

Process Objectives

(Listed in order of projected completion date, though much of the work will begin in the early years and progress over the course of the initiative.)

- ✍ **Objective 1:** From 2005-2010 75% of current and incoming elected officials, appropriate policy makers and planning commission members will receive an orientation to land use and the Built Environment, the importance of policy in creating opportunities to promote healthier food and activity environments in Kittitas County. *(Target Audience: county commissioners, city council members, school administrators and board members, planning commissions; Prioritized Strategies*: Neighborhood Activity Environments, School Activity and Food Environments)*
- ✍ **Objective 2:** Project partners will utilize local media sources (print, radio, and television) to highlight local environmental factors and policy issues impacting healthy eating and activity with a minimum of one exposure per month in at least one form of media throughout the course of the project. *(Target Audience: general public, elected officials and policy makers; Prioritized Strategies*: Government Practice, Neighborhood Activity and Food Environments, School Activity and Food Environments, Child Care/Preschool Food and Activity Environments)*
- ✍ **Objective 3:** By 2006 key physical education (P.E.) and nutrition policies have been examined in all 6 county school districts and by 2008 revisions have been made in at least 50 % of districts that increase daily P.E. and/or physical activity for students and provide food choices consistent with the dietary guidelines for Americans. As a recipient of a \$250,000 Carol M. White Physical Education Program funding from CDC, Ellensburg School District will take a leadership role in the implementation of this objective. *(Target Audience: school boards, administration, faculty, staff, and children; Prioritized Strategies*: School Food and Activity Environments)*
- ✍ **Objective 4:** By 2007 the project partners will work in collaboration with 5 child care centers to prioritize and begin implementation of ENACT strategies for improving child care/ preschool food and activity environments. By 2007 project partners will collaborate with the Kittitas County Child Care Health Promotion Coordinator to implement a food and activity care plan continuing education training with a minimum of 25 child care providers attending. *(Target Audience: child care providers; Prioritized Strategies*: Child Care/Preschool Food and Activity Environments)*
- ✍ **Objective 5:** By 2007 the planned path (walk, jog, bike) in the city of Ellensburg between West Ellensburg Park and Irene Rhinehart Riverfront Park is completed and enhanced with physical activity stations. By 2008 there are at least three sponsored events per year that use the trail as a venue and promote the easy and safe accessibility of other recreation at the park. i.e., swimming, fishing, volleyball, picnicking. *(Target Audience: general public with emphasis on certain populations depending on activities or events, e.g., low income neighborhood residents adjacent to the trail, CWU students, parents with young children, seniors, churches, service clubs; Prioritized Strategies*: Neighborhood Activity Environments, After-school Activity Environments)*
- ✍ **Objective 6:** By 2008 Project Partners will assess existing after-school opportunities available in all 5 communities in the county and work with schools, parent groups, and after-school program coordinators to improve access to school facilities and look at opportunities for policy changes within the programs/agencies for promoting physical activity and providing healthy snacks. *(Target Audience: after-school program coordinators, school boards, city councils, parent groups, churches, service clubs;*

Prioritized Strategies: After-School Food and Activity Environments, School Food and Activity Environments)*

- ✍ **Objective 7:** By 2010 “health” will be specifically mentioned in all relevant policies and the comprehensive plans of county and city governments as a consideration in regard to land use decisions, urban growth planning and appropriate infrastructure enhancements. *(Target Audience: county commissioners, city council members, and planning commissions; Prioritized Strategies*: Neighborhood Activity Environments)*
- ✍ **Objective 8:** By 2010 project partners will have worked with 5 grocery stores and 25 county food service establishments to increase customer access to health promoting foods, including heart healthy menu choices and portion sizes. *(Target Audience: business owners, general public, churches, service clubs; Prioritized Strategies*: Neighborhood Activity and Food Environments)*
- ✍ **Objective 9:** By 2010 project partners will work with at least 5 employers in the county with 50 or more employees, in establishing workplace policies that enhance physical activity opportunities and establish healthy nutrition standards for all cafeteria meals and vending machines. *(Target Population: employers in the county, general public, churches, service clubs; Prioritized Strategies*: Workplace Food and Activity Environments)*

***Prioritized Strategies** are based on the ENACT (Environmental Nutrition and Activity Community Strategies), a framework designed by the California based Strategic Alliance for Healthy Food and Activity Environment. The ENACT framework will provide us with a research based strategy and guide for implementation of activities known to be effective. This will help us do our work as we address objectives over the five year period of the grant.