

HEALTHY FAMILIES OF OCEANA COUNTY (HFOC)

District Health Department #10

Oceana County, Michigan



PROJECT OVERVIEW

This project sought to reduce the impact of chronic diseases in Oceana County, MI, through policy, system, and environmental strategies that improve access to healthy foods and beverages and that strengthen community and clinical linkages. The "Healthy Families of Oceana County" coalition (HFOC) collaborated with local retailers, healthcare providers, and community agencies to develop a variety of projects, including: promotional materials that encourage healthy food choices at grocery stores, food pantries, and restaurants; a "Rx for Healthy Families" prescription pad that enables healthcare providers to refer patients to the WIC program; and a comprehensive resource guide that informs residents about local services. As a result of the initiative, the HFOC coalition has helped to generate a message within the community about the impact of healthy behaviors on long-term health.

{ Goal 1: }

Increase the number of people in Oceana County with improved access to environments with **healthy food** and **beverage** options

Secondary Objectives:

- Increase the number of **stores** and **food pantries** with new on-site and in-store placement and promotion strategies for healthy foods from **0** to **3** by the end of the project period.
 - *New on-site promotional strategies* at **2** stores (Cherry Hill Supermarket and Gale's IGA) and **1** food pantry (Bread of Life). Shelf labels encourage shoppers to select healthy foods, while signs and window decals at the stores/pantry help to explain the project. **HFOC is in the process of implementing similar promotional materials at a new Hispanic market and a community center.*
- Increase the number of **settings** using new tools or resources to create awareness of how to access healthy food options in the community from **0** to **7**.
 - *New resources* (HFOC website, HFOC Facebook page, online resource map, Family Resource Bookmark, healthy shopping guide, window decal, category signs for food pantry, etc.) at **7** community settings (Bread of Life Food Pantry, Gale's IGA, Cherry Hill Supermarket, District Health Department #10, MDHHS, Northwest MI Health Services, WIC clinic, etc.).
- Increase the number of **restaurants** using nutrition labeling to identify "healthy" menu options from **0** to **3** by the end of the project period.
 - *New healthy menu guides* at **2** local restaurants (Daniel's Restaurant and Trailside Restaurant). **HFOC is working with a third restaurant (Country Dairy Farm Store Deli) to implement a healthy menu guide.*

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Goal 2:

Increase the number of people in Oceana County with improved access to opportunities for **chronic disease prevention, risk reduction** or **management** through **community** and **clinical** linkages

Secondary Objectives:

- Increase the number of **health care settings** that refer to WIC in the target community from **0** to **5**.
 - New "Rx for Healthy Families" referral pads implemented at **4** healthcare settings (Mercy Health Partners, Hart Family Medical, Spectrum Health Family Medicine, Northwest Michigan Health Services). In-service trainings provided for WIC program and referral requirements.
- Increase the number of **community settings** referring and/or signing patients up for healthcare from **0** to **5**.
 - New "Rx for Healthy Families" referral pads implemented at **4** healthcare settings (Mercy Health Partners, Hart Family Medical, Spectrum Health Family Medicine, Northwest Michigan Health Services); outreach on insurance enrollment assistance services provided at **5** community events (Maxine's Closet, Project Homeless Connect, Walkerville Thrives, NMHSI Patient Appreciation Day, Farmworker Appreciation Night).
- Increase the number of **community settings** using **new tools** or **resources** to improve awareness of available chronic disease prevention and management services in the community from **0** to **7**.
 - New resources (HFOC website, HFOC Facebook page, online resource map, Family Resource Bookmark) at **7** community settings (District Health Department #10, MDHHS, Northwest MI Health Services, WIC clinic, etc.).

Use these QR codes to find out more about HFOC's community projects!



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