



Creating Healthy Communities & Overcoming Barriers through Effective Coalitions

Sarah Ginnetti, RD, LD
APHA Annual Meeting
November 17, 2014



Disclosures

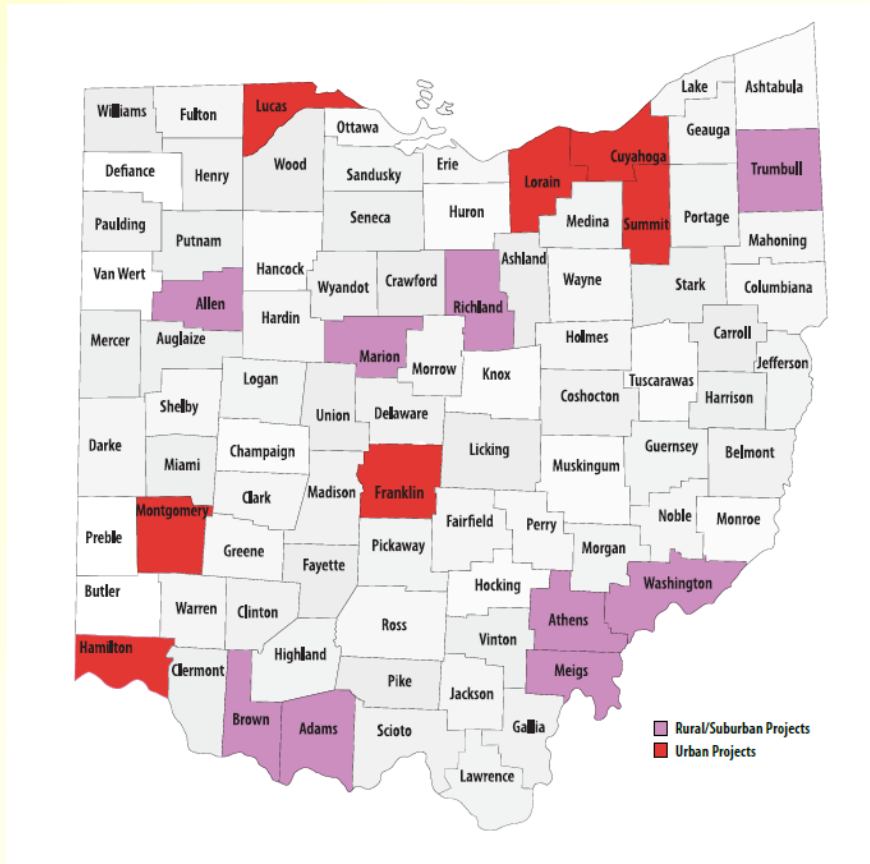
Sarah Ginnetti, RD, LD

- Employer: Ohio Department of Health
 - Creating Healthy Communities (CHC) Program
- Funded by the Centers for Disease Control and Prevention
 - Preventive Health and Health Services Block Grant

The opinions expressed by the author does not necessarily reflect the opinions of CDC or the Ohio Department of Health.



Creating Healthy Communities



- 2010-2014 Grant Cycle
- Funds 16 Counties
- Preventive Health and Health Services Block Grant
- Implements- Policy, Systems, and Environmental Changes
- Initiatives – Nutrition, Physical Activity and Tobacco
- Goal- Reduction of Chronic Disease and Obesity
- Vision- Making the Healthy Choice the Easy Choice

