



**Leadership Class 26
Class Project Proposals**

- 1) Health in All Policies – *Phil Bondurant, Dr. PH***
- 2) Cars on Main Street – *Kathleen Nichols***
- 3) Census 2020 Publicity Campaign – *Sue Ann Kern and John Fry***
- 4) Regional Transit Solutions – *Carol Haselton***
- 5) Recycling Contamination – *Eric Hoffman***
- 6) Adopting Kindness – *Nicole Kennedy, RN MSN***
- 7) Net Carbon Zero 2030 Public Art – *Celia Peterson and Leslie Chavez***
- 8) Medicaid Enrollment – *Aimee Armer***
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- 10) Earthworms Leadership Program – *Ryann Satz***
- 11) Childcare Subsidy – *PC Tots***



Project Proposal

Leadership Park City

Class XXIV

Health in All Policies

**Phil Bondurant, Dr.PH
Summit County Health Department**

Problem

Health in All Policies (HiAP) is a collaborative approach to improving the health of all people by incorporating health considerations into decision-making across government sectors⁴. When policymakers fail to consider the health consequences of a decision, achieving social equity becomes problematic, leading to political tension between jurisdictions^{3,5}. While most HiAP efforts focus on State government, local entities can also benefit from operating with this mindset².

Solution

Help local governments in Summit County adopt policymaking processes that incorporate the five key elements of HiAP to address the social determinants of health and breakdown the silos of government to advance collaboration around social equity.

Innovation

Since HiAP is largely dependent on the complex needs of the community, the political environment, and the availability of resources, this process allows unlimited innovation to address the needs within a political boundary⁶.

Evidence-Based

HiAP is a validated, evidence-based strategy supported by years of research¹. There are multiple frameworks available to assist local governments in the process^{4,5,6}.

Impact

The health of a community is greatly affected by policies and practices that shape our environment and communities. HiAP offers improved health and well-being for all residents and neighborhoods by reducing inequities through social change and political collaboration^{3,4}.

Funding

Funding is not required.

Stage of Idea and/or Partners

Successful HiAP campaigns leverage connections within the community^{1,2} (those represented in Leadership XXIV) and community health experts capable of long-term implementation.

Your Ask

Help local governments understand the health consequences of policies by adopting a HiAPs approach during policy development to improve governmental collaboration³, promote healthy communities, and ensure social equity by March 1, 2021.

References

1. Campbell, A. T. (2018). What Hope for Health in All Policies' Addition and Multiplication of Equity in an Age of Subtraction and Division at the Federal Level: The Memphis Experience. *Louis UJ Health L. & Pol'y*, 12, 59.
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3. Mundo, W., Manetta, P., Fort, M. P., & Sauaia, A. (2019). A Qualitative Study of Health in All Policies at the Local Level. *INQUIRY: The Journal of Health Care Organization, Provision, and Financing*, 56, 0046958019874153.
4. The Public Health Institute. (2013). Health in All Policies: A guide for State and Local Government. Retrieved from http://www.phi.org/uploads/files/Health_in_All_Policies-A_Guide_for_State_and_Local_Governments.pdf
5. Shankardass, K., Muntaner, C., Kokkinen, L., Shahidi, F. V., Freiler, A., Oneka, G., ... & O'Campo, P. (2018). The implementation of Health in All Policies initiatives: a systems framework for government action. *Health research policy and systems*, 16(1), 26.
6. The World Health Organization. (2014). What you need to know about Health in All Policies. Retrieved from https://www.who.int/social_determinants/publications/health-policies-manual/key-messages-en.pdf

1. **Problem:** Cars on Main Street
2. **Solution:** A trial period this summer, June-August, for a car-free Main Street. Currently being considered by the City. It's important to the majority of the citizens, as evidenced by the results of Visioning 2020. The class would engage Main Street businesses to explain the trial, and collect data from the businesses at the end of the summer.
3. **Innovation:** the idea of a trial period is innovative. I have received positive feedback from the class members I have discussed it with. The trial period may make it more amenable to business owners.
4. **Evidence Based:** It works in every ski town I know of, in the US and around the world.
5. **Impact:** Significant! Imagine sitting outside having dinner or lunch without exhaust fumes ruining your meal. Shoppers spending more time on Main Street. Less traffic in Old Town.
6. **Funding:** Potential cost of running buses from Richardson Flat to Old Town. City would hopefully fund that.
7. **Describe Stage of Idea and/or Partners:** this is not a new idea, but since it is gaining momentum, I thought now is a good time to at least try it. The city would obviously be a partner.
8. **My "ask":** the class would need to be the "educators" in this endeavor, with Main Street business owners and the general public. We would work in pairs to visit each Main Street business to explain the why's and how's of the trial.

