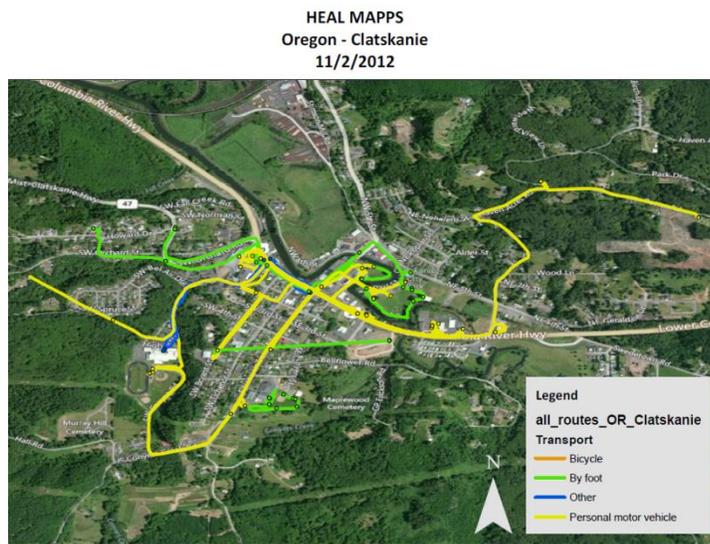




## Clatskanie Community HEAL MAPPS™ Report

Clatskanie is a rural city located in northern Columbia County, Oregon. The community is situated within the coastal range about 30 miles inland. Within the city limits, the Clatskanie River meets the Columbia River.<sup>1</sup> The city is located 33 feet above sea level, and includes 1.2 square miles of land. The total population is 1,737.<sup>2</sup> Clatskanie receives approximately 55.5 inches of precipitation annually. The average low in temperature is 31.3 °F and a high of 73.5 °F.<sup>3</sup>

There is one public school district in Clatskanie, offering one elementary school, one middle/high school, and one Head Start program for preschoolers. There are three other private preschools and one private preschool/elementary school in Clatskanie.<sup>4</sup> Clatskanie residents have access to one chain grocery store in the city, one convenience store, one seasonal fresh produce stand, and five full-service restaurants. Local recreational opportunities include over 70 miles of water in the Clatskanie River and adjacent sloughs, as well as fishing at Scout Lake and game hunting in the vicinity. The City Park and Copes Park are frequented by residents and visitors alike, offering, a walking/fitness trail, sports fields and courts, a community pool, and a covered skate park. The City Park is a hub of activity throughout the year, hosting many recreational activities, such as the Clatskanie Heritage Days Celebration, the Clatskanie Bluegrass Festival, and other events. Other city features include the Flippin Castle, the Clatskanie Museum, Lewis and Clark points of interest, and the Nationally Registered Historic I. O. O. F. Hall/Theatre building.<sup>5</sup>



### Generating Rural Options for Weight Healthy Kids and Communities (GROW HKC)

is a USDA-funded, participatory childhood obesity prevention study conducted by Oregon State University's Extension researchers in partnership with rural residents and communities. GROW HKC and the Clatskanie community have partnered to map features of the local environment and discuss residents' perceptions of the community supports and barriers to regularly eating healthy and being physically active, particularly for

children and families. Community members were mobilized and trained to use HEAL MAPPS™ (Healthy Eating Active Living: Mapping Attributes using Participatory Photographic Surveys), our community resource and readiness tool, to assess community resources for and readiness to improve and

<sup>1</sup> <http://www.cityofclatskanie.com>

<sup>2</sup> <http://www.city-data.com/city/Clatskanie-Oregon.html>

<sup>3</sup> <http://www.homefacts.com/weather/Oregon/Columbia-County/Clatskanie.html>

<sup>4</sup> <http://www.clatskanie.org/schools.htm>

<sup>5</sup> <http://www.cityofclatskanie.com/aboutclatskanie/activitiesrecreation.html>

implement healthy eating and physical activity supports – environmental and policy actions to make easier these obesity preventing behaviors.

