

# CDC National Implementation and Dissemination for Chronic Disease Prevention

## *Partnering4Health*

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# Presentation Outline

1. Partnering4Health Overview
2. Awardees
3. Where we are
4. What this means

# 1. Overview – Partnering4Health

# Problem statement

**CHRONIC  
DISEASE**

**DEATH**

**HEALTH  
CARE  
COSTS**





# Current CDC Programs

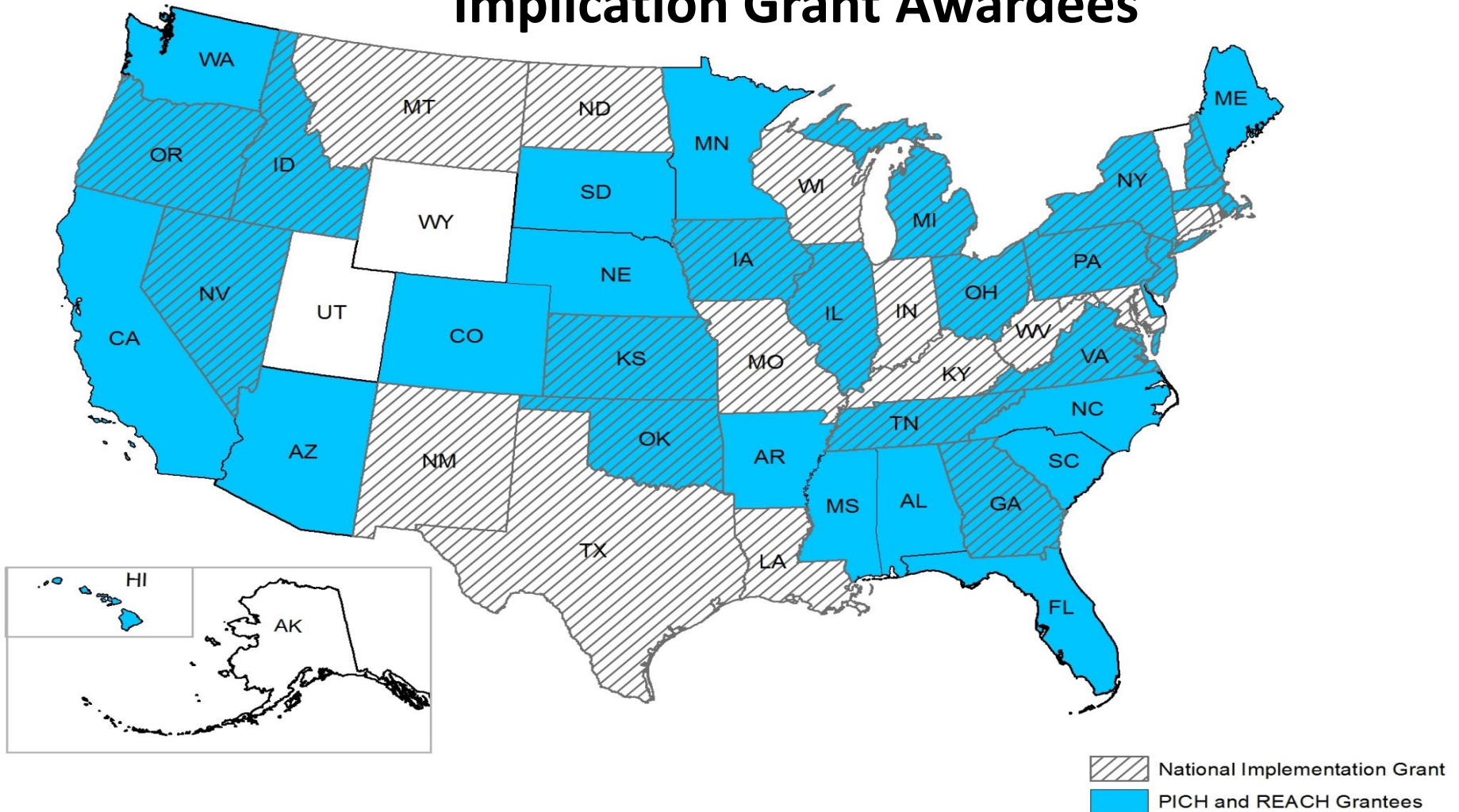
**PICH**

**National  
Implementation  
and  
Dissemination  
for Chronic  
Disease  
Prevention  
(Partnering4Health)**

**REACH**



## States with PICH, REACH, and National Implication Grant Awardees





The National Implementation and Dissemination for Chronic Disease Prevention program or ***Partnering4Health*** is a 3-year initiative that helps national organizations and local networks promote healthy communities, prevent chronic diseases, and reduce health disparities.





# Risk Factors

1. Tobacco use and exposure
2. Physical inactivity
3. Poor nutrition
4. Lack of access to chronic disease prevention, risk reduction, and disease management opportunities

# Focus Areas





# Scope

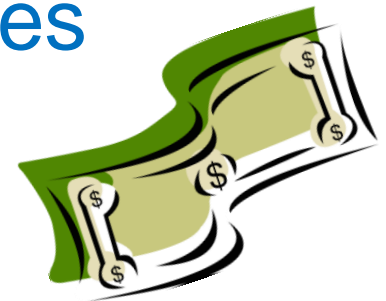
- **Timeline:** 3-years (2014-2017)\*
- **Budget:** \$30 million to national orgs
- **Impact:**
  - Reduce death/disability from tobacco by 5%
  - Reduce obesity by 3%
  - Reduce death/disability from chronic disease by 3%

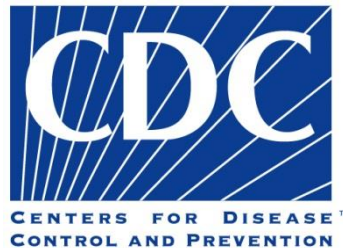
## 2. National Awardees



# Awards

- Five national organizations funded to establish national alliance – ***Partnering4Health***
- Awards given under two Categories
