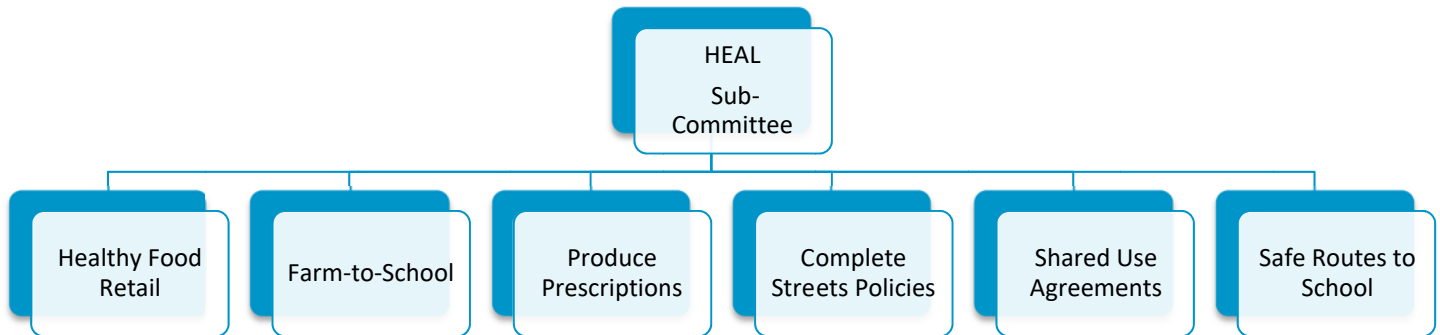


In Cuyahoga County, there is an unfair burden of poor health among our low-income, under-resourced communities, specifically communities of color, youth, and older adults, largely due to patterns of sprawl caused by unfair housing and development policies. Over the past few decades, many people have moved away from the city and inner-ring suburbs, known as the urban core. As people have moved away from these places, many of the businesses and services once available to support healthy eating and active living moved as well. Residents who remain in the urban core often find themselves living without grocery stores, green spaces, and other places to exercise safely. But these issues are not limited to urban areas; other impoverished areas across the county lack sidewalks, bike lanes, parks, and healthy food retail options.

Where people live should not dictate their ability to eat healthy or be active. Good nutrition and adequate physical activity are keys to good health. Improving nutrition and physical activity can impact all residents in Cuyahoga County, especially those who currently face barriers to being healthy.

## HEAL Sub-Committee Structure

There are a number of healthy eating and active living activities under way within Cuyahoga County, and our sub-committee aims to bring them together to leverage work and identify opportunities for synergy. The HEAL Sub-Committee meets quarterly, but the six strategy working groups meet monthly or as needed to advance the work in each area. The six strategy workgroups include (1) Healthy Food Retail (both small stores and supermarkets); (2) Farm-to-School; (3) Produce Prescriptions; (4) Complete Streets Policies; (5) Shared Use Agreements; (6) Safe Routes to School. More information about each working group is on the next few pages.



## HEAL Sub-Committee Strategy Workgroups

Each strategy workgroup is described below, including notable achievements and successes, next steps, and ways for others to become involved.

### Healthy Food Retail

#### *Small Retail*

The goal of this workgroup is to increase opportunities and access to year round healthy food options for all Cuyahoga County residents with a focus on communities with the highest need. The workgroup was formed in 2015, with oversight and funds from Racial and Ethnic Approaches to Community Health (REACH) grant through CDC, to plan and implement the Good Food Here program in 7 neighborhoods in Cuyahoga County.

#### ➤ **Key outcomes & successes**

Through the Healthy Food Retail (HFR) program, approximately 200,000 residents have greater access to healthier food options in their neighborhoods due to 18 store owners who have received the HFR certification by adding fresh fruits and vegetables, whole grain breads and pastas, low-fat dairy products and other healthy items to their inventory. In addition,



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the group is pursuing different avenues of healthy food distribution in close consultation with HIP-Cuyahoga Consortium partners and CDC technical assistance agencies. Finally, in the last quarter, the group successfully designed and conducted in-store outreach events (5 stores) to promote healthy food sales, and increase awareness around healthy food selection and healthy eating.

### ➤ **Next steps**

The team is working toward sustainability efforts for the Good Food Here program by working with other partners to build connections with other community based entities. We are currently in the process in working with the City of Cleveland to identify store front renovation resources available or that could be made available to stores already engaged in the program.

### ➤ **Get involved**

This work group can provide technical assistance and resources to local organizations to implement the program within their service areas. We are interested in partnering with Community Development Corporations (CDCs) located throughout the neighborhoods in the City of Cleveland and hopefully neighborhood leadership groups outside the city limits where stores are located. Through their main funding entity, we would like to examine the feasibility of incorporating a HFR certification program into their respective strategic plans.

### *Supermarkets*

The purpose of the Supermarket Coalition is to organize and align residents, storeowners, local/regional governments and funders to implement and stabilize high quality supermarkets in low-income neighborhoods in Cuyahoga County.

