

Integrated Action for Active Living and Healthy Eating



Policy and Environmental Health Promotion Strategies by Community Partnerships

APHA - November 6, 2007

#4344.0 - Improving Community Health through
Obesity Prevention Programs

Philip Bors, Joanne Lee, and Mark Dessauer
Active Living by Design



Overview

- Background
 - Policy/environmental change
 - Active Living by Design
- Integrating AL and HE
 - Concepts/Framework
 - Challenges
- Community Examples
- Take Home Thoughts

Intervention

Environment/Policy

Institute of Medicine

Preventing Childhood Obesity: Health in the Balance, 2004

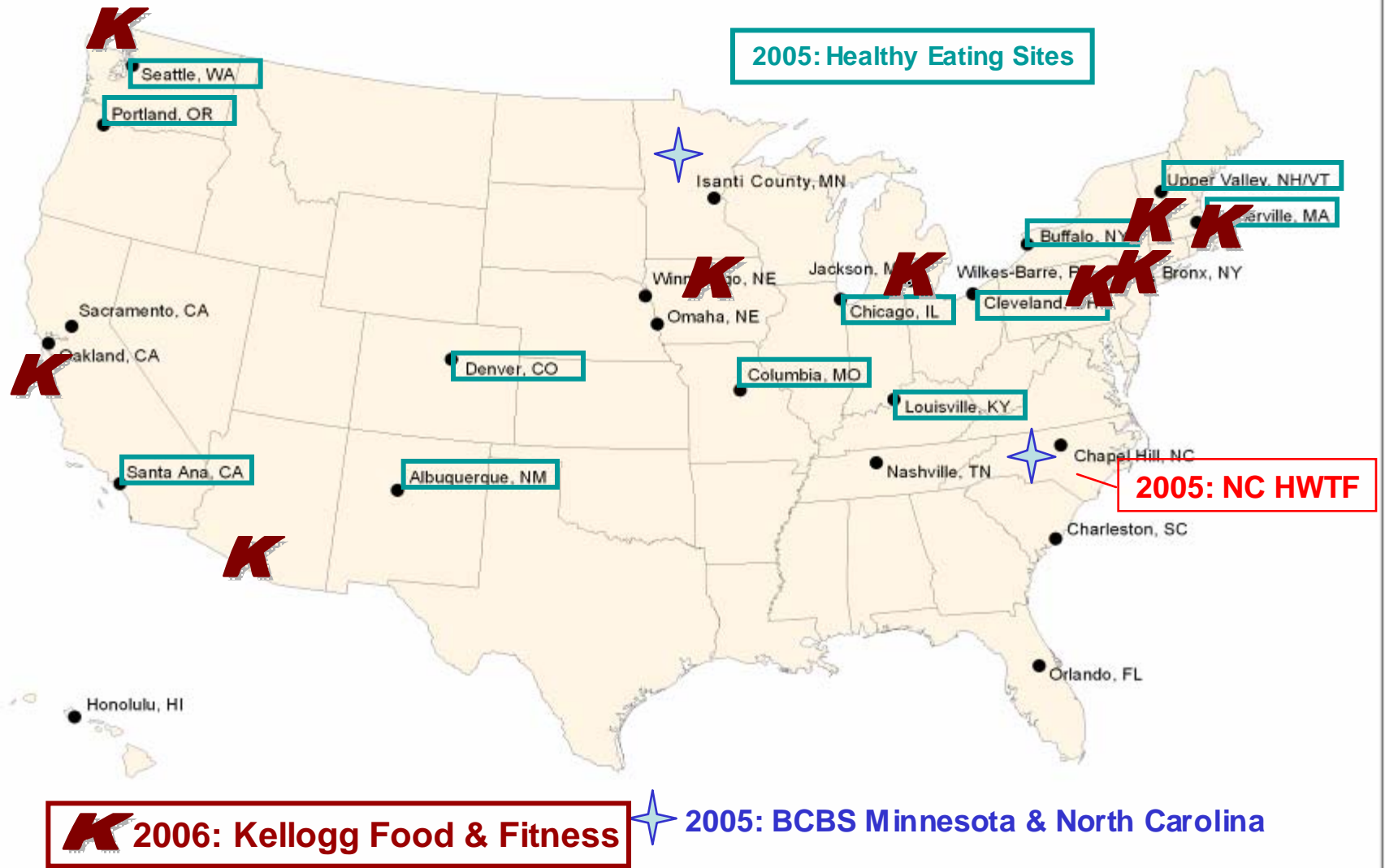
- Changes at many levels and in numerous environments will require the involvement of multiple stakeholders from diverse segments of society.
- Changes that lead to healthy communities, such as organizational and policy changes in local schools, school districts, neighborhoods, and cities, are equally important.



