

ANNUAL REPORT 2013



TABLE OF CONTENTS

Introduction	3
Executive Summary	4
Context	6
Objectives	8
Strategies	9
Media and Communications	10
Policy Environment	14
Youth-Based Initiatives	18
Built Environment	22
Retailers and Manufacturers	26
Employers, Insurers and Healthcare Providers	32
Get Healthy Philly by the Numbers	36
Looking Ahead	38
Leadership Team and Partners	39
References	39

“The story in Philadelphia shows it can be done..”

TOM FRIEDEN, MD, MPH
DIRECTOR FOR THE CENTERS FOR
DISEASE CONTROL AND PREVENTION
CNN HEALTH, JANUARY 2014

“The goal is to keep people healthy rather than treating them only when they are sick. That’s good practice and sound policy.”

DON SCHWARZ, MD, MPH
HEALTH COMMISSIONER
AND DEPUTY MAYOR,
HEALTH AND OPPORTUNITY,
CITY OF PHILADELPHIA,
TRUST FOR AMERICA’S
HEALTH, DECEMBER 2013

“The work on making Philadelphia a smoke-free city is one of the best things we’ve ever done.”

MICHAEL A. NUTTER
MAYOR OF PHILADELPHIA
GREAT AMERICAN SMOKEOUT,
NOVEMBER 2013

INTRODUCTION

In March 2010, the Philadelphia Department of Public Health (PDPH) launched *Get Healthy Philly*, a groundbreaking public health initiative bringing together government agencies, community-based organizations, academia and the private sector to address obesity and smoking in Philadelphia. Our vision is a city where all residents can live, learn, work, shop, worship and play in environments that promote healthy eating, active living and a smoke-free existence.

Over the last four years, we have made great strides in achieving this vision through the leadership of Mayor Michael A. Nutter and our Get Healthy Philly Leadership Team. Together, we have created a healthier, cleaner, greener, more productive city. Key accomplishments include:

A 15% reduction in smoking among adults and a 10% reduction among youth, translating into over 40,000 fewer smokers in the city;

- Nearly 1,000 acres of new smoke-free spaces, including City recreation centers, playgrounds and pools;
- A 36% reduction in illegal tobacco sales to minors; and
- Over 20,000 Philadelphians making use of the Pennsylvania (PA) Free Quitline (1-800-QUIT-NOW).

A 5% reduction in childhood obesity, including larger reductions among African-American boys and Hispanic girls and a plateauing in adult obesity prevalence;

- An evaluation demonstrating that menu labeling in full-service Philadelphia restaurants leads to a reduction in the number of calories, sodium, saturated fat and carbohydrates purchased by customers;
- Nearly 900 food retailers promoting healthy food sales, including 650 corner stores, 60+ farmers' markets and 206 Chinese take-out restaurants;
- Citywide policies to promote complete streets; healthy, sustainable city planning; breastfeeding support in employer settings; and healthy vending standards; and
- Mass media and social media initiatives to inform parents about the health risks of sugary drink consumption and to educate Philadelphians about how environments influence health.

Our success in Philadelphia is made possible by local, state and federal funding, particularly from the U.S. Centers for Disease Control and Prevention through the Prevention and Public Health Fund and the Pennsylvania Department of Health.

With guidance from the Mayor and support from our numerous partners, Philadelphia is demonstrating that public health can create healthier home, school, workplace and neighborhood environments. These efforts will prove even more important as millions of Americans become insured over the next several years.

Thank you for all you do to improve the public's health in Philadelphia. We look forward to continued partnerships in pursuing a healthy, active and smoke-free city.



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

EXECUTIVE SUMMARY

Get Healthy Philly is a groundbreaking public health initiative focused on healthy eating, active living and tobacco control. Through partnerships with government agencies, community-based organizations, the private sector and academic institutions, *Get Healthy Philly* seeks to make the healthy choice, the easy choice for all Philadelphians. This report highlights our impacts and achievements in 2013 and describes our next steps for making Philadelphia healthier, more active and smoke-free.

MEDIA AND COMMUNICATIONS

We continued hard-hitting media education initiatives aimed at helping smokers quit, reducing secondhand smoke exposure and decreasing consumption of sugary drinks. Notably, **calls to the PA Free Quitline (1-800-QUIT-NOW) nearly tripled** with the start of our secondhand smoke campaign in April 2013. We bolstered our social media efforts through expanded Facebook membership for SmokeFree Philly and Food Fit Philly, increased YouTube activity, a new Twitter feed and the Ex-Smokers Hall of Fame. Get Healthy Philly activities received **extensive media coverage**, including stories in the New York Times, Washington Post, Philadelphia Inquirer and National Public Radio.

POLICY ENVIRONMENT

We implemented a comprehensive healthy vending policy to improve product availability, placement, pricing and promotion in 311 municipal beverage and snack vending machines. Sales of **healthy**

snacks increased fourfold

from baseline! We published a paper demonstrating that menu labeling in full-service restaurants led customers to purchase 150 fewer calories and 224 mg less sodium. Get Healthy Philly supported and assisted numerous agencies in developing 100% smoke-free policies, including 39 farmers' markets and two public housing communities. Though authorizing legislation is still needed from the Pennsylvania General Assembly, Philadelphia City Council unanimously passed a **\$2 per pack cigarette tax** in Spring 2013.

YOUTH-BASED INITIATIVES

We continued the **Campaign for Healthier Schools** with the School District of Philadelphia and The Food Trust. In 2012–13, we held two annual youth summits for hundreds of middle and high school students, engaged 25 high schools to create healthier school environments and secured over \$15,000 for eight schools to implement wellness projects. Get Healthy Philly launched its

first **Youth Council** through which Philadelphia youth will learn leadership skills to effect change regarding food, fitness and smoking in their communities. We also worked with the Mayor's Office of Community Empowerment and Opportunity and Philadelphia Parks and Recreation to increase summer meal participation among low-income youth across the city.

BUILT ENVIRONMENT

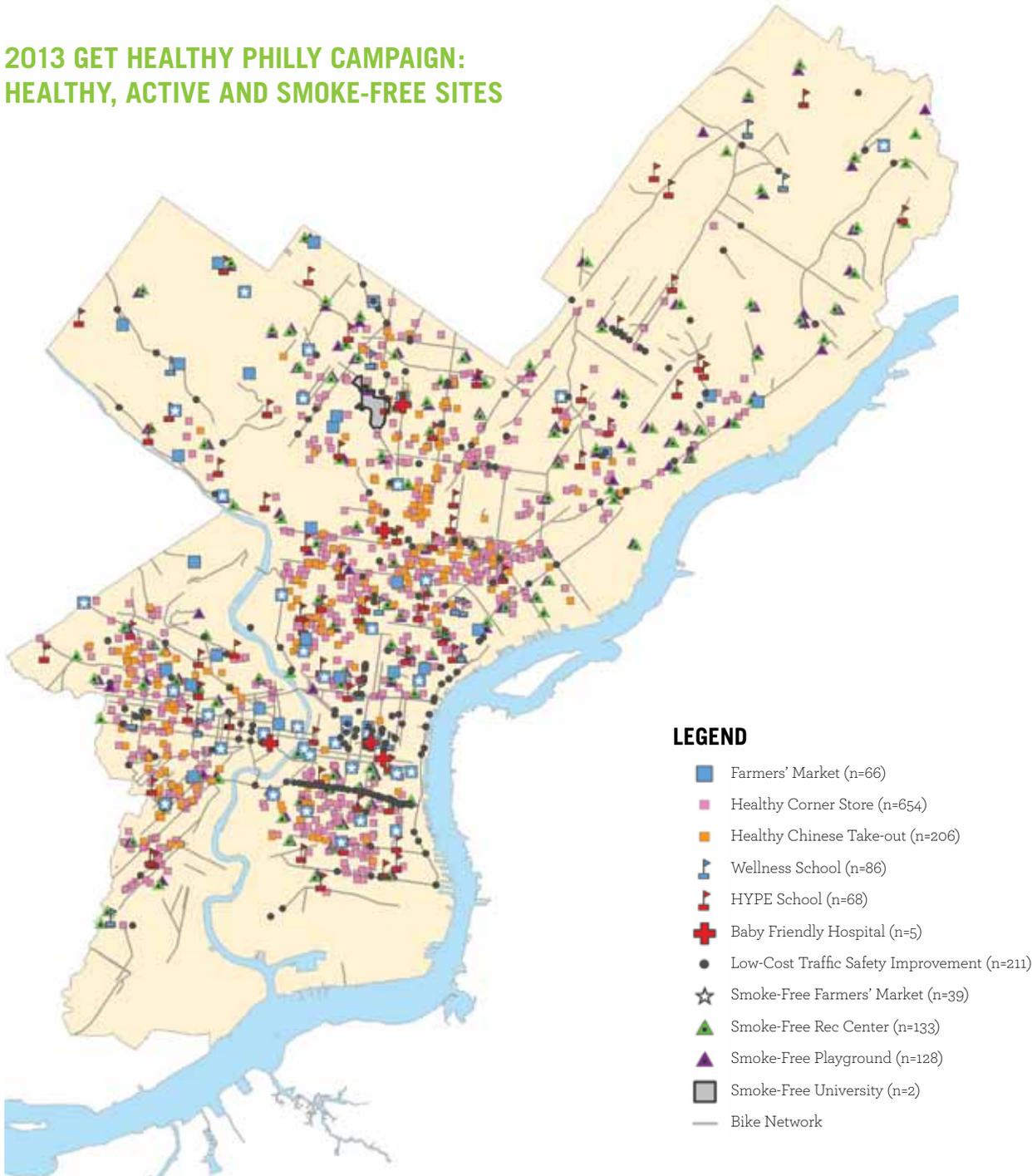
Through partnerships with the City Planning Commission, Streets Department, Parks and Recreation and Mayor's Office of Transportation and Utilities (MOTU), a **citywide Trail Master Plan** was completed, laying out a vision and process for expanding our walking and biking network. MOTU also implemented low-cost safety improvements at 211 locations across the city to reduce pedestrian, bicyclist and motorist injuries. With the Bicycle Coalition of Greater Philadelphia and the School District of Philadelphia, we

advanced **Safe Routes to Schools** programming in 25 elementary schools. The City Planning Commission also completed its fifth district plan, including a series of recommendations on how to promote healthy, active and sustainable communities.

