

Prevention Institute

Putting prevention
at the center of community well-being

www.preventioninstitute.org
www.eatbettermovemore.org

221 Oak Street
Oakland, California 94607
phone: 510-444-7738 fax: 510-663-1280

Enhancing Health through Environmental and Policy Changes

Larry Cohen,
Janani Srikantharajah

July 15, 2009

Achieve Action Institute



www.preventioninstitute.org

Prevention
Institute

Take 2 Steps Back



Medical
Care

Exposures &
Behaviors

Environment

The Spectrum of Prevention

Influencing Policy and Legislation

Changing Organizational Practices

Fostering Coalitions and Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge and Skills

Building a Movement

**What's Health Got
To Do With It?**



FOR YOUR ENDORSEMENT

Setting the Record Straight: Nutritionists Define Healthful Food

We, the undersigned health and nutrition professionals, know that healthful food is essential to healthy lives and to a healthy society, environment, and economy. At a time when people are experiencing unnecessary death and chronic disease, where food plays a significant role, we are compelled—personally and professionally—to promote the public's health and to advocate for access to healthful food for all. Yet the foods that reach our plates are often unhealthful, resulting from an industrial food system which produces a preponderance of highly processed, high-calorie, low-nutrient foods that are more available, affordable, and aggressively marketed than healthful foods. We are committed to changing these circumstances so that everyone can eat healthful food.

Our definition of healthful food is not limited to the nutrients that a food contains. Our definition recognizes that healthful food comes from a food system where food is produced, processed, transported, and marketed in ways that are environmentally sound, sustainable and just. The current industrial food system, with its heavy reliance on fossil fuels, pesticides and herbicides, antibiotics, and intensive farming practices fails to meet this standard. It pollutes the air, water and soil, harms farm animals, and endangers the health of those who work to feed us.

While the industrial food system impacts everyone, some feel its effects more than others. Small- and mid-size farmers are struggling to survive in the face of large-scale industrial agriculture—farming families are twice as likely to live in poverty compared to the general U.S. population. In rural Iowa, many farm workers do not earn enough wages to put healthful food on their own families' tables. Low-income neighborhoods and communities of color get far less access to these communities. Unhealthful, highly processed foods are heavily promoted, ubiquitous, and cheap, while healthful, wholesome food is often inaccessible.

Many large food and beverage manufacturers distract the public from the dangers of the food system by deceptively marketing products as "green" or "natural" and by using misleading health claims that allow highly processed foods to masquerade as healthful. In reality, the health-giving properties of food come from whole and minimally processed foods—mostly from plants—that contain a wide variety of naturally occurring nutrients.



FOR YOUR ENDORSEMENT

Setting the Record Straight: Nutritionists Define Healthful Food

We, the undersigned health and nutrition professionals, know that healthful food is essential to healthy lives and to a healthy society, environment, and economy. At a time when people are experiencing unnecessary death and chronic disease, where food plays a significant role, we are compelled—personally and professionally—to promote the public's health and to advocate for access to healthful food for all. Yet the foods that reach our plates are often unhealthy, resulting from an industrial food system which produces a preponderance of highly processed, high-calorie, low-nutrient foods that are more available, affordable, and aggressively marketed than healthful foods. We are committed to changing those circumstances so that everyone can eat healthful food.

Our definition of healthful food is not limited to the nutrients that a food contains. Our definition recognizes that healthful food comes from a food system where food is produced, processed, transported, and marketed in ways that are environmentally sound, sustainable and just. The current industrial food system, with its heavy reliance on fossil fuels, pesticides and fertilizers, antibiotics, and intensive farming practices fails to meet this standard. It pollutes the air, water, and soil, harms farm animals, and endangers the health of those who work to feed us.

While the destructive food system impacts everyone, some feel its ill effects more than others. Small- and mid-size farmers are struggling to survive in the face of large-scale industrial agriculture—farming families are twice as likely to live in poverty compared to the general U.S. population. In cruel irony, many farm workers do not earn enough wages to put healthful food on their own families' tables. Low-income neighborhoods and communities of color are hit hard too; in these communities unhealthy, highly processed foods are heavily promoted, ubiquitous, and cheap, while healthful, wholesome food is often inaccessible.

Many large food and beverage manufacturers distract the public from the dangers of the food system by deceptively marketing products as "green" or "natural" and by using misleading health claims that allow highly processed foods to masquerade as healthful. In reality, the health-giving properties of food come from whole and minimally processed foods—mostly from plants—that contain a wide variety of naturally occurring nutrients.

Strategic
Alliance
Promoting healthy
food and eating environments

Prevention
Institute
Putting prevention
at the center of
community well-being

510.444.7738 ■ www.eatbettermovemore.org ■ SA@preventioninstitute.org

“Our definition of healthful food is not limited to the nutrients that a food contains. Our definition recognizes that healthful food comes from a food system where food is produced, processed, transported, and marketed in ways that are environmentally sound, sustainable and just.”

<http://preventioninstitute.org/sa/settingtherecordstraight.html>

PASSIVE
AREA
NO ACTIVE
SPORTS

05/19/2004





Photo Courtesy of Latino Health Access



Photo courtesy of http://spacedust.atspace.com/soccer_archery.html

**"The obesity problem
is really a side effect
of things that are
good for the economy."**

*Tomas J. Philipson
Economics Professor
University of Chicago*



Hungry Planet

Prevention
Institute

Take 2 Steps Back



Medical
Care

Exposures &
Behaviors

Environment

Causes of Death

Heart Disease

Cancer

Stroke

Diabetes

Injuries & Violence

Medical Care Alone Cannot Reduce Injuries and Inequities

- ◆ Not the primary determinant of health
- ◆ Treats one person at a time
- ◆ Often comes late; can't always restore health

**Let's
take a
step
back...**



Exposures &
Behaviors

Medical
Care

Making Links to Exposures & Behaviors

Diet &
Activity
Patterns



Tobacco



Alcohol
& Drugs



Heart Disease

Cancer

Stroke

Diabetes

Injuries
& Violence

**Let's
take
another
step
back...**



Environment

Exposures &
Behaviors

What's Sold and Promoted



VS.



Industry
Group

Supermarkets

7

27

Carry-out
eating places

26

24

Bars/Taverns

35

11

SOURCE: Morland K, Wing S, Diez Roux A, Poole C. Neighborhood characteristics associated with the location of food stores and food service places. Am J Prev Med. 2002;22:23-9.

What's Sold and Promoted



VS.



Industry
Group

Low-Wealth
Neighborhood

High-Wealth
Neighborhood

Supermarkets

7

27

Carry-out
eating places

26

24

Bars/Taverns

35

11

SOURCE: Morland K, Wing S, Diez Roux A, Poole C. Neighborhood characteristics associated with the location of food stores and food service places. Am J Prev Med. 2002;22:23-9.

Elements of Community Health

PLACE

- ◆ What's sold & how it's promoted

Elements of Community Health

EQUITABLE OPPORTUNITY

- ◆ Racial justice
- ◆ Jobs & local ownership
- ◆ Education

PLACE

- ◆ What's sold & how it's promoted
- ◆ Look, feel & safety
- ◆ Parks & open space
- ◆ Getting around
- ◆ Housing
- ◆ Air, water, soil
- ◆ Arts & culture

PEOPLE

- ◆ Social networks & trust
- ◆ Participation & willingness to act for the common good
- ◆ Acceptable behaviors & attitudes

Elements of Community Health

EQUITABLE OPPORTUNITY

- ◆ Racial justice
- ◆ Jobs & local ownership
- ◆ Education

MEDICAL SERVICES

- ◆ Preventative services
- ◆ Access
- ◆ Treatment quality, disease management, in-patient services, & alternative medicine
- ◆ Cultural competence
- ◆ Emergency response

PLACE

- ◆ What's sold & how it's promoted
- ◆ Look, feel & safety
- ◆ Parks & open space
- ◆ Getting around
- ◆ Housing
- ◆ Air, water, soil
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PEOPLE

- ◆ Social networks & trust
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- ◆ Acceptable behaviors & attitudes

HEALTH DISPARITIES:

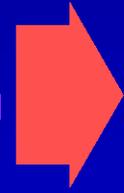
**The same
injuries and
illnesses only
*more so***

**A Key
Opportunity
for
Prevention**

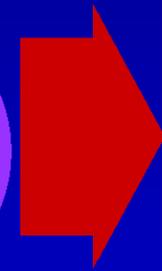
ENVIRONMENT



**EXPOSURES
&
BEHAVIORS**

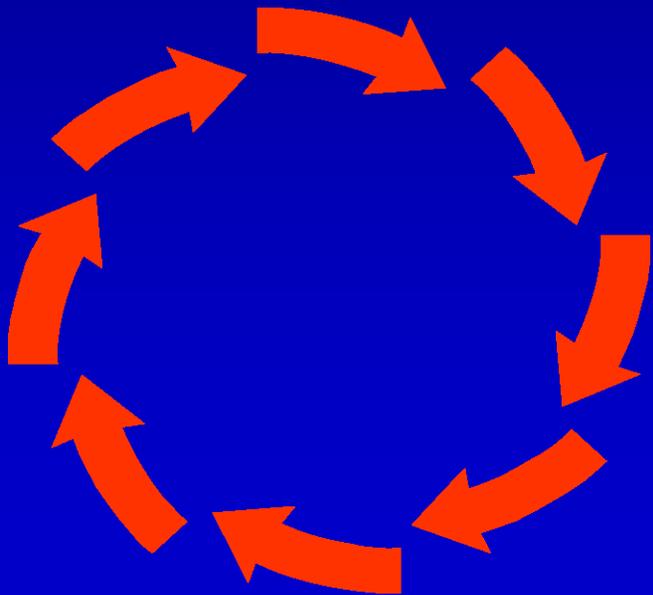


**MEDICAL
CARE**



**HEALTH
DISPARITIES**

**“If we do not change direction,
we are likely to end up
where we are headed.”**



Chinese Proverb

The Spectrum of Prevention

Influencing Policy and Legislation

Changing Organizational Practices

Fostering Coalitions and Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge and Skills

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Strengthening Individual Knowledge & Skills

Is it just behavior?



New

July 5, 2000 • \$3.50

**LIES ABOUT
SOCIAL
SECURITY
BY ALLAN
SLOAN**

www.ck.com/c.com

Fat for Life?

