

## **Bringing Wellness to Main Street** Developing Initiatives

### **New as of 2008/09**

### **Wellness Task Force**

#### **Purpose**

To initiate a dialogue, build consensus, encourage actions and advance healthy, vibrant communities for all.

#### **Mission Statement**

To create a framework to involve community residents in educational and recreational programs to inform, enlighten and involve people in making good choices for their health and well-being.

### **Background**

#### **Changes in Population:**

America's population is aging. Census statistics show that Delaware County has a greater aging population than is the national norm. Delaware County has a large percentage of second-homeowners and is growing in the number of young retirees who are changing their status as second-homeowners into full-time residents. The benefits of planning for these changing demographics will be realized in a stronger and more stable economy, increased support and involvement for our community institutions while requiring more sophisticated infrastructure and services to respond to increasing needs and interests.

#### **National Trends:**

Aging in Place – Elder Friendly Communities

Baby Boomers – Bringing economic stability to rural communities in retirement

Building Healthy Lifestyles – Reshaping of community infrastructure to promote a healthier and more vibrant community, focused on wellness instead of illness.

**Community Assets – Margaretville is 2004 Recipient of NYS Quality Community Award**

#### **Award**

Margaretville Hospital and Mountainside Residential Care Center

MH/MRCC Auxiliary - Fund Raising Programs, Wellness Committee and Thrift Shop

Central Schools: Margaretville, Andes, Roxbury, Onteora

Towns of Middletown, Roxbury, Andes, Shandaken, Olive

Central Catskills Chamber of Commerce

#### **Revitalization and Recreation Partnerships**

Beautification of Margaretville Main Street – Gardens and signage, nature, walking trails

Landscape Design and Revitalization of Village of Fleischmanns Park

Fitness Trail - Margaretville Central School and CCCC R&R Committee

Historical Walking Tour spearheaded by Town of Middletown Historical Society

Opportunities and Initiatives spearheaded by CCCC Events Committee to build a sustainable business climate and promote community partnerships that will advance quality lifestyles for our community.

#### **Margaretville Memorial Hospital and Mountainside Residential Care Center:**

Auxiliary whose Thrift Shop and Fairs raise substantial funding

The Health Alliance - a collaboration with Kingston and Benedictine Hospitals

#### **Community Needs and Educational Outreach Opportunities:**

## The Central Catskills Chamber of Commerce

Healthy Lifestyle Programs – Nutrition – Buy Locally; Obesity – Creation of Wellness Trails and Accessible Outdoor Recreational Programs, Monthly programs  
Celebration of National Observances – American Heart Month, American Stroke Month, Walk America to name just a few.

### **Bringing Wellness to Main Street – A Partnership Initiative:**

To create a framework to involve community residents in educational and recreational programs to inform, enlighten and involve people in making good choices for their health. Headquartered on Main Street, within walking distance of shopping and parking, these programs and activities will be easily accessible and will be highly visible. Bringing Wellness to Main Street initiative will be the tool used to encourage a more active and healthy lifestyle.

### **It is Time to Become a Healthy Lifestyle Community:**

- ✓ History of Wellness Programs at MMH led by Terry Cohen and Donna Sanford
- ✓ Availability of Peter Neumann building across from O’Neil’s Plumbing and Electric
- ✓ Proposed site and its proximity to Village Park
- ✓ Other new projects: Pavilion Project and Movie Theatre
- ✓ Current need for Main Street Revitalization and Business Retention
- ✓ National Health Observances and National Healthy Lifestyle projects
- ✓ Village and Town currently involved with Comprehensive Planning process

### **Potential Funding Source:**

- ✓ Robert Wood Johnson Foundation – Local Initiative Funding Partners – Supporting Innovation in Health and Health Care

### **A Sampling of Website resources:**

- ✓ [www.nrpa.org](http://www.nrpa.org) Information for Older Adults
- ✓ [www.smartgrowth.org](http://www.smartgrowth.org) Health
- ✓ [www.nhlbi.nih.gov/health](http://www.nhlbi.nih.gov/health) Hearts N’ Parks Community Mobilization Guide
- ✓ [www.exacttarget.com](http://www.exacttarget.com) Heart to Heart – A monthly newsletter sent to you by The National Coalition for Women with Heart Disease
- ✓ [www.nrpa.org/health](http://www.nrpa.org/health) National Recreation and Park Association
- ✓ [www.healthfinder.gov/library](http://www.healthfinder.gov/library) 2007 National Health Observances

The Central Catskills Chamber of Commerce

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