

idea INVENTORY

ideas and resources for creating a healthier Sarasota County
a product of the 2008 Community Health Interactive



Produced by CHIP
April 2008



This document can be
downloaded electronically at
www.chip4health.org

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The 2008 Community Health Interactive was generously sponsored by the Gulf Coast Community Foundation of Venice and the Community Foundation of Sarasota County.

Introduction

On April 16, 2008, over 180 individuals participated in the 2008 Community Health Interactive – an event to inspire creative collaborations to improve community health in Sarasota County.

The Interactive brought together community members, and representatives from organizations, agencies and government, as well as the faith and business community.

The Community Health Interactive focused on three broad community health issues:

- Increasing Access to Healthcare;
- Encouraging Active, Healthy Lifestyles; and
- Improving Chronic Disease Management.

A key activity at the Interactive involved a “**connect-the-dot**” exercise. The exercise involved three main waves:

- In the **first wave**, participants wrote their **ideas** to improve community health on large yellow dots. These dots were posted on windows for everyone to see.
- In the **second wave**, participants put 3 small green dots next to the ideas they liked **best**. Based on this selection process, key themes were identified.
- In the **third wave**, participants identified the **resources** that they could contribute to make an idea happen. These resources were written on blue dots and related to the key themes identified during the priority-selection process.

The key action-oriented themes identified were:

- Educate the community about existing health resources
- Expand mental health services
- Expand transportation services
- Increase farmers' markets & local foods
- Make communities more pedestrian-friendly and increase walkability
- Organize wellness activities
- Promote health & wellness in schools

Ultimately, what emerged from the connect-the-dot exercise was a unique visual web of ideas, priorities and resources to improve the health of the community - a web created by everyone participating at the event.

This document captures all of the ideas generated and resources identified that day. Editing has been kept to a minimum; in most cases the ideas or resources appearing in the following pages appear exactly as they were written on the yellow or blue dots.

The Interactive connected ideas to resources in a creative way. The ultimate goal of the event was to encourage continued and expanded interaction, dialogue, and action. This inventory of ideas is just one of several tools intended to encourage and support community collaborations to improve health.

Other resources include:

Collaboration Compacts

Designed to facilitate individuals and organizations in initiating and sustaining collaborations, the Collaboration Compact is an agreement between CHIP and one or more community partners. It outlines the community health issue the collaboration will address and an action plan. It provides a framework and starting point for creating healthy solutions.

Recognition

Successful collaborations should be recognized. Partners agreeing to a Collaboration Compact to improve community health will be eligible to receive CHIP's B3 Awards, which are presented at bi-annual community luncheon celebrations. (B3 references CHIP's tagline: Big Ideas, Bold Action, Bright Future.) Community collaborations will also be spotlighted regularly in the CHIP e-newsletter and website.

Mini-grants

In partnership with the Community Foundation of Sarasota County and the Gulf Coast Community Foundation of Venice, competitive Mini-Grants will help collaborating partners turn their ideas into action.

Blog

Those interested in improving community health can continue to connect and dialogue through the Interactive blog, which can be found at www.chip4health.org/interactive.

Additional Supports

Additional supports such as technical assistance, summaries of best practices, and meeting facilitation can be of benefit to collaborations. CHIP can help connect collaborations to these supports. Also, CHIP conducts regular community health surveys and the data needs of compact partners could help inform survey content.

For more information about the Community Health Interactive, visit the CHIP website at www.chip4health.org/interactive. Questions about the event, or this document, can be directed to Kari Ellingstad at 941.861.2867 or kari_ellingstad@doh.state.fl.us

ideas to

Educate the community about existing resources

A one-stop referral source to help find all available programs and healthcare providers depending on the needs identified.

Access to information. Creative coordination plan (newspaper, library); engage Herald Tribune; Coordinated effort.

Advertise health and dental care available at the Senior Friendship Centers and Health Department

An easy, uncomplicated way to find out about services in the community by internet, phone or booklet

Centralize information with technology.

Centralize what is out in the community to help people

Centralized resource tool (website, expanded CHIP newsletter??) that captures everything available to community members (programs, groups, resource centers, agencies -- what they are/do and how to access their services)

Communicate healthcare options to the uninsured community

Community-wide database of all healthcare related services.

Connect all the information about wellness activities at the county, city, program, neighborhood level -- create a centralized source for information

Coordinate a County-wide health expo

Develop a comprehensive list of all neighborhood associations, local organizations, etc - so that info about health and local programs can be more easily disseminated and shared

Educate the community about resources that exist in regards to healthcare, medication access, etc.

Education/community information to uninsured about health resources available in the community

Encourage collaboration and sharing of information between community resources and consolidation of services

Expand the number of health kiosks to schools, malls, community centers, grocery stores, church social halls, etc.

Focus on different access points throughout the community (kiosks, menu backs, prescriptions for resources)

Generate information pamphlets and distribution channels (#211)

Have a "Health for Dollars" drive like FDR did "Dimes for Polio" -- A state-wide initiative to increase access to healthcare for the under- and uninsured.

Have churches involved in providing resources for citizens

Hot-line (home health / fear)

Improve 211 as access to healthcare services, or provide a 211 notice on the water or electric bill

Improve awareness of existing programs for chronic disease (i.e. addiction)

Increase awareness of community health offerings; increase confidence in accessing health offerings; public information on back of purchase receipts -- partners with businesses (groceries, gas stations, newspaper)

Increase exposure and knowledge of the 211 information and referral service.

Informational venues: Grocery stores; PSA's - tv; homeowners' assoc.; libraries; schools; churches; centers

Inserts for supermarkets on health topics, info, contacts

Involving community more effectively in becoming aware of healthcare services that already exist, ie. Those who may not use email or computers.

Kiosks in local Publix, CVS, Wal-Mart, Target stores with health screening and education (in the local neighborhoods). Work with local hospitals and agencies to provide services. Make user-friendly, comfortable.

Kiosks in malls, library

Local directories of healthcare services (distribute through schools and libraries)

Need a place to go to find resources to help stop smoking, drinking, substance abuse that does not require a great outlay of money. Need more resources for teens.

Offer more opportunities for residents to learn about health, human services, recreation opportunities, etc.

Organize the phone book better.

Provide high-schoolers and middle schoolers with the resources to improve their own health as well as their families'. Tell them how to get healthcare and who to contact if they need a doctor but can't afford one.

Regular column in each of the local papers highlighting healthy living/local health programs

Support smaller community-based interactives (senior centers, etc.)

Use of current county facilities such as libraries as centers of information, and for health clinics

Use public service announcements to make people aware of programs and services now available

Use technology already available in our schools to educate kids on healthy eating and exercise -- reinforce this message constantly.

Utilize realtors information as first knowledge of how to access healthcare

Very creative marketing of what already exists -- how can we reach those who don't use computers or read newspapers - spread the word by smaller communities - whose job is this?

Visual messages - brand that is recognized everywhere

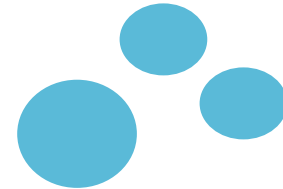
We need a 24 hour healthline.

We need a website with SC fitness clubs and activity information ex: www.scgethehealthy.com

Web-based interactive community resource guide -- funded by every social agency to refer residents to correct agencies. Lessen residents' feeling of despair.

resources to

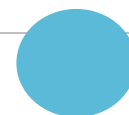
Educate the community about existing resources



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| Community Gatekeeper Program (health awareness, screening activities) Genesis Health Services (healthcare for uninsured; mental health, dental health; women's health) | Lisa Merritt, MD | Genesis Health Services / Multicultural Health Institute | nwtwncouncil@yahoo.com |
| A referral source to assist those without insurance to connect with primary care | Nancy Flow | Sarasota Healthcare Access / Sarasota County Health Department | nancy_flow@doh.state.fl.us |
| Access to a group of African American male 8th grade students - to address disparity | Yvette Robison | Manasota Pan Hellenic Council | layrgroup@comcast.net |
| Activate a mobile or revolving grassroots referral system that reaches the unaware in the Newtown Community | Theresa McCoy | 360 Degree Health Care | imanioliz@hotmail.com |
| Books on a wide variety of health topics, as well as magazines. 2 Health related databases. | Susan Mason | Selby Library | smason@scgov.net |
| Breast self-exam and mammography education | Debbie Frank | Senior Friendship Centers | debandersonfrank@verizon.net |
| Build on advocacy group of 6-7 agencies to go into community about options for health care | Kimberly Chmielewski | Community Pharmacy | kchmielewski@cpsarasota.org |
| Can provide speaking engagements. Form advocacy group to provide PSA re: health resources | Robert Blinch-Edwards | Healthcare Sarasota | rbe@hcsrq.com |
| Clinic setting where information can be distributed to the community in need of education & services | Trish Egan | Sarasota County Health Department | |
| CSI: Health "Get Sarasota Insured" Speakers Bureau -- will come and speak to groups about health resources/insurance, etc. | Debby Miedema | CSI Insurance Workgroup | miedemascs@msn.com |