**Six Million Kids
Are Seriously Overweight.
What Families Can Do.**

By Geoffrey Cowley & Sharon Begley

HMO

SPRING 2002

Today's Health

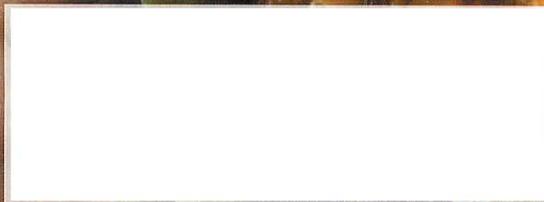
and Wellness MagazineSM

*Are Children's
Vaccines
Really Safe?*

*Enjoying the
Great Outdoors*

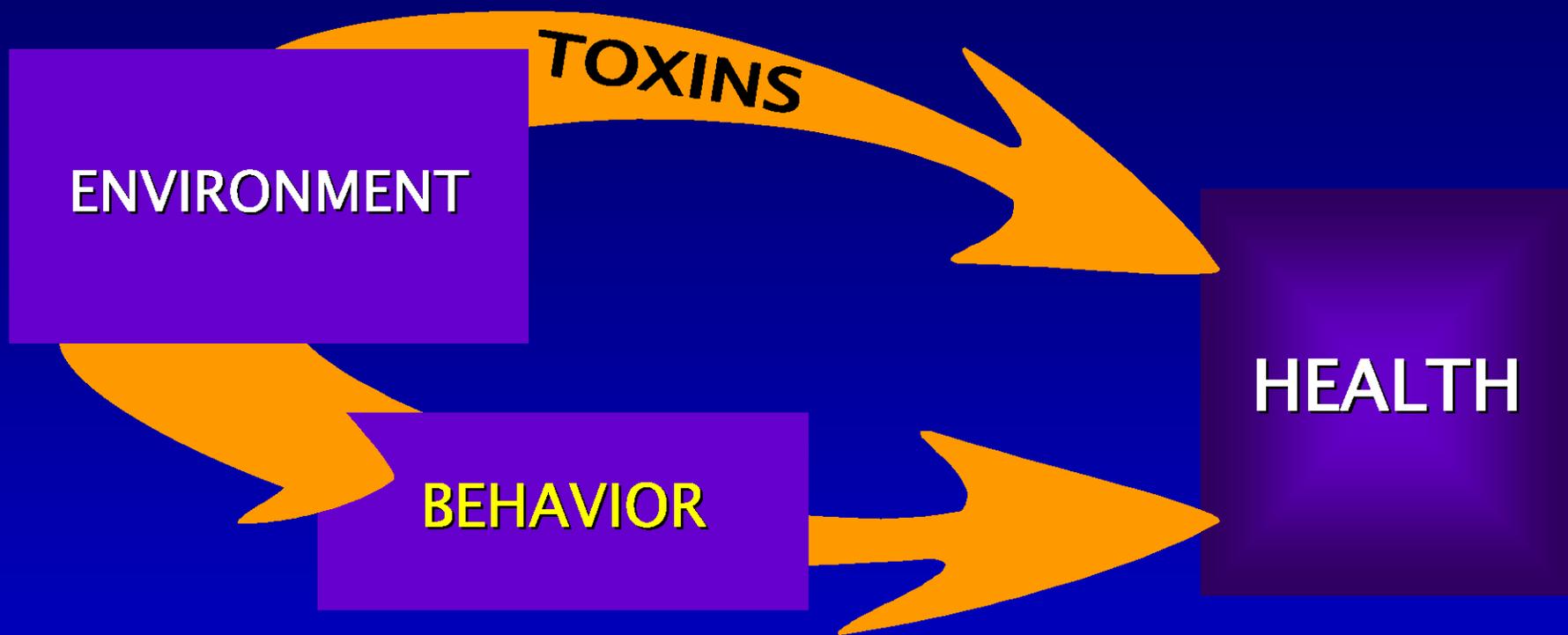
The
**Supersizing
of America**

Large Food Portions and Our Nation's Obesity Problem



“It is unreasonable to expect that people will change their behavior *easily* when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine



NORMS

more than a habit

based in
culture & tradition

sanction behavior

taken for granted

attitudes,
beliefs,
ways of being

behavior shapers

communicate regularity
in behavior

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VIACOM



Childhood obesity. Don't take it lightly.



**EAT FRUITS & VEGETABLES
AND BE ACTIVE**

Funded by the U.S. Department of Agriculture's Food Stamp Program

Food Stamps can help. Call 1-888-328-3483 to see if you qualify.

4151

VIACOM



my kinda shoppin' spree



Dollar M Menu

Price and participation may vary.

4152

Corona



NO
IT IS UNLAWFUL
TO DRINK
ALCOHOLIC
BEVERAGES
WHILE DRIVING
OR TO
ALCOHOL
CONTAINERS

The screenshot shows the Philip Morris U.S.A. website. At the top, there is a navigation bar with links for 'Contact Us', 'Site Map', 'Site Policy', and 'Philip Morris Companies Inc.'. A search bar is also present. On the left, a sidebar menu includes 'About Us', 'Our Products', 'Health Issues', 'Responsible Marketing', and 'Policies, Practices & Positions'. The 'Health Issues' section is expanded, showing 'Cigarette Smoking and Disease Addiction', 'Quitting Smoking', 'Low Tar Cigarettes', 'Secondhand Smoke', and 'Surgeon General Reports'. The 'Quitting Smoking' link is selected. Below the sidebar, the main content area is titled 'Health Issues' and 'Quitting Smoking'. It contains a sub-section 'If You Want to Quit, Things to Know' with text about the best way to quit (quitting) and a list of resources for more information, including 'quitnet.org', 'U.S. Centers For Disease Control: How To Quit', 'Information on the benefits of quitting from the National Cancer Institute', 'Summary of "The Health Benefits of Smoking Cessation: A Report of the Surgeon General" (1990)', 'Highlights of "Reducing the Health Consequences of Smoking 25 Years of Progress: A Report of the Surgeon General" (1989)', and 'drkoop.com'. A mouse cursor is pointing to the 'Information on the benefits of quitting from the National Cancer Institute' link.

To reduce the health effects of smoking, the best thing to do is quit; public health authorities do not endorse either smoking fewer cigarettes or switching to lower tar and nicotine brands as a satisfactory way of reducing risk.

Excerpt from "Quitting Smoking" section of philipmorrisusa.com.

Quitting Smoking

The only proven way to reduce the health risks of smoking is to quit. In this section of our website, you'll find things to know if you want to quit smoking, as well as information on the health benefits of quitting and links to other sites that can help smokers quit.

Visit these sites for more info:

- > quitnet.org
- > U.S. Centers For Disease Control: How To Quit
- > Information on the benefits of quitting from the National Cancer Institute
- > Summary of "The Health Benefits of Smoking Cessation: A Report of the Surgeon General" (1990)
- > Highlights of "Reducing the Health Consequences of Smoking 25 Years of Progress: A Report of the Surgeon General" (1989)
- > drkoop.com

Click here for information from the National Cancer Institute about the benefits of quitting smoking.

National Cancer Institute Smoking Facts and Tips for Quitting

Why Quit?

- * Quitting smoking makes a difference right away— you can taste and smell food better. Your breath smells better. Your cough goes away. This happens for men and women of all ages, even those who are older. It happens for healthy people as well as those who already have a disease or condition caused by smoking.
- * Quitting smoking cuts the risk of lung cancer, many other cancers, heart disease, stroke, other lung diseases, and other respiratory illnesses.
- * Ex-smokers have better health than current smokers. Ex-smokers have fewer days of illness, fewer health complaints, and less bronchitis and pneumonia than current smokers.

Excerpt from the National Cancer Institute's "Smoking Facts and Tips for Quitting."

The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

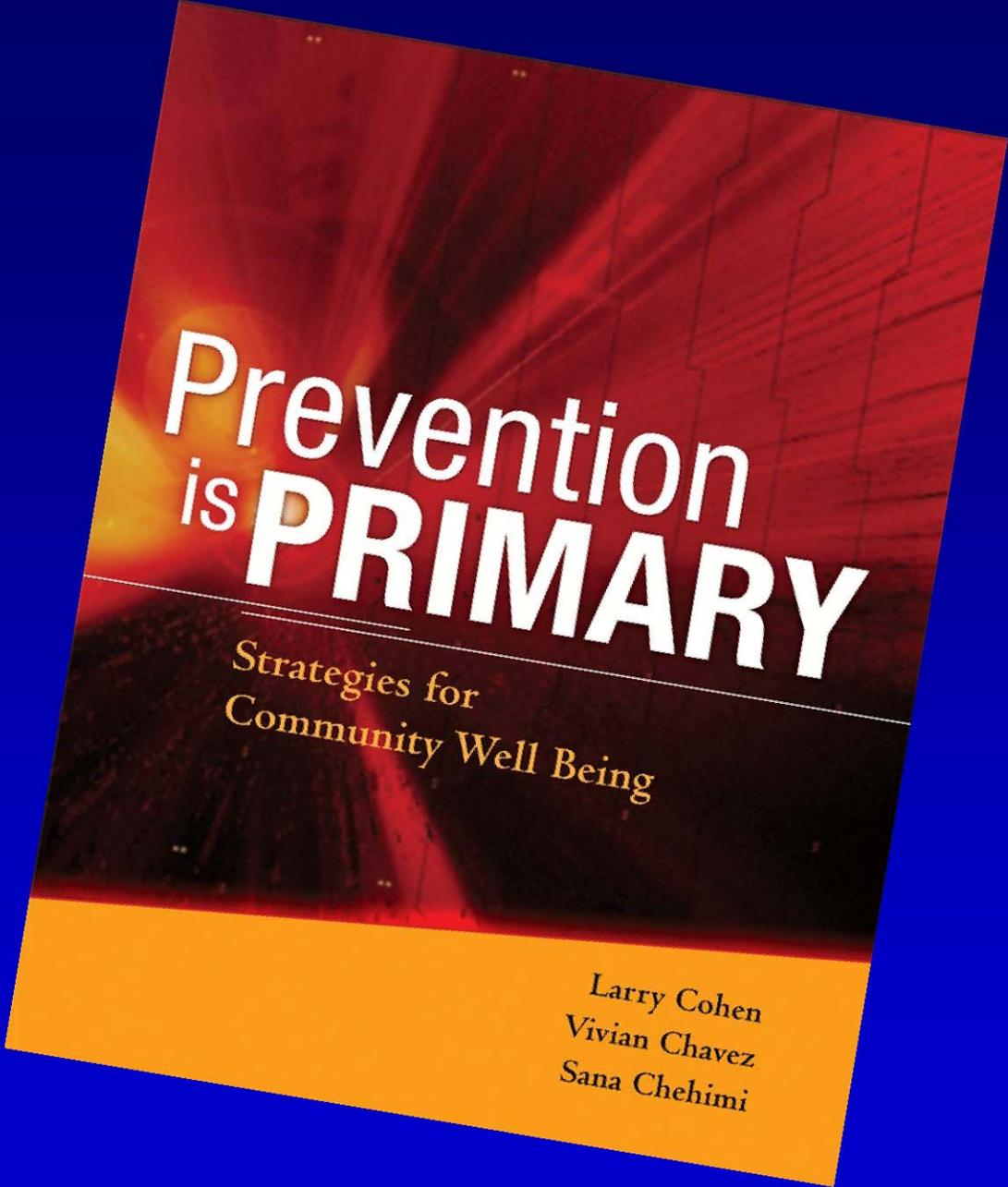
Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

