

PlanET Working Group Meeting 7: Strategy Development

June 20, 2013

Healthy Communities: Local Food Production	Tags	
	Long Term	Short Term
Enable Urban Agriculture		
*Top Strategy 1: Learn from successes in other places		X
Identify successes and stakeholders who are already doing things like this either in our region or in other places - who are the partners? COK/Knox County FPC, Beardsely Farm, Julie Graham, ETQG, County health Departments, ag program coordinators in schools, coordinated school health, other states - what do they do?, Nourish Knoxville, hospitals, health councils, bread for the world (nina)		
Micro and macro - Knox Co CAC (Beardsley); Knoxville Knox County FPC		
*Top Strategy 2: More rural counties create task forces/committees		X
local governments, community organizations such as United Way (education, health and financial stability), Second Harvest, El Puente (Robert Hodge), Boys and Girls clubs, El Camino seguro (Jan Johnson), churches, public housing authority		
To assess need and potential; work with hospitals, health councils, and health departments, farmers		
*Top Strategy 3: Secure resources	X	
planning departments/local governments, private land owners, local businesses, chambers of commerce, funders/philanthropy		
Secure resources: land, seed, tools, water, education, master gardeners		
*Top Strategy 4: Use data to move leaders towards building commitment	X	
Build commitment for support of local food - policy, production, access to local food for underserved		
Knox County Health Department/THK and other hds, UT, state health policy council, PlanET, federal/census data, 211(statewide)		
Develop sustainable groups that perpetuate access to local food including working with underserved communities	X	
Education about farming gardening - demonstrate how much fun it is to garden	X	
Work with businesses to sponsor and release time for employees to volunteer	X	
Preserve significant agricultural lands		
*Top Strategy 1: Develop a local seed bank.		X
UT-Extension, Farmer Scott (Julie Graham contact), FFA, Local Farmers Market Associations		
*Top Strategy 2: Develop production and markets for premiere, signature, gourmet, regional agricultural products.		X
Pick TN Products (TN Dept. of Ag), Culinary Arts programs (UT and Walter State), Local Chefs Organizations/Local Magazines, Local Farmers Markets, People already engaged in producing		
*Top Strategy 3: Farm and land management cooperatives	X	
Local Farmers Coops, Tractor Supply, UT-Extension, Farm Bureau, Soil Conservation Service		
Sharing land and resources among a farming community		
*Top Strategy 4: Support diversity of production	X	
"Agri-tourism" to "you pick" to larger scale production and products		
Pick TN, TN Tourism		
Agricultural product matching/development assistance for farmers (what to grow, where to grow it, where to process it, and sell it)		X
Bottling facilities for small batch products and development.		X
Educate farmers, build awareness of land trusts (conservation easements) among farmers.		X
Farmer mentoring program for the next generation of farmers, to maintain the family farm and land tenure. (In both the rural and urban areas)	X	
Give more meaning and implementation focus to the 1101 Growth Plan "Rural Areas."	X	
Revise the policy and regulations to ease selling to institutional facilities (schools, prisons, etc...)		X

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Healthy Communities: Healthy People	Tags	
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Encourage Activity		
*Top Priority 1: Local support and provision of age-specific (youth to elderly) focused physical activities (soccer leagues, yoga, walking, etc...).		X
Parks and Rec Depts, Senior Centers, Office on Aging, current rec. leagues (AYSO, CBFO), churches, YMCA, community centers, assisted living facilities, day cares, home schooled groups, schools,		
*Top Priority 2: Provide sidewalks in urban/municipal areas		X
Local governments, TDOT, Developers,		
Take advantage of existing wider road facilities, re-striping, paving, etc...		
*Top Priority 3: Social marketing, promoting that we can become a physically active region.	X	
Chambers, Health Departments, Schools and Universities, Health Councils, Media partners, Outdoor Knoxville, Transit entities, Tourism, Bicycle groups, Walking, Running Groups, (Foothills Striders, Knoxville Track Club), Hospital Systems		
*Top Priority 4: Systematically integrate greenways into the built environment.	X	
TDOT, TPO, Local Planning Commissions, Large Businesses, Chambers, AARP,		
Build upon safe routes to school program.		X
Complete streets for major road facilities.	X	
Developing activity focused groups (walking, biking organizations or groups).		X
Provision of walkways as part of new developments.		X
Schools/educational requirement for physical activity.		X
Support parks and recreation programs and facilities.	X	
Promote wellness		
*Top Priority 1: Coordinate with PlanET economic development goals and transportation & infrastructure working group	X	X
Incorporate the financial benefits of recruiting cleaner industry, higher paying jobs with health care benefits.		
*Top Priority 2: Engage policy makers, for example school board members	X	
Business owners		
Collect data about social and economic costs of unwellness! Return on investment. Learn from others such as hospitals and insurance companies.		
Develop and deliver wellness training for school boards		
Develop and deliver wellness training to elected officials and policy makers		
Identify other successes around educating policy makers. Such as hospitals, health clubs, other cities		
*Top Priority 3: Identify current groups working in this area to determine gaps (access, needs) in physical and mental health and bring partners together.		X
Data: Health departments, THK, PlanET, health councils, hospitals, national association for mental illness - local affiliates, mental health assoc. of ETN, health centers or FQHCs.		
*Top Priority 4: Work with Coordinated School Health	X	X
Contact get to know and bring together each local education authority's (LEA) coordinated school health coordinator (for example Aneisa McDonald in Knox County)		
Coordinate with THK working groups - for example health policy group regarding PE in schools		X
Coordinate with Transportation and Infra working group.		X
Replicate THK mission and process throughout the region.	X	
Work with childcare centers to educate about wellness for example the Gold Sneaker program	X	X