  - Category A
    - 3 awardees
  - Category B
    - 2 awardees





## Division of Community Health

### Category A National Orgs



### Category B National Orgs



Chapters and Affiliates  
and community coalitions  
(the sub-recipients)

DIRECTORS OF HEALTH PROMOTION AND EDUCATION





# National Organization Awardees

## Category A

- American Heart Association
  - \$3,000,000
- American Planning Association
  - \$2,998,075
- National WIC Association
  - \$2,391,722

## Category B

- Directors of Health Promotion and Education (DHPE)
  - \$500,000
- Society for Public Health Education (SOPHE)
  - \$480,282



# Role of National Organizations

- Increase collaboration between national and community partners
- Increase community capacity to implement policy, systems and environmental change (PSE) improvements
  - Multi-sectorial coalitions
  - Community data
  - Community action plan
- Increase messages on the importance of PSE improvements

# National Organizations Functions

## Category A

- Funding for capacity building and implementation
- Ongoing TA
- (2) cohorts of 15-20 chapters and affiliates

## Category B

- provide trainings and tools to support the activities of Category A chapters and affiliates
- Communications and dissemination activities that amplify prevention messages and build support for chapter/affiliates' work



# **Directors of Health Promotion & Education (DHPE)**

## **National Health Policy Goals**

- Assure Health in All Policies (Legislation)
- Protect Prevention and Public Health Resources (Funding)
- Focus on Health Equity (Implementation)

