

# Healthy Wallingford 2020 Town Health Improvement Plan





# HEALTHY WALLINGFORD 2020

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## OCTOBER 2017 UPDATE

**OVERVIEW:** Healthy Wallingford is an initiative brought together with joint efforts of the Wallingford Health Department and the Wallingford YMCA. We are very passionate in providing a healthy community for our Wallingford residents. Our mission of Healthy Wallingford 2020 is to “Engage the community in a healthy lifestyle, while impacting health outcomes and quality of life for all residents.”

### GOALS:

1. Assessing our focus areas and objectives and to evaluate existing resources in the community that address our Focus Areas.
2. Engage partners and the community in focused health assessments.
3. Promote standard messages, across all segments of our community, to engage in healthy modeling to de-stress and increase civility towards all.

### 2017 Focus Areas:

1. *Healthy Housing (Health Department)*
  1. *Asthma*
  2. *Falls Prevention*
  3. *Lead Poisoning Prevention*
2. *Behavioral Health*
  1. *Suicide Prevention*
  2. *Substance Abuse*
  3. *Teen Dating Violence*
4. *Healthy Lifestyles*
  1. *Obesity*
    - I. *Physical Activity*
    - II. *Nutrition*
  2. *COPD (Chronic Obstructive Pulmonary Disease)*
  3. *Substance Abuse*
5. *Eat, Play, Unplug*
  1. *Quarterly message focused on community values.*

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# HISTORY

## **HEALTHY PEOPLE 2020:**

Healthy People 2020 is “a national health promotion and disease prevention initiative bringing together many individuals and agencies to improve the health of all Americans.” In doing so a framework has been created to guide efforts with visions of creating a society in which people live long, healthy lives ([HP2020](#)).

## **HEALTHY CONNECTICUT 2020:**

### *State Health Improvement Plan (SHIP)*

Healthy Connecticut 2020 is our state’s rendition of the Healthy People 2020 initiative, also referred to as our *State Health Improvement Plan*, or (SHIP). The purpose, to integrate and focus efforts from the Connecticut Department of Public Health, local health districts and departments, key health system partners, and other stakeholders to actualize measurable advancement of health outcomes. Based on State Health Assessment data, priority areas and specific goals and objectives were identified.

January 2017 UPDATE: The *SHIP* is focused on yearly updates, with the goal of increased health outcome by the year 2020 ([HCT2020](#)).

## **HEALTHY WALLINGFORD 2020:**

### *Wallingford Health Improvement Plan (WHIP)*

The Steering Committee of the Healthy Wallingford 2020 began meeting in September 2014. This is a local effort of multiple community partners, co-chaired by the Wallingford YMCA and the Wallingford Health Dept. We have been working very diligently to better define and identify Focus Areas that align with both the SHIP and the needs of the Wallingford community. The goal of the HW2020 is to “Engage the Community in a Healthy Lifestyle, to Impact Health Outcomes and Quality of Life for All Residents”.

# ACKNOWLEDGEMENTS

## **Town of Wallingford Leadership Team:**

Sean Doherty, Executive Director, Wallingford Family YMCA

Eloise Hazelwood, Director of Health, Wallingford Health Department

## **Healthy Wallingford Steering Committee:**

Christelle Aube, SCCSAC

Jamie Curtis, Healthy Wallingford Liaison

Lynn Faria, Midstate Medical Center

Anthony Loomis, Wallingford Public Schools

## **Additional Support:**

Susan Adams, VP Alliance Integration, Masonicare

Craig Turner, Director, Wallingford Youth and Social Services

John Gawlak, Director, Wallingford Parks and Recreation

Liz Landow, Wallingford Center, Inc.

Dr. Sal Menzo, Superintendent, Wallingford Public Schools

Mary Mushinsky, State Representative

Bill Viola, Director, Wallingford Senior Center

Celeste Yanni, Wallingford Committee on Aging

Our initial Wallingford Health Improvement Plan (*WHIP*) focus areas were developed in 2015. The Healthy Wallingford 2020 committee has met since 2015 and continues to meet with the goal of assessing our focus areas and objectives and to evaluate existing resources in the community that address the Focus Areas. In addition to our listed Committee members, it is recognized that many additional civic organizations and faith-based institutions have an inherent goal of supporting a healthy lifestyle and an enhanced overall healthy community.

