

Communities in Motion

Initiatives for 2011



Annual Meeting

HHSCC Leadership Summit

January 18, 2011



Action Linked to Results

Desired Results

- 🌟 *Physically & Mentally Healthy*
- 🌟 *Safe & Sustainable Community*
- 🌟 *Stable & Affordable Housing*
- 🌟 *Opportunity to Learn and Succeed*



2011 Major Initiatives

Communities Putting Prevention to Work
Homeless Services Redesign

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Communities Putting Prevention to Work: Vision and Promise

Dr. Claude Dharamraj

Director

Pinellas County Health Department



Annual Meeting



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Overview

- Why focus on chronic disease and underlying risk factors?
- Why policy, systems, and environmental change strategies?
- Why now?

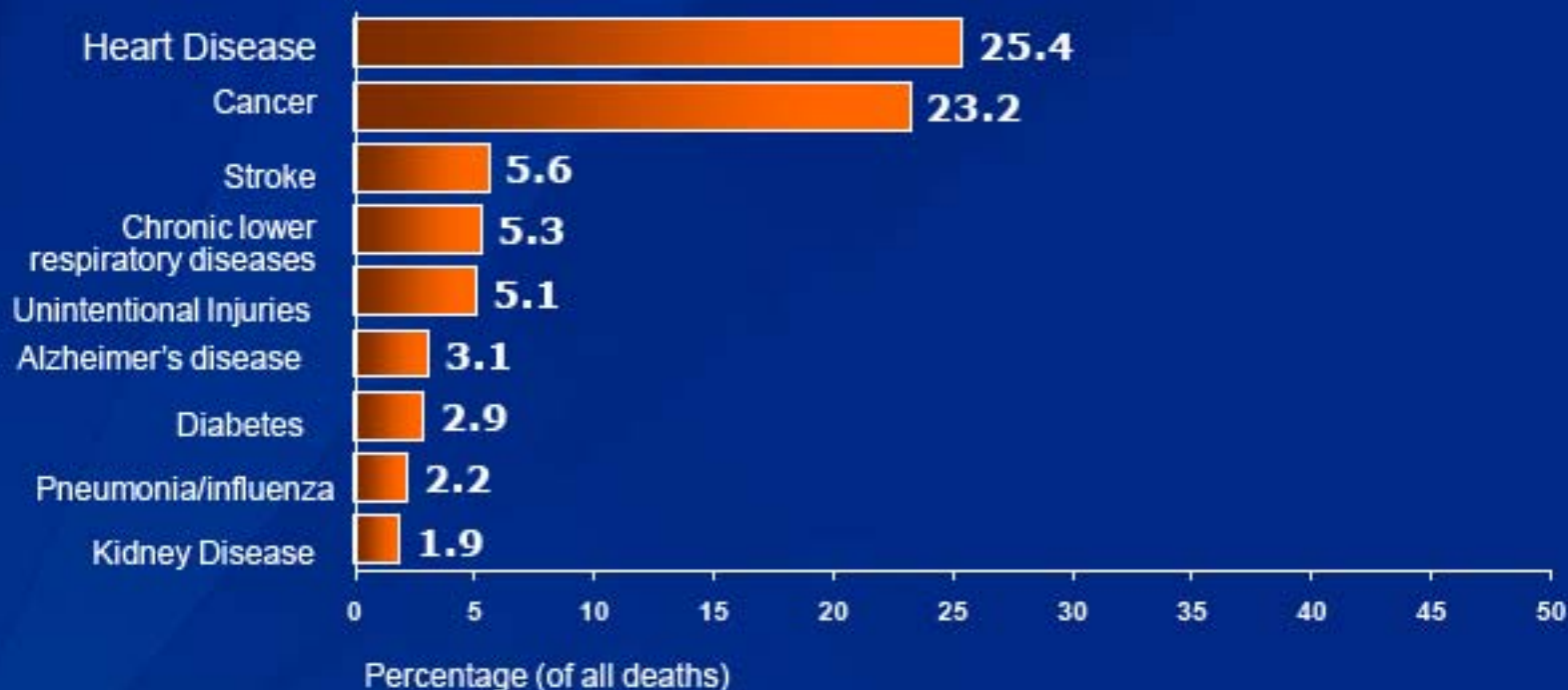


Why Chronic Disease?