**We need a new
way of
thinking!**





Prevention is **PRIMARY**

*Strategies for
Community Well Being*

Larry Cohen
Vivian Chavez
Sana Chehimi

The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

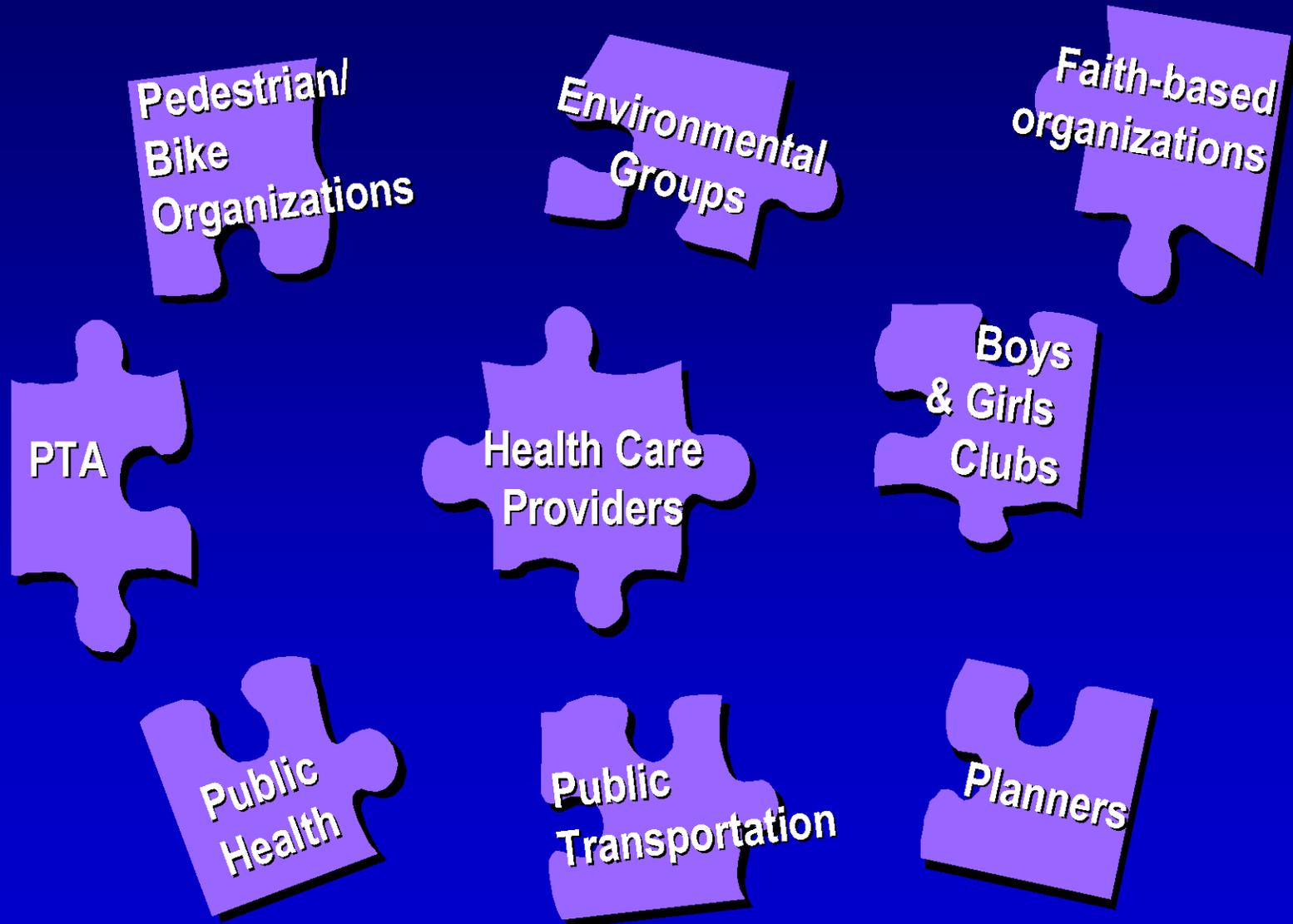
Fostering Coalitions & Networks

Educating Providers

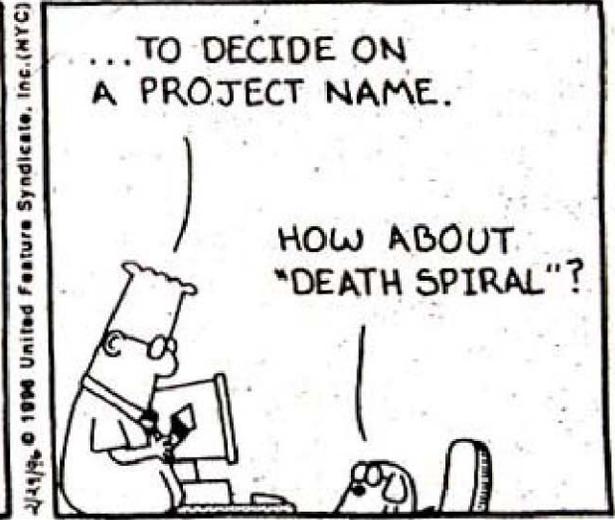
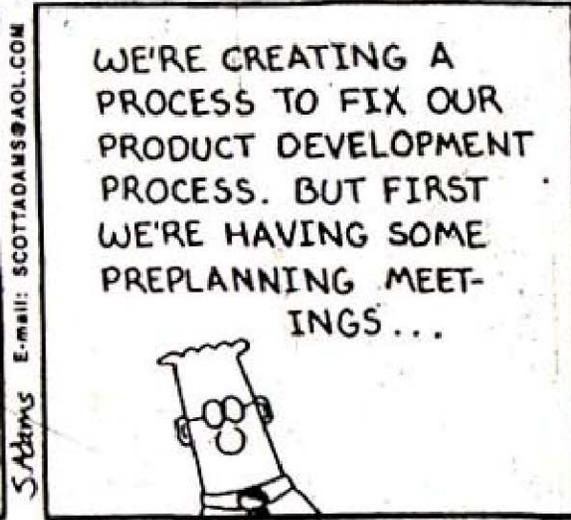
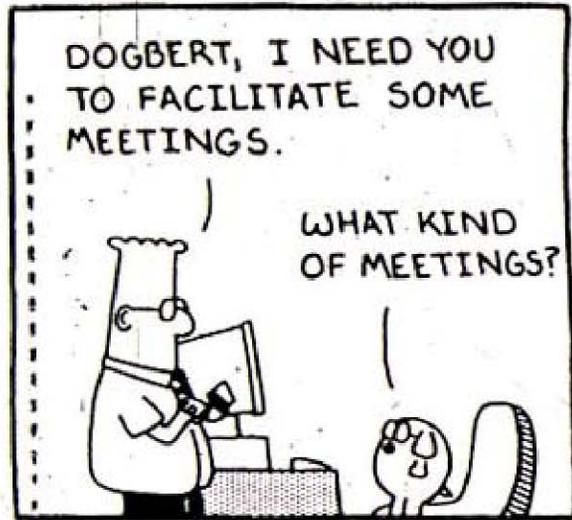
Promoting Community Education

Strengthening Individual Knowledge & Skills

Physical Activity Coalition



DILBERT



S Adams E-mail: SCOTTADAMS@AOL.COM

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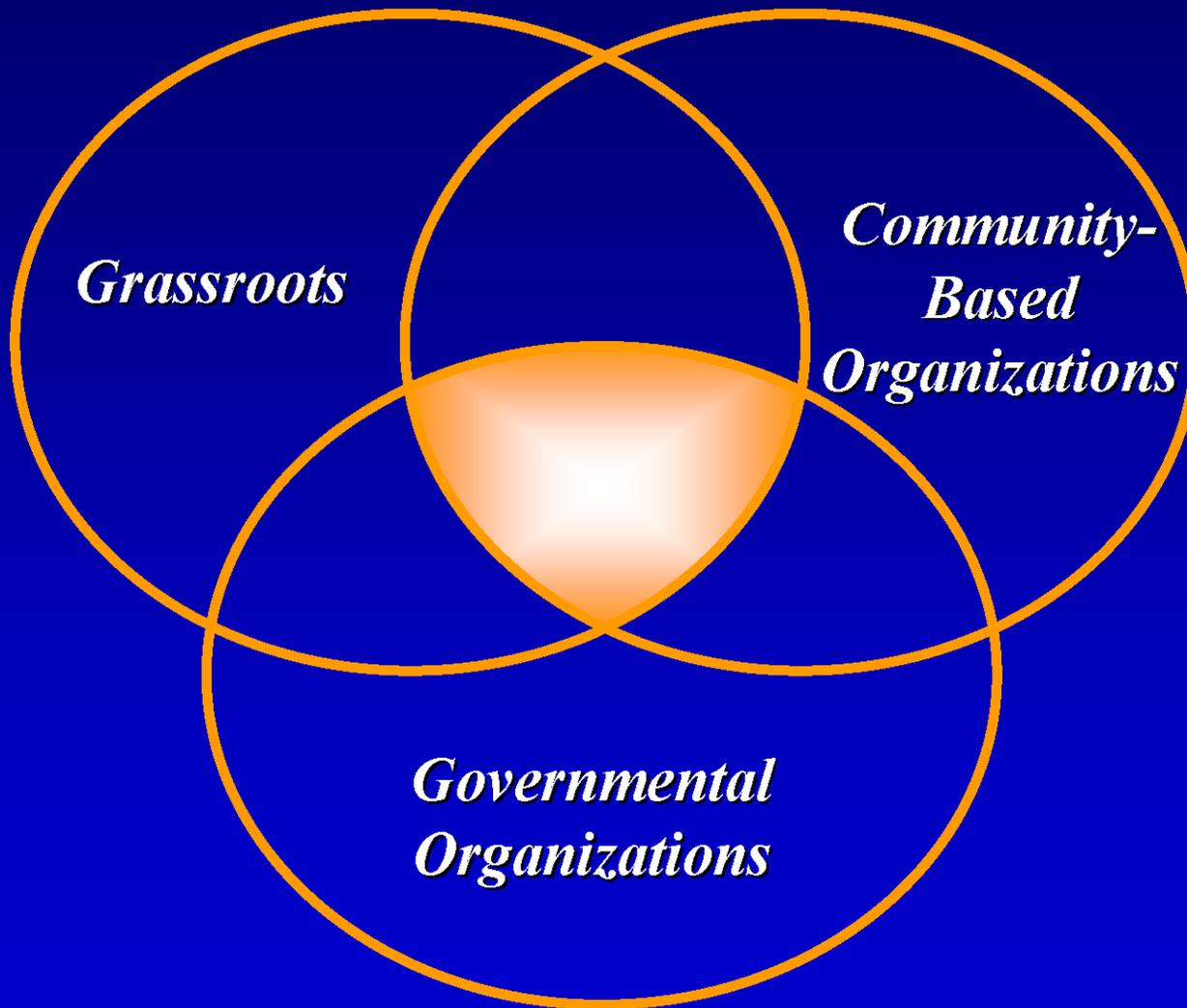
Reframing

