

Fitness For Life Around Grant County (FFLAG) Action Plan 2023-2024

OBJECTIVE: To increase overall health and wellbeing among Grant County residents and employees.							
Team Members: Tim Sizemore, Debby Lucas Angel, Marsha Bach, Jodi Cesene, Eric Hermann, Tyler Mullins, Kelly West, Launi Gum, Carrie Coleman, Beverly Hearn, Sherri Hoffman, Alexis Bond, Matt Hawkins							
STRATEGY/GOAL	ACTIVITY/ACTION STEP	WHO	START	END	BUDGET	STATUS	EXISTING, ENHANCEMENT OR NEW
Goal 1: Establish organizational structure to serve as foundation for health improvement efforts and acquire needed resources to support the work.							
STRATEGY 1.1 (Long Term) Increase financial capacity and raise money to support FFLAG initiatives	<ul style="list-style-type: none"> Approach local Board of Health for funding and support. Actively seek out and pursue grant opportunities that would promote FFLAG's overall mission statement. Conduct events that support the FFLAG mission and can also generate an income. <ul style="list-style-type: none"> Derby Dash Hometown Health Challenge or similar 	NKHD, Grant County Extension and FFLAG	May '23	June '24		Ongoing	Existing
STRATEGY 1.2 (Short Term) Increase membership and partner affiliation with organizations aligned with FFLAG goals.	Continuous ongoing effort to increase membership by recruiting more involvement from schools, health professionals, and civic leaders. <ul style="list-style-type: none"> Signed MOA 	FFLAG				Ongoing	Existing
STRATEGY 1.3 (Short Term) Establish strategic plan with key strategies, timeline and metrics.	Conduct strategic planning meetings with FFLAG membership to identify and approve goals, supporting strategies (key focus areas). <ul style="list-style-type: none"> Review and update bylaws Review and update action plans 	FFLAG	August '23	Sept. '23			Existing and Enhancement
STRATEGY 1.4 (Short Term) Establish a budget that complements action plan.	Review monthly FFLAG Budget <ul style="list-style-type: none"> Board of Health Funds 	Treasurer and Secretary	July '23	June '24		Ongoing	Existing

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STRATEGY 1.5 (Short Term) Establish a marketing communication plan.	<ul style="list-style-type: none"> Continuous promotion of FFLAG at events and various organization meetings Social Media/Overall Marketing of FFLAG <ul style="list-style-type: none"> https://www.fitnessforlifegc.com/ Facebook account Grant County News (articles and ads) 	FFLAG	July '23	June '24	\$3,500	Ongoing	Existing
STRATEGY 1.6 (Short Term) Understanding the health status and needs of Grant County.	Conduct a health and wellness survey. (goal of 10% of the adult population or 1,800 surveys completed). Survey will be conducted every 5 years.	FFLAG	July '27	Dec '27		2022 Survey Completed	Existing
STRATEGY 1.7 (Short Term) Establish a Community Outreach Incentive Funds Program.	<ul style="list-style-type: none"> Develop criteria for Community Outreach Incentive Funds Program incorporating the seven strategies for community change. Work with ETA to determine the appropriate funding allocation for the program. Promote the Community Outreach Incentive Funds Program and application. <ul style="list-style-type: none"> Promote: October – June Application Deadline: December 7, 2023 FFLAG Executive Board will review and score all applications. FFLAG Executive Board will notify all applicants of funding status. FFLAG Executive Board will oversee awarded applicants' projects and funding allocation. 	FFLAG	July '23	June '24	\$15,000	New	New
STRATEGY 1.8 (Short Term) Develop a plan to engage youth on a consistent basis.	Collaborate with a school club <ul style="list-style-type: none"> Determine the purpose of the club with objectives Determine any financial support for potential youth projects Train youth to be an advocate for health 	FFLAG, Champions for Drug Free Grant County and School Districts	July '23			Ongoing FFLAG is collaborating with the GCHS Sources of Strength	Existing

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STRATEGY 1.9 (Short Term) Celebrate coalition successes	Hold an annual coalition celebration <ul style="list-style-type: none"> Recognize members and years of service Celebrate successes Review annual report 	FFLAG		June '24		Ongoing	Existing
Goal 2: Increase community awareness and education of Grant County residents in reducing obesity rates and promoting healthy lifestyles.							
STRATEGY 2.1 (Short and Long Term) Develop current and new community partners to enhance and/or implement initiatives focused on children and their families.	Collaborate with the Northern Kentucky Health Department to assess school health environments using School Health Index tool and WellSAT 2.0.	FFLAG, NKHD and School Districts	July '23	May '24		Ongoing	Existing – 2023/24 NKY Health REACH project working with Williamstown School District
	Identify best practices for Grant County to promote and implement physical activity opportunities and healthy eating with youth.	FFLAG and School Districts					New and Consider
STRATEGY 2.2 (Short and Long Term) Promote and implement FFLAG initiatives and community wide events that support healthy eating.	Healthy Eating Events <ul style="list-style-type: none"> Community garden prep and planting Cooking what is grown in community garden Promoting edible landscapes 	FFLAG & Community Partners	July '23	June '24	\$1,000	Ongoing	Existing - Williamstown planted fruit trees at Webb Park in 2019 (no trees survived). Corinth created raised gardens in 2022 at Corinth Park – needs maintained and replanted. Held classes during Hometown Health Challenge.