Something Can Be Done- Preventable Risk Factors



Leading Causes of Death United States, 2007

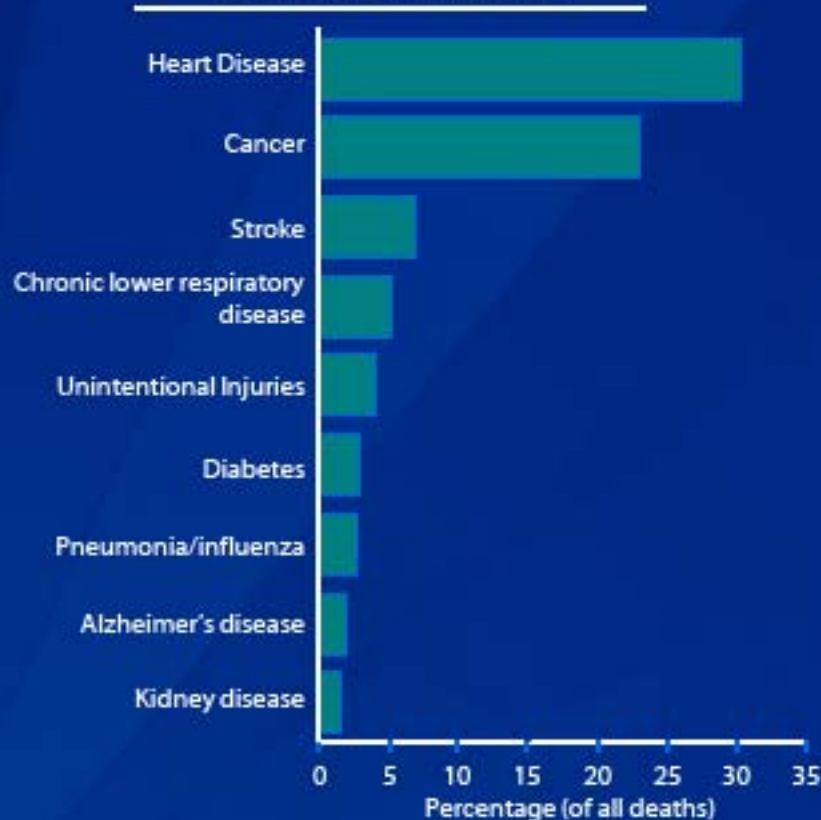


Xu JQ, Kochanek KD, Murphy SL, Tejada-Vera B. Deaths: Final data for 2007. National vital statistics reports; vol 58 no 19. Hyattsville, MD: National Center for Health Statistics. 2010.

