

# Communities Putting Prevention to Work

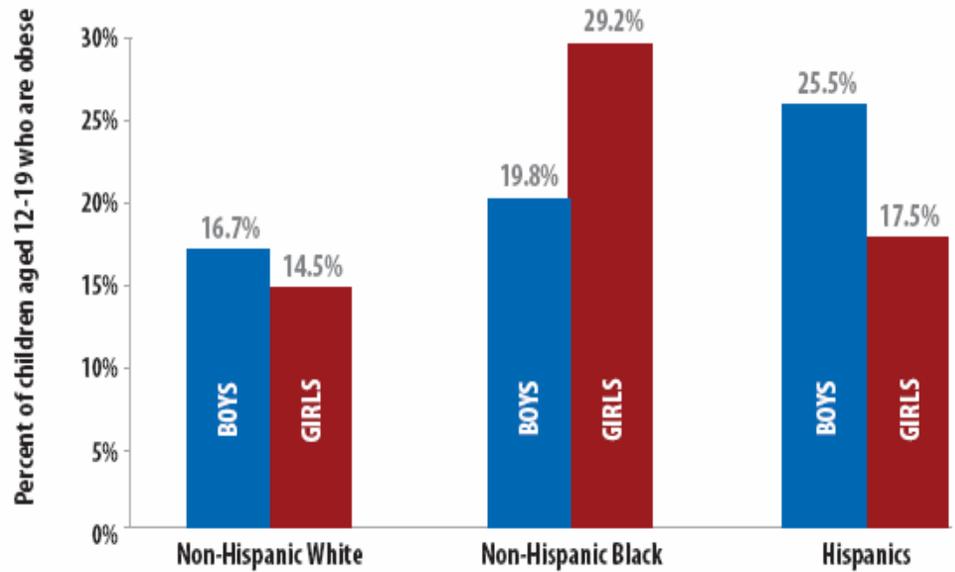
City of Philadelphia

Nutrition and Physical Activity Initiative

# The Challenge: Overweight and Obesity

- Overweight and Obesity:
  - 60% of adults nationwide
  - 50% of children nationwide
  - 70% of children in Philadelphia
- Death and Disease
  - 112,000 deaths/year
  - 1 out of 3 children expected to develop diabetes

Childhood Obesity Rates by Race, Ethnicity, and Gender, 2007-08

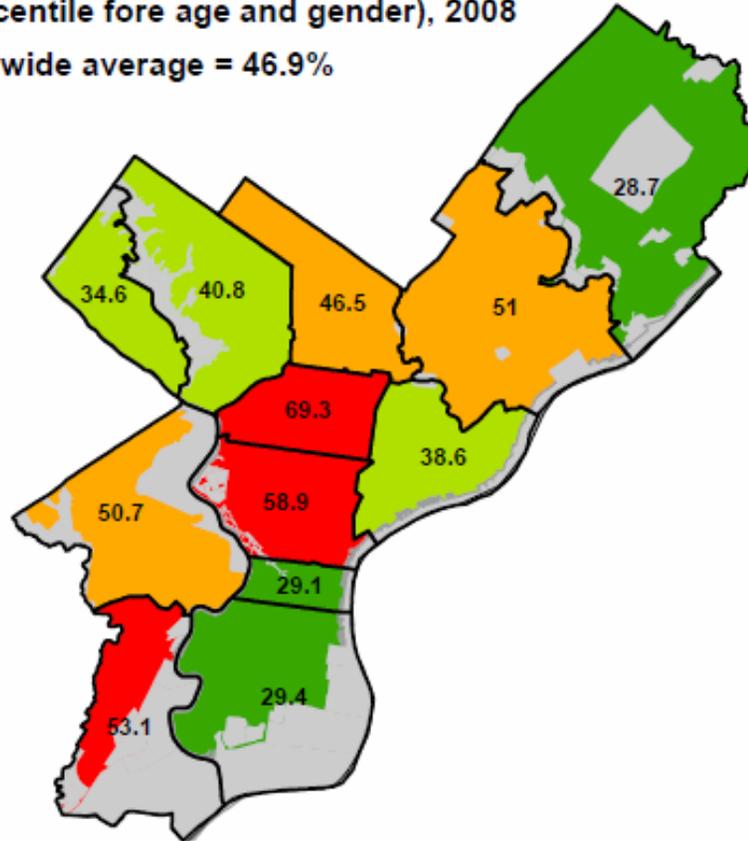


Source: CDC, National Center for Health Statistics, National Health and Nutrition Examination Survey;  
Note: Obesity is defined as BMI  $\geq$  gender- and weight-specific 95th percentile from the 2000 CDC Growth Charts

