

Healthy Eating and Active Living:

Making the Healthy
Choice the Easy Choice

Philadelphia Department of Public Health



**GET
HEALTHY
PHILLY**
Healthy, Active & Smoke-Free

Annual Report
2011 - 2012



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PHILADELPHIA
Department of Public Health

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WHYY

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DEAR PUBLIC HEALTH PARTNERS,

In March 2010, the Philadelphia Department of Public Health launched **Get Healthy Philly**, a groundbreaking public health initiative bringing together government, community-based organizations, academia, and the private sector.

Get Healthy Philly envisions a Philadelphia where all residents can live, work, learn, shop, worship and play in environments that promote healthy eating, active living, and a smoke-free existence, enabling them to have long, productive lives free from disease, disability, and premature death. This is an especially important vision for a county that ranks at the bottom in Pennsylvania in the Robert Wood Johnson Foundation's *County Health Rankings* and for a city that is the poorest of the ten large cities in the U.S.

Over the last two years, Get Healthy Philly has made significant strides in realizing this vision:

- Increased access to healthy foods for approximately 100,000 residents of low-income neighborhoods
 - ▶ Opened 10 new farmers' markets in low-income communities helped increase SNAP (food stamp) redemption at markets by 335% through the Philly Food Bucks program
 - ▶ Trained and supported over 630 corner stores to sell healthier products, such as produce, water, and low-fat dairy
- Installed 9.7 miles of conventional bicycle lanes, 6.7 miles of new buffered bike lanes, 2.0 miles of Green bicycle lanes and 8.9 miles of "sharrows" or shared bicycle lanes
- Integrated healthy living and health impact assessments into Philadelphia 2035, the city's new comprehensive plan
- Established active School Wellness Councils in 171 public schools serving over 100,000 students to incorporate physical activity into the school-day and remove junk foods from classrooms, school stores, and fundraisers
- Implemented food and fitness standards for over 200 Out-of-School Time afterschool programs and 100 afterschool recreation programs that serve 20,000 children annually

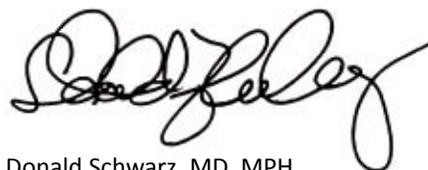
- Increased parents' awareness about the sugar content of beverages like soda, fruit drinks, and sweet teas through a media education initiative that was seen or heard over 40 million times
- Demonstrated a 5% reduction in obesity among Philadelphia school children between 2006 and 2010

These achievements could not have been accomplished without our wonderful partners from city, state, and federal government; community-based organizations; academic institutions; and the non-profit and corporate sectors.

Much of Get Healthy Philly was made possible through **Communities Putting Prevention to Work**, an initiative of the U.S. Centers for Disease Control and Prevention (CDC), which was funded via the American Recovery and Reinvestment Act (ARRA). Through ARRA—also known as the **Stimulus—President Obama** made an historic investment in public health, enabling 50 communities to implement transformative programs and policies to reduce the burden of tobacco use, obesity, and related conditions. The Prevention and Public Health Fund of the Affordable Care Act will support many of these efforts moving forward, serving as a down-payment on health care reform.

Our success in Philadelphia stems from the visionary leadership from **Mayor Nutter**, who has been a champion for reducing the public health impacts of tobacco use over his many years of public service. He believes fundamentally in the importance of healthy, livable, and equitable environments for all Philadelphians. With the Mayor's guidance and that of our tremendous Leadership Team, Get Healthy Philly is poised for even greater achievements in the years to come. For more information about Get Healthy Philly, visit www.foodfitphilly.org or www.phila.gov/gethealthyphilly.

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

EXECUTIVE SUMMARY

Get Healthy Philly is a ground breaking 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 is working to increase the availability and affordability of healthy foods, decrease the availability and marketing of unhealthy foods and beverages, and increase opportunities for physical activity among Philadelphians. In just two short years, Get Healthy Philly has made great progress in creating environments that make it easier for Philadelphians to engage in healthy behaviors. These changes have occurred in neighborhoods, schools, workplaces, and the media. This report highlights our impacts and achievements and describes our next steps in making Philadelphia healthier, more active, and smoke-free.

Community Food Access and Affordability

We focused on making healthy foods more available and affordable in communities. We opened ten new farmers' markets in low-income neighborhoods and launched the Philly Food Bucks program. By spending \$5 at 26 participating farmers' markets, SNAP recipients receive \$2 of free fruits and vegetables. These efforts have helped increase SNAP redemption at markets across the city by 335% from 2010 to 2012. We also created the largest healthy corner store network in the nation by providing incentives, training and marketing support to over 630 corner stores to help them sell healthier foods.

Active Living in Communities

We fostered strong inter-agency city partnerships between the Department of Public Health, City Planning Commission, the Mayor's Office of Transportation and Utilities, and the Streets Department to help make neighborhoods more walkable and bikeable. We implemented a 39-week education and enforcement campaign to improve safety for walkers and bikers, created 9.7 miles of conventional bicycle lanes and 8.9 miles bicycle sharrows; and completed a pedestrian and bicycle plan for the city.

School/Afterschool Settings

We created healthier schools in partnership with the School District of Philadelphia. Through the Campaign for Healthier Schools, 171 schools serving nearly 100,000 students created Wellness Councils to eliminate competitive junk foods in schools and incorporate physical activity into the school-day. Over 120 schools replaced unhealthy foods with healthy foods for fundraisers, and over 50 schools implemented classroom movement breaks and other strategies to get kids moving. In the afterschool setting, we developed food and fitness standards for over 300 sites; trained staff from 88 sites in physical education; and made healthy meal changes at 80 afterschool and summer recreation sites.

Worksites

Ten local employers with over 80,000 employees implemented worksite wellness initiatives, such as healthy vending standards, breastfeeding-friendly policies, and physically active lunch-breaks. We engaged all six Philadelphia birthing hospitals to support breastfeeding, four of which are on the pathway to implementing the evidence-based *Ten Steps to Successful Breastfeeding*. In public buildings, we have made 220 beverage vending machines healthier by offering more water and non-caloric drinks, putting them at eye level, decreasing portion sizes of sugary drinks from 20 ounces to 12 ounces, and providing calorie labeling on the machines.

Media and Policy

We launched a hard-hitting, multi-media initiative aimed at educating Philadelphia parents about the links between sugary drinks, weight gain, and diabetes. The campaign has been viewed over 40 million times over the past 15 months and caregivers are increasingly recognizing that sodas, juice drinks, and sports drink contain large amounts of sugar.

"Foodwise, among the most progressive cities in the country right now is Philadelphia, where the alliance of a forward-thinking mayor [and partners] is moving things forward."

Mark Bittman, *New York Times*, April 2011

GET HEALTHY PHILLY BY THE NUMBERS...

- 10** new farmers' markets opened in low-income, high-need neighborhoods
- 30** public and private partners worked together to promote healthy eating and active living in the City of Philadelphia
- 48** schools implemented movement breaks to get kids active before the start of class
- 89** schools implemented socialized recess to insure that every child on the playground gets moving
- 100** corner stores received mini-conversions that included new shelving and refrigeration to store produce and other perishables
- 120** Philadelphia Parks & Recreation staff trained to implement a research-based physical activity curriculum in afterschool programs
- 171** public schools joined the Campaign for Healthier Schools and implemented active School Wellness Councils to improve the school food and fitness environments
- 220** vending machines in City of Philadelphia buildings offer healthier beverages
- 249** bicycle racks installed at 44 public schools
- 350** bicycle way-finding signs installed throughout the city
- 430** corner stores added at least four new healthy products to their inventory
- 630** corner stores recruited into the Healthy Corner Store Initiative
- 10,000** low-income children received nutritious meals through the after-school meal program in recreation centers
- 10,000** low-income youth in after-school, summer, and tot recreation programs within 150 recreation centers participated in on-going evidence-based physical activity lessons
- 17,000** new healthy products added to 600 corner stores across the city
- 20,000** public school students have better access to a nutritious breakfast through the breakfast cart program
- 25,000** Philly Food Bucks were redeemed at farmers' markets by SNAP (food stamp) recipients for free produce
- 25,000** City of Philadelphia employees have access to healthier beverages in vending machines
- 43,000** 2nd and 5th graders received pedestrian and bicycle safety education
- 80,000** employees in Philadelphia have increased opportunities for engaging in worksite wellness activities
- 100,000** Philadelphians have greater access to fresh, healthy products at their local corner stores, farmers' markets, and supermarkets
- 1.5 MILLION** Philadelphians have nutritional information available to them at chain restaurants through menu labeling
- 40 MILLION** media education messages seen or heard by Philadelphia caregivers increasing their awareness about the link between sugary drinks, obesity, and diabetes



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INTRODUCTION & CONTEXT

In Philadelphia and across the country, overweight and obesity have become the norm and represent a public health crisis. Nationwide, the prevalence of unhealthy weight has tripled over the past 30 years, leading some experts to suggest that by 2050 nearly 100% of adults will be overweight or obese.¹ In Philadelphia, 66.3% adults and 40.7 % children were overweight or obese in 2010.² Among counties containing one of the largest U.S. cities, Philadelphia County³ has the highest prevalence of obesity, hypertension, and heart disease, and the second highest prevalence of diabetes.⁴ Local data reveal that a staggering 44% of African-American adults in the city report a diagnosis of hypertension.⁵ Since 2000, approximately 20,000 Philadelphians have died of diseases caused by poor diet and physical inactivity.^{6,7}

While people's day-to-day decisions may lead to poor nutrition and physical inactivity, our environments have had the greatest impact on our health over the past several decades. Unhealthy foods and beverages are more available, affordable, and advertised than ever, while healthy items are unavailable or too expensive. Blacks and Hispanics in Philadelphia are more than twice as likely to report having difficulty finding fresh fruits and vegetables in their neighborhoods compared to Whites.⁸ Yet thousands of corner stores blanketing the city are stocked full of chips, sweets, and sugary drinks.

