**Measure Up Marion County Project**

***Overview***

Measure Up Marion is working to make healthy living easier and more affordable for Marion County residents where people live, learn, worship, work and play.

* The Measure Up Marion County Project is a true collaborative working with multi-sector community organizations and agencies to create environments and promote policies that makes it easier for people to choose healthy foods and beverages, more difficult to smoke or use tobacco products and provide linkages to resources that offer chronic disease prevention and chronic disease management services.
* Evidence-based, culturally inclusive intervention strategies have been selected with specific, measurable outcomes and indicators.
  + These include a comprehensive 3-year communication campaign, community and provider education, and environmental, systems and policy strategies, all aimed at promoting favorable health actions that protect against chronic diseases.
* Measure Up Marion County Project is a 3-year initiative funded through a US Health and Human Services, Centers for Disease Control and Prevention (CDC), Partners in Community Health (PICH) Award.
* This collaborative effort is one of four (4) funded programs in the State of Florida and one of thirty-nine (39) funded in the Nation.
* Leadership is provided through the Measure Up Marion Coalition with the Heart of Florida Health Center as designated lead agency.
* Funded partners include Barrett, Liner & Company, Coulter Beal & Company, Florida Department of Health Marion County, Heart of Florida Health Center, Marion County Children’s Alliance, Marion County Public Schools, Quit Doc Research and Education Foundation, Rural Health Partnership, WellFlorida Council.

*Measure Up Marion is working to:*

* Protect people from secondhand smoke exposure by creating smoke-free restaurants, multi-unit housing and parks.
* Increase access to healthy foods away from home: in vending machines, at concession stands, in neighborhood grocery stores, and at restaurants.
* Teach children how to identify healthy foods and beverages.
* Improve access to preventive services to prevent chronic disease and reduce health disparities.
* Increase access to health records and improve physician referrals through health information exchanges and patient portals.
* Reduce chronic disease with neighborhood community health workers who will link people to services that will help prevent or manage existing chronic diseases including diabetes and heart disease.
* Create healthy work environments across Marion County.

Please contact Measure Up Marion Project Director Maclyn Walker at 352-732-6599 ext. 182 or [maclyn.walker@myhfhc.org](mailto:maclyn.walker@myhfhc.org) for additional information.