

Mental Health Initiatives: Mental health is essential to personal well-being, family and interpersonal relationships and the ability to contribute to one's community. Increasing awareness and expanding available resources will ensure a thriving Jefferson County.⁵

Mental Health Achievements:

- Development of the Mental Health Work Group's website identifying over 200 mental health resources (<http://www.alabamamentalth.org>)
- Creation of a collaborative network of mental health service providers
- Promotion of mental health awareness and Children's Mental Health Day at annual community events



- 1) <http://www.adph.org/tobacco/assets/TobaccoStatePlan2010.pdf>
- 2) <http://www.jeffcoplacematters.com>
- 3) <http://apps.nccd.cdc.gov/BRFSS-SMART/MMSACtyRiskChart.asp?MMSA=9&yr2=2011&qkey=8261&CtyCode=1&cat=OB#OB>
- 4) <http://apps.nccd.cdc.gov/youthonline/App/Results.aspx?LID=AL>
- 5) <http://www.healthypeople.gov/2020/topicsobjectives2020/overview.aspx?topicid=28>



JEFFERSON COUNTY ROADMAP TO HEALTH

Accomplishments from the community assessment,
visioning and planning process for a healthy Jefferson County



Leading the way to Community Matters 20/20



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JEFFERSON COUNTY ROADMAP TO HEALTH ACHIEVEMENTS 2007-2013

Since the publication of the Jefferson County Roadmap to Health in 2007, the Health Action Partnership has developed initiatives designed to support substantial improvement in the health behaviors and outcomes recognized as priority issues by the residents of Jefferson County. Working through community organizations, neighborhood coalitions and local advocates, the Partnership is on the ground making the healthy choice the easy choice as illustrated by the following achievements.

Smoke Free Initiatives: It is estimated that in Alabama 7,500 tobacco users die every year from tobacco-related illnesses and another 850 non-smokers die from exposure to secondhand smoke.¹



Smoke Free Achievements:

- Adoption of comprehensive smoke free policies by the cities of Birmingham, Clay, Midfield, Fultondale and Vestavia Hills, protecting more than 300,000 people
- Provision of education about smoke free air and advocating for tobacco-free living
- Advocacy for smoke free policies that include worksites, bars and restaurants
- Empowerment of youth to become anti-tobacco advocates through the Youth Empowerment Program across 8 school systems and the education of 12,500 students, teachers and staff on dangers of smoking
- Work with colleges and universities to eliminate the distribution of tobacco samples and smoking incentives on campuses
- Posted warnings about the dangers of tobacco through tobacco retailers
- Increased availability of tobacco cessation products and services through coordination with local businesses



Food Access Initiatives: Some Jefferson County residents live in areas with limited access to fresh food. Access to food markets where fresh fruits and vegetables are sold has a major impact on the health and longevity within a community.²

Food Access Achievements:

- Procurement and distribution of fresh fruits and vegetables to food pantries and local agencies serving over 40,000 people
- Creation of community gardens and forwarding of Urban Agricultural Ordinances
- Incentives for providing fresh produce in underserved neighborhoods

- Local food policy council educating residents about the local food system and improving food access for all residents.

Active Living and Environmental Initiatives:

Approximately 63% of Jefferson County residents are overweight or obese. Improvements to the built environment foster active lifestyles and promote healthy weight.³

Active Living and Environmental Achievements:

- Design and initial implementation of the Red Rock Ridge & Valley Trail System Master Plan, including over 200 miles of green space and 600 miles of street based bicycle and pedestrian pathways
- Leveraged funding resulting in \$10 million of TIGER IV funds to develop 29 miles of the Red Rock Ridge & Valley Trail System
- Connection of communities through a system of greenways
- Adoption of SmartCode zoning by Jefferson County affecting 115,000 people
- Adoption of Complete Streets Codes by six Jefferson County cities, impacting over 300,000 people
- Promotion of walking and safe, accessible community designs with parks, sidewalks and safer routes to schools
- Provision of affordable ways to achieve a healthy weight using pre-tax dollars in flexible spending accounts for weight management programs
- Placement of recycling trailers across Jefferson County; purchase of 10,000 recycling bins for the city of Birmingham and acquisition of a trailer for recycling at special events.



Child Wellness Initiatives: Through in-school and out-of-school programs which provide enriching nutrition and physical activity experiences, Jefferson County is reducing the estimated 32% of school children in Alabama that are overweight or obese.⁴

Child Wellness Achievements:

- Establishment of child safety, nutrition and physical activity standards for child care centers impacting more than 17,600 children annually
- Improving school systems' food procurement policies, implementing school gardens, developing afterschool wellness policies and training 527 cafeteria workers in nutritious culinary techniques impacting more than 100,000 students in 12 Jefferson County school systems
- Assisting 100 child care centers in developing obesity prevention and reduction plans
- Teaching over 60 childcare and afterschool providers how to integrate healthy physical activity into learning and healthy food choices into daily food offerings
- Implementing national programs including Healthy Kids, Healthy Communities and Safe Routes to School that promote physical activity and obesity prevention

