



# In the First Place: The Strategies and Tools that Make Community Wellbeing a Reality

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Healthy People Healthy Places  
Con Alma Health Foundation

December 5, 2013

Larry Cohen & Leslie Mikkelsen  
Executive Director    Managing Director



[www.preventioninstitute.org](http://www.preventioninstitute.org)



# BEYOND Brochures





Prevention  
and  
equity | Institute  
at the center of community well-being

Strategic  
Promoting healthy food and activity environments | Alliance



# Reframing

the nutrition & physical  
activity debate

*from simply a matter  
of individual choice...*

*...to corporate  
& government  
responsibility*

VIACOM



# Childhood obesity. Don't take it lightly.



EAT FRUITS & VEGETABLES  
AND BE ACTIVE

Funded by the U.S. Department of Agriculture's Food Stamp Program

Food Stamps can help. Call 1-888-328-3483 to see if you qualify.

4151

VIACOM



## my kinda shoppin' spree



**Dollar Menu**

Price and participation may vary.

4152

Corbis



# San Francisco Chronicle

FRIDAY, SEPTEMBER 16, 2005

415-777-1111 46¢ plus tax

## Governor signs bills to trim obesity in schools

### Toughest diet rules in nation for students

By Lynda Gledhill  
CHRONICLE SACRAMENTO BUREAU

SACRAMENTO — Gov. Arnold Schwarzenegger, kicking off a statewide campaign to reduce obesity, signed landmark legislation Thursday that will raise nutritional standards for food sold at California schools and ban the sale of sodas on all campuses by 2009.



# A Decade of Advocacy



The Strategic Alliance for  
Healthy Food and Activity Environments

Strategic  
Alliance  
Promoting healthy  
food and activity environments

[www.preventioninstitute.org/  
strategic-alliance](http://www.preventioninstitute.org/strategic-alliance)

Prevention  
Institute  
Promoting  
and  
equity  
in the nation's community health settings  
[www.preventioninstitute.org](http://www.preventioninstitute.org)

THIS DOCUMENT WAS PREPARED  
BY PREVENTION INSTITUTE

PRINCIPAL AUTHORS:  
Phebe Gibson, BA  
Manal J. Aboelata, MPH

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CONVERGENCE  
PARTNERSHIP

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- **Ascension Health**
- **The California Endowment**
- **Kaiser Permanente**
- **Kresge Foundation**
- **Nemours**
- **The Robert Wood Johnson Foundation**
- **Rockefeller Foundation**
- **W.K. Kellogg Foundation**
- **Centers for Disease Control and Prevention (Technical Advisors)**

