

City of Mineola
Active Living Plan



2019

Acknowledgments

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Mineola Active Living Council

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Education – *Kim Tunnell*

Public Health – *Paula Thomas, Terrence Ates*

Healthcare – *Polly Jones*

Mass Media – *Hank Murphy, Neal Duncan, Vicki Baker*

Parks and Open Spaces – *Polly Jones, Neal Duncan*

Volunteer/Non-Profit – *Greg Hollen, Nancy Murphy*

City of Mineola – *Doris Newman, William Crump, Lynn Kitchens*

Transportation, Land Use & Design – *William Crump, Preston Friend*

We wish to express a special thank you to our partners at the Texas Department of State Health Services, Texas Healthy Communities Program:

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Mineola Active Living Council

Mission

Enhance the quality of life in Mineola by increasing access to healthy activities and wellness opportunities for our citizens, community and companies.

Vision

Maximize all current, undeveloped and future Mineola activity elements to benefit the health of all ages and improve the overall quality of life in the Mineola area through education and participation.

Introduction

Overview

This Active Living Plan follows a similar order as the recommended intervention areas in the National Physical Activity Plan. These areas include:

- ❖ Business and Industry
- ❖ Education
- ❖ Public Health
- ❖ Health Care
- ❖ Mass Media
- ❖ Parks and Open Spaces
- ❖ Volunteer and Non-Profit
- ❖ Transportation, Land Use and Community Design

With respect to each sector, this plan is designed to broadly meet the identified unique needs of the City of Mineola, which is to increase physical activity opportunities and promote overall healthy living initiatives. Due to the assessment of what is currently being done in Mineola and in coordination with goals set out in the City of Mineola Parks and Open Spaces Master Plan 2020, we work to provide suggested interventions. Finally, strategies to encourage community participation in physical activity and healthy living implementation are outlined. Community participation is vital to any active living intervention that wishes to be sustained into future generations, as it converts participants into stakeholders.

The Mineola Active Living Council acknowledges the challenges ahead as we work to build a broad base of supporters within our community who are committed to moving these policy initiatives forward from the bottom up. As previous work has shown, when prevention advocates help build broad-based movements focused on concrete policy change, we can help create healthier environments that engage communities in ways traditional health education and health promotion approaches cannot.¹

It is the goal of the Council to utilize the City leaders to up-grade green spaces/existing parks and plan for future development in areas where these are lacking, to be safe and accessible. An excellent source of these needed changes is the *City of Mineola Parks and Open Spaces Master Plan Updates 2015 – 2020*, which specifically outlines recommendations that will result in a healthier lifestyle for residents.²

¹ Cohen, Larry, Chaves, Vivian & Chehimi, Sana, 2010, *Prevention is Primary*, pg 154, Jossey-Bass

² City of Mineola, *Parks and Open Space Master Plan update 2015-2020*, pg 9.

Community Assessment Summary

The community assessment includes questions to determine local physical activity (PA) resources, employee resources for physical activity, needs and barriers to physical activity and active living and access to built environment. A community survey was created by the Council in Survey Monkey and distributed to citizens in the Mineola area using social media, websites, and email.

The Active Living survey questions and results of the 302 responses that represent a total household number of 1,068 residents are as follows:

41.53% of respondents live inside the city limits of Mineola

40.53% of respondents live inside the Mineola ISD area

23.26% of respondents live outside the city limits of Mineola but use facilities in Mineola.

The following 2 questions allowed for more than once answer:

What types of PA would you like to see in Mineola?

60.42% - More walking trails in town

43.36% - Playground/outdoor courts

37.85% - More open play spaces

35.42% - Bike trails/lanes

32.29% - Workout Stations at public parks

26.04% - Organized adult sport leagues

Where do you go most often for PA?

55.43% - Mineola Nature Preserve

53.18% - Mineola Civic Center

37.08% - Paid gym or workout facility

7.87% - Mineola Nature Trail

6.74% - Mineola Youth Foundation Park

How often do you visit the public parks in Mineola?

