

LiveWell Garfield County Goals and Strategies for 2015-2016

Goal 1: Increase fruit and vegetable consumption among Garfield County residents with incomes at or below 185% poverty level.				
Strategies 2015 (1/1/2015 – 12/31/2015)	Activities	Strategies 2016 (1/1/2016 – 12/31/2016)	Activities	Key Implementation Partners
<p>1. Add EBT machines at farmers markets and market existing.</p> <p>2. Increase number of people that participate in community gardens across Garfield County.</p> <p>3. Increase the amount of fruits and vegetables that are donated to LIFT-UP, the Senior Nutrition Program and the school districts through the Gleaning Project.</p>	<p>Continue marketing EBT acceptance at Rifle and Glenwood Springs Downtown farmers markets.</p> <p>Talk with New Castle Community Market and Carbondale Farmers Market about applying for EBT machines for 2015 market season.</p>	<p>1. Add EBT machines at farmers markets County wide.</p> <p>2. Develop a system for SNAP benefits to be accepted through Bountiful Baskets.</p> <p>3. Expand adult and child nutrition/cooking classes in partnership with local gardens and nonprofits.</p> <p>4. Increase the amount of fruits and vegetables that are donated to LIFT-UP, the Senior Nutrition Program and the school districts through the Gleaning Project by 7%.</p>	<p>Continue marketing EBT acceptance at Rifle, New Castle, GWS Saturday Market and GWS Downtown farmers markets. (Help to identify matching funds).</p> <p>Talk with GWS Saturday Market about applying for EBT machines for 2016 market season.</p> <p>Talk with Parachute about starting a small produce market (co-op model).</p>	<p>DHS, Farmers Market Managers/Staff, LIFT-UP, WIC, Mountain Family Health Centers, Valley Settlement.</p> <p>Producers, volunteers, Bountiful Baskets, DHS, USDA.</p> <p>Schools, land owners, churches, service organizations, citizen groups, grocery stores, community gardens, PTAs, student groups.</p>
	<p>Increase the number of community gardens.</p> <p>Increase the number of gardens that will grow produce for donations of fruits and vegetables to LIFT-UP and the Senior Nutrition Program.</p>		<p>Start relationship with Bountiful Basket co-founders. Explore ways to allow SNAP benefits to be accepted.</p>	
	<p>Develop a Healthy Eating Work Group.</p> <p>Provide and/or expand education/programming at gardens.</p> <p>Expand partnerships.</p> <p>Explore options for composting.</p>		<p>Work with organizations to develop/implement programming around shopping and cooking on a budget.</p> <p>Expand partnership with 4-H and CSU Extension office.</p>	

Goal 3: Increase physical activity among all Garfield County residents through walking, biking and recreational opportunities.

Strategies 2015 (1/1/2015 – 12/31/2015)	Activities	Strategies 2016 (1/1/2016 – 12/31/2016)	Activities	Key Implementation Partners
<p>1. Develop an Active Living Work Group and identify specific goals.</p> <p>2. Convene Recreation Directors (County wide).</p> <p>3. Promote free recreational activities throughout Garfield County.</p>	<p>Focus on incorporating components of HEAL/Complete Streets/Safe Routes to School. Start a conversation with stakeholders.</p> <p>Support the Regional Bike and Pedestrian Trails Committee.</p> <p>Develop partnership with Roaring Fork Outdoor Volunteers, Two Rivers Trails group.</p> <p>Discuss opportunities and barriers to physical activity in Garfield County.</p> <p>Update “Get Moving” booklet and distribute within the community.</p> <p>Increase signage for downtowns, trails, etc.</p> <p>Promote Countywide Colorado Bike Month (June) and Bike to Work Day (June 24, 2015). Support and promote Bike and Walk to School Challenge (Garfield CLEER Energy, April 14-16, 2015)</p>	<p>1. Approach the County and municipalities about updates/policies/ changes to comprehensive plans related to active living.</p> <p>2. Continue to work with the Regional Bike/Ped group to identify priority active living projects in Garfield County.</p> <p>3. Develop a County wide partnership between recreation departments to develop free/low cost recreational opportunities.</p> <p>4. Develop and implement a County wide fit campaign to promote free recreational activities.</p>	<p>Engage residents on the opportunities they want to see. Utilize findings from uncovering barriers to physical activity in Garfield County in 2015.</p> <p>Promote Countywide Colorado Bike Month (June) and Bike to Work Day. Support and promote Bike and Walk to School Challenge (Garfield CLEER Energy)</p>	<p>Garfield CLEER Energy, School districts, RFTA, Regional Bike and Pedestrian Trails Committee, municipalities, County Planning Department, community trail groups, Roaring Fork Outdoor Volunteers, Two Rivers Trails, BLM/public land managers, local businesses.</p>

Goal 4: Increase LiveWell Garfield County sustainability through organization, marketing, database management, financial leveraging, capacity building and professional development.

