### Long Term Goals:
1. Decrease % adults with high blood pressure
2. Decrease % adults with high cholesterol
3. Decrease % adults and children who are overweight or obese

### Short Term Goals:
1. Increase # adults and children who engage in regular daily exercise
2. Increase # adults and children who eat daily nutritious meals
3. Increase # adults and children who receive regular screenings for health risk factors

### Strategies:
A. Work with partners to educate the community on how to make healthy choices regarding food and exercise
B. Support the collaboration, development or expansion of efforts focused on creating a social and physical environment that encourages healthy lifestyles

---

#### A. Work with partners to educate the community on how to make healthy choices regarding food and exercise.

<table>
<thead>
<tr>
<th>Workgroups &amp; Point of contact for each working group</th>
<th>Resources Have/Needed [Including funding, materials and people]</th>
<th>Estimated Funding Needed</th>
<th>Timeline [Key Dates]</th>
<th>Metrics of Success</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>“CHOOSE HEALTH, LIVE WELL” WORKGROUP</strong></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
| Past Members: *Carol Brenner*  
Jody Nicholson  
Deb Waymack  
Colleen Borts  
Amanda Hess  
Randy Jacobs  
*Jo Nicholson*  
*Deni McCarter*  
*John Pauley*  
Guests | **Have:**  
- Key messages:  
  - **Quit it** - If you smoke, stop  
  - **Know it** - Know your numbers, blood pressure and cholesterol. If high, get them treated  
  - **Move it** - Accumulate at least 30 minutes of activity most days of the week  
  - **Lose it** - Eat well-balanced meals. Reduce calories if you are overweight  
  - **Check it** - Get regular checkups  
  - **Chill it** - Get regular checkups  
  - **Chill it** - Get regular checkups  
| **QCHI Funded 2005-2006:**  
- $30,000 (message development) | **February 28, 2005:**  
- Launch of the beta test at:  
  - Augustana College – 145 participants  
  - Nichols Home Shield – 153 participants  
| **Number of individuals reached by media messages**:  
- 177+ (beta test)  
| **Evaluation of key messages from beta test**  
(see January 2006 minutes)  
| **Results of the pre/post survey results**  
(see January 2006 minutes)  
| **Number of organizations developing worksite wellness programs through Genesis Occupational Health using the messages**:  
- 2007 [to include Trinity Work fitness Center] – over 34 organizations  
- 2008 - one new organization  
| **# of Churches participating in Parish Nurse Wellness Program**:  
- 2007 - 16 churches  
- 2008 - 13 new churches  

---

#### Resources and Partnerships:
- WQAD, 2007 Partnership
- The Dispatch/Rock Island Argus, 2007 Partnership
- KWQC TV 6, 2007 Partnership
- Mediacom, 2007 Partnership
- WHBF CBS 4, 2007 Partnership

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**Active Team Action Plan as of 2010 “Choose Health Live Well”**
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<tr>
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<tr>
<td><strong>MOON WALK WORKGROUP</strong></td>
<td></td>
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<tr>
<td>2. Participate in Moon Walk 2010—A walking competition with:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>）Peoria</td>
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<tr>
<td>）Champaign/Urbana</td>
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</tr>
<tr>
<td>Christy Filby</td>
<td>QCA Community Challenge for 2010</td>
<td>Funding provided by QCH!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Becki Anderson</td>
<td>8 week race</td>
<td></td>
<td>April 16, 2010 - Launch date</td>
<td></td>
</tr>
<tr>
<td>Nicole Carkner</td>
<td>Walk one trip (238,000) to the moon</td>
<td></td>
<td>June 11, 2010 - Mission end date</td>
<td></td>
</tr>
<tr>
<td>Jo Nicholson</td>
<td>Community team that has the</td>
<td></td>
<td>June 16, 2010 - Moon Walk Champion declared</td>
<td></td>
</tr>
<tr>
<td>Bud Phillis</td>
<td>highest number of miles per</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>registered walker at the end of the 8 week race, after meeting minimum mileage requirement</td>
<td></td>
<td>June 23, 2010 - Splashdown ceremony</td>
<td></td>
</tr>
<tr>
<td>*Point of contact for each working group</td>
<td></td>
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</table>