***Healthy People  
Healthy Places***

# Equity

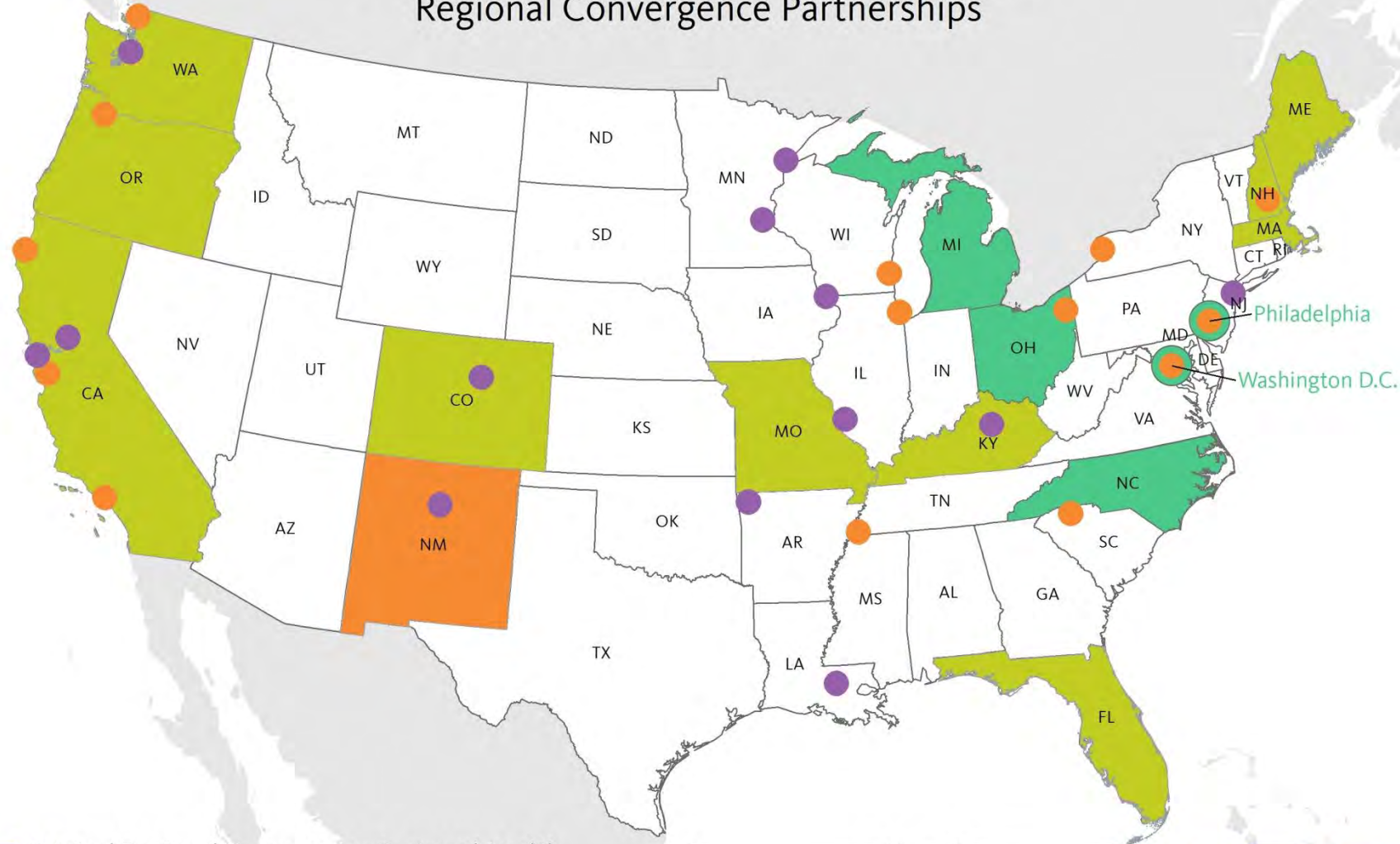
## Policy and Environmental Change

### Multi-Field Partnerships

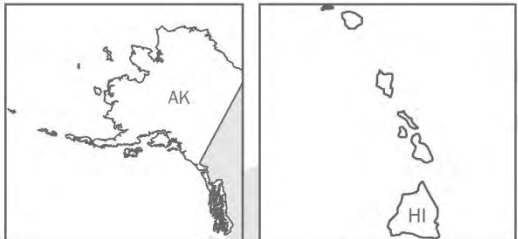


**CONVERGENCE**

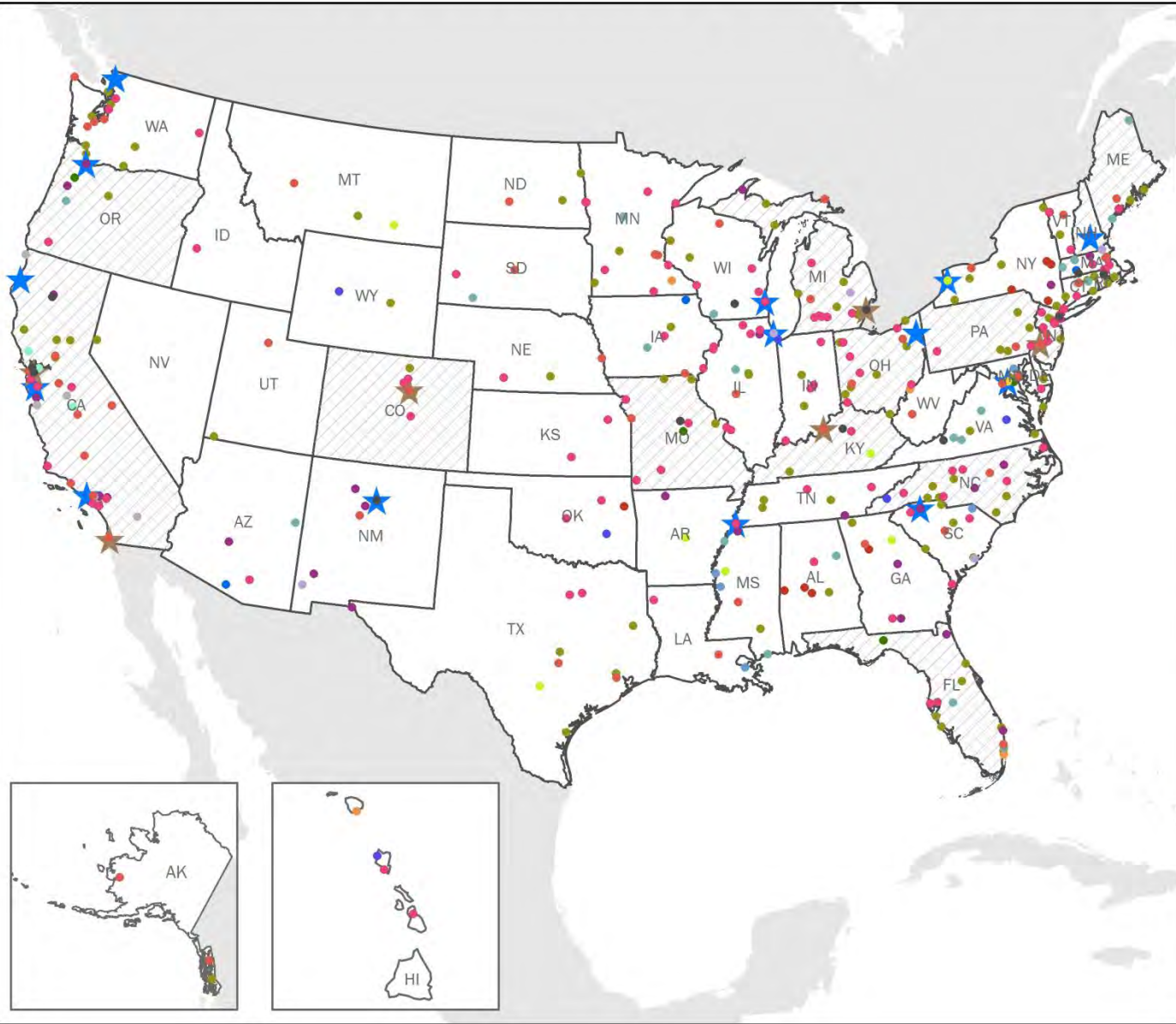
# Convergence Innovation Fund Grantees and Regional Convergence Partnerships



- Original Regional Convergence Partnerships (9)
- Convergence Innovation Fund - Phase I (15)
- Second Group of Regional Convergence Partnerships (5)
- Convergence Innovation Fund - Phase II (13)



# CONVERGENCE PARTNERSHIP OPPORTUNITY MAP



-  Regional Convergence Partnerships
-  Convergence Innovation Fund
-  Convergence Violence Prevention - Healthy Eating, Active Living
-  CDC Action Communities for Health, Innovation, and Environmental Change (ACHIEVE)
-  CDC Communities Putting Prevention to Work
-  CDC Community Transformation Grants
-  CDC Racial and Ethnic Health Disparities Action Institute (REHDAI)
-  CDC REACH US, Action
-  CDC REACH US, Centers of Excellence
-  CDC Strategic Alliance for Health (Health Grants)
-  HUD Sustainable Communities
-  Healthy Food Financing Initiatives
-  Kaiser Permanente Healthy Eating, Active Living (HEAL) Zones
-  Kellogg Food & Fitness Communities
-  Kellogg Place Matters
-  Promise Neighborhoods
-  RWJF Healthy Kids, Healthy Communities
-  RWJF Roadmaps to Health Community Grants
-  Social Innovation Fund
-  TCE Building Healthy Communities
-  YMCA Pioneering Healthy Communities



Lifting Up What Works<sup>®</sup>



Notes: Programs are mapped at the city level. County and regional level programs are mapped to the county seat or the largest city in the region. Except for a few programs, programs that cover entire states are have been mapped to either cities where there is

**ENVIRONMENT**

**EXPOSURES**

**BEHAVIOR**


**HEALTH  
& SAFETY**

# **What's Health Got To Do With It?**





**LUCKILY, THERE'S AN AFFORDABLE ALTERNATIVE.**

 **Chevrolet Cavalier VL Sedan**

**\$12,998** OR **0%** OR **\$178/mo**

MSRP. EXcludes tax, license, title, and dealer fees. \*MSRP. Excludes tax, license, title, and dealer fees. \*\*MSRP. Excludes tax, license, title, and dealer fees.



**\$1,000**

If you're a recent or soon-to-be university college or CEGEP graduate, you can save an additional \$1,000 off the price of your brand-new vehicle.

**Features**

- 5-Year/100,000 km Powertrain Warranty
- 2.2 litre 140 HP ECOTEC Engine
- Dual Front Air Bags
- 5-Speed Getrag Manual Transmission
- Theft Deterrent System





An aerial photograph of a multi-lane highway. A red circle highlights a group of three people (a woman carrying a child, and a man) standing in the middle of the road. Several cars are visible in the lanes above and below them.

**Buford Highway**  
es la calle más  
**peligrosa**  
de Georgia para  
**peatones.**

Y la tasa más alta  
de **peatones**  
**muertos**  
corresponde a los  
**hispanos.**



Maggie Hallahan

Women and Mexican Americans have the highest body burden levels of several organochlorine pesticides measured by CDC.



*Budweiser*

KING OF BEERS®

**EBT  
Accepted  
HERE**

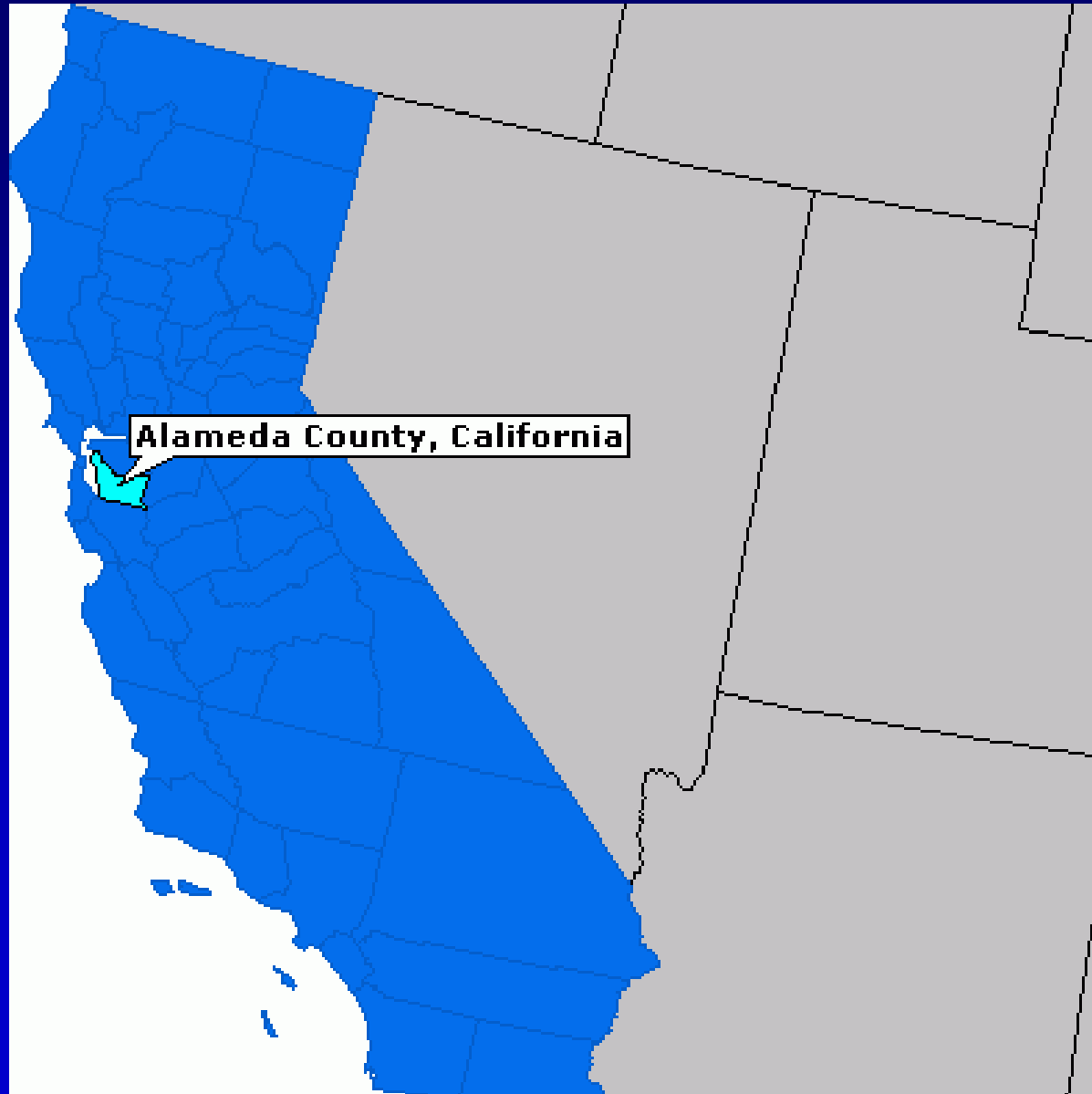


**HIKERS and BIKERS**  
Move to the side of  
the road when a  
vehicle approaches

**“It is unreasonable to expect that people will change their behavior *easily* when so many forces in the social, cultural, and physical environment conspire against such change.”**

