

CPPW COMMUNITY INTERVENTIONS AND REACH DATA

CPPW communities are making great strides in improving nutrition, increasing physical activity, and reducing tobacco use and exposure to secondhand smoke. Over 55 million people—or over one in six Americans—live in a city, town, or tribal community that is benefiting from this initiative. Listed below are a few interventions chosen from the wide range of interventions that communities are implementing, the strategy utilized in each approach, the number of Americans who already have benefitted as a result of these targeted interventions, and a few examples to illustrate the intervention and highlight the successes already realized. The aggregate reach data below is current as of December 31, 2011. As with any on-going effort, the actual impact of the program continues to grow with time and will be updated in future reports.

OBESITY PREVENTION BY INCREASING ACCESS TO NUTRITIOUS FOODS

Healthy food/drink availability

1. CPPW communities are increasing healthy options in vending machines in schools, hospitals, recreational facilities, government buildings, and businesses. Since March 19, 2010, up to **8.9 million Americans** in 14 communities have greater access to healthier foods sold in vending machines across multiple settings. The CPPW communities are: Bartholomew County, IN; Boston, MA; Cook County, IL; Hamilton County, OH; Healthy Lakes, ME; Healthy Portland, ME; LaCrosse County, WI; Los Angeles County, CA; Miami/Dade County, FL; New York, NY; Olmsted County, MN; Philadelphia, PA; Southern Nevada, NV; and Wood County, WI.

Selected Community Examples

- All city-owned buildings in **Philadelphia, Pennsylvania** now provide healthier beverage options to benefit the city's **27,000 employees** and other community members who frequent these locations.
 - As of February 2011, 75% of items in vending machines at the **Wood County, Wisconsin** courthouse are classified as "healthy" options. Approximately **77,100 courthouse employees and visitors** now see an increase in healthy vending options available.
2. CPPW communities are improving access to healthy food retailers, including local farmers' markets, and also improving access to healthy foods sold in local corner stores and other retail outlets. Since March 19, 2010, up to **12.1 million Americans** in 20 communities have enjoyed increased availability of healthier foods in retail locations. The CPPW communities are: Cook County, IL; Douglas County, NE; Hamilton County, OH; Healthy Portland, ME; Jefferson County, AL; Los Angeles County, CA; Louisville/Jefferson County, KY; Miami/Dade County, FL; Mid-Ohio Valley, WV; Multnomah County, OR; Nashville/Davidson County, TN; New York, NY; Olmsted County, MN; Philadelphia, PA; Pima County, AZ; Pitt County, NC; San Antonio, TX; San Diego County, CA; Seattle/King County, WA; and Vanderburgh County, IN.

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Selected Community Examples

- The **Seattle/King County, Washington** Department of Public Health is working with corner stores located in “food deserts” to introduce healthy food options. The first store to introduce healthy options has already had to increase its produce supply from one shipment a week to three due to high demand. The program, a partnership between Public Health Seattle & King County and the Seattle Office of Economic Development, provides economic incentives to local food retailers to provide fresh fruits and vegetables in food deserts. Twenty-two stores are already offering healthy options, and an additional 28 stores have efforts underway to implement changes. As a result of this initiative, an estimated **650,000 residents** have greater access to healthy foods.
 - **Louisville, Kentucky** is making healthy to-go meals possible through its *Healthy in a Hurry* Program. The program features healthy corner stores, fresh produce, and a produce manager hired from the neighborhood. Seven *Healthy in a Hurry* corner stores currently operate in Louisville, providing healthier food options for **80,000 people**.
3. CPPW communities are providing healthier foods sold in schools through vending machines, a la carte lines, bake sales or other avenues that are not a part of USDA school meals. Since March 19, 2010, up to **250,000 Americans** in 6 communities have benefitted from healthier food options while at school, work, and other locations within their communities. The CPPW communities are: Boston, MA; Cook County, IL; Hamilton County, OH; Healthy Lakes, ME; Mid-Ohio Valley, WV; and San Antonio, TX.

