

# *Creating Healthy* **COMMUNITIES**

## *Success Stories* from **ACHIEVE**



# *Chronic Disease Prevention: A Wise Investment*



Today's biggest health challenge is chronic disease, in fact:

- Seven out of 10 people, or more than 1.7 million, will die of a chronic disease.
- Just five chronic diseases – heart disease, cancer, stroke, chronic obstructive pulmonary disease, and diabetes – are responsible for more than 2/3 of all deaths every year.

A great burden of disability and diminished quality of life stalks Americans of all ages due to chronic disease – creating an economic burden borne by American taxpayers and businesses:

- Diabetes is the primary cause of amputation, adult blindness and kidney failure.
- Arthritis is the number one cause of disability, affecting nearly one in three adults.
- Stroke has left 1 million Americans with disabilities and many can no longer perform daily tasks such as walking or bathing without help.

The movement toward healthy communities led by groups like the Robert Wood Johnson Foundation, YMCA, National Association of Chronic Disease Directors, America on the Move and others – implemented and supported by the Centers for Disease Control and Prevention and state health departments – is having an impact in communities large and small.

Thanks to projects such as ACHIEVE, neighborhoods, schools, faith institutions and work places are gradually becoming places where healthy choices are easier choices. To make a significant impact on improving the lives of Americans, reducing healthcare costs, reforming our system, and promoting health equity we need to invest even more in prevention activities like those described in this publication and taking place in ACHIEVE communities. NACDD is building the capacity of the states and territories to prevent and control chronic disease – an investment that can save lives, improve quality of life and reduce healthcare costs.

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## ACHIEVE Makes an Impact

The National Association of Chronic Disease Directors (NACDD), along with partner organizations, is advancing the nation's efforts to prevent chronic diseases and related risk factors through a collaborative approach called Action Communities for Health, Innovation, and EnVironmental ChangE (ACHIEVE), supported by the Centers for Disease Control and Prevention Healthy Communities Program.

### **Significant ACHIEVE impacts resulting from policy, systems, and environmental strategies:**

**More than \$10 million leveraged by ACHIEVE communities over their initial funding**

**Over 3.3 million people with more opportunities for a healthy lifestyle, including these:**

- 10,000 people have better access to fresh fruits and vegetables in five communities that developed community gardens
- 7,000 people have better access to fresh fruits and vegetables because their local farmers markets now accept senior fruit and vegetable coupons and WIC vouchers for purchases
- 200,000 people live in a community where healthy choices are marked on restaurant menus
- 35,000 residents live in communities with Complete Streets policies in place, making streets safe for pedestrians and bicyclists
- 17,000 students can safely walk to school because their communities have implemented Safe Routes to School
- 7,000 students are more active at school because of implementation of a daily 10-15 minute walk or an "active recess" policy
- 100,000 people now have healthy food and beverage options at their place of worship as a result of health-promoting policies
- 8,000 workers have physical activity options at their workplace, including indoor and/or outdoor walking paths
- 15,000 employees have healthier items to choose from in the vending machines at work
- 1,500 county employees are protected from second-hand smoke by tobacco-free workplace policy

NACDD is advancing an ACHIEVE strategic communications plan by creating social media sites – Facebook, Twitter, YouTube and Flickr – and posting audio podcasts available at [www.achievecast.com](http://www.achievecast.com). These social media channels are updated regularly with timely health-related information, community photos, videos and podcasts highlighting ACHIEVE community successes.

NACDD ACHIEVE is now connected to hundreds of national organizations, federal agencies, and other healthy community efforts. Many ACHIEVE communities started their own social media sites to sustain their initiatives and ACHIEVE is now sharing the impact of these efforts with a broad audience. For more information, go to <http://www.chronicdisease.org/nacdd-initiatives/achieve-1> to follow ACHIEVE online. For a complete listing of funded communities, please visit the ACHIEVE Web site at [www.achievecommunities.org](http://www.achievecommunities.org) or the CDC Healthy Communities Program Web site at [www.cdc.gov/healthycommunitiesprogram/](http://www.cdc.gov/healthycommunitiesprogram/).

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# NACDD/YMCA National Partnership

## Early Success Demonstrates Value of Community Change Model

### Public Health Issue

- Policies and the community environment affect the health of a community's residents.
- Increasing opportunities for physical activity, improving access to healthy food, and assuring tobacco-free living are vital community strategies for preventing chronic disease.

### ACHIEVE Community Action

- Action Communities for Health, Innovation and Environmental Change (ACHIEVE) applies lessons learned from local action demonstrating the value of a community model using health departments and YMCAs as trusted conveners.
- Initially implemented through a partnership between the National Association of Chronic Disease Directors and the YMCA of the USA, with support from the Centers for Disease Control and Prevention, ACHIEVE funded ten communities in 2008, selected using a competitive process, to promote community environmental and policy change for the prevention of chronic disease and to provide people with healthy opportunities where they live, work, play, and learn.
- ACHIEVE helps communities form diverse, multi-sector coalitions called Community Health Action Response Teams, provides technical assistance and support to help team members learn effective community change strategies, and supports development of community action and local implementation efforts.

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## impact

### **ACHIEVE teams are actively engaged in policy change:**

- New city ordinances are reducing youth tobacco exposure
- A new school walking policy has students and adults walking for ten minutes every day
- Policymakers show they support change generated by ACHIEVE's broad community teams more eagerly than that proposed by individuals or narrowly-focused groups

### **ACHIEVE teams are actively improving systems:**

- A school system is implementing a more "fitness-oriented" physical education curriculum
- A healthcare system is implementing a reminder system to help healthcare providers refer smokers to local tobacco cessation programs

### **ACHIEVE teams are actively improving environments:**

- Healthy worksite environment change principles developed in an ACHIEVE community are being applied in offices around the nation, expanding ACHIEVE benefits
- A new community trail developing in an ethnically diverse community will improve residents' previously-limited access to safe physical activity opportunities
- A community team is applying a geographic information system to map parks, open space, grocery stores and other health-related community features for better planning



# Allentown, Pennsylvania

## City Mobilizes to Improve School Physical Education and Connect Trails

### Public Health Issue

- Lack of physical activity is a major contributor to the country's epidemic of obesity and other chronic diseases.
- While health programs are a necessary strategy for reducing disease risk factors and complications, environment and policy changes may be more effective to stem the tide of costly chronic diseases.

