

**FC/NQ Community Health Improvement Plan Action Plan: Yellow Are 2021 Priorities**

**Action Plan  
PRIORITY AREA: Diabetes**

**Goal: Reduce built environment barriers to Active Living and Healthy Eating for people living with or at risk for diabetes.**

**Objective 3.1: By 2023, increase by 5 the number of towns in Franklin County/North Quabbin that passed Complete Streets Policies.**

<b>Outcome Indicators</b>	<b>Baseline</b>	<b>2023 Target</b>	<b>Data Source</b>
<ul style="list-style-type: none"> <li>Number of towns in Franklin County/North Quabbin that passed Complete Streets policies</li> </ul>	11	16	3C can provide baseline Complete Streets info

**Strategy 3.1.1: Encourage more towns to enter Complete Streets program.**

<b>Action Steps</b>	<b>Organizations(s) Responsible</b> L=Lead, M=Manage, I=Implement	<b>Outcome (Products) or Results</b>	<b>Year 1 Time Line</b>			
			<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
1. <b>Collect data.</b>	FRCOG transportation planners Mass in Motion Town Administrators		x			
2. Identify new towns to target.	Tina Dean from BFMC, stats on T2D incidence in different towns	Choose target towns for 2021-23 based on incidence of T2D.				
3. Reach out to town administrators encouraging them to participate.	FRCOG: Beth/Maureen	Number of towns that participate in training				
4. FRCOG to draft a scope for preparing prioritization plan and shares with towns	FRCOG: Beth/Maureen	# towns who submit scopes for a plan to MA DOT # towns who receive prioritization award to do prioritization plan				
5. FRCOG provides assistance to towns to complete prioritization plan with input from target population.	FRCOG: Beth/Maureen	# towns who complete prioritization plans # towns who receive construction funding				

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<b>PRIORITY AREA: Diabetes</b>						
<b>Goal: Reduce built environment barriers to Active Living and Healthy Eating for people living with or at risk for diabetes.</b>						
<b>Objective 3.2: By 2023, increase by 100% the amount of money invested in Complete Streets projects in Franklin County/North Quabbin.</b>						
<b>Outcome Indicators</b>		<b>Baseline</b>	<b>2023 Target</b>	<b>Data Source</b>		
• Amount of investment resources for Complete Streets projects		\$1.5 million	\$3 million	3C can provide baseline Complete Streets info		
<b>Strategy 3.2.1 Support towns in securing construction funding</b>						
<b>Action Steps</b>	<b>Organizations(s) Responsible</b> L=Lead, M=Manage, I=Implement	<b>Outcome (Products) or Results</b>	<b>Year 1 Time Line</b>			
			<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
1. Collect data.	FRCOG transportation planners Mass in Motion Town Administrators		x			
2. Identify new towns to target.	Tina Dean from BFMC, stats on T2D incidence in different towns			x		
3. Reach out to town administrators encouraging them to participate.	FRCOG: Beth/Maureen	Number of towns that participate in training			x	
4. FRCOG to draft a scope for preparing prioritization plan and shares with towns	FRCOG: Beth/Maureen	# towns who submit scopes for a plan to MA DOT # towns who receive prioritization award to do prioritization plan				
5. FRCOG provides assistance to towns to complete prioritization plan with input from target population.	FRCOG: Beth/Maureen	# towns who complete prioritization plans # towns who receive construction funding				

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**PRIORITY AREA: Diabetes**

**Goal: Reduce built environment barriers to Active Living and Healthy Eating for people living with or at risk for diabetes.**

**Objective 3.3: By 2023, increase by 5% the miles of sidewalks and bicycle facilities, the number of bus stops, park improvements, and street benches, and the frequency of buses in Franklin County/North Quabbin**

<b>Outcome Indicators</b>	<b>Baseline</b>	<b>2023 Target</b>	<b>Data Source</b>
Increases in: a) miles of sidewalks b) bicycle facilities, c) number of bus stops, d) park improvements, e) street benches, f) frequency of buses	X miles	X miles	Working Group identify baseline #s

