

CHAPTER



HEALTH & WELLNESS ELEMENT

HEALTH & WELLNESS VISION

Mount Vernon promotes improved health, wellness and resiliency for its residents and Skagit County as a whole. A healthy community is one in which everything works well and in which all citizens enjoy a good quality of life. This means that the health of the community is affected by the social factors of health and progress – the factors that influence individual and community health and development.

A healthy community is usually borne out of a struggle to achieve the best for its citizens with the goal to be where visitors and citizens alike want to live or visit here because the environment promotes long term health which impacts our socio economic status as well as the resources that we surround ourselves with.

The City of Mount Vernon desires to improve the health of the City as well as the stakeholders by providing services (along with some assistance from local partners, and social service workers) which interface with creating better living conditions, better nutrition and a safe setting to enjoy the bounty that Mount Vernon offers. Mount Vernon is a place where you have clean air, open spaces and attractive parks offering a variety of recreational opportunities. The Skagit River is the backdrop to our City which provides even more opportunities for a person to fish, boat and simply relax and take in the beauty surrounding us.

We encourage the citizens and visitors alike to partake in the healthy urban life that is so easy to come by here in Mount Vernon.

INTRODUCTION

This element of the City’s Comprehensive Plan is not required by the Growth Management Act (GMA); even so, the City feels strongly that planning for the health and wellness of the community is just as important as planning for other Elements of the Comprehensive Plan.

Long-term health, social, economic, and environmental consequences are impacted by land uses, housing, transportation and capital facility planning.

Years of epidemiological research has confirmed that mortality and morbidity from chronic and infectious diseases are reduced with improved nutrition and living conditions.

Individual behaviors, physical activity patterns and access to resources are influenced by the built environment. For example, obstacles to healthy living can be created by places built exclusively for automobile travel, places lacking parks, open space and trails, or housing that is located near pollution sources. In fact, the World Health Organization in 2006 estimated that 25% of all deaths and disease were attributable to environmental factors.

This evidence reinforces the City’s efforts to improve health outcome by addressing strategies aimed at the built environment.

This 2016 Element is intended to be a starting point for Health and Wellness planning efforts for the City of Mount Vernon. The City does not have a Health Department, or other staff, that are specifically tasked with implementing health and wellness planning or other initiatives. Nonetheless, the City can start with small steps and build on this effort.

This Element is organized into the following sections:

- 1.0 Community Health Profile
- 2.0 Partnerships
- 3.0 Components to Study
- 4.0 Goals, Objectives and Policies

1.0

COMMUNITY HEALTH PROFILE

The Population Health Institute at the University of Wisconsin, supported by the Robert Wood Johnson Foundation, has created and published a majority of the health measures data found in Table 1.0. This Table compares health data from Skagit County, Snohomish County, Whatcom County and the State of Washington.

Mount Vernon specific data is not available from the health measures data pool listed in Table 1.0. However, Table 2.0 contains Mount Vernon specific data and compares it to Skagit County.

TABLE 1.0: HEALTH RANKING AND DATA COMPARED

Health Measures	Description of Measure	Skagit County	Snohomish County	Whatcom County	State of Washington
LENGTH OF LIFE					
Premature age-adjusted mortality	Number of deaths among residents under age 75 per 100,000 population (age-adjusted). Data is from the CDC 2011 - 2013	280	260	280	290
Child mortality	Number of deaths among children under age 18 per 100,000 population. Data is from the CDC 2011 - 2013	40	40	30	50
Infant mortality	Measures the number of deaths among children less than one year of age per 1,000 live births. Data from the Health Indicators Warehouse 2006-2012	5	5	4	5
QUALITY OF LIFE					
Frequent physical distress	Is the percentage of adults who reported that more than 14 days in response to the question, "Thinking about your physical health, which includes physical illness and injury, for how many days during the past 30 days was your physical health not good?" Data from the Behavioral Risk Factor Surveillance System in 2014.	12%	11%	10%	11%

Health Measures	Description of Measure	Skagit County	Snohomish County	Whatcom County	State of Washington
Frequent mental distress	Is the percentage of adults who reported more than 14 days in response to the question, “Now, thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good?”. Data from the Behavioral Risk Factor Surveillance System in 2014.	11%	11%	10%	11%
Diabetes prevalence	Prevalence of diagnosed diabetes. Data from the CDC Diabetes Interactive Atlas in 2012.	9%	8%	8%	10%
HIV prevalence	A measure of the number of diagnosed cases of HIV in a county per 100,000 population. Data from the National HIV Surveillance System in 2012	94	79	113	59

