

Creating Healthy **COMMUNITIES**

Success Stories from **ACHIEVE**



Chronic Disease Prevention: *A Wise Investment*



Today's biggest health challenge is chronic disease, in fact:

- Seven out of 10 people, or more than 1.7 million, will die of a chronic disease.
- Just five chronic diseases – heart disease, cancer, stroke, chronic obstructive pulmonary disease, and diabetes – are responsible for more than 2/3 of all deaths every year.

A great burden of disability and diminished quality of life stalks Americans of all ages due to chronic disease – creating an economic burden borne by American taxpayers and businesses:

- Diabetes is the primary cause of amputation, adult blindness and kidney failure.
- Arthritis is the number one cause of disability, affecting nearly one in three adults.
- Stroke has left 1 million Americans with disabilities and many can no longer perform daily tasks such as walking or bathing without help.

The movement toward healthy communities led by groups like the Robert Wood Johnson Foundation, YMCA, National Association of Chronic Disease Directors, America on the Move and others – implemented and supported by the Centers for Disease Control and Prevention and state health departments – is having an impact in communities large and small.

Thanks to projects such as ACHIEVE, neighborhoods, schools, faith institutions and work places are gradually becoming places where healthy choices are easier choices. To make a significant impact on improving the lives of Americans, reducing healthcare costs, reforming our system, and promoting health equity we need to invest even more in prevention activities like those described in this publication and taking place in ACHIEVE communities. NACDD is building the capacity of the states and territories to prevent and control chronic disease – an investment that can save lives, improve quality of life and reduce healthcare costs.

David P. Hoffman, M.Ed. C.C.E.
Chair, Legislative and Policy Committee
Member, Board of Directors
National Association of Chronic Disease Directors

Jennie Hefelfinger, MS
ACHIEVE Project Director
National Association of Chronic Disease Directors



ACHIEVE Makes an Impact

The National Association of Chronic Disease Directors (NACDD), along with partner organizations, is advancing the nation's efforts to prevent chronic diseases and related risk factors through a collaborative approach called Action Communities for Health, Innovation, and EnVironmental ChangE (ACHIEVE), supported by the Centers for Disease Control and Prevention Healthy Communities Program.

Significant ACHIEVE impacts resulting from policy, systems, and environmental strategies:

More than \$10 million leveraged by NACDD ACHIEVE communities over their initial funding

Over 3.3 million people with more opportunities for a healthy lifestyle, including these:

- 10,000 people have better access to fresh fruits and vegetables in five communities that developed community gardens
- 7,000 people have better access to fresh fruits and vegetables because their local farmers markets now accept senior fruit and vegetable coupons and WIC vouchers for purchases
- 200,000 people live in a community where healthy choices are marked on restaurant menus
- 35,000 residents live in communities with Complete Streets policies in place, making streets safe for pedestrians and bicyclists
- 17,000 students can safely walk to school because their communities have implemented Safe Routes to School
- 7,000 students are more active at school because of implementation of a daily 10-15 minute walk or an "active recess" policy
- 100,000 people now have healthy food and beverage options at their place of worship as a result of health-promoting policies
- 8,000 workers have physical activity options at their workplace, including indoor and/or outdoor walking paths
- 15,000 employees have healthier items to choose from in the vending machines at work
- 1,500 county employees are protected from second-hand smoke by a tobacco-free workplace policy

NACDD is advancing an ACHIEVE strategic communications plan by creating social media sites – Facebook, Twitter, YouTube and Flickr – and posting audio podcasts available at www.achievecast.com. These social media channels are updated regularly with timely health-related information, community photos, videos and podcasts highlighting ACHIEVE community successes.

NACDD ACHIEVE is now connected to hundreds of national organizations, federal agencies, and other healthy community efforts. Many ACHIEVE communities started their own social media sites to sustain their initiatives and ACHIEVE is now sharing the impact of these efforts with a broad audience. For more information, go to <http://www.chronicdisease.org> and click on 'ACHIEVE' to follow ACHIEVE online. For a complete listing of funded communities, please visit the ACHIEVE Web site at www.achievecommunities.org or the CDC Healthy Communities Program Web site at www.cdc.gov/healthycommunitiesprogram/.

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NACDD/YMCA National Partnership

Early Success Demonstrates Value of Community Change Model

Public Health Issue

- Policies and the community environment affect the health of a community's residents.
- Increasing opportunities for physical activity, improving access to healthy food, and assuring tobacco-free living are vital community strategies for preventing chronic disease.

ACHIEVE Community Action

- Action Communities for **H**ealth, **I**nnovation, and **E**nvironmental Change (ACHIEVE) applies lessons learned from local action demonstrating the value of a community model using health departments and YMCAs as trusted conveners.
- Initially implemented through a partnership between the National Association of Chronic Disease Directors and the YMCA of the USA, with support from the Centers for Disease Control and Prevention, ACHIEVE funded ten communities in 2008, selected using a competitive process, to promote community environmental and policy change for the prevention of chronic disease and to provide people with healthy opportunities where they live, work, play, and learn.
- ACHIEVE helps communities form diverse, multi-sector coalitions called Community Health Action Response Teams, provides technical assistance and support to help team members learn effective community change strategies, and supports development of community action and local implementation efforts.

CONTACTS

Jennie Hefelfinger
National Association of Chronic Disease Directors
hefelfinger@chronicdisease.org

Monica Hobbs Vinluan
YMCA of the USA
monica.vinluan@ymca.net



impact

ACHIEVE teams are actively engaged in policy change:

- New city ordinances are reducing youth tobacco exposure
- A new school walking policy has students and adults walking for ten minutes every day
- Policymakers show they support change generated by ACHIEVE's broad community teams more eagerly than that proposed by individuals or narrowly-focused groups

ACHIEVE teams are actively improving systems:

- A school system is implementing a more 'fitness-oriented' physical education curriculum
- A healthcare system is implementing a reminder system to help healthcare providers refer smokers to local tobacco cessation programs

ACHIEVE teams are actively improving environments:

- Healthy worksite environment change principles developed in an ACHIEVE community are being applied in offices around the nation, expanding ACHIEVE benefits
- A new community trail developing in an ethnically diverse community will improve residents' previously-limited access to safe physical activity opportunities
- A community team is applying a geographic information system to map parks, open space, grocery stores and other health-related community features for better planning

Wrangell, Alaska

Growing a Healthier Community

Public Health Issue

- Sixty-five percent of Alaska adults are overweight or obese. Southeast Alaska Natives, a quarter of the population of Wrangell, a small community on Alaska's Inside Passage, have an even higher rate of obesity and overweight.
- Physical activity and healthy diet, including getting recommended amounts of fruits and vegetables, are important for helping people achieve and maintain a healthy weight but many Wrangell adults eat less than 2 servings of vegetables a day and about half eat less than 2 servings of fruit per day according to a community survey.
- All but a fraction of the food sold in Wrangell grocery stores and restaurants is from places outside of Wrangell and most is from outside the state of Alaska.

ACHIEVE Community Action

- Wrangell, Alaska is funded by the National Association of Chronic Disease Directors as an ACHIEVE (Action Communities for Health, Innovation, and EnVironmental Change) community with support from the Centers for Disease Control and Prevention.
- A community health action response team was organized and trained at an Action Institute, setting goals to increase the availability of locally grown produce (to benefit health and the local economy) and to increase physical activity of local residents and to take advantage of opportunities to reduce tobacco exposure.

CONTACTS

Kris Reed
Wrangell Medical Center
907-874-7196
kreed@wmcmail.org

Mari Selle-Rea
Wrangell Medical Center
907-874-7166
mselle@wmcmail.org

impact

ACHIEVE funding helped the community organize to leverage a \$100,000 grant to build a greenhouse for local vegetable production – aiding the local economy, supporting good health and helping to overcome challenging climate issues for local food production.

An additional \$70,000 USDA grant will fund grow lights and a renewable energy source, powering the greenhouse to supply produce for a newly established, local farmer's market.

A 'Communities Take Root' initiative facilitated in part by ACHIEVE garnered a fruit orchard for Wrangell estimated at \$1,200 to \$2,400 in value.

Local food harvesting guides, through 'Hike & Harvest,' are trained by the Southeast Alaska Regional Health Consortium and are actively promoting collection of native berries, greens and shoots to increase local fruit and vegetable consumption.

Workplaces are providing free membership to the borough owned Parks and Recreational facility for employees – recent usage figures show an increase of over 6,000 visits to the gym since the start of this practice. Local employers are also participating in a certification program on workplace wellness.

A one day 'smoke-out' campaign led the local bars to go smoke free for an evening. The bowling alley and American Legion bingo games became entirely smoke-free in the last year – a step toward comprehensive clean air initiatives.

Public Health Issue

- In Mendocino County there are an average of two fast food restaurants and convenience stores for every one produce vendor.
- Nearly 43% of Mendocino County 5th, 7th and 8th graders are overweight or obese.
- Sixteen percent of Mendocino County adults and teens smoke.

ACHIEVE Community Action

- Mendocino County receives funding from the National Association of Chronic Disease Directors (NACDD) for the Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative, a partnership with the Centers for Disease Control & Prevention and four national organizations, including NACDD.
- The Mendocino County ACHIEVE Community Health Action and Response Team (CHART) members assessed their organization or community's policies and environments and selected objectives related to reducing smoking and improving access to healthy food and physical activity. The coalition has assumed the role of Tobacco Control Program Coalition & Community Transformation Grant Coalition to sustain ACHIEVE efforts.



impact

The Fort Bragg City Council approved a Healthy Cities resolution and is moving forward with a tobacco licensing ordinance to enforce restrictions on tobacco sales to minors which will likely reduce minors' tobacco use. The resolution pledges to establish and implement an employee wellness policy to encourage employees to walk and bike during the work day and to set nutrition standards for food offered at city events and meetings.

Ukiah Valley Medical Center instituted a healthy food environment policy to address nutritional labeling, eliminate ads for unhealthy foods, and incentivize consumption of healthier items. This policy will extend throughout the Adventist Health system in 2012-13.

Schools and school districts are making healthy choices easier for students in various ways: increasing fresh fruit and vegetable options for students, creating a salad/fruit bar, offering only 'nutritious snacks' during the school day, and working with youth advocacy groups to fully implement district wellness policies.

Laytonville Healthy Start now provides fresh fruits and vegetables for every snack, has eliminated sugar-sweetened lemonade and limited kids' time spent in front of the computer during after-school program. Policies are now being developed to ensure sustainability.

Mendocino ACHIEVE leveraged additional funds to implement policy and environmental changes to make healthy living easier: \$30,000 from the California Obesity Prevention Program and \$237,000 from a Community Transformation Grant.

CONTACTS

Tina Tyler-O'Shea
Mendocino County Health Department
707-472-2613
tylert@co.mendocino.ca.us

Linda Helland
Mendocino County Health Department
707-472-2727
hellandl@co.mendocino.ca.us

Eastern Highlands, Connecticut

Cumulative Change for Health

Public Health Issue

- Chronic disease is a growing public health concern because of its impact on community health and the significant costs for health care related to controlling and managing these diseases.
- Many chronic diseases are caused by modifiable risk factors such as a lack of physical activity, poor food choices, obesity, and tobacco use.
- Active community coalitions can facilitate change in the local health environment and in local policies to increase opportunities for physical activity and healthy food access - demonstrated to be an effective way to improve health and reduce chronic disease.

ACHIEVE Community Action

- The Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative applies a community model using health departments and local organizations as trusted conveners and community coaches. The National Association of Chronic Disease Directors awarded an ACHIEVE grant and provides technical assistance to the Eastern Highlands Health District in Connecticut using funding provided by the Centers for Disease Control and Prevention.
- The Eastern Highlands Health District provides local public health services to ten towns in Eastern Connecticut. Local community key informants were tapped to form a Community Health Action Response Team and members were trained on the use of the ACHIEVE model at an Action Institute. Resources developed by the Centers for Disease Control and Prevention, such as the CHANGE Tool, were used to assess the community and identify areas for change which the team is actively pursuing.



impact

The most important impact in this community is that key decision makers are now looking at ways to improve the community and health outcomes using the ACHIEVE approach of policy, systems, and environmental change based on best practices.

Among the changes in policy and environment:

- The Mansfield BOE established a pre-kindergarten healthy snack policy and put the issue of sugar-sweetened milk on the agenda as a recommended obesity-prevention strategy.
- The Tolland BOE adopted a lactation protocol to accommodate lactating women during the work day.
- The Town of Coventry Parks and Recreation Department implemented a healthy snack policy and developed a protocol for enhanced opportunities for active living.
- Three of the largest member towns are reviewing planning regulations related to open space, paths, and sidewalks to improve opportunities for active living.
- The Eastern Highlands Health District is changing the temporary food permit application to encourage 50% healthy choices, such as water, fruits and whole grains, on event menus.

CONTACTS

Ande Bloom
Eastern Highlands Health District
860-429-3325
BloomA@ehhd.org

Bette Day Stern
Mansfield Parks and Recreation
860-429-3015, ext. 106
bette.stern@mansfieldct.org

Northeast Connecticut

Assuring Healthier Food Access and Physical Activity

Public Health Issue

- The Northeast District Department of Health serves northeastern Connecticut, an area of the state with higher-than-average rates of diabetes, cardiovascular disease and asthma, as well as limited transportation options, significant numbers of residents living at or below the poverty level, a lack of funding for built environments, and a general lack of awareness of the connection between policy and environment and opportunities for healthy, active living.