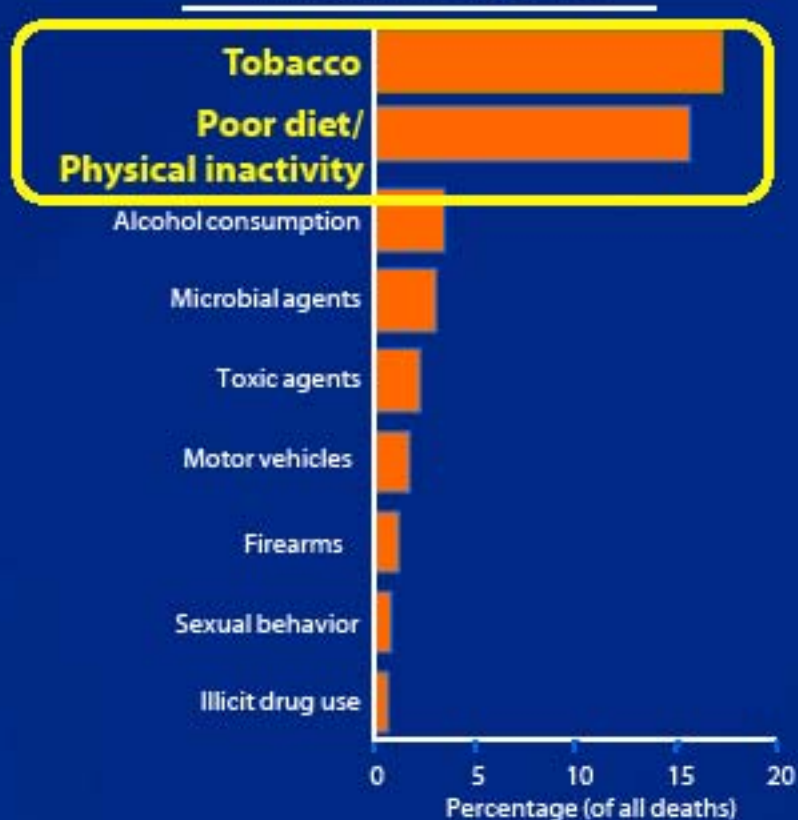


Chronic Diseases and Related Risk Factors

Leading Causes of Death*
United States, 2000



Actual Causes of Death†
United States, 2000

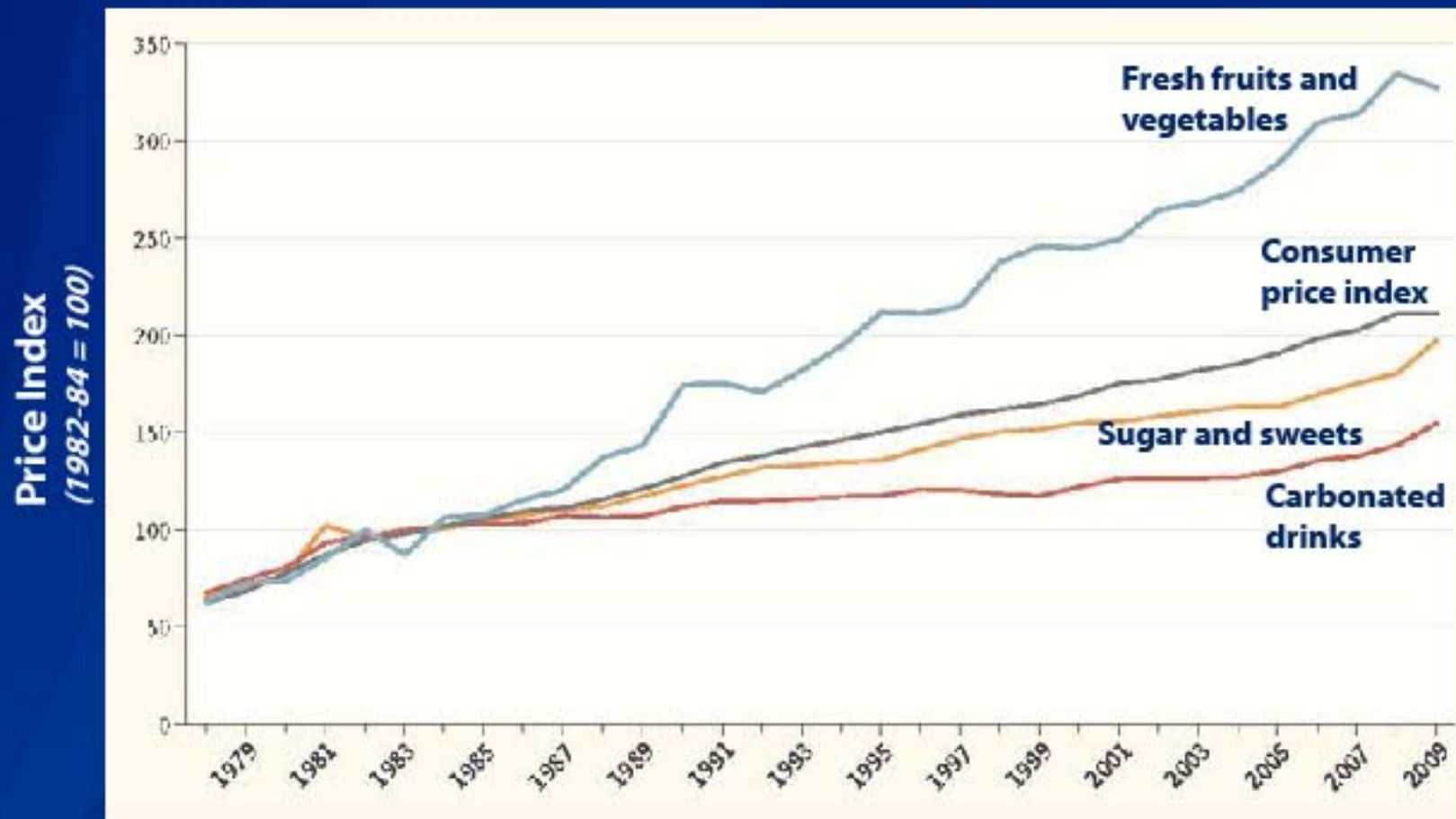


* Miniño AM, Arias E, Kochanek KD, Murphy SL, Smith BL. Deaths: final data for 2000. National Vital Statistics Reports 2002; 50(15):1-120.

