



CDC and YMCA of the USA Partnership: Achieving Public Health Impact through Policy and Environmental Changes in Local Communities



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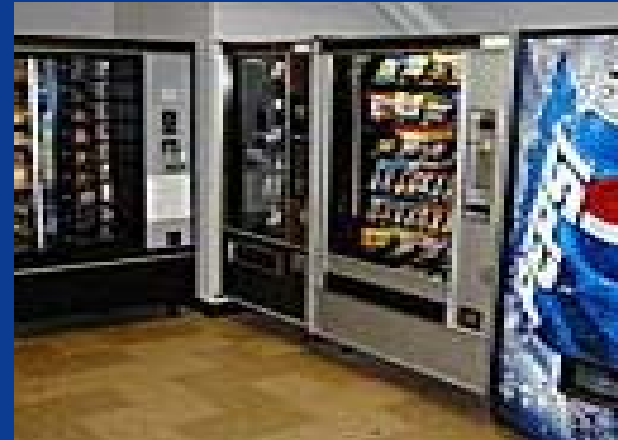
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Building Healthier Communities...



**Urban Planning
Neighborhood Safety**



Vending Machines in Schools & Worksites



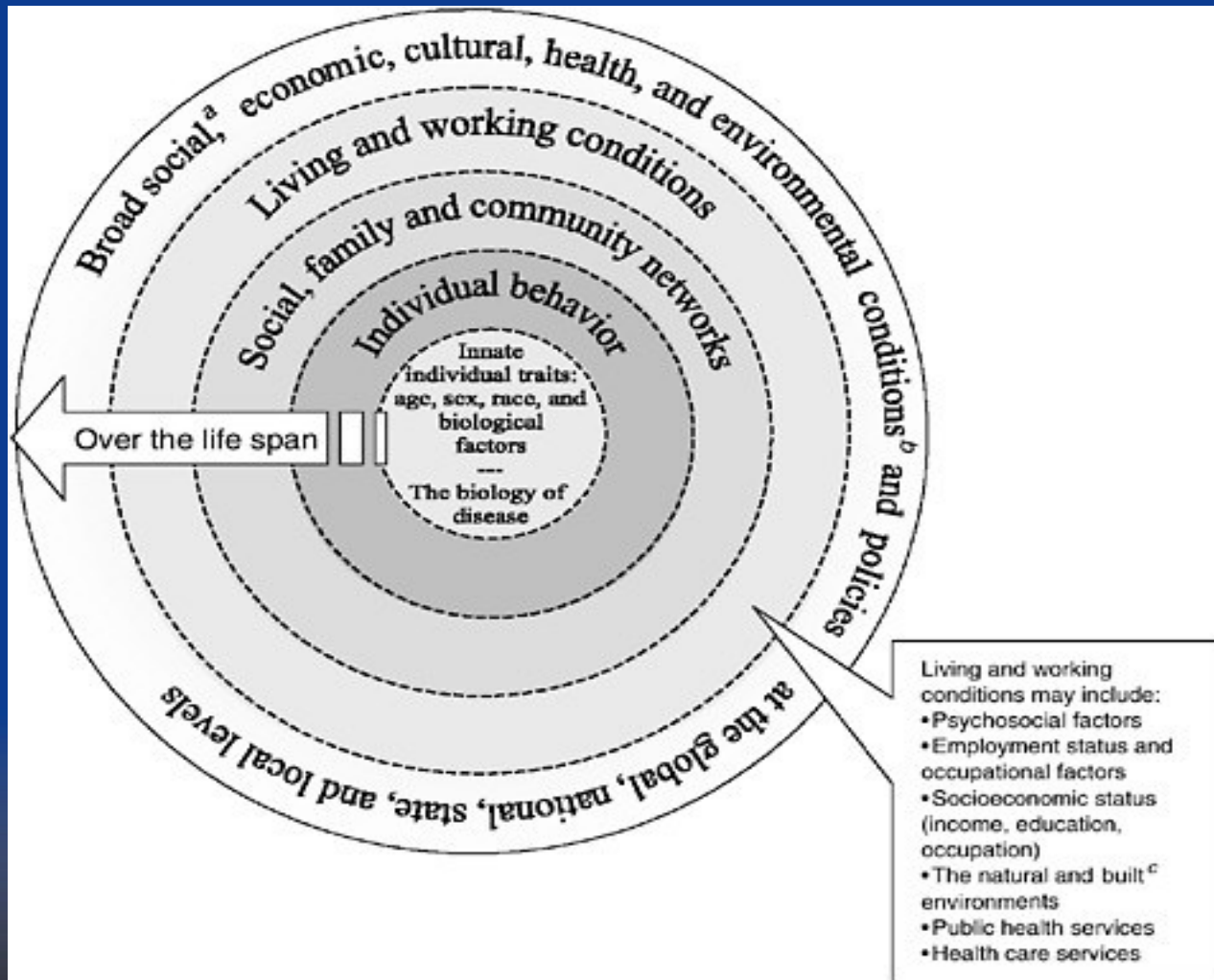
**Sidewalks and Bicycle Trails
Parks and Recreational Facilities**



