

2017-2020 Community Health Improvement Plan (CHIP)

**30 Month Progress Update:
July 1, 2017 – December 31, 2019**

Published January 31, 2020



**healthy
by
design**

Yellowstone County, Montana

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The Last Six Months At A Glance:

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Executive Summary: July – December 2019

Community Health Improvement Plan Implementation

Significant Outcomes

- Concluded the **9th annual Healthy By Design Gardeners' Market** at South Park, surpassing \$20,000 in sales. Customer attendance, vendor participation, and sales remain strong and steady!
- South Side **grocery store feasibility study completed** and presented to local investors during an Investment Connection event hosted by the Federal Reserve Bank of Minneapolis
- Installed a variety of **creative placemaking projects**, including safer routes to schools sign toppers and sidewalk stencils, Parks Rx kiosks at North and Pioneer Parks, and more box wraps on the South Side
- Published 2 **South Side Stories walking routes**
- Kicked off the inaugural **Activate Billings** workshop series
- Partnered with Streetwyze to launch the **My Healthy Yellowstone** campaign to gather feedback from the community on community health opportunities and barriers for the 2019-2020 Community Health Needs Assessment

For more information on these significant outcomes and more, read on!

Activating Resources

- Awarded a **4th consecutive grant from the Kresge Foundation** to broaden Healthy Neighborhood Project efforts on the South Side of Billings. This \$100,000 will be used to introduce sidewalk poetry and *Brighten Up* events and partnerships in the neighborhood.

Sharing Our Story

- Highlighted Coalition projects through presentations or poster sessions at the following events:
Billings Association of Realtors (Billings, July 2019)
Montana Public Health Association Annual Meeting & Conference (Bozeman, September 2019)
Montana Association of Planners Annual Meeting & Conference (Pray, September 2019)
Girls-n-Science (Billings, October 2019)
- Local media spotlight:
[Double Snap Stories](#) (Community Food & Agriculture Coalition, August 2019)
[City of Billings Public Works – Safer Routes to Schools PSA](#) (YouTube, December 2019)
[Coalition to Bring Sidewalk Poetry to Billings' South Side](#) (Yellowstone Public Radio, December 2019)

Since July 2017, Healthy By Design Coalition Members have:

Submitted 24 Letters of Support on behalf of the Coalition for member grant applications that align with the 2017 – 2020 Community Health Improvement Plan, including the following:

*Beartooth R, C, & D
MET Transit Fleet and Technology Upgrades
Opportunity Zones Designation
Strider Course at Trails End Park
Shiloh Conservation Area Trail
Yellowstone Valley Food Hub
Farmers' Market Economic Analysis by the*

*Montana Community Food and Agriculture One
Big Sky District Cultural District Plan
Safe Routes to Schools in Yellowstone County
Coalition
BUILD Grant to support Marathon Loop
Blue Zones – Made to Move Challenge
Economic Development through Grocery Retail*

IMPROVEMENT PLAN OVERVIEW

Vision

Make the Healthy Choice the Easy Choice

Overall Approach

Healthy By Design, through **policy, systems** and **environmental** change efforts will see a positive effect in Yellowstone County's physical, behavioral and social wellbeing related to physical activity, nutrition and overall health.

Long Term Measurement Goal

Increase proportion of residents who are at a healthy weight in Yellowstone County by 10% to 35.3% by 2030.

Objectives

(no particular order-additional related data available in the CHNA)

Increase in reported consumption of 5 servings/day of fruits and vegetables among Yellowstone County residents from 30.8% to 33.88% by 2020

Increase in reported children who are physically active for 1+ hours/day in Yellowstone County from 70.8% to 77.8% by 2020

Increase proportion of adults reporting leisure time physical activity in Yellowstone County from 82% to 90.2% by 2020

Increase in reported Yellowstone County adults whose activities are not limited in some way due to a physical, mental, or emotional problem from 70.4% to 77.44% by 2020

Based on guidance from Healthy People 2020.

Adopted Healthy By Design Strategies for the 2017 – 2020 CHIP Cycle:

1. Healthy Food Retail and Food Procurement
2. Creating and Improving Access to Places, Parks, and Playgrounds for Physical Activity; Creating and Maintaining Safe Neighborhoods
3. Providing Space for Activities that Encourage Social Participation and Inclusion
4. Community Scale Urban Design and Land Use Policies



2017 – 2020 Yellowstone County Community Health Improvement Plan Initiatives

Updated January 13, 2020



Recognition Opportunities

- ● Events
- ● ● School Wellness Champions
- ● ● Worksites
- Food Vendors

Healthy Neighborhood Project – South Side of Billings

- ● Grocery Store Feasibility Study
- ● Community Gardening Continuum
- ● *Bright Side of the Tracks* branding
- ● *South Side Stories*
- ● *Brighten Up* initiative
- ● ● *South Sidewalks*
- ● ● Gardeners' Market at South Park (including *Move at the Market*)
- ● ● Activate Billings
- ● ● Safer Routes to Schools through Creative Placemaking
- ● ● Advocacy for Healthy Community Design:
Project Re:Code, One Big Sky District, Billings Wayfinding Signage Plan
- ● Parks Rx and Pioneer Perks
- ● ● Assessing Joint, Shared, and Open Use Agreements in Yellowstone County
- ● 5-2-1-0 Message

Graphics source: www.venngage.com, 2018

Overview: Strategy I - Healthy Food Retail and Healthy Food Procurement

Current Situation:

While an individual can avoid physical activity by simply not doing it, daily consumption of food is a necessary part of survival. However, Yellowstone County residents experience several barriers to consuming healthy foods, including affordability and availability.

What if your morning latte came with a side of fresh fruit or a simple salad? One key strategy for increasing access to healthy foods, such as fruits and vegetables, is to encourage our local food retailers and institutions to stock and promote these items. Activities selected below aim to increase the prevalence of healthy foods throughout our daily lives, so that the healthy choice is the easy choice.

Strategy Description:

There is strong evidence that a strategy focused on *healthy food retail* and *healthy food procurement methods* is an effective approach to improve healthy weight and increased consumption of nutritional foods. Retail environments and institutional meal offerings including schools, workplaces, neighborhood convenience stores, and coffee shops, can each play a significant role in consumer food choices, for better or worse. This is especially true for residents of neighborhoods that lack access to full service grocery stores, who otherwise may find it easier to find junk food than fruits and vegetables. Examples of proven activities related to this strategy include increasing retail offerings to include nutritious options, intentional product placement and marketing of these foods, while de-emphasizing unhealthy products such as tobacco, alcohol, sugary drinks and other junk foods.

Sources: ChangeLab Solutions, US Surgeon General, CDC Winnable Battles, Procurement - City Health

Addressing Prioritized Needs

Among Yellowstone County residents:

- 1 in 3 consume ≥ 5 servings of fruits and vegetables per day, with higher disparities among men, seniors 65+ and low income residents
- Half report some degree of difficulty in finding fresh produce as an affordable price, with higher disparities among women, middle aged adults (40 – 64 years), and low income residents
- 1 in 3 consumed 7 or more sugar-sweetened beverages in the past week
- Nearly 1 in 4 experience limited access to a grocery store

Source: 2016-2017 Community Health Needs Assessment

Supporting Partners (*sampling*)

Beartooth Resource, Conservation and Development Area, Inc.
Big Sky Economic Development
Billings Clinic
Billings TrailNet
City of Billings - VISTA Program
Community Leadership Development, Inc.
Friendship House of Christian Service
Montana Rescue Mission
Montana Team Nutrition
Native American Development Corporation
Northern Plains Resource Council (YVCC)
Parks and Recreation
Passages
St. Vincent Healthcare
RiverStone Health

Work Plan: Strategy I - Healthy Food Retail and Healthy Food Procurement

Objective(s)

- Increase in reported consumption of 5 servings/day of fruits and vegetables among Yellowstone County residents from 30.8% to 33.88% by 2020

Outcome Indicators

- % YC residents who consume ≥ 5 servings of fruits and vegetables/day
- Completed grocery business plan
- # resident garden participants
- Others TBD by task group(s)

Current Focus Area(s)	Performance Indicator	Target Date	Additional Information
Gardeners' Market Direct SEED – Senior Engagement for Enhanced Demand*	Vendor focus group, task group formed	October 31, 2019 - <i>Achieved</i>	2019 Market Summary: www.healthybydesignyellowstone.org/gardenersmarket/
	Partners – RiverStone Health, Billings Parks and Recreation, Adult Resource Alliance, Jodi Prewett (Market Vendor)		
Healthy Food Vendor Recognition	# promotional outlets, # food trucks recognized	December 31, 2019 – <i>In progress</i>	Application: http://www.healthybydesignyellowstone.org/recognition-opportunities/
	Partners – Billings Clinic, Billings TrailNet, Ginny Mermel (Community Advocate), RiverStone Health		
<i>Emerging</i> – Healthy Emergency Food	Workplan developed	March 31, 2020	TBD
	Partners - TBD		
Ongoing Initiative(s)	Goals	Status	Partners
Healthy Neighborhood Project - South Side Community Garden*	# participants across all pilot projects, community garden location identified, action plan developed, community 'gardener' hired	Monitoring progress	Billings Parks and Recreation; Friendship House of Christian Service, South Park Senior Center, and South Side Task Force
Healthy Neighborhood Project - South Side "Grocery" Store*	Feasibility study completed and project champion identified, in process of identifying location and funding resource	Monitoring progress	Big Sky Economic Development; Beartooth Resource, Conservation and Development, Inc.; City-County Planning, Community Leadership Development, Inc.; Ginny Mermel (Community Advocate); Montana Rescue Mission; Native American Development Corporation; Northern Plains Resource Council; RiverStone Health;

Additional information, such as a task group action plan, is available upon request.