† Mokdad AH, Marks JS, Stroup DF, Gerberding JL. Actual causes of death in the United States, 2000. JAMA. 2004;291(10):1238-1246.



Healthy Food Has Gotten More Expensive, Junk Food Cheaper



Data from Bureau of Labor Statistics; represent U.S. city averages for all urban consumers in January of each year



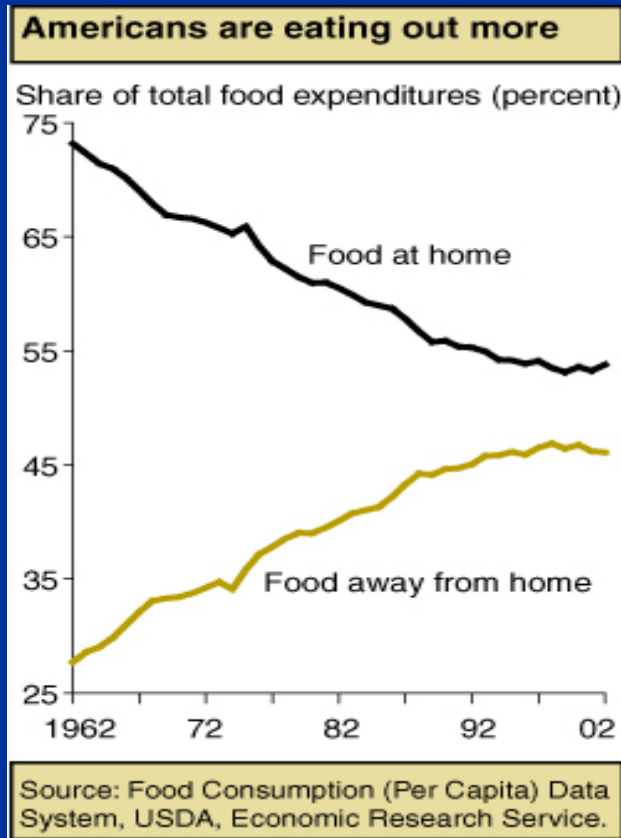
Dietary Behaviors

- Increased consumption of sugar sweetened beverages
- Continued low consumption of fruits and vegetables



Dietary Behaviors

- Increased frequency of meals eaten away from home



The Food Environment

- Increased number of fast food establishments in the U.S.
- Lack of access to full service grocery stores selling affordable healthful foods
- Less healthy food & beverage advertising aimed at children