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Multi-Level Approach: Critical Determinants of Health

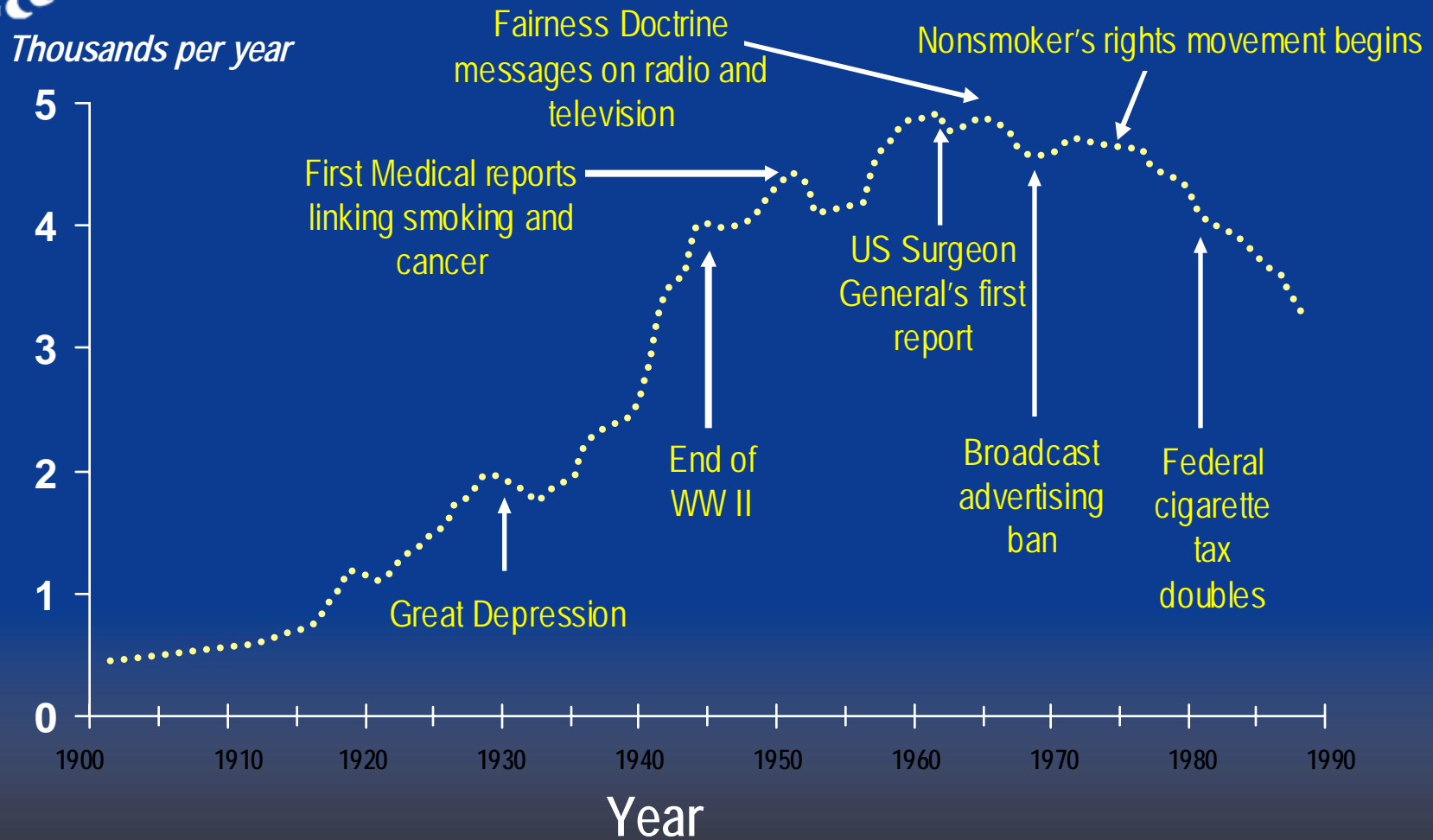


Model above adapted from Dahlgren and Whitehead (1991). The dotted lines between levels of the model denote interaction effects between and among the various levels of health determinants.

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Adult per Capita Cigarette Consumption Environmental and Policy Changes in the US 1900-1990



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Healthy Community Initiatives



RACIAL AND ETHNIC APPROACHES TO COMMUNITY HEALTH

www.cdc.gov/reach



www.cdc.gov/steps

PREVENTION
RESEARCH
CENTERS



www.cdc.gov/prc

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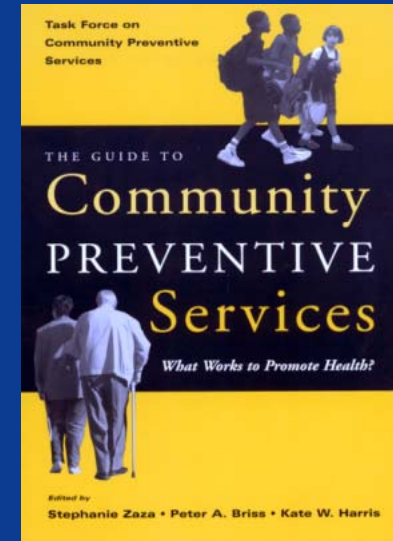


Expanding Public Health Reach



CDC: tangibly bridge research and dissemination; accelerate research into practice by providing Y-USA with resources and information about innovative, community-based strategies.

YMCA of the USA (Y-USA): identify and recommend best community-based public health practices to communities s



