

Annual Report 2011



Healthy Eating and Active Living:
Policies, Systems, and Environmental
Impacts & Achievements
Philadelphia Department of Public Health



What can we do to make healthy foods more available and affordable in communities?

What can we do to make it easier for Philadelphians to be more active at school, home, and while in transit?

What can we do to decrease the consumption of unhealthy foods and sugary drinks?



“Our progress is the result of visionary leadership.”

Health Commissioner, Dr. Donald Schwarz

Dear public health partners,

What can we do to make healthy foods more available and affordable in communities? What can we do to make it easier for Philadelphians to be more active at school, home, and while in transit? What can we do to decrease the consumption of unhealthy foods and sugary drinks?

It is these questions that we've steadily been answering over the past year through the Department of Public Health's Get Healthy Philly initiative.

Get Healthy Philly was made possible through funding from the U.S. Centers for Disease Control and Prevention and the American Recovery and Reinvestment Act of 2009. Philadelphia was one of only four large, urban areas to receive funding in both nutrition & physical activity and tobacco control, totaling \$25.4 million. Nationally and locally, this represents the biggest investment in chronic disease prevention and health promotion in history.

With this investment, we have made significant strides in the past year:

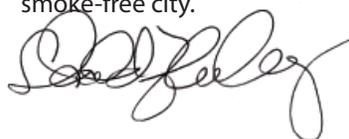
- Opened 4 new farmers' markets in low-income communities serving approximately 30,000 residents and increased SNAP (food stamp) redemption at markets by over 120% through the Philly Food Bucks program
- Recruited over 500 corner stores to sell healthier products in low-income neighborhoods that reach almost half of Philadelphia's population
- Completed a pedestrian and bike plan for nearly one-third of the city
- Engaged 200 public schools with over 100,000 students to incorporate physical activity into the school-day and remove junk foods from classrooms, school stores and fundraisers

- Developed food and fitness standards for over 200 Out-of-School Time afterschool programs that serve over 10,000 children annually
- Implemented a citywide multi-media campaign raising awareness about the health harms of sugary drinks
- Commemorated the one-year anniversary of the City's menu labeling law, which nearly 40% of fast food customers are using to make healthier choices
- Created or retained approximately 90 jobs (full-time equivalents)

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

Moreover, this progress is the result of visionary leadership from Mayor Michael A. Nutter, who has been a champion of public health 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 year to come. For more information about Get Healthy Philly, visit our consumer website at www.foodfitphilly.org or government website at www.phila.gov/health.

Thank you for all that 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



Get Healthy Philly Leadership Team

Mayor Michael Nutter

Marian Tasco, Councilwoman, City of Philadelphia

Dr. Arlene Ackerman, School District of Philadelphia

Dr. Ann Weaver Hart, Temple University

David Cohen, Comcast

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Ronnie Bloom, William Penn Foundation

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Dr. Donald Schwarz, Health Commissioner,
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Get Healthy Philly Partners

Annenberg Public Policy Center at the University of Pennsylvania

Bicycle Coalition of Greater Philadelphia

Center for Behavioral Health Research at the
University of Pennsylvania

College of Physicians of Philadelphia

Delaware Valley Regional Planning Commission

Deputy Mayor's Office of Health and Opportunity,
City of Philadelphia

Deputy Mayor's Office of Planning and Economic Development,
City of Philadelphia

Deputy Mayor's Office of Public Safety, City of Philadelphia

Drexel University School of Public Health

The Food Trust

Health Promotion Council

Law Department, City of Philadelphia

Maternity Care Coalition

Mayor's Office of Sustainability, City of Philadelphia

Mayor's Office of Transportation and Utilities, City of Philadelphia

Pennsylvania Department of Health

Philadelphia City Planning Commission

Philadelphia County Medical Society

Philadelphia Parks & Recreation

Public Health Management Corporation

School District of Philadelphia

Temple University Center for Obesity Research and Education

WHYY

Executive Summary

Get Healthy Philly is a ground breaking, federally-funded public health Initiative focused on healthy eating, active living, and tobacco control. Through partnerships with government agencies, community-based organizations, and academic institutions, Get Healthy Philly is working to increase the availability and affordability of healthy foods, decrease consumption of unhealthy foods and beverages, and increase physical activity among Philadelphians.



Community Food Access and Affordability

We focused on making healthy foods more available and affordable in communities. This past year, we opened four new farmers' markets in low-income neighborhoods and increased SNAP (food stamp) redemption at markets by 121%. We also recruited over 500 corner stores to sell fresh produce and other healthy items.

Active Living in Communities

We fostered strong inter-agency city partnerships between the Department of Public Health, City Planning Commission, and the Mayor's Office of Transportation and Utilities to help make neighborhoods more walkable and bike-able. We analyzed five years of pedestrian and bicycle crash data; created 5.6 miles of bicycle lanes and 1,000 feet of bicycle sharrows; and completed a pedestrian and bike plan for nearly one-third of the city.

School/Afterschool Settings

We recruited 200 schools to join the Campaign for Healthier Schools to form Wellness Councils that will rid schools of competitive junk foods and incorporate physical activity into the school day. In the after school setting, we developed food and fitness standards for over 200 sites; trained staff from 94 sites in physical education; and made healthy meal changes at 40 sites.

Worksites

We recruited six local employers with over 60,000 employees to implement worksite wellness policy and environmental changes such as healthy vending standards, breastfeeding-friendly policies, and physically active lunch breaks.

“All residents must have access to fresh, healthy, and affordable food, it’s an investment in the health of the people.”

**Mayor Michael A. Nutter,
(July 2011)**

Media and Policy

We launched a hard-hitting, multi-media campaign aimed at educating Philadelphians—particularly caregivers of young children—about the link between sugary drink consumption, weight gain, and diabetes. The campaign asks, “Do you know what your kids are drinking?” Plus, we commemorated the one-year anniversary of the city's Menu Labeling Law: 534 restaurants are in compliance and nearly 40% of fast food patrons report using calorie information to make healthier choices.

In just one short year, Get Healthy Philly has made great progress in making 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 and more active.

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2010 Get Healthy Philly by the Numbers...

- 4... New farmers' markets opened in low-income, high-need neighborhoods
- 15... Corner stores received mini-conversions that include new shelving and refrigeration to store produce and other perishables
- 20... Public and private partners worked together to promote healthy eating and active living in the City of Philadelphia
- 88... Schools implemented socialized recess or classroom movement breaks
- 111... Recreation Specialty Instructors were trained to implement a research-based physical activity curriculum in afterschool programs
- 200... Public schools joined the Campaign for Healthier Schools
- 260... Vending machines in City of Philadelphia buildings will offer healthier beverages
- 350... Corner stores added at least two new healthy products
- 520... Corner stores recruited into the Healthy Corner Store Initiative
- 534... Chain restaurants in compliance with City's menu labeling law
- 1,000... Low-income children received nutritious meals through the afterschool meal program in recreation centers
- 1,000... Philadelphians subscribe to the text messaging campaign to get healthy tips monthly
- 1,200... 2nd and 5th graders received pedestrian and bicycle safety education
- 4,000... Unique visitors accessed www.foodfitphilly.org to get tips and resources for reducing sugary drink consumption
- 6,700... 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
- 38,000... Public school students have better access to a nutritious breakfast through the breakfast cart program
- 68,000... Philadelphia employees have increased opportunities for engaging in worksite wellness activities
- 600,000... Philadelphians have greater access to fresh, healthy products at their local corner store within walking distance
- 1.5 million... Philadelphians have nutritional information available to them at chain restaurants through menu labeling

