

**Board of Health Meeting – May 8<sup>th</sup>, 2019**  
Community Health Division, Lowell Health Department

Community Health Coordinator  
*Kate Elkins*

***Healthy Lowell Week***

- The first annual “Healthy Lowell Week” took place from April 1 – 7, 2019 in recognition of National Public Health Week. The Health Department (HD) partnered with the Greater Lowell Health Alliance, Lowell General Hospital, Lowell Community Health Center, UMass Lowell, and Mill City Grows to host events and promote health lifestyles. Leadership at the HD also recognized HD employees throughout the week as an additional way to honor National Public Health Week.

***Move Your Way Campaign***

- The HD will perform outreach in the spring and summer months to raise awareness of the 2<sup>nd</sup> edition of the United States Physical Activity guidelines through the “Move Your Way” campaign. This nationally recognized campaign encourages both youth and adults to obtain the recommended number of minutes for physical activity by doing the fitness activity that is easiest and accessible to them, such as walking, dancing or swimming.
- Staff has secured outreach opportunities at several community events and will work with the recreation department summer programs to reach youth and their families in this effort.

***Access to Equitable Physical Activity***

- The City of Lowell was awarded a grant from the Blue Cross Blue Shield of Massachusetts Foundation to establish more equitable opportunities for physical activity in Lowell over a three-year period. The CHC is working on coordinating efforts taking place between the Department of Planning and Development (DPD), Public Works, Mass in Motion, and Recreation to implement two main strategies: Park Improvements and Neighborhood Walking Routes.
- Immediate plans to be implemented this spring/summer include the restriping of two-three tennis courts to accommodate for Pickleball (a sport popular for seniors) and a series of fitness classes taking place at Kerouac Park. Additionally, DPD is working on reviewing several high-risk neighborhoods to begin assessing potential 1-mile and 3-mile walking routes.

***Employee Health and Wellness***

- The CHC is also working on the following employee health and wellness programs, with valuable input from a recent employee survey:
  - Informational e-Newsletter (monthly)
  - Challenge Activities for Employees (monthly, planned for start in May 2019)
  - Strength and Conditioning Series (April/May 2019)
  - See Yourself to Success for Leaders Series (May/June 2019)
  - Group Volunteer Activities (May 2019)
  - Employee Health Fair (fall 2019)

### ***Health Equity Cohort***

- The CHC was selected to take part in the first statewide Health Equity Cohort, hosted by the Community Health Training Institute out of Boston and has participated in three sessions thus far. The cohort serves as a learning network that connects public health workers and coalition leaders from across the state working to promote health equity in their communities.
- The CHC will provide a mini-training to all HD staff in succession of the cohort, as a way to share best practices and lessons learned.

### ***Health Department Branding and Communications***

- A new Health Department logo has been established in partnership with students at Middlesex Community College. The new logo has been involved in a re-design of the Health Department's business cards, building signage, and other promotional materials.



- The CHC is also working on standard operating procedures around communications and branding.