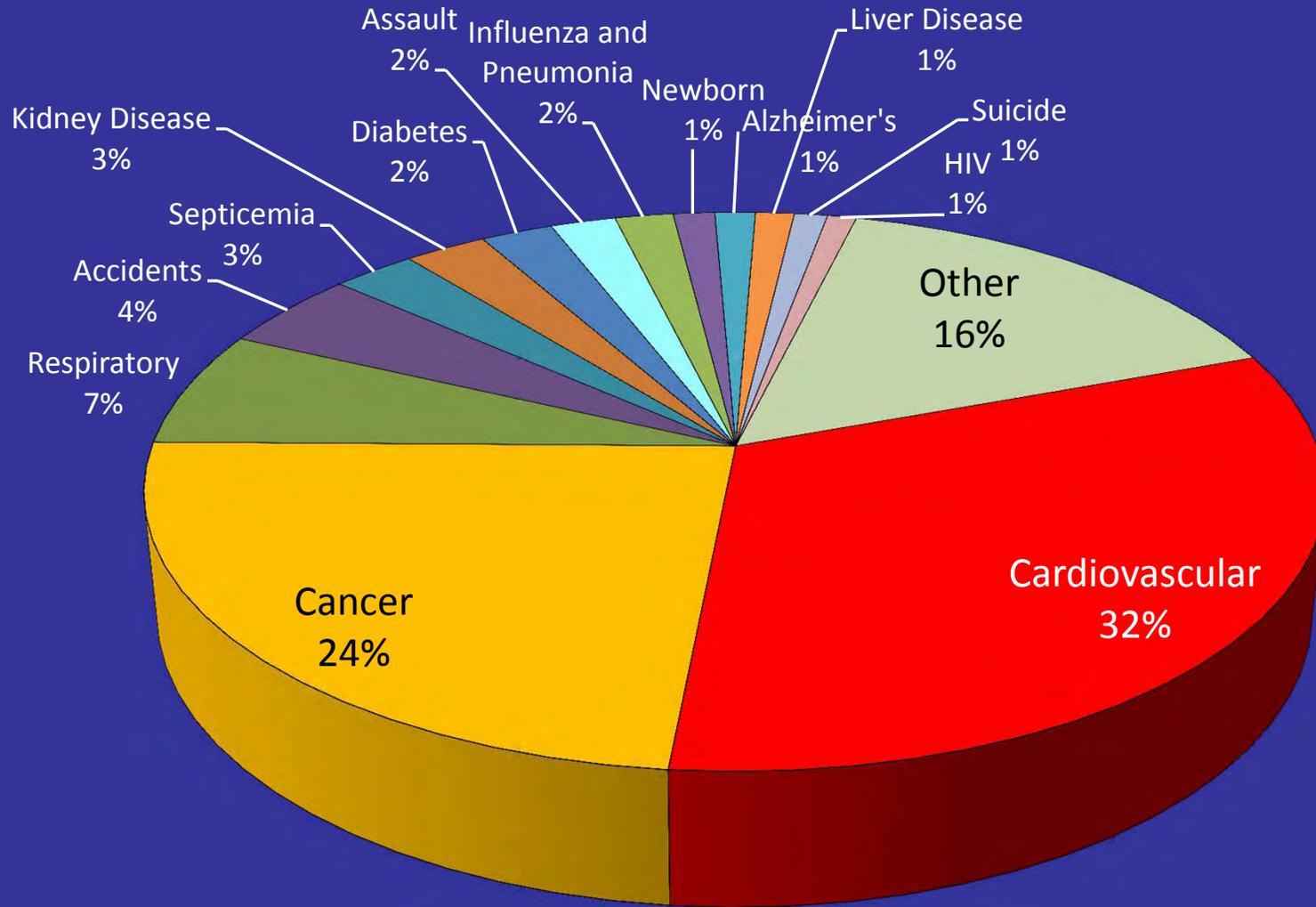

Public Health Priorities for Philadelphia

Donald F. Schwarz, MD, MPH
Deputy Mayor for Health and Opportunity
and Health Commissioner
City of Philadelphia

College of Physicians of Philadelphia
October 23, 2012

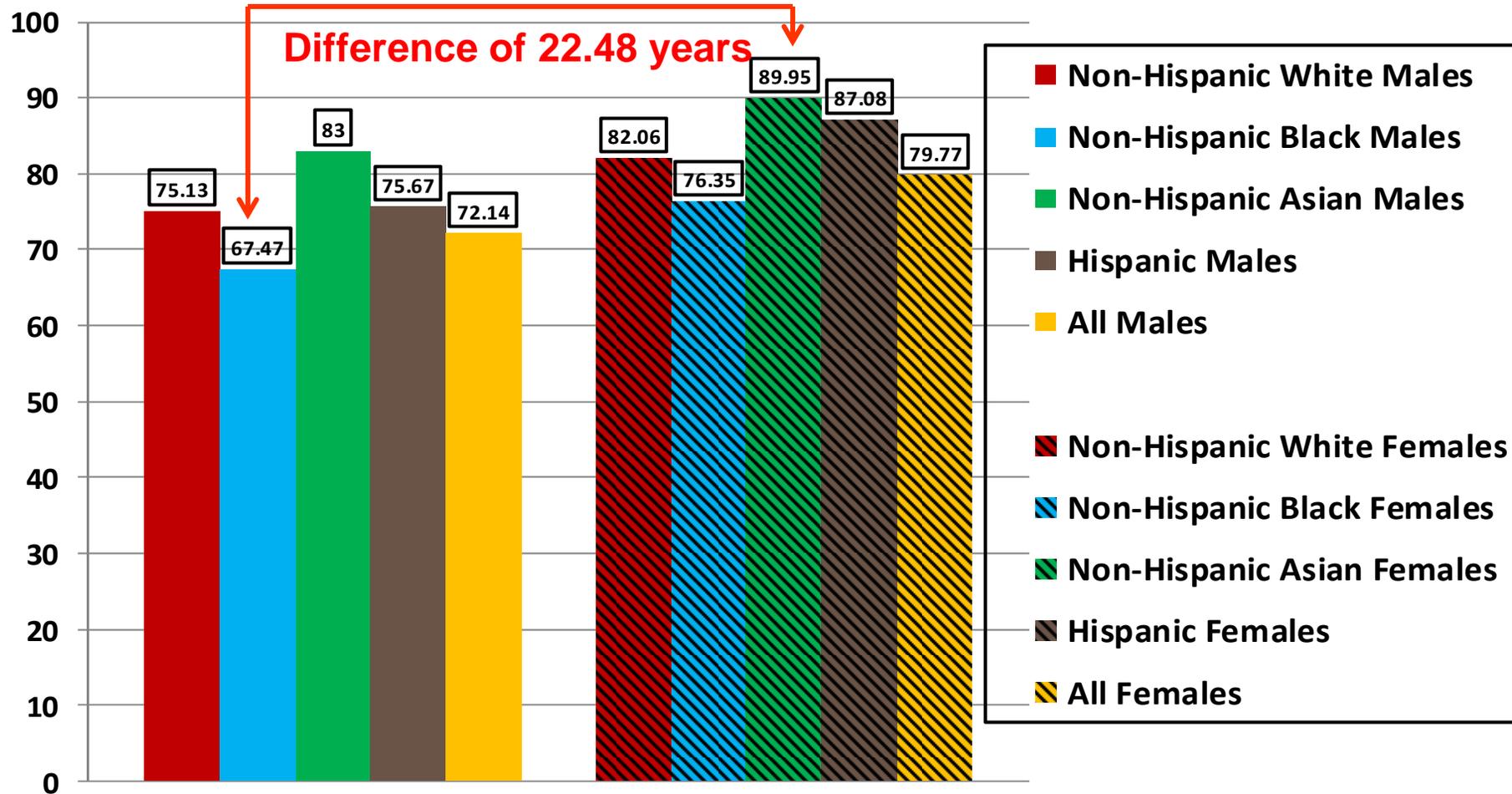
Leading Causes of Death

Philadelphia, 2009



Source: PDPH, Vital Statistics Reports, 2009

The Challenge to Public Health: Disparity in Life Expectancy in Philadelphia



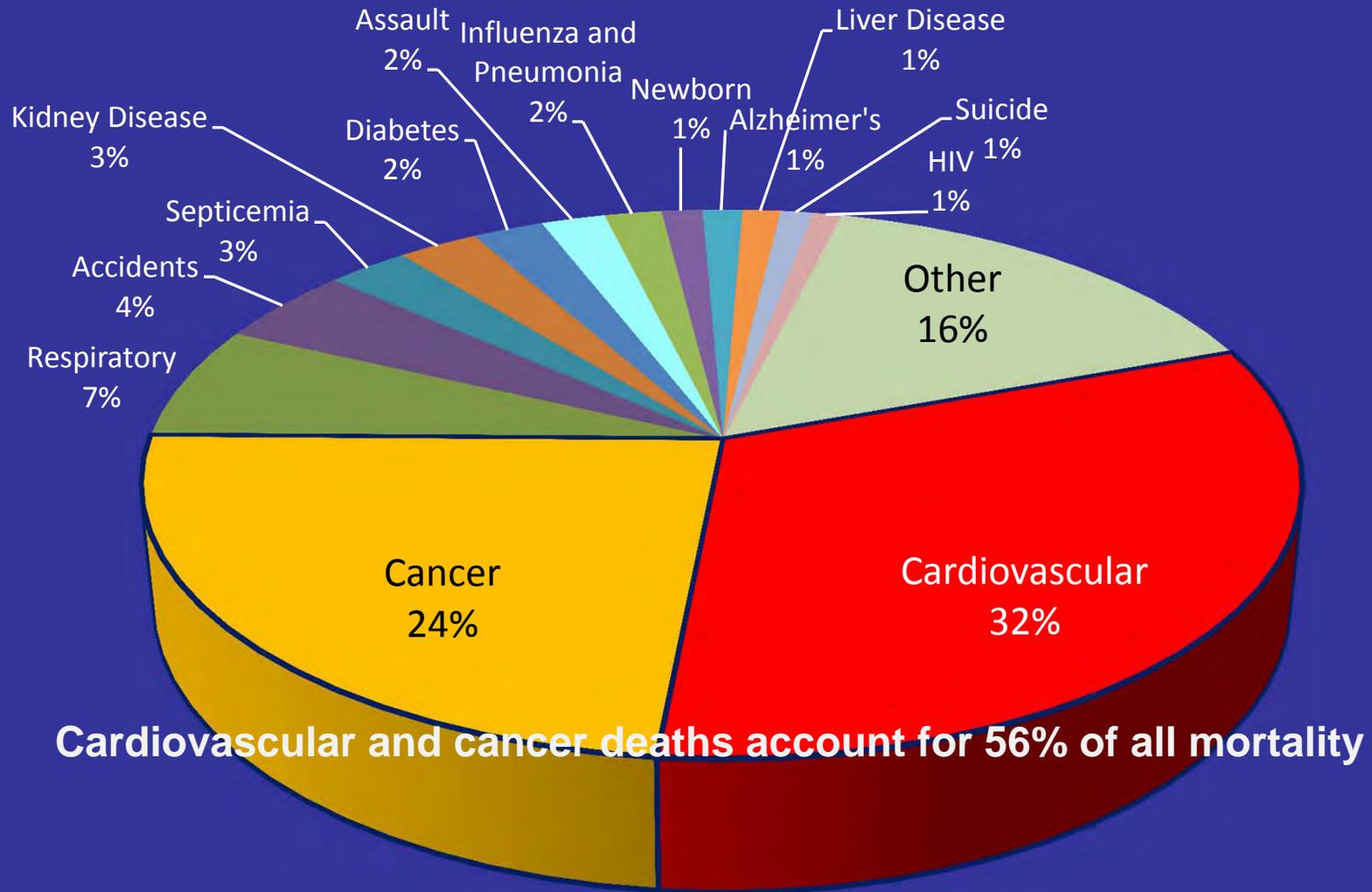
Source: Philadelphia Vital Statistics Report, 2009