RETAILERS AND MANUFACTURERS

We made great strides in continuing to increase the affordability and accessibility of healthy foods and beverages at 650 healthy corner stores and over 60 farmers' markets in low-income communities in partnership with The Food Trust. Get Healthy Philly and the Temple University Center for Asian Health launched the **Healthy Chinese Take-out Initiative**, through which participating restaurants have already **reduced the sodium content in two popular dishes by 20%**. We established a Healthy Supermarket Pledge to engage supermarket owners in creating healthier store environments, and we integrated tobacco control efforts into all our retail initiatives to prevent tobacco

2013 GET HEALTHY PHILLY CAMPAIGN: HEALTHY, ACTIVE AND SMOKE-FREE SITES



sales to minors and facilitate education and enforcement of tobacco laws.

EMPLOYERS, INSURERS AND HEALTHCARE PROVIDERS

Six birthing hospitals in Philadelphia have officially

registered with **Baby Friendly USA** to promote breastfeeding through evidence-based approaches, including the provision of breastfeeding training to all clinical staff and allowing co-rooming of moms and babies. In partnership with

the Greater Philadelphia Business Coalition on Health, we have continued to educate 30+ large employers on the benefits of **value-based insurance design (VBID)** for smoking, high blood pressure and high cholesterol. Lastly, the public

health detailing program has helped 317 primary care providers to improve their tobacco cessation counseling and treatment strategies, impacting the care of 80,000 patients.

CONTEXT

Get Healthy Philly envisions a city where all residents can live, learn, work, shop, worship and play in environments that promote healthy eating and active, smoke-free living. It also reflects Mayor Michael A. Nutter’s goal of creating a healthier, greener and more productive city.

Over the last several years, Get Healthy Philly has created policies, systems and environmental changes in a variety of settings to make it easier for Philadelphians to live long, healthy and productive lives. We have worked with government agencies, academic institutions, employers, community-based organizations, healthcare providers and the media to make the healthy choice, the easy choice for Philadelphians.

Illnesses related to obesity and smoking are the leading causes of death and disability in Philadelphia

Diseases related to poor diet, physical inactivity and smoking are the leading causes of death and disability in Philadelphia. These unhealthy behaviors are linked to heart disease, cancer, stroke, diabetes, emphysema and kidney failure. Over the last 10

years, obesity and smoking have led to 45,000 deaths in the city.¹ Each year, smoking results in \$700 million in productivity losses for city employers,² and obesity leads to \$750 million in healthcare spending.³

Low-income and racial/ethnic minority residents suffer disproportionately from obesity and smoking. Poor adults in the city are 40% more likely to smoke than non-poor adults.⁴ Poor children are 50% more likely to be exposed to

secondhand smoke.⁵ The rate of death from diabetes for African-American women is twice as high as the rate for white women.⁶

Obesity and smoking are environmental diseases

Many Philadelphians live in environments that make unhealthy choices the default. Philadelphia is the poorest of the 10 largest U.S. cities.⁷ Decades of research

figure 1
HEALTH IMPACT PYRAMID: A FRAMEWORK FOR PUBLIC HEALTH ACTION

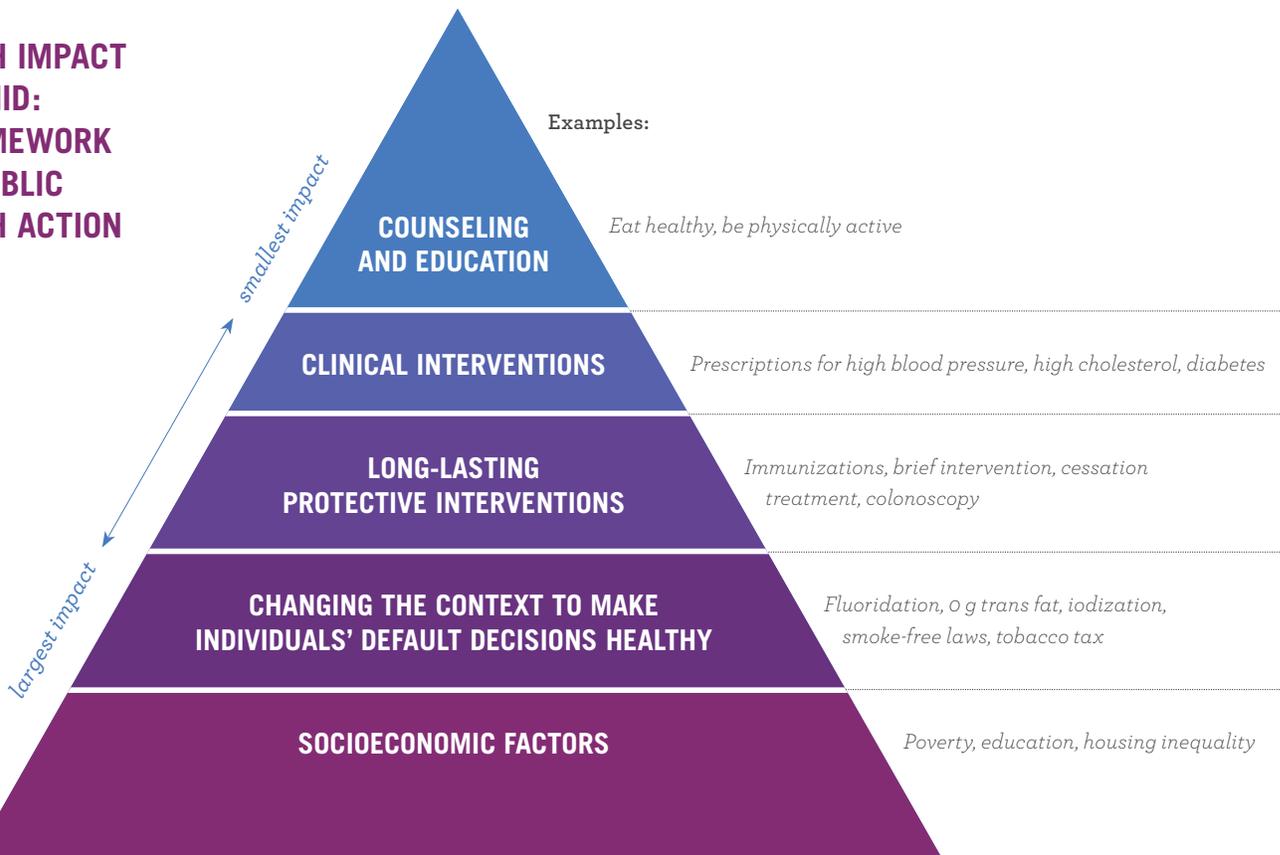


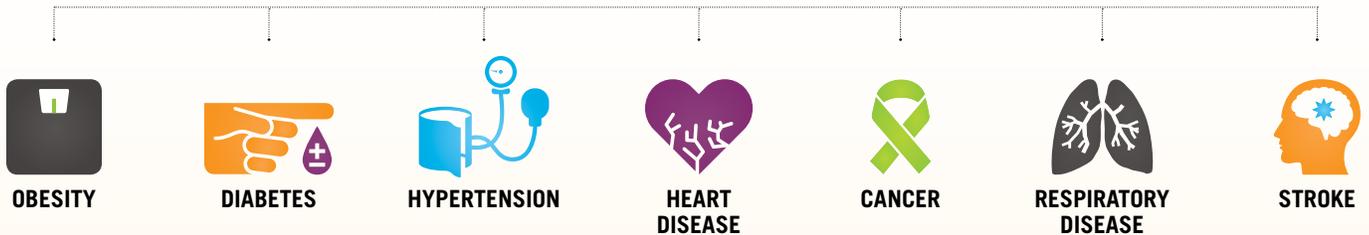
figure 2

GET HEALTHY PHILLY CHRONIC DISEASE FRAMEWORK

We can make the healthy choice,
the easy choice in multiple environments...



to prevent chronic disease and improve health.



have demonstrated that material poverty is closely linked with poor health for individuals, families and communities, even across generations.

These socioeconomic realities are exacerbated by policies that enable tobacco, junk foods and sugary drinks to be relatively cheap, abundantly available, and heavily marketed. In Philadelphia, there are more tobacco retailers per capita than in any large city except Washington, D.C.⁸ A pack of cigarettes costs \$6 in Philadelphia compared to \$11 in Chicago and New York City. For just over

\$1 per visit, children buy nearly 350 calories of chips, candy and soda⁹ at more than 1,500 corner stores across the city, and many kids visit these stores twice a day! And despite recent improvements, Philadelphia schoolchildren still have meager physical education requirements, amounting to one semester in all of high school and varied quantities in elementary and middle school depending on principals' priorities. Many Philadelphians cite a lack of safe recreation spaces in their communities as a barrier to exercise, particularly for children.¹⁰

Successful interventions for reducing obesity and smoking make the healthy choice, the easier choice

Public health agencies must help create health-promoting environments so that healthy behaviors become the default—the easier, more convenient option. Get Healthy Philly embraces this strategy and seeks to change policies, systems and environments so that healthy eating and active, smoke-free living become the norm (**figure 2**). In

partnership with government agencies, community-based organizations, academia and the private sector, Get Healthy Philly is working to increase the availability and affordability of healthy foods, decrease the availability and promotion of unhealthy foods, increase safe opportunities for physical activity, decrease exposure to secondhand smoke, limit access to tobacco products, help smokers quit and change tobacco prices and norms.

