



2015 Outcomes, Programs, and Impact

Our Purpose

A community coalition working together to create a healthier community that supports an environment to promote positive physical and mental health.

Our Goals

- ❖ Work together to encourage and support healthy eating and access to healthy foods for all in our community. (EAT Well)
- ❖ Work together to encourage, support and reinforce active lifestyles and behaviors for all in our community. (MOVE Well)
- ❖ Work together to encourage people to live tobacco-free. (BREATHE Well)

Our Structure

Live Well St. Joseph (LWSJ) consists of a 13 person steering committee that provides oversight and support for the three areas of focus of LWSJ; healthy eating, physical activity, and breathing clean air. Each focus area has a sub-committee with two co-chairs to ensure the desired impact in the community.

Our Partners

Mosaic Life Care	Heartland Foundation
Second Harvest Community Food Bank	InterServ
University of Missouri Extension	Social Welfare Board
St. Joseph Youth Alliance	Hillcrest Transitional Housing
St. Joseph School District	Northwest Health Services
Community Action Partnership (CAP)	St. Joseph Health Department
St. Joseph Chamber of Commerce	YWCA
YMCA	Parents as Teachers
Missouri Department of Health & Senior Services	St. Joseph Public Works
St. Joseph Transit	St. Joseph Parks
St. Joseph Health and Safety Council	St. Joseph Bike Club



2015 Outcomes, Programs, and Impact

Our Outcomes

EAT Well: Increase consumption, education, and resources to healthy food in our community by reducing barriers.

MOVE Well: Increase physical activity and improve the built environment.

BREATHE Well: Increase the number of youth tobacco prevention and tobacco cessation programs in our community. Reduce the exposure of secondhand smoke to members of our community.

Our Programs

EAT Well

- ❖ LWSJ School Garden Program
- ❖ SHCFB Garden Project
- ❖ Retail Healthy
- ❖ Family Nutrition Program (University of Missouri Extension)
- ❖ LWSJ Cooking Classes – Kid's in the Kitchen (Mosaic Life Care)

MOVE Well

- ❖ Bike Programs – Trips for Kids, Middle School Bike Program for Girls
- ❖ Governor's 100 Missouri Miles Local Team
- ❖ Physical Activity Programs – St. Joe Fit, Eat Healthy Be Active Workshops
- ❖ Attain Bicycle Friendly Community distinction
- ❖ Host a League Cycling Instructor course in St. Joseph
- ❖ Smart Cycling Classes
- ❖ Hike & Bike Trail expansion, including signage and lighting
- ❖ Infrastructure support for cyclists – sharrows, bike lanes, bike racks, signage
- ❖ Public transit as a partner to increase walk/run/bike participation

BREATHE Well

- ❖ Making Our Mark
- ❖ Kick Butts Day
- ❖ Cooper Clayton Method to Stop Smoking
- ❖ Enforcement of smoke-free ordinance
- ❖ Educational programs regarding dangers of secondhand smoke
- ❖ Community events raising awareness of tobacco threat



2015 Outcomes, Programs, and Impact

Our Impact

EAT Well

- ❖ Create a LWSJ School Garden in each of the Title 1 elementary schools in the St. Joseph School District
 - 3 new gardens (Currently in 5 of 8)
 - 1% of school volunteers/families participating in the program
- ❖ Create a LWSJ School Garden Program for St. Joseph and surrounding communities
 - 3 new gardens
 - 1% of school volunteers/families participating in the program
- ❖ Increase the number of public community gardens participating in The Garden Project
 - Online option for people to “register” their garden
 - Gather baseline information for number of gardens currently
- ❖ Increase number of home gardens participating in The Garden Project
 - Online option for people to “register” their garden
 - Gather baseline information for number of participating gardens
- ❖ Establish convenient store and restaurant partnerships to increase and promote reasonably priced fresh/healthy food options
 - Establish partnership criteria and overview statement
 - Establish signage and promotional materials
 - Establish 2 convenient store partnerships in St. Joseph
 - Establish 1 restaurant partnership in St. Joseph
- ❖ Increase SNAP participation at local farmer's markets
 - Gather baseline information for number of participating markets
 - Increase of SNAP transactions
- ❖ Evaluate current partnerships in the community and increase partners to host nutrition classes
 - Gather baseline information for number of hosts, offerings, and participants in the community
 - 10 additional partnerships
 - 10 additional class offerings in the community
 - % Of class reservations vs. capacity ???



