

Empathy Mapping

Community Context

HA

- Lack of time
- Money
- Knowledge to cook and safely + soundly
- Not having ways of transportation

Overweight/Obese

Develop

- Life long habits for exercise and diet
- Available convenient facilities + programs

Demographic

- Size of the family affecting healthy food affordability
- Reaching at risk individuals w/ predisposing factors for complications of being overweight
- Cultural and religious beliefs in regard to fitness
- Political, Economic, Regulatory

Jobs

- Deepen public + private partnerships for enhanced facilities + programs
- Engage public officials + community + funding
- Identify + conduct pilot programs that can be replicated
- Training + recruitment of new partners

Lack of money by family or organization w/ capability to provide programs.

Need for coalitions + partnerships to achieve enhanced facility + program availability

- creating consensus on next steps.

Vision

Advocacy for indoor facilities + programs for year-round physical activities + hands on healthy eating education in Northern, Central and Southern areas of St. Marys County (emphasis on Presented)

Resource Mapping

Resources Needed

- Expertise
- Money
- Lack of internet
- Equipment
- Personnel
- Convenience, Accessibility
- Granting grants to pay for expertise
- for CHW

Funding Sources

- Engage more high caliber philanthropic individuals in plans for enhanced physical activity and healthy eating efforts
- Retired fitness leaders, early employees
- Insurance Companies

Need Capital + Operational

- Financial Plans + Partners w/ expertise
- create a culture of health + fitness where employers + other partners will invest + subsidize exercise programs + facilities
- many investment from schools, local business, philanthropic individuals

Key Partners

- Univ. of MD, on Extension, etc.
- Parks + Rec
- SMCPs
- Physician's Practice
- Hospital Outpatients
- State
- ex. Maryland State Authority

Game Plan

- Make physical activity and healthy eating FUN!

- share vision and plans w/ community partners and targeted population.

- Use existing facilities

- For summer and fall 2023
- create concrete documents and funding plans to share w/ public officials and other potential funders.

- Make 1yr, 5yr + 10yr goals, objectives + action plans. — Maybe try to ~~write~~ draft by March 31st 2024
- educate community about success in other areas on phys. activity facilities.

Overweight/Obese