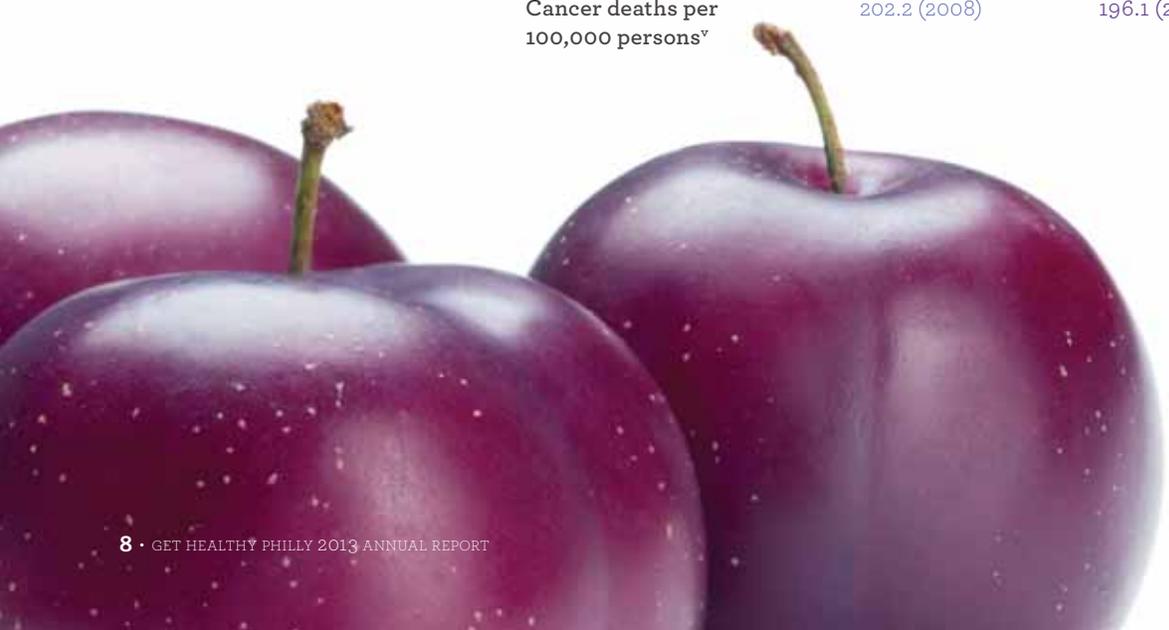
OBJECTIVES

Over the next three years, *Get Healthy Philly* will build on its successes and continue to spur contextual changes that support healthy eating, active living and smoke-free individuals and communities.

Population health goals for 2016 are laid out in the table at right. Achieving these goals will reduce the prevalence of chronic conditions, such as heart disease and diabetes; decrease health care costs; improve student and employee productivity; and lengthen life expectancy.

PHILADELPHIA'S 2016 POPULATION HEALTH GOALS

MEASURE	BASELINE	CURRENT	2016 GOAL
Adult obesity ⁱ	32.2% (2010)	31.9% (2012)	30%
Child obesity ⁱⁱ	21.5% (2006-7)	20.5% (2009-10)	18%
Residents with limited access to healthy foods ⁱⁱⁱ	367,772 (2010)	306,803 (2012)	200,000
Adult smoking ⁱ	27.3% (2008)	23.3% (2012)	20%
Youth smoking ^{iv}	10.8% (2009)	9.6% (2011)	8%
Smoking-related deaths ^v	2,306 (2008)	2,175 (2010)	2,000
High blood pressure ⁱ	35.9% (2010)	37.5% (2012)	34%
Diabetes ⁱ	13.4% (2010)	16% (2012)	14%
Heart attack deaths per 100,000 persons ^v	219.9 (2008)	218.0 (2010)	196.2
Stroke deaths per 100,000 persons ^v	43.3 (2008)	41.7 (2010)	37.5
Diabetes deaths per 100,000 persons ^v	20.9 (2008)	20.6 (2010)	18.5
Cancer deaths per 100,000 persons ^v	202.2 (2008)	196.1 (2010)	176.5



i Southeastern Pennsylvania Household Health Survey, Public Health Management Corporation
 ii School District of Philadelphia
 iii Philadelphia Department of Public Health
 iv Youth Risk Behavior Survey, U.S. Centers for Disease Control and Prevention
 v Vital Statistics, Philadelphia Department of Public Health

STRATEGIES

To maximize program success and reach our 2016 goals, *Get Healthy Philly* channels its efforts into the six categories detailed below. More information can be found on the following pages.

MEDIA AND COMMUNICATIONS

1. Examine the prevalence of indoor and outdoor advertising for tobacco and sugary drinks in the retail environment.
2. Launch multi-media initiatives aimed at educating Philadelphians about eating healthy, engaging in physical activity and limiting exposure to secondhand smoke.
3. Assess Philadelphians' knowledge, attitudes and behaviors regarding salt consumption and portion size to inform upcoming media strategies.
4. Advance public health goals through earned media and social media platforms.

POLICY ENVIRONMENT

1. Increase the availability and accessibility of healthy food and beverage options via comprehensive citywide food procurement policy and healthy vending standards.
2. Implement and evaluate menu labeling requirements for chain restaurants.
3. Develop and implement smoke-free policies for residents of public housing developments.
4. Promote 100% smoke-free/tobacco-free policies for colleges, universities, workplaces and farmers' markets through technical assistance and policy education.

YOUTH-BASED INITIATIVES

1. Offer free, nutritious meals and opportunities for physical activity in afterschool programs at recreation centers.
2. Work with youth leaders and wellness champions to promote and implement healthy eating, active living and tobacco control activities in schools.
3. Collaborate with the Division of School Food Services in the School District of Philadelphia to implement strategies to increase the nutritional quality and appeal of school meals.

BUILT ENVIRONMENT

1. Integrate health considerations into the district planning process.
2. Decrease bicycle and pedestrian injuries and improve walkability and bike-ability through infrastructure improvements.
3. Decrease pedestrian and bicyclist injuries through education and enforcement.

RETAILERS AND MANUFACTURERS

1. Reduce the sodium content in Chinese take-out dishes by 10–15% at restaurants located in high-poverty neighborhoods.
2. Promote access, availability and affordability of healthy foods through promotion, placement and pricing strategies in supermarkets, corner stores and farmers' markets.
3. Decrease the accessibility of tobacco products and promote smoke-free norms in supermarkets, corner stores, Chinese take-out restaurants and farmers' markets.

EMPLOYERS, INSURERS AND HEALTHCARE PROVIDERS

1. Increase the number of mid- to large-sized employers in Philadelphia and the region that implement value-based insurance design for smoking, hypertension and high cholesterol.
2. Increase the number of Medicaid beneficiaries and low-income smokers who make use of quit-smoking resources.
3. Assist six birthing hospitals in promoting breastfeeding by achieving "Baby-Friendly" designation, impacting nearly 19,000 babies a year.

1 MEDIA AND COMMUNICATIONS

The media environment plays an important role in providing information, promoting healthier norms and influencing consumer behavior. The tobacco, junk food and sugary beverage industries spend billions of dollars marketing their products and often target low-income communities, racial/ethnic minorities and children. Such advertising has been shown to increase consumption of unhealthy products and contribute to poor health.^{11, 12, 13, 14} Through media and communications efforts, *Get Healthy Philly* seeks to equip consumers in Philadelphia with information and promote healthy alternatives.

Strategy 1: *Examine the prevalence of indoor and outdoor advertising for tobacco and sugary drinks in the retail environment.*

IMPACT AND ACHIEVEMENTS

- Partnered with the University of Pennsylvania School of Design to study indoor and outdoor advertising at 2,800 tobacco retailers throughout the city. Key findings include:
 - 75% of retailers studied had ads for tobacco products and 67% had ads for sugary drinks.
 - Retailers with advertising had an average of nine indoor and 3.5 outdoor tobacco ads, and 82% of retailers with outdoor tobacco advertising featured ads for mentholated cigarettes.
 - Retailers with advertising had an average of 3.1 outdoor sugary drink ads, but few posted ads for water (6%) or low-fat milk (1%).
 - The average advertised price of cigarettes was \$5.70 per pack, and 60% of retailers offered cigarettes for under \$5 per pack.
 - Stores accepting WIC and SNAP benefits were significantly more likely to have both indoor and outdoor ads for tobacco and sugary drinks.

Strategy 2: *Launch multi-media initiatives aimed at educating Philadelphians about eating healthy, engaging in physical activity and limiting exposure to secondhand smoke.*

IMPACT AND ACHIEVEMENTS

- Launched the “Ex-Smokers Hall of Fame,” a collection of 18 video testimonials highlighting Philadelphians who have improved their health by successfully quitting smoking.
- Encouraged Philadelphians to make their cars and homes smoke-free with decals promoting smoke-free living.



Smoke-free home and car window decals.

Participants displaying “Proud to be Tobacco-Free” wristbands at the “Ex-Smokers Hall of Fame” Great American Smokeout press conference on October 21, 2013.



- Implemented a multi-media campaign about the secondhand smoke effects on children. After the launch of the campaign, calls to the PA Free Quitline nearly tripled (*See figure 3 on next page*).

Strategy 3: *Assess Philadelphians’ knowledge, attitudes and behaviors regarding salt consumption and portion size to inform upcoming media strategies.*

IMPACT AND ACHIEVEMENTS

- Partnered with Drexel University in August 2013 to conduct a formative evaluation assessing current knowledge, attitudes and behaviors among African Americans 40 to 60 years-of-age with regard to sodium consumption and portion size. Key findings demonstrate that Philadelphians:
 - Recognize the harmful health impacts of salt but not certain conditions such as stroke.
 - May consider salt when making food purchases, but convenience, taste and price are key determinants of choice.
 - Have experience with low-salt diets themselves or through family members or friends.
 - Sometimes equate low-salt with low-flavor.
 - Perceive dietary changes in the context of family and children.

