



ACHIEVE

New London County



Action **C**ommunities for **H**ealth, **I**nnovation and **E**n**V**ironmental Chang**E**

***Community Organizations: Making the
Healthy Choice, the Easy Choice***

August 28, 2012

ACHIEVE New London County Coalition

Who We Are:

Vision:

New London, Connecticut is a city that sustains good health for all residents, supported by policies and social conditions where people live, work, play, and learn, giving all citizens the ability to thrive.

Mission:

The ACHIEVE New London Team will work with community leaders in schools, worksites, healthcare, community organizations and neighborhoods to implement policy and environmental strategies which facilitate improved nutritional status, increased physical activity, improved chronic disease management, and the cessation and abstinence of tobacco use.



Heart Disease and Strokes are the Leading Killers in the U.S.

- 2,000,000 Heart Attacks and Strokes a Year, from which 800,000 Die
- Cost \$445 Billion in Health Care Costs and Lost Economic Productivity
- Accounts for the Single Largest Proportion of Racial Disparities

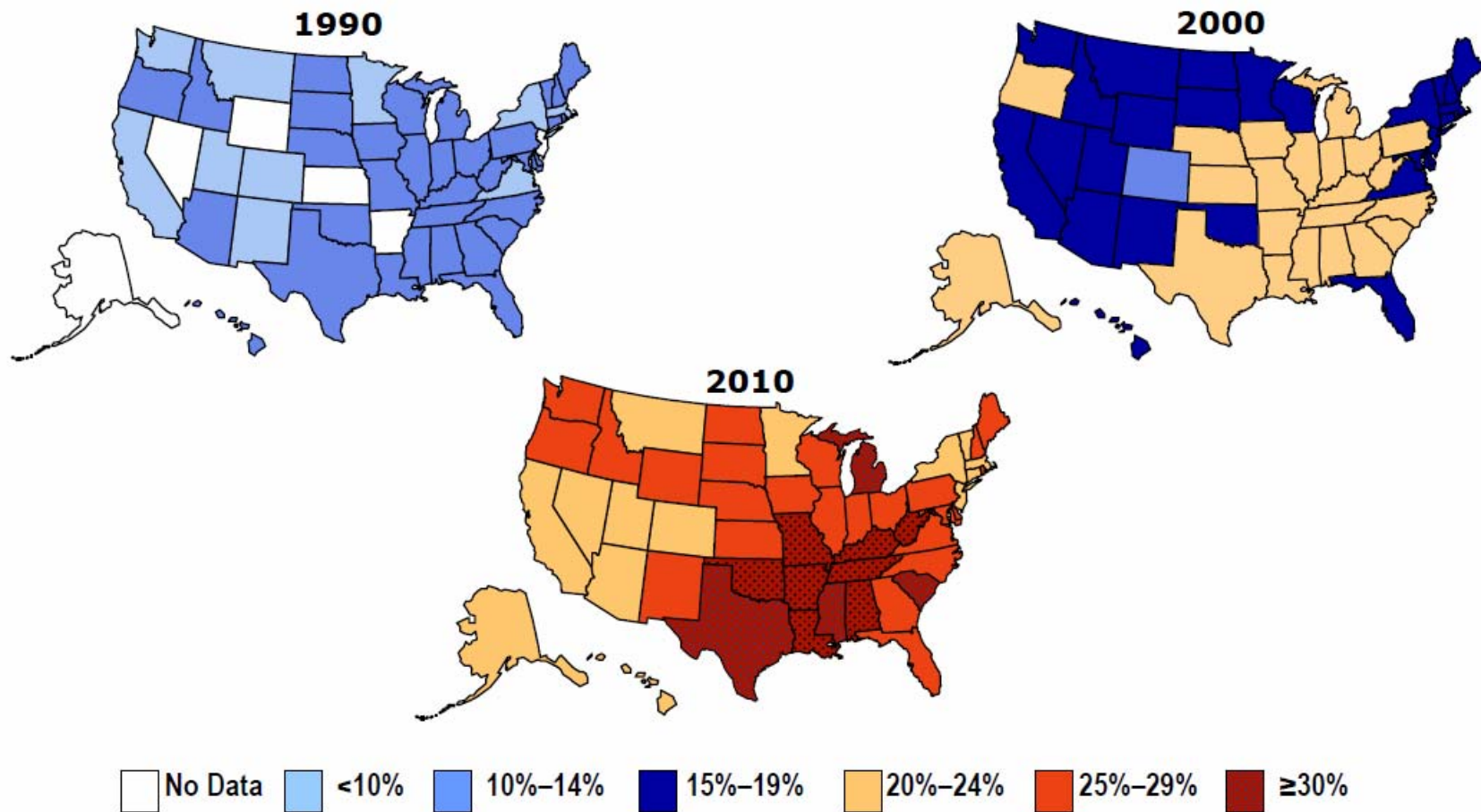


Heart Disease and Strokes are the Leading Killers in the U.S.

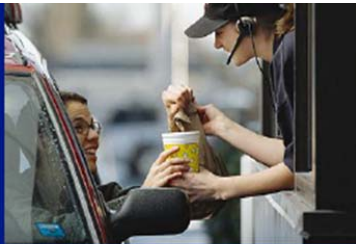
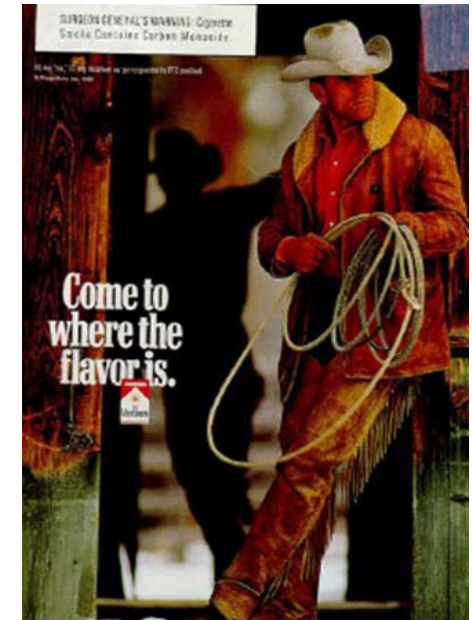
Why?



Rapid Increase in Adult Obesity



What's Causing This??



C:\Users\ydy\9.CDC\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3T544E6\MP900437364(1).jpg

Place Matters

It's a common truth but one worth repeating:

One's health and life expectancy can be predicted by a zip code. In many cases there exist 10-year life expectancy gaps between people living just a few miles apart.



One Can Only Make Healthy Choices if They Have Healthy Choices



Community Transformation Grant

Goal: To Prevent a Million Heart Attacks and Strokes
in Five Years

- Capacity Building Grant – 5 Rural Counties
- Three Strategic Directions:
 - ~ Community and Clinical Preventive Services
 - ~ Healthy Eating, Active Living
 - ~ Tobacco Use



CDC Stipulated Health Improvement Performance Measures

- 1) Changes in weight
- 2) Changes in proper nutrition
- 3) Changes in physical activity
- 4) Changes in tobacco use prevalence
- 5) Changes in controlled blood pressure and cholesterol



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

Smoke-free laws,
tobacco tax, trans fat
and sodium reduction

Poverty, education,
housing, inequality

Adapted from Frieden TR, Am J Public Health. 2010;100:590-595.

