

Report of the Healthy Eating, Active Living Taskforce
to the
Crewe Town Council



Executive Summary

Given the assumption that the economic health of a community is closely tied to the physical health of its citizens, the Crewe Healthy Eating, Active Living (HEAL) Taskforce assembled with the mission of identifying obstacles to providing healthy eating and active living opportunities to residents and visitors, and proposing improvements for long-term healthy lifestyles. Similarly, the Vision of the Taskforce is to create a healthier community more desirable to visit, own or operate a business, and raise a family.

During its first meetings, the Crewe HEAL Taskforce performed a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis of healthy eating and active living in town. Responses generally fall into several broad categories. Positive attributes of HEAL in Crewe include engaged small businesses, state resources, and small but active organizations offering beneficial services. Vulnerabilities mostly revolve around culture, communication, and education. With these results in mind, the Taskforce set out to address the town's HEAL issues.

Ultimately, the Taskforce selected five main goals, with each having several objectives and strategies for achieving those goals.

The Taskforce concluded that the establishment of a permanent HEAL committee is vital for implementing these goals. Such a group would be charged with overseeing all HEAL efforts in town, organizing outreach and events, and bringing stakeholders together in strategic partnerships. The committee would also recommend ordinance changes that fulfill the HEAL mission.

Finally, regionalization is a key component to improving Crewe's HEAL culture and will undoubtedly help the community socially and economically. Every effort should be made to reach out to neighboring communities to encourage establishment of their own, and ultimately a regional, HEAL effort.

Methodology

Through several monthly meetings, the Crewe Healthy Eating, Active Living Taskforce began its work by performing a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis of the Town of Crewe's healthy living culture (Appendix II). From there, and keeping in mind the variety of community stakeholders (Appendix III), members brainstormed initial concepts and several broad goals emerged. The goals were subdivided into objectives and strategies for achieving those objectives. Finally, each objective was categorized based on two criteria: long term vs short term, and cost vs no cost (Appendix I).

The relationship between community physical and economic health

The economic health of a community is closely tied to the physical health of its citizens. When evaluating the best places to work,¹ live,² and raise a family,³ leading business magazines include cultural and recreational opportunity metrics in their methodology.

Cultural and economic factors have led to a decline in healthy lifestyles for decades.⁴ Access to choice and variety in goods and services is limited by the principles of supply and demand. Consumers often opt for convenience and proximity, whereas local businesses offer cheaper products. Currently, only those with the ability and desire to travel to larger markets can readily employ the healthiest lifestyles. This is especially problematic for economic growth in rural communities. According to the Virginia Behavioral Risk Factor Surveillance System, diabetes prevalence in the Piedmont Health District, where the Town of Crewe is located, is at 10.3%, well above the 7.7% state average. Lack of healthy food options and sedentary lifestyles have no doubt contributed to this health epidemic. With these factors in mind, the Crewe Town Council partnered with the Institute for Public Health Innovation began work on a Healthy Eating, Active Living (HEAL) initiative.

Institute for Public Health Innovation

Crewe's partnership with the Institute for Public Health Innovation (IPHi) began at a Virginia Municipal League conference. There, Town leadership explored IPHi's HEAL initiative, a successful endeavor in California and Maryland with new framework for Virginia. The goal of IPHi, through HEAL, is to develop, support, implement, and evaluate creative strategies to improve the public's health. They work with local government to establish policies that promote health, reduce chronic disease, and build community capacity to sustain progress. Specifically, the HEAL initiative is designed to and towns stem the obesity epidemic by leveraging policy as a driver of environmental change. Increasingly, policymakers, advocates,

¹ Badenhausen, 2012

² Mullins, 2009

³ Smith, 2013

⁴ King, 2009

and health care providers are recognizing that obesity is neither caused by, nor can be prevented by, individual actions alone.⁵