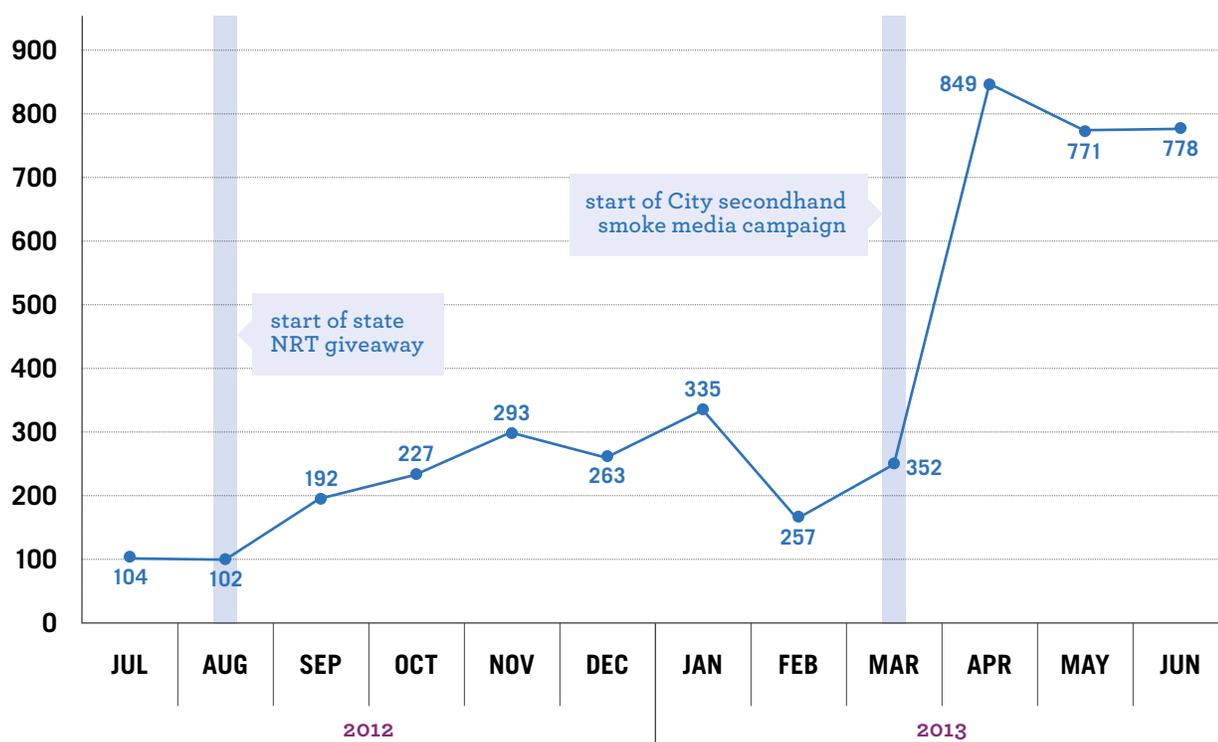
- Endorse certain strategies to reduce sodium consumption, including:
 - Asking for low-salt options, low-salt version of meals;
 - Eating half of meal and saving the rest for later or sharing with someone;
 - Eating fewer canned foods (“throw out the can opener”); and
 - Using spices/seasonings instead of salt.

Philadelphians sometimes equate low-salt with low-flavor.



figure 3

PHILADELPHIA CALLERS TO THE PA FREE QUITLINE



Source: PA Free Quitline and the Pennsylvania Department of Health, Division of Tobacco Prevention and Control

Strategy 4: Advance public health goals through earned media and social media platforms.

- Provided tips and resources on eating healthy, getting more exercise and quitting smoking to over 50,000 unique visitors who accessed our Food Fit Philly and SmokeFree Philly websites.
- Doubled SmokeFree Philly Facebook "likes" from 2012 to 2013 and have nearly 9,000 members for both Food Fit Philly and SmokeFree Philly fan pages.
- Generated more than 60 local, national and international news articles and broadcast items related to nutrition, physical activity and smoking.



Healthy corner store refrigeration decal with exercise equivalencies for sugar-sweetened beverages.

Adapted from work by Bleich et al. at Johns Hopkins Bloomberg School of Public Health, 2012.

RESOURCES AND REPORTS

Developing Media Interventions to Reduce Household Sugar-Sweetened Beverage Consumption

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Race and Gender Moderation of the Relationship between Cessation Belief and Intentions:

Is Message Segmentation Necessary in Anti-Smoking Campaigns?

her.oxfordjournals.org/content/early/2013/05/29/her.cyt067.abstract

Community-Generated Recommendations Regarding the Urban Nutrition and Tobacco Environments:

Results from a Photo-Documentation Study in Philadelphia

cdc.gov/pcd/issues/2013/12_0204.htm

Retail Advertising for Tobacco Products and Sugary Beverages in Philadelphia

phila.gov/health/pdfs/Tobacco%20and%20sugary%20drinks%20ad%20report_82013_final.pdf

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2/26/13, Philadelphia Daily News, The ABC's of Preventing Heart Attacks and Strokes

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4/2/13, KYW/CBS, Second Hand Smoke's Effect on Children Focus of Health Department

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4/2/13, WHYY, Philly Parents Urged to Protect Kids from Dire Effects of Smoking

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6/26/13, The Philadelphia Inquirer, The Real Benefit of a Cigarette Tax Hike

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POLICY ENVIRONMENT

2

The power of policies to transform health is unparalleled. *Get Healthy Philly* has worked with Philadelphia leaders to enact numerous health-promoting laws, regulations and policies to make it easier for Philadelphians to be healthy, active and smoke-free. For example, through a Mayoral executive order, children, youth and adults can play and swim in 100% smoke-free environments at City-owned playgrounds, rec centers and pools. In addition, tobacco retailers that sell to minors face higher penalties and stricter enforcement because of legislative and administrative changes. *Get Healthy Philly* continues to build on its strong foundation of progressive policy-making to make environments healthier for Philadelphians.



Strategy 1: Increase the availability and accessibility of healthy food and beverage options via comprehensive citywide food procurement policy and healthy vending standards.

IMPACT AND ACHIEVEMENTS

- Convened an interdepartmental food procurement working group of five City departments to develop citywide nutrition standards, thereby aligning food service with the latest dietary guidelines and improving the dietary intake of 63,000 Philadelphians – including children, seniors and prisoners.
- Received the Sodium Reduction in Communities Program federal grant to advance a citywide food procurement policy.
- Implemented healthy beverage and snack vending standards in over 300 beverage and snack vending machines in municipal buildings. Analyses of sales data show that:
 - The proportion of healthy beverages sold in all machines increased from 34% to 43% of total beverages sold since the healthy standards were implemented. Healthy beverages sold in youth serving facilities showed similar positive sales trends.

Example of a healthy snack vending machine in Philadelphia's most prominent municipal building—City Hall.



- Healthy snack units as a percent of all snacks sold increased fourfold from 8% to 42% after the healthy standards were implemented.

Strategy 2: *Implement and evaluate menu labeling requirements for chain restaurants.*

IMPACT AND ACHIEVEMENTS

- Partnered with Drexel University to publish a paper documenting the impact of menu labeling on consumers' choices in Philadelphia full-service restaurants. Menu labeling was associated with consumption of:
 - 151 fewer calories
 - 224 fewer milligrams of sodium
 - 4 fewer grams of saturated fat
- The Philadelphia Department of Public Health will be updating its petition to the U.S. Food and Drug Administration, seeking exemption from preemption by the federal menu labeling law. Without an exemption, Philadelphia would not be able to enforce its local law, which requires full-service restaurants to label items not only for calories but also for sodium, saturated fat and carbohydrates.

Philadelphia's Menu Labeling Law requires chain restaurants and retail food establishments with more than 15 locations nationwide to post nutrition information for the food and drinks they sell.



Strategy 3: *Develop and implement smoke-free policies for residents of public housing developments.*

IMPACT AND ACHIEVEMENTS

- Collaborated with Philadelphia Housing Authority to educate residents on the harms of secondhand smoke and develop a smoke-free policy for multi-family developments.
- Partnered with Drexel University to conduct a baseline evaluation, consisting of 180 in-depth resident interviews, as well as air quality monitoring of 60+ common areas (e.g., elevators, laundry rooms) and smoke-free households.

- Provided training on the harms of tobacco use and secondhand smoke to 265 residents, 12 resident leaders, and 94 staff, including asset managers, service coordinators and outreach workers.
- Developed and distributed educational materials with smoking cessation resources and the harms of second- and third-hand smoke to over 800 public housing residents.

Strategy 4: *Promote 100% smoke-free/tobacco-free policies for colleges, universities, workplaces and farmers' markets through technical assistance and policy education*

IMPACT AND ACHIEVEMENTS

- Provided technical assistance, resources and support to The Restaurant School at Walnut Hill College, La Salle University and Roxborough Hospital to become smoke-free campuses.
- Continued to work with Chestnut Hill College, Temple University, University of Pennsylvania, University of the Sciences in Philadelphia and other hospitals, colleges and universities to develop smoke-free campuses.
- Assisted all 39 Food Trust and Farm to City farmers' markets in implementing smoke-free policies.



Example of a Get Healthy Philly poster created to raise awareness of secondhand smoke harms in public housing while also promoting quitting.



All Food Trust and Farm to City farmers' markets are smoke-free.

“Sixty-five percent of the campus agrees or strongly agrees with becoming a smoke-free campus.”

KRISTA MURPHY, PHD
DEAN OF STUDENT LIFE,
CHESTNUT HILL COLLEGE

RESOURCES AND REPORTS

Instituting a Smoke-Free Policy for City Recreation Centers and Playgrounds,
Philadelphia, Pennsylvania, 2010
cdc.gov/pcd/issues/2013/12_0294.htm

Customer Responses to Listing Calories and Nutrients on Menus at Full Service
Restaurants: Responses to Philadelphia's Menu Labeling Regulation
(Publication Expected December 2013)
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Barriers and Facilitators of Consumer Use of Nutrition Labels at Sit-Down Restaurant Chains
[ncbi.nlm.nih.gov/pubmed/?term=Barriers+and+facilitators+of+consumer+use+of+
nutrition+labels+at+sit-down+restaurant+chains](http://ncbi.nlm.nih.gov/pubmed/?term=Barriers+and+facilitators+of+consumer+use+of+nutrition+labels+at+sit-down+restaurant+chains)

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11/21/13, WHYY, Philly Getting in on the 'Vaping' Trend
newworks.org/index.php/local/item/62150-philly-getting-in-on-the-vaping-trend?linktype=hp_topstory

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nbphiladelphia.com/news/local/Phillys-Citywide-Effort-to-Lower-Salt-in-Chinese-Food-220894131.html

3 YOUTH-BASED INITIATIVES

Obesity and smoking are two of the major public health issues facing youth in Philadelphia. Seventeen percent of our youth are obese and 10% report at least occasionally smoking.¹⁵ Youth, themselves, can be the most relevant and persuasive communicators in spurring normative, behavioral and community-level change. *Get Healthy Philly* is harnessing the transformative potential of Philadelphia youth by engaging them in their schools and communities. In partnership with various city, state and national organizations—such as Philadelphia Parks & Recreation, Philadelphia Campaign for Healthier Schools, HYPE (Healthy You. Positive Energy.), Safe Routes Philly, Alliance for a Healthier Generation and the Pennsylvania Department of Health—we are educating and empowering youth to live healthier, more active and smoke-free lives.



