



Healthy Communities

Special Insert Fall 2011

ACHIEVE (Action Communities for Health, Innovation, and EnVironmental Change)

The Society for Public Health Education is one of five national public health organizations funded by the Centers for Disease Control and Prevention (CDC) to assist in the development, implementation, and support of a strategic policy, systems, and environmental change framework to prevent or manage risk factors associated with chronic disease. SOPHE has partnered with the National Association of Chronic Disease Directors, National Association of County and City Health Officials, National Recreation and Park Association, and the YMCA of the USA.

Since 2008, ACHIEVE—Action Communities for Health, Innovation, and Environmental Change, has been an integral part of the CDC Healthy Communities Initiative. It has brought together local leaders and stakeholders to build healthier communities focused on physical activity, improved nutrition, and tobacco cessation to ensure that healthy living is within reach of the people who live in those communities. ACHIEVE is a partnership between local communities and national organizations joined in a movement to create healthier places to live, work, learn and play.

Currently there are 143 communities funded to facilitate this work. Next year, approximately 20 more communities will be selected and mentored by experienced communities to extend the reach of this initiative.

SOPHE provides translation and dissemination support to both national organizations and communities by developing health promotion tools and resources, hosting webinars, promoting electronic communication, and providing evidence-based, effective, policy systems and environmental change strategies.

You can get involved! Use the map on the next page to find if there is an ACHIEVE Community in your area. Volunteer your time, service, and expertise to help launch this initiative further! Together we can help make our communities healthier places to live, work and play!



The burden of chronic disease on our society is a real challenge faced by all of us. This national and local partnership strengthens communities by chipping away at the barriers to sustained healthy living. SOPHE plays an important role in linking its membership base with ACHIEVE communities in order to foster communication and partnerships with public health experts. To build a legacy for tomorrow, we must work together to build capacity today.



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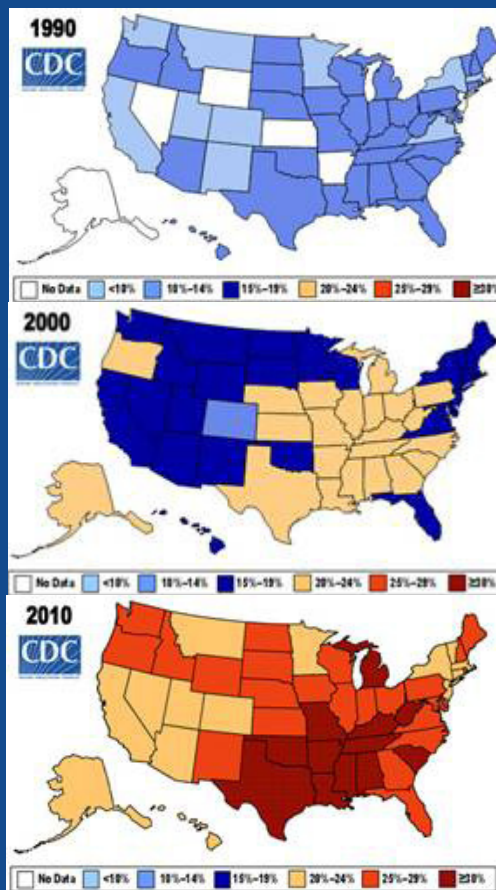
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Obesity Trends Among U.S. Adults

Source: Behavioral Risk Factor Surveillance System, Centers for Disease and Prevention



THE RETURN ON INVESTMENT:

- \$1.00 spent on community-based prevention intervention yields \$6.00 savings in health care costs.⁴
- Chronic disease accounts for nearly 70 percent of all U.S. deaths and costs the nation approximately \$1.8 trillion per year.¹
- More than two-thirds of American adults are overweight or obese and this epidemic costs the U.S. \$147 billion annually, half of which is paid for through Medicare and Medicaid.²
- 75% of U.S. health care dollars are spent on treating chronic diseases (heart disease, cancer, obesity, diabetes, and stroke).³
- 4% of our health care dollars = The amount the U.S. spends on prevention of chronic diseases.²
- Prevention/Wellness programs, run by trained professionals using evidence-based methods, work to: slow the growth of health care costs; decrease work and school absenteeism; minimize suffering.⁴

[1] Kung HC, Hoyert DL, Xu JQ, Murphy SL. Deaths: final data for 2005. National Vital Statistics Reports 2008;56(10). Available from: www.cdc.gov/nchs/data/nvsr/nvsr56/nvsr56_10.pdf

[2] U.S. Department of Health and Human Services. The Surgeon General's call to action to prevent and decrease overweight and obesity. [Rockville, MD]: U.S. Department of Health and Human Services, Public Health Service, Office of the Surgeon General; [2001]. Available from: US GPO, Washington.

[3] Centers for Disease Control and Prevention. (2010). Chronic Disease Prevention and Promotion. Retrieved from www.cdc.gov/chronicdisease/overview/index.htm.

[4] French, Molly. (2009). Shifting the Course of Our Nation's Health: Prevention and Wellness as National Policy. American Public Health Association. Available from: www.apha.org/NR/rdonlyres/0867A2FF-88EE-41CF-97C3-21E79D8C8896/0/FINALPreventionPolicy.pdf.

National Prevention Strategy Released

In June 2011, The US Surgeon General's office released *The National Prevention Strategy*, which includes comprehensive and evidence-based prevention strategies aimed at increasing the number of Americans who are healthy at every stage of life. The Strategy identifies four strategic directions and seven targeted priorities. The Strategic Directions provide the foundation for the nation's prevention efforts, while the Priorities provide evidence-based recommendations to reduce the burden of preventable death and illness, and the risk factors that cause them.