HEALTH BEHAVIORS

Food insecurity	Percentage of the population who did not have access to a reliable source of food during the past year. Data from the Map the Meal Gap in 2013.	15%	15%	12%	13%
Limited access to healthy foods	Percentage of the population who are low income and do not live close to a grocery store – in a rural location this means living less than 10 miles from a grocery store. Data from the USDA Food Environment Atlas in 2010.	5%	6%	3%	7%
Drug overdose deaths	Number of deaths due to drug poisoning per 100,000 population. Data from the CDV 2012 to 2014.	14	8	18	18
Motor vehicle crash deaths	Number of deaths due to traffic accidents involving a motor vehicle per 100,000 population. Data from the CDC WONDER mortality data from 2007 to 2013	8	8	7	8
Insufficient sleep	Percentage of adults who reported sleeping less than seven hours per night. Data from the Behavioral Risk Factor Surveillance System in 2014.	32%	24%	33%	32%

Health Measures	Description of Measure	Skagit County	Snohomish County	Whatcom County	State of Washington
CLINICAL CARE					
Uninsured adults	Percentage of the population ages 18 to 65 that has no health insurance coverage. Data from the US Census Bureau's Small Area Health Insurance Estimates in 2013.	20%	22%	18%	23%
Uninsured children	Percentage of the population under age 19 that has no health insurance coverage. Data from the US Census Bureau's Small Area Health Insurance Estimates in 2013.	6%	8%	6%	8%
Health care costs	Price-adjusted Medicare reimbursements (Parts A and B) per enrollee. Data from the Dartmouth Atlas of Health Care in 2013.	\$7,863	\$7,201	\$7,883	\$8,118
Other primary care providers	Number of other primary care providers per the population of a county including NPs, PAs and clinical nurse specialists. Data from the CMS, National Provider Identification in 2015.	1,369:1	1,447:1	2,254:1	1,254:1
SOCIAL AND ECONOMIC FACTORS					
Median household income	Income at which half the households earn more and half earn less. Data from the US Census in 2014.	\$61,400	\$53,700	\$71,900	\$51,400
Children eligible for free lunch	Percentage of children enrolled in public schools eligible for free lunch. Data from the National Center for Education Statistics in 2012-2013.	38%	34%	31%	48%
Homicides	Number of deaths due to homicide per 100,000 population. Data from the CDC WONDER mortality data in 2007 to 2013	3	2	2	3

Within Table 1.0 we see that Skagit County has higher rates of frequent physical distress, higher incidences of diabetes, more children eligible for free lunch, and a higher rate of homicides than either Snohomish or Whatcom Counties.

TABLE 2.0: MOUNT VERNON/SKAGIT COUNTY DATA COMPARED

	Mount Vernon	Skagit County
EDUCATION (2014, THOSE AGE 25 AND OLDER)		
Less than 9 th Grade	10.2%	4.2%
9 th to 12 th Grade, no diploma	9.4%	7.1%
High School Graduate or Equivalency	25%	25.7%
Associates Degree	10.1%	10.3%
Bachelor’s Degree	13.1%	15.4%
Graduate or Professional Degree	7.2%	9%
POVERTY AND PUBLIC ASSISTANCE (2014)		
Individuals Below Poverty Level	21.7%	14.9%
Families Below Poverty Level	16.6%	10%
Households Using Food Stamps (SNAP)	23.6%	16.4%
OCCUPANCY, HOUSEHOLD SIZE (2014)		
% of Occupants per Room 1.51+	3.1%	1.2%
Average Household Size	2.8	2.57
COST BURDENED HOUSEHOLDS (2014)		
80% AMI and Below, Renters and Owners Spending 30% and 50% of their Income on Housing	54.4%	39%

Table 2.0 shows demonstrates all of the following:

- Mount Vernon’s educational attainment lags behind Skagit County in all of the categories listed.
- Compared to Skagit County Mount Vernon has significantly more individuals and families below the poverty line and more households using food stamps.
- Mount Vernon’s average household size is larger and a much larger percentage of its households are over occupied.
- Mount Vernon has 15% more families at 80% of the area median income and below that are paying more than 30% of their income on housing as compared to Skagit County.

