

Strategies and tools to promote community health and equity: Communities Putting Prevention to Work

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Getting to know each other

1. Name, organization, what you do
2. Why are you attending this workshop?
3. What do you hope to learn?



Overview of session

- **Our approach:**
 1. Data
 2. Funding
 3. Coalition
 4. Internal organization
- **Building community support:**
 1. Communication & community engagement
 2. MOVE: Photo voice and digital story-telling





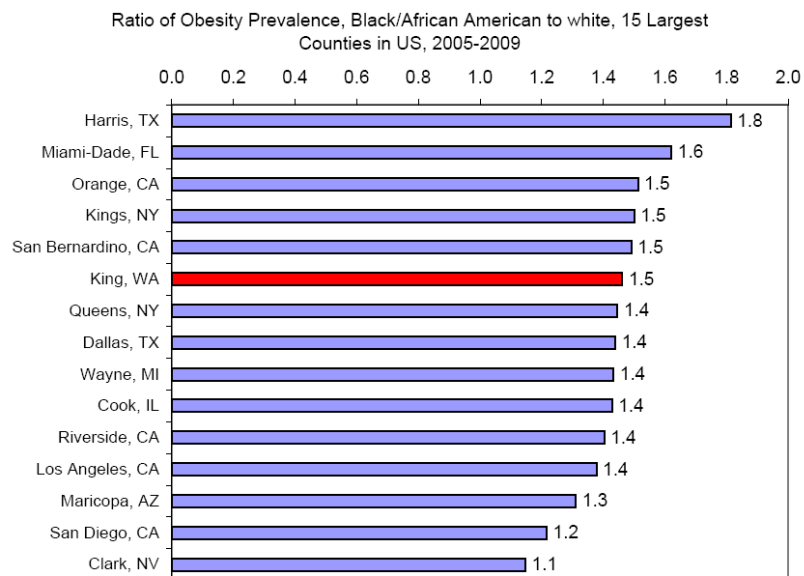
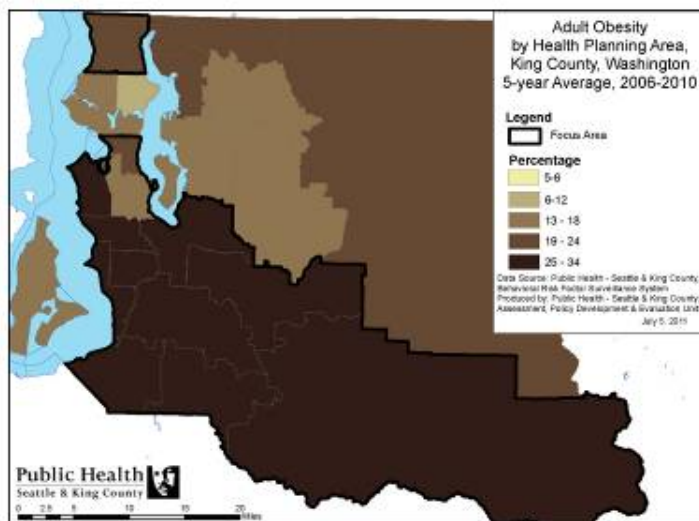
MOVE:

A grassroots community engagement strategy empowering communities to use digital stories and face-to-face organizing to influence policy, systems, and environmental changes.

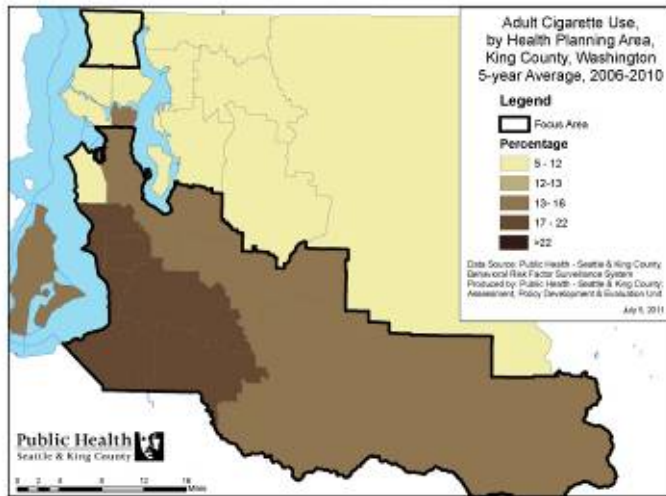
Vision: Communities disproportionately impacted by policy decisions will have the capacity to produce, disseminate and utilize culturally and linguistically relevant digital stories to increase equity. <http://www.mappingvoices.org/>