*Grant funds received to support initiative

Update: Strategy I - Healthy Food Retail and Healthy Food Procurement

CURRENT FOCUS AREA(S):

2019 – 2021 Gardeners' Market Initiative -

Direct Senior Engagement to Enhance Demand (SEED)

Update: July 1 – December 31, 2019: In July 2019 the Gardeners' Market hosted a "Senior Day". Approximately 52 seniors participated in Senior Giveaways, 40 people (age unknown) took recipe cards from Billings Parks and Recreation, and several people signed up for Senior programs through Parks and Recreation as a result of their agency's participation in the event.



In August, a professional film crew and photographer conducted a video and photo shoot for a commercial and media campaign that is set to roll next year. A 30-second PSA was shown on local networks and print advertising was placed in the local newspaper for the month of September. The Gardeners' Market wrapped up its 9th season on Thursday, October 3.



- Performance Indicator(s) (progress July 1 – December 31, 2019):
 - Implement built environment strategies to address barriers for senior engagement: Completed on October 3, 2019.
 - Develop senior specific activities and events: Completed on October 3, 2019.
 - Develop Vendor Toolkit (digital & print media): Vendor task group met on December 11, 2019 to discuss goals and objectives for market offseason; they will be working on items for the toolkit in upcoming months.

Healthy Food Vendor Recognition

Update: July 1 – December 31, 2019: In September 2019, the Healthy Food Truck Vendor task group was awarded funds from the Coalition to encourage event organizers to use recognized food trucks. The "Healthy Food Bucks" initiative awards event organizers up to \$100 when they use recognized food trucks at their event. Communication to past HBD recognized events has already gone out and funding will also be used to boost Facebook posts to engage a wider audience. A tips sheet for event organizers has been completed and added to the recognition section of the HBD website to provide information on how event organizers can talk to food trucks about healthier food options for their events.



- Performance indicator(s) (progress July 1 – December 31, 2019)
 - # recognized food trucks: 4

Emerging – Healthy Emergency Food

Update: July 1 – December 31, 2019: In December 2019, members of the HBD Coalition met as a group to identify a final healthy eating initiative for this CHIP cycle. Proposed initiatives included support for urban gleaning and gardening project, healthy corner stores, and community resource ambassadors to encourage residents to attend local markets, etc. The group identified the need for healthier emergency food options and will meet in February 2020 to develop a work plan to address this.

Update: Strategy I - Healthy Food Retail and Healthy Food Procurement

ONGOING INIATIVE(S):

Healthy Neighborhood Project – Food Related Objectives

Update: July 1 – December 31, 2019: In September 2019, the grocery store feasibility study and market analysis was completed and shared with members of the grocery store committee. The Native American Development Corporation (NADC) responded to this plan by volunteering to serve as the project champion. NADC has been working to develop a larger project plan that fits within its broader organizational goals. At the end of September, members of the grocery store committee were selected to present this project during the inaugural Investment Connection event, organized by the Federal Reserve Bank of Minneapolis. The project team is currently focused on identifying and securing a location and funding for the grocery store.



- Performance indicator(s) (progress July 1 – December 31, 2019):
 - # organizational partners engaged in business development process: 10
 - Market analysis completed and distributed: published September 2019.

The community garden task group continues to focus on ensuring the sustainability of initiatives by connecting South Side Sprouts with Passages to encourage participation among transitional housing residents and working to establish a point person for the community greenhouse. Parks and Recreation experienced staffing changes in spring 2019, and capacity to implement the South Side Sprouts initiative has been limited.

- Performance indicator(s) (progress July 1 – December 31, 2019):
 - # of participants in South Side Sprouts container garden program: 3



Overview: Strategy 2 - Creating and Improving Access to Places, Parks, & Playgrounds for Physical Activity; Creating & Maintaining Safe Neighborhoods

Current Situation:

Yellowstone County and Billings have several beautiful parks and places for recreation. However, the ability to access these destinations without a car, and safety concerns related to some of these destinations are barriers to their enjoyment.

One key strategy for promoting use of existing facilities, including parks and bikeways, is to normalize their use. Activities selected below promote the normalization of active transportation and parks to increase physical activity. The more this infrastructure is utilized, the safer and popular it becomes.

Strategy Description:

There is strong evidence that a strategy focused on *creating and improving access to places for physical activity, maintaining safe neighborhoods, and improving access to parks and playgrounds* is an effective approach to improve healthy weight and physical activity. Examples of proven activities related to this strategy include increased access to facilities such as walking trails and exercise spaces, joint and shared use agreements, Complete Streets policies, Complete Parks, safe routes to school and parks, and zoning that promotes accessibility and activity.

Sources: Community Guide, Healthy People 2020, US Surgeon General, CDC Winnable Battles, ChangeLab Solutions, and CDC HI-5

Addressing Prioritized Needs

Among Yellowstone County residents:

- 1 in 5 report no leisure time physical activity
- 1 in 4 meet current physical activity recommendations
- 71% of children are physically active for ≥ 1 hours/day
- 17% have access to recreation & fitness facilities (e.g. gym)
- 69% made an attempt in the past year to increase activity through changes to every day behavior

Source: 2016-2017 Community Health Needs Assessment

Supporting Partners (*sampling*)

Big Sky Economic Development
Big Sky State Games
Billings Action for Healthy Kids
Billings Clinic
Billings TrailNet
City Public Works
City-County Planning Division
Kathy Aragon (Community Advocate)
Kids In Motion – Billings School District
Living Independently for Today & Tomorrow (LIFTT)
MET Transit
Billings Parks, Recreation, & Public Lands
RiverStone Health
SD2 School Health Advisory Committee
St. Vincent Healthcare
United Way of Yellowstone County

Work Plan: Strategy 2 - Creating and Improving Access to Places, Parks, & Playgrounds for Physical Activity; Creating & Maintaining Safe Neighborhoods

Objectives	Outcome Indicators
<ul style="list-style-type: none"> • Increase in reported children who are physically active for 1+ hours/day in Yellowstone County from 70.8% to 77.8% by 2020 • Increase proportion of adults reporting leisure time physical activity in Yellowstone County from 82% to 90.2% by 2020 	<ul style="list-style-type: none"> • % YC residents who meet physical activity recommendations (2020 CHNA) • % YC residents who report no leisure time physical activity (2020 CHNA) • % increase in market attendees using active transportation (annual surveys) • # Bicycle Friendly Businesses • # park user counts • Others TBD by workgroup(s)

Current Focus Area(s)	Performance Indicator	Target Date	Additional Information
Safer Routes to Schools through creative placemaking*	# project team meetings, # of external stakeholders engaged, # art installations	Extended through June 2020	Space2Place Grant: www.bigskyeconomicdevelopment.org
	Partners – Billings Public Works Department, Billings Metro Planning Organization, Orchard and Newman Schools, Permaletter		
NEW in 2020 Healthy Neighborhood Project (HNP) – South Sidewalks*	Sidewalk inventory and poetry application completed, # poems added	September 30, 2020	Project Webpage: www.billingschamber.com/activate-billings/
	Partners – Public Works, Planning, Western Heritage Center, residents		
Ongoing Initiative(s)	Goals	Status	Partners
Develop campaign to promote active transportation to Healthy By Design Gardeners' Market	Increase # of market attendees who use active transportation to/from the event	Ongoing - 25% of 2019 attendees arrive by active transportation	City-County Planning, Kids in Motion (SD2), MET Transit, Gardeners' Market staff
Bicycle Friendly Business (BFB) Recognition Promotion	Increase # businesses successfully applying for and receiving BFB recognition	Monitoring Progress	Various
Pilot Parks Rx initiative to include park maps, referral systems, and promotional items*	Increase # of residents using parks for recreation, engage underserved population	Completed – Monitoring Progress	Billings Clinic, Parks and Recreation, City-County Planning, LIFTT, RiverStone Health, St. Vincent Healthcare, Yellowstone Valley Animal Shelter
Joint, shared, and open use agreements	Assess current landscape	Completed June 2018	Scan complete.