HEAL MAPPS™ projects conducted in partnership with rural communities across several Western States (AZ, CO, NM, NV, OR, WA) will provide evidence and insights that will drive the development of a rural obesity prevention model. The model will be used as a framework for rural community actions aimed to promote healthy eating and physical activity behaviors, environments, and policies to prevent overweight and obesity among children and families.

The problem of obesity in children is in the forefront of nationwide research efforts and there are documented physical and mental health outcomes associated with childhood obesity that contribute to lifelong chronic health problems which may disproportionately affect people living in rural places. Rural residency tends to increase the risk of overweight and obesity for children and adults; the prevalence of childhood overweight and obesity is higher among children living in rural areas.

To date, most evidence-based strategies to combat the childhood obesity epidemic have been developed and tested in non-rural settings and target either individuals or environments. The overall goal of the GROW Healthy Kids and Communities (HKC) project is to learn more about the factors influencing health behaviors in rural places in order to prevent obesity in rural children **by improving their behavioral environments – at home, in school, and in the community** – to make healthy eating and activity options their easy and preferred choice.

### **Relevance for Clatskanie Community**

According to the US Census Bureau, the percentage of families in Clatskanie with children under the age of 18 is 55.77%. The median household income is \$45,331 and the poverty rate is 13.24%.<sup>6</sup> During the current school year, 2011-2012, 55.8% of Clatskanie elementary-aged children qualify for free or reduced lunch.<sup>7</sup> In Columbia County, 13% of the population has limited access to healthy foods, meaning they are both living in poverty and do not live close to a grocery store, compared to 6% of the state of Oregon's population<sup>8</sup>. In 2005 the adult obesity rate in Clatskanie was 30.9% compared to 22.22% for the state of Oregon.<sup>9</sup> Oregon's adult obesity rate increased 121% from 1990 to 2009.<sup>10</sup> Obesity is a contributing factor to about 1,400 Oregonian deaths a year. There is a need to decrease the current trend of obesity in our nation in people of all ages.

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<sup>6</sup> Community data is available from OSU's Rural Communities EXPLORER and accessed on November 6, 2012 from <http://oe.oregonexplorer.info/rural/CommunitiesReporter/>

<sup>7</sup> <http://www.ode.state.or.us/sfda/reports/r0061Select2.asp>

<sup>8</sup> <http://www.countyhealthrankings.org/#app/oregon/2012/columbia/county/1/overall>

<sup>9</sup> Community data is available from OSU's Rural Communities EXPLORER and accessed on November 6, 2012 from <http://oe.oregonexplorer.info/rural/CommunitiesReporter/>

<sup>10</sup>

[http://public.health.oregon.gov/PreventionWellness/PhysicalActivity/Documents/Oregon\\_PANfactst\\_2012.pdf](http://public.health.oregon.gov/PreventionWellness/PhysicalActivity/Documents/Oregon_PANfactst_2012.pdf)

Helping children develop healthy habits and providing healthy eating and activity supports to balance their energy intake with energy expenditure is an important aspect to maintaining healthy weight, preventing overweight and obesity, and minimizing chronic disease risk. Because obesity prevention among rural populations requires an understanding of the supports and barriers to healthy eating and active living within and among rural communities, we are pleased to provide this report of resources and readiness to prevent childhood obesity for the community of Clatskanie.

