

Umatilla county Plan4health Initiative: Planning for health in rural Oregon

AUTHOR(S): Taylor K. Smith

PRESENTATION FORMAT: Oral Presentation

TOPIC/TARGET AUDIENCE: Public health professionals with a focus or interest in the built environment, planning, social determinants of health, PSE strategies, and increasing access to physical activity and healthy food

ABSTRACT: Umatilla County ranks 26th out of 34 counties in Oregon in health outcomes and 31st in both quality of life and health behaviors. Umatilla County has high rates of obesity (33 percent) and low rates of adults who reported participating in physical activities (24 percent). Only 65 percent of residents report having access to exercise opportunities, which is well below both the state and national rates. These indicators are worse when reviewing data for Latino/Hispanic residents, where nearly 76 percent reported being overweight or obese.

The Umatilla County Plan4Health Initiative will work at the intersection of public health and land use planning to address high rates of overweight/obesity and physical inactivity. We will build partnerships to increase physical activity opportunities and access to healthy food. The coalition will conduct a Community Needs and Readiness Assessment to inform the selection of PSE strategies that communities are ready for.

When the time comes, the selected strategies will be implemented and evaluated to determine the impact on the health of our community. The coalition will focus on ensuring adequate resources, deploying media to provide policy education, collecting baseline data, and working to address and reduce identified barriers.

OBJECTIVE(S):

- Discuss the intersection and connection between land use, planning, and public health.
- Discuss assessment of Community Needs and Readiness and perceptions around health status.
- Identify challenges and barriers to physical activity and access to healthy food faced in rural communities.

PRIMARY CONTACT INFORMATION:

Taylor Smith, BSS

Healthy Communities Coordinator

Umatilla County Health Department

Pendleton, OR

541-969-6825 | taylor.smith@umatillacounty.net