Plan4Health: Umatilla County Plan4Health Intiative
Umatilla, OR

Summary

Plan4Health connects communities across the country, funding work at the intersection of planning and public health. Anchored by American Planning Association (APA) chapters and American Public Health Association (APHA) affiliates, Plan4Health supports creative partnerships to build sustainable, cross-sector coalitions. The Umatilla County Plan4Health Coalition aims to build a county-based network of partners responsible for making policy, systems, and environmental changes and incorporating strategies to promote healthy lifestyles in rural Oregon.

Challenge

Umatilla County ranks 26th out of 34 counties in Oregon in health outcomes and 31st in both quality of life and health behaviors. Umatilla County has high rates of obesity (33 percent) and low rates of adults who reported participating in physical activities (24 percent). Only 65 percent of residents report having access to exercise opportunities, which is well below the state and national rates. These indicators are worse for Latino/Hispanic residents, where nearly 76 percent reported being overweight or obese. Umatilla County has the highest childhood obesity rate in the state. Children in Umatilla County also reported high rates of screen time and soda consumption as well as low rates of fruit and vegetable consumption. Only 18.7 percent of children consumed the recommended five servings of fruits and vegetables a day.

Your Involvement is Key

Umatilla residents can stay engaged and up-to-date with coalition news and events by visiting the coalition's Facebook page (www.facebook.com/UCoPlan4health) and following @Uco_Plan4Health on Twitter.

To learn more about the Umatilla County Plan4Health Initiative and all coalitions participating in Plan4Health, check out the project website (www.plan4health. us).

Join the national conversation at the intersection of planning and public health on social media by using and following #plan4health.

Solution

The Umatilla County Plan4Health Initiative will expand membership by building partnerships to increase physical activity and access to healthy food. The coalition will conduct a community needs and readiness assessment to inform the selection of project strategies. When ready, the selected strategies will be implemented and evaluated to determine the impact on the community. The coalition will focus on ensuring adequate resources, deploying media to provide policy education, collecting baseline data, and working to address and reduce identified barriers.

Results

Umatilla County Plan4Health held a kick-off event to convene coalition members and the larger community around this emerging initiative. Plan4Health community members were able to begin to draw connections across their own work - and were introduced to two statewide efforts: Healthy Eating Active Living (HEAL) and Blue Zones projects. HEAL and Blue Zones provide tools and models to support the positive changes Plan4Health also hopes to achieve.

Contact

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"We'll be building partnerships, getting key stakeholders together from throughout Umatilla County who have the desire to build a healthy community". - Meghan Debolt, Director, Public Health Umatilla County

"We are trying to take Umatilla County health to a place it's never been. We're going into a whole different arena". - George Murdock, Umatilla County Commissioner"

Success Stories   http://nccd.cdc.gov/nccdsuccessstories/

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