

ACHIEVE encourages and facilitates collaborative partnerships between city and county health officials, city and county government, tribal programs, parks and recreation departments, local YMCAs, local health-related coalitions, and other representatives from the school, business, health, and community sectors to implement improvements and address community risk factors in five specific sectors of the community. State departments of health and other state-level partners provide additional resources and information to help communities meet their goals. ACHIEVE communities develop and implement policy, systems, and environmental change strategies that can help prevent or manage health risk factors for heart disease, stroke, diabetes, cancer, obesity, and arthritis.

Five national organizations collaborate with CDC's Healthy Communities Program to support ACHIEVE communities:

- National Association of Chronic Disease Directors (NACDD)
- National Association of County and City Health Officials (NACCHO)
- National Recreation and Park Association
- Society for Public Health Education
- YMCA of the USA (Y-USA)

In January 2008, 10 initial communities were jointly selected by NACDD and Y-USA to pilot the ACHIEVE model in its first year. Since then, an additional 124 communities were selected to join ACHIEVE. Ohio currently has six ACHIEVE Communities in Butler County, City of Columbus, City of Miamisburg, Delaware County, Lake County, and Stark County.

In each ACHIEVE community nationwide, Community Coaches lead a Community Action Response Team (CHART) comprised of community members who help identify the policy, systems, and environmental changes that need to be addressed in a way that meets the needs of each unique community. The CHART team members work together to implement changes.

CHART members participate in an annual community needs assessment using the CDC's Community Health Assessment and Group Evaluation (CHANGE) tool. The CHANGE tool, developed by CDC's Healthy Communities Program, provides community leaders with a snapshot of local policy, systems, and environmental change strategies currently in place in their community and identifies areas where such health strategies are lacking. CHANGE assists each community in defining and prioritizing areas for improvement as part of its Community Action Plan (CAP).

Each CHART develops a Community Action Plan (CAP), identifies resources and collaborative opportunities, and works collaboratively with partners, community members, and local agencies to implement the CAP. Read more about the national ACHIEVE program at www.achievecommunities.org.

LAKE COUNTY, OHIO

Lake County At-a-Glance:¹

- Lake County, in northeast Ohio on the shore of Lake Erie, was home to over 227,000 residents in 2000, with approximately 5% of residents from minority populations. 18.4% of the population is age 60 or older.

Lake County



- Lake County is geographically the smallest of Ohio's 88 Counties, but currently ranks 11th in population, accounting for 2% of the state's total population. It is considered to be among Ohio's fastest growing. Lake County has the lowest percentage of population living below the poverty line in the state.
- Despite higher-than-average median home values and education level, the county is challenged by many chronic disease problems and risk factors. Diseases of the heart, cancer, stroke, lower respiratory disease, diabetes mellitus, and unintentional injuries accounted for 72.7% of resident deaths during 2004-2006.
- Heart disease was the leading cause of death for Lake County residents in 2004-2006; cancer was the second leading cause of death.

- In Lake County, an average of 120 residents died from a stroke each year during 2004-2006. 27.5% of the adult residents reported having high blood pressure and 2.8% had previously had a stroke.
- 37.5% of adult residents had been told by their doctor their cholesterol was high. The estimated prevalence of diabetes among Lake County adult residents was 8% during 2004-2007. An average of 74 residents died each year from diabetes.
- During 2004-2007, 22.3% of adult residents reported being current cigarette smokers, 37.3% were overweight, and 25.1% were obese. Each of these factors increases the risk of developing a chronic disease.
- 10.8% of third-grade children were considered to be overweight in Lake County during 2004-2005.
- Of adults in Lake County, 77.8% reported consuming fewer than the minimum recommended five servings of fruits and vegetables daily, a risk factor for heart disease, stroke, and cancer. Physical inactivity is a risk factor for being overweight or obese; of adults in Lake County, 22.7% are physically inactive. 37.3% of adults were overweight in the timeframe 2004-2007 and 25.1% of adults were considered obese.

Lake County



¹ According to the 2008 Healthy Ohio Community Profile for Lake County, Ohio Department of Health.

ACHIEVE Wellness—Lake County

In Lake County, ACHIEVE aims to address risk factors present in the community by:

- providing education on healthy lifestyles,
- encouraging residents to consume nutritious foods, and
- supporting residents to engage in higher levels of physical activity.

Based on a review of existing data and an initial community assessment in 2009, the initiative focused its efforts on improving nutrition and increasing physical activity among county residents. This focus is intended to lower the risk of chronic disease and build an environment that will improve the overall quality of life for Lake County Residents. The initiative received \$85,000 in 2009 to fund ACHIEVE Lake County over three years and an additional \$5,500 was secured since 2009.

Two community coaches; one with the Lake County General Health District and the other with local YMCA work with a 28-member CHART team including representatives from local government, social services, school districts, higher education, health care and local businesses.

Sub-action teams were developed based upon area of expertise. The CHART team meets bi-monthly, with sub teams meeting during months between full CHART meetings. The CHART focuses its efforts on four sectors based on the results of an initial community assessment in 2009, which indicated a need to improve **physical activity** and **nutrition** in the county. These two issues have become the central focus of work in each sector (community-at-large, schools, community institutions/organizations, and worksites).



