



PhillyStat Outcomes

The Mayor's Goal 2: "The Education and Health of Philadelphians Improves."



Vision for Goal 2

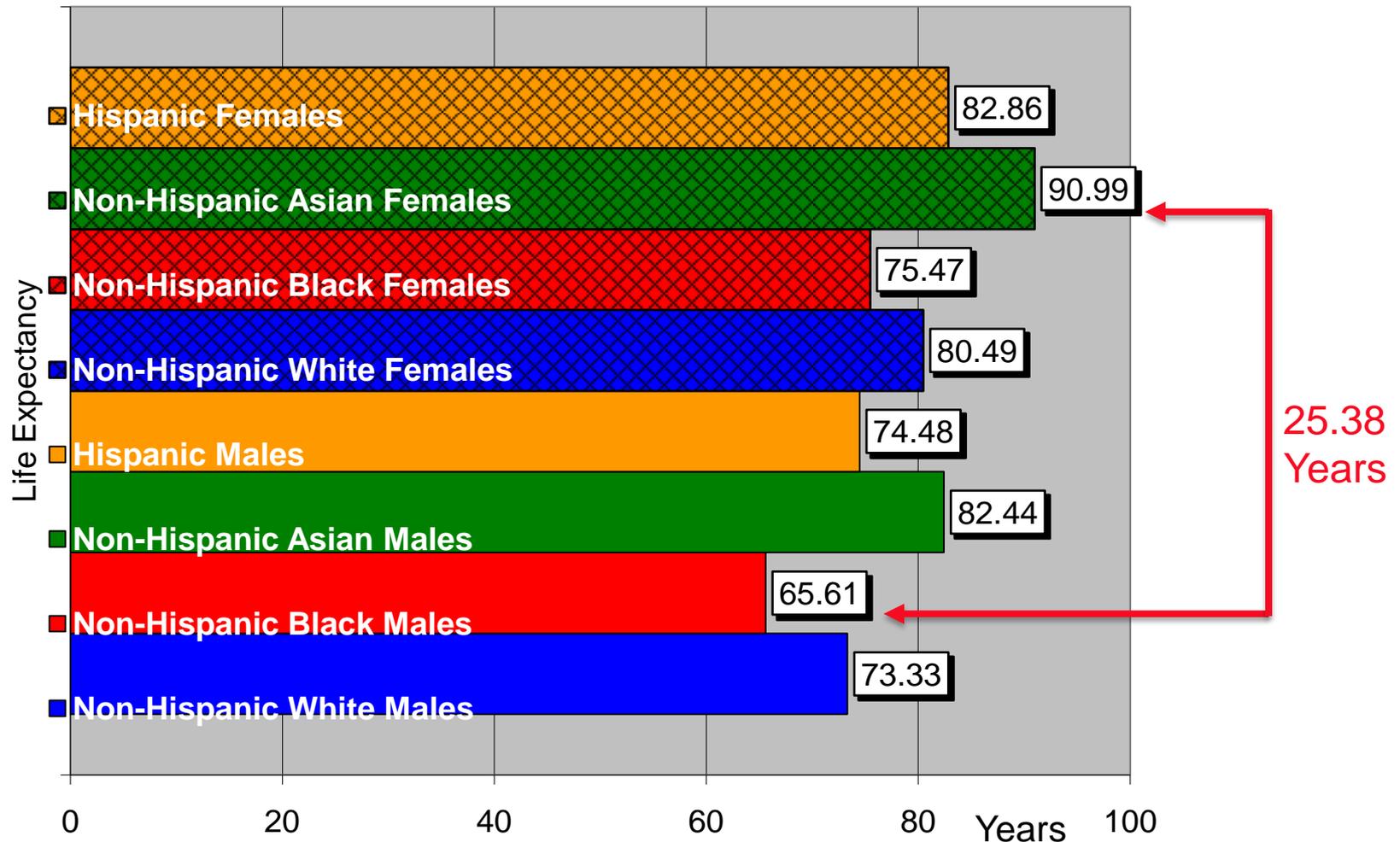
Philadelphians will live, work, play, and learn in environments that promote healthy eating, active living, a smoke-free existence, and educational success, enabling them to have long, productive lives free from disease, disability, and premature death.

Philadelphians will be afforded opportunities to learn and enhance their lives through continued education.

The most vulnerable will find support through public-private collaborative efforts to improve the quality of their lives.



Goal 2 Measure: Life Expectancy



Source: Philadelphia Department of Public Health. 2007 Vital Statistics

Draft: 11/16/2011

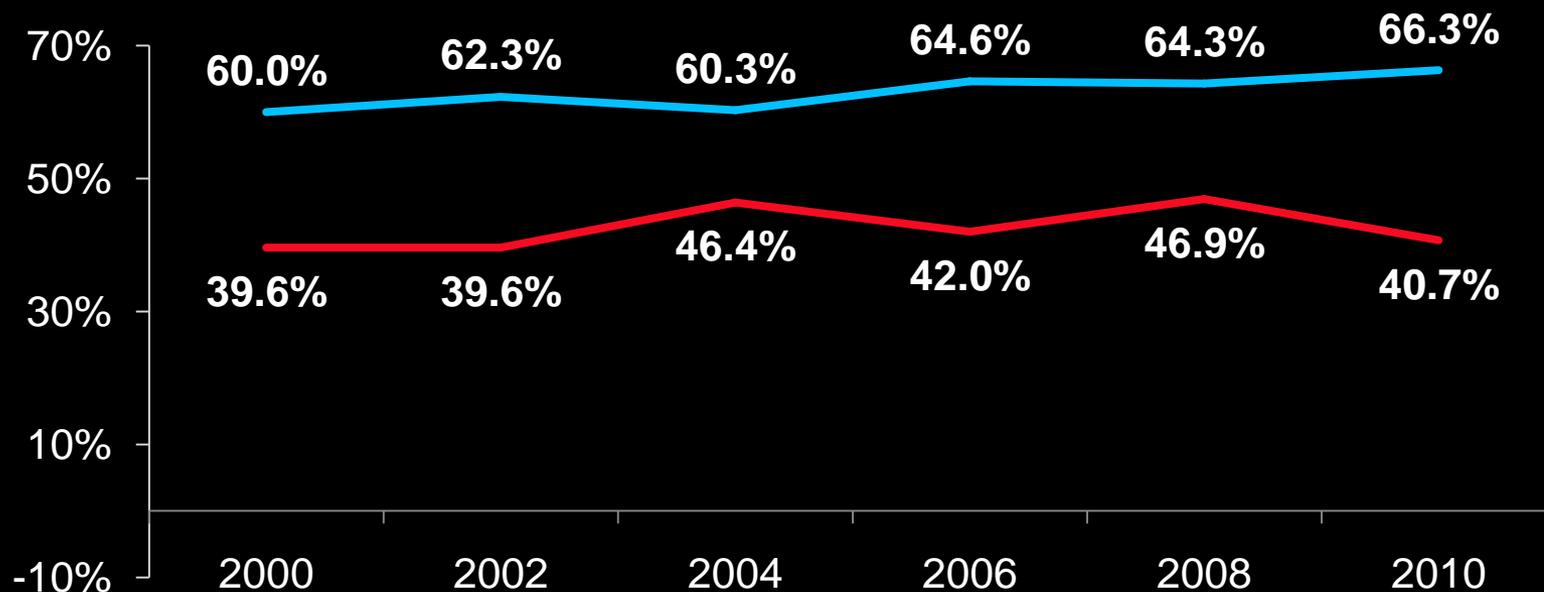


Why are we here today?