ACHIEVE Community Action

- The Action Communities for Health, Innovation, and EnVironmental ChangE (ACHIEVE) initiative applies a community model using health departments and local organizations as trusted conveners and community coaches. The National Association of Chronic Disease Directors awarded an ACHIEVE grant and provides technical assistance to HealthQuest Northeast Connecticut using funding provided by the Centers for Disease Control and Prevention.
- HealthQuest Northeast Connecticut, a coalition of policymakers, stakeholders, community coaches and members, is implementing a successful model for environment and policy change to increase physical activity and enable better food access.
- HealthQuest launched the *WriteSteps School Walking Initiative* pilot project to add a daily walk at school in the Plainfield school system. To add instructional value, students discuss an academic topic while walking and journal about it upon return to the classroom. Pedometers were provided by HealthQuest Northeast Connecticut and partner Day Kimball Healthcare.
- The coalition is actively creating a northeast Connecticut Food Policy Council to address issues of food security, access and procurement. The local Chamber of Commerce, also an HQ partner, is developing an on-line worksite wellness tool.

impact

Over 3,400 elementary school children in seven schools are getting an extra 50 minutes of physical activity each week through the *WriteSteps* no-cost school policy option which also improves school compliance with national physical activity standards.

Plainfield School data suggest that disciplinary referrals have decreased, writing scores have improved and the percentage of students passing the physical fitness component of the Connecticut Mastery Tests has increased dramatically. Says one student about the daily walk, "I think *I think* better..."

The local food policy council is actively seeking funding to increase the value of SNAP benefits used at participating farmers markets in order to improve healthy food access.

A local state senator and coalition member is spearheading an initiative to apply a nutrition value score to foods procured for local schools, ensuring healthier food access for students.

HealthQuest partner Day Kimball Healthcare adopted a campus-wide smoke-free policy.



CONTACTS

Linda J. Colangelo
Northeast District Department of Health
860-774-7350, ext. 14
lcolangelo@nddh.org

Cherie Poirier
Quinebaug Valley Community College
860-208-6562
cpoirier1@qvcc.commnet.edu

Norwalk, Connecticut

Promoting High-Impact Policies to Prevent Child Obesity



impact

The Norwalk YMCA, an afterschool provider for elementary school children, adopted a water-only policy to ensure that kids avoid the extra calories in sugary beverages, prioritized active enrichment which blends physical activity with learning, and added a nutrition curriculum to elementary school enrichment programs to foster healthy food choices. Making these practices a formal policy ensures their sustainability; kids and parents support the ‘culture’ changes.

Workshops are raising awareness and spurring action to extend healthy food and activity policies to daycare centers, Head Start, schools, and organizations that reach children in many settings with the local model described above creating a ‘best practice’ example.

Public Health Issue

- More than a third of Norwalk public school students are overweight or obese with minority students and students in lower-income families at highest risk.
- The obesity rate for Norwalk 9th and 10th graders is nearly twice state and national averages.
- To reduce childhood obesity and its chronic disease consequences such as diabetes, communities must raise awareness, adopt wise food policies and improve the environment to enable children to choose healthy foods, be active and grow up healthy.

ACHIEVE Community Action

- Action Communities for **H**ealth, **I**nnovation, and **E**nVironmental **C**hange (ACHIEVE) funds Norwalk, Connecticut to develop and implement community policies and environmental changes to prevent chronic diseases and their risk factors using a collaborative approach that is supported by the Centers for Disease Control and Prevention’s Healthy Communities Program.
- The Norwalk Childhood Obesity Prevention Committee, formed around the goal of reducing childhood obesity, now advances its work as the ACHIEVE Community Health Action and Response Team, engaging local leaders and stimulating action based on a community CHANGE Assessment involving data review, interviews, focus groups, walkability tour, and many site observations.

CONTACT

Theresa Argondezzi
Norwalk Health Department
203-854-7977
www.norwalkhealth.com

Sussex County, Delaware

Boosting Credibility and Making a Healthier Place

Public Health Issue

- Sussex County children have higher rates of overweight and obesity than the national average (36% compared to 31%) and 57% of non-Hispanic black children are overweight or obese, a huge disparity.
- In Sussex County school districts, almost half of the children receive free/reduced-price lunches, often used as a proxy indicator for economic disadvantage.

ACHIEVE Community Action

- Sussex County receives funding from the National Association of Chronic Disease Directors (NACDD) for the Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative, a partnership with the Centers for Disease Control & Prevention and four national organizations, including NACDD.
- Sussex County created a community action plan for achieving better resident access to healthy foods and safe and active environments.

CONTACTS

Peggy Geisler
410-310-5969
pgeisler@pmgconsulting.net

John Hollis
302-444-9173
jhollis@nemours.org

impact

The credibility and focus for sustainable policy change brought by ACHIEVE was instrumental in supporting and advancing efforts to improve walkability and bikeability in Sussex County.

Governor Markel worked with the Delaware General Assembly which unanimously passed legislation directing the Delaware Department of Transportation to make strategic investments in walking and bicycling, appropriating \$20,000,000 over the past 2 years with about a third going to Sussex County to provide opportunities for safe, convenient, healthy transportation. The financial investment for this policy change is historic for Delaware and the effort is recognized nationally as the 2011 Advocacy Campaign of the Year by the Alliance for Biking & Walking.

ACHIEVE garnered an additional \$53,000 for healthy vending and worksite wellness.

Securing and installing an EBT machine in a local farmers market enables residents to use SNAP benefits at the market to purchase healthy fruits and vegetables.

Over 800 healthy dinners provided to Sussex County families supports local farmers through purchase of community-supported agriculture shares while helping a needy population get a healthy meal, learn more about healthy living and acquire a free supply of fresh produce. An additional 2,000 meals will be offered in the year ahead.



Daytona Beach, Florida

Sparking Community Action

Public Health Issue

- Three of Daytona Beach's census tracts are designated as food deserts by the U.S. Department of Agriculture.
- Three-fourths of the residents responding to a midtown Daytona Beach survey said they would utilize a farmers market if it accepted Electronic Benefits Transfer (EBT), a method for using SNAP benefits that is unavailable at many farmer's markets.

ACHIEVE Community Action

- Through the Volusia County Health Department, Daytona Beach receives funding from the National Association of Chronic Disease Directors (NACDD) for the Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative, a partnership with the Centers for Disease Control & Prevention and national partners.
- Daytona Beach ACHIEVE formed a Community Health Action and Response Team whose members set objectives related to improving access to healthy food and physical activity.

CONTACTS

Celeste Philip, MD, MPH
Volusia County Health Department
386-274-0627
Celeste_Philip@doh.state.fl.us

Alma Dixon, EdD, MPH, RN
Bethune-Cookman University
dixonal@cookman.edu



impact

A safe, measured walking trail now makes walking more convenient for Bethune-Cookman University employees, students, and nearby residents; Weight Watchers at Work is also available to all University employees and the community at large.

Free smoking cessation classes are now offered to University employees and referrals of community members are accepted.

A local employer, Second Harvest, revised their wellness policies after discussions with ACHIEVE which will impact employees in all of their sites in three counties.

Electronic Benefits Transfer, identified as a local need, is planned for the local farmer's market and will allow food stamp recipients to use their benefits to purchase healthy produce.

A local middle school established a school vegetable garden and incorporated healthy eating lessons into their science curriculum.

“ACHIEVE provided an important spark to get the public health discussion going in my district,” says Daytona Beach City Commissioner, Kelly White.

Palm Beach, Florida

Improving Healthy Food and Physical Activity Options

Public Health Issue

- The Palm Beach County physical *in*activity rate exceeds the national benchmark; 22% of County adults are obese.

impact

A partnership among Palm Beach County ACHIEVE, the Robert Wood Johnson Foundation, and Healthy Kids, Healthy Communities resulted in installation of the county's first Fitness Zone utilizing \$25,000 from the Quantum Foundation and matching funds from the Lake Worth Community Revitalization Agency, The Trust for Public Land, Palm Healthcare, a private funder and others who contributed additional resources.

ACHIEVE promoted adoption of policies in the county Bicycle Master Plan, including:

- A 10% designated increase in bicycle lane mileage and identification of 596 miles of roadway needing safety and infrastructure improvements in order to satisfy the Level of Service Threshold set forth in the Plan.
- Development of a bicycle suitability map and accompanying interactive computer-based bicycle routing program to assist in creating safer bicycle routes.
- Provision of quarterly public bicycle safety education.

ACHIEVE implemented school gardens and cooperative agreements at 2 schools:

- Manatee Elementary School's garden feeds over 360 people through an agreement with the local soup kitchen to incorporate fresh produce into meals.
- Palmetto Elementary School has 10 raised garden beds and developed an after school club with an expanded garden initiative.

Palm Beach County ACHIEVE was instrumental in the launch of Divabetic®, an outreach event in Belle Glade where 70 participants learned how to take charge of their diabetes.

ACHIEVE Community Action

- Palm Beach County receives funding from the National Association of Chronic Disease Directors (NACDD) for the Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative, a partnership with the Centers for Disease Control & Prevention and national partners.
- Palm Beach County ACHIEVE formed a Community Health Action and Response Team whose members assessed community policies and environments and set objectives related to improving access to healthy food and physical activity.



CONTACT

Quinn C. Hayes
Palm Beach County Health Department
561-671-4173
Quinetta_Hayes@doh.state.fl.us

Tallahassee, Florida

Health by the Numbers: 95210 Reaches Parents and Kids



impact

The Mayor's Health by the Numbers initiative adopted *95210:TWPH* as the backbone message of its website and as its initial message to the community.

Over 4,000 families with preschoolers received the *95210:TWPH* message and took the initiative pre-test, extending this strategy beyond an initial pilot population.

A strong partnership created with Childhood Obesity and Prevention Education funded by the Blue Cross and Blue Shield of Florida Foundation led to a planned call for proposals to fund further *95210* efforts.

24 Leon County Schools' VPK sites rolled-out *95210:TWPH* in fall 2011.

The Tallahassee-Leon County Planning Department created a Community Gardening Program in support of *95210:TWPH* healthy eating efforts to enable development of gardens on city property as "...a wonderful opportunity to teach others, especially youth, about gardening and healthy eating," said City Commissioner Nancy Miller.

***95210:TWPH* applies in many sectors of the community** and expansion into Leon County worksites, through Working Well, has begun.

Public Health Issue

- Tallahassee is located in Leon County where 30% of kindergarteners are overweight or obese.
- Coalitions in this community were committed to improving resident's health, a major strength, but they did not always operate in a coordinated way.

ACHIEVE Community Action

- The National Association of Chronic Disease Directors provides ACHIEVE (Action Communities for Health, Innovation, and EnVironmental Change) competitive grants and technical assistance with funding from the Centers for Disease Control and Prevention.
- Tallahassee Florida, an ACHIEVE-funded site, developed a Community Action Plan through a Community Health Action Response Team that includes public officials, education and health organizations, and others committed to facilitate change and educated the City Council about the need for policy change to promote health.
- Working collaboratively with partners, the Mayors Healthy Initiative and "Let's Move" the team is implementing *95210:The Whole Picture of Health (95210:TWPH)* with simple messages about daily habits that promote health behind each of the 5 numbers: Every day - Get at least 9 hours of sleep, Eat at least 5 servings of fruits and vegetables, Limit recreational screen time to 2 hours or less, Get at least 1 hour of physical activity, Eliminate sugar-sweetened beverages and tobacco (0).

CONTACT

Jennifer D'Urso
Leon County Health Department
850-606-8176
jennifer_durso@doh.state.fl.us

Whitfield and Murray Counties, Georgia

Partnership for Community Change

Public Health Issue

- The population of Whitfield and Murray Counties has high unemployment, many residents lacking health insurance, and many schools where most or all of the students are eligible for free and reduced price lunch – all indicators of the potential for poor health.
- Over 50% of children in the local school systems were obese or overweight in 2009, an increase from 2006.
- Three-fourths of local blue collar workers in manufacturing were also obese or overweight according to results of a community-based participatory research project conducted in three local manufacturing facilities by Dalton State College in 2008.

ACHIEVE Community Action

- Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative funds communities through the National Association of Chronic Disease Directors with support from the Centers for Disease Control and Prevention.
- Whitfield and Murray Counties ACHIEVE funding supports the Northwest Georgia Healthcare Partnership, a not-for-profit that brings together disparate community efforts for sustainable action to maximize policy, systems and environmental change for better health.
- The Healthcare Partnership formed its ACHIEVE team from members of its 30-member board of directors made up of high-level representatives of business and industry, providers of health care, local government, three area school superintendents and public health. The Healthcare Partnership's ACHIEVE team has a focus on youth, healthy eating, and on community-wide promotion of physical activity.

CONTACTS

Ali Donahue
Northwest Georgia Healthcare Partnership
706-272-6662
adonahue@hhcs.org

Paige Watts
City Park Elementary School
706-278-8859
paige.watts@dalton.k12.ga.us



impact

Adoption of a 100% smoke-free policy by the school board makes all 9 schools in the Dalton Public School System completely smoke-free, including sporting events.

Residents logged approximately 6 million miles of physical activity in the “Community In-Motion” challenge.

A Healthy People 2020 grant for \$10,000 leveraged by ACHIEVE will help increase the reach of the “Community In-Motion” challenge.

The Think About What You Drink initiative is impacting eating behaviors based on a mid-term evaluation – in one school healthy beverage choices increased by over 60% from baseline.

Think About What You Drink will expand to at least 3 more schools based on interest from local schools through an “RFA-type” process. Interested schools will have a chance to explain why they want their students to learn healthy habits such as drinking more water.

The 2011 Educational Patron Award from the Georgia Association of Elementary School Principals was awarded to the Northwest Georgia Healthcare Partnership for their health promotion efforts.

“Through the Partnership, I have learned that ‘environmental’ change and making sure the healthy choice is the easy choice is the best way for people to adopt and sustain changes in lifestyle,” says superintendent of Dalton Public Schools and Healthcare Partnership board member, Dr. Jim Hawkins.

Clinton County, Indiana

Jump Start on a Healthier Community

Public Health Issue

- Clinton County Indiana has a higher premature death rate than the national average, meaning more years of potential life lost before age 75, according to County Health Rankings; also, about 22% of adults in Clinton County smoke and about 29% are obese.
- Parents cited safety concerns such as lack of good sidewalks as a primary reason for not allowing their children to walk or bike to school.