ACHIEVE Healthy Communities

- Changes in Policies vs. Programs
- Changes in Systems and Infrastructure
- Environmental Change
(Social, Economic and Physical)

“Making the Healthy Choice, the Easy Choice”



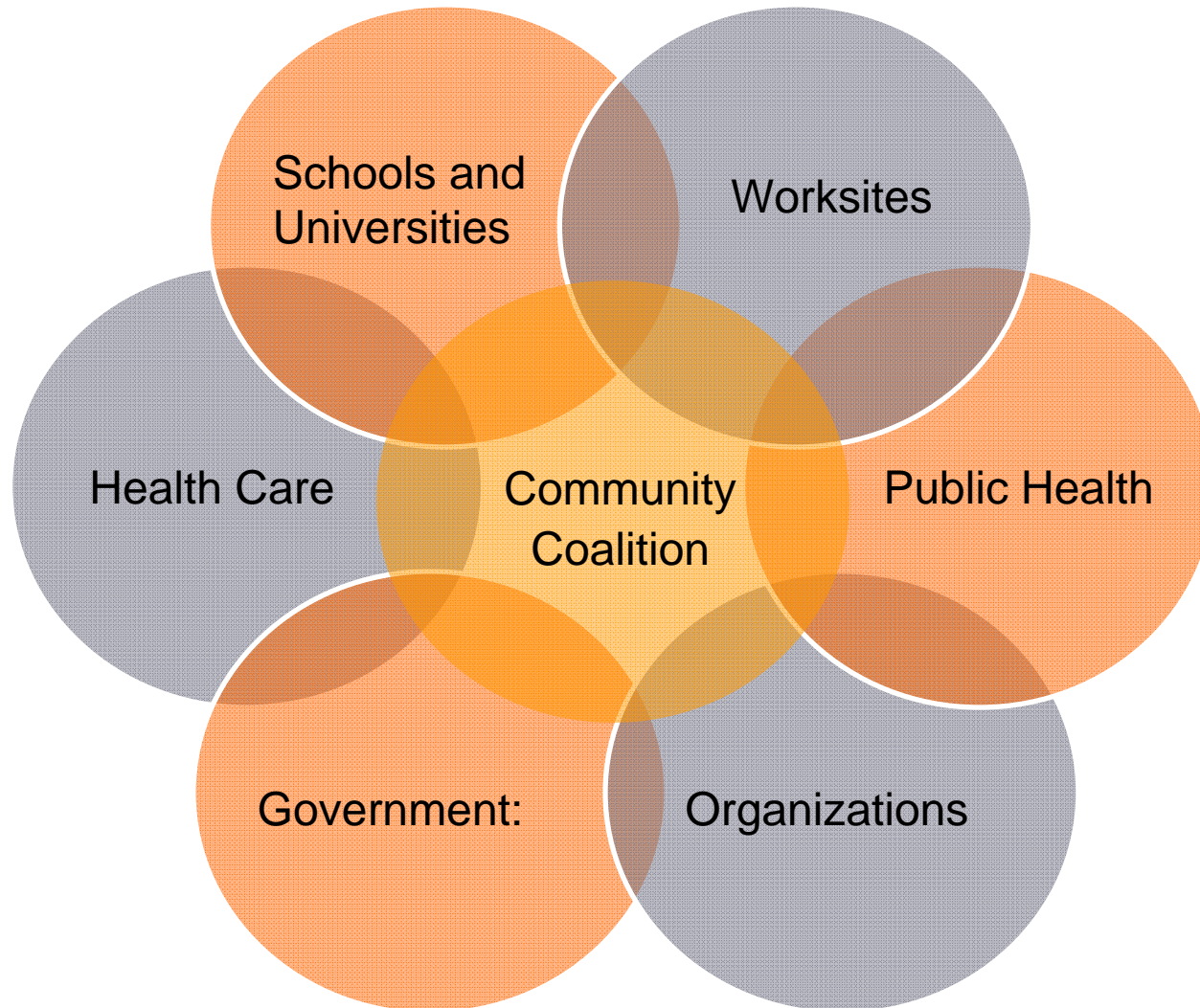
The ACHIEVE Framework

- Create a Committed Community Team
 - Conduct a County Wide Needs Assessment
 - Develop a Community Action Plan
-
- Implement Policy, System and Environmental Changes
 - Evaluation
- } \$500,000
- } \$10 Million



C:\Users\jdo\Documents\CDC\Public\Local\Microsoft\Temporary Internet Files\Content.IE5\U7544E\1199003784[1].jpg

ACHIEVE New London County Coalition



Countywide Needs Assessment

Section I - Mortality and Morbidity Data

Section II - Modifiable Risk Factors

Section III - Health Disparities

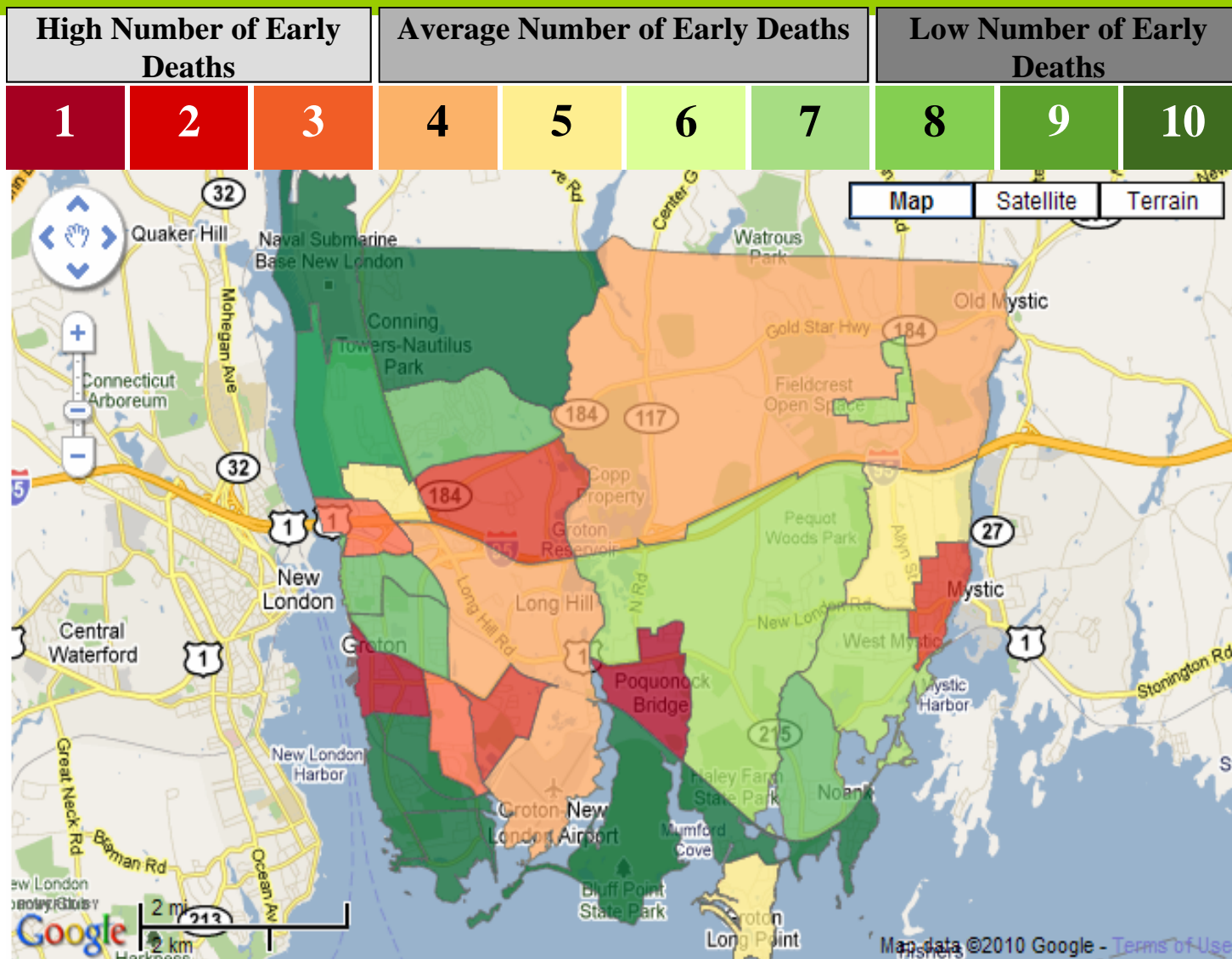
Section IV - Coalition Membership & Activity

