



Celebrating
CHANGE



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Community Success Stories from NACDD and National Partners

Celebrating Change highlights the important work of communities to make the healthy choice the easy choice for the millions of people at risk for chronic diseases such as heart disease and diabetes. Chronic diseases are among the most common, costly and preventable health problems in the US. Three modifiable health behaviors — physical inactivity, unhealthy eating, and tobacco use — are most responsible for illness, suffering, and early death related to chronic diseases that affect nearly half of America's adults:

- **Just five** chronic diseases — heart disease, cancer, stroke, chronic obstructive pulmonary disease (COPD), and diabetes — account for **more than 2/3** of all deaths each year.
- Nearly **1 in every 3 adults and 1 in every 5** children ages 6-19 are obese.
- Nearly **50% of all adults** have at least one chronic condition, and 1/4 of those have at least one daily activity limitation.

The movement towards healthier communities, in progress since 2003, has the strong support of the Centers for Disease Control and Prevention through funding for states and communities to equip them to target sustainable policy, systems, and environmental improvements within major community settings where people live, learn, work, receive care, play, and pray.

An example of the CDC support is the **Action Communities for Health, Innovation, and EnVironmental change** (ACHIEVE) Initiative, which joined the CDC and five national partner organizations, including the National Association of County and City Health Officials, National Association of Chronic Disease Directors (NACDD), National Recreation and Park Association, Society of Public Health Education, and YMCA of the USA to fund 149 communities in 44 states and one US territory to promote sustainable community changes that improve healthful living. These funded communities created local coalitions, conducted community health assessments, and used that data to create comprehensive plans for implementing strategies addressing local needs related to chronic disease prevention. The strategies included the establishment of policy, system, and environmental changes that increased access to physical activity, healthy food, and reduced exposure to tobacco products in the multiple community settings of local governments, worksites, schools, healthcare, parks and recreation facilities, faith-based organizations and other community based institutions.

To celebrate the hard work of the funded communities and the ACHIEVE national partnership, NACDD shares this collection of success stories from across the nation, providing a snapshot of how this vital work made an impact in local communities. NACDD and the ACHIEVE national partnership continue to promote the ACHIEVE philosophy of creating healthier communities through sustainable change within community settings — a philosophy that saves lives, improves quality of life, and reduces healthcare costs.



Community Success Stories from NACDD and National Partners

Northeast Connecticut.....	4
Ashland, Kentucky	6
Salamanca, New York	8
Columbia, South Carolina	10
Eau Claire, Wisconsin	12
Jackson, Tennessee	14
Catawba County, North Carolina	16
Mason County, Washington	18
York, Pennsylvania.....	20
Prince George’s County, Maryland	22
Columbus, Ohio	24



Northeast CONNECTICUT

Healthy Communities Success

Implementing environmental approaches and systems changes to improve nutrition, reduce smoking and exposure to secondhand smoke, and encourage physical activity reduces risk factors for chronic disease and provides a way to make the healthy choice the easy choice for the people of Northeast Connecticut.

Chronic Disease Challenges in Connecticut

According to the Connecticut Department of Public Health, 26% of Connecticut children are obese. Less time in the school day for physical education classes and recess has reduced children's physical activity, potentially impacting their fitness as well as their academic performance.

Northeast Connecticut has higher than average rates of diabetes and cardiovascular disease, both of which are nutrition-, physical activity- and obesity-related conditions.



Making Northeast Connecticut a Healthier Community

- In Northeast Connecticut more than 6,500 students and staff members in 15 schools have participated in the WriteSteps School Walking Initiative that consists of a ten-minute walk during the school day. Data from one school suggest that as a result of the initiative disciplinary referrals decreased, writing scores improved, and the percentage of students passing the physical fitness component of the Connecticut Mastery Tests increased dramatically.
- In Northeast Connecticut 32,942 children and families now have access to physical activity opportunities along a nearly one-mile stretch of the Putnam Rivertrail that includes an interactive story path to promote walking and reading. (pictured above)
- *The Heart Truth* Community Action Program helped 129 local women address risk factors for heart disease, such as weight. As a result, the women lost over 1,350 pounds and 675 inches total.
- More than 15 municipal parks and properties in the town of Putnam, Connecticut, now have smoke-free policies protecting 9,600 residents and thousands of visitors from secondhand smoke exposure.

Sustaining the Movement

The Northeast District Department of Health and their public health system partners in the HealthQuest Northeast Connecticut Coalition are continuing their policy/systems/environmental change work with leveraged funds of \$419,500 over five years under the state's Community Transformation Grant.

CONTACT:

Linda J. Colangelo
Education/Communications Coordinator
Northeast District Department of Health
860-774-7350
lcolangelo@nddh.org

Hamelton: The Cabbage That Sprouted a Community Garden

Can a bounty of fresh garden vegetables grow from a single plant? Sounds like a fairy tale, doesn't it? Through dedicated healthier community efforts and the inspiration of one young Connecticut boy, such a fairy tale came true.

Putnam resident Christian Suggs wanted to grow the biggest cabbage in the Bonnie Plants Third-Grade Cabbage Program but had only a small sliver of dirt next to his family's apartment driveway for a garden plot. His single cabbage plant — named *Hamelton* by Christian — just couldn't survive the exposure to exhaust fumes, poor soil, and insects. In stepped HealthQuest, a community coalition working to make northeast CT a healthier place. Coalition members and ACHIEVE mentors Delpha Very and Linda Colangelo worked with Christian, volunteers, a \$22,000 grant from the Department of Energy and Environmental Protection, and in-kind donations to come up with a home for *Hamelton*.