ACTIVE LIVING
BY DESIGN

Active Living by Design Community Partnerships

2003: Original \$200,000/ 5 years – going into Y5



Disclaimer

- Strategies/tactics you are about to experience - not clinically proven beyond the shadow of a doubt, but...
- Consistent with Community Guide and the direction of the science



<http://www.thecommunityguide.org/pa/>

ALbD Approach: 5P Strategies

Partnerships

Promotion

Programs

Policy Influence

Physical Projects

Partnerships

Active Louisville
Louisville, KY



Come savor summer's bounty at the next ACTIVE Louisville Partnership Meeting.

When: Friday, July 28th, 2006

- 1:00 Partnership Meeting with Joanne Lee, Healthy Eating by Design grant manager
- 12:00 Tour of the St. Peter Claver Garden
- 12:30 The Great Gazpacho Gastronomique Gala, an interactive lunch you won't want to miss!

Where: The St. Peter Claver Chapel
526 Lampton Street

Please R.S.V.P to Sarah Howard
at 569-6249 by July 21st.



Promotion

TT Minor Elementary
Seattle, WA



Programs

Kelly Elementary
Portland, OR



Seattle, WA



Start Strong: Promoting Walk-to-school and School Breakfast in South Seattle Schools

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Policy

Santa Monica, CA Sustainability Plan



INTRODUCTION

BACKGROUND INFORMATION

THIS INTRODUCTION IS IN BOTH VOLUMES.

Volume I - Introduction
City of Madison Comprehensive Plan

January 2006

Madison, WI Comprehensive Plan

SANTA MONICA SUSTAINABLE CITY PLAN

Adopted September 20, 1994

Update Adopted February 11, 2003

Revised October 24, 2006

Emerson Today



Preserving Tomorrow

Santa Monica

A Sustainable Community

Introduction

We live in a time in which increased population growth, high levels of consumption and the desire to feed growing economies have created escalating demands on our resources - natural, human and social - on a local, regional, and global scale. These demands negatively impact the natural environment, our communities and the quality of our lives. In the face of these challenges, people worldwide have developed a growing concern for the environment and a desire to live sustainably.

In 1994 the Santa Monica City Council took steps to address these pressures locally by adopting the Santa Monica Sustainable City Program. The Sustainable City Program was initially proposed in 1992 by the City's Task Force on the Environment to ensure that Santa Monica can continue to meet its current needs - environmental, economic and social - without compromising the ability of future generations to do the same. It is designed to help us as a community begin to think, plan and act more sustainably - to help us address the root causes of problems rather than the symptoms of those problems, and to provide criteria for evaluating the long-term rather than the short-term impacts of our decisions - in short, to help us think about the future when we are making decisions about the present.

The program includes goals and strategies, for the City government and all sectors of the community, to conserve and enhance our local resources, safeguard human health and the environment, maintain a healthy and diverse economy, and improve the livability and quality of life for all community members in Santa Monica. To check our progress toward meeting these goals, numerical indicators were developed and specific targets were set for the city to achieve by the year 2000 in four goal areas - 1) Resource Conservation, 2) Transportation, 3) Pollution Prevention and Public Health Protection, and 4) Community and Economic Development.

