

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



Environment

Exposures & Behaviors

Medical Care

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?

QUALITY IS OUR RECIPE



Wendy's

**BEAT DIABETES
BUY 5 JR FROSTYS
FOR \$1**







Setting the Record Straight: Nutritionists Define Healthful Food

We, the unaligned 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 really run our planet 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 food 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 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 rural areas, 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.

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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—and 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
Framing 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



**NO CHILDREN
ALLOWED
PLAYING IN
COURT YARD**
MANAGEMENT

G
G
G
G

Photo Courtesy of Latino Health Access



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



Environment

Exposures & Behaviors

Medical Care



Source: Actual Causes of Deaths in the US, 2000, Centers for Disease Control and Prevention, 2004

Causes of Death

Heart Disease

Cancer

Stroke

Diabetes

Injuries & Violence

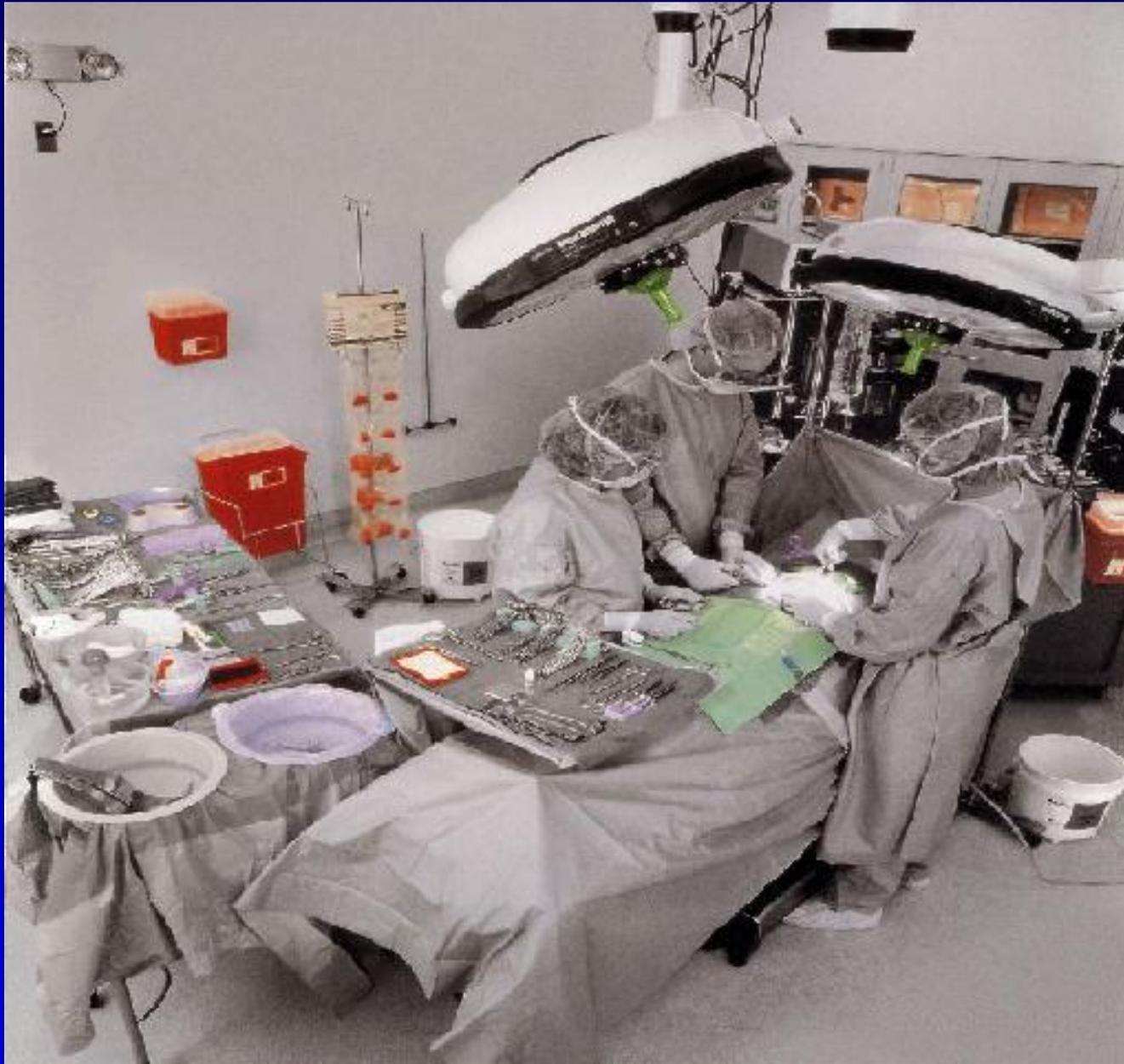
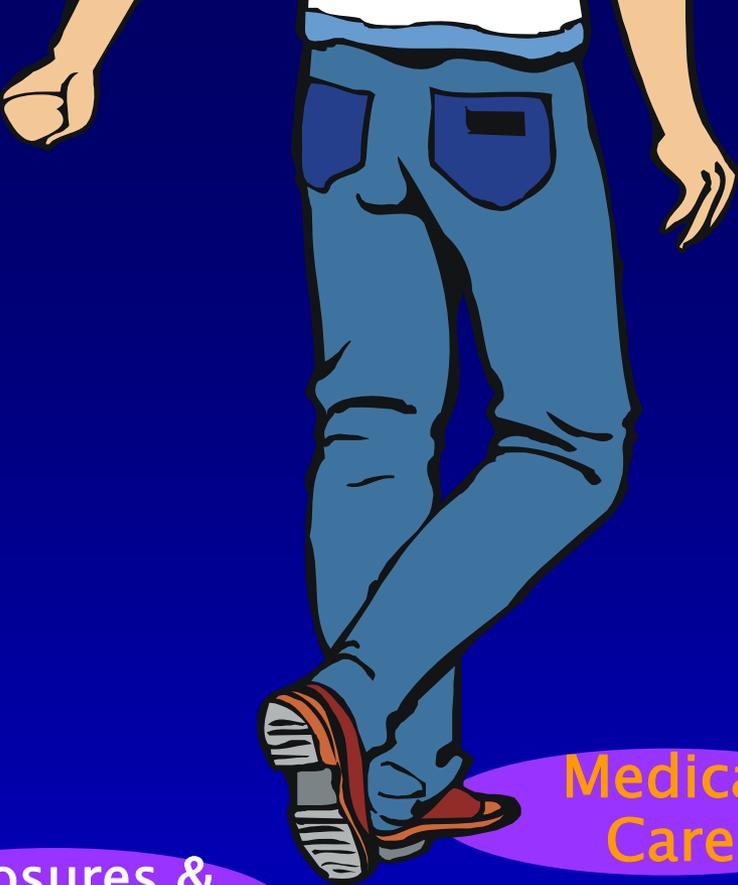


Photo courtesy of http://tycohealth-ece.com/files/d0003/ty_rn33d7.jpg

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 is sold
& how it is promoted?