the nutrition & physical activity debate

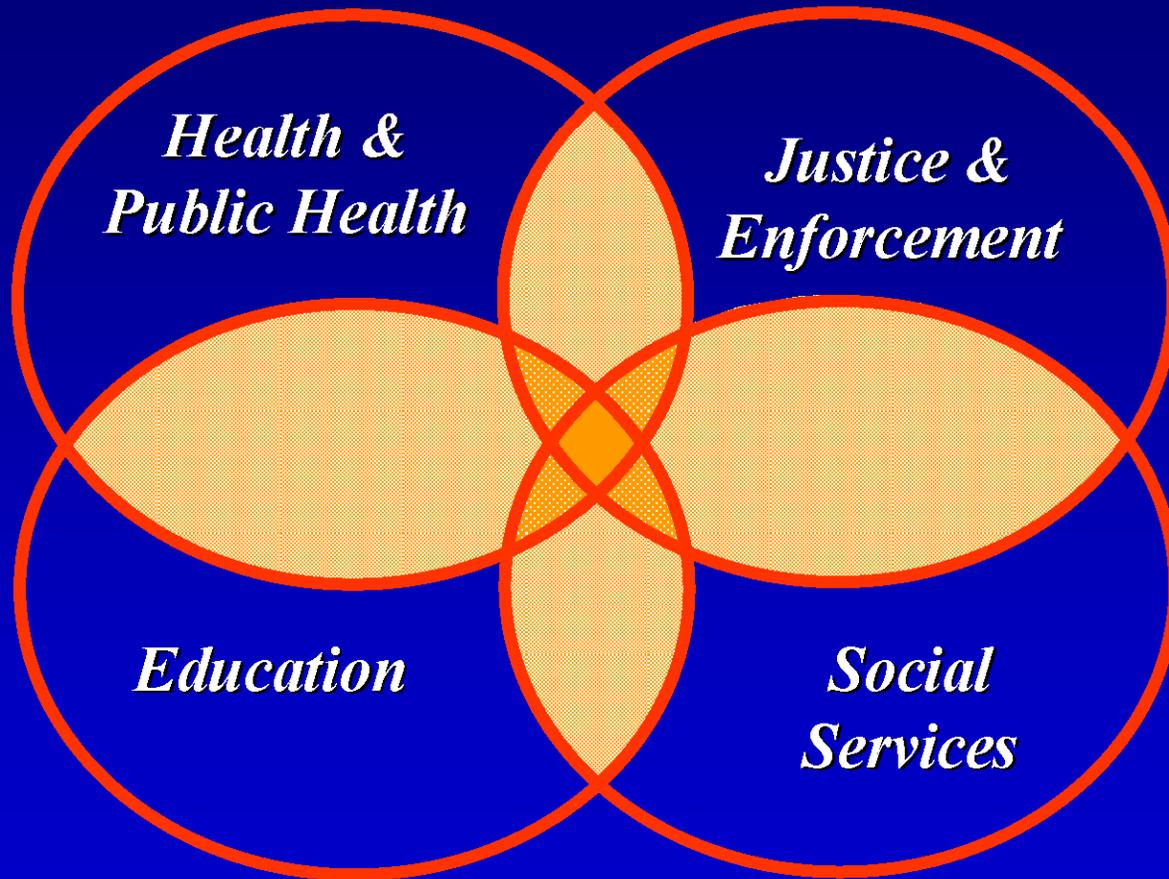
from simply a matter of individual choice...

...to corporate & government responsibility

Types of Groups



Partnerships among Sectors



Steering Committee

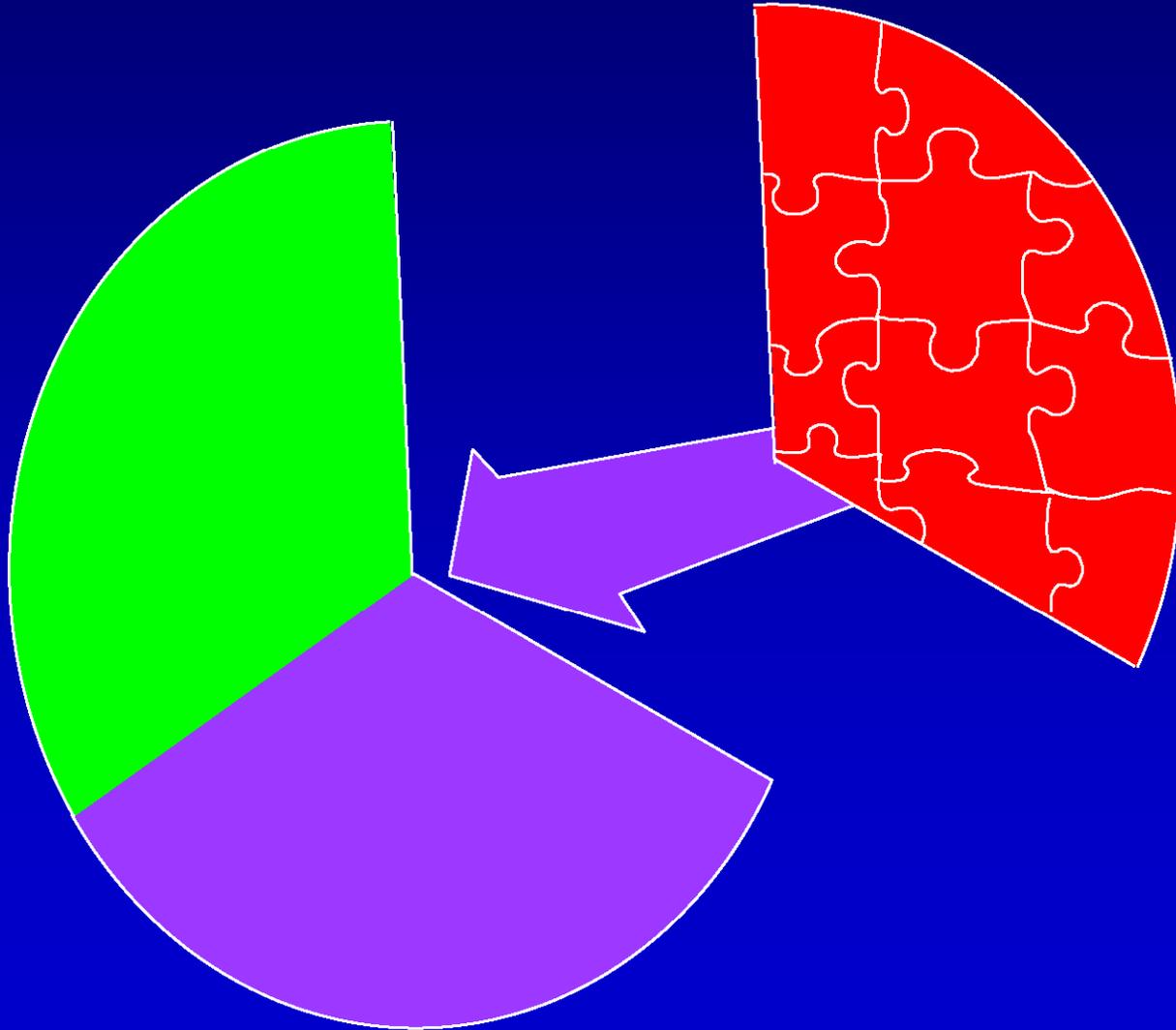
- ◆ California Adolescent Nutrition and Fitness Program (CANFit)
- ◆ California Center for Public Health Advocacy
- ◆ California Food Policy Advocates
- ◆ California Pan-Ethnic Health Network
- ◆ California Park and Recreation Society
- ◆ California Project LEAN
- ◆ California WIC Association
- ◆ Child Care Food Program Roundtable
- ◆ Latino Health Access
- ◆ Prevention Institute
- ◆ Samuels & Associates
- ◆ YMCA of the East Bay

Why do People Join ACHIEVE Efforts?

Why do People Join ACHIEVE Efforts?