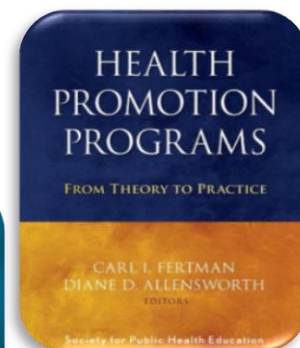
# DHPE Five Program Areas

- **Health Equity**
  - Internships and Fellowships
  - Consumer Market Analysis Projects
- **Systems Change for Health™**
  - Evidence-based Policy, Systems and Environmental (PSE) Change Approach Training
- **National Health Education Program on Lupus**

For Capacity Building and Technical Assistance  
Needs, visit [www.dhpe.org](http://www.dhpe.org)



- Health Education Research & Practice
- Professional Preparation & Standards
- Continuing Education & Training
- Advocacy





**NEW!**

# Center for Online Resources & Education (CORE)

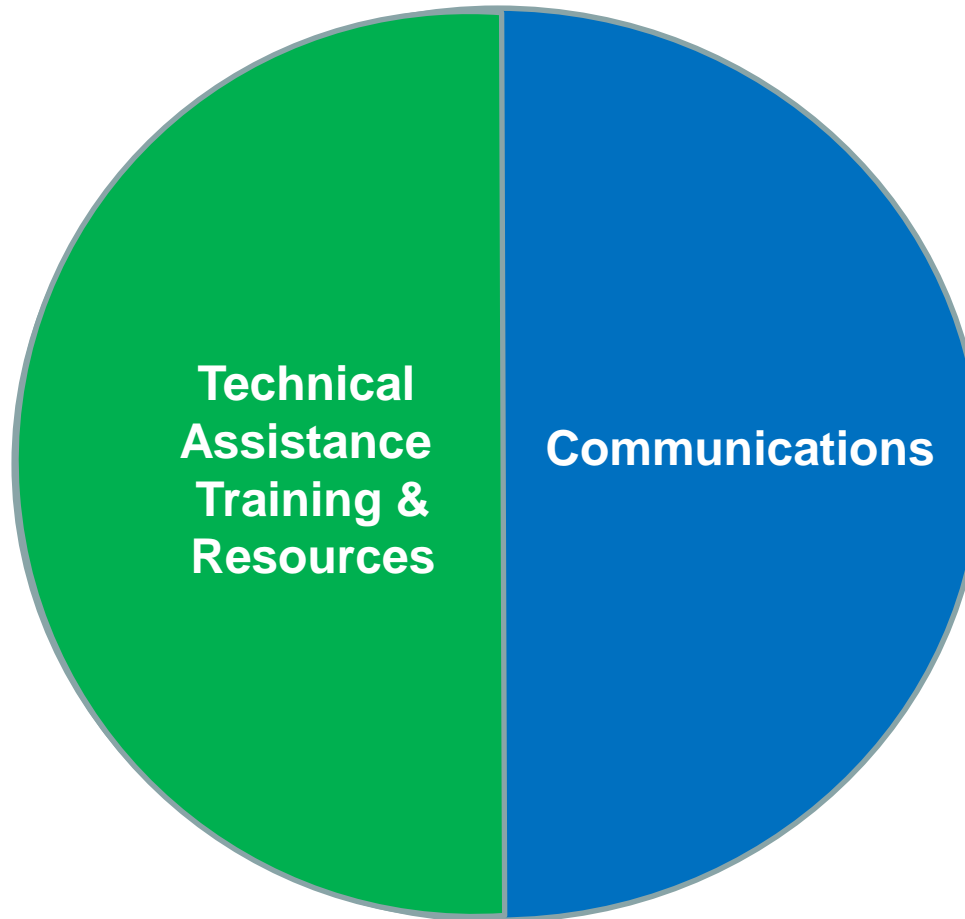


**Center for Online  
Resources & Education**  
*Education at the CORE*

- CORE serves as your one-stop portal for eLearning, virtual engagement and continuing education (CE) tracking.
- Visit CORE for:
  - ✓ Webinars
  - ✓ Online course
  - ✓ Annual meeting webcasts
  - ✓ Journal self-studies
  - ✓ Toolkits
  - ✓ Factsheets
  - ✓ And more!
- To access CORE, visit [www.sophe.org/education.cfm](http://www.sophe.org/education.cfm)

