

**Activate Tucson’s Mission**

To educate, motivate, and facilitate long-term collaboration with business, government, schools, communities, neighborhoods, social service agencies and the media toward making the greater Tucson area [and Pima County] a healthier place to live work and play.

Activate Tucson is an Action Group in Healthy Pima, supporting efforts to improve and increase physical activity and nutrition in Tucson and Pima County.

<b>Goal 1:</b>	<b>To support and advocate for policies and ordinances that increase and improve physical activity and nutrition in Tucson and Pima County</b>				
<b>Objective 1:</b>	<b>Support Complete Streets policy in Tucson</b>				
<b>Tactics/Activities</b>	<b>Responsible Person</b>	<b>Expected Outcome</b>	<b>2019 Expected Completion Dates</b>	<b>Progress and Updates</b>	<b>Results and Achievements</b>
<b>Members show support of Complete Streets policy in process</b>	Living Streets Alliance leading efforts, AT members	Complete Streets policy adopted by City of Tucson	Mar 2019	Complete Streets adopted by City of Tucson!	The City streets are safer and more user friendly for pedestrians, bicyclists, people with disabilities, etc.
<b>Identify specific performance measures</b>	Living Streets Alliance leading efforts, AT members, now COT	Ensure improvements in wellness as a result of Complete Streets is tracked and captured	Dec 2019	Annemarie will invite City of Tucson Complete Streets rep to present to AT in fall 2019	LSA with assistance from AT members, have identified measures to assess Complete Streets once implemented
<b>Support Complete Streets in other jurisdictions</b>	AT Committee, Annemarie, Martha, and Brian	Complete Streets policies are adopted in other municipalities including Marana, Oro Valley, Sahuarita, and others	Identify current policies and targeted municipalities by Nov 2019	Committee compiling current policies, list of targeted municipalities, and following up with champion in Marana	Identify champions for each municipality to lead efforts for policy

<b>Objective 2: Identify other policies, bills, and other legislation that either supports or hinders wellness in Pima County</b>					
<b>Tactics/Activities</b>	<b>Responsible Person</b>	<b>Expected Outcome</b>	<b>2019 Expected Completion Dates</b>	<b>Progress and Updates</b>	<b>Results and Achievements</b>
<b>Members identify legislation to support or defeat through advocacy</b>	<b>AT members</b>	<b>Wellness in Pima County is supported</b>	<b>Ongoing</b>	<b>Ongoing</b>	<b>Advocacy to support or defeat legislation</b>
<b>Review PCHD Needs Assessment to identify priority areas and health inequity</b>	<b>AT members and PCHD</b>	<b>Based on Needs Assessment findings, priority area(s) and health disparities will be identified</b>	<b>Identify areas AT can support by Dec 2019</b>	<b>Updates reviewed in Aug 2019</b>	<b>Policies to move the needle on health inequities or other emerging needs are implemented</b>
<b>Increase awareness of activities and goals of other Healthy Pima Work Groups</b>	<b>AT members and PCHD</b>	<b>Increased awareness of other activities in Pima County and how AT may support</b>	<b>Quarterly meetings of all work groups may be scheduled in 2020</b>	<b>Nic or Krista from PCHD will update on other groups as well as quarterly meetings</b>	<b>Healthy Pima work groups have awareness of each other's efforts and how we can support each other</b>
<b>Objective 2: Increase access to public use commercial kitchen</b>					
<b>Tactics/Activities</b>	<b>Responsible Person</b>	<b>Expected Outcome</b>	<b>2019 Expected Completion Dates</b>	<b>Progress and Updates</b>	<b>Results and Achievements</b>
<b>Members meet with PCHD leaders and others to show support</b>	<b>AT co-chairs meeting with PCHD leadership to discuss Kitchen proposal</b>	<b>Commercial kitchen in new PC property will be considered for public use, including potential partners</b>	<b>Meeting with PCHD leaders September 12, 2019</b>	<b>Committee met and created a one page proposal for PC to consider for the kitchen, completed May 2019</b>	<b>Commercial kitchen available for public use supports increased access to healthy food and economic benefit</b>

