



**2000-2001
January 2000 Community Grants Program
Funded Projects
(Round 1)**

Brunswick County

Walk Brunswick - Brunswick County Health Department \$1,500

- ❖ Organize a community-based physical activity coalition focused on walking. Develop a *Be Active North Carolina* action plan for the following year that will focus on making school property accessible to communities to use for walking, as a form of physical activity.

Haywood County

Healthy Haywood \$1,500

- ❖ Enhance the focus of the existing coalition to develop a *Be Active North Carolina* action plan that will guide future activities to increase physical activity levels of school youth and their parents. Begin by collaborating in the development and piloting of a school-level assessment of youth fitness levels and fitness opportunities. Develop a citizen action group to advocate for change in the future.

Scotland County

Scotland County Healthy Carolinians \$1,500

- ❖ Establish a fitness and nutrition subcommittee for the Healthy Carolinians Task Force. Determine the subcommittee's resource needs, establish media and public relations staff, develop a citizen action committee, and draft a *Be Active North Carolina* one-year action plan.

Wayne County

WATCH, Wayne Action Teams for Community Health \$1,500

- ❖ Establish a Local Fitness and Health Council, as recommended by the WATCH Healthy Behaviors Task Force. Determine the council's resource needs, establish media and public relations staff, develop a citizen action committee, and draft a *Be Active North Carolina* one-year action plan which will guide activity development by the council's member groups.

Wilson County

Wilson County Dept. of Public Health \$1,500

- ❖ Establish a diverse coalition with a sub-committee focused on increasing physical activity. Conduct a community health assessment and create a resource inventory for Wilson County. Develop a one-year action plan that will incorporate a major physical activity component to complement current action planning efforts to improve nutrition and reduce tobacco use.

Guilford County

Guilford County Fitness Council **\$5,000**

- ❖ Reestablish the Local Fitness Council. Focus council efforts on projects that will help mobilize and promote the council's reputation. The Council will assist in promoting/publicizing the Heart and Stroke Health Partnership, will develop and print a resource guide that highlights trails and other facilities in Greensboro for walking and bicycling, and begin planning for an expanded "Share the Road" Campaign that will incorporate High Point and outlying areas of the county.

Mecklenburg County

Mecklenburg Council on Health and Fitness **\$5,000**

- ❖ Complete the restructuring of the Local Fitness Council and complete recruitment efforts to diversify membership. Promote awareness of fitness issues and the Local Fitness Council throughout the county. Sponsor an Annual Fitness Summit that promotes accessible physical activity environments. Assess facilities and opportunities for physical activity by gathering data from appropriate organizations, sorting by zip code, and overlaying data on social needs. This information will be used as baseline data to establish advocacy goals for influencing public policy and to select an organizational channel for future work.

Yadkin County

Yadkin County Fitness and Nutrition Council **\$5,000**

- ❖ Develop a hiking and bicycling trail at Yadkin County Park and use the trail development as an opportunity for media promotion of physical activity opportunities in the county. Develop a speaker's bureau that includes health and medical personnel to provide information on the benefits and opportunities for walking and bicycling. Assess other local community opportunities for walking and bicycling, and plan future improvements. Assess the feasibility of local churches working to improve their own walking and bicycling opportunities.

Ashe County

Ashe County Health Council, A Healthy Carolinians Task Force **\$10,500**

- ❖ Construct a connecting 1/3 mile segment of walkway, part of the Ashe County Trail System, through Foster Tyson Park in Jefferson, NC. Use the trail project as a catalyst for enhancing county policies and locating other funding opportunities to support other walking opportunities. Use the entire project as an opportunity for media reports and media events that will further physical activity promotion efforts.

Durham County

Durham County Health Dept./Durham Fitness Council **\$10,225**

- ❖ Establish a Fitness Leadership Council composed of policy leaders who will focus exclusively on county-wide policy improvements to promote physical activity opportunities. Assess current worksite wellness programs in the county. Enhance the focus of the Great Family Fun Walk to enhance public awareness of the need for adequate walking facilities in Durham. Provide financial support from event donations to school physical education programs and award mini-grants to area African-American churches to

help them sponsor physical activity and nutrition programs. Continue the Healthy Devils mentoring program and enhance the focus to develop the program as a county-wide model of policy-level support for increased physical activity opportunities in our schools.

Forsyth County

Behealthy Coalition of Forsyth County

\$3,200

- ❖ Recruit downtown businesses and faith communities to help develop “behealthy” walking trails. Develop trail-promoting activities that coincide with ongoing cultural events, such as pre-concert guided walks. Influence area worksites, concert promoters, the Downtown Revitalization Committee, and the Visitor’s Center to develop policies that support the promotion and use of the new walking trails.

Granville County

Creedmoor Elementary School PTA

\$10,500

- ❖ Create a universally accessible South Granville Community Playground and Park on the property of the Creedmoor Elementary School. Continue to foster collaboration between school personnel, the local PTA, and local community families. Use the new community park as an opportunity to provide outside classroom space for experiential, hands-on learning that incorporates physical activity and fully integrates youth with physical disabilities or other special needs. Continue to provide the local newspaper with an on-going series of articles on the *Be Active North Carolina* initiative and this current project that will increase the community’s opportunities to be physically active with their children.

Henderson County

Partnership for Health, Inc.

\$10,500

- ❖ Continue to assess the walking and bicycling facilities in the county and develop a Bicycle/Pedestrian Plan for Henderson County. Help develop multi-use trails that incorporate trail signage and increase physical activity opportunities in priority populations. Foster the continued collaboration of civic and business professionals and other volunteers who focus on policy changes to promote new opportunities for being physically active, such as policies supporting the inclusion of alternative transportation options in all county transportation plans submitted to DOT. Develop media events that increase media coverage on county physical activity opportunities. Encourage faith organizations to promote walking and bicycling opportunities on local trails and other facilities.

Pitt County

Pitt County Council on Fitness and Health

\$10,500

- ❖ Develop a list/map of current areas for walking and bicycling in Pitt County, and incorporate results from on-going projects to assess the county walking and bicycling opportunities in the county. The resource list will focus on identifying facilities in under-served priority population communities (for example, identifying walking and bicycling paths that begin from African American church parking lots). Use this vision to register and promote “Community Millenium Trails.” Brochures will be printed and distributed to further promote this information throughout the county. Continue to build relationships

between school administrations and local communities, to expand the opportunities for communities to use school facilities for physical activity. Develop speaker bureau topics, monthly mass media articles and newsletter articles for schools and churches.

Watauga County

Watauga County Healthy Carolinians/Watauga Medical Center

\$10,500

- ❖ Develop a program to collaboratively promote health promotion activities within the many small worksites throughout the county. Base the program on an already successful model used within faith communities. Invite worksite owners to an initial CEO Breakfast while at the same time launching a media campaign to promote the need for increased physical activity and proper nutrition. Encourage worksites to identify an employee health advocate who can be trained to provide information and promotional materials on the benefits of physical activity and proper nutrition. Develop and print a physical activity resource guide that health advocates can provide to employees. Develop signs at local parks and greenways that inform users of the physical activity opportunities at each facility.