### ACHIEVE Community Action

- With funding from an Action Communities for Health Innovation and Environmental Change (ACHIEVE) grant distributed by the YMCA of the USA and the National Association of Chronic Disease Directors, Allentown, Pennsylvania applied the effective ACHIEVE model of environment and policy change through community coaching and coalition action.
- After community assessment the ACHIEVE team identified changes to the environment, prioritized them and decided on two major goals: 1) to increase physical activity before, during and/or after school using supportive steps from the CDC School-Based Physical Education Action Guide and 2) to connect walking and biking trails to improve access and increase use, a goal that will be strengthened by a Complete Streets Policy to connect trails and provide bicycle and pedestrian links to the inner city.

### impact

**A comprehensive bicycle and pedestrian plan called “Connecting our Community”** adopted in 2010 by Allentown City Council contains a blueprint for a network of on- and off-road trails and paves the way for Complete Streets policies with the potential for garnering government dollars to promote the goal of connectivity. ([www.greenways.com/allentown](http://www.greenways.com/allentown))

**Safe Routes to School walkability audits are complete for areas around 3 Allentown schools** to provide a snap shot for use in enhancing the safety of those walking and biking to school.

**Students in physical education classes now spend more time being active, an activity increase** resulting from the use of the evidence-based Sports Play and Active Recreation for Kids (SPARK) program. This result inspired school district administrators to form a committee to revise an outdated physical education curriculum, enhance teacher development and identify other opportunities to increase physical activity across the district.

**Leaders of youth serving organizations have initiated environment and policy changes** supporting good nutrition and physical activity.

**Signs communicate important chronic disease prevention messages** as part of an outdoor system of fitness stations for adults called LifeTrail.

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# Wichita, Kansas

## Planning for Physical Activity Opportunities



### impact

**The Wichita City Council endorsed all twelve streetscape improvement concepts** recommended in a Streetscape Improvement Plan for East Douglas Avenue.

**Two paths now connect downtown and northeast Wichita.**

**Two main streets were re-striped with bike lanes** connecting an elementary school, high school grocery store, churches and several neighborhoods.

**Over 130 new bike racks are installed all over Wichita** including several connecting neighborhoods that have high density employment.

**The transportation department now has bike racks on buses** used by over 1,000 people in just one month last year.

**Wichita is now developing a bicycle master plan** and forming a bike/pedestrian advisory group.

**The Wichita Metropolitan Planning Organization is now emphasizing infrastructure to support multi-modal transportation.**

## Public Health Issue

- Regular physical activity has many health benefits but many Americans don't reach recommended levels.
- The Health & Wellness Coalition of Wichita commissioned a survey showing that less than half of area residents felt their neighborhoods were designed to encourage outdoor activities. Many also said that outdoor activity in parks and open spaces was a problem and that overall condition of parks and the condition of paths and walkways made outdoor activity difficult.

## ACHIEVE Community Action

- The Action Communities for Health, Innovation and Environmental Change initiative, or ACHIEVE, applies a community model using health departments and YMCAs as trusted conveners and community 'coaches.' The National Association of Chronic Disease Directors and YMCA of the USA provide ACHIEVE grants and technical assistance, using funding from the Centers for Disease Control and Prevention, to enhance local communities' abilities to develop and implement policy, systems, and environmental change strategies that will help prevent or manage health-risk factors for heart disease, stroke, diabetes, cancer, obesity, and arthritis.
- ACHIEVE funding instigated policy action in Wichita by providing training to an existing coalition's leadership team at an ACHIEVE Action Institute and by facilitating development of an action plan based on successful examples of policy changes that impact health.
- ACHIEVE educated public works staff, city engineers and policy leaders about the importance of *complete streets*, a transportation planning concept unfamiliar to them that integrates all modes of transportation and types of users into a single plan.

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# Blackhawk County, Iowa

## Better Community Support for Preventing Chronic Disease

### Public Health Issue

- Lack of access to healthy food and physical activity is a major contributor to the higher rates of chronic conditions such as diabetes, obesity and other health problems in communities.

### impact

**Alerted the Waterloo City Council to the community's high rate of obesity and overweight among local school children** – an important step in education on the scope of the problem.

**Membership on Iowa's Prevention and Chronic Care Management Advisory Council which will make policy recommendations** to the legislature regarding prevention of chronic disease.

**Board of Health agreement with the City of Cedar Falls in support of healthy initiatives**, including ongoing CHANGE assessment related to the City's 2020 Vision Plan.

**Initiated the first *Healthy Communities NOW: Prepare to Build a More Vibrant Cedar Valley* conference** which is influencing food- and physical activity-related policies in work settings by reaching local business and community leaders.

#### **Three years of community gardening growth:**

- Garden clubs in four area retirement communities and new interest in food preservation.
- 30% increase in garden participation including local leadership through the *Healthy Cedar Valley Coalition*.
- Improved community cohesiveness, access to fresh foods, and sponsorship of special events such as *Salsa Saturday* at Cedar River Neighborhood garden.
- 10-fold growth from 2 to 20 plots at MAPLES Neighborhood garden.
- New neighborhood garden facilitated by Lamp Post Theatre.
- New *Public Garden* facilitated by the Board of Supervisors who made public land available for Latino urban farmers desiring small scale commercial production.
- Youth oriented gardens include *Jesse Cosby Center* garden, reaching the YWCA, Boys/Girls Club and at-risk programs; and *Young Greenhouse*, at the new *Carver Academy*, Waterloo Community School District.

