THE MAYOR'S HEALTHY CITY INITIATIVE

STAKEHOLDERS' MEETING
NOVEMBER 20, 2019

DAVID'S PERSONAL STORY

- It all started with my campaign for mayor . . . .
- And, a 30 lb. weight gain
- I had to make changes to my lifestyle
- I started exercising and changed my diet
- Many residents are concerned about health
- We can make changes together!

MAYOR’S FITNESS CHALLENGE 2018

- A healthy community is a successful community!
- Fitness Challenge Goals:
  - Promote awareness of the value of physical activity in the pursuit of happier, healthier, more productive lives
  - Provide an opportunity to get to know the Mayor and talk about City services, concerns, etc.
  - Provide activities to encourage participation

MAYOR'S FITNESS CHALLENGE 2018

- Three 8-week programs, May 08 – November 01
  - Cardio Walk, Conversational Walk, Kickball
- Who participated? Healthy active people . . .
- Who didn't participate? The target audience . . .
- What worked?

TIME TO RETHINK THE APPROACH

- Getting the word out to the community
  - What’s the best way to do this?
  - We know word-of-mouth is powerful; is it practical?
- What events would spark more interest?
- What approaches could be used to appeal to more people?

THE PARABLE OF THE RIVER

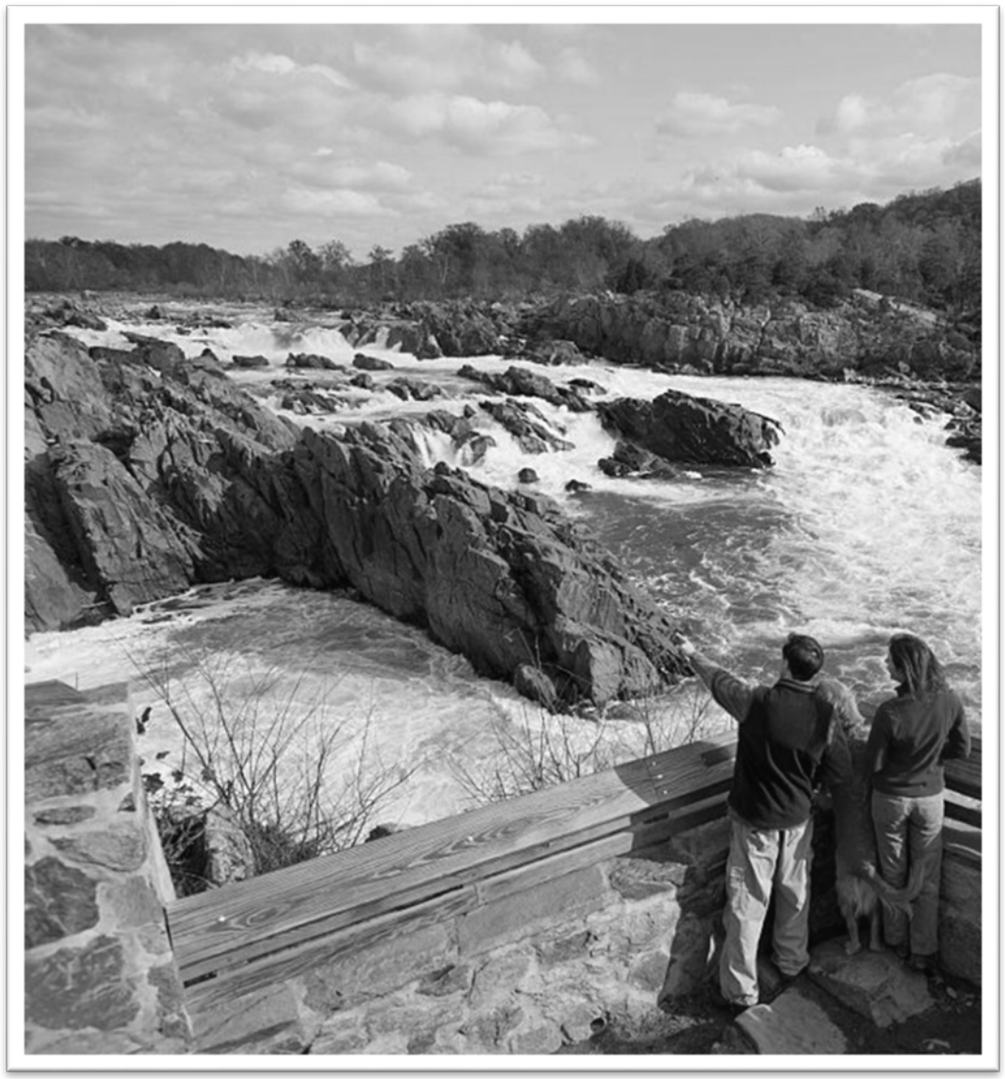
- Once upon a time, a man and his wife were fishing in the river near their home.