Our partnerships have expanded to include representatives from:

- Anthem BlueCross BlueShield
- Coalition for a Better Wallingford
- Gaylord
- Hartford Healthcare
- Masonicare
- South Central Connecticut Substance Abuse Council (SCCSAC)
- Spanish Community of Wallingford
- United Way of Meriden/Wallingford
- Yale New Haven Hospital
- Wallingford Center Inc.
- Wallingford Public Library
- And Wallingford Residents-at large

We recognize the need to identify existing opportunities within our community and strive to be a link in the partnership to a Healthy Community. With our overall goals and objectives in mind, we have realigned the *HW2020* focus areas for the upcoming years, 2017-2020. The realignment more clearly reflects the needs of our community. For example, our initial plan had a primary focus area of “Health Systems”. After much review of the SHIP focus area, we soon learned that this focus area is really at the macro level to address access to health care.

Instead, we will incorporate components within our redefined focus areas. One issue of great concern is Health Literacy, including Culturally Linguist Appropriate Services (CLAS). Our focus is to be the link in identifying existing community resources, such as the United Way 211, Wallingford Library, Wallingford Youth and Social Services, and SCOW, to name a few, to help unravel the often-baffling process of access to health services, forms completion or access to information posted on government websites.

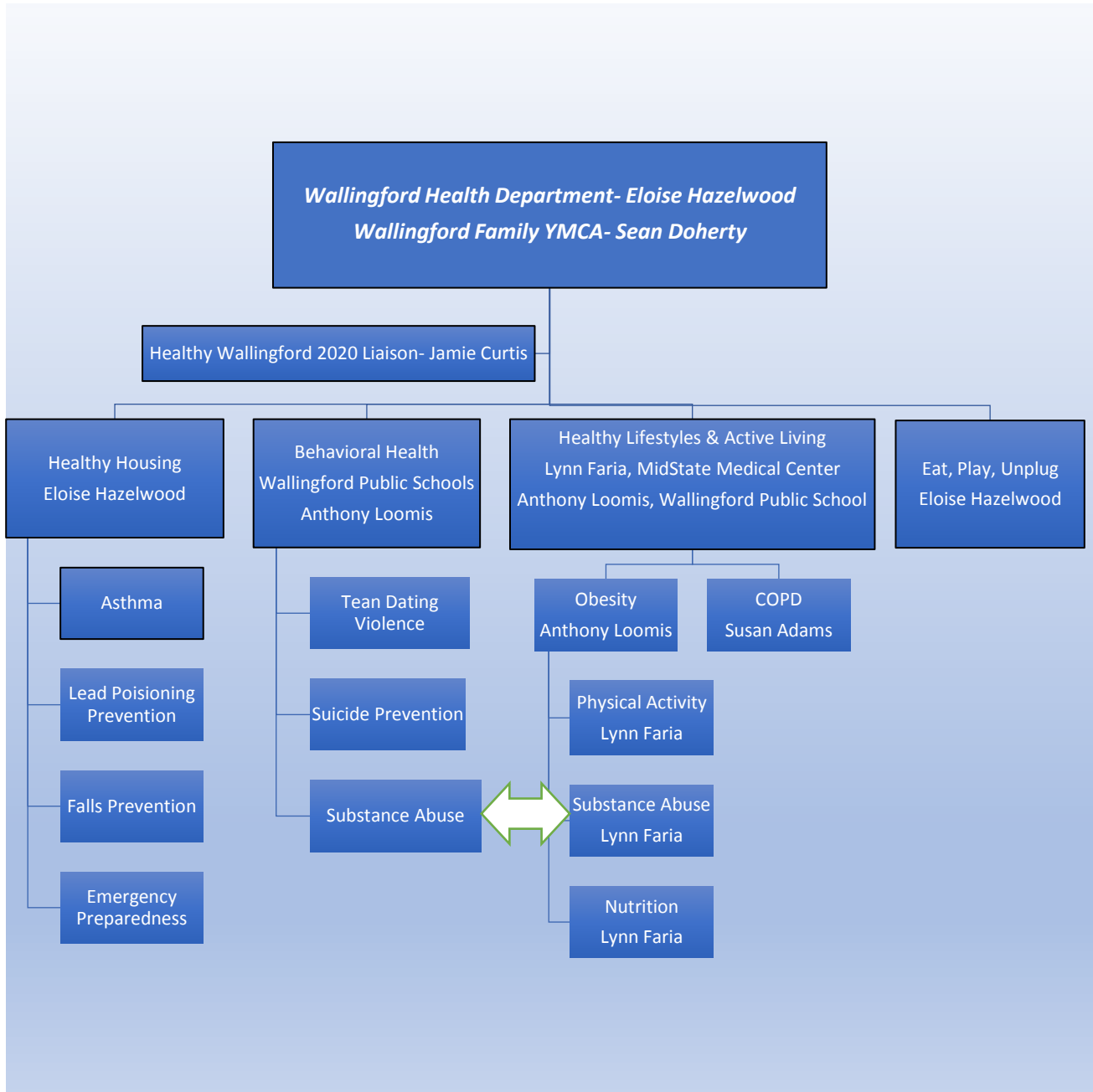
**The Healthy Wallingford Improvement Plan is a fluid document and the goals and objectives identified and will be reviewed and revised as policies, programs and time evolves.** The Steering Committee, Focus Area subcommittees and Action Teams are committed to identifying and incorporating policy, program and partnerships to have a positive long-term impact on the overall health of our community.

