

Communities Putting Prevention to Work

City of Philadelphia

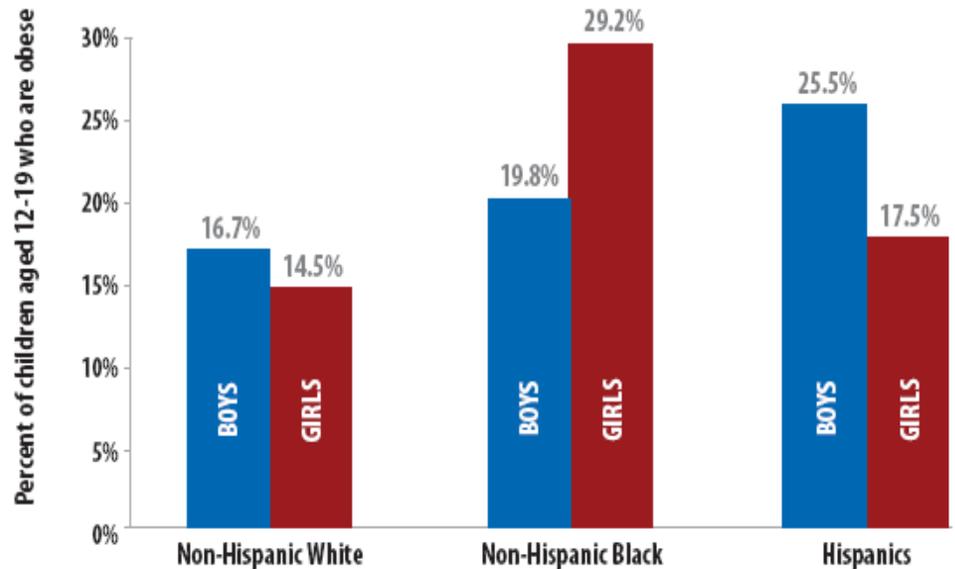
Nutrition and Physical Activity Initiative

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The Challenge: Overweight and Obesity

- Overweight and Obesity:
 - 67% adults nationwide
 - 32% children nationwide
- Death and Disease
 - 112,000 deaths/year
 - 1 out of 3 children expected to develop diabetes

Childhood Obesity Rates by Race, Ethnicity, and Gender, 2007-08



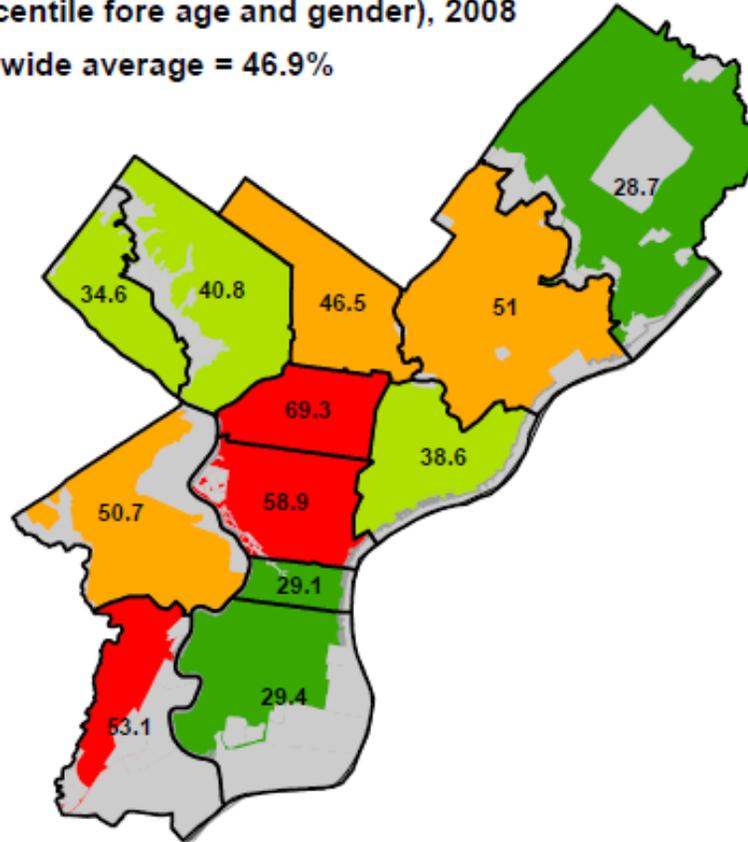
Source: CDC, National Center for Health Statistics, National Health and Nutrition Examination Survey;
Note: Obesity is defined as BMI \geq gender- and weight-specific 95th percentile from the 2000 CDC Growth Charts