HEALTH IMPACT PYRAMID

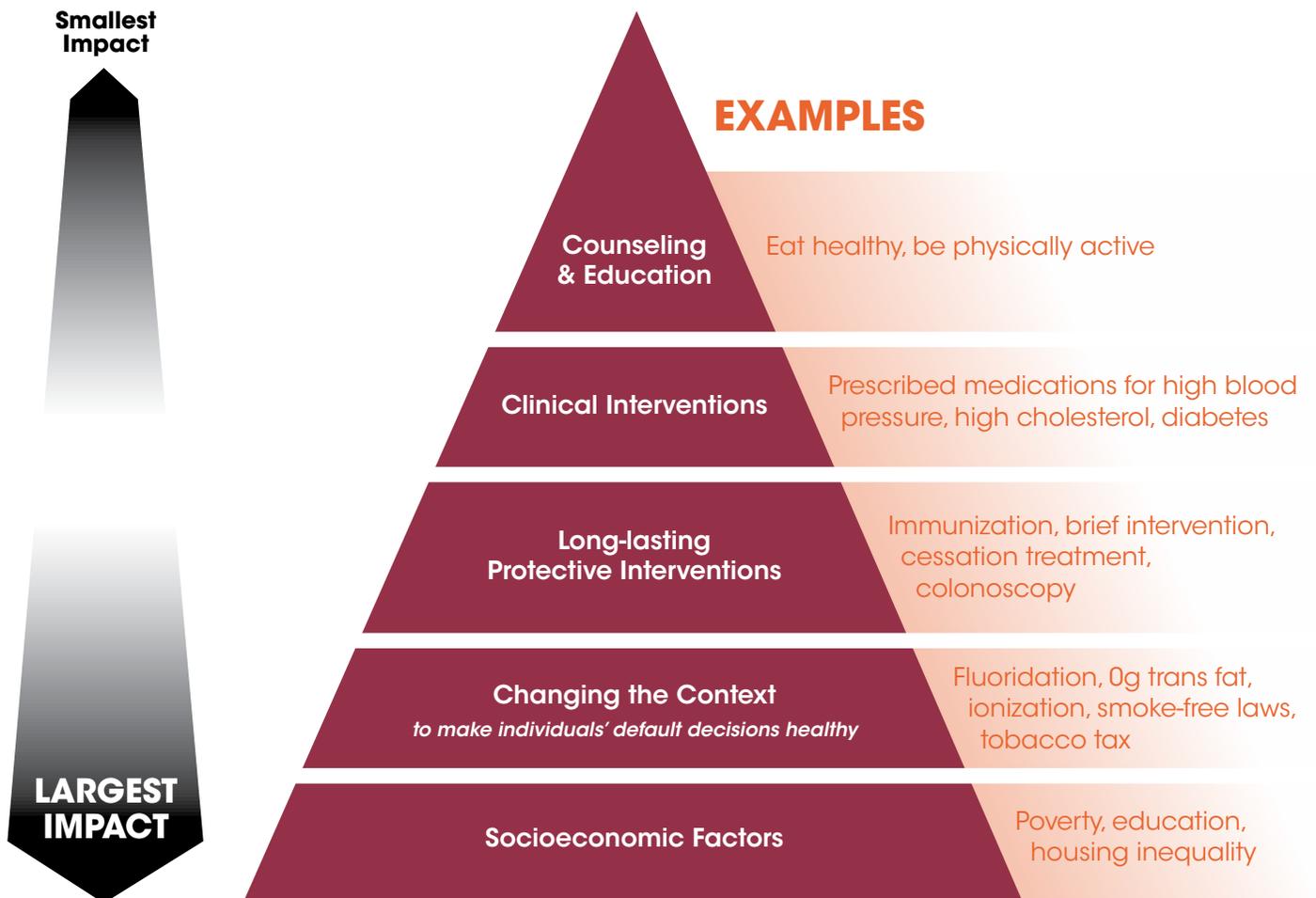


Figure 1. A Framework for Public Health Action: The Health Impact Pyramid

Cities and towns once designed for pedestrians now more often meet the needs of motorists. Poor infrastructure and lack of safety keep children and adults indoors, particularly in urban centers. Nearly 60% of adults in Philadelphia commute to work by car and nearly 40% get physical activity fewer than three times per week.⁹ Concurrently, sedentary, screen-based behaviors have grown more common and various, including television viewing, video game playing, and use of computers and other digital technologies. Two thirds of children in Philadelphia have a television set in their bedroom,¹⁰ but most schools and afterschool programs do not offer daily physical education. High rates of poverty in Philadelphia exacerbate these environmental barriers to good health. Philadelphia is the poorest of the 10 largest cities in the United States¹¹ with 20% of families and 33% of children living below the federal poverty level.¹²

Public health agencies must help create health-promoting environments so that healthy behaviors become the default—the easier, more convenient option. This approach is reflected in the Health Impact Pyramid (Figure 1).¹³ Historically, the biggest achievements in public health have employed this approach; examples include smoke-free laws and fluoridation of water. Get Healthy Philly embraces this strategy and seeks to change policies, systems, and environments so that healthy eating and active living become the norm (Figure 2). In partnership with government agencies, community-based organizations and academic institutions, **Get Healthy Philly is working to increase the availability and affordability of healthy foods, decrease the availability and promotion of unhealthy foods, and increase safe opportunities for physical activity among Philadelphians.** These changes are occurring in the places that Philadelphians live, work, learn, shop, and play.



Figure 2. Chronic Disease Framework - Change Policies, Systems and Environments so that Healthy Eating and Active Living become the Norm.

HEALTHY EATING AND ACTIVE LIVING STRATEGIES

Category 1 *Community food access and affordability*

- **Strategy 1:** Develop a citywide network of 600 corner stores that sell new, healthy products
- **Strategy 2:** Establish 10 new farmers' markets in low-income communities
- **Strategy 3:** Increase the purchasing power of SNAP (food stamp) recipients through Philly Food Bucks
- **Strategy 4:** Incentivize healthy food sales through zoning and planning
- **Strategy 5:** Provide affordable, healthy produce through "healthy carts" in neighborhoods that show sufficient demand and lack healthy food access
- **Strategy 6:** Encourage at least 3 Philadelphia birthing hospitals to implement strategies that support and promote breastfeeding

Category 2 *Active living in communities*

- **Strategy 1:** Complete a citywide roadmap for walkability and bike-ability
- **Strategy 2:** Promote active living through zoning and planning
- **Strategy 3:** Create safer, more connected street and trail networks for walking and biking
- **Strategy 4:** Decrease pedestrian and bike accidents through education and enforcement

Category 3 *Healthy eating and active living in schools*

- **Strategy 1:** Increase free/low-cost breakfast participation by implementing 100 breakfast carts in public schools
- **Strategy 2:** Make school foods tastier and healthier through school food reforms
- **Strategy 3:** Establish and nurture School Wellness Councils in 200 schools to remove junk foods from school classrooms, stores, and fundraisers and to incorporate physical activity into the school day

Category 4 *Healthy eating and active living in afterschool programs*

- **Strategy 1:** Create nutrition and physical activity standards for over 200 afterschool / Out-of-School Time programs
- **Strategy 2:** Expand the USDA Meal (Supper) Program to 88 recreation center afterschool programs
- **Strategy 3:** Improve the quality and quantity of physical activity in 88 recreation center afterschool programs

Category 5 *Workplace policy change for healthy eating and active living*

- **Strategy 1:** Implement snack and beverage vending standards to promote healthier choices and decrease sugary drinks
- **Strategy 2:** Increase workplace-based policies and practices for healthy eating and active living in 10 large workplaces
- **Strategy 3:** Promote breastfeeding through policy change and accommodation in 10 large workplaces and at least one hospital

Category 6 *Media and policy environments*

- **Strategy 1:** Implement a multi-media social marketing initiative to decrease sugary drink consumption
- **Strategy 2:** Educate consumers about and enforce Philadelphia's menu labeling law
- **Strategy 3:** Advance public health goals through the earned media and social media platforms

Category 7 *Partnerships within government, non-profit organizations and academic institutions*

- **Strategy 1:** Increase city partnerships to implement health-focused policy and system changes
- **Strategy 2:** Increase partnerships with non-profit organizations and academic institutions for policy and systems change and evaluation

CATEGORY 1: COMMUNITY FOOD ACCESS AND AFFORDABILITY

In most cases, it is a lot easier to find a bag of chips and a soda from a corner store than it is to find a fresh apple or low-fat milk. Philadelphia adults are more likely to eat fast food two or more times per week than eat a fruit or vegetable.¹⁴ Only 13% of children eat the USDA recommended five or more servings of fruit or vegetables per day,¹⁵ while, on average, kids consume 1-2 sugary drinks per day.¹⁶ Access and affordability are critical. For example, Blacks and Hispanics in Philadelphia are more than twice as likely to report having difficulty finding fresh fruits and vegetables in their neighborhoods compared to Whites.¹⁷ We implemented six strategies to improve community food access and affordability.



Strategy 1: *Develop a citywide network of 600 corner stores that sell new, healthy products*

Philadelphia now has the largest Healthy Corner Store Network in the United States. Over 600 corner storeowners in Philadelphia committed to selling healthy products, including: fruits and vegetables, low-fat dairy, lean meats, and whole grains. One hundred stores introduced more robust changes, including new shelving and refrigeration to stock and promote additional healthy items. All stores received training to help owners make changes that are profitable and sustainable, recipe cards and marketing materials to help consumers fully benefit from these changes. This initiative is a partnership between the Food Trust and the Department of Public Health.

Impact & Achievements

- 630 stores enrolled in the Healthy Corner Store Network contributing to greater access to fresh, healthy products for approximately 100,000 residents
- 480 store owners (89% of participating 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
- 100 stores received mini-conversions, such as new refrigeration and shelving that enables them to promote and sell fresh produce and additional healthy products

- A major distributor to corner stores, Jetro, partnered with the program to carry more healthy products and to use in-store signage to identify healthy food options
- Created toolkits and delivered in-store training to help corner store owners sell, procure and market new healthy foods
- Created marketing materials and recipe cards to introduce store changes and help customers make healthy choices and prepare economical, healthy meals using products from the corner store
- Assessed environmental changes in 200 corner stores participating in the Healthy Corner Store Network
- Assessed food and beverage purchases from 15,000 store shoppers at approximately 200 corner stores in Philadelphia





Healthy Corner Store Marketing Materials: Shelf-talker in English above and Shelf banner in Chinese to the right

Store owners at Weso Mini Market in North Philadelphia (2964 N 23rd St) showcase their new healthy options

Strategy 2: *Create 10 new farmers' markets in low-income communities*

Farmers' markets contribute to the health of Philadelphia residents by improving the availability of fresh, nutritious foods within the community. Get Healthy Philly opened 10 new farmers' markets in low-income neighborhoods. This initiative is a partnership between the Food Trust and the Department of Public Health.

Impact & Achievements

- Opened 10 farmers' markets in low-income neighborhoods:
 - ▶ **Broad & Snyder Farmers' Market,** Broad and Ritner Streets, Tuesday, 2 p.m. to 7 p.m., June-October
 - ▶ **29th and Wharton Farmers' Market,** 29th and Wharton Streets in front of Peace Plaza, Tuesday, 2 p.m. to 6 p.m., June-October
 - ▶ **Norris Square Park Farmers' Market,** Diamond and Hancock Streets, Saturday, 10 a.m. to 2 p.m., June-October
 - ▶ **22nd and Tasker Farmers' Market,** 22nd and Tasker Streets, Tuesday, 2 p.m. to 6 p.m., June-Thanksgiving
 - ▶ **33rd and Diamond Farmers' Market,** 33rd and Diamond Streets in front of Mander Playground, Tuesday, 2 p.m. to 6 p.m., June-October
- ▶ **Fairhill Square Park Farmers' Market,** 4th Street and Lehigh Avenue, Wednesday, 1 p.m. to 5 p.m. , July-October
- ▶ **Olney Transportation Center Farmers' Market,** Broad Street and Olney Avenue, Wednesday, 2 p.m. to 6 p.m. , July-November
- ▶ **Hunting Park Farmers' Market,** West Hunting Park Avenue and Old York Road, Saturday, 10 a.m. to 2 p.m., June-Thanksgiving
- ▶ **Frankford Transportation Center Farmers' Market,** Bridge Street and Frankford Avenue, Tuesday 2 p.m.to 6 p.m. July-November
- ▶ **58th and Chester Farmers' Market,** 58th Street and Chester Avenue, Wednesday 2 p.m. to 6 p.m., June-November
- A survey of 286 shoppers at the ten new markets revealed that:
 - ▶ 81% of shoppers found the prices at the farmers' markets to be the same or less expensive than prices in other neighborhood food stores
 - ▶ 58% of shoppers reported eating a greater variety of fruits & vegetables since visiting the market
 - ▶ 57% of customers walk or bike to the market



“Sales just skyrocketed in June and July 2011. We’re on target to sell much more than last year...and that doesn’t count some of the busiest months of the farmers’ market season ~August, September, October, and November.”