2.0

PARTNERSHIPS

The City recognizes that planning for health and wellness will require working together with many different jurisdictions, agencies, organizations and community members to be effective. Cross-sector partnerships that bring together complementary strengths will be essential.

When determining which partnerships the City should dedicate resources to the following criteria could be used to evaluate opportunities:

1. Partnerships that focus on results that align the outcomes sought and prioritize the most pressing challenges.
2. Partnerships that have ways to measure progress and mechanisms for accountability that can be translated to the entire community.
3. Partnerships that include diverse representation across many sectors including, but not limited to, residents, policymakers, community-based organizations, and businesses.

Below are examples of three different partnerships that the City has been part of in the recent past that have (and will continue to) result in benefits to the City of Mount Vernon.

SKAGIT COUNTY POPULATION HEALTH TRUST

Skagit County has created a Population Health Trust Advisory Committee to the County Board of Health that is actively working on a community health plan.

Appendix A contains a copy of the Community Health Assessment Summary Report released in 2015 by the Population Health Trust Advisory Committee.

SKAGIT REACH

The City was part of the community leadership Team for the Skagit Reach project lead by Sea Mar Community Health Centers. This project focused on creating opportunities for healthy living in Skagit County. **Appendix B** contains additional information about this project.

FARMERS MARKET

The City has actively supported the Farmers Market for years. In 2016 the Market is being hosted at the City's Riverwalk Park Plaza. The Farmers Market brings a variety of fresh, locally grown fruits, vegetables, meat, flowers, and much more to Mount Vernon. The Farmers Market supports local farmers and enhances access to healthy foods.

3.0

COMPONENTS TO STUDY

The American Planning Association has identified six major health topics that could be studied further as Mount Vernon continues its work on health and wellness following the adoption of this document.

These topics are listed below.

1. **ACTIVE LIVING**
 - a. Active Transport
 - b. Recreation
 - c. Injury
2. **EMERGENCY PREPAREDNESS**
 - a. Climate Change
 - b. Natural and Human-caused Disasters
 - c. Infectious Disease
3. **ENVIRONMENTAL HEALTH**
 - a. Air Quality
 - b. Water Quality
 - c. Brownfields
4. **FOOD & NUTRITION**
 - a. Access to Food and Healthy Food Options
 - b. Water
 - c. Land Use
5. **HEALTH AND HUMAN SERVICES**
 - a. Accessibility to Health and Human Services
 - b. Aging
6. **SOCIAL COHESION AND MENTAL HEALTH**
 - a. Housing Quality
 - b. Green and Open Space
 - c. Noise
 - d. Public Safety/Security

Appendix C contains a copy of the APA’s Healthy Plan Making that could be used as a resource for policymakers should they decide to prioritize the study of the health topics listed above.

Appendix D contains a copy of the APA’s Health in the Development Review Process that could be used as a resource for policymakers should they decide to evaluate how health related measures could be adopted into different development regulations.

Appendix E contains a publication titled, “Designed to Move Active Cities – A Guide for City Leaders” that contains information aimed at City leaders from designedtomove.org that is appended because it contains a great deal of data on why cities should embrace health and wellness initiatives.

4.0

GOALS, OBJECTIVES & POLICIES

Following is a list of goals and policies with regard to Health and Wellness. These are intended to be a starting point in a conversation with the Mount Vernon community and it is expected that this list will grow and change with public input.

GOAL HW-1 SUPPORT COMMUNITY HEALTH PRACTICES TARGETED AT IMPROVING THE HEALTH OF MOUNT VERNON RESIDENTS.

Policy HW-1.1 Continue promoting and educating the public about the importance of health and wellness.

Policy HW-1.2 Continue fostering partnerships with others such as Skagit County Regional Health, Skagit County Public Health and the Mount Vernon Farmers Market to participate in efforts to promote healthy lifestyles and positive health outcomes.

GOAL HW-2 IMPROVE THE SAFETY OF NEIGHBORHOODS AND PUBLIC SPACES.

Policy HW-2.1 Study ways to improve neighborhood involvement in crime prevention, neighborhood beautification, and the reduction of blight throughout the City.

Policy HW-2.2 Use Crime Prevention Through Environmental Design (CPTED) principles to make places like abandoned buildings, vacant lots and homes, and underpasses safer for the community.