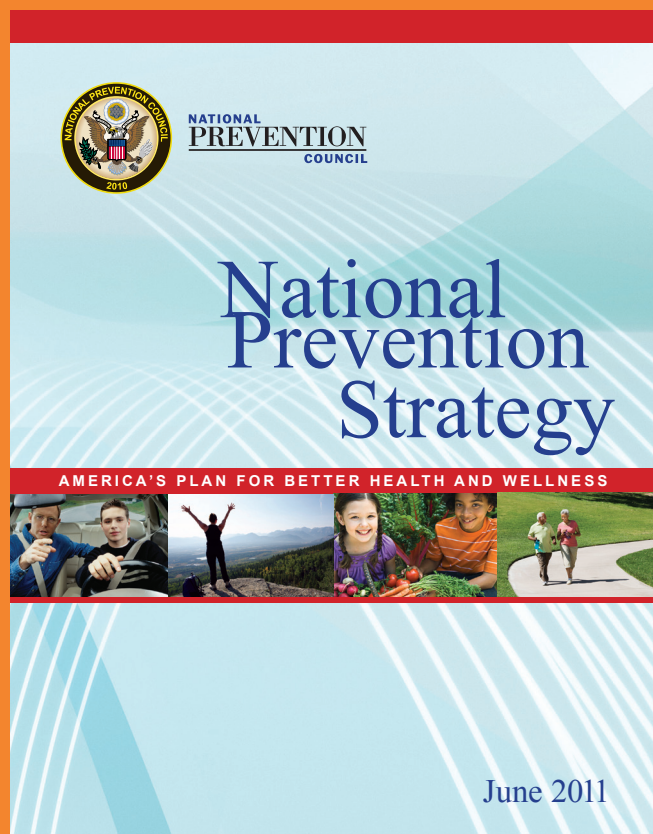
Four Strategic Directions:

- Healthy and Safe Community Environments
- Clinical and Community Preventive Services
- Empowered People
- Elimination of Health Disparities

Seven Priorities:

- Tobacco Free Living
- Preventive Drug Abuse and Excessive Alcohol Use
- Healthy Eating
- Active Living
- Injury and Violence Free Living
- Reproductive and Sexual Health
- Mental and Emotional Well-Being

On August 9, 2011, SOPHE hosted a webinar entitled "The National Prevention Strategy: Implementation Strategies for Healthier Communities." Dr. Corrine Graffunder of CDC presented an overview of the Strategy and its components and provided community level implementation strategies. This webinar was recorded and can be accessed by visiting the SOPHE website <http://www.sophe.org/webinars.cfm>.





PRINCIPLES OF COMMUNITY ENGAGEMENT

a new HHS report released in July 2011 provides public health professionals and community leaders with a science base and practical guidelines for engaging the public in community decision-making and action for health promotion, health protection, and disease prevention. There are nine principles essential to the success of community-engaged health promotion and research. The Principles of Community Engagement can be found, in its entirety, at <http://www.atsdr.cdc.gov/communityengagement/index.html>.

1. Be clear about the purposes or goals of the engagement effort and the populations and/or communities you want to engage.
2. Become knowledgeable about the community's culture, economic conditions, social networks, political and power structures, norms and values, demographic trends, history, and experience with efforts by outside groups to engage it in various programs. Learn about the community's perceptions of those initiating the engagement activities.
3. Go to the community, establish relationships, build trust, work with the formal and informal leadership, and seek commitment from community organizations and leaders to create processes for mobilizing the community.
4. Remember and accept that collective self-determination is the responsibility and right of all people in a community. No external entity should assume it can bestow on a community the power to act in its own self-interest.
5. Partnering with the community is necessary to create change and improve health.
6. All aspects of community engagement must recognize and respect the diversity of the community. Awareness of the various cultures of a community and other factors affecting diversity must be paramount in planning, designing, and implementing approaches to engaging a community.
7. Community engagement can only be sustained by identifying and mobilizing community assets and strengths and by developing the community's capacity and resources to make decisions and take action.
8. Organizations that wish to engage a community as well as individuals seeking to effect change must be prepared to release control of actions or interventions to the community and be flexible enough to meet its changing needs.
9. Community collaboration requires long-term commitment by the engaging organization and its partners.

CDC Releases the Sustainability Planning Guide

CDC's Healthy Communities Program recently announced the release of A Sustainability Planning Guide for Healthy Communities. This Guide provides the science- and practice-based evidence designed to help facilitate communities, community leaders, and other public and community health professionals to develop a sustainability plan and learn key sustainability approaches like policies, partnerships, organizational strategies, and communication plans. The Guide provides a process for sustaining policy strategies and related activities, introduces various approaches to sustainability, and demonstrates sustainability planning in action with real-life examples. To view the Guide, please visit http://www.cdc.gov/healthycommunitiesprogram/pdf/sustainability_guide.pdf. Find out more about SOPHE's work with CDC's Healthy Communities Program by visiting: http://www.sophe.org/healthy_communities.cfm

Resources

For more information on the CDC Healthy Communities program and the organizations partnering in this effort, please visit:

- Healthy Communities Program: www.cdc.gov/healthycommunitiesprogram
- ACHIEVE: www.achievecommunities.org
- National Association of Chronic Disease Directors: www.chronicdisease.org
- National Association of County and City Health Officials: www.naccho.org
- National Recreation & Park Association: www.nrpa.org
- YMCA of the U.S.A: www.ymca.net/activateamerica

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