

**Transforming policies, systems, and
environments to achieve healthful
changes across the life course:
The New York City CPPW
Experience**

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APHA
October 2012
San Francisco, CA



Presenter Disclosures

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

No relationships

Co-authors & Special Thanks

- Susan Kansagra, MD, MBA
- Cathy Nonas, MS, RD
- Christine Johnson, MBA
- Karen Lee, MD, MHSc
- Erika Rexhouse, LCSW-R, CLC
- Milton Mino
- Andrew Goodman, MD, MPH
- Chronic Disease Prevention
- Maternal, Infant and Reproductive Services
- Bureau of Epidemiology Services

Overview of NYC

New York City

- 8.4 Million residents
- 5 boroughs
- Many neighborhoods
- Ethnically diverse
 - 35% White
 - 27% Hispanic
 - 24% Black
 - 36% Foreign-born
- 21% live in poverty
- 1.8 million receive Supplemental Nutrition Assistance Program (SNAP)



The Problem

NYC Community Health Survey 2010

- 57% of adults overall and 70% of adults in high-need areas are overweight or obese
- 9.3% of adults report diabetes
- 30.3% of adults drank one or more sugar-sweetened beverages per day on average

How DOHMH Is Addressing Health

- Citywide policies
 - Menu labeling, SNAP proposal, pricing strategies, proposed sugar-sweetened beverage tax
- System-level and sector-based interventions
 - Food procurement, public schools initiatives, Primary Care Information Project monitoring of BMI, BP, Cholesterol
- Neighborhood-based approaches
 - District public health offices in high-need neighborhoods
 - Bodega work, farmers markets, FRESH, etc.
 - Use of targeted media
- High-impact evidence based interventions
- Take Care New York 2012

Take Care New York 2012 Goals

Promote Physical Activity and Healthy Eating

- Reduce the number of adults who consume an average of one or more sugar-sweetened beverages per day from 35.9% in 2007 to 29% in 2012
- Reduce the number of adults eating no servings of fruits and/or vegetables in the previous day from 14.1% in 2004 to 10% in 2012
- Reduce the number of adults who are physically inactive from 29.2% in 2005 to 25% in 2012
- Keep the prevalence of adults who are obese (body mass index ≥ 30) from 22.1% in 2007 to no increase in 2012

Be Heart Healthy

- Reduce the number of premature deaths from major cardiovascular disease from 52.3 per 100,000 in 2007 to 42 per 100,000 people in 2012

Baby-Friendly

Goal: Increase breastfeeding to reduce likelihood of obesity among youth and mothers

Impact: Over 41,000 mothers and babies Citywide

Activities:

- Technical assistance, funding and staff education to 13 NYC hospitals to work towards becoming Baby-Friendly
 - Trained 634 staff in breastfeeding education (261 MDs, 301 RNs, 72 support staff)
 - Trained 127 staff to become Certified Lactation Counselors
 - Improved skin-to-skin rates
 - Developed & updated prenatal and discharge protocols

Food Standards

City Agencies

- **Goal:** Strengthen implementation of food procurement standards in NYC agencies and support implementation of beverage vending standards
- **Impact:** Affects over 290 million meals and snacks served by NYC agencies each year (800,000/day through the DOE) and 4000+ vending machines
- **Activities: Intensive support**
 - Meetings with key stakeholders to activate process
 - RD support on meeting all nutrition standards (e.g. trans fat, sodium)
 - Integration of standards into contracts
 - Compliance assessment

“Move to Improve”

Goal: Support compliance with statewide physical education policy by facilitating system-wide adoption of in-class K-5 physical education by training faculty and staff

Impact: Trained 4,854 elementary school staff across over 500 schools reaching over 200,000 students

Activities:

- Developed curriculum
- Conducted three phases of evaluation:
 - Observational evaluation of K-3 program
 - Accelerometer-based evaluation of K-3 program
 - Observational evaluation of 4&5 program

Stair Use

Goal: Facilitate stair use by facilitating stair access, posting stair-use prompts, and increasing stair visibility and safety

Impact: 900,000 people in NYC buildings

Activities:

- Since 2008, distributed over 29,000 stair prompts to more than 1,000 buildings
- Policy changes:
 - Stairwells opened up and stair prompts posted in city buildings

Active Design Guidelines Implementation

Goal: Facilitate adoption of elements of the NYC Active Design Guidelines (ADGs) by 1,000 architects, designers, planners, developers, building owners, and managers

