

Fitness For Life Around Grant County (FFLAG) Action Plan 2021-2022

OBJECTIVE: To increase overall health and well being among Grant County residents and employees.							
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STRATEGY/GOAL	ACTIVITY/ACTION STEP	WHO	START	END	BUDGET	STATUS	EXISTING, ENHANCEMENT OR NEW
Goal 1: Establish organizational structure to serve as foundation for health improvement efforts and acquire needed resources to support the work.							
STRATEGY 1.1 (Long Term) Increase financial capacity and raise money to support FFLAG initiatives	- Approach local Board of Health for funding and support. - Actively seek out and pursue grant opportunities that would promote FFLAG's overall mission statement. - Conduct events that support the FFLAG mission and can also generate an income. - Mud Run - Derby Dash - Biggest Winner	NKHD, Grant County Extension and FFLAG				Ongoing	Existing
STRATEGY 1.2 (Short Term) Increase membership and partner affiliation with organizations aligned with FFLAG goals.	Continuous ongoing effort to increase membership by recruiting more involvement from schools, health professionals, and civic leaders	FFLAG				Ongoing	Existing
STRATEGY 1.3 (Short Term) Establish action plan with key strategies, timeline and metrics.	Conduct strategic planning meetings with FFLAG membership to identify and approve goals, supporting strategies (key focus areas)	FFLAG	July '21	June '22			Existing and Enhancement
STRATEGY 1.4 (Short Term) Establish a budget that complements action plan.	Review monthly FFLAG & Board of Health Funds Budget	Treasurer and Secretary	July '21	June '22		Ongoing	Existing
STRATEGY 1.5 (Short Term) Understanding the health status and needs of Grant County.	Conduct a health and wellness survey. (goal of 10% of adult population or 1,800 surveys completed)	FFLAG	July '21	June '22			Existing



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STRATEGY 1.6 (Short Term) Establish marketing communication plan.	- Continuous promotion of FFLAG at events and various organization meetings - Social Media/Overall Marketing of FFLAG https://www.fitnessforlifegc.com/ - Facebook account - Grant County News & Express	F F L A G	July '21	J u n e ' 2 2	\$3,500	O n g o i n g	Existing
STRATEGY 1.7(Short Term) Develop a plan to engage youth on a consistent basis.	Develop a school club - Determine the purpose of the club with objectives - Determine any financial support for potential youth projects,	F F L A G a n d S c h o o l D i s t r i c t s					New and Consid er
STRATEGY/GOAL	ACTIVITY/ACTION STEP	WHO	START	END	BUDGET	STATUS	EXISTING, ENHANCEMENT OR NEW
Goal 2: Increase community awareness and education of Grant County residents in reducing obesity rates and promoting healthy lifestyles.							
STRATEGY 2.1 (Short and Long Term) Develop current and new community partners to enhance and/or implement initiatives focused on children and their families.	Assess school health environments using School Health Index tool and WellSAT 2.0.	FFLAG, NKHD and School Districts				Ongoing	Existing
	Assess children's lifestyle behaviors through analysis of Gallup Poll data (all 5th-12th graders in Williamstown and Grant Co).	CCC and NKYEC					New and Consider



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	Identify best practices for in and out of school programming/initiatives, involving the school's Physical Health Instructors.	FFLAG and School Districts					New and Consider
STRATEGY 2.2 (Short and Long Term) Promote and implement FFLAG initiatives and community wide events that support physical activity and healthy eating.	Biggest Winner- Month long initiative providing health screenings and fiscal fitness activities to promote overall health and well being.	Biggest Winner Chair and FFLAG	Dec '21	May '22		Ongoing	Existing
	Derby Dash- 5K Walk/Run through downtown Williamstown.	Derby Dash Chair and FFLAG	Jan '21	May '22	\$4,000	Ongoing	Existing
	Mud Run –Obstacle Course	GC Extension and FFLAG	July '21	Oct '22	\$7,200	Ongoing	Existing
	Grant County Park (Heritage Trail) event	FFLAG, Parks and Rec, LiveWell 2.0	July '21	June '22	\$1,500		New
	Fitness Instructor Certifications/Renewals	FFLAG & Community Partners			\$500	Ongoing	Existing
	Other events that further FFLAG's mission	FFLAG & Community Partners	July '21	June '22			New



