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?
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/](http://www.mappingvoices.org/)
Health Inequities: Adult Obesity

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

- Harris, TX: 1.8
- Miami-Dade, FL: 1.6
- Orange, CA: 1.5
- Kings, NY: 1.5
- San Bernardino, CA: 1.5
- King, WA: 1.5
- Queens, NY: 1.4
- Dallas, TX: 1.4
- Wayne, MI: 1.4
- Cook, IL: 1.4
- Riverside, CA: 1.4
- Los Angeles, CA: 1.4
- Maricopa, AZ: 1.3
- San Diego, CA: 1.2
- Clark, NV: 1.1
Health Inequities: Adult Tobacco Use

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

- King, WA: 1.9
- Maricopa, AZ: 1.5
- Orange, CA: 1.4
- Los Angeles, CA: 1.4
- San Diego, CA: 1.4
- San Bernardino, CA: 1.4
- Dallas, TX: 1.3
- Wayne, MI: 1.2
- Cook, IL: 1.2
- Clark, NV: 1.2
- Harris, TX: 1.1
- Queens, NY: 0.9
- Kings, NY: 0.9
- Miami-Dade, FL: 0.9
- Riverside, CA: 0.7
Policy, Systems and Infrastructure Change

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

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

<table>
<thead>
<tr>
<th>Regulating Smoking and E-cigs</th>
<th>1.9 Million Residents</th>
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</thead>
<tbody>
<tr>
<td>Schools: Alternatives to Suspension</td>
<td>8 School Districts: 138,000 Students</td>
</tr>
<tr>
<td>Smokefree Hospitals</td>
<td>5 Hospitals: 843,000 Patients &amp; Staff</td>
</tr>
<tr>
<td>Smokefree Mental Health/Recovery</td>
<td>77 Sites: 58,000 Patients</td>
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<tr>
<td>Smokefree Parks</td>
<td>22 Cities: 1.9 Million Possible Visitors</td>
</tr>
<tr>
<td>Smokefree Affordable Housing</td>
<td>10,000 Units: 23,000 Residents</td>
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CPPW At a Glance

34.8 million Americans have increased access to healthy food or beverage options in schools, workplaces and in after school, early child care settings.

29.3 million Americans have increased access to physical activity opportunities in schools, after school programs, early child care settings, & workplaces.

29.7 million Americans in 12 communities have been exposed to messages about the positive effects of healthy eating.

STATS: 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.

1 in 6 Americans live in CPPW communities where healthy living is easier.

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.

“IT IS IMPORTANT TO EMPHASIZE THAT ALL THE WAY EVERYONE NEEDS TO THINK ABOUT IMMUNE AND CHILDREN AS WELL AS THE OTHERS DON’T SMOKE.”
— Michelle, Orange County resident

The National Center for Chronic Disease Prevention & Health Promotion. Status of Community Health (CDC) is promoting active and immunizing and societal awareness and action toward solutions to improve health and wellness. The Department of Health is an active leader in taking action toward health problems among people of all ages, races, ethnicities, and cultures.

NATIONAL CENTER FOR CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

Visit www.cdc.gov/ncchdp/dhhsicans/ deemedinstitute/cfpcpwh/index.html
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
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.
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.
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
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)
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 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
  - matias.valenzuala@kingcounty.gov
  - martha@entrehermanos.org
  - kirsten.wysen@kingcounty.gov