

NARRATIVE

The Harrington Healthy Community Action Plan provides a tool containing strategies based on community assessment data and input from the Partnership Team. A community assessment was completed using the Community Health Assessment and Group Evaluation (CHANGE). This assessment tool was developed by the Healthy Communities Program within the Division of Adult and Community Health at the National Center for Chronic Disease Prevention and Health Promotion of the Centers for Disease Control and Prevention (CDC).

The epidemic of obesity is a serious public health challenge worth addressing. Being overweight or obese is associated with serious health risks including increased risk of potentially fatal chronic diseases such as diabetes, heart disease, stroke, and some cancers. During the initial funding opportunity presentation to the Mayor and City Council of Harrington, the project visionary goals were the following:

1. To develop/strengthen capacity of the Harrington Community to reduce obesity and other chronic diseases.
2. To improve the health of the residents by implementing policies, systems, environmental strategies and programmatic supports to increase healthy eating and opportunities for active living and healthy behaviors.



Mayor Robert E. Price Jr. presenting a City Proclamation to URS Corporation employees Debbie Pfeil, Project Manager, and Amy Mendelson, Project Coordinator, declaring May 21, 2011 as Harrington Healthy Community Day.

PARTNERSHIP TEAM

The Harrington Healthy Partnership Team was created in August of 2010. The team is made up of positive, active, diverse, committed and community driven individuals that brought several different viewpoints and input to this project.

The Harrington Healthy Community Partnership Team consisted of the following members:

Agency/Organization	Name	Title	Company Name
Medical	Kim Zeitler Robbins	Pharmacist	DE Pharmacists Society
Local Business Owner	Tom Carroll	Owner	Harrington Appliances
Local Business Owner	Jason Dean	Owner	J.D. Signs
Land Owner/Builder	Wayne Collison	Owner	Cabot Creek
Church	Jack Diehl	Pastor	Calvary Wesleyan
Multi-family Dev.	Stacey Lurry	Manager	Clarks Corner
Downtown Business	Jack Stewart	Owner	Clutter Box
Local Fire Company	Derrick Brode	Chief	Harrington Fire Co.
Fiscal Program Mgr.	Vacant	City Manager	City of Harrington
Active Resident	Duane E. Bivans	Active Resident	n/a
Parks & Recreation	William Falasco	Director	City of Harrington
Police Department	Norman Barlow	Chief	Harrington Police
Program Manager	Debbie Pfeil	Senior Planner	URS Corporation
School Principal	Bridget Amory	Principal	South Elementary
Senior Citizen	Gene Price	Director	Senior Center
Local Tourism/Events	Danny Aguilar	Asst. Gen. Mgr.	DE State Fair
Landlord-rental units	Daniel Tart	Owner	Property Landlord
Asst. Project Planner	Amy Mendelson	Project Planner	URS Corporation

COMMUNITY DAY

Upon much discussion from the Partnership Team, it was determined that a Community Day that would focus on health and safety issues would be a great way to coordinate and support existing programs and educate the community. The Partnership Team, City of Harrington and URS Corporation hosted to 1st Harrington Healthy Community Day on Saturday, May 21, 2011. This event was held at the Harrington Parks and Recreation Center to showcase the facility and opportunities. An informational flyer was distributed to all churches, schools, organizations and businesses in the community.

To promote attendance by the local businesses and all outreach programs in the area, the local businesses were notified in person and the restaurants allowed advertising on placemats created for the event. A radio promotion aired to assist in getting the word out to the Community.

The Lake Forest School District coordinated with the partnership team in moving the Elementary Spring Special Olympics to take place on the Harrington Parks and Recreation grounds. All of the healthy food and drinks were donated by local businesses. Over 35 spaces were set up for organizations to display and educate the Community on services they provide the area.

