



**Goal:**


**WASHINGTON COUNTY RESIDENTS WILL ACHIEVE AND MAINTAIN HEALTHY WEIGHT**

**Objective 1: By Dec.31, 2011, Washington County will demonstrate a collaborative initiative that addresses obesity in Washington County.**

**Suggested Strategies:**

- Create a task force to bring together county citizens and stakeholders.
- Utilize joint planning to create an annual “work plan” or Action Plan.
- Explore the feasibility of establishing a partnership with a 501(c)3 status organization.
- Pursue grant funding to create and sustain new initiatives.
- Commit to utilize interventions that have been “proven to be successful” or evidence-based practices.
- Use mass media to raise awareness of obesity prevention strategies and to disseminate messages promoting optimal nutrition and the benefits of physical activity.
- Utilize surveillance and monitoring of Body Mass Index (BMI) to establish baseline data, assess progress, and measure success.
- Promote and develop wellness policies to sustain change at the systems and organizational level.
- Advocate for environments that support healthier lifestyle choices .



 **Objective 2:** By December 31, 2015, at least 4 new initiatives will be implemented to improve the nutrition of Washington County residents.

### **Suggested Strategies**

- Create policies to increase access to healthy food choices in local schools and workplaces.
- Provide educational opportunities on healthy eating.
- Create student-led gardens.
- Develop tools and resources for workplaces to implement breastfeeding- friendly policies.
- Celebrate workplaces that support breastfeeding.
- Advocate for and support policies that are consistent with the Baby-Friendly Hospital © initiative.
- Create policies with local concession stands to provide a “better for you” snack option.
- Establish partnerships with local growers to implement new, school-based initiatives that increase availability of fresh produce at schools.
- Conduct a nutrition assessment of a local restaurant, grocery store, or convenience store. Assess the feasibility of using the NEMS tool.

 **Objective 3:** By December 31, 2015, at least 3 new initiatives will be implemented to promote daily physical activity for Washington County residents.

### **Suggested Strategies**

- Create and implement policies that limit screen time in licensed childcare facilities.
- Develop an awareness campaign to educate parents/caretakers about the hazards of inactivity due to screen time.
- Conduct a county-wide “TV Turn-Off Challenge” to educate citizens and facilitate changes in personal behavior.
- Create and implement a district- wide policy supporting daily physical education classes at Washington County schools.
- Create partnerships to support the purchase of necessary physical education equipment.
- Increase access to physical activity opportunities in the community.
- Develop a central repository of physical activity resources.
- Assess the feasibility of implementing Safe Route to Schools in one community.
- Promote Lighten Up Iowa to Washington County residents.



**Objective 4: By December 31, 2011, collaborate with the Washington County Trails Council to implement 2 new strategies to increase the “walkability”/”bikability” of Washington County.**

**Suggested Strategies**

- Assess county trail usage via electronic monitoring equipment.
- Promote trail connectivity from one community to another.
- Implement public awareness campaign, featuring free or low cost recreation options.
- Promote Bike to Work Week to Washington County residents.