www.thecommunityguide.org



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YMCAs Are Everywhere



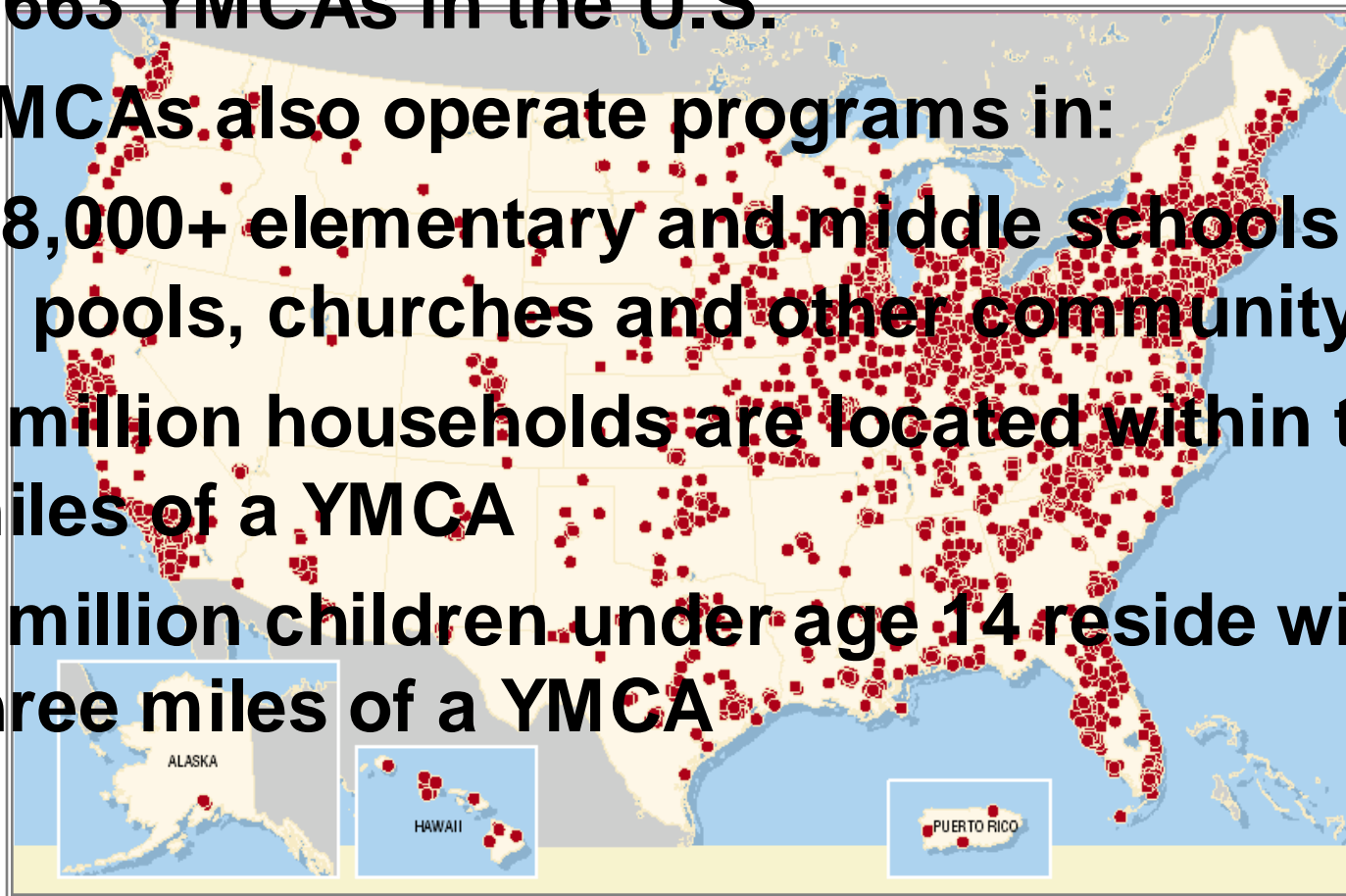
2,663 YMCAs in the U.S.

YMCAs also operate programs in:

**8,000+ elementary and middle schools parks,
pools, churches and other community sites**

**68 million households are located within three
miles of a YMCA**

**34 million children under age 14 reside within
three miles of a YMCA**





CDC & Y-USA Partnership



YMCA Activate America®

Activate America is the YMCA's bold approach to directly respond to our nation's growing health crisis, which includes partnering with multiple sectors through Pioneering Healthier Communities® and Steps to a Healthier US to improve the health of communities and their residents.

1. **Pioneering Healthier Communities (PHC):** YMCAs convene influential community leaders to capitalize on strengths, enhance resources, and implement action plans resulting in healthy policy and system changes that support healthy living.
2. **Steps to a Healthier US:** YMCAs take a lead role in expanding community capacity to identify and promote programs and policies that encourage small behavioral changes, which lead to a reduction of some of the leading causes of death (e.g., diabetes, obesity and asthma), as well as the control of risk factors such as poor nutrition, physical inactivity, and tobacco use/exposure.

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YMCA Activate America[®]



- YMCAs have been at their best and are most mission-focused when YMCAs work together to respond to key social issues.
- Activate America is the YMCA's bold approach to directly address our nation's growing health crisis to support all those who seek health & well-being of spirit, mind, and body.
 - ◆ This includes partnering with multiple sectors through Pioneering Healthier Communities[®] to actively participate in our communities and connect our network and resources to influence decisions that impact health.
- Has been co-led and co-funded by Y-USA, YMCAs of varying sizes, as well as academic, philanthropic, research and public organizations, and CDC.