Impact: Citywide 8.4M New Yorkers

Activities:

- Over 15,000 copies of the Active Design Guidelines (ADGs) distributed since 2010
- Over 2,200 built environment professionals (architects, planners, etc.) received training to incorporate activity promoting features into their design
 - >85% report plans to use strategies in future projects
- 5 planning/design schools included ADGs in their curriculum

Pouring on the Pounds Campaign

Goal: Develop and place media campaigns to increase awareness that sugar-sweetened beverage consumption is harmful to health

Impact: All of NYC residents (~8.4M), particularly those populations more likely to consume sugary drinks

Activities:

- 2012: “Man Drinking Fat” TV placement (May)
- 2011: “Big Sugar” TV and subway placements (Jan & Oct)
- 2010: “Little Sugar” Pouring on the Pounds subway ads (Aug)
- 2010: “Man Eating Sugar” YouTube video (Oct)
 - Part of the CDC’s national TV buy

Food Retail in High-need Neighborhoods

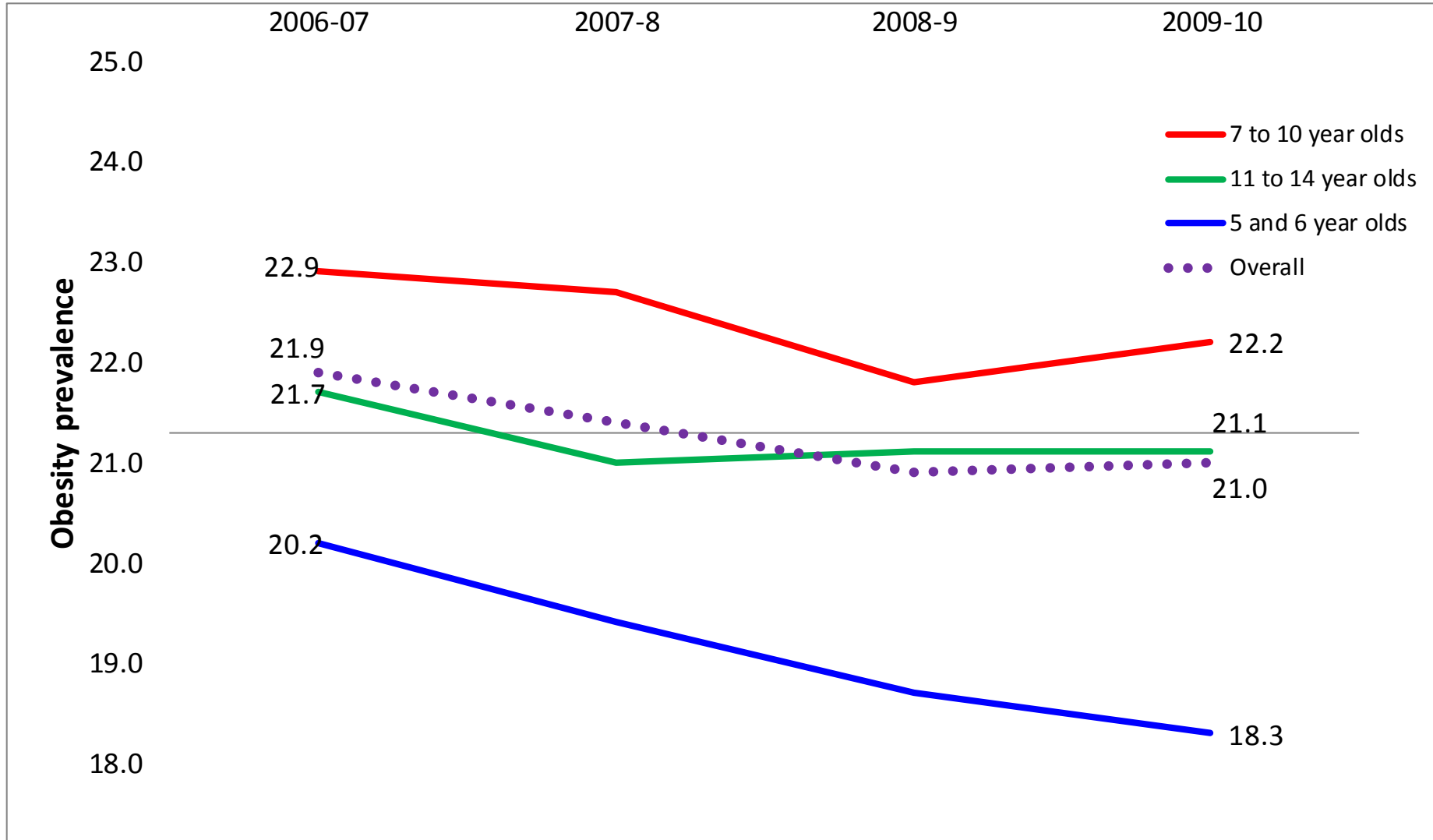
Impact: 2.7M residents of food desert neighborhoods