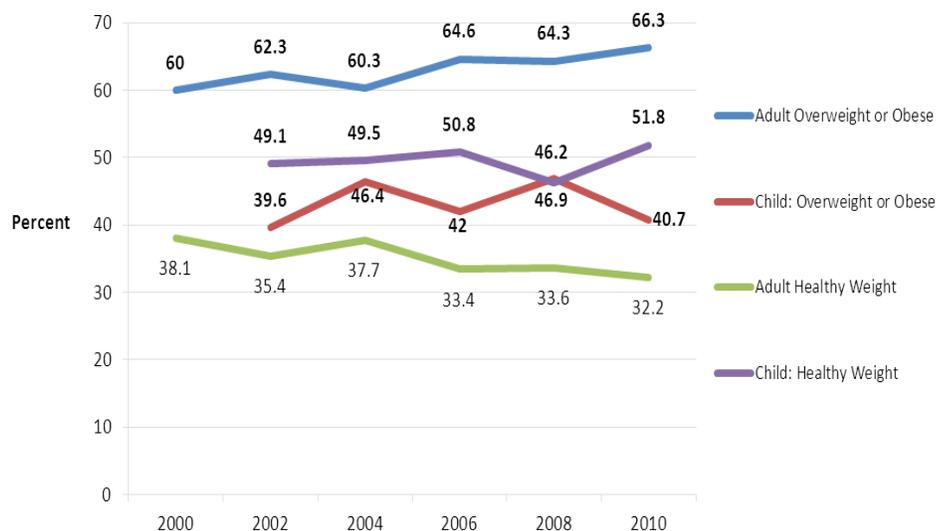
Introduction & Context

Overweight and obesity have become the norm and represent a public health crisis. Nationwide, the prevalence on 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 By and large, dramatic changes to the food and built environment have driven these trends. Unhealthy foods are more available, affordable, and advertised than ever, while healthy foods like produce and low-fat milk get more expensive.

Cities and towns once designed for pedestrians now more often meet the needs of motorists. Poor infrastructure and lack of safety also keep children and adults indoors, particularly in urban centers. Concurrently, sedentary, screen-based behaviors have grown more common and various, including television viewing, video game playing, computer usage and other digital technologies. Philadelphians have not been immune to the effects of these unhealthy environments. In 2010, 66.3% adults and 40.7% children in Philadelphia were overweight or obese.² Among counties containing one of the largest U.S. cities, Philadelphia County³ has the highest prevalence of hypertension (34.5%) and heart disease (4.7%), and the second highest prevalence of obesity (29.3%) and diabetes (10.7%).⁴ Local data reveal that a staggering 44% of African-American adults in the city report a diagnosis of hypertension.⁵ Since 2000, approximately 24,000 Philadelphians have died of diseases caused by poor diet and physical inactivity.^{6,7}

Philadelphia adults are more likely to eat fast food two or more times per week than eat a fruit or vegetable.⁸ Only 13% of children eat the USDA recommended five or more servings of fruit or vegetables per day,⁹ while, on average, kids consume 1-2 sugary drinks per day.¹⁰ 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. Yet thousands of corner stores blanketing the city are stocked full of chips, sweets, and sugary drinks. Nearly 60% of adults commute to work by car and nearly 40% get physical activity fewer than three times per week.¹¹ Two-thirds of children (65.6%) have a television set in their bedroom¹², and most children do not have required physical activity as part of school and afterschool routines.

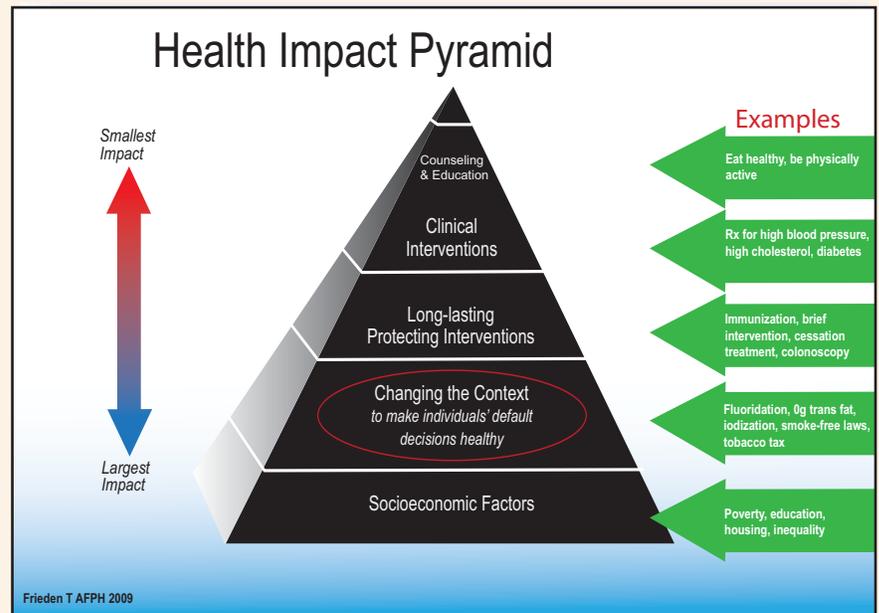
Obesity Level Among Philadelphia Adults (18+), and Children (6-17), 2000-2010



Percentage of healthy weight versus overweight/obese adults and children in Philadelphia between 2000-2010.



Public health agencies must help create health-promoting environments so that healthy behaviors become the default; the easier, more convenient option. Using the Health Impact Pyramid as a framework, Get Healthy Philly is changing policies, systems, and environments so that healthy eating and active living become the norm. Through partnerships with government agencies, community-based organizations, and academic institutions, Get Healthy Philly is working to increase the availability and affordability of healthy foods, decrease consumption of unhealthy foods and beverages, and increase physical activity among Philadelphians.



A Framework for Public Health Action: The Health Impact Pyramid

Category 1: Community food access and affordability

- Strategy 1: Develop a city-wide network of 600 corner stores that sell new, healthy products
- Strategy 2: Create 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 health food sales through zoning and planning

Category 2: Active living in communities

- Strategy 1: Complete a citywide roadmap for walking and bicycling
- Strategy 2: Promote active living through zoning and planning
- Strategy 3: Create a safer, more connected street and trail network for walking and biking
- Strategy 4: Decrease pedestrian and bike injuries 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 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 (OST) programs
- Strategy 2: Expand the USDA Meal (Supper) Program to 94 recreation center afterschool programs
- Strategy 3: Improve the quality and quantity of physical activity in 94 recreation center afterschool programs

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

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

Category 6: Media and policy environments

- Strategy 1: Implement a multi-media social marketing campaign to decrease sugary drink consumption
- Strategy 2: Educate and enforce Philadelphia's menu labeling law

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

Lack of access to affordable, healthy foods is a well-documented risk factor for obesity and related poor health outcomes.¹³ The presence of a supermarket in a neighborhood predicts greater consumption of fruits and vegetables and a reduced prevalence of overweight and obesity.^{14,15,16} Inadequate access to healthy and affordable foods is a particular concern in Philadelphia's low-income and minority neighborhoods, where residents are half as likely to have access to quality grocery stores as residents of high-income neighborhoods. Local data suggest that nearly 70% of Philadelphians would eat more fruits and vegetables if they were available in their neighborhood.¹⁷ We are implementing three strategies to improve community food access and affordability.



A woman shopping at Clark Park, a West Philadelphia farmers' market, buys local produce, including melon and peaches (Summer 2010).

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

Through the Get Healthy Philly Corner Store Initiative, 600 corner stores will receive marketing materials, training, and, in some cases, mini-grants to transform their businesses into health-promoting food retailers. Each corner store will add at least two new healthy products in at least two food categories, including: fruits & vegetables, low-fat dairy, lean meats, and whole grains. This initiative is a partnership between the Food Trust and the Department of Public Health.