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	Explore best practices in community healthy eating outreach programming (i.e., farmer's market on wheels, Granny's Garden, seed library, etc.)	FFLAG and defined community partners	July '23	June '24		Ongoing	Existing -promote farmers market
	Explore and research the "Power of 10" (10 reasons for participants to attend an event) to increase Farmers Market foot traffic. Farmers Market will become a destination with activities and booths for families. <ul style="list-style-type: none"> More booths that offer other goods than just vegetables (honey, meats, eggs, canned goods, crafts, art, jewelry, flowers) Family activities (bounce house, face painting, petting zoo ceramics, painting) Demonstration booths (honey gathering, cooking, canning, etc.) Physical activity (yoga, smoothie/spin art bike, chair exercises, strength training with bands, intro to line dancing or martial arts) Music (live band, WNKR, or DJ) 	FFLAG, Farmers Market Coordinator, Grant County Tourism, and defined community partners					New and Consider
STRATEGY 2.3 (Short and Long Term) Promote and implement FFLAG initiatives and community wide events that support physical activity.	Hometown Health Challenge- Month long initiative providing health screenings and fiscal fitness activities to promote overall health and wellbeing.	FFLAG, Hometown Health Challenge Chair, Grant County Extension, St. Elizabeth Healthcare	Dec '23	May '24		Ongoing	Existing
	Host 3 5K Walk/Run Events <ul style="list-style-type: none"> Derby Dash- 5K Walk/Run through downtown Williamstown in May. Grant County Youth Color or Glow Run at the Grant County Park in May. Frosty Fun Run through downtown Williamstown in December. 	FFLAG & Community Partners	Jan '23	May '24	\$7,500	Ongoing	Existing
	Support up to two additional 5K Races <ul style="list-style-type: none"> Demon Dash at Williamstown High School Great Pumpkin Run at the Grant County Park Other 	FFLAG & Community Partners	July '23	May 24	\$1,200	Ongoing	Existing

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	Collaborate to host a Grant County Park (Heritage Trail) event – TBD once trail is constructed.	FFLAG, GCHT Foundation, Grant County Parks and Rec,	July '23	June '24	\$1,500		New
	Fitness Instructor Certifications/Renewals <ul style="list-style-type: none">Recruit community members to become certified instructors	FFLAG & Community Partners	July '23	June '24	\$500	Ongoing	Existing – FFLAG has not identified a fitness instructor since 2015.
	Workplace Wellness <ul style="list-style-type: none">Promote the American Heart Association's Workforce Well-being Scorecard and resources. (August -October annually)Provide technical assistance to worksites completing the AHA Workforce Wellbeing Scorecard and needing guidance on creating a healthier workplace.FFLAG will recognize worksite at the local level at a Chamber Breakfast (May) receiving American Heart Association's Workforce Well-Being status.	FFLAG, NKY Health, GC Chamber of Commerce, Businesses, Community Partners	July '23	June '24		Ongoing	Existing
	Other events that further FFLAG's mission- TBD	FFLAG & Community Partners					
STRATEGY/GOAL	ACTIVITY/ACTION STEP	WHO	START	END	BUDGET	STATUS	EXISTING, ENHANCEMENT OR NEW

Goal 3: Advocate for policy and system level change that will improve physical activity, healthy eating, smoke-free environments and overall health of Grant County residents.



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STRATEGY/GOAL	ACTIVITY/ACTION STEP	WHO	START	END	BUDGET	STATUS	EXISTING, ENHANCEMENT OR NEW
STRATEGY 3.1 (Short and Long Term) Promote infrastructure improvements to support active transportation for Grant County residents.	Assist cities who currently have a Complete Streets Policy to develop a Master Pedestrian Plan and have it recorded with the Department of Transportation. <ul style="list-style-type: none"> • Crittenden • Corinth • Dry Ridge • Grant County Fiscal Court 	FFLAG Built Environment Committee and Community Stakeholders				Ongoing	All cities have a complete streets policy. Williamstown is the only city with a Master Plan.
	Ongoing efforts to improve or enhance local parks and sidewalk connections.	FFLAG Built Environment Committee and Community Stakeholder	July '23	June '24		Ongoing	In Process
	Incorporate trail feasibility study into the Grant County Comprehensive Master Plan	FFLAG Built Environment Committee and Community Stakeholders	July '23	June '24			
STRATEGY 3.2 (Short and Long Term) Promote policies and environmental changes that support healthy eating initiatives for and families.	Educate council members in at least one city in Grant County (Crittenden, Corinth, Dry Ridge) on adopting a City-Wide Healthy Food Resolution.	FFLAG Built Environment Committee and Community Stakeholders	July '23	June '24		Ongoing,	Existing – City of Williamstown adopted a Williamstown Healthy Food Resolution in 2018.
	Educate council members in at least one city in Grant County (Crittenden, Corinth, Dry Ridge, and Williamstown) on adopting a City-wide Policy on Healthy Vending/Food Options at all sporting and public events.	FFLAG Built Environment Committee and Community Stakeholders	July '23	June '24			New and Consider

