



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# ROLE OF CBOs IN ADVANCING HEALTHIER COMMUNITIES & SPREADING CHRONIC DISEASE PREVENTION PROGRAMS

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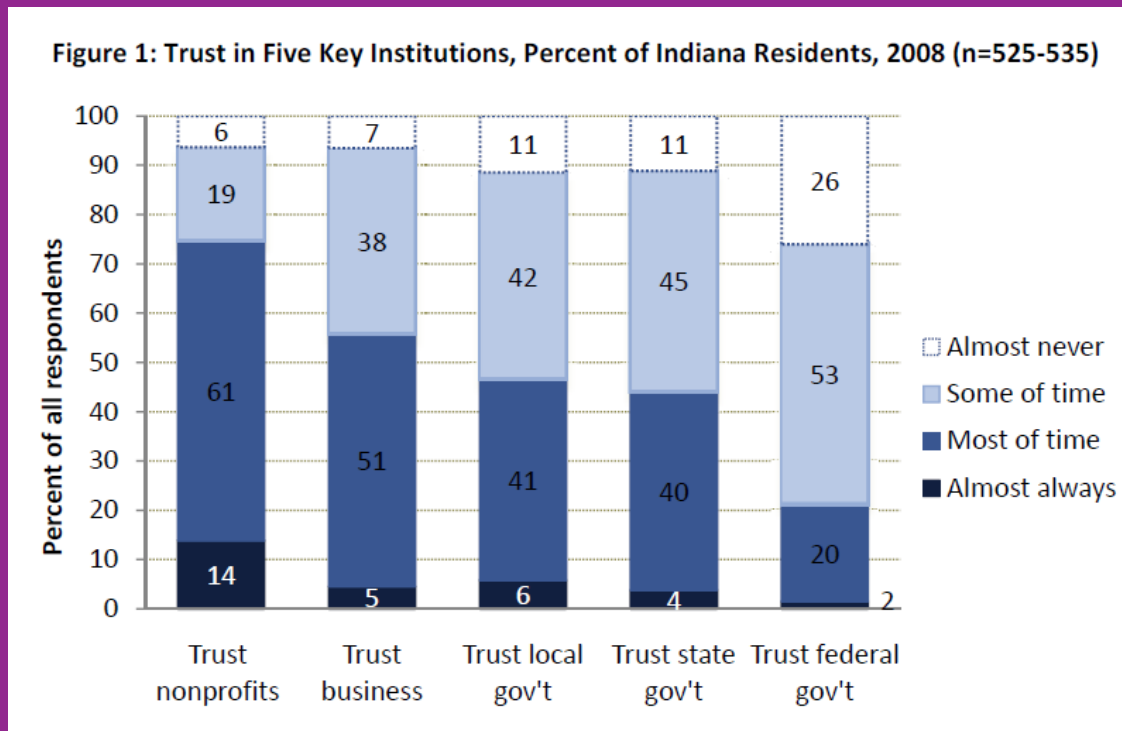
APHA SUMMIT ON HEALTH REFORM  
Denver, Colorado