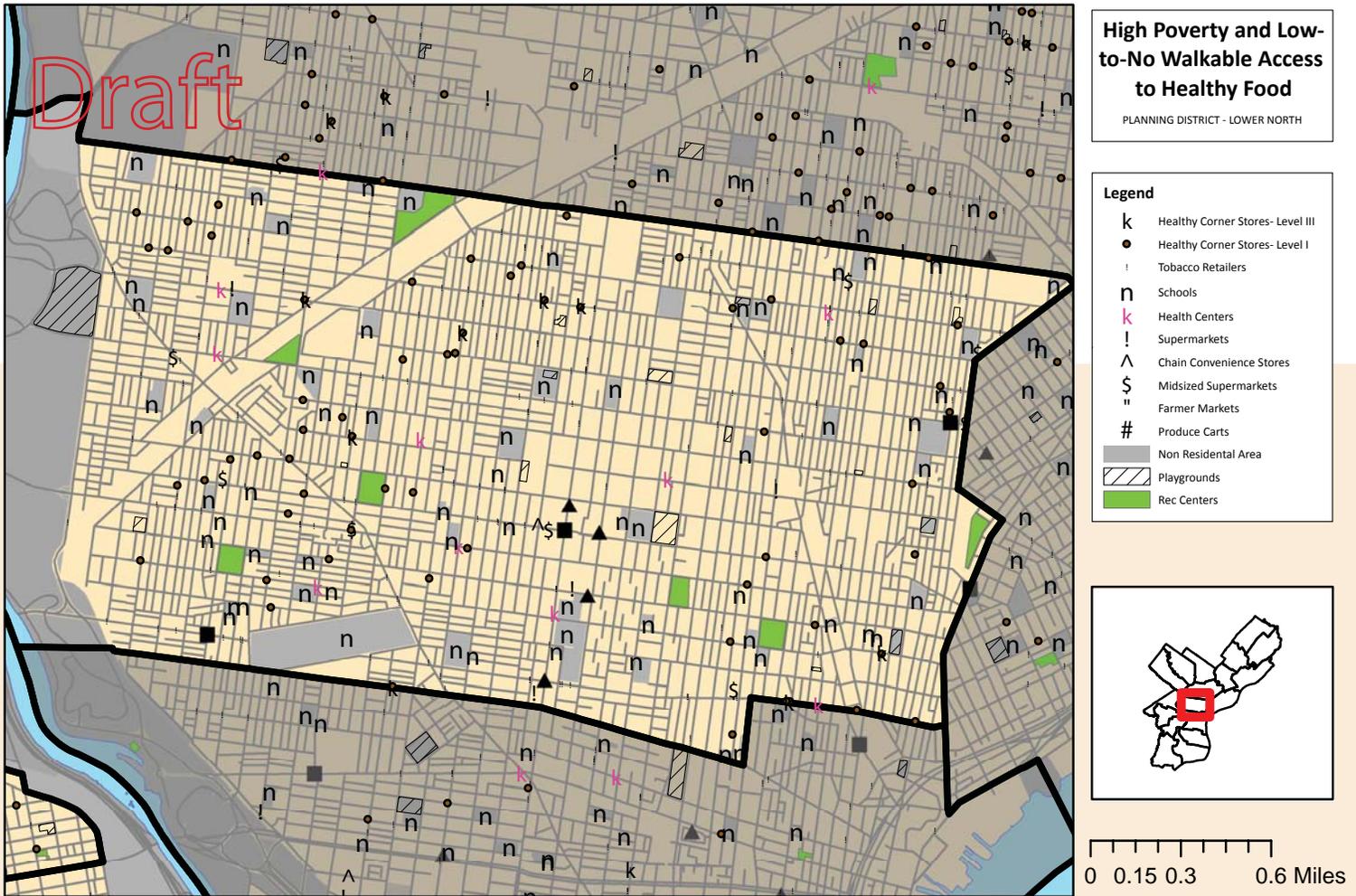
Impact & Achievements

- Over 500 stores enrolled in the Get Healthy Philly Corner Store Network
- Over 350 store owners added at least four new healthy products, such as fresh fruit, vegetables, whole grains, low-fat milk, lean meats, or water to their inventory
- 15 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

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 food within the community. Get Healthy Philly will open 10 new farmers’ markets in low-income neighborhoods. This initiative is a partnership between the Food Trust and the Department of Public Health.

High Poverty and Low-to-No Walkable Access to Healthy Food (Planning District - Lower North Philadelphia 2011)



Impact & Achievements

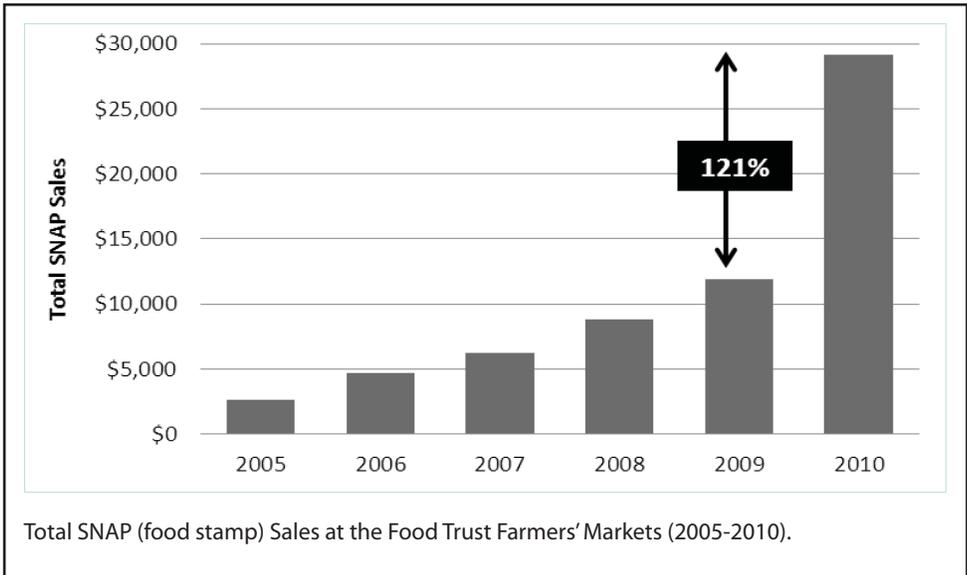
- Opened 4 farmers’ markets in low-income neighborhoods:
 - Norris Square- W. Susquehanna Ave & Howard St, 19122, Thursdays 3-7pm, opened June ’10
 - Broad & Ritner- Broad & Ritner Sts, 19148, Tuesdays 2-7pm, opened July ’10
 - Grays Ferry- 29th & Wharton Sts, 19146, Tuesdays 1-5pm, opened August ’10
 - Point Breeze- 22nd & Tasker Sts, 19146, Tuesdays 2-6pm, opened September ’10
- A survey of 150 shoppers at the new markets revealed that:
 - 87% of shoppers found the prices at the farmers’ markets to be the same or less expensive compared to other neighborhood food stores
 - 72% of shoppers reported eating a greater variety of fruits & vegetables since visiting the market
 - 75% of customers walk or bike to the market, linking healthy eating and active living

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 25 farmers’ markets across the city. This initiative is a partnership between the Food Trust and the Department of Public Health.

Impact & Achievements

- Distributed 19,190 Philly Food Bucks from July 2010 to December 2010 at farmers’ markets, recreation centers, WIC offices, food pantries, churches, and community groups
- More than doubled SNAP sales during the 2010 farmers’ market season compared to 2009
- 78% of Food Bucks distributed at farmers’ markets were redeemed



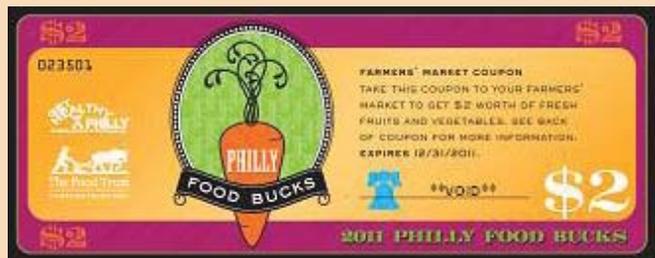
Strategy 4: Incentivize healthy food sales and production through zoning and planning

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. For more information, visit <http://phila2035.org/home-page/communities>.