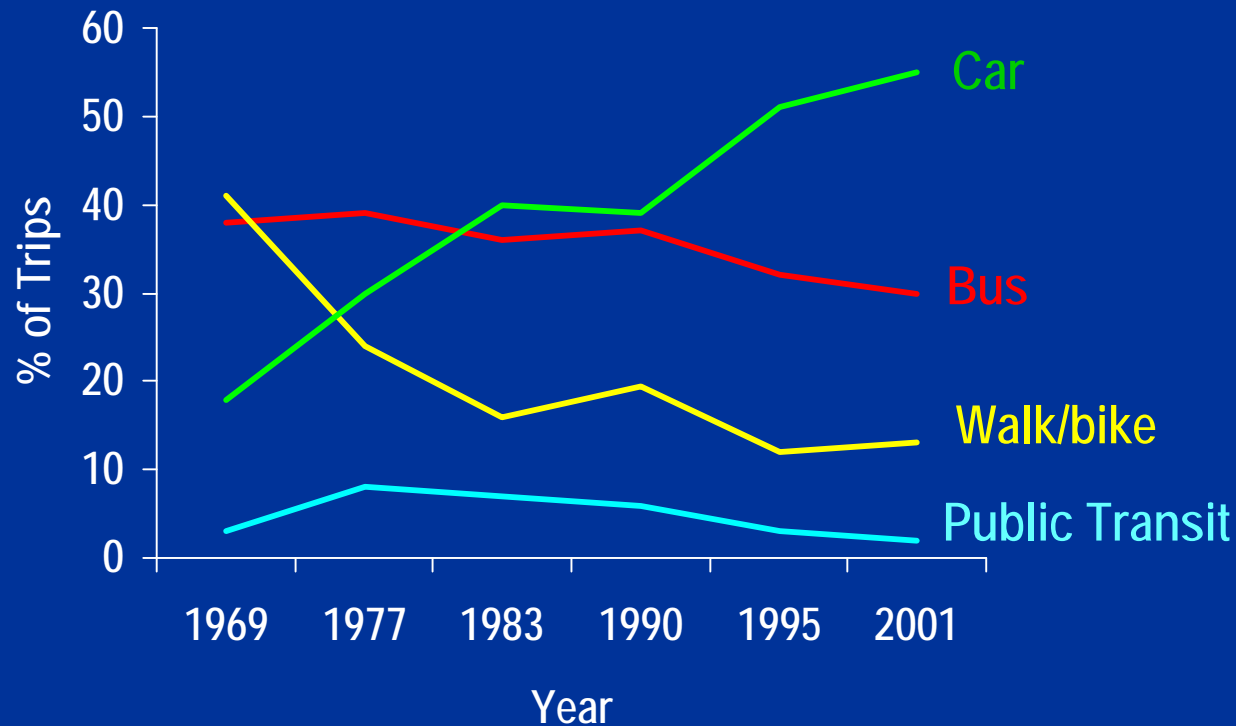
Physical Activity

- 35.5% of adults do not engage in recommended levels of physical activity for health benefits and 25.4% of adults report no leisure-time activity.
- In 2009, 81.6% of high school students did not participate in 60 or more minutes of physical activity on any day of the previous 7 days.
- Only 30.3% of high school students, grades 9-12, have daily P.E..



Community Design & the Built Environment

Standardized Share of Mode for Trips to School:
National Personal Transportation Survey



McDonald NC. Am J Prev Med 2007;32:509



Community Design & the Built Environment

- Environmental factors beyond the control of individuals contribute to increased obesity rates by reducing the likelihood of healthy eating and active living behaviors.
- Environmental factors that influence physical activity behavior:
 - Lack of infrastructure supporting active modes of transportation, i.e. sidewalks & bike facilities
 - Access to safe places to play and be active
 - Access to public transit
 - Mixed use & Transit Oriented Developments



