



## Healthy Dearborn

July 19, 2016

### Minutes

**Meeting attendees:** Sanae Abbas, Ali Almaklani , Lila Amen, Debby Arko, Maryanne Bartles, Toni Battle, Suzy Berschbach, Tracy Besek, Sophie Blaharski, Rachelle Bonelli, Chris Burkhalter, Pattie Burns, Angela Dobbins, Tim Harrison, Craig Kotajarvi, Steve LeMoine, Erica Lyght, Cynthia Mason, Chris Mayer, Dorothy McLeer, Judy McNeeley, Anne Nearhood, David Norwood, Kate Pepin, Mary Petlichkoff, Carmel Price, Betty Priskhorn, Glenn Savarese, Carla Schneider, Lois Sczomak, Rick Simek, Jim Thorpe

1. Rick Simek and Dorothy McLeer were thanked for their graciousness in hosting the meeting.
2. The agenda and packet materials were reviewed. The packet included the completed Strategic Plan.
3. It was noted that the August 16<sup>th</sup> meeting will commence the implementation of the Strategic Plan. Then, action teams will complete their performance indicators (i.e., what needs to be measured to monitor progress and outcomes) and needed resources.
4. Introductions were made. Then, a representative from each Action Team reported on their team strategic plan. A copy of the plan is included in these minutes. In addition to the plan goals, objectives and action steps, the following comments were made:
  - HEALTHY FOODS:
    1. Action team members will be serving on a Steering Committee that was recently formed by the Dearborn Chamber & Downtown Dev. Authority to review sustainability of the Farmer's Market
    2. In addition to several school community garden initiatives that are underway, education on edible plants/weeds should be considered
  - HEALTHY at PLAY:
    1. Erica Lyght, team member and City of Dearborn Recreation Department employee, has provided an inventory of existing physical activity programs; she also noted the city's Recreation Master Plan has information

- HEALTHY SCHOOLS:
  1. Several schools have after school and other physical activity programs; the goal of the Healthy Dearborn action team is to make sure all school buildings are consistently programming “brain breaks” and other activities
  2. Change in the time of recess (before lunch) is a policy that may help encourage healthy eating by giving students more time to focus on lunch and what they are eating
  
- HEALTHY TRANSPORTATION:
  1. The Action Team has started the weekly “Walk & Roll”
  2. Bicycle safety is important to teach! The League of Michigan Bicyclists is a good website for safety information and classes
  3. Perhaps Healthy Dearborn can find out how to institutionalize bicycle safety among drivers by integrating information into the driver’s education programs that are conducted by private vendors
  4. Work on extending the bicycle path (behind Andiamo’s) has started again and it is hoped that the work will be finished by early 2017
  
- HEALTHY AT WORK:
  1. The team has already collected testimonials about benefits of employee health & wellness programs
  2. The challenge is to help small businesses without a lot of resources implement health & wellness programs
  
- 5. It is absolutely critical that members collect data now! For example, information on numbers of people contacted, meetings held, events held, etc., is important to keep track of. This is great information to gain support from funders and other key stakeholders.
  
- 6. After the meeting adjourned, participants toured the beautiful interpretive center building, grounds and wilderness area.

**Future Meeting Dates:**

- Tuesday, August 16<sup>th</sup> at 15500 Lundy Parkway, Mackinaw Room, Dearborn, 48126.

*Healthy Dearborn is a community united to promote a healthier tomorrow!*

*Our Vision: Dearborn, a thriving, diverse community, will fully embrace a unified culture of health where everyone enjoys whole health (mind, body, spirit), with equal access to healthy foods, health care, green space and opportunities for safe, active living.*

*Our Mission: We will create valuable opportunities for people in Dearborn to practice healthy lifestyles by enriching their minds, nurturing their bodies, and revitalizing their spirit.*

# HEALTHY DEARBORN

## HEALTHY AT WORK ACTION TEAM STRATEGIC PLAN

### GOAL 1

**Design & provide education for business owners about the benefits of employee wellness activities including application suggestions, communication & promotion, and sharing of current “best practices”.**

### OBJECTIVES

**1)** Develop & distribute a wellness resources packet that includes recommendations about: 1) benefits of implementing employee wellbeing programs & services; 2) diabetes/CVD seminars; 3) healthy food options; 4) healthy cooking seminars; 5) active workplaces; 6) weight management, etc. Soft launch: October 1, 2016. Full roll-out, post NY in 2017.