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
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MEDICAL SERVICES

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

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HEALTH DISPARITIES:

The same
injuries and
illnesses only
more so

**A Key
Opportunity
for
Prevention**

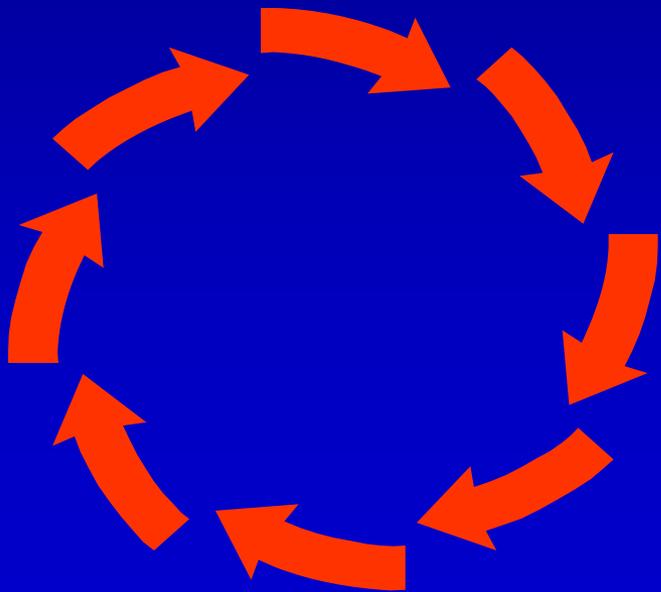
ENVIRONMENT

**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 3, 2010 | \$3.50

**LIES ABOUT
SOCIAL
SECURITY
BY ALLAN
SLOAN**

www.ew.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***

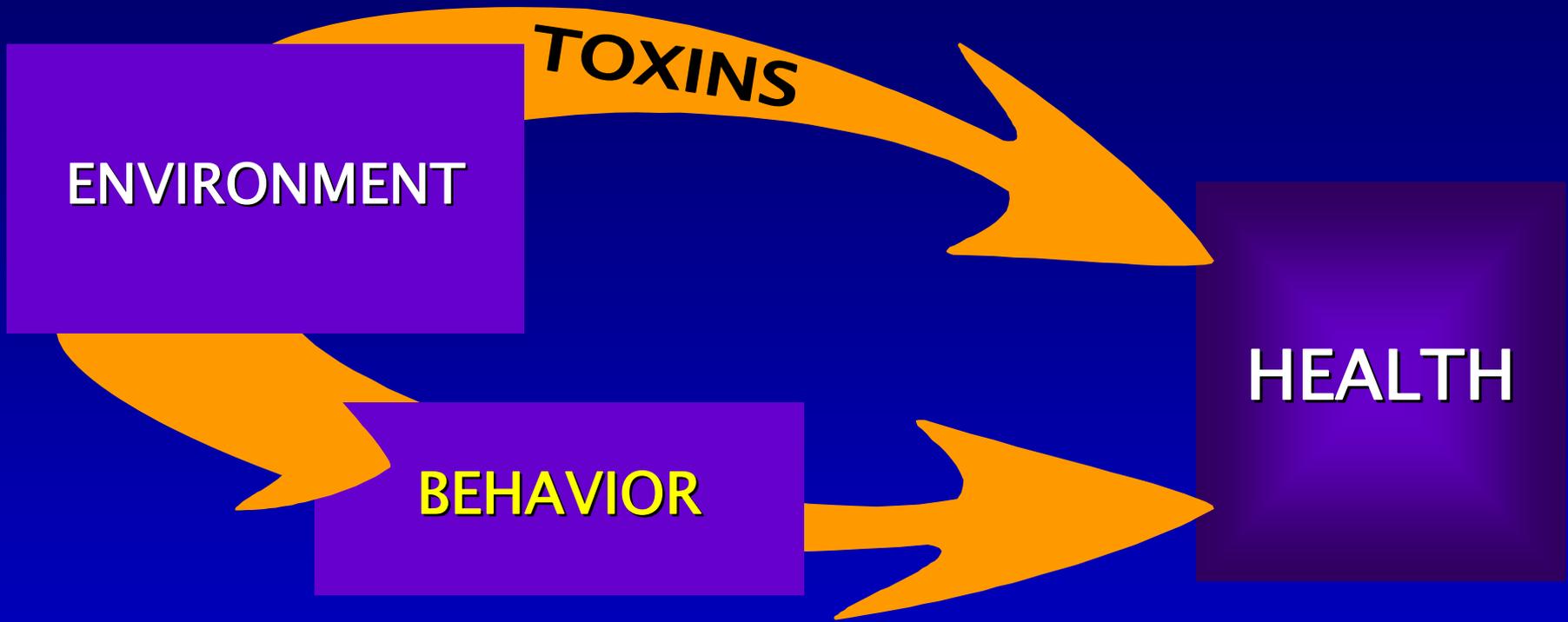
Large Food Portions and Our Nation's Obesity Problem



BlueCross
of California

“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



CAMEL

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a man belongs.

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Farcus

by David Waisglass
Gordon Coulthart



**“That’s the third smoker we’ve lost
this week.”**

The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

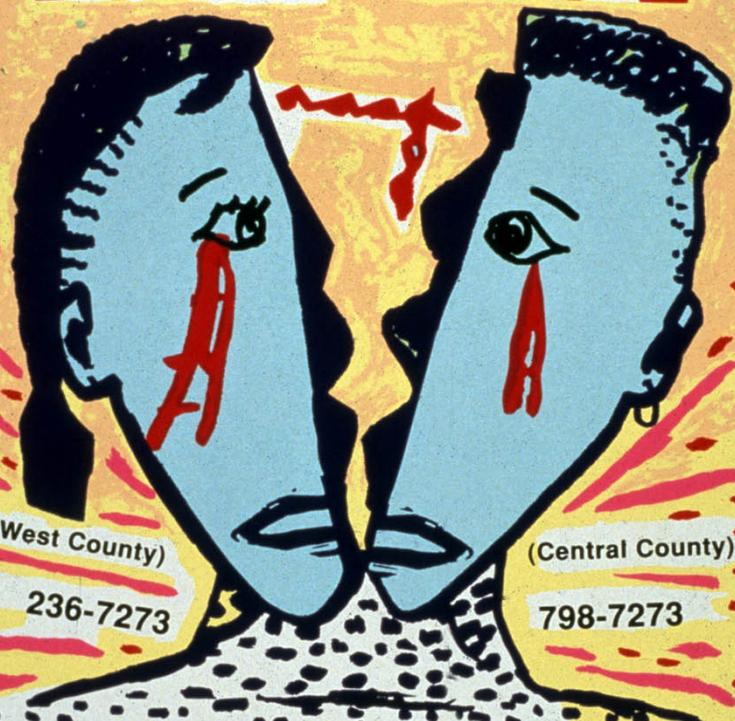
Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

DATE RAPE



(West County)

236-7273

(Central County)

798-7273

Want to talk? Need help?

Sex is a series of choices two people make
Rape is violence it's not just a mistake.

Rape shatters, rape matters.

This project is funded by the Health and Human Services, Maternal and Child Health Division
Prevention Program, Contra Costa County Health Services, 75 Santa Barbara Rd., Pleasant Hill, CA 94523



VIACOM



Childhood obesity. Don't take it lightly.

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



**EAT FRUITS & VEGETABLES
AND BE ACTIVE**

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

4151

VIACOM



i'm lovin' it



my kinda shoppin' spree



Dollar Menu

Price and participation may vary.

4152



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Our Products
Health Issues
Cigarette Smoking and Disease Addiction
Quitting Smoking
Low Tar Cigarettes
Secondhand Smoke
Surgeon General Reports

Responsible Marketing
Policies, Practices & Positions
Customer Service

INSTANT ACCESS
Youth Smoking Prevention
Quitting Smoking
Secondhand Smoke
Tobacco Settlement Agreement
FDA Regulation

Health Issues

Quitting Smoking

If You Want to Quit, Things to Know

To reduce the health effects of smoking, the best thing to do is to 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. In fact, one of the required cigarette warnings for packages and advertisements in the U.S. is "SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health."

It can be difficult to quit smoking, and many smokers who try to quit do not succeed. However, millions of smokers in the United States and around the world have succeeded.

