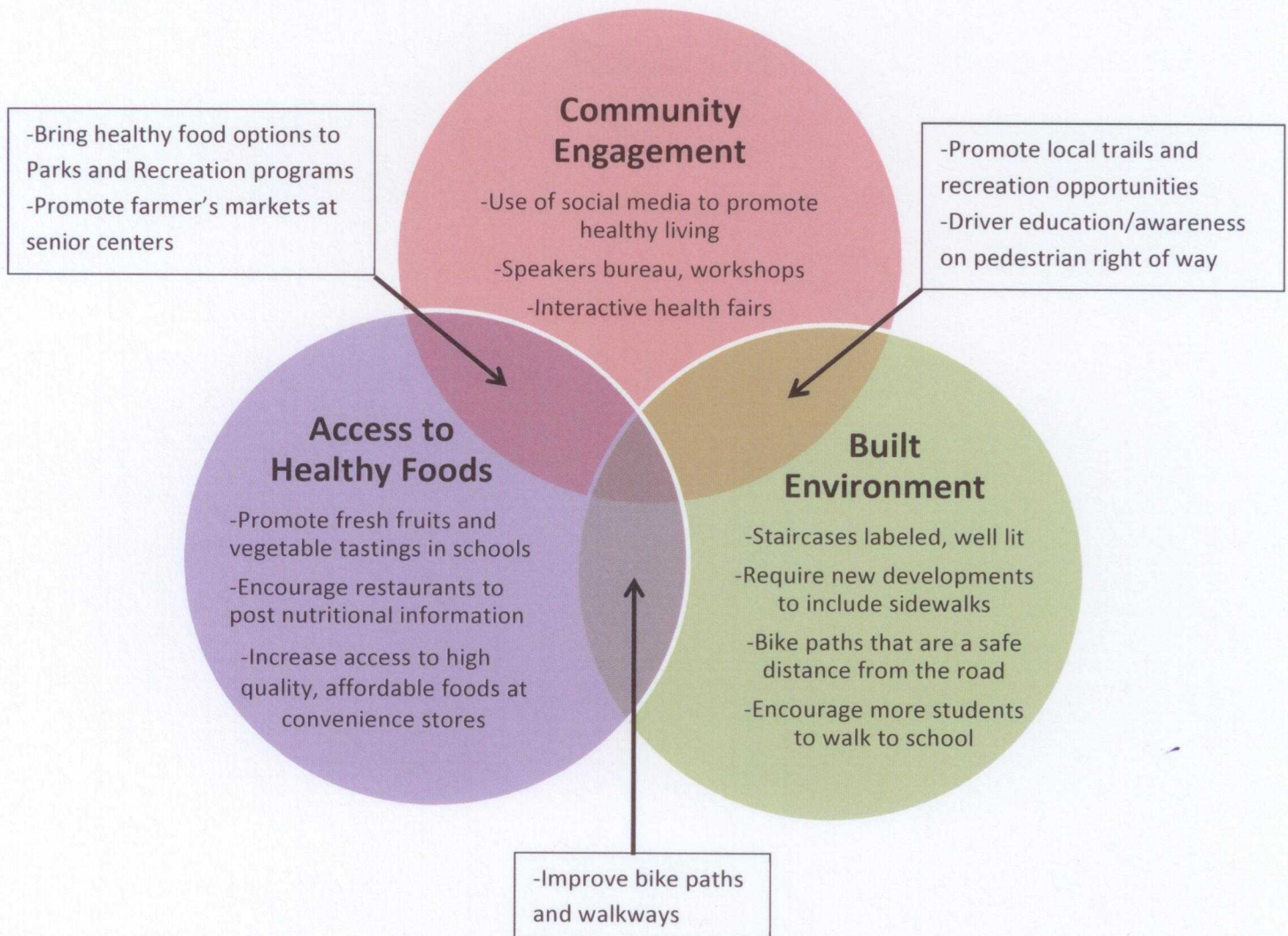


Obesity Task Force

Examples of strategies being discussed by Obesity Task Force subcommittees:



Common Themes:

- Survey area residents to find out their goals and motivations
- Raise awareness through community outreach, advertising and education events
- Promote existing healthy options (healthy eating) and opportunities (active living)
- Capitalize on existing campaigns: "Buy Local, Eat Local" week, National Hunger Awareness Month, Healthy Harford's "Family Fit 4 Life"

**Obesity Task Force
Community Engagement Workgroup Update
March 23, 2012**

Meetings to date:

- February 28, 2012
- March 20, 2012

Workgroup Members:

- Rob Bailey, Harford County Parks and Recreation
- Gregory Beaty, Vetcentric, Inc.
- Carole Boniface, Harford County Government
- Kathy Burley, Harford Community College
- Michelle Christman, Christman Chiropractic
- Rebecca Hartwig, MD, Pediatrician
- Mary Hastler, Director, Harford County Public Libraries
- Bari Klein, Upper Chesapeake Health / Harford County Health Department
- Jayne Klein, ShopRite, Nutritionist
- Whitney Lang, Y of Central Maryland
- Kelly Lepley, Y of Central Maryland
- Vanessa Milio, Harford County Chamber of Commerce
- Mary Nasuta, Harford County Public Schools
- Gale Sauer, Aberdeen Proving Ground
- Robin Stokes Smith, Upper Chesapeake Health
- Dr. Robert Tomback, Harford County Public Schools
- Martha Valentine, Business Wellness Consultant

Task #1 – Develop criteria for selecting recommendations

We agreed that the following criteria will be used to evaluate our recommendations.

- Realistic
- Sustainable – funding as well as by the individuals that we engage
- Fundable
- Can evaluate
- Evidence based (measurable and significant)
- Far reaching impact (entire community)
- Addresses significant health issues relevant to our community (based on data)
- Respects differences (cultural diversity)
- Responds to a specific goal
- An easily identifiable, consistent message (branding)
- Easy to do, fun, engaging
- Includes a call to action, next steps
- Accessibility - options, hits all age groups

Task #2 – Identify groups in the community that would be “key influencers”

We agreed that collectively they influence a broad population in the community.

- Medical community
- Parents
- Libraries
- Schools
- Parks & Recreation
- Faith-based
- Child care centers
- Senior centers
- Health Department
- Businesses

Task #3 - Ideas for a Community Campaign Message

The following were identified as key phrases and words that could be included in our message to the community.

- Activate
- Healthy Lifestyle
- H3 – Healing (or Happy) Healthy Harford
- Get Healthy Harford
- Mind/body connection
- Wellness for Life

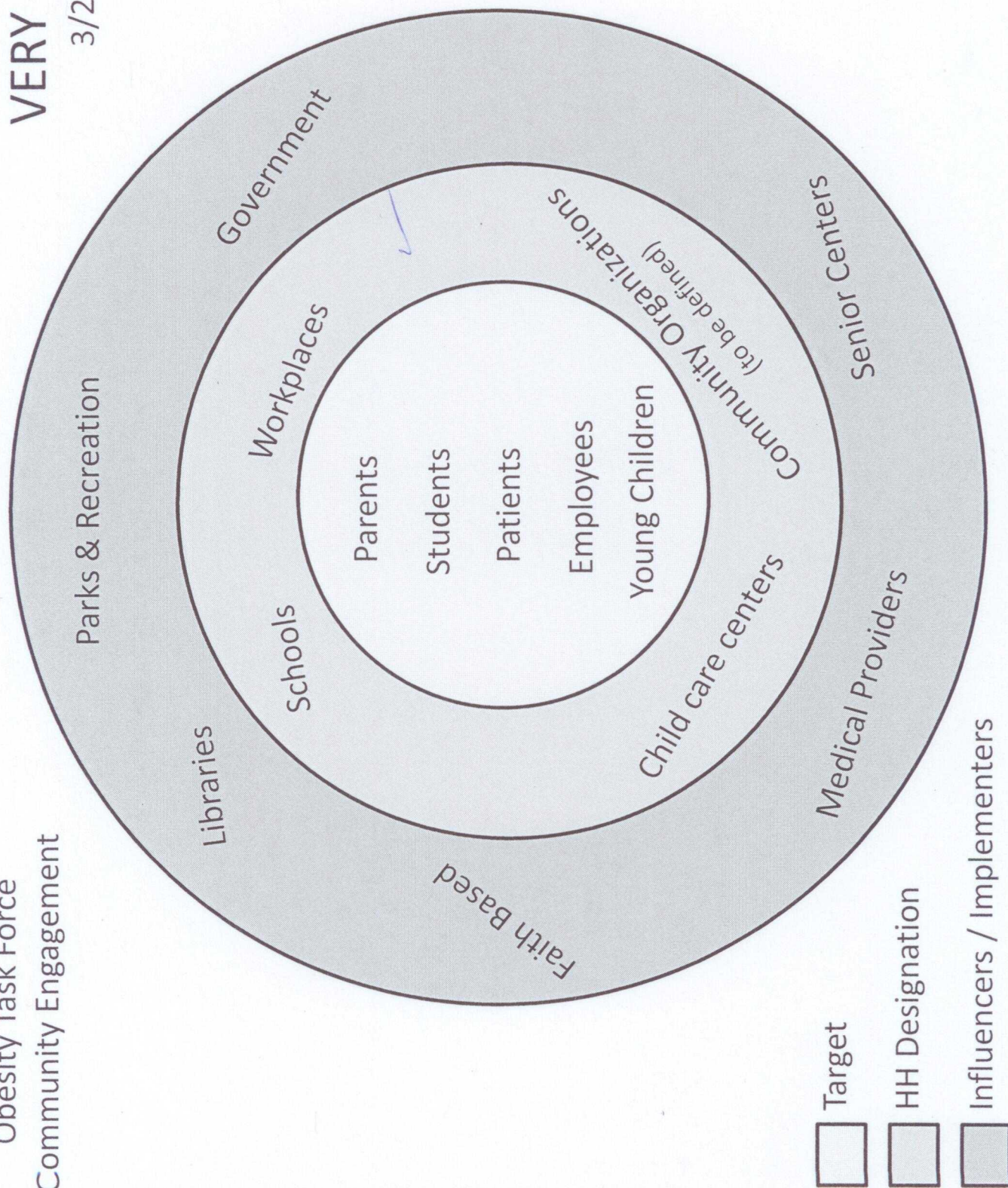
Task #4 – Initial Brainstorming of Ideas related to Community Engagement