Additional information, such as a task group action plan, is available upon request.

*Grant funds received to support initiative

Update: Strategy 2 - Creating and Improving Access to Places, Parks, & Playgrounds for Physical Activity; Creating & Maintaining Safe Neighborhoods

CURRENT FOCUS AREA(S):

Safe Routes to Schools through Creative Placemaking

Update: July 1 - December 31, 2019: In summer of 2019, the Creative Placemaking task group met to determine final project details and agreed on mascot-themed sign toppers and painted animal prints on sidewalks for both Newman and Orchard Elementary schools. In the fall, students voted for the color of their school's sign toppers using pinto beans. Once final locations for the sign toppers were determined, a local company produced and installed the signs. Sidewalks were painted in late September, and both students and community members helped out. Both schools have provided feedback that the sign toppers and prints have been a success and that they will do more school-wide education on how to use them in the spring.



- Performance indicator(s) (progress July – December 2019):
 - # of project team meetings: 2
 - # of external stakeholders engaged: 7
 - # of art installations: 2 painted sidewalk routes, 22 street sign toppers provided



NEW in 2020 Healthy Neighborhood Project - South Sidewalks

Update: July 1 - December 31, 2019: For year 4 of the Healthy Neighborhood Project, funded by the Kresge Foundation, Coalition members are working with South Side residents to introduce sidewalk poetry throughout the neighborhood. The goal of this initiative is to replace missing or inadequate sidewalks with squares that include resident-created poems.

- Performance indicator(s) (progress July – December 2019):
 - Workplan created: complete
 - Partners identified and recruited: complete

Update: Strategy 2 - Creating and Improving Access to Places, Parks, & Playgrounds for Physical Activity; Creating & Maintaining Safe Neighborhoods

ONGOING INITIATIVE(S):

Active Transportation at the Gardeners' Market

Update: July 1– December 31, 2019: Three different Coalition organizations hosted Move at the Market activities, including the Kids in Motion (KIM) bike repair trailer (pictured right).



- Performance indicator(s) (progress July – December 2019):
 - # of bikes repaired through KIM trailer: 1
 - % market attendees who reported using active transportation to/from the event at some point during the 2019 season: 25% (based on customer surveys)

Bicycle Friendly Business (BFB) Promotion

Update: July 1 – December 31, 2019: There are currently 4 Bicycle Friendly Businesses in Billings, as designated by the League of American Bicyclists. ***This designation can be cost prohibitive and challenging for organizations to achieve. In hopes of making bicycle friendly practices more achievable, the Healthy By Design Coalition incorporate select best practices from the League into our Healthy Worksite Recognition application.*** The City is in the process of reapplying for Bicycle Friendly Community designation. Billings' current designation is Bronze and re-application is required every 4 years.



Parks Rx

Update: July 1 – December 31, 2019

Parks Rx is promoted through Healthy By Design's and Parks, Recreation and Public Lands' websites. Park maps are available for tabling events and use through community partners. Three permanent maps kiosks were installed at both Pioneer and North Parks. These maps offer a great onsite resource for park attendees to reference various amenities the park offers. A remaining amount of dollars will be to purchase additional pet leashes for 2020.

- Performance indicator(s) (progress July 1- December 31, 2019):
 - # kiosks installed: 3



Overview: Strategy 3 - Provide Space for Organized Activities that Encourage Social Participation and Inclusion

Current Situation:

Overweight and obese adults are more likely to report a number of adverse health conditions, including fair/poor overall health and fair/poor mental health. Yellowstone County residents are increasingly active, however, disparities persist among lower-income residents and seniors. Key informants noted a lack of supportive built environment that does not always support healthy living as a significant concern. Local senior service and mental health representatives believe identification and development of community gathering places would be beneficial to their respective clients as social isolation and inactivity are often interwoven.

A key strategy to promote activity and social engagement is to enhance or create spaces that are welcoming and accessible to all, including organized activities for participation.

Strategy Description:

The evidence states that welcoming spaces for organized activities is an effective strategy for improved weight and increased physical activity by creating safe, attractive opportunities for all residents to be active and engaged. Research shows that perceptions of poor safety, unwelcoming spaces, and inaccessibility are all barriers to activity and that social engagement is associated with better health outcomes.

Source: US Surgeon General

Addressing Prioritized Needs

Among Yellowstone County adults:

- 1 in 4 meet current physical activity recommendations
- Older adults (65+) and lower income residents more often report no physical activity in the past month (26% and 32%)
- 1 in 3 are limited in some way in some activities due to a physical, mental or emotional problem
- 1 in 5 have been diagnosed with a depressive disorder
- Across the last decade, residents reporting fair/poor mental health status has doubled to 13.4%.

Source: 2016-2017 Community Health Needs Assessment

Supporting Partners *(sampling)*

Big Sky Economic Development
Billings Area Chamber of Commerce
Billings Clinic
Billings Works
City Public Works
City-County Planning Department
Downtown Billings Alliance
Living Independently For Today and Tomorrow (LIFTT)
Montana State University Extension Office
Parks and Recreation
Peaks to Plains Design
RiverStone Health
Share Create Reuse and Promote (SCRaP)
St. Vincent Healthcare
Western Heritage Center

Work Plan: Strategy 3 - Provide Space for Organized Activities that Encourage Social Participation and Inclusion

Objective(s)	Outcome Indicators
<ul style="list-style-type: none"> • Increase in children who are physically active for 1+ hours/day from 70.8% to 77.8% by 2020 • Increase proportion of adults reporting leisure time physical activity from 82% to 90.2% by 2020 • Increase in adults whose activities are not limited in some way due to a physical, mental, or emotional problem from 70.4% to 77.44% by 2020 	<ul style="list-style-type: none"> • % YC residents who meet physical activity recommendations (2020 CHNA) • % YC residents who report no leisure time physical activity (2020 CHNA) • % YC residents whose activities are not limited in some way due to a physical, mental, or emotional problem (2020 CHNA) • Others TBD by workgroup

Current Focus Area(s)	Performance Indicator	Target Date	Additional Information
New in 2020 HNP– Brighten Up Initiative*	# Brighten Up ideas submitted, events, participating businesses	September 30, 2020	Project Webpage: www.hbdyc.org/healthyneighborhoodproject
	Partners – South Side Task Force and neighborhood residents, South Side businesses, City Planning		
Activate Billings*	# workshop sessions implemented, # participating businesses	March 31, 2020	Project Webpage: https://www.billingschamber.com/activate-billings/
	Partners – Billings Chamber of Commerce, Billings Works, various participating businesses and presentations		
Ongoing Initiative(s)	Goals	Status	Partners
Choose Your Active Adventure	Increase physical activity through a fun activity at Pioneer Park	Monitoring progress	Billings Parks and Recreation and MSU Extension
HNP (2019) Bright Side of the Tracks arts and culture initiative*	# art projects completed	Ongoing	Billings Parks and Recreation, Public Works, Chamber, City-County Planning, Downtown Billings Alliance, MDT
HNP (2019) Resident engagement and leadership*	# resident steering committees held, # residents engaged	Ongoing	South Side Task Force, Western Heritage Center, City-County Planning

Additional information, such as a task group action plan, is available upon request.

*Grant funds received to support initiative

Update: Strategy 3 - Provide Space for Organized Activities that Encourage Social Participation and Inclusion

CURRENT FOCUS AREA(S):

NEW in 2020 - Healthy Neighborhood Project – Brighten Up Initiative

Update: July 1 – December 31, 2019: For year 4 of the Healthy Neighborhood Project, funded by the Kresge Foundation, Coalition members are working with South Side residents and neighborhood businesses to foster stronger communication and collaboration for neighborhood improvements. The goal of this initiative is to create a *Brighten Up* business pledge and a framework for *Brighten Up* events throughout the year based on resident suggestions.

- Performance indicator(s) (progress July – December 2019):
 - Workplan created: complete
 - Partners identified and recruited: complete



Activate Billings

Update: July 1 – December 31, 2019: The 6-part Activate Billings workshop series began on October 10, 2019 at the Billings Chamber. These monthly sessions focus on empowering local businesses to become activators of health and wellness across Yellowstone County through sharing of information, resources, and peer learning opportunities.

- Emerging performance indicators:
 - # workshop sessions implemented: 3/6
 - # participating businesses: 14 have attended at least 1 session



ONGOING INITIATIVE(S):

Choose Your Active Adventure

Update: July 1 – December 31, 2019: Pioneer Perks stations remain at Pioneer Park.