For those smokers who want to quit but are having difficulty, there are many programs and products marketed as being helpful, including group classes, hypnosis, nicotine replacement therapies and smoking deterrents. The U.S. Surgeon General has said that "[s]moking cessation researchers have long recognized smoking to be a complex behavior influenced by physiological, psychological, cognitive and social factors...In general, most cessation treatments yield 1-year quit rates (based on all original participants) between 10 and 40 percent."

If you want to quit and believe that outside assistance would be helpful, we encourage you to investigate the wide selection of options that are available, and see if there are any that seem right for you.

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" (1980)
- > Highlights of "Reducing the Health Consequences of Smoking 25 Years of Progress: A Report of the Surgeon General" (1989)
- > drkoop.com

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.

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

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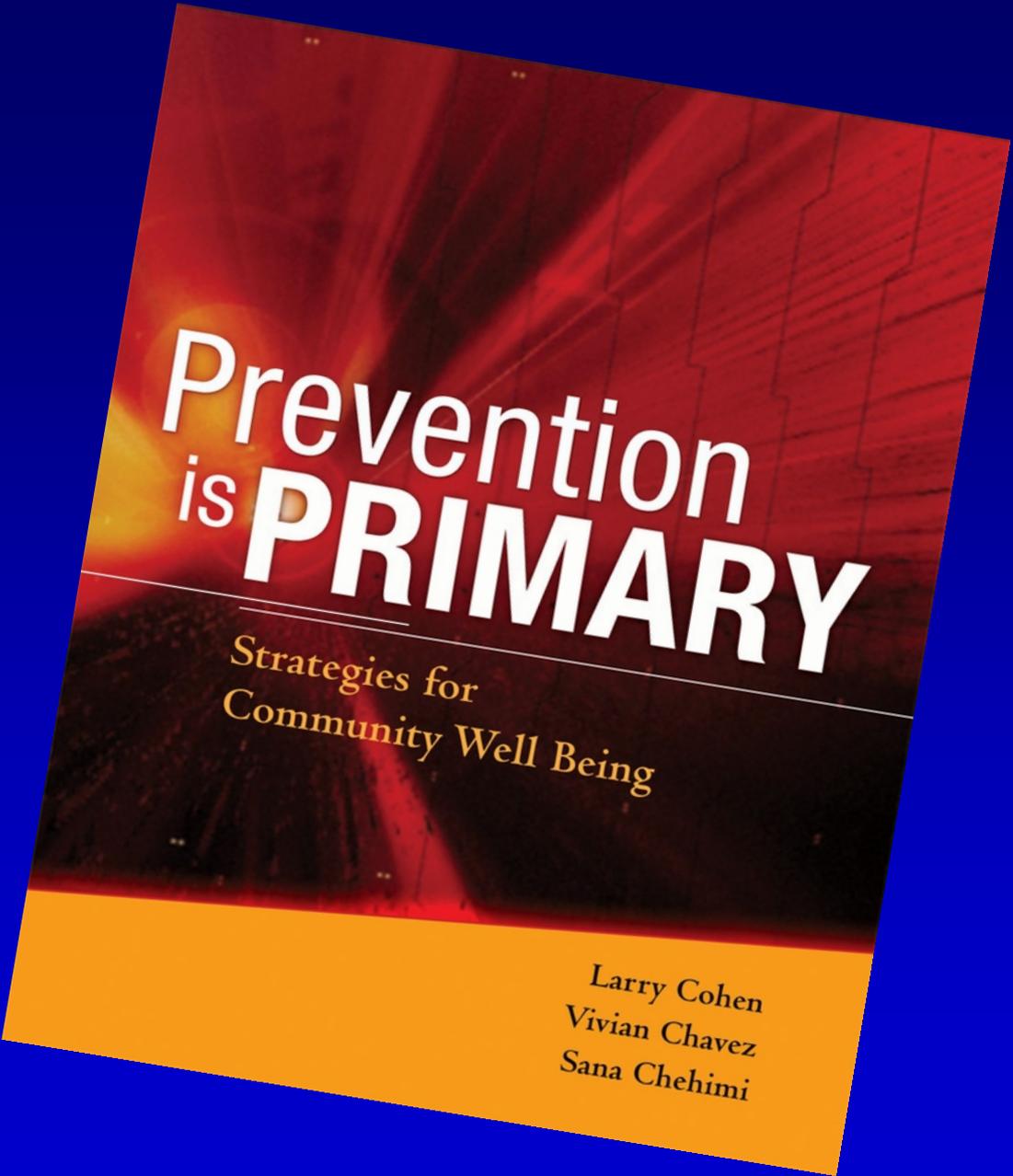




We need a new
way of
thinking!







Prevention is **PRIMARY**

*Strategies for
Community Well Being*

Larry Cohen
Vivian Chavez
Sana Chehimi

The Spectrum of Prevention

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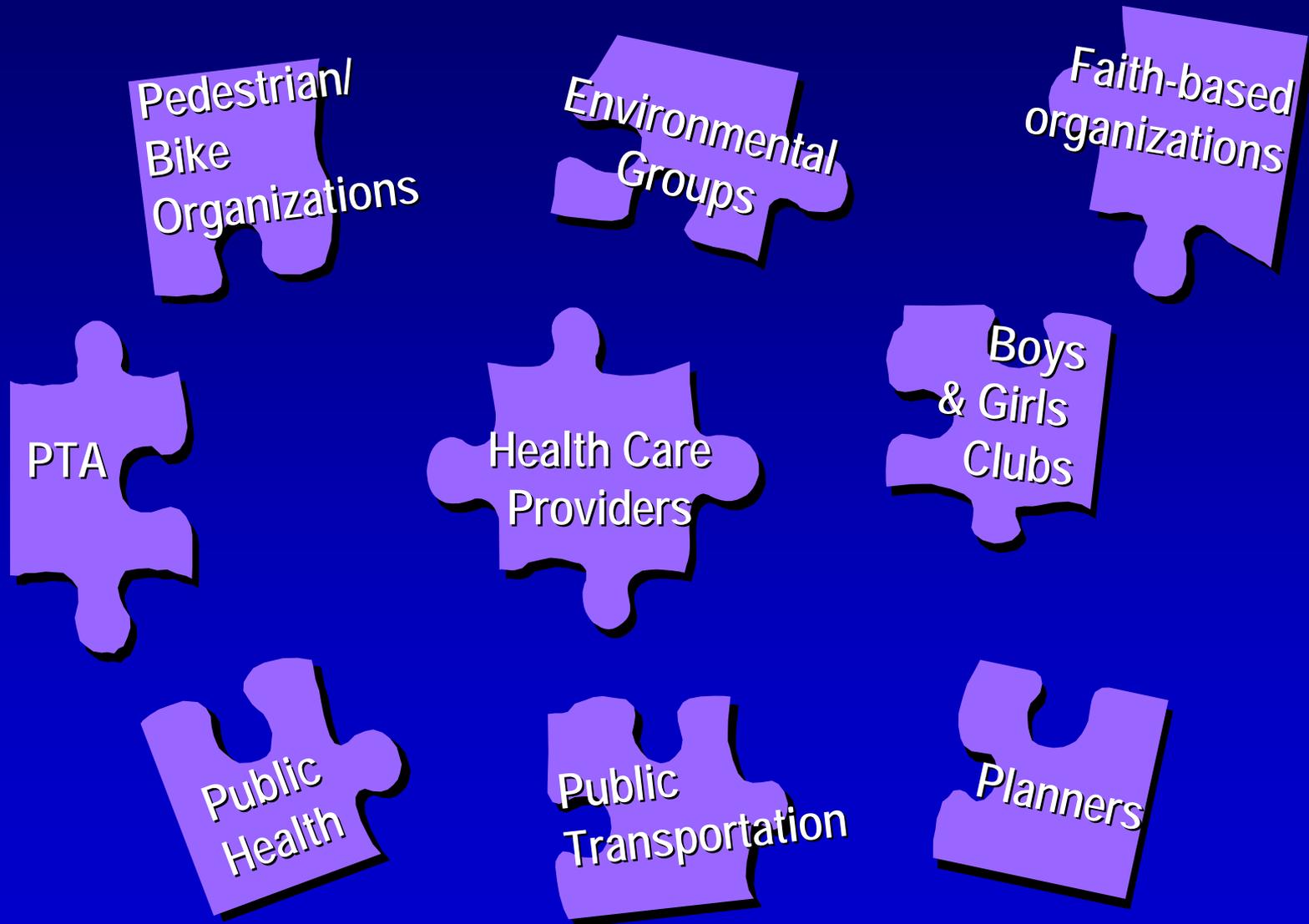
Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

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Physical Activity Coalition



DILBERT

DOGBERT, I NEED YOU TO FACILITATE SOME MEETINGS.