Institute of Medicine

# Oakland, CA











# a 15 year difference in life expectancy



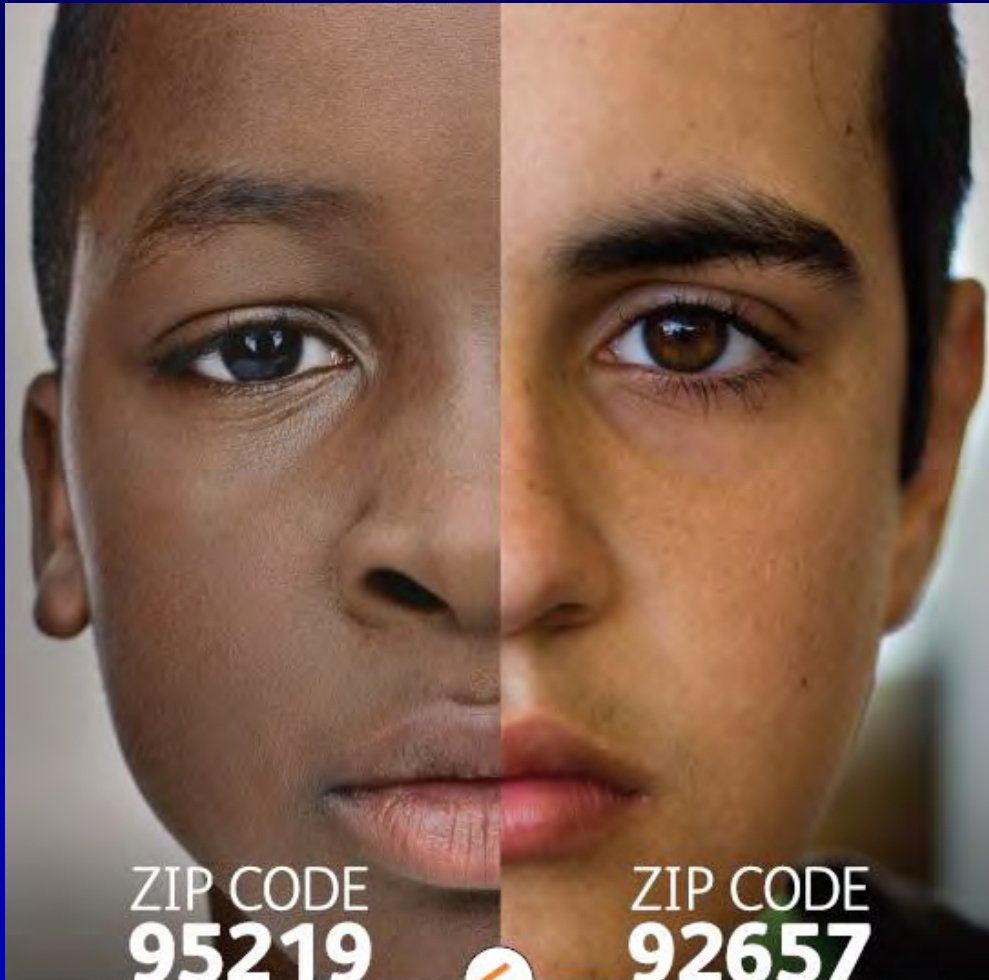


***For every \$12,500 in family income:  
One additional year life expectancy***

“

The health inequities we see...are not  
about just individual bad choices:  
**they are about things not being fair”**

*Nancy Krieger, Harvard School of Public Health*



ZIP CODE  
**95219**

Life Expectancy

**73**

ZIP CODE  
**92657**

Life Expectancy

**88**

To learn more visit  
[www.calendow.org](http://www.calendow.org)

Your **zip code** should not determine the length of your life. This year, California legislators and Governor Jerry Brown recognized that **health happens in neighborhoods**. The California Endowment would like to thank California's leaders for taking steps to make our communities and our state stronger.

**AB 581 (Perez)** : Brings grocery stores to neighborhoods where they are needed.

**AB 6 (Fuentes)** : Eliminates bureaucratic red tape for families who need access to healthy food.

**SB 20 (Padilla)** : Gives Californians the facts about restaurant food.

**SB 244 (Wilk)** : Requires local land use planning to include improvement of disadvantaged communities.



In Neighborhoods

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Institute

# Take 2 Steps to Prevention



Environment

Exposures &  
Behaviors

Medical  
Care



*Source: Actual Causes of Deaths in the US, 2000, Centers for Disease Control and Prevention, 2004*

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Photo courtesy of [http://tycohealth-ece.com/files/d0003/ty\\_rn33d7.jpg](http://tycohealth-ece.com/files/d0003/ty_rn33d7.jpg)

# Medical Care Alone Cannot Reduce Illness, Injuries & Inequities

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- ◆ Not the primary determinant of health
- ◆ Treats one person at a time
- ◆ Often comes late; can't always restore health

# Let's take a step ...



Exposures &  
Behaviors

Medical  
Care



**Let's  
take  
another  
step...**

Environment

Exposures &  
Behaviors



**WHISKEY**  
*DRIVE-IN WINDOW*

**WHISKEY**

**ACE Hardware**  
**RENT-IT-CENTER**  
2610 West Market St.  
774-1339  
5 Blocks to Market St. →

600  
S 26<sup>TH</sup> ST

# What's Sold and How It's Promoted



# Elements of Community Health

## PLACE

- ◆ What's sold & how it's promoted

# What's Sold and Promoted



VS.



Industry  
Group

Supermarkets	7	27
Carry-out eating places	26	24
Bars/Taverns	35	11

# What's Sold and Promoted



VS.



Industry  
Group

Low-Wealth  
Neighborhood

High-Wealth  
Neighborhood

---

Supermarkets

7

27

---

Carry-out  
eating places

26

24

---

Bars/Taverns

35

11

---

# Elements of Community Health

## EQUITABLE OPPORTUNITY

- ◆ Education
- ◆ Local wealth & living wages
- ◆ Racial & Social Justice

## THE PEOPLE

- ◆ Social networks & trust
- ◆ Participation & willingness to act for the common good
- ◆ Norms/Costumbres

## THE PLACE

- ◆ What's sold & how it's promoted
- ◆ Look, feel & safety
- ◆ Parks & open space
- ◆ Getting around
- ◆ Housing
- ◆ Air, water, soil
- ◆ Arts & culture

**Parks & Recreation**

**Faith-based**

**School**

**Conservation Planning**

**Public Health**

**Planning Depa**

**Community  
Development**

**Education**

**Agriculture**

**Youth**

**Community Health  
Education**

**Promotores**

Prevention  
Institute

# Collaboration Multiplier

## Collaborator 1

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**

## Collaborator 2

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**

## Collaborator 3

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**

## Collaborator 4

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**

**Shared Outcomes**

**Partner Strengths**

**Joint Strategies**

A young girl with dark hair, wearing a floral patterned sweater and pink pants, is climbing a green and brown playground structure. She is smiling and looking towards the camera. The structure consists of vertical bars and horizontal rails. In the background, other people are visible on the playground, and there are trees with autumn foliage. A vertical green line is present on the right side of the image.

**THRIVE**

**Tool for Health  
and Resilience in  
Vulnerable  
Environments**

# Hidalgo County

Pilot host: Hidalgo Medical Services

*Hidalgo, New Mexico*



**“THRIVE has changed the way we view things. Resilience is the future for us. This has changed how we think about our youth and programs for them.”**