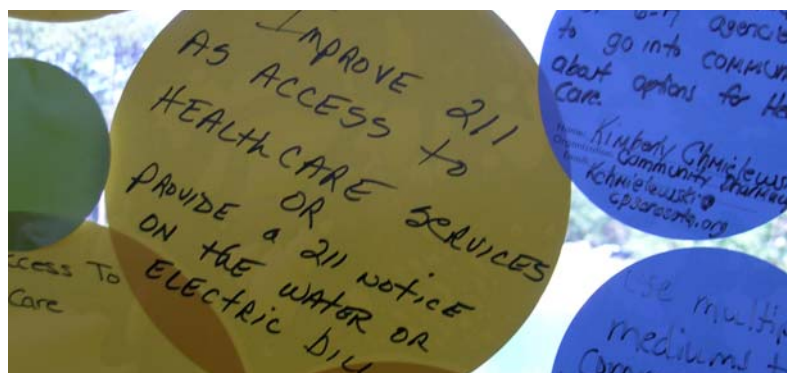
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| Discuss with senior service providers access line for private services to augment ElderHelpLine | Kathleen Houseweart | Sarasota Memorial Hospital | Kathleen-Houseweart@smh.com |
| Disability Awareness Expo: Oct 2008. Recreation and Wellness | Andrea King | Sarasota County Parks and Rec | alking@scgov.net |
| Distribute comprehensive information about health resource to those in need. | Jen Storch | Sarasota Memorial Hospital | jennifer-storch@smh.com |
| Distribute information at CYD events | Laura Yahres | CYD | laura@cydonline.org |
| Educate about health and dental care available | Jane Icely | Senior Friendship Centers | |
| Educating youth on healthcare for themselves and family members as well as community | John Jefferson | Laurel Civic Association | laurelcivic@comcast.net |
| End of 08: Pregnancy Resource Center for professionals and community -- find educational materials and resource materials | Jennifer Highland | Healthy Start | jennifer.highland@healthystartsarasota.org |
| Gathering information on aging in place. Eager to share. | M. Jarrett | | jarrett10@verizon.net |
| Genesis Health Services provides healthcare for the uninsured. | James McCloud | Genesis Health Services | nwtwncouncil@yahoo.com |
| Grassroots organization / advocacy | Lisa Merritt, MD | Multicultural Health Institute | nwtwncouncil@yahoo.com |
| Health Fairs: 5/3 Cancer Health Summit; 6/7 health Disparities Summit | Lisa Merritt, MD | Multicultural Health Institute | nwtwncouncil@yahoo.com |
| Health literacy training | Lisa Merritt, MD | Multicultural Health Institute | nwtwncouncil@yahoo.com |
| Health-related books and magazines; 3 health-focuses databases; free government health-related publications; free health related programs | Susan Mason | Selby Library | smason@scgov.net |
| Healthy Start can offer: 1) pregnancy health research & educational expertise; 2) 16 hrs/week of office space for project coordinators; 3) meeting space at 17th Street Human Services Center for related meetings | Jennifer Highland | Healthy Start | jennifer.highland@healthystartsarasota.org |

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| Heart health, stroke prevention in the African American and Hispanic community | Dianna King | American Heart Association | dianna.king@heart.org |
| Help connect people and resources via our website | Kirstein Fulkerson | Gulf Coast Community Foundation of Venice | kfulkerson@gulfcoastcf.org |
| HIV AIDS Network, HANS, ALSO Youth | John Acevedo | CAN - Community AIDS Network | |
| HIV education and prevention. HIV support and mentoring for HIV+ individuals | Valerie Wojciechowicz | 4HIVHelp.com | valwojo@hotmail.com |
| HIV education and testing | Carrol Hunter | Genesis Health Services | prydeguy@aol.com |
| Housing help center in North Port | Barbara Miles | Researcher | bdmiles1@verizon.net |
| I'd like to work on a team to develop (expand) a website (newsletter) that is a comprehensive resource "center" (tool) that community members can access and contains info about what resources exist and how to access them. | Melissa Heath | Tidwell Hospice | maheath@tidwell.org |
| Identify gaps in present social service directories; assist in putting together a comprehensive social service directory or website; gather questions asked at library; help to organize, gather information. | Susan Mason | Selby Library | smason@scgov.net |
| In May or June, health and wellness information will be available at interactive kiosks at every Sarasota Co. library and health department clinic | Jackie Chanudet | CHIP / Sarasota Co Health Department | jacqueline_chanudet@doh.state.fl.us |
| League will put on forums to educate the public on health care access issues. | Ann Hardy | League of Women Voters | annhardy@verzon.net |
| Offer educational programs open to community. Topics vary according to identified interest. 28 week bereavement education classes. Bereavement support. | Barbara Keyes | Our Lady of Lourdes | nurseoll@comcast.net |



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| Offer HIV testing & education. Other health services -- Mobile Medical Unit, Healthcare Access, etc. | Joan Surso | Sarasota County Health Dept | |
| Offer Sweetbay locations as community access points -- info tables, pamphlets, health fairs | Diane Fagan | Sweetbay Supermarket | dfagan@sweetbaysupermarket.com |
| Organize a referral team within one mobile home park and expand the idea if successful | Gail Quinn-Fryer | North Port CHAT | gailquinn313@comcast.net |
| Pass on information displaying resource guides in housing and meeting rooms. | Brian Meadows | Tammi Recovery Gateway | brianmeadows2@msn.com |
| Point-of-sale health and wellness info at Sweetbay and other business partners | Diane Fagan | Sweetbay | dfagan@sweetbaysupermarket.com |
| Procure grant and Foundation dollars | | Educational Services | mjazzar@verizon.net |
| Provide community health education on various health-related topics (open to all community) | Barbara Keyes | Our Lady of Lourdes | nurseoll@comcast.net |
| Provide info on food, nutrition, food safety and budgeting | Maria Rometo | Food Nutrition Program | mrometo@scgov.net |
| Provide information/materials on web site - www.aarp.org | Doug Heinlen | AARP | sarasotaaarp@aol.com |
| Provide presentations on Narcotics Anonymous to professionals, hospitals and institutions | Rick O'Connell | Narcotics Anonymous | rocandroll@gmail.com |
| Provide referral info to WIC and Health Department clients | Rhonda Herndon | Sarasota County Health Department / WIC | rhonda_herndon@doh.state.fl.us |
| Provide time to educate, resources for health awareness to the lay person in the community | Theresa McCoy | 360 Degree Health Care | imanioilz@hotmail.com |
| Research and make health info available through education and outreach. I work as a nurse already & have consistent outreach locations. | Theresa McCoy | 360 Degree Health Care | imanioilz@hotmail.com |
| Share resources; pass on information; display resource guides; supportive housing | Brian Meadows | Tammi Recovery Gateway | brianmeadows2@msn.com |

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| Source of nutrition information | Mary King | Sarasota County Extension | mking@scgov.net |
| Support groups, education, expos and forums, information | Ximena Granada | Tidewell Hospice | xgranada@tidewell.org |
| T-Rec Coalition. Recreational opportunities for individuals with disabilities | Andrea King | Sarasota County Parks and Rec | alking@scgov.net |
| Use multiple mediums to communicate information to community based on needs assessment | Jaquelin Massaline | Sarasota County | jmassali@scgov.net |
| Use Tapestry software to connect needs and resources and health and human service organizations (use as a tool to share information) | Stewart Stearns | Community Foundation of Sarasota County | stewart@cfsarasota.org |
| We are able to distribute info to people about other resources | Mary King | County Extension | mking@scgov.net |
| Website; van for transportation to community resources; speakers re: mental health; seminars - free to public in collaboration with Sarasota Memorial; tours - taken to your site for information regarding services. | Carolyn Eagen | Mental Health Community Centers | ceagen@mhcci.com |
| Workshops: "Compassion Fatigue: help for the helpers" and "Living Healthy: Easy to Incorporate Tips to Begin or Advance a Healthy Lifestyle" | Valerie Wojciechowicz | 4HIVHelp.com | valwojo@hotmail.com |
| Would be happy to talk to your group about the Charter Health Plan | Pat Ekblad | SMH Charter health Plan | pat-ekblad@smh.com |
| www.GetSarasotaInsured.com -- website in place already | Debby Miedema | CSI Insurance Workgroup | miedemascs@msn.com |



