measured	Planned Measurable Outcomes (target)
2015	Maintain partnerships with current CHIP members.	Marion County Health Educators	North County	Number of meeting held	By December 2015, Hold 2 meetings to keep community partners up to date on the Community Health Assessment and the CHIP plans.
	Recruit new community partners.			Number of partners contacted about CHIP	Contact a least 3 new community partners.
	Update Action Plan			Action plan updated	The action plans for our community partners will be updated.

Actual Measurable Outcomes:

CY 2015	In 2015: There were 2 meetings held. Due to a new Community Health Assessment and creating new CHIP priorities new community partners were not actively sought out. The 2015 Action Plan was updated.
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