Healthy Neighborhood Project – Bright Side of the Tracks Initiative and Resident Engagement (2019)

Update: July 1 – December 31st, 2019: Throughout the summer and fall of 2019, several pieces of public art were installed around the neighborhood. This includes two more traffic signal boxes wrapped with locally-sourced artwork, installed in September. Three more box wraps are planned, including one that will feature portraits of residents. Additionally, two walking routes inspired by resident oral histories were unveiled in November. Podcasts and resident-led tours are planned as supplements to these routes in 2020. Residents continued to engage in the Healthy Neighborhood Project over the last six months by attending the South Side Shines celebration event in September. Bright Side of the Tracks t-shirts have been distributed to many residents for them to display their neighborhood pride.

- Performance indicators (progress July 1 – December 31, 2019):
 - # box wraps completed (3/year): 2 installed, 3 additional selected (project total: 10)
 - # community art projects completed: 0 new (project total: 3)
 - # resident steering committees held: 1 new (9 total)
 - # unduplicated residents engaged in project (based on meeting sign in sheets): 75 new (project total: 225)
 - # of designated South Side walking routes (with maps): 2

Overview: Strategy 4 - Community Scale Urban Design & Land Use Policies

Current Situation:

Community scale urban design and land use policies have the potential to create long lasting, sustainable change, however, the process of implementing these approaches takes time. Yellowstone County is experiencing continuing population growth, and local government has taken steps to consider how this may affect livability and health through the 2016 complete streets policy update, 2017 bikeway and trails master plan update, and 2016 growth policies. As our community considers how to implement these plans, the Healthy By Design Coalition will actively seek opportunities to support and inform these design efforts to ensure that the *healthy choice is the easy choice*, beginning with the zoning code update and emerging downtown economic strategy planning known as the One Big Sky District (OBSD).

Strategy Description:

The evidence states that this strategy is effective in increasing healthy weight, consumption of fruits and vegetables, and physical activity. Community-scale urban design and land-use interventions focus on policies and practices that support a healthy built environment, such as complete streets, continuity and connectivity of streets, lighting, and appearance; and zoning regulations that promote walkability and transit-oriented development, as well as access to daily needs such as residential, commercial, and school properties (i.e., mixed land-use zoning). These supports are strongly associated with improved safety, walkability, sense of community, decreased isolation, and reduction in crime and stress.

Sources: Healthy People 2020, CDC HI-5, US Surgeon General, CDC Winnable Battles, Community Guide, and ChangeLab Solutions

Addressing Prioritized Needs

Among Yellowstone County residents:

- 1 in 4 meet current physical activity recommendations
- 17% have access to recreation & fitness facilities (e.g. gym)
- 1 in 3 consume ≥ 5 servings of fruits and vegetables per day
- Half report some degree of difficulty in finding fresh produce at an affordable price
- Nearly 1 in 4 experience limited access to a grocery store
- Lack of a supportive built environment that does not always support healthy living reported as a significant concern

Source: 2016-2017 Community Health Needs Assessment

Prioritized Projects:

Project Re: Code: This initiative is led by the City-County Code Enforcement Division, a part of the Planning and Community Services Department.

One Big Sky District: This initiative is led by a team of *strategy partners* which include Big Sky Economic Development, the Billings Area Chamber of Commerce, City of Billings, Downtown Billings Alliance, and Visit Billings.

Made to Move: Application for funding and technical assistance to support the successful implementation of Billings' first bicycle boulevard.

Wayfinding Signage Plan: City of Billings

Work Plan: Strategy 4 - Community Scale Urban Design & Land Use Policies

Objective(s)	Outcome Indicators
<ul style="list-style-type: none"> Increase in reported consumption of 5 servings/day of fruits and vegetables among Yellowstone County residents from 30.8% to 33.88% by 2020 Increase in reported children who are physically active for 1+ hours/day in Yellowstone County from 70.8% to 77.8% by 2020 Increase proportion of adults reporting leisure time physical activity in Yellowstone County from 82% to 90.2% by 2020 	<ul style="list-style-type: none"> # locally adopted plans with health as a stated vision or goal # locally adopted plans with health as a performance metrics or indicator

Ongoing Initiative(s)	Goals	Status	Additional Information
Project Re:Code: Support efforts of the City-County Code Enforcement Division in the upcoming zoning code update	Actively participate in at least 75% of advisory meetings	In progress	Project Re:Code: http://cityofbillings.net/2138/Project-Re-Code
	Partners – Nicole Cromwell, City-County Code Enforcement and Project Re: Code Coordinator; Melissa Henderson, ad hoc committee member and Healthy By Design liaison		
One Big Sky District (OBSD) Plan: Promote and regularly attend public meetings to elevate accessibility, walkability, and making the healthy choice the easy choice.	Attend and promote at least 1 public meeting per quarter	Project on hold, monitoring progress	OBSD webpage: www.onebigskydistrict.com/
	Partners – Various HBD Coalition Members		
Blue Zones Made To Move	Successfully implement Billings' 1 st bicycle boulevard with support from Blue Zones	Funding not received, planning efforts continue	Blue Zones webpage: https://www.bluezones.com/
	Partners – City of Billings – Public Works, Billings-Yellowstone Planning MPO, Healthy By Design		
City of Billings Wayfinding Signage Plan	Provide community health expertise to Billings Wayfinding Signage Planning process	Completed plan by May 2020	Wayfinding Design Overview: https://altaplanning.com/wayfinding-design/
	Partners – Led by City of Billings, various Wayfinding Signage plan advisory members		

Additional information, such as a task group action plan, is available upon request.

*Grant funds received to support initiative

Update: Strategy 4 - Community Scale Urban Design & Land Use Policies

ONGOING INITIATIVES:

Project Re:Code

Update: July 1 – December 31, 2019: Project Re:Code is expected to conclude in summer 2020 with the successful adoption of the updated city and county codes. For more information, visit:

<https://ci.billings.mt.us/2138/Project-Re-Code>

- Performance indicators (progress to date, updated July 1 – December 31, 2019):
 - % of quarterly ad hoc committee meetings attended by HBD staff: 86% (6/7)
 - % of monthly urban issues sub-committee meetings attended by HBD staff: 71% (15/21)

One Big Sky District (OBSD) Planning

Update: July 1 – December 31, 2019: No update at this time.

Blue Zones Made to Move

Update: July 1 – December 31, 2019: In August 2019, the City of Billings received notification that our community was selected as an alternate, but not an award winner for Made to Move. Two representatives from Yellowstone County were invited to participate in a training workshop. Efforts are currently underway to incorporate community engagement and creative placemaking efforts into Billings' first bicycle boulevard, slated for 2020, with minimal funding.



City of Billings Wayfinding Signage Plan

Update: July 1 – December 31, 2019: The City of Billings is currently working to develop a wayfinding signage plan to guide future wayfinding signage design and placement related to bicycle transportation infrastructure.

A report on ongoing activities supporting the CHIP Goal of Improving Healthy Weight Status in Yellowstone County, Montana



Member Capacity Project

In September 2018, the Coalition received a state grant to support Coalition members' capacity to support CHIP objectives. Deb Halliday (pictured right), a local collective impact trainer, came in December 2019 for a two day event to train members of five local coalitions. On the first day, Coalition members helped prioritize aligning their organizations' efforts with those of Healthy By Design. This will be a focus in early 2020. On day two, leadership from the coalitions convened to discuss and plan future alignment and communication efforts. This training was provided through the collaboration of United Way and Healthy By Design. In addition, HBD Coalition members allocated \$4,000 worth of funding towards three CHIP initiatives through a participatory budgeting process.



Gardeners' Market

The 9th Gardener's Market finished strong on October 3rd 2019. The Market team and vendor task group continues to work on the FMPP grant. More details can be found in the *Strategy Updates* section of this report (page X). For a full summary of the 2019 Gardeners' Market, please visit:

<http://www.healthybydesignyellowstone.org/gardenersmarket/>

5-2-1-0

Healthy By Design's 5-2-1-0 messaging continues to be prominent throughout the day to day work of HBD. This message outlines simple lifestyle activities that can contribute to a healthier weight. 5-2-1-0 encourages the consumption of 5 or more fruits and vegetables, 2 hours less of screen time, 1 hour of physical activity, and 0 sugary drinks/more water. We encourage recognized events, food trucks, and worksites to use the 5-2-1-0 message. Those that do can get fun items with the message on it for tabling events and community activities. In 2019, funds were used to purchase two additional feather banners and vinyl signs for display by HBD partners.

