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

DIRECTORS OF HEALTH PROMOTION AND EDUCATION
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 Awardedees
Awards

- Five national organizations funded to establish national alliance – *Partnering4Health*

- Awards given under two Categories
  - Category A
    - 3 awardees
  - Category B
    - 2 awardees
PARTNERING4HEALTH ALLIANCE

Division of Community Health

Category A National Orgs

- American Heart Association
- APA
- National WIC Association

Category B National Orgs

- Directors of Health Promotion and Education

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

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

www.sophe.org
Center for Online Resources & Education (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
Category B Activities

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

Technical Assistance
Training & Resources

Communications

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

DIRECTORS OF HEALTH PROMOTION AND EDUCATION
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

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

<table>
<thead>
<tr>
<th>State</th>
<th>Sub-Recipient</th>
<th>Target Area</th>
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</thead>
<tbody>
<tr>
<td>Georgia</td>
<td>Georgia Chapter</td>
<td>Chatham County</td>
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<tr>
<td>Idaho</td>
<td>Idaho Chapter</td>
<td>Vista neighborhood in Boise</td>
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<tr>
<td>Illinois</td>
<td>Illinois Chapter</td>
<td>Bensenville</td>
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<td></td>
<td></td>
<td>Kane County</td>
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<tr>
<td>Indiana</td>
<td>Indiana Chapter</td>
<td>Columbus</td>
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<td></td>
<td></td>
<td>Indianapolis</td>
</tr>
<tr>
<td>Iowa</td>
<td>Iowa Chapter</td>
<td>Linn County</td>
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<tr>
<td>Kentucky</td>
<td>Kentucky Chapter</td>
<td>Kenton County</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>Massachusetts Chapter</td>
<td>Cities of: Cambridge, Somerville, Medford, Malden, Everett, Melrose, and Wakefield</td>
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<tr>
<td>Missouri</td>
<td>Missouri Chapter</td>
<td>Inner-city neighborhoods, St. Louis</td>
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<tr>
<td>New Hampshire</td>
<td>Northern New England Chapter</td>
<td>Nashua</td>
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<tr>
<td>New Jersey</td>
<td>New Jersey Chapter</td>
<td>Trenton</td>
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<tr>
<td>New York</td>
<td>New York Metro Chapter</td>
<td>Kingston</td>
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<tr>
<td>Ohio</td>
<td>Ohio Chapter</td>
<td>Columbus</td>
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<tr>
<td></td>
<td></td>
<td>West Akron neighborhoods—Barberton City, Lakemore Village, Springfield Township, and Twinsburg Township in Summit County</td>
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<tr>
<td>Texas</td>
<td>Texas Chapter</td>
<td>Rundberg neighborhood of Austin</td>
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<tr>
<td>Wisconsin</td>
<td>Wisconsin Chapter</td>
<td>Dane County</td>
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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

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

Key project strategies
• Walkability study
• Food hub feasibility

Reach 202,060
Focus Area Nutrition Physical Activity
Setting County
# National WIC Association

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

Key project strategies
• Complete Streets
• Engage local leaders

Reach 43,500
Focus Area Physical Activity
Setting City

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 “no down” at crosswalks for

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

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 to encourage bike and car-free travel.
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

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
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Join Us:  
www.dhpe.org/page/partnering4health