

**STEP 4: Determining Interventions and Developing an Action Plan**

**East Hartford, CT Health Department Case Study**

<b>Trailblazers Community Walking Program</b>	
Goal	Increase physical activity among residents of all ages, abilities, and income levels.
Objectives	<ul style="list-style-type: none"> <li>➤ Implement an easily-accessible, evidence-based, year-round community walking program.</li> <li>➤ Enroll 50 individuals during the first year of the intervention.</li> <li>➤ Secure indoor walking venue.</li> </ul>

**Sample WorkPlan/Estimated Cost Sheet\***

*(These activities and associated costs are ACTUAL and are presented as an illustration of how a community event could be organized. In some cases, program or event costs reflected here may be able to be reduced if community sponsors and/or donations are obtained)*

<b>Intervention: Trailblazers</b>	<b>Start</b>	<b>Finish</b>	<b>Staff Time</b>	<b>Travel</b>	<b>Equipment</b>	<b>Supplies &amp; Materials</b>	<b>Direct Costs</b>	<b>Indirect Costs</b>
<b>Activity 1.1: Develop Walking Program</b>  1.1.1 Research on community walking programs  1.1.2 Develop TB workgroup  1.1.3 Develop Power Point presentation for stakeholders  1.1.4 Development & Review by Corporate Counsel and Risk Assessment of Registration/Waiver Form and Par-Q  1.1.5 Develop "walking logs" and incentive component of program		6 – 8 wks	25 – 35 hours	n/a	Computer, Printer, Phone	PowerPoint  250 Pre-printed pencils  100 Incentive Gifts	Staff time  Postage \$100  \$150 for incentives	negligible

<p><b>Activity 1.2 Develop Marketing Strategy for community-wide Trailblazers kick-off event</b></p> <p>1.2.1 Meet with Mayor's Walk work group</p> <p>1.2.2 Develop Communications Plan: press releases, flyers, ads, emails to town employees, posters, etc.</p> <p>1.2.3 Develop timeline for event communications and marketing</p>		1wk	8 - 10 hours	n/a	Phone, Fax, Internet Access	n/a	Staff Time	negligible
<p><b>Activity 1.3 Produce Trailblazers "Collateral Materials"</b></p> <p>1.3.1 Develop and assemble TB Welcome Packet: information/registration including benefits of walking, suggestions for how to start regular physical activity, etc.</p> <p>1.3.2 Research and procure bi-lingual community walking materials</p> <p>1.3.3 Create and produce "walking logs"</p> <p>1.3.4 Establish and purchase monthly incentive gifts</p>		6 – 8 wks	20 – 30 hours	n/a	Computer, phone, fax, internet access, copier	<p>Staff Time</p> <p>100 Pocket Folders</p> <p>Card Stock</p> <p>250 Pre-printed Trailblazer pencils</p> <p>100 bi-lingual Walking Booklets</p> <p>Paper for Welcome Packet inserts: Waiver, Par Q form, health education</p> <p>Incentive gifts</p>	<p>Staff Time</p> <p>\$15</p> <p>\$20</p> <p>\$150</p> <p>\$200 – \$350 for walking materials (cost is dependent on the quantify of materials purchased for the program)</p> <p>\$25</p> <p>\$125</p>	negligible
<p><b>Activity 1.4 Mayor's Walk kick-off event</b></p> <p>1.4.1 Confirm Mayor's availability</p> <p>1.4.2 Works with Parks and Recreation to devise a walking route for event</p> <p>1.4.3 Write press release – distribute to area papers</p> <p>1.4.4 Create ad and purchase ad space</p> <p>1.4.5 Create registration form</p> <p>1.4.6 Copy flyers and posters for distribution through school and day care channels, MCHP members</p> <p>1.4.7 Establish registration mechanism</p>		4 – 6 wks (best to have at least 2 months lead time for large community event like this)	50– 60 hours	n/a	Computer, phone, fax, internet access, copier	<p>Paper</p> <p>Postage</p> <p>Event refreshments</p> <p>150 goody bags</p>	<p>Staff Time, including approx. 5 hours of admin. Assistant.</p> <p>\$150 paper and printing of approximately 6,000 flyers (3,500 went to schools; 1900 to local newspaper) and 50 posters</p> <p>\$25-30 mailing to participants in the Community Forum and local family housing developments</p> <p>\$150</p> <p>\$150</p>	negligible

