



# HIP Success Stories

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## Maps and Murals: *Chelsea, Manchester and Dexter*

*Does your organization utilize or benefit from data, partnerships, or strategies offered through the Health Improvement Plan of Washtenaw County? If so, those efforts can be featured in an upcoming edition of HIP Success Stories! See page 2 for contact information.*

### What's HIP?

Since 1995, the Washtenaw County Public Health Department has led HIP, a countywide partnership whose purpose is to facilitate the design and implementation of community-based disease prevention and health protection strategies through local health assessment, data analyses, objective setting, coalition-building, and promotion of evidence-based strategies.

The 2005 HIP Survey was funded by:

- University of Michigan Health System
- Chelsea Community Hospital
- Saint Joseph Mercy Health System
- Pfizer, Inc.
- United Way of Washtenaw County
- Washtenaw County Public Health

### Best Foot Forward: How it All Started

Since June 2005, the Healthy Communities Coalition has prioritized making their communities inviting to pedestrians. The coalition is made up of residents from Chelsea, Dexter, and Manchester and staff from Chelsea Community Hospital and Washtenaw County Public Health (WCPH).

With the goal of making it easier to be physically active in Western Washtenaw County, in 2005 the coalition obtained funding from Building Healthy Communities (BHC), a grant project offered through a partnership between WCPH and the Michigan Department of Community Health. The intent of BHC is to facilitate partnerships between WCPH and community coalitions to assess community environments, prioritize actions, and implement changes that result in:

- Creating safe, walkable and bikeable communities
- Increasing physical activity to at least 30 minutes/day for both kids and adults
- Increasing access to fresh fruits and vegetables
- Increasing the number of public places that are smoke-free

**Washtenaw County Risk Profile** (2005 HIP Survey)

- Only 34% of Western Washtenaw residents reported getting recommended levels of adequate physical activity
- 56% of Western Washtenaw residents are considered overweight or obese
- 37% of Western Washtenaw residents eat at a fast food restaurant 2 or more times per week which is 15 - 20% more often than the rest of county

### Do What Works!

Once the Healthy Communities coalition secured BHC funding, they launched a three pronged approach to encourage residents to move more:

- Measure and map walking routes in each of the three HCC communities;
- Design, print, and promote user-friendly maps to as many residents as possible; and
- Create an appealing, larger-than-life mural of the Chelsea route and install on the side of a building in the heart of downtown.

The coalition's specific objective was to increase physical activity of residents by helping them identify either a destination or measured route. They based this objective on research showing how walking maps that include "destinations" and measured routes can increase physical activity.



Highlights:

- An enlarged version of the Chelsea route map was installed on the exterior of the Chelsea Market building.
- The route maps are varied in length, combine town and park trails, and include destinations. Each map is color-coded, identifies rest-rooms and benches, and provides a description of each route.
- Middle school students and teachers have taken up the challenge to walk the routes mapped for their communities.

Collaboration is Key

Multi-sector partnerships are important to most community health improvement initiatives. The Healthy Communities coalition values the new relationships it formed during this undertaking:

- Eckland Imaging and Design - designed the eye-catching maps
- Chelsea Market building - offered space to post the walking map mural
- Chelsea Community Foundation - provided \$2,500 to fund mural design and installation
- Rosebud Foundation - selected the coalition’s grant proposal for \$3,100 which was used for a second printing of maps
- Teachers in school districts welcomed distribution of maps in health classes and school events

Relevant 2020 HIP Objectives

HEALTHY COMMUNITIES

- Increase the proportion of residents with pedestrian sidewalks, paths, or trails in or near their neighborhood from 78% to 86%.

HEALTHY ADULTS

- Decrease the proportion of adults who are overweight from 50% to 40%.
- Increase the proportion of adults 65 years and older who attain at least 30 minutes of moderate activity 3 days per week from 45% to 60%.

FYI!

For a better understanding of walkable communities, read [Merge Ahead: Health and Economic Growth in Walkable Communities](#) available at <http://hip.ewashtenaw.org>

HIP Helps!

The Healthy Communities coalition translated HIP partnerships, data, and strategies into a successful intervention. Here’s how HIP helped:

- The coalition Steering Committee includes several individuals active in the Health Improvement Plan and WCPH, a connection that was instrumental.
- Coalition members utilized HIP data to secure funding and identify specific health behaviors and attitudes within community residents.
- HIP staff helped identify the evidence-based strategy that guided the coalition’s approach.



← This colorful mural is displayed on the side of the Chelsea Market building!

Thanks!

Special thanks to Ruth Shantz, Vice President for Regulatory Affairs at Chelsea Community Hospital who provided the information for this HIP Success Story!

To learn more about HIP, access HIP data electronically, or become a partner, please go to <http://hip.ewashtenaw.org>.