And so Putnam created the Dr. Robert R. Johnston Community Garden which includes a children's garden where Christian was the first to plant, choosing *Hamelton II*. The garden fills a community need for gardening space, and brings neighbors together while promoting physical activity and healthy eating. Christian teamed up with his brother Andrew to grow prize winning kale, peppers, tomatoes and eggplant with a winning result for *Hamelton II* — first-prize at the 152nd annual Woodstock Fair!



Ashland KENTUCKY

Healthy Communities Success

Changing policy and environments to improve nutrition, reduce smoking and exposure to secondhand smoke and encourage physical activity reduces risk factors for chronic disease and provides a way to make the healthy choice, the easy choice for the people of Ashland.

Chronic Disease Challenges in Ashland and Kentucky

Kentucky has an adult obesity rate in the top ten for all states. The counties surrounding Ashland, Kentucky have an overweight/obesity rate of nearly 73%, which is higher than the state average of 67%. More than a third of the area's 86,000 residents do not exercise at all. Obesity and overweight conditions impact 16.5% of Kentucky high school students. The smoking rate in Kentucky is the highest in the nation at 29% which is more than 2 1/2 times higher than the state with the lowest smoking rate.

Making Ashland a Healthier Community

- 7,000 employees and daily visitors to the hospital in Ashland have increased physical activity opportunities as a result of creation of a new 1-mile walking path and reduced secondhand smoke exposure since the hospital grounds became smoke-free.
- More than 5,600 students spend the school day in smoke-free environments due to implementation of comprehensive tobacco-free school policies in two school districts.
- More than 3,500 children in 12 elementary schools have more opportunities to be physically active during outdoor and indoor recess due to new school standards that institutionalize active recess.
- Complete Street ordinances passed by two municipalities are designed to support safe, active transportation, including walking and biking for 3,500 residents of these communities.
- Over 1,000 preschool-aged children receive at least 60 minutes of physical activity for each full day they are in care at 21 licensed childcare facilities which adopted new physical activity policies.
- Five worksites adopted policies to allow physical activity breaks for 543 employees; six sites adopted healthy food option policies benefitting 588 employees; 5 sites reduced exposure to secondhand smoke for 735 employees and 4,688 students.



Sustaining the Movement

A \$231,990 Safe Routes to School grant supports sidewalk construction in a neighborhood bordering two elementary schools and will enable 500 children to walk or bike to school safely.

CONTACT:

Regina Stout
Executive Director
Kentucky Heart Foundation
606-324-1544
Regina.stout@khf.kdhs.us

Planting a Seed, Reaping an Urban Garden

Cheryl Spriggs, a community activist as well as Ashland City Commissioner, understands the plight of local residents who can't always put food on the table and who may not have ready access to healthy foods such as fresh fruits and vegetables. Spriggs grew up in a home that relied on a large food garden so when she noticed an available vacant property in what qualified as a 'food desert' neighborhood she planted the seed of an idea for creating a large vegetable garden. Spriggs engaged the Fraternal Order of Police which donated money to plow the ground, local Extension for garden advice and the city of Ashland which installed a water line and donates the water. Early roadblocks stymied progress, including a plow broken during attempts to loosen the heavy clay soil and persistent deer that consumed much of the small, initial crop of food. Even after a local man donated a substantial deer fence the project seemed likely to fail because previous strip-mining of the lot had created poor, possibly dangerous soil quality which couldn't be corrected.

The local ACHIEVE Healthy Kids, Healthy Communities Coalition and the community coach from the Kentucky Heart Foundation (KHF) stepped up to expedite the project along with many community residents — so many that Spriggs' "heart was just so full." KHF paid for raised garden beds, new soil and plants; community residents donated their time & labor to unload the soil and provided many garden necessities such as hoses, gloves, shovels and other tools. Now 23 families in this vulnerable, low-income neighborhood have access to fresh produce they've chosen and grown themselves while their children learn lessons about healthy eating and how food grows.



Ashland, KY

Salamanca NEW YORK

Healthy Communities Success

Implementing environmental approaches and systems changes to improve nutrition, reduce smoking and exposure to secondhand smoke and encourage physical activity reduces risk factors for chronic disease and provides a way to make the healthy choice, the easy choice for the people of Salamanca.

Chronic Disease Challenges in Salamanca and New York State

In New York, 6 in 10 adults are either overweight or obese. Salamanca is a small city within Cattaraugus County which ranks 51st out of 62 New York counties in terms of poor health outcomes. More than 1 in 4 adults report that they did not engage in physical activity in the last month and 25% of the Salamanca population are smokers which is higher than the national smoking rate.

Making Salamanca a Healthier Community

- ACHIEVE's successes now allow residents of both Salamanca and the Allegany Seneca Nation Territory — a total of approximately 14,000 people — to experience smoke-free outdoor recreational spaces since Salamanca instituted 100% smoke free parks and playgrounds.
- Salamanca's 5,000+ residents and millions of annual visitors to the town and nearby attractions have more opportunities for physical activity like walking and biking after:
 - replacement of 150 sidewalk blocks by the city of Salamanca
 - revitalization of the Pennsy Trail and maintenance through regular 'clean-up' days (photo) to keep it safe and make it inviting for all users
- The Salamanca Youth Bureau increased exercise options for over 11,000 local youth through installation of outdoor exercise equipment and instructional signage.
- Another Salamanca Youth Bureau effort increases daily physical activity and provides healthy food benefiting 60 youth through receipt of a 3-year CATCH grant.



