

Transforming Washington Communities

Kitsap County Community Transformation Grant Success Story

Working Together: Partnerships to Promote Healthy Living

More than 250,000 Kitsap residents now have healthier places to live, learn, work and play thanks to a network of partnerships developed through the funding and direction of the Community Transformation Grant (CTG) and the Affordable Care Act. Kitsap Public Health District has led these partnerships in collaborative community work to promote active living, healthy eating, and tobacco-free living.

Active Living

The Health District initiated and established partnerships with community planners to better integrate health into our local land use and transportation plans to increase opportunities for active living.

Partnership success

- Integrated health language into the draft of Kitsap County's comprehensive plan update
- Public health professionals and county planners have formed a new workgroup to develop maps that integrate access to physical activity and healthy food opportunities and chronic disease prevalence for various sections of the county.
- Strengthened partnerships with and memberships in
 - Local and regional food policy councils
 - Bike and pedestrian advisory committees
 - Kitsap County's Department of Community Development
 - Home Builders Association of Kitsap
 - Kitsap County Jurisdiction Planning Directors
 - Kitsap County's Public Works
 - Regional built environment coalition including public health representatives from Snohomish, King, Pierce and Kitsap County

Healthy Eating

In Kitsap County, two-thirds of adults are overweight or obese. The current generation of youth, for the first time in modern history, is predicted to live shorter lives than their parents. This is primarily due to obesity. Through the development of a community obesity-prevention initiative, the Health District formed effective partnerships enabling us to accomplish so much more than we could on our own.

Partnership success

- Launched a county-wide healthy eating and active living initiative focused on the 5210 model called Ready, Set, Go! 5210 Kitsap
- Implemented 5210 messaging in multiple community sectors including:
 - Two school districts
 - 10 workplaces
 - Three early childhood providers
 - Two healthcare clinics
 - Four community service agencies
- Harrison Medical Center adopted the 5210 initiative for their Fresh Start employee wellness program through promotional campaigns such as “Think Your Drink” and step challenges reaching over 2500 employees.
- The Bremerton Housing Authority (BHA) educates their employees about health using 5210, encourages them to walk between their two offices, and offers healthy food choices. They plan to extend the initiative in the coming year to over 2,000 low-income households who participate in BHA’s housing affordable housing programs.

HEALTHY COMMUNITIES



ANNUAL REPORT 2012
KITSAP PUBLIC HEALTH DISTRICT

What does 5210 stand for?



Tobacco Free Living

Tobacco-free policies send a message to children and youth that smoking is not an acceptable behavior in the community. The Health District has participated in partnerships to expand the reach of the state's Smoking in Public Places law to include parks and playgrounds. This protects our residents who use these outdoor recreational venues for healthy activities.

Partnership success

- Shared existing policies with and provided technical assistance to recreation venue managers throughout the county.
- Provided smoke free signs to community organizations. Created a protocol for obtaining a sign that included a recommendation to put a policy in place. Four signs were posted in parks in the City of Port Orchard.

Moving forward

Due to these successes and partnerships, the Kitsap Public Health District now has the capacity to continue this great work. Plans for moving forward include:

- Conducting a Health Impact Assessment with the county
- Continuing our role in the Comprehensive Plan process with the county
- Incorporating health language into others jurisdictions' comprehensive plans
- Establishing a permanent role for the Health District in transportation and land use both locally and regionally