HARRINGTON HEALTHY COMMUNITY DAY 2011





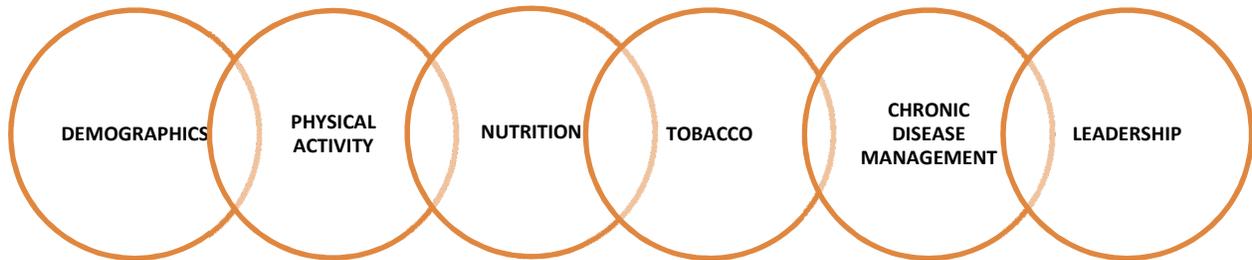
Pictured above from left to right: URS employees Amy Mendelson and Adam Marvin, 30th District Legislative Representative Bobby Outten, Levy Court Commissioner Glen Howell, City Council Member Duane E. Bivans, URS employee Donna Bolender, URS Vice President Brian Bolender, Mayor Robert E. Price Jr., URS employee Debbie Pfeil, and City Council Member David Adams

COMMUNITY ASSESSMENT

The CHANGE tool is designed for all communities interested in creating social and built environments that support healthy living. This tool assisted the partnership team in surveying and identifying community strengths and areas for improvement regarding policy, systems, and environmental change strategies. Concentrated assessments were conducted in five sectors. These five sectors are shown below:



For each sector, six modules were designated for the Community surveys. These six modules are also shown below:



Surveys were completed with a personal interview or mailing to interested parties that chose to participate in the assessment. If future surveys are conducted, it is recommended a personal interview take place with the appropriate rating information to ensure all sectors and modules are represented equally.

Several of these results show a difference between Policy and Environment. The trend appears to be the Environment results are higher in percentages than the Policy results. The next section will summarize the results and provide data for the assets and needs.

COMMUNITY ASSETS AND NEEDS

Based on the survey results, the assets were chosen by calculated scores in the medium and high percentage ranges.

The City of Harrington has the following assets:

Community at Large

- ADA compliant sidewalks are required for all new residential construction and development.
- Comprehensive Land Use Plan was adopted.
- First farmers’ market started in the summer of 2011.
- Smoke free policy since 2002 for indoor public places and workplaces.
- Harrington Healthy Community Partnership Team was formed in 2010.

Community Institutional/Organizational

- The Senior Center provides healthy meals, physical activity classes, transportation provided, health screenings, and educational/awareness programs geared towards health.
- The Parks and Recreation Center provides several physical activity programs mainly for children and a few for adults.
- Harrington Police Department provides support for the Annual Community Bike Rodeo.

Healthcare

- The community has one doctor’s office and two physical therapy locations that have served the area for years.

- Pharmacy services have expanded in the area and provide several educational programs and health screenings.

School

- The school campus is a smoke and tobacco free environment.
- A new greenhouse program was developed in 2010 between W.T. Chipman and South Elementary Schools.
- Large marketing efforts are utilized and several programs are available throughout the entire year for physical activity, nutrition, and chronic disease education. After school and other programs are allowed to use the school facilities.

Worksite

- Four out of five businesses surveyed provide insurance coverage for tobacco cessation services and products.
- Three out of five worksites have a wellness coordinator and/or committee that promotes many prevention programs.

These are a few of the assets on a broad scale; however, several of the surveys reflected individual assets provided by employers. Numerous agencies and organizations have great individual health outreach programs in the area. Some of these programs were highlighted and marketed at the Harrington Healthy Community Day. The Harrington community has many programs within different sectors that are frequently offered to everyone.

Based on the ratings shown, the needs were chosen by calculated scores in the medium and high percentage ranges.