Overweight and obesity in Philadelphia children



Percentage of Children (6-17y) who are Overweight or Obese
(BMI \geq 85th percentile fore age and gender), 2008

Citywide average = 46.9%

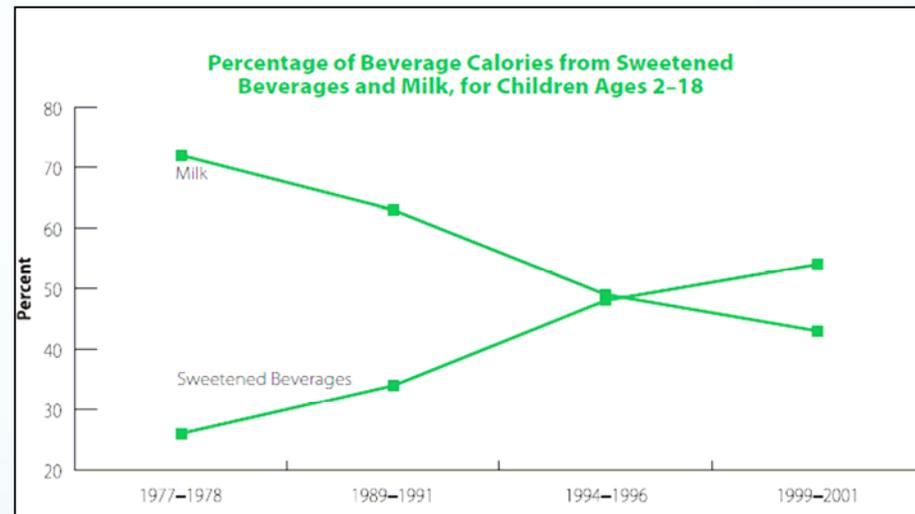


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3/10/10

Source: PHMC Household Health Survey

Key Health Determinants

- **Poor Diet**
 - **Little access** to healthy foods in high poverty communities
 - **Increased relative price** of healthy foods
- **Lack of Physical Activity**
 - **Limited opportunities for physical activity**
 - Dramatic increase in screen time
 - Reliance on automobiles