### ACHIEVE Community Action

- The Action Communities for Health, Innovation and Environmental Change initiative, or ACHIEVE, applies a community model using health departments and YMCAs as trusted conveners and community 'coaches.' The National Association of Chronic Disease Directors and YMCA of the USA awarded an ACHIEVE grant and provides technical assistance to Blackhawk County, Iowa, using funding from the Centers for Disease Control and Prevention.
- Signature initiatives are expansion of community gardens and a healthy a work site resource guide to assist local businesses in creating work sites that actively promote healthy choices.

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# Multnomah County, Oregon

## Community Comes Together to Promote Health Equity

### Public Health Issue

- In Oregon, African American and African communities are primarily located in Multnomah County.
- This population carries a disproportionate burden of chronic disease and its risk factors such as high blood pressure.
- Organized community coalitions that facilitate change in local environment and policy can increase opportunities for physical activity and healthy food choices, an effective way to improve quality of life and reduce chronic disease.

### ACHIEVE Community Action

- The Action Communities for Health, Innovation and Environmental Change initiative, or ACHIEVE, applies a community model using health departments and local organizations as trusted conveners and community coaches. The National Association of Chronic Disease Directors awarded an ACHIEVE grant and provides technical assistance to Multnomah County Health Department using funding provided by the Centers for Disease Control and Prevention.

## impact

**Ten corner stores, often the only grocery outlet in a neighborhood, are now committed to offering items for sale that meet nutrition guidelines as part of a new Healthy Retail Network.**

**The ACHIEVE funding and its Action Plan was a strong part of the application that leveraged an additional \$7.5 million in funding for community health promotion in Multnomah County.**

**Changes in healthy food access are benefitting 100,000 people in three very large churches, in these ways:**

- Three churches adopted nutrition policies, such as limiting sugar-sweetened beverages.
- One church removed a deep-fryer from their kitchen which eliminated fried food calories and potentially reduced their fire insurance rate.
- An interfaith coalition which includes ACHIEVE team members created a Congregational Health Index tool that helps congregations develop action steps for promoting health.
- Farm stands at churches after Sunday services, a buying club where members combine purchasing power to get wholesale prices for produce and a community garden at a local mosque are further improving the food served at churches.

**The community organization Janus Youth, which includes members of the ACHIEVE team, is opening a community-designed and operated healthy corner grocery store** called the Village Market using free retail space in a low income area donated by the Housing Authority of Portland.

**A Board of Commissioners resolution directs the Multnomah County Health Department to develop healthy eating guidelines for food and beverages offered at county events** and strategies to increase physical activity during the workday for county employees.

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# Williamson County, Texas

## A Texas Town's Journey to Better Health

### Public Health Issue

- Georgetown, Texas scored low each time they participated in the Heart & Stroke Healthy City Recognition Program run by the Texas Department of State Health Services.
- Promoting healthier lifestyles can help Georgetown meet health objectives for reducing the burden of chronic diseases such as heart disease and stroke.
- A local coalition taking action to advance physical activity, nutrition, and tobacco policies gives people of all ages the support needed to lead healthier lives and prevent disease.

### ACHIEVE Community Action

- Williamson County and Cities Health District where the town of Georgetown is located receives funding from the National Association of Chronic Disease Directors through its partnership with the Centers for Disease Control and Prevention, to implement Action Communities for Health, Innovation and EnVironmental Change (ACHIEVE) and advance leadership and action to reduce chronic diseases and related risk factors in the county.
- The Williamson County Healthy Hearts Coalition, now the WilCo Wellness Alliance, joined a national action institute and developed an action plan focused on health care provider exercise prescriptions, worksite wellness, tobacco cessation, and ¡Por Vida!, a healthy heart recognition program for restaurants.

### impact

**The Commissioners Court recently banned smoking on all county government property.**

**ACHIEVE helped the coalition leverage \$27,000 from county government** to enable provision of smoking cessation classes for employees.

**Three clinics, two private medical offices and a federally-qualified health center provide exercise prescriptions for their patients with diabetes** using the *Exercise is Medicine* model, raising awareness of the need for and adoption of physical activity.

**The project also leveraged funding from United Way to provide personal training to residents** receiving exercise prescriptions as a pilot to encourage adoption of physical activity habits.

**¡Por Vida! is preparing to launch in Georgetown restaurants to help adults and children make healthier food choices** by highlighting menu items that meet healthy nutrition guidelines.

**A worksite wellness toolkit and workshop are bringing local businesses onboard to promote employee wellness and chronic disease prevention.**

**"Leaders from across this community are committed to an ongoing process that has great potential to make and keep our cities and county as healthy as they can be,"** says Dr. Chip Riggins, Executive Director and Health Authority for the Williamson Cities and County Health District.

### CONTACTS

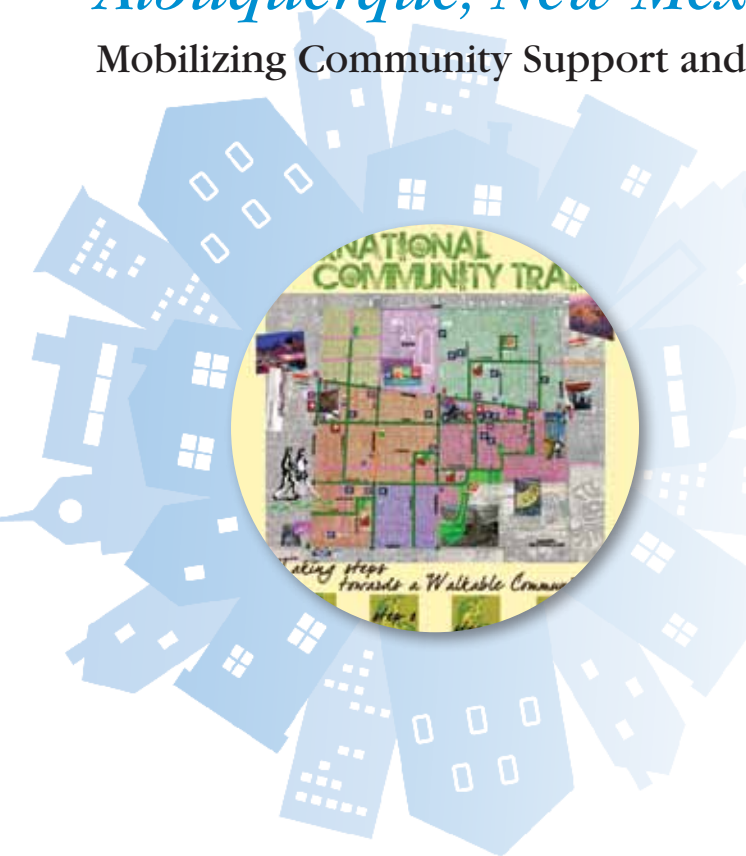
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# Albuquerque, New Mexico