### **Methods and Preliminary Results**

A HEAL MAPPS™ team (n= 14) comprised of Clatskanie community members with an interest in creating a healthier community volunteered and were first trained to individually photograph and map the Clatskanie community features that they perceived as either supports or barriers to eating healthy and being physically active most every day. Collectively, over 80 photographs were taken and mapped along 10 routes that represented the community's active (i.e. walking, bicycling, skateboarding, etc.) and motor vehicle transportation system. The 'mappers' covered approximately 70% of the land area included within the 1.19 square miles of the city of Clatskanie and included features in the surrounding unincorporated areas (see Figure 1). The HEAL MAPPS™ team reconvened to discuss the photographs and maps during a focus group meeting. The most relevant 65 photographs, based on group consensus, were included in a presentation to provoke a larger community conversation. Over 35 Clatskanie residents and stakeholders attended and participated in a community dinner and discussion held at the Clatskanie Baptist Church on November 8<sup>th</sup>, 2012. The community conversation was facilitated by a member of the GROW HKC team trained to conduct HEAL MAPPS™ processes. Following the community dinner, photographs were displayed, participants were polled as to whether the feature made eating healthy or being physically active easier or harder for themselves or others in the community, and discussed their thoughts and feelings that led to their ratings. Child care was coordinated by Pat Jacobson and provided by Kelly Woodall, both from the Clatskanie Baptist Church community.

### **Community Readiness**

Communities differ in many ways, including their readiness to take action on an issue and implement relevant programs. The level of community readiness is a major factor in determining whether a particular program can be effectively implemented and supported by a community. Assessing the level of readiness for obesity prevention efforts is thereby a critical component of obesity prevention program planning and evaluation.

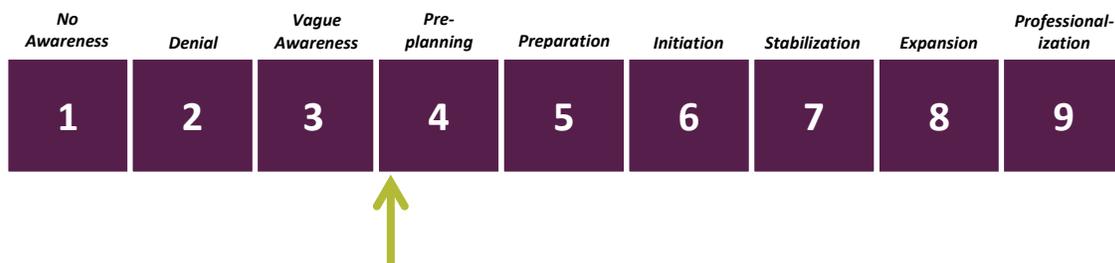
The Community Readiness Assessment Model is a tool we used to gain an understanding of the Philomath community's resources and readiness for obesity prevention efforts. The assessment is divided into six dimensions that influence a community's readiness to take action on an issue. The six dimensions are: community knowledge about the issue; community efforts; community knowledge of the efforts; local leadership; community climate; and local resources related to the issue. Questions representing each dimension were asked during the Clatskanie Community Conversation and the participants shared their perception of Clatskanie readiness and preparedness for change. Each

dimension was then scored by three independent evaluators and combined to identify the overall stage of readiness.

Several Clatskanie community organizations, including PSEA, the school, the Turning Point food pantry, the Berry Place fruit stand, the church, and the feed store, were cited during the Community Conversation as supports for healthy eating because they sell or distribute fruits, vegetables, and other unprocessed foods, thereby promoting healthy eating. There were fewer organizations cited in the Community Conversation as supports to physical activity, but those that were included the Parks & Recreation department, PSEA, People’s Utility District (PUD), and the school. Based on the discussion at the Community Conversation, though these organizations are seen as helping foster healthy eating and physical activity among residents of Clatskanie, they are not seen as working collaboratively with the aim of reducing obesity among children or adults. Many of the actions they have undertaken provide opportunities for some members of the community to make healthier choices, but participants in the conversation also pointed out that there are some barriers associated with these opportunities like cost, location, and year-round and after-school/work availability. Also, the presence of these organizational efforts did not signal to the conversation participants a high degree of knowledge across the community overall about the link between the community environment and obesity, a high degree of engagement among leaders on the topic of promoting weight healthy kids and families, or expertise among leaders in the community about healthy eating and physical activity. This indicates that though some positive programs exist in Clatskanie, they are singular and their values around healthy eating, physical activity, and weight health have not rippled out into the community.

