

**Neighborhood Sector Objectives and Strategies**

Objectives	Strategies	Activities	Timeline	Activity Leads
<p><b># 1</b> Mobilize residents to create an ongoing grassroots effort to advocate for healthy eating and physical activity options in their neighborhoods. by December 2008.</p>	<p>1. Mobilize southeast and southwest Santa Rosa neighborhood groups.</p>	1a. Convene regular resident-led meetings in the neighborhoods.	Ongoing	Project Staff, Community Mobilizers, Sector Workgroup members, Trainer(s)
		1b. Assess community resources and gaps relating to healthy eating and active living ( <i>i.e. PhotoVoice, walking audits, SRTS audits, safety audits</i> )	Ongoing	
		1c. Promote community meetings and activities via media (radio and print) and community events.	Ongoing	
		1d. Support neighborhood groups to build relationships with community groups (including faith-based), organizations, and service agencies to increase broader community awareness and participation in HEAL.	Ongoing	
	<p>2. Identify and train individual and organizational champions to increase capacity of residents to lead and engage in advocacy and community education.</p>	2a. Collaborate with other agencies and grassroots organizations to help recruit and train champions.	Ongoing	Project Staff, Community Mobilizers, Sector Workgroup members, Trainer(s)
		2b. Provide opportunities for neighborhood residents to become champions and develop leadership capacity.	Ongoing	
		2c. Provide leadership and advocacy trainings.	Ongoing	
	<p>3. Assist neighborhood residents to develop an advocacy strategies.</p>	3a. Identify community priorities for advocacy.	Mar-Apr 2008 Sept-Oct 2008	Project Staff, Community Mobilizer, Sector Workgroup members
		3b. Identify goals for advocacy efforts and appropriate strategies.	May-June 2008 Nov-Dec 2008	
		3c. Research best practice campaigns, <i>working with Kaiser and partner organizations to utilize existing resources where possible.</i>	Ongoing	
	<p>4. Coordinate advocacy efforts with appropriate decision makers to advocate for the development and implementation of policy and environmental change that increases neighborhood options for healthy eating and physical activity.</p>	4a. Identify key stakeholders and decision makers essential to the facilitation and implementation of policy and environmental changes identified by residents. ( <i>i.e. school officials, agency partners, government officials</i> )	May-June 2008 Nov-Dec 2008	Project Staff, Community Mobilizer, Sector Workgroup members, Trainer(s)
		4b. Research best practice on policies/environmental changes from HEAC and other programs and provide to groups.	Ongoing	
		4c. Provide technical assistance and resources to facilitate advocacy efforts.	Ongoing	

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<p># 2 Increase opportunities in the community for safe, accessible physical activity and recreation options by December 2010, through adding or improving <del>two</del> of the following:</p> <p>Infrastructure enhancements (i.e., sidewalks, bike lanes, park equipment and facilities, or streetlights;)</p> <p>Park and public green space area;</p> <p>Programs.</p>	<p>1. Assess existing neighborhood design and resources for capacity to increase infrastructure changes that, in turn, increase physical activity and influence residents' daily activity patterns.</p>	<p>1a. Coordinate with neighborhood sector members to implement assessments of the need for infrastructure changes to improve physical activity options. (i.e. PhotoVoice, walking audits, SRTS audits, safety audit)</p>	<p>Feb 2008 Aug 2008</p>	<p>Project Staff, Community Mobilizer, Sector Workgroup members</p>
		<p>1b. Review, prioritize and select a minimum of two changes to implement.</p>	<p>Mar-Apr 2008 Sept-Oct 2008</p>	
	<p>2. Promote and maintain a clean, attractive and safe community environment to encourage outdoor physical activity and recreation.</p>	<p>2a Collaborate with Santa Rosa Police Department, Sonoma County Sheriff, neighborhood associations and groups (i.e. Gang Task Force), and other stakeholders to create or improve existing crime prevention programs to increase security in neighborhood parks and recreation facilities (including bike paths).</p>	<p>Jan-Apr 2008</p>	<p>Project Staff, Community Mobilizer, Sector Workgroup members</p>
		<p>2b. Encourage residents to partner with the city (i.e. Police Department, NRP) and community groups (i.e. neighborhood associations, Roseland Youth Advocates, USA 2000) to establish neighborhood watch programs, clean-up days and other programs to increase safety.</p>	<p>Jan-Apr 2008</p>	
	<p>3. Support neighborhood groups and other advocacy groups (i.e. The Roseland Roundtable) to work with appropriate government agencies and residents to advocate for, fund and build and/or improve infrastructure.</p>	<p>3a. Identify and obtain buy-in from neighborhood groups to participate in South Santa Rosa collaborative.</p>	<p>Jan 2008</p>	<p>Project Staff Community Mobilizer, Sector Workgroup members, Trainer(s)</p>
		<p>3b. Convene regular collaborative meetings to identify common ground, address resident involvement in advocacy, and improve communication between and amongst groups, government, and residents.</p>	<p>Feb-Dec 2008</p>	

