

CTG in Broward County



Presented to the:
American Public Health Association
Community-based Initiatives to
Improve Nutritional Outcomes
November 4, 2013

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TOUCH Program Director

Presenter Disclosures

Teina M. Phillips

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No Relationships to Disclose

CTG in Broward County



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The findings and conclusions in this presentation are those of the author and do not necessarily represent the views of the Centers for Disease Control and Prevention.

Broward Regional Health Planning Council



Michael De Lucca, MHM
President & CEO

Non-Profit health planning entity
Established by Florida Legislature in 1982

Services Include:

- Healthy Families
- Eligibility, Housing and Homelessness
- Substance Abuse and Mental Health
- Public Health Planning
- HIV Planning
- Data Warehouse
- TOUCH



The Broward Regional Health Planning Council's



Transforming Our Community's Health

- The only Florida county initiative to receive a Community Transformation Grant from the Centers for Disease Control and Prevention (CDC).
- Funded under the Affordable Care Act.
- A collaborative effort among more than 20 community organization partners and 10 coalitions.



Community Partners

(Funded and Unfunded Partners)



Tobacco Free Living

American Lung Association
Broward County Health Department
Tobacco-free Partnership
Nova Southeastern University AHEC



Clinical and Preventive Services

Broward Health
Holy Cross Hospital
Memorial Healthcare System
Health Foundation of South Florida
Broward Community and Family Health Center



Healthy and Safe Physical Environments

Broward Metropolitan Planning Organization
Smart Growth Partnership
Urban Health Partnerships

Technical Advisors

Nova Southeastern University (Evaluation)
2-1-1 Broward (Communications)
Janisse Rosario Schoepp, Consultant



Active Living and Healthy Eating

Alliance for a Healthier Generation
Broward County Public Schools
Children's Services Council
Consulting Registered Dietitians
Dietz and Associates
Early Learning Coalition
Family Central
Florida Introduces Physical Activity and Nutrition to Youth (FLIPANY)
Food for Health, Environment, Economy, and Democracy (FHEED)
Foundation for a Breastfeeding Culture
Health Aging Regional Collaborative
Ruby Natale, PhD, PsyD, Consultant
Sharon Yeago, Consultant
South Florida Hospital and Healthcare Association
South Florida Regional Planning Council
YMCA of Broward County

TOUCH: Four Strategic Directions

High Quality Clinical & Preventive Services
Patient-Centered Medical Home, Panel Management & CDSM



Tobacco Free Living
Smoke Free Parks, Campuses and Multi-Unit Housing

Active Living & Healthy Eating

Healthy & Safe Physical Environment
Complete Streets & Smart Growth Codes



Goal: *To help ensure all Broward County residents, especially children, low income, and those living in high-need communities, have access to physical activity opportunities and healthful foods.*



Active Living and Healthy Eating

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Focus Areas:

- Baby Friendly Hospitals
- Improve Nutrition, Physical Activity & Screen Time standards in Early Childcare Centers
- Improving Nutrition In-School & in the After-School Public Schools
- Increasing access to healthy foods



Target Broward ZIP Codes with Above County Rates of:

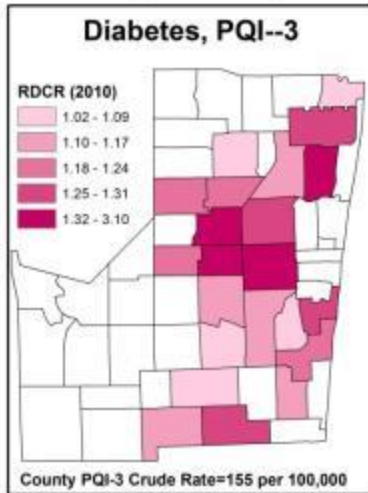
Diabetes, Unhealthy Food Index, % Black Population & Earned Income Tax Credit Return Rates.