Policy HW-2.3 Strive to enhance resident involvement in neighborhood improvement efforts such as the landscaping of public spaces and community garden projects.

Policy HW-2.4 Adopt development regulations that facilitate natural surveillance in public spaces through design, allowed uses and programming.

GOAL HW-3 PROVIDE ACCESS TO A RANGE OF GOODS AND SERVICES, RECREATIONAL AMENITIES, AND SCHOOLS WITHIN COMFORTABLE WALKING DISTANCE OF HIGHER DENSITY RESIDENTIAL AREAS.

Policy HW-3.1 Ensure that high density residential areas are planned and developed in areas where residents can safely and conveniently walk to parks, trails, open spaces, schools, restaurants and grocery stores.

Policy HW-3.2 Encourage areas of smaller scale retail uses within walking distance (one-quarter mile) of higher density residential areas.

GOAL HW-4 PRIORITIZE THE BEAUTIFICATION OF THE CITY.

Policy HW-4.1 Consider the adoption of development regulations that endeavor to eliminate concentrations of poverty within residential neighborhoods.

Policy HW-4.2 Make streets, trails and other public spaces more visually appealing and comfortable for the public by ensuring that street trees are planted, landscaping is maintained and regularly inspecting and cleaning these areas.

Policy HW-4.3 Encourage the placement of public art throughout the City.

GOAL HW-5 GIVE PRECEDENCE TO THE MAINTENANCE AND CREATION OF A PEDESTRIAN NETWORK WITH THE GOAL OF FACILITATING RESIDENTS SAFELY AND COMFORTABLY WALKING TO THEIR DESTINATIONS.

Policy HW-5.1 Prioritize the mitigation of locations with sidewalk deficiencies to improve pedestrian safety and to increase walking. Where sidewalk deficiencies are identified prioritize improvements in areas closest to schools and parks.



APPENDIX A

Previously Provided to the Planning Commission. Upon request staff can make another copy for you or you can view this document on our website at: www.mountvernonwa.gov

**Community Health Assessment Summary Report
2015**



APPENDIX B

Skagit Reach



CAP Update

Skagit REACH Sabrosura Latina

Creating Opportunities for Healthy Living in Skagit County
Creando oportunidades para una vida saludable en Skagit

Created by Sea Mar Skagit REACH Program September
2014



Agenda

- ▶ Status on CAP
 - ▶ Review of goals & objectives
 - ▶ Status update on activities
- ▶ Challenges
- ▶ Key benefits/Lessons learned
- ▶ Sustainability elements
- ▶ The future



Update: CAP status

- ▶ We met all grant deliverables
- ▶ Some activities have achieved elements of sustainability
- ▶ While foundation laid in all activities, some could be further worked on



Our PPO's

▶ Increasing access to healthy food

➤ Increase the number of Latino adults and children in Mount Vernon, Burlington and surrounding agricultural housing sites, with healthy food options that are affordable and easily accessed from 7,000 to 8,000 by September 2014.

▶ Increasing access to physical activity

➤ Increase the number of Latino adults and children in Mount Vernon, Burlington and surrounding agricultural housing with physical activity options from 3,000 to 5,000 by September 2014.



➤ Success

- Removed transportation as barrier for many Latino families in high density Latino neighborhoods
- Rancho Grande increased its sales by 18% over 6 months after initiating produce line

“My experience with the REACH program has been pretty helpfulI got to experience the real necessity for organic fresh produce for the Hispanic community. ... and I got an inside look at the daily activities of a fresh produce wholesaler. The skills that I learned will be transferred to my work place and hopefully help my community stays healthy.....”

Yours truly

Heriberto Esparza



➤ Additional Success

- ▶ Recruited 2nd interested Latino store
- ▶ Trained store owner in product display, inventory and equipment needed in preparation
- ▶ Viva Farms trained store owner on produce preservation and display for maximizing profits. Also shared sourcing contacts.
- ▶ Created step-by-step implementation plan for new stores



Access to Healthy Food

- ▶ AMO 2- Increase # of farmers markets providing access for low-income Latinos from 0 to 2



Activities

- ▶ Work with farmers markets to make more inclusive (for vendors and attendance).
- ▶ Create Latino Day event celebration.
- ▶ Communication plan regarding economic benefits.