Resources to **Educate the community about existing resources**

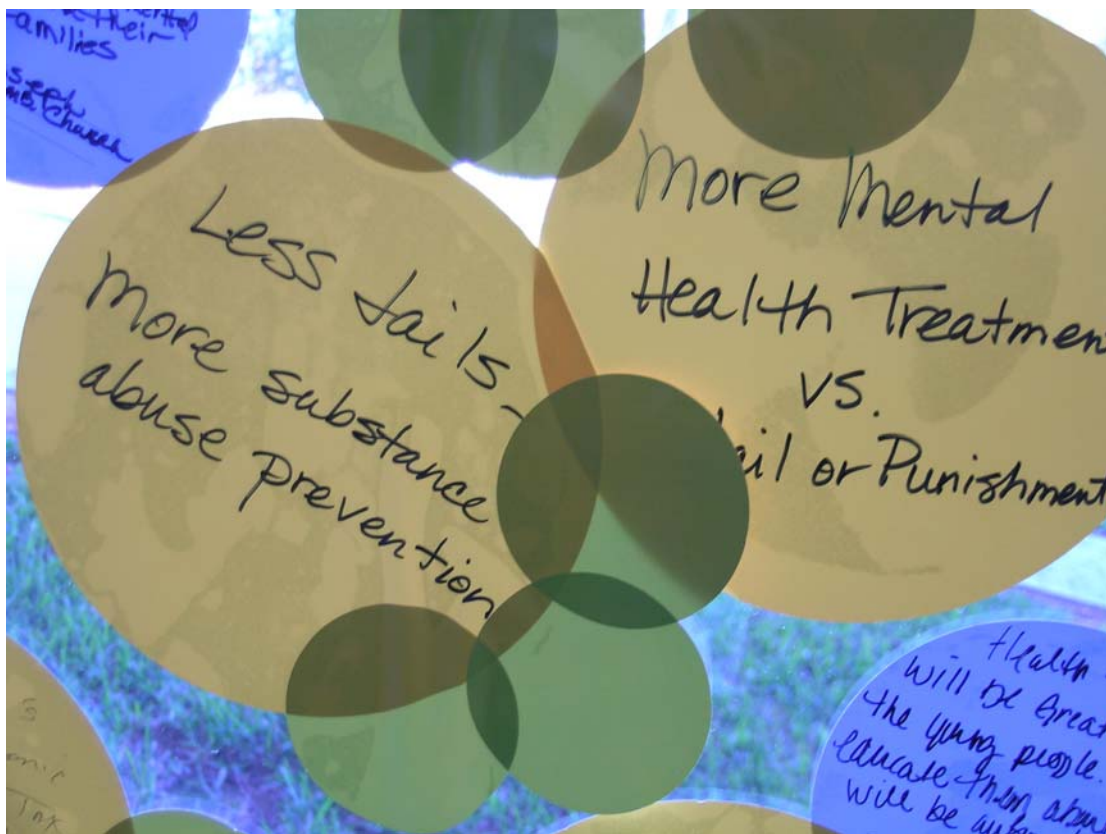
ideas to Expand Mental Health Services

Expand mental health services

Fewer jails - more substance abuse prevention

Home-based living support

More mental health treatment vs. jail or punishment



resources to

Expand Mental Health Services

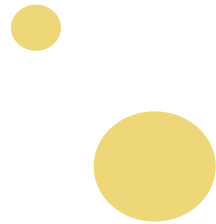
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| 25 years experience developing programs & services for families (women and children) in mental health -- willing to assist in North Port | Barbara Miles | Researcher | bdmiles1@verizon.net |
| A program for stress - the cause of health and mental health problems | Katie Alford | Truvine M.B. Church | |
| Appeal to County Commission via Senior Advisory Council of Sarasota County Commission for resources to expand needed mental health aid | Stanley Godleski | Senior Advisory Council | |
| Bilingual mental health services to teens, marriage counseling, families, elderly in Sarasota/Charlotte Counties | Dora Limoncelli | | dlimoncelli@comcast.net |
| Collaboration with mental health unit by providing space for meeting and other functions on a limited basis or when space is available | Rogers Harris | Sarasota County Parks and Rec | rharris@scgov.net |
| Coordinate discussions with SMH mental health services to develop plan for geriatric services | Kathleen Houseweart | Sarasota Memorial Hospital | kathleen-houseweart@smh.com |
| Educate the entire community on signs of "stressors" that trigger depression. Coping techniques. Support groups. | Kimberly Chmielewski | Community Pharmacy | kchmielewski@cpsarasota.org |
| Education resources on the impact of nutrition on mental health, reducing dependency on drugs for conditions such as ADD, depression, autism, etc. | Charles K Bens | Healthy at Work | ckbens@ij.net |
| Expand hours to 7:00 p.m. | Bunny Coiling | Mental Health Community Centers | 953-3477 |
| We have the space, ability, and staff (administrative) to facilitate a volunteer mental health care provider for indigent patients. | Kathryn Cantley | Community Medical Clinic | kathryn-cantley@smh.com |

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| For children -- Increase availability and access to Florida Healthy Kids (KidCare). Children enrolled in Healthy Kids have access to the Behavior Health Network which provides in-home therapy & behavior modification and medication management. Program only available through Florida KidCare, many more children could be eligible. | Kathi Coiro | Children's Medical Services | kathi_coiro@doh.state.fl.us |
| Get funding. | Carol Grasso | Grant writer | cgrassog@aol.com |
| Grant funding for specific programs | Wendy Hopkins | Community Foundation of Sarasota County | wendy@cfsarasota.org |
| Help get more mental health centers in the community for adults with mental illness and their families | Viola Joseph | Truvine M.B. Church | |
| List of books and scientific studies on the use of diet and supplements in the prevention, management and reversal of many mental illnesses. | Charles K Bens | Healthy at Work | ckbens@ij.net |
| Presentations on Narcotics Anonymous program and meeting lists | Rick O'Connell | Narcotics Anonymous | rocandroll@gmail.com |
| Provide speakers for substance abuse - informational speakers bureau - volunteer to coordinate and/or assist | Sharon R Mays Tremain | Home Detox Inc | 941.412.3869 |
| Space for evening programs or support groups to meet. Day training. Support Services. Socialization, activities. | Carolyn Eagen | Mental Health Community Centers | ceagen@mhcci.com |
| Stephens Ministries (St. Louis) - laymen within churches that work with people with problems | | | www.stephenministries.org |
| Support groups to have open discussions about the true meaning of mental health | Sylvia Browning | Children First | sbrowning@childrenfirst.net |