Food Trust Farmers’ Market Manager
August 2011

Strategy 3: Increase the purchasing power of SNAP (food stamp) recipients through Philly Food Bucks

Philly Food Bucks provide \$2 of free fruits and vegetables for every \$5 of SNAP benefits spent at participating farmers’ markets. Food Bucks can be redeemed at 26 farmers’ markets across the city. This initiative is a partnership between the Food Trust and the Department of Public Health.

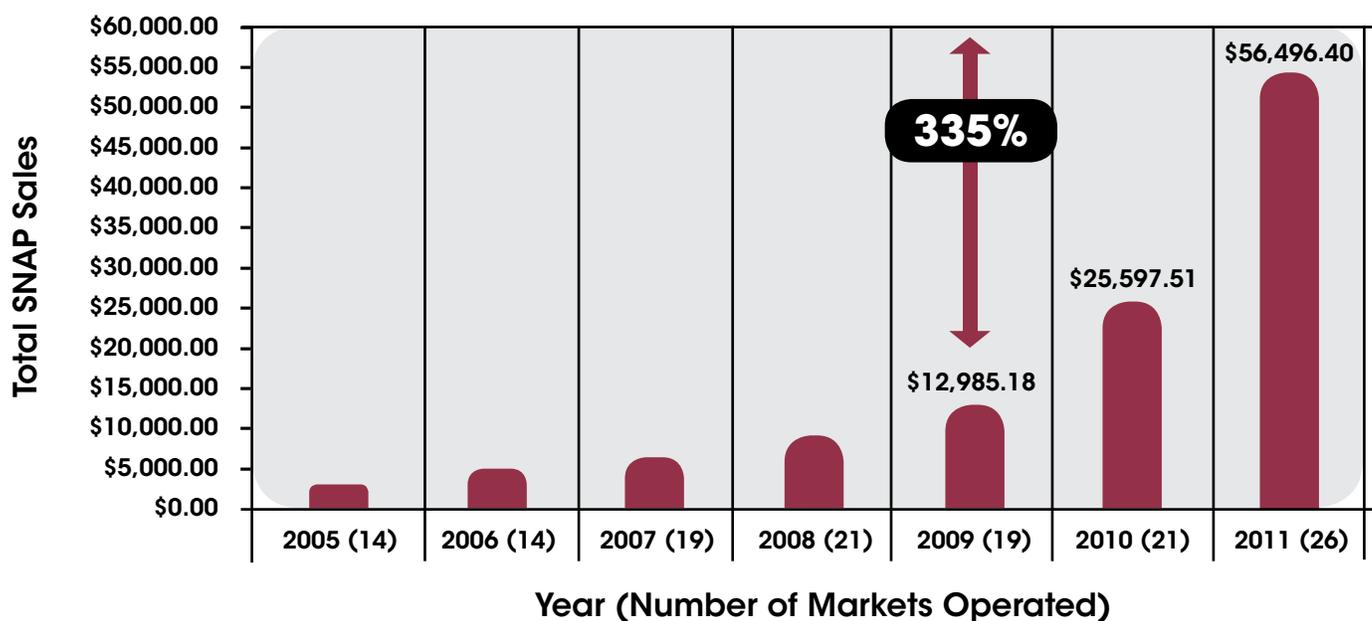
Impact & Achievements

- Increased SNAP sales by 335% from July 2010 (when the program began) to December 2011
- Distributed 61,141 Philly Food Bucks from July 2010 – March 2012 at farmers’ markets, recreation centers, WIC offices, food pantries, churches, community groups, and local events
- Redeemed 41% of all Philly Food Bucks distributed since the July 2010 launch of the initiative; 75% of Food Bucks distributed at farmers’ markets were redeemed

Philly Food Bucks help SNAP (food stamp) recipients save money on fruits and vegetables.



TOTAL SNAP (FOOD STAMP) SALES AT THE FOOD TRUST FARMERS' MARKETS (2005-2011)



Strategy 4: Incentivize healthy food sales and production through zoning and planning

The City of Philadelphia has re-written its Comprehensive Plan—Philadelphia2035—and Zoning Code for the first time in decades. Through a partnership between the City Planning Commission and the Department of Public Health, Get Healthy Philly has incorporated health-promoting provisions into these plans that will shape the city for years to come.

Impact & Achievements

- Passed the New Zoning Code, Bill No. 110845, on December 22, 2011 that established provisions encouraging healthy eating:
 - ▶ Encouraging the incorporation of fresh food markets into commercial and mixed-use developments by not counting the square footage of those markets against the maximum buildable area (14-603(7))
 - ▶ Allowing urban agriculture and community gardens to locate in a greater number of neighborhoods (14-602(1) through (4))

The New Zoning Code - What it Means for a Healthier City

Philadelphia's new zoning code, signed into law by Mayor Nutter in 2011, has been modernized and simplified to promote development that supports human health and environmental sustainability. Here are 5 ways that the new zoning code is making Philly healthier:

- Developers can receive additional height or building area for incorporating fresh food markets into their projects
- New controls encourage less parking and greater density around transit stations, with bonuses for the inclusion of mixed-income housing around public transit
- Bicycle parking is required for developments exceeding certain sizes
- A greater number of mixed-use districts that encourage pedestrian-friendly neighborhood development
- A new Civic Design Review process ensures that safety and walkability are considered in development



“People often ask me what made you open a produce stand? I tell them, ‘sure, this stand has fruits and vegetables, but I’m really not in the food business. I am in the life improvement business...’ I am proud to be part of a shared vision for a better, more sustainable community.”

Anthony Marasa,
Healthy Cart Owner
at St. Christopher’s
Hospital for Children
May 2012

Strategy 5: *Provide affordable, healthy produce through piloting healthy carts in neighborhoods that show sufficient demand and lack healthy food access*

Get Healthy Philly implemented a Healthy Carts pilot program to increase access to healthy foods in low-income communities. Healthy Carts are mobile carts that offer fresh, affordable produce, water, 100% juice and innovative healthy items such as smoothies. An Electronic Benefit Transfer machine was provided to each Healthy Cart so customers with SNAP could purchase produce from the carts.

Impact & Achievements

- Implemented seven pilot healthy carts in communities with limited access to healthy foods, high levels of poverty, and low car ownership
- Provided training and technical assistance to cart vendors on obtaining the appropriate licenses and inspections, business planning, and financial management
- Facilitated partnerships between the cart vendors and community organizations, such as St. Christopher’s Hospital for Children and Urban Nutrition Initiative
- Informed best practices for healthy carts in Philadelphia, such as locating healthy carts in hospitals





“It’s not just a decision the mother makes; our whole society needs to promote, protect and support breastfeeding.”

Regina Benjamin, USPHS
U.S. Surgeon General
January 2011

Strategy 6: Encourage at least 3 Philadelphia birthing hospitals to implement strategies that support and promote breastfeeding

Since breast milk is a baby’s “first food” and plays a major role in obesity prevention for both mothers and babies, breastfeeding promotion is a key component of Get Healthy Philly’s food access initiatives. In partnership with the Maternity Care Coalition (MCC), we launched the Breastfeeding Friendly Philadelphia campaign to improve city-wide breastfeeding rates by encouraging hospitals to implement strategies that support and promote breastfeeding.

Impact & Achievements

- Started four of Philadelphia’s birthing hospitals on the pathway to implementing the evidence-based *Ten Steps to Successful Breastfeeding*
- Held a city-wide Breastfeeding Promotion Hospital Summit in November 2011, attracting representatives from all Philadelphia birthing hospitals

- Created a multi-hospital task force with representation from all of Philadelphia’s birthing hospitals to adopt evidence-based policies and practices to support and promote breastfeeding with the potential to impact the health of 19,000 newborn babies and their mothers each year
- Leveraged private funding from the Kellogg Foundation to sustain support for all Philadelphia birthing hospitals to help them implement the evidence-based *Ten Steps to Successful Breastfeeding*

**Check-out Philadelphia’s
Breastfeeding Friendly
Employers at
maternitycarecoalition.org**

CATEGORY 2:

ACTIVE LIVING IN COMMUNITIES

The built environment – streets, buildings, parks, and other human-made components of cities—contributes to the overall health of individuals and communities. The built environment can encourage physical activity, facilitate access to services, and provide recreational opportunities. It can also present obstacles to improved health or even contribute to negative health outcomes by subjecting individuals to unsafe streets and limiting access to goods and services.

Get Healthy Philly has accelerated the advancement of important policy and environmental changes to promote active living through partnerships between the Department of Public Health, the City Planning Commission, the Mayor’s Office of Transportation and Utilities, the Police Department, and the Bicycle Coalition of Greater Philadelphia.



Strategy 1: Complete a citywide roadmap for walkability and bike-ability

Capitalizing on the flat, walkable, and bikeable grid of the city and leveraging existing work by the City Planning Commission and the Mayor’s Office of Transportation and Utilities, Get Health Philly partnered with these two agencies to improve walkability and bike-ability in the city.

Impact & Achievements

- Completed a citywide Pedestrian and Bicycle Plan that provides a blueprint for implementing a seamless network of on-and off-street bicycle and pedestrian facilities.

- Updated the Philadelphia City Bicycle Network Map, available in print and online
- Developed a geographic information system inventory of bicycle lanes that will track the expansion of the network
- Initiated preparation of a city trails plan

Philadelphia is a great city for biking. Check out our new Center City Bike Map at: www.foodfitphilly.org/bikemaps



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Center City and South Philadelphia rank among the top 25-most bicycled areas in the country.²⁷

33rd street bike lane and sharrow facing north (lane ends a Spring Garden)



Strategy 2: *Promote active living through zoning and planning*

The City of Philadelphia has re-written its Comprehensive Plan—Philadelphia2035—and Zoning Code for the first time in decades. The plan contains many objectives to support healthy eating and active living, and cites **the improvement of public health** as one of three major reasons to plan comprehensively for the future.

Impact & Achievements

- Passed **the New Zoning Code, Bill No. 110845, on December 22, 2011** that established provisions that:
 - ▶ Provide incentives for pedestrian-friendly transit-oriented development (TOD) patterns around key transit stations (14-704)
 - ▶ Require the provision of secure bicycle parking in developments above a certain size and allow the removal of 1 automobile space in exchange for the provision of 5 bicycle parking spaces (14-804)
 - ▶ Limit curb cuts that interrupt sidewalks and discourage walking (14-703(3))
 - ▶ Completed two Health Impact Assessments for the Lower South and West Park Districts analyzing the connections between better health outcomes and development improvements recommended by the District Plan

What is a Sharrow?

