

# **Creating Healthy Living in our Community**

# Community Transformation Acceleration Grants

## Network Partners

- The Y (YMCA of the USA)
- American Lung Association
- National REACH Coalition

## Goal: Extend CTGs' proven, evidence-based strategies across the nation

- Engaging community members across multiple sectors
- Focusing on rural and frontier communities that face major barriers to better health
- Accelerating impact through sub-awards

# The Opportunity

- Community Transformation Grants
  - Seed money to make communities healthier
  - Part of the American Health Care Reform Act
  - A significant project in the CDC's new Division of Community Health
- CDC partnered with 3 National Grantees under Acceleration Awards (YMCA of the USA, American Lung Association, Reach)
  - The YMCA of Central KY was 1 of 10 sub-recipients from YUSA

# Project Focus

- Health Equity
  - **Equity means *just and fair inclusion*.**
  - **An equitable society** is one in which all can participate and prosper. The goals of equity must be to create conditions that allow all to reach their full potential.
  - **Achieving equity** requires intentionality, focus, and a commitment to community engagement and participation.
- Project will include both jurisdiction wide agenda actions and targeted actions to vulnerable populations

# Best Practices

## Successful Community Health Approaches

- **Policy** – Educate the public and stakeholders about policy interventions to improve population health
- **Systems** – Establish systems and procedures within communities and institutions that support healthy behavior
- **Environment** – Create social and physical environments that support healthy living

# Health Equity

- **Infrastructure**
  - Community Leadership
  - Advocacy and Education
  - Sustainability

# Health Equity

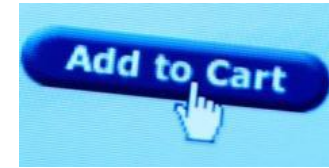
- **Healthy Eating and Physical Activity**
  - Targeted work in after-school settings
  - Jurisdiction-wide focus on built environments and access to healthy foods

# Health Equity

- **Clinic and Community Interactions**
  - Formal agreements and linkages between Health Care Providers (HCP's) and Community Based Organizations (CBO's) providing social services
  - Targeted efforts in the African-American and Hispanic/Latino communities to implement referral systems into the YMCA's Diabetes Prevention Program



# Growing Challenges



# Alarming Health Disparities

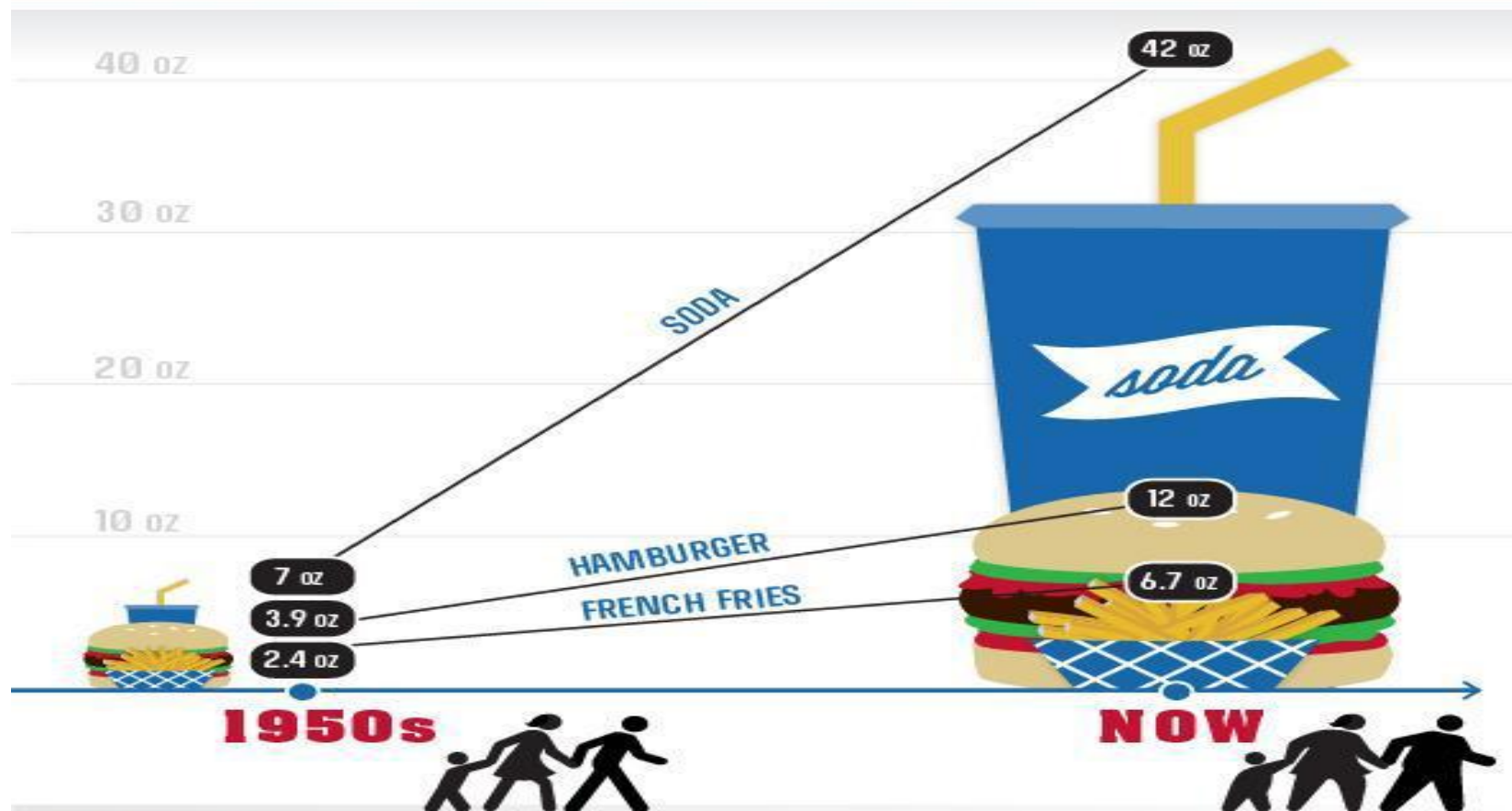
- Heart disease death rates are 30% higher for African-Americans than whites; stroke death rates 41% higher
- Diabetes is higher among American Indians and Alaska Natives (2.3 times), African Americans (1.6 times), and Hispanics (1.5 times)
- Economic differences widening and marketing of unhealthy products aimed to communities of color