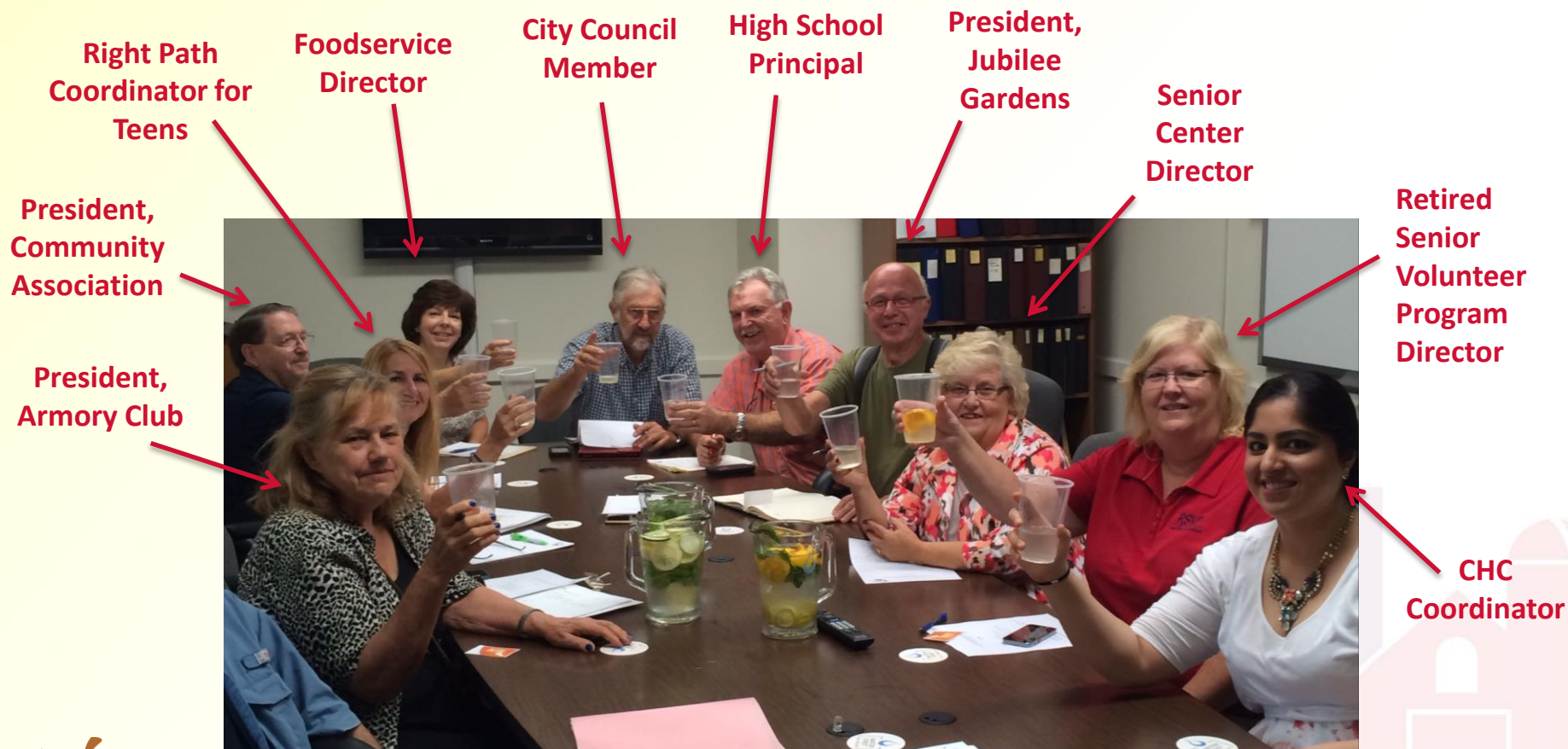


CHC Subgrantee Requirements

- One full time CHC Coordinator
- Work in three priority communities
- Quarterly reporting
- High functioning coalition



Who is on the CHC Coalition?



Washington County CHC Coalition

Access to Healthy/Affordable Food

- **Farmers Markets (SNAP Incentives)**
- Client Choice Food Pantries
- Community Gardens
- Farm to School
- Healthy Vending
- **Healthy Small Retail**
- Breastfeeding Support





FARMERS' MARKET LOCATIONS

For more farmers' market food assistance information, contact 216.429.8200 x212 & www.cccfoodpolicy.org

If you are not currently receiving food assistance through an Ohio Direction Card and would like to apply, please call the Cleveland Foodbank Help Center TOLL FREE at 1.855.736.2667.



• DOUBLE VALUE •
PRODUCE PERKS

LEGEND

- MON TUES WED THU FRI SAT SUN
- ★ WHIC FARMER'S ACCEPTANCE
- ★ WHIC FARMER'S DISTRIBUTION SITES
- ★ FARMER'S MARKET NUTRITION PROGRAM
- ★ FARMER'S MARKET NUTRITION PROGRAM

DOWN TOWN CLEVELAND



PARTICIPATING FARMERS' MARKETS IN CUYAHOGA COUNTY

BROADWAY FARMERS' MARKET
★ E. 65th St. & Kenyon Ave., Cleveland
MON • 4:00P - 7:00P • JUNE - SEPT
RTA: Broadway & E. 55th St. (2, 16, 19, 76)

COIT ROAD FARMERS' MARKET
★ 15000 Woodworth Rd., East Cleveland
SAT (ALL YR) • 8:00A - 1:00P
WED (APR - NOV) • 10:00A - 1:00P
RTA: E. 152nd St. & Noble Rd. (37)

DOWNTOWN FARMERS' MARKET
★ Public Square Ontario & Rockwell (NW Quadrant), Cleveland
FRI • 11:00A - 2:00P • JUNE - OCT
RTA: Tower City Rail Station (Health Line, All Rapid and Bus Lines)

