



Mission: “Pathways 2020 will promote and improve the well-being of Cowlitz County by fostering community partnerships that provide the fabric and support each person needs to be a healthy and contributing member of the community.”

## Increase Health Lifestyles

Strategic Goals	Activity	How
Support efforts to reduce methamphetamine use in county	<ul style="list-style-type: none"> <li>▪ Meth prevention</li> <li>▪ Local drug treatment opportunities</li> <li>▪ Focus on family members of drug users</li> <li>▪ School education on Meth</li> <li>▪ Youth involvement</li> <li>▪ Reduce access to Meth ingredients</li> </ul>	<ol style="list-style-type: none"> <li>1. Support activities of Cowlitz Methamphetamine Action Team (CMAT)</li> <li>2. Identify indicator to measure change in Meth use.</li> <li>3. Use cross-cutting strategies</li> <li>4. Cowlitz County Meth Initiative</li> <li>5. Review Health Youth Survey, ask youth</li> </ol>
Support community efforts to reduce tobacco use	<ul style="list-style-type: none"> <li>▪ Reduce pregnant smoking women</li> <li>▪ Elementary school education on smoking</li> <li>▪ More smoking cessation programs</li> <li>▪ Prevent kids from starting to smoke</li> <li>▪ Second-hand smoke, with children in cars</li> <li>▪ Smoking at building entrances and public places</li> </ul>	<ol style="list-style-type: none"> <li>1. Examine data on population groups that smoke while pregnant</li> <li>2. Monitor progress of ear needling program available through CC Health Department, Parents Place, and Family Health Center and identify services</li> <li>3. Research legal guidelines for workplace-related smoking policies (hiring, unions)</li> <li>4. Research Pathways 2020 members on smoking policies (board questionnaire)</li> <li>5. Follow-up with Tobacco Coalition on interventions by medical providers</li> <li>6. Recruit Pathways 2020 members to attend Policy Development workshop on March 10</li> <li>7. Involve dentists with tobacco issues</li> <li>8. Explore Pathways 2020 position on smoking and tobacco use</li> <li>9. Maternal smoking summit - May 26</li> </ol>
Reduce obesity	<ul style="list-style-type: none"> <li>▪ Incentives for reducing obesity</li> <li>▪ Exercise options for children and elderly</li> <li>▪ Fewer unhealthy foods for low income</li> </ul>	<ol style="list-style-type: none"> <li>1. Pathways 2020 members support efforts to establish Healthy Lifestyles Coalition</li> <li>2. Inventory of wellness programs/efforts by Pathways</li> </ol>

	<ul style="list-style-type: none"> <li>▪ More physical activity</li> <li>▪ Childhood obesity</li> </ul>	<p>2020 members - personal and organization (Board questionnaire)</p> <ol style="list-style-type: none"> <li>3. Recruit members for Healthy Lifestyles Coalition</li> <li>4. Use cross-cutting strategies</li> <li>5. Examine ethnic, gender, and age data related to obesity and physical activity (collect data)</li> </ol>
Increase individual and family physical activity	<ul style="list-style-type: none"> <li>▪ More walking and bike paths</li> <li>▪ Exercise program similar to JFK's</li> <li>▪ Walking School Buses</li> <li>▪ Subsidize memberships at exercise programs for low income</li> </ul>	<ol style="list-style-type: none"> <li>1. In-home care providers - can they provide physical activities or mobility for clients?</li> <li>2. Include elderly through RSVP</li> <li>3. Explore exercise sponsored programs such as Kaiser offers</li> <li>4. New Head Start objective for Health Lifestyles of families</li> </ol>
Increase nutrition knowledge	<ul style="list-style-type: none"> <li>▪ Nutrition and fitness coalition</li> <li>▪ Better nutrition education for children</li> <li>▪ Neighborhood parties for good nutrition</li> </ul>	<ol style="list-style-type: none"> <li>1. Initiate Healthy Lifestyles Coalition - April 26</li> <li>2. Revise policy of Pathways 2020 to encourage healthier snacks at meetings</li> <li>3. Consider alternative to hot dogs for outdoor public events</li> </ol>

### Enhance Education Opportunities to Reduce High School Dropouts

Strategic Goals	Activity	How
Support afterschool programs	<ul style="list-style-type: none"> <li>▪ Extend afterschool support to elementary students and families</li> <li>▪ Utilize school buildings during off hours for technical or continuing education classes</li> <li>▪ Parent education on how to help with homework, school attendance, and school involvement</li> <li>▪ Opportunities for parents who work out of town to participate with school</li> <li>▪ Mentoring programs</li> <li>▪ Credit retrieval programs in all districts</li> </ul>	<ol style="list-style-type: none"> <li>1. Support efforts by Youth and Family Links to continue Afterschool programs</li> <li>2. Support ESD 112 grant efforts for Safe and Drug free schools</li> <li>3. Support efforts to continue Walking School Bus program with Drug-Free Communities grant</li> <li>4. Support expansion of mentoring program such as what Brian McCrady and St. James Family Center offers</li> <li>5. Research availability of a credit retrieval</li> </ol>