Overweight and Obesity in Philadelphia

Overweight and Obesity Among Philadelphia Adults (18+) and Children (6-17)



— Adult overweight-obesity

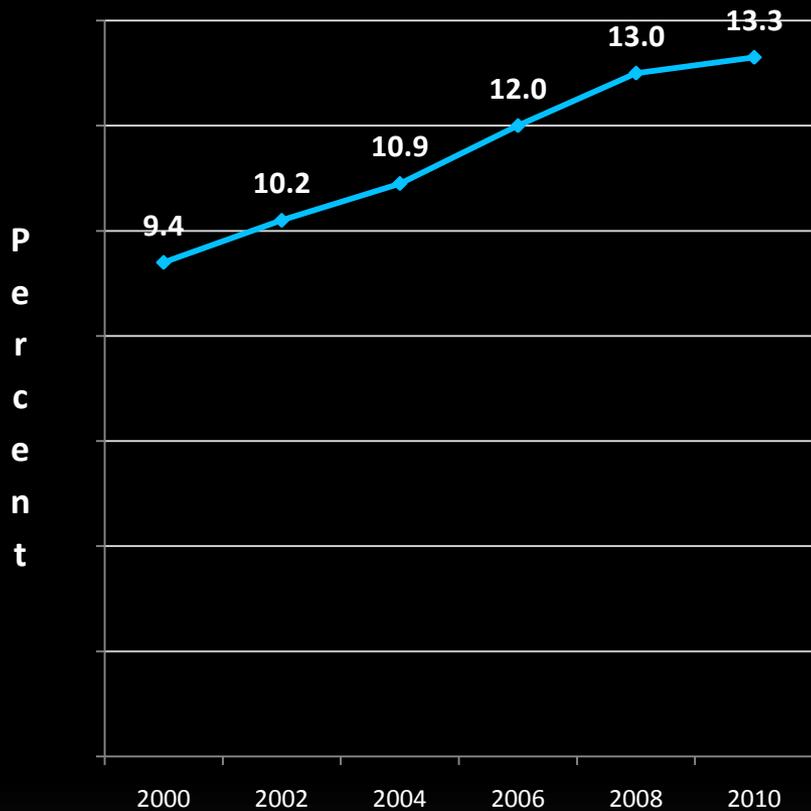
— Child overweight-obesity (6-17 years)

