



# Get Healthy Ottawa

[www.gethealthyottawa.org](http://www.gethealthyottawa.org)

## Advocating for Wellness & Healthy Lifestyles

The Ottawa County Wellness Coalition is proud to present the half-day training “**Advocating for Wellness and Healthy Lifestyles**”. Advocacy has become a very important strategy to help nonprofit organizations successfully achieve their goals. This advocacy training is intended for those interested in learning how to effectively advocate and be heard by elected officials. The focus will be on ways to make a difference by advocating for policy changes related to healthy lifestyles. We will also have local presenters share some advocacy success stories.

Participants will Learn:

- How things work in Lansing, including a description of the legislative process and how bills become laws
- Basic advocacy skills
- Planning for effective advocacy
- Resources available to assist you in the advocacy process
- Examples of successful local public policy change

Presenters include Paul Shaheen and Michele Strasz from the Michigan Council for Maternal and Child Health; former State Representative Barb Vander Veen, RN; and Lois Havermans, Dental Program Coordinator at the Ottawa County Health Department.

Program Details/Registration Information:

- When:** April 22nd 8:00 a.m. to 12:30 p.m.  
**Where:** Department of Human Services  
 12185 James Street, Holland, MI, 49424  
**Cost:** \$10.00  
 (light breakfast and snacks included)  
**How:** Register at [www.GetHealthyOttawa.org](http://www.GetHealthyOttawa.org)

Pre-registration is strongly recommended. Walk-in registration with cash/check (NO credit cards) payment is available the day of the event, if space allows. Advance phone registration is also available through the Center for Good Health at 394-3344.

## Celebrating Success!

### Waukazoo Elementary, West Ottawa Public Schools Raised Over \$27,000 in a Fun Run Fundraiser

The Ottawa County Wellness Coalition (OCWC) is working to improve the health of Ottawa County communities. This is done using policy and environmental changes to increase residents’ access to healthy food choices, physical activity and tobacco-free living. Waukazoo Elementary recently made this type of change very successfully! After attending a Parent Champion for School Wellness workshop in January, 2007 at the Ottawa County Health Department and hearing about the many great things that can be done to improve the health of students, a group of parents decided to see if they could have Waukazoo’s major fall PTA food fundraiser switch to a Fun/Run/Walk. The results were amazing!

Parent Loretta Vaara writes, "The money is great, but the event was fantastic. The kids and families had such a great time. It was truly a celebration. The kids were so fired up, it was amazing. We have a wonderful PE teacher, at Waukazoo, and he fired the kids up with warm-ups and great talk about only getting 1 body and taking your heart for a walk....Then the kids took off running, yelling, screaming with excitement. My kids are only in K and 2nd grade and they were so fired up they wouldn't stop running! I had to make them stop because I thought they'd collapse. Parents, strollers, older siblings, and grandparents all joined their kids on the track. It was truly a family event. We had a band playing that kept everyone moving and having a great time. Our committee is already getting ready for next year. We learned so much this year and we're excited to make next year even better. Our principal was so supportive and excited about the event, it was wonderful. We even got some press in the Grand Rapids Press (October 18, 2007). We have about 10 committee members who worked on the walk and made it a success."

Congratulations to Waukazoo Elementary for showing that school fundraisers can be both successful and healthy!

## Taking Action...

**The Southeast Action Team (SEAT)** is currently completing the Promoting Active Communities (PAC) assessment in Georgetown Township. PAC is used to evaluate the built environments, policies, and programs related to promoting and supporting physical activity within a city or township. Completing this assessment will give SEAT an in-depth look at residents' access to physical activity. This data will be used to determine the team's next steps as well as for grant writing. SEAT is also currently working on fundraising and member recruitment. If you live or work in the Hudsonville/Jamestown/Georgetown area, come join our group! Contact Lisa at 616.393.5770 for more information.

**The North East Action Team (NEAT)** is currently designing a brochure which will feature Farmer's Markets and Walking Trails in the Coopersville and Allendale areas.

NEAT will promote farmers' markets at:

- 🚲 Grand Valley State University (on campus)
- 🚲 Allendale Township (Heritage Towne Square)
- 🚲 Coopersville City (North Main Street Pavilion)

NEAT will emphasize physical activity by promoting the:

- 🌍 Coopersville Community Trails
- 🌍 Grand River Park Trails
- 🌍 Walking Paths (non-school year) at Grand Valley State University



Brochures will go out to 26,000 households in May, 2008. NEAT is seeking funding from local businesses, grants, schools and foundations. A PDF of the brochure will be available on the Ottawa County Wellness Coalition website in May ([www.GetHealthyOttawa.org](http://www.GetHealthyOttawa.org)).