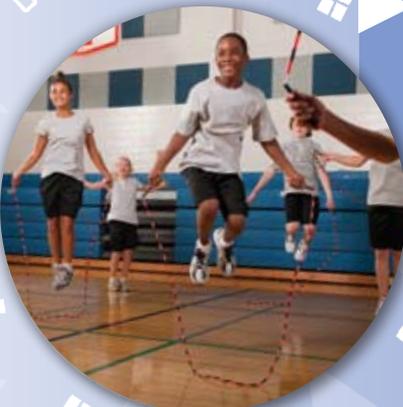
ACHIEVE Community Action

- With funding as an ACHIEVE (Action Communities for Health, Innovation, and EnVironmental Change) community from the National Association of Chronic Disease Directors with support from the Centers for Disease Control and Prevention to the Healthy Communities of Clinton County Coalition, team members from many local agencies and organizations developed a Community Action Plan following an Action Institute.
- Three major goals were identified: Creating a safer physical activity environment throughout the county, implementing systems change policies to impact chronic diseases, and building leadership for these systems change policies.

CONTACTS

Carol Price
St. Vincent Frankfort Hospital
765-659-3240
cjprice19@comcast.net

Susan Tharp
Purdue Extension Service
765-659-6380
tharps@purdue.edu



impact

City officials were motivated by the ACHIEVE Action Institute to take immediate steps to change the Clinton County community for better health - for example, by changing the food served at their own meetings and pledging \$29,000 to immediately construct news sidewalks for a walkway to school.

The ACHIEVE Community Action Plan is now included in the County Comprehensive Plan for use in planning county health and recreation improvements.

Leveraging of additional funds is promoting a healthier community:

- \$75,000 for non-infrastructure improvement to increase opportunities for student physical activity
- \$2,000 from Fuel Up to Play 60 for family nutrition and physical activity events
- \$1,500 from SPARK to assist with structured physical activity in afterschool programs
- \$1,300,000 from the Indiana Department of Transportation to reconstruct a street connecting 4 neighborhoods affecting 10,000 residents
- \$20,000 from Merck through the Indiana Cancer Consortium for a community *promotora* to increase screening and disease management in under-served Hispanic women

A local bank now provides coverage for free tobacco cessation services for employees.

A local restaurant is now smoke-free and its owner is advocating for more smoke-free sites.

A new school policy provides education on cessation rather than punishment, for students violating the school's smoke-free policy.

Alerted by ACHIEVE, superintendents for Frankfort and Clinton Central School Corporations were encouraged to apply for the USDA Fruit and Vegetable Program, which would make fruit and vegetable snacks available at no cost to 3,600 children beginning in August 2012.

Randolph County, Indiana

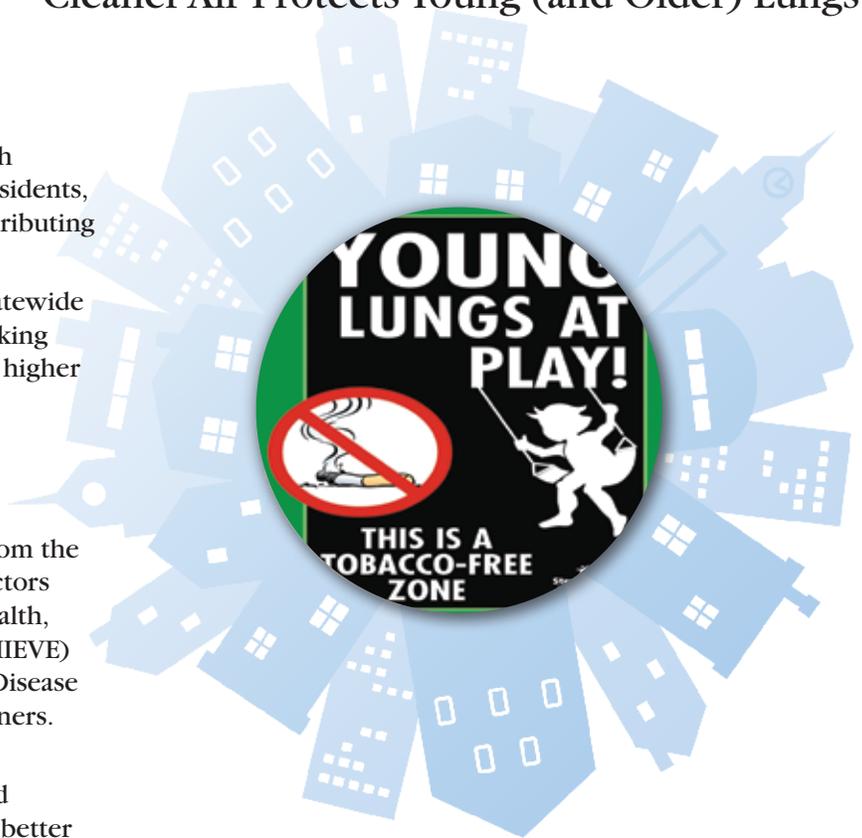
Cleaner Air Protects Young (and Older) Lungs

Public Health Issue

- Randolph County has a high poverty rate, high percentage of uninsured and underinsured residents, high obesity rate, and high smoking rate, contributing to the county's chronic disease burden.
- The smoking-while-pregnant rate of 18.5% statewide is the worst in the nation and the rate of smoking among pregnant women on Medicaid is even higher at 30%.

ACHIEVE Community Action

- Randolph County, Indiana receives funding from the National Association of Chronic Disease Directors (NACDD) for the Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative, a partnership with the Centers for Disease Control & Prevention and other national partners.
- Randolph County ACHIEVE organized their Community Health Action Response Team and created a community action plan to promote better access to healthy foods and reduce secondhand smoke exposure, especially for children.



CONTACTS

A. Louise Hart
St. Vincent Randolph Hospital
765-546-2388
alhart@onlyinternet.net

Ceann Bales
Randolph County YMCA
765-584-9622
ceann.bales@comcast.net

impact

The Randolph County YMCA made all events smoke-free, through a Board of Directors decision based on consideration of its potential impact and local support.

Union City, the second largest city in the county, now has a smoke-free city park posted with 'Young Lungs at Play' signs to reinforce the policy and exceeding a new state clean indoor air law requirement. Another nine county parks are considering smoke-free signage.

Union City adopted a broader ban than the new state clean indoor air law, barring smoking within 15 feet of entrances to public places or places of employment.

A \$7,000 grant will enlist primary care providers in assessing their patients smoking status and referring them to smoking cessation support, a cooperative effort between St. Vincent Randolph Hospital and the Randolph County Health Department.

Black Hawk County, Iowa

Better Community Support for Preventing Chronic Disease

Public Health Issue

- Lack of access to healthy food and physical activity is a major contributor to the higher rates of chronic conditions such as diabetes, obesity and other health problems in communities.

impact

Alerted the Waterloo City Council to the community's high rate of obesity and overweight among local school children - an important step in education on the scope of the problem.

Membership on Iowa's Prevention and Chronic Care Management Advisory Council which will make policy recommendations to the legislature regarding prevention of chronic disease.

Board of Health agreement with the City of Cedar Falls in support of healthy initiatives, including ongoing CHANGE assessment related to the City's 2020 Vision Plan.

Initiated the first *Healthy Communities NOW: Prepare to Build a More Vibrant Cedar Valley* conference which is influencing food- and physical activity-related policies in work settings by reaching local business and community leaders.

Three years of community gardening growth:

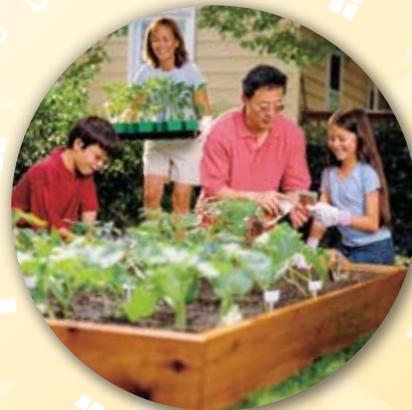
- Garden clubs in four area retirement communities and new interest in food preservation.
- 30% increase in garden participation including local leadership through the *Healthy Cedar Valley Coalition*.
- Improved community cohesiveness, access to fresh foods, and sponsorship of special events such as *Salsa Saturday* at Cedar River Neighborhood garden.
- 10-fold growth from 2 to 20 plots at MAPLES Neighborhood garden.
- New neighborhood garden facilitated by Lamp Post Theatre.
- New *Public Garden* facilitated by the Board of Supervisors who made public land available for Latino urban farmers desiring small scale commercial production.
- Youth oriented gardens include *Jesse Cosby Center* garden, reaching the YWCA, Boys/Girls Club and at-risk programs; and *Young Greenhouse*, at the new *Carver Academy*, Waterloo Community School District.

ACHIEVE Community Action

- The Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative applies a community model using health departments and YMCAs as trusted conveners and community 'coaches.' The National Association of Chronic Disease Directors and YMCA of the USA awarded an ACHIEVE grant and provides technical assistance to Black Hawk County, Iowa, using funding from the Centers for Disease Control and Prevention.
- Signature initiatives are an expansion of community gardens and a healthy work site resource guide to assist local businesses in creating work sites that actively promote healthy choices.

CONTACT

Eileen R. Daley
Black Hawk County Health Department Coach
319-291-2413
edaley@co.black-hawk.ia.us



Colby, Kansas

Walkable, Bikeable

Public Health Issue

- A Safe Routes to School assessment in Colby, Kansas identified routes needing improvements to facilitate walking and biking to school.
- A community health assessment by the local hospital revealed child obesity as a major issue for the Colby community.

ACHIEVE Community Action

- Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) funds Colby, Kansas to develop and implement community policies and environmental changes to help prevent chronic diseases and their risk factors, using a collaborative approach that is supported by the Centers for Disease Control and Prevention's Healthy Communities Program.
- An existing coalition became the Community Health Action and Response Team, an ACHIEVE strategy used to engage local leaders and spur planning to action.

CONTACTS

Kasiah Rothchild
Thomas County Health Department
785-460-4596
findir@thomascohealth.com

Sue Evans
Northwest Kansas Council on Substance Abuse
785-460-6954
nwksrpc@st-tel.net



impact

ACHIEVE, in collaboration with the Thomas County Coalition, was influential in the construction of a 2.2 mile walking trail connecting a school, the local community college and a popular aquatic facility with a major road through the Colby community.

Walk to School Day attracted 300 walkers and raised awareness of the health benefits and relative ease of walking/biking to school.

ACHIEVE leveraged these additional resources to reach identified goals:

- \$173,933 in community donations to complete a new community walking trail
- \$25,000 from the Kansas Health Foundation for leadership development and planning to align ACHIEVE goals and objectives with other community efforts
- \$3,500 from the Kansas Department of Health and Environment to implement walkability/bike-ability audits, a toolkit and an action plan as well as walking/biking education and events for students from three local schools
- \$250,000 through the Safe Routes to School program administered by the Kansas Department of Transportation for sidewalks, pavement markings and signage
- \$4,000 from the National Initiative for Children's Healthcare Quality to participate in the Collaborate for Healthy Weight Project

Wichita, Kansas

Planning for Physical Activity Opportunities

impact

The Wichita City Council endorsed all twelve streetscape improvement concepts recommended in a Streetscape Improvement Plan for East Douglas Avenue.

Two paths now connect downtown and northeast Wichita.

Two main streets were re-striped with bike lanes connecting an elementary school, high school grocery store, churches and several neighborhoods.

Over 130 new bike racks are installed all over Wichita including several connecting neighborhoods that have high density employment.

The transportation department now has bike racks on buses used by over 1,000 people in just one month last year.

Wichita is now developing a bicycle master plan and forming a bike/pedestrian advisory group.

The Wichita Metropolitan Planning Organization is now emphasizing infrastructure to support multi-modal transportation.



Public Health Issue

- Regular physical activity has many health benefits but many Americans don't reach recommended levels.
- The Health & Wellness Coalition of Wichita commissioned a survey showing that less than half of area residents felt their neighborhoods were designed to encourage outdoor activities. Many also said that outdoor activity in parks and open spaces was a problem and that overall condition of parks and the condition of paths and walkways made outdoor activity difficult.

ACHIEVE Community Action

- The Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative applies a community model using health departments and YMCAs as trusted conveners and community 'coaches.' The National Association of Chronic Disease Directors and YMCA of the USA provide ACHIEVE grants and technical assistance, using funding from the Centers for Disease Control and Prevention, to enhance local communities' abilities to develop and implement policy, systems, and environmental change strategies that will help prevent or manage health-risk factors for heart disease, stroke, diabetes, cancer, obesity, and arthritis.
- ACHIEVE funding instigated policy action in Wichita by providing training to an existing coalition's leadership team at an ACHIEVE Action Institute and by facilitating development of an action plan based on successful examples of policy changes that impact health.
- ACHIEVE educated public works staff, city engineers and policy leaders about the importance of *complete streets*, a transportation planning concept unfamiliar to them that integrates all modes of transportation and types of users into a single plan.

CONTACTS

Mim McKenzie
YMCA - Wichita
316-264-4066, ext. 258
mim@wichitaymca.org

Suzanne Ahlstrand
Wichita Chamber of Commerce
316-268-1135
sahlstrand@wichitachamber.org

Boyd and Greenup Counties, Kentucky

Promoting Physical Activity at School and in the Community



Public Health Issue

- Almost half the children screened in a recent afterschool survey in three school districts in Kentucky's Boyd and Greenup Counties were overweight or obese; 3% of them already had high blood pressure.
- A survey of local schools shows that many of them take away recess time as a punishment or allow students to use recess time to make up work they've missed, depriving them of opportunities to be active.
- More than half the schools use their gym as a cafeteria meaning students miss out on active recess when the weather is bad.

impact

ACHIEVE is raising awareness about the critical actions needed to prevent childhood obesity through its presentations to 6 local school boards and 2 parochial schools. Local school board members were shocked to learn how many overweight/obese children lived in the district and many members offered their support to the coalition.