- Community partnerships are key
- Use the Harford Cable Network
- Monthly health/wellness show – different guests, subject matter experts
- Health messages from credible sources i.e. American Association of Pediatricians
- Targeted messages to individual segments
- Flash mobs
- Fitness event
- School based activities
- Health Fairs – combine with other events like yard sales
- Community organizations /church toolkit on how to have a healthy event/meeting, etc.
- Identify contacts for the community
- Easy identifiable message
- Change culture of meetings - serve healthy foods
- Award Healthy Schools designation
- Engage the Council of Recreation Councils
- Define health so that we are working from the same definition. Reach out to those people who embrace this message i.e. Jamie Oliver. Move people to action.
- Blogging, Facebook
- Media blasts – get information out to the people, especially those that don't agree with this message. Engage stars in the community – personalize.
- Church bulletins
- Speakers bureau, workshops
- Noncredit cooking courses; network of community kitchens; multigenerational
- Libraries as a resource, children's education boxes , adult resources – take and learn like they have for STEM program.
- Interactive health fairs
- Tech smart phone – fitnesspal, apps, nutrition
- Parents working with child care centers
- Tools for pediatricians to help them engage parents
- Healthy hotline to direct people to resources
- Student health ambassador
- Health food PEP rally – Icon/logo/demarcation
- Tai Chi
- Family togetherness – family meals
- Improve healthy options at restaurants

