

Community Health Improvement Plan (CHIP) Implementation

Action Plan: Healthy Recreational Opportunities Workgroup

Healthy Recreational Opportunities Vision Statement: Oshkosh/Winnebago County envisions a community that provides healthy recreational opportunities.

Goal (Objective): Provide and promote healthy and safe recreational opportunities that are affordable and accessible for Oshkosh/Winnebago County residents.

Deliverables:

- Monthly update of workgroup progress at the CHIP Leadership Committee meeting
- Quarterly update of workgroup progress at the re:THINK General Coalition meeting
- Annual Report of what the workgroup has completed and what work will be completed over the following year
- Document the number of education and outreach opportunities provided

Strategies	Actions/Activities	Target Date
<p>1: Develop community partnerships to ensure support and pursue policy changes for creating an environment that promotes pedestrian mobility.</p>	<p>1.1 Establish a calendar that addresses the dates of zoning plan updates for each of the municipalities in the county</p> <p style="margin-left: 20px;">a. Contact each town and municipality in the county</p> <p>1.2 Educate & outreach to local decision makers on the importance of Health Impact Assessments for planning & zoning</p> <p style="margin-left: 20px;">a. Planning commission/zoning (1/2 mini-conference from ECWRPC)</p> <p style="margin-left: 20px;">b. General community members</p> <p style="margin-left: 20px;">c. Consultants (McMahon, Omni, STS, Baker Tilley)</p> <p style="margin-left: 20px;">d. Towns Association, boards/local governments, elected officials</p> <p>1.3 Advocate for said parties to utilize Health Impact Assessments when new zoning and planning decisions are made</p> <p>1.4 Link community leaders with whatever resources may be needed to assist in the planning process</p> <p style="margin-left: 20px;">a. Research how other communities have done a Health Impact Assessment</p> <p style="margin-left: 20px;">b. Research what communities do with the results of a Health Impact Assessment</p> <p style="margin-left: 20px;">c. Provide the Oshkosh Bike/Pedestrian Plan as a model to help Winneconne, Omro and Towns (Winnebago Co) to develop their own Bike/Pedestrian Plans</p> <p style="margin-left: 20px;">✚ Use the ACEs Active Community Environments Plan from DHS as a resource and guide</p>	<p>1.1 May 2011</p> <p>1.2 May 2011 - ongoing</p> <p>1.3 2012 - ongoing</p> <p>1.4 May 2011 - ongoing</p>
<p>2: Develop a marketing campaign for promoting and increasing the recreational opportunities available in Oshkosh/Winnebago County communities.</p>	<p>2.1 Complete the county-wide Active Recreation Guide and host on the re:THINK website</p> <p>2.2 Determine the marketing strategies that will be used to promote the county-wide inventory</p> <p>2.3 Secure funding if needed</p> <p style="margin-left: 20px;">a. Research possible recreation grant sources</p> <p>2.4 Once complete, use the inventory as an “asset map” to discover community resources while also identifying gap</p> <p style="margin-left: 20px;">a. Partner with local businesses and organizations to begin to close the gaps identified by the inventory</p> <p>2.5 Research and Promote community wide incentive programs that will bring recognition to cities, towns or counties for recreational opportunities</p>	<p>2.1 June 2011</p> <p>2.2 May 2011 - ongoing</p> <p>2.3 Dependent</p> <p>2.4 January 2012</p> <p>2.5 January 2012</p>

<p>3: Develop a social marketing campaign for acceptance of pedestrian transportation as a primary mode of transportation.</p>	<p>3.1 Define the behavior</p> <ul style="list-style-type: none"> • Increase the number of people who bike to work <p>3.2 ID target audience</p> <ul style="list-style-type: none"> • People who work in Winnebago County <p>3.3 Research – barriers and positives</p> <ul style="list-style-type: none"> • Partner with local businesses and organizations <p>3.4 Create a Campaign → Acquire \$</p> <ul style="list-style-type: none"> • Develop media messages, flyers and handouts <p>3.5 Implement Campaign</p> <ul style="list-style-type: none"> • Spread the word <p>3.6 Evaluate</p> <ul style="list-style-type: none"> • Have developed an evaluation tool to determine the number of residents who bike to work during bike to work week 	<p>3.1 April 2011</p>
<p>4: Develop partnerships with Park & Recreation departments, schools, and businesses to facilitate increased opportunities for activity, and to include provisions for the disabled and elderly.</p>	<p>4.1 Collaborate with community members in developing the inventory to be as user-friendly as possible (senior approved)</p> <ol style="list-style-type: none"> a. Obtain feedback from community members <p>4.2 Develop partnerships through the promotion of the Active Recreation Inventory and pursue larger scale promotional efforts</p> <ol style="list-style-type: none"> a. ?Possible Expo? b. Community Day of Activity c. Recreation Month <p>4.3 Use the Active Recreation Inventory to begin to develop strategic partnerships in the community to increase the amount of activities for all populations</p>	<p>4.1 February 2011</p> <p>4.2 Fall 2011</p> <p>4.3 January 2012</p>