## Mobilizing Community Support and Resources for Change



### impact

#### **The initiative is leveraging additional resources for implementation, for example:**

- \$50,000 grant from NACDD to implement Prevention Institute's Action Guide on facilitating development of community trails and promoting their use to increase physical activity. From this, the International District Community Trail project was developed.
- \$6,000 grant from the University of New Mexico Center for Injury Prevention to create a pedestrian safety guide and map of the International District Community Trail.
- \$180,000 USDA Community Food Project grant to implement the Youth Food Action Project connecting K-12 youth to gardens and farming in three areas of Albuquerque.
- Community planning and collaboration on *Rethinking School Lunch New Mexico* utilizing the Center for Ecoliteracy's Rethinking School Lunch framework.

### Public Health Issue

- Physical activity and healthier food choices are essential to preventing chronic diseases.
- Active community groups can facilitate change in local environment and local policies that increases opportunities for physical activity and healthy food choices, an effective way to improve health and reduce chronic disease.

### ACHIEVE Community Action

- The Action Communities for Health, Innovation and Environmental Change initiative, or ACHIEVE, applies a community model using health departments and YMCAs as trusted conveners and community 'coaches.' The National Association of Chronic Disease Directors and YMCA of the USA provide ACHIEVE grants and technical assistance with funding from the Centers for Disease Control and Prevention.
- The Albuquerque, New Mexico ACHIEVE initiative gathered a large group of community stakeholders to form a Community Health Action Response Team that created workgroups related to community food assessment, walking advocacy, kids, gardening and food policy and to implement the Prevention Institute's Action Guide on facilitating development of community trails and promoting their use to increase physical activity.

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# Kershaw County, South Carolina

## Making the County a Healthier Place to Live

### Public Health Issue

- Lack of access to healthy food and physical activity contributes to high rates of chronic conditions such as diabetes and obesity.
- Promoting healthier places to live is a widely accepted strategy for preventing disease and is a priority part of the National Quality Strategy created by the U.S. Department of Health & Human Services to facilitate disease prevention.
- A coalition of policymakers, stakeholders and community members working with community coaches is a successful model for environment and policy change to enable healthy living.

### ACHIEVE Community Action

- The Action Communities for Health, Innovation and Environmental Change initiative, or ACHIEVE, applies a community model using health departments and local organizations as trusted conveners and community coaches. The National Association of Chronic Disease Directors awarded an ACHIEVE grant and provides technical assistance to Kershaw County South Carolina using funding provided by the Centers for Disease Control and Prevention.
- Kershaw County assessed their community, developed a Community Health Action and Response Team coalition called Eat Smart, Move More...Kershaw County and participated in the required ACHIEVE Action Institute to improve team members' skill in changing local policy and environments.
- Community assessment highlighted areas for improvement including a need for more, safe recreation facilities such as walking trails and a desire for better access to fresh, healthy food.

## impact

**The coalition leveraged additional grant funding to purchase bike racks** now installed in seven Camden locations where a need was identified.

**Share the Road signs were installed in areas of need** by the SC Department of Transportation.

**The South Carolina Department of Health & Environmental Control and the City of Camden installed lighting and graded the walking trail at a local park, improving access for walkers.**

**Seniors and families have better access to fresh fruits and vegetables** as a result of the coalition assuring certification of five farmers to accept senior and WIC fruit and vegetable vouchers at the Kershaw County Farmers Market.

**United Way of Kershaw County incorporated physical activity and nutrition considerations into its grant expectations** for funded partner agencies – a permanent community benefit.

**A local river is designated as a Blue Trail by the American Rivers Association** giving it prominence as a local site for physical activity.

**Complete Streets is now on the agenda of the Camden City Council,** raising awareness of this important policy issue in the county seat.

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# Cleveland County, North Carolina

## Decision-makers Team Up for Change in their Community's Health

### Public Health Issue

- A supportive environment in a community is necessary to help its residents adopt and maintain healthy eating, physical activity and non-smoking habits for prevention of chronic diseases such as diabetes and heart disease.
- Public officials are key decision makers for adoption of local policies and environmental conditions that improve the health of community residents.
- Cleveland County, North Carolina stakeholders have a wealth of experience working through coalitions and advisory groups but rates of obesity and other chronic diseases remain high.

### ACHIEVE Community Action

- With funding from an Action Communities for Health, Innovation, and Environmental Change (ACHIEVE) grant, Cleveland County, North Carolina developed a Community Health Action Response Team that includes non-traditional partners with broad community experience.
- The team was trained on the use of an effective community change model at the ACHIEVE Action Institute where the three ACHIEVE coaches observed “the light bulbs go on” as team members realized the power of community change for improved health.
- National partners – YMCA of the USA and the National Association of Chronic Disease Directors – provide readily-available technical support and distribute competitive funding originating with the Centers for Disease Control and Prevention.

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## impact

**Increased access to fresh fruits and vegetables by establishing mobile farmer's markets for underserved populations.**

**Increased residents' access to physical activity by establishing marked walking routes and establishing Walk-to-School days** at three Shelby schools.