Public Health Priorities

1. Heart disease and cancer prevention
2. Reproductive health for youth
3. Healthy start to life

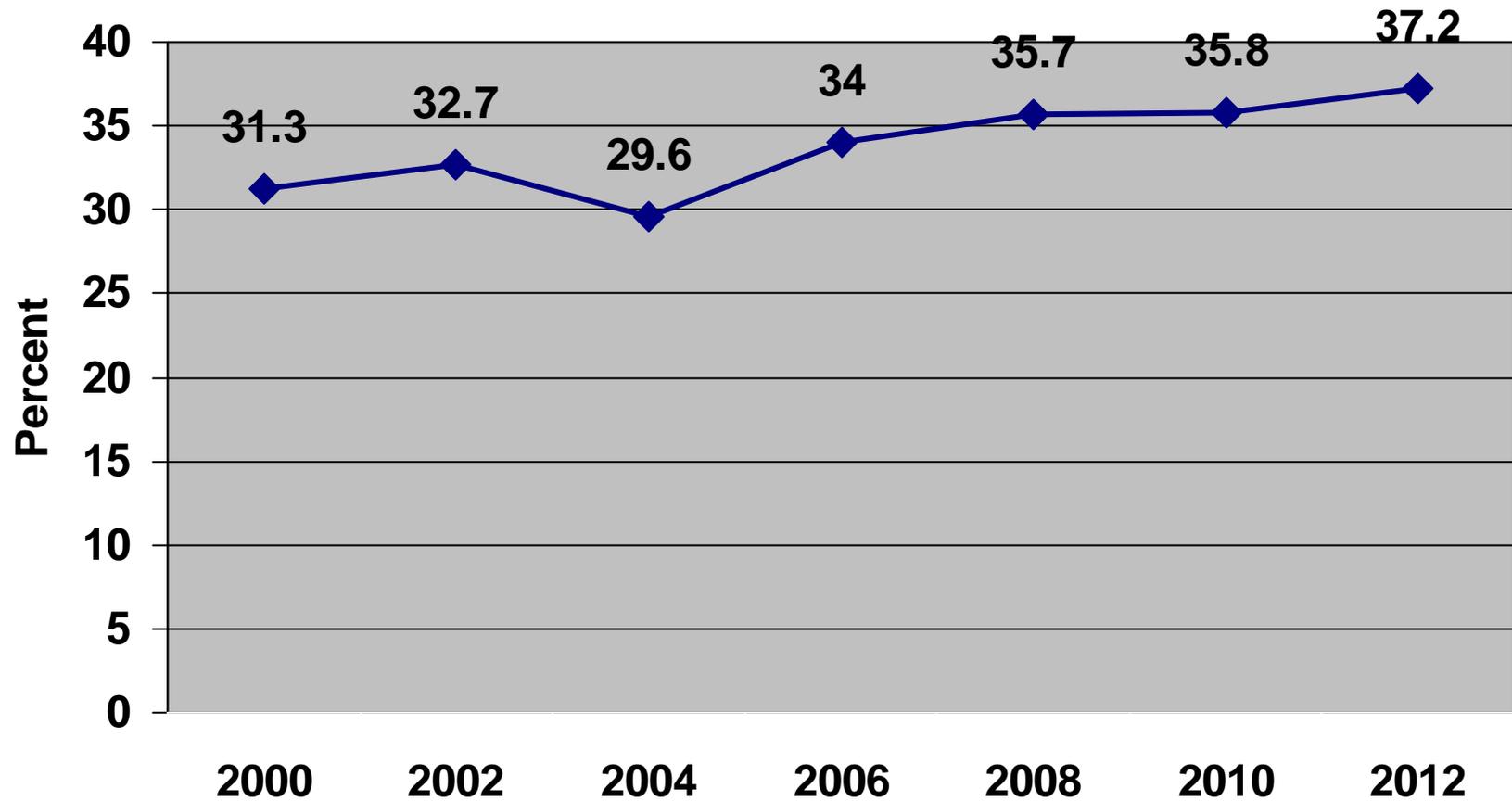
Leading Causes of Death

Philadelphia, 2009



Source: PDPH, Vital Statistics Reports, 2009

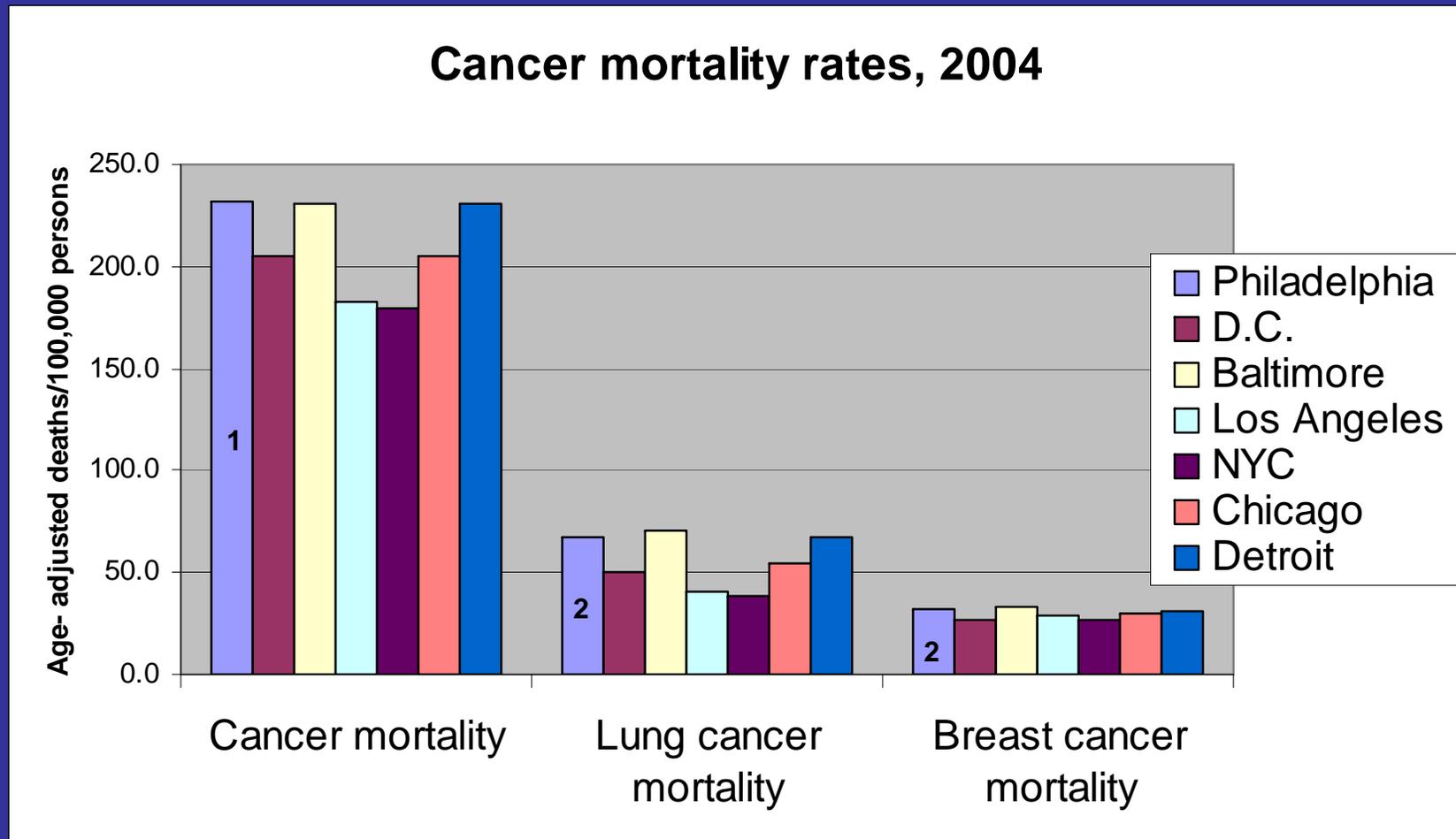
Adult Hypertension Philadelphia



Source: PHMC Household Health Survey, 2000-2012

Cancer Mortality

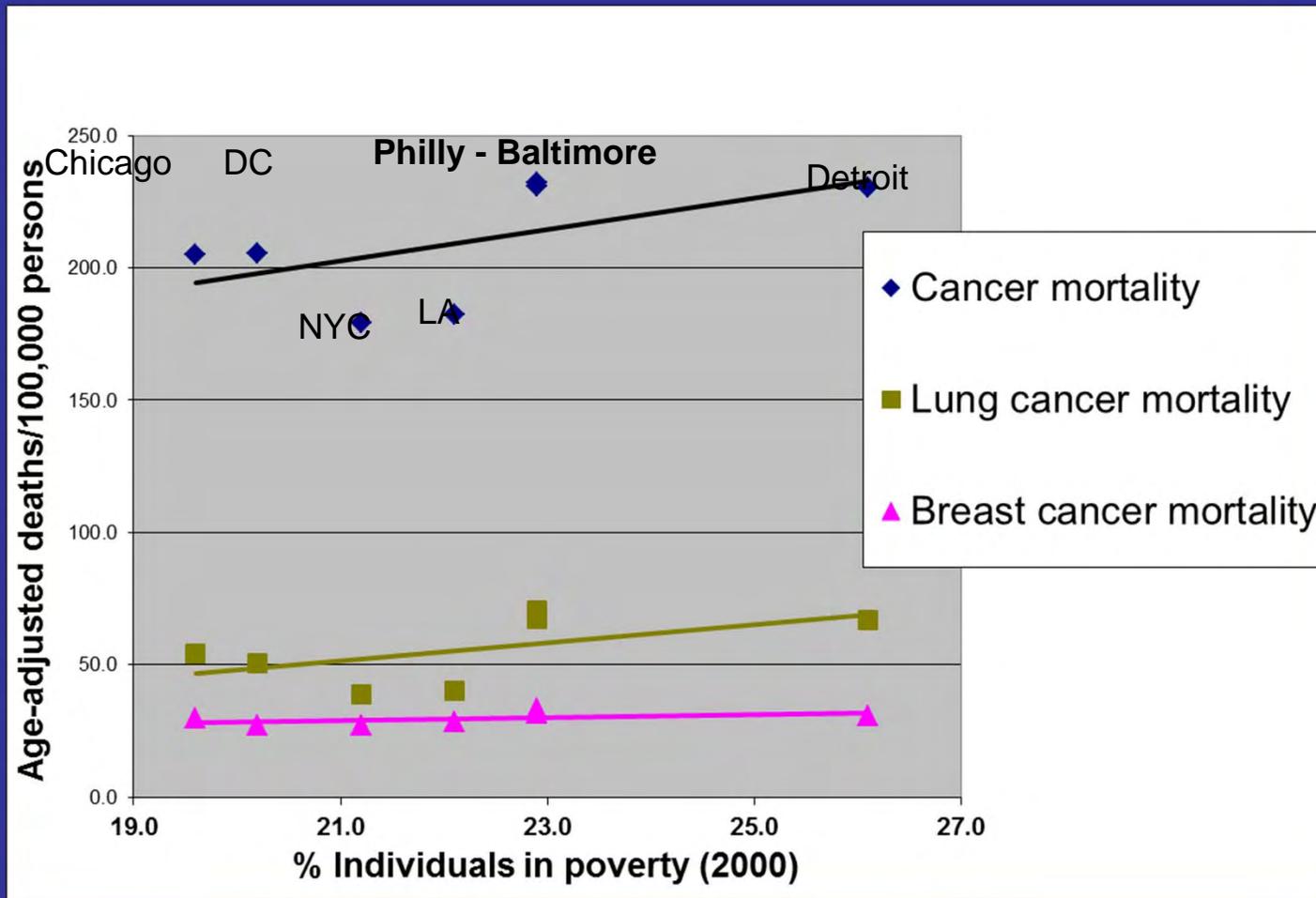
Philadelphia vs. Other Major Cities



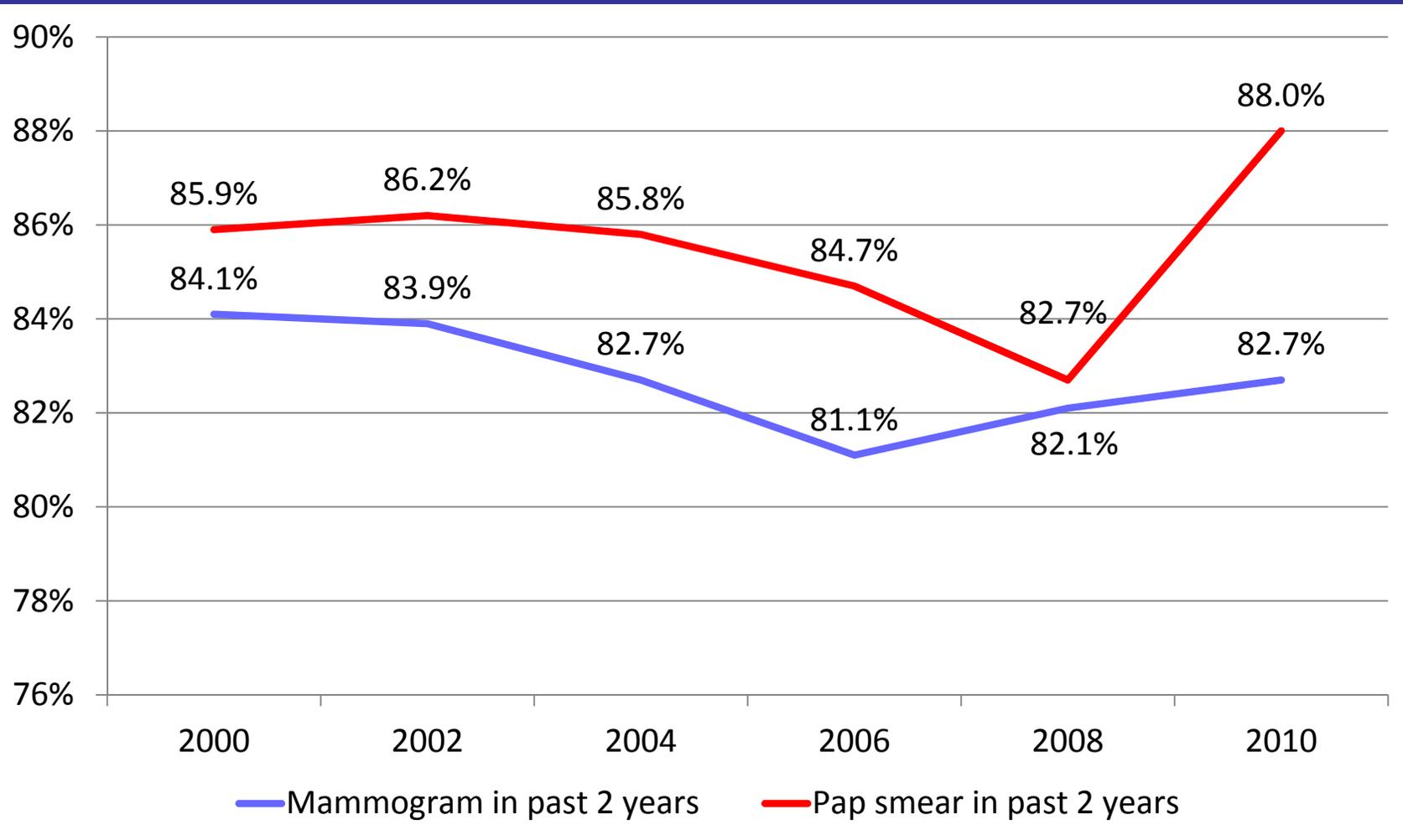
Source: NCHS VSRS 2004

Cancer Mortality

Compared to Poverty Rates

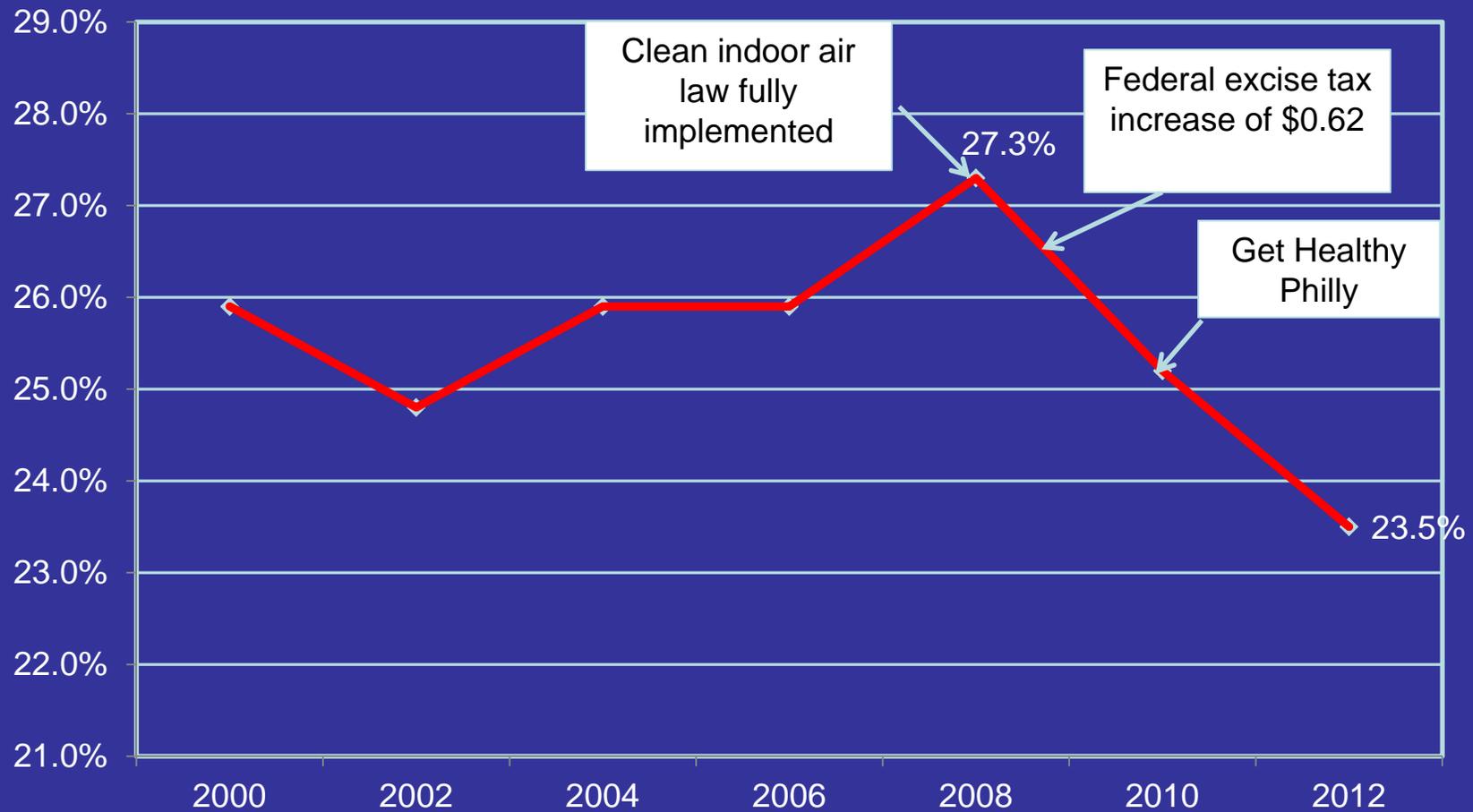


Women's Cancer Screening



Source: PHMC Household Health Survey, 2000-2010

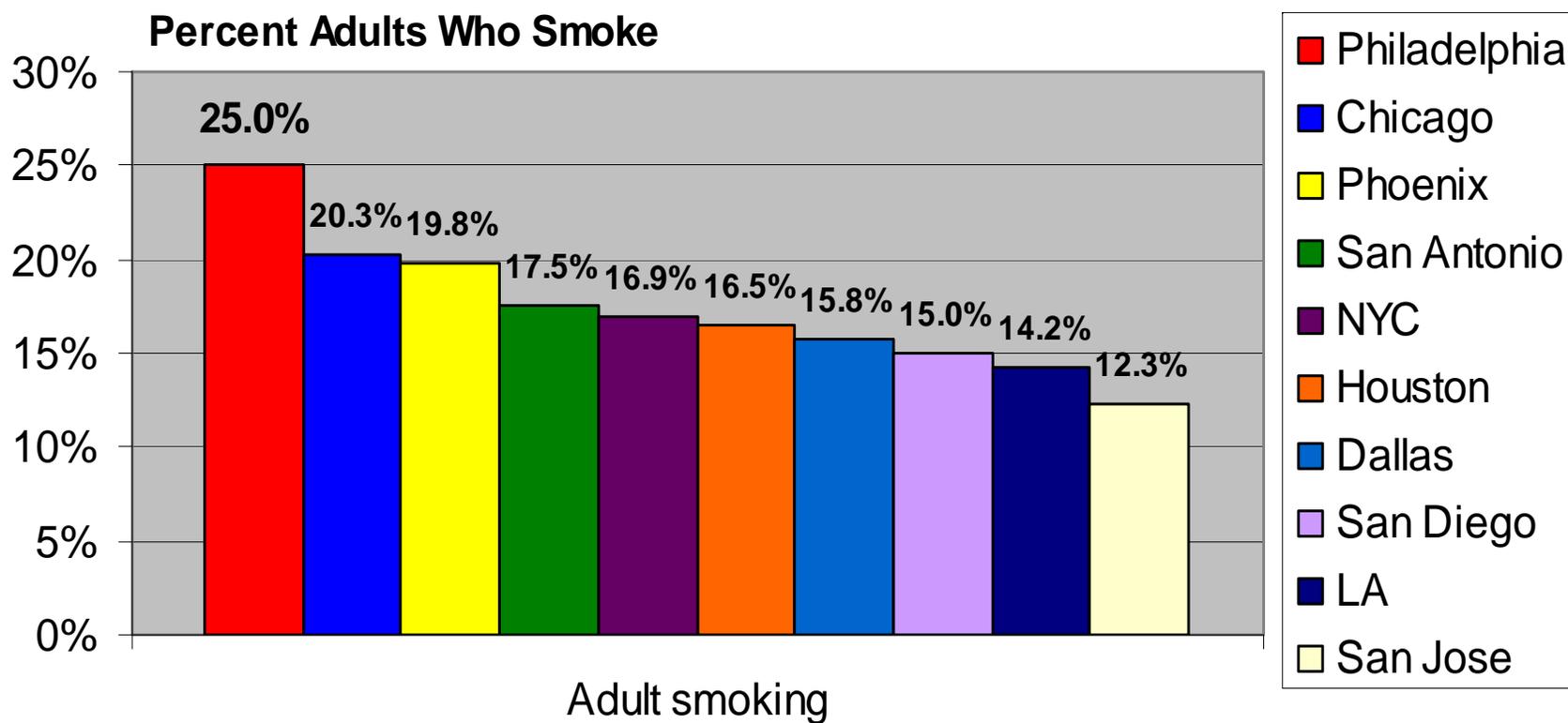
Adult Smoking Philadelphia



Source: PHMC Household Health Survey, 2000-2012

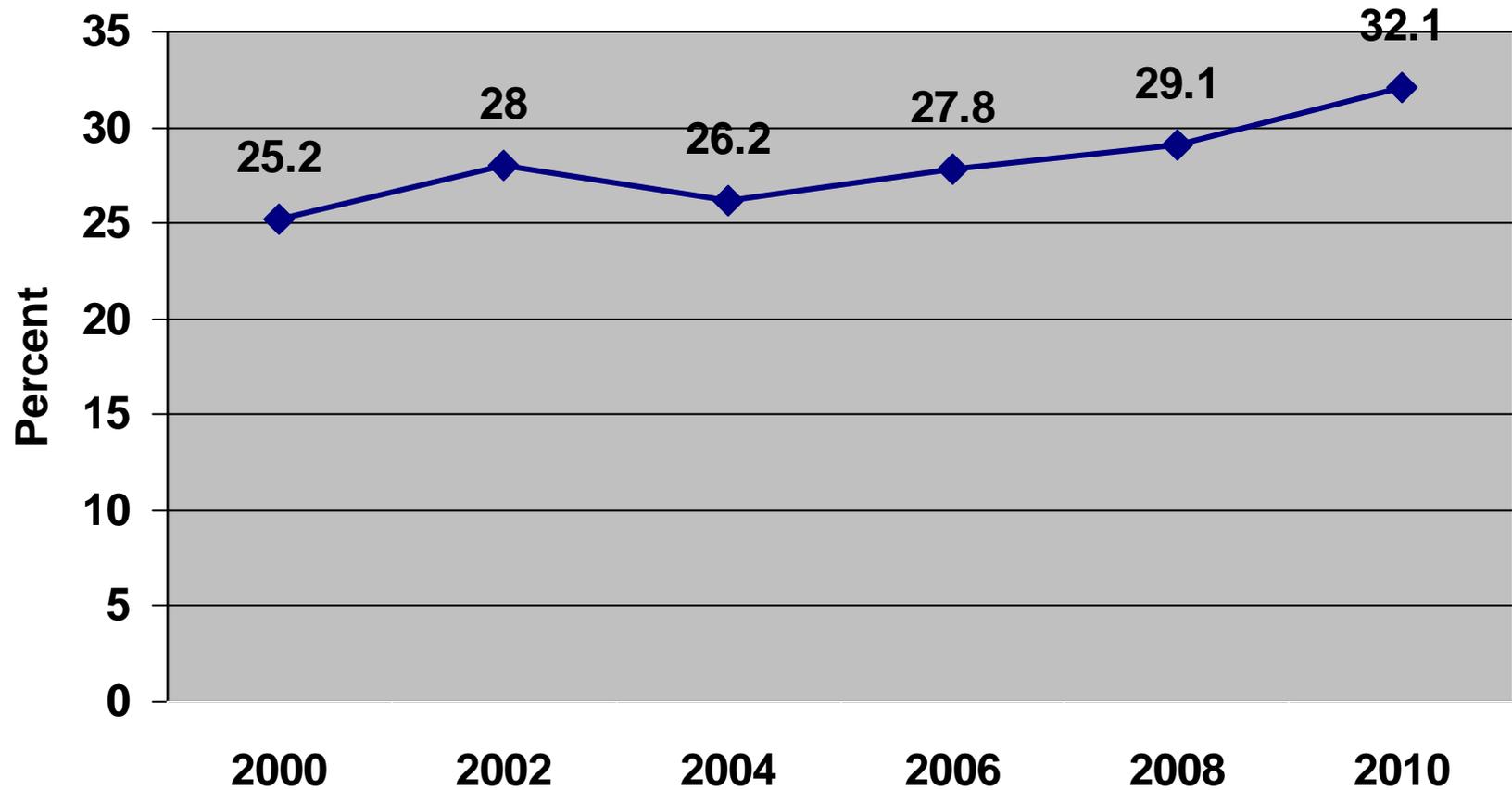
Adult Smoking Prevalence

10 Largest U.S. Cities, 2007



Source: Behavioral Risk Factor Surveillance System, 2007; City-specific public health data