Project Proposal: Census 2020 Publicity Campaign

1: Problem: It is critical for everyone in our country to participate in the 2020 Census. The Census results help determine how billions of dollars in federal funding flow into states and communities each year. The results determine how many seats in Congress each state gets and affects many different aspects of our community health clinics, fire departments, schools, roads and highways.

2: Solution: Leadership Class 26 can help by getting involved with the Utah Census 2020 Team to help spread the word about the importance of participating. We can help by educating the community about how much money the Wasatch Back counties, especially non-profits and governmental entities, have at stake if the census underestimates our population.

3: Innovation: The idea is not unique but is timely and important.

4: Evidence Based: This idea is simple and can easily be done. We could develop a publicity plan using Stacey Abram's FairCount.org format.

5: Impact: By raising awareness of the importance of the Census, we will be increasing the number of people who participate. Because visitors to our area will be exposed to our publicity, we will also be able to influence individuals from outside our community and state.

6: Funding: There would be no funding required.

7: Describe Stage of Idea and/or Partners: The Census invitations will be sent between March 12-20. We would work with Kristen Cox, Executive Director for the Utah Census 2020 Team.

8: Your "Ask": The Leadership Class would work on a publicity campaign, including speaking to clubs, churches, and utilizing newspapers, TV, radio, and social media to reach out and promote participation.

1. **Problem:** Terrible traffic congestion on Highway 248, city streets and parking areas in the early morning and late afternoon. Richardson Flat parking area sits empty with no bus service 50 weeks a year (excluding Sundance and the Art Festival). Park City, Wasatch County and East Summit County will not provide bus service to the area.
2. **Solution:** Utilize the parking area and provide bus service to the above regions. This would reduce some of the traffic congestion on 248.
3. **Innovation:** There have been no regional transit meetings with public input.
4. **Evidence Based:** Class 26 will need to plan these meetings, determine dates, secure meeting places, and obtain commitments from transit administrators to attend meetings, as well as publicize the events.
5. **Impact:** Expected outcomes would be community involvement in the planning process to further the use of Richardson Flat as a transit center.
6. **Funding:** The basic infrastructure is already in place. The parking lot is paved and striped, and there is a covered waiting area. The above regions have busses and drivers. If more revenue is needed, charge passengers a minimal fee to ride the bus (they will save money by not having to waste gas and contaminate the environment by idling for a lengthy period of time while waiting in traffic.)
7. **Stage of Idea/Partners:** Need involvement of regional transit center administrators.
8. **My "Ask":** Class 26 would organize the informational regional transit meetings and organize a task force.

1. **Problem:** Describe the problem or issue you are seeking to address.
Too much contamination (wrong items in recycling bin) in Summit County's recycling stream.
2. **Solution:** What is your proposed solution? Why is it important?
How can it be implemented as a class project?
Raise awareness of the state of our recycling stream through educational messaging in our community. We have higher costs and lower efficiency for our recycling. Our class will drive awareness to help ensure items can be recycled when they reach the facility.
3. **Innovation:** How is the idea new, unique and/or innovative?
As a community we are lacking in an easy to understand resource (stickers on bins, PSA campaign) to educate all members (visitors, locals) in our community on proper co-mingled recycling use.
4. **Evidence Based:** How will your solution work in fact? Is it possible?
Yes! In 2018 the DC Department of Public Works executed an outreach campaign that resulted in 9.5% more recyclables collected and an eight percentage point decrease in contamination
<http://www.zerowaste.dc.gov/>
5. **Impact:** What are the expected outcomes? Will the impact be measurable?
Drop Summit County's contamination rate to 28% (25% decrease) and increase recycling by 10%
6. **Funding:** How will the project be funded? What are the potential funding sources or revenues?
Partner with Summit County, Park City, Republic Services and Recycle Utah
7. **Describe Stage of Idea and/or Partners:** When was the idea initially developed and are other partners being considered?

I spoke with local recycling advocates in February and learned of a study on recycling that had been commissioned by Summit County which demonstrated the need for this.

8. Your "ask": What will be needed from the leadership class if your project is selected:
advisors, networking, fundraising, etc. In other words, how will the leadership class contribute to the advancement of your idea?
Utilize the leadership network to assist with raising public awareness of the current state of recycling in Summit County (bad contamination rate) by connecting with KPCW/ Park Record, Rotary Clubs, Park City Lodging Association, Park City Lodging Association, in schools and wherever the opportunity to raise awareness exists:
- Eliminate plastic bagging in the recycling stream
 - Better awareness of materials that are not recyclable in current curbside program
 - Encourage more participation in curbside recycling program

Project Proposal Leadership Class 26

Adopting Kindness to Park City's Agenda

Nicole Kennedy, RN MSN

Problem: Park City residents are concerned about the state of our community. At this moment, our world is grappling with many fears and divisions. We need to find the courage to act and bridge the divide with kindness.