Selected Community Examples

- Eight of the twenty-two school districts in **Hamilton County, Ohio** provide healthier foods and beverages in school vending machines, a la carte lines, and school stores. The healthier selections meet nutritional standards for calories, fat, saturated fat, trans fat, sugar, sodium, and portion size. This benefits nearly **51,000 elementary, middle, and high school students**. Of the eight school districts, the **Three Rivers School District**, is located in an under-served area of Hamilton County. Three Rivers’ policy benefits the **1,800 students** enrolled in their district.
 - **Boston (Massachusetts)** Public Schools now provide healthier foods and beverages in a la carte cafeteria lines, vending machines, for booster and other fundraising activities, and at school-sponsored events. All foods must meet nutritional standards for calories, saturated fat, sugar, and sodium, and all beverages must comply with Boston’s Healthy Options Beverage Standards. These changes affect 134 schools and over **57,000 students**, about 75% of whom are eligible for free and reduced-price school meals.
4. CPPW communities are improving access to nutritious foods for vulnerable families who purchase food through a food assistance program, such as the Supplemental Nutrition Assistance Program (SNAP) or the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). Since March 19, 2010, up to **2.8 million Americans** in 18 communities have been able to use SNAP/WIC to purchase foods from local farmers’ markets and other healthy food retailers. The CPPW

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communities are: Healthy Lakes, ME; Healthy Portland, ME; Louisville/Jefferson County, KY; Maui, HI; Miami/Dade County, FL; Mid-Ohio Valley, WV; Minneapolis, MN; New York, NY; Olmsted County, MN; Philadelphia, PA; Pima County, AZ; Pueblo of Jemez, NM; San Diego County, CA; Seattle/King County, WA; Southern Nevada, NV; Tri-County Health Department, CO; Vanderburgh County, IN; and Wood County, WI.

Selected Community Examples

- **San Diego County, California** is increasing access to affordable, healthy foods by increasing the number of farmers' markets that accept SNAP. To date, 5 farmers' markets accept SNAP; and EBT sales at the farmers' markets totaled over **\$90,000** for the first 14 months of operation. Thus far, **5,500 participants** have enrolled in the Fresh Fund program, which provides benefits to customers who use SNAP for the purchase of healthy food items. Nearly **\$200,000** in Fresh Fund dollars has been distributed to SNAP customers since the inception of this program.
 - **Olmsted County, Minnesota's** four rural cities have improved access to fresh produce as a result of the opening of new farmers' markets in their communities. Rochester Markets, which accept SNAP and WIC benefits, increased access to healthy foods for the more than **17,500 SNAP and WIC users** in the county. Customers who use these benefits receive an additional \$10 in Market Bucks, which had a nearly **100% redemption rate** and raised the amount of EBT sales by **58%** in one month.
5. CPPW communities are improving the nutritional content for foods provided in various community settings. Since March 19, 2010, up to **13.5 million Americans** in 20 communities have healthier food options available to them within schools, churches, hospitals, and when attending local government-sponsored meetings or events. The CPPW communities are: Bartholomew County, IN; Boston, MA; Cook County, IL; Healthy Lakes, ME; Healthy Portland, ME; Jefferson County, AL; LaCrosse County, WI; Los Angeles County, CA; Louisville/Jefferson County, KY; Miami/Dade County, FL; Mid-Ohio Valley, WV; Multnomah County, OR; Nashville/Davidson County, TN; Philadelphia, PA; Pima County, AZ; Pinellas County, FL; Pueblo of Jemez, NM; San Antonio, TX; Seattle/King County, WA; and Southern Nevada, NV.

Selected Community Examples

- Food service providers in **Los Angeles County, California** government departments strengthened dietary requirements in their food procurement to promote improved nutritional content of meals served in employee cafeterias. The meals of more than **100,000 Los Angeles County, California employees** are now healthier because of these strengthened dietary requirements.
- In **San Antonio, Texas**, nearly **10,000 children** received healthy lunches in the summer of 2011. City of San Antonio Parks and Recreations' food service provider, Selrico, and the Healthy Restaurants Coalition adopted the USDA's Summer Food Service program meal pattern which increased whole grains, reduced saturated fats, and reduced sodium content for menu items.

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Reducing consumption of less healthy foods and beverages

6. CPPW communities are implementing changes to reduce consumption of less healthy foods and beverages within schools, child care centers, and other venues. Reducing consumption of unhealthy foods and beverages, including those with a high calorie, fat, sugar, and sodium content, is one component of a comprehensive approach to better nutrition for up to **6 million Americans** in 15 communities. The CPPW communities are: Boston, MA; Cook County, IL; Douglas County, NE; Hamilton County, OH; Healthy Lakes, ME; Healthy Portland, ME; Los Angeles County, CA; Multnomah County, OR; Nashville/Davidson County, TN; New York, NY; Philadelphia, PA; Pueblo of Jemez, NM; San Antonio, TX; Southern Nevada, NV; and Tri-County Health Department, CO.