WHAT KIND OF MEETINGS?

WE'RE CREATING A PROCESS TO FIX OUR PRODUCT DEVELOPMENT PROCESS. BUT FIRST WE'RE HAVING SOME PREPLANNING MEETINGS...

...TO DECIDE ON A PROJECT NAME.

HOW ABOUT "DEATH SPIRAL"?

S Adams E-mail: SCOTTADAMS@AOL.COM

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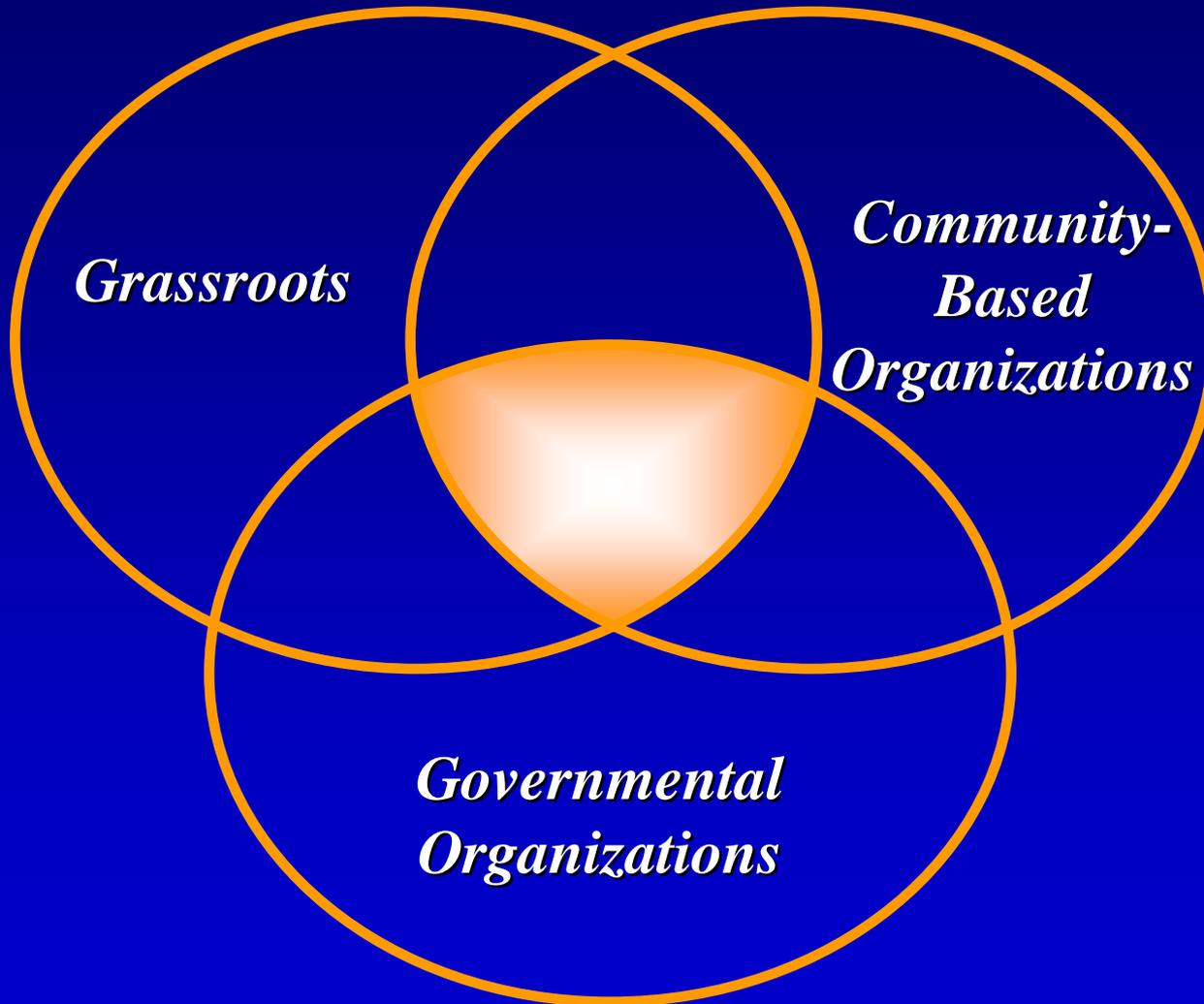
Reframing

the nutrition & physical activity debate

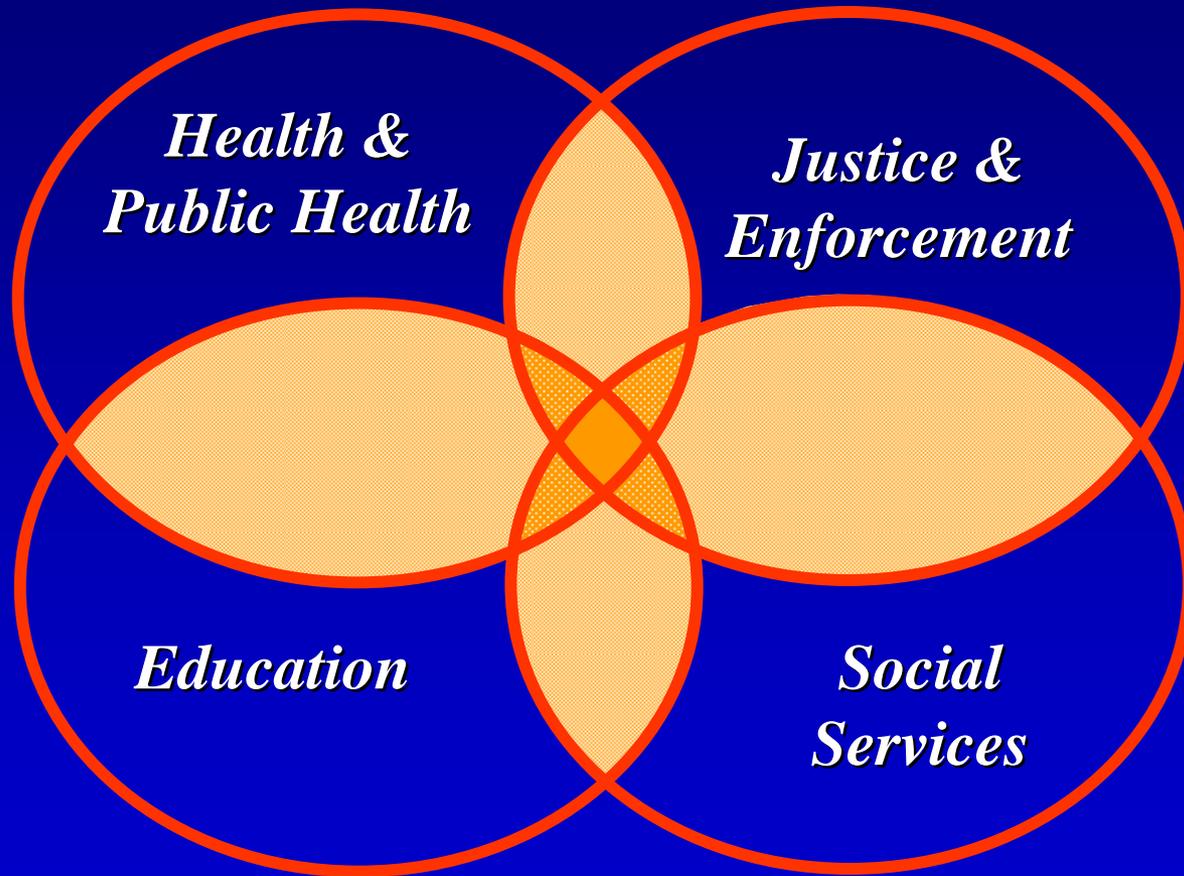
from simply a matter of individual choice...