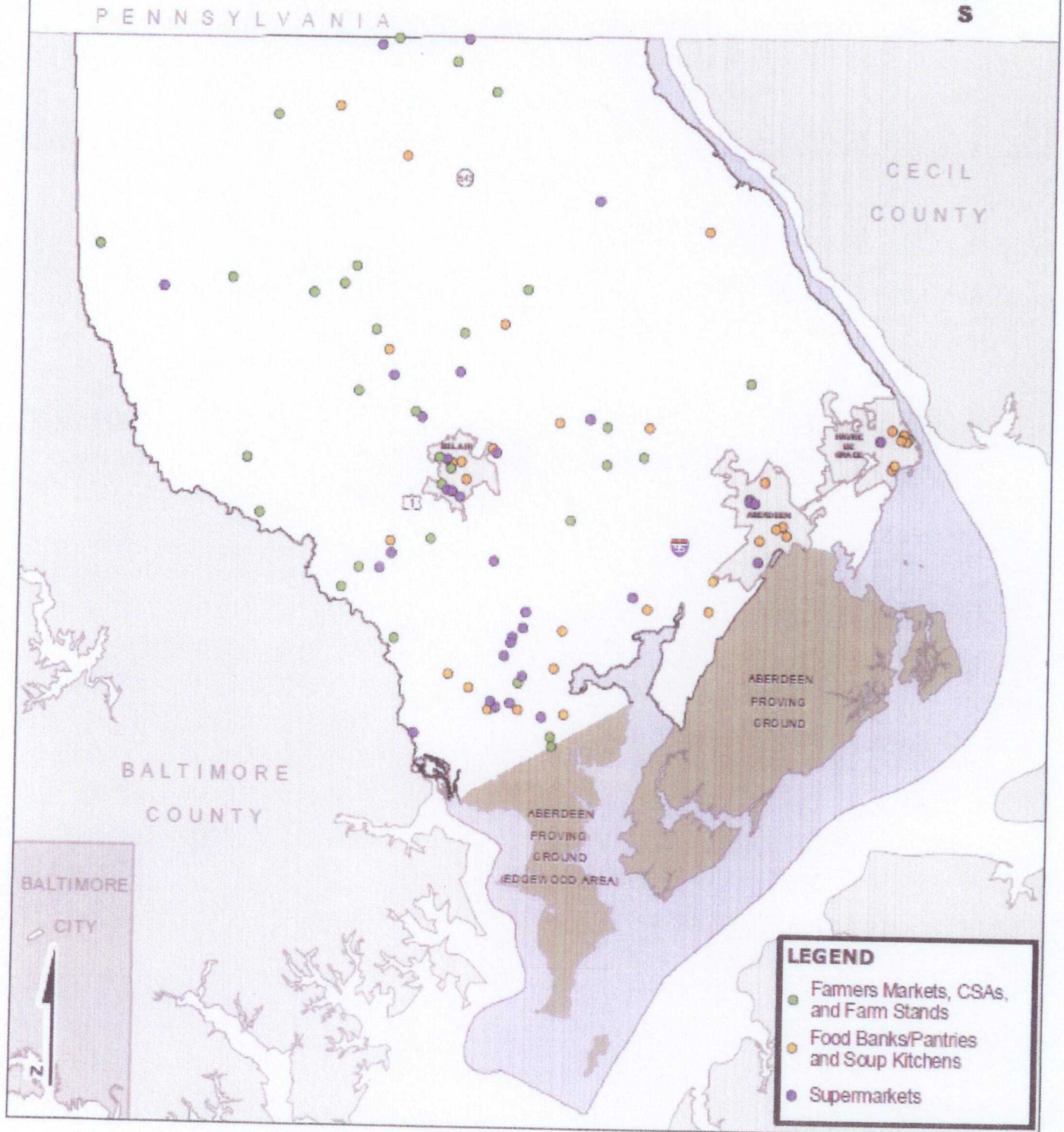
Obesity Task Force
Community Engagement

VERY DRAFT

3/23/12



ACCESS TO FOOD IN HARFORD COUNTY



0 1 2
Miles

ACCESS TO FOOD IN HARFORD COUNTY



PENNSYLVANIA

CECIL
COUNTY

21161

21132

21160

21154

21034

21084

21111

21050

21028

21078

21013

21047

21014

21015

21047

21001

21082

21087

21085

21017

21005

21040

BALTIMORE
COUNTY

ABERDEEN
PROVING
GROUND

ABERDEEN
PROVING
GROUND
(EDGEWOOD AREA)

BALTIMORE

CITY

LEGEND

