

CITY OF DURANT

Sequence of Activities Planned to Create a Healthier City (Draft)

Created by the Healthy Durant Team

Updated December 2018

Objective 1: During 2018, engage in dialogue with at least one business monthly that offers potential employment opportunities to apprise them of the advantages of locating in or relocating to the Durant.

27-9-3 Aim Statement: Durant aims to convince businesses to move to or expand in the City.

Lead: Sylvia Gist.

Activity	Dates									
	August 2018	September	October	November	December	January 2019	February	March	April	May
1. Develop a recruitment brochure with “advantages: talking points.	August 2018									
2. Communicate brochure contents to potential employers.	August – October 2018									
3. Recruit potential employers and convince at least one to relocate to Durant.	September 2018 and Continuing									

Adapted from the Healthy Wisconsin Leadership Institute Community Health Improvement Toolkit

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Objective 2: By December, take steps to start a Durant Chamber of Commerce.

27-9-3 Statement: Durant aims to begin a Chamber of Commerce that commits to the needs of the City and stimulates economic growth as it supplements efforts of the existing County Chamber.

Lead: Mayor Henry Robinson or Designee

Activity	Dates (September 2018 – May 2019)									
	Projected Time Frame	September	October	November	December	January 2019	February	March	April	May
1. Seek direction for establishing local chamber from the Holmes County, Chamber of Commerce.	November-December 2018									
2. Seek Direction from the National and Black Chambers of Commerce.	December 2018-January 2019									
3. Compile a list of businesses in the city and surrounding areas.	January–February 2019									
4. Prepare a Local Business Directory.	February-March 2019									
5. Survey businesses to assess desires for a local chamber.	March-April 2019									

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Objective 3: Partner with schools, libraries, community organizations, etc. to conduct one or more academic development activities (reading session, summer or after-school reading/writing camp, video presentation, computer session, job readiness, etc.) geared to develop skills among PreK-8 youth.

27-9-3 Aim: We will develop academic skills among youth of all ages. The sooner young people develop academic skills, the easier it is for them to be successful in high school, college, and life.

Lead: Cardell Wright

Dates: September 2018-May 2019										
Activity	Projected Time Frame	September 2018	October	November	December	January 2019	February	March	April	May
1. Identify credible persons to identify or develop a Youth-Inspired Academic Enhancement Curriculum Guide based on best practices in education.	November-December 2018									
2. Identify credible people to meet and establish partnerships with elementary schools, local libraries, Excel-by-5 staff, and Families First of Mississippi to follow a curriculum that develops academic skills among pre-school and elementary youth.	January-February 2019									
3. Make arrangements with	January-March									

4 Adapted from the *Healthy Wisconsin Leadership Institute Community Health Improvement Toolkit*

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school officials to involve youth needing community service credit in tutoring low-achieving youth.	2019									
4. Facilitate after school and Saturday reading, writing, and math development sessions designed to develop skills among youth of all ages.	January-May 2019									

5 Adapted from the Healthy Wisconsin Leadership Institute Community Health Improvement Toolkit

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Objective 4: Partner with schools, libraries, community organizations, etc. to plan or conduct one or more activities (workshop, seminar, demonstration, class, etc.) to develop academic and career skills among Grades 9-12 youth.

27-9-3 Statement: We ask that you help us help youth and adults alike gain first-hand knowledge of how essential career and academic skills are to success on the job.

Lead: Sylvia Gist.

Dates: September 2018-May 2019										
Activity	Projected Time Frame	September	October	November	December	January 2019	February	March	April	May
1. Identify credible individuals and groups to facilitate partnerships with career and technical center staff in public and private sectors to establish cooperative work experience arrangements.	November 2018 –January 2019									
2. Identify credible individuals and groups to meet with workforce development staff at Holmes Community College to establish cooperative work experience arrangements.	September-October 2018									
3. Identify employers to	December									

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conduct academic/career development workshops, seminars, demonstrations, etc.in high school and community college classrooms.	2018 –April 2019									
4. Facilitate arrangements that place high school and college students at local employers to gain work experience.	January 2019- and Continuing									
5. Assist education staff with placement of learners at least five (5) work sites.	January 2019 and Continuing									

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Objective 5: Partner with schools, libraries, community organizations, etc. to plan or submit, at least one proposal to secure funds from external sources to improve academic or career skills among youth.