# Chronic Disease Burden

- Half of adults have a chronic illness
- 7 of 10 U.S. deaths are caused by chronic illness
  - Over 2 million heart attacks/strokes annually
- Large gaps in clinical preventive services:
  - 1 in 3 Americans has high blood pressure
  - Only 47% have it adequately controlled

# THE NEW (A)NORMAL

Portion sizes have been growing. So have we. The average restaurant meal today is more than four times larger than in the 1950s. And adults are, on average, 26 pounds heavier. If we want to eat healthy, there are things we can do for ourselves and our community. Order the smaller meals on the menu, split a meal with a friend, or, eat half and take the rest home. We can also ask the managers at our favorite restaurants to offer smaller meals.



FOR MORE INFORMATION, VISIT  
[MakingHealthEasier.org/TimeToScaleBack](http://MakingHealthEasier.org/TimeToScaleBack)

#### SOURCES

Young, L., & Nestle, M. (2002). The contribution of expanding portion sizes to the US obesity epidemic. *AJPH*, 92(2), 245-49.

Young, L., & Nestle, M. (2007). Portion sizes and obesity: Responses of fast food companies. *JPHR*, 28(2), 298-48.

CDC, *Advance Data*, No. 347, Oct. 27, 2004.

CDC, *National Health Statistics Reports*, No. 10, Oct. 22, 2008.

How can we create an environment that encourages 20 minutes of physical activity everyday?



# Role of Government

- Your Leadership is the solution
  - Chronic Disease is preventable
  - Through collaboration and system wide change we can restructure our environments and reduce health inequity

# Corner of Commerce Drive and West Ponce de Leon



Before

# Corner of Commerce Drive and West Ponce de Leon



After



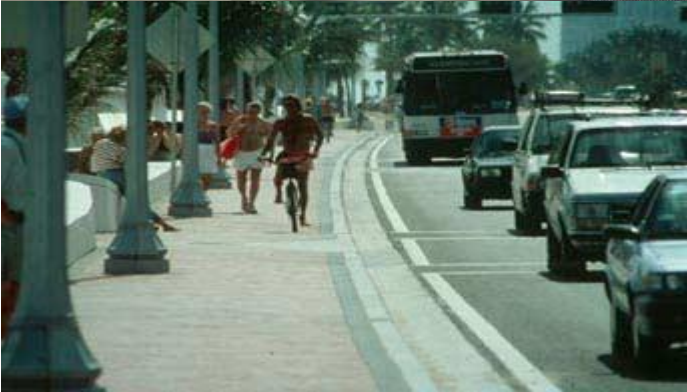
# Steps to take tomorrow

- Zoning, planning: Always require multi-modal transport (not traffic) impact analysis.
- Complete Streets: Develop guidelines for CS in all road work; do a demonstration project.
- Trails & greenways: Goat trail committee; signs, links to access & support existing trails.