Selected Community Examples

- In **Douglas County, Nebraska**, 12 after-school programs are providing 20 minutes of daily physical activity and have replaced high calorie sugary drinks with water to ensure that the more than **500 children** who attend these centers will have exposure to physical activity and reduced caloric intake every day.
- **Clark County, Nevada** School District now prepares and serves food without the use of trans fat. Clark County has the 5th largest school district in the nation educating over **310,000 students**, and serving approximately **190,000 meals** to students each day.

Procurement practices

7. CPPW communities are implementing changes to procurement processes that improve access to healthier food options for schools, child care centers, local food pantries, faith-based organizations, and other community centers. Accordingly, since March 19, 2010, up to **13.6 million Americans** in 17 communities have increased access to nutritious foods across multiple settings. The CPPW communities are: Boston, MA; Douglas County, NE; Hamilton County, OH; Healthy Lakes, ME; Healthy Portland, ME; Jefferson County, AL; LaCrosse County, WI; Los Angeles County, CA; Louisville/Jefferson County, KY; Miami/Dade County, FL; Mid-Ohio Valley, WV; Multnomah County, OR; New York, NY; Philadelphia, PA; Pima County, AZ; San Diego County, CA; and Seattle/King County, WA.

Selected Community Example

- **Louisville, Kentucky's** Jefferson County Schools are working with local growers to ensure availability of seasonal produce and purchasing extra produce during the season for preserving, making produce available year round for **100,000 students**.
- At least 25% of foods purchased by the Lake Region School District in **Healthy Lakes, Maine** must come from local farmers, growers, producers, or fisherman. To support this initiative, school cafeteria staff were trained in how to work with nearby farmers to buy locally grown foods and in how to use these foods to prepare school meals from scratch. As a result, over **1900 students** have improved access to healthier meals.

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Menu labeling

8. CPPW communities are implementing changes to improve menu labeling in various locations, including schools and local non-chain restaurants. Since March 19, 2010, up to **3.5 million Americans** in 7 communities are provided with nutritional information on menus to better equip them in choosing healthier food options. The CPPW communities are: Healthy Lakes, ME; Healthy Portland, ME; Louisville/Jefferson County, KY; Philadelphia, PA; San Antonio, TX; Vanderburgh County, IN; and Wood County, WI.

Selected Community Examples

- **Vanderburgh County, Indiana** launched *Reality Bites*, a new high school awareness initiative that includes nutritional labeling of all a la carte items and signage to promote healthy school lunch items available to over **7,500 high school students**.
- **Louisville, Kentucky's** Metro Department of Health & Wellness launched a partnership with local restaurants to assist them with the calculation and printing of calorie information for their menu items. This partnership provides over **435,000 people** with the opportunity to make healthier decisions when dining out.
- **San Antonio, Texas** launched the “¡Por Vida!” healthy menu initiative to offer residents healthier choices when dining out by branding ¡Por Vida! with easy to recognize menu labeling and logos. Healthier options have been made available in over **100 restaurant locations** citywide.

Changing relative prices of healthy vs. unhealthy items

9. CPPW communities are promoting the purchase of healthier foods and beverages sold in schools, hospitals, government buildings, worksites, and other community settings. Since March 19, 2010, up to **10.2 million Americans** in 16 communities have access to healthier foods and beverages that are priced less than or equal to their less healthy counterparts. The CPPW communities are: Bartholomew County, IN; Boston, MA; Cook County, IL; Douglas County, NE; Hamilton County, OH; Healthy Portland, ME; Mid-Ohio Valley, WV; Multnomah County, OR; New York, NY; Olmsted County, MN; Philadelphia, PA; Pima County, AZ; Pinellas County, FL; San Antonio, TX; Seattle/King County, WA; and Vanderburgh County, IN.

Selected Community Examples

- **Vanderburgh County, Indiana** launched a hospital entree project to improve the health status of their cafeteria patrons. Both Deaconess Hospital and St. Mary's Hospital offer a 20% discount on a daily healthy meal, titled the “Upgrade of the Day.” The number of meals sold between the two hospitals increased from a total of about 660 meals in January 2011 up to about **2,500 meals** sold in June 2011.
- Seven schools in **Cook County, Illinois** have implemented changes to their vending machine offerings and have provided access to healthier foods and beverages that are priced less than or equal to less healthy items. Such changes serve as an incentive for choosing healthier options

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for over **4,000 students**, and likewise encourage over **600 teachers and other school personnel** to choose healthier options.