...to corporate & government responsibility

Types of Groups



Partnerships among Sectors



Steering Committee

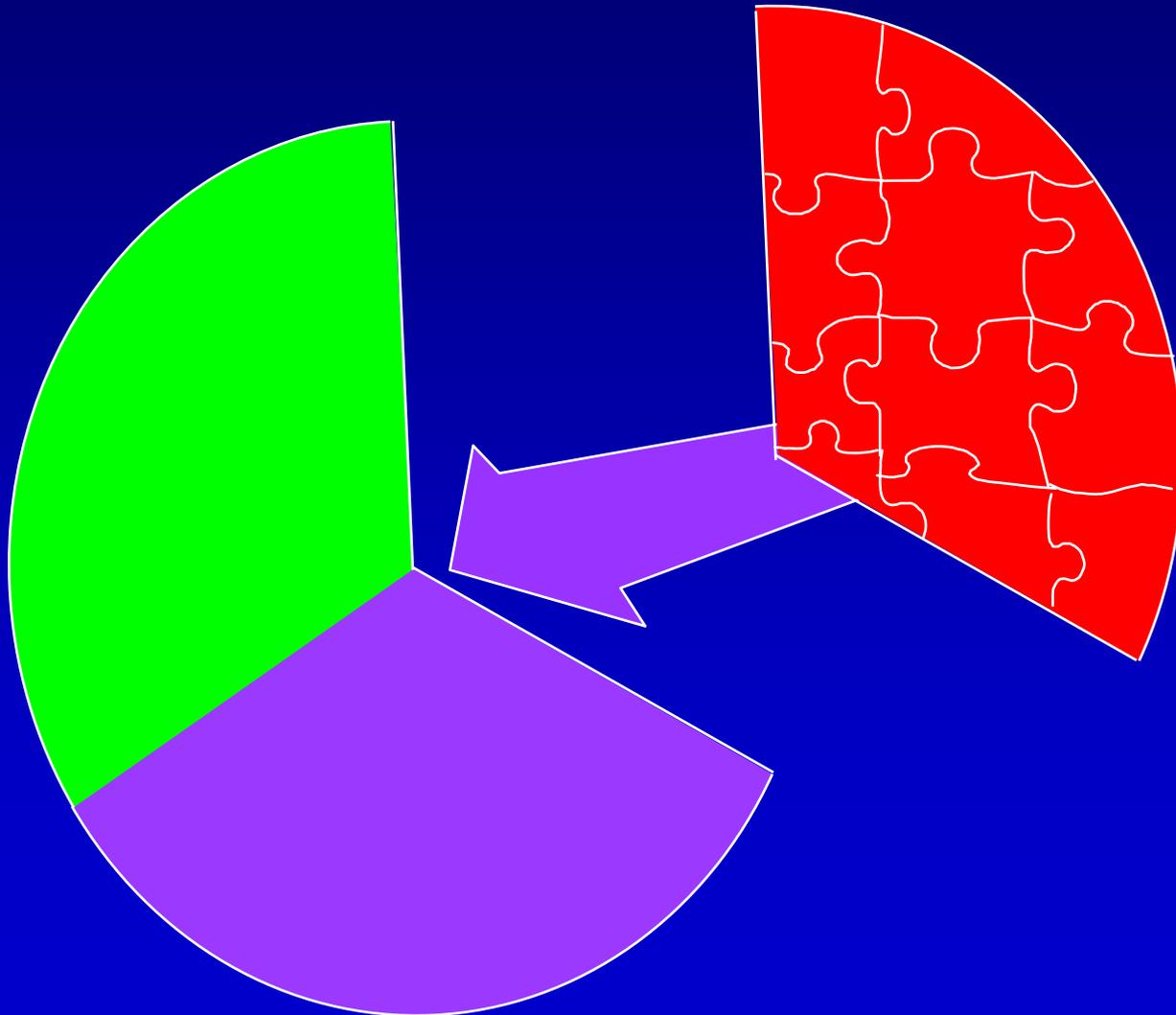
- ◆ California Adolescent Nutrition and Fitness Program (CANFit)
- ◆ California Center for Public Health Advocacy
- ◆ California Food Policy Advocates
- ◆ California Pan-Ethnic Health Network
- ◆ California Park and Recreation Society
- ◆ California Project LEAN
- ◆ California WIC Association
- ◆ Child 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?



Climate Change



Transportation



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Strengthening Individual Knowledge & Skills



KAISER PERMANENTE®

Welcome to our
Friday Fresh Farmer's Market

PI Shared Lunch



PI Rooftop Garden





Fresh Food Financing Funds







Health

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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

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Tell us

Add ne

Talk str

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

Comm

WHAT OTHERS 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**

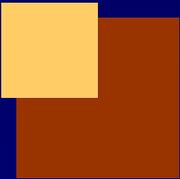
Take 2 Steps Back



Environment

Exposures & Behaviors

Medical Care



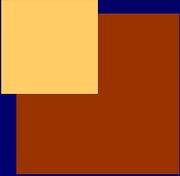
Trajectory Exercise: Asthma Prevention

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

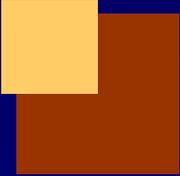
- ◆ Preventative services
- ◆ Access
- ◆ Treatment quality, disease management, in-patient services, & alternative medicine
- ◆ Cultural competence
- ◆ Emergency response

