

City of Philadelphia, Department of Public Health
Communities Putting Prevention to Work
April-August 2010 Update



Our tobacco control and obesity prevention initiatives have a new name and tag line:

Get Healthy Philly

Working together for a healthy, active, and smoke-free city

Tobacco Policy and Control updates

- Completed foundational survey of 500 Philadelphia smokers to assess their knowledge, attitudes, and behaviors related to quitting
 - Nearly half of smokers have tried to quit in the past year but most did so without counseling or medications
 - These and other findings will inform our media campaign to be launched in October
- Launched a face-to-face merchant education program to teach tobacco retailers in the City about how to prevent illegal sales to youth, including sessions in English, Spanish, and Chinese
 - Recent report reveals that declines in youth smoking have continued to slow:
<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5926a1.htm>
- Drafted 2 pieces of legislation: 1) to raise the fine for illegal tobacco sales to youth from \$100 to \$500 per offense, 2) to create a local tobacco retailer licensing system that restricts stores within 500 feet of schools.
 - To be introduced to City Council in Fall 2010
- Auditing approximately 70 bars in the City to determine whether they still meet the 2007 waiver requirements that exempt them from the Clean Indoor Air Worker Protection Law
 - Through this process, we hope to reduce the number of bars in the City that allow smoking
- Working with Medicaid Managed Care Organizations to review cessation benefits and utilization
 - Through our media campaign, we will promote greater awareness and use of these benefits by beneficiaries and medical providers
 - A similar effort in Massachusetts led to a 25% decline in smoking among Medicaid beneficiaries: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2841201>

Healthy Eating and Active Living updates

- Campaigned for a 2-cent per ounce tax on sugar-sweetened beverages (levied on retailers) and came up one vote short in City Council
 - We are now re-exploring whether a local excise tax on manufacturers and bottlers, which would directly raise the price of sugar-sweetened beverages, is legally possible

- Completed survey on sugar-sweetened beverage and TV viewing behavior of 516 adult caregivers of 3 to 16-year-olds in Philadelphia
 - Adults and children, on average, drink 2 sugar-sweetened beverages per day
 - Two-thirds of children in the sample have a TV in their bedroom

- Opened 3 new farmers' markets in low-income communities with the Food Trust with 1 more scheduled to open in the next few weeks
 - Fels Community Center, Broad and Ritner Streets, South Philadelphia
 - Norris Square, W. Susquehanna Ave. & Howard St., North Philadelphia
 - Grays Ferry, S. 29th and Wharton Streets, South Philadelphia
 - [http://www.philly.com/inquirer/local/pa/20100806 North Philadelphia neighborhood gets a produce market.html](http://www.philly.com/inquirer/local/pa/20100806_North_Philadelphia_neighborhood_gets_a_produce_market.html)

- Initiated the Philly Food Bucks Program at 17 farmers' markets across the city, providing a \$2 voucher for every \$5 of SNAP (Food Stamp) benefits used to buy fruits and vegetables
 - <http://www.thefoodtrust.org/php/programs/farmers.market.program.php>

- Recruited over 170 schools and 330 corner stores to participate, respectively, in School Wellness Councils and a Healthy Corner Store Network
 - [http://www.philly.com/inquirer/local/20100705 Phila using stimulus funds to fight obesity smoking.html?jCount=3#comments](http://www.philly.com/inquirer/local/20100705_Philadelphia_using_stimulus_funds_to_fight_obesity_smoking.html?jCount=3#comments)

- Incorporated public health objectives, including walkable and bikable communities, into the City's Philadelphia 2035 Comprehensive Plan