November 6, 2010



# What *added value* do CBOs bring to advancing Healthier Communities and Chronic Disease Prevention programs?

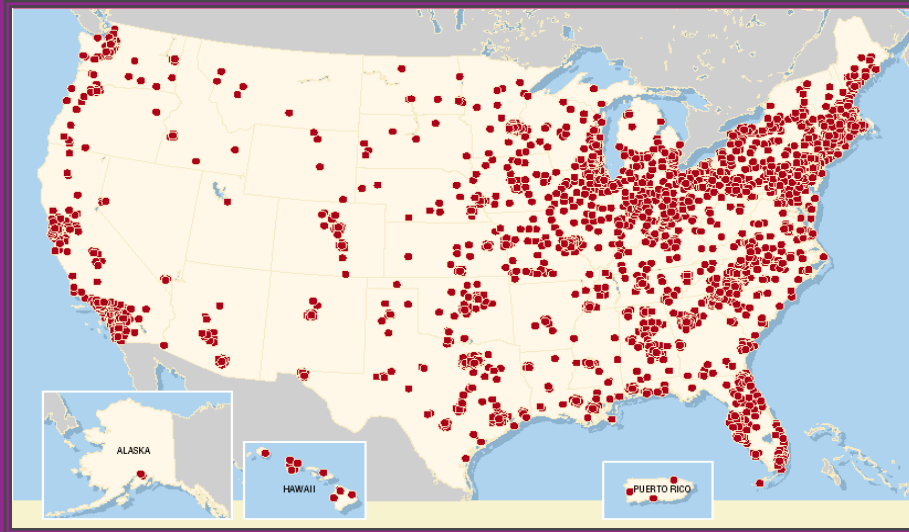
- “Arms , legs, and pulse” of the community
- Trust



- **Bipartisan, “trans-political”, apolitical**
- **Power**
  - Ability to advocate
  - Ability to lobby with organizational funds
  - Ability to raise funds from multiple sources
  - Influential volunteer boards
- **Relationships across multiple sectors and familiarity with working across sectors**
- **Flexible and nimble**
- **Culture of entrepreneurism / the “scrappy” factor**
- **Laboratories to translate science into practice**
- **Cost effectiveness**

# What *added value* do NATIONALLY-NETWORKED CBOs bring to advancing Healthier Communities and Chronic Disease Prevention efforts?

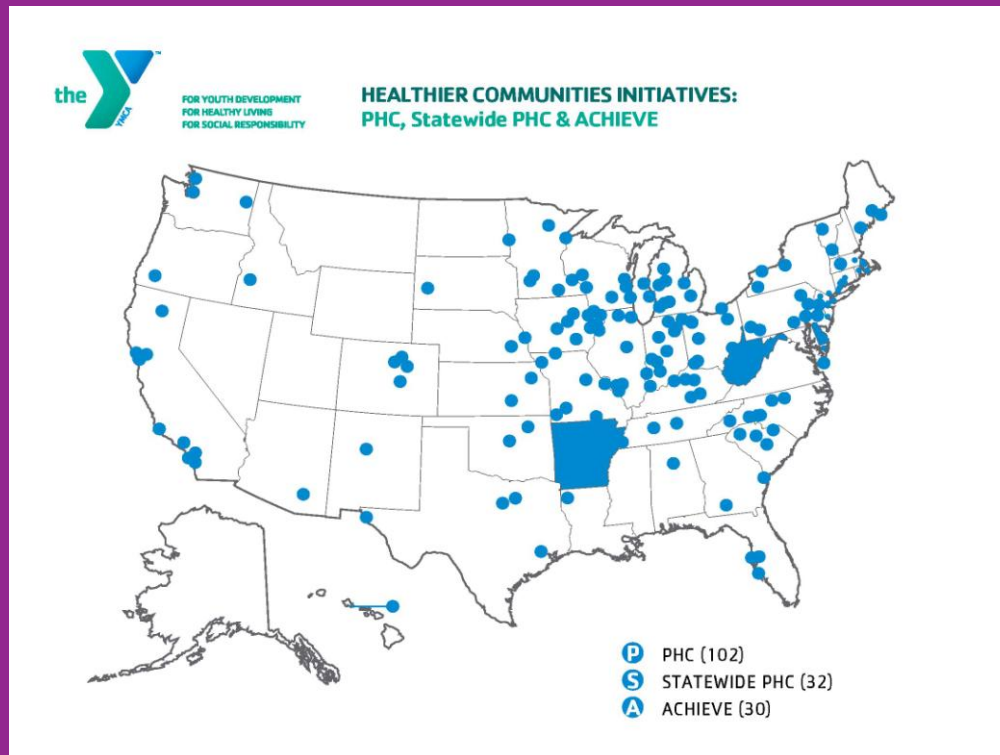
- All of the advantages from previous slide PLUS
- Single point of entry
- Reach