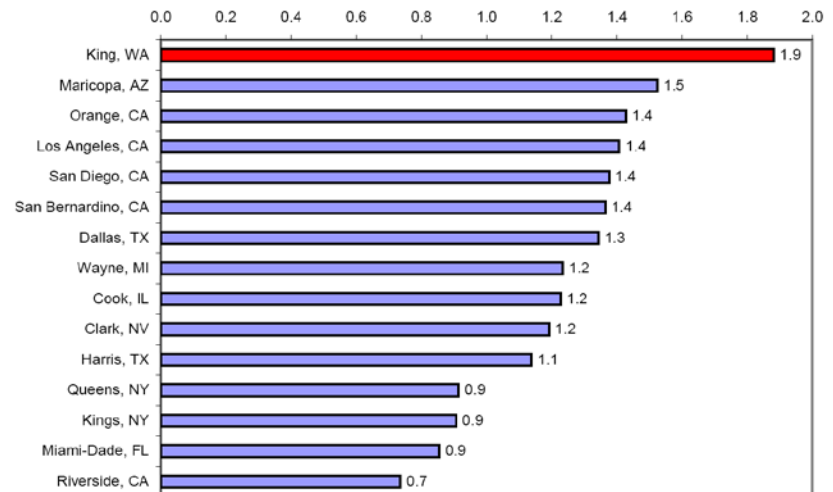
Health Inequities: Adult Obesity



Health Inequities: Adult Tobacco Use



Ratio of Smoking Prevalence, Black/African American to white, 15 Largest Counties in US, 2005-2009



Policy, Systems and Infrastructure Change

- Changes environments
- Affects many people
- Cost-effective
- Can address social and environmental determinants of health
- Sustainable



No Smoking

THANK YOU
FOR NOT SMOKING!
For The health and safety of
our patients and
community, UWMC is a
100% smoke and tobacco-
free campus

UW Medicine
UNIVERSITY OF WASHINGTON
MEDICAL CENTER



Communities Putting Prevention to Work

Work with community partners

- 55 competitive sub-grants
- 26 direct grants to 20 partners
- Leadership team
- Coalition of >200 members

Reach people where they live, work, learn, play

Place emphasis on reducing inequities



Obesity Prevention

Select activities

Impact

Select activities	Impact
Healthy Community Planning Guidelines	1.9 Million Residents
King County Healthy Vending Guidelines	1.9 Million Residents
Complete Streets Plan	8 Cities: 600,000 Residents
Healthy Foods Here	47 healthy food retail stores
Moving Together in Faith and Health	9,500 Congregation Members
Farmers Market SNAP and WIC Access	38,500 Participants
Physical Activity/Nutrition in School	6 School Districts: 124,000 Students
Nutrition and Physical Activity standards for Childcare	1,800 Childcare Facilities

Tobacco prevention

Regulating Smoking and E-cigs	1.9 Million Residents
Schools: Alternatives to Suspension	8 School Districts: 138,000 Students
Smokefree Hospitals	5 Hospitals: 843,000 Patients & Staff
Smokefree Mental Health/Recovery	77 Sites: 58,000 Patients
Smokefree Parks	22 Cities: 1.9 Million Possible Visitors
Smokefree Affordable Housing	10,000 Units: 23,000 Residents

CPPW At a Glance

COMMUNITIES
PUTTING PREVENTION TO WORK

<http://www.cdc.gov/communitiesputtingpreventiontowork/>



34.8 million Americans

have increased access to healthy food or beverage options in schools, workplaces and in afterschool, early child care settings.²

29.3 million Americans

have increased access to physical activity opportunities in schools, afterschool programs, early child care settings, & workplaces.²

29.7 million Americans

in 32 communities have been exposed to messages about the positive effects of healthy eating.²

COMMUNITY HEALTH
IN COMMUNITIES PUTTING PREVENTION TO WORK

51 City Communities Putting Prevention to Work: Accelerating Chronic Disease Prevention Through Policy, Systems and Environmental Change

Authors: David J. Owen, CPH,1; Elinor Fisher, Rebecca Pappas, Wayne H. Clancy, David Cella, Lisa A. Fortner,1
Communities Putting Prevention to Work Program Group

Original Publication: October 2010, 114 pages (with 104 pages)

Aims: The focus of this report is on the role of public health in accelerating the impact of the 51 City Communities Putting Prevention to Work (CPPW) program. The report provides an overview of the program's goals, objectives, and strategies, and describes the program's impact on the health of the communities it serves. The report also provides information on the program's funding, governance, and evaluation. The report is intended for public health practitioners, policymakers, and the general public.