Adult Obesity Philadelphia



Source: PHMC Household Health Survey, 2000-2010

Childhood Obesity

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

Citywide average = 56.5%

LEGEND

□ Planning analysis sections

□ Non-residential

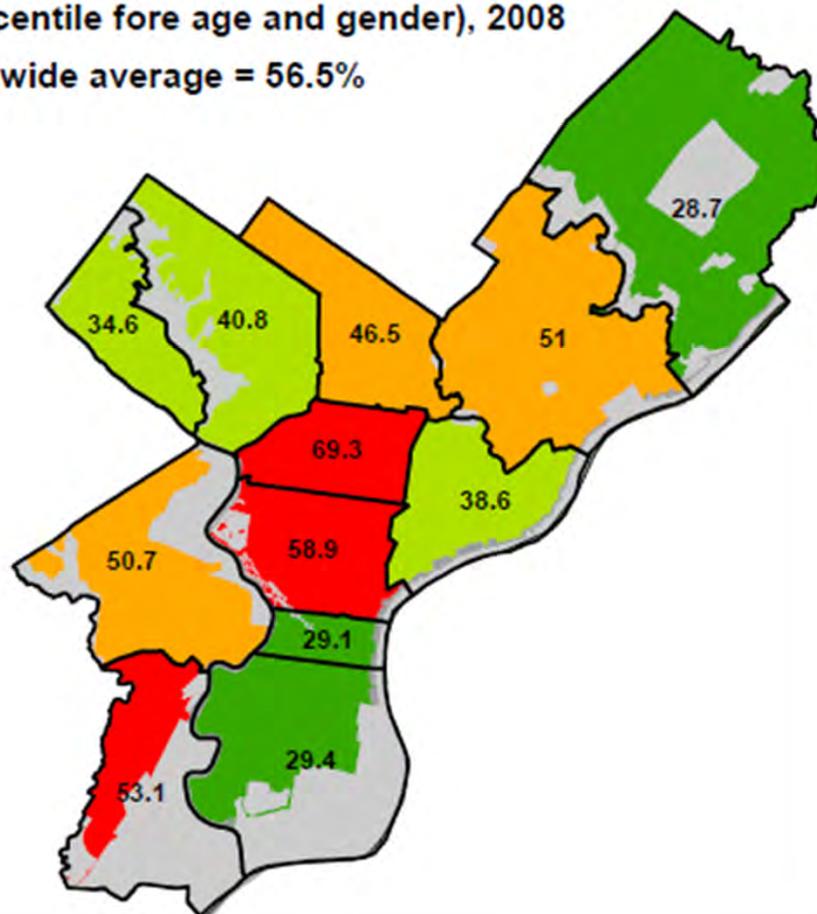
Overweight or obese

■ 28.7 - 29.4

■ 29.5 - 40.8

■ 40.9 - 51.0

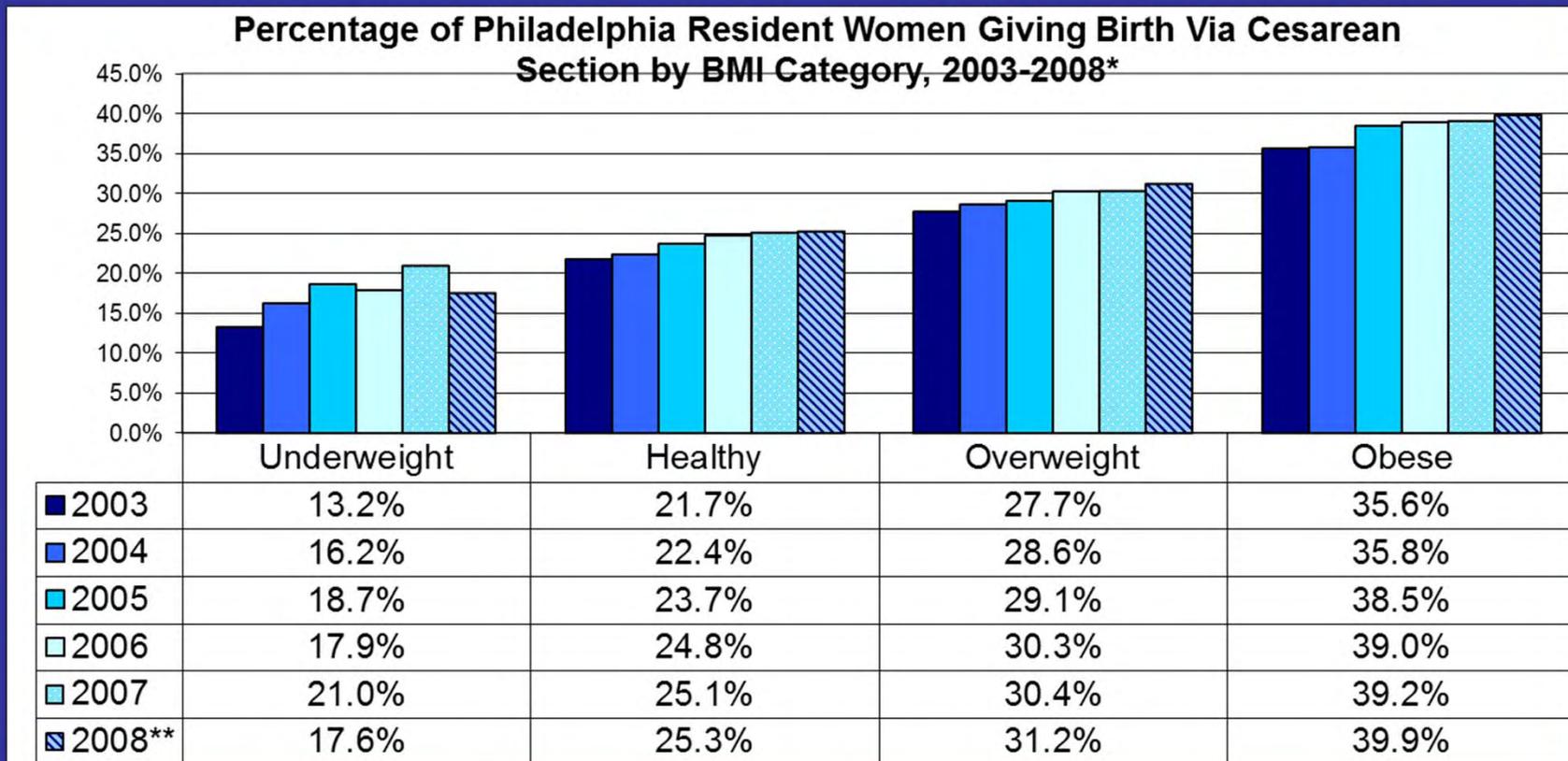
■ 51.1 - 69.3



Giridhar Mallya, MD, MSHP
Department of Public Health
Giridhar.Mallya@phila.gov
5/5/09

Source: PHMC Household Health Survey

Cesarean Section Rates By Maternal Weight



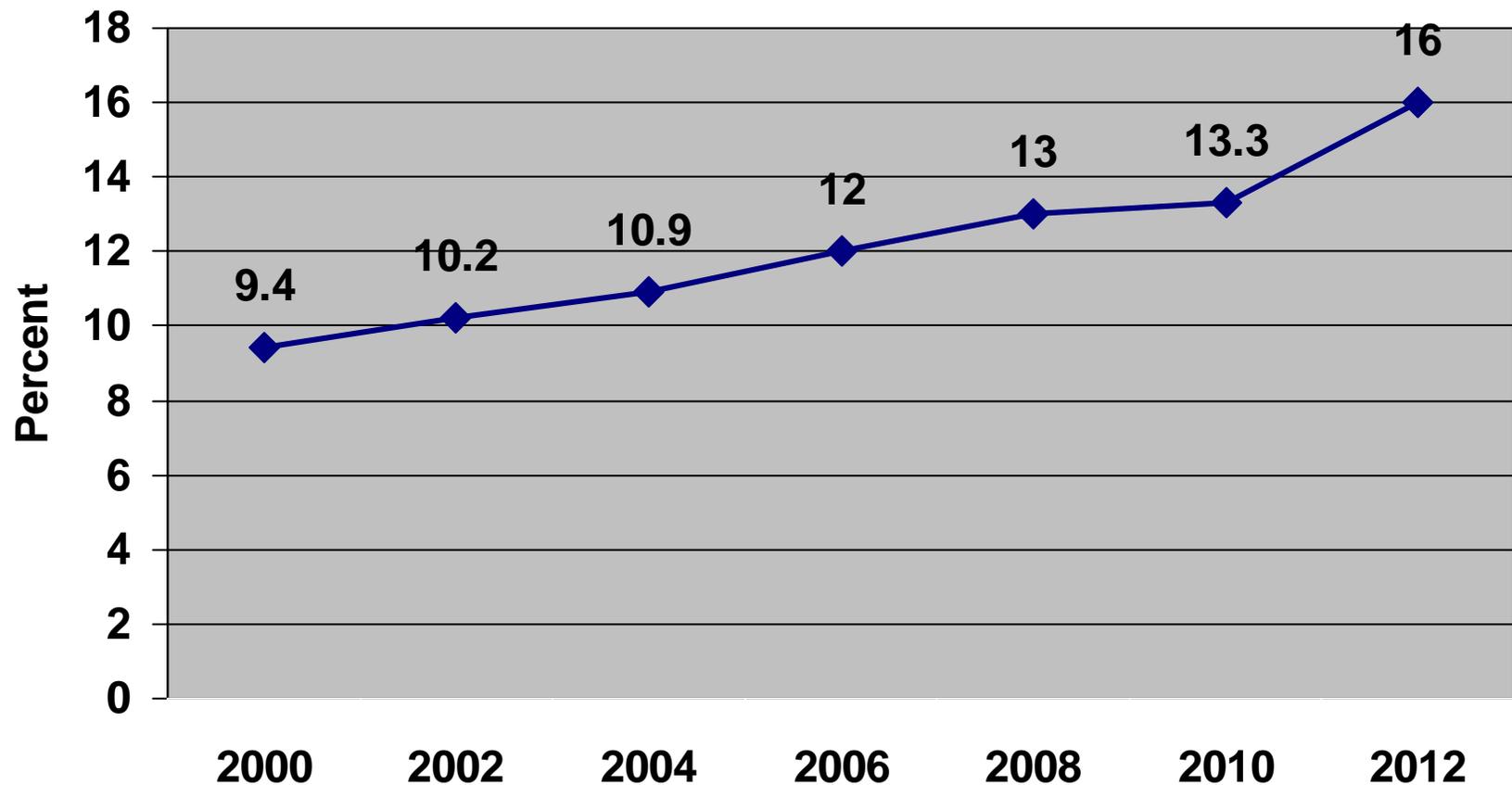
*2008 data are preliminary and have not been finalized by the state.

**Data were obtained from the birth record. Approximately 7% of all records are missing BMI information.

Data Source: Vital Records data. Analysis was completed by the Division of Maternal, Child and Family Health, Philadelphia Department of Public Health.

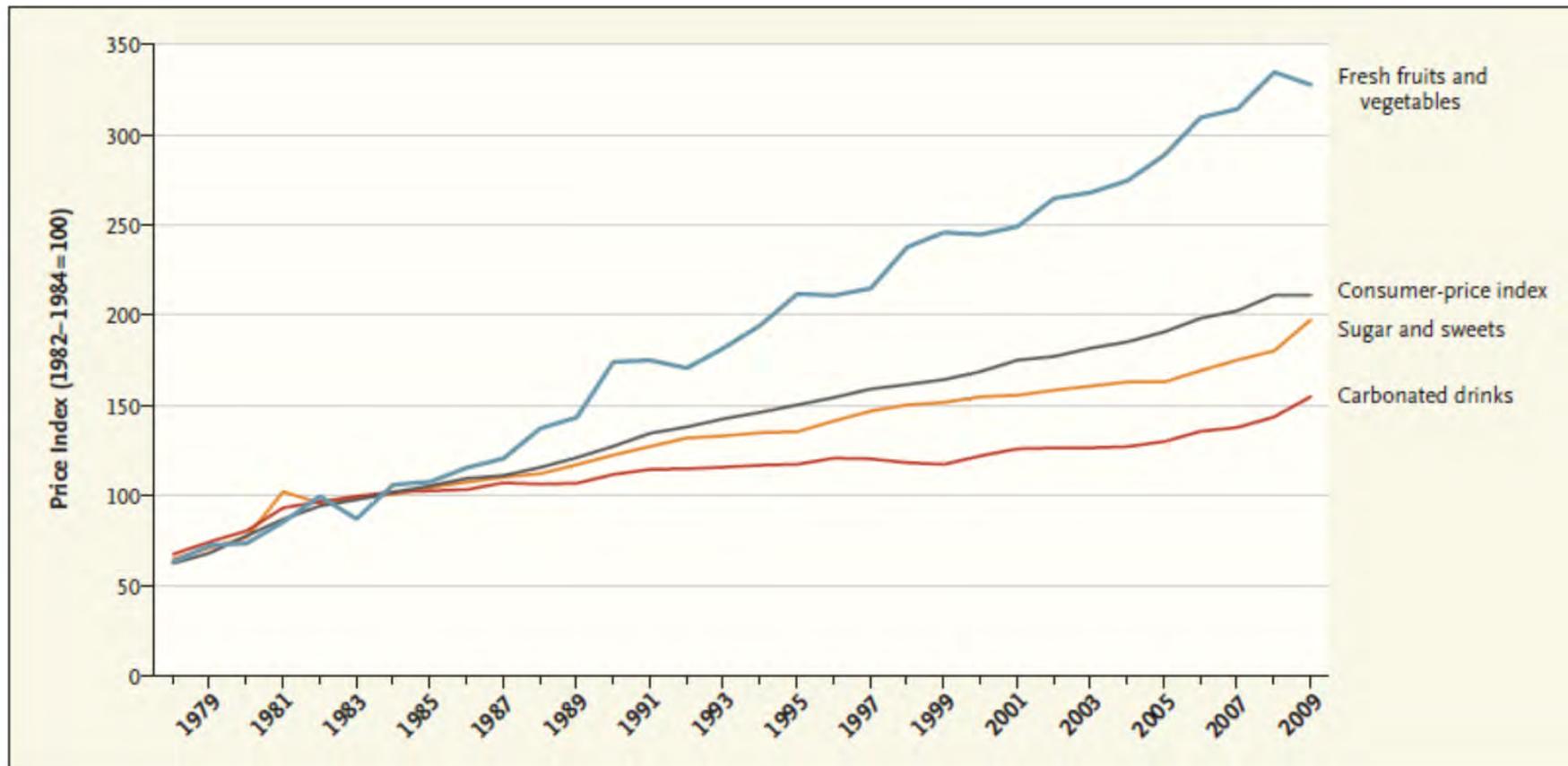
Adult Diabetes

Philadelphia



Source: PHMC Household Health Survey, 2000-2012

Real Price of Carbonated Beverages vs. Other Foodstuffs



Relative Price Changes for Fresh Fruits and Vegetables, Sugars and Sweets, and Carbonated Drinks, 1978–2009.

Data are from the Bureau of Labor Statistics and represent the U.S. city averages for all urban consumers in January of each year.

Screen Time Among High Schoolers

Philadelphia, 2011

(Percent reporting)	White	Black	Hispanic
Used computer 3 or more hours per day, not for school work	35.8	40.5	36.2

Source: Centers for Disease Control, Youth Risk Behavior Surveillance Survey

Screen Time Among High Schoolers

Philadelphia, 2011

(Percent reporting)	White	Black	Hispanic
Used computer 3 or more hours per day, not for school work	35.8	40.5	36.2
Watched TV 3 or more hours per school day	35.0	51.8	38.7

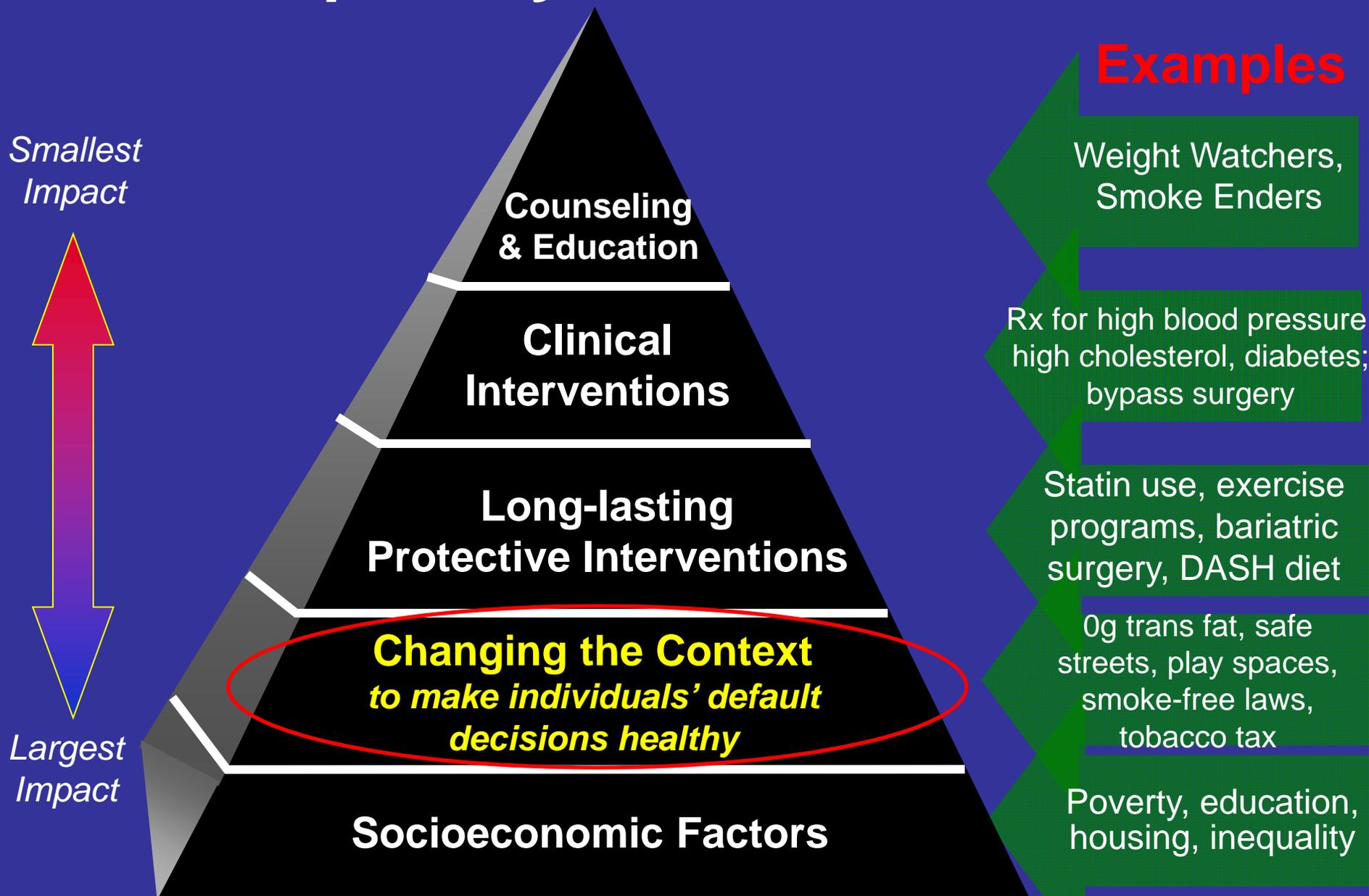
Source: Centers for Disease Control, Youth Risk Behavior Surveillance Survey

**GET
HEALTHY
PHILLY**

A stylized human figure logo is positioned between the words 'HEALTHY' and 'PHILLY'. The figure's head, arms, and legs are blue, while its torso is green. The figure is depicted in a dynamic, active pose with its arms raised and legs apart.