<b>Goal 2:</b>	<b>To initiate, develop, and pursue new legislation that supports physical activity and nutrition in Pima County</b>				
<b>Objective 1:</b>	<b>As identified by members, initiate ordinances, bills, etc. to address an issue impacting physical activity or nutrition in Pima County</b>				
<b>Tactics/Activities</b>	<b>Responsible Person</b>	<b>Expected Outcome</b>	<b>2019 Expected Completion Dates</b>	<b>Progress and Updates</b>	<b>Results and Achievements</b>
<b>Members identify issues impacting physical activity and nutrition and appropriate legislation</b>	<b>AT members</b>	<b>Wellness in our community is increased</b>	<b>Ongoing</b>	<b>Ongoing</b>	<b>Long lasting positive impacts on physical activity and/or nutrition are created as a result of the bill, ordinance, etc.</b>
<b>Objective 2:</b>	<b>AT members and organizations support recently passed Prop 407, improving COT Parks</b>				
<b>Tactics/Activities</b>	<b>Responsible Person</b>	<b>Expected Outcome</b>	<b>2019 Expected Completion Dates</b>	<b>Progress and Updates</b>	<b>Results and Achievements</b>
<b>Members regularly review COT efforts, advocate if needed</b>	<b>AT members, Krista and Annemarie attend Bond Oversight meetings</b>	<b>COT Parks are improved as outlined in the original plan, supporting physical activity and wellness in Tucson</b>	<b>Ongoing</b>	<b>AT members regularly check COT Parks progress on initiative (quarterly) Krista and Annemarie will be able to provide updates</b>	<b>Ensure Parks improvements occur with a priority in low-income areas where feasible, also promote projects to general public so awareness of the positive impact of this is increased</b>

**Goal 3: Lead efforts to increase education and awareness among government leaders regarding issues impacting physical activity and nutrition**

**Objective 1: To raise awareness and education among government leaders and facilitate advocacy of members and stakeholders by coordinating forums for discussion**

Tactics/Activities	Responsible Person	Expected Outcome	2019 Expected Completion Dates	Progress and Updates	Results and Achievements
<b>Coordinate a forum with government leaders</b>	AT members	Awareness and education among government leaders is increased and advocacy of AT members is increased	Invite BOS representative to early 2019 AT meeting	Supervisor Valadez attended the Feb 2019 AT meeting and it was very successful	Awareness of AT members efforts is increased to government representatives as well as how best to advocate and/or share information with them
<b>Invite government representatives to AT Meetings</b>	AT members	Awareness and education among government leaders is increased and advocacy of AT members is increased	Ongoing	Invite City of Tucson new council members and/or mayor in 2020 or have a City of Tucson panel.	Awareness of AT members efforts is increased to government representatives as well as how best to advocate and/or share information with them

**Goal 4: Increase partnerships with organizations in our community**

**Objective 1: To partner with organizations in our community to reduce duplication of effort, increase support of activities, and awareness of efforts to support wellness**

Tactics/Activities	Responsible Person	Expected Outcome	2019 Expected Completion Dates	Progress and Updates	Results and Achievements
Thrive in the '05 is invited to participate	Brian Eller	Awareness of their efforts is increased among AT members	Jan 2019, also invite to participate in Forum	Brian belongs to this group and can provide updates	Improved awareness of wellness efforts increased
AT Members identify and invite partners	AT members	Wellness in our community is increased	Ongoing	Ongoing, we regularly receive interest in our group from Healthy Pima	Healthy events and activities are well-attended, leading to increased wellness of residents

**Goal 5: To promote and support wellness activities and events in our community**

**Objective 1: To promote and support wellness activities and events in our community to increase wellness in Pima County**

Tactics/Activities	Responsible Person	Expected Outcome	2019 Expected Completion Dates	Progress and Updates	Results and Achievements
Members share information about events and activities	AT members	Wellness in our community is increased	Ongoing	Ongoing	Healthy events and activities are well-attended, leading to increased wellness of residents