Source: Public Health Management Corporation

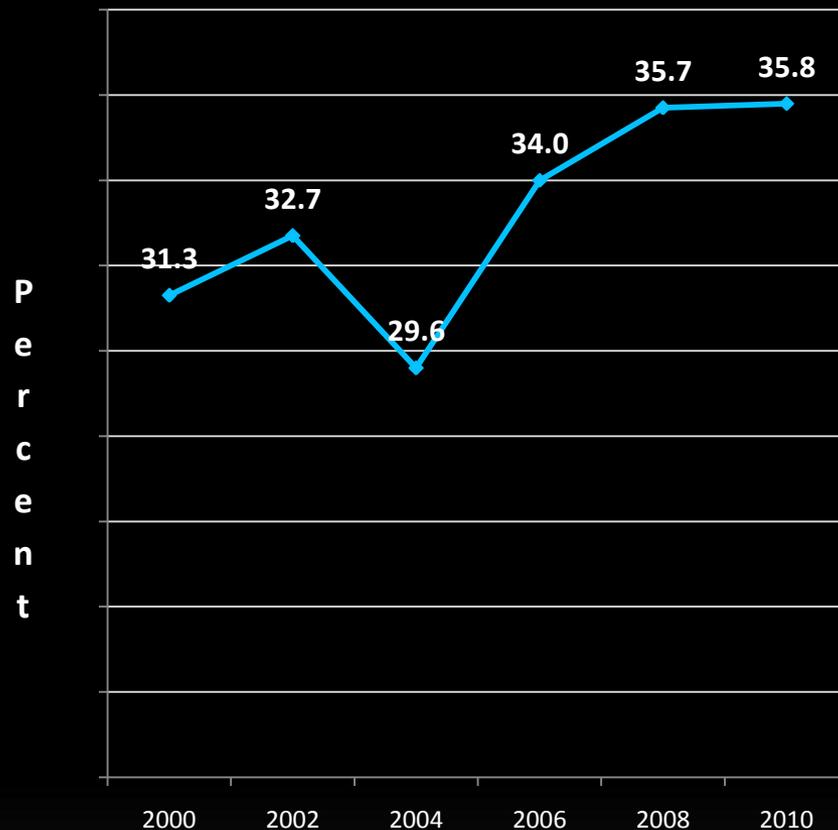


Diabetes and Hypertension in Philadelphia

Diabetes among Philadelphia Adults



Hypertension among Philadelphia Adults



Source: Public Health Management Corporation



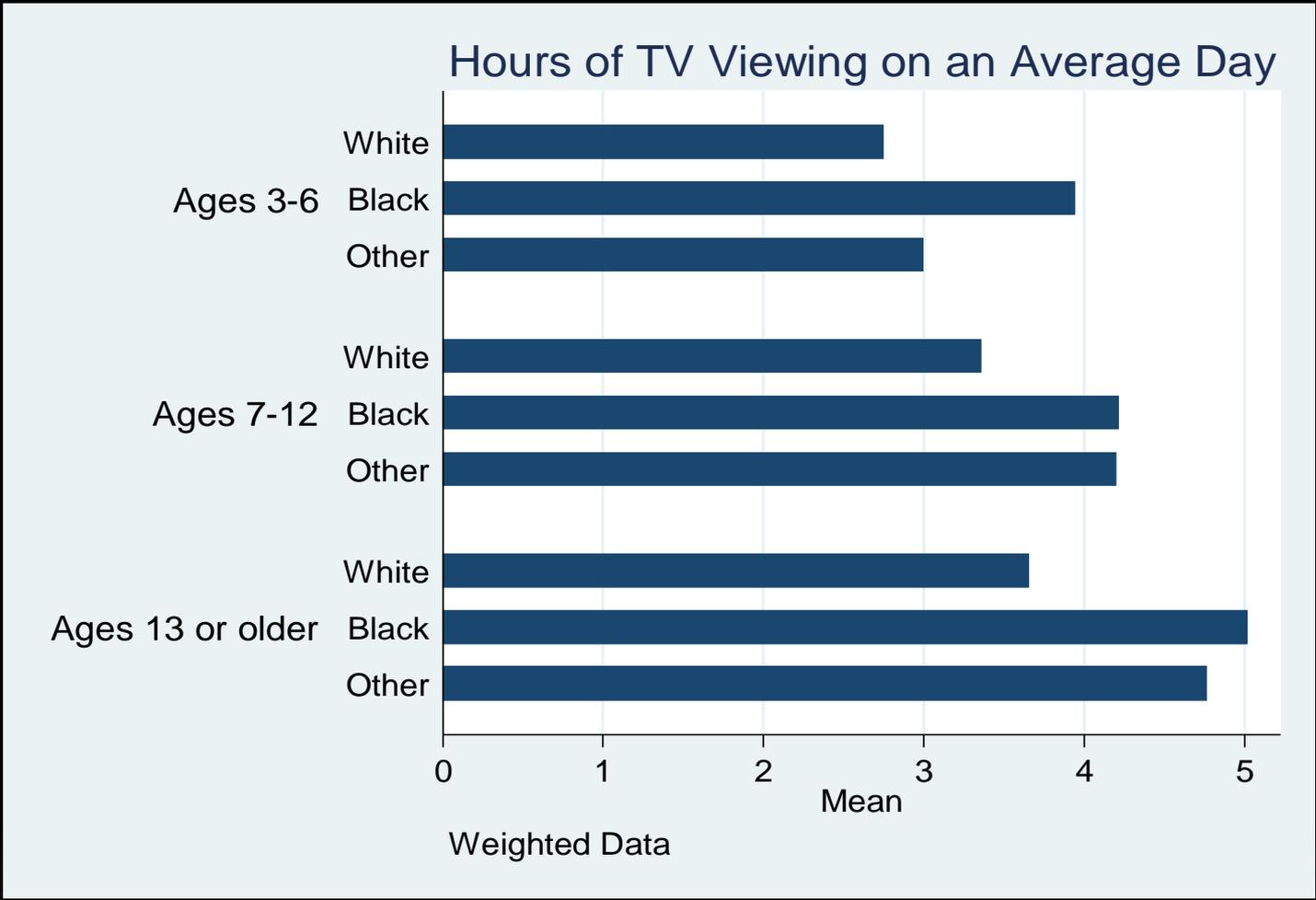
Why is obesity so common?



Walking and biking are difficult on many of our streets



Kids in Philadelphia spend more time indoors than outdoors



Source: Annenberg Public Policy Center



Many of our food choices are not healthy ones



Key Determinants of Obesity

- **Lack of Physical Activity Opportunities**
 - Auto-based planning
 - Disrepair and lack of safety in neighborhoods
 - Dramatic increase in indoor, screen-based activities
- **Poor Diet**
 - Limited access to healthy foods in poor communities
 - Easy availability and aggressive marketing of unhealthy foods
 - Higher relative price of healthy foods



What are we trying to achieve?



Health Impact Pyramid

Examples

Eat healthy, be physically active

Rx for high blood pressure, high cholesterol, diabetes

Immunizations, brief intervention, cessation treatment, colonoscopy

Fluoridation, 0g trans fat, iodization, smoke-free laws, tobacco tax

Poverty, education, housing, using, inequality

Counseling & Education

Clinical Interventions

Long-lasting Protective Interventions

Changing the Context
to make individuals' default decisions healthy

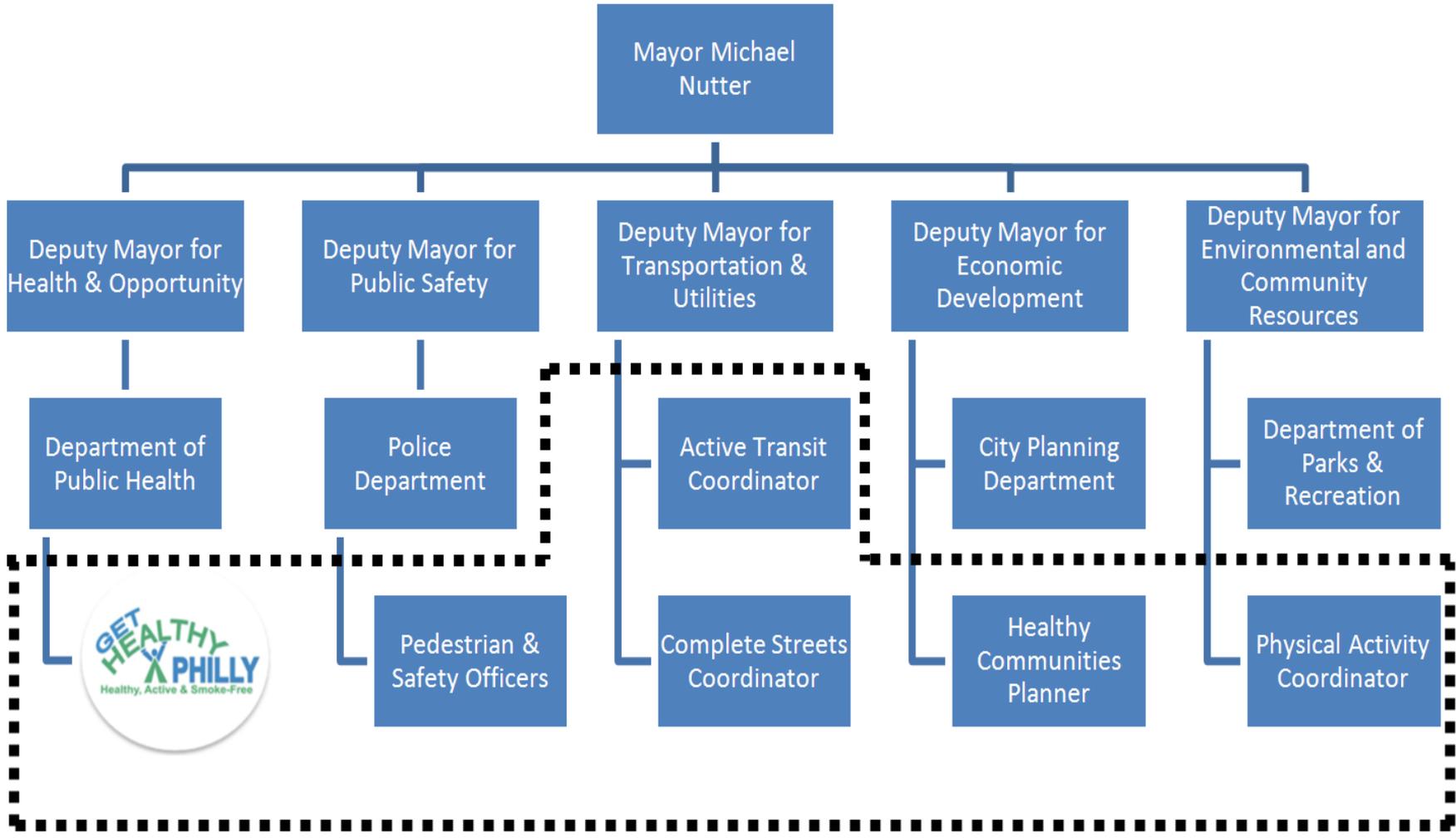
Socioeconomic Factors

Smallest Impact

Largest Impact

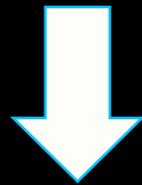


Working across government



Goals and Objectives

- Increase opportunities for physical activity in daily life
- Increase access to healthy, affordable foods
- Decrease consumption of unhealthy foods



- Decrease overweight and obesity prevalence among Philadelphia adults from 66% to 62% by 2014
- Decrease overweight and obesity prevalence among Philadelphia youth from 41% to 37% by 2014

What are we doing and how well are we doing it?