# Category B Activities

- Webinars
- Ask-the-Expert Office Hours
- Online Community for sub-recipients
- Resource Directory
- Custom TA upon request



- Bi-weekly newsletter
- Social media outreach
- Digital and traditional media campaigns
- Peer calls
- Online community

# Category B Approaches

- Increasing collaboration among national, state, and community partners
- Culturally tailored interventions
- Implementing policy, systems and environmental (PSE) change approaches to prevention



# Policy, Systems & Environmental Change Approaches

- PSE is an approach to modifying the environment to make healthier choices more practical and available for all communities.
- By enacting laws and changing physical landscapes, a big impact can be made with less time and resources.
- By changing policies, systems and/or environments, communities can address health issues like chronic diseases and health disparities.

# 3. Communities



# Category A Grantees

- 50 Communities
  - American Heart Association
    - 15 communities
  - American Planning Association
    - 18 communities
  - National WIC Association
    - 17 communities





# Role of Category A

- Lead new or enhanced multi-sector coalitions
- Community assessment
- Identify chronic disease risk factors
- Select evidence-based PSE strategies
- Reach 50% of the population in the funded area



# American Heart Association

State	Sub-Recipient	Target Area
Connecticut	Founders Affiliate	Hartford
Maryland	Mid-Atlantic Affiliate	Howard, Anne Arundel, and Prince George Counties
Nevada	Western States Affiliate	Washoe County
North Dakota	Midwest Affiliate	Bismarck/Mandan
Oklahoma	Southwest Affiliate	Oklahoma City
Oregon	Western States Affiliate	Beaverton
Pennsylvania	Great Rivers Affiliate	Southern Chester County
Rhode Island	Founders Affiliate	Providence
Tennessee	Greater Southeast Affiliate	Memphis/Shelby County Region
Texas	Southwest Affiliate	Central Texas (Kyle, Buda, Round Rock, Georgetown, Cedar Park, Leander, and Pflugerville Cities)
		Houston/Fort Bend County
		San Antonio
Virginia	Mid-Atlantic Affiliates	Hampton City, Norfolk City, and Portsmouth City
West Virginia	Great Rivers Affiliate	Kanawha County
Wisconsin	Midwest Affiliate	Fox Valley/NE Wisconsin (Winnebago, Calumet, Fond du Lac, and Outagamie); Central Wisconsin (Marathon, Wood and Portage); Southern Wisconsin (Crawford County)



# American Heart Association

**ANCHOR:** Accelerating National  
Community Health Outcomes through  
Reinforcing Partnerships Program

## Built Upon Existing Programs:

- Voices for Healthy Kids
- Tobacco Control Policy



# AHA: ANCHOR

- **Tobacco: Educate community residents on the benefits of tobacco and smoke-free environments**
  - Smoke-free environments (three sites)
- **Nutrition: Increase the number of people with access to environments with healthy food and beverage options**
  - Procurement (eight sites)
  - Healthy food financing initiatives (four sites)
  - Farmers markets (five sites)
- **Physical Activity: Increase the number of people with access to physical activity opportunities**
  - Shared use (two sites)
  - Physical education (three sites)



# AHA ANCHOR: INCLINE VILLAGE, NV

- The local campaign is engaged in is a community effort called Healthy Living Incline Village, which is working to increase smoke free environments in both the indoor and outdoor spaces where people work, play, live, and learn.
- By partnering with citizens, educators, recreation administrators, tourism interests, outdoor enthusiasts, the health care community, and fire control professionals, Healthy Living Incline Village gathers influence from a diverse web of supporters.
- The Healthy Living Incline Village coalition efforts are also focused on achieving a tobacco-free campus at Sierra Nevada College. A tobacco-free campus will increase wellness, wealth, and health among students, faculty, and staff, and will help Incline Village lead the way for other Nevada communities in protecting our most valued resources – our people and our environment – from the dangers of tobacco.