- Farmers Markets, CSAs, and Farm Stands
- Food Banks/Pantries and Soup Kitchens
- Supermarkets

0 1 2
Miles

ACCESS TO FOOD IN HARFORD COUNTY



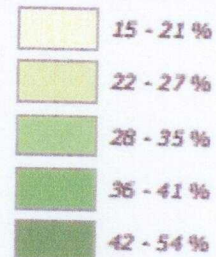
PENNSYLVANIA

CECIL
COUNTY

LEGEND

- Farmers Markets, CSAs, and Farm Stands
- Food Banks/Pantries and Soup Kitchens
- Supermarkets

% of Persons 25 Years or Over with a Bachelor's Degree or Higher



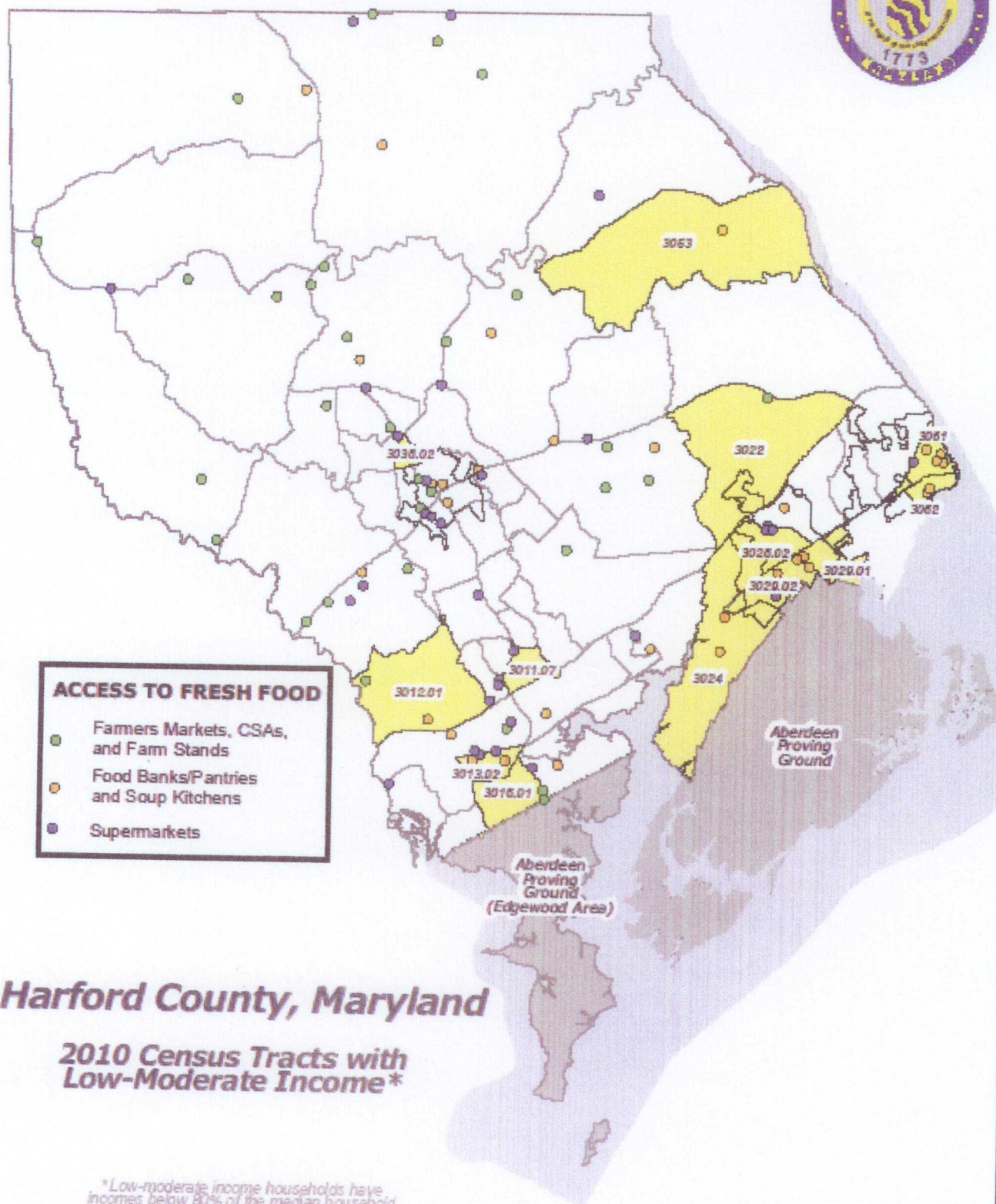
Date Source: Claritas 2011 Estimates by Zip Code

