



WALK!

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St. Joseph Mercy Chelsea

Continuing or New Intervention:

New

Intervention also funded in:

NA

Amount Requested:

\$5,000

Element:

MM

Intervention information

St. Joseph Mercy Chelsea would like to leverage some existing program funds within the hospital to improve the environment in ways that promote walking in Chelsea. Specifically, we propose to remove the old walking map from the side of the building at Park and Main St. and replace it with a new map, reflecting some of the new trails in town.

We also propose engaging an engineer to begin the process of improving walkability on the hospital campus, as it is used by hundreds of employees and community members every day. These improvements would support safe walking for youth, adults, and seniors in the community.

Intervention information

Half of adults and one third of youth report not meeting recommendations for regular physical activity. A survey of hospital employees in community members in October 2016 identified areas on the hospital campus where people regularly walk that are unsafe due to lack of sidewalks or other pedestrian paths. The walking map mural downtown was installed more than ten years ago and is now showing its age, with faded color, cracked material, and out dated trails.

This intervention will help the coalition achieve goal 2, objective 3 of the new strategic plan, by engaging more people in coalition activities. Many people already walk in town, and these improvements would facilitate that activity for them. More importantly, these improvements will make it easier for people who are not currently physically active to start walking more in Chelsea.

List all the goals of the intervention

1. Develop master plan
2. Replace walking map mural

For the primary goal provide the following information:

SMART	Goal 1:
Specific Goal	Develop a master plan for improving walkability on the hospital campus, including funding and sustainability.
How success will be measured	Completion of Master Plan
Describe what data will be collected and who will collect it	A committee of hospital leaders including the CEO, CFO, Board Chair, Director of Facilities, and Community Health Improvement
Why do you think the goal is achievable?	Manager are engaged in this process. With decision-makers at the table, it is more likely to be successful.
Is the timeline achievable	The timeframe for developing this plan is fiscal year 18 (July 2017 – June 2018)

List all the goals of the intervention

1. Develop master plan
2. Replace walking map mural

For the primary goal provide the following information:

SMART	Goal 2:
Specific Goal	Replace the walking map mural in downtown Chelsea in order to encourage walking in the city.
How success will be measured	Installation of a new walking map mural
Describe what data will be collected and who will collect it	A committee of hospital leaders including the CEO, CFO, Board Chair, Director of Facilities, and Community Health Improvement
Why do you think the goal is achievable?	This was accomplished with a small grant from the Chelsea Community Foundation in 2005; with support from the coalition, it could easily be accomplished again this year.
Is the timeline achievable	The timeframe for replacing the mural is fiscal year 18 (July 2017 – June 2018)

Units of Engagement

Units of engagement will not be able to be calculated for this intervention, as it is an infrastructure project. The first measure of success will be completion of the two goals. Once those are complete, we will be able to move forward with physical improvements to walking trails and pedestrian paths on the hospital campus.

Key Evaluation Data

Unknown. Hundreds of employees and community members visit the hospital campus every day. With more and safer pedestrian paths, even more people might be attracted to walk at the hospital. It would certainly be safer for those already walking here if there were more dedicated pedestrian paths, rather than walking through parking lots or alongside roadways.

Responsible Parties & Organizations

Reiley Curran is the point person on this project, with support from other hospital staff/departments:

- Autumn Orta, Community Health Office Coordinator
- Tom Tocco, Regional Facilities Director
- Dan Cobb, Plant Operations Director
- Nancy Graebner, CEO
- Barb Fielder, CFO
- Russ Billau, Director of Volunteer Services
- Kathy Schell, Director of Mission Integration
- Paula Rode, SJMC Board Chair

Permission to remove and replace the walking map mural will need to be secured before implementation can begin by the building owner and City of Chelsea. This will be completed once the grant has been approved. The hospital has approved the walkability master plan proposal.

City of Chelsea,
Chelsea DDA,
Chelsea Wellness Center,
UM Family Practice,
St. Paul's Church,
Silver Maples,
Faith in Action,
IHA Internal Medicine,
Smokehouse 52

Marketing Plan

- MARKETING PLAN is:
 - ❑ Marketing and signage will be included in the master plan for walkability improvements on the hospital campus
 - ❑ The new mural will include logos of all major partners, including 5H
 - ❑ Press release promoting walking and these new resources will be submitted to local media

Proposed Budget (Total Budget = \$ 10,000)

How \$5,000 funds from 5HF will be used

- Marketing = \$ 0
- Compensation = \$ 2,500
- Materials = \$ 2,500
- Consumables = \$ 0
- Training = \$ 0

How \$5,000 funds from other organizations will be used

- Marketing = \$ 0
- Compensation = \$ 5,000
- Materials = \$ 0
- Consumables = \$ 0
- Training = \$ 0