

Black Mountain Health Initiative

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A Task Force of the Town of Black Mountain

Mike Begley, Mayor
Will Kennedy, Vice-Mayor

Black Mountain Health Initiative Task Force Goals and Objectives

1. Develop an alliance with Black Mountain area schools to deepen understanding of needs and to provide mutual support.
 - In conjunction with the Buncombe County Health Department, develop a base line for Body Mass Index (BMI).
 - Propose options to increase activity levels of students.
 - Access nutritional expertise to improve alternatives in vending machines and lunch planning.
2. Develop a Marketing and Communication Plan for next 12 months.
 - Complete a needs assessment with focus on Body Mass Index (BMI), personal activity levels, and tobacco product use.
 - Conduct a Health Fair to generate interest/visibility and to pilot a needs assessment instrument.
 - Identify best communications vehicles, approaches, frequencies, and the support needed. (i.e. logo, website development, expertise, etc.)
3. Design and implement a model (and modular) activity program and market it to businesses and government.
 - Access Best Practices from other communities and agencies.
4. Implement a comprehensive program with restaurants to offer and market nutritional alternative (and information) to customers.
5. Identify tobacco use cessation programs which have been successfully utilized, and propose alternative approaches and strategies for the Black Mountain community.
6. Utilize the Recreation Plan and information from other communities and experts to identify the most attractive alternatives and models for swimming and other health facilities.
7. Identify funding sources for the Health Initiative needs and gain the financial support.
 - Provide expertise in grant writing, nutrition, and other needs as identified.
8. Develop an alliance with the Greenways, Walkability, and Biking Task Force to understand needs, coordinate, promote and provide mutual support for walking and biking facilities.