Impact & Achievements

- 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)).

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



Education grants:
Children's Literacy
Initiative in line for
federal aid. B2.

Local News Philadelphia & the Region

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FRIDAY, AUGUST 6, 2010

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The Philadelphia Inquirer

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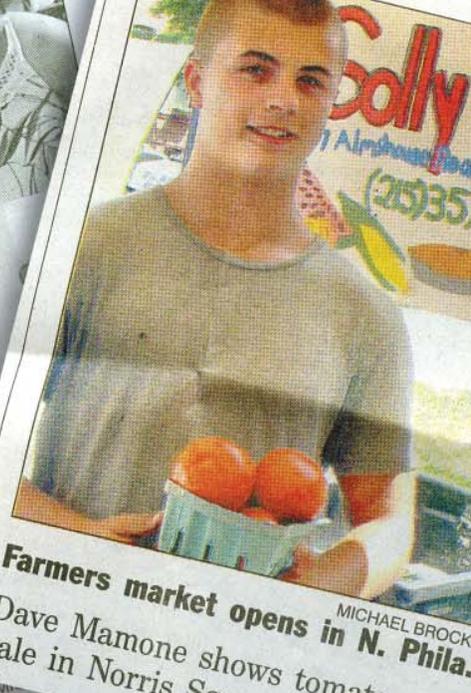
family
www.philly.com

Farmers market opens in North Philadelphia



market, where youngsters held a banner touting healthy eating to open in the city thanks to the nonprofit Food Trust.

Inside



Farmers market opens in N. Philadelphia. Dave Mamone shows tomatoes for sale in Norris Square. B2.

Get Healthy Philly in the News 2010

Mayor Nutter stops by the market. It is the second publicly funded farmers market in the city.

A healthy turn of events

Farmers markets here give families healthy help

By QUEEN MUSE
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City's goals for 2035: Thrive, connect, renew

By PHILLIP LUCAS
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Panel reveals first major growth plan in 50 years

and economic development chairman of the Planning Commission.

"But eventually you got stuff done. We're gonna get stuff done little by little."

The plan, "Philadelphia 2035," splits the city into 18 regions to achieve 73 objectives divided into three themes: connect, renew.

The City Planning Commission hopes to make Philadelphia's neighborhoods more livable and the city more economically competitive and environmentally friendly by 2035.

"Thrive" is centered on developing the city's economic base.

Hunger, obesity and poverty plague many neighborhoods in the city, which is something that Shearline McGhee, 31, and a mother of two, knows all too well. "It has been hard for me to provide for my family," McGhee said. "I don't want to feed my kids Ooodles and Noodles every night."

Philadelphia has a poverty rate of 25 percent, according to an economic report released yesterday by City Controller Alan Butkovich. That ranks the city higher than Chicago (21.6 percent) and Los Angeles (19.58 percent).

McGhee makes it difficult to provide food for her two children, let alone healthy foods. "I want them to have a fruit and vegetable every day," she said, "but that can be expensive."

Her job got slightly easier yesterday with the opening of the Point Breeze Farmers Market, at 22nd and Tasker streets. It's the fourth of 10 farmers markets to be opened by 2011 as a part of the Get Healthy Philly initiative, a two-year program promoting healthy eating and physical activity.

know what that's like," McGhee said. "Providing food available to eat healthy help them. McGhee and her family are participating in the Philadelphia Stamp Program in Philadelphia, an annual \$80 stamp recipient from the Philly program. The new initiative by the Food Trust Health Department stamp recipients \$10 for every \$5 in food at participating markets.

Category 2: Active Living in Communities

Philadelphia's physical form affects the health of its residents and communities. A robust and growing body of scientific literature continues to identify associations between the built environment – streets, buildings, parks, and other human-made components of cities and places – and a variety of health determinants and outcomes, including physical activity, nutrition, obesity, and chronic diseases such as diabetes and hypertension.¹⁸ 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

The City Planning Commission has launched the second phase of its Pedestrian and Bicycle Plan, which covers those areas of the city not covered in Phase I due to funding and resource limitations. Upon completion, Philadelphia will have a citywide blueprint for implementing a seamless network of on- and off-street bicycle facilities.

Impact & Achievements

- Completed the first round of public outreach including 4 community meetings, an on-line survey, and the [Community Walk website](#)
- Reviewed and analyzed existing road and sidewalk conditions including sidewalks and bicycle lanes
- Developed a sidewalk inventory that identifies and maps the presence or absence of sidewalks, major gaps in sidewalks, and poor sidewalk conditions
- Identified the first set of recommended streets for the "bike network" that will be studied in greater detail as the project moves forward



Through Get Healthy Philly, bicycling to work is expected to increase from 1.6% to 6.5% by 2020.

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. 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. For more information, visit <http://phila2035.org/home-page/communities>.

Impact & Achievements

- Developed a report, Planning & Zoning for a Healthier City, which frames the work of the Planning Commission through the lens of public health
- Created health indicator, bike-ability, and walkability assessment tools to inform planning decisions and monitor progress in changing the built environment
- Established zoning provisions that:
 - Limit curb cuts that interrupt sidewalks and discourage walking (14-703(3))
 - 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)

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

In Philadelphia, children were involved in a disproportionate number of the bicycle and pedestrian crashes from 2004 – 2008.¹⁹ While the rates of bicycle and pedestrian crashes are declining, they remain too high due to the careless and unlawful behavior 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 the Mayor’s Office of Transportation and Utilities (MOTU), the Philadelphia Police Department, the Bicycle Coalition of Greater Philadelphia, and the School District of Philadelphia to implement innovative education and enforcement initiatives.

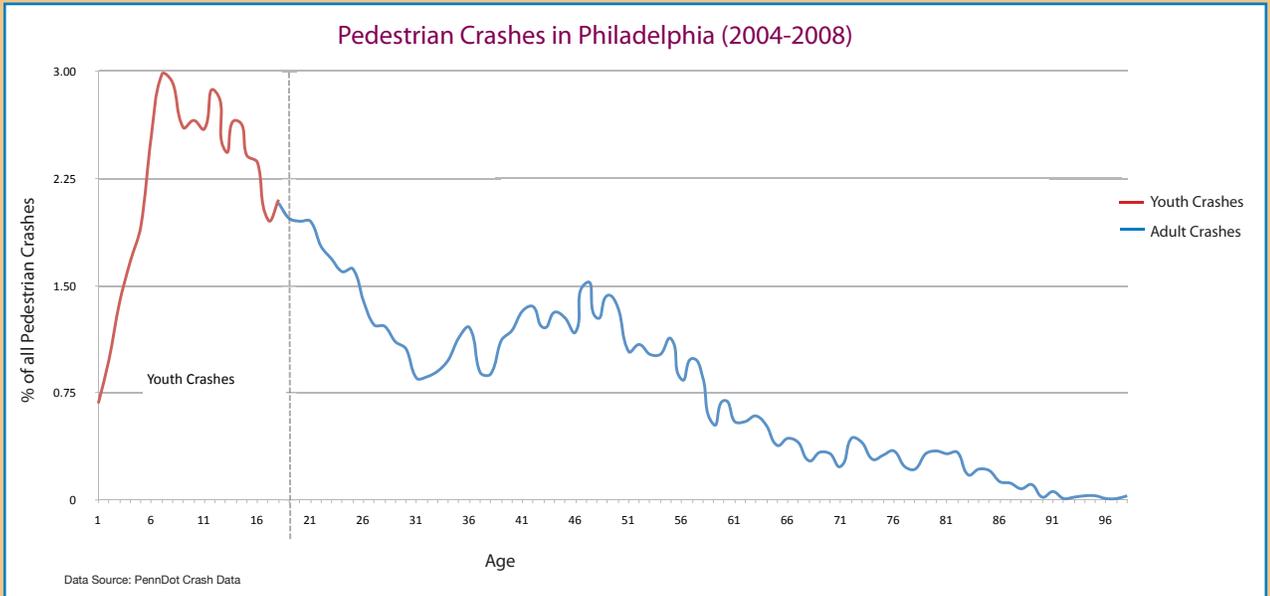


Safe Routes Philly demonstrates safe riding at a Bicycle Rodeo.