**—JAMES MARUFFO, PILOT SITE REPRESENTATIVE**

# Louisville, KY: Healthy Corner Stores



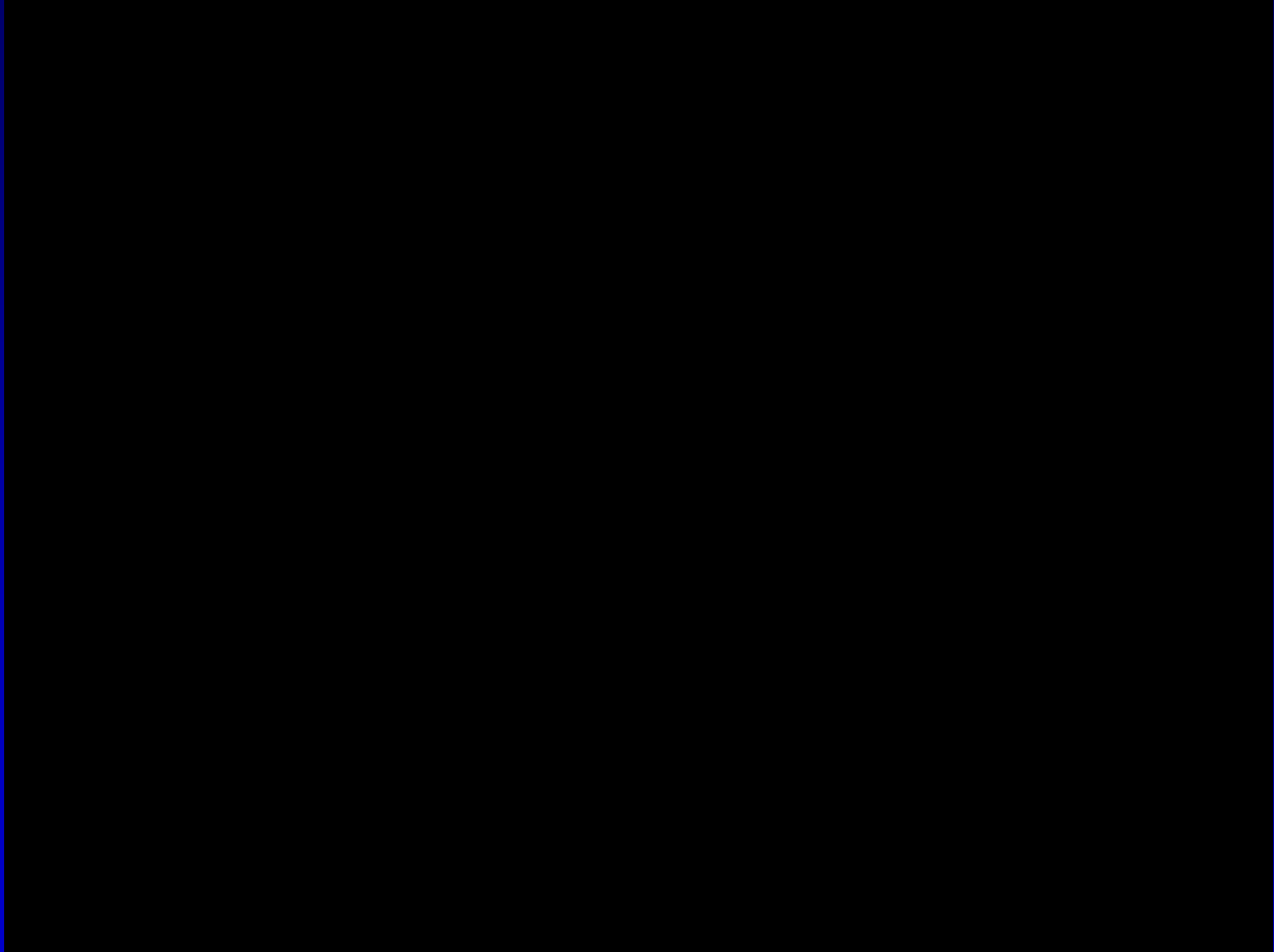
Louisvilleky.gov

Prevention  
Institute



# We're Not Buying It

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# Two Steps To Prevention Activity

<b>A. Health Issue</b>	<b>B. Exposures/ Behaviors</b> Circle the Exposures/ Behaviors listed below that are related to your health issue.	<b>C. Community Health Factors</b> Circle the factors below that are related to your health issue.	<b>D. Community Goals/Indicators</b> List specific examples from your community of the community health factors you circled in column C. Choose up to 3 examples for each factor.
<b>Your issue here</b>	<ul style="list-style-type: none"><li>• Tobacco Use / Smoking</li><li>• Diet &amp; Inactivity</li><li>• Alcohol</li><li>• Microbial agents</li><li>• Toxic agents</li><li>• Firearms</li><li>• Sexual behavior</li><li>• Motor vehicles</li><li>• Illicit use of drugs</li></ul>		

# Making the Case





**What messages  
are you using  
that resonate  
with partners  
and the public?**

## Quality Prevention

a systematic process that promotes healthy environments and behaviors and reduces the likelihood or frequency of a condition, illness, or injury.

### PRIMARY PREVENTION

taking action to prevent problems from occurring *before* the onset of symptoms

## Let's take another step back



Environment

Exposures & Behaviors



## NORMS

more than a habit

based in culture & tradition

sanction behavior

taken for granted

attitudes, beliefs, ways of being

behavior shapers

community regularity in behavior

## A good solution solves multiple problems.

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Cluster	THRIVE Factor	Community Effectiveness Score	Priority Rating Low – Med - High	Top 3 Picks
People	1. <b>Social Networks &amp; Trust:</b> Trusting relationships among community members built upon a shared history, mutual obligations, opportunities to exchange information, and that foster the formation of new, and strengthen existing, connections.	(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>
	2. <b>Participation &amp; Willingness to Act for the Common Good:</b> Individual capacity, desire, and ability to participate, communicate, and work to improve the community; meaningful participation by local/indigenous leadership; involvement in the community such as through local community and social organizations and participation in the political process.	(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>
	3. <b>Norms &amp; Culture:</b> Broadly accepted behaviors to which people generally conform that promote health, wellness and safety among all community residents; discourage behaviors that inflict emotional or physical distress on others; and reward behaviors that positively affect others; Norms include values and practices stemming from belief systems that are often linked to those core personal characteristics from which identity derives.	(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>
	<b>Write-in at the People Level:</b>	(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>
Racial and Social Justice	4. <b>What's Sold &amp; How It's Promoted:</b> availability and promotion of safe, healthy, affordable, culturally appropriate products and services (e.g. food, pharmacies, books and school supplies, sports equipment, arts and crafts supplies, and other recreational items); and the limited promotion, availability, and concentration of potentially harmful products and services (e.g. tobacco, firearms, alcohol, and other drugs).	(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>
	5. <b>Look, Feel &amp; Safety:</b> Surroundings that are well-maintained, appealing, perceived to be safe and culturally inviting for all residents.	(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>
	6. <b>Parks &amp; Open Space:</b> Availability and access to safe, clean parks, green space and open areas that appeal to interests and activities across the generations.	(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>
	7. <b>Getting Around:</b> Availability of safe, reliable, accessible and affordable ways for people to move around, including public transit, walking, biking and using devices that aid mobility.	(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>
	8. <b>Housing:</b> High-quality, safe and affordable housing that is accessible for residents with mixed income levels.	(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>
	9. <b>Air, Water &amp; Soil:</b> Safe and non-toxic water, soil, indoor and outdoor air.	(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>
	10. <b>Arts &amp; Cultural Expression:</b> Abundant opportunities exist within the community for cultural and artistic expression and participation, and for positive cultural values to be expressed through the arts; and arts and culture positively reflect and value the backgrounds of all community residents.	(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>
	<b>Write-in at the Place Level:</b>	(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>
Equitable Opportunity	11. <b>Living Wages and Local Wealth:</b> Local ownership of assets; accessible local employment that pays living wages and salaries; and access to investment opportunities.	(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>
	12. <b>Education:</b> High quality, accessible education and literacy development for all ages that effectively serves all learners.	(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>
	<b>Write-in at the Equitable Opportunity Level:</b>	(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>
<b>Write-in at the Community Level:</b>		(A)(B)(C)(D)(E)(F)	(L)(M)(H)	<input type="radio"/>

# Activity

*Taking 2 Steps To Prevention*



# Two Steps To Prevention Activity

<b>A. Health Issue</b>	<b>B. Exposures/ Behaviors</b> Circle the Exposures/ Behaviors listed below that are related to your health issue.	<b>C. Community Health Factors</b> Circle the factors below that are related to your health issue.	<b>D. Community Goals/Indicators</b> List specific examples from your community of the community health factors you circled in column C. Choose up to 3 examples for each factor.
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"An impassioned call to action...Everyone who is concerned about the health of their children, community, and country should read *Diabetes* and heed its practical advice."

—Christiane Northrup, M.D.,  
author of *Women's Bodies, Women's Wisdom*

# DIABESITY

The Obesity-Diabetes  
Epidemic That  
Threatens America—  
And  
What We Must Do  
to Stop It

FRANCINE R. KAUFMAN, M.D.  
Past President, American Diabetes Association

# Two Steps To Prevention Activity

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# The 1<sup>st</sup> step ...



Environment

Exposures  
& Behaviors

Health Care  
Services



# Two Steps To Prevention Activity

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# Let's take another step ...



Environment

Exposures  
& Behaviors

Health Care  
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# Two Steps To Prevention Activity

<b>A. Health Issue</b>	<b>B. Exposures/ Behaviors</b> Circle the Exposures/ Behaviors listed below that are related to your health issue.	<b>C. Community Health Factors</b> Circle the factors below that are related to your health issue.	<b>D. Community Goals/Indicators</b> List specific examples from your community of the community health factors you circled in column C. Choose up to 3 examples for each factor.
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“ . . . We could use this place as a place to play sports.

We don't get to interact as much because we don't have places to play. The bond is broken. We could build a park so that kids my age can stay active healthy and connected.”