- ◆ Accomplish something important
- ◆ Passionately believe in coalition's cause
- ◆ Friends/colleagues see issue as important
- ◆ To be involved in movement
- ◆ A place to get funding
- ◆ To not be left out or perceived as outside the movement

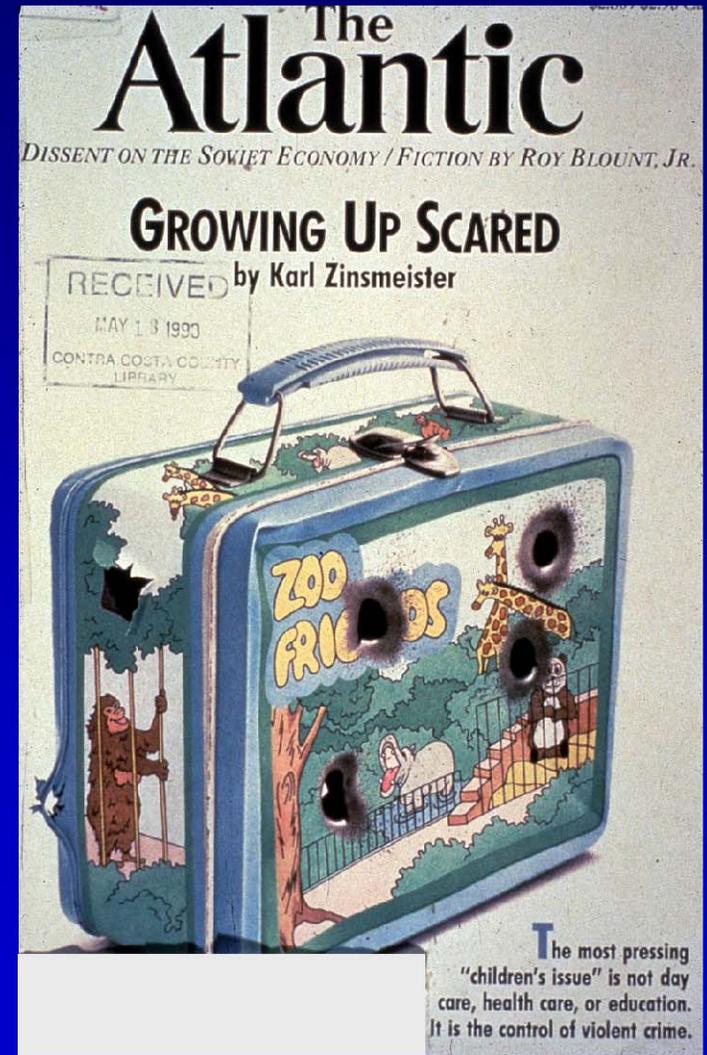
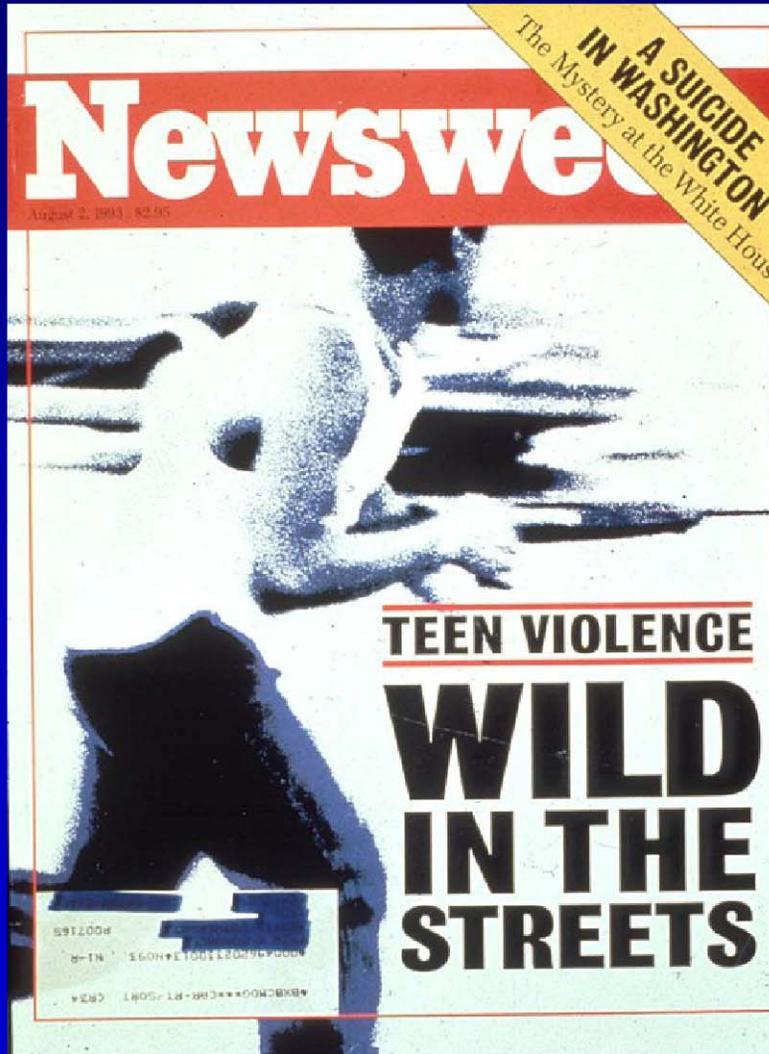
Forming Broader Partnerships to Meet Mutual Goals



Key Linkages?



Preventing Violence



The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills



KAISER PERMANENTE®

Welcome to our
Friday Fresh Farmer's Market

PI Rooftop Garden





Health

[Home](#) > [GMA](#) > [OnCall](#)

Trans Fat Free and 'Finger-Licking Good'

Fast Food Giant KFC Is Eliminating Trans Fats From Its Restaurants

Oct. 30, 2006



KFC Corp. will announce today that it will replace the trans fat-laden hydrogenated oils it uses to cook everything from chicken to potato wedges with a healthier soybean oil by April 2007.

Font Size

A A A

E-mail

Print

Share

RELATED STORIES

- [NYC Considering Ban on Trans Fat](#)
- [KFC Sued for Fattening Menu](#)

KFC was recently sued for its high levels of trans fats.

Now it is poised to become one of the first fast food chains to

Talk E

- Tell us
- Add ne
- Talk str

Comm

WHAT OTH SAYING

Menu Labeling Legislation



McDonald's; July 21, 2008

Promote Joint Use of Recreational Facilities

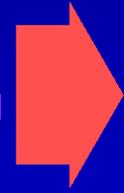


**A Key
Opportunity
for
Prevention**

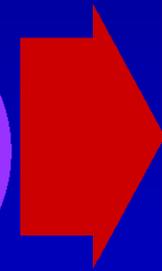
ENVIRONMENT



**EXPOSURES
&
BEHAVIORS**



**MEDICAL
CARE**



**HEALTH
DISPARITIES**

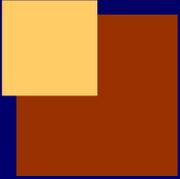
Take 2 Steps Back



Environment

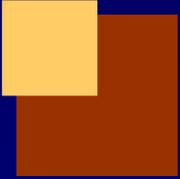
Exposures &
Behaviors

Medical
Care



Trajectory Exercise: Asthma Prevention

HEALTH ISSUE	BEHAVIORS and EXPOSURES	HEALTHY CMTY FACTORS	COMMUNITY ELEMENTS
Asthma			



Trajectory Exercise: Asthma Prevention

HEALTH ISSUE	BEHAVIORS and EXPOSURES	HEALTHY CMTY FACTORS	COMMUNITY ELEMENTS
Asthma	<ol style="list-style-type: none">1. Tobacco2. Toxic Agents3. Diet and Activity4. Microbial Agents		

Elements of Community Health

EQUITABLE OPPORTUNITY

- ◆ Racial justice
- ◆ Jobs & local ownership
- ◆ Education

MEDICAL SERVICES

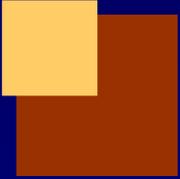
- ◆ Preventative services
- ◆ Access
- ◆ Treatment quality, disease management, in-patient services, & alternative medicine
- ◆ Cultural competence
- ◆ Emergency response

PLACE

- ◆ What's sold & how it's promoted
- ◆ Look, feel & safety
- ◆ Parks & open space
- ◆ Getting around
- ◆ Housing
- ◆ Air, water, soil
- ◆ Arts & culture

PEOPLE

- ◆ Social networks & trust
- ◆ Participation & willingness to act for the common good
- ◆ Norms / Costumbres



Trajectory Exercise: Asthma Prevention

HEALTH ISSUE	BEHAVIORS and EXPOSURES	HEALTHY CMTY FACTORS	COMMUNITY ELEMENTS
Asthma	<ol style="list-style-type: none">1. Tobacco2. Toxic Agents3. Diet and Activity4. Microbial Agents	<ul style="list-style-type: none">-Air, water, soil-What is sold and how it is promoted-Getting around-Housing- Acceptable behaviors, and attitude	



20,679* Physicians

say "LUCKIES are
less irritating"

"It's toasted"

Your Throat Protection
against irritation against cough

*The figures quoted have been checked and certified to by LYBRAND, ROSS BROS. AND MONTGOMERY, Accountants and Auditors.

**TOBACCO
FREE ZONE**

Solana Beach:

California's 1st Smoke-Free Beach

Ordinance



One Key Fact

Useful policy

is often

developed

locally.



Venues for Action

- ◆ State/City/County Policymakers
- ◆ Health Jurisdictions
- ◆ Transportation Authorities
- ◆ Planning and Zoning Powers
- ◆ School Districts

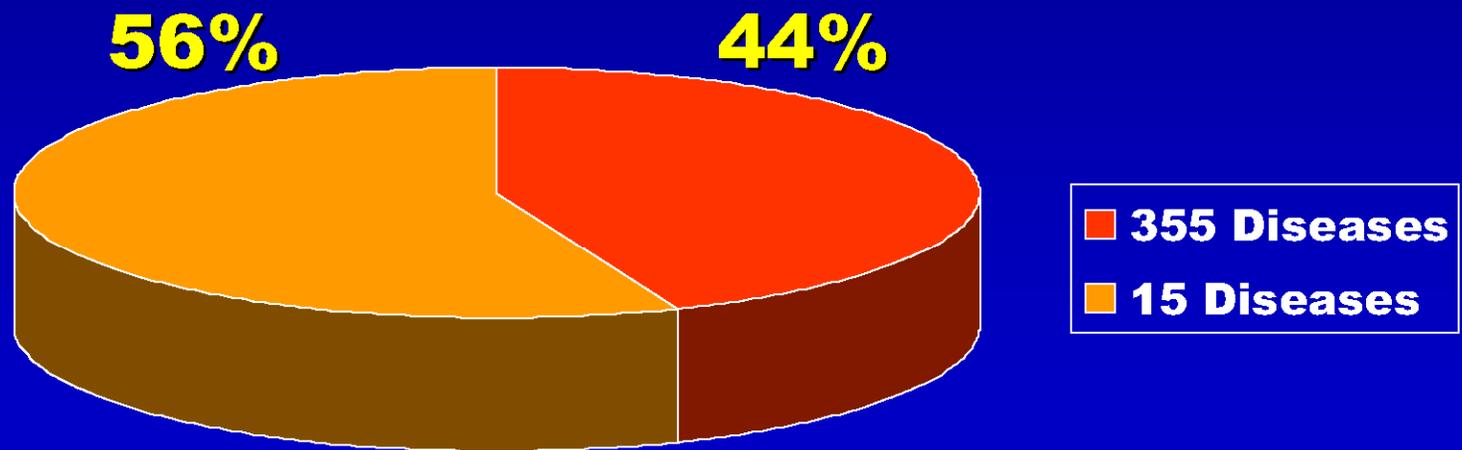


Legislation is not the only way

- ◆ Hold hearings / Host forums
- ◆ Update the general plan
- ◆ Create mandates for employees, contractors
- ◆ Encourage funding
- ◆ Have an official issue a proclamation
- ◆ Personal actions/ events
- ◆ Provide testimony for a legislative hearing

