



HEALTHY BLUFFDALE COALITION STRATEGIC PLAN 2024



CONTENTS

Executive Summary.....	2
The Healthy Bluffdale Coalition.....	3
Mission.....	3
History.....	3
Strategic Plan Background	4
Strategic Planning Process:.....	4
Strategic Priorities overview	6
Strategic Priority #1: Mental Health.....	6
<i>Contributing Factors:</i>	6
<i>Community Resources:</i>	6
<i>Strategies:</i>	6
<i>Rationale for Selection:</i>	7
<i>Expected Change:</i>	7
Appendix	8

Plan Prepared by:

Brighton Wilson

Frank DeVito

Melissa Henderson

Bart Barton

Liz Barney

Emily Quist

Camille Hawkins

Keeley Henderson

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EXECUTIVE SUMMARY

The Healthy Bluffdale Coalition's mission is to create a resilient, healthy community by fostering health and overall wellness, connecting youth, parents, families and community members, and by promoting risk prevention through evidence-based initiatives. The 2024 Strategic Plan was created by coalition board and committee members to provide clear direction with initiatives and strategies in order to fulfill and focus the organization's mission for the next three years. The plan was created through a multi-step process including identification and evaluation to assess the most needed focus area for our target community. ***The main priority identified for the 2024 strategic plan is mental health with an emphasis on connections.*** This was chosen due to the specific data collected which supports this focus area and includes prioritizing 1) mental wellbeing and 2) physical activity. This strategic plan will be in effect until May 2027 and will be revisited in May of 2025 and May of 2026 for progress evaluation. Thank you to the Salt Lake Health Department for support through this process, Bluffdale City for their support in laying the foundation for the coalition, as well as coalition board and committee members who gave their time and expertise to developing the first strategic plan of the Healthy Bluffdale Coalition.

THE HEALTHY BLUFFDALE COALITION

Mission

The mission of the Healthy Bluffdale Coalition is to create a resilient, healthy community by fostering health and overall wellness, connecting youth, parents, families and community members, and by promoting risk prevention through evidence-based initiatives.

History

The Healthy Bluffdale Coalition was created by Bluffdale City Mayor Natalie Hall in August 2022. It was developed in collaboration with the Salt Lake County Health Department to address local health concerns for those living, working, and playing in Bluffdale.

In its early existence, the coalition utilized the Whole Health Framework developed by Veterans Affairs. After being awarded a grant from the county in 2023, the coalition has been focused on the Coalitions Lite Framework.

The Healthy Bluffdale Coalition consists of residents as well as representatives from the Bluffdale City Youth Council, healthcare, schools, parents, emergency services and planning, and business owners.

Over the past 2 years, the Healthy Bluffdale Coalition is proud to have accomplished tasks vital to growth and sustainability. In addition to securing funds, HBC has recruited dedicated members, developed an executive board, and become commissioned by the Bluffdale City Council. Additionally, HBC collaborated with the city to attain support in the way of functional tools and infrastructure. HBC was also privileged to contribute to multiple local events creating relationships with other community organizations.

STRATEGIC PLAN BACKGROUND

Strategic Planning Process:

The Strategic Planning Workgroup first met in August 2022 to create a roadmap for engaging in the strategic planning process. The coalition used the Coalitions Lite Framework from the Salt Lake County Health Department, a multi-phased strategic planning process that provides a steam-lined approach to making data-informed decisions. Over sixteen months, the workgroup collected information to identify the needs of the community, identified existing resources to leverage in meeting those needs, and selected strategies to impact the unmet needs. During the planning process, the coalition strove to identify strategies that:

- Support the mission and vision of the coalition;
- Address real community needs and opportunities;
- Are pragmatic enough to succeed with the limits and resources of the coalition;
- Are ambitious enough to make a difference in the community; and
- Unite rather than divide the community and member organizations.

This Strategic Plan represents the outcome of this effort and provides guidance for the coalition's endeavors as we work with the community to improve mental health with a focus on strengthening connections.