Strategy 1: *Offer free, nutritious meals and opportunities for physical activity in afterschool programs at recreation centers.*

IMPACT AND ACHIEVEMENTS

- Served over 2.6 million free meals to youth at 893 Parks & Recreation sites in Philadelphia.
- Implemented evidence-based physical activity lessons for over 11,000 youth in afterschool and summer recreation programs at 150 recreation centers in low-income neighborhoods.
- Trained 120 recreation staff on engaging youth in age-appropriate, all-inclusive, non-competitive physical activity in various settings.
- Implemented the Healthy Nutrition and Physical Activity Guidelines, which are consistent with all Out-of-School-Time (OST) programming guidelines for the City of Philadelphia and promote healthy eating and active living for youth participating in Parks & Recreation afterschool and summer programming.

Two students at the HYPE (Healthy You. Positive Energy) Middle School Summit work on their school's wellness plan.



Strategy 2: *Work with youth leaders and wellness champions to promote and implement healthy eating, active living and tobacco control activities in schools.*

IMPACT AND ACHIEVEMENTS

- Established partnerships with School Wellness Councils in 25 high schools to incorporate physical activity and tobacco prevention into the school day.
- Secured grants totaling over \$15,000 for eight schools to implement wellness activities such as fitness clubs, dance competitions and sports tournaments during the 2013–14 school year.
- Continued the HYPE youth marketing campaign to encourage middle and high school students to make healthy change in their schools and communities.
 - Over 300 youth attended the HYPE Summits to develop wellness action plans for their schools.
- Worked with the Bicycle Coalition of Greater Philadelphia to implement Safe Routes Philly and provided pedestrian and bicycle safety education in 10 schools serving 5,000 children.

- Assisted seven schools in receiving \$40,000 in non-infrastructure mini-grant funding available through the state.
- Supported 12 Walk- and Bike-to-School Day events.



A child participates in "Safe Routes Philly."

Strategy 3: Collaborate with the Division of School Food Services in the School District of Philadelphia to implement strategies to increase the nutritional quality and appeal of school meals.

IMPACT AND ACHIEVEMENTS

- Participated in a citywide RFP advisory committee to recommend changes to the pre-plate RFP to be issued in 2014. Key suggestions included:
 - Offering more fresh fruits and vegetables.
 - Reducing the availability of less healthy grains and baked goods.
 - Involving students regularly in taste-testing.
 - Promoting maximum competition to attract bids from multiple qualified applicants.
- Provided nine water jets to cafeterias, increasing access to water for 4,800 students.
- Trained and engaged 70 food service managers in general produce handling techniques and fruit and vegetable preparation and presentation, including use of fruit slicers.

“I’ve been in the district for 20 years and this was the best training!”

**CAFETERIA MANAGER,
SCHOOL DISTRICT OF PHILADELPHIA
PARTICIPANT IN THE SPRING
2013 FRUIT SLICER TRAINING**



Example of a Get Healthy Philly school lunchroom poster promoting more fruit consumption.

RESOURCES AND REPORTS

Healthy Nutrition and Physical Activity Guidelines (Parks and Rec)

foodfitphilly.org/FOODFITPHILLY/assets/File/Guidelines_Booklet_rev_4_17_2012.pdf

Healthy Living Guidelines for Out-of-School Time Programs

hpcpa.org/site/index.php?option=com_content&view=article&id=74&Itemid=51

Healthy Living Guidelines Toolkit

hpcpa.org/site/index.php?option=com_content&view=article&id=77&Itemid=55

HYPE Youth Leadership Guide

foodfitphilly.org/FOODFITPHILLY/assets/File/Final%20HYPE%20Guide%20PDF.pdf

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IN THE MEDIA

5/28/13, Philadelphia Public School – The Notebook, for Parents and Students, Locating Top-Quality Activities for the Afterschool Hours Continues to Be a Challenge

thenotebook.org/summer-2013/136012/trying-organize-big-mash-programs

7/11/13, Philadelphia Daily News, Editorial: Weighty Measures

articles.philly.com/2013-07-12/news/40516448_1_childhood-obesity-north-philadelphia

-robert-wood-johnson-foundation

BUILT ENVIRONMENT

A growing body of literature continues to identify associations between the built environment—streets, land use, parks and other manmade components of cities and places—and a variety of health outcomes, including physical activity, nutrition, obesity and chronic diseases such as diabetes and hypertension.¹⁶ For example, research has shown that people who walk, bike or take public transportation to work are more likely to achieve their physical activity goals, resulting in healthier individuals and a healthier workforce.¹⁷ We continued our strong interagency partnerships with the Mayor’s Office of Transportation and Utilities, Streets Department, Philadelphia Parks & Recreation and the Philadelphia City Planning Commission to promote our goals of adopting plans, enacting policies and implementing projects that contribute to a health-conducive built environment.

Strategy 1: *Integrate health considerations into the district planning process.*

IMPACT AND ACHIEVEMENTS

- Completed five district plans (approximately one-third of the city)—West Park, Lower Northeast, Lower South, University/Southwest, Central—that include health considerations and address food access, open space access, active transportation and pedestrian safety through recommendations for new infrastructure as well as land use and programmatic changes.
- Completed the Trail Master Plan that has been adopted by the Planning Commission. The plan prioritizes trail projects across Philadelphia based on many factors, including health indicators and access to open space for neighboring populations. Specific trail updates and accomplishments include:
 - Secured an Environmental Protection Agency grant to study the feasibility of constructing a Frankford Creek Greenway to fill a key gap in the trail network and connect neighborhoods to the Delaware River Trail.
 - The Delaware River Waterfront Corporation received funding for additional trails and public spaces along the Delaware River, including the construction of two new



An example of a public bike parking corral at the corner of 19th and Chestnut Street, converting unused street space (or one car parking space) to park 12 bicycles.



portions of the Delaware River Trail, an engineering study for the central portion of the trail, and a wetlands park at Pier 68 in South Philadelphia.

- On the Schuylkill River, construction continues on the extension between Locust and South Streets, which is slated to open in Fall 2014.

Strategy 2: *Decrease bicycle and pedestrian injuries and improve bike-ability and walkability through infrastructure improvements.*

IMPACT AND ACHIEVEMENTS

- Conducted safety audits of over 100 high-crash intersections and implemented low-cost safety improvements at 211 locations funded by the Automated Red Light Enforcement program (ARLE).
- Coordinated with the Streets Department and Parks & Recreation to complete seven new bicycle and pedestrian trail and enhancement projects around the city, connecting critical links in the city's bike network.

left: Runners and cyclists on the Schuylkill River banks will be able to go farther after the completion of the Locust and South Street extension this Fall.

right: Mayor Nutter shows active transportation is a vital part of Philadelphia's infrastructure on "Bike-to-Work Day," May 17, 2013.

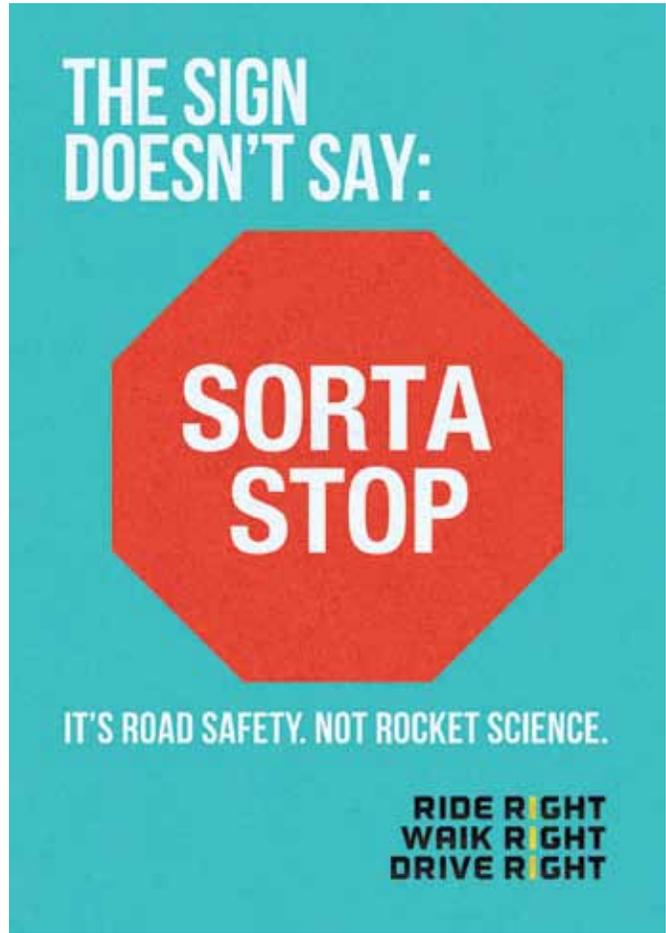
- Installed seven on-street bike parking corrals, transforming seven car parking spots into space for 84 bikes, and added nearly 700 new bike parking spaces around Philadelphia.
- Worked with Pennsylvania Environmental Council to produce a business plan for Philadelphia's upcoming bike-sharing system that will provide 2,000 bikes across the city in an effort to help people easily commute around the city.