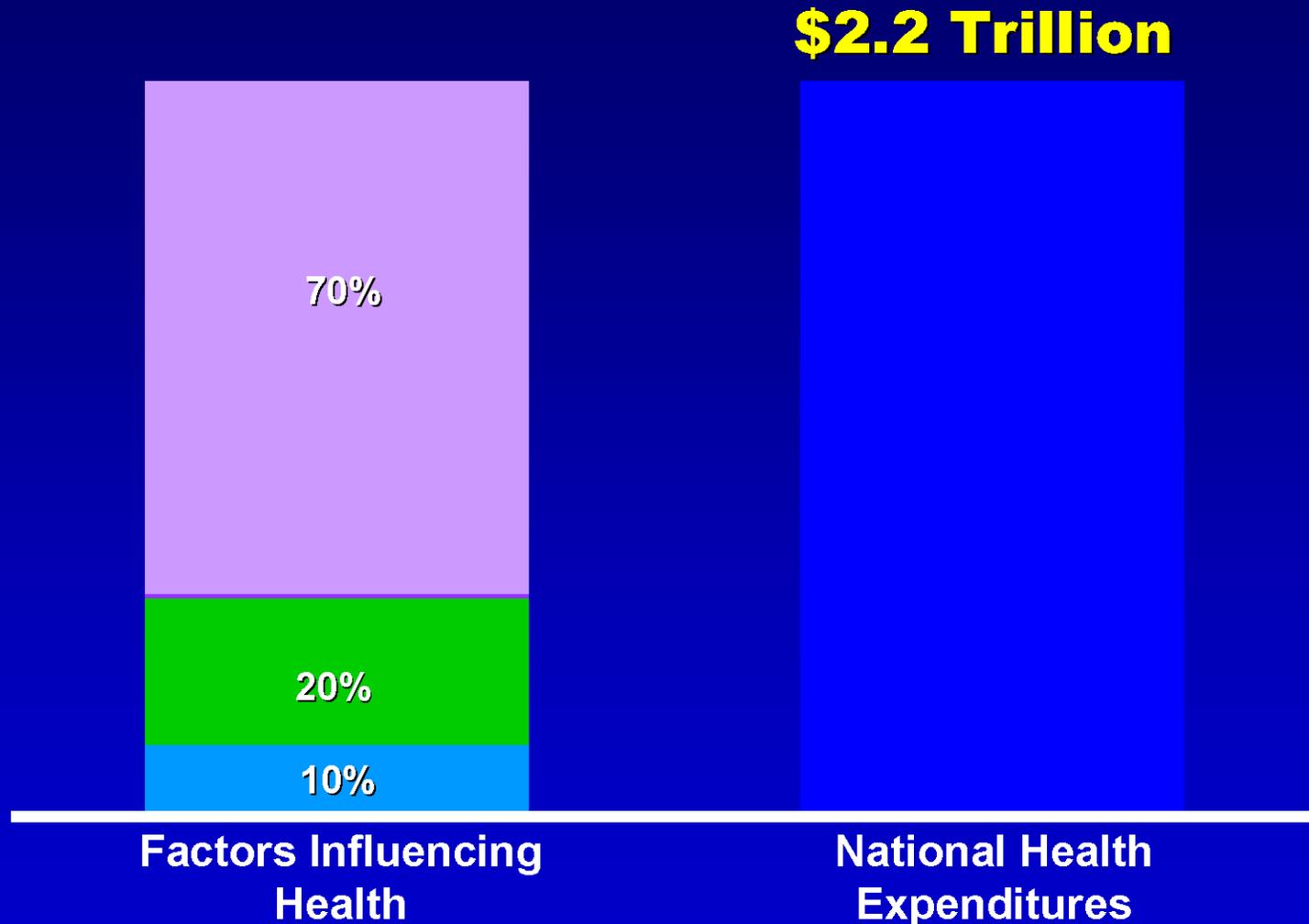
A Majority of Costly Conditions are Preventable

- ◆ Medical spending increased by \$199 billion (1987-2000)
- ◆ 15 diseases account for 56% of this increase



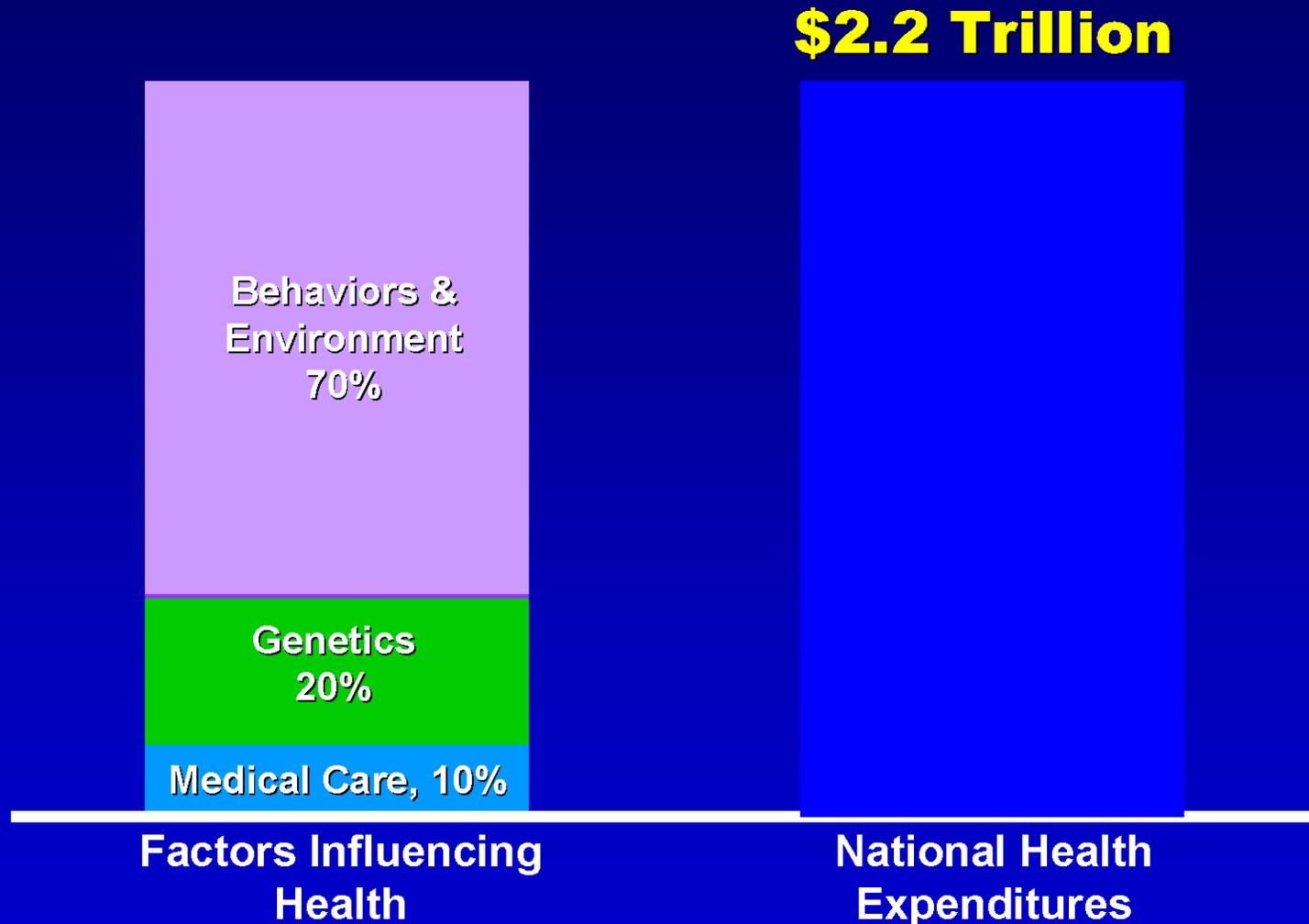
Source: Kenneth Thorpe et al., "Which Medical Conditions Account For The Rise In Health Care Spending?" Health Affairs, 10.1377, web exclusive.