One of our challenges continues to be the gathering of Wallingford specific data. Most statistical data are based on county-level or illness (morbidity). CDC and the SHIP strongly recommend using evidence-based programming or policy to influence health outcomes. This is not to imply that we have no local data, we are using Wallingford-specific data such as the Youth Behavioral Health Survey; EMS response calls; hospital emergency data, insurance utilization data, and data provided by CT DPH.

Healthy Wallingford continues to be based upon Focus Areas. We have, however, revised the organizational set-up to more narrowly define Wallingford focused initiatives.

Healthy Wallingford 2020 goal is to launch a website intended to serve as a central location and community calendar for existing programs and services and to provide a platform for information on the on-going efforts of each subcommittee. Once launched, it will reach a segment of our community who would not only benefit, but would also become engaged our Healthy Wallingford 2020 Focus Areas.

# ORGANIZATIONAL CHART



# FOCUS AREA: 1 *HEALTHY HOUSING*

## Focus Area 1: Healthy Housing *Asthma*

**Goals:**

1. Increase awareness throughout our community of asthma triggers in the household as well as the environment.

**Objectives:**

1. Identify number of children in licensed daycares with Asthma Action Plans.

**Data:**

BASELINE	27.93% Emergency room visits in 2014 (ct.gov)
TARGET	Wallingford residents
TARGET-SETTING METHOD	10% improvement of CLP

**Strategies:**

- Asthma: Meet with daycare facilities nurse consultants and/or directors to establish an educational campaign on identifying triggers in the home.

**Time Frame:**

- Develop appropriate frame work for October 2017.

**Partners:** Region 1 Asthma Coalition, and Licensed Daycare Centers.

**Updates and Progress:** Created an Asthma Trigger PDF to be sent out to the homes of children in Wallingford daycare centers.



## Focus Area 1: Healthy Housing

### Lead Poisoning Prevention

#### **Goals:**

1. Reduce the number of children with elevated blood lead levels and minimize exposure.

#### **Objectives:**

1. Increase overall lead poisoning awareness in the Wallingford community.

#### **Data:**

BASELINE	TBD
TARGET	Wallingford residents
TARGET-SETTING METHOD	10% Decrease by 2020

#### **Strategies:**

- Conduct free visual lead risk assessments to parents of children < 6 years of age.

#### **Time Frame:**

- Develop appropriate frame work for October 2017.

**Partners:** The Wallingford Health Department.

**Updates and Progress:** TBD

## Focus Area 1: Healthy Housing *Falls Prevention*

**Goals:** Reduce number of residents, aged 60 and older, who experience a fall.

**Objectives:**

**Data:**

BASELINE	
TARGET	Wallingford residents
TARGET-SETTING METHOD	10% Decrease by 2020

**Strategies:**

- Conduct home assessments and medication review of at least 12 residents at risk for a fall.

