



Food Fit Philly Coalition Meeting: Healthy Planning, the Built Environment, and Physical Activity

February 12, 2015

www.phila.gov/gethealthyphilly
www.foodfitphilly.org





Agenda

- Welcome and Introductions
- Overview
 - Food Fit Philly Coalition
 - Get Healthy Philly Context
- Healthy Planning in Philadelphia
- Healthy Planning in the Region
- Discussion – Opportunities for Physical Activity



Get Healthy Philly

www.phila.gov/getthehealthyphilly

Smoke
Free
Philly

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Smoke Free Philly
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Food Fit
Philly

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Food Fit Philly
Coalition



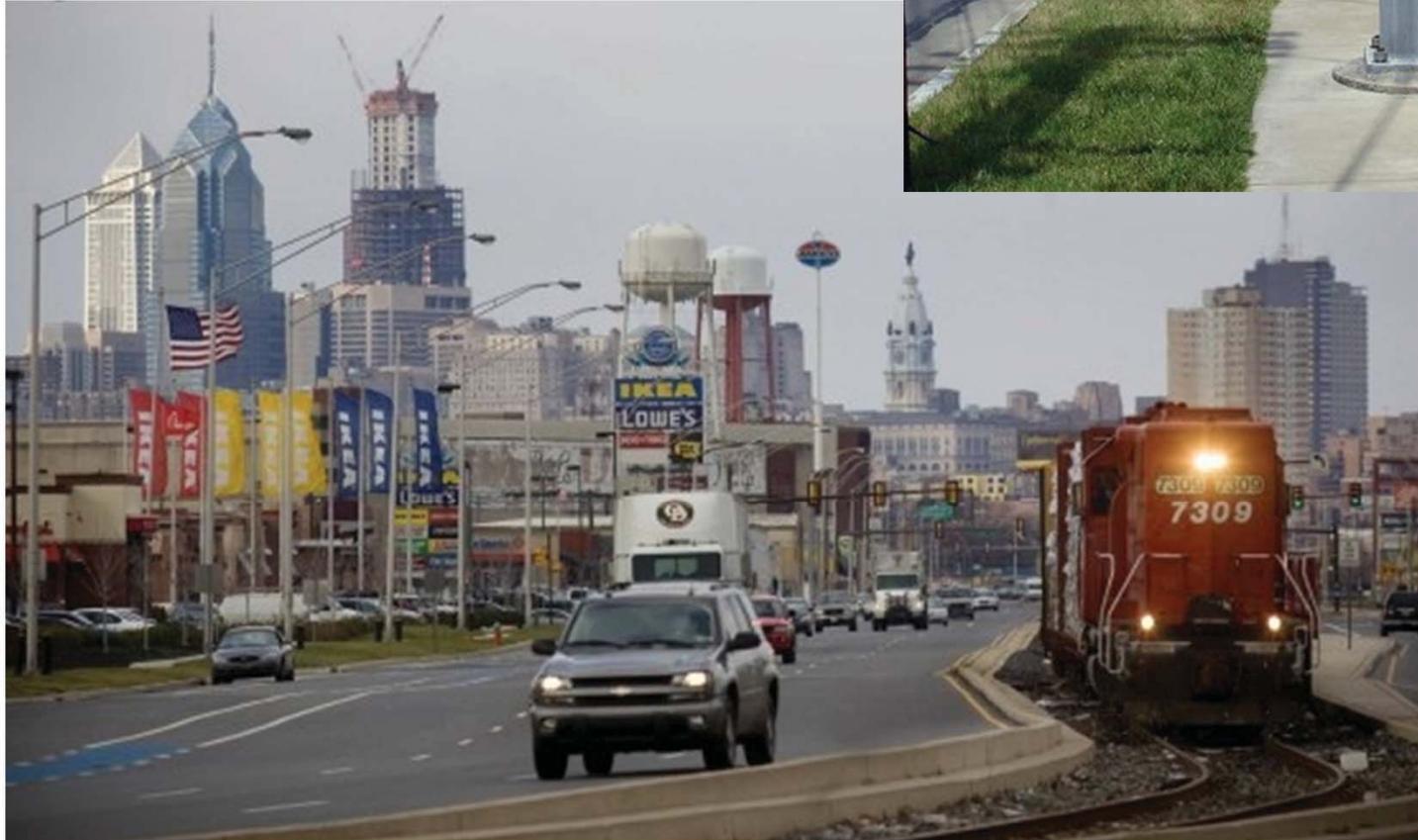
Food Fit Philly Coalition Goals

- Convene stakeholders involved or interested in public health, nutrition and physical activity in Philadelphia.
- Share and get feedback on Get Healthy Philly initiatives related to nutrition and physical activity.
- Identify opportunities for collaboration, engagement, and action.
- Communication feedback?
- Overlap with the Community Health Improvement Plan Chronic Disease Working Group