Physical Projects

Pina Park
Holyoke, MA



Maximizing Synergy

Farmers Markets are Destinations

The Food Project - Boston, MA



Holyoke Farmers Market
Holyoke, MA

Maximizing Synergy

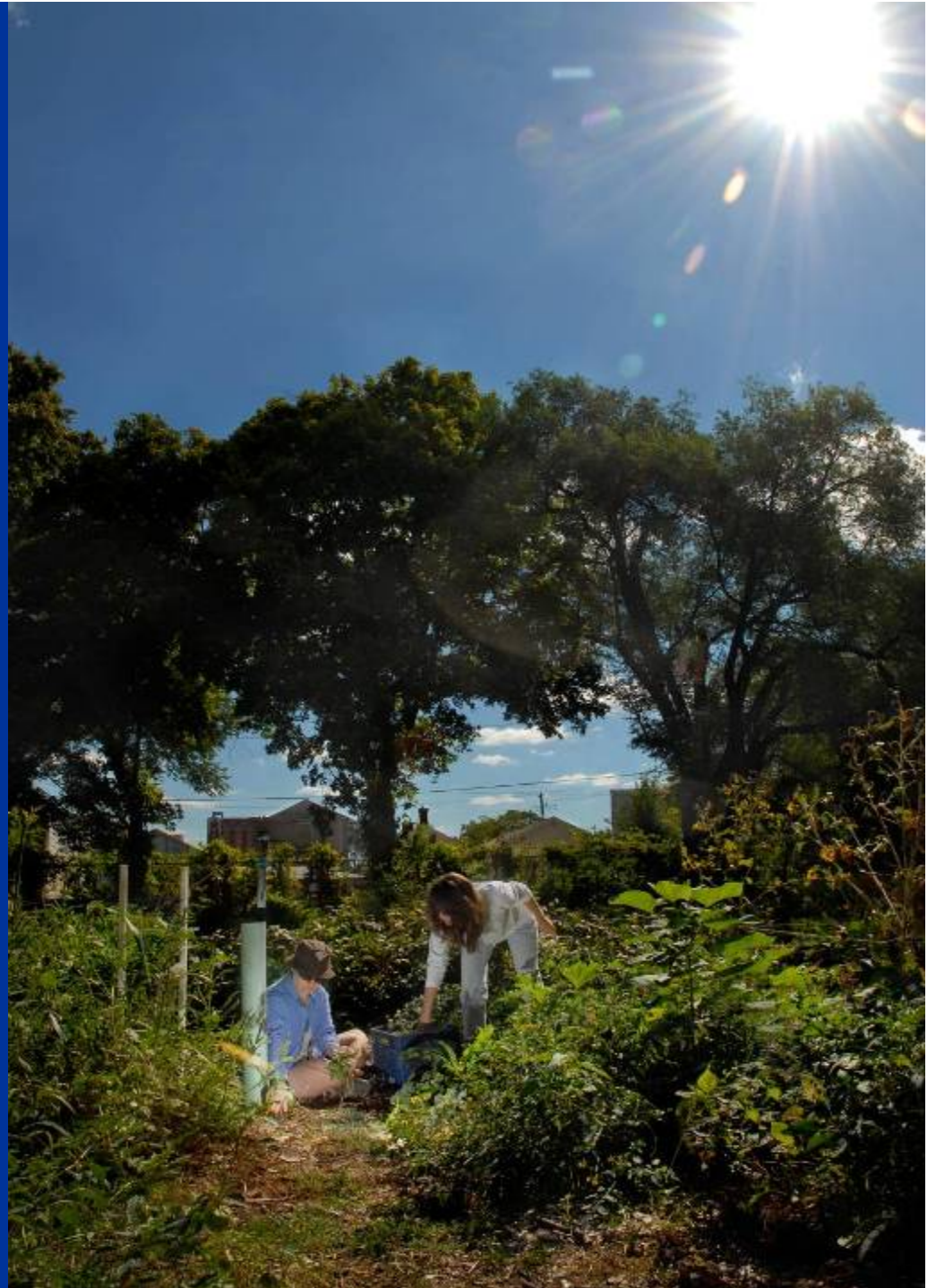
Community Gardens



St. Peter Claver Garden
Louisville, KY

Take Home

1. Partnerships can successfully **integrate**.
2. Look for **collaborative processes and structures** that make the most of the unique contribution of healthy eating and active living advocates.
3. Focusing on both issues can seem like twice the work, but **look for synergies**.



Questions / Thoughts?

Extras...

Publications and References

HEALTHY EATING & PHYSICAL ACTIVITY:
Addressing Inequities in Urban Environments

This document was prepared by Prevention Institute.