Strategy 3: *Decrease pedestrian and bicyclist injuries through education and enforcement.*

IMPACT AND ACHIEVEMENTS

- Implemented an educational campaign – “It’s Road Safety, Not Rocket Science” – and produced safety-specific messages on transit shelters, buses and trains around the city. Over 100 such messages were displayed throughout Philadelphia between March and May 2013.
- Partnered with the Pennsylvania Department of Transportation and the Philadelphia Police Department to increase traffic enforcement in the highest crash area of Philadelphia in June 2013. Center City officers made 418 stops and wrote 295 tickets for infractions such as making illegal turns, running red lights and riding on sidewalks.
- Continued educating public school students on pedestrian and bicycle safety through the Safe Routes Philly (*see Youth-Based Initiatives on page 18*).



Examples of “It’s Road Safety, Not Rocket Science” educational campaign in Center City.

RESOURCES AND REPORTS

Lower South District Plan

phila2035.org/home-page/district/lower-south

Lower Northeast District Plan

phila2035.org/home-page/district/lower-northeast

West Park District Plan

phila2035.org/home-page/district/west-park

Central District Plan

phila2035.org/home-page/district/central

University/Southwest District Plan

phila2035.org/home-page/district/university-southwest

City of Philadelphia Bike Share Program

phila.gov/bikeshare/Pages/default.aspx

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IN THE MEDIA

3/28/13, Philadelphia Daily News, Healthy Options Growing

articles.philly.com/2013-03-28/news/38102134_1_healthy-food-food-trust-stores

8/26/13, CBS3, Health: New Research on Ads in Philadelphia

philadelphia.cbslocal.com/video/9239146-health-new-research-on-ads-in-philadelphia

8/26/13, Philadelphia Inquirer, Study Faults Corner Store Cigarette Ads

articles.philly.com/2013-08-27/news/41459416_1_tobacco-products-tobacco-marketing-pipe-tobacco-and-cigars

9/6/13, Philadelphia Inquirer, Workplaces Aim for Healthier Eating

articles.philly.com/2013-09-06/food/41804746_1_fruits-employees-healthy-recipe

5 RETAILERS AND MANUFACTURERS

To promote healthy eating and smoke-free living, we are working with retailers and manufacturers to increase access to affordable, healthy foods and reduce access to tobacco products. Although we have made great strides, nearly 300,000 Philadelphians¹⁷ still lack access to healthy, affordable foods, and approximately 4,000 retailers sell and advertise tobacco products in the city. During the past year, we have continued to work with over 600 corner stores to increase the availability and promotion of healthy foods, begun working with over 200 Chinese take-out restaurants to lower the amount of sodium in popular dishes, and launched a Healthy Supermarket Pledge to encourage sales of healthy foods and decrease sales of tobacco products.

Strategy 1: *Reduce the sodium content in Chinese food take-out dishes by 10–15% at restaurants located in high-poverty neighborhoods.*

IMPACT AND ACHIEVEMENTS

- Initiated the Healthy Chinese Take-out Initiative and worked with Temple University's Center for Asian Health, the Asian Community Health Coalition and the Greater Philadelphia Chinese Restaurant Association to recruit owners/chefs from 206 Chinese take-out restaurants for participation.
- Conducted trainings in September 2012 and March 2013 on low-salt cooking techniques such as enhancing flavor with herbs and spices like chilies or garlic, using lower-sodium ingredients and modifying recipes. Owners and chefs were also encouraged to limit distribution of soy sauce packets to customers.
- Reduced sodium content by 20% in two popular dishes (chicken lo mein and shrimp with broccoli). Results were analyzed from 40 random samples in 20 restaurants from July 2012 to March 2013.

Healthy Chinese Take-out Initiative poster hung in over 200 restaurants throughout Philadelphia.

Less Salt = Healthier Eating

Dishes with less salt are now available at Chinese Take-out restaurants. Taste them today!

Philadelphia Healthy Chinese Take-out Initiative

Americans eat too much salt every day. High salt intake raises blood pressure, which can lead to heart attack and stroke.

The Philadelphia Healthy Chinese Take-out Initiative is improving the health of the community by working with restaurant owners to make tasty dishes with less salt. Support the Philadelphia Healthy Chinese Take-out Initiative and try a low-salt option today.

For more information, call 215-481-6715 or visit www.temple.edu/ahc

Example of a "Fresh Corner" store with a produce display and recipe cards.



Strategy 2: Promote access, availability and affordability of healthy foods through promotion, placement and pricing strategies in supermarkets, corner stores and farmers' markets.

IMPACT AND ACHIEVEMENTS

Supermarkets

- Launched the Healthy Supermarket Campaign – a voluntary pledge initiative to encourage greater access to and promotion of healthier choices in Philadelphia supermarkets.
- Partnered with the University of Pennsylvania Center for Public Health Initiatives to conduct focus groups and walking interviews on supermarket shopping behaviors with customers in North and West Philadelphia.
- Convened 14 dietitians representing seven supermarkets and four corporate chains to discuss in-store educational strategies and community outreach to encourage the purchase and preparation of healthier meals.



Corner Stores

- Maintained a citywide network of 650 corner stores that sell and promote new, healthy products.
- Over 350 stores added at least four new healthy products, such as fresh fruit, vegetables, whole grains, low-fat milk, lean meats or water to their inventory.
- 425 stores received at least one individualized training session on selling healthy products and business management.
- 300 stores received infrastructural improvements, such as shelving and small refrigeration units, to help stock and display fresh produce and other healthy products.



above: Healthy Supermarket Pledge logo.
right: Fresh produce shelf talkers and price tags at a healthy corner store.

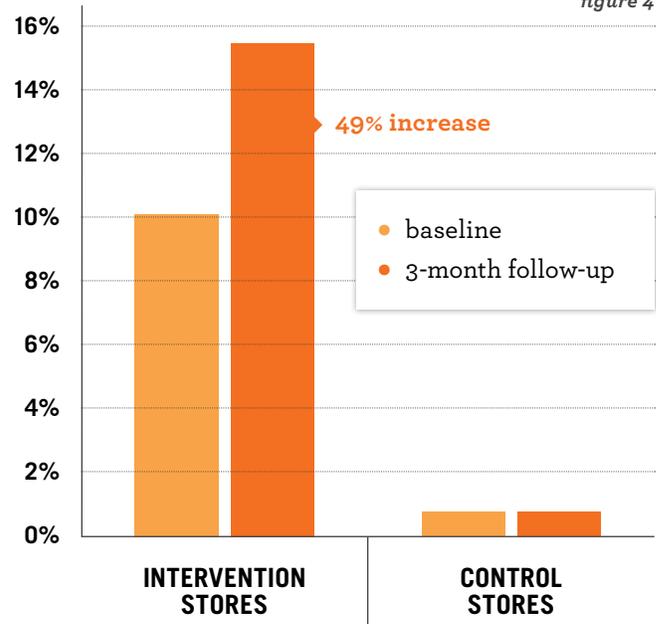
- Developed and piloted a Healthy Corner Store Certification Program to recognize and reward stores that meet healthy standards around inventory, pricing and promotion.
- Point-of-sale data from pilot and control stores show greater increases in healthy product sales at stores participating in the Certification Program.
- Produce sales increased by almost 50% at “Fresh Corner” stores compared to control stores (see figure 4).
- Although water sales increased at both “Fresh Corner” and control stores, the 76% increase at “Fresh Corner” stores was significantly greater (see figure 5).



Karina Cruz, owner of Indiana Food Market in Northwest Philadelphia, displays her Certified Healthy Corner Store certificate.

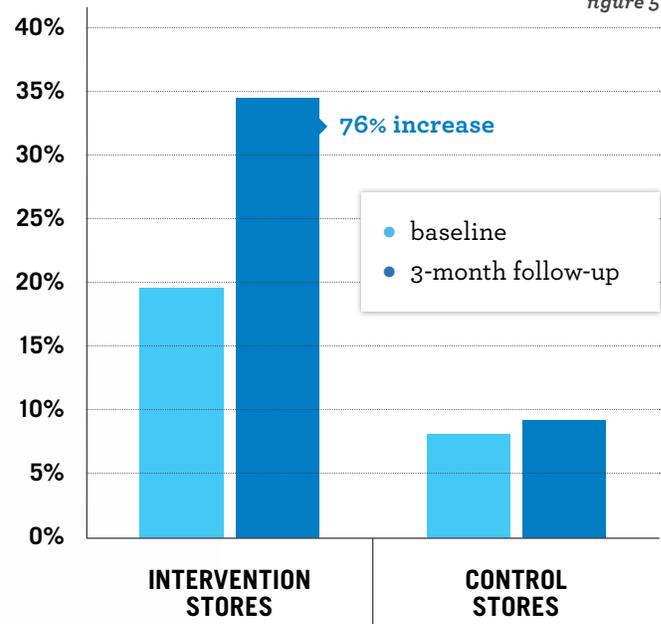
CHANGE IN PRODUCE SALES AT “FRESH CORNER” STORES VS. CONTROL STORES

figure 4



CHANGE IN WATER SALES AT “FRESH CORNER” STORES VS. CONTROL STORES

figure 5



Farmers' Markets

- Expanded Philly Food Bucks, a coupon incentive program to purchase fresh fruit and vegetables, to 27 farmers' markets in low-income communities to make fruits and vegetables more affordable at farmers' markets.
- Distributed 135,000 Philly Food Bucks at farmers' markets, rec centers, Women, Infants and Children (WIC) offices, food pantries, churches and community-based organizations since July 2010, and over \$107,000 worth of these have been redeemed.
- Quadrupled SNAP sales at farmers' markets from about \$13,000 in 2009 to about \$61,000 through December 2013.



Celebrating Philly Food Bucks at the grand opening of a North Philly farmers' market.