Healthy, Active & Smoke-Free

Health Impact Pyramid for Heart Disease



How can we make it easier for Philadelphians to engage in healthy behaviors?



Educational institutions

Media

Community retail environment, restaurants



Built environment

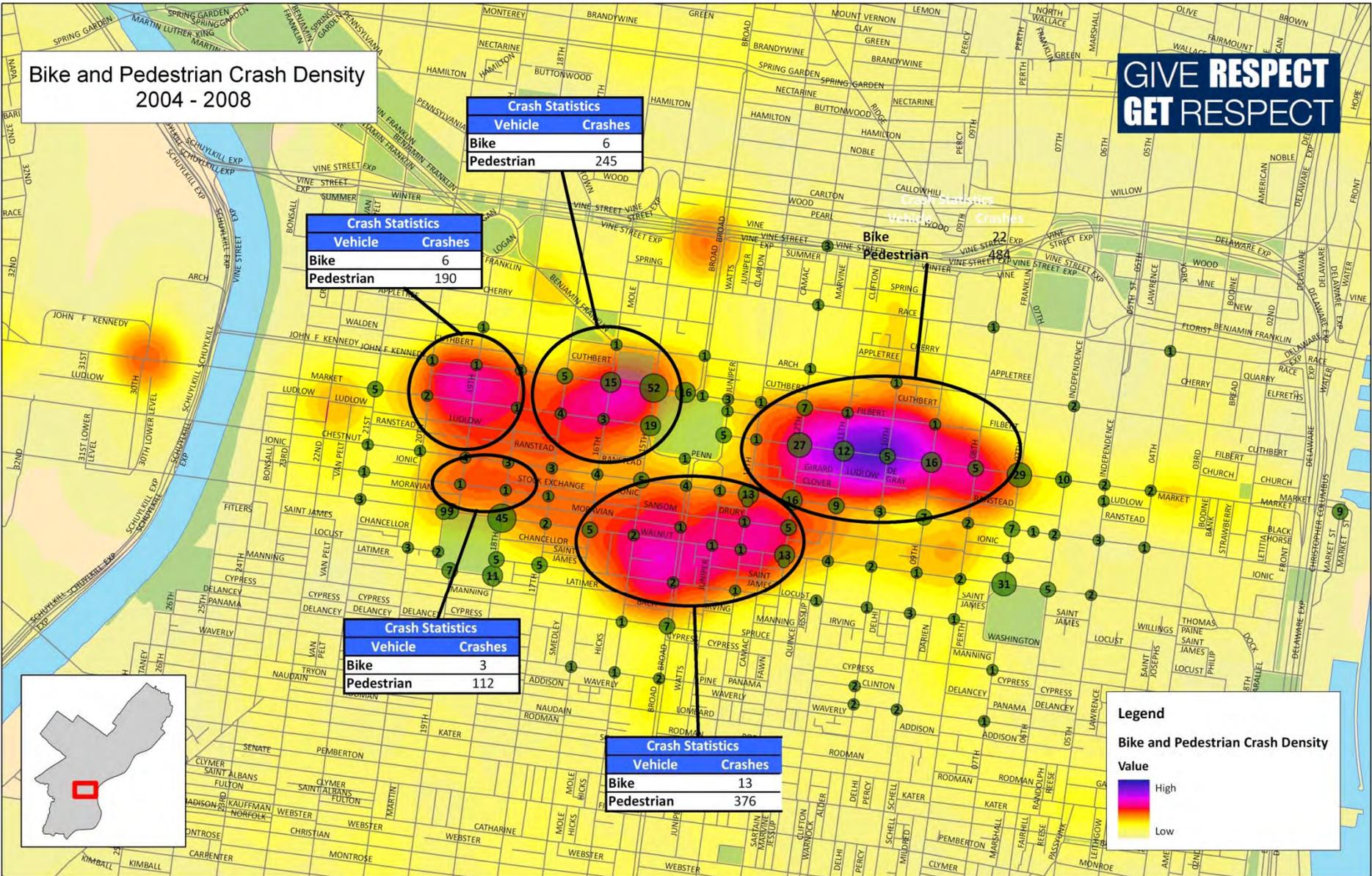
Legislation and regulation

Workplaces

Insurers and health care providers

**GIVE RESPECT
GET RESPECT**

**Bike and Pedestrian Crash Density
2004 - 2008**



Crash Statistics	
Vehicle	Crashes
Bike	6
Pedestrian	245

Crash Statistics	
Vehicle	Crashes
Bike	6
Pedestrian	190

Crash Statistics	
Vehicle	Crashes
Bike	3
Pedestrian	112

Crash Statistics	
Vehicle	Crashes
Bike	13
Pedestrian	376

Legend

Bike and Pedestrian Crash Density

Value

High
Low



Built Environment

Safer Walking and Biking

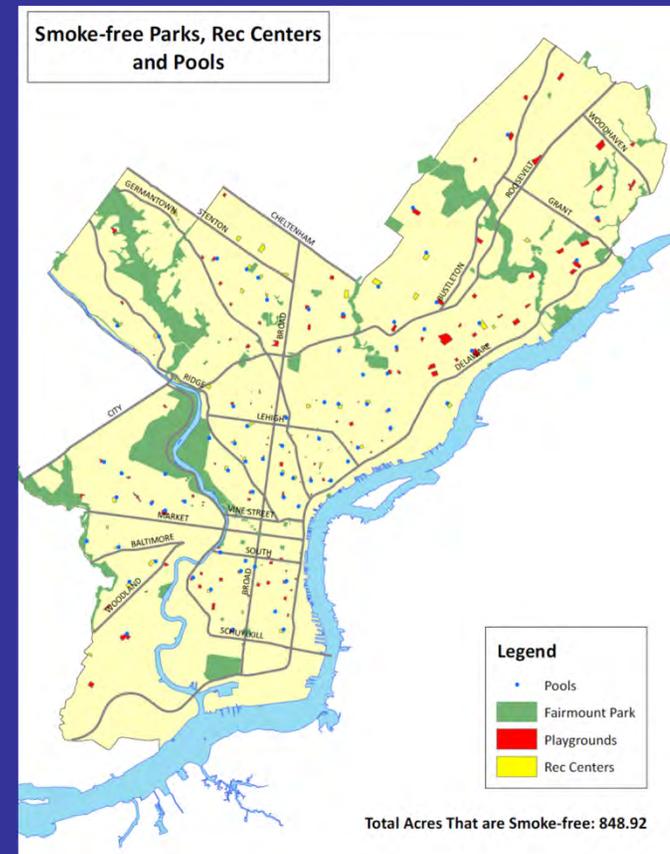
- 2 new north-south bike lanes and an education & enforcement campaign for an area with a day-time population of 250,000
- Over 28,000 2nd and 5th graders provided pedestrian and bicycle safety lessons



Built Environment

Smoke-free Rec Centers, Playgrounds, Pools

- 183 smoke-free recreation centers, playgrounds, and pools, affecting over 2 million annual visits
- 850 new smoke-free acres!



Built Environment

Planning and Zoning

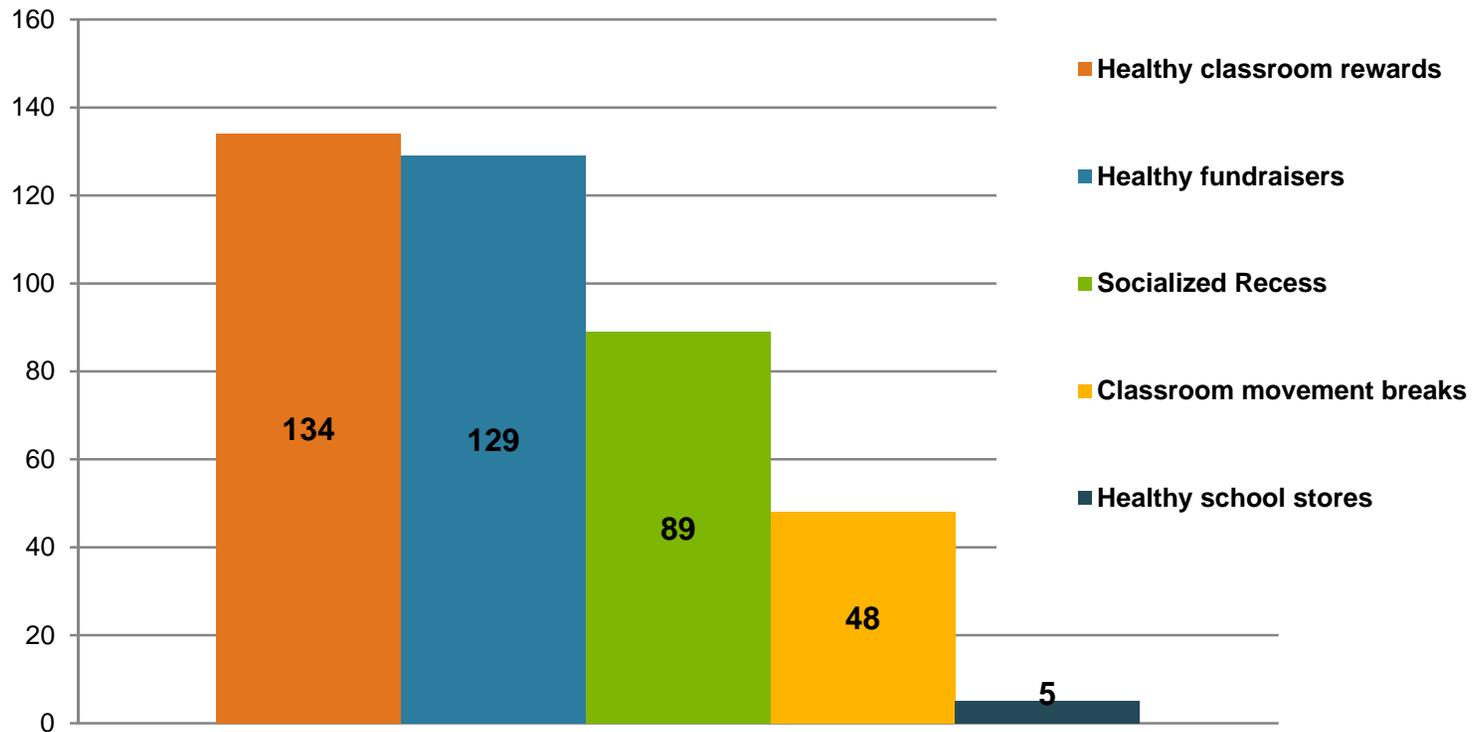
- Encouraging the incorporation of **fresh food markets** into commercial and mixed-use developments by offering **density bonuses** that don't count the square footage of those markets against the maximum buildable area (14-603(7))
- Requiring the **provision of secure bicycle parking** in developments above a certain size, and allowing the removal of 1 automobile space in exchange for the provision of 5 bicycle parking spaces (14-804)



Schools

School Wellness Councils

School Wellness Council Interventions, 2010-2012
Number of Schools Selecting Wellness Goals



Afterschool Programs

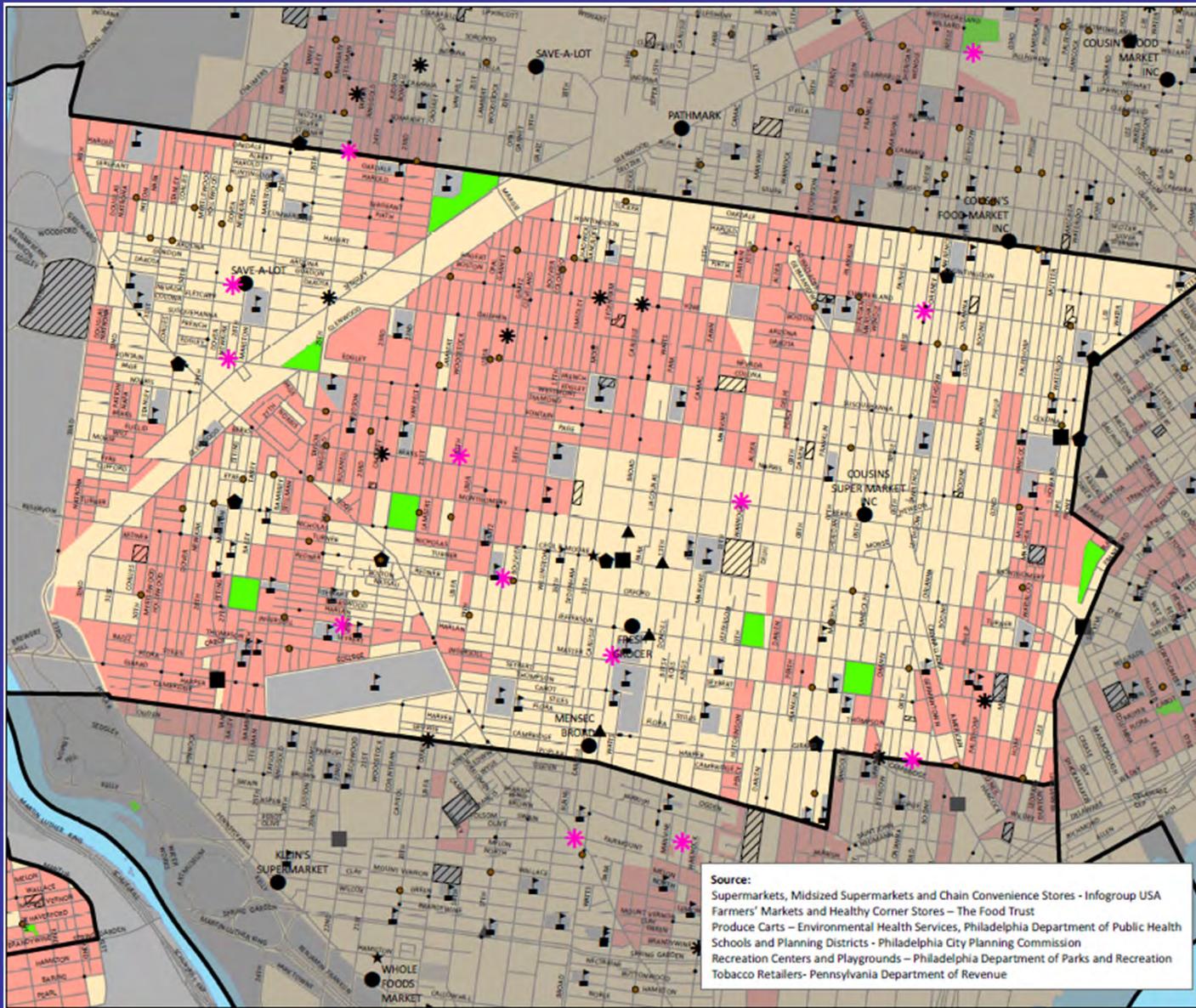
Food and Fitness Policies

- Food and fitness standards developed for over **207** afterschool programs serving **20,000** low-income children
- Structured physical activity opportunities in **94** recreation center afterschool programs
- Healthier, more complete meals in **50+** recreation center afterschool programs



High Poverty and Low to No Walkable Access to Healthy Food

PLANNING DISTRICT - LOWER NORTH



- Tobacco Retailers
- Healthy Corner Stores- Level I (Score = 2)
- ✱ Healthy Corner Stores- Level III (Score =4)
- Supermarkets (Score = 100)
- ★ Chain Convenience Stores (Score = 4)
- ⬠ Mid-sized Supermarkets (Score = 20)
- Farmer Markets (Score = 2)
- ▲ Produce Carts (Score = 2)
- ✱ Health Centers
- 🏫 Schools
- ▭ Planning Districts
- Non Residential Area
- High Poverty and Low To No Access
- Rec Centers
- ▨ Playgrounds

High Poverty - Areas where 60% or more of the households live in poverty as defined by household income < 200% of the federal poverty level. (Source: 2009 Census, American Community Survey)

Low to No Access - Areas with a walkable access to healthy food score of 9 or lower.