The coalition leveraged \$10,000 from a combined grant funded by two foundations to promote Active Recess and reward schools that enact strong policies with \$1,000 worth of active play equipment and an indoor classroom recess activity kit to ensure student physical activity.

A \$20,000 Healthy Communities grant will enable the health department, with help from the county jail's community service program, to create a walking facility.

A survey on Complete Streets was implemented and is providing information on the extent and depth of community support for changing built environment policies.

ACHIEVE Community Action

- The Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative applies a community model using health departments and community organizations as trusted conveners and community coaches. The National Association of Chronic Disease Directors provides an ACHIEVE grant and technical assistance with funding provided by the Centers for Disease Control and Prevention to Boyd and Greenup Counties in Kentucky.
- A core team provides leadership in working with the 70+ member Healthy Kids, Healthy Communities coalition in these counties, multiplying the forces working on their chosen goals: increase physical activity time from 30 minutes per week to 150 minutes per week in all public elementary schools; reach Standard 5: Level 4 of the Performance Descriptors for Kentucky's Standards and Indicators for School Nutrition Programs; increase the number of work sites adopting physical activity and/or nutrition policies; increase the number of walking trails by two (1 in each county); increase the number of cities with complete streets policies/ordinances.

CONTACTS

Scarlet C. Shoemaker
Greenup County Schools
606-473-7739
scarlet.shoemaker@greenup.kyschools.us

Regina N. Stout
Kentucky Heart Foundation
606-324-1544
regina.stout@khf.kdhs.us

Laura Patrick
Kentucky Heart Foundation
606-324-1544
laura.patrick@khf.kdhs.us

Covington, Kentucky

Community Acts to Promote Healthier Living

Public Health Issue

- Covington, Kentucky, in Kenton County, has high rates of adult and youth smoking – 38% of adults in Covington and 30% of Kenton County high school students are current smokers.
- Statewide 37% of children 10-17 years old are overweight or obese and 28% of Kenton County adults are obese.
- In Northern Kentucky, more than two thirds of parents reported that access to affordable, healthy foods was of high importance in a strategic planning process.

ACHIEVE Community Action

- Covington, Kentucky receives funding from the National Association of Chronic Disease Directors (NACDD) for the Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative, a partnership with the Centers for Disease Control & Prevention and four national organizations, including NACDD.
- Covington organized a Community Health Action Response Team (CHART) and community coalition to create a community action plan for achieving better resident access to healthy foods and safe, active, and smoke-free environments.

CONTACTS

Megan Folkert
Northern Kentucky Independent District
Health Department
859-363-2093
megan.folkert@nkyhealth.org

Natalie Gardner
City of Covington Recreation Department
859-292-2151
ngardner@covingtonky.gov

impact

An expanded policy limits smoking within 50 feet of the perimeter of community aquatic facilities, further protecting children and adults from exposure to secondhand smoke. Patrons acknowledge their willingness to abide by the rule when they apply for their pass and staff training aids enforcement.

The Housing Authority of Covington is collaborating with ACHIEVE to review model policies for establishment of smoke-free options in public housing which would benefit a population at higher risk for smoking-related disease.

The Covington farmer's market now accepts WIC fruit and vegetable farmers' market vouchers allowing recipients better access to fresh produce. Covington 'Health Bucks' now matches the WIC voucher benefit, adding fruit and vegetable purchasing power.

A new section of paved levee trail and a planned extension to complete 2 miles with crosswalk striping at access points provides expanded physical activity options for residents.



Manchester, Kentucky

Jump Start to Better Health

Public Health Issue

- Smoking rates in Kentucky where Manchester is located are the highest of the 50 states – 29% of Kentuckians are smokers, more than 2 ½ times higher than the lowest state smoking rate.
- Indoor air quality testing in 10 indoor public venues in Clay County where smoking was allowed showed that, on average, workers and patrons were exposed to indoor air pollution over 2 times higher than even the *outdoor* National Ambient Air Quality Standard.
- Changing policies and environments to reduce smoking and exposure to secondhand smoke and to promote healthy eating and physical activity reduces risk factors for chronic disease.

ACHIEVE Community Action

- Manchester, Kentucky is funded by the National Association of Chronic Disease Directors as an ACHIEVE (Action Communities for Health, Innovation, and EnVironmental Change) community with support from the Centers for Disease Control and Prevention.
- When Manchester, KY was featured in the Washington Post as an example of the “most unhealthy” towns in the nation, the health department and local community leaders were galvanized to take action. As a result, Manchester received ACHIEVE funding and established the Healthy Clay team to develop a comprehensive change plan to advocate for healthy eating, increased physical activity and reduced tobacco exposure.
- The ACHIEVE team presented the results of a community assessment to community leaders, educating them about the importance and impact of developing policies to improve health. Within a month of this session and with additional technical assistance, the mayor and city council passed a smoke-free ordinance for the City of Manchester.

impact

A new smoke-free ordinance for the City of Manchester prohibits smoking in all public buildings and restaurants and in the seating areas of outdoor sports venues and amphitheaters and sets penalties for violation – a model for surrounding Kentucky towns. Studies of U.S. cities found drops in heart attacks up to 47% after adoption of a smoke-free policy.

The County Judge Executive requested information from Healthy Clay to help him explore the possibility of a smoke-free ordinance for all of Clay County.

Healthy Clay is now developing a community action plan to build on initial successes that include partnering with the Department of Transportation and the City to improve crosswalks and pedestrian safety to encourage increased walking.

Healthy Clay leveraged \$10,000 for development of asset mapping and a strategic plan to advance additional policy and environmental changes to promote health.

ACHIEVE funding brought a sense of purpose for making Manchester a healthier city by engaging a wide range of key leaders in working together on common goals.

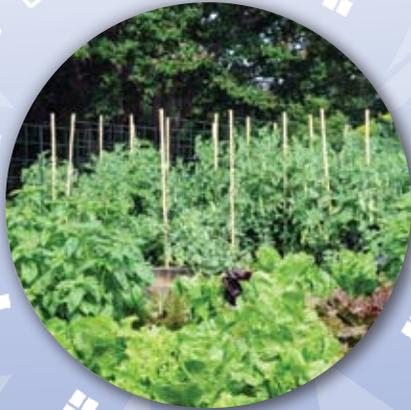
CONTACTS

Rhonda Bowling
Cumberland Valley District Health Department
606-287-8120
rhondak.bowling@ky.gov

Kellie Gray
Cumberland Valley District Health Department
606-598-2425, ext. 246
kellier.gray@ky.gov

Mount Desert Island, Maine

Encouraging Healthy Choices Where People Live, Work and Play



impact

Mount Desert Island ACHIEVE is leveraging funds and in-kind services for community change.

A policy event inspired local decision-makers to seek ways to make community change happen, by offering relevant information on policy and planning. The meeting “was crucial in bringing all interests together as we proceed with this effort,” according to Matt Horton, meeting sponsor.

Small amounts of funding are already enabling significant environmental changes to enhance access to physical activity and healthy food, including a technology-enhanced active recreation program for adults and children with developmental disabilities, a school ‘salad garden’ and salad bar project, a community garden and compost project for residents near a one-room schoolhouse and a raised-bed garden and greenhouse that will produce food for low-income seniors.

Public Health Issue

- In rural Mount Desert Island, Maine, community residents identified high priorities for community health improvement that include making communities more walking- and biking-friendly and enhancing access to healthy food, especially for low-income and aging residents.
- Community coalitions can facilitate changes in the local environment and local policies that increase opportunities for physical activity and healthy food choices, an effective way to improve health and reduce chronic disease.

ACHIEVE Community Action

- The Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative applies a community model using health departments and YMCAs as trusted conveners and community ‘coaches.’ The National Association of Chronic Disease Directors and YMCA of the USA provide ACHIEVE grants and technical assistance with funding from the Centers for Disease Control and Prevention.
- In Mount Desert Island, Maine, ‘coaches’ from Healthy Acadia, an existing non-profit and the Mount Desert Island YMCA facilitated formation of a Community Health Action Response Team that includes members from these organizations as well as Friends of Acadia, local government and the larger community.
- A mini-grant program gives small grants to six community groups with the capacity to implement sustainable policy or environmental change for better community health.
- With support from Machias Savings Bank and College of the Atlantic, ACHIEVE organized a walking/biking meeting and a walk through the community with noted authority on health and community planning Mark Fenton, who reached decision-makers with compelling health, economic, and environmental reasons for planning and policy to promote walking and biking.

CONTACTS

Elsie Flemings
Healthy Acadia
207-288-5331
elsie@healthyacadia.org

Lisa Tweedie
Mount Desert Island YMCA
207-288-3511, ext. 113
fitness@mdiymca.org

Chelsea, Massachusetts

Promoting Healthy Eating and Physical Activity for Children and Adults

Public Health Issue

- In Chelsea, Massachusetts more than twice the number of families with children are food insecure as in the nation as a whole and most students in Chelsea schools are eligible for free and reduced price lunches – both of these factors indicate increased risk for poor health.
- Obesity rates of Chelsea schoolchildren exceed statewide and national averages – 47% of first grade, 50% of fourth grade, 56% of seventh grade, and 41% of tenth grade students are overweight, obese, or at risk for overweight.

ACHIEVE Community Action

- ACHIEVE (Action Communities for Health, Innovation, and EnVironmental ChangE) funds Healthy Chelsea, a citywide coalition, to take action on changing policies and environments in their community to promote healthy eating, physical activity and tobacco prevention, with support from the Centers for Disease Control and Prevention.
- Healthy Chelsea Coalition leaders attended the ACHIEVE Action Institute and are now partnering with Chelsea Public Schools to incorporate physical activity in the classroom and to improve the nutrition quality of school meals; partnering with the Board of Health to improve the nutrition quality of prepared foods and restaurant offerings; partnering with the Department of Planning and Development to improve the built environment; and analyzing results from a Chelsea Food Stores Survey to understand the extent of local access to healthy, affordable foods.

impact

The Board of Health adopted a ban on trans fats in prepared foods served at food service establishments as a result of learning at the ACHIEVE Action Institute that eating trans fats increases the risk of developing heart disease and stroke. Chelsea's 80 restaurants and bakeries, in addition to local schools, nursing homes, and other food service establishments, are subject to the ban.

Two schools adopted the practice of adding physical activity in the classroom throughout the school day and two more are getting ready to launch this practice.

90% of students in the two original schools get 15 minutes more physical activity a day.

Planned changes to selected school cafeterias will be assessed to gauge the potential for wider implementation of improvements to all local school environments for promotion of healthy eating habits.

CONTACTS

Melissa Dimond
MGH Chelsea HealthCare Center
617-887-3559
mdimond@partners.org

Lea Susan Ojamaa
Massachusetts Department of Public Health
617-994-9843
lea.ojamaa@state.ma.us



Marquette, Michigan

Changing Policies for Residents' Health



impact

Three municipalities adopted complete streets policies that mandate planning consideration of all users of public streets – including walkers and bikers – and which help residents incorporate needed physical activity in their daily lives (Marquette, Marquette Township and Ishpeming).

ACHIEVE is supporting local farmers markets in Gwinn and Negaunee, community gardens in Ishpeming and Marquette, and hoop house projects at the Aspen Ridge school the Marquette Alternative High School and in Marquette Township (hoop houses extend the growing season and help teach students about healthy food in science or life skills class).

A new crosswalk on U.S. 41 permits safe pedestrian travel between north and south Ishpeming and connects Marquette's path system to the trail system along U.S. 41.

ACHIEVE team members are influencing environmental changes in their own organizations, such as removing soda machines, eliminating trans fats from cafeterias and giving employees flex time for fitness.

The Community Wellness Challenge, initiated by the Mining Journal, promotes exercise and information about healthy eating and will be expanded to a wider segment of the community through an ACHIEVE effort.

Public Health Issue

- In Marquette, Michigan, about 30% of residents are obese and the prevalence is rising.
- Local access to healthy foods is lower than the national benchmark according to county health rankings for major U.S. counties.
- Where people live matters to their health – changing community policies and environments can help make healthy choices related to eating and activity, easier choices.

ACHIEVE Community Action

- Marquette, Michigan is funded as an ACHIEVE (Action Communities for Health, Innovation, and EnVironmental Change) community by the National Association of Chronic Disease Directors with support from the Centers for Disease Control and Prevention.
- Marquette leaders attended the ACHIEVE Action Institute to learn about how policy change can make communities healthier and are now working on complete streets policies, such as Safe Routes to School projects; promoting community wellness; and improving access to healthy foods.

CONTACTS

George Sedlacek
Marquette County Health Department, Retired
906-362-7427
geosedlacek@gmail.com

Lisa Coombs-Gerou
Marquette County YMCA
906-227-9622
lcgerou@ymcamqt.org

Clark County, Missouri

Better Parks and Sidewalks Improve Healthy Living

Public Health Issue

- Clark County, Missouri has an obesity rate above the national benchmark.
- Out of the 114 counties in Missouri, Clark County ranks 103rd for poor access to healthy foods and recreational facilities.

ACHIEVE Community Action

- Clark County, Missouri receives funding from the National Association of Chronic Disease Directors (NACDD) for the Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative, a partnership with the Centers for Disease Control & Prevention and other national partners.
- Clark County organized their Community Health Action Response Team around the existing Clark County Wellness Coalition to plan for community health improvement. The team created a community action plan for achieving better resident access to healthy foods and safe and active environments.

impact

Clark County ACHIEVE leveraged these financial resources for infrastructure and has begun to complete work on these park improvements and sidewalk projects:

- \$242,000 from the Missouri Department of Transportation Safe Routes to School to the city of Kahoka for sidewalk infrastructure to improve access to elementary and middle schools for 2,400 residents
- \$265,576 in a Healthy & Active Community grant from the Missouri Foundation for Health for sidewalk improvements, prospective Complete Streets policy changes, and community walking programs to encourage walking or bicycling to schools, workplaces, and local businesses
- \$55,100 for renovation and infrastructure improvements to a community softball/baseball complex used by a school district, a summer community league, and local tournaments

In support of ACHIEVE goals, a local pharmacist donated funds used to upgrade ballpark facilities and build a playground in the small community of Wayland.

