

Philadelphia's *Communities Putting Prevention to Work* Nutrition and Physical Activity Initiative

3/19/10



Challenge: Philadelphia's nutrition and physical activity challenges are daunting—the highest poverty rate among U.S. cities with over 1 million people, rising rates of obesity among children and adults, little access to fresh fruits and vegetables in high poverty communities, and basic safety concerns for walkers and bikers.

Award: \$15.4 million cooperative agreement with the Centers for Disease Control and Prevention; 2-year period: 3/19/10 – 3/18/12



Objectives: To enact a series of interrelated policy and systems reforms that drastically alter the food and physical activity environments in communities, schools, after school settings, and Worksites.

THEME 1: Making healthy foods more available to Philadelphians

- Establishing affordable farmers' markets in low-income communities
- Expanding a network of corner stores that offer healthy foods and produce
- Improving the quality of food in schools and after school settings.

THEME 2: Decreasing the availability and consumption of unhealthy foods

- Enacting broad-based media campaigns
- Instituting bans on junk foods in schools
- Providing nutrition education and enforcement of the menu labeling law.

THEME 3: Promoting physical activity in daily living

- Creating physical activity standards for after school programs,
- Expanding a pedestrian and bike network throughout the city,
- Incorporating active living considerations into neighborhood planning.

Five-Year Goals

- Eliminate junk foods from schools, including school stores, fundraisers, and classrooms;
- Reduce by 10% children's consumption of junk foods from corner stores;
- Increase by 25% the number of Philadelphians who live within ½ mile of a supermarket, low-income accessible farmers' market, or healthy corner store;
- Increase by 25% the number of walkers and bikers on major transit corridors.

Partners

- PA Department of Health
- Mayor's Office of Transportation and Utilities; Deputy Mayor's Office of Planning and Economic Development; City Planning Commission; Recreation Department; Law Department; Human Services- Out of School Time Programs
- School District of Philadelphia
- The Food Trust
- Annenberg School of Communications at the University of Pennsylvania
- Temple Center for Obesity Research and Education
- Bicycle Coalition of Greater Philadelphia
- Public Health Management Corporation
- Health Promotion Council of Philadelphia
- College of Physicians of Philadelphia
- Maternity Care Coalition
- WHYY

Leadership Team

- Mayor Nutter
- Donald F. Schwarz
- Arlene Ackerman, School District of Philadelphia
- Councilwoman Marian Tasco
- Feather Houstoun, William Penn Foundation
- Joseph Frick, Independence Blue Cross
- Ann Weaver Hart, Temple University
- Jeffrey Cooper for Amy Gutmann, University of Pennsylvania
- Ken Trujillo, Trujillo, Rodriquez and Richards, LLC
- David Cohen, Comcast
- Mike Nardone, PA Department of Public Welfare
- Dr. Marla Gold, Drexel University



www.cdc.gov/chronicdisease/recovery