<p>through Parks and Recreation</p> <p>1.4.8 Identify local mascots for special appearances at event</p> <p>1.4.9 Work with EH Engineering Dept. to create signage in front of Town Hall</p> <p>1.4.10 Solicit and/or purchase event giveaways and refreshments</p> <p>1.4.11 Design and assemble contents of "goody bags"</p> <p>1.4.12 Purchase food for event</p> <p>1.4.13 Purchase raffle items</p> <p>1.4.14 Identify local personality to lead pre-event "warm-up"</p> <p>1.4.15 Design event-day check-in process</p> <p>1.4.16 Break down event stations</p>							<p>\$200 – 350 for ads in local papers</p> <p>\$700 for flyer distribution through local newspaper</p> <p>\$50 – 75 for raffle items</p>	
<p><b>Activity 1.5 Post-Event follow-up Center</b></p> <p>1.5.1 Conduct post-event meeting with TB/Mayor's Walk work group</p> <p>1.5.2 Report results to MCHP</p> <p>1.5.3 Create and place post-event press release</p> <p>1.5.4 Follow up letters and/or communications to interested individuals</p> <p>1.5.5 Create and mail necessary thank you letters</p>	w/in two weeks of event		5 hours	n/a	Computer, phone, fax, internet access, copier	n/a	Staff Time	negligible
<p><b>Activity 1.6 Maintenance of Trailblazers Program</b></p> <p>1.6.1 Mail out information/registration packets to individuals</p> <p>1.6.2 Track performance of participants – send out incentives in timely manner</p> <p>1.6.3 Develop 3 month evaluation tool</p> <p>1.6.4 Establish incentive for completing 3 month evaluation tool</p> <p>1.6.5 Establish schedule for twice yearly community walking event</p>	ongoing		4 – 6 hours/week	n/a	Computer, phone, fax, internet access, copier	Postage 3 month Incentive	Staff time \$ 20-40/quarter \$150	negligible

<b>Fresh Produce Access Program</b>	
Goal	Increased access to and consumption of fruits and vegetables to improve overall dietary quality among residents of all ages and income levels.
Objectives	<ul style="list-style-type: none"> <li>➤ Increase awareness and use of local area Farmers Market.</li> <li>➤ Increase the selection of produce available at the local Farmers Market.</li> <li>➤ Increase the availability of fruits and vegetables for at-risk populations.</li> <li>➤ Promote the health benefits and cost-effectiveness of fruits and vegetables in daily diets.</li> </ul>

**Sample WorkPlan/Estimated Cost Sheet\***

*(These activities and associated costs are ACTUAL and are presented as an illustration of how a community event could be organized. In some cases, program or event costs reflected here may be able to be reduced if community sponsors and/or donations are obtained)*

Intervention: Fresh Produce	Start	Finish	Staff Time* *Unless otherwise noted this is the combined time spent by the Coordinator of H.E.A.L.T.H.Y. East Hartford and/or the town's Health Educator	Travel	Equipment	Supplies & Materials	Direct Costs	Indirect Costs
<b>Activity 1.1: Fresh Produce Initiative through area food banks</b>  1.1.6 Research on emergency food bank system in EH  1.1.2 Meet with H&SS Food Bank Coordinator to develop invitation letter to EH church food bank personnel  1.1.3 Purchase lunch refreshments for meeting  1.1.4 Develop Power Point presentation on HEALTHY East Hartford and the Fresh Produce initiative  1.1.5 Invite participants		4 – 8 wks	Between 25 – 35 hours	minimal local travel to purchase workshop food supplies and raffle items	Computer, Printer, Phone	PowerPoint presentation for stakeholders           Meeting refreshments           Postage for invitation and follow up meeting letters	Staff time, including follow up phone calls made by H&SS Food Bank Coord.  \$75 food costs           negligible           \$15 printing costs to offset and laminate promotional materials	negligible

<p>1.1.6 Conduct 3 meetings with food bank personnel</p> <p>1.1.7 Distribute 5-A-Day signage and bi-lingual consumer information to food banks</p> <p>1.1.8 Produce collateral materials to assist food bank volunteers: suggested packing resources and list of needed food donations</p> <p>1.1.9 Contacting area surplus food distribution program to explore getting produce to EH soup kitchen</p>								
<p><b>Activity 1.2 Healthy Eating for Less Nutrition Workshop focused on low-income residents</b></p> <p>1.2.1 Developing curriculum, including an evaluation component, in collaboration with Multicultural Community Health Partnership (MCHP)</p> <p>1.2.2 Identification of registered dietician to lead workshop</p> <p>1.2.3 Selection and purchase of raffle items (two raffles offered at each workshop – each contained ingredients used in workshop demonstrations and a mixing bowl)</p> <p>1.2.4 Purchase of workshop food supplies</p> <p>1.2.5 Develop participant folders which included “5-A-Day” nutrition questionnaire, recipes used in the workshop, nutrition education materials, potholders and magnets supplied by DPH’s 5-a-Day program at low or no cost</p> <p>1.2.5 Identify community groups to sponsor workshop (goal was 2 workshops; 5 workshops conducted)</p> <p>1.2.6 Sponsor group registers participants</p> <p>1.2.7 Develop flyers for distribution and mailing</p> <p>1.2.8 Share curriculum with MCHP</p> <p>1.2.9 Pilot-test workshop with 1<sup>st</sup> group</p> <p>1.2.10 Revise curriculum</p> <p>1.2.11 Conduct workshops</p> <p>1.2.12 Report back to MCHP</p>		6 - 10 wks	50 – 65 hours	n/a	Computer, phone, fax, internet access, copier	<p>Participant Folders</p> <p>Food supplies for workshop</p> <p>Raffle items for workshops</p> <p>Paper for flyers and program materials</p> <p>Flip Charts</p> <p>Postage</p>	<p>Staff Time</p> <p>\$15</p> <p>\$50/session</p> <p>\$25/session</p> <p>\$15</p> <p>n/a</p> <p>\$10-15</p> <p>\$60/session for RD workshop facilitator</p> <p>\$30 - potholders</p>	