Created by Jonathan Sinker on 4/27/2011

Source:
 Supermarkets, Mid-sized Supermarkets and Chain Convenience Stores - Infogroup USA
 Farmers' Markets and Healthy Corner Stores – The Food Trust
 Produce Carts – Environmental Health Services, Philadelphia Department of Public Health
 Schools and Planning Districts - Philadelphia City Planning Commission
 Recreation Centers and Playgrounds – Philadelphia Department of Parks and Recreation
 Tobacco Retailers- Pennsylvania Department of Revenue



Retail Environment

Philly Food Bucks & Healthy Corner Stores

10 new farmers' markets in low-income neighborhoods

- \$2 of free fruits and vegetables for every \$5 of SNAP benefits
- 335% increase in SNAP redemption at farmers' markets

Over 630 corner stores selling healthier products

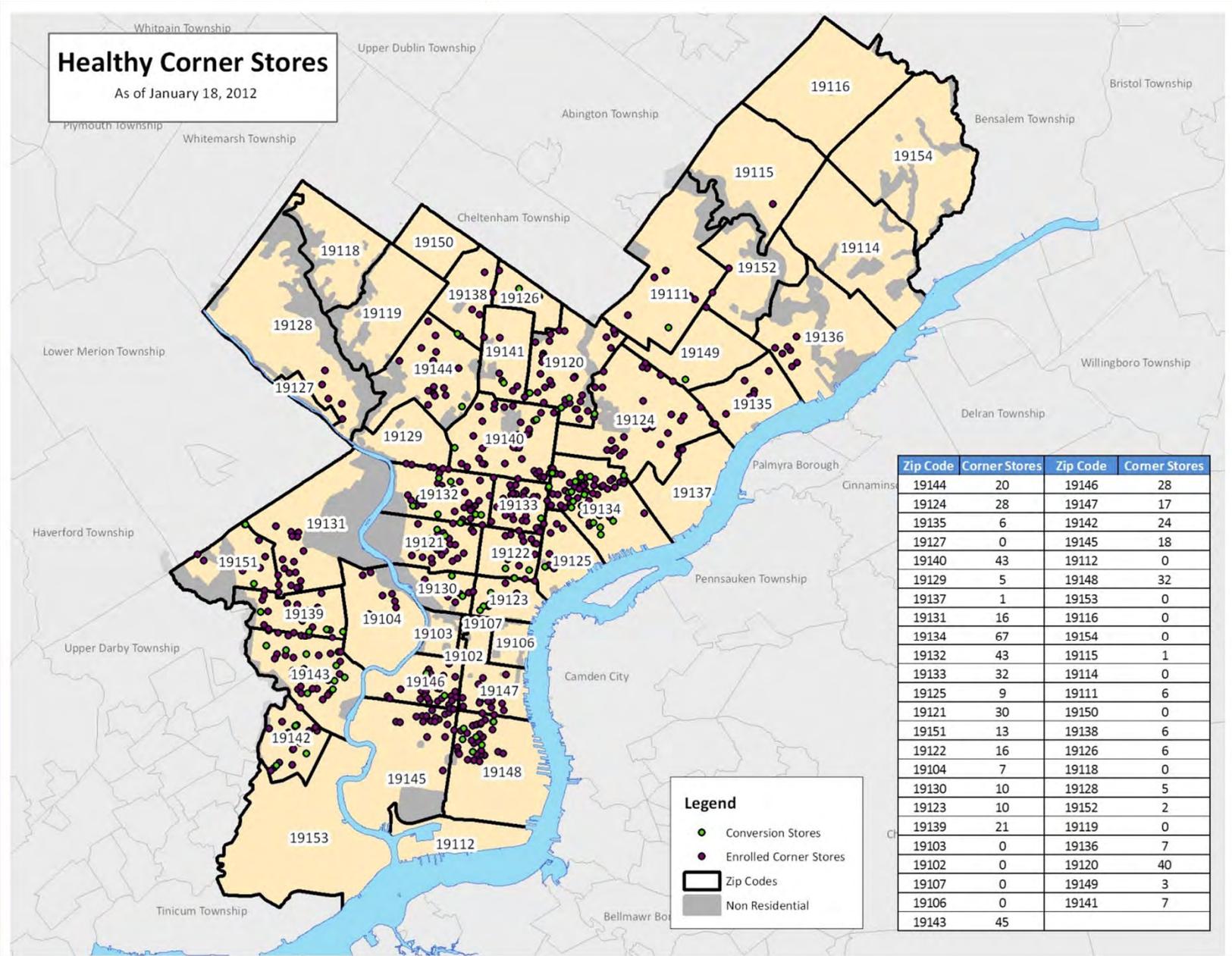
- Over 100 mini conversions completed
- On average, each store introduced 20+ new products as a result of a conversion



Healthy Corner Stores

Healthy Corner Stores

As of January 18, 2012

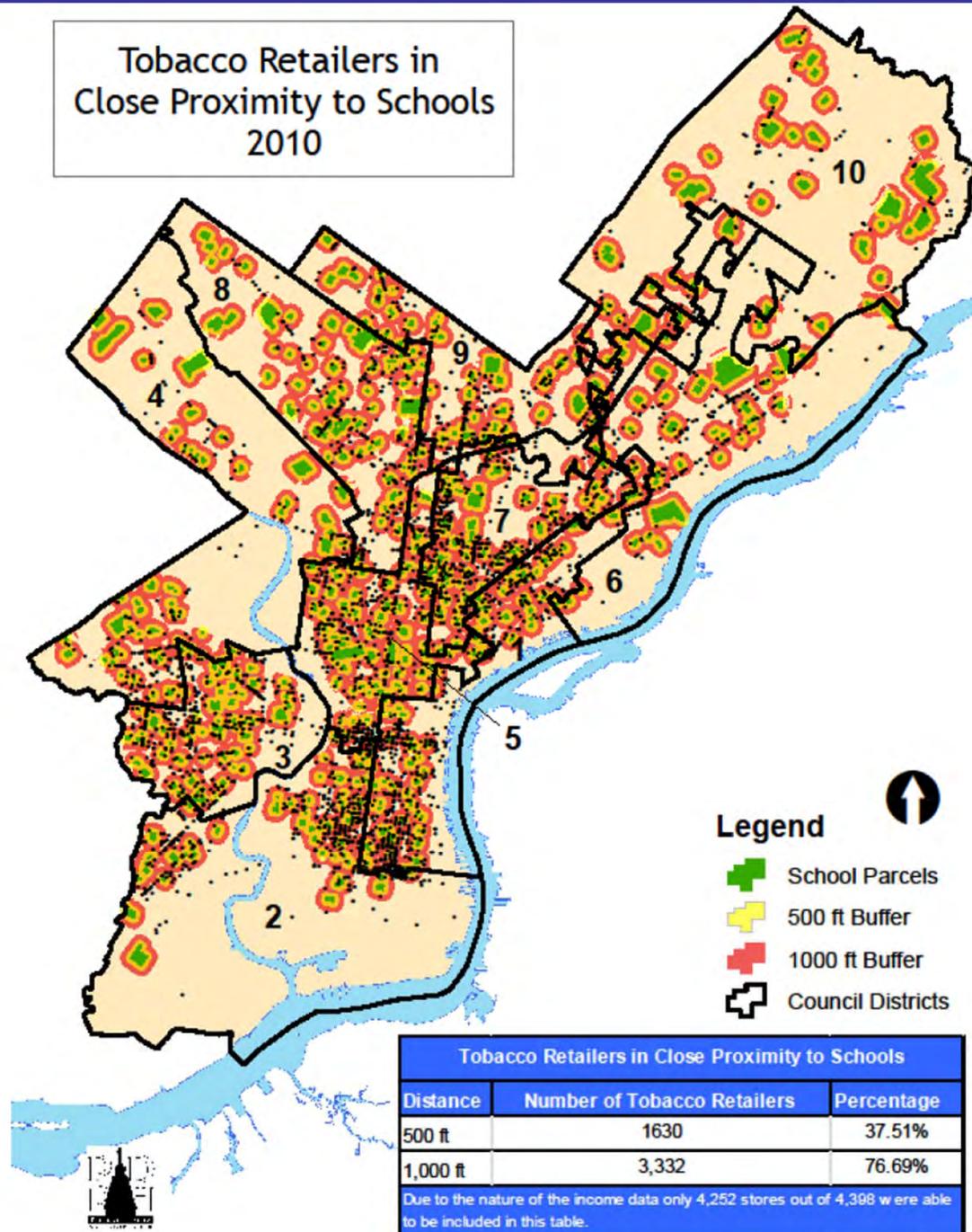


Zip Code	Corner Stores	Zip Code	Corner Stores
19144	20	19146	28
19124	28	19147	17
19135	6	19142	24
19127	0	19145	18
19140	43	19112	0
19129	5	19148	32
19137	1	19153	0
19131	16	19116	0
19134	67	19154	0
19132	43	19115	1
19133	32	19114	0
19125	9	19111	6
19121	30	19150	0
19151	13	19138	6
19122	16	19126	6
19104	7	19118	0
19130	10	19128	5
19123	10	19152	2
19139	21	19119	0
19103	0	19136	7
19102	0	19120	40
19107	0	19149	3
19106	0	19141	7
19143	45		

Legend

- Conversion Stores
- Enrolled Corner Stores
- Zip Codes
- Non Residential

Tobacco Retailers in Close Proximity to Schools 2010



Retail Environment

Preventing Youth Tobacco Sales & Use

20% decrease in illegal tobacco sales to minors

- Penalties raised for merchants that sell tobacco to minors
- Over 2,700 tobacco merchants educated about youth sales prevention
- New tobacco retailer permitting requirement
- The public can report retailers by calling 1-888-99-SMOKE or [online](#)

What are the youth tobacco access laws?

- No sale of any tobacco product to anyone **UNDER AGE 18**
- Ask for photo ID for anyone that appears under age 27
- It is illegal to sell single cigarettes (loosies)
- Tobacco must be kept **behind** the counter and within eyesight of the cashier or other worker

If you sell tobacco to youth:	The penalty is:
1st, 2nd, or 3rd time	\$250 each ticket
3 or more times within any 24 month period	Your business may be shut down for at least 48 hours

- If you think a code violation notice is issued in error, you may request a hearing with the Office of Administrative Review
- If you do not pay the fines and you do not request a hearing, you may have to go to municipal court, where you may be subject to a fine of \$2,000 if found guilty
- Your name may be posted online and made public to alert your community that you sold a tobacco product to a minor

How can I know if a person is over 18?

ASK FOR ID

Be sure it is a legal form of ID:

- PA State ID Card
- Drivers License
- US Passport
- Military ID

• **Do NOT** sell tobacco before the date in the yellow bar

- Make sure ID is not missing any information and is not expired

If you are not sure if the ID is legal — do NOT make the sale.

Workplaces

- One of the city's largest employers implementing a system-wide healthy snack and beverage vending policy
- City of Philadelphia is developing a comprehensive snack vending policy, a farm-to-employee program, and a process for reviewing food procurement contracts



Workplaces

Outside of Philadelphia
City Council chambers

HERE'S TO YOUR HEALTH!

This vending machine now offers more healthy choices - thanks to a new partnership between the City of Philadelphia and its vending partners. That means more water, 100% fruit juice, and zero-calorie beverages for when you need a drink on the go, and smarter sizes of sugar-sweetened drinks.

This machine also saves energy - trimming the City's energy bills.

Questions about the changes? Email HealthVending@phila.gov

GET HEALTHY X PHILLY
Healthy, Active & Smoke-Free

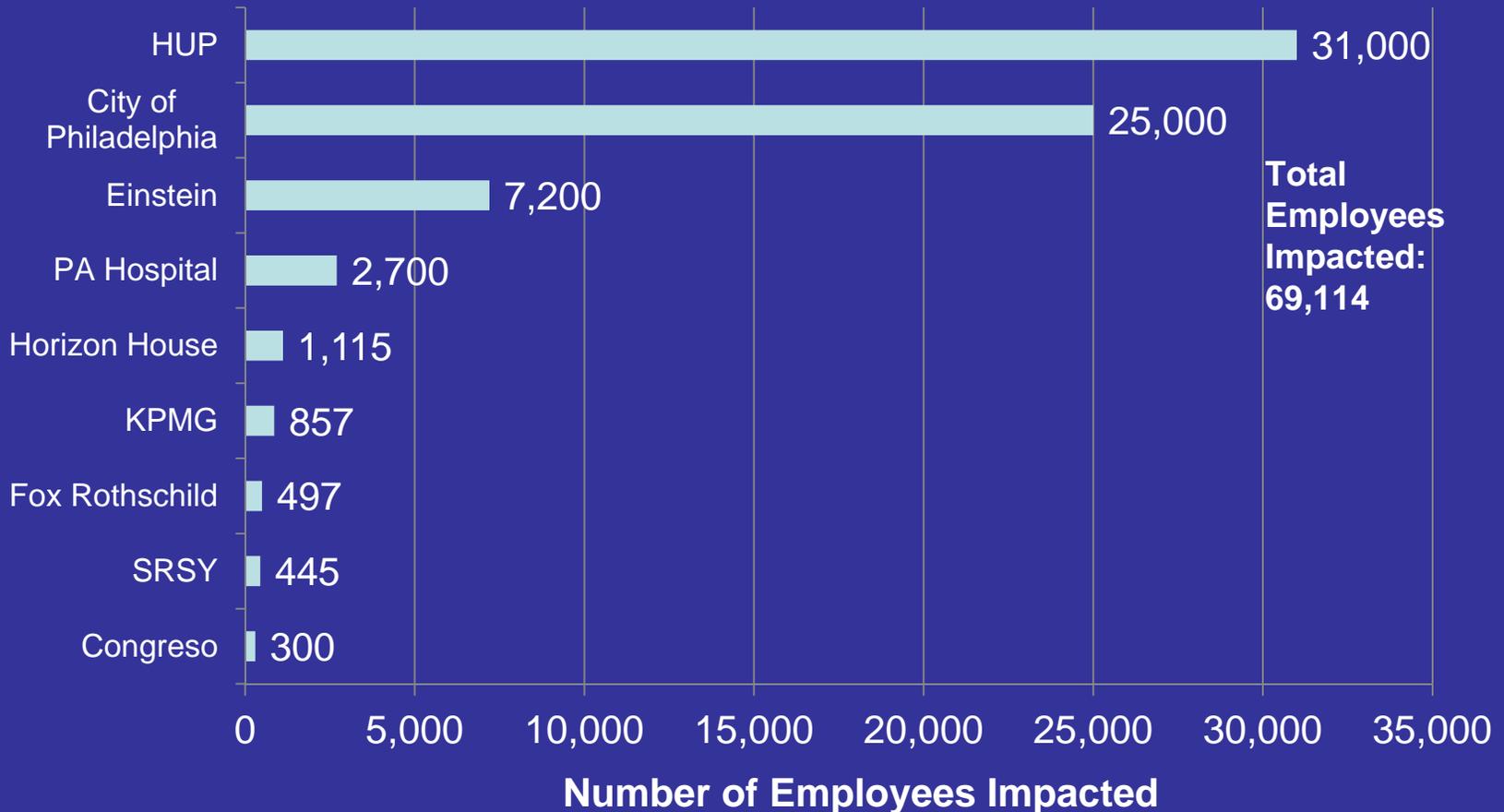
GREENWORKS
PHILADELPHIA

For more information on how to make healthy, green choices, check out:
www.foodfitphilly.org &
www.phila.gov/green!



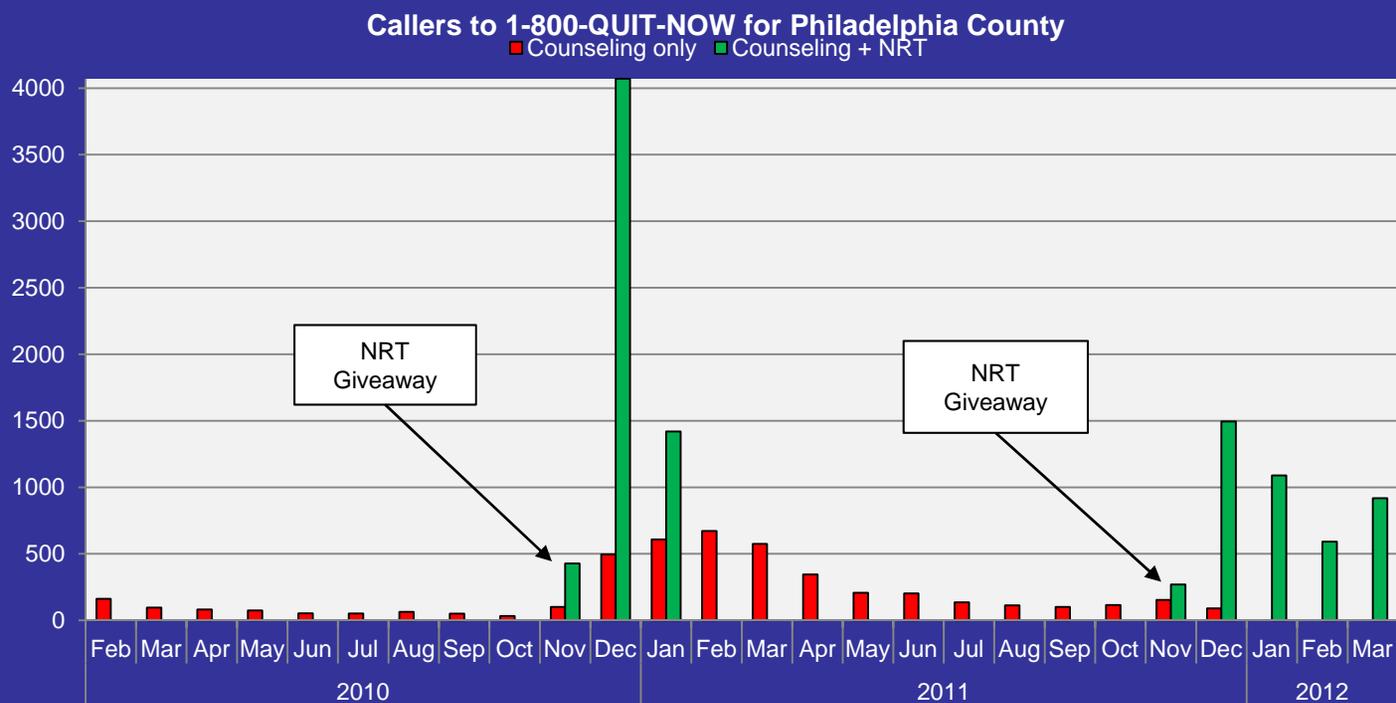
Workplaces – Healthy Vending

Employers that have developed or implemented healthy beverage vending standards, June 2011



Insurers and Health Care Providers Promoting and Supporting Quit Attempts

- 4 of the 5 Medicaid Managed Care Organizations in Philadelphia agreed to provide coverage for 5 (or more) of the 7 FDA-approved smoking cessation medications, expanding access for approximately 80,000 low-income Philadelphia smokers
- Nearly 10-fold increase in Quitline use by Philadelphia smokers



Media Campaigns

- *Do you know what your kids are drinking?*
 - Raising awareness about the negative health effects of sugary drinks and encouraging people to cut back
 - ~24 million impressions
- *Quit with help. Quit for good.*
 - Motivating smokers to quit with assistance, like counseling or medications.
 - ~50 million impressions



Buses, Subway, Corner Stores



YOU SAID YOU WERE QUITTING.

1-800-QUIT-NOW
SmokeFreePhilly.org



QUIT WITH HELP. QUIT FOR GOOD.

Buses and Subway



“I was making my son’s asthma worse. It was time to get help to quit smoking.”