Impact & Achievements

- The Department of Public Health examined five years of bicycle and pedestrian crash data to identify demographic and geographic predictors of risk
- MOTU and Department of Public Health convened city’s first multi-agency bicycle-pedestrian safety task force
- MOTU and the Philadelphia Police Department developed a 39-week education and enforcement initiative for Center City—Give Respect, Get Respect—that will begin in May 2011
- The Bicycle Coalition and School District launched a Safe Routes to School initiative for every 2nd and 5th grader
 - 40 public schools enrolled
 - 106 teachers trained on how to teach pedestrian and bicycle safety in the classroom
 - 1,438 students received pedestrian and bicycle safety lessons
 - Developed www.saferoutesphilly.org, which provides bicycle and pedestrian safety curricula, training, support, and resources for elementary school teachers

Youth account for 37% of all Pedestrian Cash Victims. Those under the age of 18 are almost twice as likely to be involved in a cash while walking.



Source: Pennsylvania Department of Transportation Crash Report Data, 2004 – 2008; Analyzed by the Philadelphia Department of Public Health



Category 3: Healthy Eating and Active Living in Schools

The School District of Philadelphia is a recognized leader in progressive school food reforms. From the launch of the Universal Feeding Pilot site to the initiation of universal breakfast in 1991, the District has been successfully feeding over 150,000 children on a daily basis for the past 20 years. The District also boasts one of the most comprehensive School Wellness Policies in the nation, including official restrictions on trans fats, high-fat milk, soda, and other sugary drinks in vending machines. Despite these achievements, significant nutrition and fitness challenges remain. Get Healthy Philly will build upon the existing infrastructure in the District with the following strategies.

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. For the 2010-2011 school year, the district aims to increase breakfast participation by 10%. Breakfast carts in the hallways are one strategy. 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 more fun. Through Get Healthy Philly, the district is providing 100 additional breakfast carts to schools to increase overall participation.

Impact & Achievements

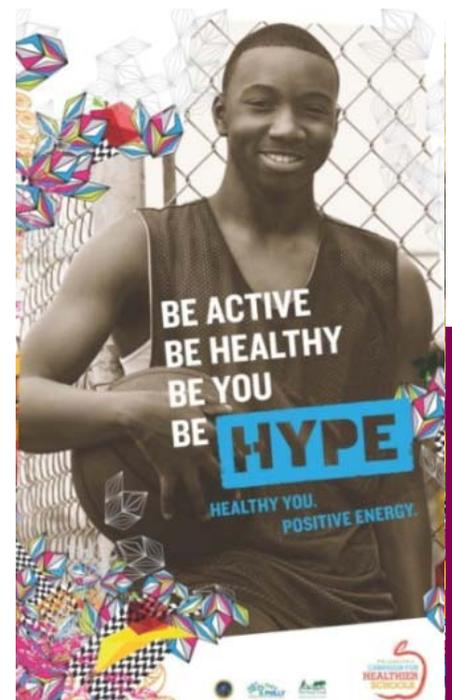
- Implemented a total of 91 breakfast carts in 60 schools reaching over 37,000 students in Fall/Winter 2010
- Increased student breakfast participation by 18% in participating schools compared to prior school year

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

To make school foods tastier and healthier within the inflexible federal commodity programs, the Office of Food Services will undertake school food reforms in collaboration with school food consultants, the Temple Center for Obesity Research and Education, and the Department of Public Health.

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
- Prioritized schools without full-service kitchens as targets for creative reforms
- Developed a large cache of digital nutrition education materials to be displayed in cafeterias on LED monitors as children are picking up their meals



Part of Philadelphia’s Campaign for Healthier Schools, the “HYPE” or “Healthy Youth. Positive Energy” campaign encourages students to be active and healthy in their school.

Strategy 3: Establish and nurture School Wellness Councils in 200 schools to remove junk foods from school classrooms, stores, and fund raisers 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 are implementing the Campaign for Healthier Schools by supporting the formation of School Wellness Councils, comprised of teachers, staff, students, and parents. The Councils will assess their school environments, develop a health improvement plan, and implement strategies to create healthy, systemic, and sustainable change. Participating schools will receive resources to support their plans.

Impact & Achievements

- Hosted a Healthy School Summit attended by over 150 teachers and principals to launch Philadelphia’s Campaign for Healthy Schools
- Formed 160 School Wellness Councils that plan to improve the school food and fitness environments through health improvement plans, including the addition of classroom movement breaks and socialized recess to the school day and implementation of healthy fundraisers and non-food classroom rewards
- Helped 88 schools implement socialized recess and/or classroom movement breaks
- Developed a youth marketing campaign called HYPE (Healthy Youth, Positive Energy) to engage youth in the campaign
- Created a Wellness Council Toolkit that provides tips and resources for improving health and physical activity in schools

Sample Health Improvement Plan: Rhawnhurst Elementary School

Action/Objective	Steps
Eliminate the use of food as classroom rewards.	<ol style="list-style-type: none"> 1. Notify parents/guardians/teachers of healthy snacks/non-food items for classroom parties, etc. 2. Survey teachers to identify types of non-food rewards they would like to use in place of food rewards. 3. Purchase non-food items for rewards for teachers. 4. Assess how well non-food rewards are being received. 5. Work with Home and School Association regarding healthy fund raisers and events. 6. Provide workshops for parents/guardians regarding healthy snacks. 7. Purchase additional non-food rewards as needed.
Implement socialized recess during lunch and recess.	<ol style="list-style-type: none"> 1. Develop a socialized recess plan. 2. Purchase a recess equipment kit needed to implement socialized recess plan. 3. Purchase field lining spray paint. 4. Paint activity areas and games on yard surface. 5. Purchase supplemental games and equipment.

Sample of an elementary school’s health improvement plan, including actions/objectives as well as strategies for health status and public health system improvement, with a focus on prevention.





"Our children deserve
to be nourished."

-West Philadelphia Parent
(July 2011)

Category 4: Healthy Eating and Active Living in Afterschool Programs

Originally, afterschool programs were created to provide safe spaces for homework help and to reduce risk behaviors. Structured physical activity and healthy eating were not typically prioritized in program planning. As a result, children and youth experienced limited opportunities for structured physical activity and healthy eating. The lack of system-wide guidelines for physical activity and nutrition has resulted in varied programming and nutrition practices among afterschool programs.

Get Healthy Philly is implementing three strategies to help improve the health outcomes of 13,000 school-age children who participate in over 300 city-funded afterschool programs. This work is done in partnership 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.