| **FOOD PROMOTION WORKGROUP** | | | | |
| 3. Work with local food stores to develop healthy food promotions and education events | | | | |
| "Debbie Geisler | Spring 2010 (Illinois only): | Spring 2005 - the Healthy Food Workshops - Number of attendees: 142 | | |
| Stacy Mitchell | ）Happy Diabetic Chef | Fall 2005 - the 2nd series, Healthy Food Workshops – Number of attendees: 205 | | |
| Allison Yoder | Blood Pressure/Low Cholesterol Workshops | Fall 2006 - the 3rd series, Healthy Food Workshops – Number of attendees: 236 | | |
| Valerie Wheatley | | Spring 2007 - the Low Sodium Workshops – Number of attendees: 48 | | |
| Janet Macon | | September 2007 - the Cholesterol Workshops – Number of attendees: 112 | | |
| | | May 2008 - Number of attendees for the Cholesterol Workshops: 30 | | |
| | | March 2009 – Number of attendees for the Cholesterol Screenings:37 full lipid panel cholesterol screenings | | |

| Resource | | | | |
| --- | | | | |
| Hy-Vee | | | | |

**NOTE:** terms of race changed in 2009

- # Of participants
  - 2006 - 6,349
  - 2007 - 5,012
  - 2008 - 5,120
  - 2009 - 3,269
  - 2010 -
- Results of the race
  - 2006 - 1,216,040 miles
  - 2007 - 1,176,031 miles
  - 2008 - 1,250,292 miles
  - 2009 – 706,223 miles
  - 2010 -
- # of team captains recruited
  - 2006 - 81
  - 2007 - 100
  - 2008 – 96
  - 2009 - 74
  - 2010 - (to date) 73
B. Support the collaboration, development or expansion of efforts focused on creating a social and physical environment that encourages healthy lifestyles.

**ACTIVATE QUAD CITIES**

1. Support the Activate Quad Cities Initiative in advocating for social and physical environments that encourages healthy lifestyles through a community coalition of government, school, health care, corporate, faith-based and not-for-profit organizations.

**Goals** –
- **Safe Routes to Schools (SRTS)** – Partnering with school districts and city governments to increase access and safety, so more children walk or bike to school
- **Creating a healthy Workplace/Agency/Faith Community** – Creating a sustainable culture of wellness through built environment & policy change at Quad Cities businesses, not-for-profit agencies and faith communities
- **Comprehensive School Wellness Policies** – Assisting school districts in developing and implementing more comprehensive school wellness policies
- **Complete Streets/Walkable Community** – Promoting and implementing complete streets policies and educating stakeholders on walkable/liveable community standards
- **Establishing Access to Fresh Fruits and Vegetables** – Supporting community initiatives to provide healthy food security for all

<table>
<thead>
<tr>
<th><strong>Name</strong></th>
<th><strong>Role</strong></th>
<th><strong>Funding</strong></th>
<th><strong>September 2008</strong></th>
<th><strong>October 2008</strong></th>
<th><strong>Notes</strong></th>
</tr>
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<tr>
<td>Christy Filby</td>
<td>Community Leadership Team and Division Volunteers</td>
<td>Funding from Two Rivers YMCA and Scott County Family YMCA</td>
<td>America on the Move Week</td>
<td>“Safe Routes to Schools” regional training</td>
<td>Click on the following link to access the Activate Quad Cities current accomplishment fact sheet: <a href="http://www.activatequadcities.org">www.activatequadcities.org</a></td>
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<td>“Walkable Communities” developer breakfast and business leaders luncheon</td>
<td>May 15-22, 2010</td>
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|          |          |             | QC in Motion Week | **QC in Motion Week, May 15-22, 2010** -
|          |          |             |  - approximate # of walkers - 523 |  - approximate # bikes (to include Davenport, Bettendorf, Rock Island, Moline) - 70 |
|          |          |             |  - approximate # of bus riders who utilized the bus bike racks in the City of Bettendorf - 174 |  -

Resources:
- Palmer College of Chiropractic
- Davenport Achieve Grant

September 2008:
- America on the Move Week
- “Safe Routes to Schools” regional training
- “Lessons Learned Walking 50k A Day” presenter Mark Fenton
- “Conquering Obesity” presenter Morgan Spurlock
- “Walkable Communities” developer breakfast and business leaders luncheon

May 15-22, 2010:
- QC in Motion Week

Click on the following link to access the Activate Quad Cities current accomplishment fact sheet: [www.activatequadcities.org](http://www.activatequadcities.org)