Quit with help, quit for good.
Talk to a doctor and consider a quit aid like the patch or medication.
1 (800) QUIT-NOW ☎ SmokeFreePhilly.org



Buses and Subways

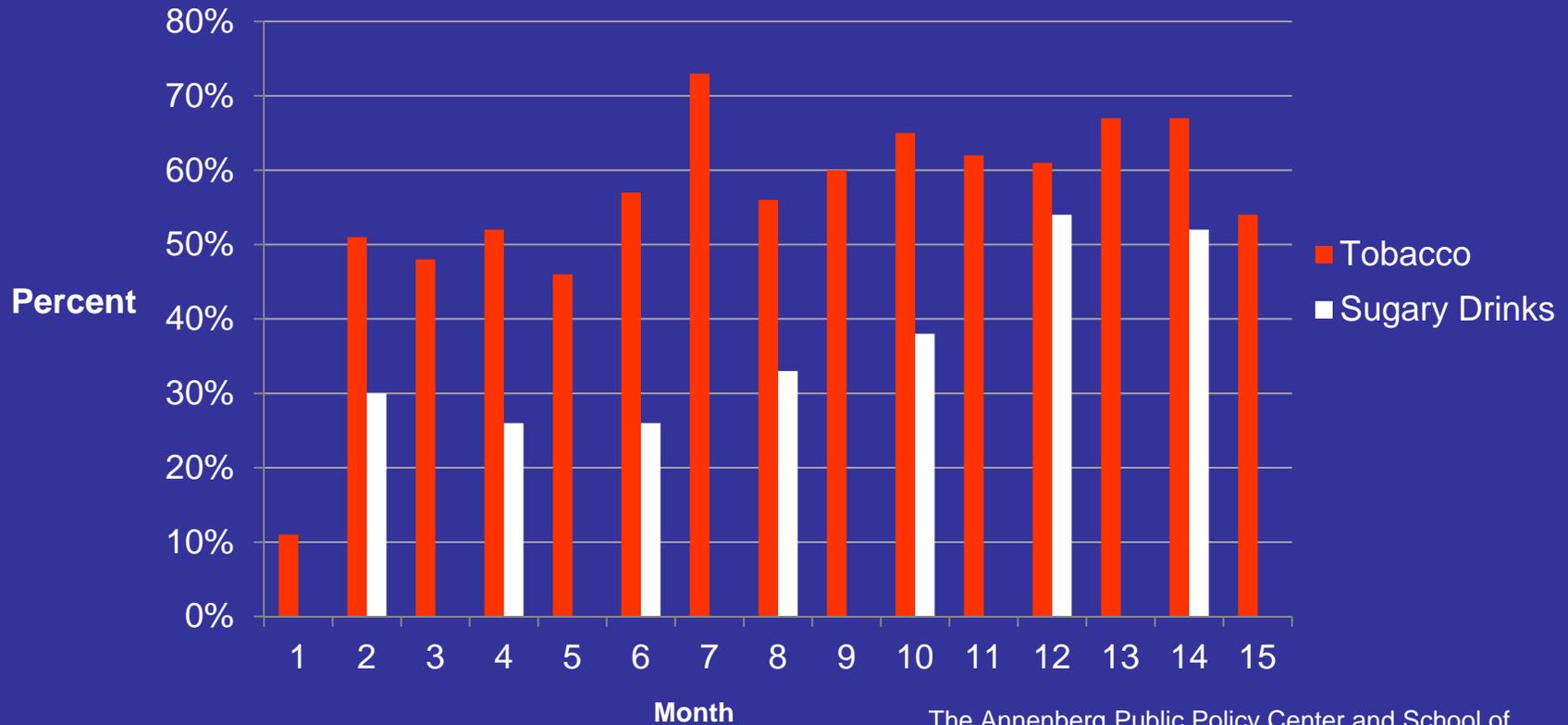
**A large soda has
as much sugar as
how many candy bars?**

To find out, text "FACT4" to 30364.

Message and data rates may apply. Text STOP to end. Text HELP for help.

Media

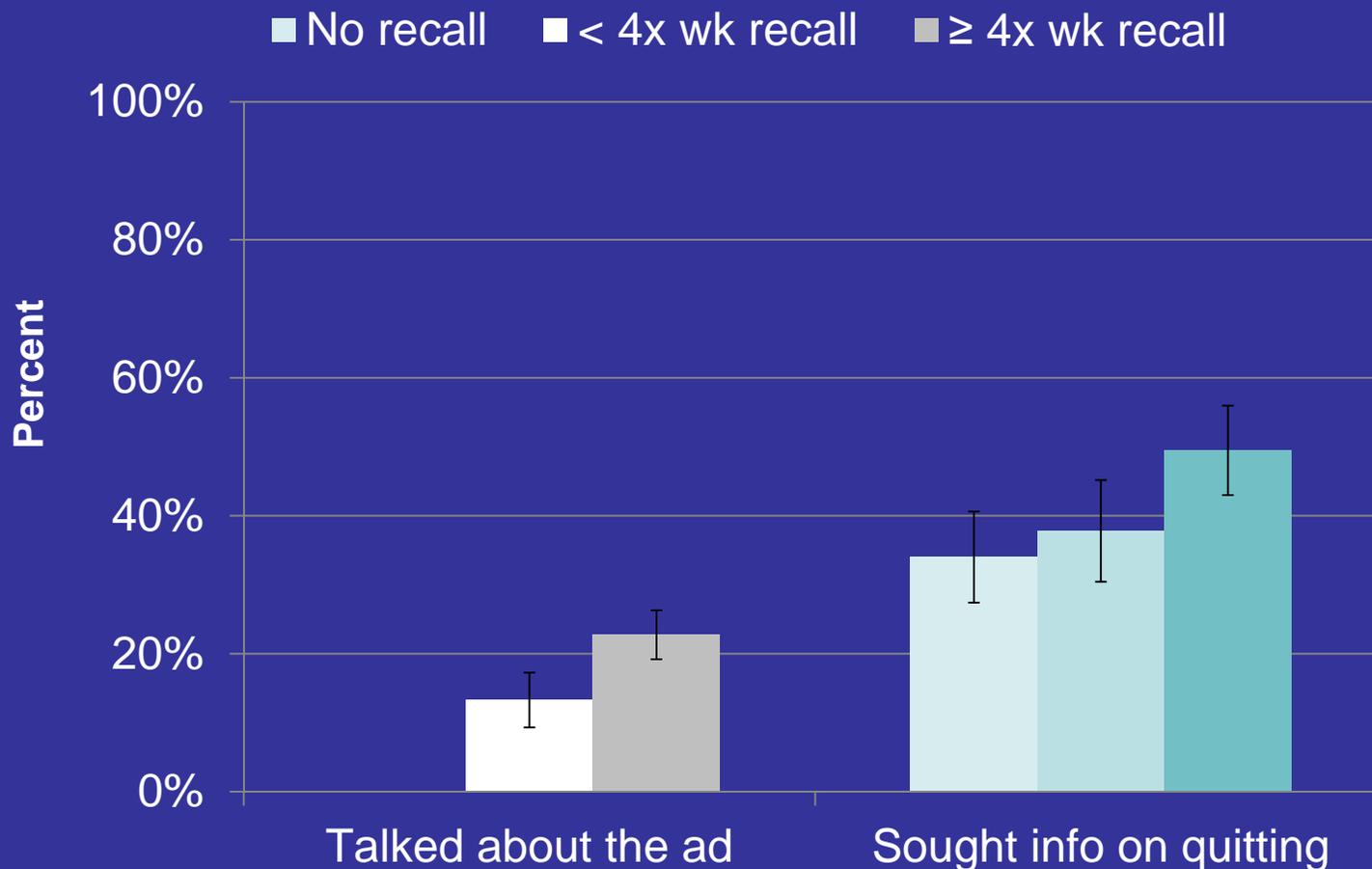
Recall of Get Healthy Philly Media Campaigns, 2010 - 2012



The Annenberg Public Policy Center and School of Communications, University of Pennsylvania

Media

Quit with Help. Quit for Good.



Legislation and Regulation: Menu Labeling

- Philadelphia adopted its menu labeling ordinance (080167-A) on November 19, 2008.
- The menu labeling requirements became effective January 1, 2010.

Menu boards	Menus
<p>Calories must be displayed directly on the menu board next to each food or beverage item.</p> <p>Additional nutrition information must be available upon request.</p>	<p>Calories, sodium, saturated fat, trans fat, and carbohydrates must be displayed directly on the menu next to each food or beverage item.</p>

Improving Public Health Infrastructure

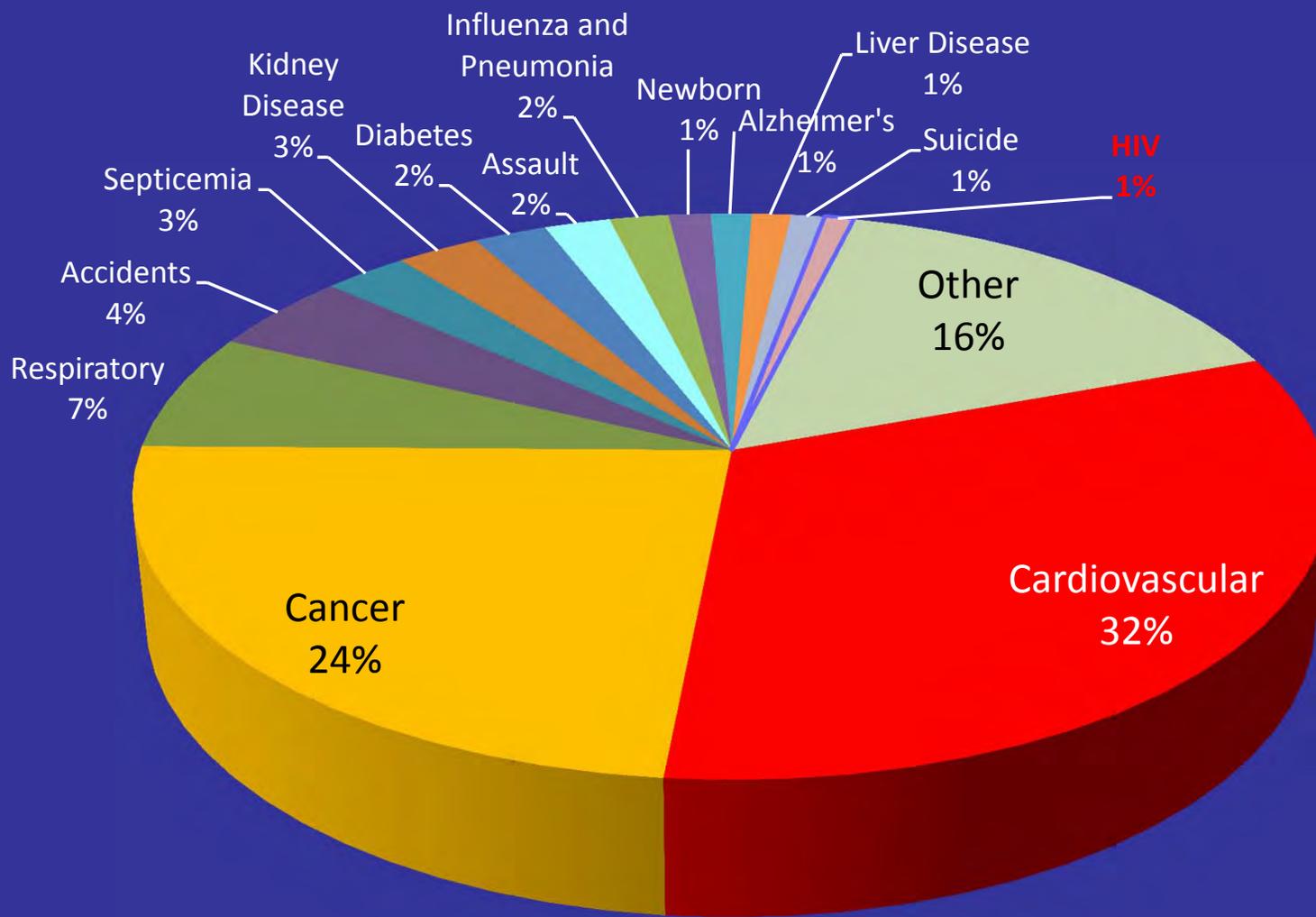
- Developing data monitoring systems for three issues:
 - Hypertension management
 - Adult immunization
 - Cancer screening
- Working with health care partners on policy change
- Providing the public with better information on the quality of services

Public Health Priorities

1. Heart disease and cancer prevention
2. Reproductive health for youth
3. Healthy start to life

Leading Causes of Death

Philadelphia, 2009



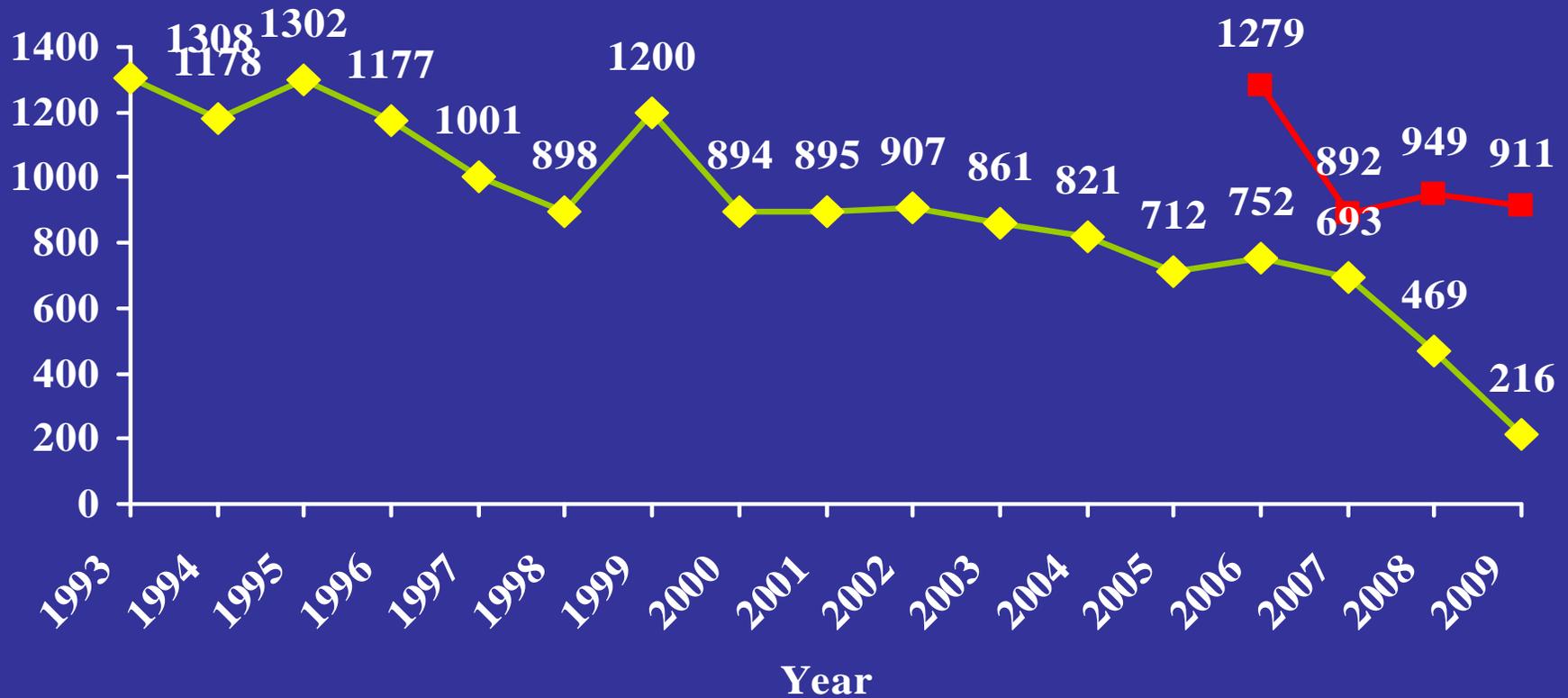
Source: PDPH, Vital Statistics Reports, 2009