The findings presented in this report are based on data from the 51 City Communities Putting Prevention to Work (CPPW) program. The data were collected from a survey of the program's participating communities, and from a review of the program's documentation. The data were analyzed using descriptive statistics, and the results are presented in this report.

1. Centers for Disease Control and Prevention, Division of Community Health, National Center for Chronic Disease Prevention and Health Promotion, Atlanta, GA. 2. Centers for Disease Control and Prevention, Division of Community Health, National Center for Chronic Disease Prevention and Health Promotion, Atlanta, GA.



STATISTIC: One million children in 20 communities have been participating in daily physical activity while being cared for in an after-school or child care center.



visit: www.cdc.gov/nccphp/dch/chmc



ABOUT US

The Division of Community Health Program (DCH), Community Putting Prevention to Work (CPPW), was a locally driven, two-year initiative helping 51 communities to tackle obesity and tobacco use—two leading preventable causes of death and disability in the United States.^[1] By effectively addressing obesity and tobacco use through environmental change at the local level, CPPW is helping prevent serious health problems, such as heart disease, stroke, type 2 diabetes, and cancer.

The National Center for Chronic Disease Prevention and Health Promotion, Division of Community Health (DCH), is promoting an enhanced understanding and use of evidence-based and practice-based solutions to improve health and advance health equity. The aim of DCH is to make healthy living easier for all people where they live, work, learn, and play.

25.5 MILLION Americans have increased access to smoke-free or tobacco-free workplaces, restaurants and bars; multi-unit housing, schools, campuses, and outdoor places.¹



"I AM A FORMER SMOKER AND I SUPPORT THIS ALL THE WAY. EVERYONE NEEDS TO THINK OF THEIR FAMILIES AND CHILDREN AS WELL AS THOSE OF US WHO DON'T SMOKE."
—Michelle, Orange County resident

"I SEE A LOT OF STUDENTS MAKING HEALTHIER CHOICES THROUGH OUR VENDING MACHINES. WE IMPLEMENTED NEW PRICING STRATEGIES TO INCREASE DEMAND FOR THE HEALTHIER ITEMS. IT'S ENCOURAGING TO HEAR STUDENTS TALK ABOUT HOW MUCH THEY LIKE THE HEALTHIER OPTIONS AND WHAT THESE CHOICES MEANT TO THEIR HEALTH."
—Mike Jacobson, English Department Curriculum Director, Chicago Community High School District 218



(1) cumulative reach for all communities implementing a usage ban between 9/5-12/31/2011
(2) cumulative reach across all the interventions in this category between 9/5-12/31/2011
(3) Donald G. Day II, MSc, Richard D. Taylor, B. Helen J. Murray, CPhD, Elizabeth M. The Preventable Causes of Death in the United States: Comparative Risk Assessment of Dietary, Lifestyle, and Metabolic Risk Factors. *PLoS Med* 2009; 6(4): e1000058. Available from: <http://www.plosmedicine.org/doi/10.1371/journal.pmed.1000058>

Healthy King County Coalition

History

- Builds on previous coalitions: STEPS, REACH, KCFFI, tobacco, etc.
- 2010 – grantee network for CPPW, quarterly meetings, required attendance, 120 to 180 attendees



Healthy King County Coalition

- 2012 – voluntary coalition, 20 to 30 attendees, strategic framework, operating agreement, by-laws, health education actions, more focus equity
- 2012 to 2014 – CTG Small Communities Coalition, Prevention Alliance and DOH WA CTG site coordinating meetings

HEALTHY KING COUNTY COALITION STRATEGIC FRAMEWORK

Reduce Health Inequities

Improve nutrition

Increase physical activity

Decrease smoking rates and other tobacco use



What Worked

- An online survey conducted in June 2011 (71% response rate)
- Respondents were positive about progress in:
 - networking and collaboration (90%)
 - peer-to-peer learning (87%)
 - collective efforts on policy and systems change strategies (77%)
 - increasing organizational capacity to make change (66%)
 - building a sustainable coalition (59%)
- Challenges reported about length of meetings, lack of clarity about roles, slow pace of coalition actions