*Daisy Romero, Age 13  
Photo Voice Project, Santa Ana, CA*

# Park Access

Acres of Park Space  
per 1,000 people

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**31.8**

---

**1.7**

---

**0.6**

---

# Park Access

Acres of Park Space  
per 1,000 people

---

**Predominantly White  
Neighborhoods**

**31.8**

---

**African American  
Neighborhoods**

**1.7**

---

**Latino  
Neighborhoods**

**0.6**

---



# Two Steps To Prevention Activity

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<div style="border: 1px solid black; border-radius: 50%; width: 100px; height: 100px; display: flex; align-items: center; justify-content: center; margin: 20px auto;"> <p style="margin: 0;"><b>Type 2 Diabetes</b></p> </div>	<ul style="list-style-type: none"> <li>• Tobacco Use / Smoking</li> <li>• Diet &amp; Inactivity</li> <li>• Alcohol</li> <li>• Microbial agents</li> <li>• Toxic agents</li> <li>• Firearms</li> <li>• Sexual behavior</li> <li>• Motor vehicles</li> <li>• Illicit use of drugs</li> </ul>	<ul style="list-style-type: none"> <li>• Getting around</li> <li>• Parks and open space</li> <li>• Arts and culture</li> <li>• Social networks and trust</li> <li>• Participation and willingness to act for the common good.</li> <li>• Norms/Costumbres</li> <li>• Look, feel and safety</li> <li>• Housing</li> <li>• Air, water, soil</li> <li>• What is sold /how it's promoted</li> <li>• Racial justice &amp; relationships</li> <li>• Jobs and local ownership</li> <li>• Education</li> </ul>	<p><i>Parks and open space:</i></p> <ul style="list-style-type: none"> <li>• Safe places to play</li> <li>• Open spaces shared through joint use agreements</li> </ul>

# The Spectrum of Prevention

**Influencing Policy & Legislation**

**Changing Organizational Practices**

**Fostering Coalitions & Networks**

**Educating Providers**

**Promoting Community Education**

**Strengthening Individual Knowledge & Skills**

# Prospect Park: *Before* Revival

*Brooklyn, NY*



Image Credit: Librado Romero, The New York Times

# Prospect Park Revival

*Brooklyn, NY*



Photo Credit: Librado Romero, The New York Times

# Elements of Community Health

## PLACE

- ◆ Parks & open space

# Elements of Community Health

## EQUITABLE OPPORTUNITY

- ◆ Education
- ◆ Local wealth & living wages
- ◆ Racial & Social Justice

## THE PEOPLE

- ◆ Social networks & trust
- ◆ Participation & willingness to act for the common good
- ◆ Norms/Costumbres

## THE PLACE

- ◆ What's sold & how it's promoted
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- ◆ Getting around
- ◆ Housing
- ◆ Air, water, soil
- ◆ Arts & culture

# Two Steps To Prevention Activity

<b>A. Health Issue</b>	<b>B. Exposures/ Behaviors</b> Circle the Exposures/ Behaviors listed below that are related to your health issue.	<b>C. Community Health Factors</b> Circle the factors below that are related to your health issue.	<b>D. Community Goals/Indicators</b> List specific examples from your community of the community health factors you circled in column C. Choose up to 3 examples for each factor.
<div style="border: 1px solid black; border-radius: 50%; width: 100px; height: 100px; display: flex; align-items: center; justify-content: center; margin: 20px auto;"> <p style="margin: 0;"><b>Type 2 Diabetes</b></p> </div>	<ul style="list-style-type: none"> <li>• Tobacco Use / Smoking</li> <li>• Diet &amp; Inactivity</li> <li>• Alcohol</li> <li>• Microbial agents</li> <li>• Toxic agents</li> <li>• Firearms</li> <li>• Sexual behavior</li> <li>• Motor vehicles</li> <li>• Illicit use of drugs</li> </ul>	<ul style="list-style-type: none"> <li>• Getting around</li> <li>• Parks and open space</li> <li>• Arts and culture</li> <li>• Social networks and trust</li> <li>• Participation and willingness to act for the common good.</li> <li>• Norms/Costumbres</li> <li>• Look, feel and safety</li> <li>• Housing</li> <li>• Air, water, soil</li> <li>• What is sold /how it's promoted</li> <li>• Racial justice &amp; relationships</li> <li>• Jobs and local ownership</li> <li>• Education</li> </ul>	<p><i>What's sold and how it's promoted:</i></p>

# Goals First, Messaging Second

---

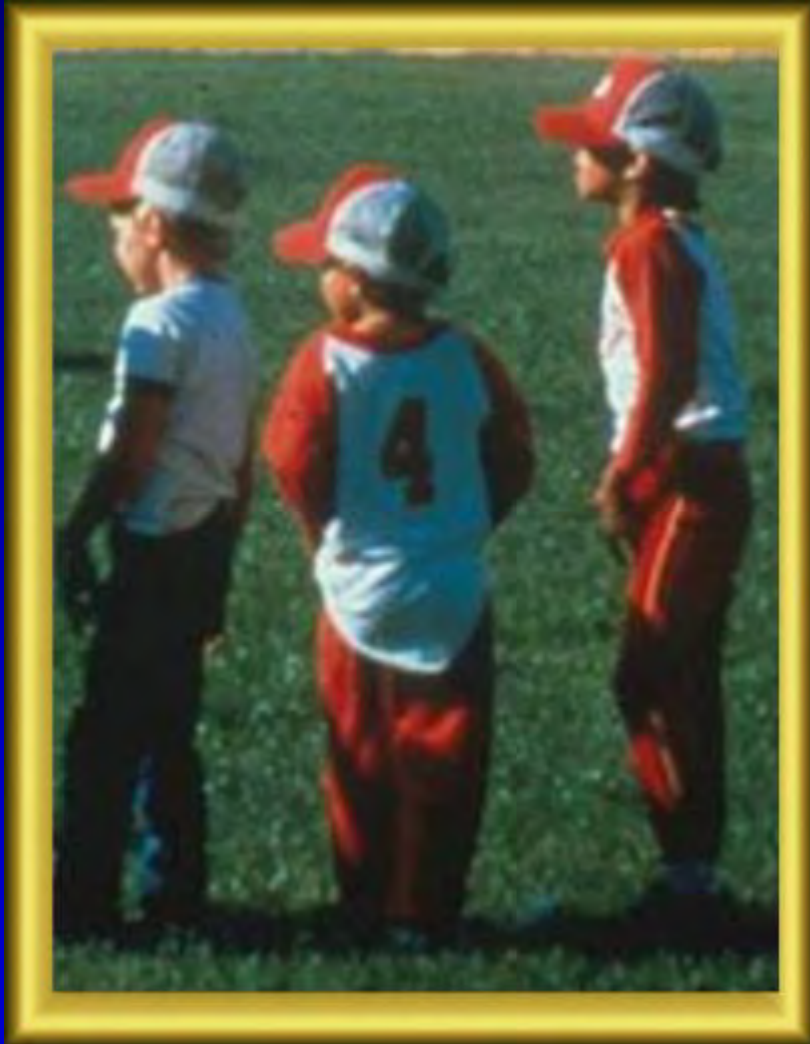
- ◆ Policy, environmental change goals and outcomes should always come first
- ◆ The messaging and communication strategy will follow
- ◆ Both audience and messenger have an impact on the message

# Framing the Need for Change



- ◆ Framing is how our minds recognize ideas, categorize them, and derive meaning
- ◆ Frames are important because they influence how people react to ideas

# Portrait Frames



- ◆ Focus primarily on individuals or a single event
- ◆ Evoke sense of personal responsibility
- ◆ Solutions are individual-based

# Landscape Frames

- ◆ Connect individuals and events to a larger context
- ◆ Evoke solutions that focus on policy, systems, and environmental changes



