



HEALTHIER SOMERSET STRATEGIC PLAN SUMMARY

GOALS, OBJECTIVES, STRATEGIES AND METRICS

(See Working Document by Taskforce for Tactics)

Goal 1: WEIGHT MANAGEMENT: To increase the number of people in Somerset County who achieve and maintain a healthy body weight (by making healthy choices easier to access).

Objective 1: Mitigate the growth of overweight and obese adults in Somerset County by 2015.

Metric: Growth rate, year over year, in adult weight as measured by BMI.
Source: Shaping NJ.

Baseline Measure: 2011	Interim Measure:	Achieved 2015:
39% overweight 21% obese		

Core Strategies:

1. Expand the number of Take ½ to Go participating restaurants from baseline by 20 by 2015. *(Policy & Environment Committee)*
2. Increase consumer awareness regarding Take ½ to Go and the concept of portion sizes. *(PR & Marketing Committee)*
3. Increase the number of healthy workplaces in Somerset County by helping employers implement wellness programs for employees. *(Healthy Employers Taskforce)*
4. Build a strong PR & Marketing Committee within Healthier Somerset to support these strategies by involving multiple business stakeholders (food and fitness industries, SCBP members, recognized health organizations). *(PR & Marketing Committee)*

Objective 2: Somerset County school districts will collect and report BMI (body mass index) data on a regular basis by 2015.		
Metric: Number of school districts that report BMI data to a central repository for 2 years. Source: Rowan Fitness Gram Project		
Baseline Measure: 2011	Interim Measure:	Achieved 2015:
TBA from Rowan Project		
Sub-metrics:		
<ol style="list-style-type: none"> 1. Number of schools that have active wellness committees. 2. Number of superintendents and school nurses that engage and participate in HealthierSomerset. 3. Number of school newsletters that include information regarding BMIs. 4. Number of additional classroom programs conducted by teachers or outside sources, eg RU Cooperative Extension Agency in local schools for students and parents. 		

Core Strategies: *(all under Healthier Schools Taskforce)*

1. Engage 2 or more SC superintendents as champions for the project.
2. Engage SC school nurses association and engage school nurses in at least 2 school systems as champions.
3. Explore existing automated data collection methodologies and assess impact and feasibility for Somerset County schools/districts.
4. Increase awareness and support of parents regarding collecting BMIs on school age children.

Objective 3: Increase the number of individuals who get greater than 60 minutes of exercise daily (children) or greater than 150 minutes of exercise weekly (adults) regardless of BMI.		
Metric: Number of minutes allocated to physical activity. Source: BRFSS		
Baseline Measure: 2011	Interim Measure:	Achieved 2015:

Core Strategies:

1. Increase the number of minutes allocated to physical activity in schools. *(Healthy Schools Taskforce)*
 2. Increase the number of employers who offer opportunities for employees to exercise. *(Healthy Employers Taskforce).*
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GOAL 2: CHRONIC DISEASE PREVENTION AND MANAGEMENT: Reduce the incidence and impact of chronic disease in Somerset County through primary and secondary preventive efforts.

Objective 1: Employers: Increase the number of businesses that offer workplace wellness programs.

Metric: Number of wellness programs in the county (by business); number of participants; number of increased offerings.

Source: SCBP survey.

Baseline Measure: 2011	Interim Measure:	Achieved 2015:

Core Strategies: *(Healthy Employers Taskforce)*

1. Emphasize and incorporate 3 core areas: nutrition, physical activity and stress management.
2. Profile the number and content of current employer based wellness programs in Somerset County.
3. Provide easily accessible resources for employers to utilize to start or expand a workplace wellness program.
4. Organize and lead a pilot project to get employers engaged.

Objective 2: Environment: Increase the number of “complete streets” in Somerset County (pedestrian and cyclist friendly).

Metric: Number of complete streets in Somerset County.

Source: County Administrator’s office

Baseline Measure: 2011	Interim Measure:	Achieved 2015:
0		

Core Strategies: *(Policy & Environment Committee)*

1. Collaborate with Somerset County Parks Commission to influence the county plan.
2. Target new construction to include planning and development of complete streets.
3. Increase the number of municipalities that pass ordinances for complete streets.
4. Develop advocacy behind these efforts.

Objective 3: Environment: Increase the number of smoke-free municipal parks in Somerset County.		
Metric: Number of smoke free municipal parks in Somerset county. Source:		
Baseline Measure: 2011	Interim Measure:	Achieved 2015:
0	Goal = 2 by June 2013	Goal = 10 parks in at least 5 different municipalities by 2015.
Sub-Metrics:		
<ol style="list-style-type: none"> 1. Number of municipalities that have been given sample ordinances. 2. Number of municipalities that pass the ordinance. 3. Number of municipalities that post signs with the ordinance # on it. 4. Measure of advocacy efforts: # of letters written, relevant meeting attendees. 		

Core Strategies: *(Policy & Environment Committee)*

1. Leverage the successful strategic plan of the county (all county parks are already smoke-free).
2. Increase ordinance adoption by: prioritizing municipalities where smoke-free county parks are already located and provide sample ordinances recently adopted.
3. Collaborate with Cancer Coalition and American Lung Association to drive advocacy.
4. Drive enforcement by providing signs with the ordinance number listed.