The presence of organizations and individuals in Clatskanie who are working to promote physical activity and healthy eating signals that the some parts of the community are doing work to curb the rise in childhood obesity, but they may be ready to be brought together for a more coordinated effort. That effort could be focused on addressing any number of the barriers Community Conversation participants cited that impede active transportation in Clatskanie (limited availability of sidewalks and bike paths, and unsafe highway intersections), recreational physical activity, and healthy eating among the general and more limited income population. These observations suggest that Clatskanie’s stage of readiness to implement environmental and policy strategies to prevent obesity appears to be around stage 4, the pre-planning stage, as indicated by the arrow on the Stages of Readiness graph.

### Stages of Community Readiness



Based on the Community Readiness Assessment Model, community efforts should focus on: 1)

gathering existing information about childhood obesity, the food environment, and physical activity resources in order to plan strategies, 2) raise awareness that efforts to address childhood obesity are happening in Clatskanie, and 3) start planning how to evaluate the successes of the efforts. Conduct height-weight assessments among youth; sponsor a community picnic or fun-run to kick off the effort; conduct public forums to develop strategies from the grassroots level; utilize key leaders and influential people to speak to groups and participate in local radio and television. Begin to plan for evaluation of your efforts. Build and communicate Clatskanie's capacity to change – *Our Community can GROW Healthy Kids*.

For more information about the Community Readiness Model, stages of community readiness, and stage-based strategies to increase community readiness to address health issues visit:  
<http://www.colostate.edu/Dept/TEC/article3.htm>.

## Summary of Results based on Clatskanie Community Conversation

### ***Physical Activity***

#### Supports

- Multiple outdoor trails and parks including the People's Utility District (PUD) trail, TimberForm Fitness route, and Pete Hazapis Field.
- School programs/initiatives include a new walking path and activities supported by the PSEA, such as Fun Fridays, Turkey Trot, and Gretchen Moore award.
- Active leisure supports include exercise facilities, outdoor swimming pool, sports courts, and a covered skate park.

#### Barriers

- Few/no options for walking or bicycling to/from destinations.
- Crime/safety concerns at public parks and some outdoor recreation areas. One participant commented, "The skate park could be a support but it is a huge barrier to our youth because they put it in a bad spot. It is way in the back of the park and there is no supervision and the location makes it hard to patrol. I don't want my kids to go there."
- Pedestrian/cyclist safety concerns due to a lack of traffic calming features and location of a highway through town.
- Recreational programs and organizations are fee based and do not provide options for children not participating in sports/athletics.
- Active transportation barriers include a lack of bike lanes and bike shoulders.
- Active leisure barriers include limited access to indoor rec facilities due to user fee and limited public access to gyms as school policies disallow school gym to be used by school employees or community members.
- Limited walkability due to a lack of sidewalks and existing sidewalks are disconnected.

### ***Healthy Eating***

#### Supports

- Access to healthy, fresh fruits and vegetables.
- Food resource center which bridges local food production with distribution, including the fruit stand and feed store.
- School food environment supports include PSEA sponsored salad bar, harvest of the month program, and wellness policy.
- Food assistance programs and organizations including Turning Point food pantry and the backpack program.
- Local food production resources include the Master Gardeners garden and the Feed store.

#### Barriers

- School food environment barriers include teacher using unhealthy food items (specifically Red Bull) as academic achievement awards and Red Bull is sold at school events.
- Cost of healthy food was cited as a barrier to accessing healthy food, “for this community...the cost of eating healthy is the problem.”