resources to

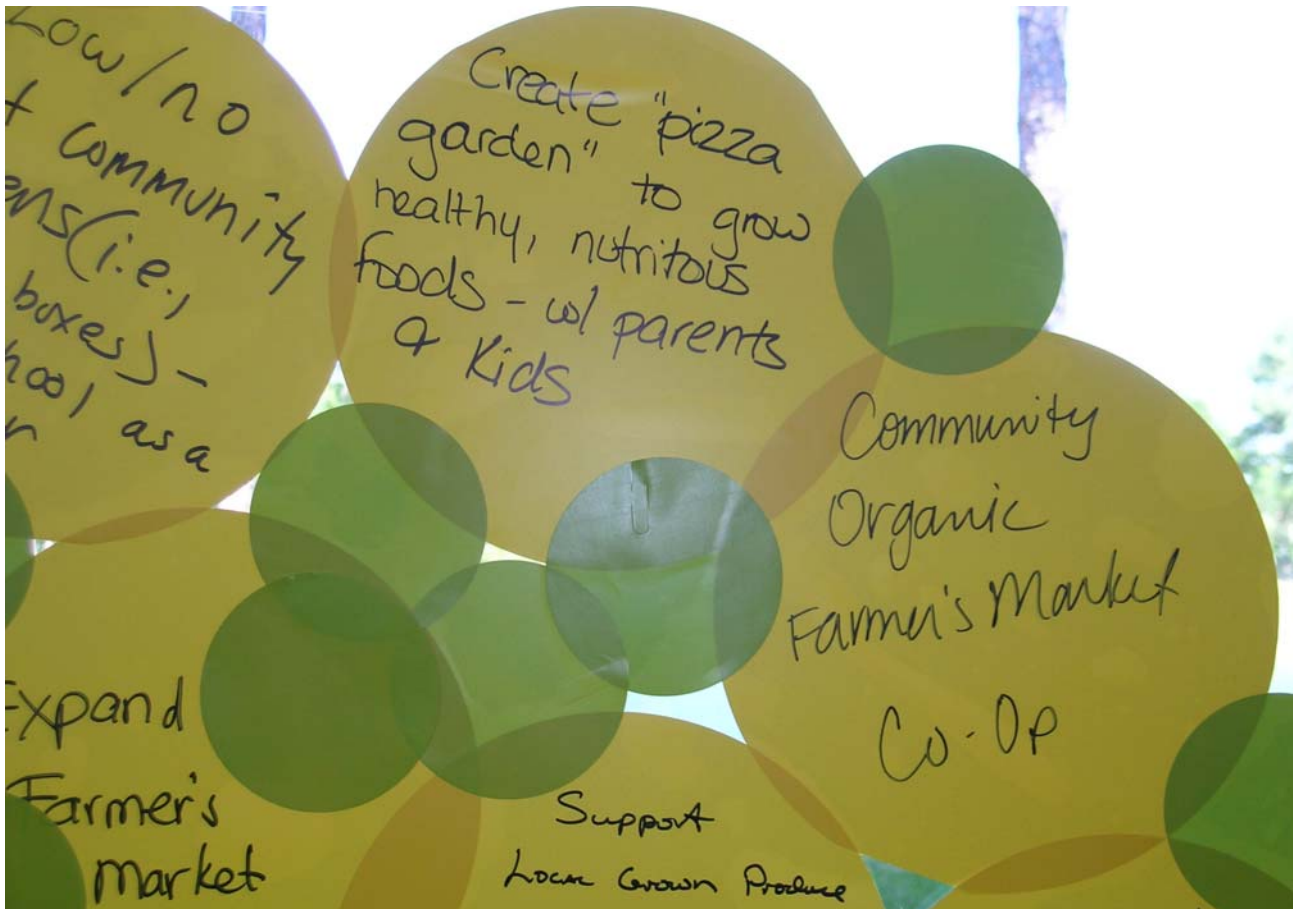
Expand transportation services

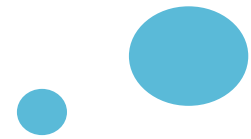
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| "Ride the bus for a day" to encourage people to use mass transportation. (Special events). | Ximena Granada | Tidewell Hospice | xgranada@tidewell.org |
| Audit New College students for potential use to PROVE higher access is needed. | Donita Pace | New College of Florida | dpace@ncf.edu |
| Buy bus passes for our employees. | Dr. Mark Magenheim | Suncoast Community Blood Bank | mmagenheim@scbb.org |
| Campaign to remove stigma from using public transportation: increase physical activity, "Get lean, go green. Use SCAT". | Ximena Granada | Tidewell Hospice | xgranada@tidewell.org |
| Encourage New College students to purchase bus passes. Investigate discount passes. Increase #'s for increased routes. | Donita Pace | New College of Florida | dpace@ncf.edu |
| Have local business adopt a bus shelter in their community | John Jefferson | Laurel Civic Association | laurelcivic@aol.com |
| Independent transportation model. (24/7 volunteer drivers) | | Community Foundation and JFCS | |
| Make contact with local buses to promote use: groceries, doctors. | Donita Pace | New College of Florida | dpace@ncf.edu |
| Sponsor a bus shelter with benches near the Mound St. Blood Bank | Dr. Mark Magenheim | Suncoast Community Blood Bank | mmagenheim@scbb.org |



ideas to
Increase farmers' markets and local foods

-
- Community organic farmer's market co-op.
 - Create "pizza garden" to grow healthy, nutritious foods -- with parents and kids
 - Encourage healthy lifestyles among teens thru school gardening projects where students learn to 1) grow food, 2) how the body metabolizes foods, 3) affects on health, 4) sell food to the public (science, economics)
 - Encourage the creation of "community gardens" in neighborhoods and school - after school program/activity
 - Expand farmer's markets an extra day
 - Expose more students to the benefits of gardening and how nutrition impacts their life. Encourage every school to have a garden.
 - Healthy fast-food chains -- raw veggies, hummus, fresh fruit, etc.
 - Low/no-cost community gardens (i.e. earth boxes) ... with a school as a partner
 - Support locally grown produce at farmers markets in many community areas.
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resources to
Increase farmers' markets and local foods

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| I can offer inexpensive, holistic care that can prevent mental illness from developing or getting worse. | Sandra House | Libra Nature Health Consulting | sdanu@earthlink.net |
| I have grant-writing experience and tremendous interest in getting more local farmers markets and community gardens | Jennifer Tucker | South County Family YMCA | jtucker@veniceymca.org |
| Info on the hows and whys for community gardens | Hugh Henkel | Sarasota County | hhenkel@scgov.net |
| Libraries have information about local food sources. | Ellen Davis | Selby Library | edavis@scgov.net |
| Link community gardens to local chefs who can teach people how to prepare the food. | Gail Harvey | UF Extension | |
| Mental Health Services | | Catholic Charities | cathcharsrq@comcast.net |
| Provide recipes using locally grown foods and foods available at food commodities | Maria Rometo | Food Nutrition Program | mrometo@scgov.net |
| Venice Regional will host a roving farmer's market after work in our parking lot | Rachel Chambers | Venice Regional Medical Center | 941.921.0808 |
| Wholesale food supply. Local business development. | Hugh Henkel | Sarasota County | hhenkel@scgov.net |





ideas to

Make communities more pedestrian-friendly and increase walkability

Create pedestrian-friendly zones in high traffic areas.

Establish walking trails (maps) along streets (not in parks or small neighborhoods)

Extend the bike trail to North County and further South than Venice

Increase PR about our parks, their facilities, where they're located and activities that are offered. Including community gardens!

Involve Parent Teacher Associations (PTA) to form food co-ops to grow their own food and sell.

Make cities more pedestrian-friendly. Walk to stores, libraries, etc.

More sidewalks. (Environmentally friendly.) Walkable communities.

Promote the Legacy Trail, its fitness opportunities, and the best ways to access.

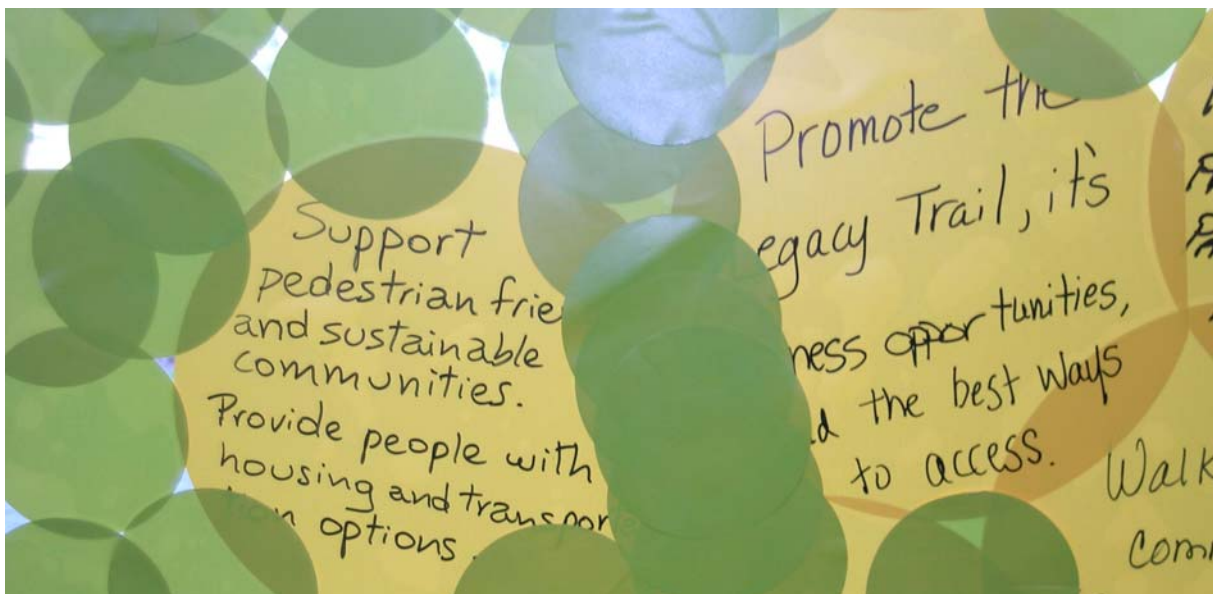
Restaurants offer 5% - 10% discounts to folks that walk, run, bike, rollerblade to breakfast or lunch. In return, offer free advertising via CHIP brochures or newspapers or other fliers.

Sidewalks. Healthy- walk. Safety - crossings. Time is right- increased gas prices.

Support pedestrian-friendly and sustainable communities. Provide people with housing and transportation options.

Use the hundreds of County and cities unused lands as parks -- for gardens, walking trails, etc. -- ways people can connect to their communities. Collaborate with SRQ and cities neighborhood departments and local home-owners groups to dive these uses!

Walkable communities. (Shopping/medical care/restaurants/work)





resources to

Make communities more pedestrian-friendly and increase walkability

| | | | |
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| "Walk to Work" Day (walk, bike, share a ride, use public transportation, etc) across the County. | Susan Morgan | Community Foundation Health Focus Group | kentm@aol.com |
| Advocate for better bike paths | Cyndi Condon | Job Coach | |
| Advocate for pedestrian-friendly policies | Megan Jourdan | Sarasota County Health Department | megan_jourdan@doh.state.fl.us |
| Community walks within Newtown. Mapping out safe paths, markers | Jaquelin Massaline | Sarasota County | jmassali@scgov.net |
| Complete Legacy Trail - to follow through on a good ideas | Mike Breton | Breton Benefits Ins | breton.benefits@gmail.com |
| Connect bike access road and sign post clearly to cars bike routes to the beach. | Tricia O'Connell | Sarasota County Health Department | patricia_odonnell@doh.gov |
| Could help develop land use rules... e.g. Require connected walkable trails/sidewalks between neighborhoods & communities as new development or urban in-fill occurs | Chuck Henry | Sarasota County Health Department | charles_henry@doh.state.fl.us |
| Encourage & educate others on the value of Health Impact Assessments to promote healthy neighborhood design. | Andrea Kenzig | Sarasota County | akenzig@scgov.net |
| I can help design and implement walking paths and trails in neighborhoods | Jennifer Tucker | South County Family YMCA | jtucker@veniceymca.org |
| I can promote walking trails and historic walking tours for people to learn about our area and get exercise as well | Larry Kelleher | Sarasota History Alive! | srq.crkr@comcast.net |
| Identify the point of disconnect: gaps in sidewalks, gaps in bike lanes, examine small areas, connect small areas | Hugh Henkel | Sarasota County | hhenkel@scgov.net |