# Overweight and obesity in Philadelphia children

Percentage of Children (6-17y) who are Overweight or Obese  
(BMI  $\geq$  85th percentile fore age and gender), 2008

Citywide average = 46.9%



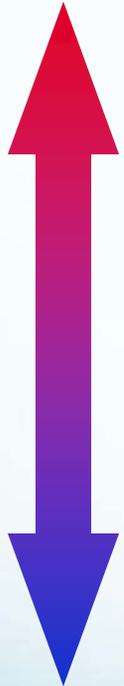
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3/10/10

Source: PHMC Household Health Survey

# Factors that Affect Health



*Smallest  
Impact*



*Largest  
Impact*



# Root Health Determinants

- **Poor Diet**
  - **Little access** to healthy foods in high poverty communities
  - **Increased relative price** of healthy foods
- **Lack of Physical Activity**
  - **Limited opportunities for physical activity,**
    - Dramatic increase in screen time
    - Reliance on automobiles



# CPPW Vision

**Policies. Systems. Environment.**

1

Increased access to healthy, affordable food.

2

Decreased consumption of junk food and sugary beverages.

3

Increased access to safe, nearby places for recreation and active transit.

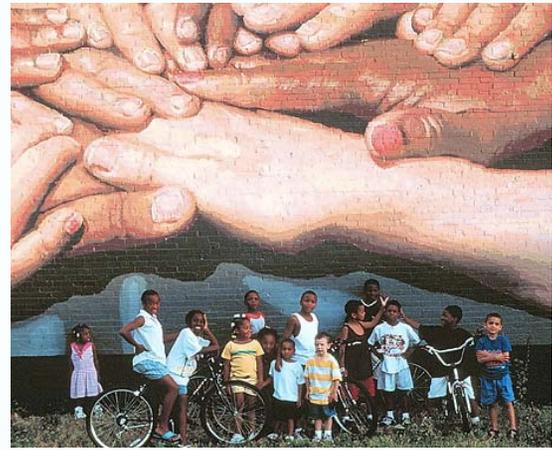


# 5 Year Goals



- Eliminate junk food from schools including schools 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.