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Prevention Institute
 Putting prevention at the center of community well-being

International City/County Management Association
ICMA

Active Living and Social Equity: Creating Healthy Communities for All Residents
 A Guide for Local Governments

Many segments of the population are disproportionately affected by the health consequences of physical inactivity and poor nutrition. However, local governments can respond by planning and designing communities that facilitate healthy lifestyles for all residents. This guide describes how local managers, department heads and local government staff can design healthy communities for all residents, regardless of income, race or ethnicity, age, ability or gender. The guide explains the connections between active living and social equity, provides a toolbox of local government strategies for promoting active living equitably, and highlights notable examples of local initiatives from around the country. A focus on active living and social equity also can serve as a lens through which local governments can address livability needs more generally by removing barriers to economic opportunity, transportation, services and amenities, and overall health and safety. This guide includes: an introduction to the connections between active living and social equity; strategies for promoting active living and social equity in key issue areas, such as walkability and pedestrian safety, bicycling, open space, land use, transportation infrastructure, economic development, school-based strategies, and nutrition access; case studies of successful local initiatives from around the country; and implementation strategies, such as funding, regional collaboration, engaging partners, and promoting awareness of active living and social equity.

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Additional Resources
 Endnotes

Health Disparities

Collaboration

WHAT IS THE WORK OF COLLABORATIVE COMMUNITY PROBLEM-SOLVING?

A LIVING PAPER FROM THE NC COMMUNITY SOLUTIONS NETWORK | AS OF JUNE 2006

The North Carolina Community Solutions Network is dedicated to building the capacity of communities – especially those that are economically distressed – to inclusively and collaboratively address complex community problems and improve the life for all its citizens.

At the core of the North Carolina Community Solutions Network (NCCSN) is work we call collaborative community problem-solving. The purpose of this paper is to define what we mean by collaborative community problem-solving, to describe the tools and methods required to do this work, and to describe the skills required of people who support this work. We invite others into the dialogue of how this work is defined and how it is done in communities across North Carolina.

Though there are many kinds of communities, NCCSN focuses its efforts on place-based communities such as neighborhoods, towns, cities, counties, and regions. NCCSN defines collaborative community problem-solving as: The integrated set of group process, planning, and technical support brought to bear in an organized way in a community, to help that community achieve (1) short and long-term change on “technical” issues of concern (e.g., education, economy, environment, health), and (2) new and long-lasting civic renewal.

Initiating technical changes without civic renewal usually doesn’t solve the problem. Through interviews with dozens of community leaders across the state, we discovered the existence of key capacities in community problem-solving efforts that successfully achieved both technical changes and inclusive and long-lasting civic engagement.

First there were ripe community conditions. There must be a core group of leaders and citizens with the will to change. Another foundation is a critical mass of trusting relationships. Closely related to will and trust is an understanding among leaders and citizens that they are mutually responsible for and capable of action.

Secondly, successful communities used community-led processes. Members of the community set up effective decision-making and organizational structures and learned new skills to work together as a collaborative team.

Finally, the community accessed outside support. They were able to access and generate working knowledge of trends, best practices, emerging thinking, and policy in the areas they wished to address. In addition to access to technical information and advice, they received coaching and other outside support as they developed their collaborative problem-solving capacities.

In addition to these conditions and capacities, in our interviews and research, we heard stories supporting two key assumptions that underlie the work of the NCCSN and its view of the importance of collaborative community problem-solving:

- The best short and long-term solutions result when voices from all sectors of the community are heard; and
- Communities that have a civic culture of inclusion, engagement, and democracy in decision-making are those most likely to succeed economically over the long-term.

NORTH CAROLINA COMMUNITY SOLUTIONS NETWORK
 Working Together To Build Strong Communities

Publications and References

Ann. Rev. Public Health 2006. 27:341-70
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SHAPING THE CONTEXT OF HEALTH: A Review of Environmental and Policy Approaches in the Prevention of Chronic Diseases

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Key Words policy, diet, exercise, physical activity, tobacco

Abstract Given the growing attention on how environmental and policy interventions can affect chronic disease burden, our objectives are to describe (a) effective and promising interventions to address tobacco use, physical activity, and healthy eating and (b) lessons learned from the literature and practice experience in applying environmental and policy approaches. A total of 17 interventions were reviewed, organized across 3 domains affecting the physical environment/access, economic environment, and communication environment. Many of these interventions are effective. Several lessons are important to consider, such as the need to start with environmental and policy approaches, intervene comprehensively and across multiple levels, make use of economic evaluations, make better use of existing analytic tools, understand the politics and local context, address health disparities, and conduct sound policy research.