# Steps to take tomorrow

- TDM: Bike corral at events; buy-a-bike-rack program; school/work IDs as transit pass.
- SRTS: Measure & report transport mode split (walk, bike, bus, car pool, car) at every school; ask parents & kids why.

# Collaboration Across Sectors



# Community Health is an Economic Indicator

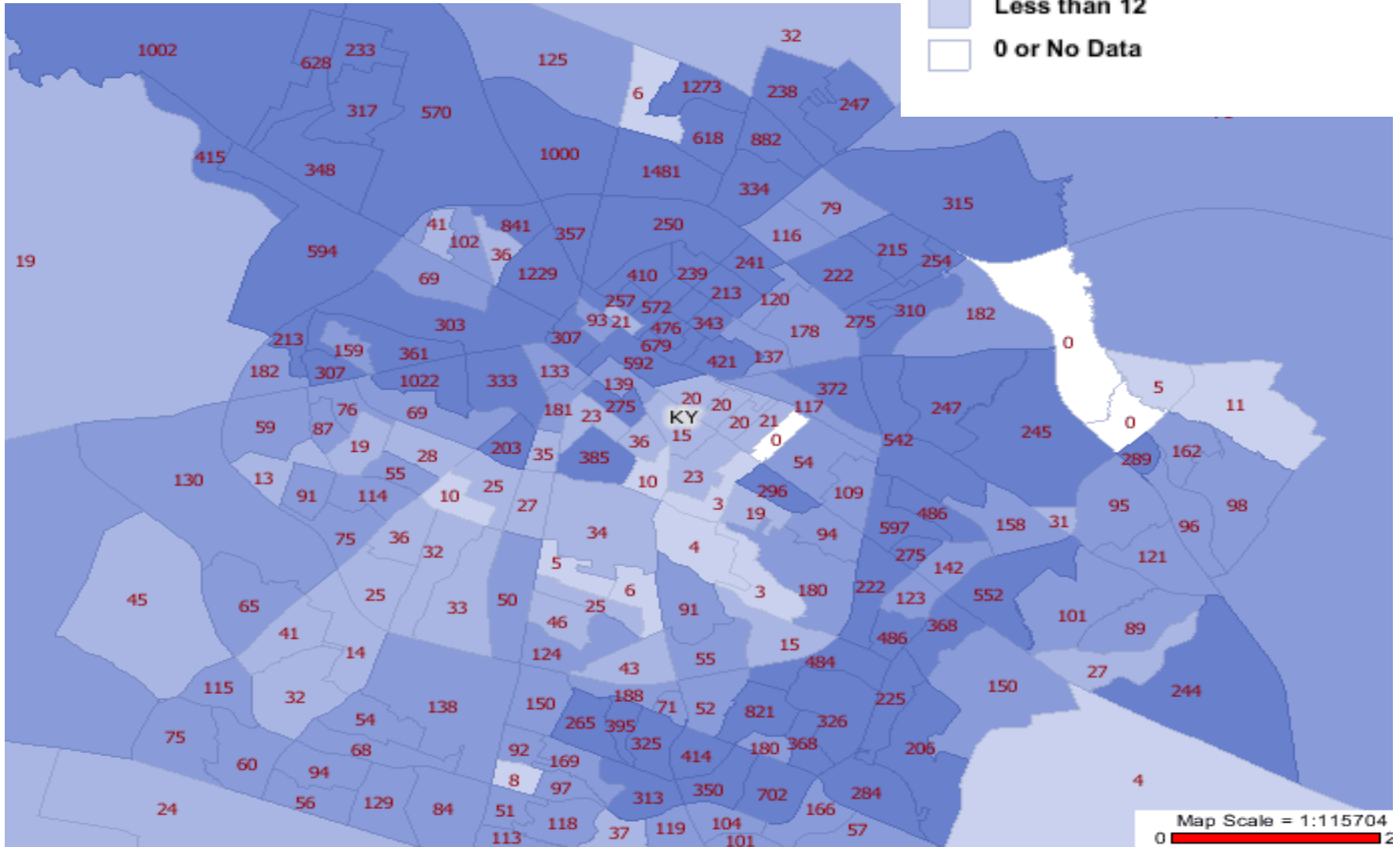
- Business relocation
- Insurance Premiums
- Poor Health's impact to the local economy
- Employee Productivity
  - Absenteeism
  - Presenteeism