BALTIMORE

CITY

0 1 2

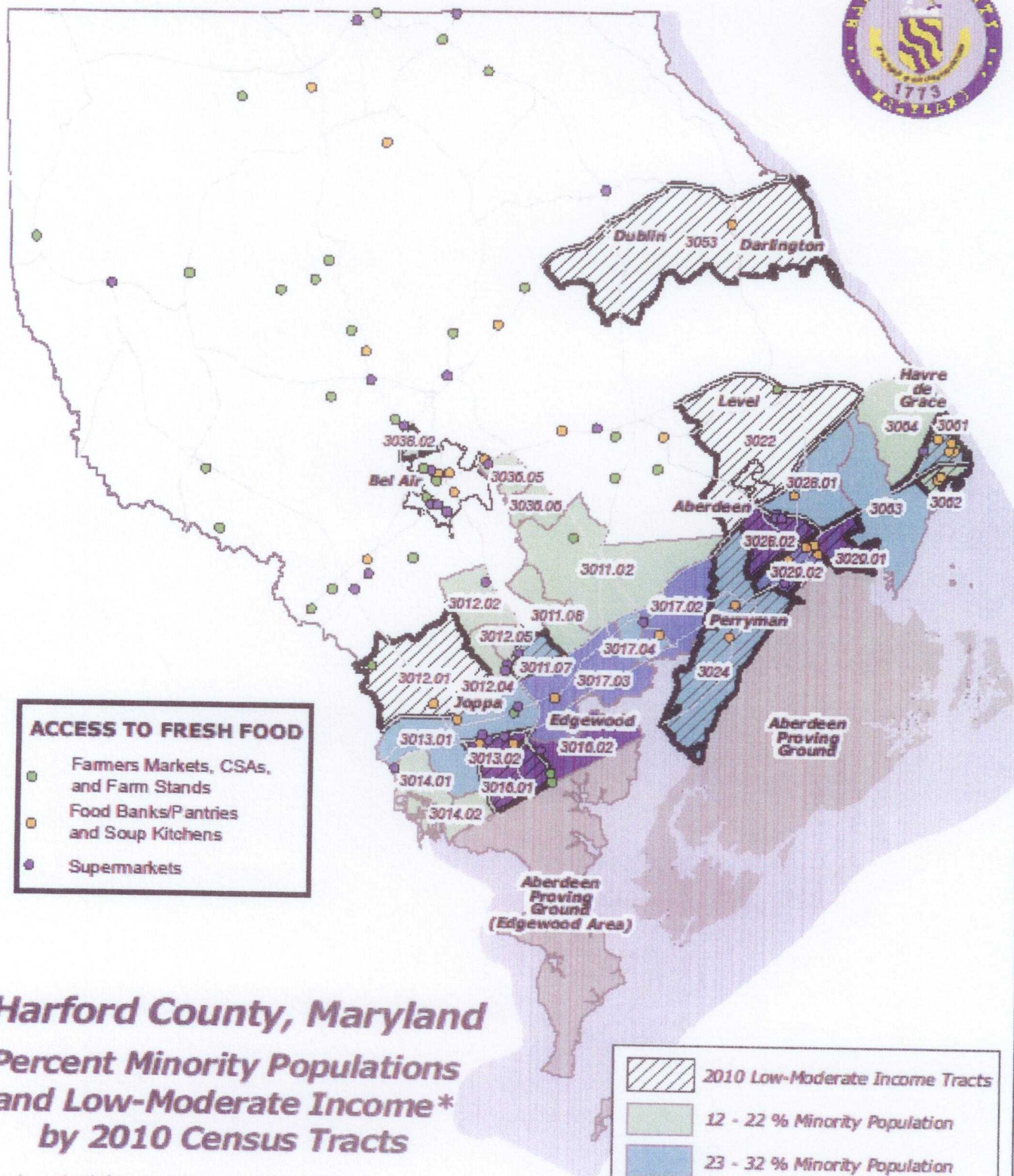
Miles



Harford County, Maryland

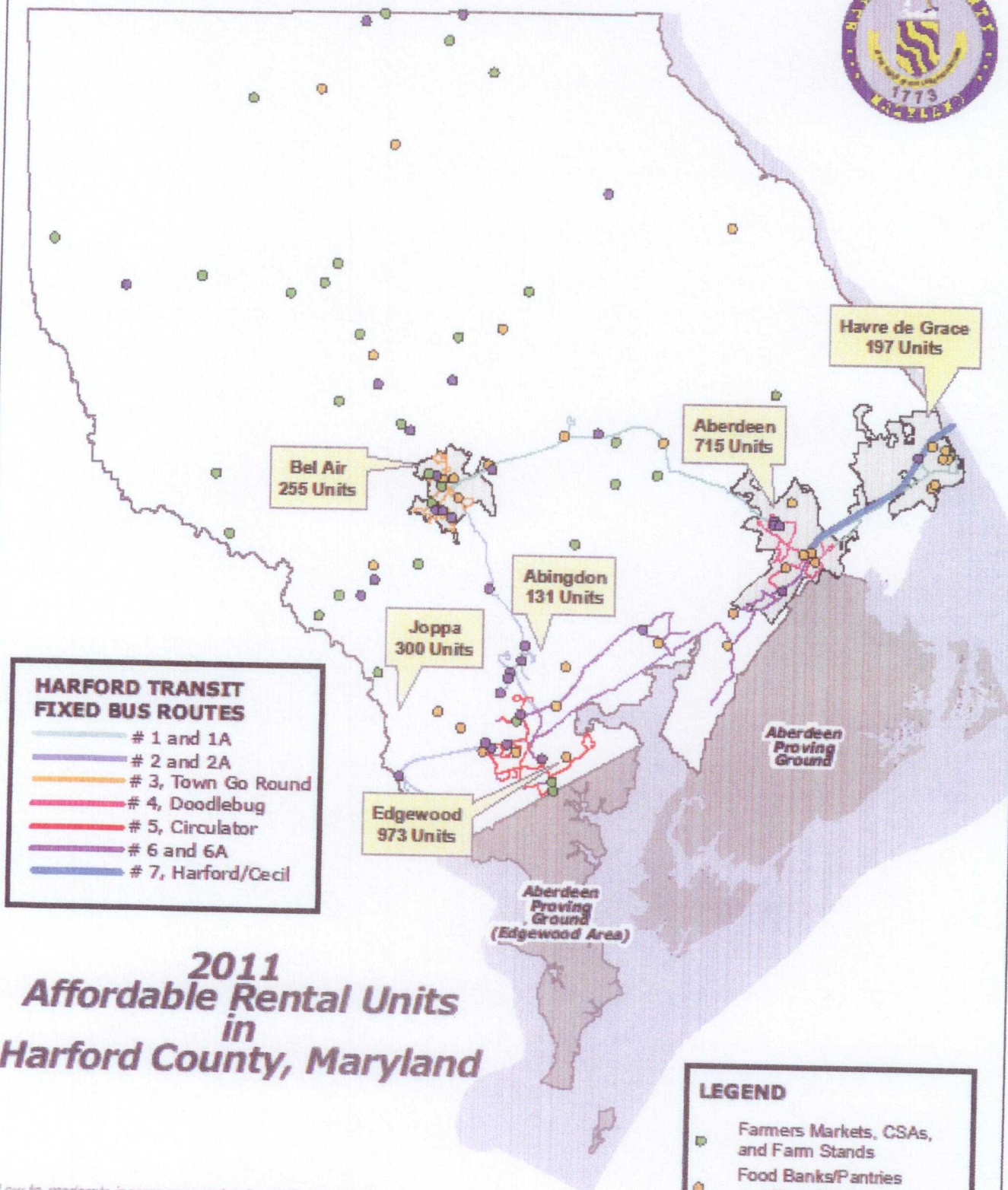
2010 Census Tracts with Low-Moderate Income*

*Low-moderate income households have incomes below 80% of the median household income for Harford County.