Current Health Care Spending



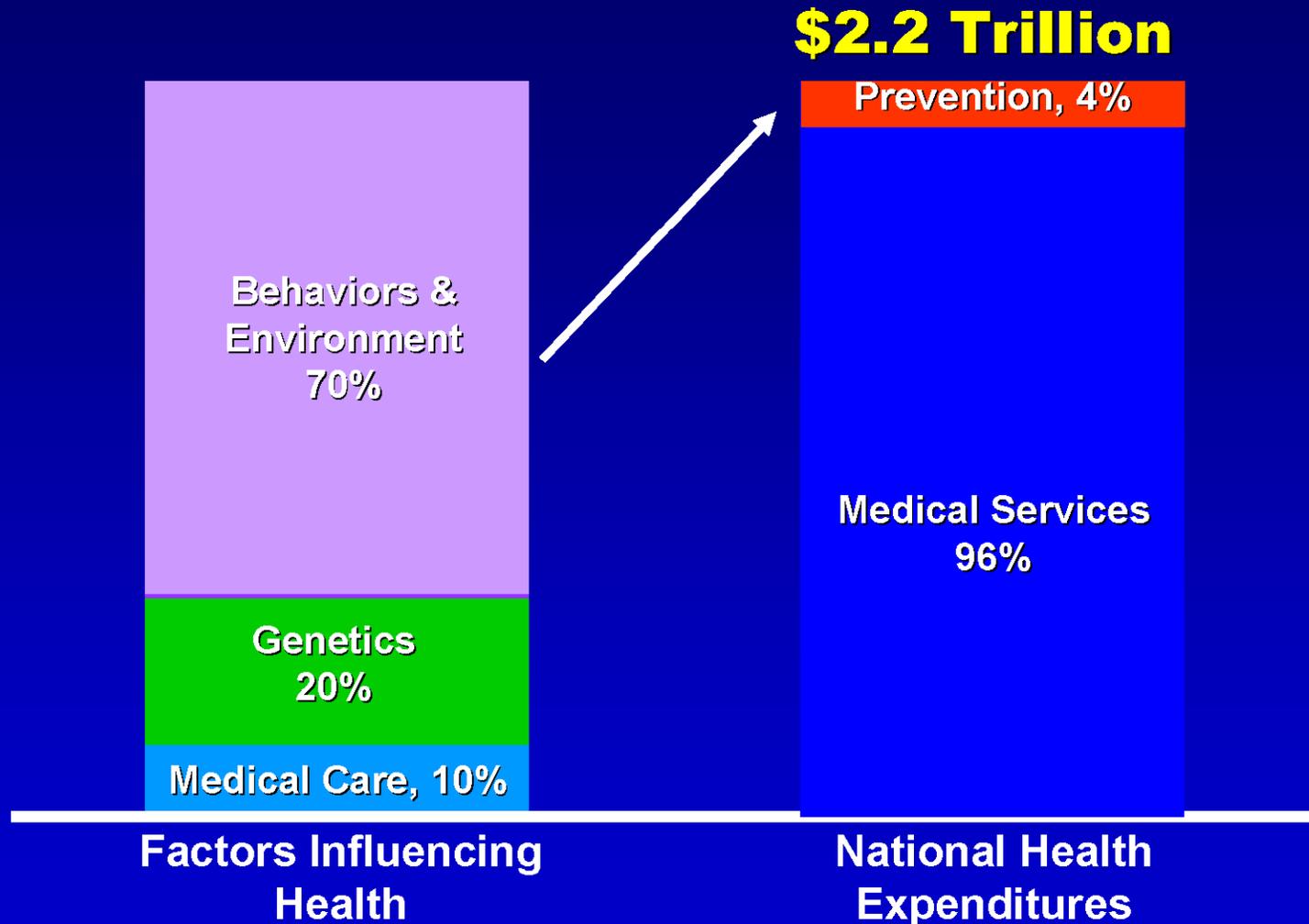
SOURCE: Centers for Disease Control and Prevention, Blue Sky Initiative, University of California at San Francisco, Institute of the Future, 2000

Current Health Care Spending



SOURCE: Centers for Disease Control and Prevention, Blue Sky Initiative, University of California at San Francisco, Institute of the Future, 2000

Current Health Care Spending



SOURCE: Centers for Disease Control and Prevention, Blue Sky Initiative, University of California at San Francisco, Institute of the Future, 2000

The Economic\$ Case for Prevention



http://www.preventioninstitute.org/documents/PreventionforaHealthierAmerica_7_08.pdf

Return on Investment with Prevention



\$1 Investment

SOURCE: Prevention for A Healthy America: Investments in Disease Prevention Yield Significant Savings, Stronger Communities, Trust for America's Health, July 2008

Return on Investment with Prevention

Savings at 2 years

\$1 Return on Investment

\$1 Investment

Return on Investment with Prevention

Savings at
5 years

\$5.60

Return on
Investment

\$1 Investment

SOURCE: Prevention for A Healthy America: Investments in Disease Prevention Yield Significant Savings, Stronger Communities, Trust for America's Health, July 2008

Return on Investment with Prevention



**\$16 Billion
Annual Savings
In 5 Years**

Building a Movement

Newsweek

LEAD And Your Kids

Disturbing New Evidence
About the Threat
to Their Health

How to Protect Them



American Recovery and Reinvestment Act

Strategic
Promoting healthy **Alliance**
food and activity environments

Realizing the Vision for a Healthy California

Opportunities in the
American Recovery and Reinvestment Act of 2009

With passage of the American Recovery and Reinvestment Act of 2009, Governor Schwarzenegger and the State Legislature have an important opportunity to leverage federal stimulus dollars for health-promoting infrastructure and programs that will jumpstart the economy, promote equitable health and safety outcomes, and improve the business climate in California.

The American Recovery and Reinvestment Act of 2009 (ARRA) provides a catalyst for Governor Schwarzenegger and the State Legislature to lead California out of its economic crisis while establishing a ground-breaking, long-term legacy of health and equity. With focused investments in transportation, housing and community development, workforce development, health, and education, stimulus dollars can make the vision for a healthy California a reality.

California needs sound investments in our infrastructure that are just as good for our economy as our health. Illness and injuries place a great burden on California, causing steep medical care costs and productivity losses. Chronic illnesses like Type 2 diabetes, cancer, and heart disease threaten the well-being and productivity of our people and our economy. The state's priorities—new construction, infrastructure repair, job creation, housing stability, and sustainable business practices—can go hand-in-hand with initiatives that support equitable health and safety outcomes. Examples of projects that create jobs, bolster the economy, and support health include: safe, walkable, and bikable streets; public transit; safe and accessible playgrounds, parks, and school fields; healthy food retail; and regional sustainable agricultural systems.

Authorization of a NEW Federal Transportation Bill



Health Reform

- ◆ Invest in community prevention as a core component of health reform
- ◆ Promote collaboration across fields and sectors encouraging healthy people and healthy places
- ◆ Prioritize people and places that are most vulnerable
- ◆ Engage community residents and leaders in shaping solutions
- ◆ Educate and train leaders and the health workforce
- ◆ Develop a national strategy and establish high-level leadership to promote community prevention and health equity

Health Reform Legislation

- ◆ **Community Transformation Grants**
- ◆ **Prevention and Wellness Fund**
- ◆ **Health Empowerment Zones**
- ◆ **Workforce training in community prevention**
- ◆ **National strategy and inter-agency efforts**



“Simply put, in the absence of a radical shift towards prevention and public health, we will not be successful in containing medical costs or improving the health of the American people.”

BARACK OBAMA

***Weaving Community
Efforts into a
National Movement***

TOOLS



Prevention
Putting prevention
at the center of | Institute
community well-being

www.preventioninstitute.org

Prevention
Institute

Taking Action to Support Community Prevention and Equity in Health Reform Web Forums!

- ◆ **Tues, July 28, 12:00-1:30 CT**
- ◆ **Tues, August 4, 12-1:30 CT PST**
- ◆ **Mon, August 24 (tentative)**

www.preventioninstitute.org

Prevention Institute Platforms



Healthy People, Healthy Places: Directions for Improving Community, Individual, and Economic Health

Priorities for the Transition to the New Administration
Prepared by Prevention Institute and PolicyLink

With a new administration comes the opportunity, even the obligation, best ways to advance our nation's health, well-being, and equity. Thank Obama has recognized the need for change.

Prevention Institute and PolicyLink—engaged by the Healthy Eating Act Convergence Partnership, a collaborative of major philanthropic funders have identified clear pathways for improving the nation's health, reduce and preventing disease while saving money and stimulating the economy opportunities, benefits, and need for advancing equity and prevention greater.

The research is clear: place matters.¹ Where children and families live, affects their health.² People thrive when they have easy access to safe affordable housing. They thrive when they have easy access to grocery stores selling nutritious food. People cannot thrive in unhealthy are therefore suffering from the many diseases and injuries plaguing including diabetes, cancer, high blood pressure, asthma, traffic injuries, community suffers and low income communities and communities of color disproportionately. Unhealthy environments and lack of access to health harsh realities of health disparities in the United States. However, more incidences of the leading causes of death mentioned above are prevent opportunities for healthy eating and safe, active living is essential to see healthy people and healthy places.³

Improving health cannot be addressed effectively disease-by-disease. It to be informed by a comprehensive understanding of the wide range of health status. We need to converge across sectors—health, transportation, agriculture, infrastructure, economic development—to maximize the health of individuals and communities. Convergencing across issues is challenging will have huge payoffs for health and for the economy.

¹ In 2005, a collaboration of funders came together to create the Healthy Eating Active Living Convergence shared goal of changing policies and environments to better achieve the vision of healthy people living, meeting committee includes representatives from The California Endowment, Kaiser Permanente, MetLife Foundation, Orange Foundation, and the W.K. Kellogg Foundation. The Centers for Disease Control technical assistance to the committee. PolicyLink, a national research and action institute disease and social equity, serves as program director for the partnership. Prevention Institute, a national dedicated to improving community health and equity through effective primary prevention, provides along with strategic support. The Convergence Partnership supports multi-faceted equity and social justice health eating and active living by changing environments through strategies that encourage policy at While this memo emphasizes some core concepts of the Convergence Partnership, it has not been the Partnership representative and does not imply an endorsement by any CP members of any specific or http://www.convergencepartnership.org.

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Updated: 12/17/08

PREVENTING VIOLENCE BEFORE IT OCCURS: DIRECTIONS FOR IMPROVING OUTCOMES FOR YOUNG PEOPLE, OUR ECONOMIC RECOVERY AND GROWTH

Prepared by Prevention Institute*

With a new administration comes the opportunity to realize a different future for our families, and communities – one that reduces the chances they will be impacted by affects where we walk and shop, where we live, where businesses open and thrive, are healthy. Cities around the country are grappling with the challenges violence on needs and what's known about preventing violence before it occurs, Prevention Institute opportunities for improving safety and well-being in our nation's urban areas while stimulating the economy.

This memo begins with background information, followed by a set of recommended action steps and information can be made available upon request.

Background

Young people, families, and communities across the country are seriously in

- 5.5% of high school students feel too unsafe to go to school, 18% report scary were in a physical fight, 13% report having been forced to have sex and 14.5% considered attempting suicide.¹
- More than 700,000 young people ages 10 to 24 were treated in emergency departments from violence in 2006.²
- Homicide is the second leading cause of death among youth between the ages 15 each such homicide, there are approximately 1,000 suicidal violent victims.³
- The consequences of violence for victims and those exposed are severe, including injuries, post-traumatic stress syndrome, depression, anxiety, substance abuse, a health problems associated with the bio-psycho-social effects of such exposure
- 1 in 3 African American males and 1 in 6 Latino males will enter the criminal justice system.⁴

Prevention Institute is a nonprofit, national center dedicated to improving community by building momentum for effective primary prevention. Primary prevention build resilience and prevent problems before they occur. The Institute's strong community prevention is characterized by community participation and promotion of equitable among all social and economic groups. Since its founding in 1997, Prevention Institute injury and violence prevention, traffic safety, nutrition and physical activity promote development, community health, and health equity. This Institute runs a national initiative, UNITY (Urban Networks to Increase Thriving Youth), funded by the Control and Prevention and The California Wellness Foundation. Through tools, and information about the problem and solutions, UNITY supports US cities in and sustainable efforts to prevent violence that affects young people. While this memo concepts of and lessons from the UNITY initiative, it has not been endorsed by UI and does not imply an endorsement by our partners or funders.

