



Healthy Utah Community Application

Application Deadlines:

- **March 1st** (To be recognized at the ULCT Conference in April)
- **August 1st** (To be recognized at the ULCT Conference in September)

To Apply:

Fill out the following application and email the complete document to info@gethealthyutah.org for review. Please title the subject line: "*Healthy Utah Community Submission: <COMMUNITY NAME>*"

Questions? Email Morgan Hadden at morgan@gethealthyutah.org

Community Information:

Date: July 22, 2024

Name of Community: Ivins City

Population: 2024 = 10,276

Name of Applicant: Mike Scott

Position of Applicant (Title, Department): Ivins City Council member

Email of Applicant: msscott@ivinsutah.gov

Name of Mayor: Chris Hart

Email of Mayor: chart@ivinsutah.gov

1. Submit a Letter of Commitment:

Each qualifying community should submit a letter from the mayor and city council demonstrating a strong commitment to community health. A letter template can be found [HERE](#). Please customize the letter to best reflect the achievements and priorities of your community and include the appropriate signatures.

Ivins City
85 N Main Street
Ivins, UT 84738
435-628-0606
www.ivinsutah.gov
An Equal Opportunity Employer



Mayor Chris Hart
City Council Members:
Lance Anderson
Sharon Barton
Sharon Gillespie
Mike Scott
Kevin Smith

City Manager Dale Coulam

July 15, 2024

Dear Get Healthy Utah and the Utah League of Cities and Towns:

Thank you for the opportunity to apply for the Healthy Utah Community designation. It is with great pleasure that I submit Ivins City as a qualified candidate. As the Mayor and City Council, we recognize that health is foundational to a high quality of life. We are dedicated to promoting community health and ensuring that all residents have the opportunity to live well.

In preparation for applying for this designation, Ivins City has made significant strides in ensuring that every resident has access to healthy food, mental health resources, and opportunities for physical activity.

To qualify as a Healthy Utah Community, Ivins City has undertaken numerous healthy living initiatives. We have addressed four significant gaps in our multipurpose trail system and created a new 3-mile trail extending from the city's eastern boundary to the western boundary at Fire Lake Park.

We have also enhanced access to healthy food for our residents. Our City Code allows residents to keep chickens and chicken coops on any single-family lot that is at least 7,500 square feet. Additionally, we are partnering with Rocky Vista University to publish regular articles on physical, mental, and nutritional health in the Ivins newsletter, with the first article appearing at the end of July.

The City has been proactive in addressing mental health issues. Over the past year, we initiated annual mental health screenings for our Police Department members and provided peer-to-peer counseling. Our Fire Department established a Chaplain Program last year, one of the first official Fire Chaplain programs in southern Utah, with chaplains available 24/7 as a resource to both our community and department members. Furthermore, we created a Victims Advocate Coordinator position to support crime victims and mitigate the psychological trauma they experience.

Moving forward, Ivins City is dedicated to continuing the prioritization of health in our community. We are committed to addressing health equity by actively seeking opportunities to meet the health needs of our community, particularly among our most vulnerable populations. We are excited to implement our three-year community health plan through the efforts of the newly established Healthy Ivins Coalition.

As the elected leadership of our community, we understand that local government decisions have the power to enhance lives and community well-being. We are excited and committed to upholding health as a key priority.

Sincerely,



Chris Hart
Mayor

2. Organize a Health Coalition

Establish a coalition of diverse stakeholders (or identify one that already exists) to oversee the task of earning and maintaining the Healthy Utah Community designation. The coalition will ensure the community qualifies, complete the application, develop the community health plan, and oversee its implementation.

The coalition requires a minimum of four individuals to meet quarterly and should meet together at least once before applying. For best outcomes, we encourage you to exceed the minimum requirements and include members from underrepresented populations and the following organizations:

City Leadership, [Local Health Department](#), Local Hospital, Local School District, Business Leaders, Community Members, Community Health Workers, etc.