GATEWAY 105 FARMERS' MARKET
★ Corner of Ashbury & E. 105th St., Cleveland
FRI • 3:00P - 7:00P • JUNE - SEPT
RTA: E. 105th St. & Ashbury Ave. (10)

GORDON SQUARE FARMERS' MARKET
★ Cleveland Public Theatre Parking Lot
6415 Detroit Ave., Cleveland
WED • 4:00P - 7:00P • JUNE - SEPT
RTA: W. 65th St. & Detroit Ave. (26, 45, 45A)

GREEN ROAD FARMERS' MARKET
★ St. John Lutheran Church
4386 Mayfield Rd., S. Euclid
THU • 2:00P - 7:00P • MAY - OCT
RTA: Mayfield Rd. & Sheffield Rd. (9)

KAMM'S CORNERS FARMERS' MARKET
★ W. 168th & Albers Ave., Cleveland
SUN • 10:00A - 1:00P • JUNE - OCT
RTA: Lorain Ave. & W. 168th St. (22, 49, 75)

LAKEWOOD EARTH AND FOOD COMMUNITY (LEAF) FARMERS' MARKET
★ Lakewood Library, 15425 Detroit Ave., Lakewood
THU • 5:30P - 8:00P • JUNE - OCT
RTA: Detroit Ave. & Ashbur Ave. (26)

LAKEWOOD FARMERS' MARKET
★ Municipal Parking Lot on Detroit Rd. between Cook & Warren, Lakewood
SAT • 10:00A - 1:00P • JUNE - OCT
RTA: Warren Rd. & Detroit Ave. (26, 83)

MAGGIE'S FARM STAND
★ 3164 W. 61st St., Cleveland
FRI, 4:00P - 6:00P • SAT, 10A - NOON
MAY (SAT ONLY)
JUNE - DEC (FRI & SAT)
RTA: Clark Ave. & W. 61st St. (21, 45, 45A)

NORTH UNION FARMERS' MARKET AT THE CLEVELAND CLINIC, BEACHWOOD
★ Beachwood Family Health & Surgery Center
26900 Cedar Rd., Beachwood
WED • 10:30A - 1:30P • JUNE - SEPT
RTA: Cedar Rd. & George Ziegler Dr. (32)

NORTH UNION FARMERS' MARKET AT CHAGRIN FALLS
★ Band Stand at Triangle Park, Chagrin Falls
SUN • 10:00A - 1:00P • JUNE - OCT

NORTH UNION FARMERS' MARKET AT THE CLEVELAND CLINIC, CLEVELAND
★ 2049 E. 100th St., Cleveland
(in front of the UH Lakeside building)
WED • 10:30A - 1:30P • JUNE - OCT
RTA: Cleveland Clinic (7, 32, 43-43A, 58, 63)

NORTH UNION FARMERS' MARKET AT PLAYHOUSES/CSU
★ E. 14th St. & Euclid Ave., Cleveland
THU • 10:30A - 1:30P • JUNE - OCT
RTA: Euclid Ave. & E. 13th St. (61, Health Line, 63)

NORTH UNION FARMERS' MARKET AT CROCKER PARK
★ Crocker Park Blvd., Westlake
(Between Vine and Main St. in front of Dick's)
SAT • 9:00A - 1:00P • APR - DEC
RTA: Union Ave. & Main Ave. (25, 49, 55F)

NORTH UNION FARMERS' MARKET AT OHIO CITY
★ Skyline Financial Group Parking Lot
West 25th St., Cleveland
SUN • 11:00A - 2:00P • JULY - SEPT
RTA: W. 25th St. Rapid Station (Red Line) / W. 25th St. & Euclid Ave. (20, 21, 22, 35, 45-45A, 79A-E, 81)

NORTH UNION FARMERS' MARKET AT SHAKER SQUARE
★ Shaker Square, Cleveland
SAT • 8:00A - 12:00P • APR - DEC
RTA: Shaker Square Rapid Station (T1, Blue, Green Lines)

NORTH UNION FARMERS' MARKET AT UNIVERSITY HOSPITAL
★ 2074 Adelbert Rd., Cleveland
(in front of the UH Lakeside building)
THU • 10:30A - 1:30P • JUNE - OCT
RTA: Adelbert Rd. (43/43A, 58)

OHIO CITY FARM STAND
★ W. 24th St. & Bridge Ave., Cleveland
(Ohio City behind CMHA's Riverview)
FRI & SAT • 9:00A - 3:00P • JUNE - NOV
THU • W. 25th St. Rapid Station (Red Line) / W. 25th St. & Euclid Ave. (20, 21, 22, 35, 45-45A, 79A-E, 81)