Sustaining the Movement

Salamanca's demonstrated capacity to implement improvements to the built environment and local policies helped the Cattaraugus County Department of Health apply for and receive a \$450,000 Community Transformation Grant which will be used partly to further advance the ongoing healthy community efforts in Salamanca along with an additional \$49,000 leveraged from other sources.

CONTACT:

Debra J. Nichols
Public Health Educator
Cattaraugus County Public Health
716-701-3383
djnichols@cattco.org

Local Resident Sought Higher Education to Improve Her Community's Health

Sandi Brundage, Youth Bureau Director for the City of Salamanca, explains it this way, "It just makes so much sense to me now." The 'it' is the importance of changing the built environment and public policy related to smoking, physical activity and healthy eating to improve the health and well-being of adults and children. As Youth Bureau Director for the City of Salamanca, Brundage witnessed local children and youth drinking large bottles of soda daily, spending a lot of their time inactive and breathing in secondhand smoke on the public playground. She knew this wasn't the path to a healthy future.

When the City of Salamanca received an ACHIEVE grant in 2008, Brundage joined this wellness effort. Having more work on her plate wasn't too appealing but she was ready to see action on Salamanca's serious health issues such as obesity, high smoking rate and lack of physical activity. Attending an Action Institute with like-minded people from around the country she "fell in love with community wellness," and began working in earnest "to do a lot with a little."

Motivated to become a more effective change-agent Brundage enrolled in a public health master's program, a move strongly supported by community coach Deb Nichols and health department director, Dr. Kevin Watkins. She feels it was time well spent because promoting

community wellness is

"important work." Sandi

is now putting her experience and public health education into practice as part of the Salamanca team mentoring a funded community in Colby, Kansas, a pay-it-forward approach that expedites successful community change across the country.



Salamanca, NY

Columbia SOUTH CAROLINA

Healthy Communities Success

Changing policy and environments to improve nutrition, reduce smoking and exposure to secondhand smoke and encourage physical activity reduces risk factors for chronic disease and provides a way to make the healthy choice, the easy choice for the people of Columbia.

Chronic Disease Challenges in Columbia and South Carolina

Over 25% of adults in Richland County where Columbia is located, report no regular physical activity in the past 30 days. Over two-thirds of residents are overweight or obese, a rate similar to the rate for the state as a whole. Childhood obesity increased between 2009 and 2012 for children ages 2-4 in the South Carolina WIC Program from 13.3% to over 15%.

Making Columbia a Healthier Community

- The amount of moderate to vigorous activity for 1,300 youth and 325 staff members of YMCA Afterschool programs increased over one year — by 9.2% for girls and 15.9% for boys, as measured by accelerometers and pedometers.
- The City of Columbia adopted a master plan that emphasizes expanded walking and biking opportunities for the 131,000 residents of the city, including trail systems and preserved open spaces for recreation.
- The Junior League and the YMCA of Columbia partnered to build Mary's Garden at the Jeep Rogers Family YMCA providing healthy food options for 3,200 youth, volunteers, and members.
- Another new community garden at a local church is increasing access to healthy fruits and vegetables for 2,200 residents, including people served by organizations that feed those in need.
- Blythewood High School's community garden project and companion project with the school's culinary program brings healthy food options to 3,500 students, staff and community members.
- More than 16,000 residents of Blythewood and the surrounding area now have access to physical activity opportunities on the Blythewood Town Park Walking Trail — the first tangible feature of the Blythewood Town Park.
- A local coalition, LiveWell Blythewood, brought a farmer's market back to Blythewood, improving access to fresh fruits and vegetables for 12,000 residents through the work of the Blythewood Farmers Market Board of Directors.



CONTACT:

Wendy Broderick
Chief Development Officer
Columbia YMCA
803-748-9622
wendybroderick@columbiaymca.org

Collaboration Enhances Health in South Carolina

When he signed on with the ACHIEVE-funded Community Health Action Response Team in Columbia South Carolina, Dr. Michael Beets was already scouting for access to children's programs like the afterschool and summer camp programs at the YMCA, in an effort to make them more 'health-enhancing.' Promoting physical activity and healthy eating is everyday work for Dr. Beets, Associate Professor in the Division of Health Aspects of Physical Activity at the Arnold School of Public Health at the University of South Carolina. Yet the ACHIEVE healthy communities process was a strong catalyst for realizing YMCA program improvements that now help Columbia children meet physical activity guidelines and get recommended daily servings of fruits and vegetables. Dr. Beets spent time with the Columbia YMCA's CEO, cross-fertilizing ideas, exploring the potential for working together, and developing a collaborative approach to implementing YMCA-developed policies on physical activity and healthy foods, an opportunity not available in the course of daily work.

"What surprised me was how every program struggled with the same challenges and how easy it was to help them fix common problems and raise routine practice to higher levels," said Dr. Beets, adding, "We found we can make dramatic changes in a short amount of time." He focused on 'intentionality' with regard to structuring programs to make each minute count. As a result, program staff report that children are also learning teamwork and cooperation and exhibit fewer behavior problems which Dr. Beets explains is "probably because better program structure reduces idle time and keeps kids engaged and out of trouble." Dr. Beets' team now has plans to create new Centers of Excellence as training and demonstration sites to spread these low-cost or no-cost physical activity and healthy eating program improvements to YMCAs throughout the state because "we've become afterschool quality program experts."



Eau Claire WISCONSIN

Healthy Communities Success

Implementing environmental approaches and systems changes to improve nutrition, reduce smoking and exposure to secondhand smoke and encourage physical activity reduces risk factors for chronic disease and provides a way to make the healthy choice, the easy choice for the people of Eau Claire City and County.

