**Social Determinants of Health (SDOH) Actions for Local Public Health**

**Action Plan – Basic Sample Template for County Public Health**

**DATE: 9/20/2024**

**County Public Health: DVHHS (Cottonwood-Jackson Counties)**

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**Action Plan Purpose:**

This action plan is meant to walk you through connecting the dots between your SHIP project(s) and how they relate to the Social Determinants of Health. Below are steps/questions of what to think about when creating goals around your SHIP work and an SDOH focus for your community. See following resources to help you determine which focus areas align with the needs of your SHIP activity/strategy.

Social Determinants of Health (SDOH) Resource References:

1. SDOH within the context of it connects to SHIP projects or activities. See excel spreadsheet: SDoH\_SHIP\_Activites.
2. SDOH within the context of Chronic Disease: Five domains of Social Determinants of Health (SDOH) that are strongly tied to chronic disease conditions and communities that are most affected, see the CDC’s National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP): [NCCDPHP’s Approach to Social Determinants of Health | CDC](https://www.cdc.gov/chronicdisease/healthequity/sdoh-and-chronic-disease/nccdphps-approach-to-social-determinants-of-health.html)
3. SDOH within the context of HealthyPeople 2030 Goals and general overview: [Social Determinants of Health - Healthy People 2030 | health.gov](https://health.gov/healthypeople/priority-areas/social-determinants-health)

**Participant Expectation:**

We will ask you to submit this information so our team can review it and provide you with feedback. Remember, any progress – no matter how big or small – is important. We will also ask you to update your action plan at future meetings.

Please note that this is a sample template only to help you get started. If you have a different template that you would like to use, that is acceptable, too.

**SHIP/SDOH SAMPLE ACTION PLAN TEMPLATE:**

This sample template includes an explanation for each field and what to include.

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| **SHIP Project or Activity** **Include Overall Goal** | **Document what your SHIP activity or project you aim to work on.** * Farmers Markets

**Document overall goal(s) that you are trying to achieve with this activity. (i.e What SHIP activity you think best addresses a SDOH for the community/ population of choice)** |
| **SDOH Focus Area**  | **Select at least one SDOH area that you feel best aligns with your SHIP project and the needs of your community. Consider information from your CHA, CHIP or other local data addressing SDOH.**  Refer to the spreadsheet that lists SHIP activities with SDOH domains relevant to those activities. * SDOH Area: Food Security.
* SDOH Considerations: [Farmers Market](https://www.countyhealthrankings.org/strategies-and-solutions/what-works-for-health/strategies/farmers-markets).
* Expected benefits (achieving these evidence-based outcomes) include: Increased access to fruits and vegetables, Increased fruit and vegetable consumption; Potential benefits (limited evidence-based rating, but these benefits maybe possible) include: increased healthy foods in Food Deserts, Strengthened local and regional food systems, Improved local economy, and Reduced emissions.

*Considerations:** *Not all SDoH is SHIP, but all SHIP is SDoH*
* Review the LPH SDOH survey results (add link here) and your community health assessment to understand where the greatest SDOH area may be at in relation to your SHIP activity.
* Select an area that is most responsive to the greatest need that your county public health can impact at this time.
* Des Moines Valley Health & Human Services service area includes- Cottonwood and Jackson Counties have limited farmers markets scattered throughout each out county; in Cottonwood County, the City of Windom has a farmer’s market and the City of Mountain Lake has an irregular farmers market; in Jackson County, the City of Jackson is the only farmers market.
* DVHHS completed our Community Health Assessment (CHA) in 2023; data from the Jackson County CHA revealed that 52% of individuals never or less than one time per month, 26% about 1x per month, 12% 2-3x per month, 7% 1x per week, and 2% two or more times per week, buy or get food from the farmer’s market/fruit/vegetable stand. Data from the Cottonwood County CHA revealed that 45% of individuals never or less than one time per month, 24% about 1x per month, 13% about 2-3x per month, 10% 1x per week, and 4% two or more times per week, buy or get food from the farmer’s market/fruit/vegetable stand.
* Select a focus area that ties with your SHIP activity and where you have a head start to be able to impact. For tying with your SHIP activity, an example is if SHIP activity is childhood development, select an SDOH topic that can make an impact and your public health can act on. For example, ensure access to nutritious food helps children helps address the environment focus area of SDOH. Review your community health assessment to understand where the greatest SDOH area may be at in relation to your SHIP activity.
* **Farmers Markets as a Social Determinant of Health-**
* Access to Healthy Food (improved consumption in low- & high-income communities),
* Education (opportunities to learn about healthy eating and where food comes from),
* Community Building (opportunities for individuals to come together in one space),
* Emotional Health/Social Connections,
* Economic Growth (support local farmers and stimulate economic growth in the communities they serve).
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| **Priority Population**  | **Who is the SHIP activity or project targeted to? *\*\*Selected Jackson County for Power of Food Club Program\*\***** Jackson County area residents- Jackson, Heron Lake, Okabena, Lakefield, Alpha, Wilder, population is 9,893.
* General population- all ages and income levels (Power of Food Club).
* Priority populations- WIC families ([WIC Farmers Market Nutrition Program](https://www.mda.state.mn.us/food-feed/information-wic-participants)) and Elderly population ([Senior Farmers Market Nutrition Program](https://www.mda.state.mn.us/food-feed/seniorfarmers-market-nutrition-program)).
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| **How does this SHIP activity/project relate to the identified SDOH?** | **Considerations:** * Consider both local, statewide and national research/data when thinking about the link.
* Ask your community members, coalitions, key stakeholders how they see your SHIP work addressing SDOH in your community.