Solution: Work with our city leaders to propose Park City officially join the international global campaign for a kinder world, with no political, commercial or religious affiliation. Following the guidelines from World Kindness USA, we can propose our idea at an upcoming council meeting and get a kindness clause adopted.

Innovation: While my idea is not new since it is a worldwide coalition, it has never been implemented/formally adopted officially in Park City's agenda.

Evidence-Based: There is wide recognition by many professionals including those in medicine and government that kindness is good for people. Kindness improves individual and societal health.

Impact: The expected outcomes are for a more mindful and kind culture. We can measure the outcomes through documented acts of kindness.

Funding: There is no cost to governing bodies to adopt this agenda.

Stage of Idea and/or Partners: Idea developed with World Kindness USA. I have already spoke with Mayor Andy Beerman who was receptive and spoke of kindness in his State of the City Address.

Ask: I am asking for collaboration and commitment from the leadership team to participate in the global campaign for a kinder world. We can be ambassadors of kindness and make a true impact to Park City and beyond.

PROJECT PROPOSAL FOR CLASS CONSIDERATION

Celia Peterson and Leslie Chavez

PROBLEM: Park City wants the community to achieve net carbon zero by 2030.

In 2018, Park City announced its goal of net carbon zero by 2030. Broad public support exists for reducing carbon with local surveys finding: “environmental impacts and carbon footprint reduction” are “highly important” to many respondents and they “want to do more” but “need guidance on what to do.”^{1,2}

SOLUTION: Local artist decorated planter boxes filled with pollinator species. Bilingual signage in each box tell of Park City’s climate work. Public-facing digital art displays inform people of Park City’s 2030 net carbon zero goal and show how to participate.

INNOVATION: Creative marketing to promote net carbon zero via upcycled construction waste (in the form of planter boxes) and public-facing digital art displays is new to Park City.

EVIDENCE BASED: Previous local public arts project featuring digital displays was a success which evidences this process works well.³

IMPACT: Our net carbon zero message should reach over 3 million people annually, both locals and tourists.⁴

FUNDING: Nominal cost since content already exists from prior local carbon reduction campaigns and Planet Earth First helping with planter boxes.⁵

DESCRIBE STAGE OF IDEA AND/OR PARTNERS: This new idea is ready to implement. All local: artists, businesses (to ‘adopt-a-box’), PCSC Arts Council, environmental non-profits, City/County government, Leadership alum, media outlets.

YOUR “ASK”: Contribute areas of expertise, build planter-boxes, review artist proposals, and expand message distribution channels. Throw launch party!

See Examples Here: <https://photos.app.goo.gl/8TjVg4Ywd3xezgG16>

Footnotes

[1]<https://future-iq.com/wp-content/uploads/2019/02/park-city-vision-2020-think-tank-report.pdf>

[2]www.parkcity.org/Home/Components/News/News/31818/234

[3]www.parkrecord.com/entertainment/summit-county-public-art-advisory-board-encourages-residents-to-project-their-voices/

[4]www.parkcity.org/departments/transit-bus/customer-service/about-us

[5]<https://www.planeteearth1st.org>

Project for Class Consideration
By Aimee Armer

Problem: Utah has the highest number of uninsured children in the nation¹. But those who are eligible for government health insurance programs (Medicaid, CHIP) are not signing up. Why? A deep-rooted fear of government exists today for Hispanic families. Individuals who have a green card or are working toward citizenship are fearful their application could be considered “Public Charge”: a ruling allowing US government to deny a US Visa to anyone who has received one or more public benefits. Both Medicaid and CHIP are **not** considered Public Charge.

Solution: 1) “Dismantle the Fear” campaign. Leadership Teams (LT) can be assembled to create a PR/marketing campaign in areas of trust (churches, schools). 2) Partner with community nonprofits to enroll children/families in Medicaid/CHIP. LT can work together with UHPP², UofU³, PHC⁴ to roll-out enrollment plan.

Innovation: Work backwards – look at barriers to enrollment and target. Then, sign up children.

Evidence Based: Casa’s⁶ proven advocacy program informs, educates and trains immigrants on how Public Charge works.

Impact: Reduce number of uninsured children in Summit and Wasatch County by 50%.

Funding: Funding is needed to produce collateral materials (flyers, brochures, etc.). Targeted nonprofit partners will donate their time. Potential funding sources include Park City’s social equity funds.

Describe Stage of Idea and/or Partners: Currently, PHC, UHPP, and HCM⁵ enroll individuals for health insurance but none work backwards to rectify barriers. All three organizations, including UofU, are being considered.