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Pioneering Healthier Communities[®] (PHC)



Premise: Communities are challenged by their inability to organize themselves to effectively respond to the crisis of chronic disease and obesity.

Project: Convenes community leaders to respond to community needs.

Funding: CDC (~\$1.3 M per year for 3 years), plus Y-USA, YMCA and corporate funding.

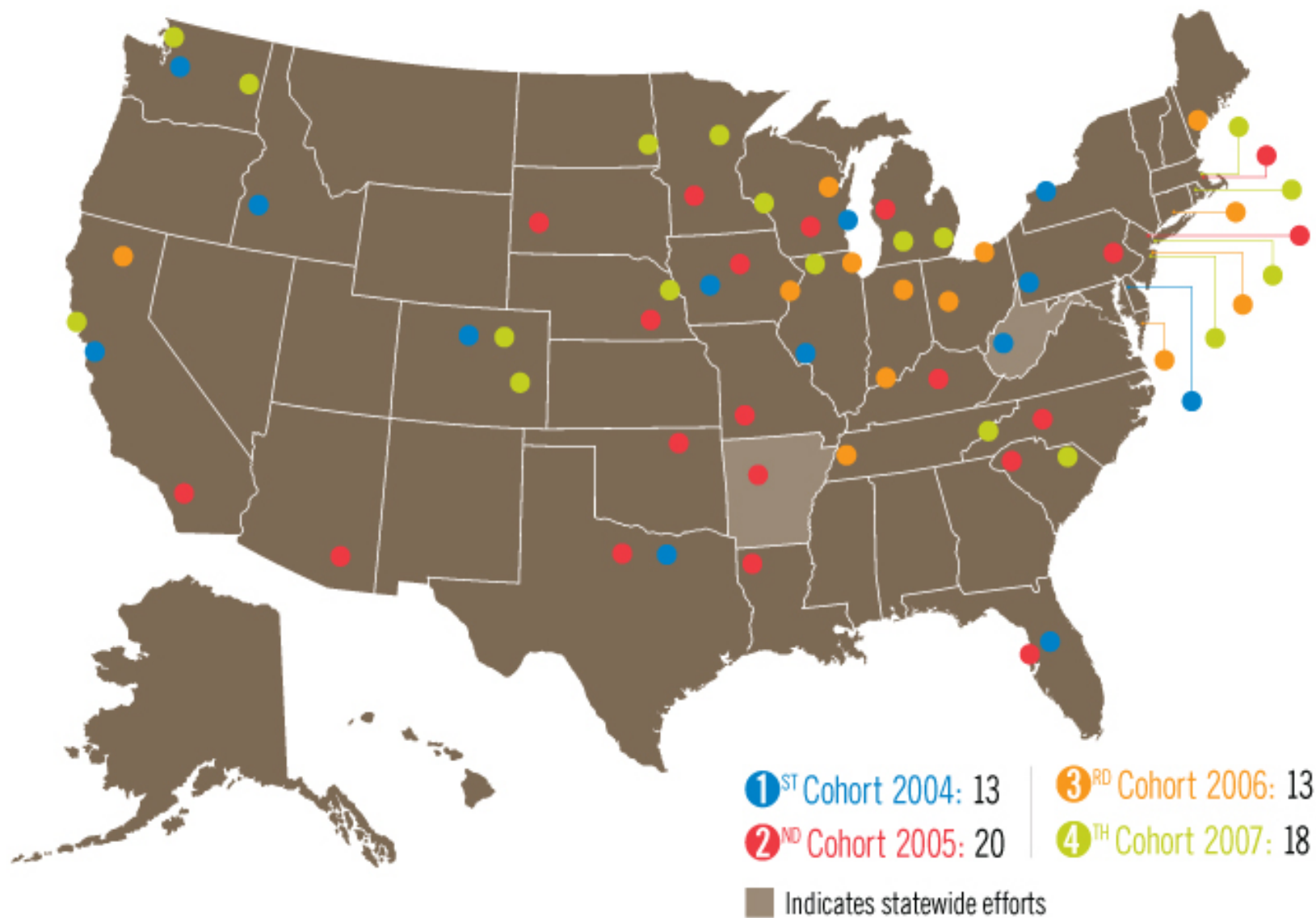
PHC Conference: Learning from leading public health experts about the most promising strategies and practices for community action and develop action plan at the conference in Washington, D.C. Approximately a year later, teams receive one-time mini-grant for implementing healthy living strategies (PHC teams have matched this funding 2:1).