HIV/AIDS Cases

by Date of Diagnosis

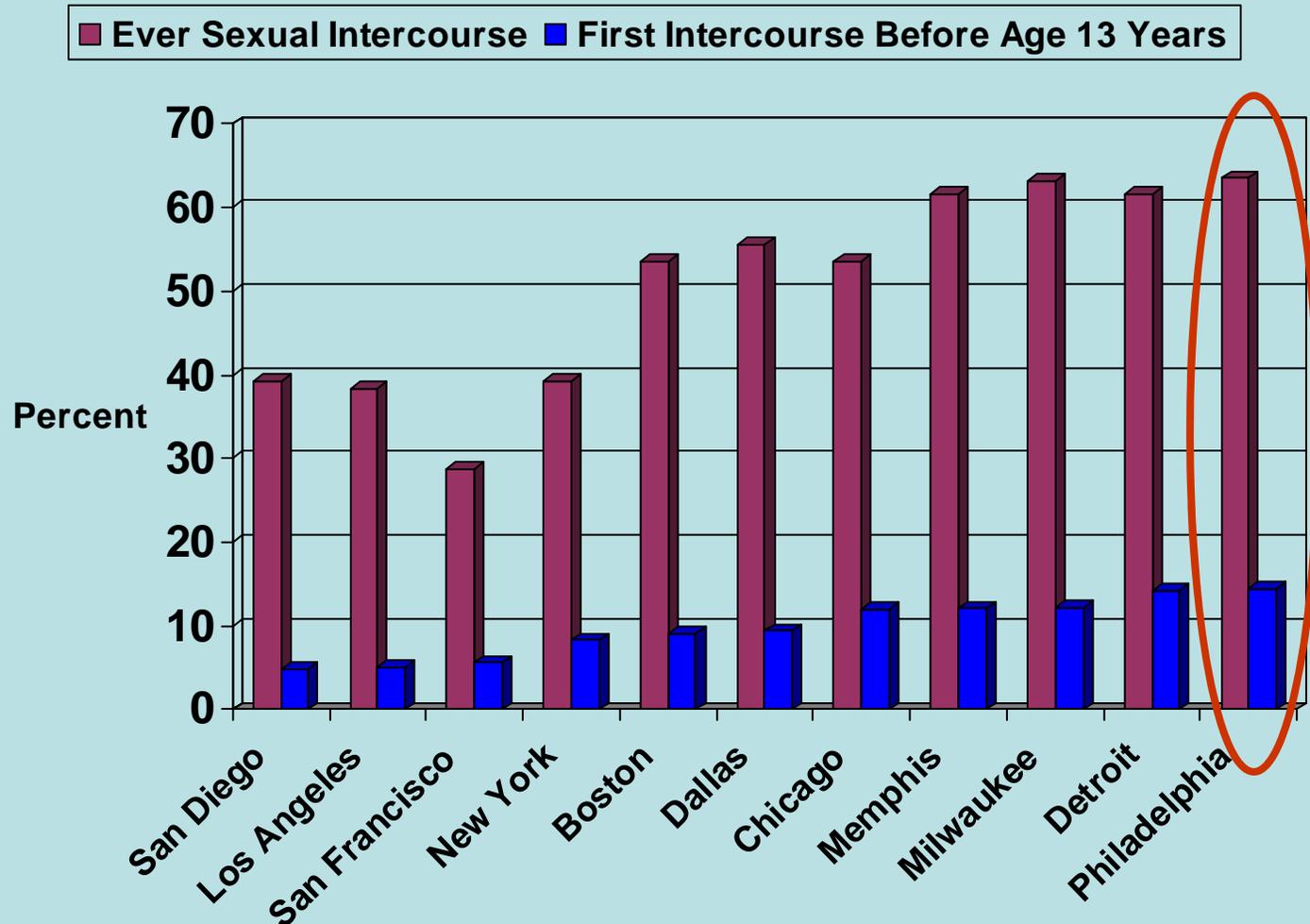
Number of Cases

◆ AIDS ■ HIV



Philadelphia High School Students

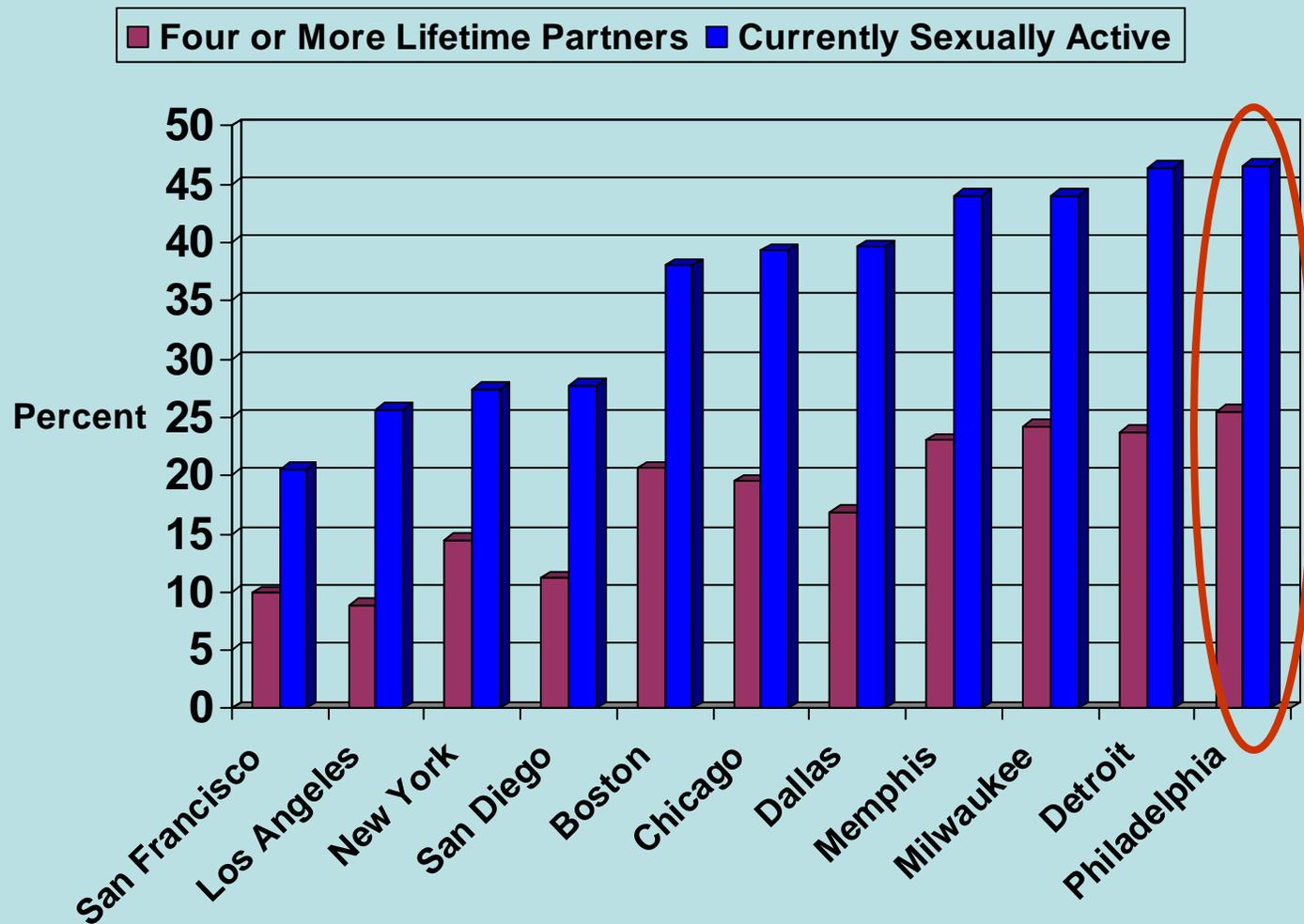
Youth Sexual Behavior



Source: CDC. Youth Risk Behavior Survey (YRBS) 2009

Philadelphia High School Students

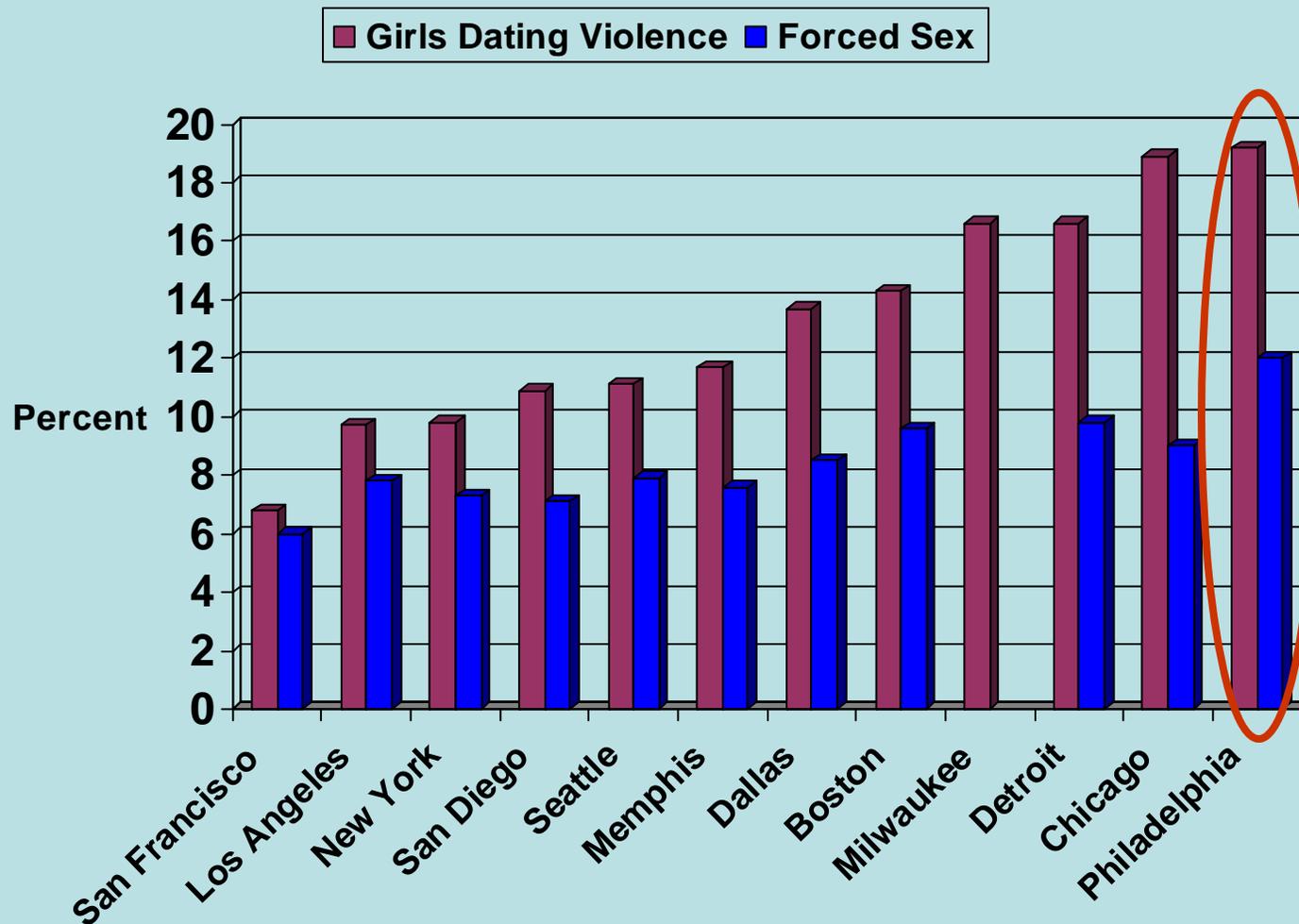
Youth Sexual Behavior



Source: CDC. Youth Risk Behavior Survey (YRBS) 2009

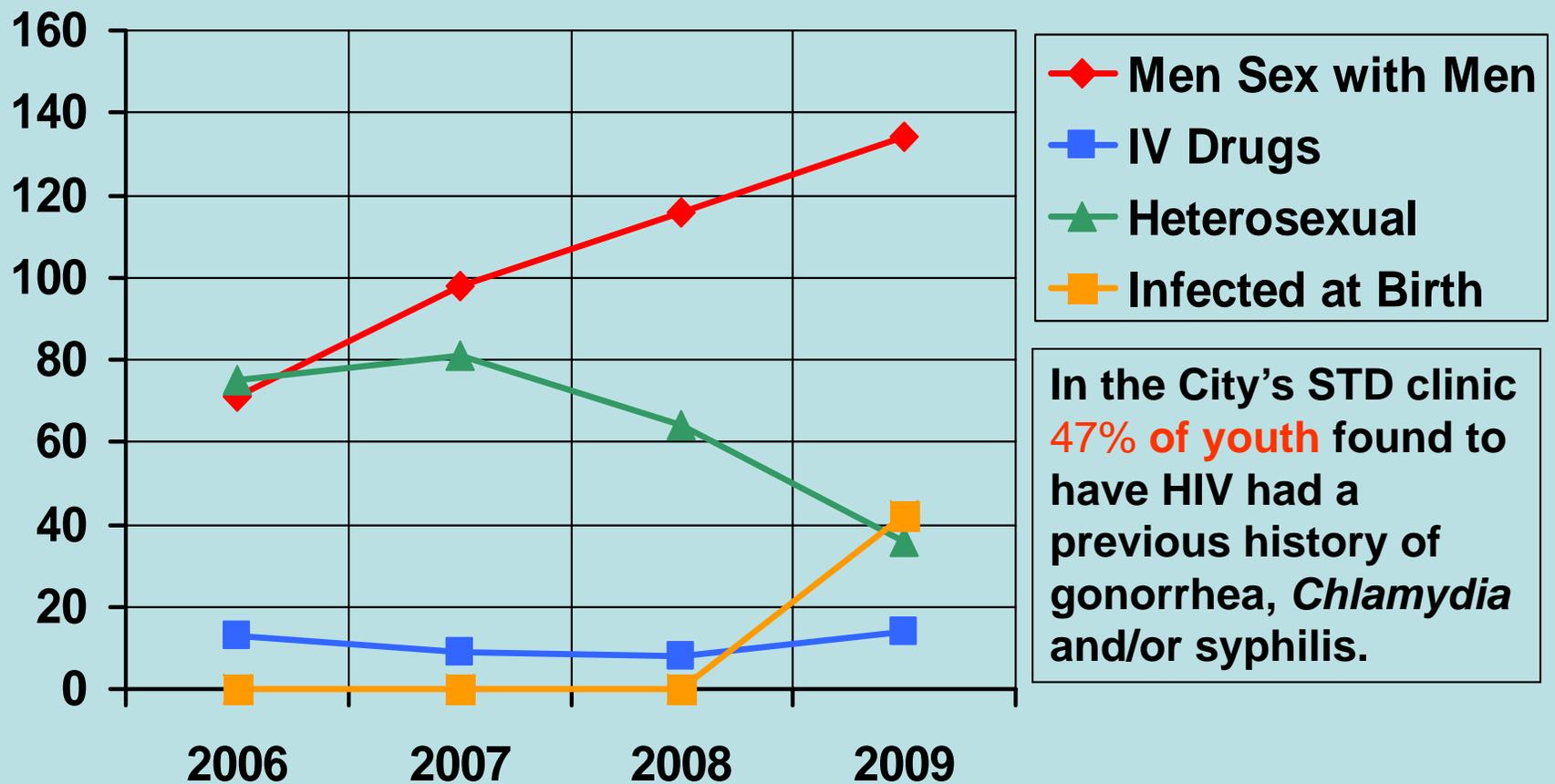
Philadelphia High School Students

Youth Dating/Sexual Violence



Source: CDC. Youth Risk Behavior Survey (YRBS) 2009

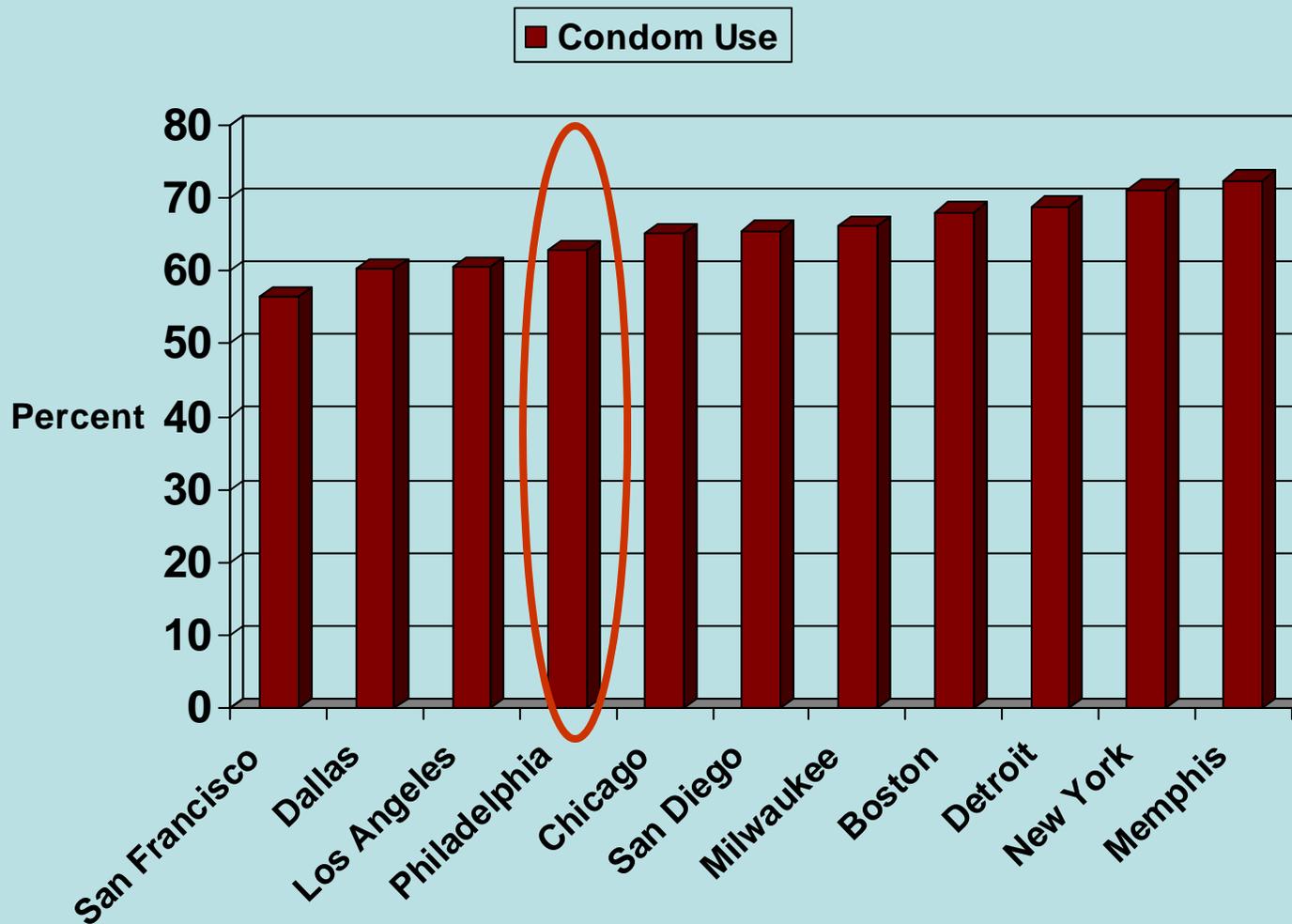
Nearly All Philadelphia HIV Cases in Youth are Sexually Transmitted



Source: AACO, 2010.

Philadelphia High School Students

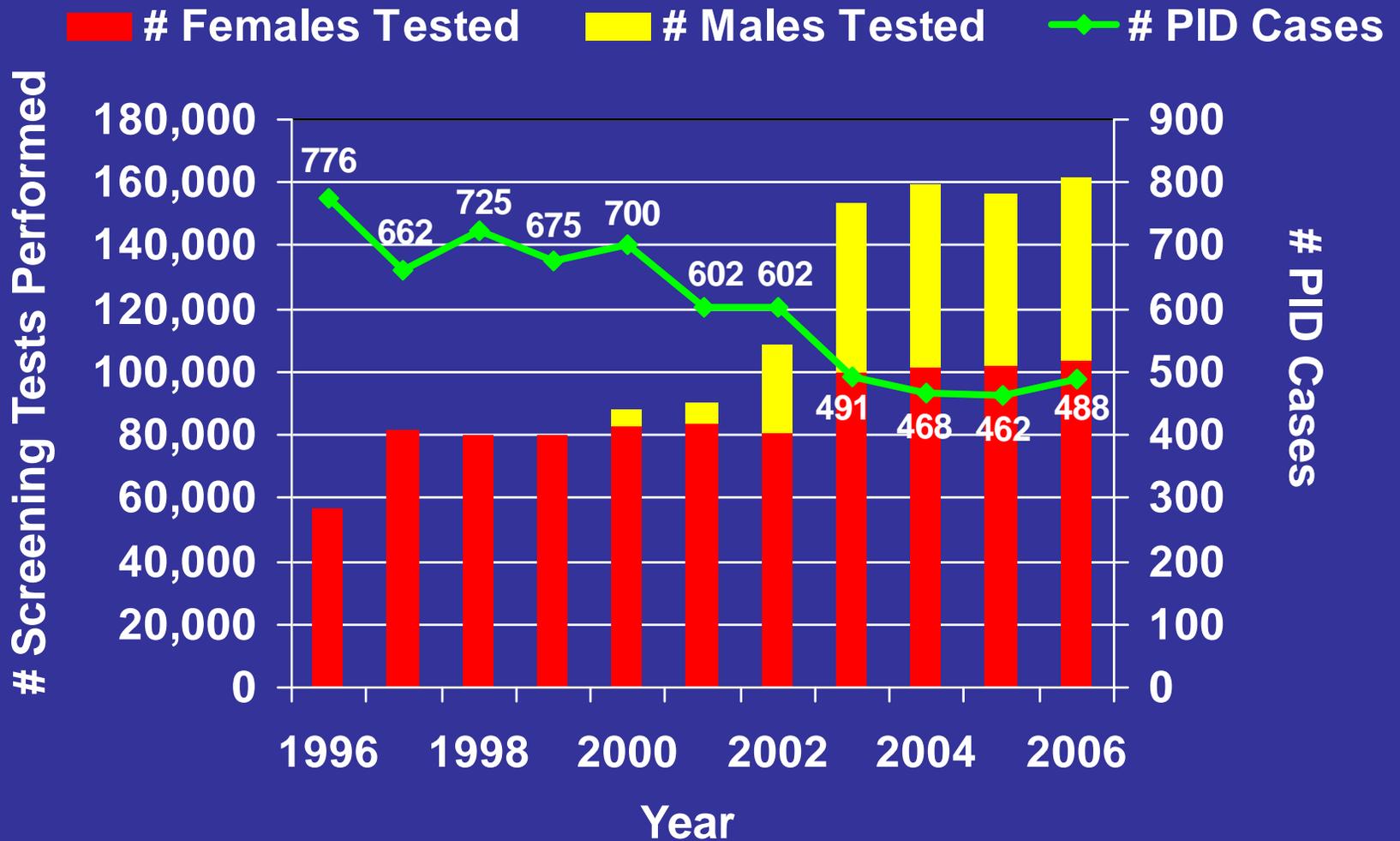
Youth Sexual Behavior



Source: CDC. Youth Risk Behavior Survey (YRBS) 2009

City-wide Screening and PID

Hospitalizations, 1996-2006



Source: PA Health Care Cost Containment Council

What Can We Do as a City?