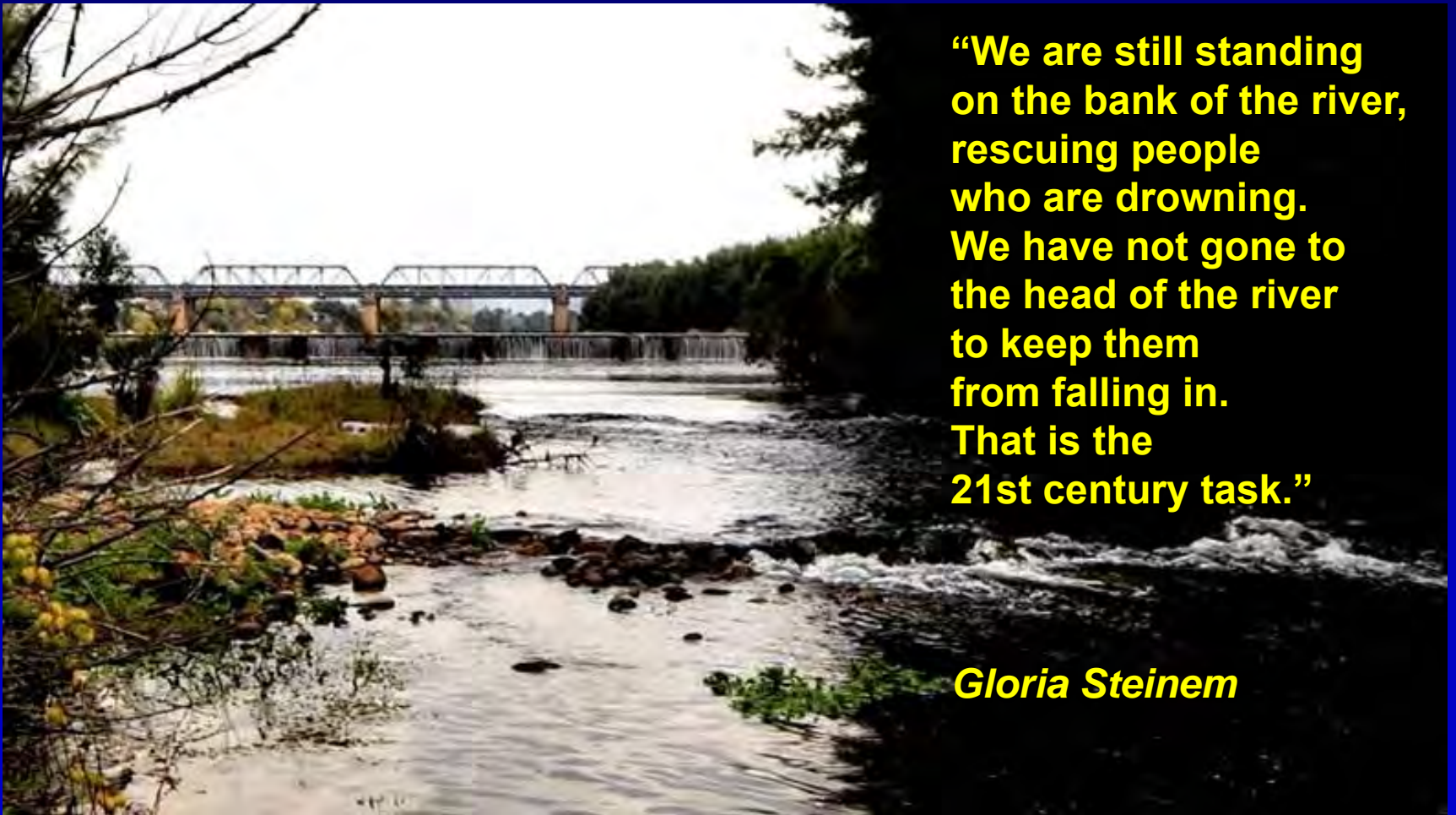
# Use “Real” People and Stories

- ◆ Stories put a face on your work and make it personal (choose stories with an environmental frame)
- ◆ Stories from local businesses, schools, and community members keep prevention local, tangible, and meaningful



East Bay Center of Performing Arts,  
Richmond, CA

# Focus on solutions, not just the problem



**“We are still standing  
on the bank of the river,  
rescuing people  
who are drowning.  
We have not gone to  
the head of the river  
to keep them  
from falling in.  
That is the  
21st century task.”**

***Gloria Steinem***

# Message Elements

North Richmond doesn't have even one store where people can buy fruits and vegetables

ENVIRONMENTAL  
CUE

+

It's not fair that residents have to travel 10 miles to buy healthy food for their families

VALUE

+

The planning commissions needs to approve a zoning variance to allow a farmers market to operate in North Richmond

POLICY

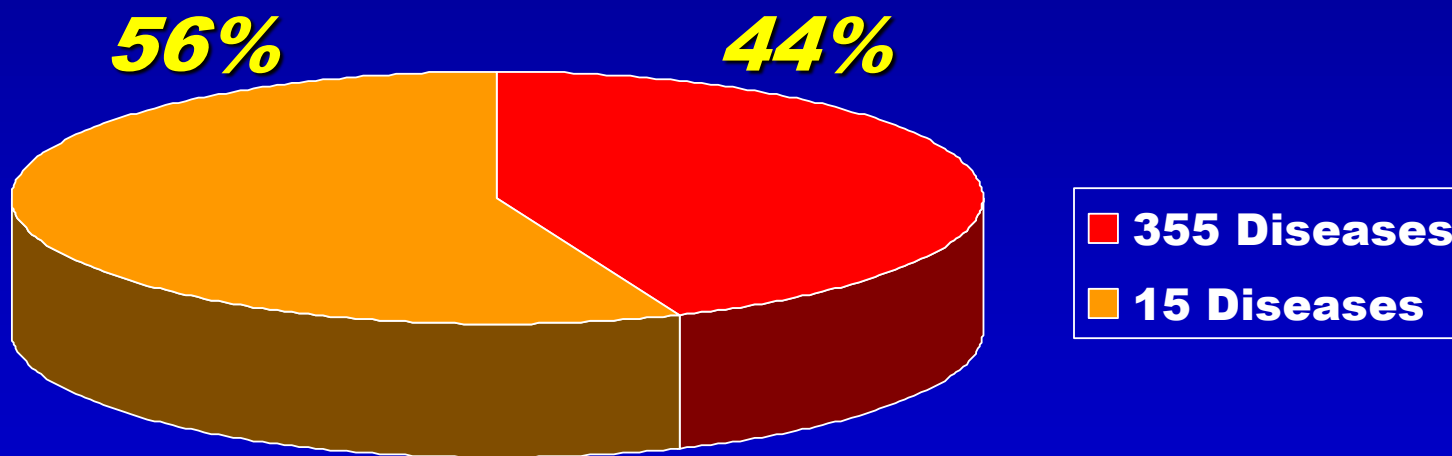
# Ingenuity or “Can-Do”

The idea that people in communities can and do work together to create lasting and meaningful change can help people see that it is possible to establish policies that benefit the common good, even though it might be difficult.