Name of the Coalition: Healthy Ivins Coalition

Date the Coalition was Organized: June 5, 2024

Frequency the Coalition Meets: Quarterly (first meeting July 1, 2024)

<u>Coalition Member</u>	<u>Organization</u>	<u>Position (Title, Department)</u>
Marc Christensen	Ivins Parks & Recreation Department	Director
Jamy Dahle	Utah Tech University (Ivins resident)	Director of Counseling and Health Promotion Services at the Booth Wellness Center
David Hatch	Ivins Resident	Former executive in corporate, and agricultural risk management services/policy setting, including the USDA and the Organization of American States.
Nathan Lefevor	Rocky Vista University	Senior Director of Clinical Operations
Dr. Laura Rosch	Rocky Vista University	Campus Dean and Associate Professor of Internal Medicine
Craig Shanklin	Ivins Resident	Former senior healthcare executive and member of the Healthy Dixie Council. Member of the St. George Active Transportation Committee. Board member (former President) of the Southern Utah Bicycle Alliance (SUBA)
Kristi Sharp	Health Promotions Program Manager	Southwest Utah Public Health Department
Tanya Wambold	Santa Clara – Ivins Public Safety Department	Victims Advocate Coordinator

Comments about the Coalition:

The Healthy Ivins Coalition was created in June 2024 to ensure the City's Healthy Community goals are implemented and to look for additional ways to improve residents' lives and community wellbeing.

The coalition held its first meeting on July 1, 2024. Mayor Hart opened the meeting and explained the City's vision for being a leader in providing services to enhance the wellbeing of residents. Craig Shanklin and Laura Rosch were elected Chair and Co-Chair, respectively.

Members identified several health strategies to implement over the next three years. The next quarterly meeting was set for September 25, 2024.

However, members agreed to work actively over the next three months on beginning the implementation of these new health strategies. As an example, two Coalition members toured a parcel of land that was used as a community garden until 2016 on July 15th with a master gardener from the Kayenta Community Garden to determine if it could be revitalized and used for a community garden with the help from one or more Master Gardeners and possibly also become part of Rocky Vista University's nutrition program.

3. Identify Health Strategies

Cities and towns must have evidence-based health strategies implemented in their community. Strategies must be fully implemented at the point of applying (not just in progress) and come from the following three categories: **Active Living**, **Access to Healthy Food**, and **Mental Health**. The total number of health strategies required depends on population size:

- **Mid-Sized Community (Population: 10,000 - 64,999):** Implement two strategies from each category (6 total)

The strategies can come from one of the following sources:

- Get Healthy Utah's list of [Recommended Strategies](#)
- Implement a program from the statewide [Menu of Services](#)
- Develop a strategy of your own that improves health and fits within one of the three categories

Please indicate below which health strategies are implemented in your community:

Mid-Sized Community		
#	Strategy Implemented	Summary of Efforts
1	Category: Active Living Strategy: Address active transportation connectivity gaps between key community destinations	Between March and July 2024, filled four important gaps in our multipurpose trail system. (1) Center Street (north side) – from Painted Hills Drive to the new portion of Palisades at Snow Canyon. (2) Center Street (south side) – from 200 West to 300 West. (3) Center Street (south side) – from 520 West to 600 West. (4) 600 West – from Center Street down to 100 South (west side) and from 300 South to Old Hwy 91 (east and west side).
2	Category: Active Living Strategy: Develop a new walking/biking trail or add to an existing one	Completed a 3-mile multipurpose trail on the north side of Hwy 91 from the eastern boundary of Ivins to the western boundary at Fire Lake Park.
3	Category: Access to Healthy Food Strategy: Conduct a messaging campaign to promote healthy eating in your community	In partnership with Rocky Vista University, Ivins began publishing regular articles about healthy food/nutrition in the Ivins newsletter. The articles will also address active living and mental health. Medical professionals from the Rocky Vista Health Center have already