**57% of U.S. households are located within 3 miles of a YMCA**

## ➤ Infrastructure and Systems to Rapidly Scale Up

- Training systems
- Communications systems and channels
- Knowledge management systems
- Ideas and people can spread through the system





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## HEALTHIER COMMUNITIES INITIATIVES: Communities Listed by State

STATE	NAME OF YMCA	YEAR JOINED	
<b>Alabama</b>	Birmingham, AL	2008	<b>P</b>
<b>Arizona</b>	Tucson, AZ	2005	<b>P</b>
<b>Arkansas</b>	Hot Springs, AR	2008	<b>P</b>
	State of Arkansas	2005	<b>P</b>
<b>California</b>	Anaheim, CA	2009	<b>A</b>
	Hayward, CA	2008	<b>P</b>
	Lompoc, CA	2009	<b>P</b>
	Long Beach, CA	2009	<b>P</b>
	Ontario, CA	2009	<b>P</b>
	Orange County, CA	2005	<b>P</b>
	San Francisco, CA	2007	<b>P</b>
	Santa Clara & South San Mateo Counties, CA	2004	<b>P</b>
	Shasta County, CA	2006	<b>P</b>
<b>Colorado</b>	Aurora, CO	2010	<b>A</b>
	Boulder, CO	2004	<b>P</b>
	Colorado Springs, CO	2007	<b>P</b>
	Longmont, CO	2007	<b>P</b>
<b>Connecticut</b>	Central Connecticut Coast	2006	<b>P</b>
	Darien, CT	2009	<b>S</b>
	Hartford, CT	2009	<b>S</b>
	Southington, CT	2009	<b>S</b>
	Wallingford, CT	2009	<b>S</b>
	Waterbury, CT	2009	<b>S</b>
	Wilton, CT	2009	<b>S</b>
<b>Delaware</b>	State of Delaware	2004	<b>P</b>
<b>Florida</b>	Clearwater, FL	2005	<b>P</b>
	Tampa, FL	2004	<b>P</b>
	Venice, FL	2009	<b>A</b>

STATE	NAME OF YMCA	YEAR JOINED	
<b>Georgia</b>	Moultrie, GA	2009	<b>P</b>
	Savannah, GA	2008	<b>P</b>
<b>Hawaii</b>	Honolulu, HI	2009	<b>P</b>
<b>Idaho</b>	Boise, ID	2004	<b>P</b>
<b>Illinois</b>	Bloomington, IL	2010	<b>A</b>
	Chicago, IL	2010	<b>S</b>
	Elgin, IL	2006	<b>P</b>
	Glen Ellyn, IL	2010	<b>S</b>
	Joliet, IL	2010	<b>S</b>
	Kankakee, IL	2010	<b>S</b>
	Oak Park, IL	2010	<b>S</b>
	Peoria, IL	2010	<b>S</b>
	Quad Cities, IL and IA	2006	<b>P</b>
	Quincy, IL	2010	<b>S</b>
	Rockford, IL	2007	<b>P</b>
	Schaumburg, IL	2010	<b>S</b>
	St. Clair County, IL	2008	<b>P</b>
<b>Indiana</b>	Bloomington, IN	2009	<b>A</b>
	Evansville, IN	2009	<b>P</b>
	Fort Wayne, IN	2006	<b>P</b>
	Lawrence (Indianapolis), IN	2008	<b>P</b>
	Noble County, IN	2009	<b>P</b>
<b>Iowa</b>	Black Hawk County, IA	2008	<b>A</b>
	Des Moines, IA	2004	<b>P</b>
	Marshalltown, IA	2005	<b>P</b>
	Quad Cities, IL and IA	2006	<b>P</b>