# American Planning Association

State	Sub-Recipient	Target Area
Connecticut	Connecticut Chapter	Eastern Connecticut (Andover, Ashford, Bolton, Chaplin, Columbia, Coventry, Mansfield, Scotland, Tolland, and Willington)
Georgia	Georgia Chapter	Chatham County
Idaho	Idaho Chapter	Vista neighborhood in Boise
Illinois	Illinois Chapter	Bensenville
		Kane County
Indiana	Indiana Chapter	Columbus
		Indianapolis
Iowa	Iowa Chapter	Linn County
Kentucky	Kentucky Chapter	Kenton County
Massachusetts	Massachusetts Chapter	Cities of: Cambridge, Somerville, Medford, Malden, Everett, Melrose, and Wakefield
Missouri	Missouri Chapter	Inner-city neighborhoods, St. Louis
New Hampshire	Northern New England Chapter	Nashua
New Jersey	New Jersey Chapter	Trenton
New York	New York Metro Chapter	Kingston
Ohio	Ohio Chapter	Columbus
		West Akron neighborhoods—Barberton City, Lakemore Village, Springfield Township, and Twinsburg Township in Summit County
Texas	Texas Chapter	Rundberg neighborhood of Austin
Wisconsin	Wisconsin Chapter	Dane County



# #plan4health

Information and resources.

## Plan4Health National Partner Resources

Plan4Health represents the key partnerships between the American Planning Association and the American Public Health Association. Plan4Health is also partnering with the American Heart Association (AHA) and the National WIC Association. Together, our three projects are supporting 50 communities across the country.

The Plan4Health project is also partnering with the Directors of Health Promotion and Education (DHPE) and the Society for Public Health Education (SOPHE). DHPE and SOPHE offer public health expertise and support coalition work through toolkits, trainings, and webinars.

National Implementation Map of Sub-Recipients and National Organizations



engage with peers. With the Annual Meeting, we strengthen the profession of public health, share the latest research and information, promote best practices and advocate for public health issues and policies grounded in research. [More...](#)

## NACTO Designing Cities Conference: Austin 2015

The Designing Cities conference convenes transportation leaders and practitioners from across the country to discuss key trends in urban street design and transportation policy. [More...](#)

#plan4health

0 Members [See All](#) [JOIN](#)

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Live Feed

@bluknow bluknowledge 1d

A few pics from #GrowingEdge garden tour at West Broad #YMCA following #Plan4Health stakeholder... [instagram.com/p/3SmqOUJevz/](#)

@APAadvocates APAadvocates 3d

Plan4Health: @livablefuture makes tool 4 d policy councils to engage w/ kers, elected leaders bit.ly/1SpmQcT

[Grantee Login](#)

SEARCH

**PLAN4Health**  
An American Planning Association Project

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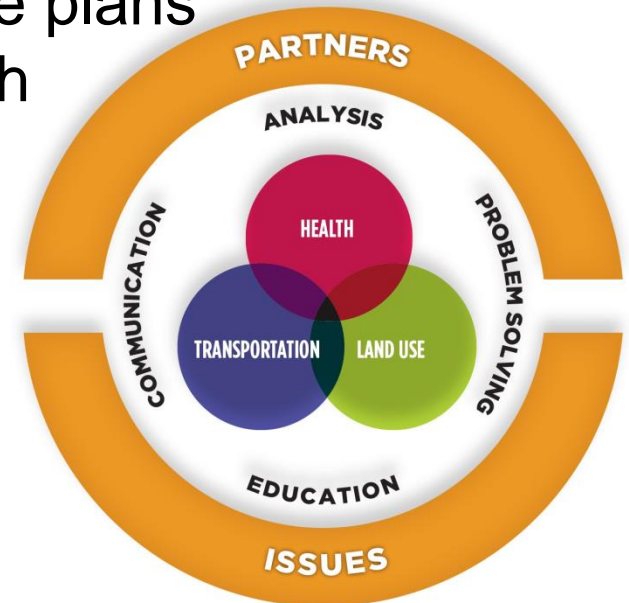
COALITIONS STRIVING TO INCREASE