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

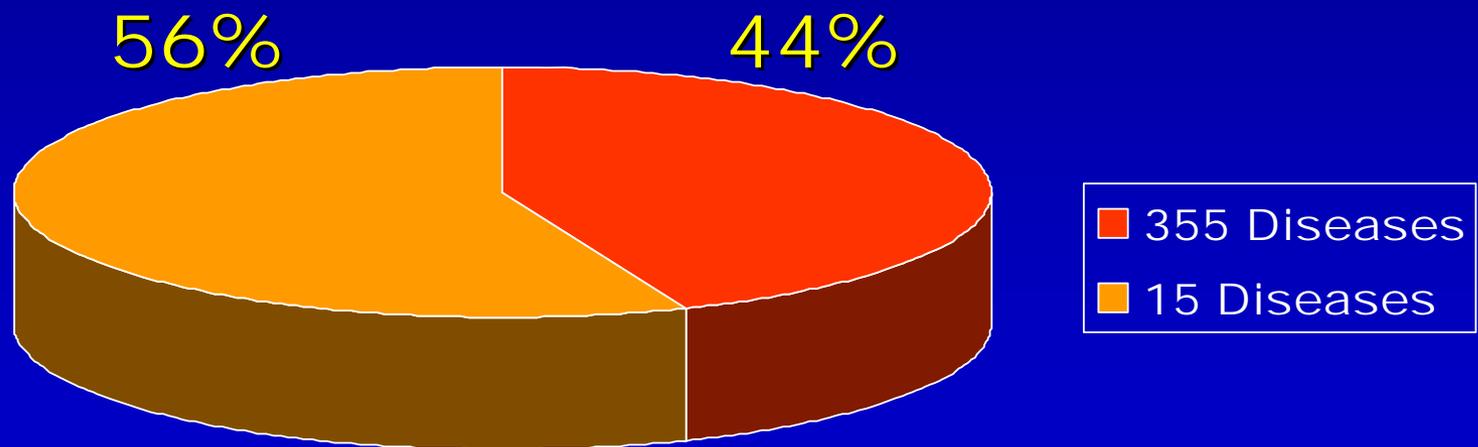


Working Draft

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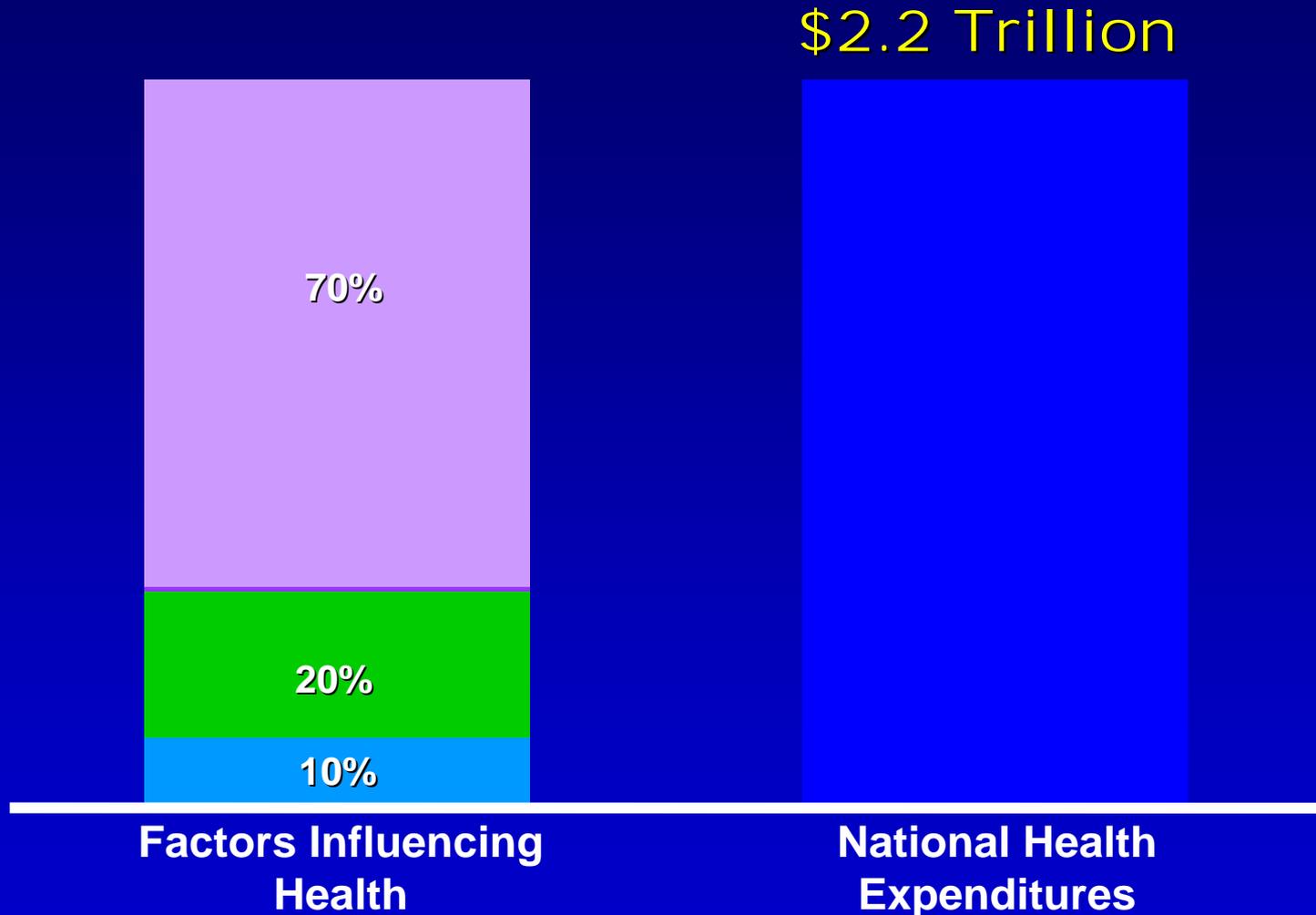
A Majority of Costly Conditions are Preventable

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



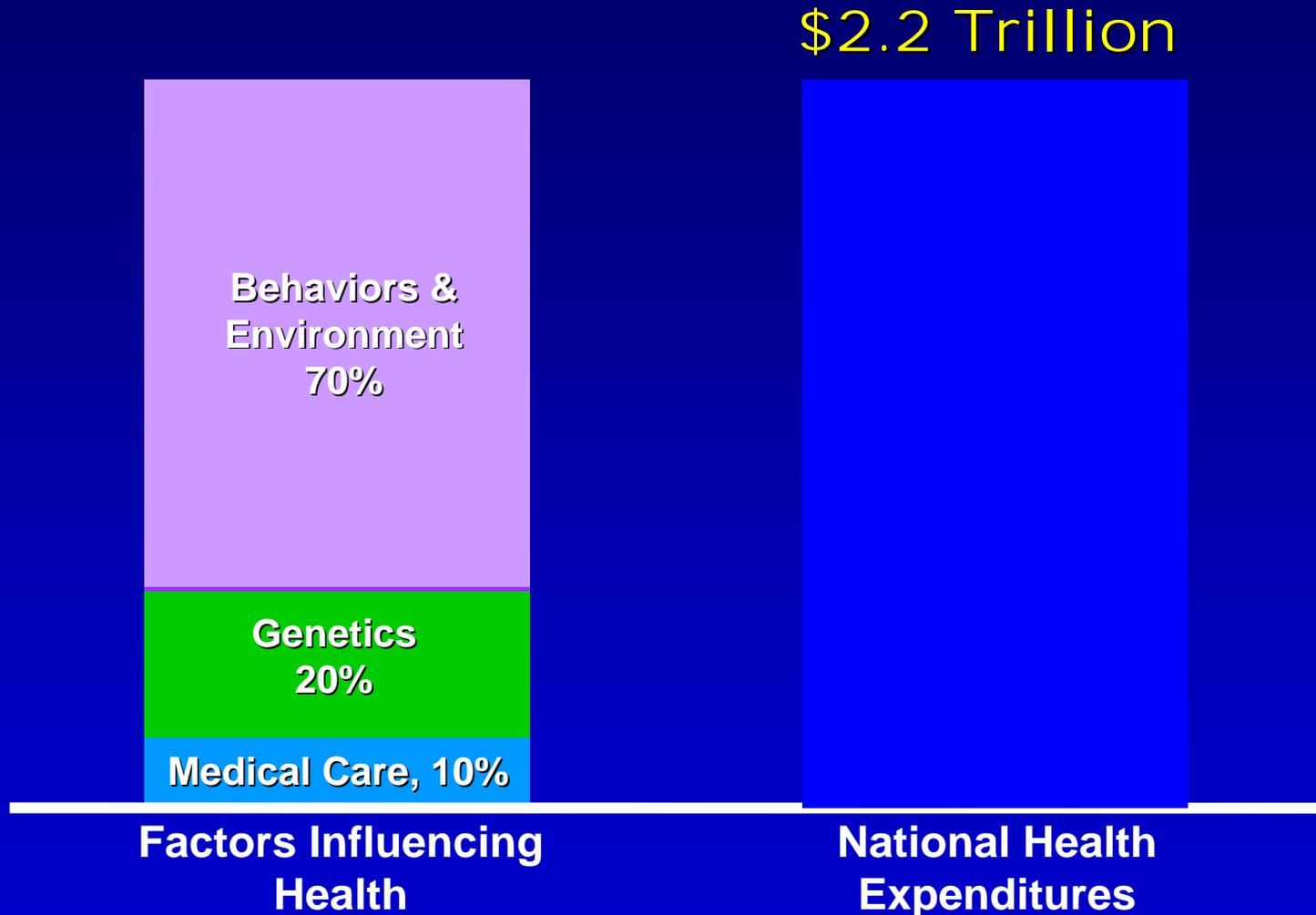
Source: Kenneth Thorpe et al.. "Which Medical Conditions Account For The Rise In Health Care Spending?" *Health Affairs*, 10.1377, web exclusive.