		prepared 12 monthly articles for the first year of this communications and outreach strategy. The first article was submitted for the newsletter on July 22, 2024.
4	Category: Access to Healthy Food Strategy: Adopt ordinances that allow backyard poultry/animal husbandry	The Ivins City Code allows residents to keep chickens and chicken coops/pens on any single-family lot that is at least 7,500 square feet.
5	Category: Access to Healthy Food Strategy: Conduct a free seminar for the community on food gardening tips	The Ivins Emergency Preparedness Committee conducts a free seminar every February for the community on food gardening, followed by a food and water storage seminar every March. In addition, the Committee also sets up information booths on these and other preparedness topics at the annual Ivins Heritage Days each September.
6	Category: Mental Health Strategy: Implement one new worksite wellness strategy around mental health among city employees and/or local businesses	The Police Department began annual mental health screening for its members in FY2024. The Department also provides officer peer-to-peer counseling. The Fire Dept. created a Chaplain Program last year which is one of the first official Fire Chaplain programs in southern Utah. Chaplains are available 24 hours a day as a resource to our community and department members. All City employees and their dependents have 24/7 access to Employee Assistance Program (EAP) services which provide free and confidential assessments, short-term counseling, referrals, and follow-up services for personal and/or work-related problems and address issues affecting mental and emotional well-being, such as alcohol and other substance abuse, stress, grief, family problems, and psychological disorders.
7	Category: Mental Health Strategy: Increase awareness of mental health hotlines or local resources available in your community	Our Police Department has created a Victims Advocate Coordinator position who works with victims of crime so that the severity of the psychological trauma is reduced. The Department supplements that one-on-one personal service with information about other resources on the Departments web pages.

4. Develop a Community Health Plan

The Healthy Utah Community designation lasts for three years. Redesignation will be awarded to communities that develop and fulfill a 3-year community health plan. The health plan will require looking at data to understand the health needs of your community and choosing additional health strategies to implement over a 3-year period.

Additional strategies can come from any of the three categories (Active Living, Access to Healthy Food, Mental Health). The number needed depends on the size of the community:

- **Mid-Sized Community (Population: 10,000 - 64,999):** Implement two additional strategies every three years (2 total)

Community Health Status

- Review the health data for your community found on the [Utah Healthy Places Index](#).
- Run a Community Snapshot Report for your small area on the [Public Health Indicator Based Information System \(IBIS\)](#). Include all available health indicators when prompted and review the results.
- Review community input. Other potential resources include city/town meetings, the [USU Wellbeing Survey](#), or data from a community needs assessment conducted by your [local health department](#).

USU Wellbeing Survey

Ivins participated in the 2024 survey. Here are the key findings:

- For cities in the rapid growth cluster, Ivins had the highest overall personal wellbeing average at 4.40. It's also the second highest score for all 49 cities, second only to Emigration Canyon.
- Mental Health, Physical Health, Safety and Security and Living Standards were the most important wellbeing categories.
- Mental Health, Living Standards, Leisure Time, Safety and Security, and Connection with Nature were the top-rated wellbeing categories.
- Local Environmental Quality was of high importance but rated lower than average, in the "red zone" of possible high importance for Ivins moving forward.
- Ivins respondents report being highly active. 94% walk or bike in neighborhood or city, 90% use trails in or near city, 79% garden at home, 78% attend community events, 76% recreate in city parks, 74% participate in non-motorized recreation on public lands or waters in Utah.

- Most respondents say population growth and economic development are “too fast”
- Over 80% of respondents travel to other cities for groceries or to eat out. 67% travel out for health/medical care.
- Top concerns for the future were water supply, water quality, traffic, open space/green space, air quality, public safety, trails and paths, and recreation opportunities.

The Healthy Places Index

(<https://map.utah.healthyplacesindex.org/>)

Ivins has healthier community conditions than 67.8% of other Utah cities and towns. Ivins scored extremely high on transportation and a clean environment, above average on social and healthcare access, but below average on neighborhood, economic, housing, and education.

Public Health Indicators for Ivins/Santa Clara

(<https://ibis.utah.gov/>)

Out of 49 health indicators where the report had any data, Ivins/Santa Clara scored like the State average for 42 indicators, better than the State for six indicators, and worse for one indicator.

- Better than the State (and statistically significant): Breast Cancer Deaths, Diabetes as an Underlying Cause of Death, Seven or more days of poor mental health in the past 30 days, Birth Rate for Females Aged 15-19, Life expectancy at birth, Educational Attainment
- Worse than the State (and statistically significant): Prenatal care in the first trimester of pregnancy.