Activities:

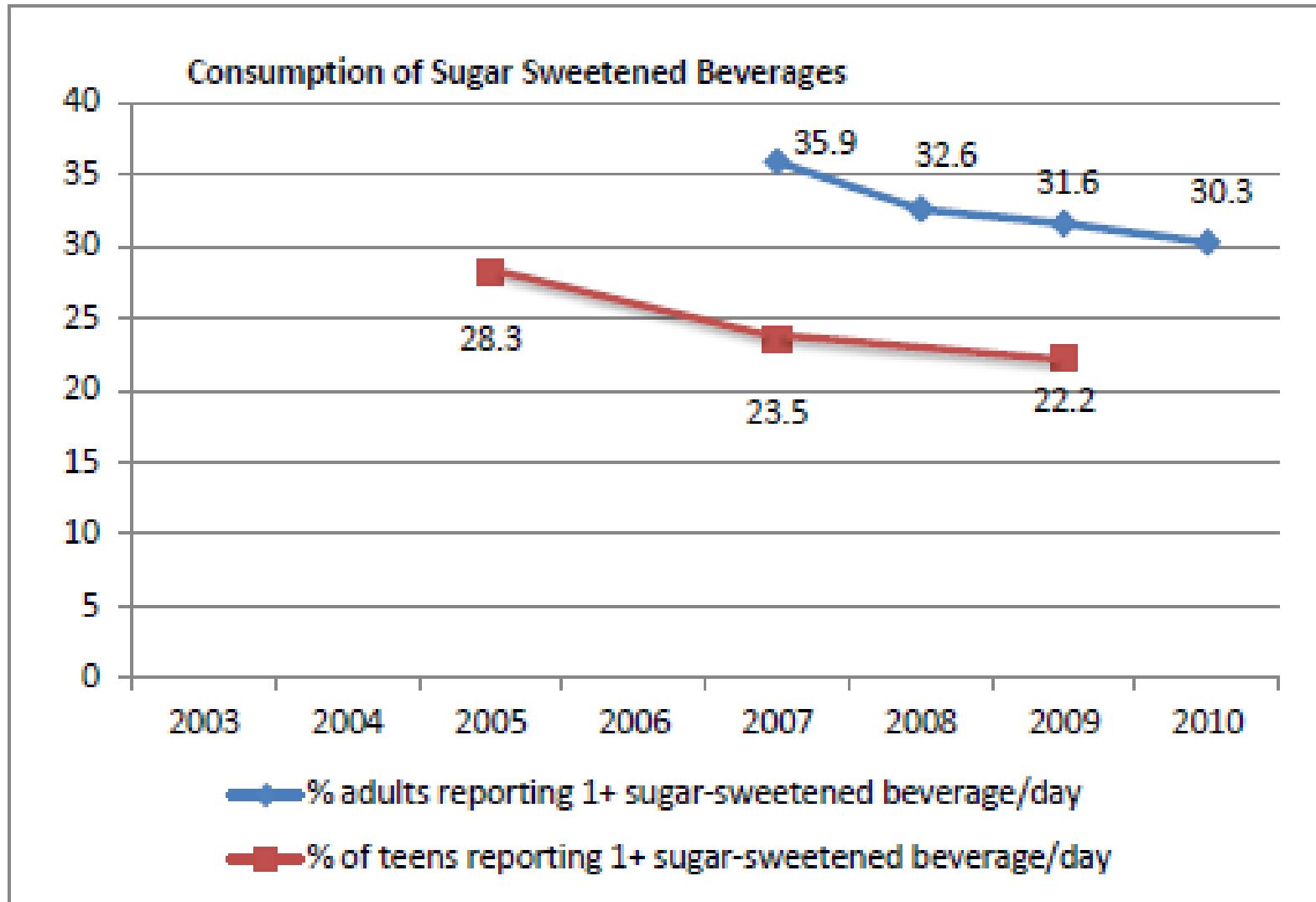
- 402 bodegas compliant with NYS WIC policies or promote WIC-approved items
- 50 grocery stores participated in a 6-8 week intensive program to support placement, quality and attractiveness of produce
- 516 green carts have been issued since 2008
- 66 Farmers' Markets actively collaborate with DOHMH to provide in high-need neighborhoods.