			3c. Meet with appropriate planning and redevelopment government bodies in area to pursue redevelopment, including the former Albertsons site.	Ongoing	
			3d. Research possible infrastructure funding sources (i.e. SRTS).	Ongoing	
			3e. Work with neighborhood groups to encourage residents to attend city and county planning meetings.	Ongoing	

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	4. Collaborate with CAP and school administrations to advocate for open school facilities to the community after school hours.	4a. Collaborate with HEAL school sector to identify after hour school facility use and determine which schools to approach.	Jan-Feb 2008	Project Staff, Community Mobilizer, Sector Workgroup members, School Officials, Oscar (CAP)
		4b. Meet with identified school administrators to obtain buy-in and develop a plan and facilitate implementation.	Mar-Apr 2008	
		4c. Work with neighborhood groups to encourage residents to partner with schools to advocate for open school facilities after hours.	Ongoing	
	5. Collaborate with the Sonoma County Bicycle Coalition and other stakeholder groups to institute a Safe Routes to School (SRTS) Program in interested schools to improve safety and promote walking and biking to school.	5a. Identify bike, pedestrian, & SRTS stakeholder groups.	Jan-Feb 2008	Project Staff, Comm. Mobilizer, Sector Workgroup members, School Officials
		5b. Collaborate with HEAL school sector to identify SRTS infrastructure issues to advocate for.	Mar-Apr 2008	
		5c. Meet with identified groups to develop a plan and facilitate implementation.	Mar-Apr 2008	
		5d. Work with stakeholder groups to encourage residents to attend city and county planning meetings to update Bike & Pedestrian Master Plans.	Ongoing	

	6. Collaborate with Roseland Youth Center Advocates, South Park Youth Center, Santa Rosa Rec & Parks , and other community agencies and groups able to provide organized low or no cost physical activities to expand and/or develop programs in the community.	6a. Identify community agencies and groups able to provide organized low or no cost physical activities.	Jan-Feb 2008	Project Staff, Comm. Mobilizer, Sector Workgroup members, Community Partners
		6b. Meet with identified groups to develop a plan to expand and/or develop programs.	Mar-Apr 2008	
		6c. Encourage residents to partner with local agencies and groups to advocate for the expansion and/or development of programs in the community, including boosting after school programming on open campuses.	Ongoing	
	7. Collaborate with LandPaths, Santa Rosa Rec & Parks, and other community agencies and groups to identify and advocate for park and green space needs in community.	7a. Identify community stakeholder groups.	Jan-Feb 2008	Project Staff, LandPaths, Community Partners
		7b. Collaborate with community stakeholder groups to identify park and green space needs in community.	Mar-Apr 2008	
		7c. Work with stakeholder groups to encourage residents to attend city and county planning meetings to update Rec & Parks Master Plan.	Ongoing	

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<p># 3 Increase, by a minimum of three, purchase points or distribution points for fresh fruits and vegetables in the community, by December 2008.</p>	<p>1. Develop and promote a plan for the creation of two new community gardens: one in Southeast (SE) and one in Southwest (SW) Santa Rosa.</p>	<p>1a. Recruit and organize community groups interested in working on community gardens.</p>	<p>July-Dec 2008</p>	<p>Project Staff, Community Mobilizer, Sector Workgroup members</p>
		<p>1b. Coordinate with the Agricultural Preservation and Open Space District to research areas that could be used for a garden.</p>	<p>July-Dec 2008</p>	
	<p>2. Work with local market owners to support them to make changes limiting displays of unhealthy food, increasing the availability of fresh fruits and vegetables, and encouraging the placement of fruits and vegetables in prominent positions in market displays.</p>	<p>2a. Develop list of markets using existing GIS map.</p>	<p>Jan 08</p>	<p>Project Coordinator, Food Outlet Contractor</p>
		<p>2b. Assess resident interest in purchasing fruits and vegetables at local stores (<i>i.e. at neighborhood meetings, store surveys</i>).</p>	<p>Feb-Mar 2008</p>	
		<p>2c. Assess market owner interest in making changes related to changing food displays and /or increasing the availability of fresh produce.</p>	<p>Feb-Mar 2008</p>	
		<p>2d. Develop mini-grant program for market owners to purchase equipment necessary for displays.</p>	<p>Apr-Dec 2008</p>	
	<p>3. Assess ways to deliver fresh fruits and vegetables such as a mobile van or farmers' markets.</p>	<p>3a. Meet with local growers and market managers to build relationships and develop support for a farmers' market.</p>	<p>July-Dec 2008</p>	<p>Project Staff, Food Outlet Coordinator</p>
		<p>3b. Research existing non-profit food delivery systems, e.g. The People's Market in Oakland.</p>	<p>Ongoing</p>	