**Established healthy food and physical activity policies** affecting over 500 young children.

**Implemented a nutrition curriculum in grades 6 to 9**, and cafeteria menu labeling and digital healthy eating messages in all county high schools and middle schools.

**Leveraged funding resources** through the North Carolina Health and Wellness Trust Fund's Fit Community project.

**Leveraged an existing North Carolina social marketing campaign resource** – reaping the benefits of a statewide strategy while conserving resources for local policy action.



# Lake County, Ohio

## Coalition Spurs Food and Physical Activity Effort



### impact

**Fourth graders in 12 schools are learning better food choices through a hands-on curriculum called *Veggie U*** that also meets federal standards for No Child Left Behind. "I like that you can plant seeds, watch them grow and then pick the vegetables and eat them," said a fourth grader quoted in the local News Herald newspaper. Small grants to schools are also funding school gardens and a running club.

**Longfellow Elementary School created *Fit for Fifteen*, adding a daily fifteen minute walk for all students** and ACHIEVE Lake County funds provided items such as salad shakers, baked potatoes and yogurt to improve lunch menus. Principal Ruth Ann Plate was quoted in the News Herald as saying "We are shaping lives for the future."

**Lake County General Health District put healthier items in its vending machines and installed bike racks for employees.**

**The county deputy health commissioner initiated a search to begin in fall 2011 for the district exemplifying the "School of a Healthier Tomorrow" concept** which will receive a \$10,000 competitive award to implement school wellness policies and programs as a model for other county schools.

**An ACHIEVE Lake County partner leveraged \$10,000 for diabetes self-management classes** which promote physical activity and healthy eating - a proven practice for control of diabetes.

**To sustain and expand the ACHIEVE effort a donation campaign launched** by the nonprofit Lake Health District Fund in partnership with the Lake County General Health District is underway.

### Public Health Issue

- Ohio's obese children are almost five times more likely to have diabetes and obese adults are also more likely to have one or more chronic diseases, such as diabetes and heart disease.
- A local coalition advancing changes in policy and the built environment to promote physical activity opportunities, healthy eating, and less use of tobacco gives people of all ages the support they need to lead healthier lives.

### ACHIEVE Community Action

- Lake County General Health District receives funding from the National Association of Chronic Disease Directors through its partnership with the Centers for Disease Control and Prevention, to implement Action Communities for Health, Innovation and EnVironmental ChangE (ACHIEVE) and advance leadership and action to reduce chronic diseases and related risk factors in the county.
- The ACHIEVE Lake County team is implementing policy, system, and environmental change strategies throughout the community related to schools, worksites and other community sites.

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# Portsmouth, Virginia

## Healthy Portsmouth Takes Off!

### Public Health Issue

- Adults in Portsmouth, Virginia are less likely to be physically active and more likely to be obese, have diabetes and to smoke than adults in the state as a whole.
- Almost half of the children in Portsmouth schools are eligible for free lunch, an indication that they may also have poor diets and lack opportunities for physical activity.
- Health needs assessments and community stakeholder forums indicate many Portsmouth streets need improvement to meet a “complete street” standard that would make them safe and accessible for pedestrians and cyclists and encourage healthy alternatives to the automobile.

### ACHIEVE Community Action

- The Consortium for Infant and Child Health (CINCH) at Eastern Virginia Medical School, a community child health coalition, was awarded ACHIEVE funding by the National Association of Chronic Disease Directors to advance community leadership to prevent chronic diseases and related risk-factors through a local collaborative approach.
- CINCH, Portsmouth Health Department, Portsmouth YMCA, the Office of the Portsmouth City Manager, Department of Parks, Recreation & Leisure Services, Portsmouth Public Schools, the Portsmouth General Hospital Foundation, Portsmouth Redevelopment & Housing Authority, and WHO Center for Regional Citizenship comprise *Healthy Portsmouth*, a core team overseeing the implementation of policy and environmental changes for a healthier city.
- Community focus areas are: increased walkability of city streets, enhanced school wellness, decreasing tobacco smoke exposure, promoting breastfeeding, and increasing health messages through a comprehensive community-wide media campaign.

## impact

**Leveraged \$49,555 from a Virginia Foundation for Healthy Youth grant** to create a website, hold a leadership summit and implement a recommended strategy for increasing physical activity by enhancing walkability and pedestrian safety for Portsmouth Walks.

**Leveraged a \$54,000 Virginia Department of Health CHAMPIONS grant** to promote infant breastfeeding, a recommended obesity prevention strategy.

**Established lactation rooms to support breastfeeding for employees and visitors** in the City's Children's Museum of Virginia and in the Portsmouth Health Department, an environmental change example for others.

**Leveraged a \$10,000 Public Broadcasting Blueprint grant** to produce a video highlighting Portsmouth's walkability assessments and air it locally to raise awareness and garner support.

**Planned the advancement of smoke-free indoor environment policies in multi-unit housing facilities** which implement a Department of Housing & Urban Development recommendation.

**Promoted the adoption of indoor/outdoor city property tobacco-free policies and stair usage** through signage and stairwell improvements in a local hospital.

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# Tacoma-Pierce County, Washington

## Changing Policies Promotes Student Health and Achievement

### Public Health Issue

- Support by public officials is a key factor in the adoption of local policies and environmental changes to improve the health of community residents.
- A coalition of local policymakers working with community members and community 'coaches' is a successful model for environment and policy change.

### ACHIEVE Community Action

- Action Communities for Health, Innovation and Environmental Change initiative, or ACHIEVE, applies lessons learned from a community model using health departments and YMCAs as trusted conveners and community 'coaches.' The National Association of Chronic Disease Directors and YMCA of the USA are national partners providing ACHIEVE competitive grants and technical assistance with funding from the Centers for Disease Control and Prevention.
- Tacoma-Pierce County, an ACHIEVE-funded site, developed a Community Health Action Response Team that includes public officials with the political capital to facilitate change and community members able to pinpoint needed changes as outlined in a Community Action Plan.
- Building on strong school districts and community involvement they are reversing reductions in school physical activity and improving school and community food and activity choices.