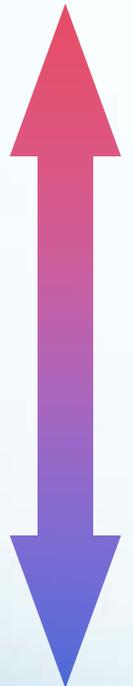


Rudd Center: Soft Drink Taxes, A Policy Brief, Fall 2009

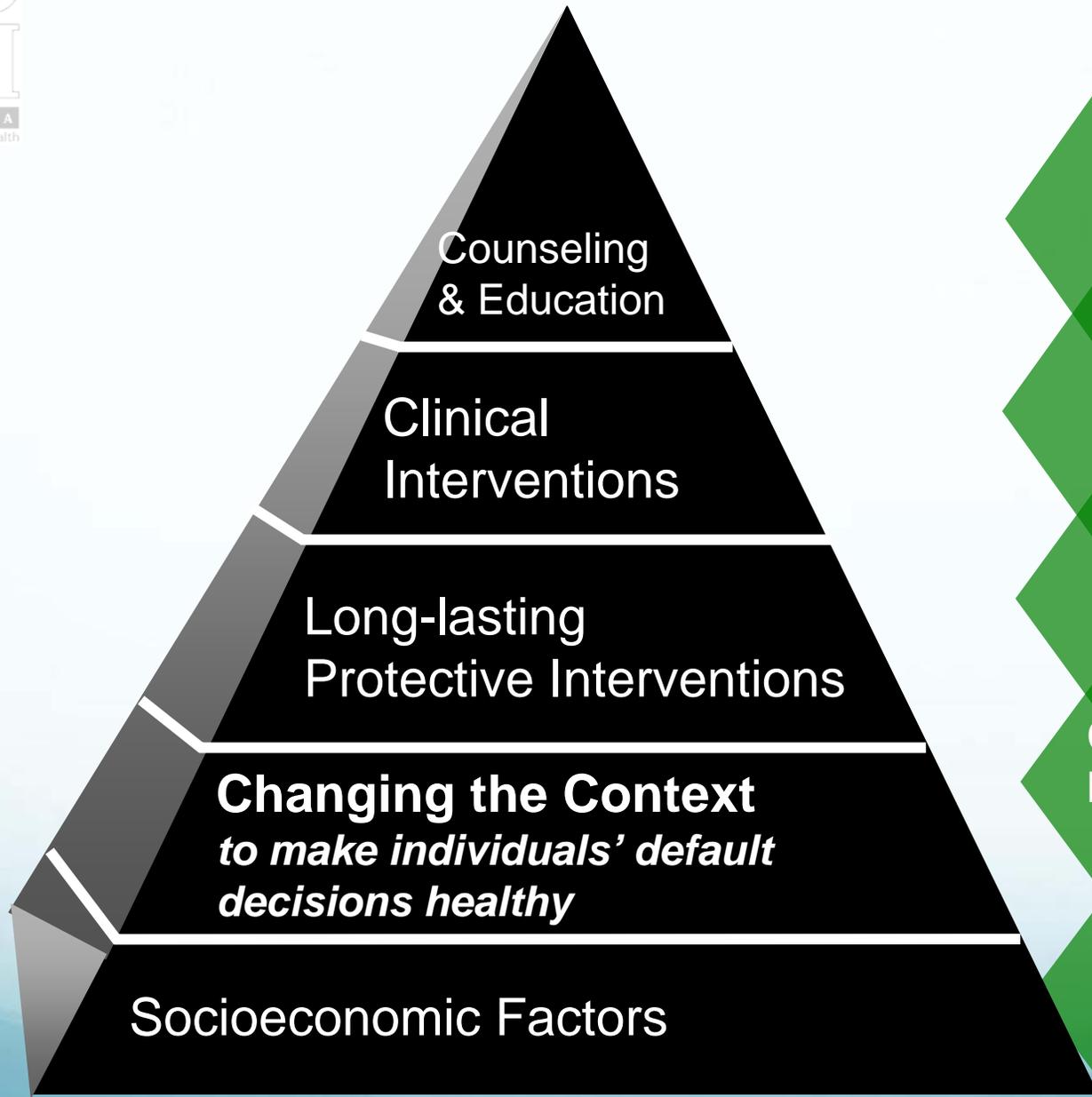
Factors that Affect Health



Smallest
Impact



Largest
Impact



Examples

Eat healthy, be physically active

Rx for high blood pressure, high cholesterol, diabetes

Immunizations

Clean water, menu labeling, trans fat ban

Poverty, education, housing, inequality



Source: Frieden et al (2010). American Journal of Public Health

CPPW Vision

Policies. Systems. Environment.

1

Increased access to healthy, affordable food.

2

Decreased consumption of junk food and sugary beverages.

3

Increased access to safe, nearby places for recreation and active transit.