# **Social Determinants of Health**

- Race
- Education
- Income

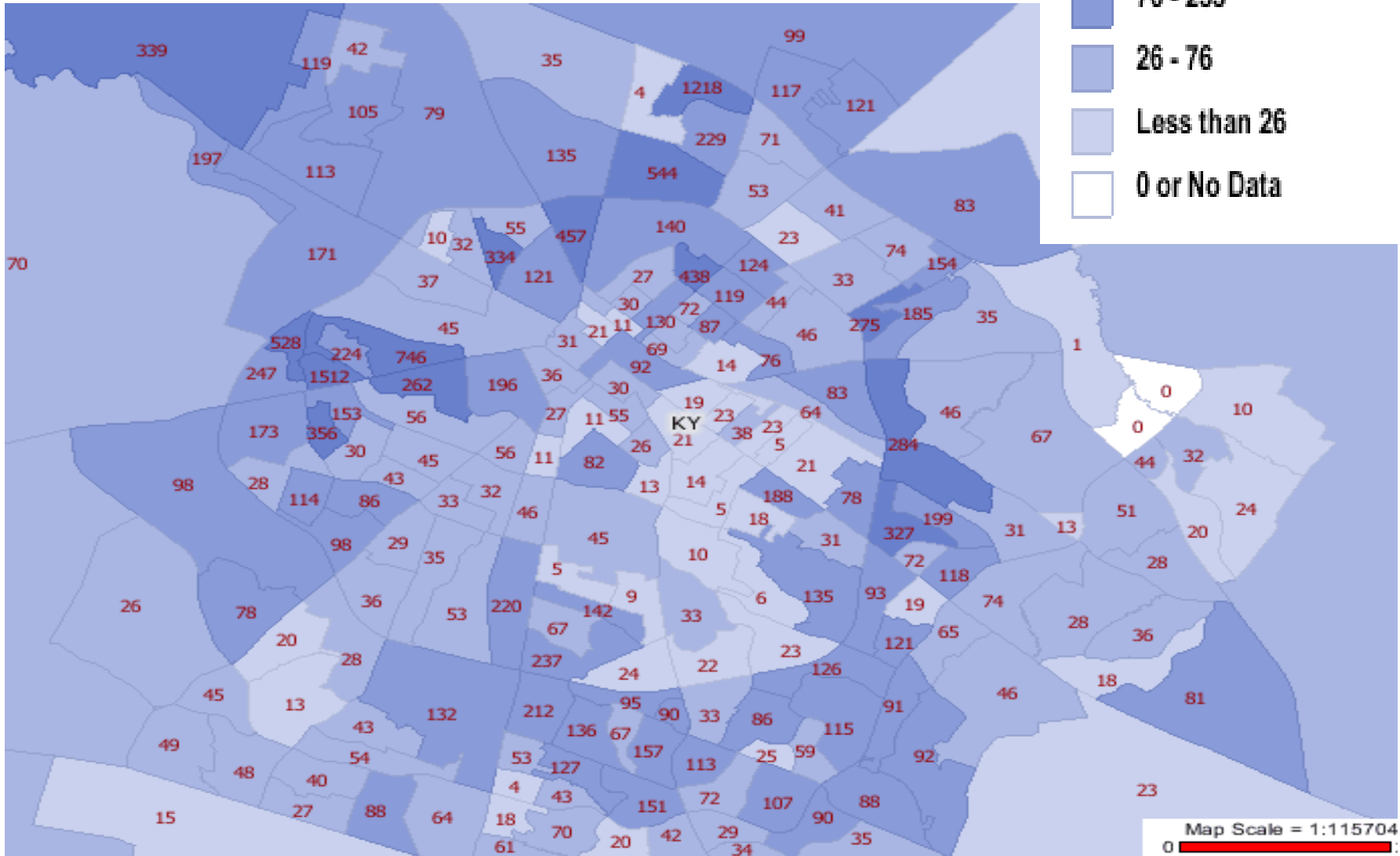
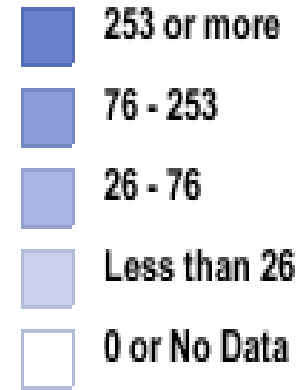
# African American