Chronic Disease Challenges in Eau Claire City and County

In Eau Claire County, 28% of the population is obese, compared to 35.7% of the U.S. adult population. Eau Claire County ranks 59th out of 72 Wisconsin counties for quality built environment according to the 2013 County Health Rankings. It is considered a “car-dependent” community, with an average Walk Score® of 33 (out of 100) from a commercial walkability rater. Eau Claire has the highest percentage of fast food restaurants in the state as well as three ‘food desert’ areas in the city proper.



Making Eau Claire a Healthier Community

- Eau Claire revised its Comprehensive Plan to include a Health Chapter designed to promote greater access to healthy food and physical activity and improve quality of life for the community's 66,000 residents. The plan addresses the built environment as it relates to public health and sets forth policies on walkable, mixed-use neighborhoods; health impact assessments; healthy and nutritious local food; workplace wellness; crime prevention design; second-hand smoke reduction efforts; and more.
- The City retrofitted streets for alternative transportation modes that provide improved access to safe, active transportation for the community's 66,000 residents. For example, a residential street was converted into a shared zone (photo) and the city also transformed a former no-sidewalk, six-lane highway into create a four-lane roadway with sidewalks, multi-use trail, pedestrian underpass, and attractive landscaping.

CONTACT:

Nate Jahn
Health & Wellness Director
Eau Claire YMCA
715-839-4614
Nate.jahn@eauclairemca.org

Eau Claire City Planner and Resident Builds a Healthier Community

Eau Claire, WI

Ned Noel brought a theory-based planning education and city planning experience from a larger, more active city in Minnesota when he came to Eau Claire as associate city planner. Familiar with the many considerations related to land use and design of the urban environment, including transportation networks, he had spent less time considering the impact of these issues on disease prevention for community residents. The ACHIEVE initiative's healthy community coalition interviewed Ned, sharing intriguing information with him about the relationship of health and the built environment at the timely moment in the development of a 5-year comprehensive city plan update.

Listening to the Eau Claire ACHIEVE coaches describe their vision for a healthier city opened his eyes to the possibilities for creating a more active city environment and enabling active transport, such as complete streets. His own research complemented the healthy community team information, helping him develop reasoned answers when residents, city officials and others asked questions about the health aspects of the city plan. He was able to explain that the purpose of zoning regulation has always been protection of the health and welfare of the community and the new attention to the built environment was related to a more direct application to public health and disease prevention. "I really want to impact people for the good," he explained, "so people in our community can flourish."



His work on the plan eventually reinforced and revised his personal wellness habits. An active man already, he was influenced by the coalition's nutrition messages to change his eating habits; his family now buys a share of local produce from his employer's farm-to-work program benefitting local farmers as well as Ned's own family.

Jackson TENNESSEE

Healthy Communities Success

Implementing environmental approaches and systems changes to improve nutrition, reduce smoking and exposure to secondhand smoke and encourage physical activity reduces risk factors for chronic disease and provides a way to make the healthy choice, the easy choice for the people of Jackson.

Chronic Disease Challenges in Jackson and Tennessee

The rate of adult obesity in Tennessee is 31% higher than the overall U.S. rate of 28%. According to the local Chamber of Commerce, poor health indicators were impacting economic development, discouraging new businesses from locating in Jackson in an effort to avoid incurring high employee health insurance costs. At the same time a nearby city with better infrastructure — more trails and walkable places — became increasingly attractive to employers. A city-run farmers' market in Jackson was also reaching middle and higher income families but not the lower-income residents in the immediate neighborhood who were more likely to be overweight.



Making Jackson a Healthier Community

- All 26 schools in the Jackson-Madison County School System serving nearly 13,000 students now have healthier food options: vending machines carry only healthy snacks and water, cafeteria menus have no fried foods and a healthy breakfast program provides students at all schools with a nutritious daily breakfast at their desks. A “Farm to Tray” program also provides fresh fruits and vegetables to all school cafeterias.
- Jackson’s 68,000 residents now have increased opportunities for physical activity since the City completed 8.5 miles of new or improved walking trails and 6 new one-mile walking tracks at schools. Several schools also have a fitness room available before and during school for teachers, students and parents.
- Low income shoppers at the Downtown Farmer’s Market which serves the 67,000+ residents of Jackson, have increased access to low-cost fresh produce as a result of implementation of EBT machines that enable shoppers to use SNAP (food stamp) benefits at the market.
- A new Jackson-Madison County Wellness Policy ensures greater access to healthy foods for the areas 98,000+ residents by guiding the choice of healthy snack items in city vending machines and healthy food options at city and county-sponsored events, recreational programs and athletic fields.

CONTACT:

Sandy MacDiarmid
Superintendent of Recreation
City of Jackson Recreation & Parks
731-425-8316
smacdiarmid@cityofjackson.net

Healthy Community Efforts Pay Off as Jackson Named a “Most Livable Small City”

Jackson, Tennessee took first place honors in the 2013 U.S. Conference of Mayors City Livability Awards Program which recognizes mayoral leadership in developing and implementing programs that improve the quality of life in America’s cities.

The healthy communities coalition of local agencies and community-based businesses worked with Jackson city government to create the JumpStart Jackson initiative which is moving the city towards the title of “Healthiest City in Tennessee” by encouraging active lifestyles, making city streets more walkable and bicycle-friendly, increasing access to low-cost nutritious foods in local food deserts, and creating an 80,000 sq. ft. Wellness Center in downtown Jackson. The initiative is also providing economic benefits such as a \$2 million reduction in city employee healthcare costs in the first year of the program. “The success is relative to the willingness of the citizens of Jackson, Tennessee to rethink livability and connect to long-term viability,” said Jackson Mayor Jerry Gist.