Trauma-Informed Care (TIC) & Adverse Childhood Experiences (ACEs)

We continue to receive requests for information on this topic, and resources are still available on our website: www.healthybydesignyellowstone.org/trauma-informed-care/



Ongoing Activities, continued

Active Living Every Day (ALED)

No new ALED classes have been offered or completed in the last 6 months. While RiverStone Health still has two active trainers on staff who are able to run classes, they have had difficulty securing groups willing or interested in participating in the class. They have adopted a new activity-based program called “Walk With Ease” which has had recent success. In the coming months the team will discuss how and if ALED will be a program to continue.

Healthy By Design Recognition Opportunities

Event Recognition

Healthy By Design Event Recognition encourages event coordinators and event venues to take part in the effort to make our community healthier. The goals of the recognition opportunity are to foster a standard of excellence for events in Yellowstone County and to recognize those that promote healthy lifestyles. The nutrition section of the application was updated in the fall of 2019 to be more achievable and to align with other recognition opportunities, including the Healthy Food Vendor/Healthy Food Bucks initiative (see below or see *Strategy Updates*, page xx). A total of thirteen events were recognized from ten distinct organizations in 2019.

13

Recognized
Events in 2019

Healthy Food Truck Recognition

See the update for *Strategy I - Healthy Food Retail and Healthy Food Procurement* (page X) for more on this recognition opportunity.

Healthy Worksite Recognition

In fall 2018, the first round of the Healthy Worksite Recognition initiative was launched. The first round was very successful, with twelve local businesses recognized. These businesses became the inspiration for the Healthy Worksite Toolkit, published in December 2019. Another round of recognition is planned for early 2020. The toolkit can be found at www.healthybydesignyellowstone.org/worksite-wellness/

School Wellness Champions

The School Wellness Champion project is the result of a collaboration with Montana Amateur Sports (Big Sky State Games). The project aims to promote healthy lifestyle behaviors among middle and high school age students, with an emphasis on physical activity and nutrition. More may be announced with this initiative in the future.



Ongoing Activities, continued

Marketing and Communications

Social Media-Facebook

The Healthy By Design Coalition runs a Facebook page with posts relating to the goals set forth by CHIP initiatives. The Facebook page continues to highlight recognized organizations/businesses and events, inform followers of important public input opportunities, and shares evidence-based information and articles about physical activity, nutrition, social connection, and built environment. The post with the most organic (un-paid) “reach” in 2019 had 1,595 views from Facebook users!

Newsletters

The Healthy By Design Coalition publishes 3 newsletters regularly to keep the community informed on progress.

1. A general Coalition e-newsletter provides monthly CHNA and CHIP initiative updates, task group/project updates, events from HBD and other partners, as well as other pertinent news and information.
2. The Gardeners’ Market newsletter is published weekly from June-October with updates on produce and events at the Market.
3. The seasonal/quarterly Healthy Neighborhood Project newsletter is sent via email or mail to South Side residents and other interested parties and provides project-specific announcements and opportunities for community engagement.

The Gardeners’ Market newsletter is sent to 510 people and the general Healthy By Design Newsletter is sent to 445 people. This is a 12% increase in total newsletter subscribers over the last six months.

Website: www.hbdyc.org

The Healthy By Design Coalition offers a website that explains who we are, what we do, and provides more information on all of HBD’s current initiatives. There are tabs with access to the Community Health Needs Assessment (CHNA), CHIP, other reports and resources, as well as news and events.

Data Dashboard

Healthy By Design support staff are currently exploring options for a collaborative information sharing platform. The goal of this effort is to provide opportunities to better inform and engage the community and local decision makers on community health needs and the Coalition’s efforts to address those needs. This potential platform will seek to include recent CHNA data, progress indicators for Coalition initiatives, and other relevant information to better showcase the collective work underway. This platform will ideally serve other area Coalitions as well.

HBD Communications At A Glance



#HBDYellowstone has
1,017 Likes +
1,172 Followers

Increase in newsletter
subscribers:

12%



*Coming
Soon!*

Web-based
information sharing
platform

Association of Community Health Improvement Framework Process Update

The **Association for Community Health Improvement (ACHI)** toolkit and framework was utilized for the 2016-17 health improvement process. This framework contains nine generalized steps which were applied to fit the needs of Yellowstone County.



Figure 1: ACHI Community Health Assessment Toolkit. Source: <http://www.healthycommunities.org/Education/toolkit/index.shtml#.WRYdrIUrL5I>

Progress on the final steps, which reflect CHIP implementation is summarized in the tables below.

Strategy Implementation Progress Tracker (ACHI Framework, Steps 7-9)				
Tasks	Progress			Notes
	Not Started	In Progress	Completed	
Engage stakeholders		●		Additional stakeholders will be invited to join task groups on an ongoing basis
Establish implementation workgroup/committee			●	An existing work group structure will be built upon
Develop action plan: Goals and Objectives			●	Overarching goal and objectives identified with opportunity for activities, tactics and indicators to be developed for task groups
Identify budget		●		Two current initiatives have grant funding. Additional funds to support action plans will be sought as available and/or needed. Staffing and community champions will be available or identified.

Implement Strategies Progress Tracker				
Tasks	Progress			Notes
	Not Started	In Progress	Completed	
Establish baseline			●	Our long term and mid-term objectives have been established based on CHNA data and prioritized strategies
Engage stakeholders		●		Additional stakeholders will be invited to join work group and task groups
Focus on the evaluation design		●		Short term indicators are determined at task group levels, informed by identified objectives and strategies and written into developed work plans. Long term measures are in place and will be informed by on-going CHNAs
Gather credible evidence			●	A thorough review of evidence based and promising practices has been conducted to determine potential strategies; sound methodology and ties to CHNA data will continue

Measure progress early & set plan for measuring progress		●		Progress measures will be determined at the task group level informed by identified objectives and strategies and written into developed work plan
Justify conclusions		●		Evidence-based and promising practices serve as our basis, followed sound methodology and community engagement tied back to progress made on CHIP objectives
Use the results to improve or modify the strategy		●		Reflection at CHIP reporting periods at work and task group levels will allow for strategy and activity modification
Communicate results		●		Communication is provided through CHIP reports, community education, e-newsletter publication, social media posts and Coalition level reporting

2017 – 2020 Community Health Improvement Strategies:

Previous Progress Updates (24 Months: July 2017 – June 2019)

Strategy I - Healthy Food Retail and Healthy Food Procurement

Healthy Neighborhood Project – Food-related Objectives

Update: January 1 – June 30, 2019: Since January of 2019, the healthy neighborhood project team and task groups have advanced the following activities:

The grocery store task group has moved forward with their project through the following:

- A neighborhood resident was hired starting January 2nd to conduct a feasibility study, including a market analysis; and
- Data collection methods include a grocery store visioning session with neighborhood residents in March; a series of three informational video conferences between content experts across the nation and grocery store committee members in March and April of 2019; and surveys of residents and the neighborhood-area workforce regarding grocery store preferences in June.
- The grocery store committee continues to meet bi-monthly.
- Performance indicator(s) (progress January 1 – June 30, 2019):
 - # organizational partners engaged in business development process: 10
 - Market analysis completed and distributed: The market analysis, model comparisons, and co-location portions of the feasibility study have been drafted and are due to be released in September of 2019.
- In July and August 2019, grocery members will be working with the Native American Development Corporation to submit grant applications to advance this project.



The community garden task group has been focusing on next steps to ensure the sustainability of programs through the following:

- Connecting South Side Sprouts with Passages to encourage participation among transitional housing residents;
- Working to establish a point person for the community greenhouse;
- Completion of vendor training by Passages for the Healthy By Design Gardeners' Market; and
- Developing partner priorities to ensure continuation of community resources.
- Performance indicator(s) (progress January 1 – June 30, 2019):
 - # of participants in South Side Sprouts container garden program: 3

July 1 – December 31, 2018: Since July 2018, the healthy neighborhood project team and task groups have advanced the following activities.

The grocery store task group has moved forward with their project through the following:

- Solidified project goals and market analysis needs
- Explored feasibility study avenues, costs, and potential locations
- Identified content experts to engage in a planning workshop in spring 2019
- Performance indicator(s) (progress July 1 – December 31, 2018):

- # organizational partners engaged in business development process: 10
- Market analysis completed and distributed: The task group collectively decided to hire a South Side neighborhood resident to lead the business plan and feasibility study using funds from the healthy neighborhood grant. This individual has been hired and will join the HBD team in January 2019.