Your “ask”: 1) Advisory Boards to create strategic PR/Marketing and Enrollment plan with budget, 2) “Dismantle the Fear” team to execute 3) Enrollment team to execute.

¹ *Measures of Child Well-Being in Utah, 2019*

² *Utah Health Policy Project*

³ *University of Utah*

⁴ *People’s Health Clinic*

⁵ *Holy Cross Ministries*

⁶ *Casa is a nonprofit immigrant advocacy group*

Leadership Park City
Class 26 proposal

Noxious weed mitigation stations

1. Problem: Spreading noxious weeds through open space by seed distribution on hikers, bikers, dogs, etc.
2. Solution: Creating mitigation stations at major trailheads that include multiple types of brushes and cleaning elements for dogs, bikes, shoes, etc. Include special trash receptacles that prevent seeds from getting spread through the wind. Information boards that notifies the public of the noxious weeds in that specific area.
3. Innovation: Providing stations with tools to clean and remove seeds from dogs, shoes, bikes, etc. With strategic placement of stations, specific areas can be encompassed from the trailheads and deter spreading seeds from areas.
4. Evidence Based: An ever increasing number of open space users, the likelihood of introducing or distributing noxious seeds will increase. Steps like this have been proven to cut rate of the spread of seeds, specifically with dogs.
5. Impact: A reduction of seeds spreading via carriers
6. Funding: There are a number of grants that the city already has in place to help mitigate noxious weeds. Each station can be created with minimal funding and requires little to no maintenance once made.
7. Stage and partners: This is in the initial development phase with potential partners of Park City Municipal, Summit County, Nuzzles and Co., Mountain Trails Foundation, Vail Resorts, Deer Valley, and public support.
8. My "Ask: Connections with local organizations that could contribute. Assistance with creating information boards for difference noxious weed areas. And just working as a team to get it done properly.

LEADERSHIP CLASS 26

PROJECT PROPOSAL

PROBLEM: Like many I worry about our environment. When you look at the environmental challenges that we face as a community and as a society, it is hard not to recognize that the majority of them are caused by human behavior.

SOLUTION: Let's create the Earthworms Leadership Program! Modeled very similar to the Leadership Class, we will identify and train future business and community leaders to act in the best interests of their environment and society as a whole.

INNOVATION: We have ambitious environmental goals as a community and I want to empower the youth to be an integral part of achieving and expanding those goals.

EVIDENCE: The 26 years of success with the Leadership Class is evidence that this will work for the youth as well. Imagine if you had been exposed to this program at a young age?

IMPACT: We will train future business and community leaders that have a social and environmental conscience. Leaders that can effectively achieve environmental goals and adapt creatively to future environmental challenges.

FUNDING: Initially funded through donations.

PARTNERS: Earthworms is an environmental group for kids that through education, positive experiences and exposure to nature will foster environmental stewardship, mindful consumption, and conservation efforts. The leadership program would be an extension of Earthworms. I am hoping to collaborate with some of the other non-profits including; Spoil to Soil, Swaner Nature Center, Recycle Utah, Bill White Farms, etc.

ASK: We would develop a youth leadership program including mentorship and a group camping trip. There will be fundraising and networking involved too.

PC Tots

Project Proposal for Leadership Class 26 Consideration

1. **Problem:** Park City has many workforce families who cannot afford childcare. PC Tots provides high-quality, subsidized childcare for low-income working families, but the cost of providing childcare is expensive. PC Tots currently has a mother who lives and works in Park City with two children at our centers who need subsidies. She pays \$500/month for both children and PC Tots covers the additional \$1,250/month. PC Tots must fundraise these subsidies.
2. **Solution:** In partnership with the Leadership Class 26, PC Tots would like to raise the funds to subsidize the cost of 1 year of childcare for this family (\$15,000). We will have an online crowdfunding campaign where we raise the money via social media.
3. **Innovation:** Individual donors have supported families in our centers in the past, but this project would give Leadership 26 the opportunity to support a low-income family in Park City with a more grassroots approach.
4. **Evidence based:** If we can raise \$15,000, it will cover the cost of both children for 1 year.
5. **Impact:** This Park City family will be able to afford high-quality childcare. The impact is that the children will be kindergarten ready when they start school, the mother will be able to work and provide for her family, and Park City's workforce is strengthened.
6. **Funding:** The project will be funded through a social media campaign that Class 26 will be involved with.
7. **Describe Stage of Idea and/or Partners:** The idea was produced by brainstorming among PC Tots staff on how to help support this family. Other partners have not been considered at this time.
8. **Your "ask":** PC Tots needs the Leadership Class to support the crowdfunding campaign via their social media sites. PC Tots will send Class 26 members content that they can share on their social media platforms. We will have an online crowdfunding platform where the community can donate to the family easily.