Based on the data and community input, what are the three greatest health needs for your community? Why? What factors might be influencing these aspects of health? (Answer below)

1. Parks, Trails, Landscaping. Ivins residents participating in the USU Wellbeing Survey rated mental and physical health the most important wellbeing categories. Similarly, the Healthy Utah Places Index shows that parks and trails are extremely important to residents. However, the Index gave Ivins a low neighborhood score. That was because the City got a score of 2.1 for tree canopy but a well above average score of 70.9 for park access. The poor tree canopy score is due to our desert climate. The Healthy Utah Places Index underscores the need for the City to offset the lack of trees by creating attractive landscaping buffers and provide more parks and trails for residents to feel connected to nature. The availability of parks and trails holds significant implications for the physical and mental well-being of individuals, families, and the broader community.
2. The USU Wellbeing survey found that Local Environmental Quality was important but rated lower than average and in the “red zone” of possible high importance for Ivins moving forward. Survey comments shed some light on the low environmental quality rating, with respondents expressing the desire to slow or stop the rapid growth in the area, especially the resorts and short-term rentals.

3. Mental health has emerged as a critical concern among residents, highlighted by the outcomes of the Utah Wellbeing Survey. It underscored the importance of community connections. Notably, only 48% of respondents felt a strong connection to the Ivins community. This recognition of the crucial role of social connections needs to be addressed by the City in actions to enhance overall mental well-being within the community.
4. The low housing score in the Healthy Utah Places Index is not unique to Ivins. Affordable housing is a pressing issue that can lead to housing insecurity and homelessness. Without adequate housing, individuals face increased stress and are at greater risk of experiencing poor physical and mental health outcomes. Ivins has created higher-density zones to encourage smaller, lower cost housing, but the city's location next to Red Mountain, the Red Cliffs Desert Reserve, Snow Canyon State Park, and the Red Mountain Wilderness attracts higher-priced development.

What strategies will you implement over the next three years to address the health needs and health disparities you have identified? (Answer below)

1. Parks, Trails, Landscaping: The Healthy Utah Places Index underscores the need for the City to create attractive landscaping buffers and provide more parks. Towards this end, the City has committed in its new FY2025 budget to landscape the 3+ miles along Hwy 91. In the same budget, the City has also committed to acquire approximately 80 acres of land from BLM during FY2025 and in the future will use a portion of that land for a new park, Arrowhead Trail Park. It will be at least 20 acres, making it the largest park in the city. Plus, the City has identified two other park locations, and one is in the city's 5-year plan to be developed. These parks will increase the park amenity "level of service" (LOS) for residents.
2. Resident concerns about environmental quality are related to their desire to slow or stop the rapid growth in the area, especially the resorts and short-term rentals. The City has prohibited short-term rentals in residential zones and acted to no longer allow new overlays for short-term rentals in any neighborhood. In addition, the City is in the process of changing the city Code to eliminate any new zones where resorts or other types of tourist accommodations can be built.
3. Only 48% of Wellbeing Survey respondents felt a strong connection to the community. This shows a need to take actions that bring residents together, including enhancing park infrastructure, green spaces, and community engagement through events, lectures, and other social and mentally stimulating activities. These strategies will ensure a more equitable and positive well-being for all residents of Ivins.
4. Ivins just updated its Moderate-Income Housing Plan. The Plan identifies three strategies to improve housing availability and affordability: (1) Rezone for densities necessary to facilitate the production of moderate-income housing. (2) Eliminate impact fees for accessory dwelling units that are not internal accessory dwelling units. (3) Create, allow for, and reduce regulations related to internal or detached accessory dwelling units in residential zones. These strategies create the opportunity for residents (existing or new) to build or utilize existing structures as

Accessory Dwelling Units to expand long-term rental opportunities and help with reduction in mortgage costs.

Which demographic groups are experiencing the worst health outcomes? Consider race/ethnicity, age, geographic location, gender, etc. What factors might be influencing these disparities? (Answer below)

The low economic score from the Healthy Utah Places Index was the result of an extremely low score for employment. We believe this is the result of the higher-than-average elderly population in Ivins. More than 30% of the city's residents are 65 or older, compared to less than 20% in the rest of the county. This underscores the importance for the City and the Healthy Ivins Coalition to implement strategies to address the physical, nutritional, and mental health needs of this older population.

The Public Health Indicator Based Information System (IBIS) reports that Ivins scores worse than the State (in a statistically significant way) on prenatal care in the first trimester of pregnancy. The City does not yet have strategies to address the prenatal care issue. But the Coalition and the City will look for strategies that can be reasonably implemented.

