

## Topic: **OVERWEIGHT/OBESE**

### Visions:

- I. **Advocacy for indoor facilities and programs for year-round physical activities and hands-on healthy eating education for Northern, Central, and Southern areas of St. Mary's County (emphasis on prevention.)**
- II. **Create a culture of health and fitness where employers and other partners will incentivise and subsidize exercise programs and facilities.**

### Empathy Mapping:

- Headaches:
  - Lack of time
  - Money
  - Knowledge to cook and exercise safely/securely
  - Motivation keys
  - Transportation
- Dreams:
  - Develop life-long habits for exercise and diet
  - Available and convenient facilities and programs
- Jobs:
  - Deepen public and private partnerships for enhanced facilities/programs
  - Engage public officials buy-in and funding
  - Identify and conduct pilot programs that can be replicated
  - Training and recruitment of new partners

### Resource Mapping:

- Resources needed:
  - Expertise
  - Money
    - Capital and operational financial plans and partners with expertise
    - More investment from schools, local businesses and philanthropic individuals
  - Location
  - Equipment
  - Design planning for convenience and accessibility
- Key partners:
  - University of MD Extension
  - Parks & Rec
  - SMCPs
  - Physicians' practices
  - Hospital nutritionists
  - State agencies (ex. MD Stadium Authority)

## **Community Context:**

- Demographic:
  - Size of the family affecting healthy food affordability
  - Reaching at-risk individuals with predisposing factors for complications of being overweight (schools will identify).
  - Cultural and religious beliefs in regard to food and fitness
- Political, economics, regulatory:
  - Lack of money by family or organization with capability to provide programs.
  - Need for coalitions and partnerships to achieve enhanced facility and program availability.
  - Creating consensus on needs and next steps.

## **Game Plan:**

- My physical activity and healthy eating FUN!
- Share vision and plans with community partners and targeted populations.
- Use existing facilities to pilot new programs for summer and fall 2024.
- Create concrete documents and funding plans to share with public officials and other potential funders.
- Make 1, 5, and 10 year goals, objectives, and action plans.
  - Try to draft by March 31, 2024
- Educate the community about success in other areas on physical activity facilities.