Key Partners



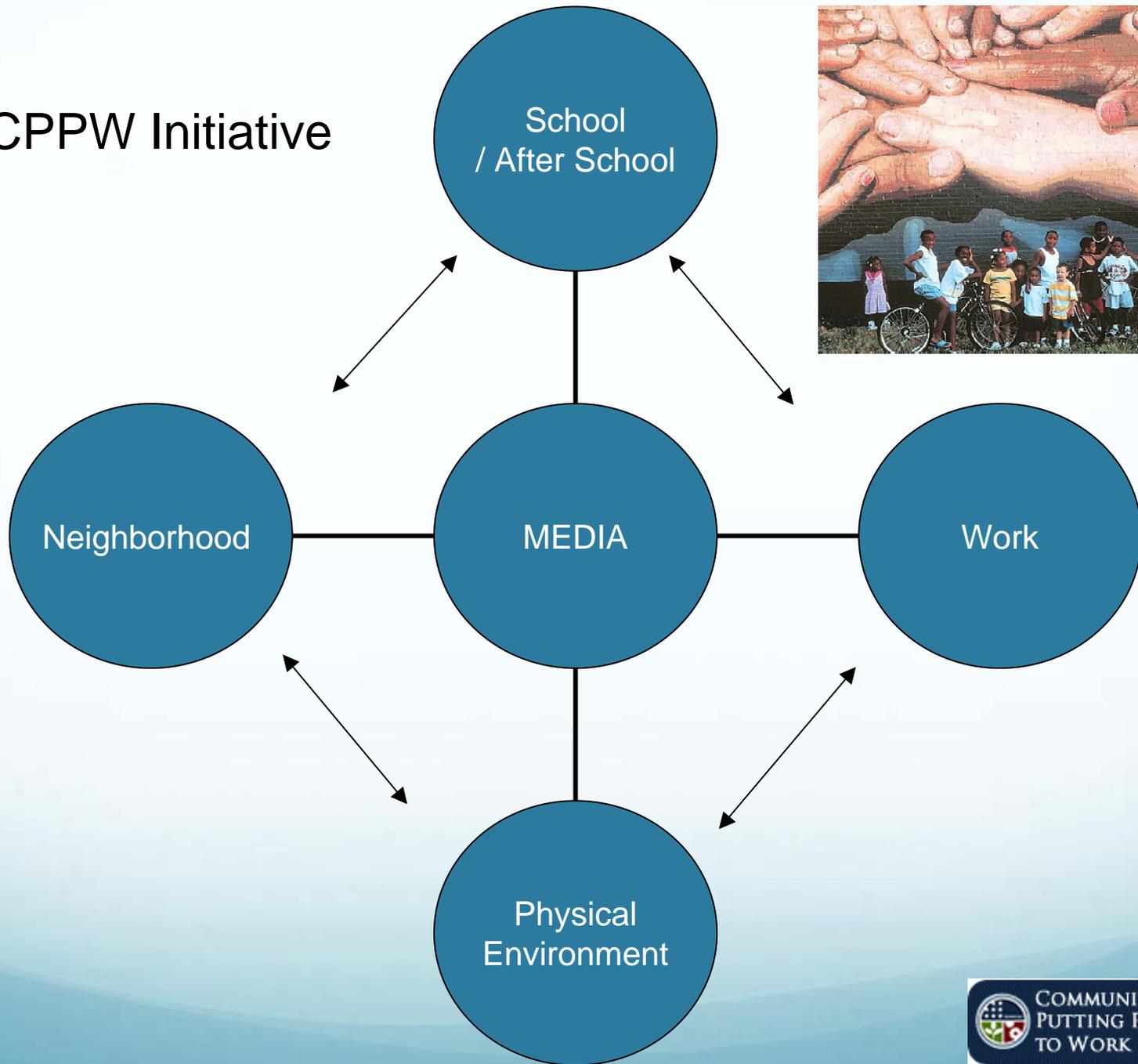
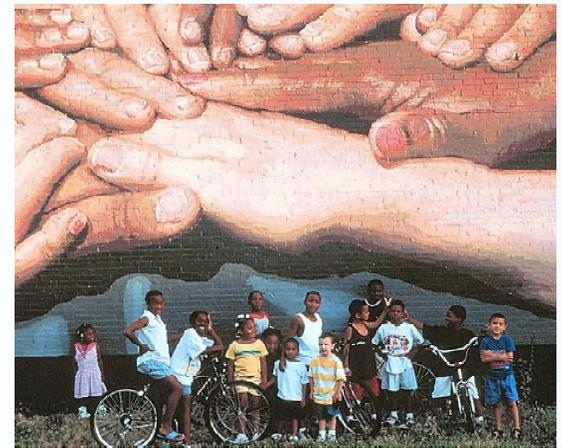
- **PA Department of Health**
- **Mayor's Office of Transportation and Utilities;**
- **Deputy Mayor's Office of Planning and Economic Development;**
- **City Planning Commission;**
- **Recreation Department;**
- **Law Department;**
- **Human Services- Out of School Time Programs**
- **School District of Philadelphia**
- **The Food Trust**

- **Annenberg School of Communications at UPENN**
- **Temple Center for Obesity Research and Education**
- **Bicycle Coalition of Greater Philadelphia**
- **Public Health Management Corporation**
- **Health Promotion Council**
- **College of Physicians of Philadelphia**
- **Maternity Care Coalition**
- **WHYY**

