

## Reaching People with Disabilities through Healthy Communities

### A Six-Phased Approach to Healthy Community Change

#### Phase 4 – Implementation Phase

<p><b>Phase Description:</b></p>	<p>The Implementation Phase is the fourth phase of the Healthy Community Change model, where you will implement the policy, system, or environmental (PSE) strategies identified on your Community Action Plan (CAP). PSE strategies may be small or large in scale. This phase is the “action phase,” where making inclusive Healthy Community changes becomes a reality in the areas of your community where people live, learn, work, play, pray, or receive care.</p>
<p><b>WHY is this important?</b></p>	<p>By implementing PSE strategies for healthy eating, physical activity, or general accessibility improvements, you will increase access and opportunity for people with and without disabilities to engage in healthier living choices as the easier choices within the sectors of your community. PSE approaches are more sustainable, reach more people, and are not usually limited by a period of time.</p>
<p><b>WHAT activities should you be doing?</b></p>	<ol style="list-style-type: none"> <li>1) <b>Initiate PSE implementation by following the action steps for each objective and goal that you outlined on your CAP.</b> Your CAP should serve as a “road map” during the implementation process. We recommend using the CAP as a check-and-balance monitoring tool to help make sure that you are taking the right actions and working with the right community partners and coalition members to initiate inclusive Healthy Community change.</li> <li>2) <b>Think about long-term sustainability with each PSE change that you successfully implement.</b> Sustainability is best achieved by <b>thinking of the end in the beginning</b>, making sure that your PSE changes will be present indefinitely beyond your project period. We recommend completing a sustainability plan that walks coalitions through six areas of longevity for your Healthy Community efforts: <ul style="list-style-type: none"> <li>- Coalitions and Partnerships;</li> <li>- PSE Change Strategies;</li> <li>- Social Marketing and Communication;</li> <li>- Integration;</li> <li>- Mentoring, Sharing, and Peer Learning; and</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>- Funding</li> </ul> <p>3) <b>Revisit your CAP once a year to review your PSE implementation progress and make PSE changes or additions.</b> Creating Healthy Community change at the local level does not always go as planned. While the goal of the CAP is to drive your PSE implementation forward, it also should be revised as needed so that it aligns with the changing data or priorities in your community. This is why it is important to revisit your CAP at least annually and modify the coalition’s PSE strategies based on what is feasible with the current funding, resource, and partnership landscape for each year. This also will give your coalition a chance to celebrate your PSE successes and to apply any lessons you have learned in the implementation process to date.</p>
<p><b>WHO in your community should be involved?</b></p>	<p><b>Your Healthy Community coalition and community partners are ultimately all involved in the PSE implementation process.</b> Inclusive Healthy Community outcomes are most successful and sustainable when these processes are coalition- and community-driven. Maintaining partner interest and involvement is critical during the implementation process so that you can preserve a shared sense of responsibility, empowerment, and ownership of your inclusive Healthy Community goals.</p>
<p><b>How much TIME does this phase take?</b></p>	<p><b>The implementation phase begins once the initial CAP is developed and should occur indefinitely</b> as you implement your CAP strategies and make annual CAP revisions.</p>
<p><b>What does SUCCESS look like?</b></p>	<p><b>Successful PSE implementation will include:</b></p> <ul style="list-style-type: none"> <li>- Using the developed CAP as a flexible “road map” to guide your implementation activities, making changes and adaptations as needed;</li> <li>- Thinking in the beginning about how to sustain your PSE strategies for the long-term;</li> <li>- Celebrating PSE successes, which can create community momentum and heighten coalition empowerment and commitment to movement;</li> <li>- Embracing any challenges, barriers, or lessons learned and using them as helpful tools in the PSE implementation process; and</li> <li>- Revisiting the CAP each year to make sure it reflects updated community health assessment data and everchanging community priorities.</li> </ul>