Strategies 2015 (1/1/2015 – 12/31/2015)	Activities	Strategies 2016 (1/1/2016 – 12/31/2016)	Activities	Key Implementation Partners
<ol style="list-style-type: none"> 1. Increase program sustainability through marketing and communication outreach efforts. 2. Create organizational structure for LiveWell Garfield County Coalition and Steering Committee. 3. Develop a sponsorship program to contribute to local events and projects to increase brand awareness. 4. Promote HEAL policy development through the HEAL Cities and Towns Campaign. 5. Administer and develop the Mini Grant Program. 	<p>Promote Facebook page.</p> <p>Develop media schedule for local outlets.</p> <p>Develop work group structure.</p> <p>Develop structure/leaders/content for coalition meetings.</p> <p>Develop the LWGC brand through marketing campaigns and community outreach.</p> <p>Continue to engage with New Castle on policy development and implementation. Engage with other municipalities to increase involvement in the campaign.</p> <p>Develop partnerships with all mini grant awardees to further involve them in LWGC initiatives.</p>	<ol style="list-style-type: none"> 1. Increase program sustainability through partnership development, resource sharing and program sharing. 2. Promote HEAL policy development through the HEAL Cities and Towns Campaign. 3. Administer and develop the Mini Grant Program. 4. Research funding opportunities for current projects and apply for at least 2 grants. 5. Provide professional development opportunities for Steering Committee and Coalition members. 	<p>Increase participants to include all municipalities in the County. Continue to develop, implement and refine HEAL policies.</p> <p>Investigate crowd sourcing. Re-evaluate mini grant program to ensure we are getting the ultimate outcomes that we want.</p> <p>Provide training on community engagement and organizing.</p>	<p>Hispanic, faith-based community, service organizations, chambers of commerce, PTAs, Steering Committee, student organizations, citizen groups, etc.</p> <p>Citizen Telegram, Post Independent, radio stations, TV, school newsletters, etc.</p>

<p>6. Begin to develop a process for leveraging finances.</p> <p>7. Provide professional development opportunities for Steering Committee and Coalition members.</p>	<p>Work with awardees to create sustainability and maintenance plans.</p> <p>Develop an efficient evaluation process.</p> <p>Research HEAL grant opportunities.</p> <p>Create a grant database for future funding.</p> <p>Develop list of potential local donors and start building relationships.</p> <p>Brainstorm professional development needs with the groups.</p> <p>Create a list of local workshops and classes.</p>			
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Goal 5: Increase community engagement within the Hispanic population through HEAL initiatives.

Strategies 2015 (1/1/2015 – 12/31/2015)	Activities	Strategies 2016 (1/1/2016 – 12/31/2016)	Activities	Key Implementation Partners
<ol style="list-style-type: none"> 1. Establish a Hispanic Engagement Work Group. 2. Connect Hispanic residents and increase engagement through other existing LWGC goals and strategies. 3. Identify key community groups and partners. 4. Attend and partner on already existing events with community groups to build trust. 	<p>Identify and prioritize needs in the Hispanic community related to HEAL.</p> <p>Develop an engagement plan to increase Hispanic participation in LWGC activities/events.</p> <p>Invite community members to Coalition meetings. (ultimate goal)</p>	<ol style="list-style-type: none"> 1. LWGC will conduct a train the trainer program for the Hispanic Leadership group with 5-2-1-0 curriculum. 2. Improve recognition of LiveWell brand by Marketing HEAL to Hispanic families at La Liga, Catholic Church and the annual Latino Festival. 	<p>Provide trainings through Valley Settlement to the El Busisito program parents and Gus the Bus program parents.</p>	<p>Religious organizations, Valley Settlement, Hispanic Alliance Colorado, Hispanic leaders, El Montanes, WIC, Mountain Family Health Centers, school districts.</p>

Goal 6: Identify opportunities for improvements to active transportation and built environment projects related to HEAL.

Strategies 2015 (1/1/2015 – 12/31/2015)	Activities	Strategies 2016 (1/1/2016 – 12/31/2016)	Activities	Key Implementation Partners
<ol style="list-style-type: none"> 1. Develop an Active Transportation/Active Living work group and identify goals. 2. Scan county and municipal comprehensive plans for HEAL projects. 3. Assess gaps/opportunities for built environment improvements and HEAL projects. 4. Continue to work with the Regional Bike/Ped group to identify priority active transportation/built environment projects in Garfield County. 	<p>Focus on incorporating components of HEAL/Complete Streets/Safe Routes to School. Start a conversation with stakeholders.</p> <p>Training/seminar/work session on best practices of built environment/health best practices.</p> <p>Support the Regional Bike and Pedestrian Trails Committee.</p> <p>Roundtable with RFOV and municipalities to discuss community plans and trail projects.</p> <p>Increase signage for downtowns, trails, etc.</p> <p>Engineers group.</p> <p>Connection to economic development.</p> <p>Communication/Active Living/Built Environment Newsletter.</p>	<ol style="list-style-type: none"> 1. Approach the County and municipalities about updates/policies/changes to comprehensive plans related to active living. 		<p>Garfield CLEER Energy, School districts, RFTA, Regional Bike and Pedestrian Trails Committee, municipalities, County Planning Department, community trail groups, Roaring Fork Outdoor Volunteers, Two Rivers Trails, BLM/public land managers, local businesses.</p>

