

Well Washington County Leadership Council Action Plan

Well Washington County Vision Statement: Washington County: Healthy People, Communities, Workplaces and Environment.

Goal Statement: To ensure the sustainability of Well Washington County.

Objective # 1: By 2020, implement evidence based strategies for promoting healthy lifestyles within the county. (SEE WASHINGTON COUNTY CHIP)

Deliverables:

- Monthly update of action teams progress at Leadership Council meetings
- Yearly update of action teams progress at the Well Washington County celebration
- Biannual update of action teams progress through the Well Washington County Newsletter
- Annual Report of action team progress and what work will be completed over the following year

Objective 2: By 2020, brand and promote Well Washington County to residents, organizations, employers and stakeholders.

Deliverables:

- Number of media outlets
- Number of Well Washington County Newsletters
- Yearly update on action team successes at the Well Washington County celebration
- Number of social media likes and follows.

Activity	Timeframe	Resources Required	Lead	Outcome	Date Completed
Develop a visibility campaign that will utilize at least four media outlets to promote Well Washington County				Washington County Daily News- 2 articles Kewaskum Statesman-2 articles Facebook-over 100 likes	

Activity	Timeframe	Resources Required	Lead	Outcome	Date Completed
Create and provide Well Washington County print materials to at least 10 locations across the county. Locations might include YMCA, local employers, county departments, City Hall, ect.	By December 2016		Amanda	Flyer	
Partner on county-wide health initiatives					
Create a coalition website and social media sites	Fall 2016		Amanda	Website, Facebook page, YouTube, Twitter, Instagram	Spring 2017
Create a promotional video	Winter 2016-summer 2017		Amanda	Promotional video	Summer 2017
Hold a yearly celebration	December of each year		Amanda		
Send out quarterly newsletters to county stakeholders			Amanda		Fall 2016

Objective 3: By 2020, obtain funding opportunities to implement coalition strategies.

Deliverables:

- Number of funding sources researched
- Number of grants applied for
- Number of grant awarded

Activity	Timeframe	Resources Required	Lead	Outcome	Date Completed
Create inventory of local, state, federal funding sources					
Pair initiatives with appropriate funding sources					

Objective 4: By 2020, implement a comprehensive data collection tool to gather information on youth key health outcomes.

Deliverables:

- Number of schools participating in collective data collection
- Agreed upon data collection tool

Activity	Timeframe	Resources Required	Lead	Outcome	Date Completed
Develop data collection sub-committee	By Dec. 2016		Amanda		Fall 2016
Agree upon a comprehensive data collection tool for school districts	By June 2017			YRBS	Fall 2016
Develop a timeline & plan for implementation	By Sept 2017				Winter 2016
Outreach to individual school districts to conduct survey	By Dec. 2017				
Implement survey tool	By Dec. 2018				