Use of media to educate about healthy food/drink choices

10. CPPW communities are engaged in media efforts to educate community members about the benefits of making healthy food and drink choices through earned and paid media, social media, or through other mass communication channels. Since March 19, 2010, up to **19.3 million Americans** in 29 communities have been exposed to messaging about the positive effects of healthy eating. The CPPW communities are: Bartholomew County, IN; Boston, MA; Cherokee Nation, OK; Hamilton County, OH; Healthy Lakes, ME; Healthy Portland, ME; Jefferson County, AL; Kauai, HI; LaCrosse County, WI; Los Angeles County, CA; Louisville/Jefferson County, KY; Miami/Dade County, FL; Mid-Ohio Valley, WV; Minneapolis, MN; Multnomah County, OR; Nashville/Davidson County, TN; New York, NY; Olmsted County, MN; Philadelphia, PA; Pima County, AZ; Pitt County, NC; Pueblo of Jemez, NM; San Antonio, TX; San Diego County, CA; Santa Clara County, CA; Seattle/King County, WA; Tri-County Health Department, CO; Vanderburgh County, IN; and Wood County, WI.

Selected Community Examples

- **New York, New York** unveiled a new salt awareness initiative urging consumers to compare labels and select foods with less sodium. Educational messages were placed in 20% of all New York City subway cars and generated **63.5 million “impressions”** from the public. New York City also expanded a successful print media initiative educating New Yorkers about the health impact of sugary drinks. “Pouring on the Pounds” appeared on 10-20% of the city’s subway cars and has generated over **380 million “impressions.”** Commonly used to describe the impact of media initiatives, “impressions” can be thought of as the number of times a message has been seen.
- In **Seattle/King County, Washington**, Distributive Education Clubs of America, Inc. (DECA) students at Auburn High School created a student-led media initiative called “COMMIT TO FIT.” This public relations awareness, education, and incentive program’s vision is that "Every child in Auburn will be EMPOWERED to make consistent healthy lifestyle choices." The initiative has had a tremendous response. In just two weeks, over **2,000 students and staff** registered on their website (www.committofit.org) to earn points by participating in healthy activities such as 60 minutes of activity daily for 1 week, healthy food choices for a week, or organizing healthy community events. Students can redeem the points for prizes and rewards.

OBESITY PREVENTION BY INCREASING ACCESS TO PHYSICAL ACTIVITY

City planning, zoning, and transportation

11. CPPW communities are implementing initiatives to support walking and biking within their respective communities. Since March 19, 2010, up to **4.7 million Americans** in 14 communities live in a neighborhood that is leveraging their CPPW investment by securing other funding to implement structural improvements, such as the creation of bike lanes and walking trails, which create more

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bike- and pedestrian-friendly environments to encourage greater physical activity through active commuting and leisure time recreation. The CPPW communities are: Bartholomew County, IN; Boston, MA; Cook County, IL; Douglas County, NE; Healthy Portland, ME; Kauai, HI; LaCrosse County, WI; Miami/Dade County, FL; Minneapolis, MN; Multnomah County, OR; Nashville/Davidson County, TN; San Antonio, TX; Tri-County Health Department, CO; and Vanderburgh County, IN.

Selected Community Examples

- In **La Crosse County, Wisconsin**, CPPW-funded community assessment and planning have contributed to the creation of six miles of new bike lanes added to city streets, quadrupling the amount of bike lanes available to La Crosse's **113,000 residents**.
- In **Hawaii, Kauai** PATH, a CPPW partner, is expanding an 18-mile, coastal limited-use trail into a multi-purpose biking and walking path that will enhance opportunities for physical activity for the **67,000 residents of Kauai**. CPPW funds paid for use assessments and feasibility planning. The actual construction of the path is being funded through other sources.

Provide daily physical activity in after-school/child care settings

12. CPPW communities are improving the health of the youngest Americans by implementing physical activity programs within after-school and child care settings. Since March 19, 2010, up to **600,000 American children** in 17 communities have been participating in daily physical activity while being cared for in an after-school or child care center. The CPPW communities are: Bartholomew County, IN; Chicago, IL; Douglas County, NE; Hamilton County, OH; Healthy Portland, ME; Jefferson County, AL; LaCrosse County, WI; Los Angeles County, CA; Louisville/Jefferson County, KY; Miami/Dade County, FL; Mid-Ohio Valley, WV; Multnomah County, OR; Philadelphia, PA; Pinellas County, FL; Pitt County, NC; Pueblo of Jemez, NM; and Seattle/King County, WA.