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

Get Healthy Philly has partnered with the Health Promotion Council 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

- Surveyed over 200 OST programs on capacity to implement healthy foods and physical activities into programming
- Assessed community preferences for nutrition and physical activity through a series of interviews and focus groups with parents and youth
- Convened six leadership team meetings to guide the creation of the nutrition and physical activity standards
- Drafted preliminary nutrition and physical activity standards with the following three standards will be included in the FY12 Request for Qualifications:
 - OST program does not serve or allow sugary drinks
 - Safe, fresh drinking water is available to youth at all times, indoors and outdoors, including field trips
 - Non-homework screen time is limited to 30 minutes per 3-hour block of OST time

Strategy 2: Expand the USDA Meal (Supper) Program to 94 recreation center afterschool programs

The Department of 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.

Impact & Achievements

- Implemented the USDA Meal (Supper) Program in 40 Philadelphia Parks and Recreation Center afterschool programs, providing tasty and healthy afterschool meals to over 1,000 low-income children
 - Meals included fruits/vegetables, whole grains, lean meats, and dairy products
 - Increased per child reimbursement from \$0.71 to \$2.57
- Nutritional analysis revealed that the USDA Meal is more nutritious than snacks served previously:
 - 8 times more Vitamin A from foods like fresh carrots
 - Nearly 10 times more protein from lean meats such as tuna and turkey
 - Over 40% of daily calcium needs provided by skim milk and low-fat cheese compared to 5% from previously served snacks



“The activities are good because it gives the people who don’t usually run around the chance to get some exercise. It also benefits the ones who are usually in the gym running around because of the structure the RSI’s provide.”

–Recreation Specialty Instructor (RSI)

February 2011

Strategy 3: Improve the quality and quantity of physical activity in 94 recreation center afterschool programs through implementation of a structured physical activity program

Through a partnership with the Philadelphia Parks and Recreation, Get Healthy Philly will develop and implement a structured physical activity program to increase fitness among youth participating in afterschool programs. To understand current physical activity practices, we surveyed recreation center site directors and learned that most afterschool programs at recreation centers (1) lack physical activity and nutrition policies/guidelines and (2) implement a mixture of structured and free play.

Impact & Achievements

- Contracted with SPARK, Inc., a research-based physical activity program for children of all ages and abilities, to provide training, equipment, and lessons to 94 afterschool programs located in recreation sites citywide
- Trained 111 Recreation Specialty Instructors (RSIs) to implement the research-based physical activity curriculum
- Hired 8 RSIs to provide support to existing recreation staff at the 94 sites

Category 5: Workplace Policy Change for Healthy Eating and Active Living

Research shows that employees who smoke or are obese generate higher medical costs than their low-risk colleagues.²⁰ Each year about 25% to 30% of a business's medical costs are spent on employees who smoke, are obese, have hypertension or diabetes, or are not physically active.²¹ Worksite health promotion initiatives can improve productivity, reduce absenteeism and employee health risks, and improve job satisfaction and employee morale.²² Get Healthy Philly partnered with the College of Physicians of Philadelphia and the Maternity Care Coalition to help create and strengthen health-promoting policies for worksites.



“Healthy vending machine” decal signifying healthier beverage product options as well as smaller portion sizes.

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

The Department of Public Health—in partnership with the Procurement Department, the Mayor's Office of Sustainability, and the City's vending partners—developed healthy beverage vending standards to make healthy choices easier for employees and visitors. In 2011, vending machines under City contract and located on City property or leased by the City will be converted to provide a healthier mix of beverages, healthier sizes and clear labels to increase healthy options.

Impact & Achievements

- Converted approximately 36 of the City's 260 beverage vending machines to meet the healthier standards
- Two-thirds of choices will be water, 100% juice, or non-caloric beverages
- Healthier options will be placed at eye level
- Calorie labeling will be provided on machines
- All items, except for water, will be offered in 12-ounce cans rather than 20-ounce bottles
- Machine wraps will feature water instead of sugary drinks
- Water will be cheaper per ounce than sugary drinks
- Machines will also be retro-fitted or upgraded to make them more energy efficient



A converted vending machine located in Philadelphia City Hall, outside of counsel chambers.

Strategy 2: Increase workplace-based incentives and benefits for physical activity and healthy eating in at least 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 is working with 6 large employers to make it easier for people to eat well and be physically active while at work.

Impact & Achievements

- 6 employers with over 67,000 employees recruited into the initiative
 - School District of Philadelphia (SDP)
 - Hospital of the University of Pennsylvania (HUP)
 - Pennsylvania Hospital (PH)
 - Albert Einstein Health Care Network (AEHCN)
 - Stradley Ronon Stevens & Young (SRSY)
 - KPMG LLP, Phila-based adult, tax and advisory firm
- 6 employers have developed healthy vending policies based on the City of Philadelphia standards
- 3 employers have developed healthy meeting/catering policies (SDP, HUP, KPMG)
- 3 employers have implemented physical activity incentives for employees reimbursements, discounted gym memberships, and fitness challenges (AEHCN, SRSY, KPMG)
- 1 employer created a wellness committee to set the worksite wellness agenda (PH)
- 1 employer implemented a physical activity break time policy that gives an extra 15 minutes for employees who exercise during their lunch breaks (SRSY)



Working Together for a
**Breastfeeding Friendly
Philadelphia**

The Maternity Care Coalition's Breastfeeding-Friendly Philadelphia campaign targets employers and health care facilities and aims to support their implementation of the new health care reform provision for workplace breastfeeding support.

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

Through Get Healthy Philly, the Maternity Care Coalition (MCC) is promoting the health and economic benefits of breastfeeding to strengthen breastfeeding support in the workplace. This initiative has gained additional momentum with a new federal law that requires large workplaces to support breastfeeding by providing dedicated space and time for women to breastfeed or pump while at work.

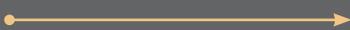
Impact & Achievements

- Hosted the Breastfeeding-Friendly Business Awards to honor exemplary Philadelphia employers
 - Health Federation of Philadelphia, Early Head Start program
 - Children's Hospital of Philadelphia
 - Trolley Car Diner
- Recruited 7 new companies to join the Breastfeeding Friendly Philadelphia Campaign to change practice and policy to promote breastfeeding by providing space, time, and/or a lactation consultant
- Created an Employer Outreach Advisory Committee that will provide expert advice and resources for businesses interested in becoming breastfeeding friendly
- Launched a decal campaign that recognizes breastfeeding-friendly businesses in the area
- Recruited two maternity hospitals in Philadelphia to begin the process of becoming a Baby-Friendly Hospital
 - Pennsylvania Hospital
 - Albert Einstein Medical Center



Get Healthy Philly TV spot, "Time for a Change," highlights a mother and son driving home from a doctor's appointment with the prognosis her son is overweight and at risk for diabetes. She is told that sugary drinks are part of the problem and resolves to make a change for the better and cut back on sugary drinks.

Get Healthy Philly nutrition media campaign, includes interior bus and subway panels, corner store posters, and bus shelter ads.



Do you know what your kids are drinking?

To learn how to make healthy changes, visit FoodFitPhilly.org or text "FACTS" to **30364**.



Message and data rates may apply. Text STOP to end. Text HELP for help.