2015 Outcomes, Programs, and Impact

- ❖ Increase the consumption of the number of servings per day of fruits and vegetables for class participants
 - Establish and provide serving consumption educational materials
 - Establish baseline with pre/post class surveys
- ❖ LWSJ partners St Joseph Parks, Recreation & Public Facilities and St Joseph Health Department and St Joseph Youth Alliance will present weekly, facilitator lead healthy cooking and food preparation Eat Healthy Be Active classes from April to August 2015 through the St. Joe Fit program

MOVE Well

- ❖ LWSJ partners St Joseph Parks, Recreation & Public Facilities and St Joseph Health Department expand St. Joe Fit program by incorporating free classes at the REC Center from April to August 2015
- ❖ LWSJ partners St Joseph Parks, Recreation & Public Facilities and St Joseph Health Department create a Missouri 100 miles Local Team in conjunction with St. Joe Fit
- ❖ LWSJ partners St Joseph Parks, Recreation & Public Facilities and St Joseph Health Department and St Joseph Youth Alliance will present weekly, facilitator lead biking and walking options from April to August 2015 through the St. Joe Fit program
- ❖ LWSJ partners St Joseph Public Works & Transportation to generate St. Joseph Transit "The Ride" promotional material specific to employers by December 2015
- ❖ LWSJ partners St Joseph Public Works & Transportation with St Joseph Parks, Recreation & Public Facilities and St Joseph Health Department to conduct Bicycle Friendly Quick Assessment by February 2015
- ❖ LWSJ partners St Joseph Public Works & Transportation with St Joseph Parks, Recreation & Public Facilities expand hike and bike trails with a goal of 1 mile of construction per year
 - Maple Leaf Expansion Spring 2015
 - Riverside Expansion in 2015



2015 Outcomes, Programs, and Impact

- ❖ LWSJ partners St Joseph Public Works & Transportation with St Joseph Parks, Recreation & Public Facilities and St Joseph Health Department to implement sharrows and signage in St Joseph
 - Downtown connection to riverfront trail in Spring 2015
 - Ashland Avenue in Spring 2015
 - Noyes Blvd in Spring 2015
- ❖ LWSJ steering committee members provide input to the St Joseph Area Transportation Study Organization revision of The St. Joseph Area Metropolitan Transportation Plan Update
- ❖ LWSJ partners St Joseph Public Works & Transportation with St Joseph Parks, Recreation & Public Facilities to conduct annual System for Observing Play & Recreation in Communities (SOPARC) counts in city parks and trails
- ❖ LWSJ partners St Joseph Health Department and St Joseph Youth Alliance to host a League Cycling Instructor course in St. Joseph in Spring 2015 to increase the number of certified instructors in St. Joseph and NW Missouri
- ❖ LWSJ partners St Joseph Health Department and St Joseph Youth Alliance to conduct 5 Smart Cycling classes to residents by October 2015
- ❖ LWSJ partners St Joseph Health Department and St Joseph Youth Alliance to conduct 2 Bike Rodeo/community events to encourage use of the existing bike lane on St. Joe Avenue and the new Sharrows routes by September 2015
- ❖ LWSJ partners St Joseph Public Works & Transportation with St Joseph Health Department and St Joseph Bicycle Club to install 20-30 bike racks around St. Joseph by September 2015



2015 Outcomes, Programs, and Impact

BREATHE Well

- ❖ LWSJ partners St Joseph Health Department and St Joseph Youth Alliance to conduct local Making Our Mark Training
 - Identify personnel and have them attend Making our Mark Facilitator training by October 31, 2014
 - Recruit 5 Buchanan County Schools to attend Making our Mark training by December 31, 2014
 - Facilitate Making our Mark Training by December 31, 2014
 - 5 Buchanan County schools to create and complete youth advocacy action plans by May 31, 2015
 - Provide coordination of on-going implementation of youth action plans, community education, and provide technical assistance.
- ❖ LWSJ partners St Joseph Health Department and St Joseph Youth Alliance to conduct Regional Making Our Mark Training
 - Recruit at least 10 schools in Northwest Missouri to attend the Regional Making our Mark Training by February 1, 2015
 - Coordinate and host Regional Making Our Mark Training by April 30, 2015
- ❖ LWSJ partners St Joseph Health Department and St Joseph Youth Alliance to conduct Kick Butts Day (KBD) Youth Advocacy Event
 - Recruit at least 20 teams from Northwest Missouri and Northeast Kansas to participate in KBD
 - Coordinate and host Kick Butts Day Dodgeball Tournament on March 17, 2015
 - Gather baseline information for number of gardens currently in our community
- ❖ LWSJ partners St Joseph Health Department and St Joseph Youth Alliance to participate in statewide Youth Leadership Summit
 - Identify a maximum of four youth (two each from Making Our Mark II and regional training) to be invited to attend statewide Youth Leadership Summit.
 - Assist in travel planning of youth and mentors in attending