### impact

**ACHIEVE strategies now have formal backing of the Pierce County Council** with passage of Resolution No. R2009 proclaiming county support for ACHIEVE initiative strategies and official recognition of the shared responsibility across agencies that will make it happen.

**A new policy adopted by the council permits use of county MetroParks property for community gardens;** development of a non-profit group to oversee these actions is in place.

**Many community members express the need for changes in local school meals** and the ACHIEVE school nutrition committee has worked with two school districts to develop and implement healthier menu options for their students.

**Two new student physical activity programs are sustained with YMCA funds:**

- A free, afterschool program is supported by school district bus transportation to YMCA facilities, enabling provision of an extra 3,600 minutes of physical activity a semester for sixth grade students and filling a gap caused by cuts in school extracurricular activities.
- A weekly, no-cost before-school program in all eight elementary schools in one district where 850 participating students took part in an additional 1440 minutes of physical activity last year under a joint-use agreement between the school district and the YMCA.

**A proposed bond initiative will provide funds for repairing athletic fields** to promote active play by individuals and community sports teams.

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# Harris County, Texas

## Creating Opportunities for Healthy Living

### Public Health Issue

- Many adults and children in Harris County, Texas are not at a healthy weight.
- Residents of the Aldine ACHIEVE Community in Harris County told local officials what they needed to be healthier: 1) community gardens where residents could access healthier foods, 2) healthier food choices in schools and the community, 3) more “no-cost” ways to be physically active and 4) outdoor smoking policies and access to tobacco cessation.

### ACHIEVE Community Action

- The Action Communities for Health, Innovation and Environmental Change initiative (ACHIEVE) applies a community model using Harris County Public Health & Environmental Services (HCPHES) and the Aldine-Greenspoint YMCAs as trusted conveners and community ‘coaches.’ The National Association of Chronic Disease Directors and YMCA of the USA provide ACHIEVE grants and technical assistance with funding from the Centers for Disease Control and Prevention.
- The Aldine ACHIEVE initiative developed a Community Health Action and Response Team with membership that includes leaders from the highest levels of city and county government, business, health, academia, planning, transportation, and other community groups and individuals.

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## impact

**Created the *ACHIEVE Fitness Zone*** with Precinct 1 Commissioner El Franco Lee’s backing for the ACHIEVE/Harris County partnership. Residents using the *ACHIEVE Fitness Zone* – an outdoor gym – say their health has improved as a result.

**Harris County modified their Parks Master Plan based upon success of the *ACHIEVE Fitness Zone*** to reflect expressed needs of the residents for better physical activity options.

#### **Created a number of community gardens:**

- A community team created the first ACHIEVE community vegetable garden with support of Precinct 2 Commissioner Sylvia Garcia.
- Johnson Elementary School constructed a vegetable garden.
- ACHIEVE supported development of community vegetable gardens at an Aldine Y.O.U.T.H collaborative site to include East Aldine District, Habitat for Humanity, North Houston Heights Civic Organization, Precinct 1 and Orange Grove Elementary, and at a collaborative site that includes 5 neighborhoods and organizations.

**Improved tobacco cessation services** provided within the healthcare provider delivery system at Harris County PHES clinics through use of evidence-based CDC Action Guide.

**For sustainability, ACHIEVE change strategies are integrated** with the existing East Aldine District Public Health and Neighborhood Services Committee.



# Eastern Highlands, Connecticut

## Cumulative Change for Health

### Public Health Issue

- Chronic disease is a growing public health concern because of its impact on community health and the significant costs for health care related to controlling and managing these diseases.
- Many chronic diseases are caused by modifiable risk factors such as a lack of physical activity, poor food choices, obesity, and tobacco use.
- Active community coalitions can facilitate change in the local health environment and in local policies to increase opportunities for physical activity and healthy food access - demonstrated to be an effective way to improve health and reduce chronic disease.

### ACHIEVE Community Action

- The Action Communities for Health, Innovation and Environmental Change initiative (ACHIEVE), applies a community model using health departments and local organizations as trusted conveners and community coaches. The National Association of Chronic Disease Directors awarded an ACHIEVE grant and provides technical assistance to the Eastern Highlands Health District in Connecticut using funding provided by the Centers for Disease Control and Prevention.
- The Eastern Highlands Health District provides local public health services to ten towns in Eastern Connecticut. Local community key informants were tapped to form a Community Health Action Response Team and members were trained on the use of the ACHIEVE model at an Action Institute. Resources developed by the Centers for Disease Control and Prevention, such as the CHANGE Tool, were used to assess the community and identify areas for change which the team is actively pursuing.

### impact

**The most important impact in this community is that key decision makers are now looking at ways to improve the community and health outcomes using the ACHIEVE approach of policy, systems, and environmental change based on best practices.**

#### **Among the changes in policy and environment:**

- The Mansfield BOE established a pre-kindergarten healthy snack policy and put the issue of sugar-sweetened milk on the agenda as a recommended obesity-prevention strategy.
- The Tolland BOE adopted a lactation protocol to accommodate lactating women during the work day.
- The Town of Coventry Parks and Recreation Department implemented a healthy snack policy and developed a protocol for enhanced opportunities for active living.
- Three of the largest member towns are reviewing planning regulations related to open space, paths, and sidewalks to improve opportunities for active living.
- The Eastern Highlands Health District is changing the temporary food permit application to encourage 50% healthy choices, such as water, fruits and whole grains, on event menus.



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# Salamanca, New York

## On the Move to Achieve Community Change for Good Health

### Public Health Issue

- Salamanca, New York is a unique community that is subject to both city and tribal government councils due to its location on the Seneca Nation reservation.
- Preventing chronic disease by establishing local policies and supportive environmental conditions to promote healthy lifestyles takes cooperative action by leaders and stakeholders.
- A broad cross section of community members working with expert technical assistance and community 'coaches' is a successful model for beneficial environment and policy change.