Jackson, TN

Tennessee Governor Bill Haslam also recently launched “Healthier Tennessee” an initiative that will encourage Tennesseans to be

more physically active, to eat nutritious foods in healthy portions, and not to use tobacco products, saying

“I believe that through this statewide effort, we can leverage health and wellness programs that are already happening in Tennessee communities...”



Catawba County *Healthy Communities Success* NORTH CAROLINA

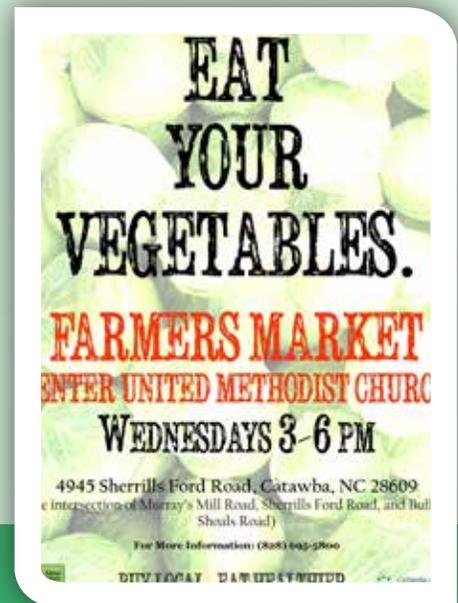
Changing policy and environments to improve nutrition, reduce smoking and exposure to secondhand smoke and encourage physical activity reduces risk factors for chronic disease and provides a way to make the healthy choice, the easy choice for the people of Catawba County.

Chronic Disease Challenges in Catawba County

In Catawba County, North Carolina 38% of children 2-18 years old are overweight or obese compared to 16.9% in the U.S. population as a whole. The County's obesity rate among adults is 31.5% higher than the overall state obesity rate of 29.1%. According to the results of the BRFSS survey, the percent of adults in Catawba County who consume five or more servings of fruits, vegetables, or beans per day is 63.8% lower than the Healthy NC 2020 target of 29.3%.

Making Catawba County a Healthier Community

- 78% of schools in the county's three public school systems provided healthy foods and greater opportunities for physical activity to more than 20,600 students in year three of the *Healthy Schools Recognition Program* through the adoption of best-practice standards.
- Increased access to healthy foods at two of the county's three K-12 public school systems serving 5,000 students was implemented through training on healthy food preparation methods such as baking instead of frying and reducing the sodium in foods which have since been incorporated into existing menus.
- Modeled after *Healthy Schools*, the *Healthy Childcare Centers Recognition Program* is responsible for healthy eating and increased physical activity for more than 1,200 children annually through 20 recognized childcare centers.
- Over 5,500 residents living in a zip code area identified as a 'food desert' community now have increased access to fresh fruits and vegetables with the creation of a successful, weekly farmer's market in partnership with a local church. A second market at Catawba County Public Health developed in partnership with the Women, Infants and Children (WIC) supplemental nutrition program increases access to healthy food for the program's more than 4,000 monthly participants, providing an option for redemption of WIC Farmer's Market vouchers.



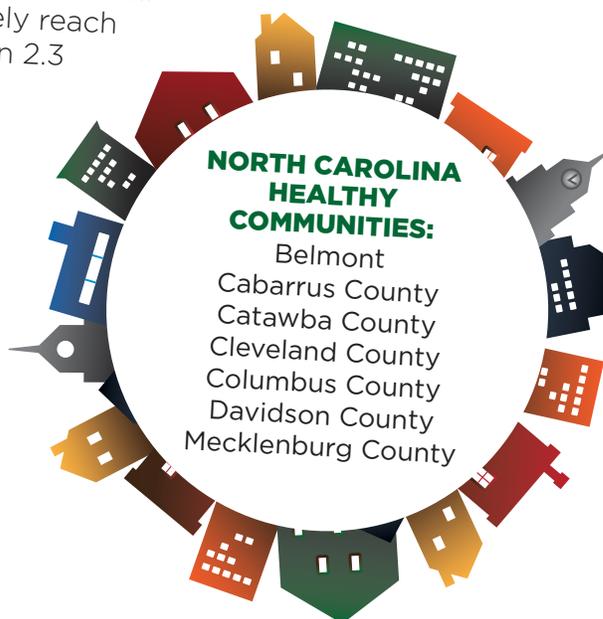
CONTACT:

Amy McCauley
Community Outreach Manager
Catawba County Public Health
828-695-5818
amccauley@catawbacountync.gov

Continuing the Award-Winning Work in Catawba County

Catawba County Public Health and Eat Smart Move More Catawba County, a volunteer community coalition, were recognized with the **Outstanding County Program Award** for the *Healthy Schools Recognition Program* (HSRP) from the North Carolina Association of County Commissioners, citing HSRP as a new, innovative and collaborative human services initiative that can serve as a model program for other North Carolina counties. Ongoing activities of this active coalition include:

- Expansion of HSRP through recruitment of more schools, the addition of new criteria to raise the bar for previously recognized schools, a contest to encourage middle school achievement through improved compliance with physical activity criteria, and the inclusion of local schools outside the public school systems, such as private and charter schools
- Increasing access to physical activity facilities by making existing facilities available for use by the wider community through joint-use agreements
- Developing walking paths to connect an existing park with an existing school facility
- Development of healthy corner stores in food desert areas
- Working to help build and maintain local sections of the Carolina Thread Trail, a regional trail network that will ultimately reach 15 counties and more than 2.3 million people



Mason County WASHINGTON

Healthy Communities Success

Changing policy and environments to improve nutrition, reduce smoking and exposure to secondhand smoke and encourage physical activity reduces risk factors for chronic disease and provides a way to make the healthy choice, the easy choice for the people of Mason County.

