



A vibrant community that supports healthy lifestyles for all.

3 Year Strategic Action Plan (2019-2021)

Purpose: The Healthy Pontiac, We Can (HPWC) coalition was founded in 2011, and has successfully implemented a wide variety of health and wellness initiatives in Pontiac. Upon its conception, a 3-year strategic plan was adopted to guide the coalition's work. Every 3 years, HPWC conducts a comprehensive Strategic Planning initiative to update and revise the goals and interventions the coalition would like to address in the next three years. The results provide a framework of priority areas that HPWC will address to produce the highest impact changes to promote community health. We acknowledge social determinants of health and health behaviors, and will work to achieve health equity and reduce health disparities throughout our community. Through HPWC prioritizes policy, systems, and environmental approaches in addition to programming that will create a community where choosing a healthy lifestyle is achievable.

Methods: Data was collected from Pontiac residents through the Pontiac Community Survey from February through July 2018 (345 respondents). Community environmental self-assessments were completed (MiHealthTools.org suite of assessments). The Collaboration Multiplier tool from the Prevention Institute was adapted and used to gather information from partnering organizations on their current projects, resources, and expertise that fit in with coalition goals to help maximize resources and enhance community collaborations. Brainstorming and prioritization of projects during three coalition meetings in 2018 helped to identify and elaborate upon project concepts. Sticky dot voting was used to narrow down the final list of priority projects.

Outcome: The following Strategic Plan is proposed to guide HPWC work for the 2019-2022 period. Implementation of individual interventions will be determined by the availability of resources and partnering agencies, as well as funding for specific initiatives. The coalition will continue to seek partnerships and funding opportunities to implement these initiatives to the fullest extent possible.

A. HEALTHY EATING STRATEGIES

1. Partner with local organizations to conduct and facilitate nutrition education and healthy eating events and activities
2. Work to increase access to fresh produce in traditional and alternative food retail settings (convenience stores, pop up markets, mobile food services) and the emergency food systems
3. Connect with schools to provide support for nutrition policies, education, and healthy food environments
4. Support mobile food services for older adults
5. Advocate for breastfeeding support through policies and environmental strategies

B. PHYSICAL ACTIVITY STRATEGIES

1. Improve physical activity infrastructure through park facility upgrades (e.g., playground equipment, pavilions, restrooms, fields) and walkable bikeable communities, and ADA accessibility
2. Advocate for evidence-based environmental strategies that improve feelings of safety in parks (lights, security plan, cameras, staff, clear lines of sight)
3. Advocate for community beautification/maintenance efforts to improve look/feel
4. Support diverse physical activity programs for all ages, abilities, cultures, lifestyles, and families
5. Facilitate open use and joint use agreements with schools and other recreational facilities
6. Support adoption and implementation of the policies that support physical activity (e.g., Parks and Recreation Master plan, city ordinances, complete streets, and code enforcement)

C. COMPLIMENTARY STRATEGIES

1. Partner with organizations/individuals that have existing programming to increase awareness and accessibility of programs and opportunities
2. Work with local law enforcement to increase feelings of safety in recreational areas.
3. Work to identify and support “Community Health Champions” in council districts, neighborhood organizations or groups
4. Develop comprehensive communication plan to increase awareness of physical activity, nutrition, and community health programs
5. Address transportation (bus, walking, biking, delivery) options to food outlets and physical activity opportunities