After establishing a partnership with IPHi HEAL representatives, Council passed a resolution on January 14, 2013, becoming Virginia's first HEAL community. With this action, Crewe formed a Healthy Eating, Active Living Taskforce comprised of various community stakeholders, leaders, and engaged citizens to identify the vulnerabilities Crewe faces in providing healthy options to residents, and creating common sense solutions to address those issues. Specifically, the mission of the HEAL Taskforce is to identify obstacles to providing healthy eating and active living opportunities to residents and visitors, and proposing improvements for long-term healthy lifestyles. The Vision of the Taskforce is to create a healthier community more desirable to visit, own or operate a business, and raise a family. During its first meetings, the Crewe HEAL Taskforce performed a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis of healthy eating and active living in town. While full results can be found in Appendix II, responses generally fall into several broad categories: Positive attributes of HEAL in Crewe include engaged small businesses, state resources, and small but active organizations offering beneficial services. Vulnerabilities mostly revolve around culture, communication, and education. With these results in mind, the Taskforce set out to address the town's HEAL issues.

Stakeholders

Before establishing goals and objectives, the Taskforce had to first identify stakeholders: what individuals or groups in or around Crewe would be impacted by—or could aid in—the HEAL efforts? Residents of the Town are foremost among the stakeholders. Many of Crewe's population are older, and most are grounded by strong community ties and lineage. There are some families, and a significant number of military members and families. In order to ensure future prosperity, Crewe must appeal to new, younger families, especially those who seek a healthy, small town environment easily accessible to surrounding areas.

In addition to the spattering of local business, many residents seek employment at state facilities including Piedmont Geriatric Hospital, Nottoway Correctional Center, and Ft. Pickett. Others travel to the Richmond metro area for work, while still others work for the school system, railroad, and Southside Electric. To sustain and promote economic development, the Town must expand local business, to include agri-business. Additionally, the prospect of the Foreign Affairs Security Training Center (FASTC) in Ft. Pickett would increase economic development dramatically. Businesses in Crewe tend to be long-established, by well-known members of the community. When expanding, Crewe must maintain the well-known qualities, while tapping into other industries like tourism and agri-business.

⁵ *Institute for public health innovation*. (2013). Retrieved from <http://institutephi.org/>

Faith-based and community organizations also play a vital role in Crewe. Though they are almost universally decreasing in membership and volunteerism, the organizations themselves have strong community ties and active involvement. In order to maintain these valuable community resources, they must work together to continue community involvement, and expand their membership base.

Because Crewe is one of the only areas within Virginia where US 460 drops to 35mph, visitors to the community are often those travelling along the highway. Most stop for food and gas before continuing their trip. In the future, the Town must take better advantage of these visitors, and also make Crewe a destination. With the railroad and music history, nearby I-360, and local Civil War sites, the possibilities for tourism are limitless.

Regionally, Nottoway and surrounding counties are economically depressed with economies heavily dependent on state resources. Through communication and community collaboration, future self-sustainability is possible through tourism, marketing, and expansion of small businesses.

Goals and Objectives

In order to highlight the strengths and opportunities Crewe possesses for HEAL efforts, and to help overcome the vulnerabilities posed by the weaknesses and threats, the HEAL Taskforce established four primary goals: strengthen communication, engage citizens, and increase opportunity for healthy eating and active living.

Goal 1: Strengthen Town/Community/Citizen communication on HEAL efforts

Better inform citizens of available opportunities

While many HEAL opportunities already exist within Crewe and Nottoway County, many residents don't know or fully understand the available options. In order to better communicate with stakeholders, Crewe must utilize both traditional and social media platforms for promoting events and opportunities available, and informing and educating citizens and businesses alike. Specific strategies to achieve this end include better utilization of the Town website, Facebook, and YouTube pages. The Town should establish a central repository for HEAL information, and online calendar for events, and a HEAL Facebook page for easier outreach. Additionally, an email distribution list for interested residents should be established to keep individuals informed and engaged.

Understanding that not every resident owns or has access to a computer, traditional media should be utilized as well. Direct mail, town bulletin board, and utilizing space on the monthly water bills would allow officials to reach virtually every Crewe resident. Finally, local newspapers, radio stations, church bulletins, and schools are excellent ways of further reaching citizens.

