



Partnering for HEALTHY COMMUNITY ZONES

Criteria for Success



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INTRODUCTION

About TOUCH



WHAT IS TOUCH?

The TOUCH initiative is a true collaborative working with multi-sector community organizations and agencies to reduce tobacco use and exposure to secondhand smoke, improve access to healthy foods and beverages, increase opportunities for physical activity and build connections to programs for preventing and managing chronic diseases. These efforts are outlined in four Focus Areas:



TOUCH Partners



Healthy Community Zones

Why we are here

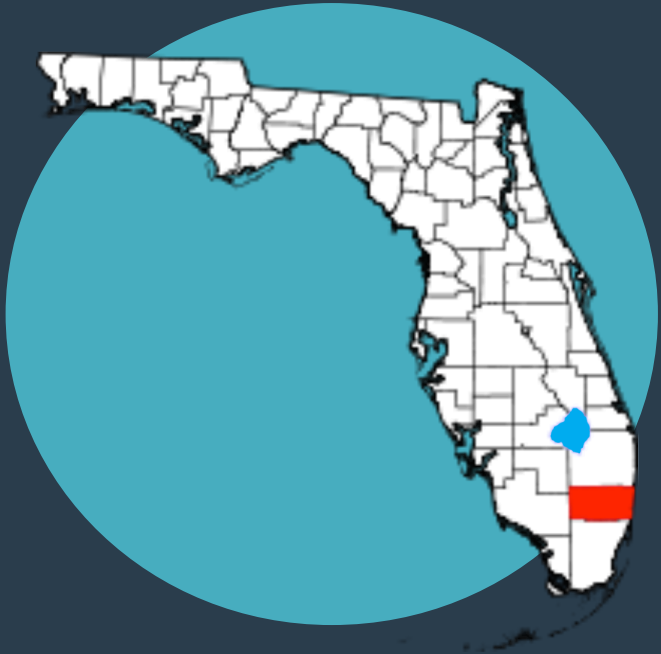


What is the HCZ Initiative?

Healthy Community Zones

A Healthy Community Zone is an area where existing community resources and activities are connected to coordinated partnerships to improve a community's health.

Working together for a healthier Broward!



A countywide initiative



What is a Healthy Community Zone?

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A Healthy Community Zone (HCZ) is a specific area where your existing community resources and activities can be connected into coordinated partnerships for improving community health.



BENEFITS

of Partnering with TOUCH



HCZs will Benefit you and your community by:

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Providing more than \$100,000 worth of in-kind Technical Assistance and Programs to assist you in your work



Helping to improve your community's health and wellbeing



Providing opportunities to partner and collaborate with TOUCH and leading community organizations



Fostering a shared vision of health, economic development, and education in Broward County



Envisioning and designing improvements for your community in the four TOUCH Focus Areas



Ensuring that your community is recognized as a Healthy Community Zone and showcased at the National level

WHO CAN APPLY?

Anyone!



ANYONE CAN APPLY!

As long as they have a desire to collaborate on improving their communities!



Business Owners



Community Organizations



Community Members



Community Leaders



Residents



Students



Schools



Elected Officials



Non-profits



Anyone!



Healthy Community Zones Criteria

To become a designated Healthy Community Zone, the following five criteria must be met:



Targeted Area	Middle or High School	Areas with Health, Wealth & Educational Disparities	Focus Areas	Willingness to Partner
<p>A targeted community area in Broward County, with dimensions between 5 to 20 blocks in length</p>	<p>A middle or high school within the target area with a Y-Program and a Students Working Against Tobacco (SWAT) team [or intentions to create a SWAT team with these students]</p>	<p>Above the County Rate:</p> <ul style="list-style-type: none"> • Preventable Diabetes Hospitalizations; • Poverty; and/or • Educational Attainment 	<ul style="list-style-type: none"> • Tobacco-Free Living • Healthy Eating and Active Living • Healthy and Safe Built Environments • Clinical and Community Linkages 	<p>A willingness to partner with TOUCH, recognizing that there is no direct funding attached to being selected as a Healthy Community Zone</p>

Communities with a current YMCA before- and after-school program will receive preference for HCZ designation.

HOW TO APPLY

The Request for Partnership (RFP) Process



Online Application

How can people or communities apply?

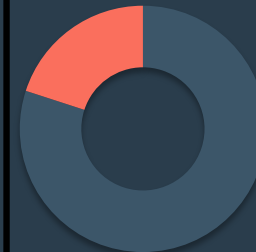
The online Request for Partnership (RFP) form is available for download and to be submitted electronically on April 15th, at:
www.TOUCHBroward.org/HCZ

Please keep in mind:

Applicants must be open to partnering with TOUCH in all four strategic directions / focus areas (*Active Living & Healthy Eating, Healthy & Safe Physical Environments, Community Linkages to Clinical Preventative Services, Tobacco Free Living*)



| How will the applications (RFP) be scored?



40%

Community
Assets and
Preparedness

20%

School
Connection

20%

Health
Need

20%

Geographical
Area

TIMELINE

Important Dates



HCZ TIMELINE

February

TOUCH Partners began strategizing and organizing the HCZ Initiative



April 15 to June 1

Communities can apply to become HCZ via online RFP process



July

Healthy Community Zone fun begins!



March - May

TOUCH Partners perform outreach to educate communities about the HCZ opportunity



June - July

HCZ finalist and sites will be selected

NEXT STEPS

Engage Your Community



What can you do?



Healthy Community Zones needs project champions.

You can help spread the information about the opportunity to residents, organizations and businesses in your community.

You can become a project champion, by promoting the opportunity and educating people throughout your community.

Check out the resources at www.touchbroward.org/HCZ

CONTACT US

To Apply Now



Reminders & Contact Info



RFP Goes Live – Wednesday, April 15

Applications Due - 5:00 pm (EST) Monday, June 1

Apply at: www.touchbroward.org/HCZ

To request assistance, please contact:

Alena Alberani, Project Manager, Healthy Eating, Active Living (HEAL), TOUCH:
Partnerships Transforming our Community's Health

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THANK YOU!



Any Questions?