Learning Institute: For those teams in Year 2 and beyond, they reconvene to share lessons learned and learn new strategies.

Currently 64 communities in 35 states are participating.

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PIONEERING HEALTHIER COMMUNITIES



PIONEERING HEALTHIER COMMUNITIES



1
2004

Santa Clara & South San Mateo Counties, CA • Boulder, CO • State of Delaware
Des Moines, IA • Boise, ID • Tampa, FL • St. Louis, MO • Rochester, NY • Pittsburgh, PA
Dallas, TX • Seattle, WA • State of West Virginia • Milwaukee, WI

2
2005

State of Arkansas • Tucson, AZ • Orange County, CA • Clearwater, FL • Marshalltown, IA
Lexington, KY • Shreveport, LA • Attleboro, MA • West Michigan (Grand Rapids)
Marshall, MN • Springfield/Greene County, MO • Charlotte, NC • Lincoln, NE • Rye, NY
Tulsa, OK • Chester County (Brandywine Valley), PA • Greater Greenville, SC • Rapid City, SD
Tarrant County (Fort Worth), TX • Dane County (Madison), WI

3
2006

Shasta County, CA • Central Connecticut Coast • Elgin, IL • Quad Cities, IL and IA
Fort Wayne, IN • Greater Louisville, KY • Mid Coast Maine • Delmarva, MD • Rahway, NJ
Champaign County, OH • Cleveland, OH • Memphis, TN • Fox Cities, WI

4
2007

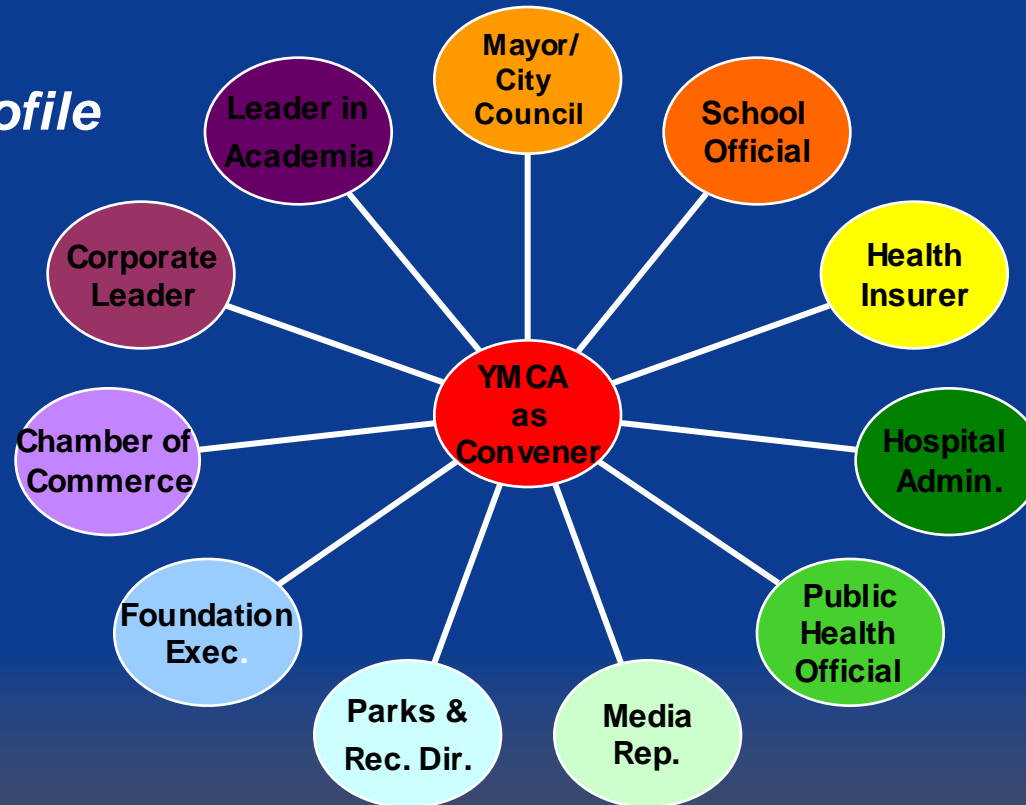
San Francisco, CA • Colorado Springs, CO • Longmont, CO • Rockford, IL
Hockomock Region, MA • Ann Arbor, MI • Battle Creek, MI • Itasca County, MN
Asheville Area, NC • Fargo, ND and Moorhead, MN • Omaha, NE • Woodbridge, NJ
New York, NY • Providence, RI • Chesterfield/Darlington/Hartsville, SC • La Crosse, WI
Marysville, WA • Spokane, WA