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| Join the Friends of Legacy Trails. Adopt a portion of the Trail. Keep Sarasota Beautiful. | Sandra Terry | Laurel Civic Association | laurelcivic@aol.com |
| Mile marker every 1/4-1/2 mile. Along sidewalks (i.e. Center Rd. Venice.) | April Merrill | Our Lady of Lourdes | nurseolc@comcast.net |
| Neighborhood mapping - why walk from here to there? Place to place ... | Hugh Henkel | Sarasota County | hhenkel@scgov.net |
| Organize neighborhood walk to school groups - developing parent chaperones or supports - for children to walk to school. | Connie Toops | Sarasota County Health Department - School Health | constance_toops@doh.state.fl.us |
| Park & Walk. Trailhead concept for urban areas (have maps available) | Bob Carter | Senior Friendship Centers | |
| Pathways to Health - Signs, Marked paths. | Crystal Bruce | Sarasota County Health Department | crystal_bruce@doh.state.fl.us |
| Promoting worksite walks after work | Dianne Shipley | Sarasota County Health Department | |
| Provide changing stations by bike racks that provide lockers to change and refresh before work for those who bike to work | Melissa Christenson | | mmchrist@eagle.fgcu.edu |
| Sidewalks & shade -- make cooler & more walkable. Plant trees! | Hugh Henkel | Sarasota County | hhenkel@scgov.net |
| Start walking clubs in/at local neighborhood dining sites | Monica Strunk | Senior Friendship Centers | mstrunk@seniorfriendship.com |
| Start Your Heart Walking Program - provides free pedometers & incentives for walking set distances. | Carissa Potts | Parks & Rec | cpotts@scgov.net |
| Support the creation of regulations to make pedestrian-friendly communities. | Adriana Trujillo | Sarasota County | atrujill@scgov.net |
| Use Community Report Card (CRC) data to amplify information on connectedness, pedestrian paths, bike-friendliness, etc. | Kate Irwin | SCOPE | kirwin@scopexcel.org |

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| Use County and cities small unused parcels as parks. | Mike Bigner | Third Wave Consulting Group | mbigner@twavecg.com |
| We have a device that allows you to measure the distance of a walking path. | Kari Ellingstad | CHIP / Sarasota Co Health Department | kari_ellingstad@doh.state.fl.us |
| Work with Laurel Community Center to get Incentives for "Start Your Heart" program. | Sandra Terry | Laurel Civic Association | laurelcivic@aol.com |
| Write grants to assist with making neighborhoods more walkable. | Carissa Potts | Parks & Rec | cpotts@scgov.net |



ideas to Organize wellness activities in communities



Collaboration with health club facilities for health promotion activities (i.e., ride bikes to gym - increase incentive)

Community gatherings for exercise - tai chi (like China)

Community mentoring program to encourage/support healthy living and behaviors. Examples: website to link people to groups already in place. Also, linked to individual mentors in some geographic location to check-in/encourage others (physical activity, nutrition, other ways to live healthy).

Community walking projects /events to promote awareness & participation in healthy activities

Community walks & bike rides.

Create "Lifestyle Clubs" from Interactive group and rotate members

Develop neighborhood bartering to meet home needs: baby sitting, lawn care, maintenance, get-togethers, . When a crisis arises, you have a neighbor to help.

Educate/motivate/encourage small businesses to provide employee wellness programs (saves \$\$ in long run)

Encourage seniors to mentor young people to be physically active -- helps seniors stay active; encourages young people to stay fit

Encourage the community as a whole to participate in life changes by challenging them to better health solutions and decision - through exercises, better eating habits and information

Go door-to-door to educate/motivate people to be healthier/go to health programs

Healthy lifestyles need to be a community priority

Increase accessibility at local parks, beaches and facilities to make it easier for persons with disabilities and those who may not regularly participate-- including making them feel more welcome / encouraged to try

Neighborhood -based civic engagement: neighbors helping neighbors, educating neighbors on prevention.

Neighborhood walking clubs. Make it a competition.

Network with grocery stores to provide healthy eating workshops to kids

Organize a community-wide weight loss/get healthier campaign

Public service announcements to encourage and promote walking in the community and neighborhoods with an emphasis on safety and community awareness

Teach people that healthy food is cheap long-term (not short term)

Use churches as a resource to share information, provide resources, traveling health fair

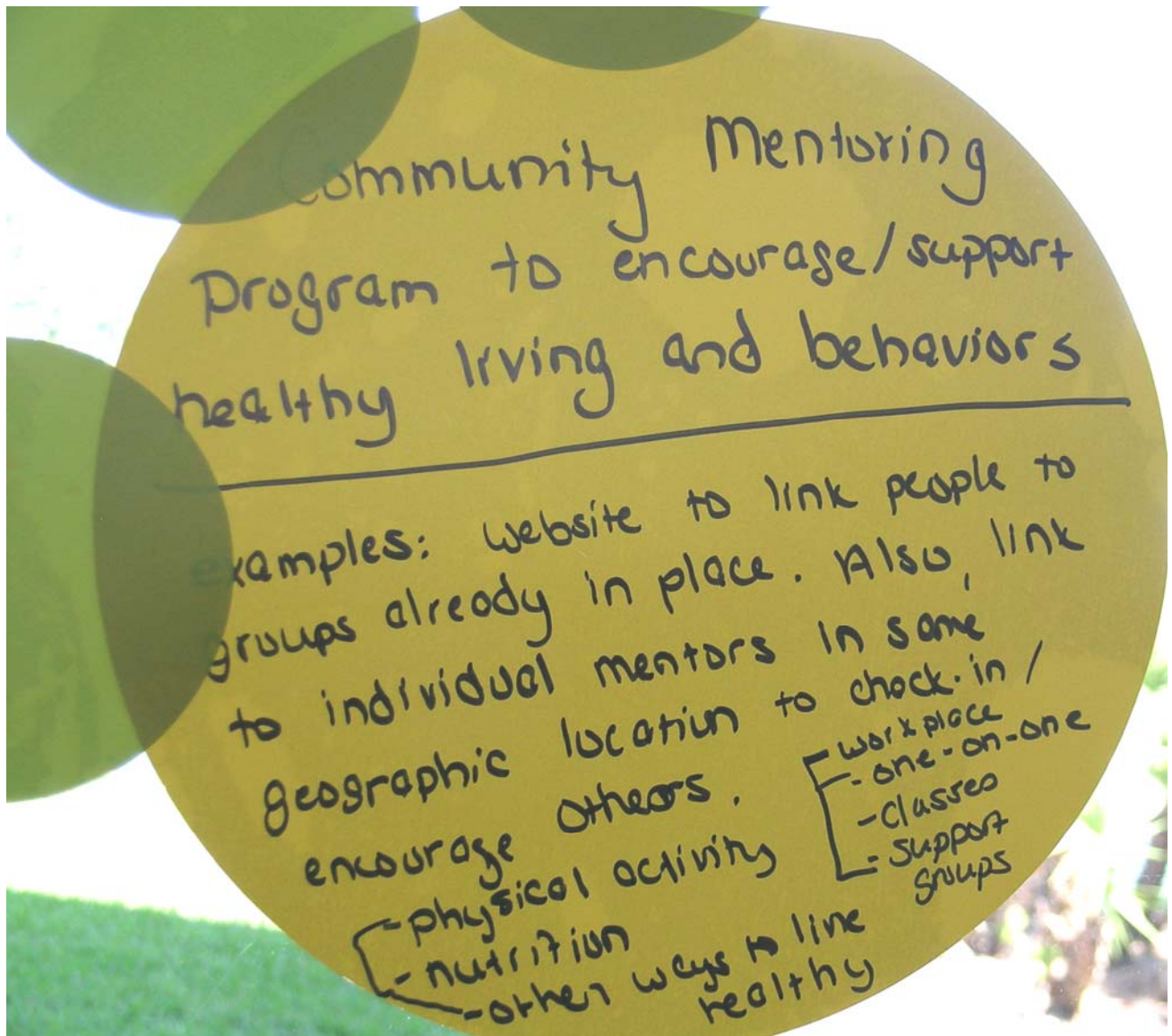
Utilize "must do" situations to promote healthcare or wellness options (i.e. DMV, DUI schools, etc)

We can do a better job empowering neighbors to share information.