Selected Community Examples

- Up to **2,000 children and youth** enrolled in after-school programs at Metro **Chicago, Illinois'** YMCA locations benefit from new standards that require that 20% of program time is spent engaged in physical activity, including those programs that focus on youth development, art, science, and computer skills.
- Three child care providers in **Bartholomew County, Indiana** are increasing children's access to physical activity. While in their care, over **600 children** participate in at least 60-120 minutes of physical activity each day.

Provide daily quality physical education in schools

13. CPPW communities are improving the health of American school children by increasing the amount and quality of physical education or physical activity in schools. Since March 19, 2010, up to **390,000 American students** in 8 communities have been participating in increased physical activity at school as a means to improve overall physical fitness. The CPPW communities are: Boston, MA;

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Louisville/Jefferson County, KY; Miami/Dade County, FL; Mid-Ohio Valley, WV; Multnomah County, OR; New York, NY; Pueblo of Jemez, NM; and Seattle/King County, WA.

Selected Community Examples

- Metropolitan Louisville's **Jefferson County, Kentucky** schools now provide physical activity for all elementary school students. With this change, **44,000 students**, all those enrolled in grades K-5, participate in a physical activity for 30 minutes each day.
- Five of the six county school districts in **Mid-Ohio Valley, West Virginia** are providing physical education to all students enrolled in grades K-12. Students receive quality daily physical education as an integral part of their education for the entire school year, and 50% of students' time in physical education classes is spent engaging in moderate to vigorous activity. With a total of 13 elementary schools and 9 middle and high schools, over **7,000 students** benefit from these changes.

Reducing screen time (after-school, day care)

14. CPPW communities are improving the health of the youngest Americans by reducing the amount of screen time for children enrolled in after-school or day care programs. Since March 19, 2010, up to **131,000 American children** in 6 communities attend an after-school or day care program that reduces the amount of sedentary screen time. The American Academy of Pediatrics recommends limiting screen time as a means to combat displacement of physical activity, reduction in metabolic rate, and excess energy intake among children. The CPPW communities are: Healthy Portland, ME; Jefferson County, AL; Miami/Dade County, FL; Multnomah County, OR; Pinellas County, FL; and Seattle/King County, WA.

Selected Community Examples

- In **Oregon, Multnomah County's Schools Uniting Neighborhoods (SUN) Community Schools** adopted four health guidelines within their full-service community school model. One guideline implements standards on non-educational screen time activity that are aligned with age-appropriate recommendations set forth by the American Academy of Pediatrics. With 60 SUN Community School sites implementing these guidelines for their after-school programs, nearly **18,000 children and youth** are benefitting from these improved practices.
- Child care centers in **Jefferson County, Alabama** are increasing children's access to physical activity and are limiting children's exposure to sedentary screen time. While in their care, children 2 years of age and younger are not exposed to screen time. For children 2 years of age and older, screen time is limited to a maximum of 2.5 hours per week per child and is prohibited during meal and snack times. Up to **17,600 children** in Jefferson County benefit from these changes.

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Safe, attractive, accessible places for activity

15. CPPW communities are implementing joint-use agreements with schools, faith-based organizations, YMCAs and other community centers to make their athletic facilities available for public use. Since March 19, 2010, up to **1.7 million Americans** in 11 communities have access to a recreational environment for play and other physical activities made possible through a joint-use agreement. The CPPW communities are: Bartholomew County, IN; Cherokee Nation, OK; Hamilton County, OH; Healthy Portland, ME; Independence County, AR; Los Angeles County, CA; Mid-Ohio Valley, WV; San Antonio, TX; Tri-County Health Department, CO; Vanderburgh County, IN; and Wood County, WI.