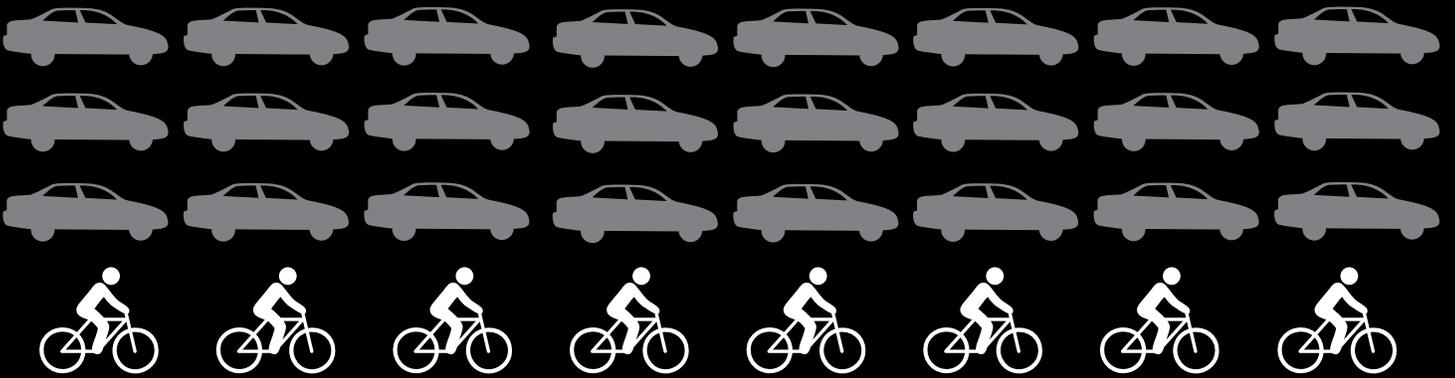
Sharrows, or shared-use arrows, are a bicycle symbol paired with a double chevron. They indicate that motorists must share the road. Sharrows are placed in the roadway to minimize conflicts with parked car doors and other obstacles. Cyclists should ride directly over the sharrow.

Bike lanes lead to better bicyclist behavior: bicyclists are more than twice as likely to ride on the sidewalk when there is no bike lane.³¹



Of the nation's 10 largest cities, Philadelphia has the highest percent of bicycle commuters (1.8%).²⁸

Bikes now make up over 1 / 4 of all traffic on some streets during peak hours.²⁹



Strategy 3: Create safer, more connected street and trail networks for walking and biking

The Mayor's Office of Transportation and Utilities (MOTU) is the chief implementer of the policies and plans set forth by the Mayor's Complete Streets Executive Order, which calls for City agencies to consider the safety and convenience of all types of commuters as transportation infrastructure is developed, maintained, and operated. Through Get Healthy Philly support, MOTU, in partnership with the Streets Department and City Planning Commission, has implemented numerous initiatives that promote active transit.

Impact & Achievements

- Installed 9.7 miles of conventional bicycle lanes, 6.7 miles of new buffered bike lanes, 2.0 miles of Green bicycle lanes, 8.9 miles of "sharrows" or shared bicycle lanes and over 1800 bicycle racks
- Increased enrollment by 40% in Wage Works, a pre-tax commuter benefits program for City employees; 530 new City employees joined the program
- Installed 350 bicycle way-finding signs across the city making it easier for bicyclists to safely cycle

Strategy 4: *Decrease pedestrian and bicycle injuries through education and enforcement*

In Philadelphia, children were involved in a disproportionate number of the city's bicycle and pedestrian crashes from 2004 – 2008.¹⁸ While the rates of bicycle and pedestrian crashes are declining, they remain too high partly due to the risky behaviors of motorists, walkers, and bikers. Improving safety is crucial as Philadelphia's proportion of active commuters continues to increase. Through Get Healthy Philly, the Department of Public Health has partnered with MOTU, the Philadelphia Police Department, the Bicycle Coalition of Greater Philadelphia, and the School District of Philadelphia to implement innovative education and enforcement initiatives.

Impact & Achievements

- MOTU and the Philadelphia Police Department implemented a 39-week education and enforcement initiative for Center City—*Give Respect, Get Respect*

- ▶ Philadelphia Police Department dispatched teams of 8 to 10 bicycle mounted officers 2 to 3 days per week to educate and enforce the rules of the road for all users
- ▶ Issued over 1,000 warnings to cyclists and over 200 warnings to motorists
- The Bicycle Coalition and School District launched a Safe Routes to School education initiative for every 2nd and 5th grader
 - ▶ 111 public schools provided pedestrian and bicycle safety education to 43,000 2nd and 5th graders
 - ▶ 211 teachers were trained on how to teach pedestrian and bicycle safety in the classroom
 - ▶ 30 pedestrian and bicycle assemblies held at 13 schools reaching 5,500 students in K - 6
 - ▶ 5 schools held walk-to-school days; 4 schools held bike-to-school days; 7 schools held bicycle rodeos to teach bicycle safety on simulated streets and intersections

Elementary school student taking part in a Walking School Bus Day



Safe Routes to Schools Success Story

Willard Elementary, Northeast Philadelphia

Since the launch of their initial “walking school bus” at Willard Elementary in October 2011, Willard now has three walking school bus routes. These routes operate at least three mornings per week and engage 9 parent volunteers and approximately 20 students. Like most Walking Schools Bus programs, Willard’s started small and will grow with grassroots effort from parents.

CATEGORY 3: HEALTHY EATING AND ACTIVE LIVING IN SCHOOLS

In the mid-2000s, Philadelphia Department of Public Health (PDPH) and child health advocates worked with the School District of Philadelphia (SDP) to put in place one of the most comprehensive school wellness policies in the nation.¹⁹ It not only banned soda from vending machines but also mandated nutrition education for students and teachers. Through Get Healthy Philly, PDPH again partnered with SDP and community-based organizations (the Food Trust and the Bike Coalition of Greater Philadelphia) to translate these policies into usual practice.



Strategy 1: Increase free/low-cost breakfast participation by implementing breakfast carts in 100 schools

In the School District of Philadelphia, breakfast is free to all children (“universal” breakfast) in low-income schools, but historically student participation has been low when compared to the school lunch program. On average, during the 2009-2010 school year, the district served 105,000 lunches versus 60,500 breakfasts per day. Breakfast carts make breakfasts available to children as they enter school

and make it unnecessary for them to go to the cafeteria. This reduces the stigma associated with free meals and makes breakfast more convenient and fun.

Impact & Achievements

- Implemented a total of 100 additional breakfast carts in 97 schools reaching over 20,000 students
- Increased student breakfast participation by 35,000 meals in participating schools compared to 2009

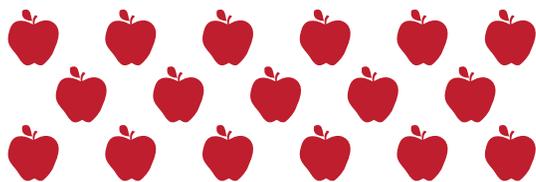
School Success Story

Cassidy Elementary, West Philadelphia

Through the Campaign for Healthier Schools, Cassidy developed alternate non-food classroom rewards, started a Garden Club, implemented healthy food fundraisers and non-food fundraisers, and devised a socialized/ inclement weather recess plan. The school painted their school yard using their created diagram. The yard now has eye-catching colors to denote Dodge Ball, Kick Ball, Four Square, Quiet, Hula Hoop, Simon Says, Jump Rope, Red Light-Green Light, Hopscotch, Basketball, and Football.

For more school success stories, visit www.foodfitphilly.org/success/schools

PHILADELPHIA PUBLIC SCHOOL STUDENTS: EATING HEALTHIER AND MOVING MORE



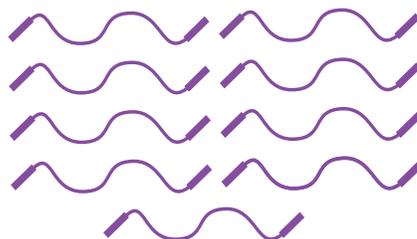
171

schools formed Wellness Councils that improved the school food and fitness environments through health improvement plans



134

schools instituted healthy classroom rewards



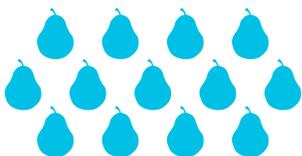
89

schools implemented socialized recess



48

schools implemented classroom movement breaks



129

schools instituted healthy food fundraisers



975

physical education teachers, classroom teachers, principals, nurses and parents participated in the School Wellness Councils

Each infographic icon = approximately 10 units of measurement

Strategy 2: Make school foods tastier and healthier through school food reforms

To make school foods tastier and healthier, the Office of Food Services pursued school food reforms in collaboration with school food consultants, the Temple Center for Obesity Research and Education, and the Philadelphia Department of Public Health. All suggested changes will comply with the new guidelines for school breakfast and lunch authorized under the Healthy, Hunger-Free Kids Act, signed into legislation December 2010.

Impact & Achievements

- Engaged a nationally-renowned school food consultant to identify innovative strategies to bring fresher, healthier foods into schools despite the constraints of federal funding
- Analyzed food service and pre-plated menus and procurement practices, conducted taste tests with students, and met with key stakeholders to identify ways to improve school meals

- Developed a comprehensive school food report that includes:
 - ▶ Revised twenty day cycle menus with recipes that meet all of the proposed 2012 USDA Nutrition Standards for school lunch and breakfast for both the pre-plate and full-service programs
 - ▶ Recommendations to increase children's participation and acceptability of foods
 - ▶ New product specifications and a cost analysis for new menu items
 - ▶ Suggestions on how to improve future bids for pre-plated meals, increasing efficiency and quality of foods served
- Installed 100 LED monitors in school cafeterias to display a large cache of digital nutrition education materials and nutrition information as children are picking up their meals
- Trained 67 food service managers on healthy eating best practices and guidelines for school meals

Strategy 3: Establish and nurture School Wellness Councils in 200 schools to remove junk foods from school classrooms, stores, and fundraisers and to incorporate physical activity into the school-day

Through Get Healthy Philly, the School District, the Food Trust, and the Department of Public Health implemented the Campaign for Healthier Schools supporting the formation of School Wellness Councils, comprised of teachers, staff, students, and parents. The Councils assessed their school environments, developed health improvement plans, and implemented strategies to create healthy, systemic, and sustainable change. Participating schools received technical assistance and resources to support their plans.