Section V - Inventory of Existing Coalitions

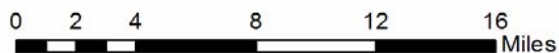
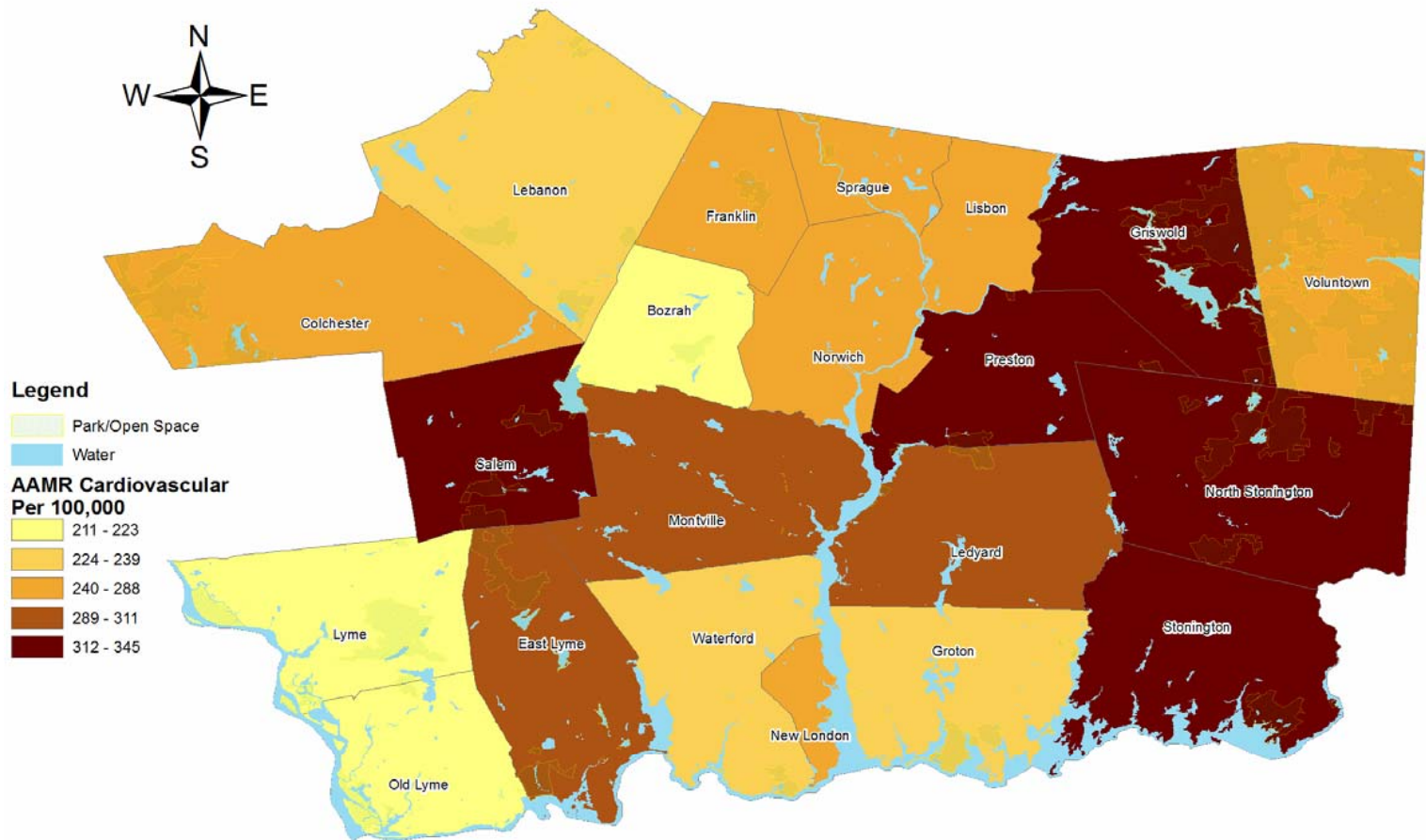
Section VI – CHANGE Tool