Crewe's diverse populace requires an all-encompassing approach to communicating with constituents. While word-of-mouth and radio advertisements may be the most efficient form of communication for many, others—especially those who work outside of town—obtain their news and information through email and social media. The role of leadership is not to determine the best method of communication, but rather to communicate through as many methods deemed necessary and efficient.

Better inform new, existing, and prospective businesses of HEAL efforts

In order to engage private sector partners in HEAL efforts, Crewe must work to better inform new, existing, and prospective businesses of the opportunities available and the advantages of utilizing those resources. A healthier workforce means lower healthcare costs and a more desirable work environment. Any marketing approach to attracting new and expanding existing businesses should have information on the HEAL opportunities in the area. Specifically, the Crewe area has several primary care physicians and dental offices. Nearby Blackstone and Farmville both increase those numbers, and include optometrists and Regional hospital. These resources, often not seen in some rural communities, should be highlighted in marketing material. A health assessment of Crewe should be performed and compared regionally. The Virginia Department of Health is an excellent resource for this endeavor.

Partner with faith-based and community organizations to reach community

Faith-based and community organizations are an excellent, often untapped resource for community building. While outreach generally extends to traditional media and informal person-to-person conversation, the value of these organizations cannot be overstated. FBCO's are trusted, well-established groups within town seeking the same end result: a better community. Through FBCO's we can find enthusiastic volunteers, effective methods of communication through church bulletins, and existing grassroots HEAL initiatives. By partnering with the FBCO's through the Town's pastoral association, we can tap into these resources and strengthen our efforts.

Establish regional outreach

Improving Crewe's HEAL culture will undoubtedly help the community socially and economically. But Crewe does not operate in a bubble. Regionalized efforts are critical to fully realize the economic potential of a healthier lifestyle.

The first step for regional outreach efforts is to identify and establish contact with motivated government and community leaders in the surrounding localities. By introducing them to the HEAL efforts and explaining the benefits, they can institute their own internal initiatives. Additionally, involving the Nottoway school system in regional efforts provides active volunteer resources and targets the most vulnerable demographic: students.

Goal 2: Engage citizens and organizations

Create a volunteer database of individuals and faith based and community organizations who want to participate in HEAL efforts

Citizen participation in any activity is critical to good government. Apathy and complacency in the status quo is a warning sign of a failing community. To combat this, Town leadership must take a proactive role in engaging volunteers.

Apathy should not be confused with busy schedules. Many residents work and raise families, giving them little time to participate in community activities. Efforts to alter their routine are frequently unsuccessful. While outreach to these individuals is important, efforts should not die with their refusal. Instead, equal efforts should be made to reach more engageable demographics. For example, Crewe has a significant number of elderly and retired but capable residents. Additionally, those residents often command a deep respect from families and neighbors. By engaging them in HEAL efforts and other activities, the town will have access to a wealth of institutional knowledge and manpower.

To most efficiently contact and engage these individuals, initial efforts should be focused on finding at least 3 enthusiastic volunteers to lead coordination. Additionally, AARP has an initiative, createthegood.com, aimed at establishing community databases of local volunteers.

Expand partnerships with existing organizations to promote HEAL efforts

Several organizations already engage and educate citizens on HEAL initiatives. For example, the Crewe-Burkeville Recreation Association does outstanding work organizing youth league sports. Southside Youth Projects engage children and adolescents in emotionally healthy activities. Virginia Cooperative Extension and the library's Health Information and Advocacy program both provide valuable information on living full, healthy lifestyles. By expanding these and other partnerships, Crewe will bring to the table additional opportunity from organizations with an already established audience, bringing legitimacy to the HEAL efforts.