# CPPW Overall Structure



# Key Partners



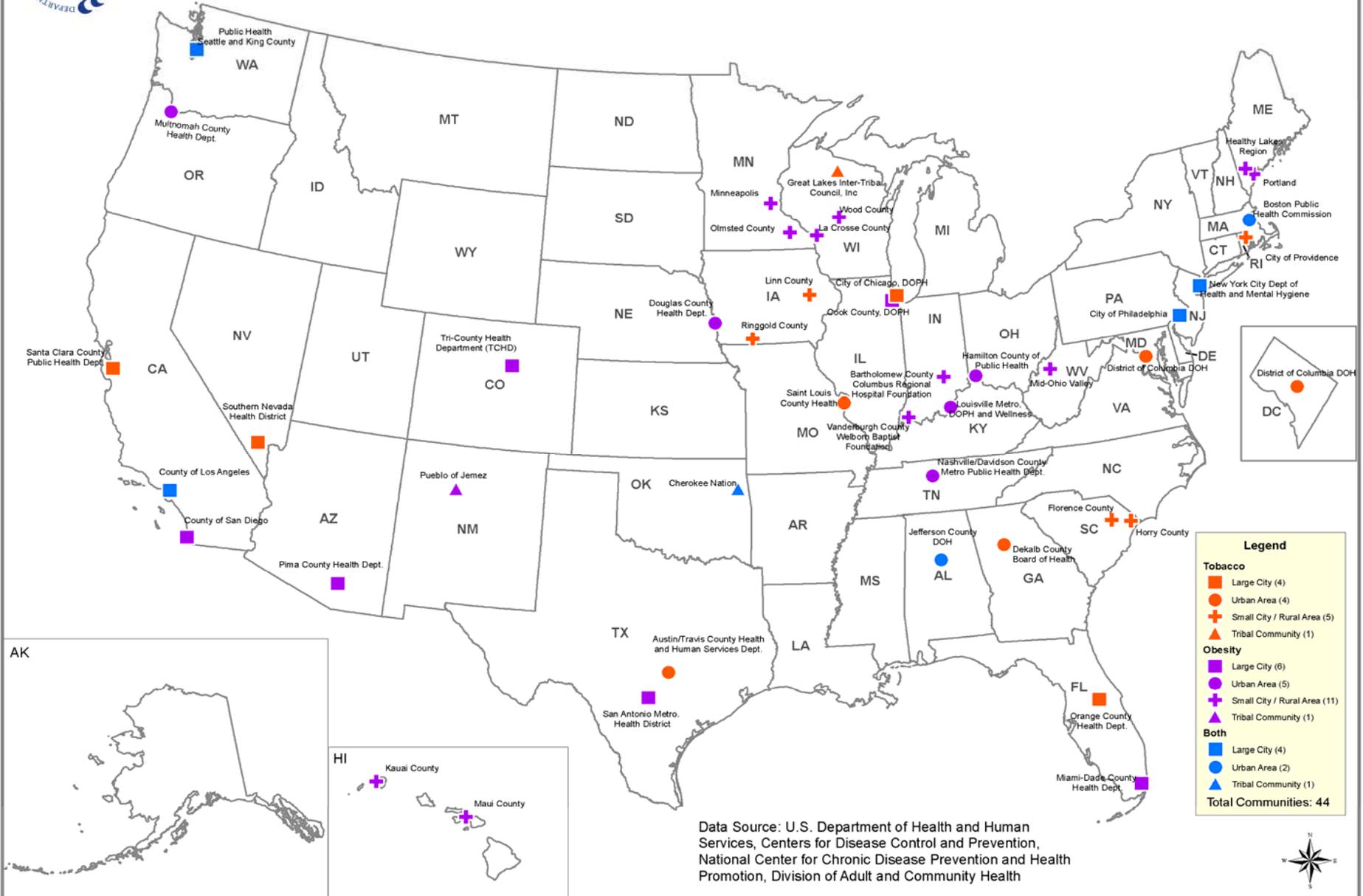
- **PA Department of Health**
- **Mayor's Office of Transportation and Utilities;**
- **Deputy Mayor's Office of Planning and Economic Development;**
- **City Planning Commission;**
- **Recreation Department;**
- **Law Department;**
- **Human Services- Out of School Time Programs**
- **School District of Philadelphia**
- **The Food Trust**

- **Annenberg School of Communications at UPENN**
- **Temple Center for Obesity Research and Education**
- **Bicycle Coalition of Greater Philadelphia**
- **Public Health Management Corporation**
- **Health Promotion Council**
- **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