We can provide more opportunities for workplace wellness

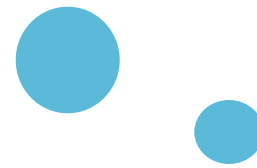
We need a bus to take fitness trainers, dietitians into rural areas, nursing homes, schools etc to education & inspire underserved populations

Work-place exercise - encouraged, required, expected - and time set aside by employers



resources to

Organize wellness activities in communities



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|---|---------------------|--------------------------------------|--------------------------------|
| Access to 8th grade African American males | Yvette Robison | Manasota Pan Hellenic Council | layrgroup@comcast.net |
| Access to space and nurse connecting to different groups. Diabetes, BP, etc | Mary Jenkins | Newtown Wellness Program | |
| Auditorium and conference room available for presentations, programs, groups. Central Location. Have and can obtain free. | Susan Mason | Selby Library | smason@scgov.net |
| Bring "fitness bus" to community or organizations | Pam Conner | Sarasota YMCA | |
| Commit to work on the new Boomers Plus CHAT | Kathleen Houseweart | Sarasota Memorial Hospital | Kathleen-houseweart@smh.com |
| Community Health Action Teams (CHATs) - currently active in Newtown, Englewood, North Port and the Laurel/Osprey/Venice/Nokomis areas | Diane Ramseyer | CHIP / Sarasota Co Health Department | diane_ramseyer@doh.state.fl.us |
| Community Health Worker Program | Eleanor Ball | Newtown Wellness Program | eball32527@aol.com |
| Contact businesses to get free items for tangible gifts to participants | Sylvia Browning | Children First | sbrowning@childrenfirst.net |
| Family: Meal plans. Children Program: shopping for food, reading labels. | Eleanor Ball | Newtown Wellness Program | Eball32527@aol.com |
| I can make myself available for interactive educational programs regarding wellness or disease maintenance | Rose Baez, MD | Gulf Coast Medical Group | rosebaez@comcast.net |
| Facilitating spanish speaking health and wellness programs | Lisa Merritt, MD | St. Judes / Multicultural Health | nwtwncouncil@yahoo.com |
| I could present workshops on chronic disease conditions to groups | Sandra Danu | Libra Nature Health Consulting | sdanu@earthlink.net |

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| Initiate health/wellness presentations at HOAs, schools. We have over 50 doctors within our group that can cover various topics. | Joe Traficante | Gulf Coast Medical Group | joseph.traficante@vrmc.hma-corp.com |
| Involve pastors/churches to espouse wellness within homilies at church services. I will contact my pastor. | Stanley Godleski | | |
| Newtown Community Walk - every third Saturday at 8 a.m. - beginning at Fredd Atkins Park. | Kari Ellingstad | CHIP / Sarasota Co Health Department | kari_ellingstad@doh.state.fl.us |
| Nursing students to help organize wellness activities. | Barbara Little | UF College of Nursing | bblittle@ufl.edu |
| Organize community wellness at neighborhood level | Duncan Finlay | SCOPE | duncan.finlay@verizon.net |
| Participate in health screenings, health fairs, health promotion, wellness events. | | Medical Mobile Unit/Sarasota County Health Department | |
| Provide community health worker training & program planning. Assist with seeking funding for community health worker programs. Advertise in GSAHEC e-newsletter & website. | Ansley Mora | Gulfcoast South AHEC | amora@health.usf.edu |
| Provide resources for infrastructure/education at neighborhood level | Duncan Finlay | SCOPE | duncan.finlay@verizon.net |
| Sarasota County Wellness Coalition can act as a conduit for wellness activities | | Sarasota County Wellness Coalition | |
| Social marketing / facilitator / program management | Dan Tisch | | danrtisch@comcast.net |
| Space. Nurse. Dietician. All wellness activities. Girls on the Run. Dollars. | Ken Modzelewski | South County YMCA | ken@veniceymca.org |
| Support DOEA "Communities for a Lifetime" Initiative | Doug Heinlen | AARP | sarasotaaarp@aol.com |
| Work with Parks & Rec to join the YMCAs on "National Healthy Kids Day" a and involve entire community | Sandra Terry | Laurel Civic Association | laurelcivic@aol.com |

ideas to Promote Health and wellness in schools



Add Health Education Program to school curriculum

Chronic disease... need to reach into the younger years, especially schools, physical education!

Community-based education on pandemic flu and other disasters.

Create a 1-stop shop (like the VERB website) for youth for year round activities & info that is updated & promoted

Dance, dance revolution

Early childhood education for healthy eating - exercise, relaxation. Start age 4, 5 for healthier facilities.

Educate kids about health issues and how it will affect them and their families (grandparents, parents, etc.)

Education - children ; youth; young adults; adults

Education - nutrition / prepare healthy meals / educate children to educate parents

Education: Healthy eating habits; reading labels & understanding them; support groups

Employers offering incentives for employee exercise program

Encourage before & after school activity programs - to target nutrition and healthy activity lifestyles

Encourage Healthy lifestyle among teens thru combination of social event with education and activity.

Engage kids with information about health to reach out to community

Facilitate integration of health into education curricula

Florida Food Pyramid (based on Asian & Mediterranean model)

Health education in schools in assembly format

Improve school nurse to student ratio to 1 RN: 750 students

Limit junk food in school class room & promote healthy eating (fruit & veggies) starting in Pre-K & kindergarten

Mentor program. Young & old connect via library; spread word about health

Nurses in every school - source of funding?

Nutrition in schools; colored labels for food in grocery stores; Green = good/healthy; Yellow. Red= less healthy (Appleton, Wisconsin Nutrition Program)

Promote and encourage Tai Chi in the parks

Promote interactive "hands on" nutrition programs with children (i.e. part of school curriculum, like cooking, growing organic food, etc.)

Promote the "adopt-a-school" idea for school athletics

Public access to promote health messages "Access Is"

School nurses in every school

School nutrition program (Appleton, Wisconsin) Best Practice

School projects w/ health nurse & students to train, educate & outreach to specific target groups

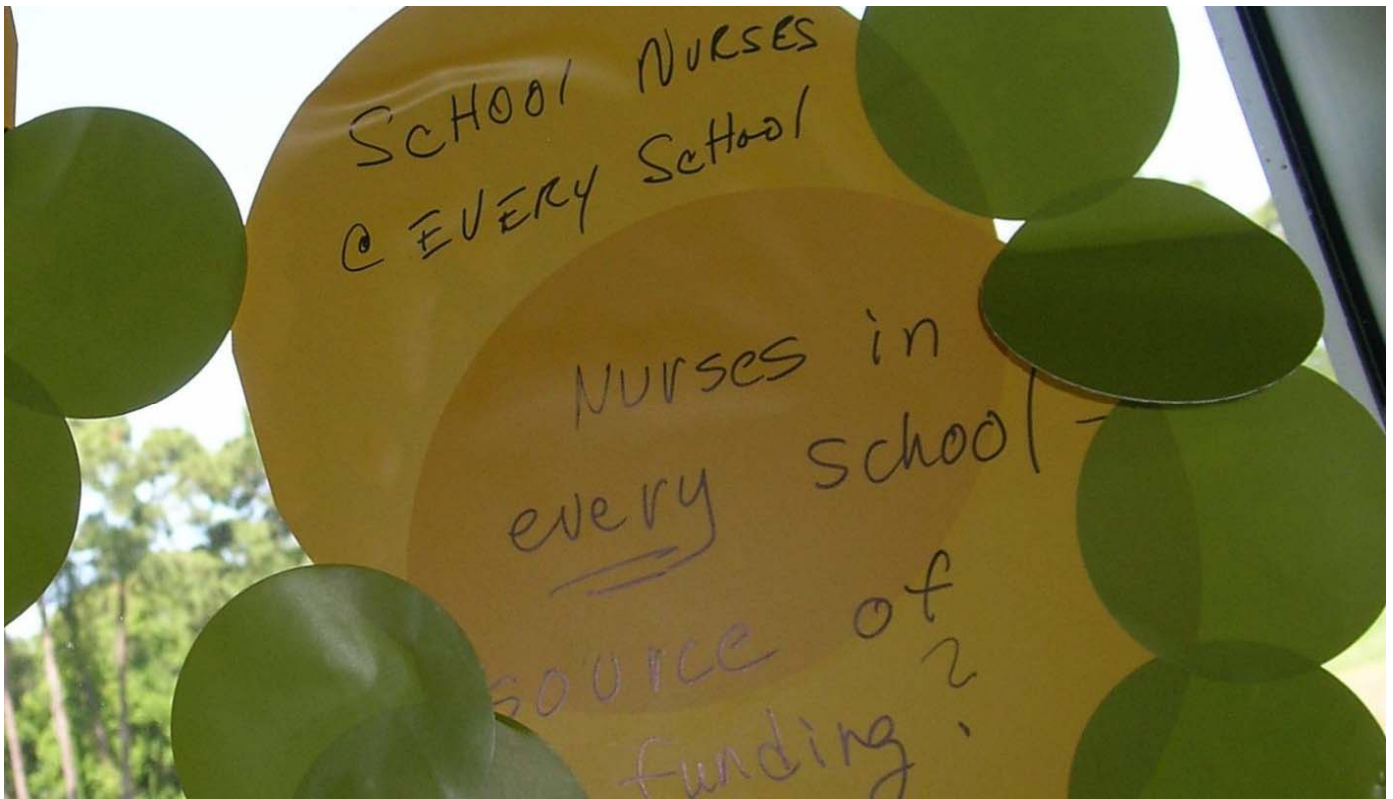
Seniors encouraging young people in schools to be physically active - helps seniors stay active; encourages young