Leadership Team

- Mayor Nutter
- Donald F. Schwarz
- Arlene Ackerman, school district of Philadelphia
- Councilwoman Marian Tasco
- Feather Houstoun, William Penn foundation
- Joseph Frick, independence blue cross
- Ann Weaver Hart, Temple University
- Jeffrey Cooper for Amy Gutmann, University of Pennsylvania
- Ken Trujillo, Trujillo, Rodriquez and Richards, LLC
- David Cohen, Comcast
- Mike Nardone, PA Department of Public Welfare
- Dr. Marla Gold, Drexel University

CPPW Initiative



Media Initiative

- **Overall goal:** Broadly promote and change norms around healthy eating and active living.



- **Key Messages:**

- Decreased consumption of sugar-sweetened beverages
- Decreased screen time
- Increased consumption of healthy foods

- **Example Channels:**

- Social media: (i.e. social web, text, mobile application)
- Print, public TV and radio, public transport, community events, movie theaters

Key Partners:

- Private media firms
- Annenberg
- Food Trust
- WHYY
- SDP
- Coalition Members
- Leadership Team



Neighborhood Food Access

- **Overall goal:** increase access and affordability of fresh, healthy foods in low-income neighborhoods

Key Partners:

- Food Trust
- Dept of Public Welfare
- Hunger Coalition
- Law Dept
- Zoning Commission

- **Key activities:**

- Targeted expansion healthy corners stores from 40 to 1000 over 2 years.
- 10 new farmers markets in low-income neighborhoods.
- Initiate “Philly bucks” SNAP incentive program at farmers markets (Spend 5\$ get 2\$)

School Wellness



Overall goal: Increase access of healthy and appealing food choices in Philadelphia schools, while eliminating junk foods in the total school food environment.

Key Activities:

- Leverage School Wellness Policy via wellness councils
- Eliminate “unofficial” junk foods from school stores, fundraisers, and classrooms.
- Promote and expand official school foods served in the cafeteria.

Key Partners:

- SDP
- Food Trust
- School Food Consultants



After-school Wellness

- **Overall goal:** Increase access and availability of healthy food and physical activity in after-school programs.

Key Partners:

- Rec Dept
- HPC
- Food Trust
- Dept of Health and Opportunity
- DHS
- OSTRC

Key Activities:

- Develop healthy eating and physical activity standards
- Implement USDA Supper Program
- Implement and provide resources for physical activity interventions, including Wii-based exercise to all city recreation centers
- Train and share resources for all after-school providers

Worksite Wellness:

- **Overall goal:** Develop and implement health and wellness policies in mid-to-large size Philadelphia worksites.

Key Partners:

- Human Resources
- College of Physicians
- Maternity Care Coalition
- MOTU

Key Activities:

- Educate CEOs, and HR administrators in 35 mid to large Philadelphia employers on adopting health promoting policies
- Train workplaces to implement policies around:
 - Breastfeeding
 - Nutrition and Physical Activity
- Promote pre-tax transit benefits.



Bike and Pedestrian / Complete Streets



- Overall goal: Promote increased walking and bicycling in Philadelphia.

Key Activities:

- Complete the Philadelphia Pedestrian and Bicycle Plan.
- Implement active living considerations (i.e. car to bike lane conversions, sidewalk ramps).
- Convene a pedestrian and bike safety taskforce.
- Educate all 2nd and 5th grader students on bicycle and pedestrian safety.

Key Partners:

- City Planning
- MOTU
- Bicycle Coalition
- SDP
- Police Dept
- Dept of Trans
- Septa
- AAA

Healthy City Planning

- Overall goal: Create safe, accessible, active places for leisure time activity and active transit.

Key Partners:

- City Planning
- MOTU
- Police Dept
- Dept of Trans
- Septa
- AAA
- Bicycle Coalition

Key Activities:

- Incorporate active living considerations neighborhood plans.
- Train city planners on “health impact assessments” to promote effective ways to focus on health outcomes.



Summary

- Changing the context in Philadelphia to make individuals' default decisions healthier
- Partnering with leaders throughout the city
- Systemic, environmental change focusing on:
 - Workplaces
 - Schools and after-school sites
 - Neighborhood food sources
 - Neighborhood built environment



Thank You

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