Get Healthy Philly Context

- Of the ten largest cities, Philadelphia has some of the highest rates of obesity, type 2 diabetes, and hypertension. Linked with high rates of poverty.
- Key Determinants of Obesity
 - Limited Access to Affordable Healthy Foods
 - Promotion of unhealthy foods
 - Lack of Physical Activity opportunities
 - Increased Screen Time
- Poor diet and physical inactivity linked to ~2,000 deaths/year and \$750 million in health care costs.
- In a recent study, only 20-25% of children got their daily recommended amounts of physical activity. Hispanic children were the least likely, and girls were six times less likely than boys to be active.
- Only 53% of Philadelphia adults are active three times a week.

GET HEALTHY PHILLY
Healthy, Active & Smoke-Free





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

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

Galche Inc.
Roll-up Gates
Manufacturing, Distribution, Service
(215) 426-1500 Free Estimates

MAVERICK



Newport
pleasure!
CIGARETTES

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SPECIAL OFFER
\$ **6.30**
TAX INCLUDED



ICE COLD
Coca-Cola
INSIDE



Newport
MENTHOL
Pleasure tastes great in Red!
CIGARETTES

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SPECIAL OFFER
\$ **5.15**
PLUS TAX INCLUDED



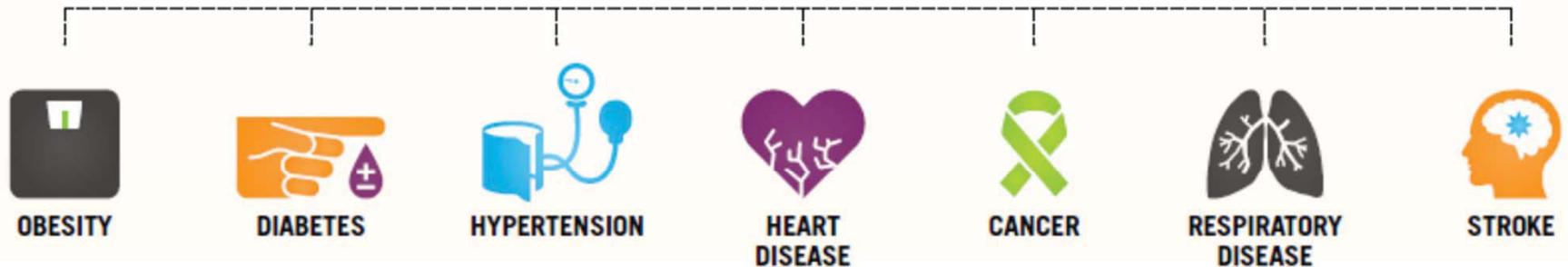


Get Healthy Philly Framework

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



to prevent chronic disease and improve health.



Media

Educational
institutions

Community retail
environment and
restaurants

Built environment



Legislation and
regulation

Workplaces

Insurers and health
care providers

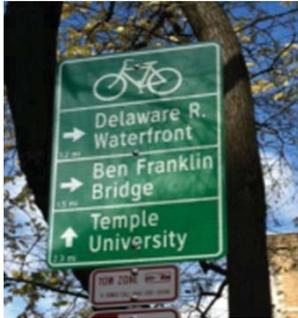
Get Healthy Philly Goals for Physical Activity

Walkable and bikeable communities.

Safe places to play and be active.

Incorporating physical activity into the everyday.