GET HEALTHY PHILLY FOOD BUCKS FARMERS' MARKETS*

MARKET	LOCATION	HOURS OF OPERATION
Broad and Snyder	Broad St. and Snyder Ave.	Tuesdays 2-7pm
29th and Wharton	29th and Wharton Sts.	Tuesdays 2-6pm
22nd and Tasker	22nd and Tasker Sts.	Tuesdays 2-6pm
33rd and Diamond	33rd and Diamond Sts.	Tuesdays 2-6pm
Fairhill Square Park	4th St. and Lehigh Ave.	Tuesdays 1-5pm
Hunting Park	Hunting Park Ave. and Old York Rd.	Saturdays 10am-2pm
58th and Chester	58th St. and Chester Ave.	Wednesdays 2-6pm
Olney Transportation Center	Broad St. and Olney Ave.	Thursdays 2-6pm
Frankford Transportation Center	Bustleton and Frankford Aves.	Tuesdays 2-6pm

**Find a full list of markets at www.foodfitphilly.org*

Strategy 3: *Decrease the accessibility of tobacco products and promote smoke-free norms in supermarkets, corner stores, Chinese take-out restaurants and farmers' markets.*

IMPACT AND ACHIEVEMENTS

- Implemented smoke-free policies at 39 farmers' markets operated by The Food Trust and Farm to City.
- Integrated tobacco control standards into all retail initiatives – Healthy Corner Store Certification Program, Healthy Chinese Take-out Initiative and Healthy Supermarket Pledge. These standards require participants to comply with existing tobacco sales laws to be eligible for and to maintain participation, while encouraging them to make additional changes to product promotion and advertising. Optional changes include:
 - Removing large outdoor tobacco advertising.
 - Eliminating sales of flavored tobacco products or moving flavored tobacco away from child-oriented products.
 - Promoting cessation resources, such as the PA Free Quitline and nicotine replacement therapies (NRT).

“We wouldn’t want children to see tobacco products next to healthy food.”

TATIANA LADYZHENSKY
CO-OWNER, FRUIT AND PRODUCE INC,
ON WHY SHE REFUSES TO SELL TOBACCO
PRODUCTS AT HER NORTHEAST
CORNER STORE



RESOURCES AND REPORTS

Food Access Report

phila.gov/health/pdfs/Food_access_report.pdf

Philly Food Bucks

foodfitphilly.org/eat-healthy/philly-food-bucks

Philly Food Bucks FAQs

foodfitphilly.org/FOODFITPHILLY/assets/File/Philly%20Food%20Bucks%20FAQs.pdf

2013 Philly Food Bucks Brochure

foodfitphilly.org/FOODFITPHILLY/assets/File/PFB2013brochure6.pdf

Improving Fruit and Vegetable Consumption Among Low-Income Customers at Farmers Markets:

Philly Food Bucks, Philadelphia, Pennsylvania, 2011

cdc.gov/pcd/issues/2013/12_0356.htm

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IN THE MEDIA

1/31/14, Associated Press, Group Aims to Improve Food at Pennsylvania Corner Stores

[newstimes.com/news/us/article/Group-aims-to-improve-food-at-Pa-corner-stores-5184071.php?](http://newstimes.com/news/us/article/Group-aims-to-improve-food-at-Pa-corner-stores-5184071.php?cmpid=twitter#photo-5791434)

[cupid=twitter#photo-5791434](http://newstimes.com/news/us/article/Group-aims-to-improve-food-at-Pa-corner-stores-5184071.php?cmpid=twitter#photo-5791434)

6/4/13, NPR, In Philly, Lo Mein Is Going Low Sodium

npr.org/blogs/thesalt/2013/06/03/188431174/fff

8/1/13, NBC10, Chinese Restaurants Working to Lower Sodium Levels

nbcphiladelphia.com/video/#!/news/local/Chinese-Restaurants-Working-to-Lower-Sodium-Levels/218012751

8/29/13, Philadelphia Inquirer, Editorial – Signs of Excess in Tobacco Advertising

articles.philly.com/2013-08-30/news/41584775_1_tobacco-products-tobacco-advertising-such-ads

8/23/13, Associated Press, Chinese Takeouts Taking Out a Main Ingredient

www.youtube.com/watch?v=Xc6rWoZb_xk

6/3/13, WHYY, Philly Helps Chinese Takeouts Take Out Some of the Salt

newsworks.org/index.php/homepage-feature/item/55472-philly-helps-chinese-takeouts-take-out-some-of-the-salt?Itemid=3&linktype=hp_topstory

6 EMPLOYERS, INSURERS AND HEALTHCARE PROVIDERS

Public health agencies must find ways to partner with employers, insurers and health care providers to prevent disease whenever possible and ensure timely, high-quality care for tobacco- and obesity-related conditions when needed. This is particularly important as the Affordable Care Act is implemented in Philadelphia and across the country. Over the past several years, *Get Healthy Philly* has developed partnerships with the Greater Philadelphia Business Coalition on Health (GPBCH), a coalition of 30 large employers in the public and private sectors; Medicaid managed care organizations providing insurance to 220,000 low-income Philadelphians; over 300 primary care providers; and all hospitals in the city with labor and delivery units.

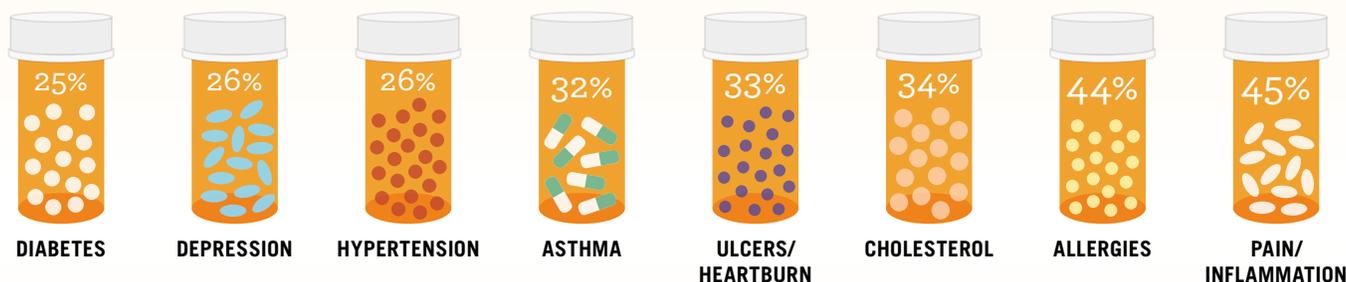
Strategy 1: *Increase the number of mid- to large-sized employers in the Philadelphia region that implement value-based insurance design (VBID) for smoking, hypertension and high cholesterol.*

VBID removes or reduces cost-related barriers to high-value services by eliminating co-payments for high blood pressure medications. In turn, this can improve adherence to medications, prevent medical complications (e.g., stroke) and save money for patients and payers.

IMPACT AND ACHIEVEMENTS

- Engaged 30 employers and four benefits consultants to discuss the benefits of VBID and strategies for implementation in Philadelphia.
- Integrated VBID strategies into a Diabetes Learning Collaborative initiative involving eight large regional employers.
- Presented our experiences with VBID at the National Business Coalition on Health's annual meeting.

REDUCTION IN MEDICATION USE BASED ON DOUBLING OF COPAYMENT



Source: Goldman DP et al, JAMA, 2004



VALUE-BASED INSURANCE DESIGN RECOMMENDATIONS FOR PHILADELPHIA EMPLOYERS

HYPERTENSION	SMOKING	HIGH CHOLESTEROL
Eliminate co-payments for all generic high blood pressure medications (ACE inhibitors, AR blockers, diuretics, beta blockers, calcium channel blockers).	Include all NRTs on your formulary without prior authorization, including patches, gum, lozenges.	Eliminate co-payments for all generic statins.
Reduce co-payments by 50% for all brand high blood pressure medications, or	Eliminate co-payments for all NRTs and bupropion.	Reduce co-payments by 50% for all brand high cholesterol medications.
Reduce co-insurance to 10% for all high blood pressure medications.	Eliminate or reduce co-payments for varenicline.	
	Provide coverage for two quit attempts per year.	
	Promote 1-800-QUIT-NOW and smokefreephilly.org .	
	Implement a smoke-free campus, indoors and outdoors.	

Strategy 2: Increase the number of Medicaid beneficiaries and low-income smokers who make use of quit-smoking resources.

IMPACT AND ACHIEVEMENTS

- Promoted smoking cessation resources to Medicaid members through mass media, social media and community-based cessation classes.
- Provided training through public health detailing to over 317 primary care providers to improve how they counsel and treat their 80,000 patients.
- Demonstrated a 10–20% increase in the number of Medicaid beneficiaries using nicotine replacement therapies prescribed by their primary care provider.

Strategy 3: Assist six birthing hospitals in promoting breastfeeding by achieving “Baby-Friendly” designation, impacting nearly 19,000 babies a year.

IMPACT AND ACHIEVEMENTS

- Five hospitals are on the 4-D pathway to “Baby-Friendly” designation and working to implement policies and practices that provide optimal mother/baby care, including initiating breastfeeding within one hour of birth, keeping mother and baby together for 24 hours a day, performing exams and procedures at the bedside rather than in the nursery, and providing breastfeeding education to hospital staff and physicians.
- Four hospitals “Banned the Bags” and no longer distribute diaper bags supplied by formula companies to new mothers.
- Continued facilitating the Multi-Hospital Task Force with representatives from all six birthing hospitals as well as the Children’s Hospital of Philadelphia (CHOP), North Inc. WIC program, PA Department of Health and the local chapter of the American Academy of Pediatrics. Each hospital has its own interdisciplinary breastfeeding task force that meets regularly.
- Hosted the second annual Mother Baby Summit funded by the W.K. Kellogg Foundation to bring together 22 hospitals in the greater Philadelphia region to discuss breastfeeding policies and practices.



Example of a transit ad promoting quit assistance via Medicaid benefits.