**Time Frame:** Oct 2017 – Sept 2018

**Partners:** Wallingford Health Department, Wallingford Senior Center.

**Updates and Progress:** TBD

## Focus Area 1: Healthy Housing

### *Emergency Preparedness*

#### **Goals:**

1. Increase awareness and the number of volunteers in the Wallingford Medical Reserve Corp who participate in trainings and educational activities.
2. Increase Wallingford awareness on how to prepare, respond and prevent a major health issue.

#### **Objectives:**

1. Increase the number of Wallingford citizens that engage in preparedness activities with the MRC to develop an emergency plan if there were to be a major health disaster.

#### **Data:**

BASELINE	100 volunteers to date
TARGET	Increase MRC volunteers by 10%
TARGET-SETTING METHOD	US HHS/MRC guidelines/data analysis

#### **Strategies:**

- Engage faith-based community in public health preparedness activities.
- Develop a tiered level of current volunteers based on area of expertise/volunteer interests.

#### **Time Frame:**

- Increase the number of MRC volunteers by 10% by June 2018

#### **Partners:**

- National MRC framework
- Community faith-based institutions
- Wallingford Health Department/OEM

#### **Updates and Progress:**

- 3 new members as of Oct 3, 2017, total of 103 MRC volunteers

# FOCUS AREA: 2 BEHAVIORAL HEALTH

## Focus Area 2: Behavioral Health *Teen Dating Violence*

### Goals:

1. To promote positive relationships and environments in our schools and community.

### Objectives:

1. Decrease the number of students physically abused by a significant other in the past year by 15% (currently reported at 7.9%) as reported on the CT school health survey.
2. Decrease the number of students forced into sexual behaviors during the past year by 18% (currently reported as 11%) as reported on the CT school health survey.

### Data:

BASELINE	<ul style="list-style-type: none"><li>• 7.9% (physically abused)</li><li>• 11% (forced sexual behaviors)</li></ul>
TARGET	Wallingford Students
TARGET-SETTING METHOD	15% decrease by Fall of 2018

### Strategies:

- Health curriculum addresses teen dating.
- Rachel’s challenge; a Bully Prevention Program for Wallingford High Schools.
- Texting and internet safety presentations.
- For more information please refer to our Wellness Committee Strategic Plan from the Wallingford Public School System.

### Time Frame:

- Fall of 2018

**Partners:** The Wallingford Board of Education, SCOW and SCC.

**Updates and Progress:** TBD



## Focus Area 2: Behavioral Health

### *Suicide Prevention*

#### **Goals:**

1. Continue to offer multiple programs that support and educate students, parents, school staff, and community members on the importance of behavioral health.

#### **Objectives:**

1. Decrease the number of students that have attempted suicide during the past year by 10% (currently reported at 7%) as reported on the CT School Health Survey.

#### **Data:**

BASELINE	7% students attempted suicide in 2015
TARGET	Wallingford student population
TARGET-SETTING METHOD	Decrease by 10% by Fall of 2018

#### **Strategies:**

- Encourage school programming on decision making, peer pressure, coping skills—BABES program (South Central CT Substance Abuse Council).
- Align with objectives and strategies in the CT Suicide Prevention Strategy to provide training to community and service providers on prevention of suicide and related behaviors: Wallingford School District, South Central CT Substance Abuse Council, Coalition for a Better Wallingford, others.
- For more information please refer to our Wellness Committee Strategic Plan from the Wallingford Public School System.

**Time Frame:** Fall of 2018

**Partners:** MidState Medical Center, Wallingford Public Schools, and the Coalition for a Better Wallingford.

**Updates and Progress:** TBD

## Focus Area 2: Behavioral Health *Substance Abuse*

### **Goals:**

1. Increase the overall awareness of the pervasive issues of alcohol and substance abuse in the Wallingford community.

### **Objectives:**

1. Continue to offer multiple programs that support and educate students, parents, school staff, and community members on the dangers of substance abuse to increase awareness and provide support.