THE PARABLE OF THE RIVER

- They find the villagers are drawn to the edge of the rocks to look at the beautiful river.
- But, there is no safe way to do this!

THE PARABLE OF THE RIVER

- The village leaders build a protective wall.
- The villagers can now safely view the river.



THE PARABLE OF THE RIVER

- Success at last!

UPSTREAM APPROACH TO PREVENTION

- Instead of rescuing people, why not move upstream and prevent the problem from happening?
- While not all problems will be eliminated, there will be fewer people in need of help.
- This is primary prevention – our goal.
- Primary prevention considers:
  - Environmental Conditions
  - Behavioral Factors
  - Economic Status
  - Social and Cultural Factors
  - Social Justice Issues

HEALTHY CITY INITIATIVE 2019

- Activities this Year
  - Core Team Formation
  - Visit with VA Department of Health, District Health Director
  - Survey of City Department Heads
  - Exploration of Potential Funding Opportunities
  - Connection with San Diego’s Healthy Cities Leaders
  - Vision, Mission, Overarching Goals Drafted
  - Stakeholder Meeting Planning
  - Collaboration with Johns Hopkins University, Bloomberg School of Public Health Initiated

HEALTHY CITY INITIATIVE 2019 – VISION

Winchester, VA, is a safe, healthy, thriving community.

HEALTHY CITY INITIATIVE 2019 – MISSION

The Mission of the Mayor’s Healthy City Initiative is to inspire a coordinated effort between the City and its Partners to effectively channel available resources by establishing a central focus for priorities intended to improve the quality of life for all residents.

HEALTHY CITY INITIATIVE 2019 – GOALS

1. Active lifestyles are supported by environments, programs, and services that encourage walking, biking, and recreation.

2. Healthy eating habits are supported by programs and services that focus on neighborhood accessibility of healthier food options, education, and availability of affordable fresh produce.

3. Use of tobacco products and other addictive substances is eliminated or discouraged through policies, programs, and services.

4. Age-friendly policies, programs and services support residents throughout the life-span.

NEXT STEPS 2020 AND BEYOND

- Let’s find new and innovative ways to work together to meet our common goals.
- This meeting is a beginning – the hard work is yet to come.
- We need your input and today’s meeting is a start.
- Stay connected with us:
  - healthycity@winchesterva.gov

STAKEHOLDER INTRODUCTIONS

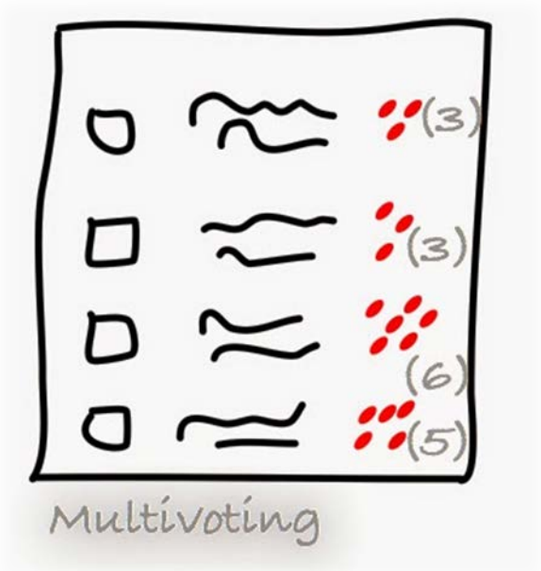
- Please introduce yourself:
  - Name
  - Organization you represent
  - Mission of your organization
  - Initial thoughts on how you and your organization can contribute to the Mayor’s Healthy City Initiative
- Everyone gets 3 minutes

BREAKOUT GROUP INSTRUCTIONS

- In your group, consider the 4 overarching goals of the Healthy City Initiative
- Identify a recorder to capture the group's work on the flipchart
- For each goal, identify a priority sub-goal or objective
- Identify a member of the group to report to the larger group on your work
- Presentations will be a maximum of 5 minutes each

MULTI-VOTING INSTRUCTIONS

- You will receive sticker dots
- Consider all of the priority sub-goals presented by the breakout groups
- Use your dots to mark the sub-goals that you think are the most important priorities
- Note that this doesn’t mean the others are not important – you are voting for what you think are the **most important sub-goals to focus on first**



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