



Healthy Bytes

Community Networking Initiative
Sponsored by HEAL 2017-2018
a subcommittee of the

Community Health Improvement Plan for Coos county

HEAL Committee

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Organizations Represented

Bay Area Hospital
Community Advisory Committee
Coos Health & Wellness
Dept of Human Services
Friends of Public Health
NeighborWorks Umpqua
OHSU School of Nursing
OHSU Campus for Rural Health
OSU Extension FCH & SNAP-Ed
United Way of SW OR
Advanced Health

Sponsors of Healthy Bytes

Advanced Health
Bay Area Hospital
Oregon State University Extension

Healthy Bytes Education Schedule

Oct	Winter squash
Nov	Cranberries
Dec	Beets
Jan	Quinoa
Feb	Spinach
Mar	Cabbage
Apr	Broccoli
May	Asparagus
June	Cauliflower

HEAL is the Healthy Eating Active Living subcommittee of the Coos County Community Health Improvement Plan (CHIP).



The HEAL subcommittee supports a healthy Coos County in which to live, work and play.

We would like to partner with you in HEAL's **Healthy Bytes** initiative to create a healthy, thriving community.



Healthy Bytes is a one-year pilot project designed to unify health messaging across multiple community sites. Content has been developed by a Registered Dietitian with Oregon State University Extension.

Each month one food will be highlighted through:

- 11 x 17 Color posters
- Table tents for school lunch or worksite break rooms, restaurants, cafes, etc
- Two-sided color handouts with monthly food information, nutrition facts and recipes
- Short article on the food item for use in newsletters or e-blasts

Community partners are asked to display posters and table tents, print the articles in newsletters or emails, and encourage patrons, patients, employees, etc. to take a handout.



In addition, short articles will be created by HEAL for use in monthly marketing and partner newsletters. Sponsoring partners will have logos or company titles displayed on marketing materials.

\$ Partners are encouraged to participate in this initiative by contributing at one or more of these 4 levels:

- 1. Electronic Circulation:** No cost for materials to use in email, websites, list-serves, electronic newsletters
- 2. You Print:** Printing materials at your site which we provide electronically as well as using electronic circulation
- 3. We Print:** Paying HEAL to print the materials you need to post and distribute at your site. Packets can be tailored to suit your needs
- 4. Sponsorship:** By sponsoring the program, you receive hard copy printed materials (and electronic) **AND** you support printing costs for general distribution or non-profits

Besides possible health benefits to the community, HEAL anticipates this initiative may achieve measurable and sustainable outcomes like:

- Creating and expanding a network of like-minded partners who can deliver unified health messages across the county
- Increasing community engagement at health events and programs
- Increasing foot-traffic and sales for businesses

For more information on the **Healthy Bytes Initiative** and how to get involved, please contact the program coordinator, Shena Holliday, for a partner enrollment packet.



All participating community partners will receive these monthly materials free for participating:

- Electronic versions of educational materials including posters, handouts and table tents (pdf)
- Articles for each monthly health message for use in newsletters (MS Word) sent electronically
- Additional recipes as available, electronically

Through the contributions of our sponsors and grant funds, we are pleased to provide printing for your organization for the first month of your participation at no cost (up to \$200).

Orders and delivery options must be placed at least one month in advance.

For ordering, changes in your orders, pick-up or delivery arrangements, please contact Shena Holliday:
 shena.holliday@advancedhealth.com
 541-269-3215

Self-Print Options

Monthly materials will be provided to participating partners electronically in pdf format. You or your organization may choose to participate without ordering hard copies from HEAL by printing your own materials. If this is your choice, please adhere to the following HEAL guidelines:

- Print all materials in **full color only**
- Print handouts two-sided on 24-pound paper
- Posters are printed on 11" x 17" using 65-pound paper or cardstock
- Table tents are printed 2 on a sheet of 11" x 17" 65-pound paper or cardstock, cut and folded into tents that stand on their own. The bottoms can be taped or stapled to hold the shape
- New materials should be posted on the first day of the month so plan your printing accordingly
- Please do not add or delete anything from the printed materials
- Notify the HEAL committee that you will be participating by printing your own materials so we can give credit to your organization and monitor your in-kind donations

Please consider sponsoring the Healthy Bytes Initiative

Sponsorship of Healthy Bytes means your support can assist other organizations, businesses or non-profits that do not have funding to participate in the initiative. You can choose to name a specific organization or group, like food pantries or churches, or you can let the HEAL committee use your sponsorship where we determine need.

Sponsorship Packages			
Designation	Donation/yr	Printed materials	Benefits or Amenities
Platinum	\$5000	\$2500 of materials	Logo on all correspondence and marketing; Highlight business in articles and advertising; Promote in Facebook, Twitter, websites, social media as platinum sponsors
Gold	\$2500	\$1250 of materials	Organization logo in marketing and advertising materials; Promote in Facebook, Twitter, websites, social media as gold sponsors
Silver	\$1750	\$875 of materials	Business or organization name listed on marketing materials, Facebook, websites as silver sponsors
Bronze	\$1200	\$600 of materials	Business or organization name listed on marketing materials, Facebook, websites as bronze sponsors