27-9-3 Statement: Durant is seeking partners to help better equip our youth with academic and skills that will make them more marketable. We are seeking partners to help us secure funds from external sources for this purpose.

Lead: Sylvia Gist

Dates: September 2018-May 2019										
Activity	Projected Time Frame	September	October	November	December	January 2019	February	March	April	May
1. Investigate if and how the City of Durant can partner with public and private K-12 schools, nonprofits, community colleges, and employers to secure funds to improve academic and career skills among youth and adults.	February – March 2019									
2. Identify and respond to RFPs to seek funds to improve academic and career skills among youth.	September 2018 and Continuing									

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Objective 6: During 2018, engage residents in at least one activity monthly that helps to create a healthy community (preventive care, exercise, recreation, etc.).

27-9-3 Statement-- We endeavor to engage individuals of all ages within in the city in physical, mental and dietary activities that improve their health, wellbeing, quality of life and longevity (including toddlers, children, youth, families, elderly, etc.).

Lead: Ellen Reddy

Dates: September 2018-May 2019										
Activity	Projected Time Frame	September	October	November	December	January 2019	February	March	April	May
1. Work with the Mayor’s Health Council and Delta Health Collaborative to identify credible individuals or organizations to assess dietary, fitness and other community health needs.	January-February 2019									
2. Based on assessment results, work with the Mayor’s Health Council to inform the community of assessment results and proposed fitness and dietary activities.	February – March 2019									
3. Partner with the Delta Health Collaborative and local health practitioners to conduct at least one	March 2019 and Continuing									

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informational health and wellness meeting per month on blood pressure monitoring, diabetes concern, dietary information, etc.										
4. Each month or more frequently, conduct activities that move health and wellness initiatives momentum to another level.	April 2019 and Continuing									

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Objective 7: During 2018-2019, engage residents in at least one activity monthly that beautifies the community (i.e., street cleanup, beautification, arts, and crafts, etc.).
27-9-3 Message: We are making strides beautifying our city. It takes all residents to move Durant forward. Working together to enhance our appearance and this means success.
Lead: Alderwoman Fredia Johnson

Dates: September 2018-May 2019										
Activity	Projected Time Frame	September	October	November	December	January 2019	February	March	April	May
1. Organize and conduct citywide monthly clean-ups and beautification project.	July 2017 and Continuing									
2. Promote and support Neighborhood Watch by holding periodic ward meetings.	July 2017 and Continuing									
3. Encourage residents throughout the city to beautify with Yard-or the-Month, Seasonal Beautification, and other prizes.	July 2017 and Continuing									
4. Identify Yard-of-the-Month and other prize winners; award prizes; publicize winners in local media	July 2017 and Continuing									

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Objective 8 Between July and December 2018 publish information about Durant’s healthy community activities in a Web Site, as well as local state/national media.

27-9-3 Message: The Durant Mayor’s Youth Council is doing its part to ensure that everyone knows that Durant is a beautiful, healthy, productive community. United we stand, divided we fall. We ask your assistance in helps us in our efforts.

Lead: Cardell Wright

Dates: September 2018-May 2019										
Activity	Projected Time Frame	September	October	November	December	January 2019	February	March	April	May
1. Support the Mayor’s Youth Council’s efforts to capture unhealthy conditions through photos and other means.	July 2017 and Continuing									
2. Facilitate frequent Youth Council presentation to the City Council and draw attention to unhealthy situation and to follow up on Council efforts to eradicate unhealthy and unsafe conditions in the city.	July 2017 and Continuing									
3. Communicate youth involvement (via marches, social media, Internet, etc.) in making Durant a	July 2018 and Continuing									

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healthy community.										
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Objective 9: By January 2019, support and promote the Durant Police Department’s effort to communicate crime statistics monthly, via Facebook, a city Web site and other communication media, with particular emphases on highlighting positive information such as decreases in crime, increases in apprehensions, and the like.

27-9-3 Message: We are moving forward to make Durant a safe, healthy community and ask you to support us in this effort.

Lead: Mayor Robinson or Designee

		Dates: September 2018-May 2019									
Activity	Projected Time Frame	September	October	November	December	January 2019	February	March	April	May	
1. Use existing Facebook presence to publicize crime statistics.	December 2018 and Continuing										
2. Designate resources for building a Web site.	September 2018										
3. Secure the services of a Web site developer.	October 2018										
4. Create and approve Website	November 2018										
5. Upload city information, including crime statistics, to the Web	December 2018-January 2019										

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