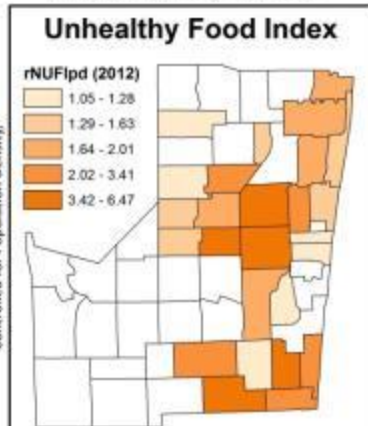
Transforming Our Community's Health



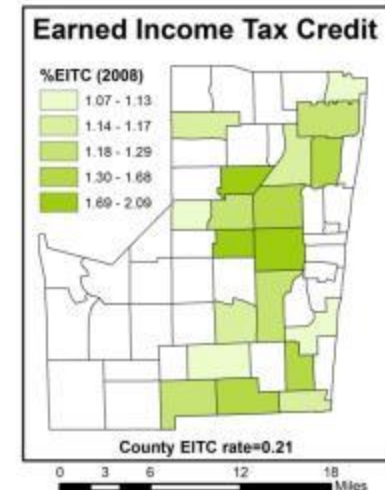
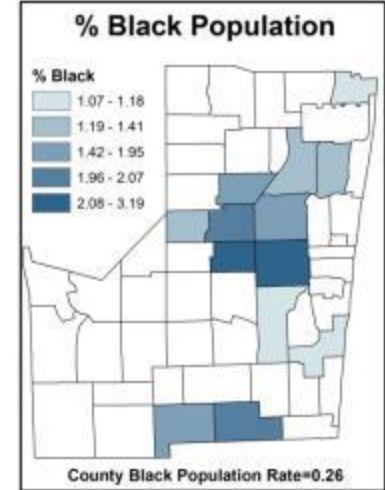
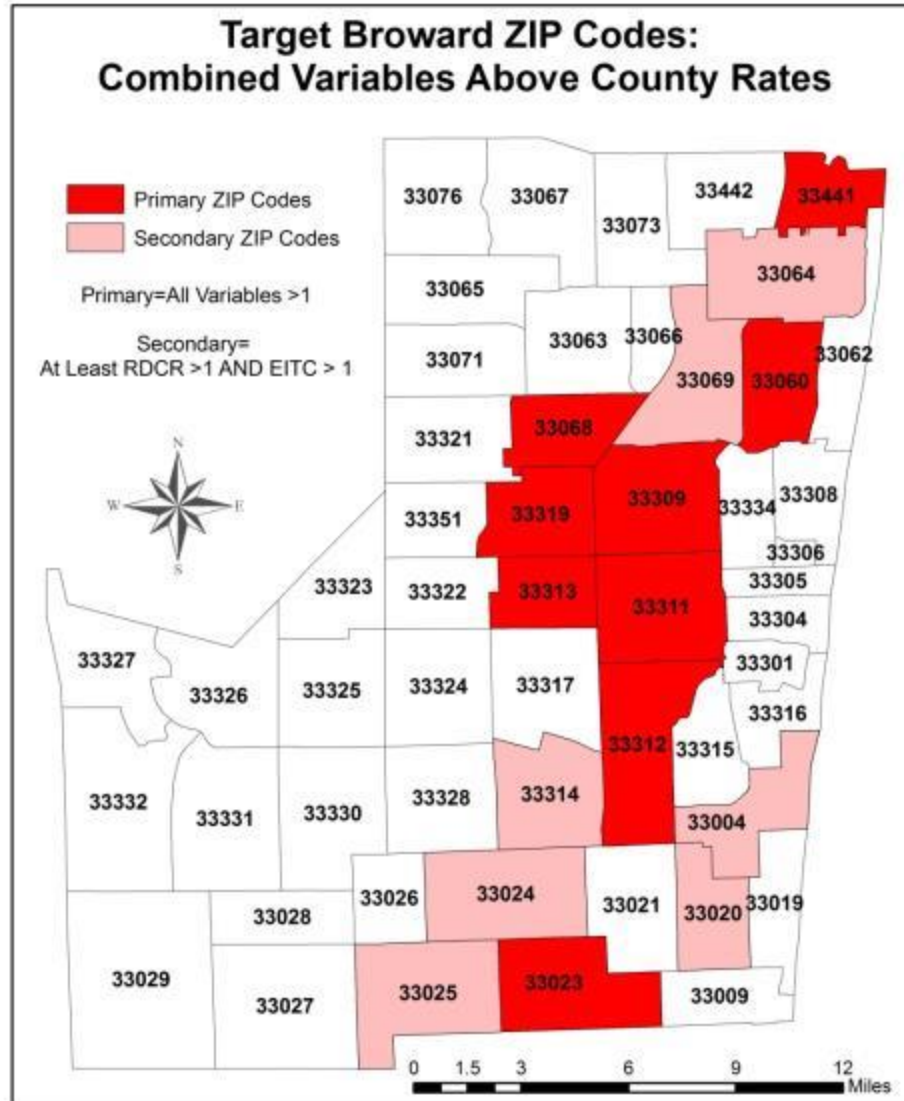
HEALTH & HUMAN SERVICE INNOVATIONS