Category 6: Media and Policy Environments

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

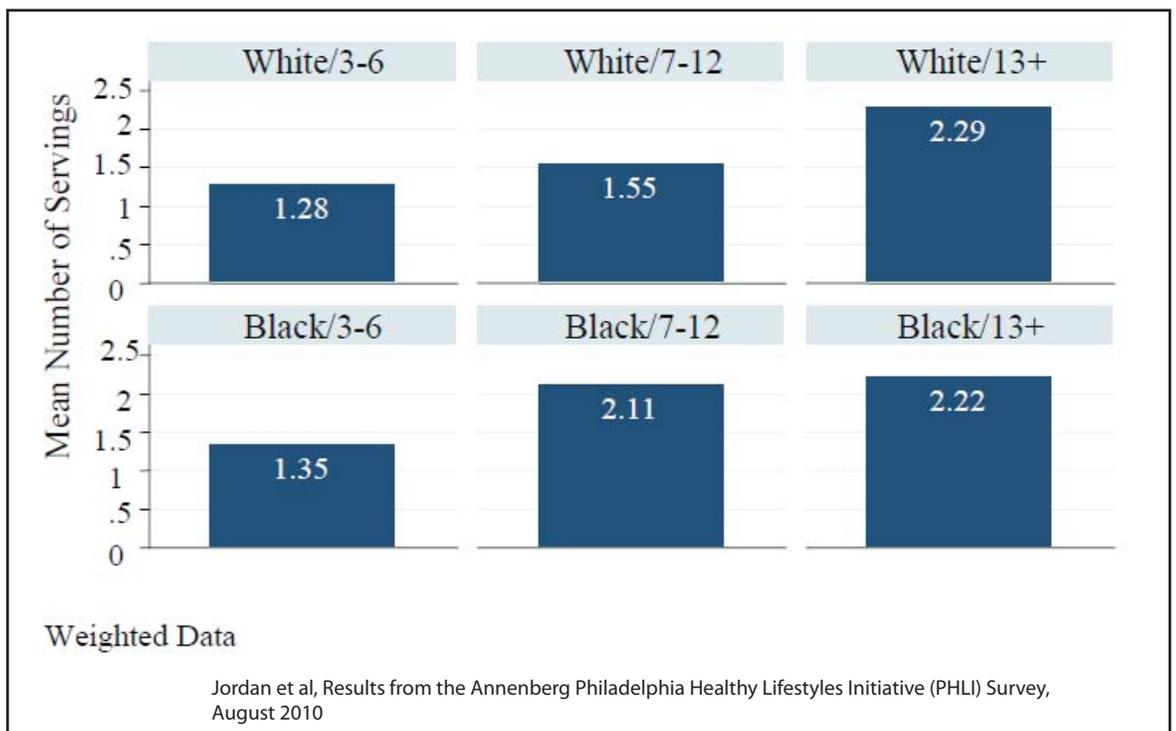
Strategy 1: Implement a multi-media social marketing campaign using to decrease sugary drink consumption

Get Healthy Philly partnered with Annenberg Public Policy Center at the University of Pennsylvania and a private media firm to develop a multi-media campaign targeting low-income caregivers of children 3-11 years-old: 1) convince caregivers that sugary drinks put children’s health at risk, 2) show that sugary drinks are linked to diabetes, 3) point them toward resources to help change their consumption habits: www.foodfitphilly.org.

Impact & Achievements

- Completed a foundational survey of 500 caregivers of young children in Philadelphia to inform the campaign. The survey found :
 - Sugary drinks are commonly available in Philadelphia homes
 - Children and adults drink 1-2 sugary drinks per day with higher consumption among African-Americans
 - Most parents don’t believe that their kids are overweight or obese (when, in fact, they are)
 - Most parents don’t link obesity to poor health, including diabetes
- Launched a multi-media campaign on January 17, 2011—on television, radio, and transit; in corner stores and laundromats; and through text messaging—that will achieve 24 million impressions over the course of 15 months
- Developed www.foodfitphilly.org to provide facts, tips and resources to reduce sugary drink consumption. Since launching on January 17, 2010, over 6,500 visitors accessed the site

Philadelphia children’s daily sugary drinks consumption by age and race.



Children and adults in Philadelphia drink 1-2 sugary drinks per day with higher consumption among African-Americans.

-Annenberg Philadelphia Healthy Lifestyles Initiative (PHLI) Survey (August 2010)

TITAN 215-268-0073

WALERTI



DO YOU KNOW WHAT YOUR KIDS ARE DRINKING?

Sugary drinks can contribute to diabetes and other diseases. Find healthier choices in this store.

Visit FoodFitPhilly.org
or text "DRINKS" to 30364.

Message and data rates may apply.
Text STOP to end. Text HELP for help.

**GET HEALTHY
X PHILLY**

Department of Health and Human Services



Strategy 2: Educate 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, trans fat, and carbohydrates.

Impact & Achievements

- 85% of inspected restaurants are in compliance with calorie labeling
- 57% 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 labeling²³
- 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 item²⁴

MELTS

served with Cosi® chips or baby carrots

ADD A SIDE SOUP OR SIDE CAESAR SALAD 1.99

SIDE CAESAR	SIDE SOUP
223cal • 4g sat. fat • 0g trans fat • 9g carbs • 634mg sodium	69–210cal • 0–11g sat. fat • 0–1g trans fat • 7–19g carbs • 441–694mg sodium

T.B.M. MELT	6.59
with sun-dried tomato spread 636cal • 18g sat. fat • 0g trans fat • 49g carbs • 472mg sodium	
CHICKEN T.B.M. MELT	7.49
with sun-dried tomato spread 693cal • 15g sat. fat • 0g trans fat • 49g carbs • 570mg sodium	
STEAK T.B.M. MELT	7.99
with Cosi® vinaigrette 829cal • 19g sat. fat • 0g trans fat • 46g carbs • 453mg sodium	
CHICKEN PARMESAN MELT	7.19
melted mozzarella & Romano with marinara sauce 589cal • 10g sat. fat • 0g trans fat • 50g carbs • 768mg sodium	
STEAKHOUSE GORGONZOLA MELT	7.99
tender beef medallions, Gorgonzola & caramelized red onions with bleu cheese spread 752cal • 15g sat. fat • 0g trans fat • 49g carbs • 963mg sodium	
BACON, TURKEY & CHEDDAR MELT	7.19
tomatoes with spicy honey mustard 572cal • 11g sat. fat • 0g trans fat • 48g carbs • 1101mg sodium	
PESTO CHICKEN MELT	7.29
melted mozzarella with sun-dried tomato spread 639cal • 11g sat. fat • 0g trans fat • 48g carbs • 507mg sodium	
TUNA MELT	6.99
tomatoes & melted cheddar with Cosi® vinaigrette 866cal • 12g sat. fat • 0g trans fat • 53g carbs • 1287mg sodium	