# [www.plan4health.us](http://www.plan4health.us)

DIRECTORS OF HEALTH PROMOTION AND EDUCATION

# APA: Kane County, IL – Kane County Planning Cooperative

The Kane County Planning Cooperative is an integrated effort– between Kane County’s Health, Transportation and Development planning staff – to implement the County’s array of long range plans including the 2012-2016 Community Health Improvement Plan, the 2040 Long Range Transportation Plan and the 2040 Plan.



# APA: Kane County Planning Cooperative

## Kane County 2015 LEADERS SUMMIT

Q Center, St. Charles, IL • May 8th, 2015 • 8:30 am — 3



**T**he 2015 Kane County Leaders Summit will connect elected and appointed offi  
government, local leaders of institutions and business / land development le  
• Regional and State Agencies • National Trends in Real Estate Development and Fiscal Su

### Key project strategies

- Walkability study
- Food hub feasibility

**Reach** 202,060

**Focus Area**

Nutrition

Physical Activity

**Setting** County



# National WIC Association

State	Sub-Recipient	Target Area
Illinois	East Side Health District	East St. Louis
Iowa	Edgerton Women's Health Center, Inc.	Scott County
Kansas	Geary County Health Department	Geary County
Louisiana	Crescent City WIC Services, Inc.	Plaquemines Parish
	St. Tammany Parish Hospital Community Wellness Center	St. Tammany Parish
Maryland	Johns Hopkins University Bloomberg School of Public Health WIC Program	Baltimore City
	Community Clinic, Inc.	Montgomery County
Michigan	District Health Department #10	Oceana County
New Mexico	Five Sandoval Indian Pueblos, Inc.	Sandoval County. This area includes Santa Ana Pueblo, Sandia Pueblo, Zia Pueblo, Jemez Pueblo, Cochiti Pueblo, and the City of Bernalillo.
New Jersey	Gateway Community Action Partnership	Camden County
Texas	Angelina County & Cities Health District	Angelina County
	Wichita Falls-Wichita County Public Health District	Wichita County
	Tarrant County Public Health	Tarrant County
Virginia	Mount Rogers Health District	Galax City, Carroll County, and Grayson County
	Richmond City Health District	Richmond City
	Cumberland Plateau Health District	Buchanan County, Dickenson County, Russell County, and Tazewell County
	Eastern Shore Health District	Accomack County and Northampton County

# National WIC Association



- 1) Centers for Disease Control and Prevention (CDC)
- 2) National WIC Association (NWA)
- 3) American College of Obstetricians and Gynecologists (ACOG)
- 4) 17 local WIC agencies in 10 target states
- 5) Altarum Institute – Evaluation Partner

# NWA: Community/Clinical Linkages with Cultural Competence

- Crescent City WIC promotes cultural competence in Plaquemines Parish, LA
  - Infusing elements of New Orleans music culture into outreach initiatives with jingles and songs promoting breastfeeding and chronic disease prevention services
  - Organ Wise Guys materials with dolls representing different racial/ethnic groups
  - Cultural competency training will be offered to Crescent City WIC, Plaquemines Medical Care, Parish Health Department, LSU Ag Center, Plaquemines Care Center, Parish schools, and Head Start in partnership with Tulane University





4. Where we are



# Where We Are Now

- Lessons Learned
- Success Stories
- Community Grantee Selection - Cohort 2
- Dissemination Efforts of ***Partnering4Health***