TREMONT FARMERS' MARKET
★ Lincoln Park, Cleveland
(W. 14th St. between Kenilworth & Starkweather)
TUES • 4:00P - 7:00P • APR - SEPT
RTA: Starkweather Ave. & W. 14th St. (81)



Access to Physical Activity

- **New/Repaired Parks and Playgrounds**
- Safe Routes to School
- Bike/Pedestrian Infrastructure
- **Multi-use Trails**
- Shared Use
- Complete Streets
- Crime Prevention through Environmental Design







Tobacco Free Environments

- Smoke Free Multi-Unit Housing
- Tobacco Free Schools
- **Tobacco Free Universities**
- Tobacco Free Parks and Playgrounds
- Discouragement of Tobacco Sales in Small Retail

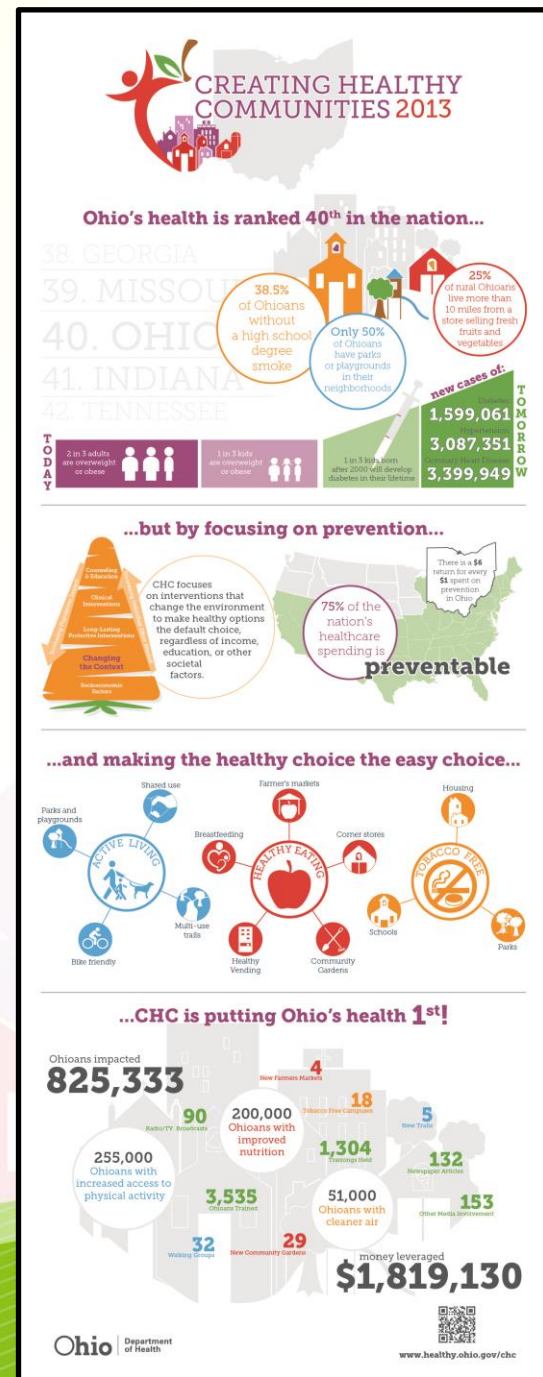




2013 Program Impact

- **Ohioans Impacted: 825,333**
 - 200,000 improved nutrition
 - 255,000 increased access to PA
 - 51,000 breathing cleaner air
- **Funds Leveraged: \$1,819,130**
- 90 Radio/TV Broadcasts
- 193 Newspaper Articles

*visit www.healthy.ohio.gov/chc to view our success stories and infographic



Coalition Evaluation Survey

- **267** total responses
- Average response rate per county: **16**
- **86%** care about the accomplishments of the coalition
- **79%** feel a sense of improving the health of the community
- **79%** developed new collaborative relationships



Key Informant Interviews

This program is very important for our community. It has been a life changer for us, and for a lot of other people... there has [been] a great return on investment for the CHC program.

We've had bumps along the way and it hasn't been easy... sometimes it can be overwhelming but we've made worthwhile and sustainable achievements. The county is better than it was 5 years ago.

A few people can come together and make something happen even with limited resources.

The work is so important because it is not being done elsewhere in a comprehensive and collective way. I'm grateful we have this program in our county. We need the resource.



Future Steps

- 2014 Success Stories
- 5 year Comprehensive Evaluation
- 2015-2019 Grant Cycle: 23 Counties
- Coordination with CDC's State and Local Public Health Actions to Prevent Obesity, Diabetes, and Heart Disease and Stroke (1422 Grant)



Contact

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