Actions We Are Taking

Increase opportunities for physical activity in daily life

- Bike and pedestrian planning
- Bike and pedestrian education and enforcement
- Classroom movement breaks, socialized recess
- Afterschool fitness standards

Increase access to healthy, affordable foods

- Healthy corner stores
- Farmers' markets and Philly Food Bucks
- School and afterschool food reforms

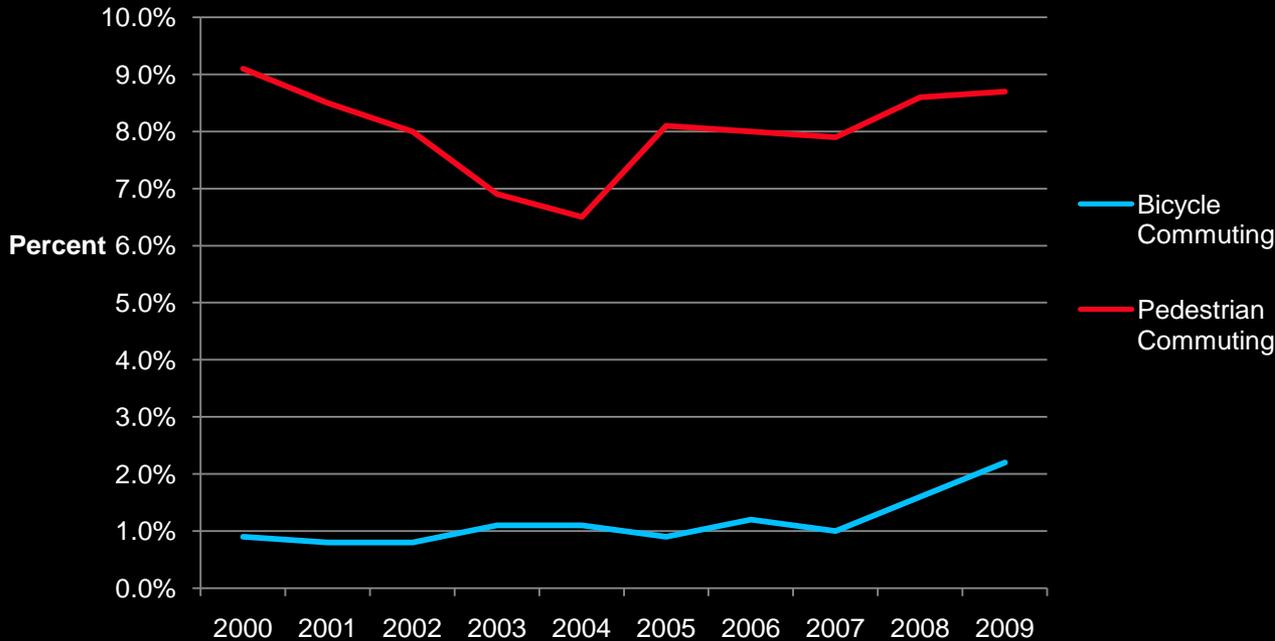
Decrease consumption of unhealthy foods

- Sugary drinks media campaign
- Healthy vending machines
- Menu labeling
- Healthy school stores, fundraisers, classroom rewards



Pedestrian and Bicycling Infrastructure MOTU, Planning Commission, Public Health

Percent of Adults Commuting to Work by Bicycling and Walking, 2000 - 2009



Source: U.S. Census



Zoning to Promote Healthy Food Availability and Active Transit

Planning Commission, MOTU, Public Health

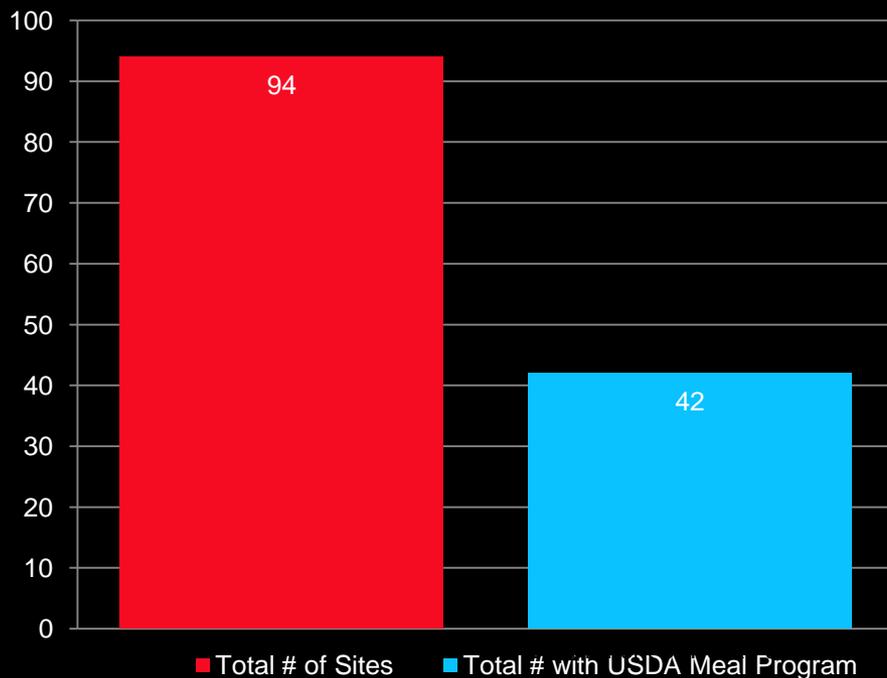
- More fresh food markets in commercial and mixed-use developments by offering density bonuses that don't count the square footage of those markets against the maximum buildable area (14-603(7))
- Providing incentives for pedestrian-friendly, transit-oriented development patterns around key transit stations (14-704)
- 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)