SHAC school health Advisory Committee - Wellness policy implementation

Tie in education & wellness ideas as a partnership between the school board & local organizations

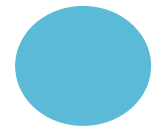
USDA Food Pyramid - Pictorial version. Print & use in classroom - available on web

We can provide families & parents with nutrition education to help children be healthier



resources to

Promote Health and wellness in schools



| | | | |
|---|-----------------------------|---|---------------------------------|
| Adopt-A-School by our volunteer physicians...intergenerational. | Julie Moore | Senior Friendship Centers | 584-0041 |
| Bayhaven earthbox demonstration project: gardening, local farmers, nutrition, fitness/obesity prevention | Caren Walsh/Lisa Merritt MD | Bayhaven Elementary School | 359-5800 |
| Build health and wellness topics into all school lesson plans and curriculums. | Mike Breton | Breton Benefits Ins | breton.benefits@gmail.com |
| Can provide workshops for teachers, parents, dieticians, food preparers and students on the impact of nutrition on behavior and academic performance. Promote the Asian/Mediterranean Pyramid as opposed to the USDA Pyramid. | Charles K Bens | Healthy at Work | ckbens@ij.net |
| Can use the school nutrition program evaluation tool developed by the Physicians Committee for Responsible Medicine. The Golden Carrot Award is given to schools that achieve an "A". | Charles K Bens | Healthy at Work | ckbens@ij.net |
| Develop flipcharts for use on activboard on health topics to present to classes | Jody Whetzel | Sarasota County School Board | jody_whetzel@sarasota.k12.fl.us |
| Potential mini-grants to schools to promote creative health/wellness programs. (\$5,000 = "mini-grant" | Stewart Stearns | Community Foundation of Sarasota County | stewart@cfsarasota.org |
| Provide nutrition classes to title 1 schools | Mary King | County Extension | mking@scgov.net |
| Sarasota County school health nurses have been training groups in schools for a wellness focus. | Dianne Shipley | Sarasota County Health Department | |
| School Health Advisory Committee can look at wellness policy implementation | | School Health Advisory Council | |
| SMH dietetic intern could spearhead nutrition projects in classroom | Adeano Osika | Sarasota Memorial Hospital | |

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| Time to coordinate; involve early learning & child care community in such activities (parents and providers); encourage involvement in wellness activities within specific early care and education sites | Janet Kahn | Early Learning Coalition | janetkahn@comcast.net |
| Trainers and resources to help with activity in schools. | | Sarasota Family YMCA | |
| Triathlon team wants to speak and work with kids | Rachel Chambers | Elite Iron Edge Coaching.com Team | |
| Truvine education project | Trish Egan | Sarasota County Health Department | patricia_egan@doh.state.fl.us |
| USDA Food Pyramid - Pictorial version. Print & use in classroom - available on web | | | www.mypyramid.gov |
| Volunteer expert speakers at PTO meeting to educate parents and teachers | Oren Rosenthal, PhD PT | LECOM | orosenthal@lecom.edu |
| Volunteer to call people on meds (how was your week?, etc.). Church youth programs. AIDS and birth control taught in schools. | Christine Banks | Big Brothers Big Sisters Englewood | |
| Willing to present a one-hour talk, "Wellness in the School Environment: How to maximize learning and health with food and activity" | Oren Rosenthal, PhD PT | LECOM | orosenthal@lecom.edu |
| Work with PE teachers and health educators to set up health fair in schools -- or develop a walking/nutrition club for students wishing to work on lifestyle changes. | Connie Toops | Sarasota County Health Department | constance_toops@doh.state.fl.us |

other ideas to Encourage active, healthy lifestyles



Adults need to eat more fruits and vegetables, healthy fats, whole food instead of processed foods

Brand our County as "The ACTIVE Community" or Coast. People who live here and come here have expectations of what we want in our lifestyles

Community-based breastfeeding support groups. Provide transportation, increase lactation consultant services

Encourage incentive programs with employers

Increase coordinated healthcare services in all schools: offer screening, education, work with families and youth; nutrition, healthy meals, education

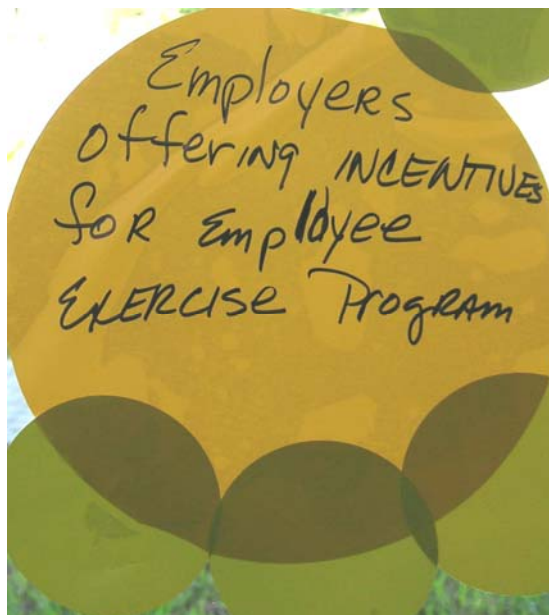
Low Cost or No Cost Youth Physical Activity

More tobacco-free policies with resources

Simplify healthy lifestyle messages (cost c comparisons healthy vs non-healthy lifestyles)

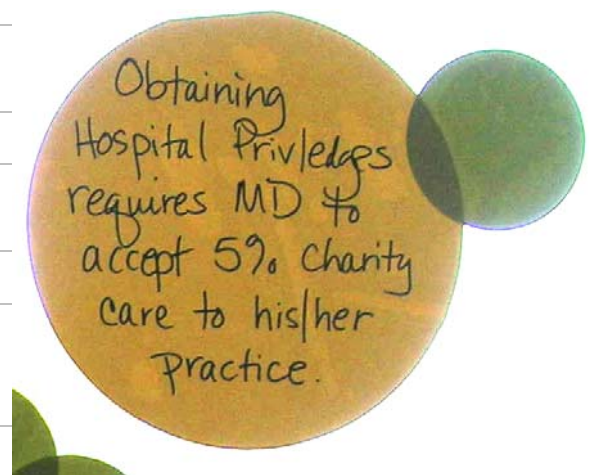
Smoke-free campuses at all schools

Support to families on healthy lifestyle; Incentive programs for people to show up



other ideas to Increase access to healthcare

- Anyone selling health insurance in Sarasota County must include/cover tobacco cessation
- Centralize services. Centralize administration of not-for-profits.
- Collaboration between medical professional and alternative practitioners
- Community person who can provide access within the community - trained, trusted in community, perhaps churches as a resource. Health fairs at churches?
- Coordinate a volunteer physician program
- Educate those in need to advocate and care for themselves
- Encourage Chambers to make healthcare a priority for educating their members
- Encourage health clinics to operate during non-traditional hours to better serve their clients
- Ensure every physician and dentist offers free care for one uninsured resident
- Establish healthcare clearinghouse (models, all kinds of care)
- Extend health mobile to serve children and offer labwork for them (e.g. lead testing)
- Guardian ad litem for illiterates and others who need help ... as a way to help them learn the system & take advantage of the help that is available.
- Health Fairs - use places all people use
- Health insurance for everyone - provide at Dr. office, ER, health clinics, YMCAs, libraries
- Improve Dr - patient relationship via informative videos or pamphlets in waiting rooms that prepare the patient to appropriately access the system
- Initiate program through public libraries to teach seniors basic computer skills ... with CD already programmed with health access info...critical symptoms ...email addresses and phone numbers ...way to get simple (used?) computers to those who can't afford one
- More checks and balances on healthcare (home)
- Obtaining hospital privileges requires MD to accept 5% charity care to his/her practice
- Take information to them - mail - visiting nurse
- We could offer more comprehensive services on the mobile unit (dental particularly)
- We need healthcare grant workshops.
- Workshop for Drs and nurses on how to advise patients about alternative medicines, not pills for everything as a cure!



other ideas to

Improve chronic disease management

-
- Accessible support groups for manor disease processes and assistance with transportation
-
- Bring home a healthy meal (i.e. soup-veggie) for daycare parents & people after surgery, etc.
-
- Caring, effective gatekeepers
-
- Diabetic pre-care. Affordable for people who are uninsured. Allow pre-diabetics to go for diet instruction and have test kit so they know what their glucose levels are on a daily basis.
-
- Educate community about disease processes and public health issues using public access TV, radio, and public areas
-
- Educate the community on DASH - Dietary Approach to Stop Hypertension
-
- Encourage all physicians to use the same care path to treat the top 3 chronic diseases & educate patients
-
- Expand the community health workers so that they address diseases such as HIV/AIDS, diabetes, infant mortality, and cardiovascular disease
-
- Have more offerings for diabetes
-
- Have ongoing support groups for those living with chronic illnesses, i.e. COPD, diabetes, asthma, heart disease, etc.
-
- Improve access to diabetes management education (affordable, market to MDs)
-
- Incent chronic disease management: refund fees if goals are met; weekly support meetings
-
- Make free diabetes information available in every part of the county
-
- More community health support groups in target areas (e.g. diabetes, heart disease)
-
- More education and follow-up for chronic disease management
-
- Need resources for elderly with no support
-
- Pet therapy for seniors in nursing homes and ALFs
-
- Promote support groups
-
- Provide emotional, educational, spiritual support for patients and families dealing with chronic diseases through utilization of volunteer support systems within clinics (cancer) instead of feeling you are going to the "cancer factory" for treatment without any human touch
-
- Reward physicians who manage chronic diseases with tax incentives
-
- Social marketing for culturally appropriate diabetes education
-
- Taking the message of disease management to the people
-
- Utilize more nurse practitioners/physician assistants for routine care & patient education
-

other ideas

general



"Other" unrelated resources

Advocating and garnering support from State & Federal legislators in regard to awareness & funding.