A local grocery store deli has added “Lite Lunch” choices to the menu.

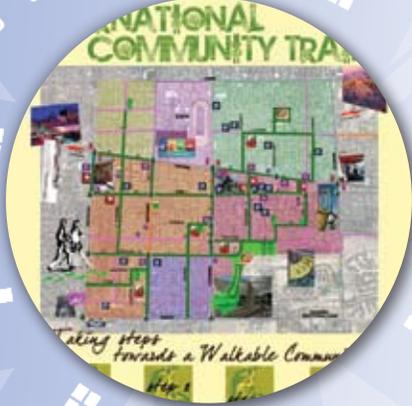
CONTACT

Evelena Sutterfield
Clark County Health Department
660-727-2356
suttem@lpha.mopublic.org



Albuquerque, New Mexico

Mobilizing Community Support and Resources for Change



impact

The initiative is leveraging additional resources for implementation, for example:

- \$50,000 grant from NACDD to implement Prevention Institute's Action Guide on facilitating development of community trails and promoting their use to increase physical activity. From this, the International District Community Trail project was developed.
- \$6,000 grant from the University of New Mexico Center for Injury Prevention to create a pedestrian safety guide and map of the International District Community Trail.
- \$180,000 USDA Community Food Project grant to implement the Youth Food Action Project connecting K-12 youth to gardens and farming in three areas of Albuquerque.
- Community planning and collaboration on *Rethinking School Lunch New Mexico* utilizing the Center for Ecoliteracy's Rethinking School Lunch framework.

Public Health Issue

- Physical activity and healthier food choices are essential to preventing chronic diseases.
- Active community groups can facilitate change in local environment and local policies that increases opportunities for physical activity and healthy food choices, an effective way to improve health and reduce chronic disease.

ACHIEVE Community Action

- The Action Communities for Health, Innovation, and EnVironmental ChangE (ACHIEVE) initiative applies a community model using health departments and YMCAs as trusted conveners and community 'coaches.' The National Association of Chronic Disease Directors and YMCA of the USA provide ACHIEVE grants and technical assistance with funding from the Centers for Disease Control and Prevention.
- The Albuquerque, New Mexico ACHIEVE initiative gathered a large group of community stakeholders to form a Community Health Action Response Team that created workgroups related to community food assessment, walking advocacy, kids, gardening and food policy and to implement the Prevention Institute's Action Guide on facilitating development of community trails and promoting their use to increase physical activity.

CONTACT

Erin Engelbrecht
ACHIEVE Coordinator
505-350-8984
eebrecht@yahoo.com

Rockland County, New York

Achieving Wellness with Culturally Appropriate Policies

Public Health Issue

- Childhood obesity affects the Orthodox Jewish community as it does the general population.
- Most Orthodox Jewish schools don't have federal meals programs and aren't required to have a wellness policy, a wellness council, or to follow school nutrition guidelines.
- Among large segments of the Orthodox Jewish community, strong socio-cultural norms, attitudes and practices encourage a sedentary lifestyle even while much of the traditional diet is high in fat and calories. Additionally, large festive meals are a frequent and central part of communal religious life.

ACHIEVE Community Action

- The Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative applies a community model using health departments and community organizations as trusted conveners and community coaches. The National Association of Chronic Disease Directors provides an ACHIEVE grant and technical assistance with funding provided by the Centers for Disease Control and Prevention to Bikur Cholim in support of the Orthodox Jewish community of Rockland County.
- Consideration of Orthodox Jewish beliefs and dietary habits makes it more likely that healthy eating and activity policies will be adopted by the community.
- The Monsey Community Coalition for Health & Wellness, after convening and discussing priorities, chose three main areas for its work: a wellness policy initiative with local yeshivas (schools), a community health survey, and a smoking prevention and education initiative targeted to youth and young adults.
- The coalition and coaches provide participating yeshivas with training and assistance, publicity, small monetary awards for achieving milestones, and a certificate of recognition for completing the agreed-upon tasks.

impact

Two yeshivas are already committed through an official memorandum of understanding to forming a school wellness committee, designating a school wellness coordinator, completing the School Health Index, and developing a school wellness policy and making it a formal part of the school policy handbook.

The coalition leveraged additional grant funds from the Rockland County health department through a state grant called Creating Healthy Places to make possible more health-promoting changes in the community environment such as establishing a farmers' market and helping local restaurants offer healthier menu choices.

A ready-to-launch community health survey will provide vital information to guide future health and wellness promotion.



CONTACTS

Rivka Starck, PsyD
Center for Applied Psychology-
Bikur Cholim
845-425-5252, ext. 311

Melissa Jacobson, MPH
Rockland County Dept of Health
845-364-3610

Isaac Schechter, PsyD
Center for Applied Psychology-
Bikur Cholim
845-425-5252, ext. 344

Salamanca, New York

On the Move to Achieve Community Change for Good Health

Public Health Issue

- Salamanca, New York is a unique community that is subject to both city and tribal government councils due to its location on the Seneca Nation reservation.
- Preventing chronic disease by establishing local policies and supportive environmental conditions to promote healthy lifestyles takes cooperative action by leaders and stakeholders.
- A broad cross section of community members working with expert technical assistance and community ‘coaches’ is a successful model for beneficial environment and policy change.

ACHIEVE Community Action

- With funding from an Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) grant and led by community ‘coaches’ from the health department, the YMCA, and nearby Cornell Cooperative Extension, the Salamanca community developed a diverse Community Health Action Response Team. The team includes key stakeholders representing the tribal council, tribal health, business, law enforcement, the mayor’s office, city and county councils, media, schools, youth bureau, and rural health.
- Team participation in the ACHIEVE Action Institute jump-started their learning about policy and environmental change to promote health and the development of local strategies. Having the mayor’s office, law enforcement, tribal representatives and popular local media on the team has proved especially important for garnering broad community support for initiatives to improve the community environment through policy change.
- Initial team discussion focused on strategies for making Salamanca more pedestrian and bicyclist-friendly and on youth smoking and exposure to secondhand smoke.

impact

The Salamanca community’s commitment to action led it to accomplish two major tobacco policy changes despite the fact that tobacco policy is a contentious local issue and approval from both tribal and city councils was needed:

A city ordinance now permits authorities to confiscate tobacco products from underage tobacco-users, providing a teachable moment to accompany this preventive step. Salamanca’s police chief says he “doesn’t mind working harder to enforce this law,” since city officers “want to do right.”

The Salamanca City Council with the mayor’s support adopted a measure making local parks, including the ice pond, tobacco-free with self-enforcement by the public and youth.

Posted signs reading “Young Lungs at Play” indirectly communicate the benefits of not smoking and encourage community support and compliance.



CONTACTS

Deb Nichols
716-701-3383
DJNichols@cattco.org

Kate O’Stricker
716-699-2377, ext. 122
kmo11@cornell.edu

Sandy Brundage
716-945-1311
sbrundage@salmun.com

Cleveland County, North Carolina

Decision-makers Team Up for Change in their Community's Health

Public Health Issue

- A supportive environment in a community is necessary to help its residents adopt and maintain healthy eating, physical activity and non-smoking habits for prevention of chronic diseases such as diabetes and heart disease.
- Public officials are key decision makers for adoption of local policies and environmental conditions that improve the health of community residents.
- Cleveland County, North Carolina stakeholders have a wealth of experience working through coalitions and advisory groups but rates of obesity and other chronic diseases remain high.

ACHIEVE Community Action

- With funding from an Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) grant, Cleveland County, North Carolina developed a Community Health Action Response Team that includes non-traditional partners with broad community experience.
- The team was trained on the use of an effective community change model at the ACHIEVE Action Institute where the three ACHIEVE coaches observed “the light bulbs go on” as team members realized the power of community change for improved health.
- National partners - YMCA of the USA and the National Association of Chronic Disease Directors - provide readily-available technical support and distribute competitive funding originating with the Centers for Disease Control and Prevention.

CONTACT

Anne Short
Cleveland County Health Department
704-484-5112
anne.short@clevelandcounty.com



impact

Increased access to fresh fruits and vegetables by establishing mobile farmer's markets for underserved populations.

Increased residents' access to physical activity by establishing marked walking routes and establishing Walk-to-School days at three Shelby schools.

Established healthy food and physical activity policies affecting over 500 young children.

Implemented a nutrition curriculum in grades 6 to 9, and cafeteria menu labeling and digital healthy eating messages in all county high schools and middle schools.

Leveraged funding resources through the North Carolina Health and Wellness Trust Fund's Fit Community project.

Leveraged an existing North Carolina social marketing campaign resource - reaping the benefits of a statewide strategy while conserving resources for local policy action.

Columbus County, North Carolina

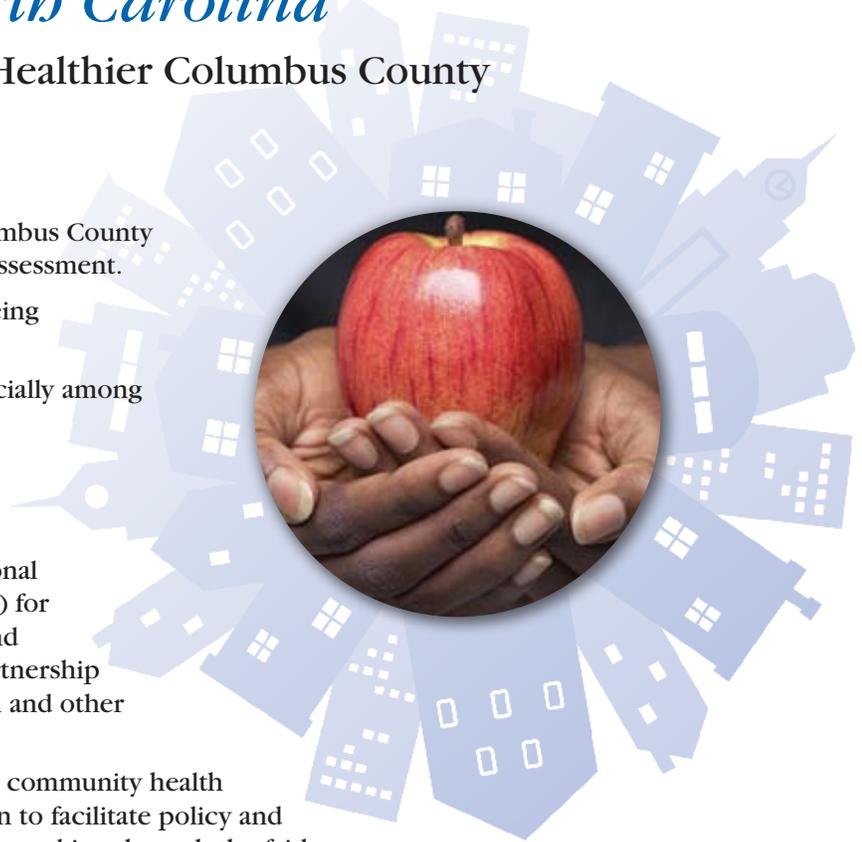
Faith and Health Collaborate for a Healthier Columbus County

Public Health Issue

- Obesity is a top health concern identified by Columbus County residents according to a 2010 community health assessment.
- Only 41% of Columbus County residents report being physically active.
- Diabetes rates continue to rise in the county, especially among minority residents.

ACHIEVE Community Action

- Columbus County receives funding from the National Association of Chronic Disease Directors (NACDD) for the Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative, a partnership with the Centers for Disease Control & Prevention and other national partners.
- Columbus County organized an ACHIEVE team for community health improvement and created a community action plan to facilitate policy and environmental change within the faith community, working through the faith community's association to promote healthier congregations.



impact

Three faith and health summits held in cooperation with two other counties are helping leaders from 25 faith organizations develop policies and healthier environments including new walking routes, new policies requiring provision of healthy foods and creating 'lending libraries' of fitness aids such as exercise DVDs, resistance bands and other items to make physical activity easier.

The Columbus County Health Department adopted an employee exercise policy allowing use of 15 minutes of work time, 3 days a week, for physical activity.

Columbus County ACHIEVE leveraged \$300,000 in additional resources from a diabetes prevention grant (education for faith community members with diabetes), a minority health grant (parish nurse to promote ACHIEVE goals and monitor blood pressure activities), and a community transformation grant (as co-lead for a 9-county region taking community-level action to reduce chronic diseases by promoting healthy lifestyles).

CONTACT

Sarah Gray
Columbus County Health Department
910-640-6615
sarah.gray@columbusco.org

Mecklenburg County, North Carolina

Supporting Businesses Working Toward Wellness

Public Health Issue

- Charlotte, the largest city in Mecklenburg County, is the center of the nation's sixth largest urban region with a total regional labor force numbering more than a million workers.
- Mecklenburg County lacked worksite wellness as a qualification to become a *Fit Community*, and a local community assessment identified worksite wellness as an area of need.

ACHIEVE Community Action

- Mecklenburg County, North Carolina received funding from the National Association of Chronic Disease Directors (NACDD) for the Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative, a partnership with the Centers for Disease Control & Prevention and other national organizations.
- Mecklenburg County Health Department's Working Toward Wellness Team became the ACHIEVE Community Health Action Response Team (CHART) promoting efforts to create work environments that support healthy living and reduce the risk for chronic diseases.