Early Deaths from Heart-Related Conditions



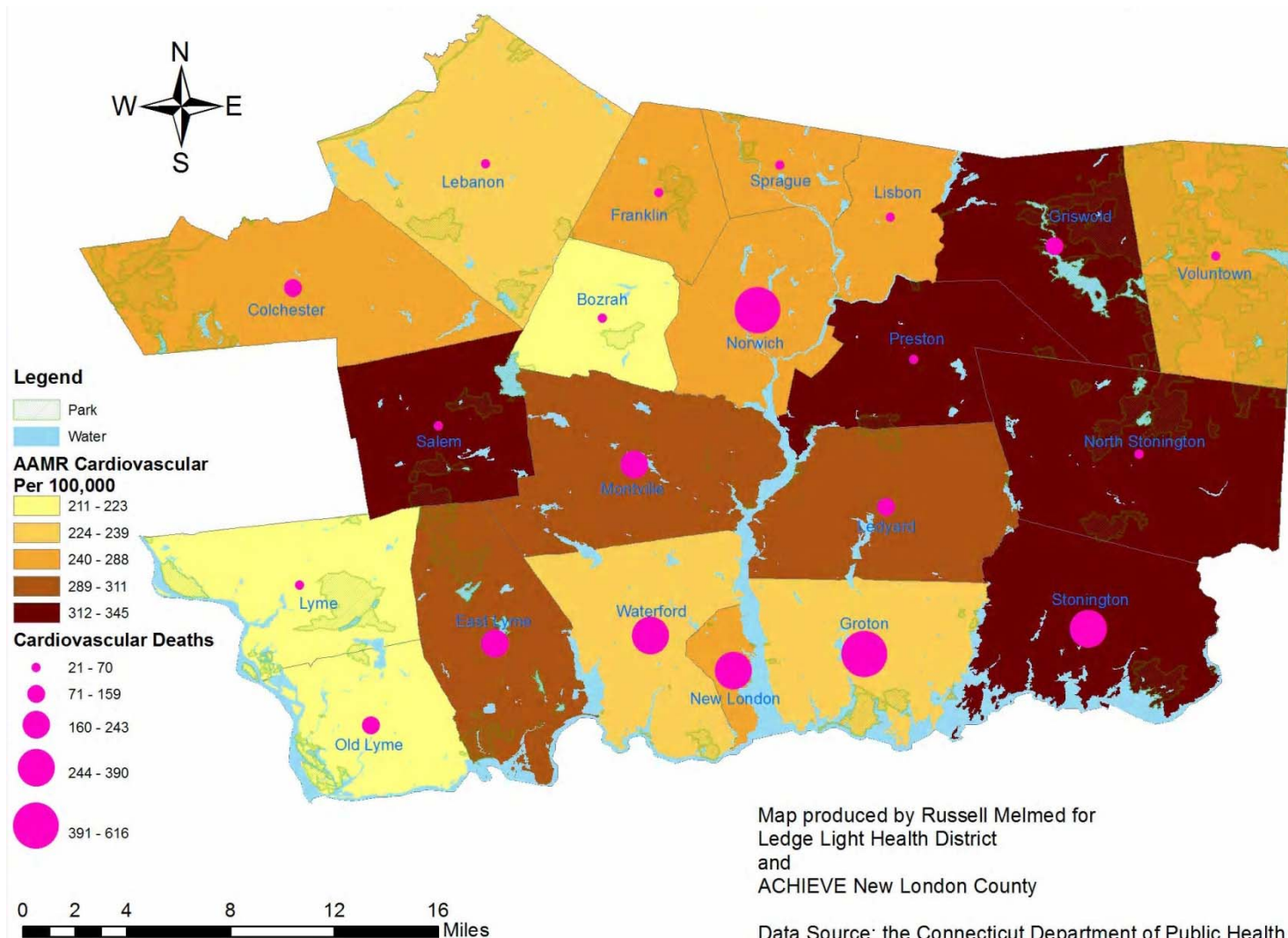
2005-2009 Mortality from Major Cardiovascular Disease in New London County



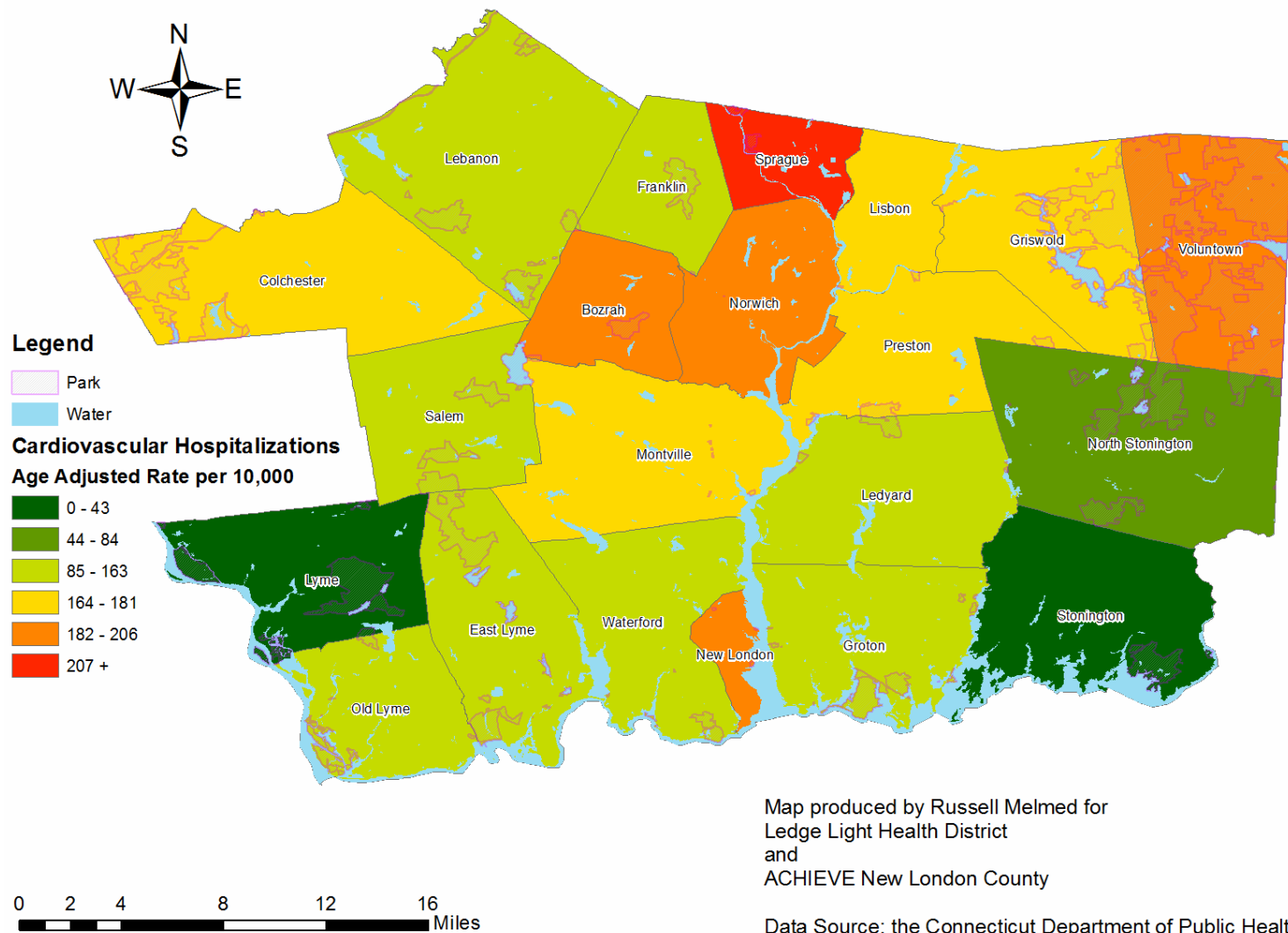
Map produced by Russell Melmed for
Ledge Light Health District
and
ACHIEVE New London County