30.67% - Less than 6 times per year

27.33% - A few times a month

15.33% - A few times a week

12.00% - once a week

12.00% - once a month

2.67% - everyday

Would you participate in an employee wellness program?

39.06% - Likely

34.34% - Very Likely

22.90% - Neither likely nor unlikely

3.03% - Unlikely

1.35% - Very unlikely

Is it important for employers to offer worksite wellness programs?

38.38% - Somewhat Important

31.65% - Very Important

24.24% - Extremely Important

4.04% - Not so Important

1.68% - Not at all Important

Strategies and Activities

Business and Industry

The Business and Industry Sector is a combination of two subdivisions within the economic system. The business subdivision represents organizations that offer goods and services to consumers, governments and other businesses. The industry subdivision includes activities related to manufacturing goods and products.

STRATEGY #1

Develop a plan for business and industry that can be tailored to highlight their employees' specific needs and encourage business leaders to promote healthy living lifestyles and physical activity by partnering with other local community wide resources.

ACTIVITIES

1. Encourage businesses and industry to encourage employees to participate in outside activities to increase physical activity such as offering free registrations to local 5K's or bike races funded through the employer as a sponsorship.
2. Encourage businesses and industry to establish flexibility for employees during lunch and work breaks to allow time for nutritious meals and physical activity, such as walking, during the work day.
3. Encourage businesses and industry to partner with local gyms and fitness instructors to offer gym membership discounts with the intention of improving overall health of their employees.
4. Encourage businesses and industry to promote value-based benefits along with an active worksite wellness program and initiatives.

POTENTIAL PARTNER AGENCIES

Snap Fitness
Grace Community Healthcare
Christus Healthcare Clinics
UT East Texas Hospitals and Clinics
G and J Fitness for life
Elliott-Thomas Health Center
Brookshire's
Walmart
Mineola Community Bank
Mineola Independent School District
Trinidad-Beckham
ETAS
NET Health

EDUCATION, AFTER SCHOOL, AND EARLY CHILDHOOD

The education sector includes programs from early childhood through post-secondary education. Facilities and services provided through this sector include school-based personnel, such as teachers and administrators, education decisions makers and policy leaders.

STRATEGY #1

Recommend that all school campuses, after school programs and early childhood care centers and programs adopt healthy living practices according to national standards.

ACTIVITIES

1. Encourage all school campuses to look at alternative transportation and safe routes so that they may promote walking and biking to school.
2. Assist schools in adopting policies that would allow time for teachers to encourage students to stand and stretch during classroom time.
3. Encourage schools, after school programs and early childhood programs to promote the 5210 concepts of 5 fruits or veggies each day, 2 hours or less of recreational screen time per day, at least 1 hour of physical activity per day and 0 sugary drinks. Focusing on the 1 hour of physical activity outside of school hours.
4. Utilize the School Health Advisory Council to develop partnerships with parents and students to support healthy living initiatives and promote physical activity for the whole family unit.
5. Encourage schools, after school programs and early childhood programs to explore alternate ways to encourage physical activity, such as using Pilates balls as chairs, standing more during classroom discussions, walking classrooms, etc.

POTENTIAL PARTNER AGENCIES

City of Mineola Parks and Opens Spaces Board

Mineola Nature Preserve

Mineola Rotary

Mineola Kiwanis

Guiding Light Childcare and Learning Center

The Family Dojo

Lonestar Learning Academy

Mineola Civic Center

Mineola Youth Sports Association

Public Health

The Public Health sector consists of population health research, surveillance, evaluation, training, advocacy and program development. Governmental organizations within this sector include public health agencies as well as federal, state, county and local health departments. Non-governmental organizations include institutions of higher education, professional societies, non-profit organizations and advocacy groups that support public health efforts.