CONTACT

Julie Jackman
Mecklenburg County Health Department
704-432-4526
Julie.jackman@carolinashealthcare.org

impact

The CHART's Executive Team worked together and leveraged funding to provide worksite wellness training, networking and resource meetings for the business community. Worksite assessments, recommendations and follow up consultations have achieved these impacts:

- Knauff Insurance added healthy vending options, adopted a healthy food vendor policy, implemented a flexible schedule policy to promote inclusion of physical activity at work, and designated a physical activity area.
- The Mecklenburg County Courthouse improved vending options and initiated a Community Supported Agriculture program to promote fresh produce.
- Mecklenburg County Government passed a healthy vending policy which impacts 5,000 employees and many visitors from a lower-income population.
- TJ Maxx created a lactation room for employees who are nursing mothers, an important obesity-prevention strategy.
- The Carolinas Healthcare System set stronger vending and cafeteria food policies.
- TR Lawing created an employee wellness/fitness room.
- Carolina Pad set a policy requiring water at all meetings, healthy food options at company events and a fruit bowl in the break room.
- Mecklenburg County Health Department and the Community Blood Center of the Carolinas now have 100% tobacco-free campus policies.
- The Town of Cornelius became the first town in Mecklenburg County to make public parks 100% tobacco-free.



Valley City, North Dakota

Healthier Meal Options Capture Students Interest *and* Promote Good Nutrition

Public Health Issue

- A longstanding partnership of 13 organizations in Valley City, North Dakota advanced many health behavior change programs for individuals but recognized the need to move toward policy, systems and environmental changes to have a greater impact on resident's health.
- Schools are a center of the community in rural areas like Valley City and promoting access to healthful foods and beverages in schools can impact not only the students but the wider community by raising awareness and increasing knowledge of everyone involved.
- Promoting breastfeeding is another community strategy which helps prevent obesity, protects infants from infections and may reduce the rate of certain breast and ovarian cancers.

ACHIEVE Community Action

- The National Association of Chronic Disease Directors provides Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) grants and technical assistance to selected communities with funding from the Centers for Disease Control and Prevention.
- The Valley City ACHIEVE funding allowed an existing partnership to go in a new direction and aided in creation of a community action plan that is raising awareness of the School Board, local officials and the public about effective health policies and healthier environments.
- An existing *Fuel Up To Play 60* group was engaged to design and implement a Smoothie Bar project including a recipe contest and sampling by the student body to promote acceptance and encourage breakfast consumption. Athletic Meals-to-Go was created to help athletes eat healthier by offering a nutritionally balanced meal.
- The ACHIEVE Community Health Action Response Team (CHART) assisted in implementation of federal and state laws related to breastfeeding by promoting the "infant-friendly" designation to worksites throughout the community.

impact

Almost 100 high school students who normally wouldn't eat breakfast at school are now consuming a nutrient-rich smoothie, as indicated by monitoring of cafeteria and classroom breakfast numbers. Adolescents who eat a healthy breakfast perform better in the classroom.

Students are gaining real-life marketing, production and sales experience through the smoothie bar effort, using it to fulfill a requirement for a state and national DECA project.

Athletic Meals-To-Go is helping athletes eat healthier/save time by offering a nutritionally balanced meal for pre-game energy or post-game re-hydration and quick muscle recovery.

Nine work places are now designated as 'infant-friendly,' a voluntary state designation signifying that workplaces adopted breastfeeding support policies. (Valley City State University, Chamber of Commerce, St. Catherine's Elementary School, Sanford Clinic, City of Valley City, City County Health Dept., Central Ave. Health Mart Pharmacy, and Barnes County Courthouse)

ACHIEVE team members started *On The Move*, an exercise incentive program, which influenced the school superintendent to begin walking to work, encouraged the office staff to become more active and led to arranged educational sessions for the local Kiwanis and 30 employees of the school bus company on becoming more active - demonstrating the cascading benefit of raising awareness about health through community initiatives such as ACHIEVE.



CONTACTS

Sue Michelle Milender
Valley City Public Schools
701-845-0483, ext. 9
sue.milender@sendit.nodak.edu

Sharon E. Buhr
Mercy Hospital
701-845-6456
sharonbuhr@catholichealth.net



impact

Fourth graders in 12 schools are learning better food choices through a hands-on curriculum called *Veggie U* that also meets federal standards for No Child Left Behind. “I like that you can plant seeds, watch them grow and then pick the vegetables and eat them,” said a fourth grader quoted in the local News Herald newspaper. Small grants to schools are also funding school gardens and a running club.

Longfellow Elementary School created *Fit for Fifteen*, adding a daily fifteen minute walk for all students and ACHIEVE Lake County funds provided items such as salad shakers, baked potatoes and yogurt to improve lunch menus. Principal Ruth Ann Plate was quoted in the News Herald as saying “We are shaping lives for the future.”

Lake County General Health District put healthier items in its vending machines and installed bike racks for employees.

The county deputy health commissioner initiated a search to begin in fall 2011 for the district exemplifying the “School of a Healthier Tomorrow” concept which will receive a \$10,000 competitive award to implement school wellness policies and programs as a model for other county schools.

An ACHIEVE Lake County partner leveraged \$10,000 for diabetes self-management classes which promote physical activity and healthy eating – a proven practice for control of diabetes.

To sustain and expand the ACHIEVE effort a donation campaign launched by the nonprofit Lake Health District Fund in partnership with the Lake County General Health District is underway.

Public Health Issue

- Ohio’s obese children are almost five times more likely to have diabetes and obese adults are also more likely to have one or more chronic diseases, such as diabetes and heart disease.
- A local coalition advancing changes in policy and the built environment to promote physical activity opportunities, healthy eating, and less use of tobacco gives people of all ages the support they need to lead healthier lives.

ACHIEVE Community Action

- Lake County General Health District receives funding from the National Association of Chronic Disease Directors through its partnership with the Centers for Disease Control and Prevention, to implement Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) and advance leadership and action to reduce chronic diseases and related risk factors in the county.
- The ACHIEVE Lake County team is implementing policy, system, and environmental change strategies throughout the community related to schools, worksites and other community sites.

CONTACTS

Kathy Milo
Lake County General Health District
440-350-2447
kmilo@lcghd.org

Katelyn Barbis
Lake County General Health District
440-350-2971
kbarbis@lcghd.org

Stark County, Ohio

Taking Action for Community Change

Public Health Issue

- Changes to local policies and to the community environment may be more effective to stem the tide of costly chronic diseases than health programs reaching only individuals.
- Active community coalitions can facilitate changes in local environment and local policies, such as walking paths, farmers markets and wellness initiatives that increase opportunities for physical activity and healthy food choices, an effective way to foster healthy lifestyles.

ACHIEVE Community Action

- Action Communities for **H**ealth, **I**nnovation, and **E**nvironmental Change (ACHIEVE) initiative applies a community model using health departments and YMCAs as trusted conveners and community ‘coaches.’ The National Association of Chronic Disease Directors and YMCA of the USA are national partners providing ACHIEVE competitive grants and technical assistance with funding from the Centers for Disease Control and Prevention.
- Stark County, Ohio ACHIEVE developed a Community Health Action Response Team that includes community leaders working to improve worksite wellness, increase community gardens and farmers markets, provide more bike lanes and paths, label restaurant menus with calorie information and start neighborhood walking groups.
- The team created a worksite wellness kit, mapped walking routes at workplaces and is mentoring worksite staff on wellness policies and environmental change to promote physical activity and healthy eating. Local restaurants are getting assistance in healthier food offerings, smaller portion sizes, and calculating calorie information to post on menus.



impact

Over seventy workplaces have inside and/or outside mapped walking routes to encourage physical activity, have assessed worksite wellness using the initiative’s scorecard and are implementing the wellness kit and establishing wellness committees.

One worksite provides work release time and a healthy lunch for employees to enable attendance at educational sessions on healthy lifestyle provided by Live Well Stark County.

Eighteen restaurants in the county now label menu items with calorie counts, helping patrons make healthy choices. A local dining guide promotes this community benefit.

A successful community physical activity challenge reaches a wider audience through collaboration with an existing community group.

Mayors and city planners in two towns helped the team draft plans for adding needed bike lanes following an environmental assessment that revealed the need for improvements.

CONTACTS

Sherry Smith
Stark County Health Department/Safe Kids Coalition
330-493-9904, ext. 252
smiths@starkhealth.org

Michelle Aladich
YMCA of Central Stark County
330-491-9622, ext. 223
maladich@ymcastark.org

Lane County, Oregon

Healthy Vending for Workers and Residents

Public Health Issue

- Sixty percent of Lane County adults are overweight or obese and 40% do not meet physical activity recommendations of the Centers for Disease Control and Prevention.
- More than 45% of Lane County 11th graders responding to an Oregon Healthy Teens survey question reported eating less than 3 servings of fruits and vegetables a day, well below recommended amounts and almost 18% said they drank a regular, sweetened soda at least once a day over the previous seven days. (2007-2008 data)

ACHIEVE Community Action

- Lane County, Oregon receives funding from the National Association of Chronic Disease Directors (NACDD) for the Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative, a partnership with the Centers for Disease Control & Prevention and four national organizations, including NACDD.
- Lane County organized a Community Health Action Response Team (CHART) to create a community action plan for achieving better resident access to healthy foods and safe active environments.

impact

Having a hospital executive CHART member leading vending machine policy work resulted in development of a far-reaching vending machine policy, pending certain approval. It phases in healthy beverages and snacks in all hospitals, clinics and labs operated by PeaceHealth, the largest employer in Lane County with 8,000 employees and a provider reaching over 350,000 patients and visitors a year. At least half of the food choices in vending machines on PeaceHealth property must meet nutrition standards for calories, fat, saturated fat, trans fat, sweeteners, and for certain items, sodium and fiber. These items will be comparable or lower in price than less healthy options.

ACHIEVE success led, in part, to leveraging a state “Healthy Communities” grant of \$81,250 with a work plan complementary to and supportive of sustaining the ACHIEVE effort.

CONTACT

Jennifer Jordan, MPH
541-682-3781
jennifer.jordan@co.lane.or.us



Multnomah County, Oregon

Community Comes Together to Promote Health Equity

Public Health Issue

- In Oregon, African American and African communities are primarily located in Multnomah County.
- This population carries a disproportionate burden of chronic disease and its risk factors such as high blood pressure.
- Organized community coalitions that facilitate change in local environment and policy can increase opportunities for physical activity and healthy food choices, an effective way to improve quality of life and reduce chronic disease.

ACHIEVE Community Action

- The Action Communities for Health, Innovation, and EnVironmental ChangE (ACHIEVE) initiative applies a community model using health departments and local organizations as trusted conveners and community coaches. The National Association of Chronic Disease Directors awarded an ACHIEVE grant and provides technical assistance to Multnomah County Health Department using funding provided by the Centers for Disease Control and Prevention.

impact

Ten corner stores, often the only grocery outlet in a neighborhood, are now committed to offering items for sale that meet nutrition guidelines as part of a new Healthy Retail Network.

The ACHIEVE funding and its Action Plan was a strong part of the application that leveraged an additional \$7.5 million in funding for community health promotion in Multnomah County.

Changes in healthy food access are benefitting 100,000 people in three very large churches, in these ways:

- Three churches adopted nutrition policies, such as limiting sugar-sweetened beverages.
- One church removed a deep-fryer from their kitchen which eliminated fried food calories and potentially reduced their fire insurance rate.
- An interfaith coalition which includes ACHIEVE team members created a Congregational Health Index tool that helps congregations develop action steps for promoting health.
- Farm stands at churches after Sunday services, a buying club where members combine purchasing power to get wholesale prices for produce and a community garden at a local mosque are further improving the food served at churches.

The community organization Janus Youth, which includes members of the ACHIEVE team, is opening a community-designed and operated healthy corner grocery store called the Village Market using free retail space in a low income area donated by the Housing Authority of Portland.

A Board of Commissioners resolution directs the Multnomah County Health Department to develop healthy eating guidelines for food and beverages offered at county events and strategies to increase physical activity during the workday for county employees.

CONTACTS

Rachael Banks
Multnomah County Health Department
503-988-3663, ext. 22975
rachael.m.banks@multco.us

Yugen Rashad
Multnomah County Health Department
503-988-3663, ext. 27205
yugen.rashad@multco.us

Allentown, Pennsylvania

City Mobilizes to Improve School Physical Education and Connect Trails

Public Health Issue

- Lack of physical activity is a major contributor to the country's epidemic of obesity and other chronic diseases.
- While health programs are a necessary strategy for reducing disease risk factors and complications, environment and policy changes may be more effective to stem the tide of costly chronic diseases.

ACHIEVE Community Action

- With funding from an Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) grant distributed by the YMCA of the USA and the National Association of Chronic Disease Directors, Allentown, Pennsylvania applied the effective ACHIEVE model of environment and policy change through community coaching and coalition action.
- After community assessment the ACHIEVE team identified changes to the environment, prioritized them and decided on two major goals: 1) to increase physical activity before, during and/or after school using supportive steps from the CDC School-Based Physical Education Action Guide and 2) to connect walking and biking trails to improve access and increase use, a goal that will be strengthened by a Complete Streets Policy to connect trails and provide bicycle and pedestrian links to the inner city.

impact

A comprehensive bicycle and pedestrian plan called "Connecting our Community" adopted in 2010 by Allentown City Council contains a blueprint for a network of on- and off-road trails and paves the way for Complete Streets policies with the potential for garnering government dollars to promote the goal of connectivity. (www.greenways.com/allentown.html)

Safe Routes to School walkability audits are complete for areas around 3 Allentown schools to provide a snap shot for use in enhancing the safety of those walking and biking to school.

Students in physical education classes now spend more time being active, an activity increase resulting from the use of the evidence-based Sports Play and Active Recreation for Kids (SPARK) program. This result inspired school district administrators to form a committee to revise an outdated physical education curriculum, enhance teacher development and identify other opportunities to increase physical activity across the district.

Leaders of youth serving organizations have initiated environment and policy changes supporting good nutrition and physical activity.