Impact & Achievements

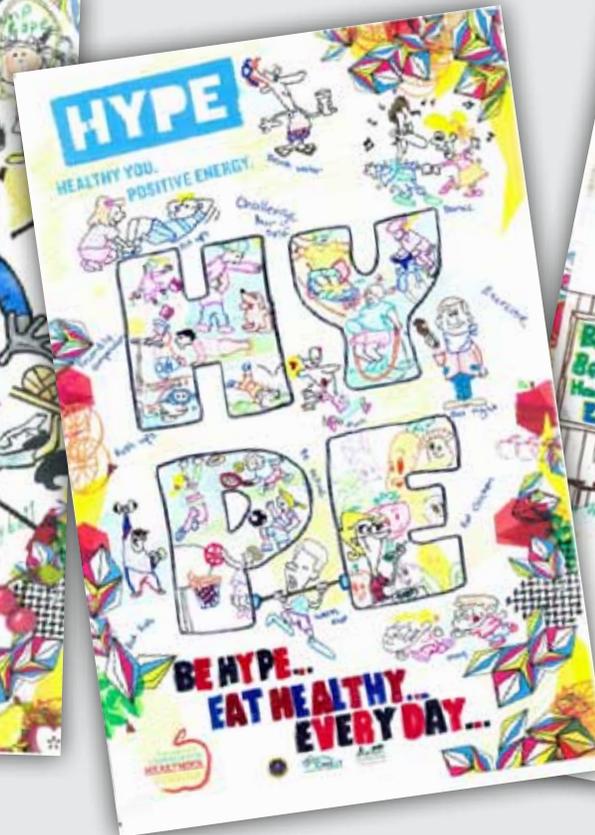
- 171 schools formed Wellness Councils that improved the school food and fitness environments through health improvement plans,
 - ▶ 89 schools implemented socialized recess
 - ▶ 48 schools implemented classroom movement breaks

- ▶ 129 schools instituted healthy food fundraisers
- ▶ 134 schools instituted healthy classroom rewards
- ▶ 975 physical education teachers, classroom teachers, principals, nurses and parents participated in the School Wellness Councils
- 100 schools formed youth councils to support wellness activities
 - ▶ Developed a youth marketing campaign called HYPE (Healthy Youth. Positive Energy.) to engage youth in the campaign
 - ▶ 1,000 youth attended a youth summit for change
- Hosted two Healthy School Summits attended by over 300 teachers and principals to launch the Campaign for Healthier Schools
- Assessed environmental changes in 100 participating schools and weight and heights in 18,000 school children in grades 1st – 6th in 56 schools
- Assessed physical activity of 470 school children in grades 4 – 6 in six schools

Student leaders get “HYPE” at the 2011 Youth Summit for Healthy Change



Healthy You.
Positive Energy.
(HYPE) Poster
Contest Winners



CATEGORY 4: HEALTHY EATING AND ACTIVE LIVING IN AFTERSCHOOL SETTINGS

Afterschool programs provide enrichment and social and structural support to children and youth during non-school hours. Increasingly, these programs are recognized as opportunities for structured physical activity and healthy eating. Get Healthy Philly partnered with the Deputy Mayor's Office of Health and Opportunity, the Department of Parks and Recreation, the Health Promotion Council of Southeastern Pennsylvania (HPC), and the Food Trust to improve health outcomes of 20,000 school-age children participating in over 300 afterschool programs operating across the city.



Strategy 1: Create nutrition and physical activity standards for 200 afterschool/Out-of-School Time programs

Get Healthy Philly partnered with the HPC to create and pilot evidence-based nutrition and physical activity standards that will serve as a model for all afterschool programs in the city.

Impact & Achievements

- Drafted nutrition and physical activity guidelines that were piloted in nine sites in the summer and fall of 2011. Three guidelines will be mandatory in the Fiscal Year 2013 Request for Qualifications, including having fresh, safe drinking water on-site; prohibiting sugary drinks; and placing limits on non-homework screen time. All ten guidelines will be mandatory in the Fiscal Year 2014 Request for Qualifications. *(Click here to access the complete healthy physical activity and nutrition guidelines.)*
- Developed a toolkit, nutrition and physical activity trainings, and technical assistance materials to assist sites with implementing the guidelines
- Adapted the guidelines to meet the unique needs of the Philadelphia Parks and Recreation Department afterschool programs

"These meals have good food. Better than what kids get at the corner store."

Recreation Center Supervisor, Northeast Philadelphia
June 2010

Strategy 2: Improve the quality of afterschool meals by expanding the USDA Supper Program to 88 recreation center afterschool programs

Philadelphia Parks and Recreation has been providing meals to at-risk youth for over 35 years. Building on this rich history, Get Healthy Philly partnered with the Department of Parks and Recreation and the Food Trust to implement the USDA Meal (Supper) Program in afterschool programs operating at recreation centers. This program provides a well-balanced meal for all youth during the afternoon/early evening hours at recreation centers. *(Click here to access the complete healthy physical activity and nutrition guidelines.)*

Impact & Achievements

- Implemented the USDA Meal (Supper) Program in over 80 City of Philadelphia Recreation Center afterschool and summer programs, providing tasty and healthy afterschool meals to over 10,000 low-income children
- Developed and adapted Healthy Nutrition and Physical Activity Guidelines for afterschool programs operating in recreation centers
- Reduced sodium content of afterschool meals by 100mg
- Reduced calories from saturated fat by 25%
- Expanded nutrition education opportunities to all 88 afterschool centers
 - ▶ Distributed 212 nutrition activity kits
 - ▶ Convened 36 youth council meetings and 4 healthy pledge events



Fewer than one in four Philadelphia students accumulate the recommended 60 minutes of moderate to vigorous physical activity.²⁶

Strategy 3: *Improve the quality and quantity of physical activity in 88 recreation center afterschool programs through implementation of a structured physical activity program.*

Through a partnership with the Department of Parks and Recreation, Get Healthy Philly developed and implemented a structured physical activity program to increase fitness among youth participating in afterschool programs.

Impact & Achievements

- Introduced an evidence-based physical activity program and improved the quality and quantity of all-inclusive, non-competitive physical activity.
 - ▶ Over 10,000 low-income youth in after-school, summer, and tot recreation programs participated in on-going evidence-based physical activity lessons

- Trained 120 Philadelphia Parks and Recreation staff to implement the research-based physical activity curriculum.
 - ▶ Over 95% of the trained Parks and Rec staff strongly agreed or agreed that the workshop provided them with opportunities to practice using new knowledge or skills
- Provided 100 training manuals and equipment to recreation sites to implement the structured physical activity
- Hired eight Recreation Specialty Instructors to provide support to existing recreation staff at the 88 sites

“Jumping rope works your entire body.”

Afterschool Student,
Lawncreat Recreation Center,
Northeast Philadelphia



CATEGORY 5: WORKPLACE POLICY CHANGE FOR HEALTHY EATING AND ACTIVE LIVING

The workplace represents an important setting for reaching adults with evidence-based policies and programs that prevent or manage chronic disease among employees.²² Helping employers engage in sound workplace wellness programs offers an opportunity to improve the health of the workforce while reducing costs for both the employer and employee. Well-designed wellness policies and programs can help create a workplace culture that supports healthy nutrition and active living. Get Healthy Philly partnered with the College of Physicians of Philadelphia, the Maternity Care Coalition, the City of Philadelphia Procurement Department and the Mayor's Office of Sustainability to help create and strengthen health-promoting policies for worksites.



Strategy 1: *Implement beverage and snack vending standards in City of Philadelphia buildings to promote healthier choices and decrease sugary drinks and unhealthy snacks*

Vending machines usually offer employees unhealthy foods and beverages and can add significantly to employers' utility bills. Thus, vending policy change is an ideal intervention for achieving both health and sustainability goals. The Department of Public Health—in partnership with the Procurement Department, the Mayor's Office of Sustainability and the City's vending partners—developed standards to make beverage vending machines healthier and more energy efficient.

Impact & Achievements

- Converted the City's 220 beverage vending machines to meet the healthier standards.
 - ▶ Two-thirds of choices are water, 100% juice, or non-caloric drinks
 - ▶ Healthier options are placed at eye level
 - ▶ Calorie labeling provided on machines
 - ▶ All items except for water are offered in 12-ounce cans rather than 20-ounce bottles

- ▶ Machine wraps feature water instead of sugary drinks
- ▶ Water is cheaper per ounce than sugary drinks
- Retrofitted or upgraded the City's 220 beverage vending machines to make them more energy efficient
 - ▶ The City has saved almost \$60,000 from a combination of direct energy savings and incentive rebates from the local electric utility company.
- Developed snack standards requiring that 65% of the products offered in the vending machines meet the following criteria:
 - ▶ Less than or equal to 250 calories per single serving package and/or per total package
 - ▶ Less than or equal to 3g of saturated fat per serving
 - ▶ Less than or equal to 7g of total fat per serving, excluding nuts and seeds
 - ▶ Less than or equal to 230 mg of sodium per serving.
- Hosted four snack samplings events to obtain employee feedback on new healthy products
- Introduced a pilot healthy snack machine in City Hall to track sales of healthy products.

Strategy 2: Increase workplace-based policies and practices for healthy eating and active living in 10 large workplaces

A local Get Healthy Philly survey of 30 mid-to-large size Philadelphia employers revealed that obesity is the most important health issue for executives and HR leaders but that most believe it is a *lifestyle* choice. The College of Physicians of Philadelphia worked with ten large employers to make it easier for people to eat well and be physically active while at work.

Impact & Achievements

- 10 employers with over 80,000 employees recruited into the initiative
- 6 employers drafted or implemented healthy vending policies based on the City of Philadelphia standards----
- 3 employers have developed and/or implemented healthy meeting/catering policies
- 3 employers have developed and/or implemented healthy food policies for cafeteria food
- 3 employers have implemented incentives for physical activity (e.g., employee reimbursement, discounted gym memberships, and prizes for fitness challenges)
- 1 employer implemented a physical activity break time policy that gives an extra 15 minutes for employees who exercise during their lunch breaks

Product Mix: At least 65 percent of beverages must be “healthy”(water, 100 percent fruit juice, or non-sugar-sweetened sodas, teas, and fruit drinks).

Size: Sugar-sweetened drink should be limited to 12 oz., with a preference for soda in 7.5 oz. sizes.



Strategy 3: Promote breastfeeding through policy change and accommodation in 10 large workplaces, including at least 1 hospital

Through Get Healthy Philly’s Breastfeeding Friendly Campaign, the Maternity Care Coalition (MCC) is working with ten employers to promote the health and economic benefits of breastfeeding and to encourage employers to implement breastfeeding policies.

Impact & Achievements

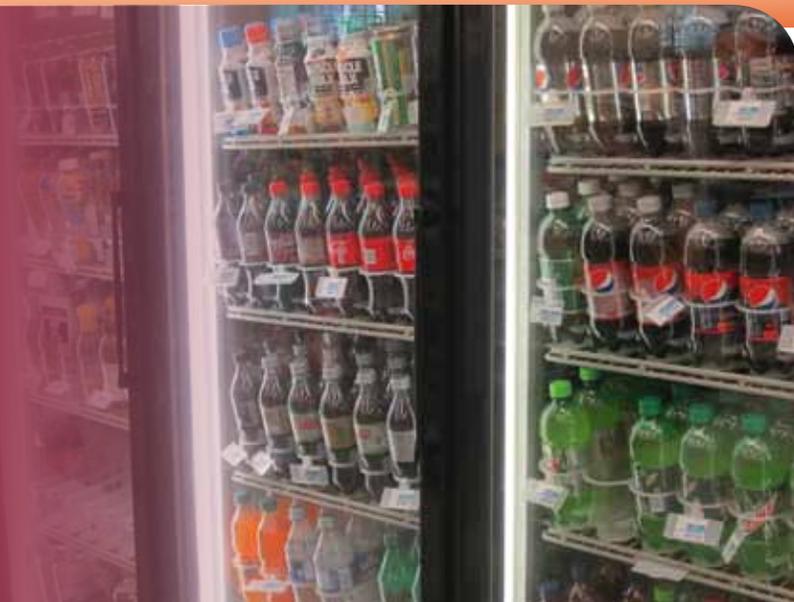
- Established The City of Philadelphia as a model employer on August 9, 2011 when Mayor Michael Nutter signed an Executive Order implementing a workplace breastfeeding policy for City of Philadelphia employees.
 - ▶ The City’s Breastfeeding Policy ensures that working mothers are permitted reasonable break time and a private, non-bathroom place to express their breast milk during the workday, for their child’s first year of life.
- 11 employers participated in the Breastfeeding Friendly Philadelphia campaign by creating model policies and programs to support breastfeeding at work
- Created an Employer Outreach Advisory Committee that provides expert advice and resources for businesses interested in becoming breastfeeding friendly
- Created an online application for employers interested in receiving assistance from MCC to help them comply with the federal breastfeeding promotion and protection law
- Provided *Breastfeeding Welcome Here* decals to recognize breastfeeding friendly businesses in the area
- Developed a video highlighting the Breastfeeding Friendly employers as models for other employers considering adopting breastfeeding friendly policies and programs

Placement: Healthy items must be placed in highest-selling positions, usually closest to eye level.

