

Local Health Improvement Coalition

Obesity Workgroup

Bari Klein, Chairperson
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Community Partnerships

- Harford County Health Department
- UM Upper Chesapeake Health
- Harford County Dept. of Community Services
- Harford County Public Library
- Harford County Department of Planning and Zoning
- The Arena Club
- Aberdeen Proving Ground (APG)
- Town of Bel Air
- The Bel Air Farmers' Market
- Local Farmers and Producers
- Greg Krause Helmet Foundation
- Office on Aging
- MD Cooperative Extension
- Harford Community College
- Chamber of Commerce
- Harford County Public Schools
- City of Havre de Grace
- Faith Based Communities
- Boys and Girls Club of Harford County
- Klein's Shoprite
- The Walter and Betty Ward Family Y
- City of Aberdeen
- And many more...

Initiative

- Reduce overweight and obesity through the education, encouragement, and support of healthy lifestyles including improved nutrition, increased physical activity, and reduced stress.
- Focus areas are:
 - Access to healthy foods
 - The built environment
 - Community engagement



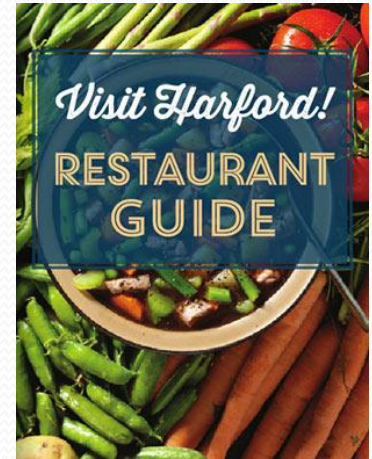
HEAL Communities

The Healthy Eating Active Living (HEAL) Cities & Towns Campaign for the Mid-Atlantic pairs the Institute for Public Health Innovation's (IPHI) content expertise with the unique power local governments have to create communities in which residents can eat better and move more. IPHI provides training to all HEAL communities on how to improve their communities' physical activity and food environments through public policy, urban planning, and public health policies.



Access to Healthy Food

- Educational presentations
- Community Health Fairs
- Supporting Community/school gardens
- HCPS Mobile Summer Meals Program
- Healthy Vending
- Days of Taste
- Restaurants - Healthy, vegan, and vegetarian options



HCPS
SCHOOL
Table

FREE SUMMER MEALS

Available For Children & Teens When School Is Out.

- **FREE** To Everyone Age 18 And Under.
- **NO** Registration Required.
- **NO** ID Required.
- Healthy Meals Based On USDA Nutrition Guidelines.
- Served At Numerous Locations.

Check Website & Telephone Line For Locations, Menu & Hours
<http://www.healthylharford.org/?p=3186>
telephone: (410) 638 - 4099

The advertisement features a QR code and an image of a meal bag with a red apple.

Built Environment

- Partner with HC Planning and Zoning to promote Harford Next
- Passport 2 Harford project
- Greg Krause Helmet Fund, Bike Rodeos
- Support Walk and Bike to Work and School Days, and Walk Maryland Day.
- Local cycling clubs membership has quadrupled over past 5 years.
- Work to improve walking and cycling infrastructure.



Community Engagement

- Social Media: Facebook, Twitter, and website
www.healthyharford.org
- Faith Based Wellness Ministries Initiatives
- Community Health Fairs and events
- Emphasis on minority health disparities, special needs populations, seniors and children
- Car Fit - Senior safe driving program



Healthy Harford Day

Signature health and wellness event. In partnership with the Bel Air Farmers' Market, this event attracts over 2,000 people annually. Includes exercise classes, over 100 health related vendors, cooking demonstrations and more.



CDC Targets for Obesity Prevention and Control

- Bias and stigma
- Reduce energy intake
 - Reduce sugar drinks
 - Decrease high caloric food consumption i.e. pizza, fast food
 - Decrease screen time
- Increase daily physical activity
- Pregnancy: pre-pregnant weight, weight gain, diabetes, smoking.
- Breastfeeding
- Sleep

2017...

- Implementation of initiatives outlined in HarfordNEXT
- Passport 2 Harford Program – connecting Harford County via bike, pedestrian and public transportation
- Increased utilization of video technology to spread health and wellness information.
- Build upon faith and wellness ministries to improve public health.
- Increased engagement with HEAL community initiatives.