Data Source: the Connecticut Department of Public Health

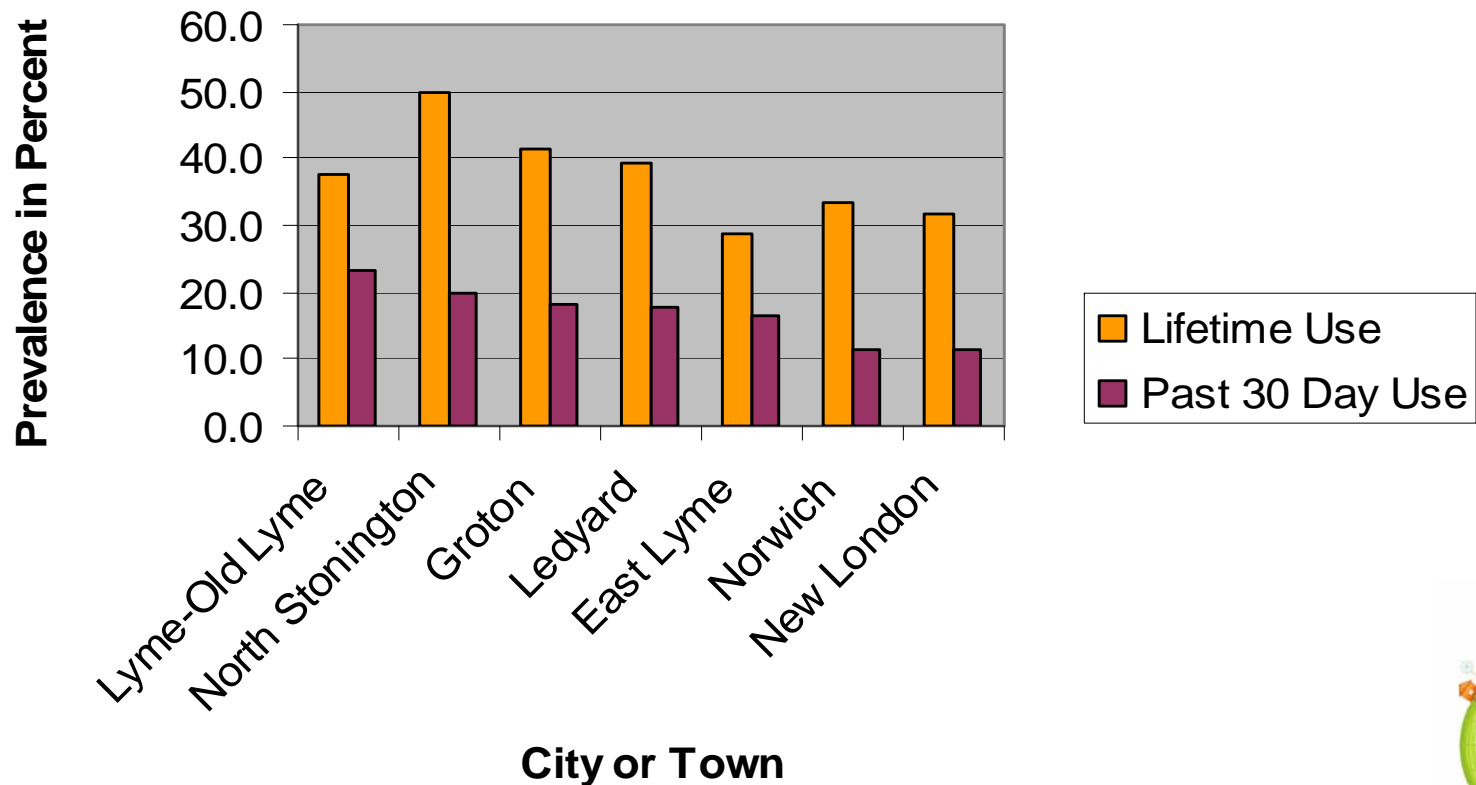
2005-2009 Mortality from Major Cardiovascular Disease in New London County



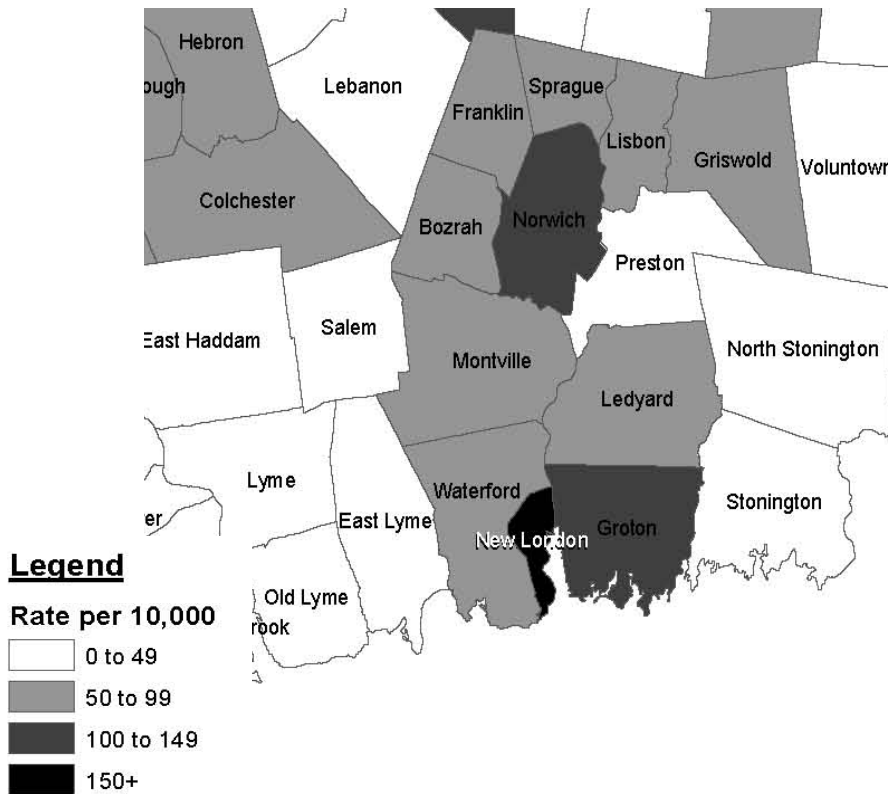
2005-2009 Hospitalizations from Major Cardiovascular Disease in New London County



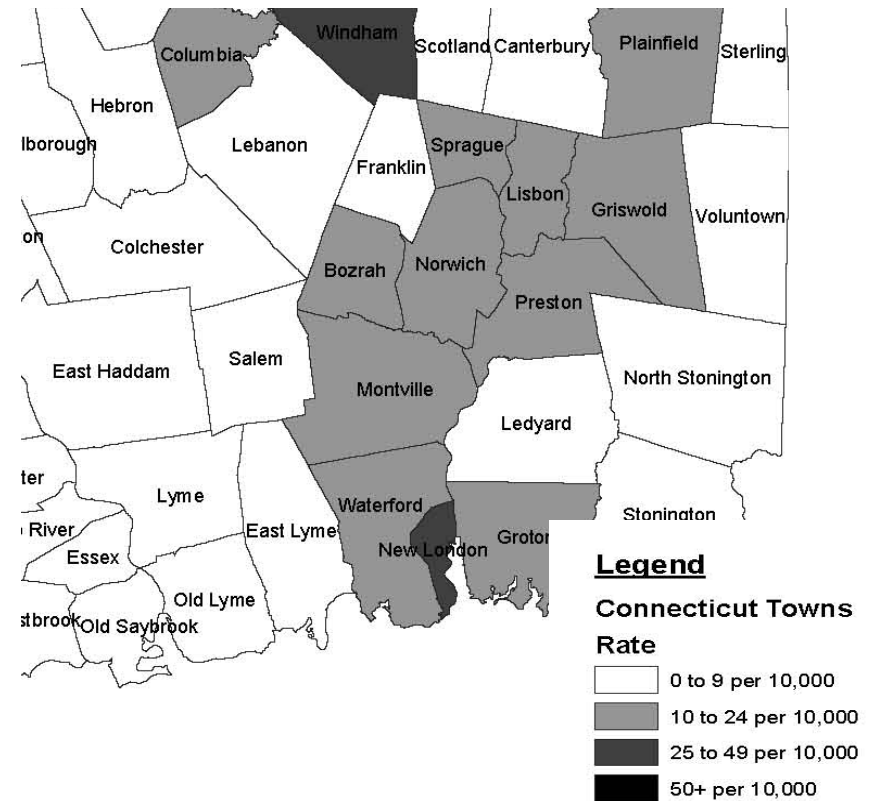
Tobacco Use Among 12 Grade Students in New London County 2007-2011