# ARRA Communities Putting Prevention to Work Community Awards



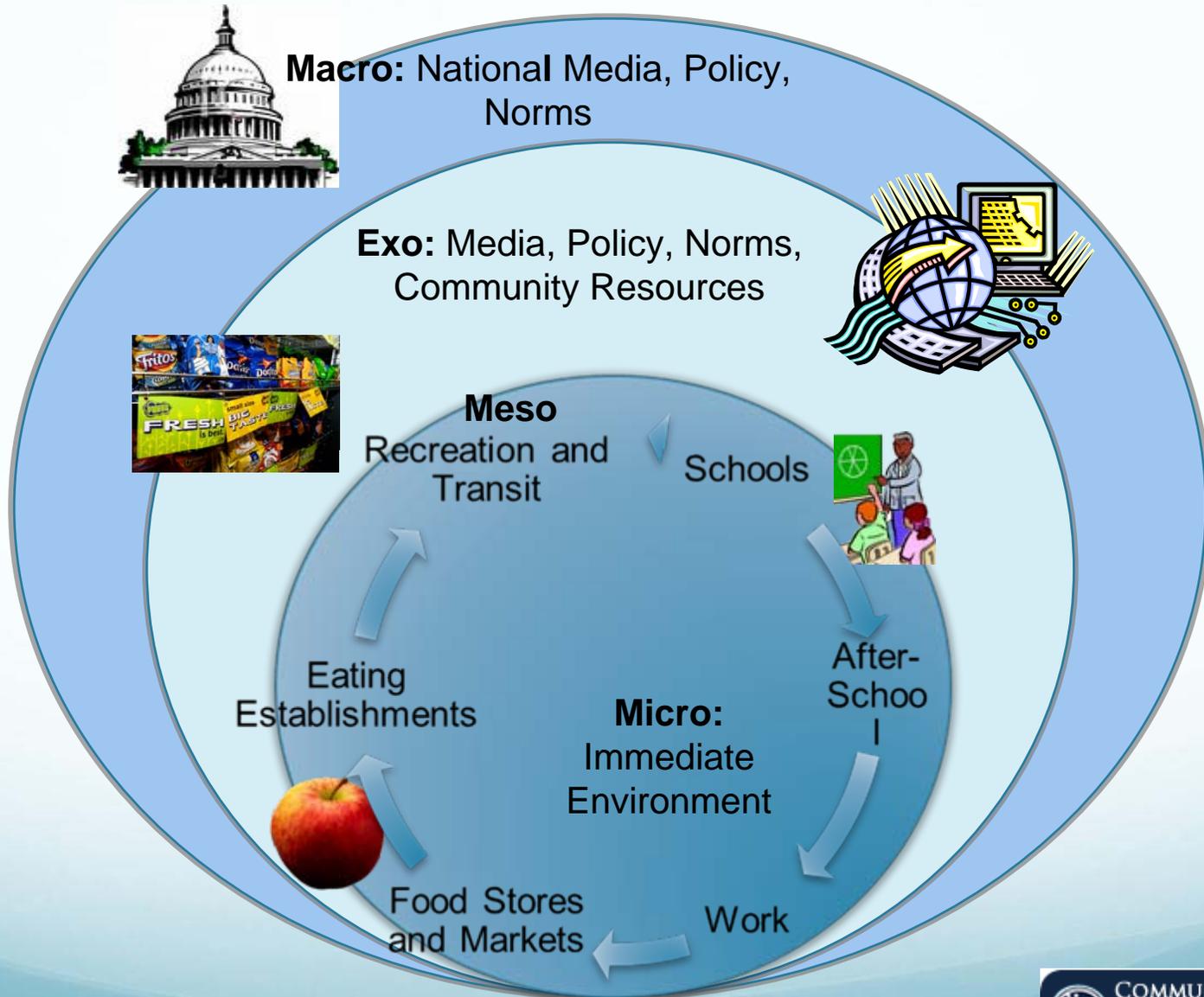
Data Source: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Adult and Community Health



# CPPW Large Communities



# Systems Intervention Approach



# Media Initiative

- **Overall goal:** Broadly promote the availability of healthy foods and beverages and change norms around healthy eating and active living.

- **Key Messages:**

- Increase consumption of healthy foods and beverages
- Decrease unhealthy foods and beverages and screen time
- Promote active living, limit screen time.

- **Example Channels:**

- Social media: (i.e. social web, text, mobile application)
- Print, public TV and radio, public transport, community events, movie theaters
- Leverage existing media platforms



## Key Partners:

- WHYY
- Neiman Group
- Annenberg
- Food Trust
- SDP
- Coalition Members
- Leadership Team

# Healthy Food in Neighborhoods



- **Overall goal:** increase access and affordability of fresh, healthy foods in targeted low-income neighborhoods

- **Key activities:**

- Initiate 10 new farmers markets in low-income neighborhoods.
- Targeted expansion of network of healthy corners stores from 40 to 1000 over 2 years.
- Initiate “Philly bucks” coupon incentive program (Spend 5\$ get 2\$).
- Support initiative by local policy, media and social marketing in schools, recreation centers, WIC and other city venues.