DIANGUIS

Arte y Cultura

DIA LATINO EN TU FARMERS MARKET EN MOUNT VERNON



Goals: To attract Latinos to the farmers market by creating a familiar atmosphere similar to street fairs in their homeland. To introduce those on EBT to the economic benefits of shopping with Double-Up Bucks.



Booths



Booths



Artists



Dance Performances



Skagit REACH Staff & Partners



Latin American Crafts Exhibit





“There were ABSOLUTELY more Latinos at market on Saturday. Way more than on a regular market day. I think the event served to introduce a lot of people to the market...”

Farmers Market Coordinator

Additional Quotes

“ farmers markets more than other places, except schools, are places where different ethnic groups and different incomes can come together...and this was pronounced at the Tianguis...”

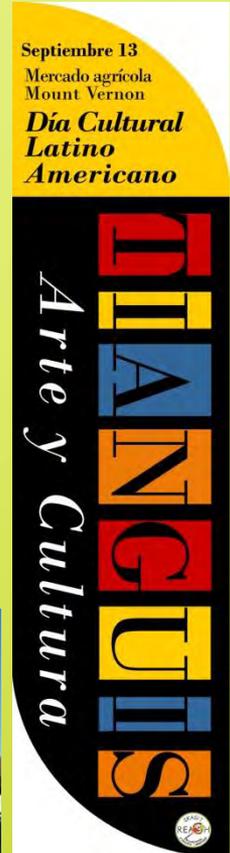
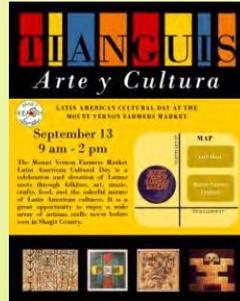
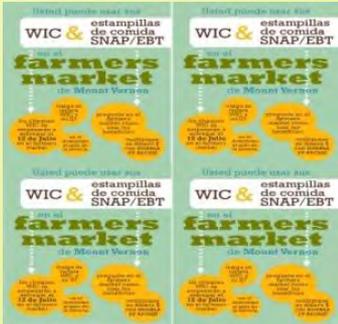
Vendor

“..some regular vendors have said it reminded them of home...”

“..The event was like lightning came and struck the farmer’s market. The culture was like “Wow – in your face.” No way to avoid it...it was a slap in the face for regular customers and it opened the door to new ones... The energy in the air, and the total change in crowd demographics... the event served to introduce a lot of new people to the market.... “

Farmers Market Coordinator

➤ Created & disseminated posters, flyers and banners



▶ Created trilingual PSA's



- ▶ **Tianguis & Double-Up Bucks 9/6-13/14**
 - ▶ 20 times during the highest listening Latino audience on Saturday and Sunday mornings, and weekday mornings.
- ▶ **Double-Up Bucks 9/14-30/14**



Access to Healthy Food

- ▶ AMO 4 - Increase # of school districts that incorporate policies and practices expanding healthy food access to Spanish & Indigenous speaking Latinos from 0 to 2



Activities

- ▶ Work with schools to identify ways to expand access for indigenous
- ▶ Explore barriers with parents
- ▶ Adopt policies regarding bilingual materials

What we did

- ▶ Created & disseminated Eng/Spanish flyer with free meal sites around MV/B
- ▶ Translated award & notification letters regarding eligibility
- ▶ Revised & translated application cover letter
 - ▶ Added language addressing parents concern
- ▶ Created bilingual 1/2 page flyer

¡Aprovecha el acceso que tienen tus hijos de obtener comida GRATIS durante el...
...No pierdas la oportunidad!