# AHA ANCHOR: **BISMARCK/MANDAN, ND**

- The local campaign is working to increase availability and affordability of healthy foods and beverages in workplaces, government facilities, hospitals, and early care and education settings
- The team is working with worksite wellness committees at AHA-designated Fit Friendly Companies to promote access to healthy foods through adoption and implementation of AHA's Healthy Food and Beverage Guidelines Toolkit.
- Local hospitals' nutrition services directors have been engaged to make changes to the food and beverage environment within their facilities.
- The North Dakota Capitol building cafeteria and vending services vendor is working to expand healthy food catering offerings, reduce sugar beverages in vending, and explore a procurement policy to reduce sodium.
- The campaign's work with early care and education settings includes a collaborative project with Heartland Nutrition that will educate, demonstrate, and encourage food procurement and preparation

# NWA: ¡Por Vida!

- Wichita Falls, TX is highlighting healthy restaurant menu options with ¡Por Vida!
  - ¡Por Vida! is a Spanish catchphrase that means “For Life”
  - ¡Por Vida! was launched in San Antonio and came to Wichita Falls with the help of the Health Coalition of Wichita County and funding from NWA’s CPHMC project
  - ¡Por Vida! was implemented at six restaurants in Wichita County in September 2015. Restaurants include Luby’s Cafeteria, Gypsy Kit, Golden Chick, McDonald’s, Market Street and Familia Gutierrez
  - ¡Por Vida! received local media coverage immediately afterwards on News Channel 6



# APA: Nashua, NH – Plan4Health Nashua


**Plan4Health Nashua Complete Streets Project**  
Working to make the streets friendlier for walking and biking...  
or any way you choose to get around Nashua!

**What Are Complete Streets?**  
Roads designed for safety with everyone in mind –  
no matter what age and how they want to get  
around their community

**How Do Complete Streets Improve Where I Live?**  
More choices to get to work, school, or local businesses  
Promotes healthy activity and independence  
Well-lit streets and more trees can help make the  
neighborhood safer, more attractive, and a nice place to meet other residents  
Supports our local economy because people have easier access to stores and shops  
Sidewalks and bike lanes make it easier and safer to travel

**What Do Complete Streets Look Like?**  
Wide sidewalks and "tin downs" at crosswalks for

Nashua has already made improvements to street designs to make them safer and more attractive for walkers and bicyclists.



Downtown Nashua

Complete Streets look different for every neighborhood depending on what the community needs and wants. Here's an example from the New York City Department of Transportation showing how streets can be designed for everyone to get around safely.

**Reach** 43,500  
**Focus Area** Physical  
**Activity**  
**Setting** City

## Key project strategies

- Complete Streets
- Engage local leaders



# APA: Nashua, NH – Plan4Health Nashua

Following the presentation by Sarah Marchant, Plan4Health-Nashua's project was adopted as a priority strategy of the 2015-2018 Community Health Improvement Plan, supported by the Greater Nashua Public Health Advisory Council.