*Prevention Institute is a nonprofit, national center dedicated to improving community health and well-being by building momentum for effective primary prevention. The Institute's strong commitment to equity is characterized by community participation and promotion of equitable health outcomes among all social and economic groups. Since its founding in 1997, Prevention Institute injury and violence prevention, traffic safety, nutrition and physical activity promote development, community health, and health equity. This Institute runs a national initiative, UNITY (Urban Networks to Increase Thriving Youth), funded by the Control and Prevention and The California Wellness Foundation. Through tools, and information about the problem and solutions, UNITY supports US cities in and sustainable efforts to prevent violence that affects young people. While this memo concepts of and lessons from the UNITY initiative, it has not been endorsed by UI and does not imply an endorsement by our partners or funders.

"Simply put, in the absence of a radical shift towards prevention and public health, we will not be successful in containing medical costs or improving the health of the American people."

BARACK OBAMA

Reducing Inequities in Health and Safety through Prevention

Advancing health equity to ensure all Americans have the opportunity to lead healthy lives should be a priority. We have an opportunity to do so in a way that alleviates pressure on the health system and saves money. Prevention Institute and the Health Policy Institute at the Joint Center for Political and Economic Studies developed this memo in January '09 to provide background and recommendations for achieving equitable health outcomes for all.

Barack Obama has stated: "We're going to have some very aggressive initiatives...around things like prevention that reduce costs."¹ We applaud the growing recognition across Congress, within the new Administration, and among the American people that prevention can and must be part of the solution to reform the US health system. Prevention is crucial to improving health and reducing inequities between racial, ethnic, and socioeconomic groups. Strategic investment and implementation of prevention strategies can address the underlying conditions that lead to death, illness, injury and health inequities in the first place.

Effective prevention initiatives save lives, reduce misery, stimulate the economy and save money. As the US population is projected to become even more diverse in coming years, achieving a healthy and productive nation will increasingly rely on our ability to keep all American healthy. Now is the time to invest significantly in prevention to reduce racial, ethnic, and economic inequities.

This memo offers our suggested strategy for developing a comprehensive, prevention-oriented approach to health equity, building upon related thinking such as that expressed in *Unequal Treatment: Confronting Racial and Ethnic Disparities in Health Care*² and *Promoting Health: Intervention Strategies from Social and Behavioral Research* by the Institute of Medicine and *Blueprint for America* by Trust for America's Health,³ as well as PolicyLink's work on health and place⁴ and the Institute for Alternative Futures's *Dignity Reducing Advances* project.⁵



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The Joint Center for Political and Economic Studies is one of the nation's premier research and public policy think tanks and the only one whose work focuses exclusively on issues of particular concern to African Americans and other people of color. The Joint Center is formed and financed by the nation's major public policy scholars through research, analysis, and information disseminated in order to improve the socioeconomic status of black Americans and other minorities, expand their effective participation in the political and public policy process, and promote communications and relationships across racial and ethnic lines to strengthen the national political process. The Joint Center's Health Policy Institute was established to contribute to improving the health of underserved and diverse people by informing policy and shaping program priorities. The Joint Center's health and work has emphasized both research and dissemination activities with the dual goal of helping to raise our own gap related to health care, and improving the health outcomes for African Americans and other racial/ethnic minority populations.

CHAPTER 12

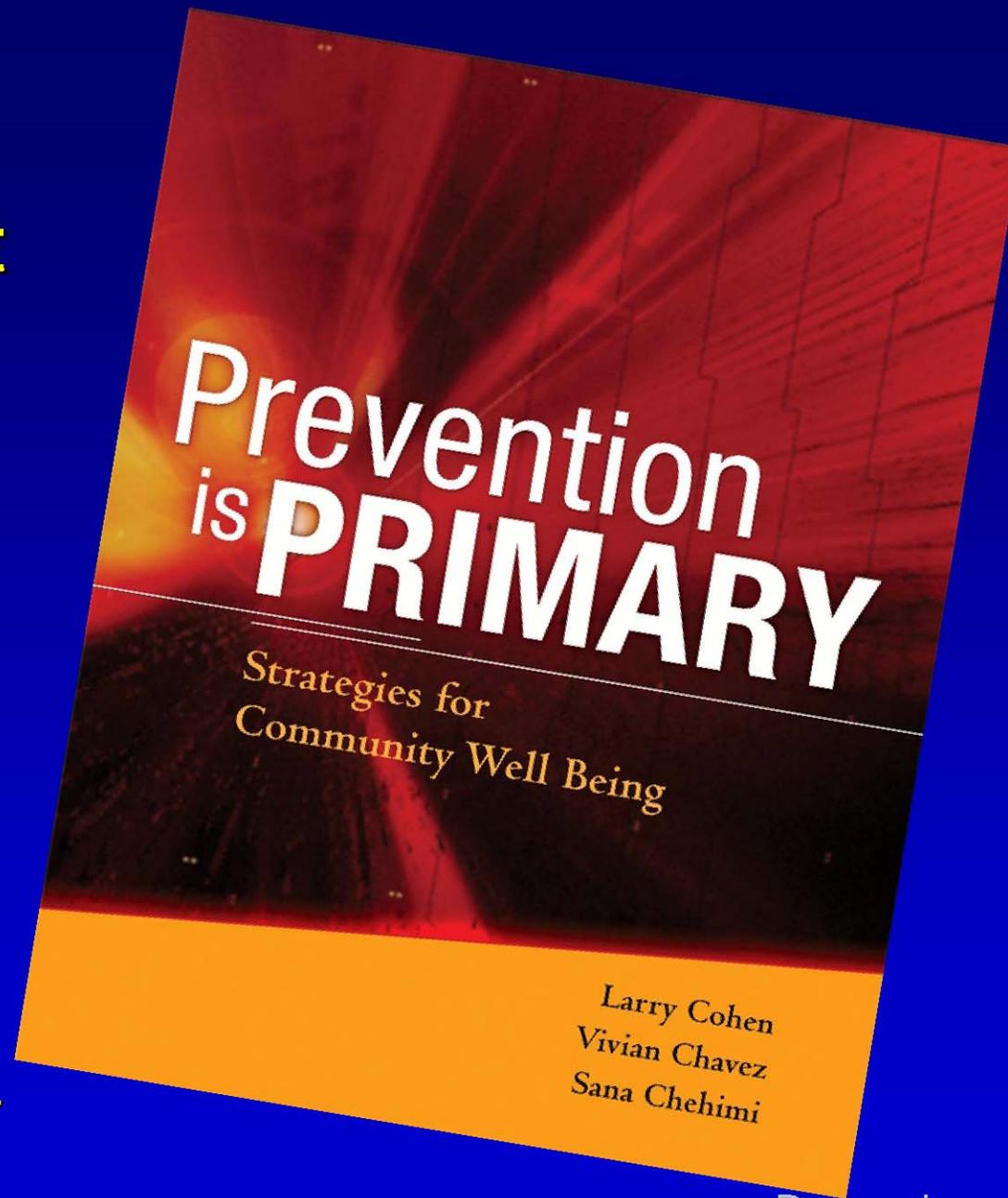
Health and the Built Environment

By Howard Frumkin and
Andrew L. Dannenberg

CHAPTER 13

Creating Healthy Food Environments, Preventing Chronic Disease

By Leslie Mikkelsen, Catherine S.
Erickson, and Marion Nestle



APRIL 2007

Good Health Counts

A 21st Century Approach to
Health and Community for California



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HEALTHY EATING ACTIVE LIVING CONVERGENCE PARTNERSHIP
working together to create healthy people in healthy places



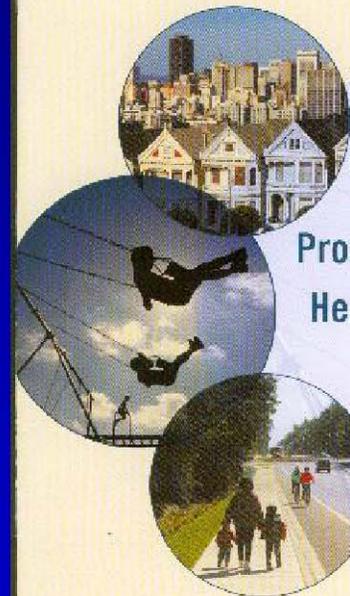
Strategies for Enhancing the Built Environment to Support Healthy Eating and Active Living



Prepared by
Prevention Institute



HEALTHY EATING ACTIVE LIVING CONVERGENCE PARTNERSHIP
working together to create healthy people in healthy places



Promising Strategies for Creating Healthy Eating and Active Living Environments



Prepared by
Prevention Institute

Available at www.convergencepartnership.com

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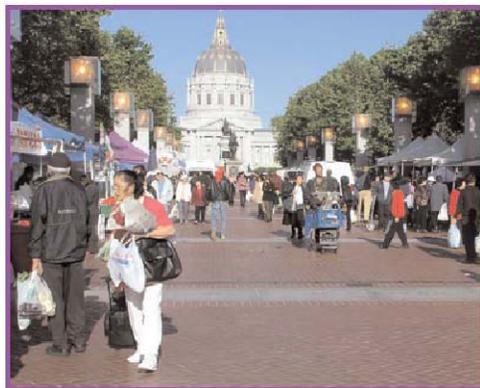
The O Word

The O Word: Why the Focus on Obesity is Harmful to Community Health

Larry Cohen¹, Daniel P. Perales², and Catherine Steadman¹



ENACT



Environmental
Nutrition and
Activity
Community
Tool



Printed Courtesy of
The California Obesity Prevention Initiative

ENACT Local Policy Database

Promising Practices in Nutrition and Physical Activity



Catalogues promising
policies in nutrition and
activity at the local level

<http://www.preventioninstitute.org/sa/policies/>