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	Implement initiatives to make Grant County “edible”. <ul style="list-style-type: none">Fruit/nut trees in public areas open to the community.Creating community gardens.Adding “Healthy Food Options” as a goal in cities’ Comprehensive Plan.	FFLAG and defined community partners	July ‘23	June ‘24		Ongoing	Existing – Williamstown planted fruit trees at Webb Park in 2019 (no trees survived). Corinth created raised gardens in 2022 at Corinth Park – needs maintained and replanted.
STRATEGY 3.3 (Short and Long Term) Promote tobacco and drug free environments in Grant County.	Build capacity for the passing of a comprehensive smoke-free air ordinance in all Grant County cities currently without an ordinance. <ul style="list-style-type: none">Educate council membersConduct policy maker assessmentsGain residential supportHost tobacco waste cleanup day of action events	FFLAG and defined community partners	July ‘23	June ‘24	\$3,500		Existing - Williamstown adopted a Comprehensive Smoke-Free Air Ordinance in 2019.
	Identify ways to support local community efforts to reduce substance abuse.	FFLAG, NKHD and defined community partners	July ‘23	June ‘24			New and Consider

FFLAG COMMUNICATION AND MARKETING PLAN				
COMMUNICATION				
Method	Duration	Event/Activity	Person Responsible	Notes



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FFLAG Facebook	1-2 posts per week (minimum)	<ul style="list-style-type: none"> • Relevant topics and shares • Promotion of Coalition (meetings/public awareness) • Promotion of events/activities • Education for the public • Assessment gathering 	<p>FFLAG Communication/Marketing Committee will provide guidance on materials/content to be posted.</p> <p>FFLAG Secretary will post to FB.</p> <p>FFLAG members will provide content to committee and Secretary.</p>	
FFLAG Website	Updated as needed but at least annually (January)	<ul style="list-style-type: none"> • Promotion of Coalition (meetings/public awareness) • Promotion of events/activities • Education for the public • Assessment gathering • Annual reports 	<p>FFLAG Communication/Marketing Committee will review and provide content</p> <p>FFLAG member will update the website.</p>	
FFLAG Brochure	Updated as needed but at least annually (January)	<ul style="list-style-type: none"> • Promotion of Coalition (meetings/public awareness) • Promotion of events/activities 	<p>FFLAG Communication/Marketing Committee will review and provide content</p> <p>FFLAG member will update the website.</p>	
FFLAG Presentations	Present at least 2x per year. <ul style="list-style-type: none"> • Chamber Breakfast • City Council Meetings • Board of Education • Board of Health • Social Clubs (Rotary, Women's, Kiwanis) 	<ul style="list-style-type: none"> • Promotion of Coalition (meetings/public awareness) • Promotion of events/activities • Education for the public • Assessment gathering • Annual reports 	<p>FFLAG Communication/Marketing Committee will review and provide content for presentation.</p> <p>FFLAG member will present.</p>	
MARKETING				
Grant County News Paper	Submit a story at least every month	<ul style="list-style-type: none"> • Promotion of Coalition (meetings/public awareness) • Promotion of events/activities • Education for the public 	<p>FFLAG Communication/Marketing Committee will review and provide content to the Grant County News Paper.</p>	

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	<p>Submit events for Events Calendar at least 4 weeks prior to event.</p> <p>Submit ¼ to ½ page for each event at least 4 weeks prior to event (size depends on event budget).</p>	<ul style="list-style-type: none"> Assessment gathering 	<p>FFLAG member will provide content to the Committee.</p>	
WNKR	<p>Appear on the Community Show at least 2x per year.</p> <p>Submit PSA for Events at least 4 weeks prior to event.</p>	<ul style="list-style-type: none"> Promotion of Coalition (meetings/public awareness) Promotion of events/activities Education for the public Assessment gathering 	<p>FFLAG Communication/Marketing Committee will review and provide content for the PSA.</p> <p>FFLAG members will appear on the WNKR Community Show.</p>	
Grant County Chamber of Commerce	<p>Submit a story or PSA at least 4X a year to be sent via email to Chamber members.</p> <p>Submit events for Events Calendar at least 4 weeks prior to event.</p>	<ul style="list-style-type: none"> Promotion of Coalition (meetings/public awareness) Promotion of events/activities Education for the public Assessment gathering 	<p>FFLAG Communication/Marketing Committee will review and provide content to the Grant County Chamber of Commerce.</p> <p>FFLAG members will provide content to the Committee.</p>	