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STRATEGY/GOAL	ACTIVITY/ACTION STEP	W H O	START	E N D	BUDGE T	S T A T U S	EXISTI NG, ENHAN CEMEN T OR NEW
Goal 3: Advocate for policy and system level change that will improve physical activity and nutrition environments and overall health of Grant County residents.							
STRATEGY 3.1 (Short and Long Term) Promote infrastructure improvements to support active transportation for Grant County residents.	Conduct a Walkability Assessment in Crittenden. Determine key recommendations and next steps from Walk ability Assessment.	Grant County High School, NKHD and FFLAG	F e b . 1 7 ,	May 17'		Comple ted	
	Educate council members in one city in Grant County (Crittenden) on adopting Complete Street Policies.	Grant County High School, NKHD and FFLAG	F e b . 1 7 ,	May 17'		Comple ted	
	Assist council members in one city in Grant County (Crittenden) on adopting Complete Street Policies.	Grant County High School, NKHD and FFLAG	F e b . 1 7 ,	May 17'		Comple ted	
	Assist cities who currently have a Complete Streets Policy to develop a Master Pedestrian Plan and have it recorded with the Department of Transportation.	FFLAG Built Environment Committee and Community Stakeholders				Ongoin g	



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	Ongoing efforts to improve or enhance local parks and sidewalk connections.	FFLAG Built Environment Committee and Community Stakeholder			Ongoing	In Process
	Incorporate trail feasibility study into the Grant County Comprehensive Master Plan	FFLAG Built Environment Committee and Community Stakeholders	July 18'	June 19'	Completed	
	Establish Grant County Heritage Trail priority areas.	FFLAG Built Environment Committee and Community Stakeholders			Completed	
	Create a 501(c)(3) trail foundation for sustainability	FFLAG Built Environment Committee and Community Stakeholders			Completed	
	Develop a communication and marketing plan for the Grant County Heritage Trail	FFLAG Built Environment Committee and Community Stakeholder	July 18'	June 19'	Completed	Existing
	Explore Trail Town- KY Designation and research application requirements	FFLAG Built Environment Committee	July 21'	June '22		New



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	Promote Trail Clean up/Trail Blazing Events Advertise event in newspaper, on Facebook, at events and verbally	FFLAG Built Environment Committee	J u l y ' 2 1	June '22			Existing
STRATEGY 3.2 (Short and Long Term) Promote healthy eating initiatives for children and families.	Explore best practices in community outreach programming (i.e., farmer's market on wheels, Granny's Garden, seed library, etc.)	FFLAG and defined community partners					Existing
	Explore and research the "Power of 10" to increase Farmers Market foot traffic						New and Consider
	Educate council members in at least one city in Grant County (Crittenden, Corinth, Dry Ridge) on adopting a City Wide Healthy Food Resolution.	FFLAG Built Environment Committee and Community Stakeholders				Ongoing, Completed Williamstown	In Process
	Educate council members in at least one city in Grant County (Crittenden, Corinth, Dry Ridge, and Williamstown) on adopting a City-wide Policy on Healthy Vending Options at all sporting and public events.	FFLAG Built Environment Committee and Community Stakeholders				Ongoing	In Process
	Explore and research ways to make Grant County "edible" (i.e. apple trees in public areas open to the community). This could include adding "Healthy Food Options" as a goal in cities' Comprehensive Plan.	FFLAG and defined community partners				Ongoing	In Process
STRATEGY 3.3 (Short and Long Term) Promote tobacco and drug free environments in Grant County	Educate council members in at least one city in Grant County (Crittenden, Corinth, Dry Ridge, Williamstown) on adopting a 100% Tobacco Free Parks Policy.	FFLAG, NKHD and defined community partners	J u l y 1 8 ,	June 20'		Completed	Existing and Enhancement



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	Build capacity for a Dry Ridge smoke-free air ordinance	FFLAG, NKHD, LiveWell 2.0	J u l y ' 2 1	June '22	\$ 3 , 5 0 0		New
	Educate and assist Child Care Providers to reduce second hand and third hand smoke exposure to children through the adoption of a 100% Tobacco Free policy.	FFLAG, NKHD and defined community partners	J u l y ' 2 1	June '22			New and Consider
	Educate and assist Grant County businesses and worksites in the adoption of a 100% Tobacco Free policy.	FFLAG, NKHD and defined community partners	J u l y ' 2 1	June '22			Existing and Enhancement
	Identify ways to support local community efforts to reduce substance abuse.	FFLAG, NKHD and defined community partners	J u l y 1 8 ,	June 19'			New and Consider