Ciudad	Lugar de entrega de la comida	Días y Horario
Burlington	Lucile Lindinger Elementary 631 S. Bangs St. Burlington WA 96233 360-331-9277	Atiende: 02/20/14 - 02/22/14 Lunes a Viernes Dejamos: 8:30 AM a 9:30 AM Atendemos: 11:30 AM a 12:15 PM
Burlington	St. Charles Catholic Church (Iglesia de San Carlos) 655 Piperton Road Burlington WA 96229 360-376-6020	Atiende: 01/16/14 - 02/20/14 Lunes a Viernes Atendemos: 12:00 PM a 12:30 PM Coma: 4:00 PM a 6:00 PM Reserva de la tarde: 1:00 PM a 2:30 PM
Burlington	West View Elementary 352 W. Victoria Ave. Burlington WA 96233	Atiende: 02/20/14 - 02/22/14 Lunes a Viernes Dejamos: 8:30 AM a 9:30 AM Atendemos: 11:30 AM a 12:15 PM
Burlington	Stephany Ridge Apartments 20345 Sanchez Lane Burlington WA 96229 360-322-9999	Atiende: 01/16/14 - 02/20/14 Lunes a Viernes Atendemos: 12:00 PM a 12:30 PM Reserva de la tarde: 1:00 PM a 2:30 PM
Mount Vernon	Kathleen Crane HighSchool Station (L4 Parking) 2620 Kaskaden Avenue Mount Vernon WA 98273 360-426-8140	Atiende: 01/16/14 - 01/20/14 Lunes a Viernes Atendemos: 11:30 AM a 1:00 PM
Mount Vernon	18th Mountain Elementary 1514 S. Lafayette Rd. Mount Vernon WA 98273 360-426-8140	Atiende: 1/16/14 - 1/20/14 Lunes a Jueves Dejamos: 8:30 AM a 9:30 AM Atendemos: 12:30 PM a 1:00 PM
Mount Vernon	St. Pauls Episcopal Church 415 S. 18th Street Mount Vernon WA 98273	Atiende: 1/20/14 - 01/20/14 Lunes a Viernes Dejamos: 8:30 AM a 9:30 AM Atendemos: 12:30 PM a 1:00 PM
Mount Vernon	Mount Vernon High School 234 N. 8th Street Mount Vernon WA 98273 360-426-8140	Atiende: 1/16/14 - 01/20/14 Lunes a Viernes Dejamos: 8:00 AM a 9:00 AM Atendemos: 10:30 AM a 12:30 PM

don't be afraid to fill out the application completely!



The information on this form will **ONLY** be used for your benefit, so please fill out the entire application.

¡No sienta temor de llenar completamente esta aplicación!



La información de esta aplicación será usada **ÚNICAMENTE** en su beneficio. Por favor llénala completamente.

Access to Healthy Food

▶ Successes:

- ▶ High quality translations eliminated parent confusion regarding process & eligibility.
- ▶ MV working closely with migrant/ bilingual advocates regarding flyers and cover letters.

▶ Barriers

- ▶ Long delay regarding Community Eligibility Provision decision
- ▶ No Burlington food services director
- ▶ New Burlington staff said no barriers
- ▶ Both school districts lack bilingual policies but always standard practice



Access to Physical Activity

- ▶ AMOI - Increase # of affordable, accessible, culturally appropriate PA settings for Latinos from 2 to 3



Activities

- Identify & enhance communication mediums
- Open-street event
- Neighborhood brigade pilot projects
- Meeting with PD regarding safer neighborhoods
- Meetings with camp owners and MSFW housing sites regarding appropriate spaces



Access to Physical Activity

Successes

- FG revealed ideal methods for communication (radio & face-to-face).
- Created 2 new spaces for PA (SM MSFW health fairs, Villa Santa Maria)
- Mayor and MV Parks & Recreation very interested in “ciclovia”
- Sakuma initiated soccer games and early morning work-outs.
- SM programs & staff can continue to expand PA spaces