- Institute broad education for young people about reproductive health.
- Promote wide availability of condoms, in health care sites, schools, recreation centers, and in private establishments like video arcades, laundromats, barber shops, hair salons, etc.
- Change our approach to partner testing and treatment to include a broader social network.

Improve Youth Safer Sex Practices

- First Philadelphia condom contest
- Making condoms available in more locations
- Using alternative media to market condom use to youth
- TakeControlPhilly.org
- Work with key partners to availability

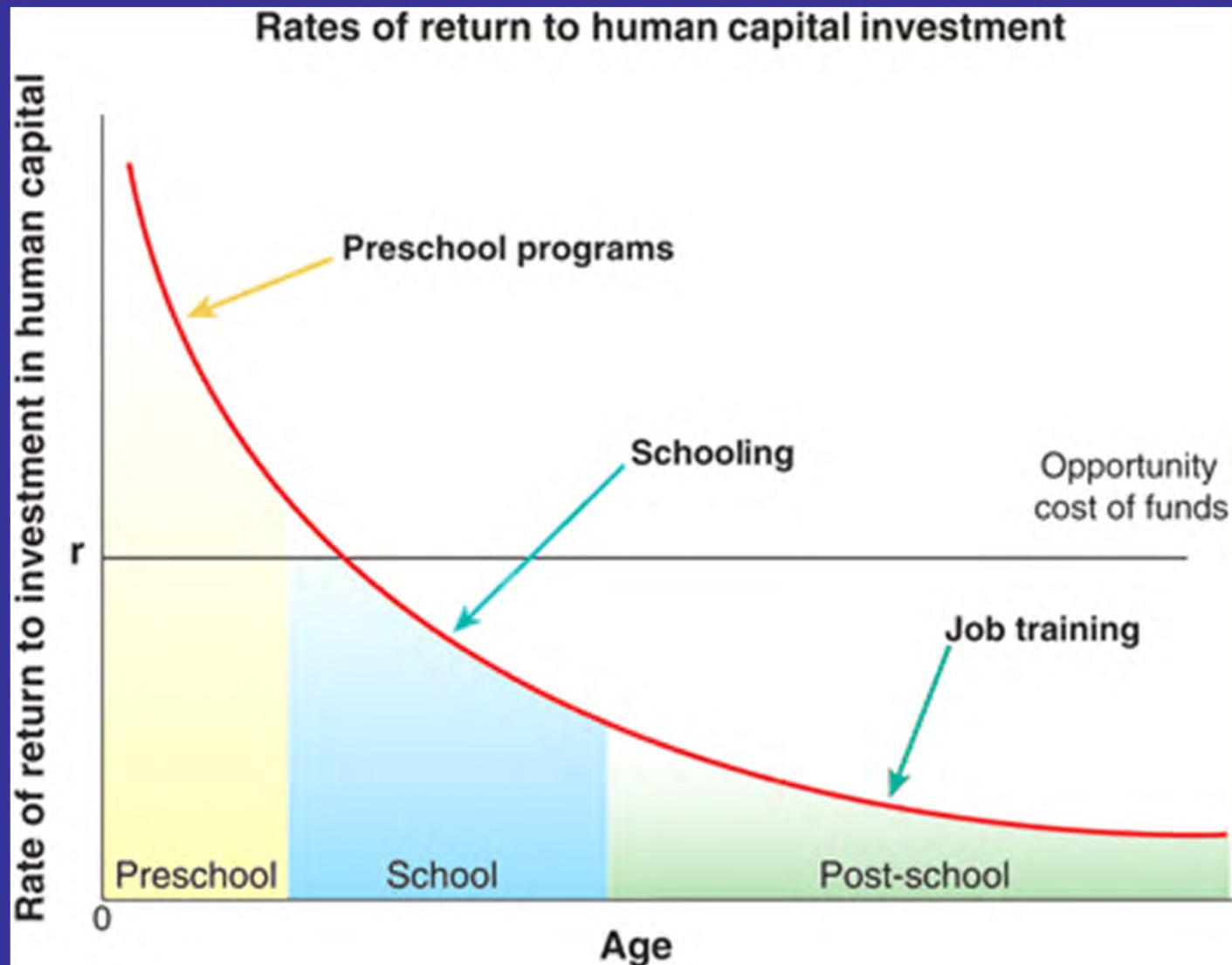


Public Health Priorities

1. Heart disease and cancer prevention
2. Reproductive health for youth
3. **Healthy start to life**

Return on Investment

Public Sector Human Capital Programs



J. J. Heckman Science 312, 1900 -1902 (2006).

The MOM Program

**Primary Prevention for Young
Children Through Universal
Home Visitation**



MOM Program

Goal

The MOM program helps parents assure that their children are ready to learn. Not just some children, but **all** our children.

MOM Program Intervention



Home visits before
well child visits:

6 weeks, 4, 6, 9, 12, 15, 18
24, 30, 36, 42, 48, 54, and
60 months of age

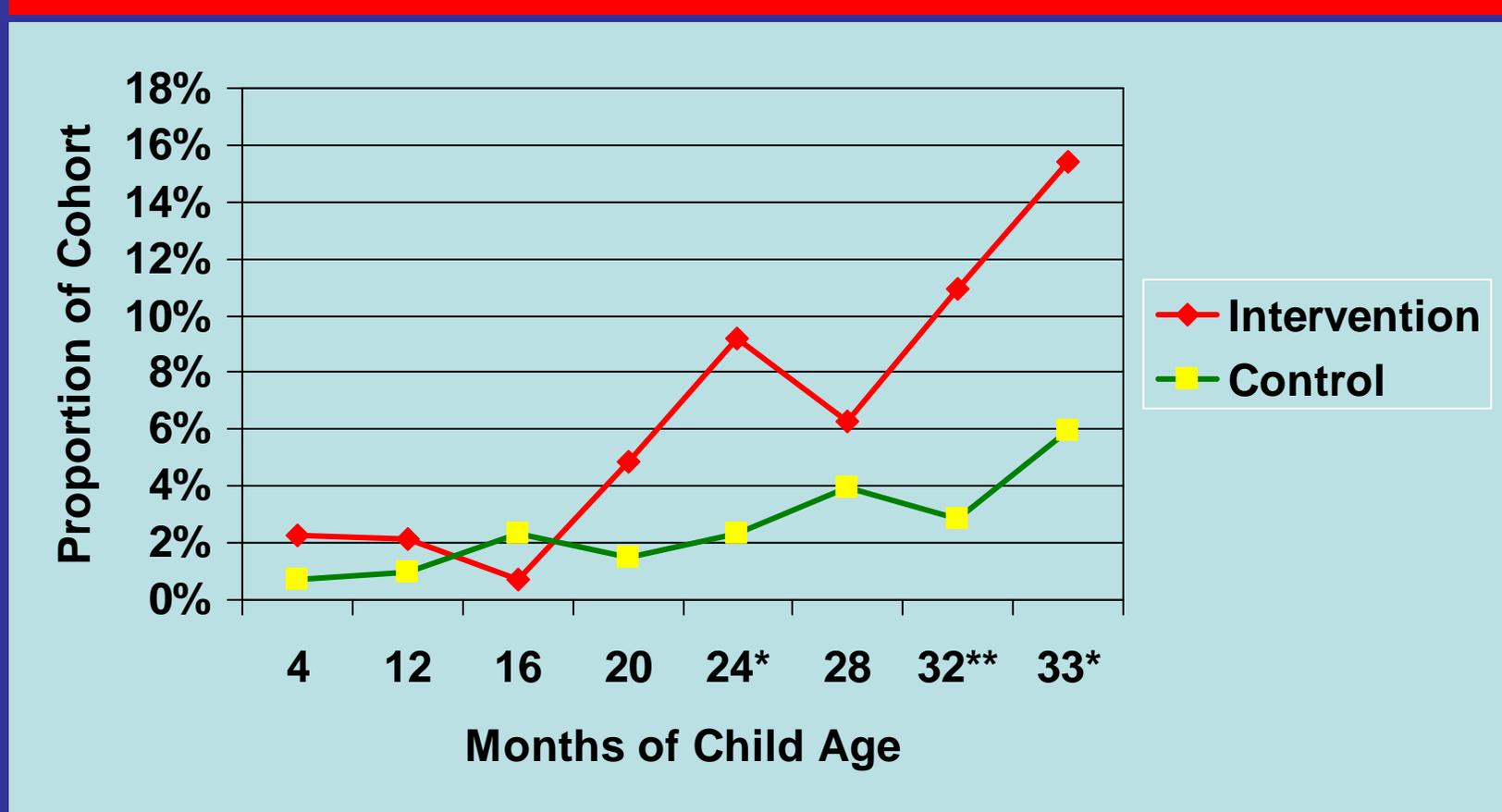


Phone calls to confirm
and check-in regularly:

Before home visits, to confirm
well child appointments and visits,
to reinforce developmental follow-up

MOM Program Pilot

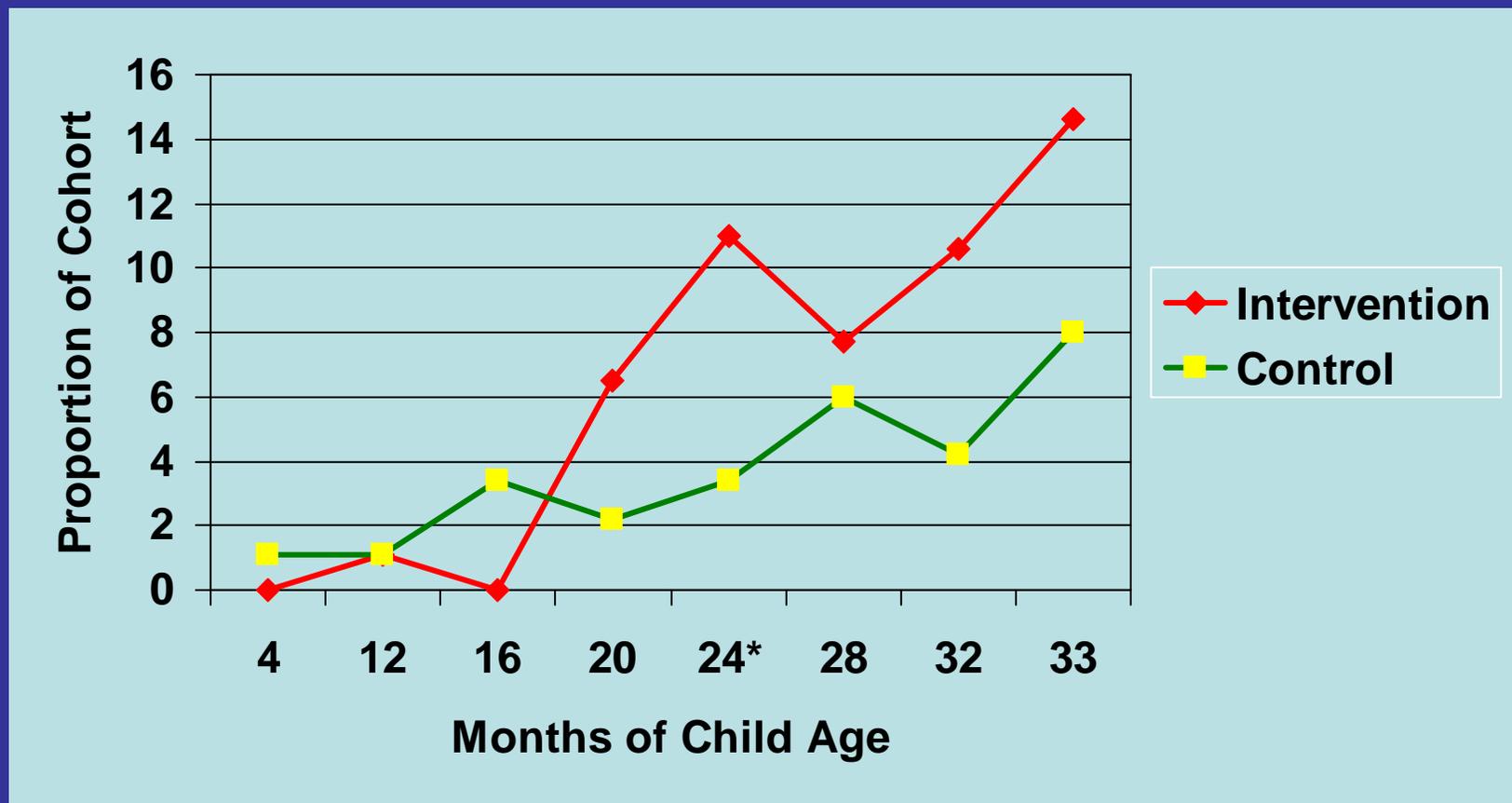
Early Intervention Services Receipt



Notes: 1) * = $p < 0.05$; ** = $p < 0.01$
2) N for each data point varies slightly

Early Intervention Services Receipt

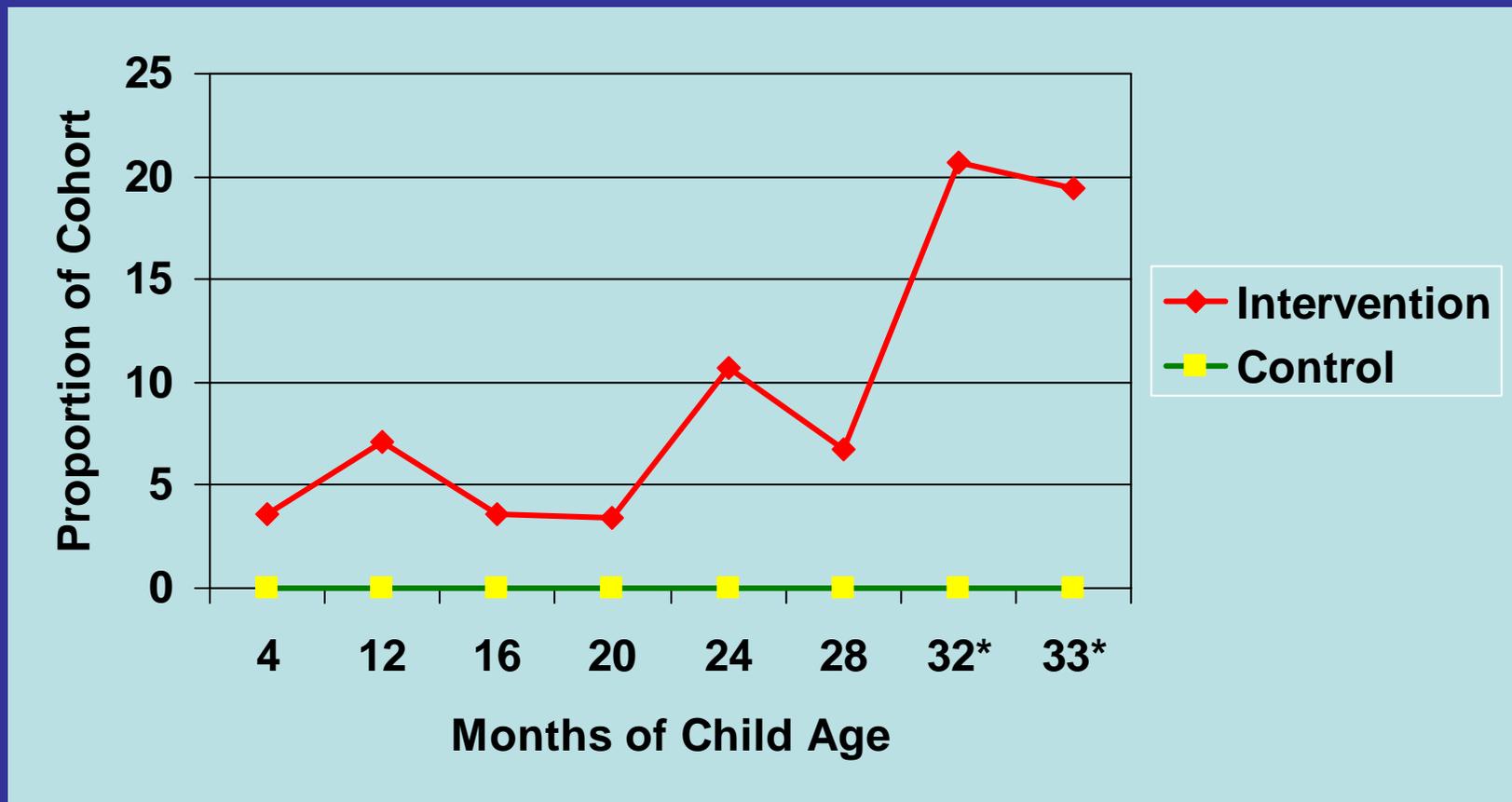
Maternal IQ ≥ 80



- Notes: 1) * = $p < 0.05$; ** = $p < 0.01$
2) N for each data point varies slightly
3) Maternal IQ measured with WASI

Early Intervention Services Receipt

Maternal IQ < 80



Notes: 1) * = $p < 0.05$; ** = $p < 0.01$

2) N for each data point varies slightly

3) Maternal IQ measured with WASI

MOM Program Evaluation

60 Months (N=254)

Variable	Intervention	Control	Percent Change	p value
Early Intervention Referral Ever	28.9%	18.4%	57%	0.055
Early Head Start	11%	1.6%	588%	0.003
Day Care Ever	49.2%	62.7%	-21%	0.033
Head Start	44.1%	23.0%	92%	0.000

MOM Program Evaluation

60 Months (N=254)

Variable	Intervention	Control	Percent Change	p value
Externalizing (CBCL _≥ 63)	2.4%	11.1%	-78%	0.006
Physical Aggression (CBCL_≥ 68)	1.6%	7.1%	-77%	0.034
Child Ever Hospitalized	19.1%	27.3%	-30%	0.102
Child Ever Injured	22.4%	32.0%	-30%	0.070
Parent Injured, Last 5 Years	15.1%	22.7%	-33%	0.107

Model Feasibility

- Inexpensive on per-child basis
- Linked directly to infant hospital discharge for well babies (about 18,000/year)
- Based on universal Head Start data, savings would be great life-long
- Creates job opportunities in communities

Implementation

- Three Zip Codes selected so far with high rates of DHS involvement
- Enrolling all eligible infants from two hospital delivery rooms
- Workers based in target community
- After pilot, expand to more Zip Codes and more hospitals to reach at least 1,000 new births per year. Expand to reach 8-10,000 births per year

Websites

- Foodfitphilly.org
- Smokefreephilly.org
- Takecontrolphilly.org
- Phila.gov/health