An air quality alert system for at-risk populations like children and the elderly with asthma and COPD

An inspirational & motivational symbol of healthy people & lifestyles

Be more sensitive to ethnicity, language barriers, fear of government, and social norms.

Church phone banks for depressed, lonely, fearful

Connectivity to home bound and nursing home residents through the internet. They share their personal history and photos, either displayed for the public or family-only use.

Educate the community about the interactions between all factors affecting health

Educate/empower individuals to be their own advocate: ask questions, access resources, "Speak Up" campaign

Ensure that epidemiologic information specific to our community is broken down by race, ethnicity, and physical (geographic) location

Falls prevention. Mobile van/group to do in-home inspections/assessments and recommend improvements & educate (esp. in seniors). Also, this would include link to services/resources (e.g. home fittings/devices, etc)

Focus on persuasive vs. coercive messages

Foster community leadership

Get celebrity figures to exemplify healthy lifestyles

Give individuals with disabilities the encouragement and confidence to take their health and well-being into their own hands

Grants

Health is a local place. Place making. Systematic understanding. My neighborhood as a total synergy. Mapping areas as interconnected places

Homeless Coalition connection needed for community worker in North Port

Identify the aspects of data collection that are missing in the epidemiology reports available -- modify data collection process (more diversity by race & disease)

Incentives to go to existing health programs

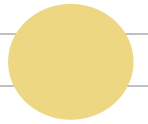
Increase interfaith initiatives for health screenings and prevention

Labels: what are they tells us as far as calories/services and big words (what do they mean)

More human - also technology

Outreach to gated communities to engage in volunteer activities

Promote volunteerism with employees who encourage employee community involvement.



Public communication and radio

Relationships to help change attitudes with use of mentors in neighborhoods for young and old -- especially cultural/social/economic areas

Summit for 8th grade African American males

Synergy of efforts

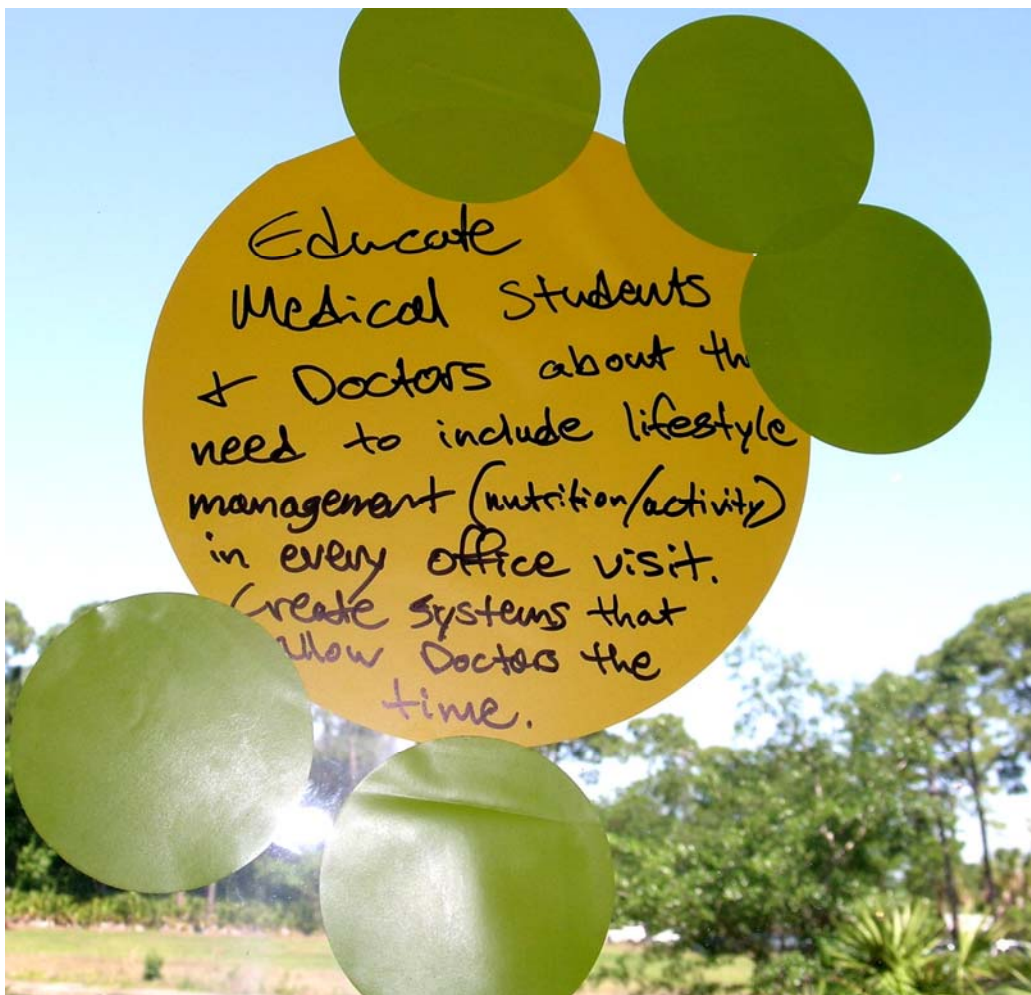
Tailor the information to the individual (young vs. elderly)

Target your audience -- develop a variety of approaches to educate

We can improve access & marketing for passive and active recreation areas

We need to break through the stigma of asking for help

We need to use technology to make exercise and therapy more fun and interactive. Goal: Wii in every nursing home or school.



Other ideas: **General**

About CHIP

CHIP is a partnership bringing together hundreds of community volunteers with dozens of public, private and government organizations across three counties to focus on improving the health and well-being of all residents through the power of collaboration and shared vision.

Engages residents

in taking responsibility for their personal health and the health of their communities.

- ✓ Community Health Action Teams (CHATs) are teams of engaged residents meeting monthly to study and solve local health issues. CHAT focus areas include:
 - Nurturing Active Healthy Lifestyles in Newtown (north Sarasota)
 - Promoting Active Aging in Venice
 - Reducing Substance Abuse in North Port and Venice
 - Increasing Access to Healthcare Services in North Port
 - Promoting Community Resources in Englewood

Encourages focus and discussion

across organizational, geographic, and demographic boundaries.

- ✓ Convene healthcare CEOs to address regional community health issues that surpass corporate and county boundaries.
- ✓ Convene leaders and staff across county lines to address issues of transit, human services information and health services in Charlotte and Sarasota Counties.
- ✓ Encourage diversity of ideas, demographics and passions in all committees.

Researches

and publishes local data on health issues of concern to residents and healthcare providers.

- ✓ *Health Profile for Sarasota and Charlotte Counties (2003)*
- ✓ *Community Voices: Results of the Community Survey (2003)*
- ✓ *Health System Assessment for Sarasota and Charlotte Counties (2004)*
- ✓ *CHIP Health Scorecard and Action Guide (2005)*
- ✓ *Health Survey Data for Sarasota County (2007)*
- ✓ *Uncovered: The Uninsured in Sarasota County (2007)*

Creates solutions

to local health issues through creative collaborations with community partners.

- ✓ **Laurel/Osprey/Venice/Nokomis (LOVN) Diabetes Care Team** provided free, in-home care to seniors living with Diabetes.
- ✓ **Sarasota Health Care Access** connects people without health insurance to primary healthcare services.
- ✓ **Tobacco-Free Campus Initiative** to assist eleven organizations in three counties to become tobacco-free while supporting employees in quitting smoking.
- ✓ **Community Health Interactive** brought together a diverse group of people to foster creative collaborations with the goal of improving community health in Sarasota County.

Educates

the community on how to become healthier, access medical care or get insured.

- ✓ Convened free community forums featuring national health experts, Tyler Norris and Leanne Kaiser.
- ✓ Developed forums to inform small businesses about health insurance options
- ✓ Publishes *HealthNews* – a monthly newsletter of local health and wellness activities

www.CHIP4Health.org

About CHIP