Healthier Vending Machine Options

CATEGORY 6: MEDIA AND POLICY ENVIRONMENTS

Many Philadelphians live in environments that promote poor nutrition and physical inactivity. The media and policy environments can play a critical role in promoting healthier norms, providing people with needed information, and influencing the behavior of consumers and the food and beverage industry.



Strategy 1: Implement a multi-media social marketing initiative to decrease sugary drink consumption

More than half (56%) of Philadelphia homes with children have SSBs available and both children and adults drink an average of two servings of SSBs per day. The highest consumption is among African Americans, with twice the rate compared to whites.²³ In partnership with the Annenberg Public Policy Center of the University of Pennsylvania and a private media firm, we launched a theory-based, evidence-informed mass media initiative to educate caregivers about the links between sugary drinks, weight gain, and diabetes.

Impact & Achievements

- Deployed ads on television, radio, public transit, corner stores, (see transit ad and window decal to the right) and via text messaging.
 - ▶ The campaign has been viewed 40 million times over the past 15 months
- Caregivers are increasingly recognizing that:
 - ▶ Sodas, juice drinks, and sports drinks have huge amounts of sugar
 - ▶ Sugary drink consumption is linked to weight gain and diabetes
- Developed www.foodfitphilly.org to provide facts, tips and resources on cutting back sugary drink consumption. Since launching on January 17, 2011, over 30,000 unique visitors accessed the site
- Published findings from the foundational evaluation in the **Annals of the American Academy of Political and Social Science**

Strategy 2: Educate consumers about and enforce Philadelphia's menu labeling ordinance

The Philadelphia menu labeling ordinance was enacted on November 19, 2008, and became effective January 1, 2010. The ordinance applies to chain restaurants in Philadelphia with 15 or more locations nationwide and requires calorie information on menu boards (usually located behind and above the register). Approximately 700 restaurants in Philadelphia must comply with this ordinance. It requires additional information on menus for chain restaurants with sit-down service, including calories, milligrams of sodium, grams of saturated fat, grams of trans fat, and grams of carbohydrates.

Impact & Achievements.

- 91% of inspected restaurants are in compliance with calorie labeling
- 84% of inspected full-service restaurants with sit-down service are in compliance with additional nutritional labeling for sodium, fats, and carbohydrates
- 66% of Philadelphians in one study noticed the calorie labeling²⁴
- 38% of Philadelphians who had been to a fast food restaurant in the past month reported that calorie labeling influenced them to buy a lower calorie item²⁵
- Submitted a request to the Food and Drug Administration (FDA) to exempt the Philadelphia law from preemption by the Federal Menu Labeling Law, which only requires calorie information on menus



“The question is: ‘How do we make healthy eating more fun, more interesting, more — how do we sexify it?’ Because frankly, unhealthy food [is] really appealing. We haven’t learned how to make [healthy] food, truthfully, super appealing to the average person.”

50+ Yr-Old Caucasian Female
Philadelphia PhotoVoice Project 2012

Strategy 3: Advance public health goals through the earned media and social media platforms

Get Healthy Philly used a variety of communication strategies and tactics to engage, inform, and ultimately persuade individuals, groups and committees to adopt new perspectives on healthy eating and active living. Strategies included social media platforms, such as Facebook and YouTube; “earned” or non-paid media; press and radio events; community engagement using photo documentation; and a partnership with WHYY, Philadelphia’s non-profit public media station to create weekly radio segments, live webchats, and a “Fit” page on WHYY’s website.

Impacts and Achievements:

- Educated approximately six in ten primary caregivers (television had the highest exposure) through 150 print, radio and TV stories around Get Healthy Philly initiatives in local and national media, including the New York Times, Washington Post, and HBO’s *Weight of the Nation* documentary (see *Media Coverage on next page*)

- Produced and aired 222 weekly public radio segments relevant to healthy and active living reaching 75,000 listeners per week
- Hosted 22 bi-weekly web chats during the lunch hour, including subjects ranging from *The Ethics of the Happy Meal* to the dangers of sugary drinks.
- Launched the WHYY FIT website generating over 100,000 unique visitors and featuring audio podcasts of radio segments, a farmers’ market locator tool, recipes and videos that focus on healthy cooking and shopping; and key resource links
- Generated over 500 Facebook fans
- Engaged 48 youth and adults to take photos and document their food and fitness environments

Interior bus panels expose the amount of sugar in sweet teas, juice drinks and sodas.



MEDIA COVERAGE

8/12/12 – Philadelphia Inquirer, City Market Gets Fed's Praise

http://articles.philly.com/2012-08-12/news/33168147_1_market-program-clark-park-market-city-market

3/14/12 – Nakedphilly.com, West Philly Fresh Food Hub Truck will Improve Access to Healthy Food in West Philly

<http://nakedphilly.com/university-city/west-philly-fresh-food-hub-truck-will-improve-access-to-healthy-food-in-west-philly/>

2/29/12 – Philadelphia Inquirer, Epicenter of an Epidemic

http://www.philly.com/philly/health/20120229_Epicenter_of_an_epidemic.html

1/24/12 – Newsworks, Get Healthy Philly Shows up on the Streets

<http://www.newsworks.org/index.php/health-science/item/33040-get-healthy-philly-shows-up-on-the-streets>

1/13/12 – Philadelphia Inquirer, We Are Number 1... Again!

http://www.philly.com/philly/blogs/public_health/137237133.html

1/2/12 – Philadelphia Inquirer, A Nourishing Environment

http://www.philly.com/philly/insights/in_the_know/20120101_A_nourishing_environment.html

12/06/11 – Salon.Com, Don't Count Obama Out on Health Reform Just yet

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09/09/11, Philadelphia Inquirer, Creating a Healthier Food Desert

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09/06/11, New York Times, Food Links for Your Pleasure

<http://bittman.blogs.nytimes.com/2011/09/06/food-links-for-your-pleasure/>

09/03/11 – Daily News, Corner Stores Push Fruits and Veggies over Candy & North Philly Kids Go For It

http://www.philly.com/philly/news/20110903_Corner_stores_push_fruit__veggies_over_candy_-_N__Philly_kids_go_for_it.html

08/31/11 – Grist, Greens for Greens

<http://www.grist.org/farmers-market/2011-08-31-green-for-greens-philadelphia-subsidizes-fruits-and-vegetables>

08/26/11 – Philly Food Bucks Succeeds in Drawing Food Stamps to Farmers' Markets

http://www.philly.com/philly/columnists/dianna_marder/20110826_Philly_Food_Bucks_succeeds_in_drawing_food_stamps_to_farmers__markets.html

08/11/11 – A Healthy Twist on Food Carts, Newsworks

<http://www.newsworks.org/index.php/homepage-feature/item/24681-a-healthy-twist-on-food-carts&Itemid=1>

07/30/11 – Safer Streets, Philadelphia Inquirer

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<http://www.philly.com/philly/opinion/126296808.html>

Get Healthy Philly in the News: 2011-2012

The Philadelphia Inquirer
Monday, May 2, 2011 * PhiladelphiaMedia Network * 81

USDA visitor applauds the access to fresh.

City market gets feds' praise

By Jonathan Lai
INQUIRER STAFF WRITER

"So has it been a good experience?" U.S. Department of Agriculture official Juan Walsh asked, snacking on cherry tomatoes as an elderly woman reached around her for the white sweet corn stacked high on the table.

As Walsh toured Clark Park Farmers' Market on Saturday, she was greeted with smiles and nods of approval.

She met various growers — the high school students experimenting with urban farming, the owner of a year-old mushroom farm — and talked with various customers, including a mother of four who drives from the suburbs several times a month and a local mother of seven who makes the short walk twice a week.

Walsh, deputy undersecretary for marketing and regulatory programs at the USDA, was speaking with producers and visitors as officials from the city's Department of Health and the Philadelphia non-profit Food Trust toured the city's best produce.

"We've been paying a lot of attention to Philadelphia for quite some time. It's really exciting," Walsh said. "Philly's just really been out in front with some groundbreaking work."

Philadelphians have increased access to farmers' markets in the last few years, Walsh said, and that has led the way for the rest of the country.



Shoppers crowd vendors' stands at the Clark Park market. The city's largest year-round farmers' market also accepts benefit cards.

SNAP recipients spend at farmers' markets, they receive a \$2 coupon that can be used at various markets throughout the city. Nicky Uy, senior associate at the Food Trust's farmers' market program, said this year's goal is to redeem \$50,000 in Food Bucks vouchers.

Other Food Trust programs assist corner stores to offer healthy foods. School programs teach young people about nutrition.

The tour of the Clark Park market in West Philadelphia, the city's largest year-round market, was Walsh's last stop on a trip celebrating the federal agency's National Farmers Market Week. In declar-

Bucks program. Food-stamp chases have more than doubled over the last two years.

"Our advertising has changed," Uy said. "We used to advertise it's fresh, it's local, it's delicious — now we just say 'FOOD BUCKS' front and center in advertising. It drives foot traffic to the market, because all of a sudden there's a new place in their neighborhood where they can spend their benefits, where they can get fresh, high-quality, and it's all in one place. We talk to the grower. They see the same things that everybody else sees. Longtime customers are used to it."

NEWS | CITY

HARVESTING FRESH FOOD FOR THE CITY

Farmers market opens at Frankford SEPTA stop

BY DAN GERINGER
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215-854-5063

SURROUNDED BY the fried chicken, burger and doughnut joints that make even the air seem fattening around SEPTA's Frankford Transportation Center, a farmer's market opened yesterday offering to 16,000 daily commuters, just-picked peaches from the farmer who picked them and an abundance of fresh veggies.

Open Tuesday afternoons at Bridge Street and Bustleton Avenue, the market features tomatoes, apples and those peaches from Hands On Earth Orchard, in Lititz, Lancaster County, whose farmer, Dave Fahnestock, promised this reporter that if I tried one of his Cortland apples, I'd never go back to Red Delicious.

After the first "OMG!" bite, I never will.

"Once you taste really good fruit, you'll want to stick with it," said Fahnestock, who also grows Fuji, Gala and Honey Crisp apples. "I don't sell Red Delicious anymore."