Economic Impact

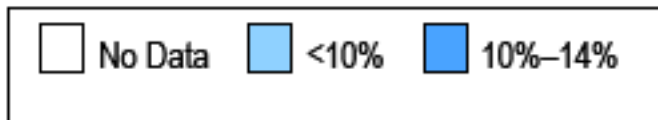
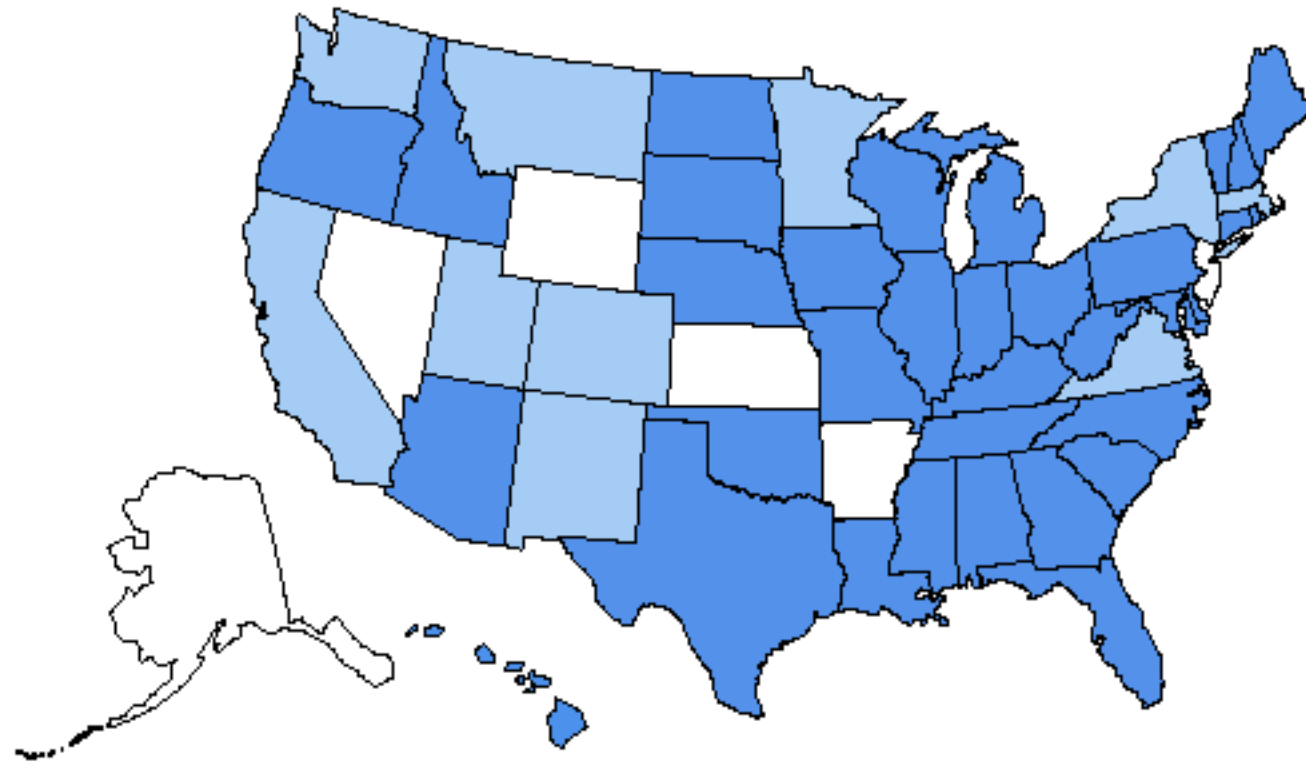
- Chronic conditions account for 75% of the \$2 trillion in health care costs
- Direct medical cost - \$243 billion per year
 - \$96 billion in tobacco related conditions
 - \$147 billion in obesity related conditions



Obesity Trends* Among U.S. Adults

BRFSS, 1990

(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



*Why policy, systems, and
environmental change
strategies?*



Factors that Affect Health

Smallest
Impact



Largest
Impact

Counseling
& Education

Clinical
Interventions

Long-lasting
Protective Interventions

**Changing the Context
to make individuals' default
decisions healthy**

Socioeconomic Factors

Examples

Eat healthy, be
physically active

Rx for high blood
pressure, high
cholesterol, diabetes

Immunizations, brief
intervention, cessation
treatment, colonoscopy

Fluoridation, 0g trans
fat, iodization, smoke-
free laws, tobacco tax

Poverty, education,
housing, inequality





Why Should Local Governments Care?



Why Should Local Government Care?

Local government officials are community leaders and can enact policies that support healthy community design

- For example, local zoning ordinances & economic incentives affect the presence and absence of:
 - Parks and open spaces for recreation
 - Bike facilities
 - Mixed use developments
 - Healthy food retailers and farmers markets



Example: Somerville, MA

- Goal: Increase access to affordable healthier foods
- Environmental Change: Implemented a farmers market that was culturally and economically appropriate for the community.
- Outcome:
 - Created an incentive program for WIC & food stamp beneficiaries to shop at the market
 - Instructions for vendors on how to accept food stamps
 - Promotional materials produced in four languages
 - Increases in attendance, the percentage of foreign born and low income patrons, & the redemption rate of WIC Special Supplemental Nutrition Program vouchers



Example: West Palm Beach, FL

- Goal: Improve the street environment for non-motorized users; enhance aesthetics; affect driving behavior
- Policy: Enacted a downtown-wide traffic calming policy
- Outcome:
 - Enhanced traffic safety
 - Enhanced personal safety
 - Increased street connectivity
 - Increased mixed-use zoning