### ACHIEVE Community Action

- With funding from an Action Communities for Health, Innovation, and Environmental Change (ACHIEVE) grant and led by community 'coaches' from the health department, the YMCA, and nearby Cornell Cooperative Extension, the Salamanca community developed a diverse Community Health Action Response Team. The team includes key stakeholders representing the tribal council, tribal health, business, law enforcement, the mayor's office, city and county councils, media, schools, youth bureau, and rural health.
- Team participation in the ACHIEVE Action Institute jump-started their learning about policy and environmental change to promote health and the development of local strategies. Having the mayor's office, law enforcement, tribal representatives and popular local media on the team has proved especially important for garnering broad community support for initiatives to improve the community environment through policy change.
- Initial team discussion focused on strategies for making Salamanca more pedestrian and bicyclist-friendly and on youth smoking and exposure to secondhand smoke.

### impact

The Salamanca community's commitment to action led it to accomplish two major tobacco policy changes despite the fact that tobacco policy is a contentious local issue and approval from both tribal and city councils was needed:

**A city ordinance now permits authorities to confiscate tobacco products from underage tobacco-users**, providing a teachable moment to accompany this preventive step. Salamanca's police chief says he "doesn't mind working harder to enforce this law," since city officers "want to do right."

**The Salamanca City Council with the mayor's support adopted a measure making local parks, including the ice pond, tobacco-free with self-enforcement by the public and youth.**

Posted signs reading "Young Lungs at Play" indirectly communicate the benefits of not smoking and encourage community support and compliance.



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# Boyd/Greenup Counties, Kentucky

## Promoting Physical Activity at School and in the Community



### Public Health Issue

- Almost half the children screened in a recent afterschool survey in three school districts in Kentucky's Boyd and Greenup counties were overweight or obese; 3% of them already had high blood pressure.
- A survey of local schools shows that many of them take away recess time as a punishment or allow students to use recess time to make up work they've missed, depriving them of opportunities to be active.
- More than half the schools use their gym as a cafeteria meaning students miss out on active recess when the weather is bad.

## impact

**ACHIEVE is raising awareness about the critical actions needed to prevent childhood obesity through its presentations** to 6 local school boards and 2 parochial schools. Local school board members were shocked to learn how many overweight/obese children lived in the district and many members offered their support to the coalition.

**The coalition leveraged \$10,000 from a combined grant funded by two foundations to promote Active Recess and reward schools that enact strong policies** with \$1000 worth of active play equipment and an indoor classroom recess activity kit to ensure student physical activity.

**A \$20,000 Healthy Communities grant will enable** the health department, with help from the county jail's community service program, to create a walking facility.

**A survey on Complete Streets was implemented** and is providing information on the extent and depth of community support for changing built environment policies.

### ACHIEVE Community Action

- The Action Communities for Health, Innovation and Environmental Change initiative (ACHIEVE) applies a community model using health departments and community organizations as trusted conveners and community coaches. The National Association of Chronic Disease Directors provides an ACHIEVE grant and technical assistance with funding provided by the Centers for Disease Control and Prevention to Boyd and Greenup counties in Kentucky.
- A core team provides leadership in working with the 70+ member Healthy Kids, Healthy Communities coalition in these counties, multiplying the forces working on their chosen goals: increase physical activity time from 30 minutes per week to 150 minutes per week in all public elementary schools; reach Standard 5: Level 4 of the Performance Descriptors for Kentucky's Standards and Indicators for School Nutrition Programs; increase the number of work sites adopting physical activity and/or nutrition policies; increase the number of walking trails by two (1 in each county); increase the number of cities with complete streets policies/ordinances.

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# Stark County, Ohio

## Taking Action for Community Change

### Public Health Issue

- Changes to local policies and to the community environment may be more effective to stem the tide of costly chronic diseases than health programs reaching only individuals.
- Active community coalitions can facilitate changes in local environment and local policies, such as walking paths, farmers markets and wellness initiatives that increase opportunities for physical activity and healthy food choices, an effective way to foster healthy lifestyles.

### ACHIEVE Community Action

- Action Communities for Health, Innovation and Environmental Change initiative, or ACHIEVE, applies a community model using health departments and YMCAs as trusted conveners and community 'coaches.' The National Association of Chronic Disease Directors and YMCA of the USA are national partners providing ACHIEVE competitive grants and technical assistance with funding from the Centers for Disease Control and Prevention.
- Stark County, Ohio ACHIEVE developed a Community Health Action Response Team that includes community leaders working to improve worksite wellness, increase community gardens and farmers markets, provide more bike lanes and paths, label restaurant menus with calorie information and start neighborhood walking groups.
- The team created a worksite wellness kit, mapped walking routes at workplaces and is mentoring worksite staff on wellness policies and environmental change to promote physical activity and healthy eating. Local restaurants are getting assistance in healthier food offerings, smaller portion sizes, and calculating calorie information to post on menus.



## impact

**Over seventy workplaces have inside and/or outside mapped walking routes to encourage physical activity**, have assessed worksite wellness using the initiative's scorecard and are implementing the wellness kit and establishing wellness committees.

**One worksite provides work release time and a healthy lunch for employees to enable attendance at educational sessions** on healthy lifestyle provided by Live Well Stark County.

**Eighteen restaurants in the county now label menu items with calorie counts**, helping patrons make healthy choices. A local dining guide promotes this community benefit.

**A successful community physical activity challenge reaches a wider audience through collaboration with an existing community group.**

**Mayors and city planners in two towns helped the team draft plans for adding needed bike lanes** following an environmental assessment that revealed the need for improvements.

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# Rockland County, New York

## Achieving Wellness with Culturally Appropriate Policies

### Public Health Issue

- Childhood obesity affects the Orthodox Jewish community as it does the general population.
- Most Orthodox Jewish schools don't have federal meals programs and aren't required to have a wellness policy, a wellness council, or to follow school nutrition guidelines.
- Among large segments of the Orthodox Jewish community, strong socio-cultural norms, attitudes and practices encourage a sedentary lifestyle even while much of the traditional diet is high in fat and calories. Additionally, large festive meals are a frequent and central part of communal religious life.