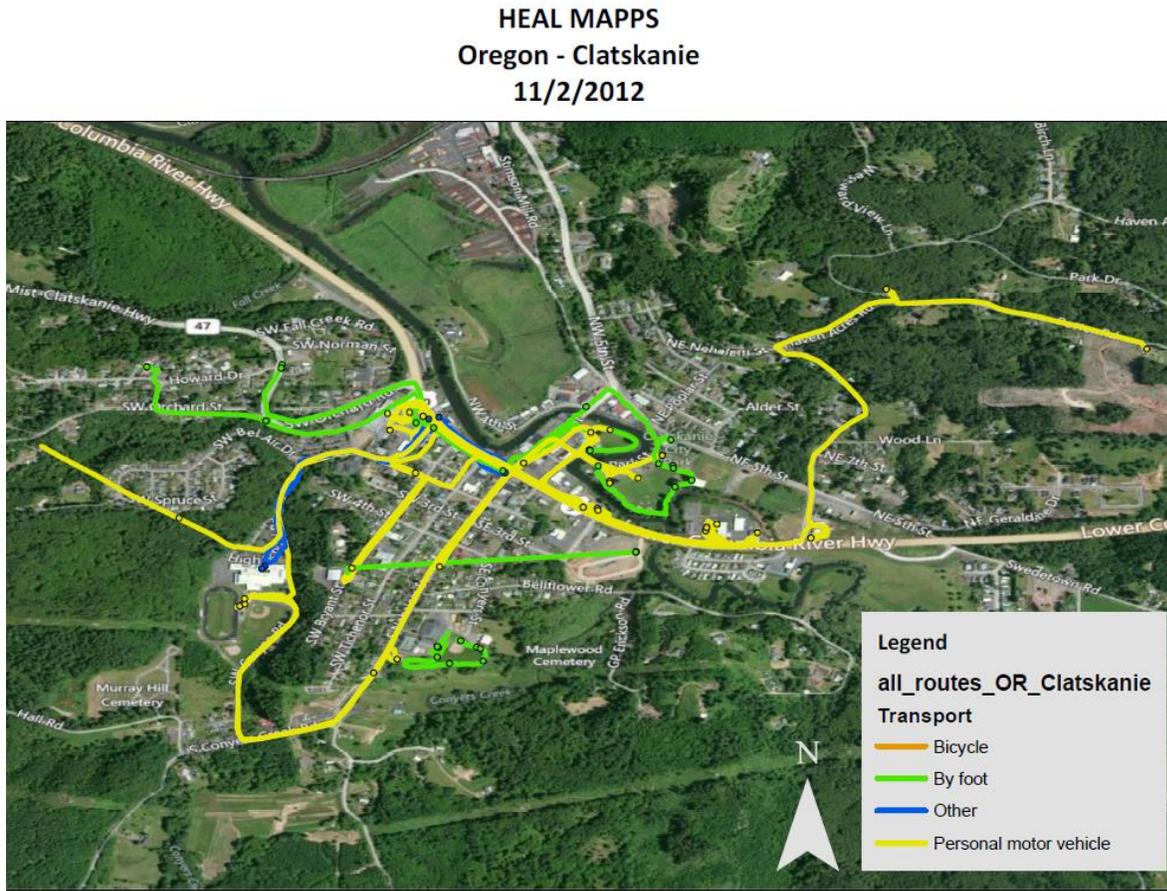
### **Resident-Informed Recommendations for Community Change**

The following recommendations emerged from the data generated during the Clatskanie community conversation and represent those of the Clatskanie community members who shared their ideas during the facilitated discussion of the photographed community features. These recommendations do not represent those of the GROW Healthy Kids and Communities project members or Oregon State University.

- Construct walkways. Participants cited recommendations for a walkway over HWY 30, and a walkway along HWY 47. HWY 47 is a high foot traffic area and lacks a sidewalk; it is also located next to a school.
- Participants suggested incorporating more garden-based learning for students.
- Participant recommended partnering with Portland to create a bicycling initiative to get more bike lanes along HWY 30 and to make the highway safer. Referenced CycleOregon as a possible partner in the effort.
- Many comments regarding pedestrian/cyclist safety concerns in town, because HWY 30, which is a truck route, runs through Clatskanie. Recommendations to encourage slower driving include improving community aesthetics and incorporating traffic calming features.
- Regarding the new walking path at the grade school, participants suggested building activity stations, supplying pet bags, and lighting so that community members can use the path in the evening or late afternoon.
- Regarding physical activity features at the school. The lights at the track are only used during football, therefore, participants recommended utilizing cheaper lights that could be used for community members to use the track. Also, the school gym was cited as a good place to offer structured indoor play for kids.
- Some outdoor parks are perceived to be unsafe, a recommendation was to adopt a neighborhood watch program at the park.