### ACTION STEPS

<p>By May 17, each team member submits stories of healthy achievements or progress. A select # will be used to promote Healthy Dearborn and be included in the Healthy Worksites toolkit.</p> <p><b>Status:</b> Completed</p>	<p>By May 17, bring ideas for cooking seminars and recipe collections to deliver to worksites. By October, 2016, develop ways to implement this objective.</p>	<p>Provide links for: hospital based resources for diabetes prevention &amp; management, and CVD by August 16th.</p>	<p>Provide information on healthy vending and weight management approaches &amp; options by August 16<sup>th</sup>.</p>
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## HEALTHY AT WORK ACTION TEAM STRATEGIC PLAN

### GOAL 2

**Promote concept of healthy food availability (“market day”) in the workplace by assisting local vendors with marketing this to businesses.**

#### **OBJECTIVES**

**Obj. 1)** By 4/9/16, develop a list of healthy food provider resources within/adjacent to Dearborn.

#### **ACTION STEP**

This objective will be achieved by Healthy Foods Action Team; their findings will be included in the Healthy Worksite toolkit.

**Obj. 2)** Develop a worksite guide that describes various delivery models for providing fresh produce to large worksites by June, 2016.

#### **ACTION STEP**

The guide will be developed once Healthy at Work and Healthy Foods teams collaborate and information will be added to the Healthy at Work toolkit by October 2016.

**Obj. 3)** Create promotions outline for worksites to use in reaching employees by 9/16/16.

#### **ACTION STEP**

Team members will collaborate to develop various promotional products that employers can use to start promoting health & wellness in their workplaces.

**Obj. 4)** Develop survey tool to assess progress/success of wellness initiative for worksites by the launch in Jan. 2017. Administer online or via phone.

#### **ACTION STEP**

Team will develop a survey over October-December for worksites to use for evaluating their Healthy Dearborn wellness program.

# HEALTHY DEARBORN

## HEALTHY FOODS ACTION TEAM STRATEGIC PLAN

### GOAL 1

**Link people to healthy food options.**

#### OBJECTIVES

**Obj. 1)** Assess the food landscape in Dearborn by June, 2017.

#### ACTION STEPS

Map locations of where fresh fruits and veggies are sold by May, 2017.	Identify food deserts by June, 2017.	Define “healthy” for markets & restaurants by September, 2016.	Identify restaurants & businesses with healthy food options; allow them to self-identify with decals, letters of commitment by late, 2017. (Itrs drafted by 11/16)
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**Obj. 2)** Develop a food solution to reach underserved residents living in Dearborn by September, 2017.

#### ACTION STEPS

Research existing solutions.	Determine community needs and desires.	Develop community partnerships.
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<b>HEALTHY FOODS ACTION TEAM STRATEGIC PLAN</b>		
<b>GOAL 2</b>		
<b>Increase awareness, knowledge &amp; skills about importance of healthy foods to improve health &amp; well-being.</b>		
<b>OBJECTIVE</b>		
By December, 2016, hold workshops in at least 5 sites on various topics related to healthy foods and well-being.		
<b>ACTION STEPS</b>		
Determine community needs & desires.	Explore locations & partnerships.	
<b>GOAL 3</b>		
<b>Support growing and consuming local food products.</b>		
<b>OBJECTIVES</b>		
<b>Obj. 1)</b> Support & promote sustainability of the Dearborn Farmer's Market by Sept., 2017, in partnership with West Dearborn Development Authority & Dearborn Chamber of Commerce.		
<b>ACTION STEPS</b>		
Determine what can be done to support the Dearborn Farmer's Market by 9/17.	Provide community feedback from Goals #1 & #2.	
<b>Obj. 2)</b> Develop community & school gardens at 2 sites with greenhouses by late 2017.		
<b>ACTION STEPS</b>		
Develop a program for gardening skills & resource sharing. UMD, community garden meet-ups.	Identify potential partners: 1) Salina School 2) Vacant lots 3) Healthy Schools team 4) UMD	Food distribution: Schools (children's farm stands, etc)

# HEALTHY DEARBORN

## HEALTHY AT PLAY ACTION TEAM STRATEGIC PLAN

### GOAL 1

**Identify opportunities for indoor and outdoor physical activities including in the parks.**

#### **OBJECTIVES**

**Obj. 1)** By September, 2016, identify Dearborn's available fun, physical activity programs for all community members – all ages, all needs – mapping where programs are held. Identify free spaces.