Asthma

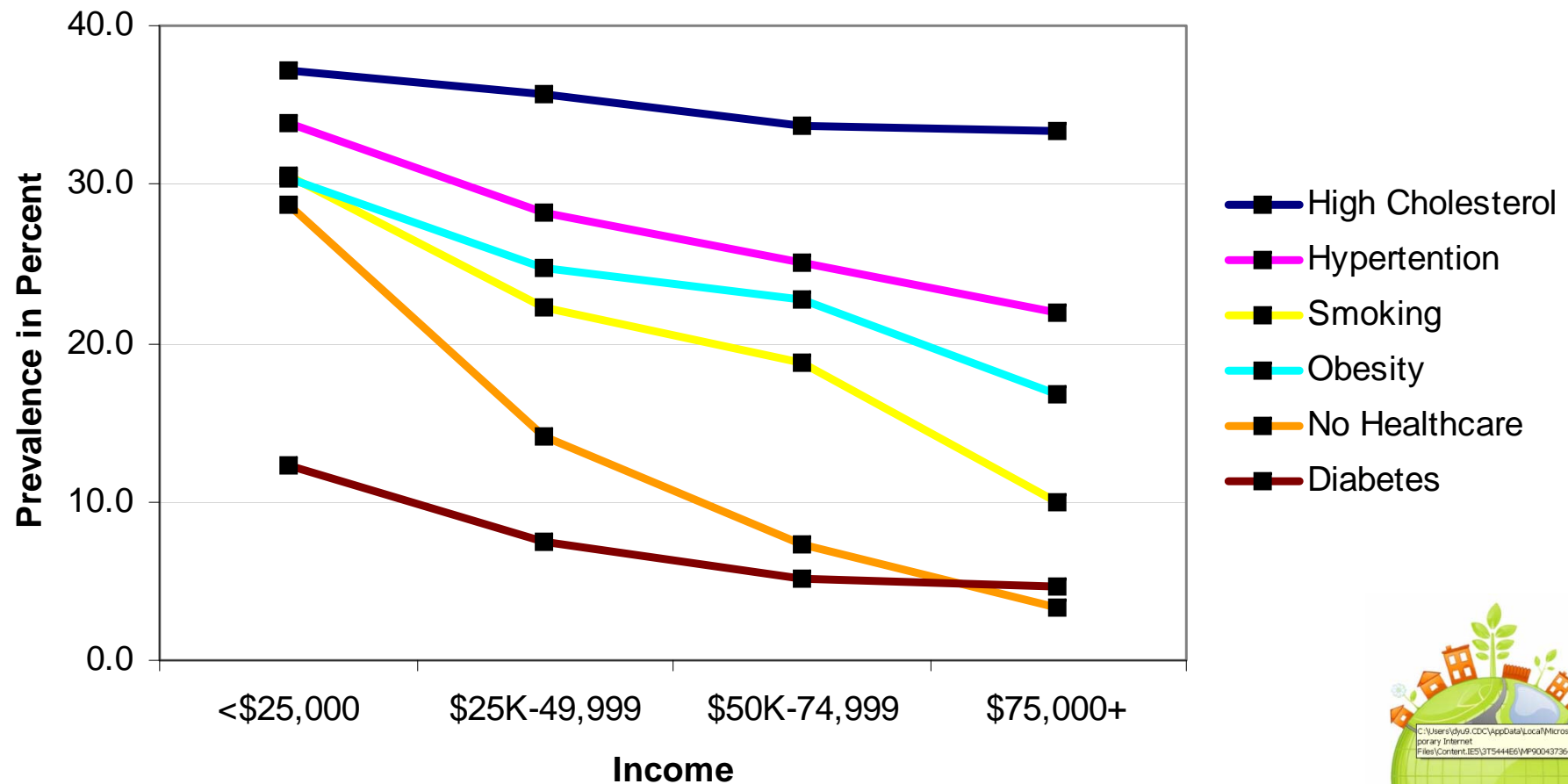


Emergency Department Visits with Asthma as Primary Diagnosis as Primary Diagnosis Age-Adjusted Rates by Town of Residence (2005-2009)