Planning Process Timeline

Meeting 1 (Planning): January 18, 2023

Meeting 2 (Identifying data needs): Summer 2023

Meeting 3 (Interpret data and finalize plan focus): November 16, 2023

Meeting 4 (Review resources and identify data): February 15, 2024

Meeting 5 (Finalize decisions & prepare Strategic Plan): March 21, 2024

Strategic Plan completed: April 17, 2024

Final Strategic Plan approval: April 18, 2024

Meeting 6 (Approve & action plan): April 18, 2024

STRATEGIC PRIORITIES OVERVIEW

The planning process resulted in one prioritized issue. This Plan focuses on strategies that directly impact the contributing factors – or core reasons why these issues are happening in your community.

Strategic Priority #1: **Mental Health**

Contributing Factors:

- Lack of family connections
- Lack of connection to community
- Lack of connection and commitment to school

Community Resources:

- Safe UT
- Recreation centers
- Salt Lake County Health Department resources and classes
- Mental health resources and treatment facilities found in the city and surrounding community
- Websites and podcasts
 - Substanceabuse.gov
 - Findtreatment.gov

Strategies:

- Providing Information & Communication through educational presentations, workshops or seminars or other presentations of information designed to increase knowledge in order to influence and empower individuals to make healthier choices.
 - SafeUT parent workshop
 - Adding mental health resources to Bluffdale City website
 - Getting mental health tips and resources into city newsletter
 - Salt Lake County Youth Services - Workshops and info
- Enhancing Access & Reducing Barriers through improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services.
 - Promote physical activity that provides opportunities to connect

Rationale for Selection:

The Bluffdale community has higher rates of depression and higher ACE scores than Utah averages. ACE (Adverse Childhood Experiences) scores which relate to an increased risk of health problems and social and emotional problems.

Expected Change:

- Increase community involvement
- Lower future ACE's scores
- Decreases social isolation
- Increased community awareness of mental health resources
- Increased authentic connections and relationships between community members

APPENDIX

Bluffdale Health Coalition Data Scan

Each indicator has a link to a primary or secondary source (Date Collected: 8/16/2023)

Physical Activity and Movement

Adults Meeting Recommended Amount of Aerobic Physical Activity (Small Area of Bluffdale/Riverton; 2017-2019): **58.4%** (Utah: 58.4; Herriman: 54.0%)

People Who Do Not Exercise or Participate in Physical Activities Outside of their Regular Job (City; 2018): **16.2%** (Utah: 19.4%; SLCo: 19.6%)

Adults Who Are Overweight or Obese (Small Area of Bluffdale/Riverton; 2019-2021): **66.8** (Utah: 64.7%; Herriman: 69.6%)

Adults Who Are Obese (City; 2020): **28.3%** (US: 31.9%)

Adults Who Are Sedentary (City; 2020): **13.8%** (Better than the Healthy Places 2030 goal of 21.8%)

Workers who Walk to Work (City; 2017-2019): **0.3%** (SLCo: 2.2%)

People Commuting by Public Transportation (City; 2017-2021): **0.6%** (Utah: 2.0%; SLCo: 2.9%; US: 4.2%; Healthy People 2030 Goal: 5.3%)

**Note: The trend over time is significant. From the 2013-2017 survey, 1.4% commuted by public transportation and there has been a reduction since then.*

Children With a Disability (City; 2017-2021): **3.4%** (Utah: 3.8%; SLCo: 3.9%; US: 4.4%)

Any Age with a Disability (City; 2017-2021): **6.3%** (Utah: 9.8%; SLCo: 9.5%; US: 12.6%)

Adults 65+ with a Disability (City; 2017-2021): **18.1%** (Utah: 31.3%; SLCo: 29.7%; US: 33.4%)

**Note: Disability status was included because the definition of the indicator is activity limitations which can impact a person's ability to move*

Age-Adjusted ER Rate due to Unintentional Falls (Zip Code; 2018-2020): **155.8 Visits per 10,000 population 18+ years** (SLCo: 161.4; Prior value: 114.0)

EPA Walkability Score (City; 2019): **7.5** (SLCo: 13.0; Herriman: 12.1; Downtown SLC: 15.9)

Population Within a 10-minute walk to a Local Park or Trailhead (City; 2020): **10%** (Utah: 39%; SLCo: 46.5%; Herriman: 55%)

Mental Health

Mental Health Index Score (Zip Code; 2023): **9.8** (Note: This index ranges from 0-100 with the higher the number representing more needs and concern).