Current Health Care Spending



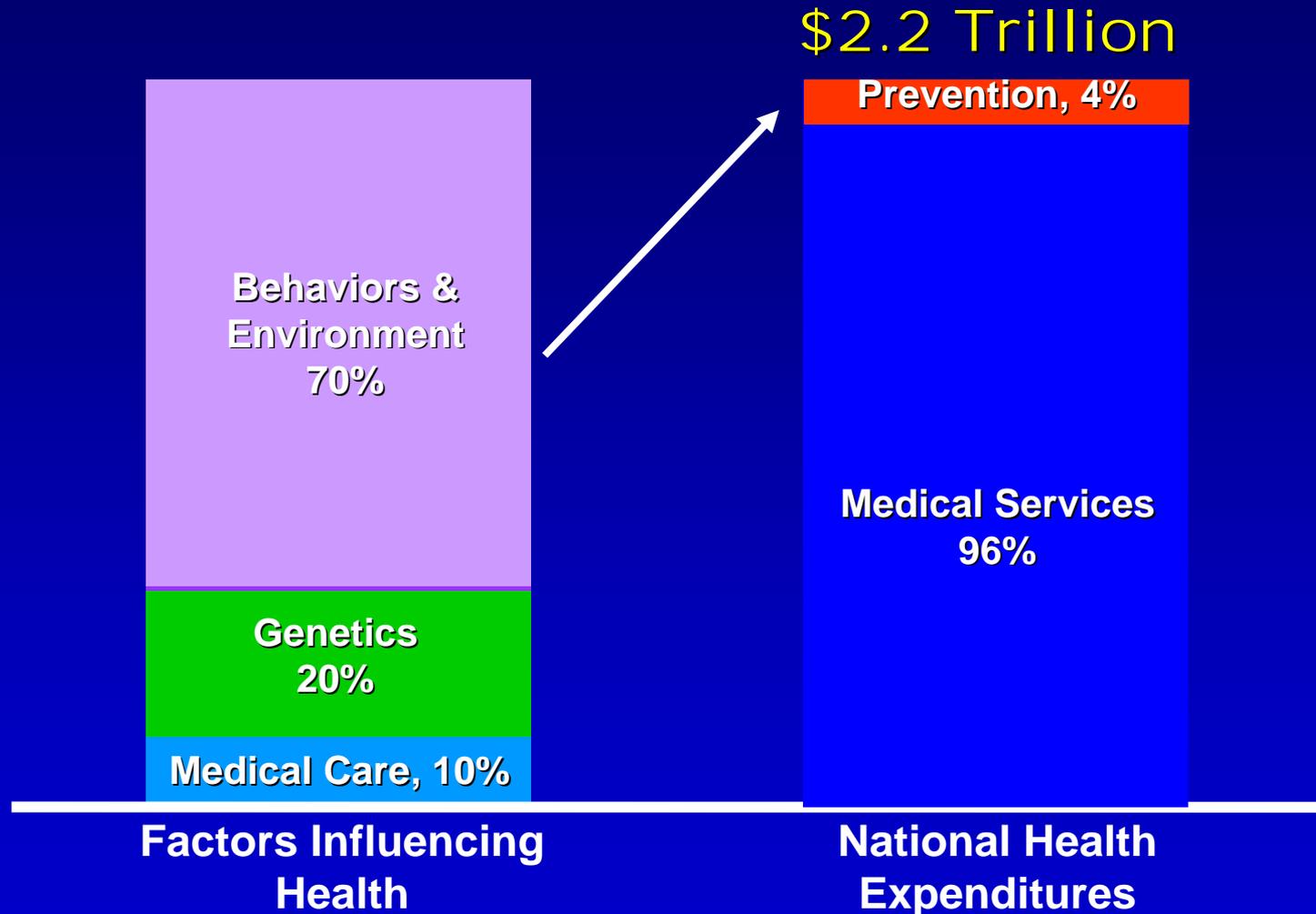
SOURCE: Centers for Disease Control and Prevention, Blue Sky Initiative, University of California at San Francisco, Institute of the Future, 2000

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





FOR USE AS A
MOTOR FUEL ONLY
**CONTAINS
LEAD**
(TETRAETHYL)

American Recovery and Reinvestment Act

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

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*

We choose to go to the moon.

**We choose to go to the moon in this decade,
not because [it is] easy,
but because [it is] hard...**

**because that challenge is one that we are willing to accept,
one we are unwilling to postpone, and
one which we intend to win**

– John F. Kennedy



Civil Rights 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 earn living wages and live 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 co 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 ac healthy people and healthy places.³

Improving health cannot be addressed effectively disease-by-disease. I 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 be of individuals and communities. Converging 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. Converg shared goal of changing policies and environments to better achieve the vision of healthy people living steering committee includes representatives from The California Endowment, Kaiser Permanente, Non Johnson Foundation, Kresge Foundation, and the W.K. Kellogg Foundation. The Centers for Disease C critical technical advisors on the committee. PolicyLink, a national research and action institute devot and social equity, serves as program director for the partnership. Prevention Institute, a national dedicat to improving community health and equity through effective primary prevention, providing along with strategic support. The Convergence Partnership supports multi-faceted equity and social just healthy eating and active living by changing environments through strategies that encourage policy ac While this memo emphasizes some core concepts of the Convergence Partnership, it has not been an Partnership representatives and does not imply an endorsement by any CP member of any specific re http://www.convergencepartnership.org.

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Page 1 of 6



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 o 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, we healthy. Cities around the country are grappling with the challenges violence or needs and what's known about preventing violence before it occurs. Prevention Institi 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 recommend action steps; and information can be made available upon request.

Background

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

- 3.5% of high school students feel too unsafe to go to school, 19% report anxiety or stress in a physical fight, 12% report having been forced to have sex and 14.3% considered attempting suicide.
- More than 720,000 young people ages 10 to 24 were treated in emergency depa sustained from violence in 2006.¹
- Homicide is the second leading cause of death among youth between the ages o each such homicide; there are approximately 1,000 unlawful violent assaults.²
- The consequences of violence for victims and those exposed are severe, includi injuries, post-traumatic stress syndrome, depression, anxiety, substance abuse, a health problems associated with the bio-psych-social effects of such exposure
- 1 in 3 African American males and 1 in 6 Latino males will enter the criminal ju take action.³

* Prevention Institute is a nonprofit, national center dedicated to improving comm being by building momentum for effective primary prevention. Primary prevention build evidence and prevent problems before they occur. The Institute's strong comm prevention is characterized by community participation and promotion of equitable among all social and economic groups. Since its founding in 1997, Prevention Insti injury and violence prevention, traffic safety, nutrition and physical activity promot development, community health, and health equity. This Institute runs a national r initiative, UNITY (Urban Networks to Increase Thriving Youth), funded by tl Control and Prevention and The California Wellness Foundation. Through tools, t and information about the problem and solutions, UNITY supports US cities in ad 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.