### ACHIEVE Community Action

- The Action Communities for Health, Innovation and Environmental Change initiative (ACHIEVE) applies a community model using health departments and community organizations as trusted conveners and community coaches. The National Association of Chronic Disease Directors provides an ACHIEVE grant and technical assistance with funding provided by the Centers for Disease Control and Prevention to Bikur Cholim in support of the Orthodox Jewish community of Rockland County.
- Consideration of Orthodox Jewish beliefs and dietary habits makes it more likely that healthy eating and activity policies will be adopted by the community.
- The Monsey Community Coalition for Health & Wellness, after convening and discussing priorities, chose three main areas for its work: a wellness policy initiative with local yeshivas (schools), a community health survey, and a smoking prevention and education initiative targeted to youth and young adults.
- The coalition and coaches provide participating yeshivas with training and assistance, publicity, small monetary awards for achieving milestones, and a certificate of recognition for completing the agreed-upon tasks.

### impact

**Two yeshivas are already committed through an official memorandum of understanding** to forming a school wellness committee, designating a school wellness coordinator, completing the School Health Index, and developing a school wellness policy and making it a formal part of the school policy handbook.

**The coalition leveraged additional grant funds from the Rockland County health department through a state grant called Creating Healthy Places to make possible more health-promoting changes in the community environment** such as establishing a farmers' market and helping local restaurants offer healthier menu choices.

**A ready-to-launch community health survey** will provide vital information to guide future health and wellness promotion.



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# Mount Desert Island, Maine

Encouraging Healthy Choices Where People Live, Work and Play



## impact

**Mt. Desert Island ACHIEVE is leveraging funds and in-kind services for community change.**

**A policy event inspired local decision-makers to seek ways to make community change happen, by offering relevant information on policy and planning.** The meeting “was crucial in bringing all interests together as we proceed with this effort,” according to Matt Horton, meeting sponsor.

**Small amounts of funding are already enabling significant environmental changes to enhance access to physical activity and healthy food,** including a technology-enhanced active recreation program for adults and children with developmental disabilities, a school ‘salad garden’ and salad bar project, a community garden and compost project for residents near a one-room schoolhouse and a raised-bed garden and greenhouse that will produce food for low-income seniors.

## Public Health Issue

- In rural Mount Desert Island, Maine, community residents identified high priorities for community health improvement that include making communities more walking- and biking-friendly and enhancing access to healthy food, especially for low-income and aging residents.
- Community coalitions can facilitate changes in the local environment and local policies that increase opportunities for physical activity and healthy food choices, an effective way to improve health and reduce chronic disease.

## ACHIEVE Community Action

- The Action Communities for Health, Innovation and Environmental Change initiative, or ACHIEVE, applies a community model using health departments and YMCAs as trusted conveners and community ‘coaches.’ The National Association of Chronic Disease Directors and YMCA of the USA provide ACHIEVE grants and technical assistance with funding from the Centers for Disease Control and Prevention.
- In Mt. Desert Island, Maine, ‘coaches’ from Healthy Acadia, an existing non-profit and the Mt. Desert Island YMCA facilitated formation of a Community Health Action Response Team that includes members from these organizations as well as Friends of Acadia, local government and the larger community.
- A mini-grant program gives small grants to six community groups with the capacity to implement sustainable policy or environmental change for better community health.
- With support from Machias Savings Bank and College of the Atlantic, ACHIEVE organized a walking/biking meeting and a walk through the community with noted authority on health and community planning Mark Fenton, who reached decision-makers with compelling health, economic, and environmental reasons for planning and policy to promote walking and biking.

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# Northeast Connecticut

## Assuring Healthier Food Access and Physical Activity

### Public Health Issue

- The Northeast District Department of Health serves northeastern Connecticut, an area of the state with higher-than-average rates of diabetes, cardiovascular disease and asthma, as well as limited transportation options, significant numbers of residents living at or below the poverty level, a lack of funding for built environments, and a general lack of awareness of the connection between policy and environment and opportunities for healthy, active living.

### ACHIEVE Community Action

- The Action Communities for Health, Innovation and Environmental Change initiative, (ACHIEVE) applies a community model using health departments and local organizations as trusted conveners and community coaches. The National Association of Chronic Disease Directors awarded an ACHIEVE grant and provides technical assistance to HealthQuest Northeast Connecticut using funding provided by the Centers for Disease Control and Prevention.
- HealthQuest Northeast Connecticut, a coalition of policymakers, stakeholders, community coaches and members, is implementing a successful model for environment and policy change to increase physical activity and enable better food access.
- HealthQuest launched the *WriteSteps School Walking Initiative* pilot project to add a daily walk at school in the Plainfield school system. To add instructional value, students discuss an academic topic while walking and journal about it upon return to the classroom. Pedometers were provided by HealthQuest Northeast Connecticut and partner Day Kimball Healthcare.
- The coalition is actively creating a northeast Connecticut Food Policy Council to address issues of food security, access and procurement. The local Chamber of Commerce, also an HQ partner, is developing an on-line worksite wellness tool.

### impact

**Over 3,400 elementary school children in seven schools are getting an extra 50 minutes of physical activity each week** through the *WriteSteps* no-cost school policy option which also improves school compliance with national physical activity standards.

**Plainfield School data suggest that** disciplinary referrals have decreased, writing scores have improved and the percentage of students passing the physical fitness component of the Connecticut Mastery Tests has increased dramatically. Says one student about the daily walk, "I think *I think* better..."

**The local food policy council is actively seeking funding** to increase the value of SNAP benefits used at participating farmers markets in order to improve healthy food access.

**A local state senator and coalition member is spearheading an initiative** to apply a nutrition value score to foods procured for local schools, ensuring healthier food access for students.

**HealthQuest partner Day Kimball Healthcare adopted a campus-wide smoke-free policy.**



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