#### **ACTION STEPS**

Gather information from relevant and appropriate entities in the city.  
(Schools, City, U of M, HFC)

Compile the data.

**Obj. 2)** By September, 2016, complete an assessment of available physical activities. Identify gaps.

#### **ACTION STEPS**

Assess which of the fun, physical activity programs are appropriate for Healthy Dearborn.

Identify gaps.

Compile the data.

**Obj. 3)** By December, 2016, complete an assessment of our promotional channels in order to communicate our fun, physical activity programs. Begin to roll out by February, 2017.

#### **ACTION STEPS**

Let people know about opportunities and timelines.

Bring on interns to help promote opportunities.

Find person to oversee interns.

## HEALTHY AT PLAY ACTION TEAM STRATEGIC PLAN

### GOAL 2

**Identify available programs that can enhance the social and emotional well-being of Dearborn residents.**

#### **OBJECTIVES**

**Obj. 1)** By September, 2016, identify Dearborn's available resources that promote social and emotional well-being for all community members – all ages, all needs – mapping where programs are held.

#### **ACTION STEPS**

Gather information from relevant and appropriate entities in the city.  
(Schools, City, U of M, HFC, Dearborn Council for the Arts, etc.)

Compile the data.

**Obj. 2)** By September, 2016, complete an assessment of available resources. Identify gaps.

#### **ACTION STEPS**

Assess which social and emotional programs are appropriate for Healthy Dearborn.

Identify gaps.

Compile the data.

**Obj. 3)** By December, 2016, complete an assessment of our promotional channels in order to communicate programs that will enhance social and emotional well-being. Begin to roll out by February, 2017.

#### **ACTION STEPS**

Let people know about opportunities and timelines.

Bring on interns to help promote opportunities.

Find person to oversee interns.

**HEALTHY AT PLAY ACTION TEAM STRATEGIC PLAN**

**GOAL 3**

**After gaps in programs and promotions are identified, increase healthy programming through joint collaboration.**

***OBJECTIVES***

***Obj. 1)*** Identify partners.

***ACTION STEPS***

To be determined, after assessments are completed.

***Obj. 2)*** By September, 2017, identify resources needed to develop new, fun, physical Healthy Dearborn activities.

***ACTION STEPS***

To be determined, after assessments are completed.

***Obj. 3)*** By September, 2017, identify resources needed to develop social and emotional well-being programs.

***ACTION STEPS***

To be determined, after assessments are completed.

# HEALTHY DEARBORN

## HEALTHY SCHOOLS ACTION TEAM STRATEGIC PLAN

### GOAL 1

**Increase knowledge on healthy lifestyles for families through the schools.**

#### *OBJECTIVE*

By September, 2016, (Open House), all buildings (K-12) will have a Healthy Lifestyle Talking Points fact sheet to share with the school community (generic enough for all levels) along with a variety of media support.

#### *ACTION STEPS*

By September 25 <sup>th</sup> , Henry Ford Health System Livewell, an informational piece similar to 5-2-1-0 structure handout for open house – work with Beaumont to develop.	Contact local health organization and others.	Identify point person in each school system to distribute information to families.
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### GOAL 2

**Increase physical activity during the school day.**

#### *OBJECTIVE*

By January, 2017, all buildings (pre K-8) will implement the “brain breaks” philosophy by including yoga, stretching and other short activities during the school year.

#### *ACTION STEPS*

Cohesive recess policy in elementary – include recess first before lunch.	Develop “brain breaks” concept at building level – not staff initiated.	Find point person at each private, charter school to share info.
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## HEALTHY SCHOOLS ACTION TEAM STRATEGIC PLAN

### GOAL 3

**Increase physical activity before and after school.**

#### **OBJECTIVES**

**Obj. 1)** By September, 2016, all schools in coordination with their PTA or parent group will generate interest in, identify, develop and promote family-oriented activities before and after school.

#### **ACTION STEPS**

Contact PTA Council to explain role of PTA's in contributing ideas for Goal 3.

Develop ideas to put into practice at every school.

**Obj. 2)** By November, 2016, those schools will develop a fundraising plan that includes sponsorships from local business partnerships to support and promote PTA events.

#### **ACTION STEPS**

Action steps will be identified once team meets with the PTAs to gauge their levels of voluntary interest in participating and levels of contribution to these concepts. We are struggling as a district with the ability to fundraise successfully. Team members (Mary P.) will be meeting in Sept with all the PTA leaders to start the conversation.