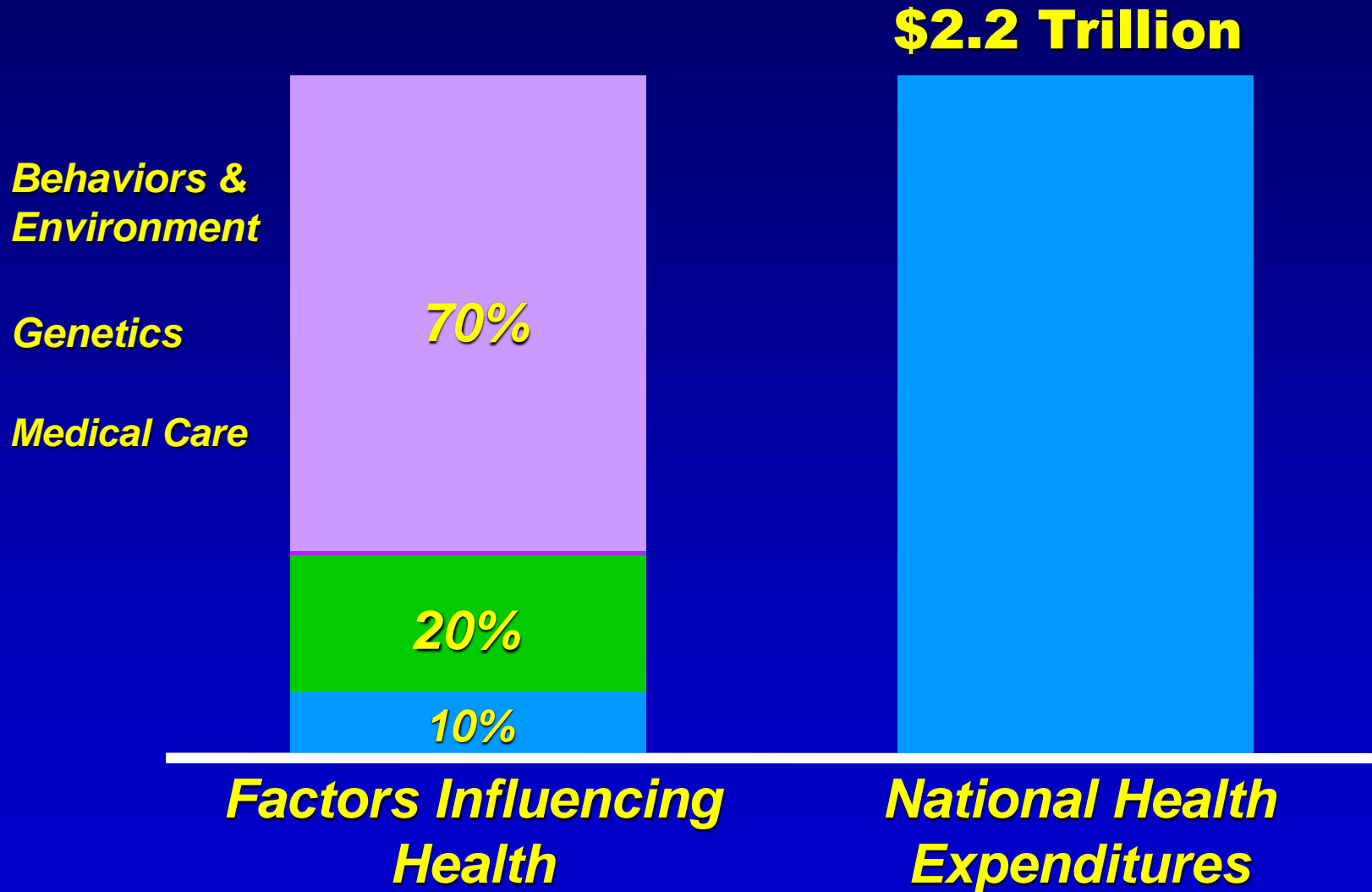


# A Majority of Costly Conditions are Preventable

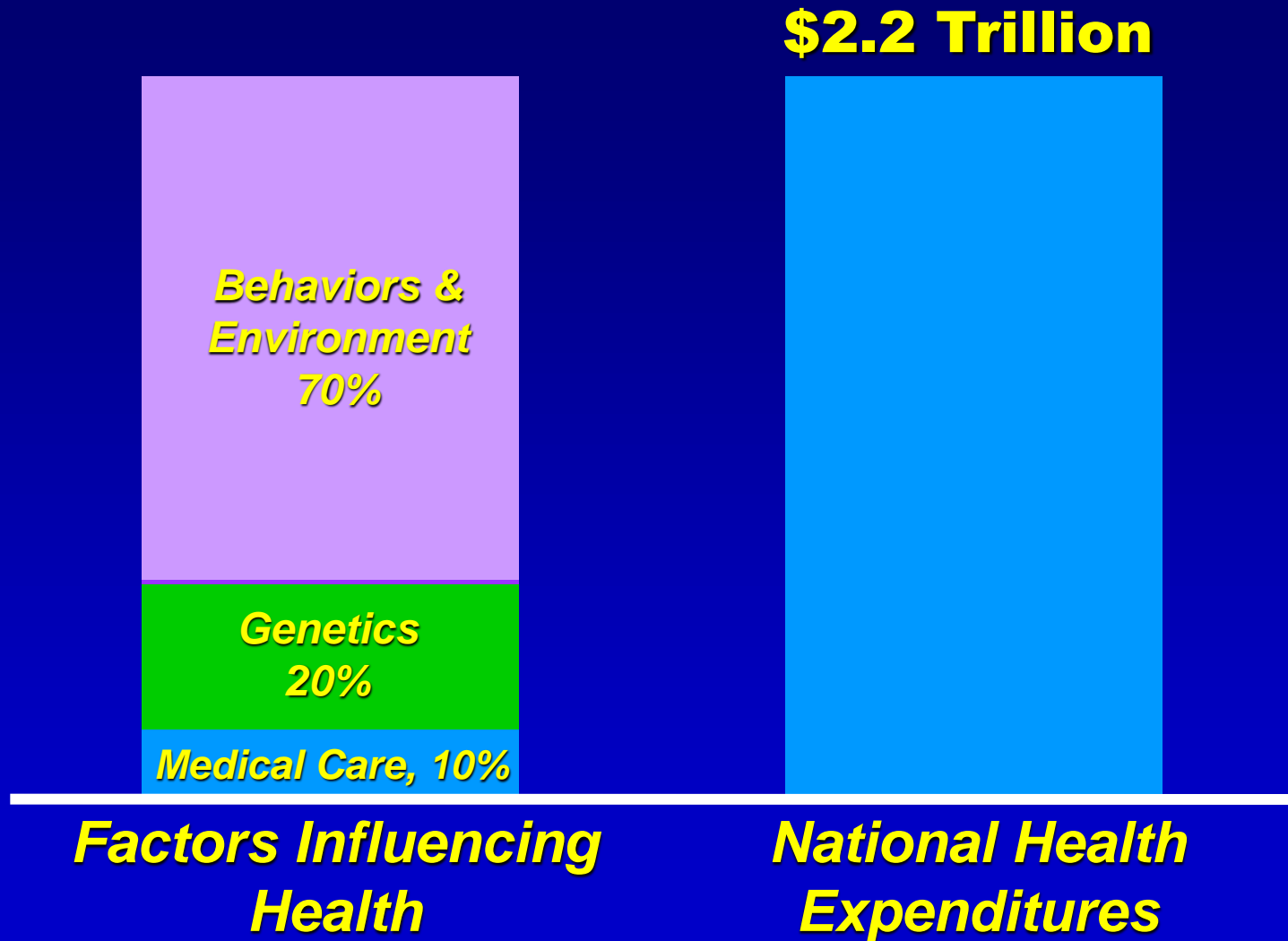
- ◆ Medical spending increased by \$199 billion (1987-2000)
- ◆ 15 diseases account for 56% of this increase



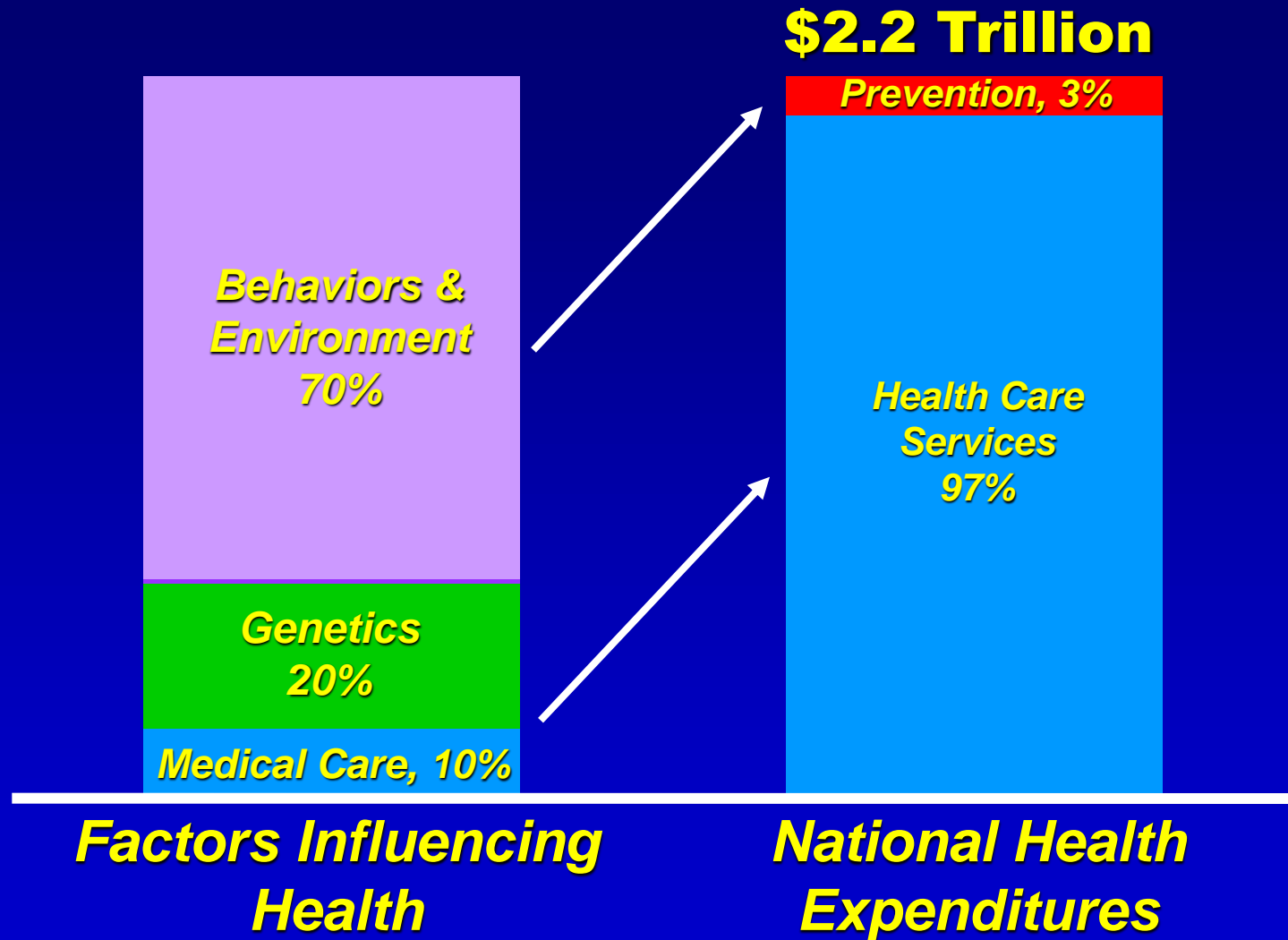
# Current Health Care Spending



# Current Health Care Spending



# Current Health Care Spending



# Include Co-Benefits

---

- ◆ Prevention is good for business.
- ◆ The money invested in community prevention also builds neighborhood infrastructure and the local economy.
- ◆ Workplace wellness programs result in a healthier workforce and a better bottom line.

