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Community-based Initiatives to Improve Nutritional Outcomes
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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 to Disclose
CTG in Broward County

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Broward Regional Health Planning Council

Michael De Lucca, MHM
President & CEO

Non-Profit health planning entity
Established by Florida Legislature in 1982

Services Include:

• Healthy Families
• Eligibility, Housing and Homelessness
• Substance Abuse and Mental Health
• Public Health Planning
• HIV Planning
• Data Warehouse
• TOUCH
The Broward Regional Health Planning Council’s

Transforming Our Community’s Health

- The only Florida county initiative to receive a Community Transformation Grant from the Centers for Disease Control and Prevention (CDC).
- Funded under the Affordable Care Act.
- A collaborative effort among more than 20 community organization partners and 10 coalitions.

http://www.TOUCHBroward.org/
Community Partners
(Funded and Unfunded Partners)

**Tobacco Free Living**
- American Lung Association
- Broward County Health Department
- Tobacco-free Partnership
- Nova Southeastern University AHEC

**Clinical and Preventive Services**
- Broward Health
- Holy Cross Hospital
- Memorial Healthcare System
- Health Foundation of South Florida
- Broward Community and Family Health Center

**Healthy and Safe Physical Environments**
- Broward Metropolitan Planning Organization
- Smart Growth Partnership
- Urban Health Partnerships

**Active Living and Healthy Eating**
- Alliance for a Healthier Generation
- Broward County Public Schools
- Children’s Services Council
- Consulting Registered Dietitians
- Dietz and Associates
- Early Learning Coalition
- Family Central
- Florida Introduces Physical Activity and Nutrition to Youth (FLIPANY)
- Food for Health, Environment, Economy, and Democracy (FHEED)
- Foundation for a Breastfeeding Culture
- Health Aging Regional Collaborative
- Ruby Natale, PhD, PsyD, Consultant
- Sharon Yeago, Consultant
- South Florida Hospital and Healthcare Association
- South Florida Regional Planning Council
- YMCA of Broward County

**Technical Advisors**
- Nova Southeastern University (Evaluation)
- 2-1-1 Broward (Communications)
- Janisse Rosario Schoepp, Consultant
TOUCH: Four Strategic Directions

- High Quality Clinical & Preventive Services
- Patient-Centered Medical Home, Panel Management & CDSM
- Tobacco Free Living
  - Smoke Free Parks, Campuses and Multi-Unit Housing
- Healthy & Safe Physical Environment
  - Complete Streets & Smart Growth Codes

Active Living & Healthy Eating

Goal: To help ensure all Broward County residents, especially children, low income, and those living in high-need communities, have access to physical activity opportunities and healthful foods.
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**Focus Areas:**
- Baby Friendly Hospitals
- Improve Nutrition, Physical Activity & Screen Time standards in Early Childcare Centers
- Improving Nutrition In-School & in the After-School Public Schools
- Increasing access to healthy foods
Target Broward ZIP Codes with Above County Rates of:
Diabetes, Unhealthy Food Index, % Black Population & Earned Income Tax Credit Return Rates.

Target Broward ZIP Codes: Combined Variables Above County Rates

- **Primary ZIP Codes**
  - All Variables >1
- **Secondary ZIP Codes**
  - At Least RDCR >1 AND EITC > 1

**Diabetes, PQI--3**
- RDCR (2010)
- 1.02 - 1.09
- 1.10 - 1.17
- 1.18 - 1.24
- 1.25 - 1.31
- 1.32 - 3.10

**Unhealthy Food Index**
- rNUFIpd (2012)
- 1.05 - 1.28
- 1.29 - 1.63
- 1.64 - 2.01
- 2.02 - 3.41
- 3.42 - 6.47

**% Black Population**
- County Black Population Rate = 0.26

**Earned Income Tax Credit**
- EITC (2008)
- 0.07 - 1.13
- 1.14 - 1.17
- 1.18 - 1.29
- 1.30 - 1.68
- 1.69 - 2.06

All ZIP Code values above 1 are rates above the County's rate.
Example: 1.50 = 50% more than the County rate. 0.50 = Half of the County rate.
Primary Target ZIP Codes are the intersection of ALL variables with values greater than 1.

Created by Anthony Olivien, FHEED, LLC, 5/6/2012. For planning and educational purposes only.

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Diabetes Rate Relative to Broward County, 2010

Race & Cultural Origin

- White: -38%
- Black: 88%
- Hispanic: -49%
- Asian/Pacific Island: -62%
- Native American: 1%
- Other: -49%

Rate Relative to County Rate of 145 per 100,000

Data acquired from the BRHPC data Warehouse.
Target Broward Census Tracts with Above County Rates of:
% Black Population, Unhealthy Food Index, % Below Poverty
and % Income to Poverty Ratio between %50 to 200%

Target Broward Census Tracts
Combined Variables Above County Rates

Target Tracts
- Primary Target Tracts
- Non-Target Tracts

All Variables confirmed in a spatial regression to predict Long Term Diabetes Rates at the ZIP Code Scale.
Primary Tract = All Diabetes Determinant Variables >1
Example: %Poverty of 1.90 = 50% Higher than County

Economic data: ACS 2010
Demographics data: Census SF 2010
Retail Data: ReferenceUSA 2011-2012

County %Below Poverty Rate = .12
All Variables Grouped by Quintile

Income to Poverty Ratio 50%-200%
Ratio Rate
1.01 - 1.19
1.20 - 1.39
1.40 - 1.61
1.62 - 1.95
1.96 - 3.02

County Income to Poverty Ratio Rate = .26

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Community Market Gardens & Farmers Markets

- Food System Roundtable
- “Growing Growers” Workshop
- Farmers Market Managers Trainings
- Dania Beach PATCH: People’s Access To Community Horticulture
- USDA Farmers Market Promotion Program
- Introduction of Active Living, Healthy Eating and “Health” at Farmers Markets
PATCH Average Weekly Attendance and Sales Trends (February - October 2013)
Positive Impacts of Partnering Gardens & Farmers Markets

Connects Health to Neighborhood Vitality

Intergenerational Learning

Entrepreneurship & Microenterprises

Strengthens Social Connections

Innovative with Proven Examples of Success

Increases Access to Healthy Foods

RawOne Foods
(Hollywood, FL)
- 103 Low Healthful Food Access Areas.
- Over 524,000 People affected.
- Community Development Agency (CRA) Boundaries
- CRAs mandated to change neighborhood “slum & blight” conditions
- Developing partnerships with CRA s to improve healthy food access to neighborhood redevelopment.
Communication

- www.TOUCHBroward.org
  - 2-3 articles posted per week
  - Media Advisory Template
  - Press Release Template
  - Share Stories of Success Big & Small

- Facebook & Twitter
  - http://www.facebook.com/TOUCHBroward
  - http://twitter.com/TOUCHBroward
  - Multiple Posts and Tweets per week
  - Include Partners & Coalitions