People reporting their mental health as "not good" (tract; 2018): **15.1%** (US: 13.5%; Utah: 15.1%; SLCo: 15.6%; Percentile: 56.8%)

Age-Adjusted ER Rate due to Adult Mental Health Concerns (Zip Code; 2018-2020): **51.3 visits per 10,000 people** (SLCo: 80.8; Percentile: Lowest 20%)

Age-Adjusted ER Rate due to Pediatric Mental Health Concerns (Zip Code; 2018-2020): **78.2 visits per 10,000 people** (SLCo: 97.7; Percentile: Lowest 40%)

Age-Adjusted ER Rate due to Adult Suicide and Intentional Self-included Injury (Zip Code; 2018-2020): **27.8 visits per 10,000 people** (SLCo: 50.7; Percentile: Lowest 20%)

Adults Ever Diagnosed with Depression (Tract; 2020): **26.0%** (Utah: 24.6%; SLCo: 24.2%)

Adults with Cognitive Difficulty (City; 2017-2021): **3.4%** (US: 5.1%; Utah: 4.5%; SLCo: 4.4%)

Adults with Insufficient Sleep (City; 2020): **29.7%** (SLCo: 30.0%; Healthy People 2030 Goal: 31.4%)

Adults With a High Adverse Childhood Experiences Score of 4+ (Small Area of Bluffdale/Riverton; 2013-2020): **18.8%** (Utah: 16.5%).

Suicides (Small Area; 2017-2021): **20.1 death rate per 100,000 people** (Utah: 21.9 per 100,000)
No Health Insurance Coverage (Small Area of Bluffdale/Riverton; 2015-2019): **7.3%** (Utah: 12.0%;
Herriman: 6.7%)

Social Isolation

Linguistic Isolation (City; 2017-2021): **0.0%** (Utah: 2.1%; SLCo: 3.1%)

*Note: The census tract that incorporates Bluffdale had 0.3% reporting linguistic isolation on the US census in 2019 but this data is not available for 2020 and beyond yet due to updates not yet implemented from the new census).

Race/Ethnicity Diversity Index (City; 2015-2019): **22.4%** (Utah: 32.5%; SLCo: 40.2%)

*Note: this measures the likelihood that two people chosen randomly will be of a different race or ethnicity

People over the age of 65 Living Alone (City; 2017-2021): **22.9%** (Utah: 21.7%; SLCo: 24.4%; US: 26.3%)

*Note: The trend over time for this indicator is significant. The city in 2015-2019 had 3.5% of those aged 65 and over living alone...2016-2020 had those aged 65 and over living alone at 29%.

Households Without a Vehicle (City; 2017-2021): **1.2%** (SLCo: 5.2%)

Youth Not In School or Working (City; 2017-2021): **0.0%** (Utah: 6.4%; SLCo: 7.3%; US: 6.9%)

*Note: Youth is defined here as 16-19 year olds that are not enrolled in school AND are unemployed or not in the labor force. In the 2014-2018 survey, 1.2% of youth fit this criteria. In the 3 surveys since, it has been at 0.0%.

Self-Reported General Health Assessment of Poor or Fair (City; 2020): **8.4%** (SLCo: 11.1%; US: 14.5%)

*Note: Community connectedness and social isolation can be impacted by a person's subjective health status because if a person feels unhealthy they will be less likely to connect and move

Households with an Internet Subscription (City; 2017-2021): **95.9%** (Utah: 91.1%; SLCo: 92.1%)

Financial Health (including debt, food insecurity)

People 25+ with a bachelor's degree or Higher (City; 2017-2021): **34.3%** (Utah: 35.4%; SLCo: 37.1%)

Renters Spending 30% or More of Household Income on Rent (City; 2017-2021): **50.1%** (Utah: 45.4%; SLCo: 46.2%; Draper: 36.9%)

Median Gross Rent (City; 2015-2019): **\$1,430** (Utah: \$1,190; SLCo: \$1,290; Herriman: \$1,140)