Challenges & Lessons Learned

- Large group with required attendance made it challenging to act as a group
- Smaller group of volunteers is coalescing
- Developing relationships takes time
- Members share interest in the intersection between equity, obesity and tobacco prevention, and other health and community issues
- Coalition is grant-funded, working to become financially independent



Communities Putting Prevention to Work

- main
- my page
- member directory
- calendar
- blog
- resources
- work groups
- videos

WELCOME!

Healthy King County is the online community for the **Let's Do This** campaign and **Communities Putting Prevention to Work**. Please check out our **posting policy** and join in!



Like our Facebook page as well!
  963 people like it

BLOG POSTS



 **Currently broadcasting on Radio Free Burien (540-AM on your dial) ...**

Posted by **Michael Lafreniere**
 on November 30, 2011 at 6:15pm
 0  0

 **ReWA Youth Take On Tobacco!**

Posted by **Mike Leon-Guerrero**
 on November 30, 2011 at 10:00am
 0  0

 **Hot Topic Archive: The Full Circle Celebration**

Posted by **Mike Leon-Guerrero**
 on November 28, 2011 at 9:26am
 0  0

[+ Add a Blog Post](#) [View All](#)

EVENTS

Tackling the Question: Will

THE FULL CIRCLE CELEBRATION



The Communities Putting Prevention to Work's Moving Together in Faith and Health held a Full Circle Celebration last Tuesday, November 15th at the Central Cinema in Seattle. Approximately 100 congregants attended and the volunteer members of the each church change team were lauded for their exceptional dedication to the project over the past 18 months. The project has made tremendous strides in promoting healthy eating and active living in the church environment. [Read more.](#)

PHOTOS



Welcome to HEALTHY KING COUNTY
[Sign Up](#)
 or [Sign In](#)

VIDEOS



Finding Our Voice: ReWA Youth Program

Added by **Mike Leon-Guerrero**
 0  0



ReWA Youth Take On Tobacco

Added by **Mike Leon-Guerrero**
 0  0



Burien Parks are Tobacco-Free

Added by **Michael Lafreniere**

Internal staffing & organization

- Training
- CPPW Health Equity Team
- Contracting
- King County Equity & Social Justice
 - Tools: Equity Review Tools, Community Engagement Guide



Communications and research

- Main themes
 - Quality of life
 - Shared responsibility
 - Economics
- Differences in audiences



- Support for obesity and tobacco prevention



Super sugary
drinks are
everywhere.

Why can't I
find more milk?



Together, we can ask for less soda and more healthy options in places where kids learn and play.

If we have more healthy choices, we'll have healthier lives. Find out how we can work together to replace sugary drinks with low-fat milk and water in schools, parks, and community centers at LetsDoThisKingCounty.org



Made possible by funding from Public Health - Seattle & King County and the U.S. Department of Health and Human Services.



OS
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About

Let's Do This is a campaign to inspire King County residents to work together for healthier places to live, learn, work and play.

See the changes in King County



www.healthykingcounty.org

www.youtube.com/watch?v=UJbUj_kM90s

Twitter

I challenge you: play Kick the Can like I just did. #HealthyKC #KickSoda
<http://t.co/L0bTZphq>
Online games have a big role in shaping what kids eat via @TIMEHealthland #HealthyKC
<http://t.co/i0wSyUxT>
On Tavis Smiley, PBS, tonight: urban planning and designing healthier communities via @tavissmiley #HealthyKC
<http://t.co/3gqHv9a>
Pierce County launches smoke-free housing campaign #HealthyKC #smokefree
<http://t.co/6cvBDCZE>
"Before" & "After" school lunches, thx to new nutrition standards #HealthyKC #school lunch
<http://t.co/3t31u0h0>

Events

- New Holly Safety Walk: Take back our streets**
February 3, 2012 | 6 am | Campus Gathering Hall, New Holly, Seattle
- Pioneer Square Walking Audit**
February 7, 2012 | 9 - 10 am | Meet at Occidental Park
- Pacific Science Center Family Wellness Workshops**
Contact to schedule a free workshop
- Soda Free Sundays**
Every Sunday
- Farmers Markets in King County**
Ongoing

