

Marshall County Healthy Community Strategic Plan

Vision Statement

We envision Marshall County to be a leading healthy community where people live active, meaningful, and productive lives as a result of abundant and accessible active living and healthy eating opportunities.

Inventory and Analysis

Active Living

- Strawberry Plains Audubon Center – 15 miles of trails/recreation/environmental.
- Coldwater Blueways
- Wall Doxey state park – outdoor recreation
- Chewalla Lake – outdoor recreation
- National Forest
- County Community Centers – tracks/park (3-5)
- Duck Pond
- Potts Camp Park
- Kirkwood Golf Course
- Byhalia Park
- Byhalia Town Hall with track
- School walking track (Byhalia)
- Sidewalks/potential (Byhalia)
- Ball Fields (Byhalia)
- Spring Hollow Community Center (HS)
- City Park (HS)
- Coopwood Park (HS)
- Maury Park (HS)
- Valley St. Park (HS)
- Rust College Track/Park (HS)
- Marshall (?)
- Sidewalks/Walking Tour (HS)

Healthy Eating

- Angel Foods Program (Byhalia)
- Mount Pleasant Store (Byhalia)
- Growers- Branly Farm (Byhalia)
- Piggly Wiggly (HS)
- Convenience Stores (minimum healthy food offerings) (HS)
- Farmers Market (HS)

- Seasonal Fruit Stands (HS)
- Subway (HS)
- Chamber-sponsored 5K race – other events like Relay for Life (HS)
- Sidewalk – High School to Town (HS)

Areas with no healthy food access

- Hwy. 178 W. Holly Springs
- North Byhalia Road
- West Street (HS)

Partnership Resources

- North Mississippi Healthcare – Byhalia
- Marshall County Health Council
- Alliance Hospital – HS
- Safe Route Partnership MS
- Joint Use Agreements – HS/city
- Strawberry Plains Audubon/County/Schools
- Church partnerships

Deficits

- Lack of funds
- Lack of diverse recreation opportunities
- Lack of awareness/education
- Cultural aspects of healthy eating
- Low levels of collaboration
- Limited human resources
- Strategic and operation policy for existing resources
- Lack of capital facilities – sidewalk construction and maintenance
- Policy deficits – zoning, improvement

Goals and Objectives

- Education – sustained
 - Media
 - Schools
 - Churches – Healthy Congregations
 - Local business promotion and policy
 - Who?
 - City officials (government) support
 - School wellness council

- Planning commissions
 - Chamber of Commerce
 - Health Department
 - Extension Service
 - Head Start
 - Rust College
 - State legislators
 - Healthcare providers
 - State agencies
- Increase use of Recreational Facilities
 - Map of opportunities
 - Events – Programs - Churches, city, Main Street, Chamber of Commerce, clinics
 - Signage/Wayfinding – Local government
 - Assessment of Conditions/Maintenance – local government
 - User-friendly web site
 - Pedestrian/Bike accessibility – local government (Safe Routes to School funding)
 - Ensure feeling of safety – public safety officials, Chamber, city, citizen volunteers, Leadership Marshall
- Collaboration Among Players
 - Identify and mentor/encourage leaders (public and private sectors)
 - Identify grant opportunities
 - Seek Joint Use policies
 - Promote and form partnerships –
 - Who? Concerned community/school leader, interested and ?, local health council
- Increase financial resources
 - Exploit progressive and innovative tech. (Land Trust)
 - MDOT Enhancement funds
 - USDA
 - Safe Routes to School
 - Small Municipalities Grant (MDA)
 - Waterways
 - Private foundations
 - MDWFD
 - Who? Marshall County, cities, Community Foundation, Rust CPC, Byhalia Clinic, Schools
- Widely, easily available, affordable, healthy foods.
 - Holly Springs Farmers Market
 - Access USDA incentives

- Advocate more healthy food selections in stores
- Community/School gardens
- Encourage personal gardens
- Policies promoting urban agriculture
- Develop local food coops.
 - Who? Food Policy Council, personal responsibility, local government
- Increase the number of facilities that promote active living
 - More sidewalks (fix and construct)
 - Parks – increase the number and quality
 - Diversify recreational opportunities
 - Increase inside recreational opportunities
 - Develop regional greenways
 - Rails to Trails (Oxford to Hudsonville)
 - Bike lanes (city)
 - Traffic calming (city)
 - Who? Capital Improvements Plan
- Enact development policies that promote active living and healthy eating
 - Smart Growth policies in Zoning (mixed use)
 - Eliminate barriers to urban agriculture
 - Design standards for sidewalks/complete streets
 - Add health element to Comprehensive Plan
 - Revitalization of older areas
 - Facility use policies consistent
 - Who? Cities