

Slide 1

**CDC's Integrated Approach to Sustainable  
Community Change Using Policy, Systems, and  
Environmental Change Strategies**

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CDC's Healthy Communities Program

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Division of Adult and Community Health

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Slide 2

**Disclosure**

Phyllis Nichols:

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

*No relationships to disclose.*

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Slide 3

**CDC's Healthy Communities Program**  
**\*\* Five Key Elements \*\***

1. Investments in Communities
2. National Networks for Community Change
3. Evaluation and Innovation
4. Tools For Community Action
5. Action Institutes and Training

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Slide 4



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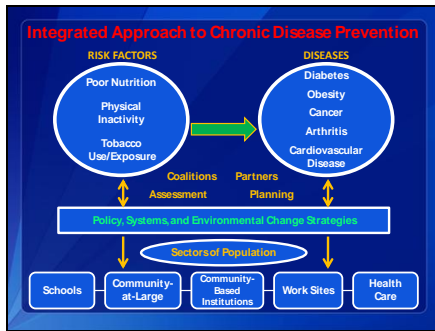
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Slide 5



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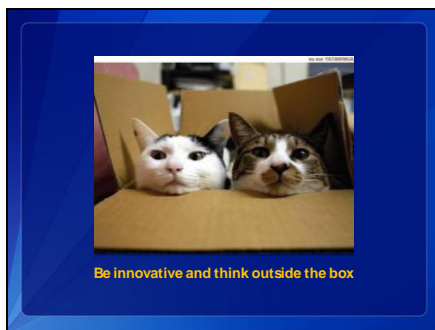
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Slide 6



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Slide 7

### Community Coalition and Leadership Team

- Coalition and Leadership Team Member Examples
  - Mayor, City Council Members
  - Directors/CEOs
  - President/Vice President
  - School District Superintendent/Administrator
  - School Principal, Physical Education/Health Education Teacher
  - School Nurse/Dietitian, Food Service Director
  - College/University Professor, Researcher, Administrator
  - Local business owners/CEOs
  - Faith-based leaders
  - President of a civic organization
  - Community residents

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Slide 8



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Slide 9

### Assessment and Planning

- Community Coalition
- Leadership Team
- Partnerships
- Community Engagement
- Community Assessments
- Community Action Plan
- Five-Year and Annual \* SMART Objectives
- Evaluation Plan
- Sustainability Plan

\*Specific, Measurable, Achievable, Realistic, Time-based

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Slide 10

**Policy, Systems, and Environmental Change Strategies**

- **Increase Access to Good Nutrition**
  - Farm-to-school programs
  - Competitive food guidelines
  - Healthy food and beverage options
  - Restaurant menu-labeling legislation
  - Healthy vending policies
  - School nutrition education curriculum
  - Farmer's Markets (incl. acceptance of EBT cards)
  - Produce gardens in schools and the community
  - Lactation rooms/breastfeeding policies
  - Increase availability of fresh produce in corner stores
  - Retail promotion of healthy foods and beverages
  - Soda-free campaigns



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Slide 11

**Policy, Systems, and Environmental Change Strategies**

- **Increase Opportunities for Physical Activity**
  - Shared use agreements
  - Complete Streets projects
  - Public recreation programs/activities
  - Increase required minutes of physical activity in schools
  - Safe Routes to School/walk- or bike-to-school initiatives
  - Stairwell promotion
  - Neighborhood revitalization projects
  - Dedicated space for physical activity
  - Trail promotions
  - Fitness programs/challenges
  - School curriculum that incorporates physical activity



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Slide 12

**Policy, Systems, and Environmental Change Strategies**

- **Decrease Use of Tobacco/Exposure to Tobacco Smoke**
  - Tobacco Quitlines
  - Community-wide tobacco cessation programs
  - Pricing: Increase price of tobacco products (tax-based)
  - Students Working Against Tobacco (SWAT) Teams
  - Tobacco Prevention Alliances/Task Forces/Coalitions
  - Tobacco-free/smoke-free policies
    - Parks and recreational facilities
    - Athletic fields and sports stadiums
    - Schools
    - College and University campuses
    - Work sites
    - Multi-unit housing
    - Hotels, restaurants, bars
    - City Ordinances



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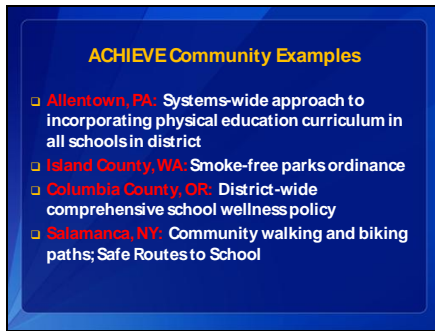
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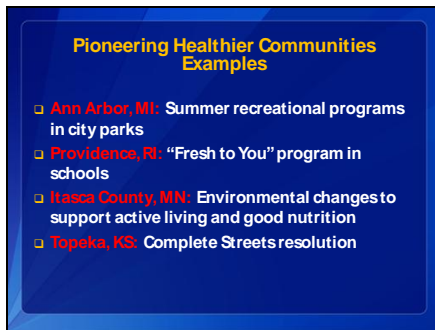
Slide 13



Slide 14



Slide 15



Slide 16

**Strategic Alliance for Health  
Community Examples**

- ❑ **Hamilton County/Cincinnati, OH:** Competitive food guidelines in 2 school districts
- ❑ **DeKalb County, GA:** Community gardens in parks policy
- ❑ **Albany County, NY:** Increasing amount of physical activity during school day
- ❑ **Sault Tribe, MI:** Smoke-free multi-unit housing policy

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Slide 17

**Strategic Alliance for Health  
Mentoring Program**

- ❑ **Mentored communities**
  - Formal Mentoring Program
- ❑ **Provide implementation guides**
  - Comprehensive "how to" guides on implementing PSE change strategies
  - Add to the body of knowledge about PSE change strategies
- ❑ **Action Institute trainings**
  - Other technical assistance




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Slide 18

**Sustainability**

- ❑ **Address Sustainability**
  - Community Action Plans
  - Sustainability Plans
- ❑ **Sustainability Guide**
  - *Sustainability: Community's ongoing capacity and resolve to work together to establish, advance and maintain effective strategies that continuously improve health and quality of life for all.*
  - Step-by-step guide

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Slide 19



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Slide 20

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The findings and conclusions in this report are those of the author(s) and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Division of Community Health, Prevention and Health Promotion  
Division of Adult and Community Health



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