Harford County, Maryland Percent Minority Populations and Low-Moderate Income* by 2010 Census Tracts

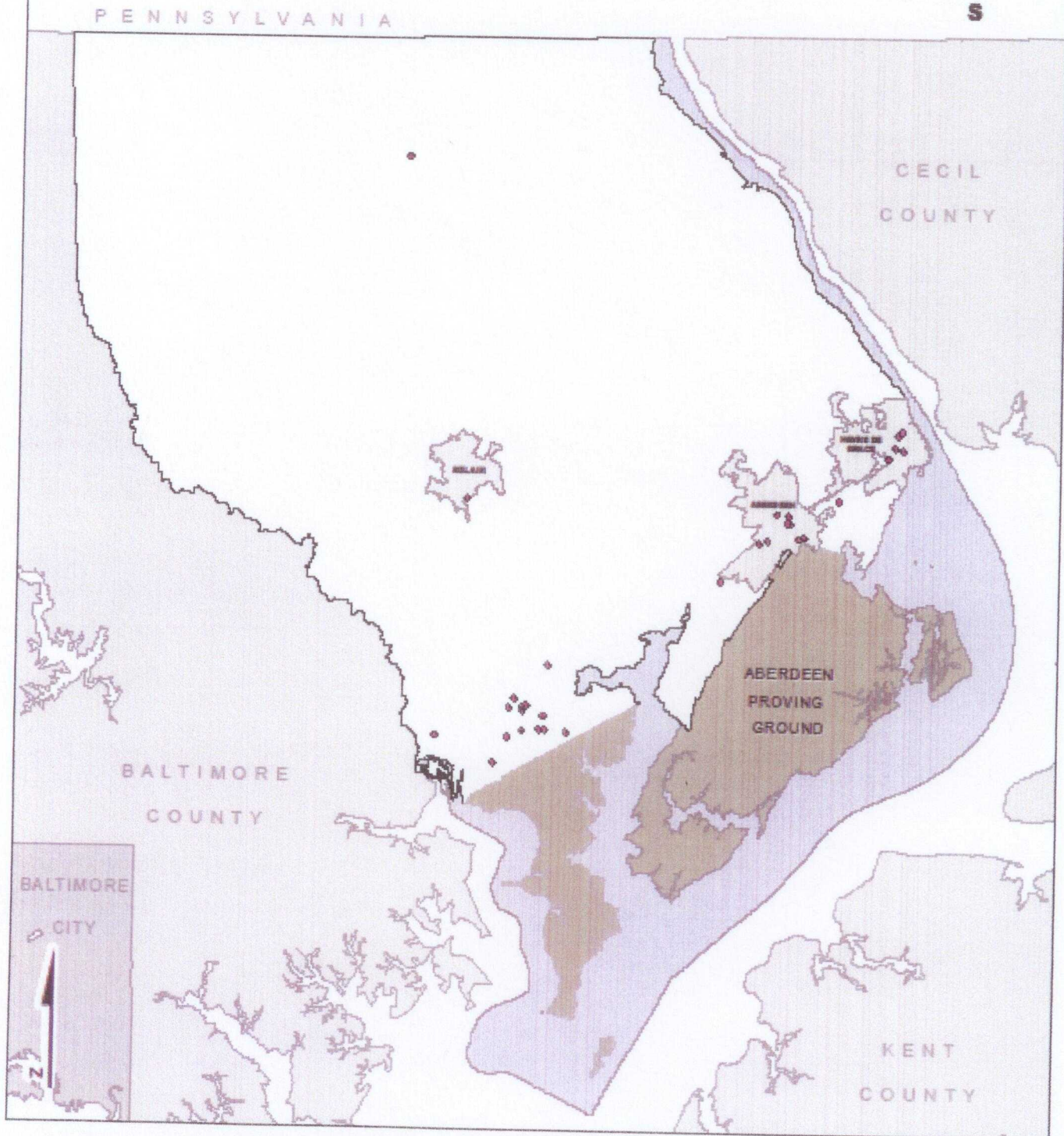
Low-to-moderate income census tracts are those where 51% or more of the families are of low-to-moderate income; Harford County Low-Mod Income threshold is \$70,697, which is 80% of Median Family Income \$88,370.
Source: American Community Survey (2006 to 2010) and Harford County Dept. of Planning and Zoning



2011 Affordable Rental Units in Harford County, Maryland

Low-to-moderate income census tracts are those where 51% or more of the families are of low-to-moderate income; Harford County Low-Mod Income threshold is \$70,697, which is 80% of Median Family Income \$88,370.
Source: American Community Survey (2006 to 2010) and Harford County Dept. of Planning and Zoning

ACCESS TO MEALS IN HARFORD COUNTY



Includes after school snacks, summer meals, and weekend meals,
as well as congregant noon meals at the senior centers.

