**Result:**

* All Transylvania County residents achieve health through a nutritious diet and active lifestyle.
* All residents at healthy weight
* Access to, interest in, desire for physical activity, nutritious food
* Free of nutrition/physical activity/weight-related disease
* Social equity and accessibility

**Experience:**

* People at healthy weight
* People walking/moving
* Fewer cars, more bikes/active transport
* More children walking/biking to school
* Maps, signage, apps, QC codes to increase walkability
* More sidewalks, greenways, bikeways
* Bike racks – with bikes in them
* More recreation facilities
* More people using recreation facilities
* Full classes: nutrition, Zumba, etc.
* Bigger recreation staff
* More fruits and veggies in retail locations
* Less junk in vending machines
* Healthy menu options/portion sizes for all ages
* Healthier options at food pantries
* Reusable water bottles + water bottle fillers
* Recycling bins in public places/sidewalks
* No smoking in rec. facilities, parks, public places
* Equity in use of resources/food system access: all ages, genders, race, language, SES

**Indicators:**

* Rate of food pantry use ●●●
* Rate of heart disease deaths -
* Rate of people with hypertension -
* Rate of people with high cholesterol -
* Rate of people with diabetes -
* Rate of cancer diagnosis -
* Rate of people reporting depression/stress/mental health concerns -
* Rate of overweight/obesity ●●●●●●
* Average BMI ●
* # class enrollments and memberships ●●
* # people seeking nutrition counseling/education -
* # people seeking physical activity trainers/education -
* # people meeting physical activity recommendations ●●
* # physicians asking patients about nutrition and physical activity -
* # recreation facilities ●
* # people using trails and paths ●●●
* # local participants in 5Ks, bike races, etc. -
* # bikes in racks -
* Rate of people experiencing food insecurity -
* # of children receiving Backpack Buddies -
* # fruits and veggies consumed ●●●
* # fruits and veggies consumed in schools ●
* # stores/restaurants with healthy options -
* $ spent at farmers market ●
* # farmers market vendors -
* # GAP farms in county (Farm to School participants) ●
* # pounds locally-grown produce consumed locally -

●= Communication Power (easy to understand by broad and diverse audience, common sense, compelling)

● = Proxy Power (central importance, plain language understanding, represents other factors that move together)

● = Data Power (quality data on timely basis, credible in our community, comparisons to state/national data)

**Story Behind the Curve:**

***HURTING***

* “I’m too busy”
* Technology
* Sedentary lifestyle
* Jobs: sedentary and connected 24/7
* Seeking an easy fix for disease/illness
* “I’m too far gone... I give up”
* Market crash and manufacturing loss 🡪 less income/fewer resources
* Lack of money
* Lack of (accessible) healthy choices
* Eating out as entertainment
* Screens everywhere
* TV options (cable, satellite, on demand, etc.)
* Food advertising, targeting kids
* Too many foods that aren’t really “food”
* Apathy
* Lack of education
* Lack of self-motivation
* Active lifestyles vs. “exercise” or “sports”
* Less active time at schools
* Outside is unsafe and/or requires supervision
* Nature deficit disorder
* Stress 🡪 chronic stress disorders
* Toxic home environments
* Single parent homes 🡪 lower incomes/less time
* Change in home environment with both parents working
* Fewer meals at home
* More convenience foods/take out options
* Loss of cooking skills
* Car-centered built environment
* Accessibility/cost/transportation of nutrition and physical activity

***HELPING***

* Workplace wellness initiatives
* Trails and greenspace
* Culture promotes biking, hiking, outdoor activity
* Recreation center options
* Economy stabilized

**Partners:**

* Society of St. Andrews
* Farmers
* Hunger Coalition
* Cooperative Extension
* Sharing House
* Transylvania County Parks and Rec
* Schools
* Afterschool programs
* Friends and family
* Food pantries
* WCCA (senior feeding program, childcare programs)
* Blue Ridge Community Health Center
* DSS
* Transylvania Public Health
* County commissioners
* City council (Brevard) and aldermen (Rosman)
* The Family Place
* Transylvania County Library
* Transylvania Regional Hospital
* Meridian
* Churches
* Salvation Army
* Haven
* SAFE
* Businesses
* Grant funders
* City and county planning departments
* Local “champions” and ambassadors

**What Works To Do Better?** (\* free or low-cost options)

* Community, home, school gardens
* “Get Active with a Doc” program\*
* Gleaning\*
* Homesteading classes\*
* Education:
  + Scheduling meals
  + Shopping for and planning meals
  + How to choose and use produce
  + Cooking classes
  + Portion size
* Education of community leaders, providers, partners\*
* Education of public about resources 🡪 handout with “places to start” \*
* Active lifestyle options\*
* Publish maps/signs for walking courses
* More free/low-cost recreation facilities
* Usage agreements (churches, schools, etc.) \*
* Social support from friends and family\*
* More healthy/fewer unhealthy options at food pantries (requires funding and pantry willingness)
* More convenient access to healthy foods
* Integrated recreation facilities located in communities
* Teaching difference between “busy” and “active” \*
* Guidance/orientation/personal trainer to help with movement
* Fun/competition/incentives
* Places to “play” for all ages
* Workplace policies: paid time off and support for physical activity
* School policies and curriculum to support healthy eating and more physical activity\*
* Walking school bus