### ➤ **Key outcomes & successes**

Over \$775,000 in flexible capital was secured to support the implementation of Simon's Supermarket in Euclid, OH. Over 500 Euclid residents were engaged through public forums for feedback, job opportunities and relationship building to ensure that high quality, affordable and relevant goods are offered at the store. Simon's Supermarket was connected to the City of Cleveland leadership regarding a recently vacated supermarket site in the Buckeye neighborhood in Cleveland. Made possible with strong funding support from the City of Cleveland and the Healthy Food for Ohio Program, implementation of this store began in November 2017. The supermarket access assessment was completed in 2017, to identify high priority neighborhoods for supermarket implementation and to raise awareness among policy makers of the urgency and efficacy of community based supermarket implementation.

### ➤ **Next steps**

A forum will be held at Simon's Supermarket (25831 Euclid Ave., Euclid, OH 44132) for Euclid and Buckeye residents on December 20<sup>th</sup> at 6:30 pm to provide feedback to the storeowner and City of Euclid leadership regarding the store's quality, prices, job opportunities and other characteristics on its 1 year anniversary. The workgroup is currently looking for support with supermarket implementation and community engagement at a proposed site in Bedford, OH as well as the Buckeye location. In addition, they are looking to develop a policy agenda related to supermarket access in Cuyahoga County, and monitor and provide health equity analysis of openings and closures of supermarkets in low income neighborhoods in Cuyahoga County.

### ➤ **Get Involved**

- Join the HIP-Cuyahoga Supermarket Coalition.
- Talk with your council person to raise the issues about supermarket access and engage other residents who are interested in supermarket access.

### Farm to School

Feed Our Future: Local Foods for Growing Minds is the new umbrella brand for farm to school in Cuyahoga County. Feed Our Future: Local Foods for Growing Minds connects schools, homes, and communities by providing practical information about sourcing, eating, and promoting local foods that nourish young students. Feed Our Future strives to ensure that all school-aged children in Cuyahoga County and the Northeast Ohio region have choices for what they eat.

#### ➤ **Key outcomes & successes**

The Feed Our Future website ([www.feedourfuture.org](http://www.feedourfuture.org)) formally launched on October 5, 2017. To engage with the Feed Our Future brand, schools, community organizations, parents, students, and other stakeholders can visit [www.feedourfuture.org](http://www.feedourfuture.org) and 1) take the pledge; 2) access hyper local resources and turnkey solutions that connect to farm to school in Cuyahoga County; 3) engage with the Harvest of the Month; and 4) request marketing materials and other resources. 21 pledges have been taken to date (2 administrators, 3 community organizations, 1 distributor, 1 educator, 9 foodservice professionals, 1 parent, 1 producer, and 3 other stakeholders). Feed Our Future partnerships with cooperative purchasing groups and producers that sell direct to schools has resulted in over 20 school districts in Cuyahoga County and the surrounding counties purchasing local produce over the last 2 school years.

#### ➤ **Next steps**

Continue to promote the pledge opportunity and increase the number of pledges that are taken. Design and disseminate additional Harvest of the Month materials for the cafeteria. Create new Harvest of the Month materials for parents and students. Populate the website with local resources that support farm to school.

#### ➤ **Get involved**

- Take the pledge.
- Encourage others to take the pledge.
- If you are a community organization that offers programming or resources for farm to school (speakers, gardens, producer, urban farmer, etc.) please contact us at [ohiofeedourfuture@gmail.com](mailto:ohiofeedourfuture@gmail.com) to gather more information about your organization and represent you on our website.
- Farm to School strategic planning opportunity coming in 2018.

### Produce Prescriptions (PRx)

The Produce Prescription workgroup is identifying opportunities, partnerships, and funding sources to help sustain and expand Produce Prescription programming.

#### ➤ **Identify key outcomes & successes**

PRx HTN: In 2017, More than 550 residents with high blood pressure have received healthy eating and chronic disease management education and resources through the Produce Prescription (PRx) for Hypertension (HTN) program. PRxHTN is a Fruit and Vegetable Prescription Program in Cuyahoga County, which connects HTN patients at healthcare sites to farmers' markets. To date, 9 clinics, 19 farmers' markets, 10 farm stands, 1 mobile market have received training and technical assistance to carry out the program. Data from year 1 reveal that, participants increased their consumption of fruits and vegetables by nearly one serving each day and reported making fewer weekly visits to fast food restaurants. In addition, 80% of participants reported trying a new fruit or vegetable. Data analysis for year 2 is pending.

PRx Moms: The PRx moms program has been serving pregnant and postpartum women with children under the age of 18 months since 2014. Participants in the program currently receive services through established home visiting or Centering Pregnancy programs. The current partner agencies for the program are: MomsFirst program at the Cleveland Department of Public Health, Moms and Babies First program at Northeast Ohio Neighborhood Health Services, Inc., Centering Pregnancy at Neighborhood Family Practice, and the Care4U maternity case management program at Caresource. In 2017, PRx moms was expanded to serve 250 clients. Program participants doubled their consumption of fruits and increased their consumption of vegetables by 5x at the completion of the program in 2015. Participants also report a significant decrease in fast food consumption by .6 days. Data analysis from 2016 is currently being finalized.

