

Jackson

Jackson County Department of Public Health, Harris
Regional Hospital & Highlands-Cashiers Hospital

In partnership with Jackson County Healthy Carolinians

Community Health Priorities & Key Strategies

Substance Abuse

- Implement evidence based substance abuse curriculum in Jackson County Middle Schools
- Policy for tobacco use only in designated areas for county parks & public places
- Set up referral system for Prime for Life
- Support the Teen Institute Model in Jackson County and Students Against Negative Decisions (SAND)

Physical Activity

- Teach Arthritis Foundation Exercise Program
- Offer/promote "Get Fit Jackson County" fitness challenge
- Teach Living Health Chronic Disease Self-Management classes
- Lead Strong Woman programs
- Healthy Living Festival
- Monthly physical activity committee meetings
- CATALYST Trail project

Healthy Eating

- Explore expansion of farmers markets to mobile markets
- Develop marketing campaign that promotes healthy eating
- Pilot implementation of Meatless Monday campaign
- Pilot adoption of a healthy eating practice/policy requiring inclusion of at least one fruit or vegetable option at workplace hosted meetings/gatherings
- Assess number and type of fruit and vegetable offerings/donations at home-delivered meals, faith community gatherings, community table/food donations
- Promote 5-2-1-Almost None message to schools, workplaces, health care providers, and the community at large
- Promote consumption of a featured fruit/vegetable of the month via media
- Promote use of community and family gardens
- Pilot a healthy foods of Jackson tasting event
- Pilot a fall fruit and vegetable festival featuring fruit and vegetable art contests, costumes, games, and/or tasting

Spotlight on Success

The Jackson County Get Fit Challenge is a fitness challenge sponsored by the Active for Life Action Team, an action team of the Healthy Carolinians of Jackson County Partnership, WestCare Hospital System, Jackson County Department of Public Health, local physicians, Western Carolina University, and other organizations. The Challenge is an eight-week program that promotes better public and personal health through increased physical activity as well as other healthy lifestyle initiatives. Challenge participants are encouraged to form teams comprised of three to 10 individuals. Teams participate in physical activity, as a group or individually, and the team captain logs the average minutes of exercise for the group in a website for all to see to help encourage the competitive spirit. The team with the highest average is named the winner and awarded a rotating trophy. All participants are honored during the Closing Ceremony Reception with dinner and door prizes. The Challenge addresses the need to increase physical activity among Jackson County residents, a strategy that was selected in our action plans through the 2011 Community Health Assessment. The Challenge is currently gearing up for its fourth iteration and is looking to potentially expand its reach with the possible help of grant funding.

**For more information on
community health improvement in
Jackson County, visit:**

www.wnchealthyimpact.com

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