## Black or African American



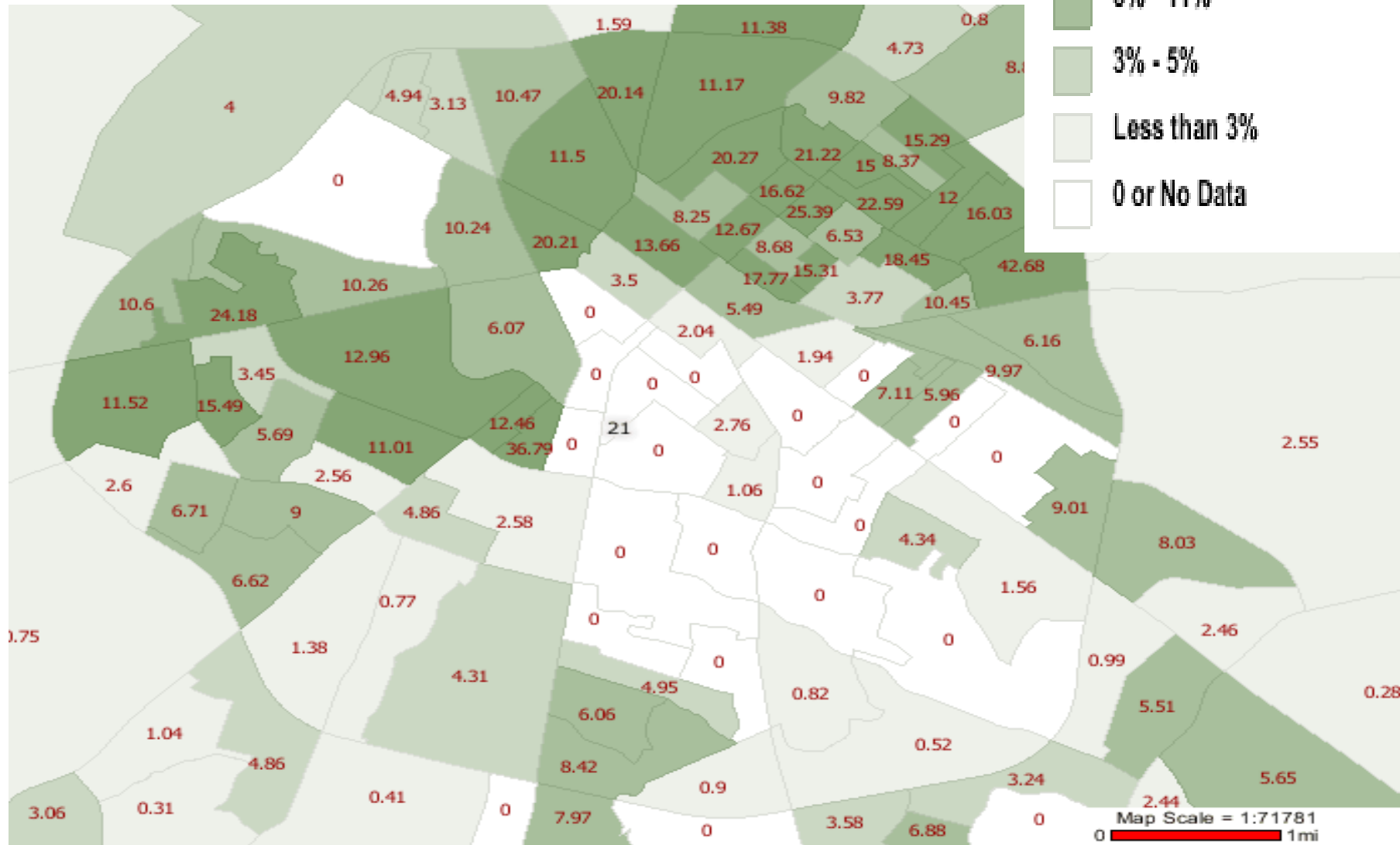
# Hispanic & Latino

Hispanic Population



# Education

Less Than 9th Grade





# Income and Food Deserts