Early Successes

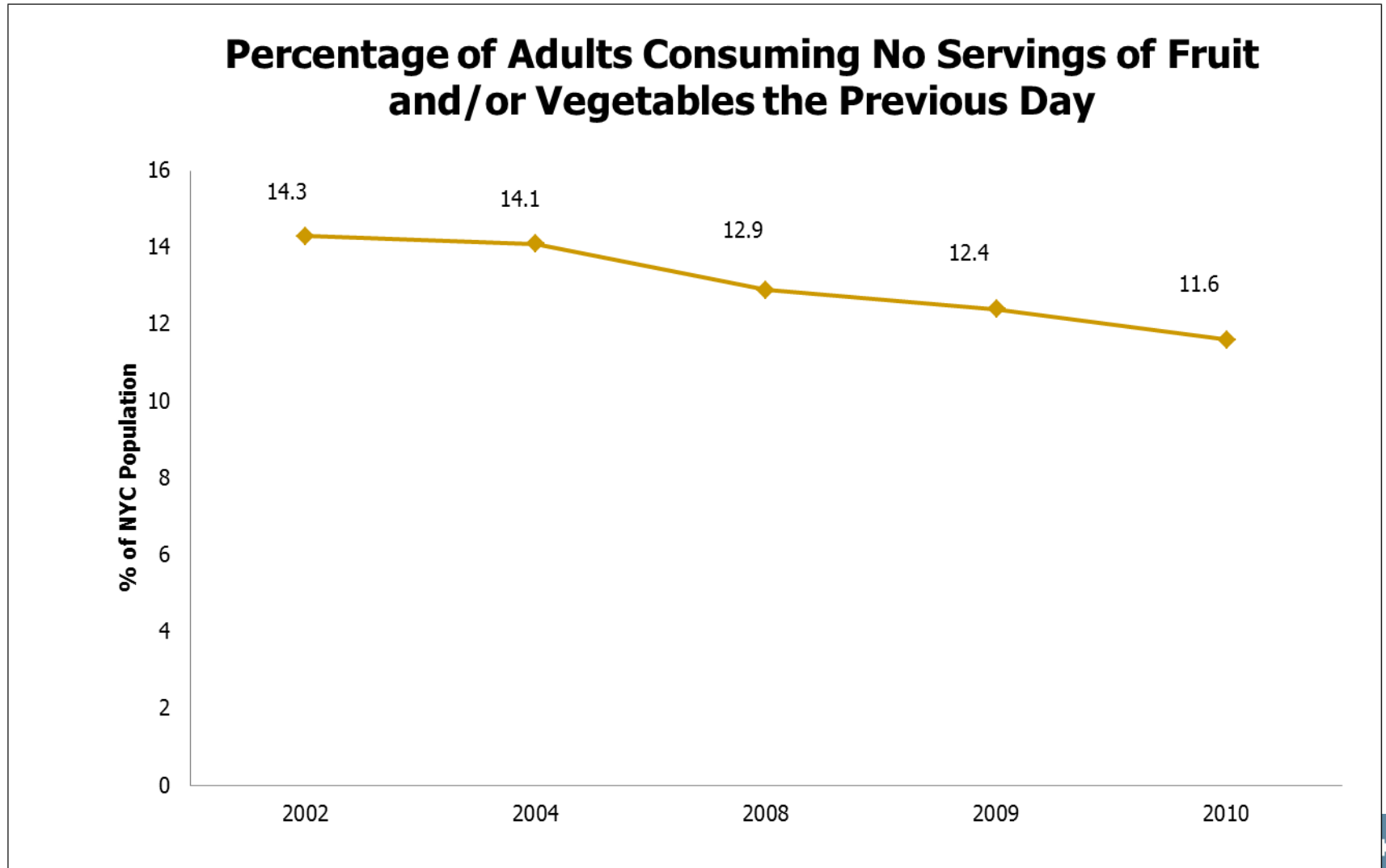
Obesity Prevalence in K-8 Decreased from 21.9% to 21%



Decrease in Sugary Drinks



Decrease in Percent of Adults Eating No Fruits & Vegetables



Thank you!

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