STRATEGY #1

Create and maintain partnerships and provide communication with local healthcare partners and community groups, while connecting the citizens of Mineola and the surrounding area with local resources for Active Living.

ACTIVITIES

1. Partner with local healthcare providers to foster opportunities for education for local community members on the effects of sedentary lifestyles and promotion of physical activity opportunities in the area.
2. Work with local non-profit agencies to work on communication strategies to promote classes on physical activity and nutrition.
3. Create an access map of community services that can be promoted through community-based websites and through the distribution of brochures.
4. Participate in community health fairs and educational outreach programs within the community to provide education on physical activity.

POTENTIAL PARTNER AGENCIES

Snap Fitness
Grace Community Healthcare
Christus Healthcare Clinics
UT East Texas Hospitals and Clinics
G and J Fitness for life
Elliott-Thomas Health Center
City of Mineola Chamber of Commerce
Local Churches
Kindness Cottage
Mineola Civic Center
Health Revolution
The Family Dojo
Mineola Memorial Library
NET Health

HEALTHCARE

The Healthcare sector includes primary care providers and healthcare systems. Advanced practice clinicians and allied health professionals such as physical therapists, dieticians, and pharmacists are also included to ensure consistent and holistic healthy lifestyle messages are delivered to numerous patients.

STRATEGY #1

Encourage healthcare providers to proactively promote wellness initiatives with their clients.

ACTIVITIES

1. Encourage providers to discuss the importance physical activity and/or healthy eating and provide referrals to community resources/programs for inactive individuals by providing brochures, posters, handouts.
2. Encourage healthcare providers to offer continuing education for staff members so that they can provide information on the importance of physical activity on health outcomes and provide guidance.
3. Assist providers in establishing a relationship between the organizations who offer physical activity programs so that those events can be promoted through the clinics, offices and pharmacies.
4. Encourage providers to develop a Walk With A Doc program in Mineola.

POTENTIAL PARTNER AGENCIES

*NET Health
Wood County Agrilife Extension Office
East Texas Food Bank
UT Health Northeast
Wal Mart
UT Health
Christus TMF Clinics
Local healthcare providers
City of Mineola Parks and Open Spaces*

MASS MEDIA

The mass media sector represents all media outlets including television, radio, newspapers, magazines and social networking media such as Facebook, twitter and Instagram. Mass media allows stakeholders in the community to reach key opinion leaders and policy makers as well as use their platforms to promote the active living message, campaigns and events to community members.

STRATEGY #1

Encourage strong partnerships between all the sectors to provide key messages around common themes specific to Mineola to promote healthy lifestyles and opportunities for physical activity and learning.

ACTIVITIES

1. Create partnerships across all media outlets to ensure that common messages are given to the public regarding Active living.
2. Encourage media to include messages and stories related to physical activity and overall health and wellness by continuing to provide coverage for health related topics.
3. Work with other sectors to promote their current activities regarding healthy living activities and events.
4. Encourage media to promote local resources for active living to the citizens of Mineola through community calendars, PSA's, social media posts and website updates.

POTENTIAL PARTNER AGENCIES

Mineola Monitor

99.9 KMOO

KLTV

CBS19

KYTX

KETK

Sudden link Communications

Wood County Democrat

Community Chronicle

PARKS AND OPEN SPACES

The parks and open spaces, fitness and sports sector includes a wide range of community facilities and services available at low or no cost to Mineola residents. Facilities and services provided through this sector cover environments, programs and services through non-profit and local government community centers such as public parks, trails and open spaces.

STRATEGY #1

Promote programs and facilities that provide easy access to safe and affordable physical activity and healthy lifestyle opportunities in and around the City of Mineola.