DVHHS-Nobles County SHIP team:* Our SHIP team can play an important role in increasing access to and availability of farmers markets in communities. Efforts should focus on areas with the greatest need, for example, where access to affordable fruits and vegetables is challenging and chronic disease rates are high and or where there are people most impacted by structural racism, bias, and inequity. Ensure the market is easily accessible for all. Engage and collaborate with farmers and markets to enhance or develop supporting infrastructure and increase market demand to ensure economic viability.

Farmers Markets: * A farmer’s market is a multiple vendor farm-to-consumer retail operation, where producers sell goods at a set outdoor or indoor location. Farmers markets usually sell fresh fruit and vegetables, though meat, dairy, grains, prepared foods, and other items may also be available.
* Markets are usually held once a week and vary in size from a few stalls to several city blocks.
* Most farmers markets are organized and operated by community organizations, public agencies, or public/private collaborations with volunteer support.
* Welcoming Locations- ensure farmers markets are fully inclusive and welcoming spaces as they can also have an effective of excluding community members from participating in the farmers market experience.

Access to Healthy Food (Expected Benefits and Outcomes): * Increased access to fruits and vegetables.
* Increased fruit and vegetable consumption.

Access to Healthy Food (Potential Benefits and Outcomes): * Increased healthy foods in Food Deserts.
* Strengthened local and regional food systems.
* Improved local economy- economically accessible, affordable, and can accept SNAP/EBT machines (Market Bucks), Power of Produce (PoP) program, WIC Farmer’s Market Nutrition Program ($30 for WIC families), and Senior Farmer’s Market Nutrition Program ($50 for eligible seniors); the WIC and Senior Farmers Market Nutrition Programs are federal programs administered by the Minnesota Department of Agriculture (together known as FMNP).
* Reduced emissions- offer Safe Routes to Healthy Foods, look for ways to increase access for walkers, bicyclists, transit riders, and those with ADA-accessibility needs.

Social Connections (Increasing Belonging): * Adding a community resource booth to process a variety of payment types, including EBT, and connect people to resources- offer a connection hub between the market patrons and the wider community, embrace the many nationalities/cultures found in the market community, add a Food Ambassador/Navigator.
* Creating areas to gather, sit, and take in the farmer’s market activities.
* Incorporating culturally diverse vendors, activities, and signs in multiple languages that reflects the whole community.
* Hosting an activity table that features culturally diverse foods and showcases foodways of a variety of different cultures.

Opportunities to Support Well-Being: * Sense of belonging and purpose.
* Mental and physical health.
* Economic stability and prosperity.
* Locations to be to see and be seen, to be entertained, to be informed, to build social capital, to chat with friends and neighbors, and to establish and reinforce community identity and belonging.