PHC Teams Include Community Leaders Such as...



Typical Team Profile



A typical community team consists of representatives from different sectors, who are key decision makers, and who are interested and influential in creating healthy changes.

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Success Snapshots – Food Systems



- Expanding opportunities for the consumption of fresh fruits and vegetables by:

- ◆ Planting 3 community gardens and starting an inner-city farmers market – **Activate West Michigan**



- ◆ Encouraging others to plant an extra row for the hungry, which provides fresh fruits and vegetables to local food pantries and assisting in the promotion and expansion of a farmers market – **Activate Champaign County, OH**

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Success Snapshots – Food Systems



- Expanding opportunities for the consumption of fresh fruits and vegetables by:
 - ◆ Making available high-quality fresh fruits and vegetables for purchase at 40% market price at 5 businesses and 5 YMCAs – Activate Pittsburgh, PA



- ◆ Influencing a grocery store chain to remodel their stores to include teaching kitchens in them to help the community learn how to make healthy meals – Quad Cities, IL and IA

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Success Snapshots – Spaces for Play



- Enhancing/expanding built environment to increase opportunities for residents to be active
 - ◆ Influencing the city council to expand biking and walking trails and enhance sidewalks - **Rapid City, SD**
 - ◆ Advocating to improve walkability infrastructure in redeveloping planning and collaborating with the right partners to create an extensive city-wide trail system that would also connect to adjacent communities - **Activate Attleboro, MA**



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Success Snapshots – Places



- Educating businesses through forums where model practices for workplace healthy lifestyles are highlighted and discussed (i.e., vending machine and healthy meeting policies, wellness and walking programs, etc.) – **Activate Tucson**

Info can be found, including a clearinghouse of events, at:
www.activatedtucson.org

- Extending the lunch hour from 30 min. to 60 min. for the city's largest hospital network to give employees opportunities to participate in on-site worksite wellness programs – **Activate Pittsburgh, PA**



- Implementing “Take a Walk Tuesdays” which encourages employees of downtown businesses to take a walk during their work day each Tuesday – **Champaign County, OH**

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Success Snapshots – Community



- Implementing a 9 week community-wide health awareness program (Shrinkdown) – open to everyone – where participants received health screenings and weekly tips and general information related to good health and well-being. Approximately 4,499 participants lost nearly 13,500 pounds – **Greenville, SC**
- Publicly recognizing community entities who are intentionally working toward changing the culture and behavior of children and adults to live healthier lives through organizational policy; 38 Awardees honored, including elected officials, businesses, and health/medical centers – **Santa Clara and South San Mateo Counties, CA**