2015 Outcomes, Programs, and Impact

- ❖ LWSJ partner St Joseph Health Department to conduct facilitator training for Cooper Clayton Smoking Cessation Program
 - Recruit at least 4 people to become Cooper Clayton Program Facilitators by October 16, 2014
 - Conduct Facilitator training by October 31, 2014
- ❖ LWSJ partner St Joseph Health Department to conduct tobacco cessation classes in the community
 - Conduct 5 tobacco cessation classes (minimum 5 participants per class) by September 30, 2015
 - Work with local businesses to promote worksite tobacco cessation programs by reaching out to 100 businesses by September 31, 2015
- ❖ LWSJ partner St Joseph Health Department to increase options for affordable or free nicotine replacement therapy (NRT) for tobacco cessation class participants
 - Research funding opportunities through donations, grants and other sources of funding
 - If funding is secured, create program for free or affordable NRT to complement tobacco cessation classes
- ❖ All LWSJ partners support efforts to enforce Smoke-free ordinance in St. Joseph - St Joseph Health Department to take responsibility for enforcement and response to ordinance compliance complaints
 - Ensure methods to register a complaint are publicized
 - Recognize positive success stories post-ordinance
 - Conduct post air quality monitoring study
- ❖ LWSJ partners St Joseph Health Department and St Joseph Youth Alliance to educate community on the dangers of secondhand smoke
 - Conduct Monster Dash 5K to educate on being drug, alcohol and tobacco free by October 31, 2014
 - Conduct a minimum of one community outreach event to educate on the dangers of secondhand smoke by September 30, 2015



2015 Outcomes, Programs, and Impact

Operation “Change the Conversation”

- ❖ Attend community events utilizing the bike blender and providing educational material
 - Create LWSJ approved educational materials
 - 50 events
 - 10,000 materials distributed
- ❖ Establish a local PSA and social media campaign on the benefits of healthy eating and the LWSJ opportunities
 - Track number of spots
 - 50% increase of Facebook/Twitter/Pinterest interactions
 - Produce “new me” testimonials
 - Establish unified messages
 - Updated website, calendar
- ❖ Promote Live Well St Joe as a complimentary supplement to worksite wellness programs for local businesses by December 2015



2015 Outcomes, Programs, and Impact

2015 Calendar

Steering Committee – Held the second Friday of each month from 7:30am – 9:00am at Mosaic Life Care.

Community Impact Reports – Breakfast events held the second Wednesday of the last month in each quarter at 7:30am.

- March 11, June 10, September 9, and December 9 – Locations to be determined



2015 Outcomes, Programs, and Impact

Steering Committee Roster

EAT Well

Drew Bogue | Mosaic | drew.bogue@mymhc.com

Tamara Grubb | Second Harvest Community Food Bank | tgrubb@ourcommunityfoodbank.org

MOVE Well

Selena Good | Youth Alliance | sgood@youth-alliance.org

Monica Ottman | YMCA | mottman@stjoymca.org

BREATHE Well

Dr. Jane Schwabe | Mosaic | jane.schwabe@mymhc.com

Mary Attebury | Missouri Department of Mental Health | mary.attebury@dmh.mo.gov

At-Large

Sandra Weber | Heartland Foundation | sandra.pettitweber@heartlandfoundation.org

Nancy Taylor | St. Joseph Health Department | ntaylor@ci.st-joseph.mo.us

Penny Crawford | University of Missouri Extension/FNEP | crawfordpe@missouri.edu

Pat Dillon | Mosaic | pat.dillon@mymhc.com

Stephanie Malita | St. Joseph Health Department | smalita@ci.st-joseph.mo.us

Jessica Jackson | St. Joseph Chamber of Commerce | jackson@saintjoseph.com

Sue Lober | St. Joseph Safety Council | sue.lober@stjoesafetycouncil.org