### **Data:**

BASELINE	Students that use alcohol: 37.9% get alcohol from an elder
TARGET	Wallingford Students
TARGET-SETTING METHOD	Decrease by 10% by Fall of 2018

### **Strategies:**

- BABES Program (drug prevention program at the elementary level)
- SADD (Students against destructive decisions)
- Chasing the Dragon (opioid addiction video produced by the FBI)
- Wellness Committee Strategic Plan from the Wallingford Public School System.
- YMCA's Upward Bound program.

**Time Frame:** Fall of 2018

**Partners:** Wallingford Board of Education, Youth and Social Services, SCCTSAC, Coalition for Better Wallingford, Elks Club, SCOW and Wallingford Family YMCA.

**Updates and Progress:** TBD

# FOCUS AREA: 3 HEALTHY LIFESTYLES & ACTIVE LIVING

## Focus Area 3: Healthy Lifestyles and Active Living *Chronic Obstructive Pulmonary Disease (COPD)*

### **Goals:**

1. Promote respiratory health throughout Wallingford through educational efforts, early detection and prevention methods.

### **Objectives:**

1. Increase overall awareness of COPD in the Wallingford community.

### **Data:**

BASELINE	1 in 20 people have COPD in CT.
TARGET	Wallingford residents
TARGET-SETTING METHOD	Increased awareness by 2020
DATA SOURCE	CT Data/ Community Health Assessment

### **Strategies:**

- Provide education to our community to detect COPD earlier. COPD is preventable and treatable. *COPD is the 4<sup>th</sup> leading cause of death in the US (healthypeople.gov).*

**Time Frame:** Fall 2018

**Partners:** Gaylord Hospital, MidState Medical Center, Masonicare, and the Wallingford Health Department.

**Updates and Progress:** Wellness program scheduled through Wlfd Adult Education, Fall 2017

## Focus Area 3: Healthy Lifestyles and Active Living

### Obesity

#### **Goals:**

1. To promote overall health and wellness of Wallingford citizens to reduce chronic disease rates through healthy diets and physical activity.

#### **Objectives:**

1. Decrease the number of Wallingford residents who are obese.
2. Increase the number of Wallingford residents who are eating a healthier diet.

#### **Data:**

BASELINE	In 2013 an estimate of 3,596,080. People are obese in CT. ( <a href="http://www.cdc.gov/dph">www.cdc.gov/dph</a> ) Student Population: 28.9% students report being overweight or obese.
TARGET	Wallingford Residents/Students
TARGET-SETTING METHOD	Residents: 10% reduction by 2020 Student population: 10% reduction by 2018

#### **Strategies:**

- Expand restaurant participation in the 3<sup>rd</sup> edition of Healthy Dining Guide Wallingford 2017. Once completed, we will conduct a survey to dining establishments concerning influence of participation by patrons in the Dining Guide.
- Sponsor a community wellness challenge focusing on Town Employees and Board of Education employees as a pilot study.
- Expand information to make available via social media and *Healthy Wallingford 2020* website.
- Promote an increase in physical activity for Wallingford businesses; including walking meetings and challenges.
- Promote physical activity via “Step It Up” program; expand communication plan to promote walking trails, routes, and activities.

#### **Time Frame:**

- Healthy Dining Guide 3rd edition, completed by Spring 2018. Ready for distribution in May of 2018.
- Student goal of 10% decrease by fall of 2018.



**Partners:**

Wallingford Health Department; The Wallingford Family YMCA; The Wallingford Board of Education; Wallingford Parks & Recreation; MidState Medical Center.

**Updates and Progress:**

- Health Dept. interview/selection of Public Health intern: May 2017. COMPLETED
- New intern for Spring 2018

## Focus Area 3: Healthy Lifestyles and Active Living

### Physical Activity

#### **Goals:**

1. To promote overall health and wellness of Wallingford citizens to encourage an increase of physical activity.

#### **Objectives:**

1. Increase opportunities for students and residents to become more physically active throughout the day.

#### **Data:**

BASELINE	<ul style="list-style-type: none"> <li>• 24.9% of adults reported that during the past month, they had not participated in any physical activity. (<a href="http://www.cdc.gov/dph">www.cdc.gov/dph</a>)</li> <li>• 24.1% of adolescents watched television 3 or more hours per day on an average school day. (<a href="http://www.cdc.gov/dph">www.cdc.gov/dph</a>)</li> </ul>
TARGET	Wallingford Residents/Students.
TARGET-SETTING METHOD	Increased awareness by 2020.