Other Opportunities: * Connect with local food shelves- food shelves can help promote the farmers market and highlighting the opportunities to use food assistance; the food shelf can also use the farmers market to make itself better known, and to normalize the use of food shelves to access food in the community.
* Multi-Media Approach to Connect with the Community- social media can be important for reaching some segments of the population (but not all), local newspapers and radio stations are also often looking for content and might welcome public-interest pieces centered around the farmers market.
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| **What will you do to address SDOH focus area you selected?**Include the timeline  | **List 1-2 actions you will take to address each SDOH focus area. And by when?***Examples:* * Discuss internal coordination and resources that could be harnessed to address
* Conduct inventory resources or external partnerships (e.g., social services organizations, offerings by health care systems) that can help you address SDOH focus area.
* Enhancing the existing external partnerships or developing new ones with community partners to work together to impact SDOH focus area(s) and overall goal of the SHIP activity

Discuss SDOH in terms of farmers markets with an emphasis on creating an environment that supports healthy eating behaviors by participating in the following practices: * Conduct community assessments (food assessments) as a SHIP team or with the Jackson County Hunger Coalition.
* Review existing data and collecting additional data (as needed), related to population demographics and disease and risk factor data and disparities/inequities- use resources already available (i.e. CHA/CHIP, locally-led evaluation summary, etc.).
* Determine the existence and location of community stakeholders, organizations, and resources.
* Assess the opportunities and gaps.
* Summarize and analyze the assessment data to select priority populations and communities to implement this activity.

DVHHS-Nobles SHIP team goal is to improve access to healthy, affordable food, in a welcoming environment (i.e. the Riverside Farmers and Makers Market) by determining and improving the following: * Patron/visitor demographics- who frequents the market most often?
* Farmers market location and accessibility.
* Farmers market food accessibility and preferences- healthy eating impact, preferred products, and access.
* Economic opportunities- Power of Food Club token distribution and allocation, market season financial impact.
* Social Connectedness and welcoming environment.
* Opportunities for improvements- patron likes and dislikes.
* Power of Food Club program improvements- gaps/strengths of the program.
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| **Partners involved to achieve actions.** | **List who you will work with to address SDOH focus area you selected. List partners internal or external.*** Internal may include other departments, leadership. External may include community organizations that provide resources to address social needs, health systems and their offerings related to the focus area you identified, community leadership team members and other local SHIP partners.
* Review data sources such as community health assessment survey, data tools shared at COP meetings

**Internal Coalition Members:** * [DVHHS SHIP team](https://www.dvhhs.org/index.asp?SEC=CCF6BB14-8E1B-4403-9FBD-6FA464ACE7CF)- assisted with developing Power of Food Club, participating in Token Distribution Days.
* [DVHHS WIC team](https://www.dvhhs.org/wic)- assisted with Farmer’s Market WIC Nutrition Program.

**External Coalition Members:** * [Jackson Center for the Arts (JCA)](https://www.jacksoncenterforthearts.com/)- fiscal host for Power of Food Club.
* [Jackson Riverside Farmers and Makers Market](https://www.jacksoncenterforthearts.com/projects-2)- farmers market leader and vendors.
* [Minn. Dept. of Agriculture (MDA)](https://www.mda.state.mn.us/food-feed/information-farmers-fmnp)- assists with Senior and WIC Farmers Market Nutrition Program vouchers.
* [City of Jackson](https://www.cityofjacksonmn.com/)- assists with land use/zoning efforts to ensure we can have the farmers market location set at no fee.
* [Jackson County UM Extension Office](https://extension.umn.edu/local/jackson)- educational resource, opportunities for Master Gardening education, etc.
* [United Community Action Partnership (UCAP)](https://www.unitedcapmn.org/jackson-county/)- assists with Power of Food, Senior, and WIC Nutrition programs to priority populations.
* [Jackson County Food Shelves](https://www.jacksonmn.com/public-services/)- assists with Power of Food, Senior, and WIC Nutrition programs to priority populations.
* [Southwest MN Opportunity Council (SMOC)](http://www.smoc.us/senioremployment.html)- offers Senior Community Service Employment Program; SHIP team worked with JCA to provide a part-time paid worker to support the JCA and farmers market.
* [Jackson Center for the Arts](https://www.jacksoncenterforthearts.com/)- opportunities to reach diverse populations (i.e. Latinos, English as Second Language learners) families, activities, and programs.
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| **Performance Measures** | **How will you measure progress on activities? Track successes and challenges – qualitative and quantitative.** * Combination of qualitative and quantitative data collection.
* CHA/CHIP work- review healthy eating trends associated with farmers markets in Cottonwood and Jackson Counties.
* Data from the DVHHS SHIP team’s Locally-led Evaluation project ([Power of Food Club survey](https://www.surveymonkey.com/results/SM-i1_2Bv6qXR3RrepC9SPLeMSQ_3D_3D/)).
* Post-market season surveys/feedback from market patrons, residents, and/or other stakeholders.
* UM FM360 data (2023 and 2024 market seasons).
* SHIP Redcap Data- annually collected in late August.
* Community Health Workers- partner with our CHWs to connect with priority populations, especially Latinx population; can also provide insight on priority populations through observation.