RESOURCES AND REPORTS

Greater Philadelphia Business Coalition on Health

gpbch.org/index.php/resources/coalition-resources

Center for Value-Based Insurance Design

sph.umich.edu/vbidcenter

Philadelphia Baby Friendly Hospital Initiative

maternitycarecoalition.org/professionals/public-policy/breastfeeding/hospitals

Can Public Health Cure an Ailing Health Care System?

healthyamericans.org/health-issues/prevention_story/can-public-health-cure-an-ailing-health-care-system

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IN THE MEDIA

11/21/13, KYW/CBS, 18 City Workers Featured In 'Ex-Smoker's Hall Of Fame'

philadelphia.cbslocal.com/2013/11/22/18-city-workers-featured-in-ex-smokers-hall-of-fame

8/8/13, Philadelphia Inquirer, Chinese Restaurants Cutting Salt

articles.philly.com/2013-08-09/food/41205115_1_soy-sauce-restaurants-salt

8/23/13, NBC10, Philly's Citywide Effort to Lower Salt in Chinese Food

nbcphiladelphia.com/news/local/Phillys-Citywide-Effort-to-Lower-Salt-in-Chinese-Food-220894131.html

2/26/13, Philadelphia Daily News, The ABC's of Preventing Heart Attacks and Strokes

articles.philly.com/2013-02-27/news/37332949_1_blood-pressure-risk-for-heart-disease-heart-attacks-and-strokes

7/11/13, Philadelphia Daily News, Editorial: Weighty Measures

articles.philly.com/2013-07-12/news/40516448_1_childhood-obesity-north-philadelphia-robert-wood-johnson-foundation

6/4/13, NPR, In Philly, Lo Mein Is Going Low Sodium

npr.org/blogs/thesalt/2013/06/03/188431174/fff

GET HEALTHY PHILLY: HEALTHY, ACTIVE AND SMOKE-FREE BY THE NUMBERS



dollar copayment
A PHILADELPHIAN COVERED BY
MEDICAID WOULD PAY FOR MOST
QUIT-SMOKING MEDICATIONS



227
students

ATTENDING THE
HYPE SUMMIT TO
GAIN VALUABLE
SKILLS TO CREATE
HEALTHIER SCHOOL
ENVIRONMENTS

363 FOOD FIT PHILLY AND
SMOKEFREE PHILLY COALITION
members



**pedestrian
countdown signals**
INSTALLED AT HIGH PEDESTRIAN
CRASH LOCATIONS

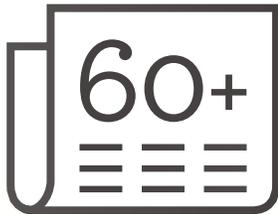


**3.7
million**
annual visits
TO SMOKE-FREE CITY-OWNED
RECREATION FACILITIES



206
Chinese take-out restaurants
LOCATED IN LOW-INCOME NEIGHBORHOODS
MAKING HEALTHIER MEALS WITH LESS SODIUM

THE QUIT WITH HELP, QUIT FOR
GOOD CAMPAIGN WAS SEEN
OR HEARD BY PHILADELPHIANS
24,000,000 times



local, national
and international
articles
COVERING OUR WORK



**dollar
penalty**
FOR RETAILERS
THAT SELL TOBACCO
PRODUCTS TO MINORS

**2.6 million
free meals**

PROVIDED TO YOUTH
AT 893 PARKS &
RECREATION SITES



**City of Philadelphia
employees**
WITH ACCESS TO HEALTHIER
SNACKS AND BEVERAGES
THROUGH VENDING MACHINES



300 **corner store
“conversions”**
PROVIDING REFRIGERATION
AND SHELVING UNITS TO
EXPAND STORES' HEALTHY
PRODUCT INVENTORIES



211
intersections/
corridors
WITH LOW-COST
SAFETY IMPROVEMENTS
TO REDUCE BICYCLIST,
MOTORIST AND
PEDESTRIAN INJURIES

**76
million** **dollars in projected annual healthcare
and productivity savings**
WITH A \$2 PER PACK INCREASE IN THE COST OF CIGARETTES



4,800
public school students
WITH INCREASED ACCESS TO WATER THROUGH NEWLY INSTALLED CAFETERIA WATER JETS



20,000
calls to free PA Quitline
SINCE INTENSIFIED PROMOTION EFFORTS LAUNCHED IN NOVEMBER 2010

42,000

fewer adult smokers
IN PHILADELPHIA SINCE 2008



36
percent reduction
IN YOUTH TOBACCO SALES BETWEEN 2011 AND 2013

350,000 Philadelphians
IMPACTED BY CITY PLANNING EFFORTS PROMOTING HEALTHY DEVELOPMENT



Medicaid smokers
ABLE TO ACCESS QUIT-SMOKING MEDICATIONS



400,000 Philadelphians
ENJOYING SMOKE-FREE FARMERS' MARKETS



317
local physicians in 80+ practices
ENGAGED IN PUBLIC HEALTH DETAILING TO IMPROVE CESSATION TREATMENT AND COUNSELING FOR PATIENTS



12,000 youth in after-school and summer recreation programs
AT 150 RECREATION CENTERS PARTICIPATING IN EVIDENCE-BASED PHYSICAL ACTIVITY LESSONS

fruits and vegetables
ADDED ACROSS ALL CORNER STORES



900 hours of training
PROVIDED TO CORNER STORE OWNERS ON MAINTAINING HEALTHY CHANGES



850 new smoke-free acres
CREATED THROUGH A SMOKE-FREE RECREATION CENTER MAYORAL EXECUTIVE ORDER



700 new bicycle parking spaces
IN THE CITY



50,000
unique visitors
TO FOODFITPHILLY.ORG AND SMOKEFREEPHILLY.ORG



21,000 averted future tobacco-related deaths
IN PHILADELPHIA DUE TO SMOKE-FREE LAWS, HIGHER TAXES AND OTHER POLICIES



9,000
FOOD FIT PHILLY AND SMOKEFREE PHILLY
Facebook fans

5
percent reduction
IN OBESITY AMONG SCHOOL CHILDREN,
2006-2010



25
miles
OF NEW BICYCLE LANES

7,000 City of Philadelphia employees and their dependents
WHO GAINED ACCESS TO LOW-COST QUIT SMOKING MEDICATIONS THROUGH THEIR INSURANCE

LOOKING AHEAD

Since 2010, *Get Healthy Philly* and its partners have worked to make the healthy choice, the easy choice for Philadelphians. Policies and programs have been implemented in the places that we live, learn, work, shop, worship and play. In the coming years, we will build on this foundation to promote a healthy, active and smoke-free Philadelphia. Below we highlight some of our upcoming initiatives.

MEDIA AND COMMUNICATIONS

- Implement a mass media education initiative on the health risks of excess sodium consumption.
- Create an online exhibit featuring stories about how Philadelphians incorporate physical activity into their day—Philadelphia Healthy All-Stars.
- Continue mass media messaging about the health effects of secondhand smoke and how to quit smoking.

POLICY ENVIRONMENT

- Implement citywide nutrition standards for all foods purchased by City agencies.
- Expand smoke-free policies to additional outdoor municipal spaces, educational settings and additional public housing communities.
- Educate retailers about the new law restricting signs/ads to 20% of window and transparent door space.

YOUTH-BASED INITIATIVES

- Through the Get Healthy Philly Youth Council, engage and equip eight youth leaders to inspire healthy changes in their families, schools and communities.
- Continue to expand access to water in school cafeterias.
- Host the first annual healthy recipe challenge for Philadelphia school students—The Culinary Voice.

BUILT ENVIRONMENT

- Launch the Philadelphia Bike Share program.
- Continue making low-cost safety improvements to intersections and corridors across the city.
- Host groundbreakings for additional trail expansions across the city.
- Complete district plans for two additional districts—Lower Northwest and North Delaware.

RETAILERS AND MANUFACTURERS

- Expand Healthy Corner Store Certification Program to 50 corner stores.
- Document and recognize supermarkets that have implemented changes in how they price, place and promote healthy and unhealthy foods.
- Engage distributors to facilitate the purchase of low-sodium ingredients for Chinese take-out restaurants.

EMPLOYERS, INSURERS AND HEALTHCARE PROVIDERS

- Support at least two hospitals in achieving “Baby Friendly” designation.
- Adapt the public health detailing initiative to assist behavioral health providers in counseling and treating their patients who smoke.

LEADERSHIP TEAM AND PARTNERS

Leadership Team

Mayor Michael A. Nutter
Marian Tasco, Councilwoman, City of Philadelphia
Dr. Dennis Creedon, School District of Philadelphia
Dr. Larry Kaiser, Temple University
David Cohen, Comcast
Daniel Hilferty, Independence Blue Cross
Jeffrey Cooper, University of Pennsylvania
Ken Trujillo, Trujillo Rodriguez and Richards, LLC
Dr. Marla Gold, Drexel University
Dr. Donald Schwarz, Health Commissioner,
Deputy Mayor, Health and Opportunity

Partners

American Academy of Pediatrics
American Cancer Society of Pennsylvania
American Diabetes Association
American Heart Association
American Lung Association of the Mid-Atlantic
Bicycle Coalition of Greater Philadelphia
Chinese Restaurant Association of Greater Philadelphia
Clean Air Council
College of Physicians of Philadelphia
Commerce Department, City of Philadelphia
Department of Parks and Recreation, City of Philadelphia
Delaware Valley Regional Planning Commission
Deputy Mayor's Office of Health and Opportunity,
City of Philadelphia
Deputy Mayor's Office of Planning and Economic
Development, City of Philadelphia
Deputy Mayor's Office of Public Safety, City of Philadelphia
Drexel University School of Public Health
Farm to City

FoodFit Philly Coalition
The Food Trust
Greater Philadelphia Business Coalition on Health
Health Federation of Philadelphia
Health Promotion Council of Southeastern PA
Law Department, City of Philadelphia
Maternity Care Coalition
Mayor's Office of Sustainability, City of Philadelphia
Mayor's Office of Transportation and Utilities,
City of Philadelphia
Philadelphia Parks and Recreation, City of Philadelphia
Philadelphia City Planning Commission
Philadelphia County Medical Society
Philadelphia Housing Authority
Pennsylvania Department of Health
Procurement Department, City of Philadelphia
Public Health Management Corporation
School District of Philadelphia
SmokeFree Philly Coalition
St. Christopher's Hospital for Children
Streets Department, City of Philadelphia
Temple University Center for Asian Health
Temple University Center for Obesity Research and Education
Temple University Department of Public Health
Thomas Jefferson University School of Population Health
University of Pennsylvania Annenberg Public Policy Center
University of Pennsylvania Center for Health Behavior Research
University of Pennsylvania Center for Public Health Initiatives
University of Pennsylvania Comprehensive Smoking
Treatment Program
U.S. Centers for Disease Control and Prevention
U.S. Department of Health and Human Services, Region III
Youth Commission, City of Philadelphia

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phila.gov/gethealthyphilly

foodfitphilly.org

smokefreephilly.org