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STATE	NAME OF YMCA	YEAR JOINED	
<b>Kansas</b>	Topeka, KS	2008	<b>P</b>
	Wichita, KS	2008	<b>A</b>
<b>Kentucky</b>	Burlington, KY	2009	<b>S</b>
	Frankfort, KY	2009	<b>S</b>
	Lexington, KY	2005	<b>P</b>
	Greater Louisville, KY	2006	<b>P</b>
	Madisonville, KY	2009	<b>S</b>
	Owensboro, KY	2009	<b>S</b>
	Paris, KY	2009	<b>S</b>
	Pikeville, KY	2009	<b>S</b>
<b>Louisiana</b>	Shreveport, LA	2005	<b>P</b>
<b>Maine</b>	Mid Coast Maine	2006	<b>P</b>
	Penobscot Bay, ME	2010	<b>A</b>
	Greater Mount Desert Island, ME	2008	<b>A</b>
<b>Maryland</b>	Mid Delmarva, MD	2006	<b>P</b>
<b>Massachusetts</b>	Attleboro, MA	2005	<b>P</b>
	Hockomock Region, MA	2007	<b>P</b>
	New Bedford, MA	2009	<b>A</b>
	Springfield, MA	2010	<b>A</b>
	Worcester, MA	2008	<b>P</b>
<b>Michigan</b>	Adrian, MI	2010	<b>S</b>
	Ann Arbor, MI	2007	<b>P</b>
	Battle Creek, MI	2007	<b>P</b>
	Greater Cadillac Area, MI	2009	<b>P</b>
	Greater Kalamazoo Area, MI	2009	<b>P</b>
	Owosso, MI	2010	<b>S</b>
	Port Huron, MI	2010	<b>S</b>
	Saginaw, MI	2009	<b>A</b>
	West Michigan (Grand Rapids)	2005	<b>P</b>

STATE	NAME OF YMCA	YEAR JOINED	
<b>Minnesota</b>	Albert Lea, MN	2009	<b>P</b>
	Duluth, MN	2009	<b>P</b>
	Fargo ND and Moorhead, MN	2007	<b>P</b>
	Itasca County, MN	2007	<b>P</b>
	Marshall, MN	2005	<b>P</b>
	Red Wing, MN	2008	<b>P</b>
	Willmar, MN	2010	<b>A</b>
<b>Missouri</b>	Fulton, MO	2009	<b>P</b>
	Neosho, MO	2008	<b>P</b>
	Springfield/Greene County, MO	2005	<b>P</b>
	St. Joseph, MO	2009	<b>P</b>
	St. Louis, MO	2004	<b>P</b>
<b>Nebraska</b>	Lincoln, NE	2005	<b>P</b>
	Omaha, NE	2007	<b>P</b>
<b>New Jersey</b>	Burlington County, NJ	2009	<b>P</b>
	Flemington, NJ	2009	<b>P</b>
	Rahway, NJ	2006	<b>P</b>
	Sussex County, NJ	2008	<b>P</b>
	Woodbridge, NJ	2007	<b>P</b>
<b>New Mexico</b>	Albuquerque, NM	2008	<b>A</b>
<b>New York</b>	East Harlem, NY	2007	<b>P</b>
	Rochester, NY	2004	<b>P</b>
	Rye, NY	2005	<b>P</b>
	Salamanca, NY	2008	<b>P</b>
	Syracuse, NY	2010	<b>A</b>
<b>North Carolina</b>	Asheville Area, NC	2007	<b>P</b>
	Belmont, NC	2009	<b>A</b>
	Charlotte, NC	2005	<b>P</b>
	Cleveland County, NC	2008	<b>A</b>
	Guilford County, NC	2009	<b>P</b>
	Winston-Salam, NC	2008	<b>P</b>