The City of Harrington has the following needs:

Community at Large

- Mixed Use zoning classification and design guidelines
- A master bicycle and pedestrian plan
- City open space and recreation regulations and design guidelines
- Farmers' market promotion and expansion

Community Institutional/Organization

- Community awareness of services, programs, and events within the area
- Enhance activities for adults

Healthcare

- Increased medical, dental, and optical services
- Economic development strategies that would entice new health care businesses or expand existing services

School

- Continued joint work on the Safe Routes to School program
- Improved school and City outreach relationship to include the population projection and needs of the community

Worksite

- Multiple worksite healthcare screenings
- Adoption of worksite vending machine policies to offer a minimum of 50% healthy options

PARTNERSHIP TEAM CONSIDERATIONS

After evaluating the assets and needs of the data collected during the assessment phase, it was determined that other recommendations should be taken into consideration from the partnership team. Areas of improvements were discussed to address obesity, physical activity, health awareness and education, healthy food education and opportunities, and tobacco use. Listed below are the additional partnership team recommendations for consideration during the ongoing development of a Healthy Community:



- ❖ Survey the Community to determine recreational needs. This survey should request interest in a walking trail for people and pets as well as a challenge course design. Assess the need for a community park along with the preferred equipment.
- ❖ Farmer's Market research on hours, location, change of day, and improved services, including allowing purchases using WIC/EBT.
- ❖ Ensure Harrington Healthy Community Day is an annual event and coordinate the date to include the Lake Forest Elementary Spring Special Olympics.
- ❖ Encourage local restaurants to offer healthy food and beverage options.
- ❖ Encourage all vending machine providers to ensure that a minimum of 50% of the options are healthy choices.
- ❖ Increase Community outreach and education within the following areas:
 - Type 2 Diabetes outreach and screenings
 - Health care screenings
 - Community program/promotion coordination using the City website for broadcasting
 - Coordination with all health care providers and organizations for services
 - Tobacco cessation outreach with existing local programs
- ❖ Assess the need for a full service private youth and adult gym facility and/or increase services with the Harrington Parks and Recreation Department to include:

- Physical activity classes for adults while the youth programs are being held
- Evening and weekend hours of operation
- Expansion of other youth recreational programs (basketball, lacrosse, tennis, horseshoes, etc.) based on the Community survey results
- Adult sport programs based on the Community survey results
- Community Weight Loss Challenge Program
- On-site nutrition, weight loss and workout classes



COMMUNITY ACTION PLAN

The Community Action Plan was prepared based on numerous discussions with the partnership team and survey data collected from five sectors and six modules. The community area reaches approximately 3,500 people. The areas of concentration were: obesity, physical activity, health awareness and education, tobacco usage, healthy food education and opportunities, and policy and environment change.

The goals from this document are for consideration within the Community and City of Harrington based on survey findings, evaluation of data and input from the partnership team. The goals and associated activities may be changed based on available funding and resources.

- GOAL #1:** DEVELOP A MIXED USE ZONING CLASSIFICATION
- a. Passive and active recreational areas
 - b. Bicycle and sidewalk connectivity

- GOAL #2:** DEVELOP BICYCLE AND PEDESTRIAN PLAN
- GOAL #3:** ADOPT CITY SMOKE AND TOBACCO FREE REGULATIONS FOR ALL CITY OWNED BUILDINGS AND PROPERTIES
- GOAL #4:** PROVIDE CITY OPEN SPACE AND RECREATION STANDARDS
- GOAL #5:** CONDUCT ANNUAL HARRINGTON HEALTHY COMMUNITY DAY
- GOAL #6:** ENCOURAGE HEALTHCARE SCREENINGS
- a. Coordinate joint awareness seminars and educational efforts regarding health screenings and tobacco prevention
 - b. Coordinate on site employee screenings and education awareness for chronic diseases
- GOAL #7:** CONTINUE FARMERS' MARKET
- a. Increase marketing efforts and participations
 - b. Review options for WIC/EBT approved purchases
 - c. Research location, day, and hours to extend opportunities to the community
- GOAL #8:** ENCOURAGE MEDICAL AND DENTAL SERVICES TO LOCATE IN HARRINGTON
- a. Review economic development opportunities and outreach to attract medical services
- GOAL #9:** PROVIDE COMMUNITY TOBACCO AWARENESS
- a. Provide community educational awareness with State of Delaware agencies and American Cancer Society regarding tobacco free usage and locations.
- GOAL #10:** SUPPORT SAFE ROUTES TO SCHOOL PROGRAM
- GOAL #11:** CONTINUE THE CITY AND SCHOOL OUTREACH PARTNERSHIP
- a. Continue to partner with the school for several community programs, including Bicycle Rodeo, Walk to School Day, Special Olympics, food drives, and police safety awareness
- GOAL #12:** ENCOURAGE HEALTHY VENDING MACHINE OPTIONS