All Variable Grouped by Quintile



NB: rNUFI-pd = Relative Neighborhood Food Index, Controlled for Population Density.



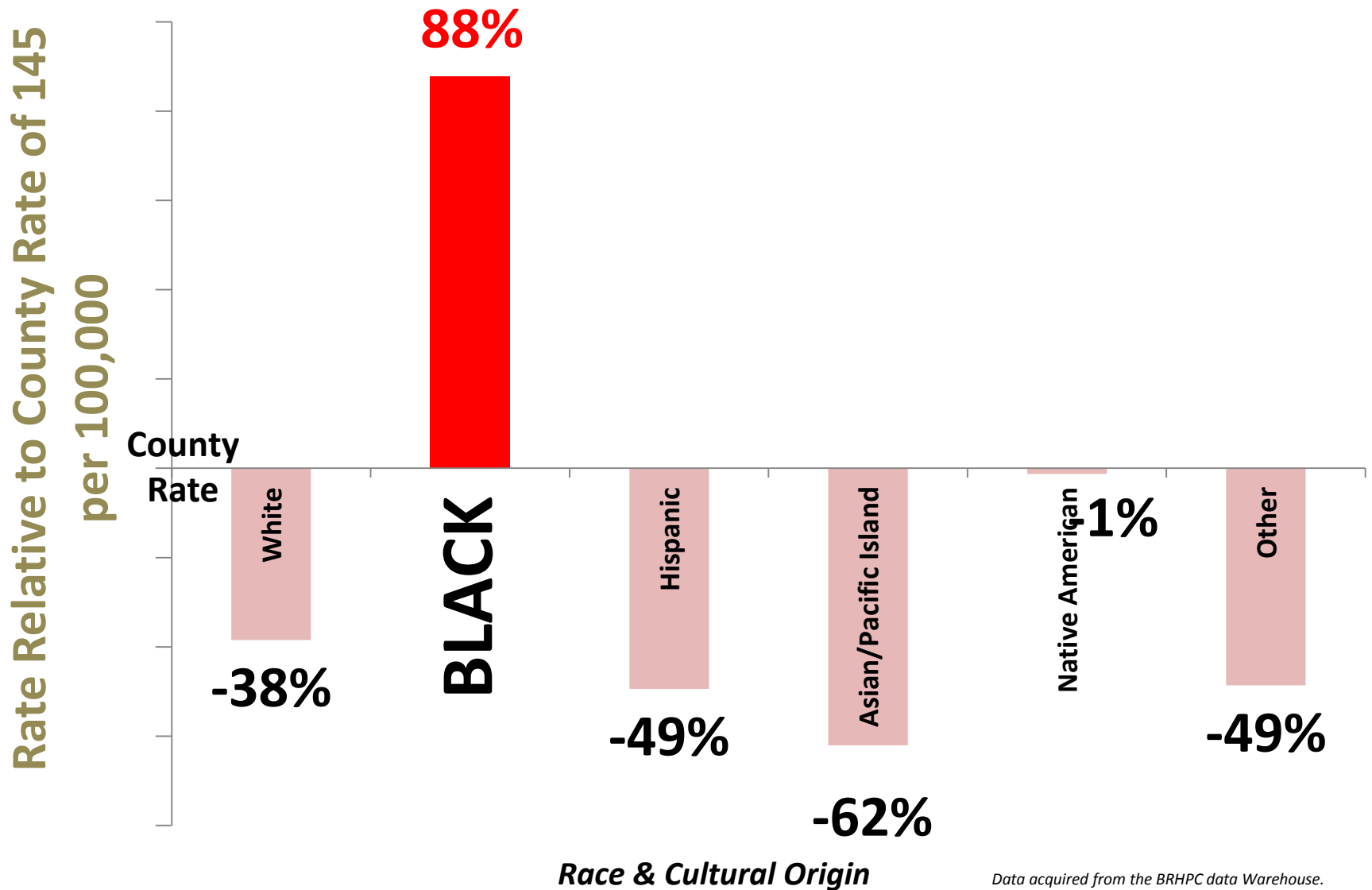
All ZIP Code values above 1 are rates above the County's rate.
Example: 1.50= 50% more than the County rate. 0.50= Half of the County rate.
Primary Target ZIP Codes are the intersection of ALL variables with values greater than 1.