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<b>North Dakota</b>	Fargo, ND and Moorhead, MN	2007	
<b>Ohio</b>	Butler County, OH	2009	
	Champaign County, OH	2006	
	Cincinnati, OH	2008	
	Cleveland, OH	2006	
	Defiance, OH	2009	
	Dover, OH	2010	
	Mansfield, OH	2010	
	Marietta, OH	2008	
	Marion, OH	2010	
	Piqua, OH	2010	
	Stark, OH	2008	
	Toledo, OH	2010	
<b>Oklahoma</b>	Oklahoma City, OK	2009	
	Tulsa, OK	2005	
<b>Oregon</b>	Grants Pass, OR	2009	
<b>Pennsylvania</b>	Allentown, PA	2008	
	Chester County (Brandywine Valley), PA	2005	
	Philadelphia, PA	2009	
	Pittsburgh, PA	2004	
	Uniontown, PA	2009	
	Wilkes-Barre, PA	2009	
	York, PA	2010	
<b>Rhode Island</b>	Providence, RI	2007	
<b>South Carolina</b>	Chesterfield/Darlington/Hartsville, SC	2007	
	Columbia, SC	2009	
	Greater Greenville, SC	2005	
<b>South Dakota</b>	Rapid City, SD	2005	

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<b>Tennessee</b>	Bristol, TN	2009	
	Chattanooga, TN	2009	
	Dyersburg, TN	2009	
	Kingsport, TN	2009	
	Memphis, TN	2006	
	Nashville, TN	2008	
<b>Texas</b>	Dallas, TX	2004	
	El Paso, TX	2010	
	Houston, TX	2008	
	Tarrant County (Fort Worth), TX	2005	
<b>Vermont</b>	Burlington, VT	2009	
	Windham County, VT	2008	
<b>Virginia</b>	Eastern Shore, VA	2010	
<b>Washington</b>	Marysville, WA	2007	
	Seattle, WA	2004	
	Spokane, WA	2007	
	Tacoma-Pierce County, WA	2008	
<b>West Virginia</b>	State of West Virginia	2004	
<b>Wisconsin</b>	Dane County (Madison), WI	2005	
	Eau Claire, WI	2010	
	Fox Cities, WI	2006	
	La Crosse, WI	2007	
	Milwaukee, WI	2004	
	West Bend, WI	2008	



**YMCA's DIABETES PREVENTION PROGRAM  
ROLL-OUT SCHEDULE AS OF OCTOBER 15, 2010\***

YMCA	State	CDC- Initiated	UHG- Initiated	Other
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**LAUNCHED IN 2009**

**LAUNCHED IN 2010**

YMCA of Greater Providence	RI	x		
YMCA of Greater Rochester	NY	x		
YMCA of Greater New York	NY	x		
Birmingham Metropolitan YMCA	AL	x		
Tampa Metropolitan Area YMCA	FL	x		
YMCA of the First Coast	FL	x		
YMCA of Greater Fort Wayne	IN	x		
YMCA of Monroe County	IN	x		
YMCA of Greater Seattle	WA	x		
Kandiyohi County Area Family YMCA	MN			x
YMCA of Alexandria	MN			x
YMCA of Greater Indianapolis	IN		x	
YMCA of Metroplitan Minneapolis	MN		x	
YMCA of Greater St. Paul	MN		x	
YMCA of Central Ohio	OH		x	
YMCA of Greater Cincinnati	OH		x	
YMCA of Greater Dayton	OH		x	
Valley of the Sun YMCA	AZ		x	

**All  
launched  
since July  
and all  
currently  
operating  
programs**

- **Fundraising, Leveraging, Sustainability**
- **Cross-subsidy potential**
- **Existing workforce with “cross-skills”**
- **Advocacy and lobbying at local, state, national levels – “grassroots and grasstops”**
- **A base of organizational capacity that allows for nimbleness and the ability to comply with detailed financial and reporting requirements**
- **Data that can “roll-up” from local, regional, state and national levels**
- **Socio-ecological model**

# SOCIO-ECOLOGICAL MODEL



➤ **The proof is in the pudding . . .**

**The people I love the best  
jump into work head first  
without dallying in the shallows  
and swim off with sure strokes almost out of sight.  
They seem to become natives of that element,  
the black sleek heads of seals  
bouncing like half-submerged balls.**

**I love people who harness themselves, an ox to a  
heavy cart,  
who pull like water buffalo, with massive patience,  
who strain in the mud and the muck to move things  
forward,  
who do what has to be done, again and again.**

-- Excerpt from Marge Percy's "To be of Use"