**Develop Evaluation measures for your activity**DVHHS-Nobles SHIP- Locally-led Evaluation Project “Power of Food Club” focused on a token incentive program to encourage healthy purchased at the Riverside Farmers and Makers Market.* Power of Food Club follows Federal SNAP Guidelines- fruits, vegetables, dairy products, breads/cereals, other foods (ex. honey, snack foods, non-alcoholic beverages), and seeds/plants.

Farmers Markets- Enhance, Expand, and Connect:* Enhance/improve programming at the Jackson Farmers Market (i.e. programs and activities tailored to different cohorts); improve on the number of market vendors or vendor attendance throughout the season.
* Expand Power of Food Club Program by offering it more frequently throughout the market season; explore expanding the Power of Food Club into other communities in Jackson County.
* Connect underrepresented populations, with the help from internal and external partners, to the farmers market and the programs it offers; gather feedback from underrepresented populations (i.e. what is missing from the farmers market, from the community for healthy food access, etc.).

MDH and FM360 Evaluation- RedCap and FM360: * RedCap data from 2023 and 2024 Market Season- RedCap questions focus on number of market visits (late-August to late-August, annually), and associated Policy, System, and Environmental Changes.
* [UM FM360](https://fm360.umn.edu/) from 2023 Market Season and 2024 Market season- released annually in December 202; FM360 questions focus on the following: preference to receive information about the market, how much money do you typically spend at the market, why you typically visit the market, what do you believe is the primary purpose of the market, how did you get to the market (today), and what is your zip code.

SHIP Locally-led Evaluation- Riverside Farmers and Makers Market- Power of Food Club:* Complete SHIP Locally-led Evaluation project (Power of Food Club)—completed January 2024, share results with market vendors and community members.
* Process Question(s)- what did it take to develop and implement the Power of Food Club at the farmers market?
* Outcome Question(s)- what was the impact of the Power of Food Club for people going to the farmers market?
* Who frequents the market most often (Demographic Highlights)? SDOH- Social and Community Context.
* What is the preferred location and accessibility of the market? SDOH- Transportation.
* What has been the impact on healthy eating-based products sold at the farmers and access to preferred products (Healthy Eating Behaviors, Healthy Food Access, and Favorite Purchase Highlights)? SDOH- Food Security.
* What has been the economic impact for the farmers market based on the Power of Food Club, Senior Farmers Market Nutrition Program, and WIC Farmers Market Nutrition Program (Token Allocation and Distribution Highlights)? SDOH- Economic Stability, Food Security.
* How welcoming and connected to you feel at the market (Social Connection Highlights)? SDOH- Social and Community Context
* Opportunities for improvements (What to Continue, Modify, and Remove from the Power of Food Club or farmers market)- patron likes and dislikes, gaps/strengths of the farmers market are identified.

Sustainability Evaluation Project(s): * Complete Post-season Evaluation project—complete October 2024, share results with market vendors and community members.
* CHWs and/or Jackson Center for the Arts—can assist with reaching Latinx populations and/or other priority populations who we might not be able to reach.

Farmers Market Nutrition Programs: * Riverside Farmers and Makers Market- Senior and WIC Nutrition Programs Impact— vouchers redeemed during the 2024 market season.

Examples include:**Short-term process measures:**# of people/partners engaged in the activity# actions completed by on time, in progress, late/delayed# reach**Long Term/Outcome Measures:**Pre/post assessmentsAttendanceKnowledge gain (baseline and post intervention)Outcome measures:Improvement in health outcomesIncrease in access, service utilization |
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