#### **Strategies:**

- Promote physical activity via “Step It Up” program—expand communication plan to promote walking trails, routes, and activities.
- Create a historical walking trail down South Main Street and make information available via social media.
- Promote increased physical activity for businesses, including walking meetings.
- YMCA’s Fit to Go Youth Obesity initiative.
- Walking/Running Challenges including; Fishbein/YMCA Road Race, Turkey Trot, Gaylord Gauntlet.

**Time Frame:** Spring 2018

**Partners:** Wallingford Parks & Recreation, MidState Medical Center, the Wallingford Board of Education and Wallingford Family YMCA.

**Updates and Progress:** TBD

## Focus Area 3: Healthy Lifestyles and Active Living

### *Substance Abuse*

#### **Goals:**

1. Increase the overall awareness of the pervasive issues of alcohol and substance abuse in the Wallingford community.

#### **Objectives:**

1. Continue to offer multiple programs that support and educate students, parents, school staff, and community members on the dangers of substance abuse to increase awareness and provide support.

#### **Data:**

BASELINE	Students that use alcohol: 37.9% get alcohol from an elder
TARGET	Wallingford Students
TARGET-SETTING METHOD	Decrease by 10% by Fall of 2018

#### **Strategies:**

- BABES Program (drug prevention program at the elementary level)
- SADD (Students against destructive decisions)
- Chasing the Dragon (opioid addiction video produced by the FBI)
- For more information please refer to our Wellness Committee Strategic Plan from the Wallingford Public School System.

**Time Frame:** Fall of 2018

**Partners:** Wallingford Board of Education, Youth and Social Services, SCC-SAC, Coalition for Better Wallingford, Elks Club, and SCOW.

**Updates and Progress:** TBD



# Focus Area 3: Healthy Lifestyles and Active Living: *Nutrition*

**Goals:**

1. Educate our community on the importance of a nutritious and healthful diet to reduce the risk of chronic diseases and help maintain a healthy BMI range.

**Objectives:**

1. Increase the number of nutritious food and beverage options offered in and outside of school.

**Data:**

BASELINE	<ul style="list-style-type: none"> <li>• 22.2% of adults reported consuming fruit less than one time daily. (<a href="http://www.cdc.gov/dph">www.cdc.gov/dph</a>)</li> <li>• 33.7% of adults reported consuming vegetables less than one time daily. (<a href="http://www.cdc.gov/dph">www.cdc.gov/dph</a>)</li> </ul>
TARGET	Wallingford Residents/Students.
TARGET-SETTING METHOD	10% improvement by 2020

**Strategies:**

- Support school district efforts regarding food reclamation.
- Evaluate need for food policy council or hunger action team formation in Wallingford after discussion with agencies providing services to those in need.
- Share healthy food donation lists with food pantries, faith communities, and business to reduce the donation and distribution of foods higher in sodium, fat, sugar, and carbohydrates.
- Work with identified food pantries to increase education and information on healthy food preparation for those shopping at food pantries.
- Encourage local restaurants to identify “heart healthy” menu items.
- Develop and manage a Wallingford Community Garden.
- Educate residents, students and parents on healthy grocery items and create a recipe book to hand out to families to make dinner time fun.

**Time Frame:** Spring 2018

**Partners:**

MidState Medical Center, Wallingford Health Department, Wallingford Family YMCA, and Wallingford Community Resource Alliance.

**Updates and Progress:** TBD

# FOCUS AREA 4: *Eat, Play, Unplug*



## **Goals:**

1. Promote standard messages, across all segments of our community, to engage in healthy modeling to de-stress and increase civility towards all.

## **Objectives:**

1. Increase community relations and reduce stress.

## **Data:**

BASELINE	Board of Education Parent Survey 2017
TARGET	Wallingford residents
TARGET-SETTING METHOD	

## **Strategies:**

- Quarterly messages based on core values to be repeated in all segments of our community.

**Time Frame:** Oct 2017 – Sept 2018 and then reassess

**Partners:** Wallingford Health Department, Faith-based community, Wallingford Public Schools, all Healthy Wallingford 2020 partners.

**Updates and Progress:** TBD