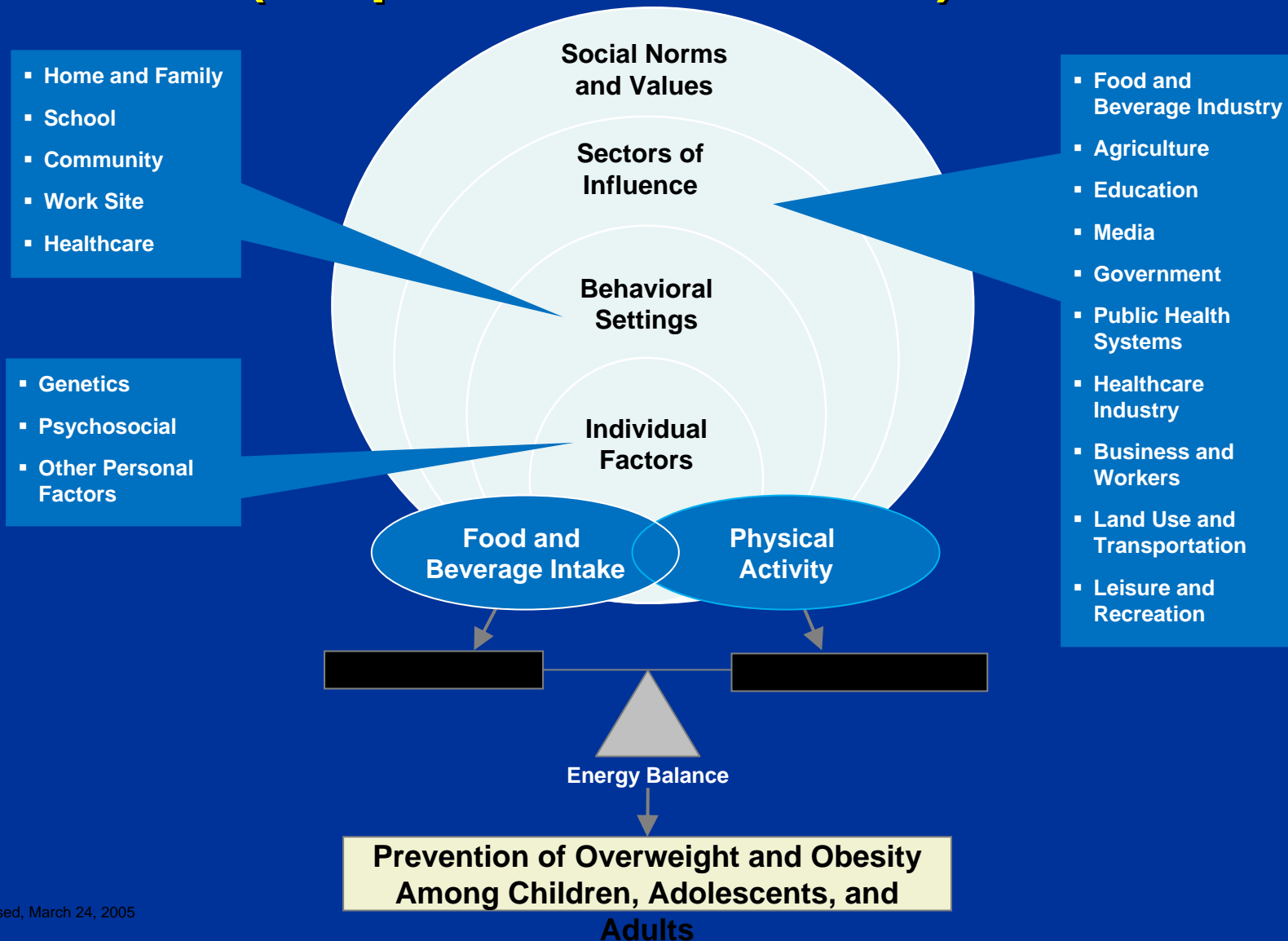
Prevention Can Be Good for Business Too!

Austin, TX

- The community leaders helped Capital Metro establish a comprehensive worksite wellness program.
- Employee absences decreased 44%
- Rising health care costs were rolled back from 27% per year increase to 9% per year



CDC Framework for Preventing Obesity (adapted from IOM 2005)



Reversing the obesity epidemic is a shared responsibility. Social and environmental changes are influenced by the efforts of many...