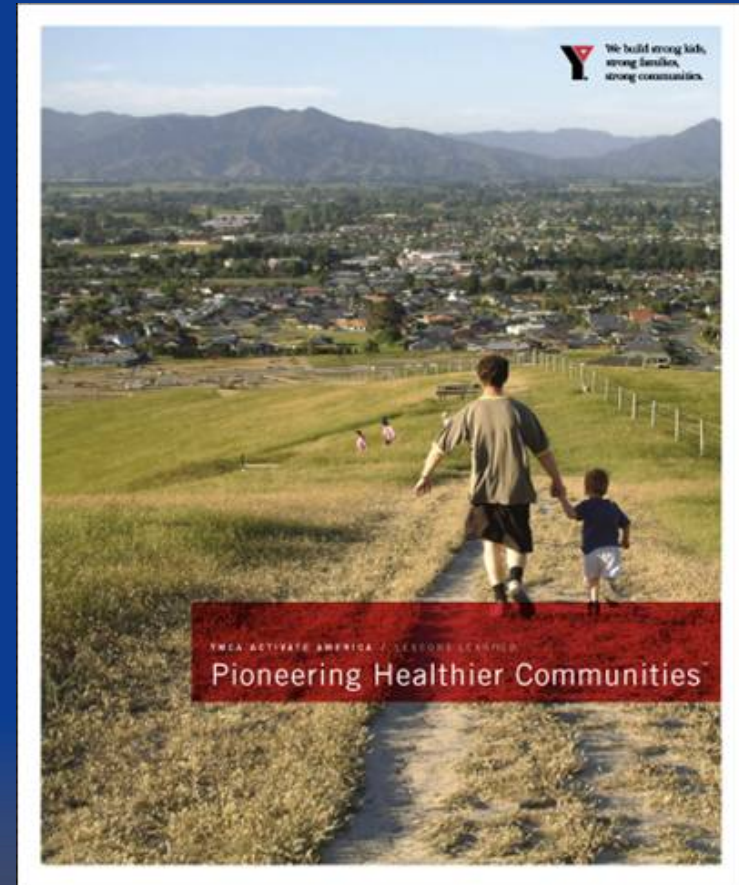
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Lessons Learned



- Successful partnerships often help to bridge segmentation of community-based activities.
- Community leadership will embrace the YMCA as a key player in creating change in communities.
- Relationships are key – good listening and facilitating skills are essential.
- This work requires organizational commitment and community involvement.



www.ymca.net/activateamerica/activate_america_leadership.html

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Contributions to Public Health



- **Community Health Web Portal.**

Community Health Web Portal is currently being developed and refined that will feature CDC-based resources, tools, and proven community interventions to assist local YMCAs and other community partners with their program development, implementation, and evaluation efforts.

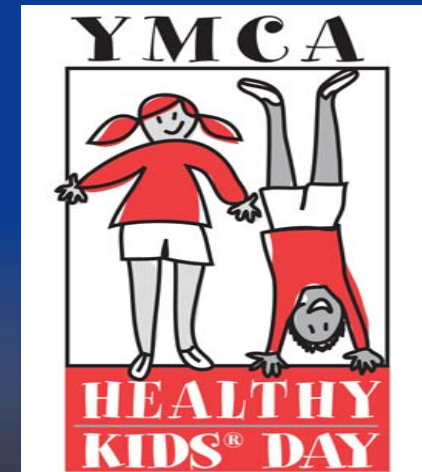
[launch November 2007]

- **National Health Promotion Partnership Model.**

National Health Promotion Partnership Model is being finalized that can be used as a guiding framework for future collaborations between government agencies and national organizations.

- **Healthy Kids Day[®]**

For sixteen years, YMCAs nationwide have hosted Healthy Kids Day events, an opportunity to celebrate healthy and active lifestyles and to introduce the broad range of family-friendly programs to be found at YMCAs. CDC has been a supporter of these events for the past two years, offering expertise to YMCAs in programs and policies that promote nutrition, physical activity and healthy living with the goal of preventing the nation's leading causes of death.



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Acknowledgments

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