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Diabetes Rate Relative to Broward County, 2010



Data acquired from the BRHPC data Warehouse.

Target Broward Census Tracts with Above County Rates of:

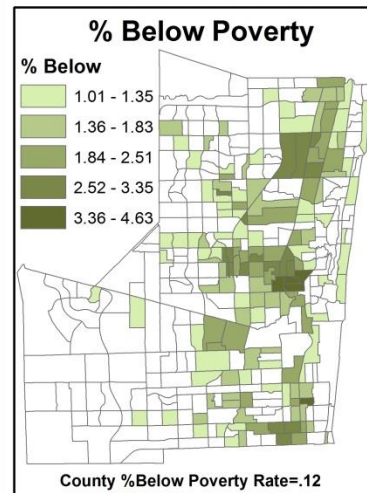
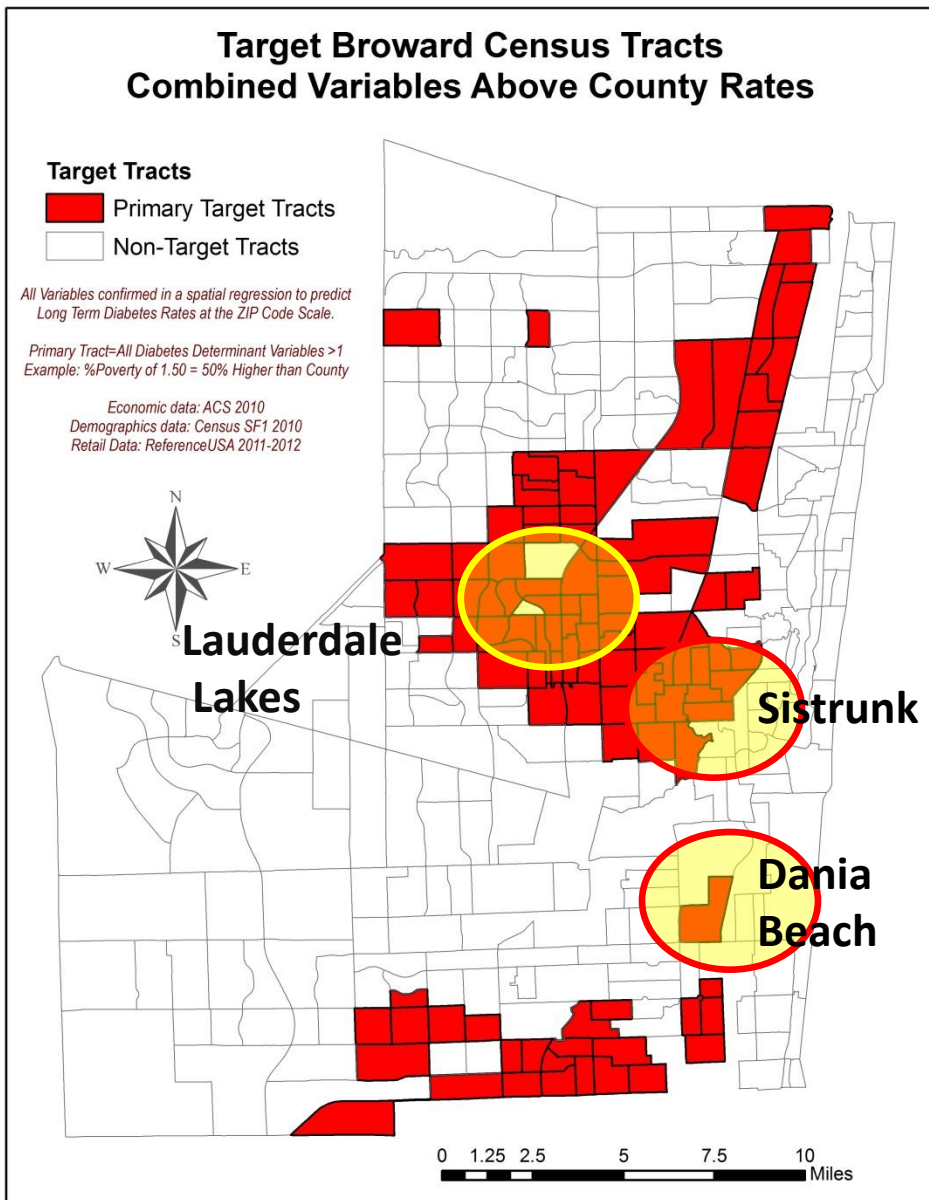
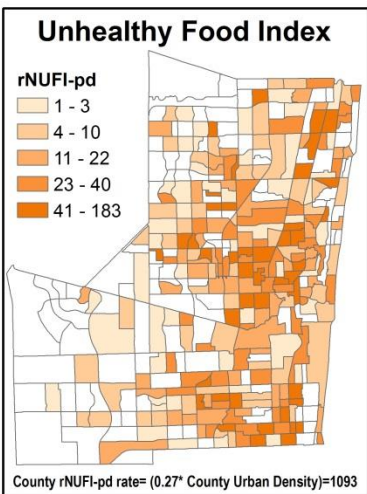
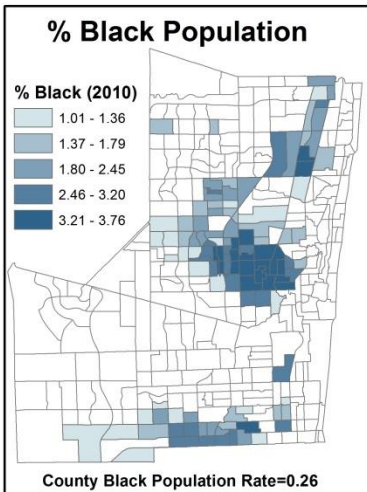
% Black Population, Unhealthy Food Index, % Below Poverty
and % Income to Poverty Ratio between %50 to 200%