0 1 2
Miles

ACCESS TO MEALS IN HARFORD COUNTY



PENNSYLVANIA

CECIL
COUNTY

LEGEND

- ◆ Congregant noon meals at senior centers
- ◆ After school snacks, summer meals, and weekend meals

BALTIMORE
CITY

% of Persons 25 Years or Over with a Bachelor's Degree or Higher

	15 - 21 %
	22 - 27 %
	28 - 35 %
	36 - 41 %
	42 - 54 %

Data Source: Claritas 2011 Estimates by Zip Code

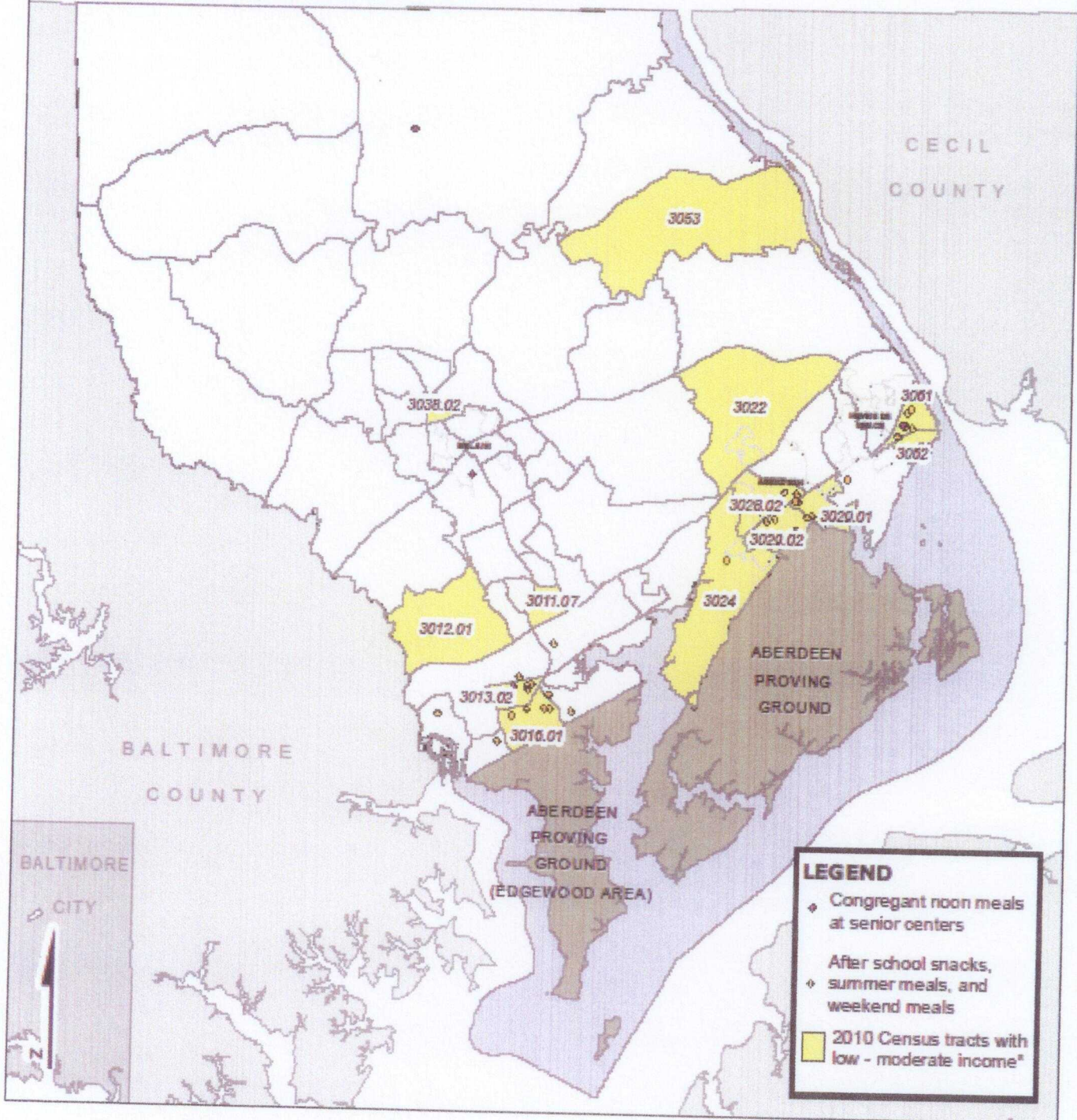
0 1 2
Miles

ACCESS TO MEALS IN HARFORD COUNTY



PENNSYLVANIA

CECIL
COUNTY



*Low-moderate income households have incomes below 80% of the median household income for Harford County.

0 1 2
Miles