The community garden task group focused fall efforts on enhancing the continuum of gardening opportunities within the neighborhood. Activities included the following:

- Developing a work plan to align various gardening projects including the greenhouse, educational opportunities, and South Side Sprouts container gardens.
- Creation of an artist in residence position with Parks and Recreation to design a non-traditional gathering space within South Park with community garden elements for summer 2019. Due to staffing changes with Parks and Recreation, task group members will seek an alternative method of engaging an artist in planning the garden (TBD).
- Performance indicator(s) (progress July 1 – December 31, 2018):
 - # participants across all pilot projects: 212
 - Community garden location identified: complete, South Park
 - Community garden action plan developed: Community Garden Support Specialist work plan developed in March 2018; community gardens task group plan in development, to be finalized in spring 2019.

○
January 1 – June 30, 2018:

The Healthy Neighborhood Project task group continued to focus on implementing projects based on two key pillars – 1) food-oriented development and 2) neighborhood revitalization through creative placemaking. Since January 2018, the task groups in these areas, in partnership with neighborhood residents, have advanced the following activities:

The grocery store task group focused on developing a strategy for a market analysis, including consultant options, to explore existing community resources and market viability of a brick and mortar, healthy food retail option in or around the South Side triangle. The team:

Created a preliminary scope of work outlining retail needs and community considerations;

- Actively conducted outreach to local and national grocers to seek potential interest; and
- Discussed landownership and leasing options with interested South Side business.
- Performance indicator(s) (progress January 1 – June 30, 2018):
 - # organizational partners engaged in business development process: 8
 - Market analysis completed and distributed: N/A at this point in project (project partners have interested parties for both the development and implementation of a healthy food retail outlet and are waiting to see if this analysis is still necessary)

The community garden task group hired a Community Garden Support Specialist for the 2018 growing season who focused her efforts to develop resources and partnerships to support growing and selling produce among area residents including the following: a resource guide, South Side Community Center greenhouse, expansion of the Passage therapeutic garden, a public gardening class at Passages, and promotion of the South Side Sprouts container garden initiative through Parks and Recreation. The group also aligned community garden and placemaking efforts to consider developing a community garden concept that also serves as a public art installation to reduce vandalism and create a stronger sense of place.

- Performance indicator(s) (progress January 1 – June 30, 2018):
 - Community ‘gardener’ hired: temporary Community Garden Support Specialist position was filled in March for the 2018 growing season - complete
 - # participants across all pilot projects: 174
 - Community garden location identified: In progress
 - Community garden action plan developed: Community Garden Support Specialist work plan developed in March 2018, plan to be updated in Fall 2018

July 1 – December 31, 2017:

In September 2017, the Healthy By Design Coalition received phase two funding from the Kresge Foundation to implement projects prioritized by South Side residents during the planning phase. The implementation phase is based on

two key pillars – 1) food-oriented development and 2) neighborhood revitalization through creative placemaking. The food-orientated development pillar is further broken down into establishment of a year round, brick and mortar healthy



food retail option within the neighborhood and the development of a community garden space. Between September and December, 2017, project teams met to develop approaches for these respective neighborhood visions.

The grocery store task group has been meeting bi-monthly to simultaneously explore potential local partnerships while also laying the foundation for a market analysis of a potential grocery store in or around the South Side triangle. The analysis would examine a variety of healthy food retail options ranging from co-location of a healthy food stand, a mobile produce market, a healthy corner store, and a full service grocery store.

- Performance indicator(s) (progress July 1 – December 31, 2017):
 - # organizational partners engaged in business development process: 8
 - Market analysis completed and distributed: N/A at this point in project

The community garden task group has met semi-monthly to explore how to streamline various neighborhood garden projects so that residents are aware of several personal gardening opportunities and resources within the neighborhood. In addition, the team has been discussing how to better support the Passages garden project. The ultimate goal of this group is to develop a neighborhood-based community garden that is more easily accessible to neighborhood residents interested in gardening, nutritional education, and community engagement.

- Performance indicator(s) (progress July 1 – December 31, 2017):
 - community ‘gardener’ hired: N/A at this point in project
 - # participants across all pilot projects: N/A at this point in project
 - community garden location identified: N/A at this point in project
 - community garden action plan developed: N/A at this point in

Healthy Food Vendor Recognition

January 1 – June 30, 2019: Since the last update the task group has been working to promote the Healthy Food Truck Vendor Application at a variety of locations. Online and social media platforms have been the largest tool in working to get the word out about the application, however, the task group also

encouraged word of mouth promotion and promotion through the County's mobile food license application packet.

- Performance indicator(s) (progress January 1 – June 30, 2019)
 - # of promotional outlets: 9
 - # recognized food vendors: 0

January 1 – June 30, 2019: Since the last update the task group has worked to finalize the vendor application and look into recognition incentives. Digital content has been created to promote recognition in the late winter/early spring of 2019.

- Performance indicator(s) (progress July 1 – December 31, 2018):
Healthy Food Truck application and initiative guidelines created: Completed December 2018 to be distributed and promoted in late winter/early spring 2019.

January 1 – June 30, 2018: The task group chose to first focus on creating a recognition opportunity for local food trucks because of the ability to tie it to Healthy By Design Event Recognition. Since January 2018, the task group has advanced the following activities:

- Developed an economic case for having healthy food menu options;
- Created a “healthy food checklist” to increase vendor knowledge on healthy food options;
- Conducted a focus group with food truck owners to receive feedback, identify barriers and determine potential promotional incentives for program implementation; and
- Drafted Healthy Food Truck vendor application
- Performance indicator(s) (progress January 1 – June 30, 2018):
 - # participants in food truck focus group : 2 (from sign in sheet)
 - Healthy Food Truck application and initiative guidelines created : In process (committee members have created an application draft and are working through guidelines)

July 1 – December 31, 2017: This emerging task group will be focusing on recognizing healthy food vendors in our community, such as healthy food trucks, coffee shops, or restaurants, and working with them to answer the question, “What does it mean to vend ‘healthy food’ and how can we encourage other vendors to do the same?”

- Performance indicator(s) (progress July 1 – December 31, 2017): The task group is in the process of developing an action plan and an evaluation plan, to include process and outcome indicators.

Gardeners’ Market Direct SEED (Senior Engagement to Enhance Demand)

January 1 – June 30, 2019: In February 2019, focus groups were conducted at two multi-unit housing complexes and a Senior Center to investigate perceptions of healthy eating and barriers to participating in the Healthy By Design Gardeners’ Market. This information was used to prioritize enhancements to the market, including the addition of two temporary ADA parking spaces. Liz McCall Designs and Spotlight Productions were awarded a marketing contract to develop a senior-specific marketing campaign. Additionally, a Gardeners’ Market postcard was mailed to everyone living in Census Tracts 3 and 9.02 as well as households that included a member that was of age 65 or over. The Gardeners’ Market started its 9th season on June 13 and will continue through October 3rd. The following activities were completed during this reporting period:

- Focus groups conducted with both seniors that live *within* and *outside of* the South Side neighborhood (January 30th and February 8th respectively); and
- Selected Liz McCall Design and Spotlight Productions to complete marketing concept development to encourage senior customer participation.

- Performance indicator(s): TBD with marketing team in summer 2019

July 1 – December 31, 2018: In September 2018, the United States Department of Agriculture (USDA) awarded the Healthy By Design Gardeners’ Market a Farmers Market Promotion Program grant. This grant of nearly \$250,000 will run through 2021 with the objectives of 1) increase customer sales among senior populations by creating a direct marketing campaign, 2) incorporate a senior incentive program and/or referral system, and 3) increase farm and ranch operations selling at the market through the development of a vendor toolkit. A project task group will help to oversee and implement activities related to the grant objectives.



- Performance Indicator(s) (progress July 1 – December 31, 2018):
 - Vendor Focus Group held to identify and recruit members for task group: Held on October 25, 2018 resulting in 4 vendors recruited for the task group

Strategy 2 - Creating and Improving Access to Places, Parks, and Playgrounds for Physical Activity and Creating and Maintaining Safe Neighborhoods

Active Transportation at the Gardeners’ Market

January 1 – June 30, 2018: The 2018 Gardeners’ Market began on June 14th, resulting in 3 markets during this reporting period. For 2018, the active transportation initiative was incorporated into a larger *Move at the Market* effort, which included physical activities at the market itself in addition to use of active transportation to and from the event. Participation will be tracked based on the number of active transportation prizes distributed throughout the season, which begin at 4 ‘punches’ to cards.

- Performance indicator(s) (progress January 1 – June 30, 2018):
 - % market attendees who use active transportation to/from the event at some point during the 2018 season: TBD
 - # 2018 *Move at the Market* incentives redeemed: N/A during this reporting period

July 1 – December 31, 2017: With support from a micro-grant from America Walks, this task group developed an active transportation campaign to pilot during the 2017 Gardeners’ Market at South Park. Two college interns worked with the project team to implement and evaluate the success of the project, including educational messages, a tiered incentive program, two active transportation events during the season featuring the KIM trailer and MET transit, and installation of 2 bike racks at the Gardeners’ Market entrance. Overall, the market did experience a modest increase in active transportation. However, in 2018, more emphasis will be given toward also promoting physical activity at the park itself. The tiered incentive program will continue, and active transportation specific incentives have been purchased for the next season. Unfortunately, one of the bike racks will need to be reinstalled in 2018.