¹ Preventing violence before it occurs: Directions for improving outcomes for young people, our cities, and our economic recovery and gr

"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 advancing 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." 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* 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,¹ as well as PolicyLink's work on health and place² and the Institute for Alternative Future's *Diversity Reducing Advances* project.³



* 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 quality prevention is characterized by community participation and promotion of equitable health outcomes among all social and economic groups. Examples of the Institute's previous work on health equity include developing *Health for All: California's Strategic Approach to Eliminating Racial and Ethnic Health Disparities*, and playing a community liaison role for the US Office of Minority Health. The Institute writes and posts regularly on the topic and is currently developing a Health Equity Toolkit with support from the Robert Wood Johnson Foundation.

The Joint Center for Political and Economic Studies is one of the nation's premier research and public policy institutions and the only one whose work focuses exclusively on issues of particular concern to African Americans and other people of color. The Joint Center informs and illustrates the nation's major public policy debates through research, analysis, and information dissemination in order to improve the socioeconomic status of black Americans and other minorities, expand their effective participation in the political and public policy arena, and promote communication and relationships across racial and ethnic lines to strengthen the nation's pluralistic society. The Joint Center's Health Policy Institute was established to contribute to improving the health of underserved and diverse people by informing policy and sharing program practices. The Joint Center's health-related work has emphasized both research and dissemination activities with the dual goals of helping to narrow gaps related to health care, and improving the health outcomes for African American and other racial/ethnic subpopulations.

CHAPTER 12

Health and

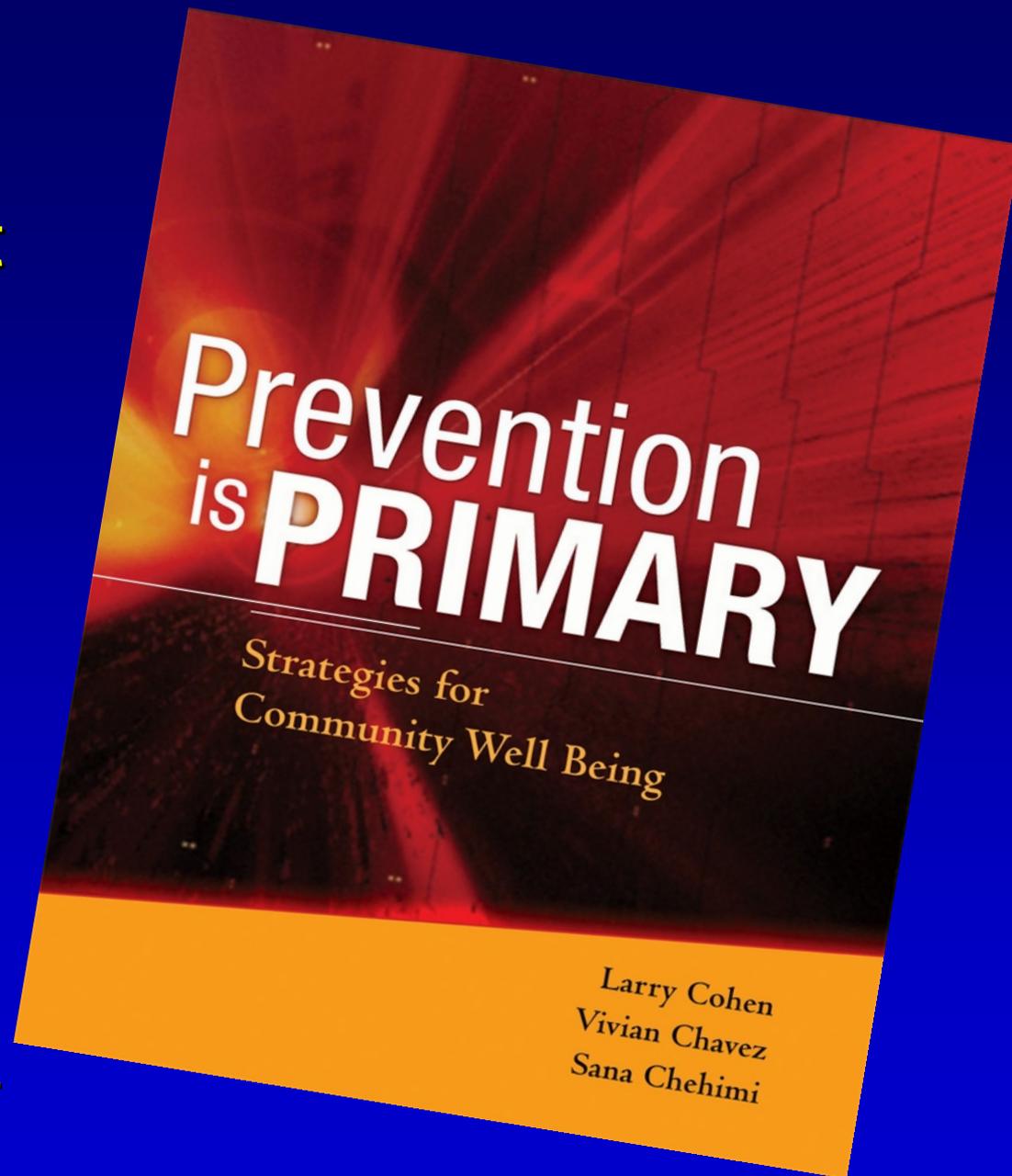
the Built Environment

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



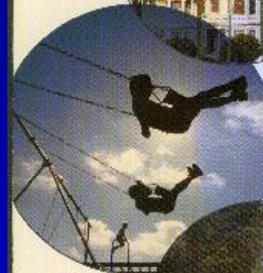
Strategies for Enhancing the Built Environment to Support Healthy Eating and Active Living

PolicyLink

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

PolicyLink

Prepared by
Prevention Institute

Available at www.convergencepartnership.com

Prevention
Institute

The O Word

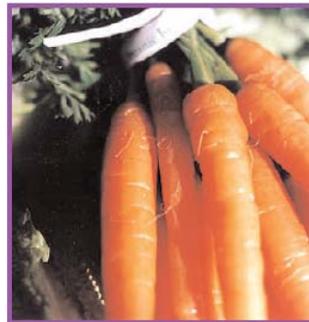
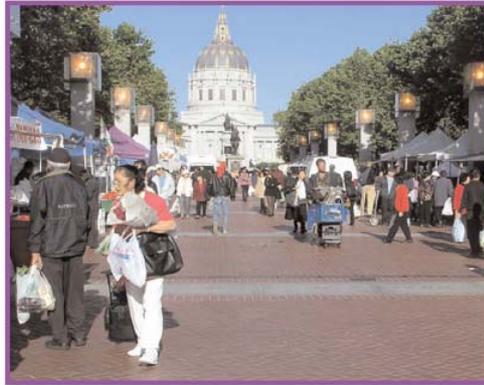
The O Word: Why the Focus on Obesity is Harmful to Community Health

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/>

Prevention Institute

Putting prevention
at the center of community well-being

www.preventioninstitute.org
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