Develop town-wide competitions that emphasize HEAL initiatives

Town-wide competitions are a fun way of engaging citizens in healthy lifestyles. Ideas for such competitions include walking contests, themed walks (dog walks, for example), 30-day challenges, and a dance-a-thon. It should be noted, however, that these challenges should be as inclusive as possible in order to gain the most participation. For example, a "first to walk X amount of time" works better for these efforts than a traditional race, as the latter can be daunting and seen as unwinnable for some residents. Additionally, efforts should be made to partner with various organizations outside of the traditional HEAL groups. The SPCA and local veterinarians, for instance, would make great partners for a dog-themed walk.

Provide HEAL education opportunities for citizens

Culture is most efficiently changed through education. Healthy eating and active living are often mistakenly seen as unaffordable or time-consuming. To many mistaken citizens, the cost of available opportunities outweighs any potential benefit. Fortunately, many efforts already exist to properly educate the community on the ease and convenience of healthy living, and additional opportunities can be fun and engaging. For example, the Virginia Cooperative Extension provides, among other things, healthy cooking and first-aid classes. Efforts should be made to establish demographic-based activities as well: exercise and water aerobics classes for seniors, for instance.

Additionally, a county-wide health fair would provide a good foundation for educating citizens. Further outreach can be accomplished through social media, phone trees, and email lists. Ultimately, gauging the interests of citizens, creative thinking, and program evaluation will provide unlimited opportunities for engaging residents.

Goal 3: Increase opportunity for healthy eating

Address ordinances problematic to the HEAL initiative

Economic constraints and conservative vision have limited the healthy opportunities available to citizens. Ordinances created independent of each other served a set purpose at the time of their adoption, but may be outdated when holistically evaluating their necessity. Ordinances that prohibit actions should only be created and enforced if they pose a significant risk to public safety, economic development, or quality of life. Specifically, government should not limit the ability of individuals to grow and supply their own healthy food. Regulations regarding honey bees, chickens, and other food producers should be used sparingly. Prohibitions on the rights of property owners on these and other potential issues should only occur in extreme circumstances; cost of enforcement of regulations should never be a factor in prohibition considerations.

Work with local businesses to provide healthy eating opportunities

Businesses should be encouraged to provide healthy eating options. Currently fast food and fried and buttery dishes dominate the town's eateries. The establishment's right to sell the products of their choosing and the consumer's right to decide what and of what quantity to eat notwithstanding, those who choose healthier lifestyles have little variety. Through partnership with the Chamber of Commerce, the Town should first determine any specific deficiencies in available options and the demand for such products.

Additionally, buy fresh/buy local marketing not only helps small business, but also provides low-cost, healthy alternatives to their preservative-filled counterparts of unknown origin. Businesses should be incentivized to cater to these and other HEAL efforts. Likewise, those that currently utilize healthy and local options should be recognized in town literature and other methods for their efforts.

In terms of educating and informing citizens of healthy eating in town, local eateries should be encouraged to establish healthy menus and post calorie content of existing items. For example, stickers for locally produced or otherwise healthy options would make for an ideal addition to any menu. Leadership should also connect small business with groups and organizations that determine calorie content of menu items. This and other tools aimed at educating local small business on healthy eating options can have a significant impact for both the producer and consumer.

Gauge the interest or indoor farmer's markets, community gardens, container gardens, and other similar concepts

With the increased interest in sustainable living, farmer's markets, community gardens, container gardens, and other similar concepts are growing in popularity among communities. One or multiple of these may be beneficial to Crewe, but work needs to be done to determine viability. A workgroup of interested citizens should be formed to determine the pros and cons of each idea. From there, an ideal central location with substantial citizen and business buy-in would be required. If performed correctly, through proper education and forming a solid foundation, the work and effort—while significant—can yield substantial results for the community.

Goal 4: Increase opportunity for active living

Improve infrastructure issues impeding active living

When evaluating opportunity for active living, Crewe must begin by evaluating infrastructural impediments. It is no secret that many of the Town's sidewalks are in poor condition. While repairing them is a lengthy, expensive project, it is nevertheless important to an active quality of life. A "nuclear option" in this regard is to work with civil engineers and evaluate the necessity of existing sidewalk. For example, a secondary road with a sidewalk on either side may only need 1 for adequate foot traffic. Ultimately, a goal of the Town should be to establish a single walking and biking route safely connecting the east and west sides of town.