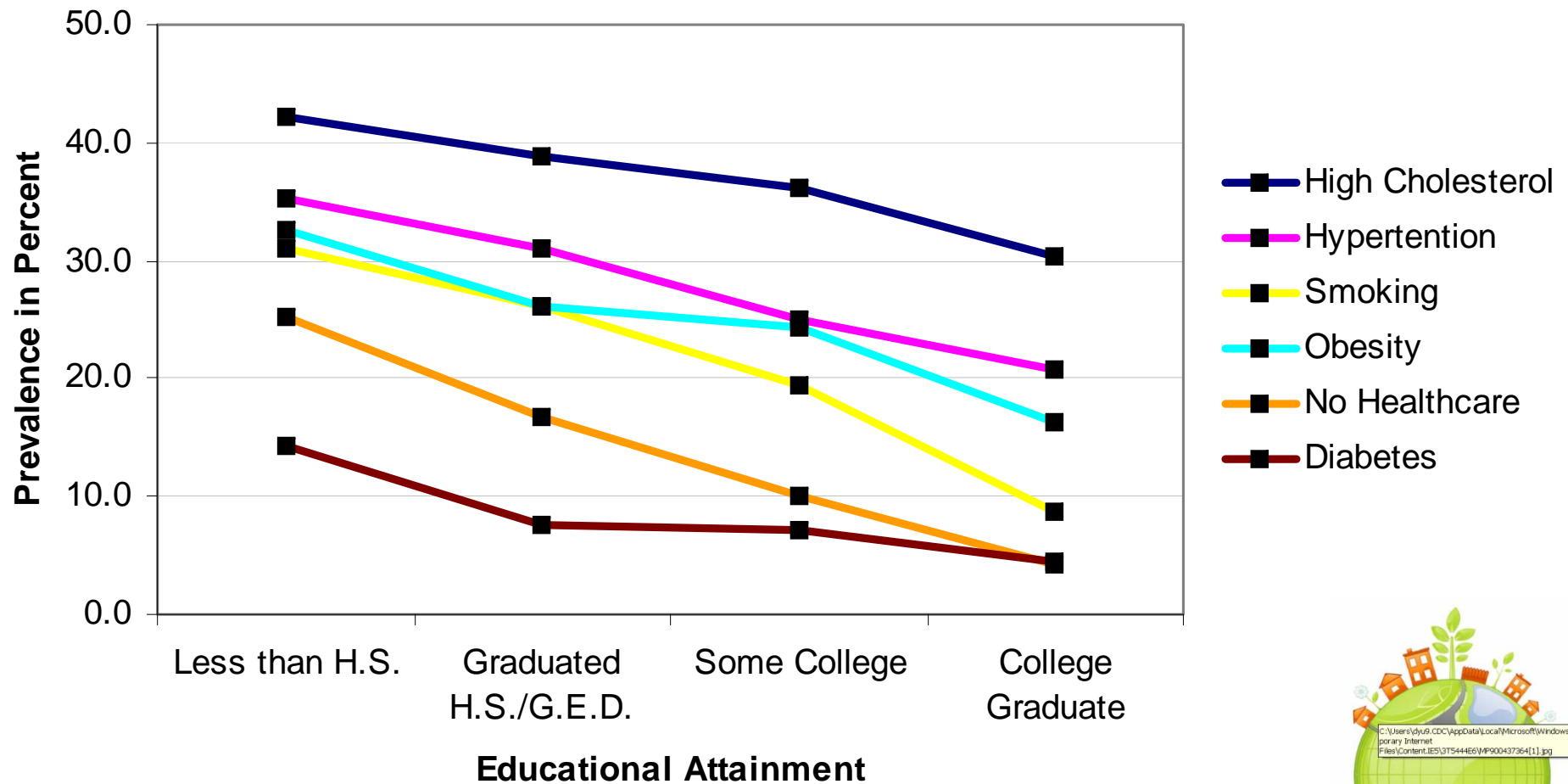


Hospital Admissions with Asthma as Primary Diagnosis as Primary Diagnosis - Age-Adjusted Rates by Town of Residence (2005-2009)

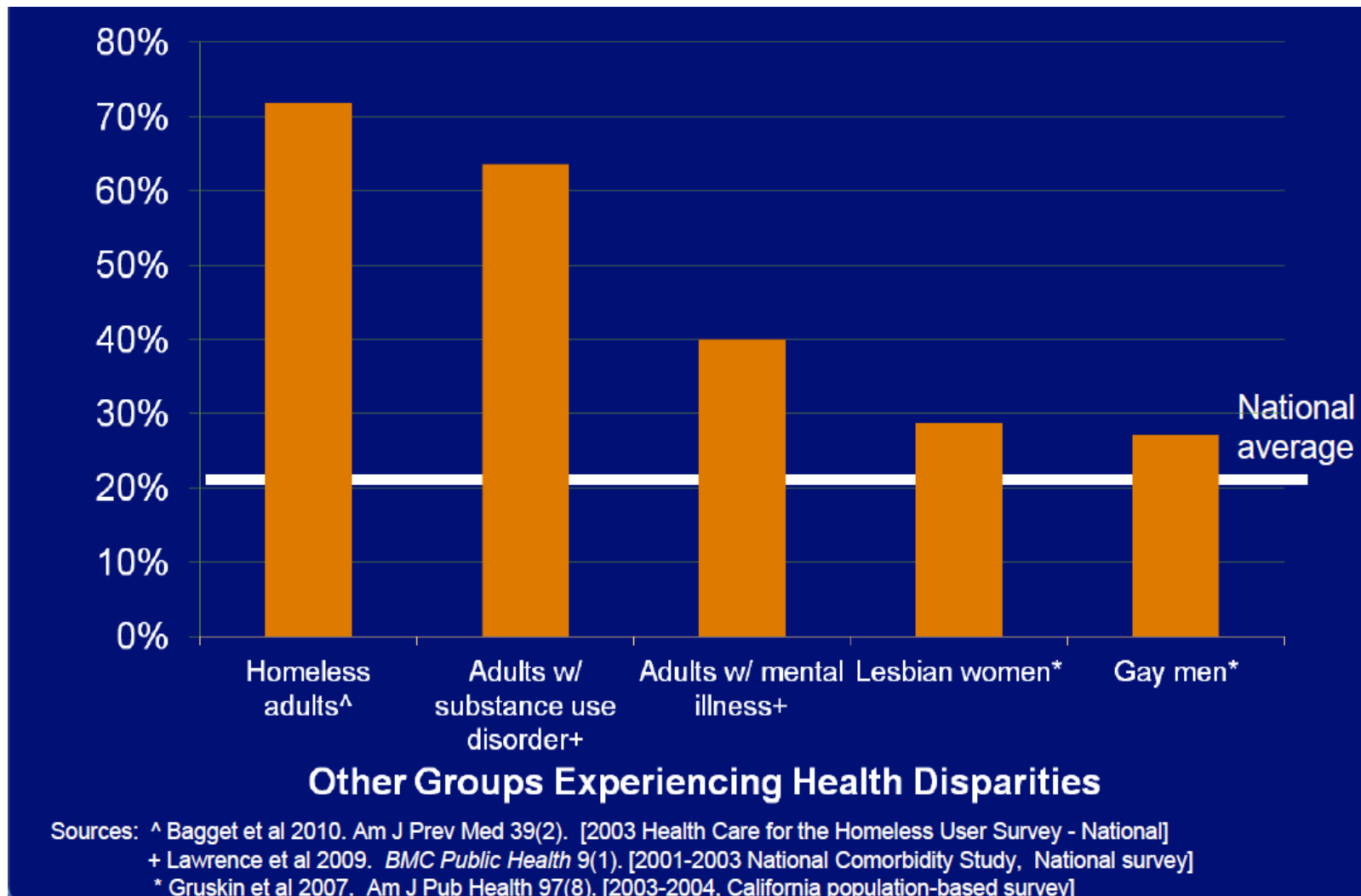
Selected Risk Factors by Income, CT 2007-2009