Several Lake County CHART members participated in a “walking meeting” through downtown Painesville in August 2010. The back of the shirts they are wearing read:
“On average every minute of walking can extend your life two minutes.”

Key activities in the initiative's four targeted sectors during the three year span of implementation are highlighted below:



A new bike rack at the Lake County General Health District on "Bike to Work Day"

A. Community-at-Large (CAL): community-wide efforts that impact the social and built environments, such as improving food access, walkability or bikeability, or personal safety. Seven CHART members contribute to this sub-team or committee.

- Developed and enhanced the local website, www.lakecountyohio.gov/achieve.
- Worked to create connections between parks throughout the county.
- Planned a *Bike Day Lake County* event for September 10, 2011 involving seven local communities.
- Partnered with the local minor league baseball team, the Lake County Captains, to fund a "Bike to the Captains Game"; ACHIEVE provides free admission for the first 100 people that bike to the game.
- Designed a display board to increase awareness of the ACHIEVE initiative at community events.

B. Schools: all primary and secondary learning institutions (e.g., elementary, middle, and high schools, whether private, public, or parochial). Nine CHART members contribute to this sub-team or committee.

- Provided ten grants in the amount of \$1,000 to schools across the county which supported diverse physical activity and nutrition activities. Grants supported schools in implementing individualized programs including: a virtual hike across the US, healthy food tasting, indoor and outdoor walking paths, bike to school days for staff and students, Recess before Lunch, dancing classrooms (pictured at right), healthy cooking labs, school greenhouses, school gardens, afterschool sessions of zumba, pilates, yoga and karate for students, parents and grandparents, and a marathon club.



Fruit in the school kitchen at Longfellow Elementary School. The school used ACHIEVE funding to provide better food choices during lunch

- In partnership with ODH, ACHIEVE placed ten "Veggie U" kits in fourth grade classrooms. Veggie U is a national not-for-profit organization that offers an Earth to Table™ science curriculum to fourth graders and special needs classrooms. Veggie U's Earth to Table curriculum was inspired by chefs and farmers, and developed through the volunteer efforts of a nutritionist, doctor and local educators. In addition to a hands-on, scientific approach to learning about plants and their components, the Veggie U curriculum incorporates extensive journal activities, mathematics, language arts and fine arts, providing an interactive and enjoyable way for students to study these core concepts. For more information, see <http://www.veggieU.org/>.



The Dancing Classroom Performance at Elm Street Elementary school.

- ACHIEVE partners compiled a booklet of healthy fundraising options and mailed this to parent-teacher fundraising organizations for their use in local fundraising efforts.

C. Community Institutions/Organizations (CIO): entities within the community that provide a broad range of human services and access to facilities (e.g., childcare settings, faith-based organizations, senior centers, boys and girls clubs, colleges/universities). Six CHART members contribute to this sub-team or committee

- Through a grant obtained through the Ohio Department of Health (ODH), three 10-week classes were offered at the YMCA to physician-referred Diabetes patients. The class taught participants how to manage their diabetes in healthy ways.
- ACHIEVE partners hosted a series of food and nutrition classes in the summers of 2010 and 2011. Participants obtained up to \$30 in Farmers Market vouchers redeemable at many of the markets across the county.

D. Worksites: places of employment (e.g., private offices, restaurants, retail establishments, government offices). Eight Lake County CHART members contribute to this sub-team or committee.

- ACHIEVE partners established an MOU with six local businesses to provide funding for policy/environmental changes through the summer of 2011.
 - ACHIEVE provided participating businesses with indoor and outdoor walking paths, healthy messages on posters for display, guidelines for food standards at meetings and the results of a phone survey completed with vending companies.
 - Some participating businesses have offered employee health screenings with a blood pressure, cholesterol, and glucose check.
 - The local Health District installed a bike rack, offered fresh fruit to employees, and ensured vending selections meet specific nutritional standards.
 - ACHIEVE partners hosted a Worksite Wellness Workshop on May 20, 2011 to provide information and tools for businesses to implement wellness policy and environmental changes. The 2011-2012 worksite application was launched at this workshop.



A health screening at the first health fair and screening ever held at *Neighboring*, an agency that received ACHIEVE funds in 2010.

Future plans

ACHIEVE Lake County is working county-wide to assist residents to maintain a healthy lifestyle and make behavior changes if necessary. It is important to the ACHIEVE partners that all residents understand the burden and causes of chronic disease. The program goal is to influence the people that live in Lake County to take the initiative to make improvements to their health and in the health of others around them. Specific activities for the coming year include:

- Major marketing efforts are planned for 2011-12 including billboards, bus advertisements, and promotion at the Captains Ball Park Stadium.
- Schools and businesses participating in ACHIEVE initiatives that make improvements in the health of children or employees will be recognized with a “Working Well” award, and contributions to the CHART team will be recognized by awarding significant contributions to the initiative with an “Outstanding Partner” award.
- ACHIEVE partners are planning to conduct a “corner store survey” for selected convenience stores. The surveyed stores will have the opportunity and support of ACHIEVE to offer healthier food selections, including fresh produce.
- A second round of funding to worksites to support policy and environmental change will fund up to ten local businesses in the amount of \$500-1,000 each. Additionally, the 2011-2012 application for schools will become available in August 2011. Efforts will continue around engaging schools.
- The coalition is working with its local partners to evaluate impact in the local community.

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