ACTIVITIES

1. Support strategies identified in the Master Plan 2020 that will improve access and safety of parks, recreation, fitness and sports facilities, especially in low-resource areas.
2. Improve access to public-private facilities in areas where access is limited by encouraging reducing costs for use of facilities, encouraging increased operating hours, providing free opportunities for physical activity, improved lighting for safety and joint use agreements.
3. Explore funding options to incorporate workout stations at existing parks.
4. Explore partnerships with Master Gardeners and local nurseries to establish community gardens in areas where access to healthy food is limited and get local citizens involved in maintaining the garden as a physical activity option.
5. Support marketing campaigns to increase use of established parks, walking trails, etc.
6. Work with local Universities to establish a student intern program to assist in development of services or programs.

POTENTIAL PARTNER AGENCIES

*City of Mineola Parks and Open Spaces board
Mineola Nature Preserve
Mineola Independent School District
Mineola Civic Center
Mineola Youth League Sports Association
Jarvis Christian College
Tyler Junior College
University of Texas – Tyler
Local Non-Profit groups*

VOLUNTEER AND NON-PROFIT

The volunteer and non-profit sector represents organizations that identify and provide for needs of the community, develop and promote beneficial new ideas and provide positive opportunities and services.

STRATEGY #1

Support active lifestyles by encouraging the community to participate in running, bicycling, walking and fundraising activities that promote healthy lifestyles and physical activity, such as 5K runs, cycling races, etc.

ACTIVITIES

1. Use various types of communication tools to promote local resources and activities that relate to a healthy, active lifestyle to its members, volunteers and community.
2. Support the efforts of local organizations who are holding events that relate to healthy lifestyles by encouraging members to volunteer at the event or organize a group to participate.
3. Consider creating programs that support the mission of the Active Living Council to assist in helping to create a healthier community.
4. Promote involvement from your members, volunteers and their families to ensure that these programs are successful.

POTENTIAL PARTNER AGENCIES

Kindness Kottage
East Texas Food Bank
Local churches
Master Gardeners
Mineola Farmers Market
Mineola Main Street Program
Mineola Civic Center
City of Mineola
Mineola Parks and Open Spaces
Local non-profit agencies

TRANSPORTATION, LAND USE AND COMMUNITY DESIGN

The transportation, land use and community design sector represents a collaboration of agencies that aim to improve multi-modal transportation networks and design livable communities.

STRATEGY #1

Support plans to enhance community design for active transportation and encourage a design that promotes walking and bicycling and provides access to healthy foods.

ACTIVITIES

1. Encourage the development of street designs that accommodate all users regardless of age, ability or mode of transportation.
2. Support efforts to enhance signage to ensure safe pedestrian and bicycle travel.
3. Work with local community leaders to encourage policy change to neighborhoods or new construction to include sidewalks, bike lanes and adequate lighting.

POTENTIAL PARTNER AGENCIES

Texas Department of Transportation

City of Mineola Planners

City of Mineola Public Works

Neighborhood associations

Amtrak

Wood County Commissioners

CONCLUSION

The City of Mineola Active Living Council provides strategies and activities to improve the health and well-being of people living, working and playing in the City of Mineola. The ultimate goal of this plan is to maintain a collaborative effort among community members, businesses and local government who are committed to the health of the citizens of Mineola and the surrounding areas. This plan enhances community action, education and prevention methods to utilize the best practices to meet lifestyle related goals.

The collaboration of strategies addressed in this plan will become a roadmap for local agencies, individuals, businesses and government to use in improving the health of the City of Mineola by: deployment of mass media messages to the public, gaining support from key community stakeholders, working to change policies and environments at schools and workplaces, promoting shared space agreements in communities to increase physical activity and working in increase awareness of nutrition and physical activity resources.

The City of Mineola Active Living Council and the Northeast Texas Public Health district are planning for the future health of the community and exploring the direct correlation between healthy lifestyles and decreased chronic disease. In doing so, the following steps to take include: engaging and encouraging all partners and stakeholders with the community to support efforts to improve the quality of life for residents, employees and family members by promoting healthy lifestyle changes, creating physical activity opportunities and share resources for nutrition and chronic disease education. By involving the community in this plan, we can now envision a healthier future for the residents of Mineola.