- Performance indicator(s) (progress July 1 – December 31, 2017):
 - % market attendees who use active transportation to/from the event at some point during the 2017 season: 25%

Safe Routes to Schools through Creative Placemaking

January 1 – June 2019: Coalition members convened in March to determine criteria for school and artistic intervention selection. Members applied for and received a \$2,500 Space2Place grant from Big Sky Economic Development in April to work with Newman and Orchard Elementary Schools. A task group was formed to oversee implementation of the project by the end of September. The group met with one of the schools' principals in early June to discuss problem traffic areas and calming measures that involve creative art. Group members also investigated costs and additional funding resources.

- Emerging performance indicator(s) (progress January 1 – June 30, 2019):# project team meetings: 2
- # of external stakeholders engaged: 4
- # of art installations: 0



July 1 – December 31, 2018: The coalition collectively decided to pursue creative placemaking as a single targeted initiative. Safe Routes to School (SRTS) was identified as an avenue for this work, as current SRTS efforts are in progress to start a walking school bus pilot program and have community support and partners from various sectors. A SRTS project team meeting is scheduled for January 15th in which to discuss the walking school bus pilot and creative placemaking initiative. Currently, coalition members are seeking sources of funding.

- Emerging performance indicator(s) (progress July 1- December 31, 2018):
 - #project team meetings: 1
 - # of external stakeholders engaged: 4
 - # of art installations

Active Transportation at the Gardeners' Market

January 1 – June 30, 2019: The Gardeners' Market began on June 13th, resulting in 3 markets during this reporting period. For 2019, the active transportation initiative has been combined with the *Move at the Market* effort and other Market engagement opportunities to encourage broader customer participation. The Kids in Motion (KIM) trailer is scheduled to repair bikes in August 2019.

- Performance indicator(s) (progress January 1 – June 30, 2019):
 - # of bikes repaired through the KIM trailer: N/A during this reporting period
 - % market attendees who use active transportation to/from the event at some point during the 2019 season: N/A during this reporting period

July 1 – December 31, 2018: The Gardeners' Market wrapped up on October 4th with 2 additional markets during this reporting period. The Kids in Motion (KIM) trailer was at the market on August 30th to provide tune-ups and small bike repairs for school-age children. With the announcement of the United States Department of Agriculture (USDA), Farmers Market Promotion Program funding, the market is looking at ways to encourage more active transportation by senior populations.

- Performance indicator(s) (progress July 1 – December 31, 2018):
 - % market attendees who use active transportation to/from the event at some point during the 2018 season: 27% based on customer surveys
 - Number of bikes repaired through the KIM trailer: 8

Bicycle Friendly Business (BFB) Promotion

January 1 – June 30, 2019: RiverStone Health received Gold Level recognition in spring 2019.

- Performance indicator(s) (progress January 1 – June 30, 2019):
 - # businesses completing a BFB application to date: 6
 - # businesses recognized as honorable mention – gold: 6



January 1 – June 30, 2018: No progress to report. Bicycle Friendly Business applications were promoted via Healthy By Design social media.

- Performance indicator(s) (updated January 1 – June 30, 2018): no updates

July 1 – December 31, 2017: The BFB task group worked together to develop a small promotional strategy to encourage local businesses to apply for BFB recognition. Recognition requires businesses to adopt BFB policies and practices, resulting in a more bike friendly community. The task group contacted various businesses to encourage applications and offered technical assistance from past applicants in support.

- Performance indicator(s) (progress July 1 – December 31, 2017):
 - # businesses encouraged to apply: Will begin tracking in 2018
 - # local business applications submitted: Will begin tracking in 2018
 - # locally recognized businesses (i.e. gold, silver, bronze, honorable mention): 5

Parks Rx Pilot

January 1- June 30, 2019: Parks Rx promotion occurred throughout Spring 2019. Promotional items such as pet leashes, pet bag dispensers, Frisbees, and sunscreen were distributed to veterinary clinics, community partners, and at Healthy By Design tabling events to promote park use. With remaining funding, Parks Rx worked with Billings Parks, Recreation, and Public Lands to manufacture map kiosks for both Pioneer Park and North Park. These map kiosks are expected to be installed summer 2019.

- Performance indicator(s) (progress January – June 30, 2019):
 - # maps distributed: 650
 - # residents engaged: 250 (150 pet leashes + 100 pet bag dispensers distributed)

July 1 – December 31, 2018: Since July, the Parks Rx project team reviewed and finalized maps for both North and Pioneer Parks, which were printed in September. The group also identified further evaluation metrics, promotional items to support map distribution based on prior stakeholder engagement, and distribution partners. The group is currently planning a promotional campaign for spring 2019 while also identifying how to best display maps on site at each park.

- Performance indicator(s) (progress July 1 – December 31, 2018):
 - # maps distributed: Maps developed, to be distributed in spring 2019
 - # residents engaged in process (to date): 215 (28 audits, 172 survey, 15 focus groups)

January 1 – June 30, 2018: The Parks Rx team hosted focus groups for subgroups of the population that were underrepresented during the park audits. The group summarized all of the findings from these community engagement efforts into a list of priorities for details to include in maps, distribution methods, and potential park modifications to be considered moving forward. Following this step, the group reviewed Parks Rx maps from other communities to identify design elements that might best serve the local Billings areas. These elements and community findings were shared with Bakko Designs, a

local graphic design firm that will be developing maps for North and Pioneer Parks. Next steps include finalizing the maps and distribution channels for a late summer launch. The group also currently seeks a veterinarian office to part

- Performance indicator(s) (progress January 1 – June 30, 2018):
 - # maps distributed: N/A at this point in project, maps currently in development
 - # residents engaged in process (to date): 215 (28 audits, 172 survey, 15 focus groups)

July 1 – December 31, 2017: With support from a grant from the Montana Department of Health and Human Services – Chronic Disease Division, a project team was created to pilot a Parks Rx initiative. The pilot focuses on North and Pioneer Parks, and aims to develop maps to encourage use of local parks for physical activity and social connections. The task group hosted park audits in October and a community survey in December to identify map elements and promotional partners.



- Performance indicator(s) (July 1 – December 31, 2017):
 - # maps distributed: N/A at this point in project
 - # residents engaged in process: 200 (28 audits, 172 survey)

Joint, Shared, and Open Use Agreements

July 1 – December 31, 2018: The survey revealed that many area businesses offer space to community groups, but that formalizing or expanding this is not a priority.

January 1 – June 30, 2018: The Joint, Shared and Open team drafted and finalized a survey to complete an environmental scan of businesses and organizations in Yellowstone County that open their spaces up to the residents when the building/facility is not being used for its traditional purpose. Thus far response has been low so the group plans to diversify its outreach methods by calling contacts rather than emailing and by asking other coalitions with a listserv to send the survey out in their newsletters.

- Performance indicator(s) (progress January 1 – June 30, 2018):
 - # survey responses: 20 organizations in Yellowstone County

July 1 – December 31, 2017: In December 2017, a small team drafted a plan to assess the current status of joint, shared, and open use agreements in Yellowstone County.

- Performance indicator(s) (progress July 1 – December 31, 2017):
- The task group is in the process of developing an action plan and an evaluation plan, to include process and outcome indicators

Strategy 3 - Provide Space for Organized Activities that Encourage Social Participation and Inclusion

Healthy Neighborhood Project – Placemaking Objectives

January 1 – June 30, 2019: Since January 2019, the Healthy Neighborhood Project team and placemaking (*Bright Side of the Tracks*) committees have advanced efforts through the following:

- Selected the 2nd round of box wrap designs and artists
- Completed the design and implementation of a mural at the South Park pool house
- Distributed *Bright Side* branded messaging throughout neighborhood

- Performance indicators (includes January 1 – June 30, 2019):
 - # box wraps completed (3/year): 5
 - # entryway signs installed: 10
 - # community art projects completed: 3
 - # resident steering committees held: 8
 - # unduplicated residents engaged in project (based on meeting sign in sheets): 150
 - Historical tour action plan completed: plan complete, to be implemented this fall as *South Side Stories* initiative with Western Heritage Center



The *Bright Side of the Tracks* mural, designed by artist Rachel Larson Long, was completed with the help of many community members.