Bicycling Infrastructure



Partners Include: Mayor's Office of Transportation and Utilities; Streets Department; Planning Commission; Bicycling Coalition of Greater Philadelphia

Low-Cost Safety Improvements at High Crash Intersections



Partners Include: Mayor's Office of Transportation and Utilities; Streets Department; Planning Commission; Bicycling Coalition of Greater Philadelphia

Education, Enforcement, Activation



CITY OF PHILADELPHIA POLICE
WRITTEN WARNING

Offense: _____ Date: _____ Time: _____ am/pm

PEDESTRIAN
 Crossing against signal
 Midblock crossing
 Darting into traffic
 Distracted walking

DRIVER
 Distracted driving
 Improper/careless turn
 Red light/Stop sign running

Illegal/careless backing
 Illegal U-Turn

Officer Name: _____

Nearest Intersection: _____

CITY OF PHILADELPHIA POLICE
WRITTEN WARNING

DRIVERS,
Drive now. Text later.
PAY ATTENTION.

PEDESTRIANS,
Walk now. Text later.
PICK YOUR HEAD UP.

*This is not a real ticket, but it could've been.
Reckless driving & careless walking
is subject to a fine.*

IT'S ROAD SAFETY
NOT ROCKET SCIENCE

Partners Include: Mayor's Office of Transportation and Utilities; Streets Department; Planning Commission; Bicycling Coalition of Greater Philadelphia

Greening and Open Space

Philadelphia Water Dept –
School Yard Greening @ Dick Elementary



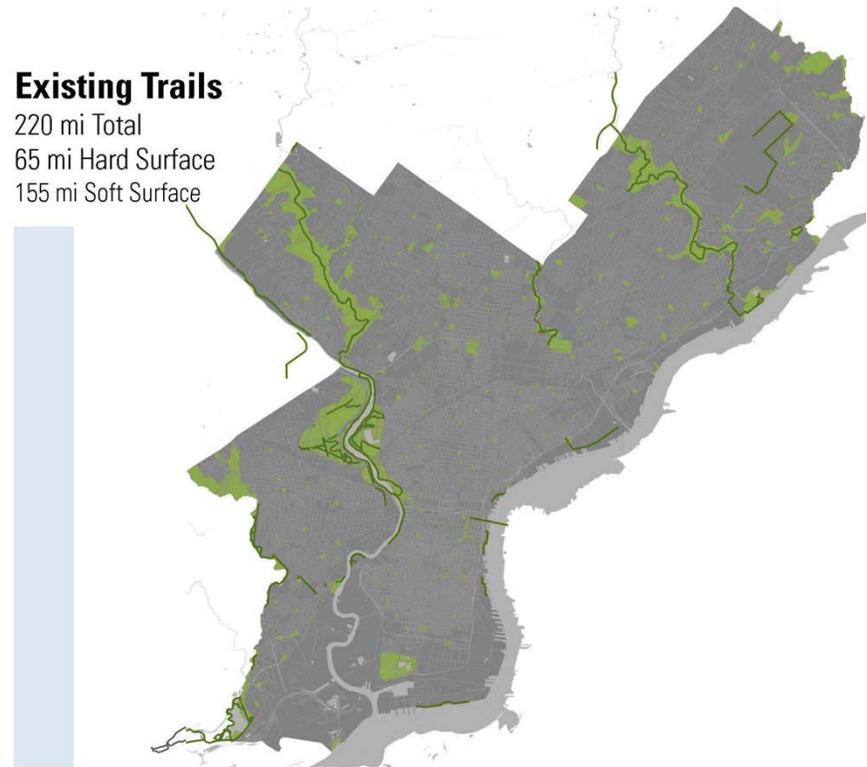
Philadelphia Trail Master Plan Progress

Existing Trails

220 mi Total

65 mi Hard Surface

155 mi Soft Surface



Upcoming Initiatives

- Bikeshare Rollout
- Stairwell Access with Large Employers
- Physical Activity Media Education Initiative
- Inventory and Promotion of Free and Low Cost Physical Activity Opportunities
- Design Competition

Healthy Planning in Philadelphia

Keith Davis,

Healthy Communities Coordinator



Healthy Planning in the Region

Amy Verbofsky, Delaware Valley Regional
Planning Commission

Christina Miller, Health Promotion Council



Discussion

Physical Activity – promotion and sharing

Healthy Planning – involvement and linkages

Built Environment – other opportunities?

Next Meeting Topics

Shared Work

Other Get Healthy Philly Announcements

- Chinese Take Out Data Brief
- New Childhood Obesity Data
 - Save the Date for March 11th, 9:00am-11:00am
- Community Health Improvement Plan (CHIP) Chronic Disease Working Group
- Diabetes Prevention Program
- Hospitals and Nutrition Standards

Coalition Member Announcements

Next Coalition Meeting:

Wednesday May 6th, 2015