➤ **Identify next steps**

Ohio State University – Extension, CCBH, and the PRCHN will continue conversations around program sustainability. There is currently no funding to support PRx programming in 2018. OSUE, CCBH, and the PRCHN will be meeting December 18<sup>th</sup> to discuss future programming options for both PRxHTN and PRxMoms. PRxHTN program management is planned to transition to OSUE in 2018 if funding is secured.

➤ **Highlight ways that members can get involved in the work/ workgroups**

The workgroup is looking for assistance in identifying potential funding sources to support future programming.

### Complete Streets

In the City of Cleveland, Bike Cleveland is working with city council members to update the city of Cleveland’s Complete and Green Streets Ordinance, which has been poorly rated by the National Complete Streets Coalition (54.4 points out of 100) and has too many loop holes to exclude streets from the ordinance. The Cuyahoga County Planning Commission is completing a countywide trail/bikeway plan call the Cuyahoga Greenway. They are also in discussion about updating their Complete Streets Toolkit.

➤ **Key outcomes & successes**

Recently, there has been initial meeting with a Cleveland city council member to discuss updating the Complete Streets Ordinance.

➤ **Next steps**

The group is working towards providing edits to city of Cleveland Complete Streets Policy.

➤ **Get Involved**

Come to one of the Cuyahoga Greenway Plan public meetings in January:

- January 18<sup>th</sup>, 6:30pm at Fairview Park Recreation Department
- January 18<sup>th</sup>, 6:30pm at Beachwood Community Center
- January 17<sup>th</sup>, 4:30pm at Hafbrauhaus House

### Shared Use Agreements

The workgroup works with existing policy holders to carry out work plans pertaining to shared use programming at their sites. They work to address programming, financial, marketing, and other barriers that may hinder shared use participation. In addition, they identify organizations across the county to participate in shared use programming, positively impacting their surrounding communities, and work with consortium and community members to develop a network of resources that support and sustain the initiative.

➤ **Identify key outcomes & successes**

Shared use, also called “joint use” or “community use”, occurs when either government entities, private, or nonprofit organizations, agree to open access to their facilities for community use. Through the establishment of 23 shared use policies (SUP) across 21 neighborhood facilities (schools, churches, community sites), more than 108,500 residents living within ½ mile radius of the designated facilities, may gain greater access to physical activity and educational opportunities once programming is put in place at these facilities. The current policies span across 6 Cleveland neighborhoods and the city of East Cleveland. This initiative is helping community organizations respond to the lack of access to physical activity opportunities in a way that supports their organizational missions and the surrounding community.

➤ **Identify next steps**

The group is working through programing efforts to support the sustainability of current policies, looking to expand policy development to other communities throughout the county, and create a database of community programmers.

➤ **Highlight ways that members can get involved in the work/ workgroups**

- Think of ways your organization can support HEAL programming in shared use sites.
- What resources can your organization offer to help make this initiative sustainable?
- How can you help market programming at shared use site?
- Work with co-leads and sites to address barriers that may hinder a successful shared use partnership.

**Safe Routes to School**

The overall goal of the Safe Routes to School Workgroup is to support School Travel Plan implementation in communities with existing Safe Routes to School initiatives, and to encourage the development of Safe Routes to School initiatives in other communities across Cuyahoga County.

➤ **Key outcomes & successes**

Through quarterly meetings of the Northeast Ohio Safe Routes to School Coalition, key players from involved communities and the Cuyahoga County Board of Health, Cleveland Municipal School District, the Cuyahoga County Planning Commission, the Northeast Ohio Areawide Coordinating Agency, Ohio Department of Transportation and the Safe Routes to School National Partnership have the opportunity to coordinate their efforts to expand Safe Routes to School county-wide. Through these efforts, we have been able to sponsor training opportunities to enhance programs in individual communities. Since the HIP-Cuyahoga HEAL subcommittee began its work, several new communities have been able to initiate and execute Safe Route to School programs, including Rocky River, Maple Heights, Cleveland, and Euclid.

➤ **Next steps**

As communities continue to implement their individual Safe Routes to School Programs, the need for coordination among agencies remains at the forefront of our efforts to maximize outcomes.

➤ **Get Involved**

- Members can get involved by contacting their local municipalities to see if they have an existing Safe Routes to School Programs, and volunteer in that program.
- Join the Northeast Ohio SRTS quarterly meeting – Next meeting Tuesday, January 23, 2018 at Ohio Department of Transportation (ODOT District 12 office - 5500 Transportation Blvd, Garfield Heights, OH 44125)



# HIP-Cuyahoga Healthy Eating and Active Living (HEAL) Sub-Committee

Consortium Update – December 2017

## HIP-Cuyahoga HEAL Subcommittee Contacts

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### Anchor & Co-Chair

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