Chronic Disease Challenges in Mason County

Mason County has the 2nd highest coronary heart disease and lung cancer mortality rates out of 39 counties in the state of Washington. Adult smoking, a risk factor for these conditions, is high, with a rate of 26% compared to 16% for the state as a whole. Mason County adults are more likely to be obese at the rate of 31% compared to the 27% obesity rate in Washington state overall.

Making Mason County a Healthier Community

- The nearly 10,000 residents of the City of Shelton in Mason County now have access to smoke-free outdoor recreation areas due to implementation of an ordinance designating all Shelton parks as smoke-free.
- The 730 students at Pioneer Middle School have increased access to resources for reducing smoking and exposure to secondhand smoke with the implementation of a peer-to-peer tobacco prevention curriculum to reduce tobacco initiation and use by youth.
- Hawkins Middle School's 477 students have healthier food options as a result of new school policies on using non-food rewards and incentives in the classroom and providing healthier foods at school celebrations.
- The 500 patrons of local farmer's markets now have better access to healthy food through implementation of EBT technology that enables their use of Supplemental Nutrition Assistance Program (SNAP) benefits.
- Increased access to physical activity opportunities for the 60,000 residents of Mason County are the result of the completion of the 2-mile Oakland Bay Park Trail.



Sustaining the Movement

Pedestrian improvements to make walking and biking safer for residents and the 490 students attending the Evergreen School will be implemented through a 2013 WSDOT grant awarded to the Shelton Safe Routes to School Committee.

CONTACT:

Lydia Buchheit
Community & Family Health Manager
Mason County Public Health
360-427-9670, ext. 404
lydiab@co.mason.wa.us

Educating Stakeholders to Promote Pedestrian and Bicycle Accessibility

Educating key Shelton and Mason County government staff about complete street policies is leading to actions to improve pedestrian and bicycle accessibility in Mason County such as:

- Initiation of an Active Transportation Committee to promote and develop a complete streets policy for Mason County. Committee members conducted audits of pedestrian conditions on county roads to create a Bike and Pedestrian Plan. After full review of the draft plan and county zoning codes, the Committee will identify what is needed to ensure county roads are designed for all users.
- Creation of a Safe Routes to School Committee within the Shelton School District which conducted audits of walking conditions around 3 elementary schools and created improvement plans. The audit results supported the Committee's proposal for a Washington State Department of Transportation grant for pedestrian safety improvements around Evergreen School, including 5,120 linear feet of new sidewalks, which was approved and is currently being implemented.



York PENNSYLVANIA

Healthy Communities Success

Implementing environmental approaches and systems changes to improve nutrition, reduce smoking and exposure to secondhand smoke and encourage physical activity reduces risk factors for chronic disease and provides a way to make the healthy choice, the easy choice for the people of York City and County.

Chronic Disease Challenges in York and Pennsylvania

According to the Healthy York County Coalition, almost nine percent of York City residents have been diagnosed with cardiovascular disease compared to six percent in York County overall. The adults smoking rate of 21% is higher than the national smoking rate of 19%. A higher percentage of York County adults report getting no leisure time physical activity (21%) than in the U.S. as a whole (19%). More than 37% of the city's residents also live in poverty, putting them at risk for poor health outcomes.



Making York a Healthier Community

- The 43,000 residents of York, Pennsylvania now have access to 22 smoke-free city parks.
- In York, Pennsylvania all 1,069 public housing units are now smoke-free, ensuring protection from secondhand smoke exposure for their residents.
- York, Pennsylvania has adopted Complete Street principles for planning future street improvements. The change is designed to support safe, active transportation, including biking and walking, for its 43,000 city residents.
- Yorktown Park, the first city park, raised bed, community garden increases access to healthy food for 1,200 urban residents in the Yorktown Homes neighborhood.

Sustaining the Movement

York will build upon its successful nutrition, physical activity and tobacco cessation efforts through a \$225,000 REACH grant from the CDC and YUSA, a \$25,000 Healthy Communities Grant from Weight Watchers and the US Conference of Mayors, \$50,000 awarded to the York City Bureau of Health for additional food access and pedestrian/bike efforts, and awards to a local charter school by Penn State Hershey Pro Wellness Center and the Highmark Foundation. Partially subsidized Weight Watchers memberships for local residents who qualify based on health status and financial need, adds additional value to continuation efforts.

CONTACT:

Cori Strathmeyer
Wellness Director
YMCA of York and York County
717-843-7884 x269
cstrathmeyer@yorkcoymca.org

Helping York Residents Maintain a Healthier Lifestyle...Where They Live

Healthier options when shopping for food...

When people don't have a nearby grocery store to provide access to healthy foods at an affordable price it's harder for them to be healthy. To promote healthy food options in the new George Street Commons community in downtown York, the development team partnered with the local Food Availability Task Force to make healthy food accessible in underserved urban markets. The result is a new 2,000-square-foot grocery store at George Street Commons independently financed but developed with the assistance of the York Community Development Corporation, the development arm of the York YMCA, in partnership with a local developer. Residents of the 28 two and three bedroom townhomes now have healthier food options close to home.