# HEALTHY DEARBORN

## HEALTHY TRANSPORTATION ACTION TEAM STRATEGIC PLAN

### GOAL 1

**Promote public acceptance and support for non-motorized transportation.\***

#### OBJECTIVES

**Obj. 1)** Create a communication plan to promote active transportation that identifies target audiences and methods (e.g., brochures, social media, public forums, etc.) by September, 2016.

#### ACTION STEPS

Identify messages to promote walking and bicycling as healthy and safe.

Identify audiences for targeted messages.

**Status: Done (see below)**

Link to audiences via effective communications channels, e.g., use Facebook

Provide information on healthy vending and weight management approaches & options by August 16<sup>th</sup>.

**Obj. 2)** By June, 2016, create 5 walking and/or biking clubs.

#### ACTION STEPS

Send letter to Dearborn Federation of Neighborhood Associations asking for an endorsement and contact list of members.

Identify committee volunteers to contact block clubs to ask them to consider sponsoring walking and/or bicycling groups.

\*There is a draft plan for non-motorized transportation in Dearborn but it hasn't been acted on. The goal states "non-motorized transportation", implying a health/lifestyle outcome, not a basic transportation system. The operative words for this goal are "acceptance" and "support".

# HEALTHY TRANSPORTATION ACTION TEAM STRATEGIC PLAN

## GOAL 2

**Develop a bicycle and pedestrian transportation master plan for the City of Dearborn by April, 2017.**

### OBJECTIVES

**Obj. 1)** Assess community needs and barriers to walking and bicycling through walkability and biking audits by December, 2016.

### ACTION STEPS

Develop goals and objectives for Bicycle & Pedestrian Master Plan (BPTM) by Sept. 2016	Identify funding sources by January, 2017.	Develop Request for Proposal to develop BPTM by November, 2016.	Solicit proposals by December, 2016.	Review proposals by January, 2017.	Award contract by January, 2017.	Selected vendor performs walkability & biking audits by May, 2017.
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**Obj. 2)** Using data from walking & bicycling audits, review and if necessary, amend existing draft of the city's non-motorized transportation map to identify and map safe routes within the City of Dearborn by April, 2017.

### ACTION STEP

Identify sources for walking and bicycling audits by November, 2016.	Compare gathered data to preliminary non-motorized transportation map to make appropriate adjustments for actual usage, safety, and other transportation programs (Walk & Roll; Walking clubs) by January, 2017.	Produce amended non-motorized transportation map by February, 2017.
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# HEALTHY TRANSPORTATION ACTION TEAM STRATEGIC PLAN

## GOAL 2

**Develop a bicycle and pedestrian transportation master plan for the City of Dearborn by April, 2017.**

**Obj. 3)** Solicit community input on and approval of the multi-modal plan by July, 2017.

### ACTION STEPS

Produce BPTM by June, 2017.

Host community/town hall meetings through various means – neighborhood association; public/private schools/ civic/service clubs/ chambers of commerce/ biking & walking clubs/ Twitter town halls; PTA meetings by August, 2017.

Create website for marketing and outreach about the BPTM by June, 2017.

Create and distribute survey instrument to solicit feedback about the BPTM by June, 2017.

<b>HEALTHY TRANSPORTATION ACTION TEAM STRATEGIC PLAN</b>		
<b>GOAL 3</b>		
<b>Using map of identified safe bicycling &amp; walking routes, develop safe walking and bicycling routes within Dearborn.</b>		
<i>Obj. 1)</i> Complete construction & engineering plans for developing safe walking & bicycling routes.		
<b>ACTION STEPS</b>		
Produce BPTM by June, 2017.	Share BPTM with Engineering Division to develop budgets for prioritized walking and biking projects by July, 2017.	Engineering Division creates construction and engineering plans/designs for prioritized projects by December, 2017.
<i>Obj. 2)</i> Identify funding sources for development of new bicycling & walking paths.		
<b>ACTION STEPS</b>		
Create Healthy Dearborn Healthy Transportation Task Force by December, 2017.	Brainstorm funding sources, public and private, based upon prioritized list of walking & biking projects in the BPTM by August, 2017.	

**Goal 1, Objective 1, Action Step #1:** Walk or ride to services within two miles of home/what’s available to you within two miles; City needs non-motorized transportation plan (advocacy); bike stands need to be installed at businesses; healthy living: “This is how we live in Dearborn.” **Audiences:** Mothers with children, elderly, disabled, school-aged children, employers, non-residents/visitors