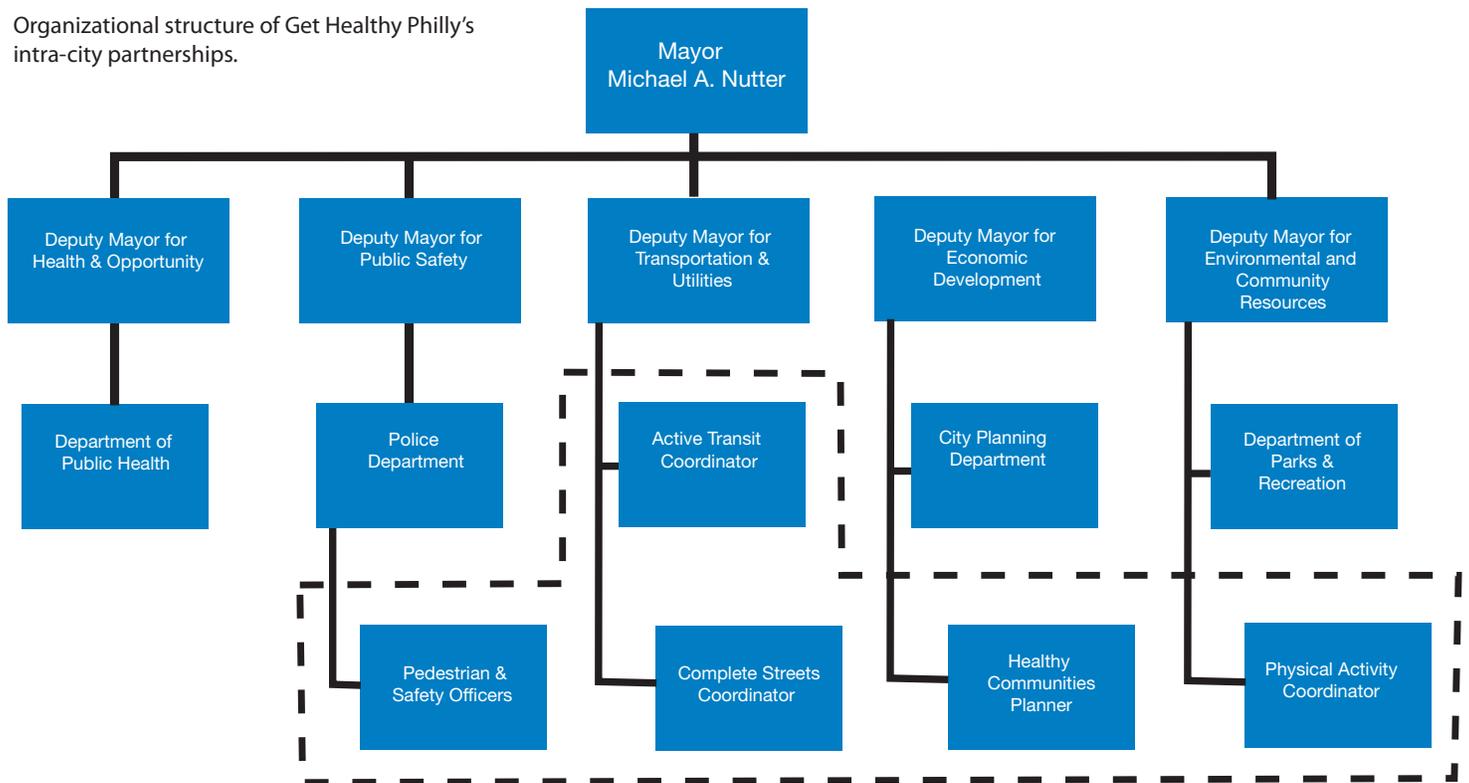
As a chain restaurant with more than 15 outlets, Cosi is one of 700 restaurants that will have to comply with the Philadelphia Menu Labeling Ordinance.



Category 7: Partnerships within Government, Non-Profit Organizations and Academic Institutions

Addressing Philadelphia’s nutrition and physical activity challenges requires collaboration with governmental partner, community-based organizations, and academic institutions. Get Healthy Philly provides the Department of Public Health the opportunity to forge and strengthen relationships with both traditional and non-traditional public health partners.

Organizational structure of Get Healthy Philly’s intra-city partnerships.



Strategy 1: Increase city partnerships 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

- Department of Public Health and City Planning Commission incentivize healthy food sales through new zoning code provisions
- Department of Public Health, City Planning Commission, and Mayor’s Office of Transportation and Utilities promote walkability and bike-ability through new zoning provisions, pedestrian-bike crash analyses, and pedestrian-bike counts
- Department of Public Health, Mayor’s Office of Transportation and Utilities, and Police Department develop a 39-week education and enforcement campaign—Give Respect, Get Respect—focused on motorists, bikers, and walkers
- Department of Public Health and Philadelphia Parks and Recreation implement USDA Meal program and a structured physical activity curriculum in 94 afterschool programs
- Department of Public Health and Mayor’s Office of Sustainability implement vending changes in City of Philadelphia buildings to make beverages healthier and vending machines more energy efficient

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

- New partnerships between the Department of Public Health and the Bicycle Coalition of Greater Philadelphia, the Food Trust, the Health Promotion Council, the Maternity Care Coalition, the Philadelphia County Medical Society, the Public Health Management Corporation, and WHY?
- New Healthy Eating and Active Living (HEAL) Coalition comprised of over 20 organizations interested in promoting health through policy change
- New Healthy Eating and Active Living (HEAL) speaker series intended to bring national experts to Philadelphia to engage the coalition in discussions on best and emerging practices in health promotion
- Collaborations with academic institutions for evaluation:
 - Annenberg Public Policy Center at the University of Pennsylvania to inform and evaluate the sugary drinks multi-media campaign
 - 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



Looking Ahead: Get Healthy Philly Year Two (April 2011- March 2012)

Get Healthy Philly has already achieved long-lasting changes that make it easier for Philadelphians to engage in healthy behaviors. In year two of this two-year, federally-funded initiative, Get Healthy Philly seeks to bring its interventions to scale, implement policies that have been developed in year one, assure sustainability, evaluate the effects of interventions on health, and contribute to the public health evidence base.

Community food access and affordability

- Recruit an additional 100 corner stores into the Health Corner Store Initiative, provide training to all 600 stores, and integrate shelving and refrigeration into another 85 stores
- Launch 6 new farmers' markets in low-income communities for a total of 10
- Expand the promotion of Philly Food Bucks through newspaper advertisements, community events, social media, and on-site farmers' market promotions
- Launch the Healthy Carts mobile produce vendor program, starting with recruitment of 20 vendors to establish carts in low-income communities with limited access to fruits and vegetables



1 of 4 new farmers' markets introduced in year one, Pt. Breeze offers healthy and local produce in South Philadelphia weekly.

Healthy eating and active living in schools

- Implement breakfast carts in an additional 5 schools for a total of 65 schools
- Complete district-wide assessment of food procurement and preparation and implement short-term changes to make official schools foods tastier and healthier
- Develop school health improvement plans for an additional 40 schools for a total of 200 schools

Healthy eating and active living in afterschool programs

- Pilot nutrition and physical activity standards in 9 of the 207 Out-of-School Time (OST) afterschool programs and incorporate guidelines into 2013 Request for Qualifications (RFQ)
- Implement USDA Meal Program in an additional 54 recreation center afterschool programs for a total of 94

Active Living in Communities

- Complete the citywide pedestrian and bike plan
- Launch a 39-week bicycle and pedestrian safety education and enforcement campaign—Give Respect, Get Respect—in Center City, Philadelphia
- Begin the District Planning process in which the city will use its new health-supportive Zoning Code to make key land use changes
- Standardize the practice of Health Impact Assessment (HIA) into the District Planning process
- Implement a citywide Active Living Signage Program that will identify priority corridors and nodes in which to install new signage to improve way-finding and encourage use of existing and planned trails and parks
- Install a number of new on-street bicycle facilities and commence work on a Complete Streets Manual



Continuing the citywide bike plan in year two, the Bicycle Coalition will lead education efforts through Get Healthy Philly.



Workplace policy change for healthy eating and active living

- Complete vending changes in remaining 235 machines in City of Philadelphia buildings for a total of 260
- Recruit an additional 4 Philadelphia-based employers to implement sustainable policy changes for a total of 10
- Implement draft healthy vending changes in 6 large employers
- Recruit at least 1 Philadelphia hospital to work towards Breastfeeding Friendly Hospital Status

Media & Policy

- Launch second phase of multi-media campaign focusing on changing behavior and social norms around sugary drink consumption
- Submit petition to Food and Drug Administration to request exemption from preemption for Philadelphia's Menu Labeling Ordinance

Evaluation

- Complete evaluation of sugary drinks media campaign to determine reach and effectiveness
- Collect follow-up BMI data on 16,500 Philadelphia public school students to assess changes in overweight and obesity prevalence
- Conduct follow-up school food environment assessments in 100 schools
- Collect follow-up intercepts from 30,000 Philadelphians leaving corner stores to assess changes in food purchasing patterns
- Conduct follow-up environmental assessments in 200 corner stores to document changes in the food environment
- Launch menu labeling study to evaluate the effects of menu labeling, particularly sodium, on consumer choices in chain restaurants

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Health Department Website: <http://www.phila.gov/health/Commissioner/CPW.html>

Consumer Website: www.foodfitphilly.org