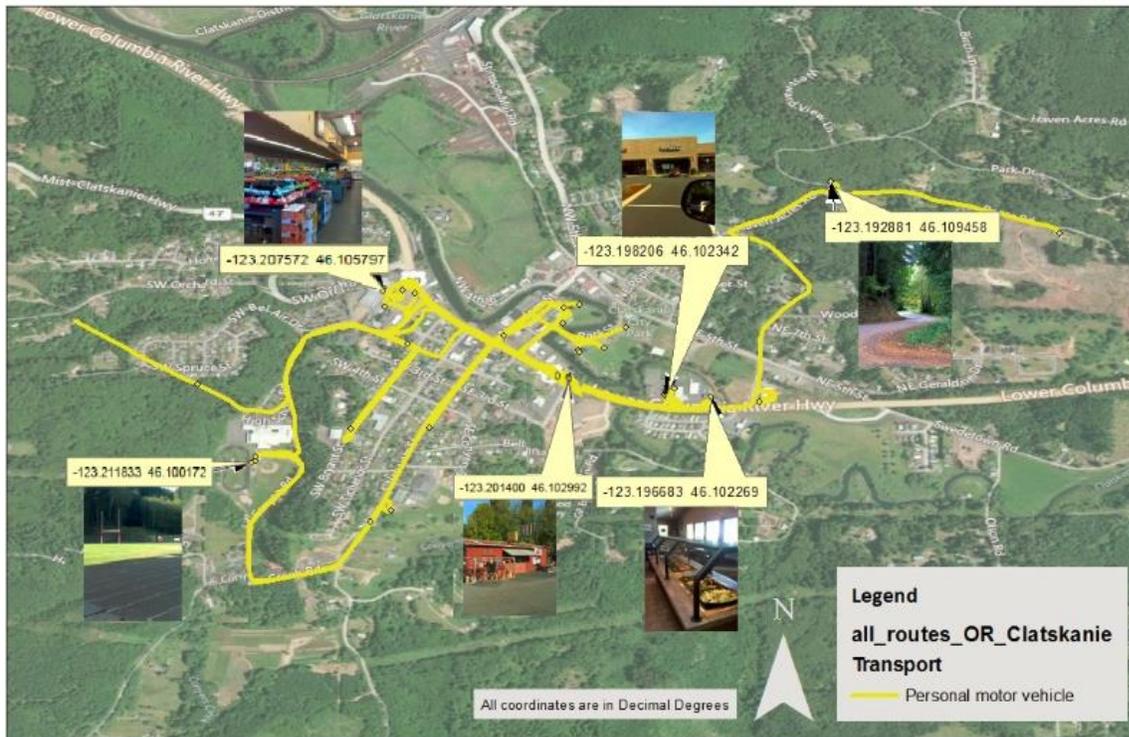
Figures 1 through 4 represent the routes navigated by local residents as they mapped the physical features of the Clatskanie community using participatory photographic survey methods. Include one route from each different mode of transportation the mappers used.

Figure 1. Represents all routes generated by the Clatskanie community mappers.



**Figure 2.** Represents an example of a route generated while using a personal motorized vehicle. All photograph location coordinates are in decimal degrees.

**HEAL MAPPS  
Oregon - Clatskanie  
11/2/2012**



**Figure 3.** Represents a walking route and the features encountered along the route that enable or hinder healthy eating and/or physical activity.

**HEAL MAPPS**  
**Oregon - Clatskanie**  
**11/2/2012**



Route 4. Represents a route generated by a Clatskanie community mapper.

HEAL MAPPS  
Oregon - Clatskanie  
11/2/2012