Healthy Eating and Active Living in Recreation Center Afterschool Programs

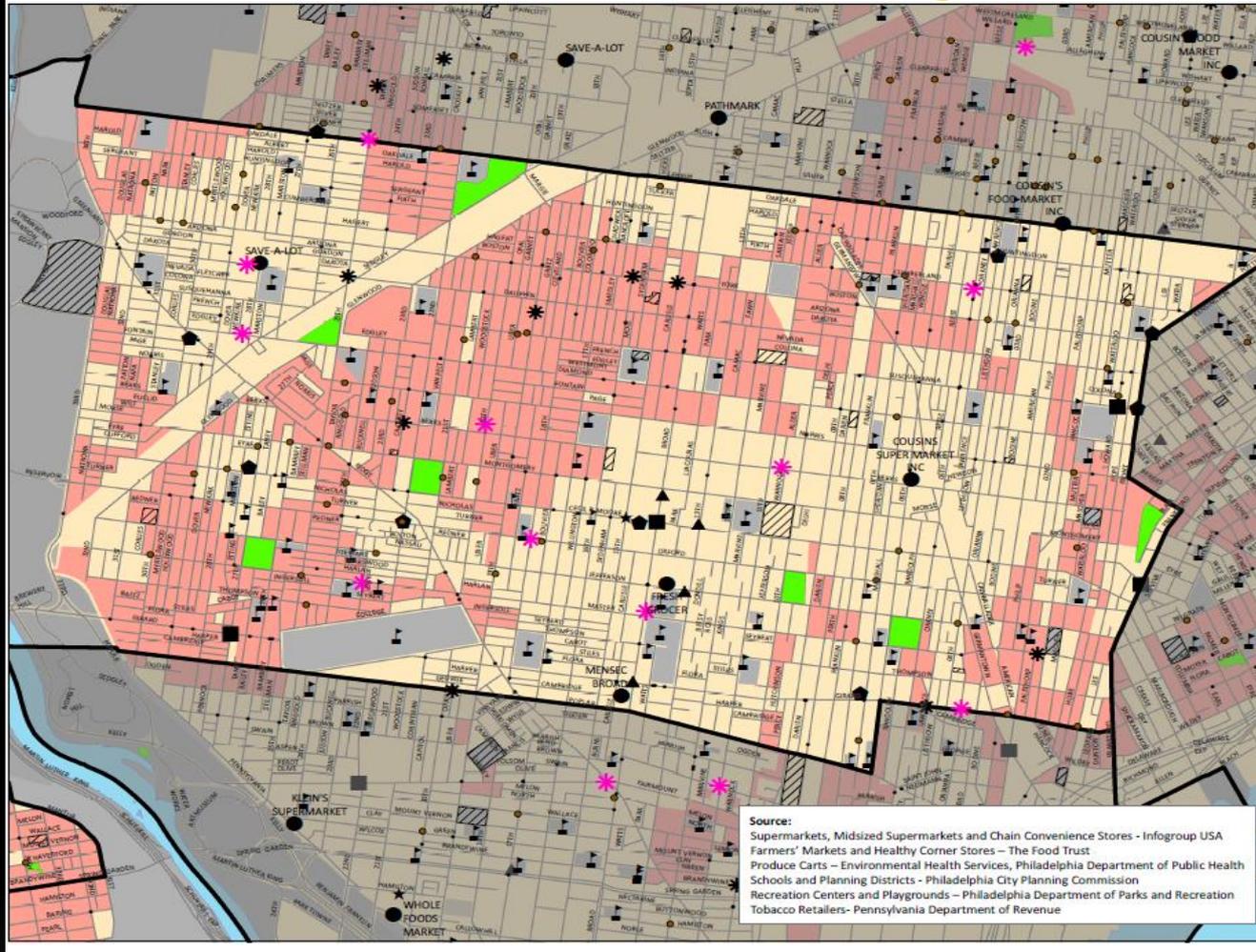
Recreation, Public Health

Number of Recreation Afterschool Sites with USDA Meal Program, 2010-2011



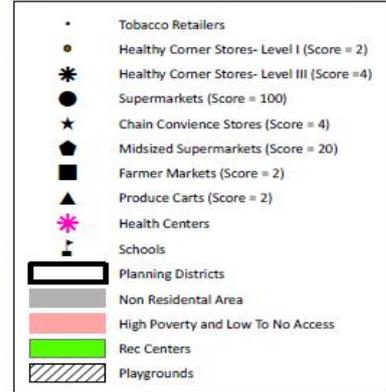
Identifying Areas with Limited Access to Healthy Foods

Public Health, Planning, Sustainability



High Poverty and Low to No Walkable Access to Healthy Food

PLANNING DISTRICT - LOWER NORTH



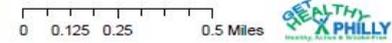
High Poverty - Areas where 60% or more of the households live in poverty as defined by household income < 200% of the federal poverty level. (Source: 2009 Census, American Community Survey)