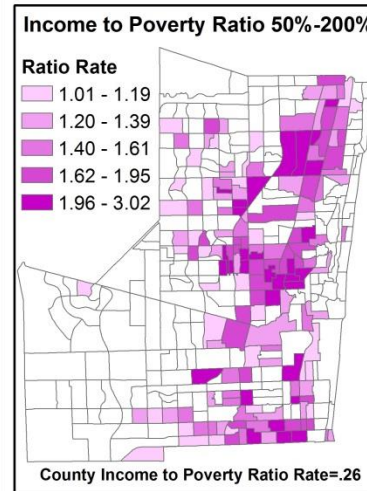
Transforming Our Community's Health



HEALTH & HUMAN SERVICE INNOVATIONS



All Variables Grouped by Quintile



0 3 6 12 18 Miles

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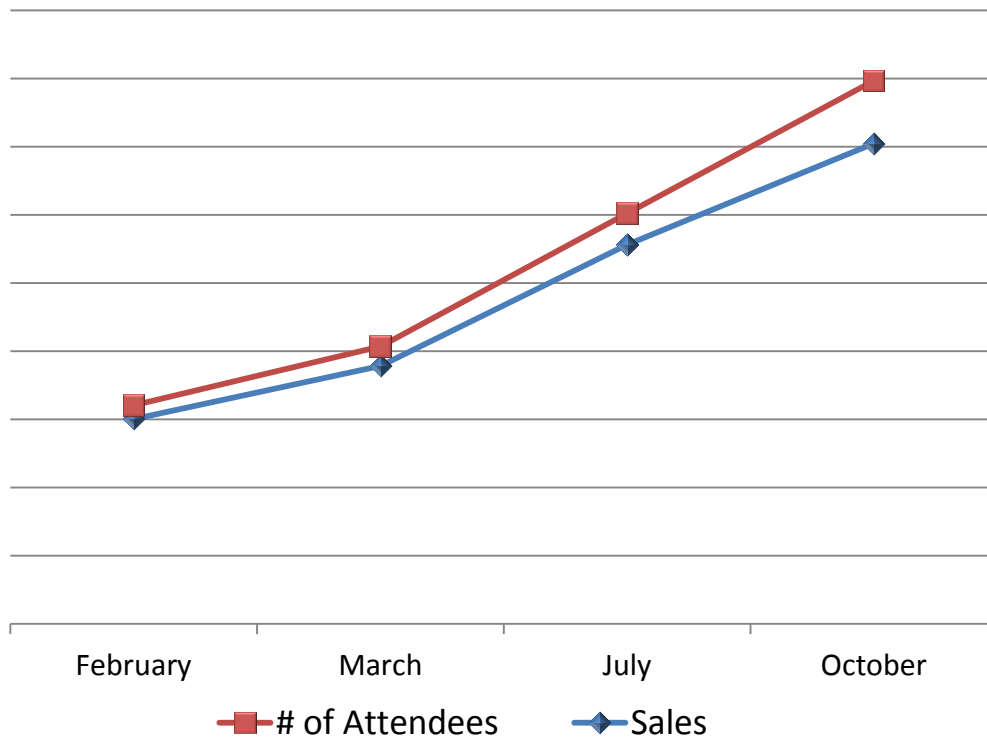


Community Market Gardens & Farmers Markets

- Food System Roundtable
- “Growing Growers” Workshop
- Farmers Market Managers Trainings
- Dania Beach PATCH: People’s Access To Community Horticulture
- USDA Farmers Market Promotion Program
- Introduction of Active Living, Healthy Eating and “Health” at Farmers Markets



PATCH Average Weekly Attendance and Sales Trends (February - October 2013)