INTRODUCTION

The origins of modern public health can be traced back to epidemics of now uncommon infectious diseases such as cholera, plague, and leprosy (127). As these diseases were controlled over the past two centuries, the United States and other countries have experienced a dramatic shift toward chronic diseases as the leading causes of death and disability (16, 141). In 1900, the three leading causes of death were pneumonia and influenza; tuberculosis; and gastritis, enteritis, and colitis. These diseases accounted for nearly one third of all deaths. Today, heart disease, cancer, and stroke are the three leading causes of death, accounting for almost two thirds of all deaths. These and other chronic diseases are characterized

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Policy/Env Review

The Role of Built Environments in Physical Activity, Eating, and Obesity in Childhood

James F. Sallis and Karen Glanz

Summary

Over the past forty years various changes in the U.S. "built environment" have promoted sedentary lifestyles and less healthful diets. James Sallis and Karen Glanz investigate whether these changes have had a direct effect on childhood obesity and whether improvements to encourage more physical activity and more healthful diets are likely to lower rates of childhood obesity.

Researchers, say Sallis and Glanz, have found many links between the built environment and children's physical activity, but they have yet to find conclusive evidence that aspects of the built environment promote obesity. For example, certain development patterns, such as a lack of sidewalks, long distances to schools, and the need to cross busy streets, discourage walking and biking to school. Eliminating such barriers can increase rates of active commuting. But researchers cannot yet prove that more active commuting would reduce rates of obesity.

Sallis and Glanz note that recent changes in the nutrition environment, including greater reliance on convenience foods and fast foods, a lack of access to fruits and vegetables, and expanding portion sizes, are also widely believed to contribute to the epidemic of childhood obesity. But again, conclusive evidence that changes in the nutrition environment will reduce rates of obesity does not yet exist.

Research into the link between the built environment and childhood obesity is still in its infancy. Analysts do not know whether changes in the built environment have increased rates of obesity or whether improvements to the built environment will decrease them. Nevertheless, say Sallis and Glanz, the policy implications are clear. People who have access to safe places to be active, neighborhoods that are walkable, and local markets that offer healthful food are likely to be more active and to eat more healthful food—two types of behavior that can lead to good health and may help avoid obesity.

www.futureofchildren.org

James F. Sallis is a professor of psychology at San Diego State University and director of Active Living Research, a program of the Robert Wood Johnson Foundation. Karen Glanz is a professor of behavioral sciences, health education, and epidemiology at Emory University and the director of the Emory Prevention Research Center.

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Youth

Action Model

The screenshot shows the website's navigation menu with links for Active Living Domains, Programs, Resources, Healthy Eating by Design, Community Partnerships, and About ALbD. A search bar and site map are also visible. The main content area features a large image of a child running on a path, with the text 'Our vision is active Americans in healthy communities.' Below this, there is a 'FEATURED COMMUNITY PARTNERSHIP' section for Columbia, MO, and a 'NEWS' section with several articles listed.

Monthly Spotlights

This section includes a map of the United States with markers for 25 community partnership locations. Below the map is a text block explaining the program's goal to increase active living through community design. At the bottom, there is a 'Community Partnership Profiles' section with a small thumbnail image and a brief description of the profiles.

ALbD Partnerships

ALbD Profiles

A stack of several 'ACTIVE LIVING BY DESIGN CASE STUDY' documents, showing various project examples and their descriptions.

A detailed view of an ALbD profile document, showing text, images, and a map of a community area.

Case Studies

The 'LESSONS LEARNED' section features three images: a person on a bicycle, a person in a red wagon, and a group of people. Below the images are two red text boxes: 'Policy and Environmental Change' and 'Sustaining Community Change'.

Lessons Learned