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

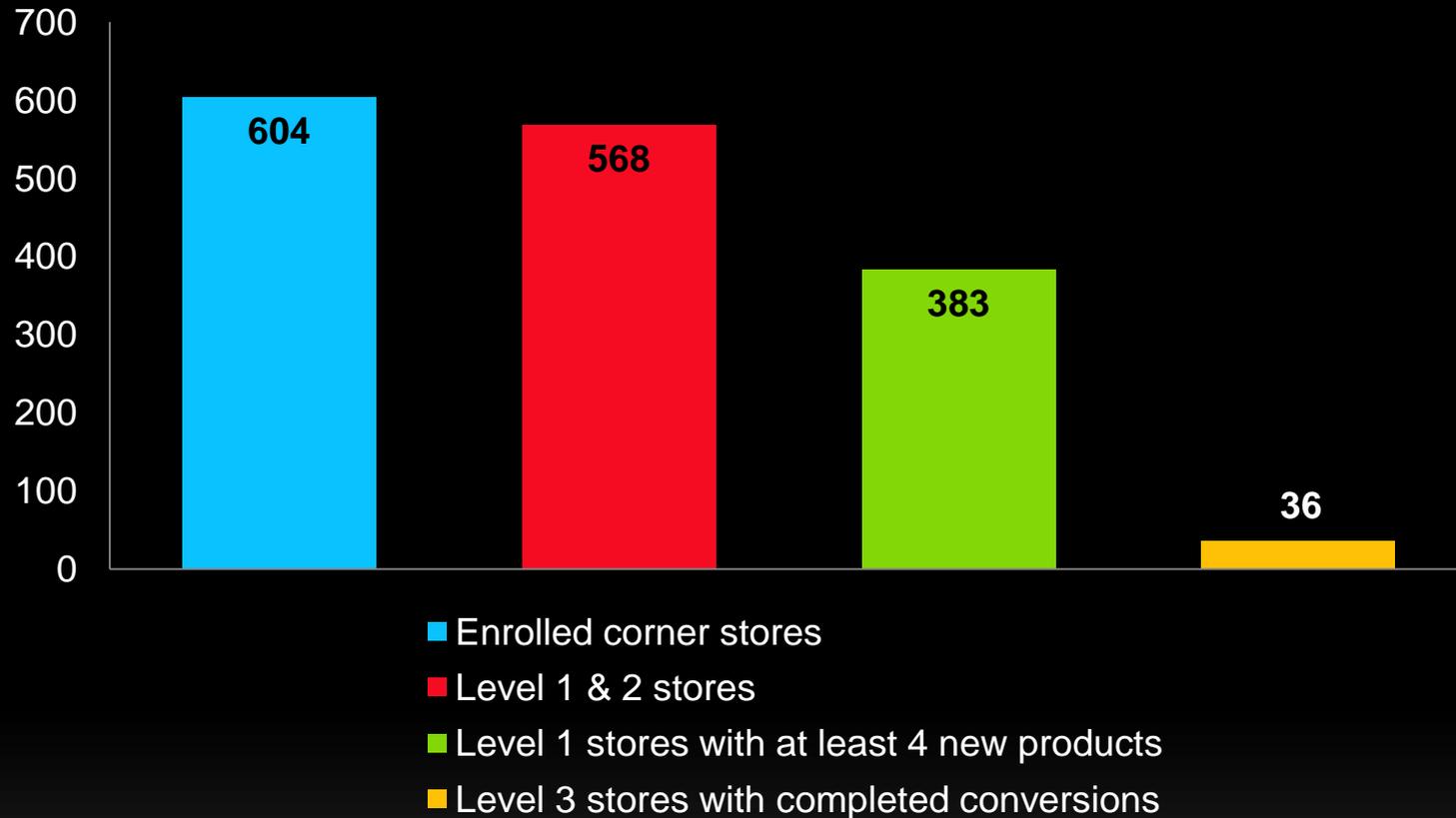


Healthy Corner Stores



Healthy Corner Stores

Overview of Healthy Corner Store Intervention, March 2010 - September 2011



Source: Food Trust

Farmers' Markets and Philly Food Bucks



809567


The Food Trust
FRESH FOODS. BETTER LIVES.


UNIVERSITY CITY FARMERS MARKET
FRESH LOCAL FOODS

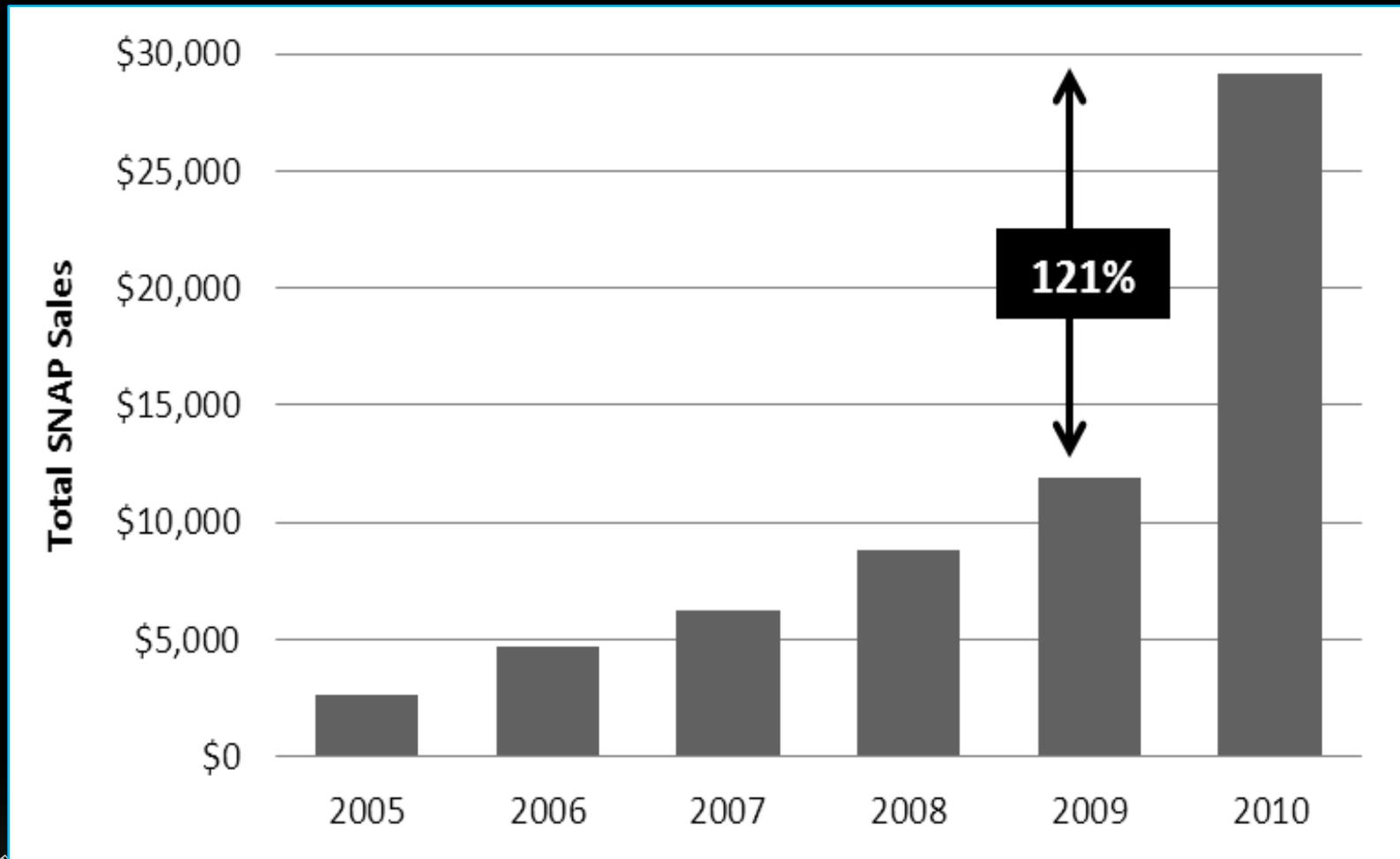
PHILLY
FOOD BUCKS

USE THIS COUPON TO GET \$2 WORTH OF FRESH FRUITS AND VEGETABLES AT YOUR FARMERS' MARKET. SEE BACK OF COUPON FOR PARTICIPATING FARMERS' MARKETS. EXPIRES 11/31/2010.

 \$2

PHILLY FOOD BUCKS

Farmers' Markets and Philly Food Bucks



Source: Food Trust

What are key policy issues?