The low education score was distorted by an extremely low score on preschool enrollment. This indicates that although the City already maintains regular and open communication with the three schools in Ivins, more attention needs to be paid to the needs of the city's schools, teachers, and students.

Community Health Plan

Based on the health needs identified above, which additional health strategy/strategies will your community implement over the next three years?

Strategies may be chosen from any of the following categories, based on need: **Active Living, Access to Healthy Food, Mental Health.**

Small communities must implement **one** strategy. Mid-Sized communities must implement **two** strategies. Large communities must implement **three** strategies.

Strategies may come from the [recommended list](#), [menu of services](#), or be your own.

Health Category	Strategy to be Implemented within 3 Years
Active Living	Update the City's Active Transportation Plan and map. The current plan details 13 trailheads in the City and more than 10 miles of existing and proposed shared use trails, which has increased significantly due to recently implemented active living strategies.
Active living	Address the remaining active transportation connectivity gaps between key community destinations. To do that effectively, conduct a study of trail use by coordinating with Lloyd Sutton, the Active transportation Coordinator for St George, to get two "bicycle and pedestrian counters" this fall, one for Hwy 91 and one for Center Street. The counters are made by Eco-Counter and were funded by a Federal grant to the Dixie MPO.
Active Living	Create one wellness event a year in conjunction with World Health Day in early April. See the Healthy Ivins coalition Meeting Summary dated July 3, 2024 (attached) for details.
Access to Healthy Food	Consider reactivating the community garden at approximately 955 S Red Mountain Blvd with advice and direction from one or more Master Gardeners and provide information and/or workshops to help residents understand how to easily create and maintain a home vegetable garden (what grows well here, what bugs will eat your garden, etc.).
Access to Healthy Food	Implement one new worksite wellness strategy around healthy

	<p>food among city employees and/or local businesses. Work with Rocky Vista University to create this strategy for city employees and the community. (Note: This also fits this strategy: Partner with a local organization to implement a program listed on the Healthy Food Access Menu of Services)</p>
<p>Access to Healthy Food</p>	<p>Work with Black Desert Resort to create a series of Healthy Cooking demonstration kitchen events beginning in 2025 at Black Desert or Red Mountain Resort.</p>
<p>Mental Health</p>	<p>Conduct one or more mental health awareness events each year where we will offer QPR (suicide prevention classes)</p>
<p>Mental Health</p>	<p>May is Mental Health Awareness Month. Tie into this campaign each May, specifically including mental health tips in the newsletter, as well as providing information about community resources (The SafeUT app, 988, IHC Access Center, Southwest Behavioral Health Receiving Center).</p>
<p>Mental Health</p>	<p>Host QPR (Question Persuade Refer) suicide awareness & prevention training. This could include promoting safe use and disposal of medications, training on safe storage of firearms (and there are a couple great resources in our community for safe gun storage and another company that gives away safes as part of these types of campaigns)</p>
<p>Mental Health</p>	<p>Create regular events and/or presentations to keep residents of all ages mentally engaged by teaching new skills, etc.</p>

Healthy Ivins Coalition Meeting Summary

July 3, 2024

Here is a summary of our July 1, 2024 meeting. Please email me with additional information about any of the ideas discussed, corrections, and new ideas. All coalition members attended, along with Mike Scott and Mayor Chris Hart.

Next meeting

Wednesday, September 25, 2024, 4-5pm, Ivins City Hall

Organization

Craig Shanklin and Laura Rosch agreed to serve as Chair and Co-Chair, respectively.

Coalition Members

- March Christensen mchristensen@ivinsutah.gov
- Jamy Dahle jamydahle@gmail.com
- David Hatch davidc.hatch@gmail.com
- Nathan Lefevor nlefevor@rockyvistahcivins.com
- Laura Rosch lrosch@rvu.edu
- Craig Shanklin cshanklin@mac.com
- Kristi Sharp ksharp@swuhealth.org

Actions to Take in July to help with designation

Nathan: Begin monthly articles for the Ivins newsletter starting with an article by July 25th for the August issue, focusing on active living, healthy eating, or mental health (address one of these topics each month).

Reactivate the community garden at 200E near Hwy 91. Marc says the Parks Dept does periodic cleanup and has been putting down wood chips to control weeds. Laura and Nathan will provide ideas next week about how we can get students at Rocky Vista University involved (they have a health/nutrition club and first year students have to complete 10 service hours). Mike will meet with Marc on July 11th to determine steps to activate the garden now.