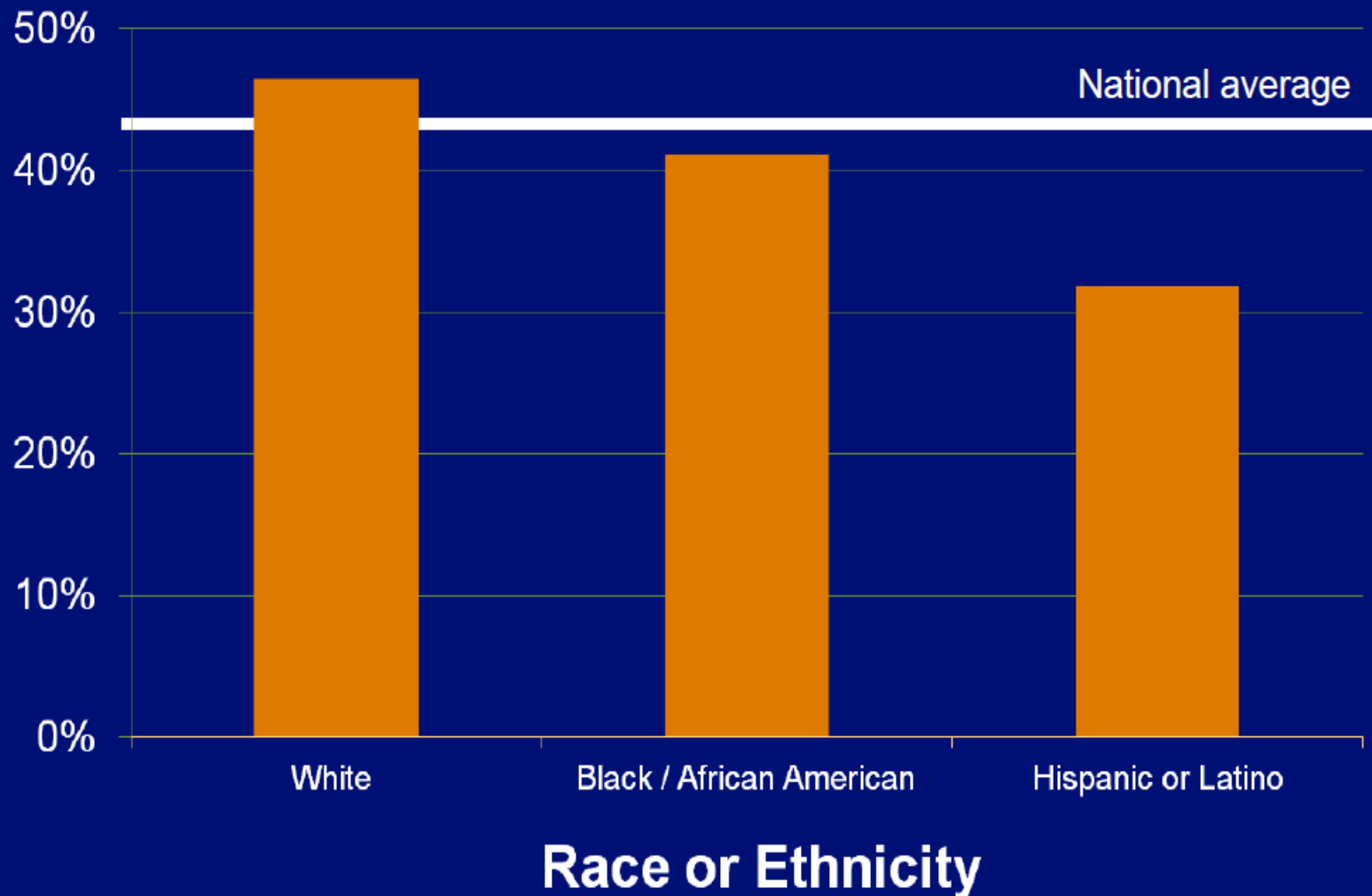
Selected Risk Factors by Education, CT 2007-2009



Percentage of Adults Who Smoke



Percentage of Adults With Hypertension whose Blood Pressure is Under Control



Source: NHANES, 2008 (National Center for Health Statistics)

Why this work is important

- **Low Socio-Economic Status (Low-SES)**
- “Economic status is the single greatest predictor of tobacco use
- 15.1% of U.S. Citizens live in poverty
- In the United States. Americans living below the federal poverty line are 40% more likely to smoke than those living at or above the federal poverty line.”
- Adults that live with a smoker are more like to have issues of food security



Making the Health Choice the Easy Choice

Opportunities ~ Access ~ Optimal Default



Community Gardens



Protect People from Second-Hand Smoke



Increase Walking and Biking



Access to Healthy Food

What Community Organizations Can Do

Opportunities ~ Access ~ Optimal Default



Eliminate Sugar Sweetened Beverages



Promote Safety



Support Access to Healthy Food



Limit Screen Time



Prohibit Smoking

What Community Organizations Can Do

Opportunities ~ Access ~ Optimal Default



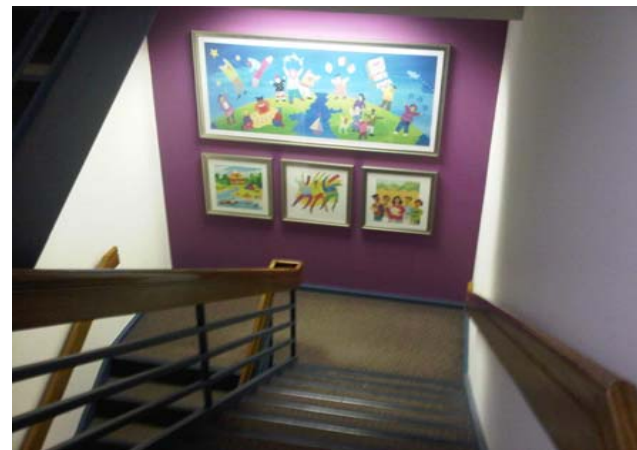
Advocate for Bike Lanes



Support Smoke-Free Parks



Promote Breast Feeding



Promote Stair Use

ACHIEVE New London County

What's Happening In Your Organization?



The CHANGE Tool

Community-At-Large: Physical Activity

Based on your team's knowledge or observations of the community, use the following Policy and Environment scales to indicate the most appropriate responses for each statement. Position the cursor over each rating option to see further explanation and an example (examples provided are for item #1).

In the two response columns, please indicate the appropriate number (#) from the scales below that best represents your answers for each item. Provide both a Policy Response # and Environment Response # for each statement in the appropriate column, with supporting documentation in the corresponding comment boxes. Response # 99 should be used only when the strategy is not applicable at the site (e.g., stair promotion not suitable in one-story building).

Response #	Policy	Environment
1	Not identified as problem	Elements not in place
2	Problem identification/gaining agenda status	Few elements in place
3	Policy formulation and adoption	Some elements are in place
4	Policy implementation	Most elements are in place
5	Policy evaluation and enforcement	All elements in place
99	Not applicable	Not applicable

<i>To what extent does the community:</i>	Policy Response #	Environment Response #	Comment:
1. Require sidewalks to be built for all developments (e.g., housing, schools, commercial)?		4	
2. Adopt a land use plan?			
3. Require <u>bike facilities</u> (e.g., bike boulevards, <u>bike lanes</u> , bike ways, multi-use paths) to be built for all developments (e.g., housing, schools, commercial)?			
4. Adopt a <u>complete streets</u> plan to support walking and biking infrastructure?			
5. Maintain a network of walking routes (e.g., institute a sidewalk program to fill gaps in the sidewalk)?			
6. Maintain a network of biking routes (e.g., institute a bike lane program to repave bike lanes when necessary)?			
7. Maintain a network of parks (e.g., establish a program to repair and upgrade existing parks and playarounds)?			

Healthy New London County

- What are the Barriers to Supporting Good Health at Community Organizations?
- “The Blue Sky” - If There Were No Limits?
- Next Steps – Scoring Follow-Up Meeting

Healthy New London County

Thank you ~ Thank You ~ Thank You
and a

**BIG
THANK YOU!**