

CASE STUDY FROM FIT CITY TYLER

Prioritizing Health Needs & Creating an Action Plan

History

In the summer of 2010, Fit City Tyler began as a shared initiative between various businesses concerned with the nation's escalating obesity epidemic. With the help of key community stakeholders, the coalition now holds year-round events that promote fitness, nutrition, workplace wellness, children's health, and disease prevention



Prioritizing Needs

In order to determine the needs of their community and prioritize key priorities, Fit City Tyler conducted a Community Needs Assessment (CNA) in 2013. They brought in the Texas Health Institute to assist in this process to avoid any biases. Following the conclusion of their community needs assessment, Fit City Tyler began conducting SWOT analysis to help organize and prioritize community needs that require the most attention.

Creating an Action Plan

Fit City Tyler presented their Community Needs Assessment finding with the community through their monthly coalition meetings. The coalition then created subcommittees based on major themes found in the assessment. From there, the subcommittees created their own goals and developed an action plan for their designated projects. Fit City Tyler aims to make sure that all of their programming is culturally appropriate. They ensure that all of Tyler and Smith county residents have access to their programs and that communication is accessible at all reading levels.

Ensuring PSE Change

Fit City Tyler focuses on environmental and systems changes within the community through their projects and events. The coalition works with local media outlets to increase messaging around improved community resources such as, upgraded sidewalks, parks, new bus routes, and grocery store options.

Lessons Learned

Fit City Tyler has learned a lot during their eleven years of coalition work. As they reflect on prioritizing their health goals, they found it's important to include partners and individuals who might have differing goals from their collaborative. These individuals can help bring unique perspective to a group.

Steps You Can Take

As you begin working on your collaborative's action plan, remember to be flexible with your goals and project ideas.

You can check out our resources on how to create a SMART goal in the "Prioritize Health Needs" section of the toolkit.