**The Southwest Action Team (SWAT)** is working on completing the Nutrition Environment Assessment Tool (NEAT) for Holland and Zeeland. A Hope College student is volunteering her time to help out with the data entry. Once NEAT is completed in May 2008, SWAT plans to assess the needs of both communities and create an action plan for these areas.

**The Northwest Action Team (NWAT)** has recently completed the PAC Assessment for Crockery Township. Final results will be submitted for compilation this month. Once the assessment results are received, the Team will review to establish policy and environmental change goals and will then seek funds to implement these goals. Also, the NWAT is planning a Health Fair that will be provided at the Crockery Township Hall on April 26th from 7:00 a.m. to 11:00 a.m.

Kent MSU Extension, in collaboration with Grand Rapids Public Schools, with the support of Kent County Coordinated School Health Program, will again be presenting the two-day staff development offering "*Healthier Classrooms-Healthier Kids*". This 15 hour, two-day workshop will prepare teachers and others who work with children to enhance wellness efforts in schools. You will learn about the crisis of childhood obesity, become acquainted with grant writing, try classroom aerobics, be trained in Brain Gym, learn how your food service can help in classroom activities, take home dozens of resources and lesson plans, and more.

Classes will be held at the Kent/MSU Extension Office, 775 Ball Ave. NE, Grand Rapids **June 26-27 Or August 7-8**

If you have questions, please call Stephanie Marino 336-3366 or email [marinos1@msu.edu](mailto:marinos1@msu.edu).

Registration information will be available soon!





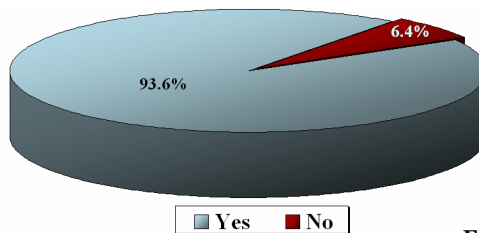
## Golden Shoe Year in Review

The Ottawa County Wellness Coalition (OCWC) came together in 2005 to “empower Ottawa County residents to adopt healthy, sustainable lifestyles.” As part of this mission the OCWC coordinated the 2007 Golden Shoe Campaign to:

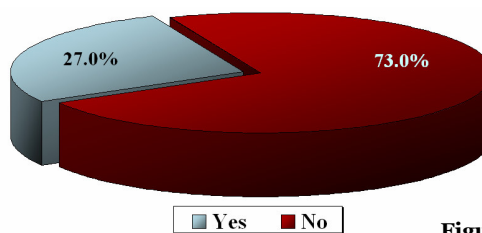
- ✔ **Provide a fun way for Ottawa County residents to be physically active.**
- ✔ **Promote awareness of the OCWC.**
- ✔ **Develop partnerships with local businesses and agencies.**
- ✔ **Promote local businesses.**

In early 2007, partnerships were developed with over 50 local businesses and hospitals to promote the Golden Shoe Campaign. Walking routes within historic and shopping districts in Grand Haven, Holland, and Zeeland were designed by the OCWC, and with funding and support from the local partners, maps of the walking routes were designed and available to residents. Individuals who walked a route were encouraged to complete a short questionnaire to be entered into a drawing for various “Wellness Baskets”, which contained a variety of prizes donated from local businesses. Additionally, a golden shoe was hidden along each route every other week, and walkers who discovered the shoes received a gift certificate for a free pair of new shoes.

During the six month campaign, from the advertised kick-off events at each site in April 2007 to the end of the campaign in October 2007, the routes were walked 1,970 times by 638 different individuals. Of the individuals walking a route for the first time, 93.6% indicated that participating in the Golden Shoe Campaign was a fun way to be physically active (Figure 1). The campaign was also an effective vehicle for promoting the OCWC, as 73.0% of first time walkers had not heard of the OCWC before the Golden Shoe Campaign (Figure 2). Finally, 73.0% of individuals completing a route for the second time indicated that their level of physical activity had significantly increased as a result of the Golden Shoe Campaign.



**Figure 1:**  
Was participating in the Golden Shoe Campaign a fun way to be physically active?



**Figure 2:**  
Had you heard of the Ottawa County Wellness Coalition prior to the Golden Shoe Campaign?

**Turn it off.**  
**Live It Up!**

### TV TURN OFF FAMILY FUN NITE!

Thursday, April 24 from 5pm-8pm @ The Dow Center on Hope's Campus (13th/Columbia)

Stop in anytime for fun family activities that will help your family “unplug” from the TV, iPod, Playstation or Wii!

Sponsored by The Center for Good Health, City of Holland Recreation Division and Hope College.