Healthier neighborhood food options...

New urban gardens in York and distribution of fresh produce to programs serving needy families is increasing access to healthy food and physical activity for York's lower income population:

- A one-acre urban farm and learning lab collaboration developed by public, private and charter schools in partnership with many community, government and health organizations creates positive and healthy behavior in a neighborhood known for having negative activity.
- Two local church gardens donate produce to lower income residents; one was implemented solely for this purpose.
- Six York County food pantries now participate in the Ample Harvest online program which routes excess produce from community and home gardens to local food pantries.



York, PA



Prince George's County

MARYLAND

Healthy Communities Success

Changing policy and environments to improve nutrition, reduce smoking and exposure to secondhand smoke and encourage physical activity reduces risk factors for chronic disease and provides a way to make the healthy choice, the easy choice for the people of Prince George's County.

Chronic Disease Challenges in Prince George's County

Prince George's County ranks 16th 'healthiest' of Maryland's 24 political jurisdictions (23 counties and the city of Baltimore). Seventy-one percent of county adults and 64% of youth are overweight or obese. The county death rate from heart disease is 15% higher than the state average and 17% higher than the national average. Nearly three-quarters of all food establishments in Prince George's County are fast food restaurants. Compared to residents of neighboring jurisdictions, Prince George's County residents are less likely to exercise and more likely to smoke.



Making Prince George's County a Healthier Community

- The 450 students at District Heights Elementary School have increased access to healthy foods through creation of a school vegetable garden. A community garden in a nearby area and a church food pantry in the Capitol Heights area are also providing access to fresh produce for residents and parishioners as part of the Healthy Heights Initiative
- A 'prescription recreation' project in development with local physicians serving 10,000 patients and the County's Health Department will be implemented through a memorandum of understanding between the parties and the Parks and Recreation Department. Patients identified as being at cardiovascular risk will receive a referral to the Parks and Recreation Department's physical activity and wellness programs to facilitate increased physical activity and healthy eating options.
- A children's recreational project will implement physical activity curricula such as Fun, Fly, Fit and the recognized SPARK afterschool program in two elementary schools or community centers.

Sustaining the Movement

A \$2.5+ million Community Transformation Grant awarded to Prince George's County supports continued efforts to promote active living and healthy eating for over 880,000 County residents.

CONTACT:

Annette Cole
Health and Wellness Coordinator
Department of Parks and Recreation
Maryland-National Capital Park & Planning Commission,
301-446-6816
annette.cole@pgparks.com

Moving to Create a Healthier Community in Prince George's County

Prince George's County is moving forward to improve the health of County residents:

The *Prince George's County Health Improvement Plan 2011 to 2014: Blueprint for a Healthier County* identifies county health priorities, implementation strategies, and measurable targets for the time frame ending in 2020. The Plan incorporates "prescription recreation" as a strategy for increasing physical activity for county residents and recommends seeking funding for a pilot of the Maryland-National Capital Park & Planning Commission and Prince George's County Health Department's Prescription-REC Program for County residents with high blood pressure and/or high cholesterol.

The *Urban Agriculture: A Tool for Creating Economic Development and Healthy Communities in Prince George's County, MD Study* presents strategies to improve access to healthy, affordable, and ethnically appropriate foods and strengthen economic conditions of the county's inner-Beltway communities through promotion of urban agriculture.

Plan Prince George's 2035, developed by the Maryland-National Capital Park & Planning Commission, will guide future development

in Prince George's County and sets out goals, policies and strategies for 8 elements. The *Healthy Communities* element reviews ways a community can be built to improve the health of residents, including creating "safe, connected communities that promote active lifestyles and provide convenient access to healthy foods."



Learn more about Prince George's County planning efforts at:
http://www.pgplanning.org/Planning_Home.htm

Prince George's County, MD

Changing policy and environments to improve nutrition, reduce smoking and exposure to secondhand smoke and encourage physical activity reduces risk factors for chronic disease and provides a way to make the healthy choice, the easy choice for the people of Columbus County.

Chronic Disease Challenges in the City of Columbus

Columbus City schools report that 28% of children in kindergarten, 38% of third graders, 43% of fifth graders and 47% of seventh graders were overweight or obese during the 2011-2012 school year. In certain Columbus neighborhoods which were focus areas for healthy community efforts, only 17% of adult respondents consumed the recommended number of servings of daily fruits and vegetables and almost two-thirds reported that they did not exercise enough to meet recommendations for general health.



Making Columbus a Healthier Community

- Over 40 new policies and environmental changes related to healthy food, physical activity, choosing water as a beverage of choice, breastfeeding, reducing children's screen time, and smoke-free environments were implemented by 10 organizations serving pregnant women and/or children from birth to 5 years old participating in a pilot project designed to help them accomplish these changes.
- Over 1,000 youth served by Central Community House's programs have access to healthier meals and snacks and a smoke-free environment, including a fruit and/or vegetable and a whole grain at every meal and elimination of fried foods.
- Columbus Mayor Coleman signed an Executive Order to provide space and time for city employees who are nursing mothers to breastfeed their babies, a recognized strategy for preventing childhood obesity which benefits the 1096 women of childbearing age employed by the City of Columbus. In addition, 3 new policies supporting breastfeeding have been adopted by Community Development for All People, the Nationwide Children's Hospital Center for Family Safety and Healing and the Central Ohio Hospital Council supporting breastfeeding as the easy choice for the approximately 24,000 babies born in the City of Columbus and Franklin County each year.
- Columbus Public Health and Columbus Recreation and Parks have implemented a color-coded nutrition labeling system for vending machines and city locations have begun to phase out the least healthy products, increasing healthy eating options for 800,000 city residents.