Menu Labeling

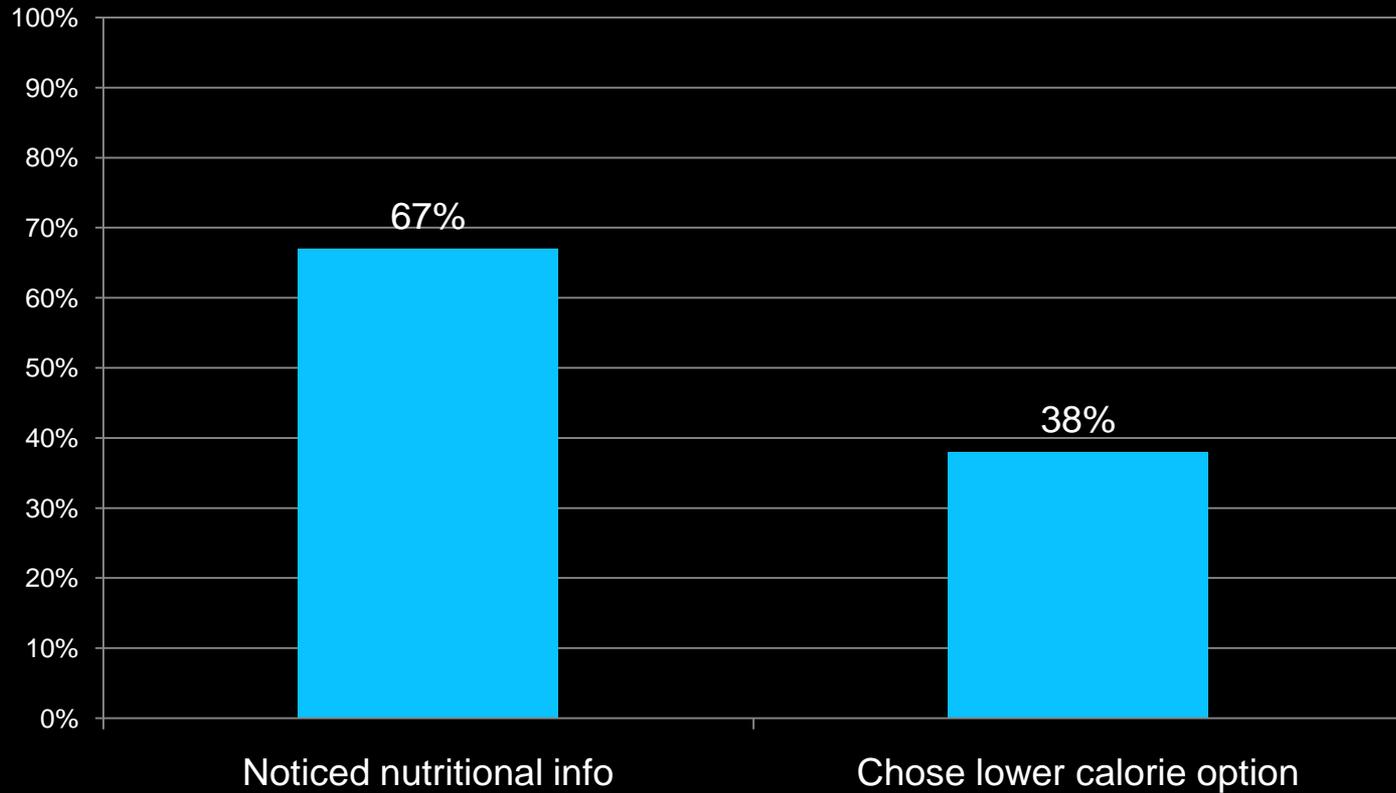
- Philadelphia adopted its menu labeling ordinance (080167-A) on November 19, 2008, and it became effective January 1, 2010
- 2010 federal law is weaker but it preempts Philadelphia law; however, Philadelphia has filed for exemption from preemption

	Philadelphia	Federal Law
Menu Board	Calories must be displayed on the menu board.	Calories must be displayed on the menu board.
Menu	<i>Calories, sodium, saturated fat, trans fat, and carbohydrates</i> must be displayed on the menu.	<i>Calories</i> must be displayed on the menu.
Definition of Chain Restaurant	15 establishments nationwide.	20 establishments nationwide.



Menu Labeling - Impact

Philadelphia menu labeling impact, 2010



Source: Elbel et al 2010, PHMC HHS 2010

Philadelphia Menus

World Famous Pancake Combos

Pick-A-Pancake Combo* Your choice of two same-flavored famous pancakes. Served with two eggs, hash browns and your choice of two bacon strips or two pork sausage links. Choose from any of our famous pancake flavors 8.69

- Original Buttermilk
- *New!* CINN-A-STACK™
- Double Blueberry
- Chocolate Chip
- New York Cheesecake
- Strawberry Banana
- Harvest Grain 'N Nut®
- Cinnamon Apple
- Strawberry

960-1300 Calories / 2110-2300mg Sodium



HICKORY-SMOKED BAR-B-QUE COMBO

Can't decide? Get the best of our Smokehouse! Your Choice of Bar-B-Que Ribs, Bar-B-Que Chicken or Smoked Pulled Pork. Served with seasoned fries, ranch beans and fresh coleslaw.

Duo Combo 18.75 1,429 calories 5,362 sodium

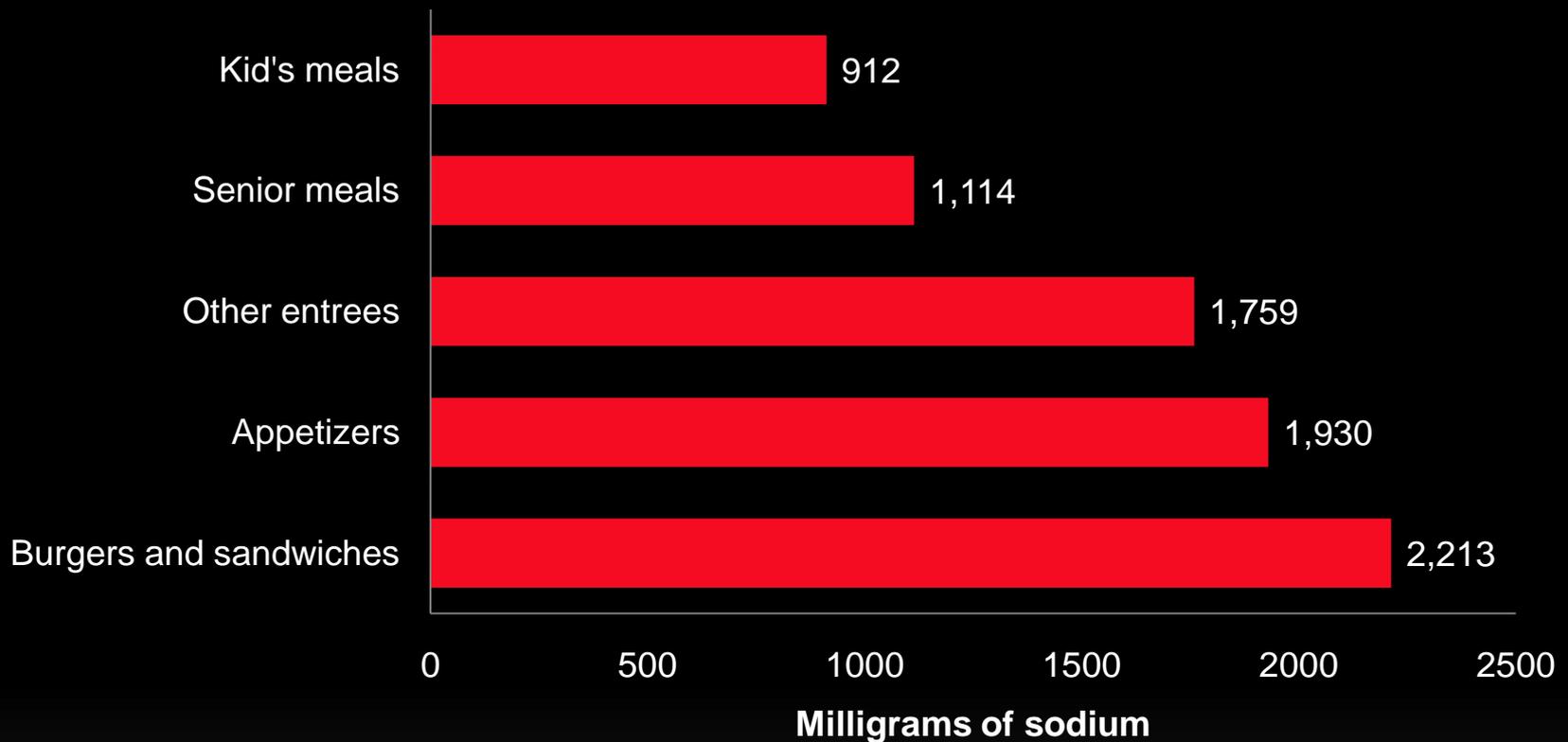
Trio Combo 22.75 1,823 calories 6,743 sodium