News

- School lunches to have more veggies, whole grains**
January 26, 2012 | Associated Press
- Shoreline Mulls Smoking Ban in City Parks**
January 24, 2012 | Social Capital Review
- Smoking in your apartment – not for long?**
January 17, 2012 | KPLU
- Poll: yes on smoking ban, no on cigar exemption**
January 10, 2012 | The Olympian
- 71 Percent of Washington Voters Oppose Amending Smoking Ban to Allow Cigars**
January 10, 2012 | The Blog
- Study finds e-cigarettes affect airways, and quickly**
January 5, 2012 | Reuters



Download the Campaign Posters!



Get the project overview

Learn about the national movement

Join our online community to take action

Like Send Facebook: MaCias Valenzuela, Kelly Evans and 1,561 others like this. Admin Page Insights

Follow @letsdothisko 194 followers

Or just Contact Us directly!

Entre Hermanos
Seattle's Latino LGBT Organization



Creative assets

- TV PSA, web videos, billboards, interior and exterior bus ads, posters, campaign website and social media
- Select materials available in Spanish, Chinese, Vietnamese, Somali, Ukrainian and Russian

Materials testing:

- Online survey (English); Focus group (Spanish)



Post campaign survey

- ✓ People support local health department and county role in improving neighborhoods
 - Nonetheless, individuals are primarily responsible (changing self and environment)
- ✓ Most willing to get involved include younger, non-white and lower income residents
- ✓ People who saw campaign were more willing to talk to neighbors (70%), volunteer with a local effort (68%) and contact a local leaders and decision-makers (59%)



MOVE

Mapping Our Voices for Equality

Maps and stories to promote healthy communities in King County, WA.



MOVE is a grassroots

to MOVE is a grassroots community engagement strategy empowering communities to leverage digital stories and face-to-face organizing to influence policy, systems, and environmental change. Our vision is for communities disproportionately impacted by policy decisions to have the capacity to produce, disseminate, and utilize culturally and linguistically relevant digital stories to increase equity.

<http://www.mappingvoices.org/>





- **What's On This Website?:**

- This website showcases multilingual digital stories produced by community members and a local map that illustrates policies that are improving health. MOVE currently features [on-going changes](#) that improve healthy eating and physical activity and create tobacco-free environments in King County. We are in the process of expanding our focus to include other health-related topics including women's health, cancer, infant mortality, and cardiovascular disease.





- **MOVE Goals:**

1. To visually demonstrate health inequities and positive changes in King County.
2. To highlight local [Communities Putting Prevention to Work \(CPPW\)](#) efforts to improve health through policy, systems and environmental changes.
3. To foster local partnerships among CPPW grantees and partners to map data, share media and resources, and take collective action.





- [MOVE partners use the map](#) and [embedded media](#) to promote healthy equity with two distinct audiences:
 1. [Peer education workshops](#) to mobilize residents in neighborhoods disproportionately impacted by chronic health issues.
 2. [Public forums for decision makers](#). Take a look at [the series of launch events](#) with elected officials in fall of 2011.





Why a media map?

- To visually "see" the disproportionate access to healthy places along income and color lines in King County.
- So community members can use a participatory mapping process to identify, analyze, and act upon health issues while building local capacity in multimedia technology.
- The MOVE website is multilingual, engaging diverse audiences across sectors through both quantitative data and narrative testimonials.
- Users can search for places that have increased access to healthy eating, active living, and tobacco prevention .





- The Power of a Digital Story
- <http://www.mappingvoices.org/story/video/treat-everyone-if-they-were-your-mother>





Discussion Guide

I. Describe it:

What is the problem in the story?

II. Personalize it:

How does this problem affect you and your community?

III. Consider the issue:

Why is this happening? What's behind this problem?



Resources

- Communities Putting Prevention to Work
 - www.kingcounty.gov/health/cppw
- MOVE and Let's Do This
 - www.letsdothiskingcounty.org
- King County Equity & Social Justice
 - www.kingcounty.gov/equity
- Public Health Translation Policy and Manual
 - www.kingcounty.gov/health/translation
- Community Health Indicators
 - www.kingcounty.gov/healthservices/health/data/chi.aspx
- Communities Count
 - www.communitiescount.org

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