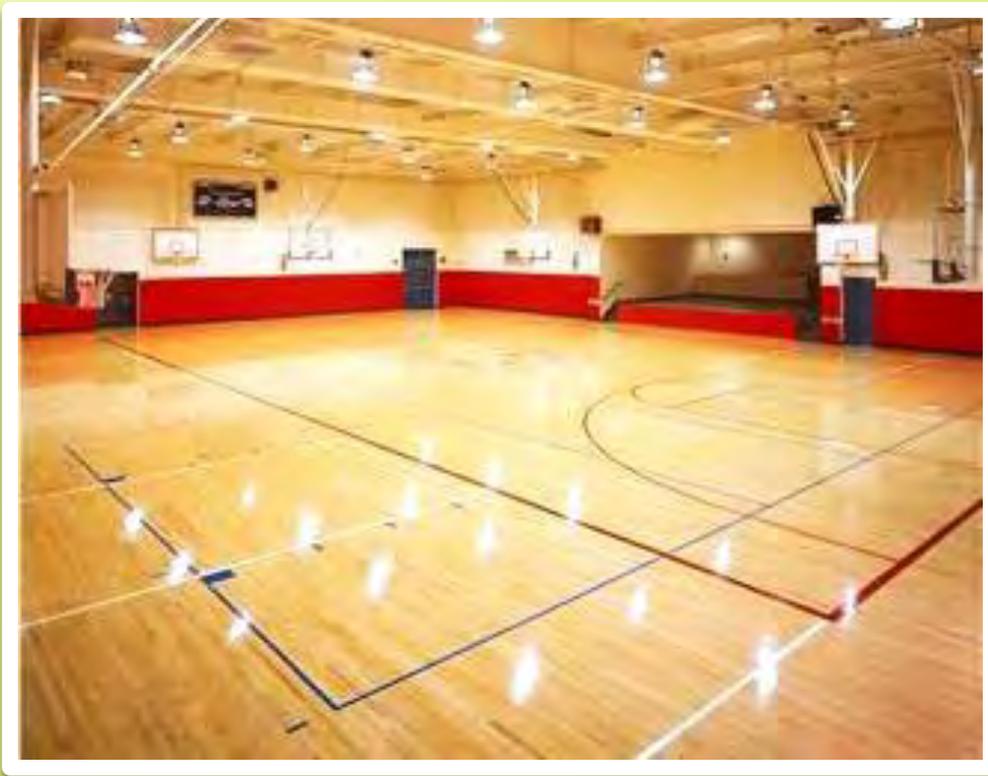
Barriers

- Not very many participants of the weekly zumba activity; but they are devoted.
- A few other PA options didn't work out because of lack of volunteers
- While crime down, perception of safety is widespread concern
- City of Burlington not engaged in project



Access to Physical Activity

- ▶ AMO 2 -Increase # of indoor recreational facilities that are accessible and safe for Latinos from 0 to 2



Activities

- ▶ Identify non-traditional and traditional locations for PA
- ▶ Meet with recreation facilities to expand access



Access to Physical Activity

Successes

- Found five non-traditional places for indoor activity & created one
- MV Parks and Recreation been working with the YMCA to expand access.

YMCA –will offer open gym twice a month and an exercise class once a month. All free and open to the public.

Buscando maneras divertidas y gratuitas o de bajo costo para mantenerte activo ?



ZUMBA!

Villa Santa Maria - 3700 E College Way Mount Vernon
Jueves 4 pm / Actividad y cuidado de niños.
GRATIS!

Iglesia Christ the King - 988 Fountain - Burlington
Lunes, Miércoles, Jueves y Viernes - 9 am y Martes - 7 am
Actividad **GRATIS!** - Cuidado de niños \$2

Cascade Mall Local 201-Burlington
Lunes, Miércoles y Viernes 9:00 am, 5:30 pm; Martes 6:00pm y Jueves 5:30 pm y 6:30 pm.
Actividad \$7 adultos, \$3 estudiantes - Cuidado de niños **GRATIS!**

Iglesia Crossroads - 351 Pease Rd. Burlington
Lunes, Miércoles y Viernes - 8:30 am
Actividad a partir de \$1 como donación - No hay cuidado de niños pero los puede llevar.

Iglesia Bautista Calvary 324 Avon Ave Burlington
Lunes a Viernes 9:30am y Sábados 9:00am.
Actividad \$5/clase o \$35/mes
Cuidado de niños \$3 y adicional \$2

VIAJES Y EXCURSIONES GRATIS!

niños jóvenes
Kulshan Youth Program - La casita azul
Actividad y comida **GRATIS!**
- Se requiere permiso de los padres.

Todos son bienvenidos!

Access to Physical Activity

- ▶ AMO3 - Increase # of parks and trails frequented by Latinos on average from two to three



Activities

- Work with MV Parks & Recreation to make surveys, evaluations more inclusive of Latinos
- Work with MV Parks & Recreation to make park-focused activities more accessible.
- Create & implement communications regarding park safety



Access to Physical Activity

Successes

- Our efforts helped MV P&R have highest participation in Comp Plan process.
- Helped foster relations between MV P&R and Latino community
- Worked with MV P&R to craft messages to encourage use of parks & trails
 - Created & disseminated new flyers and posters.
 - Trilingual PSA's (91.7FM KSVR 9/14-30/2014)



Access to Physical Activity

Successes

- MV P&R and MV Mayor have poster/flyer templates so they can modify and re-use.
- MV Mayor interested in exhibiting them on TV 26.
- Our trilingual PSA's are reaching many people previously not reached.

