

South Dakota Blueprint Seed Grant Final Report August 2010

List and briefly describe the activities you did to use and disseminate the Blueprint in your state.

Our plan for use and dissemination of the Blueprint for Nutrition & Physical Activity was four-fold. In April 2010 the Blueprint was distributed, along with a copy of the 2010 South Dakota Nutrition and Physical Activity State Plan, to over 40 stakeholders from across the state. In addition, we created a toolkit, *Strides to a Healthy Community*, in which we incorporated the two cornerstones we chose to focus on- communication and collaboration- as well as the premise of the Blueprint's vision and mission statements: eating healthy and being active are an integral part of daily life for everyone, and to improve the nation's health by integrating sound policy, programs, resources, services, and messages where individuals, children, adolescents, and families make healthy choices about eating and being physically active. We also posted a link on our HealthySD website so all South Dakotans would have access to the Blueprint document.

The Healthy Communities magazine, *'Good & Healthy, South Dakota Communities'*, will offer health improvement information and encourage healthy lifestyles by highlighting statewide collaborative efforts to positively enhance health and reduce the chronic disease burden. The seed money from the ASTPHND grant was used to prepare the groundwork for this inaugural magazine and future publications. This included several decision-making meetings with the media company chosen to facilitate this project. Completion and distribution of the first magazine project is slated for the spring of 2011. The seed grant allowed us to carry out these activities that would not otherwise be possible due to lack of start-up funding.

List the cornerstones that you focused on.

We chose communications and collaboration, feeling that those cornerstones would help us identify and promote the goals we all share- to promote health and create awareness of the investment value of nutrition and physical activity through effective communications, and promote healthy lifestyles by maximizing collaboration and partnerships. We have developed statewide public awareness campaigns that support healthy eating and physical activity linked with media strategies. We have sought additional funding options to help maximize these strategies and establish partnerships that will advocate policy and program changes for the betterment of South Dakotans.

Briefly describe any opportunities that came up as a result of this Seed Grant. Examples might include development of a new partnership, leverage of a new funding opportunity, or an invitation to speak at a conference.

After receiving this seed grant it spurred us to seek other funding sources that would secure continuation of the magazine. As part of a CPPW grant we received, the South Dakota Department of Health was able to offer opportunities for cities to promote increased physical activity by doing a community trails signage project. This has led to great collaboration and communication strategies with those community leaders and also gives us the opportunity to feature this physical activity project in the Healthy Communities magazine.

Briefly describe unexpected barriers you experienced or list some lessons learned as a result of this funding.

No real barriers were encountered. However, the magazine publication is taking longer than we expected; due to securing other funding sources, and also the bid process for this project that was combined with several others, all to promote healthy living. We want to devote appropriate time to create a magazine that will have a huge impact on how South Dakotans think about their health and lifestyles. We also wanted to develop a magazine that could be sustained without added funding.

Very briefly describe other sources of funding you used to supplement your Blueprint work. This project was partially funded by an ASTPHND grant in conjunction with other chronic disease programs and a Healthy Communities Collaborative grant, Coordinated School Health, and MCH Block Grant.

Do you have any advice for future Seed Grant award recipients?

The seed grant offered groundwork preparation capability for an opportunity to pursue a project we had envisioned for the betterment of our state. Every project needs to start somewhere and a seed grant enables you to make a commitment to move the project forward.

Thank you again for awarding us the grant so we could secure the resources and provide helpful education to our state constituents that will lead us all on the path to better health.

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