Signs communicate important chronic disease prevention messages as part of an outdoor system of fitness stations for adults called LifeTrail.

CONTACT

Connie Kunda
ACHIEVE Coach
610-437-0947
ckunda@ptd.net



Coamo, Puerto Rico

Making Wellness an Easy Choice

Public Health Issue

- Two thirds of Puerto Rico residents are overweight or obese, conditions which increase the risk of developing heart attacks, diabetes, stroke and many other chronic diseases.
- Making healthy eating and physical activity easier helps people choose the healthy option and reduce their risk of chronic disease.

ACHIEVE Community Action

- Coamo, Puerto Rico is funded by the National Association of Chronic Disease Directors as an ACHIEVE (Action Communities for Health, Innovation, and EnVironmental Change) community with support from the Centers for Disease Control and Prevention.
- A community health action response team, Coamo Saludable, was organized and includes members representing the mayor, the health department, municipal parks and recreation, police and local schools, churches, and businesses. The team set goals to improve opportunities for healthy eating and physical activity based on a community assessment of the local eating and activity environment.

CONTACT

Madeline Reyes
Coamo Saludable Corp.
787-636-7952
reyes.madeline@yahoo.com



impact

A new municipal healthy menu policy makes healthy foods available to over 3500 municipal employees and their families at all events sponsored by the municipal government.

A healthy vending policy is now in place at Coamo Springs Thermal Water Pools which has about 500 visitors a week.

A worksite wellness program, Muévete con Coamo Saludable, offers nutrition assessment, education and two one-hour physical activity sessions a week. Participating employees receive a 30 minute early dismissal benefit to encourage attendance at the sessions.

Radio Coamo with a reach of 50,000 listeners a day is broadcasting a weekly 15-minute program on healthy lifestyles and chronic disease prevention - free media exposure for important health messages.

The Coamo Green Mile was created by rehabilitating a secure and accessible walking route and marking it with signs containing motivational messages. Physical activity trainers will offer guided walking sessions on the day the path is inaugurated and provide them regularly going forward. Additional 'Green Mile' walking routes in 4 rural communities are also being rehabilitated.

Coamo's mayor Juan C. García Padilla enlisted Coamo Saludable to design a worksite wellness employee benefits package proposal for municipal workers offering incentives tied to compensation as motivation for making healthy choices.

Kershaw County, South Carolina

Making the County a Healthier Place to Live

Public Health Issue

- Lack of access to healthy food and physical activity contributes to high rates of chronic conditions such as diabetes and obesity.
- Promoting healthier places to live is a widely accepted strategy for preventing disease and is a priority part of the National Quality Strategy created by the U.S. Department of Health & Human Services to facilitate disease prevention.
- A coalition of policymakers, stakeholders and community members working with community coaches is a successful model for environment and policy change to enable healthy living.

ACHIEVE Community Action

- The Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative applies a community model using health departments and local organizations as trusted conveners and community coaches. The National Association of Chronic Disease Directors awarded an ACHIEVE grant and provides technical assistance to Kershaw County South Carolina using funding provided by the Centers for Disease Control and Prevention.
- Kershaw County assessed their community, developed a Community Health Action and Response Team coalition called Eat Smart, Move More...Kershaw County and participated in the required ACHIEVE Action Institute to improve team members' skill in changing local policy and environments.
- Community assessment highlighted areas for improvement including a need for more, safe recreation facilities such as walking trails and a desire for better access to fresh, healthy food.

impact

The coalition leveraged additional grant funding to purchase bike racks now installed in seven Camden locations where a need was identified.

Share the Road signs were installed in areas of need by the SC Department of Transportation.

The South Carolina Department of Health & Environmental Control and the City of Camden installed lighting and graded the walking trail at a local park, improving access for walkers.

Seniors and families have better access to fresh fruits and vegetables as a result of the coalition assuring certification of five farmers to accept senior and WIC fruit and vegetable vouchers at the Kershaw County Farmers Market.

United Way of Kershaw County incorporated physical activity and nutrition considerations into its grant expectations for funded partner agencies – a permanent community benefit.

A local river is designated as a Blue Trail by the American Rivers Association giving it prominence as a local site for physical activity.

Complete Streets is now on the agenda of the Camden City Council, raising awareness of this important policy issue in the county seat.

CONTACTS

Lori Phillips
South Carolina Department of
Health & Environmental Control
803-545-0185
phillilc@dhec.sc.gov

Whitney Hinson
KershawHealth Medical Center
803-424-0461, ext. 13
whinson@kershawhealth.org

Cindy Davidson
KershawHealth Medical Center
803-424-0461
davidson@kershawhealth.org



Spartanburg County, South Carolina

‘Good for You’

Public Health Issue

- More than two-thirds of Spartanburg County, South Carolina adults are overweight or obese.
- Spartanburg had a very high Retail Food Environment Index (RFEDI) in a 2009 study, an indicator of reduced access to healthy food. Higher RFEDs correlate with higher prevalence of obesity and associated health problems.

ACHIEVE Community Action

- Spartanburg County, South Carolina receives funding from the National Association of Chronic Disease Directors (NACDD) for the Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative, a partnership with the Centers for Disease Control & Prevention and other national organizations.
- Spartanburg County organized a Community Health Action Response Team and created a community action plan for achieving better resident access to healthy foods and active environments.

impact

An ACHIEVE BMI measurement project revealed the high rate of overweight and obesity among local school children – more than 1/3 of 1st, 3rd, and 5th graders in 6 county school districts are overweight or obese. ACHIEVE plans to raise awareness and implement county-wide interventions based on this data.

An ACHIEVE partner, Partners for Active Living, leveraged \$95,000 from the South Carolina Department of Health and Environmental Control in partnership with the Hub City Farmer’s Market, to increase trail connectivity within the City of Spartanburg and support creation of a Healthy Food Hub for Spartanburg’s 180,000 Northside neighborhood residents living in an identified ‘food desert.’

An ACHIEVE branding campaign, Good for You Spartanburg!, is enlisting new partners to use the brand for marketing in return for instituting healthy policies such as a healthy foods policy for meetings or increasing physical activity options.

Ten food establishments joined the healthy restaurant program, Good for You Spartanburg!, and are now offering healthy menu options, including locally grown produce; using healthier cooking methods; and serving smaller portions.

CONTACTS

Laura Ringo
Partners for Active Living
864-598-9638
LRingo@active-living.org

Sharyn Pittman
ACHIEVE Project Manager
864-579-2293
achievespartanburg@gmail.com



Harris County, Texas

Creating Opportunities for Healthy Living

Public Health Issue

- Many adults and children in Harris County, Texas are not at a healthy weight.
- Residents of the Aldine ACHIEVE Community in Harris County told local officials what they needed to be healthier: 1) community gardens where residents could access healthier foods, 2) healthier food choices in schools and the community, 3) more “no-cost” ways to be physically active and 4) outdoor smoking policies and access to tobacco cessation.

ACHIEVE Community Action

- The Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative applies a community model using Harris County Public Health & Environmental Services (HCPHES) and the Aldine-Greenspoint YMCAs as trusted conveners and community ‘coaches.’ The National Association of Chronic Disease Directors and YMCA of the USA provide ACHIEVE grants and technical assistance with funding from the Centers for Disease Control and Prevention.
- The Aldine ACHIEVE initiative developed a Community Health Action and Response Team with membership that includes leaders from the highest levels of city and county government, business, health, academia, planning, transportation, and other community groups and individuals.

CONTACTS

Linda E. Forys
Harris County Public Health & Environmental Services
713-439-6291
lforys@hcphe.org

Claudia M. Sanchez-Lopez
Aldine-Greenspoint YMCA
832-484-9622
claudia.sanchez@ymcahouston.org



impact

Created the ACHIEVE Fitness Zone with Precinct 1 Commissioner El Franco Lee’s backing for the ACHIEVE/Harris County partnership. Residents using the ACHIEVE Fitness Zone – an outdoor gym – say their health has improved as a result.

Harris County modified their Parks Master Plan based upon success of the ACHIEVE Fitness Zone to reflect expressed needs of the residents for better physical activity options.

Created a number of community gardens:

- A community team created the first ACHIEVE community vegetable garden with support of Precinct 2 Commissioner Sylvia Garcia.
- Johnson Elementary School constructed a vegetable garden.
- ACHIEVE supported development of community vegetable gardens at an Aldine Y.O.U.T.H. collaborative site to include East Aldine District, Habitat for Humanity, North Houston Heights Civic Organization, Precinct 1 and Orange Grove Elementary, and at a collaborative site that includes 5 neighborhoods and organizations.

Improved tobacco cessation services provided within the healthcare provider delivery system at Harris County PHES clinics through use of evidence-based CDC Action Guide.

For sustainability, ACHIEVE change strategies are integrated with the existing East Aldine District Public Health and Neighborhood Services Committee.

Nacogdoches, Texas

Healthy Living through ACHIEVE

Public Health Issue

- Nacogdoches, Texas smoking, obesity, heart disease and stroke rates are higher than the rest of the state and the national benchmark rates.

ACHIEVE Community Action

- Nacogdoches receives funding from the National Association of Chronic Disease Directors (NACDD) for the Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative, a partnership with the Centers for Disease Control & Prevention and other national partners.
- Nacogdoches organized a Community Health Action Response Team called Healthy Nacogdoches Coalition and created a community action plan for achieving better resident access to healthy foods and safe and active environments.



impact

ACHIEVE helped the Nacogdoches community garner resources:

- **\$465,000** from the Texas Department of State Health Services for obesity prevention, the Mayor's Fitness Council, and a Preventable Hospitalizations project addressing urinary tract infections related to dehydration from low water consumption
- **\$167,101** from the Texas Parks and Wildlife Commission for a new 1.6 mile stabilized extension of the Lanana Creek Trail, adding benches
- **\$40,000** from NACDD to Healthy Nacogdoches to provide mentorship to the Randolph County, Indiana ACHIEVE community and to continue implementation of ACHIEVE-related policy, systems, and environmental changes

Infrastructure improvements include 20 outdoor exercise stations; 2 trail underpasses; a .3-mile trail extension and .4 miles of new sidewalk; trail crossing and directional signage; and 3 new water fountains along the Lanana Creek trail.

A Mother Friendly worksite effort promotes worksite breastfeeding policies and a \$12,000 grant will encourage participation beyond the initial participating worksite.

Healthy Nacogdoches received the Heart and Stroke Healthy City recognition from the Texas Council for Cardiovascular Disease and Stroke.

The Healthy Nacogdoches Approved Restaurant Program has 14 local restaurants now serving healthier foods.

“The Healthy Nacogdoches Coalition is helping us build a better community and boosts our economic future since employers depend on healthy workers to perform at their best,” says Bruce R. Partain, President/CEO of the Nacogdoches County Chamber of Commerce.

CONTACTS

Kinnie Douglas
Nacogdoches Memorial Hospital
936-569-4691
douglask@nacmem.org

DawnElla M. Rust
Stephen F. Austin State University
936-468-1495
drust@sfasu.edu

Williamson County, Texas

A Texas Town's Journey to Better Health

Public Health Issue

- Georgetown, Texas scored low each time they participated in the Heart & Stroke Healthy City Recognition Program run by the Texas Department of State Health Services.
- Promoting healthier lifestyles can help Georgetown meet health objectives for reducing the burden of chronic diseases such as heart disease and stroke.
- A local coalition taking action to advance physical activity, nutrition, and tobacco policies gives people of all ages the support needed to lead healthier lives and prevent disease.

ACHIEVE Community Action

- Williamson County and Cities Health District where the town of Georgetown is located receives funding from the National Association of Chronic Disease Directors through its partnership with the Centers for Disease Control and Prevention, to implement Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) and advance leadership and action to reduce chronic diseases and related risk factors in the county.
- The Williamson County Healthy Hearts Coalition, now the WilCo Wellness Alliance, joined a national action institute and developed an action plan focused on health care provider exercise prescriptions, worksite wellness, tobacco cessation, and ¡Por Vida!, a healthy heart recognition program for restaurants.

impact

The Commissioners Court recently banned smoking on all county government property.

ACHIEVE helped the coalition leverage \$27,000 from county government to enable provision of smoking cessation classes for employees.

Three clinics, two private medical offices and a federally-qualified health center provide exercise prescriptions for their patients with diabetes using the *Exercise is Medicine* model, raising awareness of the need for and adoption of physical activity.

The project also leveraged funding from United Way to provide personal training to residents receiving exercise prescriptions as a pilot to encourage adoption of physical activity habits.

¡Por Vida! is preparing to launch in Georgetown restaurants to help adults and children make healthier food choices by highlighting menu items that meet healthy nutrition guidelines.

A worksite wellness toolkit and workshop are bringing local businesses onboard to promote employee wellness and chronic disease prevention.

“Leaders from across this community are committed to an ongoing process that has great potential to make and keep our cities and county as healthy as they can be,” says Dr. Chip Riggins, Executive Director and Health Authority for the Williamson Cities and County Health District.

CONTACTS

Melissa Cammack
Williamson Cities and County Health District
512-248-7643
mcammack@wcchd.org

Cynthia A. Guerrero
Williamson Cities and County Health District
512-943-3662
cguerrero@wcchd.org



Washington County, Utah

Better Health for Workers and Residents

Public Health Issue

- Lack of physical activity, unhealthy diets and exposure to secondhand smoke contribute significantly to the development of chronic diseases such as heart disease.
- Adoption of policies and changes to the environment that improve the health choices of community residents can prevent or delay chronic diseases.

ACHIEVE Community Action

- Funding from ACHIEVE (Action Communities for Health, Innovation, and EnVironmental ChangE) provided by the National Association of Chronic Disease Directors with support from the Centers for Disease Control and Prevention, helped Healthy Dixie, a local community coalition, activate its members and expand its work promoting health and wellness in Washington County, Utah.
- Focus areas include work site wellness, Complete Streets policies, community gardens, bike lanes, and shared use trails.

