Collaborations + Data = Results

Rick Skinner
Mayor of Williamstown
Our Super-Sized Kids

It's not just genetics and diet. An in-depth look at how our lifestyle is creating a juvenile obesity epidemic—and the scoop on how to cure it
Collaborations

- City of Dry Ridge
- Fitness For Life Around Grant County (FFLAG)
- Foundation For A Healthy KY
- Interact For Health
- Kentucky League of Cities
- Grant County Extension
- Northern Kentucky Health Department
- Grant County Fiscal Court
- Grant County Board of Health
- Partnership For A Fit Kentucky
- St. Elizabeth Healthcare
- Williamstown Independent School District
- Kentucky Youth Advocates
- Williamstown Social Clubs
- And Many Others.....
Collaborations + DATA

- Center for Disease Prevention and Control
- Robert Wood Johnson Foundation
- Community Surveys
- Public Engagement Sessions
- Youth Risk Behavior Surveillance System (YRBSS)
- The Northern Kentucky Health Department
- Kentucky Institute of Medicine

- Interact for Health
- Foundation For A Healthy Kentucky
- Greater Cincinnati Health Status Survey
- Behavioral Risk Factor Surveillance System (BRFSS)
- Community Health Assessments
- Other
= RESULTS!!
Williamstown Comprehensive Master Plan

- The Williamstown Master Plan is designed to provide policy direction for the city of Williamstown on issues of growth, development and preservation based on the values of the community. The goals of this plan describe the vision that the citizens created during the listening and design session.

- Collaborations with Kentucky League of Cities, Grant County Planning Commission, Williamstown Independent School, Downtown Merchant Association + Community Engagement and Data = the Williamstown Comprehensive Master Plan
Park Improvements

- JB Miller Trail – 1 mile loop around lake
- Webb Park- playground improvement
- Collaborations with the Northern Kentucky Health Department, Fitness For Life Around Grant County (FFLAG), Partnership for a Fit KY, = $12,000 grant for JB Miller trail development and Webb Park playground improvements grant from Playful Cities and Kaboom of $30,000
Playful City USA Initiative

- Playful City USA is a recognition program honoring cities and towns that ensure that kids in their communities, particularly kids from low-income families, get the balanced and active play they need to thrive.

- Collaborations with the Northern Kentucky Health Department, FFLAG, Williamstown Independent School + Data = the City of Williamstown being recognized as Playful City USA for 7 years.
Complete Street Policies

- The Centers for Disease Control and Prevention recommend adoption of Complete Streets policies as a strategy to prevent obesity.

- Complete streets are roadways designed for all modes of transportation (walk, bike, cars, and trucks).
Complete Streets Policy

- The City of Williamstown adopted Complete Streets Policy Municipal Order No. 2013-13 on November 19, 2013

- Collaborations with FFLAG and the Northern Kentucky Health Department + Community Engagement and Data = the Williamstown Complete Streets Policy Municipal Order

Are you in support of a comprehensive Complete Streets Policy in Grant County, which incorporates transportation designs that balance safety and convenience for all users?

- Support: 98.6%
- Do Not Support: 1.4%
Health Food Policy Resolution

• A Special Resolution supporting Healthy Food Access and an Edible City Initiative that provides everyone access to healthy and nutritious food, enhances eco-systems services, and supports a community-shared agriculture program.

• Collaborations with FFLAG and the Northern Kentucky Health Department + Community Engagement and Data = the Williamstown Healthy Food Policy Resolution
Edible City Initiative

- The City of Williamstown plans to pilot the first edible city in Grant County.
- Edible Cities are defined as public places full of plants that produce an abundance of fresh, delicious and healthy food each year.
  - Edible perennial shrubs, trees, and flowers in public places
- Collected produce → Schools → Students living below poverty line
Tobacco Free Parks

The CDC recommended strategies include:
• Having a “champion” who helps to carry an objective forward
• Tapping into youth volunteers
• Collecting and using local data as a persuasive tool
• Educating the community in smoke-free policy efforts
• Working strategically in the local political climate
• Framing the policy appropriately.

Successful policy enactment required a strong foundation of agency funding and an experienced and committed staff.

• Collaborations with FFLAG and the Northern Kentucky Health Department + Community Engagement and Data = the Williamstown Tobacco Free Parks Resolution
Starting with Children Initiative

• The “Starting with Children” is an initiative in Grant County to increase the amount of physical activity opportunities and improve access to fruits and vegetables for our youth and the community.

• Collaborations with Northern KY Health Dept, Kentucky League of Cities, Fitness For Life Around Grant County, Foundation For A Healthy Kentucky and many others = $300,000 grant for policy and environmental changes.
Starting with Children Initiative

- The initiative has lead to:
  - School gardens
  - Healthy food selections at schools
  - Sidewalks
  - Splash Park
Starting with Children Initiative

- The initiative has lead to:
  - Play spaces
  - Walking routes
  - Active workstations within schools
Syringe Access Exchange Program

• The syringe access exchange program has been modeled after successful programs throughout the country. It uses a cost-effective approach with best practices for disease prevention by utilizing existing staff and health centers already set up for providing services to this population.

• As required by Kentucky law, the syringe access exchange program in Grant County has been approved by all necessary parties.

• Collaborations with the Northern Kentucky District Board of Health, Grant County Fiscal Court, and the City of Williamstown + Community Engagement and Data = the syringe access exchange program
Grant County Heritage Trail

- Williamstown took the lead role in initiating the planning phase of the trail feasibility study.

- Williamstown is the sponsor for a recently submitted TAP application.

- Williamstown has promoted trail efforts to key stakeholders.

- Collaborations with the Northern Kentucky Health Department, FFLAG, Kentucky League of Cities and Interact for Health + Community Engagement and Data = $33,000 grant to conduct a trail feasibility study.
Investing in Physical Activity!

- The Centers for Disease Control and Prevention Regular physical activity helps improve your overall health and fitness, and reduces your risk for many chronic diseases.
Paddle Williamstown

• Annual event held on Williamstown Lake for kayaking, canoeing and paddle boards.

• Provides residents with an opportunity to engage in physical activity.

• Currently the 7th year of event.

• Collaborations with the Williamstown Lake Association, Williamstown Independent School District, FFLAG, St. Elizabeth Health Care and Thaxton Canoe Rental + Data = \(1,750\) people in 7 years who have participated in the Paddle Williamstown event.
Derby Dash 5K

- Annual 5K event held the first Saturday in May.

- Currently the 14th year of event.

- Provides residents with an opportunity to engage in physical activity.

- Collaborations with the Northern Kentucky Health Department, and FFLAG + Data = 2,915 people in 14 years who have participated in the Derby Dash 5K.
Mud Run Obstacle Course

- Annual event held the first Saturday in October.
- Currently the 4th year of event.
- Provides residents with an opportunity to engage in physical activity.
- Collaborations with the Northern Kentucky Health Department, Grant County Extension, Grant County Parks and Recreation, Grant County Fair Board, Grant County Tourism and FFLAG + Data = 447 people in 4 years who have participated in the Mud Run Obstacle Course.
Service Day

• Service Day is a collaboration with the City Of Williamstown and Williamstown Independent School District.

• **150** students participated with tasks at parks, the cemetery, police department, fire department, water department, waste water department, cable department and the senior center.

• Tasks included: spreading wood chips on the J.B. Miller trail, playgrounds and Webb Park.
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