Gini Index of Income Inequality (City; 2017-2021): **0.35** (Utah: 0.43; SLCo: 0.43)

US Census Bureau Hardship Index (City; 2015-2019): 29 (Less hardship than Utah: 34 and SLCo: 33)

Median Household Income (City; 2017-2021): **\$113,007** (Utah: \$79,133; SLCo: \$82,206)

Income Per Person (City; 2017-2021): **\$36,841** (Utah: \$33,378; SLCo: \$37,098)

People Living 200% Above Federal Poverty Level (City; 2017-2021): **80.9%** (Utah: 75.3%; SLCo: 77.0%)

Labor Force Participation Rate (City; 2015-2019): **75.2%** (Utah: 68.6%; SLCo: 71.9%)

Children Living Below Poverty (City; 2017-2021): 1.9% (Utah: 9.3%; SLCo: 9.5%)

Low-Income Households with Low Access to Grocery Stores (Tract; 2019): **9.6%**

Households on Federal Food Assistance (City; 2019-2020): **4.5%** (SLC Glendale Neighborhood: 18.4%)

Air Quality

Ozone parts per billion (tract; 2020): **57.9 ppb** (Utah: 56.6; SLCo: 58.2)

Adults Who Smoke (City; 2020): **8.9%** (SLCo: 9.2%; US: 14.3%; Healthy Places 2030 Goal: 6.1%)

PBT (Persistent, Bioaccumulative, and Toxic Chemicals, such as mercury or lead) Released in Environment (City; 2021): **8,408 PBTs** (4th highest in the county)

Average Daily Amount of Particulate Pollution from Diesel Sources (City; 2020): **0.59 ug/m3** (Utah: 0.59; SLCo: 0.85)

Yearly average of PM2.5 Exposure Concentration (City; 2020): **7.0 ug/m3** (SLCo: 7.7)

Percentage of High Indoor Radon Test Levels (Bluffdale/Riverton Small Area; 2017-2019): **41.4%** (Herriman: 38.5%; Downtown Salt Lake: 17.9%; Magna: 63.2%)

Adults with Current Asthma (City; 2020): **10.9%** (SLCo: 10.9%; Herriman: 10.6%)

Percent of Workers over the age of 16 Working Outdoors (City; 2019): **8.2%** (Utah: 5.8%; SLCo: 7.6%)

Additional data sources for Air Quality:

- EPA Live Air Quality Map: [AirNow Interactive Map \(epa.gov\)](https://www.airnow.gov/)
- Purple Air Live Map with Historical Data: <https://map.purpleair.com/#11/40.7742/-111.8721>

Traffic and Public Transit

**Note: Bluffdale City has limited access to public transit options, as seen in the various links below. Traffic patterns tend to be higher on freeways around Bluffdale due to the Salt Lake-Utah County corridor. The UTA On Demand service, as mentioned in the last health coalition meeting, currently serves the Bluffdale area.*

Motor Vehicle Crashes (Bluffdale/Riverton Small Area; 2021): **1,500 crashes per 100,000 people** (Less crashes than 65% of communities in Utah)

Motor Vehicle Injuries (Bluffdale/Riverton Small Area; 2018-2020): **48.3 Injuries per 100,000 People** (Less than 74% of communities in Utah)

Average Travel Time to Work (City; 2021-2021): **23 Minutes** (SLCo: 22 Minutes; US: 27 Minutes; Median value for Utah cities is 23 minutes and ranges from 11 minutes to 33 minutes across Utah).

Public Transit Access (City; 2020): **0.0%** (Utah: 19.6%; SLCo: 34.8%; Herriman: 0.0%)

**Note: Access is defined as transit options that are within a half-mile walk and come every 30 minutes or less during peak commute times*

Monthly Interstate Highway 15 Traffic Volume (14600 South Exit; 2022): **89,000** (Murray: 91,526; Lehi: 70,198)

**Note: Traffic and crash data can be requested for specific uses from UDOT and State Highway Safety*

Additional data sources for traffic/transit:

- [Assessing Transit Suitability in Salt Lake County \(arcgis.com\)](https://www.arcgis.com/)
- [Utah Statewide Annual Average Daily Traffic \(AADT\) - Historic & Forecast \(wfrc.org\)](https://www.wfrc.org/)
- [UTA Routes and Most Recent Ridership | Utah's State Geographic Information Database \(AGRC\)](https://www.agrc.com/)
- Ridership data by service for UTA: [UTA Mode-Level Boardings, Weekday Averages | UTA Mode-Level Boardings, Weekday Averages | Utah Transit Authority \(arcgis.com\)](https://www.arcgis.com/)

n COVID

nal Health issues

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but it takes effort & work

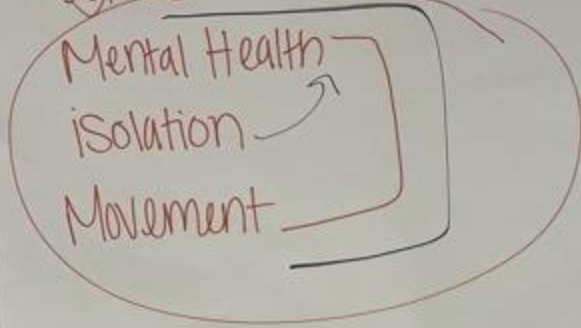
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fer
society

focus areas

~~Indoor air quality~~

~~Outdoor air quality~~



family/adults

Teens

Community

Healthy Bluffdale Coalition will have a
Mental Health focus

With contributing factors of
lack of connection in the home &
lack of community connection

Home

Stress

Getting by

Break down

Trauma

Social Pres

Support for

Parent Str

adult copin

'ids need +

adults need

overuse of so

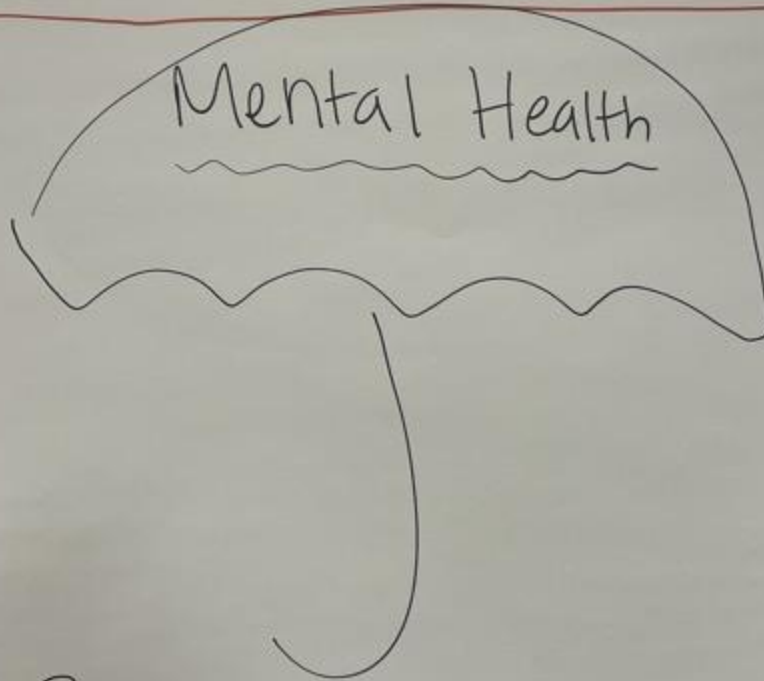
not enough a

lack of resourc

financial needs

Dog poop in a

Schools - lack of parental rights
Not feeling a sense of community
No rec center
High Standards / A lot of pressure - Utah Culture



Why?
isolation / lack of connection
lack of community

Contributing factors (Mental Health)

Home life

Stress

Getting behind in school

Break down of family unit

Trama

Social Pressure ↔ Social Media

Support for gaurdians / parents

Parent Stress

adult coping skills

Kids need time to connect

adults need the ability to connect w/kids

Over use of social media

Not enough authentic connection activities/connection

Lack of Resources

financial Needs

Dog poop in a community / Not clean enviroment

Traffic

one way bridge

lack of peers in the
neighborhood
(Teens)

Produce Pick up?

Not being IDS

Access to mental Health care

Human Connection

Traffic on Porter Rockwell