Positive Impacts of Partnering Gardens & Farmers Markets

Connects Health to
Neighborhood Vitality

Strengthens
Social Connections

Intergenerational
Learning

Innovative
with Proven
Examples of
Success

Entrepreneurship
& Microenterprises

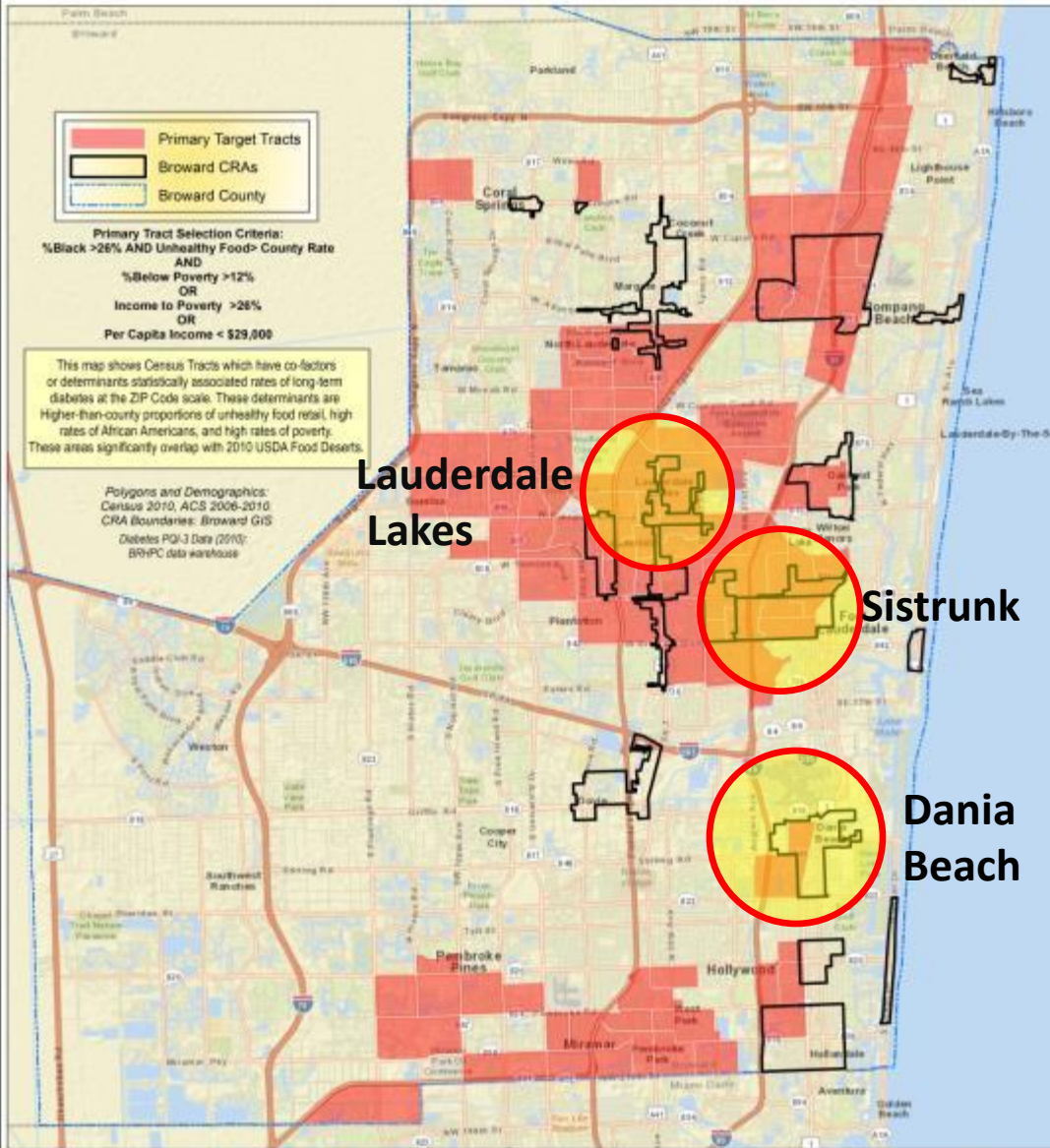
Increases Access
to Healthy Foods



RawOne Foods
(Hollywood, FL)



Broward Food Environment Assessment: Census Tracts with Diabetes Determinants above County Rates



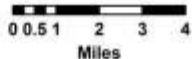
- 103 Low Healthful Food Access Areas.
- Over 524,000 People affected.
- Community Development Agency (CRA) Boundaries
- CRAs mandated to change neighborhood “slum & blight” conditions
- Developing partnerships with CRA s to improve healthy food access to neighborhood redevelopment.



TOUCH

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TOUCH

Transforming Our Community's Health

Slum & Blight

Healthy Food Projects

Health Determinants



Communication

- www.TOUCHBroward.org

- 2-3 articles posted per week
- Media Advisory Template
- Press Release Template
- Share Stories of Success Big & Small

- Facebook & Twitter

- <http://www.facebook.com/TOUCHBroward>

- <http://twitter.com/TOUCHBroward>

- Multiple Posts and Tweets per week
- Include Partners & Coalitions





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