Selected Community Examples

- With a population of over **5,700 residents**, Wirt County, located in the **Mid-Ohio Valley** region of **West Virginia**, established a joint-use memorandum of understanding with Wirt County Schools for residents to walk indoors at the school after hours and to utilize the school gymnasium once weekly.
- New multi-use agreements in **Wood County, Wisconsin** have expanded community members' access to safe spaces for nutrition education and physical activity, which is benefiting about **4,000 individuals**. As of June 1, 2011, Wood County has established two multi-use agreements, one with the Opportunity Development Center, Inc. (ODC) and one with Wisconsin Rapids Public Schools. The multi-use agreement with the ODC allows qualified instructors and organizations to use the ODC's commercial kitchen to teach classes on healthy cooking, freezing, and canning produce. The Wisconsin Rapids Public School District opens their gyms, classrooms, and fields for community use when school is not in session.

Workplace, faith, park, neighborhood activity groups

16. CPPW communities are increasing the availability and ease of participation in physical activity programs within different worksite settings. Since March 19, 2010, up to **430,000 members of the American workforce** in 11 communities can take advantage of worksites that encourage increased physical activity in and around the buildings, office parks, and campuses where they work. The CPPW communities are: Bartholomew County, IN; Douglas County, NE; LaCrosse County, WI; Louisville/Jefferson County, KY; Maui, HI; Mid-Ohio Valley, WV; Nashville/Davidson County, TN; Philadelphia, PA; Pima County, AZ; Pitt County, NC; and Pueblo of Jemez, NM.

Selected Community Examples

- Eight clinics and two hospitals in **Pima County, Arizona** have improved opportunities for physical activity and access to healthy foods to benefit about **4,800 employees**. These health care employers follow model guidelines set forth by the Wellness Council of America and the CDC's Division of Nutrition, Physical Activity, and Obesity, which promote eating healthier foods and engaging in greater levels of physical activity before, during, and after the workday.
- Employees of **Nashville, Tennessee's** Metro Public Health Department (MPHD) are encouraged to become more active through a new workplace wellness initiative. The initiative requires that

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physical activity breaks must be provided during all meetings lasting 90 minutes or more. MPH is also providing its **500 employees** with information about safe walking routes, stairwell access, and other educational tools to promote greater levels of activity in and around the workplace.

REDUCING TOBACCO USE AND EXPOSURE TO SECONDHAND SMOKE

Secondhand smoke exposure

17. CPPW communities are reducing exposure to secondhand smoke. Since March 19, 2010, up to **26 million Americans** in 21 communities have been protected from deadly secondhand smoke in workplaces, restaurants, bars, multi-unit housing complexes, campuses, parks, or beaches. The CPPW communities are: Austin/Travis County, TX; Boston, MA; Cherokee Nation, OK; Chicago, IL; DeKalb County, GA; Florence County, SC; Great Lakes Inter-Tribal Council, WI; Horry County, SC; Jefferson County, AL; Linn County, IA; Los Angeles County, CA; New York, NY; Orange County, FL; Philadelphia, PA; Providence, RI; Ringgold County, IA; San Antonio, TX; Santa Clara County, CA; Seattle/King County, WA; Southern Nevada, NV; and St. Louis County, MO.

Selected Community Examples

- The **Archdiocese of Chicago Catholic Schools** are 100% tobacco-free, protecting an estimated **40,000 students** and **2,500 faculty/staff** from secondhand smoke in over 100 Catholic schools across the community.
- The **Boston Housing Authority** (BHA) has successfully transitioned over **100 apartments** making them smoke-free with more than 150 more scheduled within the next year. Working with five non-profit community development corporations and the BHA, the Boston Public Health Commission is helping transition all of its 64 public housing developments to be smoke-free.
- Two cities in **St. Louis County, Missouri**, Brentwood and Creve Coeur, now protect their **7,600** and **16,700 community members** from secondhand smoke. Creve Coeur's protections include all public places with employees, including casinos, bars, private clubs, and assisted living facilities.

Restrict sales to minors

18. CPPW communities are restricting the sale of tobacco products to youth. Since March 19, 2010, up to **4.1 million Americans** in 7 communities live in a community that has increased penalties for tobacco outlets that sell to minors, that do not sell single cigarettes or non-cigarette flavored tobacco products, or that otherwise have strengthened oversight on sales of tobacco products to youth. The CPPW communities are: Boston, MA; Cherokee Nation, OK; Jefferson County, AL; Philadelphia, PA; Providence, RI; Seattle/King County, WA; and Southern Nevada, NV.

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Selected Community Examples

- **Philadelphia, Pennsylvania** has increased penalties for merchants that sell tobacco products illegally to youth from \$100 to \$250, potentially protecting over **381,500 youth** from exposure to tobacco products.
- On April 7, 2011, **Providence, Rhode Island** registered all of the 312 vendors selling tobacco products in the city. Providence also does not sell single cigarettes or “loosies.” As a result, an estimated **280,300 youth** are being kept healthy and safe.