After a woman chooses some of Fahnestock's fresh peaches, the Food Trust's Ben Bergman, who manages the new market, rings up the sale and tells her, "My pleasure, but it'll soon be your pleasure. Trust me on that."

Quentin Shirk, who farms Quaff Meadows, in Christy, Lancaster County, shows up with his daughters an eye-popping array of watermelons, sweet potatoes, sweet corn, beets, carrots, peppers, onions, lettuce, greens — and flowers.

Mayor Nutter's federally funded Get Healthy Philly program and the Food Trust — a nonprofit focused on getting obesity by bringing fresh produce to low-income neighborhoods — have opened 10 farmers' markets last year, most along heavily traveled transit routes. Nicky Uy, manager of the Food Trust's farmers' market program, said she hopes that the new one in this neighborhood hub, as others have, creating awakenings on both sides of the produce stand.

"I've seen people at our Germantown market, who never eat collard greens, grow a lot of them now because their customers said they want them," Uy said.



DRINK SMART

Kids are still downing too many sugary drinks, according to a new study. Before you pour, keep this in mind

Limit juice
Kids under 6 should drink 6 ounces or less of juice a day, and older kids can have 8 to 12.

Stick to skim
A recent survey by the Centers for Disease Control and Prevention found that 32 percent of parents buy whole milk for their kids.



Sharia Weaver, 12, a student at Ziegler Elementary helps Mayor Nutter pick out a peach.



Dave Fahnestock (left) sells fruit to state Rep. Tony Payton Jr. at new farmers market yesterday.

She laughed at an early misunderstanding: "Farmers would say to me, 'Nicky, I'm harvesting the collard greens now and I'm putting them in little ziplock bags like basil, right?'"

"I'd tell them, 'No! Think of them as kale or Swiss chard — not as baby collard greens. Nobody thinks baby collard greens in Germantown or North Philly.' We are a city that loves our greens!"

FEATURES
AGENDA
A BIG ISSUE

HBO examines obesity epidemic

THE WEIGHT OF THE NATION
8 and 9:22 p.m. Monday and Tuesday, HBO

BY ELLEN GRAY
Dawn Cook, Zuzanna Chlebicka

WOULD YOU like to tell your doctor you need to lose weight? Or would you rather tell your doctor you need to eat more fruit and vegetables?

That's essentially what HBO's new documentary, "The Weight of the Nation," a 10-part series, asks us to do. The series is the latest in a line of documentaries that the network has produced in partnership with the Centers for Disease Control and Prevention and the National Institutes of Health.

Mayor Nutter is among the politicians featured addressing the obesity issue, particularly in relation to Philadelphia.

Weight loss — well, doctors

Philly Food Bucks sees fresh proof

More food stamps go to farmers' markets.

By Dianna Marder
INQUIRER STAFF WRITER

Philly Food Bucks, a pilot program aimed at getting food stamp recipients to buy more fresh produce at neighborhood farmers' markets, has proved incredibly successful, according to fig-

CATEGORY 7: PARTNERSHIPS WITHIN GOVERNMENT, NON-PROFIT ORGANIZATIONS AND ACADEMIC INSTITUTIONS

Creating transformative change to address Philadelphia's nutrition and physical activity challenges requires collaboration with governmental partners, community-based organizations, academic institutions and the private sector. Since 2010, Get Healthy Philly and the Department of Public Health have forged and strengthened partnerships with both traditional and non-traditional partners.



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Photograph by Mitchell Leff.

Strategy 1: Form and sustain partnerships between City agencies to implement health-focused policy and systems changes

Changing the context—food retailers, the built environment, schools, media, policies—to promote the public's health necessitates a multi-disciplinary approach. Get Healthy Philly has achieved unprecedented cross-agency collaboration within City government. Among communities nationally, Philadelphia has been recognized by the Centers for Disease Control and Prevention for its unique intra-City partnerships.

Impact & Achievements

- Philadelphia Department of Public Health (PDPH), City Planning Commission and Zoning Commission passed a new Zoning Code encouraging the incorporation of fresh food markets into commercial and mixed-use developments by not counting the square footage of those markets against the maximum buildable area and allowing urban agriculture and community gardens to locate in a greater number of neighborhoods
- PDPH, City Planning Commission, Mayor's Office of Transportation and Utilities (MOTU) and Streets Department promoted walkability and bike-ability through pedestrian-bike crash analyses, pedestrian-bike counts, and new infrastructure for safe walking and bicycling including signage and bicycle lanes
- PDPH, MOTU and the Police Department and the Police Department implemented a 39-week education and enforcement campaign—*Give Respect, Get Respect*—focused on motorists, bikers, and walkers
- PDPH and Department of Parks and Recreation make implemented the USDA Supper program and a structured physical activity curriculum in 88 afterschool programs
- PDPH, Mayor's Office of Sustainability, and Procurement Department implemented vending changes in 220 beverage machines making beverages healthier and vending machines more energy efficient

“To make healthy eating and active living the norm, government can't work alone. Get Healthy Philly brings together the private sector, community-based organizations, universities, health care providers, and Philadelphia residents themselves.”

Giridhar Mallya, MD, MSHP, Director of Policy and Planning, Philadelphia Department of Public Health

“Local leaders know the critical impact these issues have on their communities,... you all see it in your budgets in the tens of millions of dollars in health-care costs. You see it in your workforce, because when kids aren’t healthy they miss more days at school, and that can mean higher absenteeism as parents have to stay at home and care for these kids.”

Michelle Obama
First Lady of the United States
Lenfest Police Athletic Center in Hunting Park
July 2012



Copyright City of Philadelphia.
Photograph by Kait Privitera.

Strategy 2: *Increase partnerships with non-profit organizations and academic institutions for policy and systems change and evaluation*

Changing the context—food retailers, the built environment, schools, media, policies—to promote the public’s health necessitates cooperation with partners outside of government. Get Healthy Philly has developed strong partnerships with non-profit organizations and academic institutions.

Impact & Achievements

- Partnerships formed between the Department of Public Health, the Bicycle Coalition of Greater Philadelphia, the College of Physicians, the Food Trust, the Health Promotion Council, the Maternity Care Coalition, the Philadelphia County Medical Society, the Public Health Management Corporation, the School District of Philadelphia, and WHY?
- Quarterly convening of the Food Fit Philly Coalition, comprised of over 375 individuals representing 100 organizations interested in promoting health through policy change, and a 14-member leadership team chaired by Mayor Nutter
- Held 8 Food Fit Philly expert speaker series intended to bring national experts to Philadelphia to engage the Coalition in discussions on best and emerging practices in health promotion

- Collaborated with numerous academic institutions for evaluation:
 - ▶ Annenberg Public Policy Center at the University of Pennsylvania to inform and evaluate the sugary drinks multi-media initiative
 - ▶ Temple University Center for Obesity Research and Education to measure BMI in 16,500 school children and assess consumer buying behaviors outside of 200 corner stores
 - ▶ Center for Health Behavior Research at the University of Pennsylvania to conduct environmental assessments of food policies and practices in 100 schools and healthy food availability in 200 corner stores
 - ▶ Drexel School of Public Health to evaluate the effects of menu labeling, particularly sodium, on consumer choices in chain restaurants
 - ▶ Mixed Methods Research Lab at the University of Pennsylvania conducted 50 photo-elicitation interviews to generate community-based policy recommendations regarding the food and fitness environments in Philadelphia

SUCCESSSES, CHALLENGES, AND LOOKING AHEAD

SUCCESSSES

Get Healthy Philly has already achieved long-lasting, sustainable changes that make it easier for Philadelphians to engage in healthy behaviors. Moving forward, measuring our collective efforts will help understand our successes and identify areas for continued improvement.

As depicted in the maps on the next pages, approximately 100,000 fewer Philadelphians in low-income neighborhoods live in areas with limited access to healthy foods. This is a tremendous accomplishment in the course of two years.

In addition, the prevalence of obesity among Philadelphia school children decreased nearly 5% from 2006 to 2010, including decreases for African American boys and Hispanic girls.³⁰ The prevalence of severe obesity decreased from 8.5% to 7.9%. While the cause of this improvement is unclear, it likely stems from local actions and changes in the national media and policy environments. Over the last decade, significant public and private resources have been dedicated to obesity prevention among children. Locally, since 1999, the EAT.RIGHT.NOW Pennsylvania Nutrition Education TRACKS program has provided nutrition education to all SNAP eligible students and is now in over 270 District schools. In 2004, the District Beverage Policy mandated the removal of all sodas and sugar-sweetened drinks from vending machines. In 2006, the Philadelphia School Reform Commission passed a comprehensive School Wellness Policy with provisions for competitive foods, physical activity, and nutrition education. Finally, from 2009-2010, School Food Services began offering “universal” or free breakfast to all students, discontinued the use of fryers, and switched from 2% to 1% low-fat milk.

CHALLENGES

The report and the examples above demonstrate that population health transformation is possible when vision, partnerships, and resources align. However, threats to this progress are apparent. The food and beverage industries—with the help of retailers—continue to manufacture and market products that can make people sick. Many residents still lack awareness about the health impacts of sugary drinks, junk foods, and sedentary lifestyles. And environments in many Philadelphia neighborhoods make healthy eating and active living difficult if not impossible.

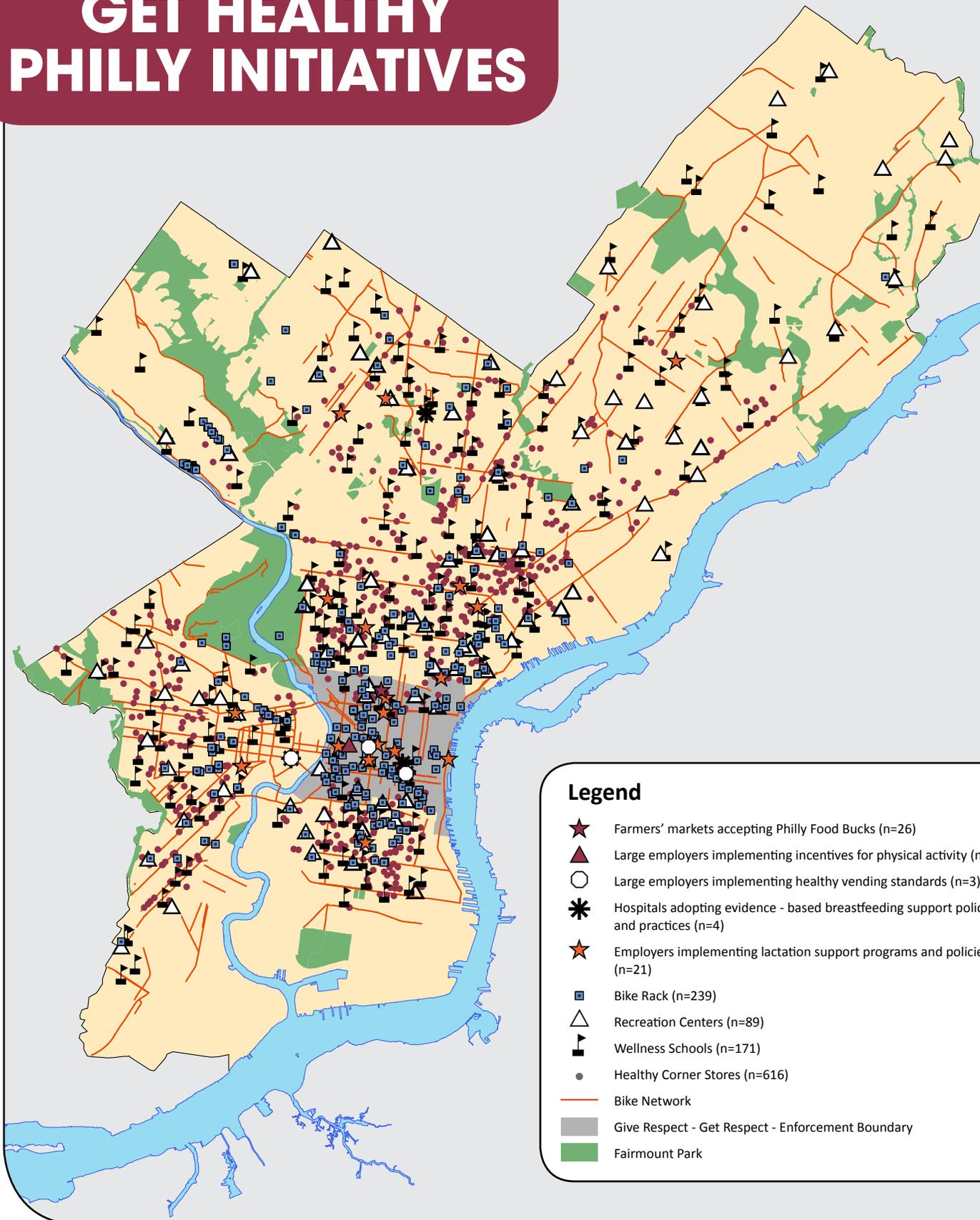
Public health funding, too, is a critical challenge. As described throughout this report, we have worked with partners to implement policy changes with long-lasting impacts and programmatic initiatives with the ability to sustain themselves. Nevertheless, many other initiatives require some continued support, and new policies demand dedicated, skilled staff to develop, implement, and enforce them.