**Key Partners:**

- Food Trust
- Commerce Dept
- Dept of Licenses and Inspections
- Parking Authority
- Dept of Public Welfare
- USDA
- Hunger Coalition
- Law Dept
- Zoning Commission

# School Wellness



**Overall goal:** increase access of healthy and appealing food choices in Philadelphia schools, while eliminating junk foods in the total school food environment.

## Key Activities:

- Develop adult- and student-led wellness councils in 200 schools.
- Develop a school action plan to increase physical activity and healthy food choices.
- Contract school-food consultants to help identify, procure and market healthy food using cost-effective techniques.
- Eliminate junk foods from school stores, fundraisers, and classrooms

## Key Partners:

- SDP
- Food Trust
- School Food Consultants



# After-school Wellness

- **Overall goal:** Establish system-wide change via policy, support and food reform to increase access and availability of healthy food and physical activity in after-school programs.

## Key Partners:

- Parks & Rec
- SDP
- Food Trust
- HPC
- Dept of Health and Opp

## Key Activities:

- Assess best practices and create healthy eating, physical activity and screen time guidelines for after school programs.
- Create nutrition standards and implement USDA Supper Program in after-school sites.
- Implement technology-based physical activity interventions, including Wii-based exercise to all recreation center after school sites.
- Facilitate resources for all providers including a toolkits, resource sharing, and comprehensive training.

# Worksite Wellness:

- **Overall goal:** promote health and wellness practice and policies in mid-to-large size Philadelphia worksites.

## Key Partners:

- Human Resources
- College of Physicians
- Maternity Care Coalition

## Activities:

- Educate CEOs, and HR administrators on adopting health promoting policies in 35 mid to large Philadelphia employers.
- Train workplaces to implement Breastfeeding friendly policies.
- Identify benchmarks for measuring programs performance from health benefit and cost benefit perspectives.
- Promote pre-tax transit benefits.
- Convene a Wellness Business Council of all participants to further promote reforms in worksites.



# Bike and Pedestrian / Complete Streets



- **Overall goal: Promote increased walking and bicycling in Philadelphia.**

## Key Activities:

- **Complete the Philadelphia Pedestrian and Bicycle Plan to extend to every neighborhood in Philadelphia.**
- **Convene a pedestrian and bike safety taskforce.**
- **Car to bike-lane conversions; sidewalk ramps**
- **Implement a comprehensive public safety campaign, including all 2nd and 5th grader to receive one bicycle and pedestrian safety class.**

## Key Partners:

- **City Planning**
- **MOTU**
- **Police Dept**
- **Dept of Trans**
- **SDP**
- **Septa**
- **AAA**
- **Bicycle Coalition**

# Health and Planning

- Overall goal: Create safe, accessible, active places for leisure time activity and active transit.

**Key Partners:**

- City Planning
- MOTU
- Police Dept
- Dept of Trans
- Septa
- AAA
- Bicycle Coalition

## Key Activities:

- Explicitly incorporate active living considerations into decision-making and prioritization for neighborhood development.
- Train city planners on effective ways to focus on health outcomes.



# Landmark Legislation

**Philadelphia ban on trans fats (2007)**

**Mandated menu labeling (2008)**

**SDP School Wellness Policies**

- **Restrictions on trans fats, high-fat milk, soda and vending**
- **Free breakfast and lunch to over 120K students**

# Policy /Regulatory



- **Overall goal:** Initiate, enforce, and evaluate supportive policy and regulatory initiatives.

## Activities:

- Implement, enforce, and educate the public about Philadelphia's **menu labeling law**, which went into effect January 2010.
- Seek to implement a two- cent per ounce **excise tax on sugar-sweetened beverages** in Philadelphia.
- **Leverage zoning policies** to allow for increased access to healthy foods.