January 1 – June 30, 2018: The Healthy Neighborhood Project task groups are based on two key pillars – 1) food-oriented development and 2) neighborhood revitalization through creative placemaking. Since January 2018, the task group, in partnership with neighborhood residents, has advanced the following activities:

- Worked with South Side graphic designer, AJ Ostlund, to finalize the *Bright Side of the Tracks* entryway signage, which will be printed and installed by Public Works this summer;
- Recruited and selected 3 artists, 2 of whom are South Side residents, to design box wraps, to be installed along State Avenue in late summer;
- Issued a call for a mural artist for the South Side pool wall; due to lack of interest, the team is considering an alternate approach in 2019, partnering with local youth;
- Partnered with the Western Heritage Center to develop a story-telling activity to capture South Side experiences for the South Siders exhibit and/or walking tours and routes;
- Aligned community garden and placemaking efforts to consider developing a community garden concept that also serves as a public art installation to reduce vandalism and create a stronger sense of place; and
- Continued to recruit neighborhood residents for the project steering committee and sub-committees through multiple healthy neighborhood planning meetings, the Gardeners' Market, Meet in the Park, and various task group meetings.
- Performance indicators (includes progress January 1 – June 30, 2018):
 - # box wraps completed (3/year): 0 (3 awaiting installation)
 - # entryway signs installed: 0 (design has been submitted to public works for printing)
 - # community art projects completed: 0
 - # resident steering committees held: 3
 - # unduplicated residents engaged in project (based on meeting sign in sheets): 27
 - Historical tour action plan completed: scheduled for July 2018

July 1 – December 31, 2017: In September 2017, the Healthy By Design Coalition received phase two funding from the Kresge Foundation to implement projects prioritized by South Side residents during the planning phase. The implementation phase is based on two key pillars – 1) food-oriented development and 2) neighborhood revitalization through creative placemaking. The creative placemaking pillar is further broken down into development of public art within the neighborhood and resident engagement, with an emphasis on the history of the South Side. Between September and December 2017, project team members:

- Worked with residents to finalize a neighborhood brand, *The South Side – The Bright Side of the Tracks*, which emerged from the planning phase;
- Continued to recruit neighborhood residents for the project steering committee and sub-committees through multiple healthy neighborhood planning meetings, the Gardeners’ Market, Meet in the Park, and various task group meetings;
- Prepared a call for box wrap artists, to be promoted in spring 2018; and
- Western Heritage Center hosted a free event for South Side residents to enjoy their *South Siders* exhibit, which included presentations on the history of the neighborhood and an overview of the healthy neighborhood project

Activate Billings

January 1 – June 30, 2019: In fall 2019, the Billings Chamber of Commerce was been selected as one of ten Chambers from mid-size communities across the United States to participate in a Healthy Communities initiative through the Association of Chamber of Commerce Executives. Jennifer Reiser, Chief Operating Officer for the Billings Chamber of Commerce, and Melissa Henderson, Community Health Improvement Manager for Healthy By Design, recently completed the 9 month training sponsored by the Robert Wood Johnson Foundation and are finalizing the *Activate Billings* initiative. *Activate Billings* will provide local businesses with the tools and platform to create initiatives within their own organizations that increase employee wellness and retention, recruit and retain a qualified workforce; and support their ability to shape the livability of the Billings community. This initiative will launch in fall 2019.

- Emerging performance indicators:
 - # workshop sessions implemented & # participating businesses
- Performance indicators (progress July 1 – December 31, 2017):
 - # box wraps completed (3/year): 0
 - # entryway signs installed: 0
 - # community art projects completed: 0
 - # resident steering committees held: 2
 - # unduplicated residents engaged in project (based on meeting sign in sheets): 27
 - Historical tour action plan completed: N/A

Choose Your Active Adventure

January 1 – June 30, 2018: The Welcoming Places task group identified Pioneer Park as the location to pilot the activity. Members photographed potential areas of the park for prototype installation and determined two prototypes for opposite sides of the park. The group designed the prototypes and came up with activities for park goers to do while at Pioneer Park. The task group must submit prototypes and maintenance information to Parks and Rec Superintendent for approval of installation.

- Opportunities to measure participation of the activity include a social media hashtag to Health By Design’s Facebook page, text number, and/or email account to be entered into a drawing.
 - # of prototypes created: 2
 - # of participants: N/A (anticipated installation in August 2018)

July 1 – December 31, 2017: This emerging task group will be piloting a small scale built environment intervention in a public setting that encourages participants to explore a nearby area in an active, creative way. Simple prototype boxes will be installed temporarily and will include a variety of activity ideas that participants can draw at random.

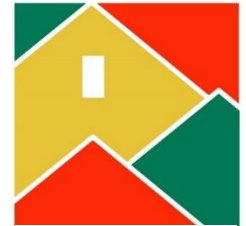
- Performance indicators (progress July 1 – December 31, 2017):
- The task group is in the process of developing an action plan and an evaluation plan, to include process and outcome indicators.

Strategy 4 - Community Scale Urban Design & Land Use Policies

Project Re:Code

January 1 – June 30, 2019: A draft code has been developed and is undergoing a review and revision process. Recommended updates include type of zoning code, walkability, and accessibility. For more information, visit: <https://ci.billings.mt.us/2138/Project-Re-Code>

- Performance indicators (progress to date, updated January 1 – June 30, 2019):
 - % of quarterly ad hoc committee meetings attended by HBD staff: 86% (6/7)
 - % of monthly urban issues sub-committee meetings attended by HBD staff: 76% (13/17)



Source: Project Re:Code, 2018

January 1 – June 30, 2018: The ad hoc steering committee and associated sub-committees continue to meet on a quarterly and monthly basis, respectively. The groups are in the process of learning about various zoning code principles. Healthy By Design Steering Committee members participated in a special health related focus group with the consultant team on June 12th 2018.

July 1 – December 31, 2017: The City-County Code Enforcement Division began Project Re:Code in August 2017 with the development of an ad hoc steering committee. This diverse committee will work with staff and the zoning board to inform the update to the local zoning code, which will be drafted by city-county staff and a consultant. In December 2017, committee members were assigned to one of four working groups, including the following: county issues, urban issues, sign code, and landscape. All meeting announcements, presentations, and minutes are posted to the City of Billings website: <http://cityofbillings.net/2614/County-Issues-Working-Group>

One Big Sky District

January 1 – June 30, 2019: Healthy By Design staff and Coalition members continued to attend public forums and coffee conversations to encourage planners to consider walkability, accessibility, welcoming spaces, and affordability. In April 2019, the planned direction for the OBSD plan was placed on hold. Efforts continue to explore ways in which recommended interventions might move forward. In April 2019, Coalition members received notice that the Our Town grant application was not selected for funding by the National Endowment of the Arts (NEA).

Blue Zones Made to Move

January 1 – June 30, 2019: In June 2019, the City of Billings submitted a grant application to the *Made to Move* challenge, an initiative of Blue Zones. If selected as one of 5 communities, Billings will receive support in the form of funding, training, and technical assistance to advance an active transportation project that has been identified as a priority by the community. The project team that assisted with the application includes staff from City-County Planning, City Engineering, RiverStone Health, the Healthy By Design Coalition, and Mayor Cole. The application process itself provided this team with an important opportunity to consider how to engage community members and integrate creative

CHIP Priority Report Card (2014 – Present)

Goal: Improve Healthy Weight Status	Progress Indicator (Source: PRC CHNA)	Data				
		2005	2010	2014	2017	2020 Goal (Actual)
Increase proportion of residents who are at a healthy weight in Yellowstone County by 10% to 35.3% by 2020.	Weight Status (height and weight)	35.8%	25.4%	31.9%	32.1%	35.3% (27.3%)
Increase in reported consumption of 5 servings/day of fruits and vegetables among Yellowstone County residents from 30.8% to 33.88% by 2020	How many servings of fruit or fruit juices did you have yesterday? How many servings of vegetables did you have yesterday?	34.9%	40.6%	40.1%	30.8%	33.9% (27.7%)
Increase in reported children who are physically active for 1+ hours/day in Yellowstone County from 70.8% to 77.8% by 2020	During the past 7 days, on how many days was this child physically active for a total of at least 60 minutes per day?	Not Asked	Not Asked	42.8%	70.8%	77.8% (77.7%)
Increase proportion of adults reporting leisure time physical activity in Yellowstone County from 82% to 90.2% by 2020	During the past month, other than your regular job, did you participate in any physical activities or exercises, such as running, calisthenics, golf, gardening, or walking for exercise?	73.7%	77.6%	76.3%	82%	90.2% (83.4%)
Increase in reported Yellowstone County adults whose activities are <u>not</u> limited in some way due to a physical, mental, or emotional problem from 70.4% to 77.44% by 2020	Are you limited in any way in any activities because of physical, mental or emotional problems?	75.7%	74.3%	77.6%	70.4%	77.44% (69.3%)