**Strategy 3.3.1 Collect Baseline Data for Each Measure**

<b>Action Steps</b>	<b>Organizations(s) Responsible</b> L=Lead, M=Manage, I=Implement	<b>Outcome (Products) or Results</b>	<b>Year 1 Time Line</b>			
			<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
1. <b>Collect data.</b>	Working Group Members FRCOG transportation planners Mass in Motion Town Administrators	Baseline identified for each measure.	x	x	x	x

**Strategy 3.3.2 : Increase funding for parks and rec access, including through CDBG and other grants**

<b>Action Steps</b>	<b>Organizations(s) Responsible</b> L=Lead, M=Manage, I=Implement	<b>Outcome (Products) or Results</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
1. <b>Identify through rec depts or open space planning unexploited locations and potential projects for expanding opportunities for physical activity</b>	Maureen talk with COG staff re open space funding and projects upcoming, and share results of Outdoor Rec Asset Database Jon D identify areas w/o rec access within 10 minutes	<ul style="list-style-type: none"> <li>List of towns interested in expanding rec access, areas with need for better access</li> <li>Map of EJ areas/need</li> </ul>		x	x	x
2. Inform towns about possible funding sources and connect them with people who can help them obtain them (e.g., Land and Water Conservation Fund (LWCF), Park Grants (Erving and Montague currently have them), Community Preservation Act (CPA) -- only some towns qualify).						
3.						
4.						

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**Objective 3.4:** By 2023, increase by 5% the number of new people participating in specific existing and new lifestyle change programs that promote healthy eating and/or physical activity AND increase by 30% the retention rate of people participating in specific existing programs.

Outcome Indicators	Baseline	2023 Target	Data Source
Increases in:	X miles	X miles	Working Group identify baseline #s

**Strategy 3.4.1: Expand Access to Mobile Markets**

Action Steps	Organizations(s) Responsible L=Lead, M=Manage, I=Implement	Outcome (Products) or Results	Year 1 Time Line			
			Q1	Q2	Q3	Q4
1. Find out what would be needed to expand access/remove barriers to mobile markets, especially with respect to removing barriers to access for key populations	Working Group Members Just Roots CISA	Identify barriers, develop list of suggested actions.	x	x	x	x
2.						

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**Action Planning Definition of Terms**

	<b>Term</b>	<b>Definition/Description</b>
<b>CHIP</b>	<b>Goal</b>	A goal is a broadly stated, non-measurable change in a priority area that describes a desired outcome for that priority area.
	<b>Objective</b>	Objectives articulate goal-related outcomes in specific and measurable terms. Objectives are narrow, precise, tangible, and concrete. Objectives are SMART (specific, measurable, achievable, relevant, time-phased). Objectives usually start with INCREASE, DECREASE, ENHANCE, IMPROVE...
	<b>Strategies</b>	A strategy describes an approach for fulfilling the objective. It is less specific than action steps but tries to answer the question, "How can we get from where we are now to where we want to be?"
	<b>Potential Partners</b>	Those individuals or organizations who are key to achieving the objective and moving it forward. Potential partners could also be organizations who already have initiatives underway in the objective area.
	<b>Outcome Indicators</b>	Indicators are ways to track progress for each of the objectives. These indicators ultimately let your team know if the plan was successful in impacting the priority. They describe the baseline and target values for each objective based on data that are relevant and available.
<b>Action Planning</b>	<b>Monitoring/Evaluation Approaches</b>	The approaches you will use to gather data used to track and monitor progress on strategies and activities (e.g., quarterly reports, participant evaluations from training).
	<b>Action Steps</b>	The tactical steps you will take to achieve each strategy. It is best to arrange activities chronologically by start dates.
	<b>Organization(s) Responsible</b> L=Lead, M=Manage, I=Implement	Identify by name the key person(s) or organization(s) that will lead, manage, and implement the activities for each strategy, including initiating the activity, providing direction for the work, and monitoring progress.
	<b>Outcome (Products) or Results</b>	Describe the direct, tangible and measurable results of the activity (e.g., a product or document, an agreement or policy, number of participants) to demonstrate interim progress.
	<b>Time Line</b>	Indicate the projected quarter/month of completion for each activity in Year 1, or indicate whether activities will not take place until Year 2 or 3.
	<b>Resources Needed</b>	Include all resources needed for this strategy. (Examples: funding, staff time, space needs, supplies, technology, equipment, and key partners)