## Key Partners:

- Board of Health
- Commerce Dept
- Law Dept
- Parking authority
- Zoning commission

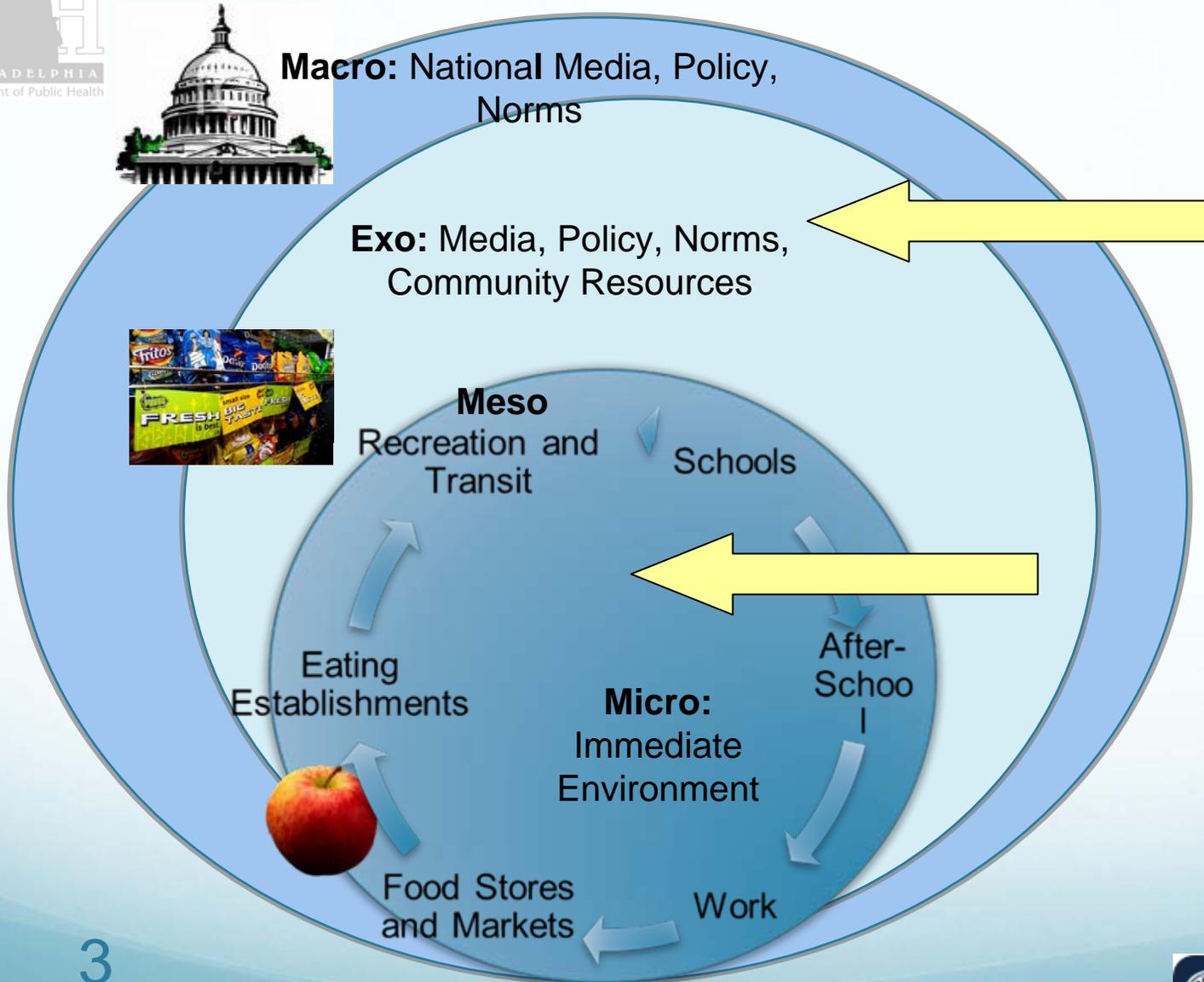
# Evaluation

- **Themes**
  - Increase citywide access to affordable healthy foods.
  - Reduce unhealthy foods in neighborhoods.
  - Facilitate physical activity in daily lives.
- **Outcomes** (not a complete list)
  - Media: exposure: knowledge, norms.
  - Nutrition: BMI, soft-drink consumption, geographic accessibility to healthy food, food environment in corner stores, market revenue, Healthy Bucks redemption
  - PA: number of walkers and bikers, TV viewing, amount of activity.
  - Process evaluation: % trained, baseline assessment completion.

## Key Partners:

- Annenberg
- Temple
- PHMC HHS
- YRBS
- Evaluation Team

# Role of the Community Coalition



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