***Plan4Health – Nashua  
Leadership Team***



## 5. What this means



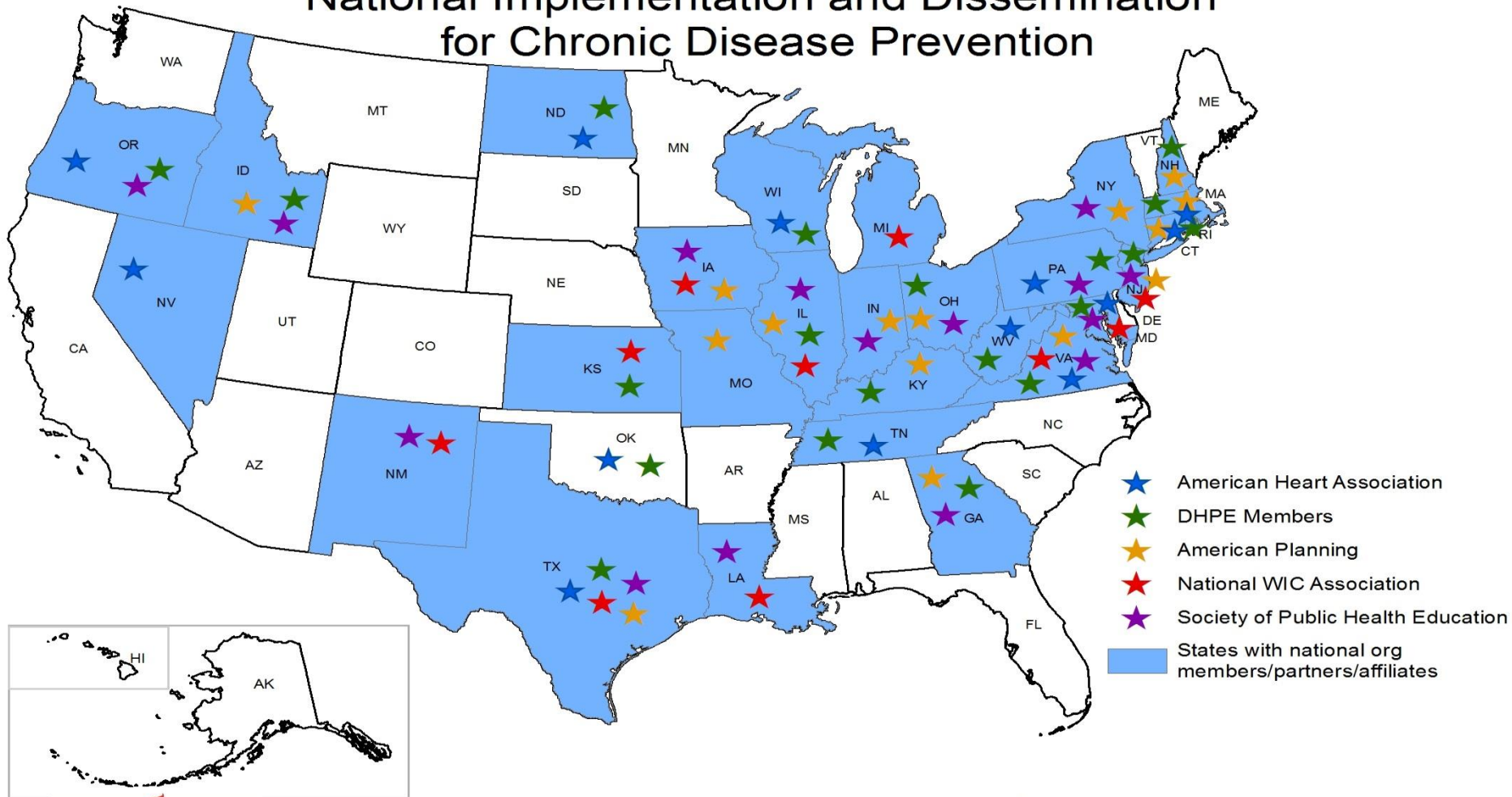
# Call to Action

1. Collaborate
2. Educate
3. Support community-level health programs
4. Promote

# Collaborate

Partnering4Health

National Implementation and Dissemination  
for Chronic Disease Prevention





# Educate

- Partnerships are key to success
- Align the prevention system
- Sharing resources
- Building support for PSE prevention efforts

# Support for Continued Funding







# *Partnering4Health* Summary

**3 years\***

**4 focus areas**

**5 national organizations**

**50 communities**

**+**

**28 states**

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**Healthier communities**



# Promote the Movement

## Social Media Messages:

- *Collaboration is Key for Chronic Disease Prevention*
- *Making Healthy Communities Happen Through Partnership*
- *PSE Approaches Foster Lasting Community Change*

## #Partnering4Health



## For more information:

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## Join Us:

**[www.dhpe.org/page/partnering4health](http://www.dhpe.org/page/partnering4health)**