CONTACT:

Cheryl L. Graffagnino
Program Manager - Community
Columbus Public Health
614-645-0867
clgraffagnino@columbus.gov

Tapping Community Support for Walkability

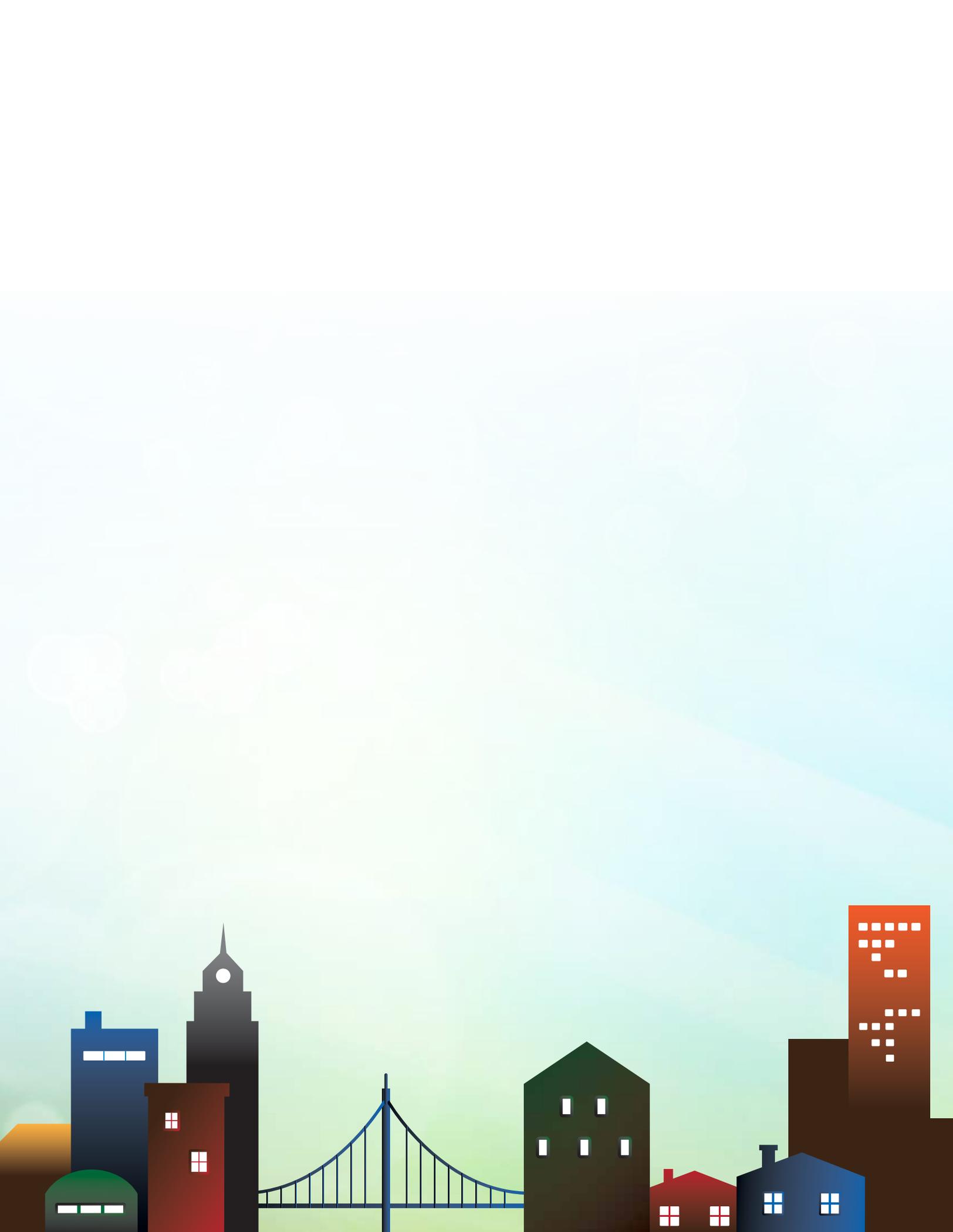
Walkable neighborhoods give people choice on how to travel to the store or school or the many other places they go every day. Studies have also linked overweight, measured by body mass index, to neighborhood walkability. Adopting policies such as Complete Streets yields benefits to all users of city transportation routes, including walkers, bikers, and drivers. Conducting walking assessments helps communities learn more about the assets and opportunities in their neighborhoods and identify places where improvements can make active transportation more viable.

The Columbus healthy community project walking tours guided community members through neighborhoods in zip codes 43205, 43206 and 43207 which make up an existing area of focus for improving the health of Columbus area children.



As they walked, they used checklists to create a 'snapshot' of the nutrition and physical activity assets and barriers for families with young children. Photos, posted to their blog, described walker's impressions and provided a mechanism for community input.





Four national organizations were selected by CDC's Healthy Communities Program to provide ACHIEVE funding and technical assistance to communities to help them develop and implement population-based strategies to prevent or manage health risk factors for heart disease, stroke, diabetes, cancer, obesity, and arthritis. Highlights presented here reflect the work of selected communities and the four organizations: National Association of County and City Health Officials, the National Association of Chronic Disease Directors, the National Recreation and Parks Association, and the YMCA of the USA.



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

www.chronicdisease.org



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS

Promoting Health. Preventing Disease.

This publication was supported by the Cooperative Agreement 5U58DP002759-3 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.