Location of Tobacco Retailers

19. CPPW communities are addressing the density of tobacco retailers and their proximity to schools, child care centers, and other locations commonly frequented by children under the age of 18. Since March 19, 2010, up to **5.8 million Americans** in 9 communities live in neighborhoods that protect community members, particularly children, from becoming inundated with the heavy presence of retail outlets selling tobacco products. The CPPW communities are: Austin/Travis County, TX; Boston, MA; Cherokee Nation, OK; Linn County, IA; Los Angeles County, CA; Philadelphia, PA; Providence, RI; Santa Clara County, CA; and Seattle/King County, WA.

Selected Community Examples

- **Santa Clara County, California** addressed where tobacco retailers can be located. Based on their findings that the density of tobacco retailers, particularly in neighborhoods surrounding schools, has been associated with increased youth smoking rates, Santa Clara's tobacco retailers cannot sell tobacco within 500 feet of a location occupied by an authorized tobacco retailer or within 1000 feet of a school.
- Huntington Park in **Los Angeles County, California** is working to reduce youth tobacco access by addressing where tobacco retailers are located. No new licenses will be issued to authorize tobacco retailing if the proposed location is within 200 feet of an existing tobacco retailer or within 500 feet of schools, parks, child care centers, playgrounds, or public recreation facilities. The over **58,000 youth and adults** who live in the Huntington Park community may benefit from these changes.

Public education efforts

20. CPPW communities are engaging in public education efforts to prevent initiation and to promote cessation of tobacco use. Such efforts use a variety of media and strong messaging to communicate the harmful effects of tobacco use to various audiences, particularly youth and other vulnerable populations. Since March 19, 2010, up to **18 million Americans** in 11 communities have been exposed to messages about the dangers of smoking. The CPPW communities are: Austin/Travis County, TX; Boston, MA; Great Lakes Inter-Tribal Council, WI; Linn County, IA; New York, NY; Philadelphia, PA; Providence, RI; Ringgold County, IA; Santa Clara County, CA; Seattle/King County, WA; and Southern Nevada, NV.

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Selected Community Examples

- The **Austin/Travis County, Texas** Health Department aired a television commercial entitled “Preventable” that makes the point that every week in Travis County 11 people die because of tobacco. The commercial raised awareness about cigarette smoking mortality and the burden of tobacco use, and reached an estimated **1.7 million county residents**.
- **Southern Nevada** successfully launched a public education effort to promote the Quitline, and reached **1.26 million people** via television; **1.18 million people** via radio; nearly **1 million people** via print; and **175,000 people** via the web, producing a total of **47.5 million “impressions.”** As a result, calls to the Quitline have almost doubled, with current call volume averaging 928 calls per month.

Other media strategies

21. CPPW communities are effectively utilizing various forms of media to decrease Americans' risk of exposure to secondhand smoke. Since March 19, 2010, up to **21.5 million Americans** in 17 communities have been exposed to messages that educate about the harmful effects of secondhand smoke and tobacco use. The CPPW communities are: Austin/Travis County, TX; Boston, MA; Cherokee Nation, OK; Chicago, IL; DeKalb County, GA; Florence County, SC; Great Lakes Inter-Tribal Council, WI; Horry County, SC; Jefferson County, AL; Mobile County, AL; New York, NY; Philadelphia, PA; Providence, RI; Ringgold County, IA; Santa Clara County, CA; Seattle/King County, WA; and Southern Nevada, NV.

Selected Community Examples

- **Santa Clara County, California** launched a public education effort regarding the health effects of exposure to secondhand smoke. The public messages are offered in three languages (English, Spanish, and Vietnamese) via television and print pieces, which are anticipated to reach the entire county of approximately **1.7 million people**.
- A public awareness initiative entitled “Don’t Burn It” is encouraging youth in **Boston, Massachusetts** not to waste their money on flavored tobacco products. The website (www.dontburnit.org) highlights youth-designed and developed videos, radio spots, and short films as well as information on the health risks of flavored tobacco products. Over **230,000 Boston residents** are exposed to messages in train stations, on billboards, and on buses. TV and radio ads are airing on the stations most popular with youth. In addition, Boston Public Schools are promoting the initiative through contests and peer-to-peer education.