CONTACTS

Locke Ettinger
Intermountain Healthcare
435-251-3797
locke.ettinger@imail.org

impact

All Intermountain Healthcare Southwest Region hospital campuses – 3 hospitals, 5 health centers, as well as guest houses – are now 100% tobacco free. Implementing this tobacco-free policy, helps these sites better conform to fire and safety regulations while creating a more healthful environment for patients and staff and setting a healthy example for the communities they serve.

A worksite wellness initiative at Intermountain Healthcare's Dixie Regional Medical Center Hospital incentivizes 2,300 workers with health insurance premium rebates and other incentives to make lifestyle changes based on health risk assessment.

Planter boxes no longer used by the city became a first, fenced community and teaching garden for local students, winning the Healthy Dixie Award in 2011. Additional community gardens were created and are supported through resources provided on the Healthy Dixie website.

An assessment, including video footage recorded during a ride through areas where street changes are planned, will document the changes and their benefit to the community as a way of motivating further 'complete streets' improvements geared to all users.



Rutland County, Vermont

Achieving Better Food and Physical Activity Environments

Public Health Issue

- One fourth of Rutland County adults and 13% of youth are obese, each rate slightly higher than the statewide rate.
- Unmarked and poorly marked crosswalks were singled out as a problem for Rutland pedestrians in a 2010 AARP survey on the dangers pedestrians face.
- Residents of the Rutland community recommended “programs that...improve healthy lifestyles” as a priority issue in a 2008-2009 community needs assessment.

ACHIEVE Community Action

- Rutland County receives funding from the National Association of Chronic Disease Directors (NACDD) for the Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative, a partnership with the Centers for Disease Control & Prevention and national organizations, including NACDD.
- Rutland County created a community action plan for achieving better resident access to healthy foods and safe and active environments.

CONTACTS

Tina Coltey
Rutland Area Physical Activity Coalition
and Rutland Area Prevention Coalition
802-775-4199
tcoltey@rmhscn.org

Sarah Roy
Vermont Department of Health
802-786-5876
Sarah.Roy@state.vt.us



impact

The Rutland Creek Path project linking the center of Rutland with parks, schools, and businesses is advancing with the help of several ACHIEVE partners and complements pedestrian crosswalk efforts including an inventory which helped locate the best spots for crosswalk access to the path.

ACHIEVE sparked wider and stronger partnerships among Rutland community leaders and organizations, including the Department of Parks & Recreation which piloted a new policy requiring only healthy food options at a summer concession stand. Visitor surveys reveal positive response to the changes; some respondents indicated they reduced their calorie intake because of these offerings and others reported increased awareness of the importance of consuming a healthy diet. As a result, concession stands at other city locations and the winter city recreation area will likely make this change as well.

Grant funds awarded to Rutland Area Prevention Coalition, an ACHIEVE member agency, aligns ACHIEVE and its member agencies with the coalition to implement additional physical activity, nutrition, and tobacco prevention strategies.

Portsmouth, Virginia

Healthy Portsmouth Takes Off!

Public Health Issue

- Adults in Portsmouth, Virginia are less likely to be physically active and more likely to be obese, have diabetes and to smoke than adults in the state as a whole.
- Almost half of the children in Portsmouth schools are eligible for free lunch, an indication that they may also have poor diets and lack opportunities for physical activity.
- Health needs assessments and community stakeholder forums indicate many Portsmouth streets need improvement to meet a “complete street” standard that would make them safe and accessible for pedestrians and cyclists and encourage healthy alternatives to the automobile.

ACHIEVE Community Action

- The Consortium for Infant and Child Health (CINCH) at Eastern Virginia Medical School, a community child health coalition, was awarded ACHIEVE funding by the National Association of Chronic Disease Directors to advance community leadership to prevent chronic diseases and related risk-factors through a local collaborative approach.
- CINCH, Portsmouth Health Department, Portsmouth YMCA, the Office of the Portsmouth City Manager, Department of Parks, Recreation & Leisure Services, Portsmouth Public Schools, the Portsmouth General Hospital Foundation, Portsmouth Redevelopment & Housing Authority, and WHRO Center for Regional Citizenship comprise *Healthy Portsmouth*, a core team overseeing the implementation of policy and environmental changes for a healthier city.
- Community focus areas are: increased walkability of city streets, enhanced school wellness, decreasing tobacco smoke exposure, promoting breastfeeding, and increasing health messages through a comprehensive community-wide media campaign.

impact

Leveraged \$49,555 from a Virginia Foundation for Healthy Youth grant to create a website, hold a leadership summit and implement a recommended strategy for increasing physical activity by enhancing walkability and pedestrian safety for Portsmouth Walks.

Leveraged a \$54,000 Virginia Department of Health CHAMPIONS grant to promote infant breastfeeding, a recommended obesity prevention strategy.

Established lactation rooms to support breastfeeding for employees and visitors in the City’s Children’s Museum of Virginia and in the Portsmouth Health Department, an environmental change example for others.

Leveraged a \$10,000 Public Broadcasting Blueprint grant to produce a video highlighting Portsmouth’s walkability assessments and air it locally to raise awareness and garner support.

Planned the advancement of smoke-free indoor environment policies in multi-unit housing facilities which implement a Department of Housing & Urban Development recommendation.

Promoted the adoption of indoor/outdoor city property tobacco-free policies and stair usage through signage and stairwell improvements in a local hospital.

CONTACTS

Brannon Godfrey
Portsmouth Deputy City Manager
757-393-8641
godfreyb@portsmouthva.gov

Amy Paulson
Consortium for Infant and Child Health
757-668-6458
paulsonAC@evms.edu

Tacoma-Pierce County, Washington

Changing Policies Promotes Student Health and Achievement

Public Health Issue

- Support by public officials is a key factor in the adoption of local policies and environmental changes to improve the health of community residents.
- A coalition of local policymakers working with community members and community ‘coaches’ is a successful model for environment and policy change.

ACHIEVE Community Action

- Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative applies lessons learned from a community model using health departments and YMCAs as trusted conveners and community ‘coaches.’ The National Association of Chronic Disease Directors and YMCA of the USA are national partners providing ACHIEVE competitive grants and technical assistance with funding from the Centers for Disease Control and Prevention.
- Tacoma-Pierce County, an ACHIEVE-funded site, developed a Community Health Action Response Team that includes public officials with the political capital to facilitate change and community members able to pinpoint needed changes as outlined in a Community Action Plan.
- Building on strong school districts and community involvement they are reversing reductions in school physical activity and improving school and community food and activity choices.

impact

ACHIEVE strategies now have formal backing of the Pierce County Council with passage of Resolution No. R2009 proclaiming county support for ACHIEVE initiative strategies and official recognition of the shared responsibility across agencies that will make it happen.

A new policy adopted by the council permits use of county MetroParks property for community gardens; development of a non-profit group to oversee these actions is in place.

Many community members express the need for changes in local school meals and the ACHIEVE school nutrition committee has worked with two school districts to develop and implement healthier menu options for their students.

Two new student physical activity programs are sustained with YMCA funds:

- A free, afterschool program is supported by school district bus transportation to YMCA facilities, enabling provision of an extra 3,600 minutes of physical activity a semester for sixth grade students and filling a gap caused by cuts in school extracurricular activities.
- A weekly, no-cost before-school program in all eight elementary schools in one district where 850 participating students took part in an additional 1,440 minutes of physical activity last year under a joint-use agreement between the school district and the YMCA.

A proposed bond initiative will provide funds for repairing athletic fields to promote active play by individuals and community sports teams.



CONTACTS

Kirsten Frandsen
Tacoma Pierce County Health Department
253-798-3540
kfrandsen@tpchd.org

Darcy Celletti
YMCA of Pierce and Kitsap Counties
253-905-0649
dcelletti@ymcapkc.org

Whatcom County, Washington

Impacting Healthy Community Policies

Public Health Issue

- Chronic disease and health risk factors in Whatcom County are more prevalent among populations impacted by poverty and socioeconomic disparities.
- Children living in poverty have higher rates of overweight, obesity, exposure to second-hand smoke and poor nutritional intake. For example, half of Whatcom County 10th graders don't get the recommended amount of daily physical activity.

ACHIEVE Community Action

- Whatcom County was selected to receive funding for the Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative, part of a Healthy Communities partnership with the Centers for Disease Control & Prevention, National Association of Chronic Disease Directors, YMCA of USA, National Association of City and County Health Officials, and National Recreation and Parks Association.
- Whatcom ACHIEVE organized for policy and environmental change to create a community that's more walkable, has increased access to healthy food and lower tobacco use and exposure to secondhand smoke.

impact

Whatcom ACHIEVE leveraged \$30,000 to train community leaders in applying health equity principles to community development and \$25,000 from the National Park Service to support communities and groups to plan for pedestrian, bicycle and recreation improvements.

The ACHIEVE process positioned Whatcom to leverage \$274,000 in Community Transformation Grant funds to become the regional hub for the NW Washington Healthy Communities Project, making them a provider of technical assistance and a major contributor to comprehensive land use planning.

ACHIEVE staff collaborated to develop project criteria adopted as part of the Bellingham Pedestrian Plan.

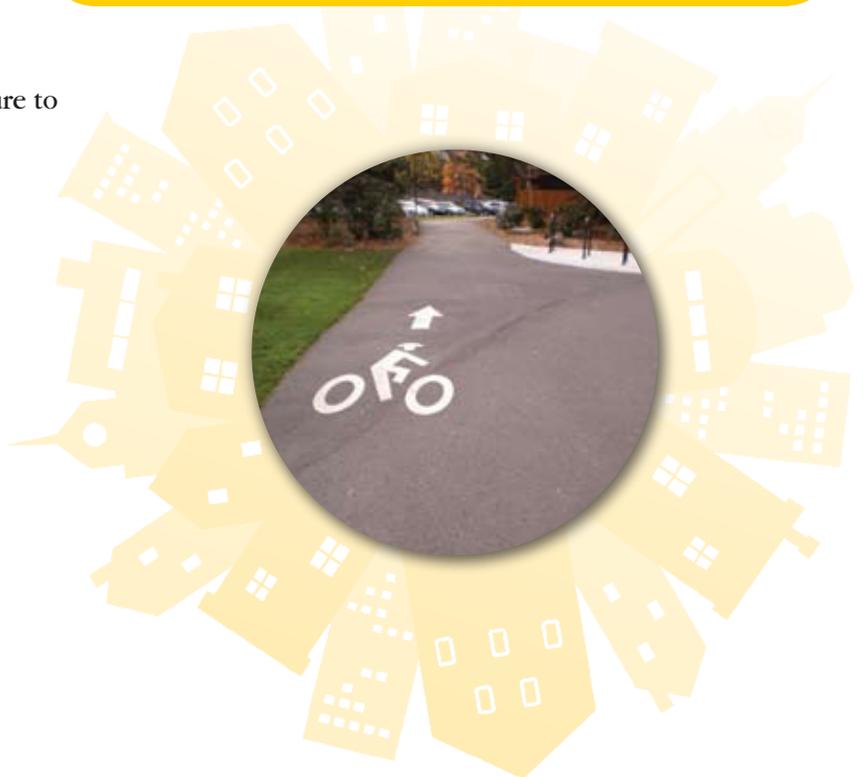
In a partnership with the Council of Governments, they trained most county/city engineers/city planners in walkable-community planning for "Safe & Healthy Streets."

ACHIEVE's identified action goals for creating healthy neighborhoods are now part of the county's Community Health Improvement Plan.

CONTACTS

Melissa Morin
Whatcom County Health Department
360-676-6724, ext. 32027
mmorin@whatcomcounty.us

Nicole Willis
Whatcom County Health Department
360-676-6724, ext. 50844
nwillis@whatcomcounty.us



Green Bay, Wisconsin

Acting to Prevent Obesity



impact

New departmental policy in the Green Bay school district puts calorie information in front of more than 10,000 middle and high school students as they make cafeteria food and beverage choices.

ACHIEVE partner efforts garnered in-kind provision of a fulltime Farm-to-School coordinator and access to training and resources from the Wisconsin Department of Agriculture with an estimated monetary value of many thousands of dollars. “These programs are shown to be a win/win, both for the students, schools and farmers who participate,” said Sue Baier, food services director for the Green Bay district.

ACHIEVE funding and the resulting strengthening of a coordinated approach catalyzed community action and leveraged \$320,000 from the Transform Wisconsin Fund and \$250,000 in donations from local businesses and private individuals to advance this important policy and environmental change work to prevent obesity.

Public Health Issue

- Obesity and healthy lifestyle are identified areas of concern for Brown County where Green Bay is located, according to the 2011 Leading Indicators for Excellence Study.
- Twelve percent of Wisconsin high school students are obese compared to the national benchmark of only 9%.
- The school environment influences student’s food choices. Offering healthy foods and providing nutrition information helps students choose healthy foods to prevent obesity and support academic achievement.

ACHIEVE Community Action

- Green Bay receives funding from the National Association of Chronic Disease Directors (NACDD) for the Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) initiative, a partnership with the Centers for Disease Control & Prevention and four other national partners.
- Green Bay organized for community health improvement around an existing obesity prevention coalition called Live54218 to create a community action plan for achieving better resident access to healthy foods and safe and active environments.

CONTACT

Jen Van Den Elzen

920-593-3407

Jennifer.VanDenElzen@Live54218.org

National Association of Chronic Disease Directors
2200 Century Parkway, Suite 250 | Atlanta, GA | 30345 | 770.458.7400

www.chronicdisease.org



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This publication was supported by Grant/Cooperative Agreement Number U58DP002759-01 from the Centers for Disease Prevention and Control (CDC). Authors acknowledge the contribution of the National Association of Chronic Disease Directors (NACDD) to this publication. Its contents are solely the responsibility of the authors and do not necessarily reflect the official views of the CDC or NACDD.