Through Communities Putting Prevention to Work, the Philadelphia Department of Public Health (PDPH) had approximately **\$5.60 per capita for obesity prevention activities**. Moving forward, PDPH will have only **\$1.70 per capita**. This will have an impact on the breadth and depth of our initiatives. However, we will continue to pursue funding from local, state, and federal sources; from the public and private sector; and by leveraging funds awarded to our non-governmental partners. We have already been successful in these efforts:

- \$1.5 million per year over 5 years for obesity prevention and tobacco control through the Community Transformation Grant (CTG) program of the U.S. Centers for Disease Control and Prevention (CDC), which is funded via the Prevention and Public Health Fund of the Affordable Care Act
- \$2 million over 4 years for hypertension surveillance and clinical quality improvement through a National Public Health Infrastructure grant from the CDC, which is also funded via the Prevention and Public Health Fund of the Affordable Care Act
- \$1.9 million per year from City of Philadelphia general funds to support obesity prevention and tobacco control activities
- \$4 million over 2 years to the Mayor’s Office of Transportation and Utilities from the Pennsylvania Department of Transportation to implement low-cost safety improvements for intersections and corridors with high rates of pedestrian and bicycle crashes
- Pennsylvania Department of Community and Economic Development funds to the Food Trust to support expansion of the Healthy Corner Store Initiative
- WW Smith Foundation funds to the Food Trust to support Philly Food Bucks
- W.K. Kellogg Foundation funds to support breastfeeding promotion in Philadelphia birthing hospitals

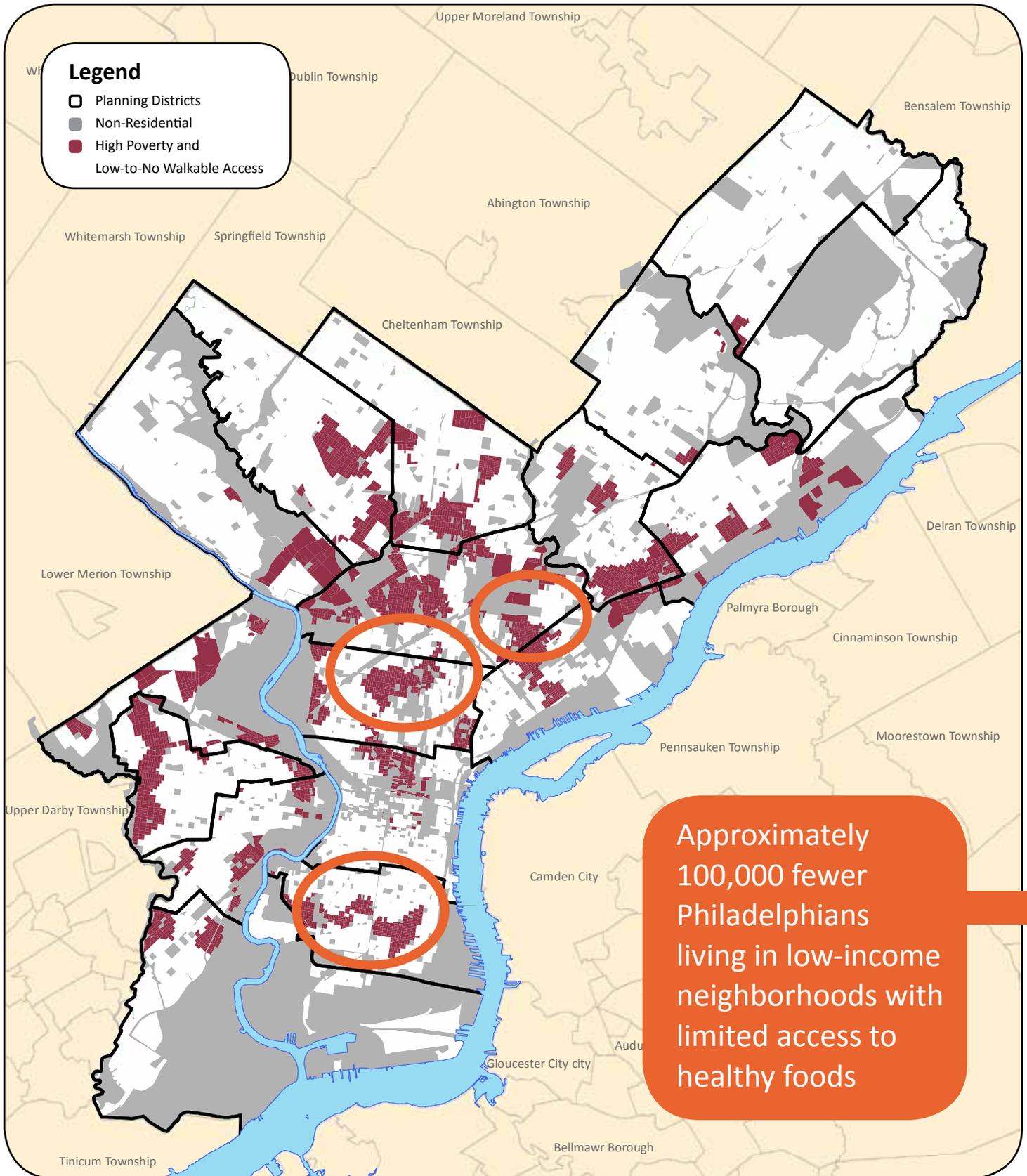
Despite these resources, our obesity prevention efforts will require additional support. One key source of support that must be preserved is the Prevention and Public Health Fund of the Affordable Care Act. This Fund has come under intense scrutiny in the past year, but it represents a sound investment in the future health of all Americans. By preventing disease, we will reduce health care costs in the long run. The alternative is to continue allowing people to get sick from preventable diseases and then providing them with expensive medical care. This is neither sensible nor sustainable. Public health initiatives are critical to the success of health care reform.

GET HEALTHY PHILLY INITIATIVES



Get Healthy Philly helps make the healthy choice the easy choice in places we live, learn, work, shop and play. The above map displays integrated citywide efforts from March 2010 – July 2012 impacting nearly 1.5 million Philadelphia residents.

HIGH POVERTY & LOW-TO-NO WALKABLE ACCESS TO HEALTHY FOODS 2010



LOOKING AHEAD

In the coming years, Get Healthy Philly will build on its foundation of the last two years to increase healthy food availability and affordability, decrease the availability and promotion of unhealthy foods and beverages, and enhance opportunities for safe physical activity.



*The following initiatives will **continue** as they represent self-sustaining policy and/or systems changes:*

- Incentivizing healthy food sales through zoning and planning
- Implementing recommendations of the citywide pedestrian and bike plan
- Offering free/low-cost breakfast through breakfast carts in 100 schools
- Offering the USDA meal program in 88 recreation centers
- Implementing food and fitness standards in 200 afterschool programs
- Offering healthier food and beverage vending options in 10 employer settings, including the City of Philadelphia
- Educating about and enforcing the menu labeling law
- Sustaining inter-agency and public-private partnerships to promote health

*The following initiatives will **continue** with ongoing local, state, and/or federal funding:*

- Maintaining a network of 630 healthy corner stores and offering shelving and refrigeration to an additional 200 stores
- Continuing the distribution of Philly Food Bucks, maintaining 10 farmers' markets in low-income communities, and establishing 5 new markets
- Promoting breastfeeding in Philadelphia's birthing hospitals
- Connecting street and trail networks for walking and biking
- Implementing low-cost safety improvements to high-risk intersections and corridors
- Engaging in reforms to improve the nutritional quality and taste of school foods

- Offering structured, quality physical activity in recreation center afterschool programs

*The following initiatives are **new** and are required as part of new grants:*

- Decreasing sodium content in foods served at 200 take-out Chinese restaurants
- Implementing a certification program for corner stores to incentivize healthy food sales and decrease the promotion and availability of sugary drinks, junk foods, and tobacco
- Developing a Healthy Supermarket Initiative to incentivize healthy food sales and decrease the promotion and availability of sugary drinks, junk foods, and tobacco
- Crafting food procurement standards for all City agencies and their contractors to improve the nutritional quality of foods served to Philadelphians through public programs
- Encouraging 25 large employers to offer health insurance benefits that remove or reduce copayments for medications used to treat high blood pressure and high cholesterol

*The following initiatives will be **scaled back** and/or Department of Public Health financial support will no longer be available:*

- Healthy mobile cart initiative (although private institutions are interested in funding new sites)
- School Wellness Councils in 171 public schools (although we are seeking private funding sources)
- Breastfeeding policy and promotion in workplaces
- Sugary drinks media education campaign

To obtain hard copy of this report email:
gethealthyphilly@phila.gov
also available via www.phila.gov/gethealthyphilly.

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- ¹⁸ PennDot Data, 2004 - 2008
- ¹⁹ School District of Philadelphia, Office of Food Services, Comprehensive School Nutrition Policy
- ²⁰ SSB: Sugar, Sweetened Beverage: a non-alcoholic beverage with added sugar, such as: soda, non-100%-fruit drinks, sports drinks, flavored water, energy drinks, and ready-to-drink sweetened tea and coffee
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Health Department Website: www.phila.gov/gethealthyphilly

Consumer Website: www.foodfitphilly.org



Get Healthy Philly is a project of the Philadelphia Department of Public Health and is made possible, in part, by funding from the Centers for Disease Control and Prevention.