<p>Increase vocational education opportunities</p>	<ul style="list-style-type: none"> <li>▪ K-12 to offer more</li> <li>▪ real life vocational education and experience</li> <li>▪ Vocational and academic mentoring programs</li> <li>▪ Skill center</li> <li>▪ Scholarships for vocational and college students</li> <li>▪ Expand vocational tracks in high schools</li> <li>▪ Increase programs for non-BA college degrees - nursing, industrial technology</li> <li>▪ Extend workplace skills testing to all high schools</li> <li>▪ Business encourages high school completion</li> <li>▪ Alternative high school or programs</li> <li>▪</li> </ul>	<ol style="list-style-type: none"> <li>1. Request information and help from SWWDC to identify plans for vocational training coordinated with Lower Columbia College and local high schools</li> <li>2. Research recent legislation regarding funding of skills centers</li> <li>3. Encourage marketing program with businesses that say, no degree - no job.</li> <li>4. Support employability certificate from College and Chamber</li> </ol>
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### Strengthen Families - Parents, Children, and Elderly

Strategic Goals	Activity	How
<p>Increase services to senior citizens</p>	<ul style="list-style-type: none"> <li>▪ Seniors First</li> <li>▪ Grandparents raising grandchildren</li> <li>▪ Mental health counseling</li> <li>▪ Seniors remaining physically active</li> <li>▪ Home repairs to prevent falls</li> <li>▪ Faith community support senior activities</li> <li>▪ Fraud and financial protection</li> <li>▪ Senior/family activity center</li> </ul>	<ol style="list-style-type: none"> <li>1. Provide continuing education opportunities to seniors</li> <li>2. Work with Seniors First, Alan Rose, and others to start a local speakers bureau on issues impacting the elderly</li> <li>3. Minor home repair projects including access and reducing falls (Marion Clark's work)</li> </ol>
<p>Reduce domestic violence</p>	<ul style="list-style-type: none"> <li>▪ Domestic violence court</li> <li>▪ No bail for offenders</li> <li>▪ Community education</li> <li>▪ Services for children</li> <li>▪ More victim/witness support</li> </ul>	<ol style="list-style-type: none"> <li>1. Provide domestic violence treatment to offenders while in jail</li> <li>2. Post top 10 DV Offenders List</li> </ol>
<p>Increase mental health services</p>	<ul style="list-style-type: none"> <li>▪ Alternative sources for mental health services</li> <li>▪ Mental health court</li> <li>▪ suicide prevention programs</li> </ul>	<ol style="list-style-type: none"> <li>1. Monitor availability of state funds for community mental health services</li> </ol>

	<ul style="list-style-type: none"> <li>▪ Parent education</li> <li>▪ Church participation</li> <li>▪ Youth/adult/senior center and activities</li> </ul>	
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### Maintain Pathways 2020

Strategic Goals	Activity	How
Financial stability	<ul style="list-style-type: none"> <li>▪ Increase revenue</li> <li>▪ Fund raising plan</li> </ul>	<ol style="list-style-type: none"> <li>1. Prepare three year budget projections</li> <li>2. Set fund raising target</li> <li>3. Maintain performance contracts as revenue source</li> <li>4. Apply for new grants</li> <li>5. Board sets sustainability goals</li> </ol>
Accountability to community	<ul style="list-style-type: none"> <li>▪ Community report card</li> <li>▪ Community presentations</li> <li>▪ Increase project staff</li> </ul>	<ol style="list-style-type: none"> <li>1. Publish report card in Winter of 2005</li> <li>2. Put report card on CEDC or Health Department Web Page</li> <li>3. Make at least one monthly presentation of report card or related subject</li> <li>4. Add project staff when grants allow</li> <li>5. Explore alternative ways for distributing community data and program information</li> </ol>
Active board participation	<ul style="list-style-type: none"> <li>▪ Diverse board membership</li> <li>▪ Strategic Plan</li> </ul>	<ol style="list-style-type: none"> <li>1. Find board member from North Cowlitz County</li> <li>2. Board reviews strategic plan in September</li> <li>3. Community Resources Committee updates plan as needed</li> <li>4. Monthly presentations to board on strategic issues by local agencies</li> </ol>
Strong community partnerships	<ul style="list-style-type: none"> <li>▪ Community Assessment Work Group</li> <li>▪ Reduce professional service agreements</li> </ul>	<ol style="list-style-type: none"> <li>1. Maintain CAW and seek funds for county-wide strategic plan</li> <li>2. Seek grants to replace professional service agreements</li> </ol>

<p>Outcome based activities</p>	<ul style="list-style-type: none"> <li>▪ Work plans based on logic models</li> <li>▪ Evaluation plan</li> <li>▪ Community report card</li> </ul>	<ol style="list-style-type: none"> <li>1. Board trained on logic models and outcomes</li> <li>2. Strategic plan converted to logic models with individual work groups</li> <li>3. Board approves outcomes and evaluation milestones</li> <li>4. Work with community partners to schedule new community report card in 2-3 years</li> </ol>
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