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While the majority of the interventions underway in the communities will deliver long-term sustainable change, some CPPW interventions will affect how local municipalities leverage funds for many years into the future. Below are examples of this work currently underway and the large number of Americans that each is expected to benefit upon full implementation.

OBESITY PREVENTION BY INCREASING ACCESS TO NUTRITIOUS FOODS

Healthy food/drink availability

1. CPPW communities are implementing changes through zoning/land use and joint-use agreements to improve access to nutritious foods within communities. Since March 19, 2010, up to **10.7 million Americans** in 12 communities live in neighborhoods that are implementing plans to improve access to nutritious foods at farmers' markets, community gardens, and other neighborhood settings. The CPPW communities are: Boston, MA; Chicago, IL; Little Rock, AR; Cook County, IL; Hamilton County, OH; Healthy Lakes, ME; Kauai, HI; Los Angeles County, CA; Multnomah County, OR; Philadelphia, PA; Pitt County, NC; and San Diego County, CA.

Selected Community Examples

- **Chicago, Illinois** is making growing and selling fresh produce in the city easier for its residents through greater flexibility in fencing and parking for urban farms and the use of innovative food production techniques such as aquaponics, a system for cultivating both fish and produce. Chicago likewise allows for produce sales at community gardens, many of which are located in residential areas. These changes benefit the nearly **2.7 million residents** who live in Chicago.
- The **60,000 residents of North Little Rock, Arkansas** now have the opportunity to participate in community garden initiatives throughout the city as a result of changes that allow for land to be used for the cultivation of fruits, vegetables, honey, and herbs.

OBESITY PREVENTION BY INCREASING ACCESS TO PHYSICAL ACTIVITY

City planning, zoning, and transportation

2. CPPW communities are increasing access to physical activity through urban design and land use. Since March 19, 2010, up to **32.6 million Americans** in 18 communities live in a community that has used their CPPW investment to obtain contributions toward the provision of sidewalks, mixed use development, parks with adequate crime prevention measures, and the use of health impact assessments in urban planning. The CPPW communities are: Bartholomew County, IN; Cook County, IL; Douglas County, NE; Healthy Portland, ME; Jefferson County, AL; Kauai, HI; LaCrosse County, WI; Los Angeles County, CA; Miami/Dade County, FL; Mid-Ohio Valley, WV; New York, NY; Philadelphia, PA; Pima County, AZ; San Antonio, TX; San Diego County, CA; Seattle/King County, WA; Tri-County Health Department, CO; and Vanderburgh County, IN.

CPPW COMMUNITY INTERVENTIONS AND REACH DATA

Selected Community Examples

- The over **1.5 million residents** of **Philadelphia, Pennsylvania** now benefit from implementation of the city's revised zoning code, which sets clear rules and expectations about land use, open spaces, and neighborhood planning. In addition to strengthening economic growth, these improvements are creating a healthier Philadelphia by promoting mixed-use and transit-oriented development and the establishment of fresh food markets, which increases access to fresh fruits and vegetables.
 - In **Portland, Maine**, a "Complete Streets Working Group" has been formed, which is tasked with ensuring that in the next year streets will accommodate cars, buses, bikes, and pedestrians, benefitting over **66,000 residents**.
3. CPPW communities are increasing access to physical activity by implementing neighborhood, district, and jurisdiction plans that provide greater support for biking and walking. Since March 19, 2010, up to **8.5 million Americans** in 13 communities live in neighborhoods implementing plans for an improved infrastructure that encourages a greater level of walking and biking. The CPPW communities are: Cook County, IL; Douglas County, NE; Kauai, HI; LaCrosse County, WI; Los Angeles County, CA; Louisville/Jefferson County, KY; Miami/Dade County, FL; Multnomah County, OR; New York, NY; Pima County, AZ; San Antonio, TX; San Diego County, CA; and Southern Nevada, NV.

Selected Community Examples

- In **Multnomah County, Oregon**, about **2,000 students** will have increased access to safe walking routes to school thanks to the Portland School District Transportation Enhancement funding project. The project will build sidewalks and make related traffic safety improvements.
- In **New York, New York**, over 900 architects, planners, and real estate professionals are working to make healthier buildings, streets, and urban spaces by utilizing the NYC Active Design Guidelines. These guidelines, which have received national awards, are being implemented in **1,000 buildings**. Owners and managers have received technical assistance and support to make their buildings healthier through active design measures.