Strategies to Consider for 3-Year Health Plan

Craig: Through Lloyd Sutton, the Active transportation Coordinator for St George, Ivins can get two “bicycle and pedestrian counters” this fall, one for Hwy 91 and one for Center Street. The counters are made by Eco-Counter and were funded by a Federal grant to the Dixie MPO

Fitness Festival: Marc talked about a “Sloth-athlon” where participants have 30 days to complete a triathlon. Mayor Hart said the City used to have an annual Fitness Festival and had a logo, t-shirts, etc. RVU has a “Wellness Log” for employees to keep track of their “wellness” activities. Could this become a community activity where people submit their wellness log over a 30-day period and we announce winners, give out t-shirts, etc.? Note: Jamy emailed me a lot of additional ideas for this type of event – I have included her ideas below.

The City puts on a gardening class every February/March. Maybe Harmon's can help?

Create regular events to keep residents of all ages mentally engaged by teaching new skills, etc.

In addition to newsletter articles, provide wellness information on the city website and social media. Example: Dr. Harmon does a weekly Facebook health post.

David suggested encouraging residents to create a home garden using a canvas structure like one he uses.

Work with Black Desert Resort to create a series of Healthy Cooking demonstration kitchen events beginning in 2025 at Black Desert or Red Mountain Resort.

Mission Statement

Create a Mission Statement for the Coalition at our September meeting. Please send me ideas and I will distribute them. Here is Springdale's: "Generate ideas to promote health & wellness, provide public outreach, and solicit feedback."

Ideas from an email Jamy sent after the meeting

Note: I edited it to shorten – please share your ideas too

Create one wellness event a year in conjunction with World Health Day (early April)

- maybe a theme of 'Spring into Wellness'
- Incorporate activities like Marc's Sloth-a-thon
- promote it in our schools - in the elementary schools have PTO board get involved.
- I like the "Fitness Festival" idea but think it should be more focused on overall wellness vs. fitness and could be called Ivins City Wellness + Resource Fair.
- I oversee Utah Tech University's Wellness + Resource Fair every October and we have tons of community providers register as vendors to advertise their services (a huge range from financial, nutrition, mental health, physical health, etc.). I envision this happening at Unity Park.

Another idea is a 21-habit challenge - we do this on our campus twice a year where you set a personal wellness goal (could be for any age) and work towards it (walk daily, read a book for 15 min, etc.).

One of the "Get Healthy Utah" recommended strategies is to "Improve physical activity among youth by promoting a physical activity resource, program, or best practice in schools (ex: Safe Routes to School). I know A LOT of kids do not walk/bike to/from Red Mtn. Elementary that live NORTH of Center Street due to parents' concern with their kiddos crossing the road (even though there are crosswalks people are HORRIBLE at stopping). I wonder about how to get a crossing guard at one of the crosswalks on Center Street to encourage more youth walking/biking to school from the north side of Ivins.

Along with revitalizing the community garden, it would be nice to have some small workshops (what

grows well here, what bugs will eat your garden, etc.). A cooking class or demo offered by a local resident OR Harmons...maybe they would give Ivins residents a discount on something like this.

This is a much bigger idea but eventually making the grass area at the 'main street park' a small community orchard - pomegranates, peaches, etc. (This is "Mojave Estates Park," the small park on the west side of Main Street between 200s and 400s where the playground equipment was vandalized a number of years ago and nothing has been done to replace it.)

May is Mental Health Awareness Month and Washington County has a Reach4Hope Coalition, which I am on. The primary focus is suicide prevention and mental health awareness. Ivins could embrace this campaign in May, specifically including mental health tips in the newsletter, as well as community resources (SafeUT app, 988, IHC Access Center, Southwest Behavioral Health Receiving Center).

Host a QPR (Question Persuade Refer) suicide awareness & prevention training. This could include promoting safe use and disposal of medications. If the Police Department doesn't have a medication drop box, this could be an opportunity to get one (IHC Live Well often has grants for these). QPR also includes training on safe storage of firearms (and there are a couple great resources in our community for safe gun storage and another company that gives away safes as part of these types of campaigns)