KIDS MENU

	Calories	Satur. Fat	Trans Fat	Carb Grams	Sodium Mg
Kids Hamburger with fries	1,087	10	1	50	1,672
Add Cheese	70-82	<i>see cheeses section under burgers</i>			
Cheesy Mac	1,012	34	0	89	1,407
Pasta w/ Red Sauce	945	15	0	93	1,616
Hot Dog	698	8	1	61	2,128
BBQ Drum Sticks	693	5	3	56	2,607

Sodium Content of Items on Philadelphia Menus

Average sodium in items served at Philadelphia sit-down restaurants, 2011



Source: Drexel University School of Public Health, Philadelphia Department of Public Health



What else could we be doing?

Work with local/regional restaurants to:

- Offer healthier items as options
- Make healthy items the default:
 - Apples instead of french fries in kids' meals
- Decrease sodium content incrementally

Work with local/regional food producers to:

- Decrease sodium content incrementally

How much sugar is in your drink?

Based on the FDA standard of 4 grams of sugar per teaspoon.



13.5
teaspoons

8
teaspoons

19.25
teaspoons

10.5
teaspoons

8.5
teaspoons

17.5
teaspoons

Consumption of sugar sweetened beverages may be the single largest driver of the obesity epidemic according to a 2009 study in the New England Journal of Medicine.

Average sugar sweetened beverage consumption by youth

Gender	Ages 2-5	Ages 6-11	Ages 12-19
BOYS	47 gallons/year	65 gallons/year	108 gallons/year
GIRLS	41 gallons/year	51 gallons/year	77 gallons/year

The extra calories from adding just one 20 oz Mountain Dew to your regular diet every day for a year would be enough calories to cause a 30 pound weight gain.



For a free copy of this poster or for more information about helping to reduce obesity and consumption of sugar sweetened beverages visit www.allianceforahealthiervt.org

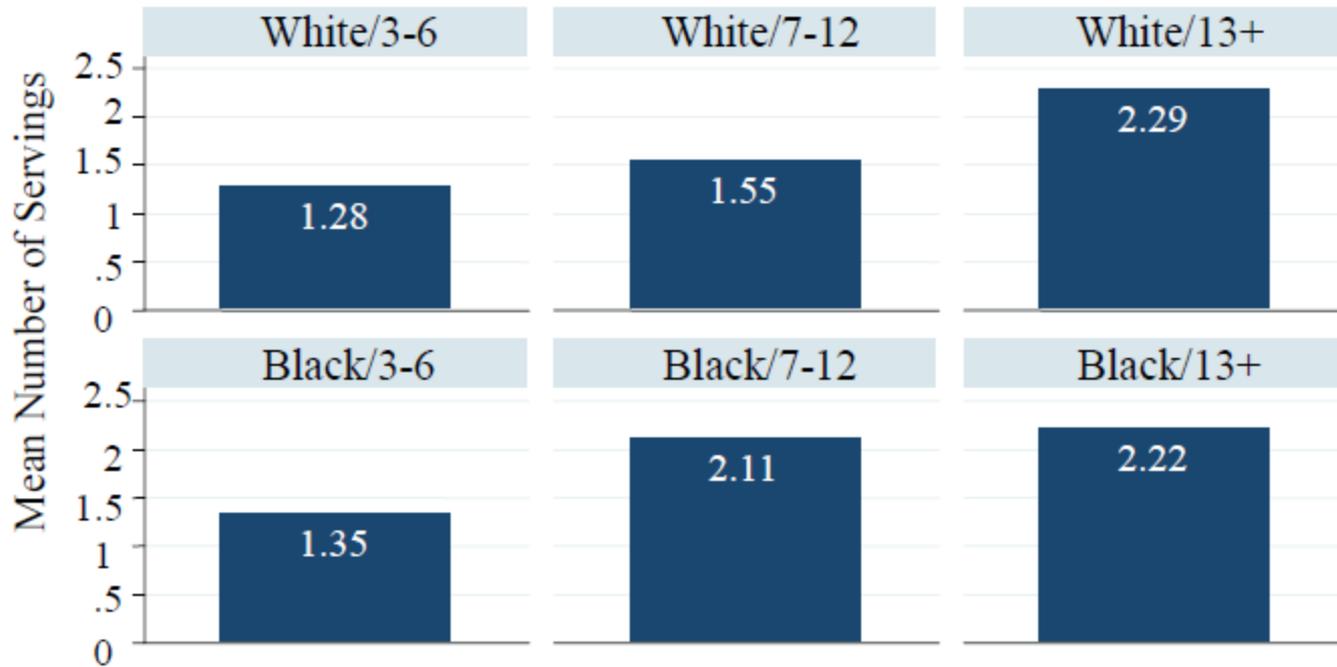
Alliance
for a
Healthier
Vermont
*Less Sugar
for Better Health*



Source: Alliance for a Healthier Vermont

phillystat.

Children's Average Daily Servings of Sugary Drinks in Philadelphia



Weighted Data



The Health Effects of Sugary Drink Consumption

- **Weight gain**
- **Diabetes**
- **Metabolic syndrome (high blood pressure, high cholesterol, pre-diabetes)**
- **Dental caries (cavities)**

- **20% of all weight gain in the U.S. over the past 30 years can be attributed to sugary drink consumption (Woodward-Lopez et al, 2010)**

Current Approaches to Reduce Sugary Drink Consumption Among Philadelphians

- **Media campaigns**
 - *Do you know what your kids are drinking?*
 - 24 million impressions
- **Healthy vending policies**
 - City of Philadelphia plus 7 other employers
 - 170,000 employees
- **Healthy drink access**
 - Healthy corner stores
 - Afterschool beverage standards



What else could we be doing?

- **Make healthy drinks the default in restaurants**
 - **Water instead of soda in kids' meals**
- **Partner with industry to promote and market other drinks, including water**
- **Teach youth about sugary drink marketing/targeting and empower them to be advocates**
- **Limit marketing, particularly outside corner stores**



How Can the Public Find Out More?



Resources

- www.foodfitphilly.org
 - The closest farmers' market that accepts SNAP and Food Bucks
 - List of healthy corner stores
 - Facts about sugary drinks
 - Dr. Sonya Grier, Nov 18th, *How targeted food marketing affects communities of color*
- www.facebook.com/foodfitphilly
- www.youtube.com/user/foodfitphilly



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