Barriers

- Delay in Comp Plan approval prevented us & P&R from moving other possible activities forward
- Radio station manager put a stop to free radio time



Access to Physical Activity

- ▶ Increase # of accessible and safe settings Latino children use for PA from two to three



Activities

- ▶ Non-traditional spaces for recreation
- ▶ Meetings regarding non-competitive & specialized sport activities at housing sites and farm camps



Access to Physical Activity

Successes

- Identified/fostered 2 locations in Mt Vernon for free PA
- Created several new locations (FB, SM Health Fairs, FW housing sites during summer)
- New SM staff member focused on expanding this

Barriers

- Several efforts we thought were going to work but didn't.
- MSFW families more dispersed this year so couldn't access at one camp location.



Challenges

- ▶ Latinos difficult to motivate or to engage
- ▶ Time & resources



Key Benefits/ Lessons Learned

- ▶ Gained better understanding of local population
- ▶ Trust-building takes time
- ▶ Outreach can't be too far in advance
- ▶ Communication:
 - ▶ Colorful, dynamic and striking visual communication is most effective
 - ▶ High quality translations essential
 - ▶ Social networks (ie., FB, web, twitter, instagram) work for youth; radio & TV for adults.
 - ▶ Face-to-face communications among neighbors and friends most effective for adults
- ▶ Helped Sea Mar and other agencies better serve clients



Sustainability elements

- ▶ 2nd store initiating produce & have implementation plan for any future stores.
- ▶ Some Latino vendors from Tianguis interested in continuing to sell at FM and FM may be interested in holding yearly event. FM very interested in having one or a few Latino board members.
- ▶ Templates for bilingual materials for school meals being used and staff being trained to use them.
- ▶ Various PA activities –
 - Weekly Zumba
 - Sea Mar's migrant camp health fairs
 - FB providing PA during food distribution days and during summer at FW housing sites throughout the summer.
 - Also new staff member partially focused on finding and leading PA activities for children and adults.
- ▶ MV P&R & City continue to work to find ways to expand access



The Future

▶ You decide

Community Leadership Team

- ▶ Identify community priorities
- ▶ Guide project objectives and activities
- ▶ Offer expertise
- ▶ Lead

Multi-sectoral



Promotores

Non-traditional partners

Community Leadership Team (as of 3/17/14)

Name	Organization
Debra Lancaster	United Way of Skagit County
Larry Otsu/ Mayor Jill Boudreau	Mount Vernon Parks & Recreation
Edwin Schaffer/ Leigh Newman	Vine Farms
Dave Hedlin / Kai Ottesen	Hedlin Family Farm
Barbara Guillen / Carlota Gonzalez	Inspire Development Center
Lorique Lopez	Sea Mar MSFV Promotores Program
Pyan Salama	Salama Bros Farms
Peter Browning	Browning Solutions
Hernberto Izgarza	El Rancho Grande
Gloria Lemos Mendez/ Edith Sanchez Cano	Sea Mar REACH Promotores Program
Andru Morales	Community Member
Juan Jose Munozado	One America / KSVR Community radio show host
Miguel Angel Galvan	KSVR Sports radio show host
Brian Adams	Skagit County Parks and Recreation
Gustavo Ramos/ Melanie Corey	Housing Authority of Skagit County
Liz McHiett Crowl	Skagit Healthy Communities
Jose Ortiz	St.Charles Church
Bill Aslett	Burlington City Council Member
Maura Vasquez Ramirez	Sea Mar MSFV Promotores Program
Dr. Connie Davis	Skagit Regional Health



APPENDIX C

Healthy Plan Making APA

Previously Provided to the Planning Commission. Upon request staff can make another copy for you or you can view this document on our website at: www.mountvernonwa.gov



APPENDIX D

Health in the Development Review Process APA

Previously Provided to the Planning Commission. Upon request staff can make another copy for you or you can view this document on our website at: www.mountvernonwa.gov



APPENDIX E

Designed to Move Active Cities – A Guide for City Leaders

Previously Provided to the Planning Commission. Upon request staff can make another copy for you or you can view this document on our website at: www.mountvernonwa.gov