Railroad Park is a key asset for active living. Many residents utilize the walking path and sport facilities available. Unfortunately, crossing 460 can be dangerous. Leadership should evaluate logistics of creating a crosswalk connecting the park with the rest of the Town.

Increase the availability and use of outdoor facilities

Among the benefits of living in a rural community is the access to outdoor space. In addition to Railroad Park as mentioned above, Crewe has a variety of central locations for physical activity. The library, for example, hosts an attractive, flat green area and playground that can be used for recreation. This, and other similar facilities, should be promoted and more widely utilized.

Improvements can be made to existing facilities. For example, plans are underway for an informational board to be added to Railroad Park. In addition to information on the park and community events, a section will be dedicated to physical activities residents can perform in the park. Signage and inexpensive equipment can be added around the walking path to encourage additional exercises, like pushups and pull-ups.

Finally, Crewe should look at establishing basketball and tennis courts within town. Many citizens enjoy both of these activities. By providing the opportunity for these public facilities, Crewe will engage otherwise sedentary individuals.

Explore new recreational opportunities

While many organized recreational activities already exist, the possibility for additional opportunity is endless. Interest in new youth sports should be gauged regularly. Current adult leagues can be regionalized, creating more active county-wide leagues. Seniors can also join the activity through senior leagues. Ultimately, such evaluation and organization will need to be housed under a new or existing entity. Crewe may want to work with the Crewe-Burkeville Recreation Association to expand their mission, creating the Crewe-Burkeville Recreation Association or assist in establishing a separate similar organization.

Goal 5: Provide healthy eating and active living opportunities to our growing local workforce

Seek partnerships with local businesses, state agencies

Local businesses like Southside Electric Cooperative and Norfolk-Southern, and state agencies—namely Nottoway Correctional Center, Piedmont Geriatric, and the Virginia Center for Behavioral Rehabilitation—provide employment for a significant number of Crewe citizens. The Town should work with these entities in establishing partnerships for achieving HEAL goals. Additionally, local government employers—specifically the town and school system—provide invaluable resources.

Partner with Ft. Pickett to provide HEAL opportunities to military members and their families

In addition to the other state assets, nearby Ft. Pickett brings many temporary and permanent residents to the Crewe area. It is the responsibility of the Town to provide the most ideal living conditions for the men and women of our military and their families. By partnering with leadership at Ft. Pickett to discuss ways to increase the quality of life for their personnel, the Town will not only be assisting this critical asset, but also making Crewe a more welcoming and desirable place to live.

Next Steps

As evidenced by this report, the Town of Crewe has much work to do in improving the healthy eating and active living opportunities available to citizens. The first step in accomplishing these and future goals is to establish a permanent committee for implementing these goals. Such a group would be charged with overseeing all HEAL efforts in town, organizing outreach and events, and bringing stakeholders together in strategic partnerships. The committee would also recommend ordinance changes that fulfill the HEAL mission.

As mentioned earlier, regionalization is a key component to improving Crewe's HEAL culture and will undoubtedly help the community socially and economically. Every effort should be made to reach out to neighboring communities to encourage establishment of their own, and ultimately a regional, HEAL effort.

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Appendix I

Goal 1: Strengthen Town/Community/Citizen communication on HEAL efforts

Objective 1: Better inform citizens of available opportunities

Strategies:

- Utilize Town website, YouTube page, and social media to promote HEAL-related events **(short term, no cost)**
 - Establish a central repository for information
 - Develop an online Town calendar for the Town website
 - Develop a HEAL Facebook page to link to website and Town Facebook
- Organize a Town email list **(short term, no cost)**
- Utilize traditional communications **(short term, cost)**
 - Direct mail
 - Space on water bill
 - Town bulletin board
- Establish a resource repository **(short term, no cost)**

Objective 2: Better inform new, existing, and prospective businesses of HEAL efforts

Strategies:

- Include healthy eating/active living in marketing approaches **(long term, cost)**
- Highlight number of doctors and healthcare facilities in the region **(short term, no cost)**
 - Southside Hospital performed a regional assessment—may be valuable resource
 - Reach out to VDH for information
 - Compare information regionally

Objective 3: Partner with local media

Strategies

- Radio **(short term, cost)**
- Newspaper **(short term, cost)**
- Church bulletins **(short term, no cost)**
- Schools **(long term, no cost)**

Objective 4: Partner with faith-based and community organizations to reach community

Strategies:

- Gather information from FBCO's on HEAL projects, initiatives, and events **(short term, no cost)**

- Establish a central repository for information
- Appoint at least 3 enthusiastic volunteers to manage information
- Partner with the pastoral association

Objective 5: Establish regional outreach

Strategies:

- Identify and contact government leaders and interested and engaged residents from surrounding localities **(long term, no cost)**
- Involve school system **(long term, no cost)**

Goal 2: Engage citizens and organizations

Objective 1: Create a volunteer database of individuals and faith based and community organizations who want to participate in HEAL efforts

Strategies:

- Appoint at least 3 enthusiastic volunteers to manage information **(long term, no cost)**
- Explore AARP's createthegood.com program as a possible starting point **(long term, no cost)**
 - Include different kinds of interests and special requirements (age, education, etc)

Objective 2: Expand partnerships with FBCO's and other organizations to promote HEAL efforts

Strategies:

- Partner with Rec Association to gauge interest in new youth and adult league sports **(long term, no cost)**
- Promote the efforts of the VA Cooperative Extension **(short term, no cost)**
- Promote the efforts of the Library's Health Information and Advocacy (funded by Tobacco Commission and run by Massey Cancer Center) **(short term, no cost)**

Objective 3: Develop town-wide competitions that emphasize HEAL initiatives

Strategies:

- First to walk X time
- Team efforts
- Themed walks
 - Dog walk (partner with SPCA and veterinarians)
- 30-day challenges

- Dance-a-thon

Objective 4: Provide HEAL education opportunities for citizens

Strategies:

- Partner with VA Cooperative Extension (**short term, no cost**)
 - Healthy cooking classes
 - First-aid classes
- Demographic-based classes (**long term, cost**)
 - Exercise classes for seniors
 - Water aerobics
- County-wide health fair (**long term, cost**)
- Utilize social media and other outreach tools (**short term, no cost**)
 - Phone tree and email list
- Each class should end with an evaluation form to gauge the interests of future classes (**short term, no cost**)

Goal 3: Increase opportunity for healthy eating

Objective 1: Address ordinances problematic to the HEAL initiative

Strategies:

- Form new and alter old policy
 - Revise the chicken ordinance
 - Look into bee keeping ordinances

Objective 2: Work with local businesses to provide healthy eating opportunities

Strategies:

- Partner with Chamber of Commerce to explore opportunities (**short term, no cost**)
 - Identify healthy needs and wants of citizens not already provided
- Buy fresh, buy local marketing (**long term, cost**)
 - Explore grant opportunities
- Provide incentives for businesses that cater to HEAL (**long term, cost**)
- Reward businesses currently providing healthy options (**long term, cost**)
 - Highlight businesses in Town literature
- Work with local businesses to establish healthy menus and post calorie content (**long term, cost**)
 - Menu sticker for locally produced items
 - Menu sticker for healthy options

- Look into groups that determine calorie content
- Educate eateries on fresh, local produce and healthy options **(long term, no cost)**

Objective 3: Gauge the interest or indoor farmer's markets, community gardens, container gardens, and other similar concepts **(long term, cost)**

Strategies:

- Determine pros and cons of each
- Create a focus group of interested individuals
- Work with local property owners to find an ideal central location
 - An ideal location includes visibility from the highway
- Research grant funding for related industry
- Promote as a small business incubator as well
- Gain buy-in from existing businesses

Goal 4: Increase opportunity for active living

Objective 1: Improve infrastructure issues impeding active living

Strategies:

- Repair sidewalks **(long term, cost)**
 - Work with civil engineers to evaluate the amount of sidewalk and possibly eliminate unnecessary (e.g. one side of the road instead of 2)
 - Work with VDOT to improve VDOT-maintained sidewalks
- Create a single walking/biking route attaching the east and west sides of town **(long term, cost)**
- Keep park open after dark—increase lighting **(long term, cost)**
- Create a crosswalk across 460 to connect the park to the town **(long term, cost)**

Objective 2: Increase the availability of outdoor facilities

Strategies:

- Gauge the interest in new youth sports **(long term, no cost)**
- Build a caged basketball court for resident use **(long term, cost)**
- Increase recreational activity at the library **(long term, no cost)**
- Add signage and equipment for additional exercise at the park **(long term, cost)**

Objective 3: Identify and inform of current recreational opportunities available

Strategies:

- Regionalize adult league efforts, creating county-wide leagues (**long term, cost**)
- Create senior leagues (**long term, cost**)
- Work with CBYRA to expand mission, creating CBRA (**long term, no cost**)

Appendix II

SWOT Analysis Results

Strengths/Opportunities

- Healthy Eating
 - AJ Produce
 - Library system
 - Yoder's market
 - Garden club
 - Educational resources through Virginia Cooperative Extension
 - Food pantries

- Active Living
 - Hagberg Park
 - Shag club
 - Community Center
 - Golf course
 - Virginia Crossroads concerts
 - Railroad museum
 - Library system
 - Garden club
 - Youth rec association
 - Educational resources through Virginia Cooperative Extension
 - Local gym

- Healthcare
 - Number of doctors/health professionals
 - Centra Southside Community Hospital

- Other
 - DOC labor
 - WSVS
 - Hispanic community
 - Electric Coop
 - Faith communities
 - Tobacco footprint

Weaknesses/Threats

- Healthy Eating
 - No central grocery store
 - Culture (fried foods, unhealthy lifestyles)
 - Passive, hesitant residents

- Lack of “healthy” eatery options
- Active Living
 - Culture (fried foods, unhealthy lifestyles)
 - No adult programs with rec association
 - Passive, hesitant residents
- Healthcare
 - Percent of residents with medical insurance
- Other
 - Lack of communication between town and citizens
 - Education level of citizens
 - Lack of transportation
 - Lack of industry and business
 - Water quality

Initial Concepts

- Need to budget funds for HEAL effort
- Community gardens
- Maps with healthy locales
- Buy fresh, buy local marketing
- Highlight businesses that use local produce
- Partner with Norfolk-Southern
- Involve military families in town
- Issues with HEAL in school system

Appendix III

Stakeholders

- Residents
 - Current: Many are older, grounded by strong community ties and lineage; some families. Significant military presence.
 - Future: Younger, families; drawn in by healthy small-town environment that is easily accessible to other areas
- Employees
 - Current: some local, many at Piedmont, Nottoway CC, and Ft. Pickett; few travel to Richmond and other areas; small business; school system; railroad; Southside Electric
 - Future: Local business and healthy industry—including agribusiness—Ft. Pickett, FASTC facility, state assets
- Business Owners
 - Current: Long-established businesses, well-known members of the community
 - Future: Maintain the “well-known” aspect of business owners, increased focus on tourism and agriculture
- Faith-Based and Community Organizations/non-profits
 - Current: Decreasing in numbers, strong community ties and active involvement; decreasing volunteerism
 - Future: Continued involvement, growth in numbers
- Visitors
 - Current: Mostly travelers along 460
 - Future: Tourists for railroad and music history; include 360 travelers; take advantage of the local Civil War sites
- Region
 - Current: Economically depressed, heavily dependent on state resources
 - Future: Sustained through tourism and business
- Commonwealth
 - Area state resources include Nottoway Correctional Center, VCBR, Piedmont Geriatric, Ft. Pickett, and the Virginia Tech research center, Virginia Cooperative Extension
 - The local school system provides opportunity for collaboration