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SUPPORTING COMMUNITIES IN MOTION



SUPPORT FOR COMMUNITIES IN MOTION



PINELLASINDICATORS.ORG IS EFFICIENT

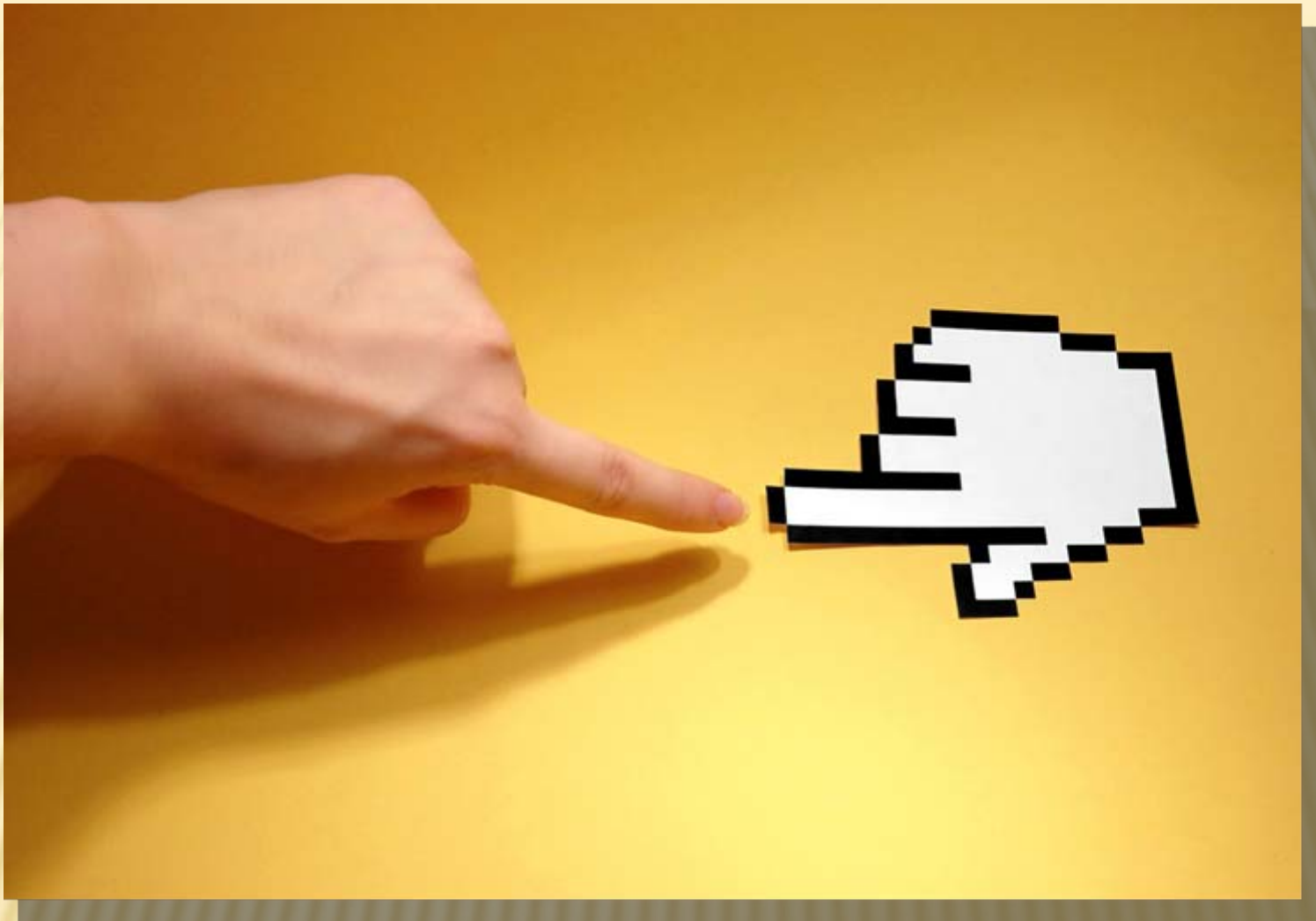
- ✘ Server based - linking to enterprise resources
- ✘ Powerful data visualization – one upload produces integrated tables, charts, maps, and metadata populated across the system
- ✘ A vehicle to share proprietary and/or sensitive data
- ✘ Widgets can be shared between partners



PINELLASINDICATORS.ORG PROVIDES

- ✘ One stop shop – one interface
- ✘ Place-based business intelligence
- ✘ Dynamic interaction with data allowing for comparisons:
 - + Over Time
 - + By Geography
 - + Between and Within Populations
- ✘ Democratization of data





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CLICK TO VIEW COMMUNITIES IN MOTION





Communities working together



Shared Investment in Information



Broadening of Community Stakeholders