# Shouldn't parents make healthy choices for their children?

“Sure, parents want to make good nutrition choices for their children...

but parents don't choose what is stocked in grocery stores or whether a grocery store with healthy food is even located in their neighborhood. It's simply not fair that some families have easy access to healthy food and others don't.

That's why we need to *[add your policy action here].*”

# Common Anti-Prevention Frames

- ◆ Obamacare
- ◆ Nanny State
- ◆ Slushfund, wasteful spending
- ◆ Government overreach
- ◆ Slippery slope



**How would you  
“Make the Case” in  
the following  
scenario?**

## Quality Prevention

a systematic process that promotes healthy environments and behaviors and reduces the likelihood or frequency of a condition, illness, or injury.

### PRIMARY PREVENTION

taking action to prevent problems from occurring *before* the onset of symptoms

## Let's take another step back



Environment

Exposures & Behaviors



## NORMS

more than a habit

based in culture & tradition

sanction behavior

taken for granted

attitudes, beliefs, ways of being

behavior shapers

community regularity in behavior

## A good solution solves multiple problems.

PREVENTION INSTITUTE



# Making the Case Activity: Joint Use

The schoolyard in your community closes at 3:30 pm. There are no other open spaces for children to play on weekends and in the evenings. Most children play out on the streets or in abandoned lots.



# Instructions

- ◆ Select a facilitator to deal 7 cards to each person at your table.
- ◆ Select 5 of the 7 cards to “play.”
- ◆ Take 5 minutes to prepare a 3 minute “making the case” presentation using the 5 cards you’ve selected.
- ◆ Take turns presenting to the group.



# Multi-Field Collaboration is Hard Work



# Benefits to Intersectoral Collaboration

---

- ◆ Brings in the diverse expertise and resources
- ◆ Provides access to broader constituencies and networks
- ◆ Increases access to funding opportunities and other resources
- ◆ Fosters sustainability

# Collaboration Multiplier

## Collaborator 1

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**

## Collaborator 2

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**

## Collaborator 3

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**

## Collaborator 4

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**

**Shared Outcomes**

**Partner Strengths**

**Joint Strategies**

# Collaboration Multiplier

- ◆ Identifies key sectors involved
- ◆ Actively engages the skills and thinking of a variety of sectors in shared solutions
- ◆ Describes perspectives and shared benefits for other sectors first
- ◆ Makes explicit the links with health
- ◆ Demonstrates the presence of health in all policies
- ◆ Strengthens health *and* other sectors—identifies win/win strategies

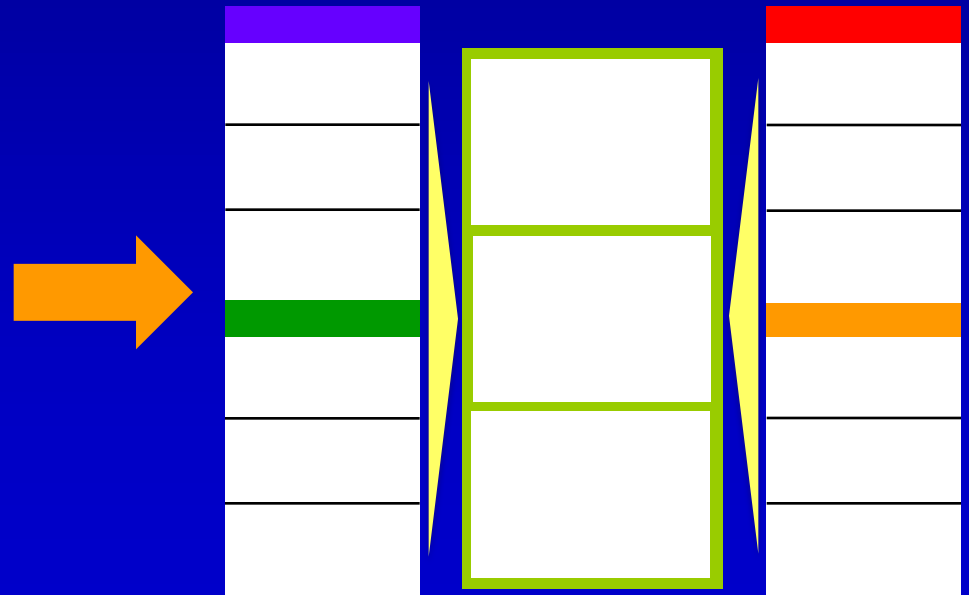
# Collaboration Multiplier Approach

1

Information Gathering


2

Collaboration Multiplier  
Analysis



# Addressing the Intersection: *Preventing Violence and Promoting Healthy Eating and Active Living*



## ADDRESSING THE INTERSECTION:

### Preventing Violence and Promoting Healthy Eating and Active Living

This document was prepared by Prevention Institute with funding from Kaiser Permanente

Principal authors:

Larry Cohen, MSW

Rachel Davis, MSW

Virginia Lee, MPH, CHES

Erica Valdovinos, BA

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Prevention Institute is a nonprofit, national center dedicated to improving community health and well-being by building momentum for effective primary prevention. Primary prevention means taking action to build resilience and to prevent problems before they occur. The Institute's work is characterized by a strong commitment to community participation and promotion of equitable health outcomes among all social and economic groups. Since its founding in 1997, the organization has focused on injury and violence prevention, traffic safety, health disparities, nutrition and physical activity, and youth development. This, and other Prevention Institute documents, are available at no cost on our website.

221 Oak Street  
Oakland, CA 94607  
510.444.7738  
fax 510.663.1280

[www.preventioninstitute.org](http://www.preventioninstitute.org)

Prevention  
Institute

Prevention and equity at the center of community well-being

**Safety &  
Preventing  
Violence**

**Healthy  
Eating &  
Physical  
Activity**

# Improving Safety and Increasing Access to Healthy Food

*Denver, CO*



**Parks & Recreation**

**Faith-based**

**School**

**Violence Prevention**

**Public Health**

**Planning Department**

**Community  
Development**

**City Council**

**Urban Agriculture**

**Youth**

**Community Health  
Education**

**Promotores**

Prevention  
Institute

# What do we need to know about our partners?



# Phase I: Categories

- ◆ Importance
- ◆ Organizational Goals
- ◆ Expertise
- ◆ Assets/Strengths
- ◆ Key Strategies
- ◆ Desired Outcomes
- ◆ Data
- ◆ Partnership
- ◆ Organizational Benefit

# Phase I: Information Gathering

	Expertise	Assets	Desired Outcomes	Strategies
<b>Public Health</b>	<ul style="list-style-type: none"> <li>■ Experience in population-based interventions and collection of data on chronic disease and injury rates</li> </ul>	<ul style="list-style-type: none"> <li>■ Established and trusted partner within the community that can provide data and staff resources.</li> </ul>	<ul style="list-style-type: none"> <li>■ Unification of collaborative efforts to address violence and chronic disease</li> </ul>	<ul style="list-style-type: none"> <li>■ Facilitate system and policy changes that link healthy eating active living with violence prevention efforts</li> </ul>
<b>Violence Prev.</b>	<ul style="list-style-type: none"> <li>■ Expertise in youth violence prevention and intervention</li> </ul>	<ul style="list-style-type: none"> <li>■ Experienced in street (community) organizing</li> </ul>	<ul style="list-style-type: none"> <li>■ Decreased gang violence and increased positive opportunities for at-risk youth</li> </ul>	<ul style="list-style-type: none"> <li>■ Build youth leadership and connect youth to training and employment opportunities</li> </ul>
<b>Urban Ag.</b>	<ul style="list-style-type: none"> <li>■ Knowledge on urban food system infrastructure and implementation</li> </ul>	<ul style="list-style-type: none"> <li>■ Strong community infrastructure for communication, involvement, outreach and education.</li> </ul>	<ul style="list-style-type: none"> <li>■ Long-term partnerships to achieve sustainable food systems</li> </ul>	<ul style="list-style-type: none"> <li>■ Create mechanisms for residents to access fresh, affordable healthy foods</li> </ul>
<b>City Council</b>	<ul style="list-style-type: none"> <li>■ Knowledge and ability to influence local policy decisions</li> </ul>	<ul style="list-style-type: none"> <li>■ Ability to influence the allocation of City resources for programs and services.</li> </ul>	<ul style="list-style-type: none"> <li>■ Policies that promote health and safety in the district</li> </ul>	<ul style="list-style-type: none"> <li>■ Help leverage funds for long-term sustainability</li> </ul>

# Urban Agriculture



UA

## **Expertise:**

- Knowledge on urban food system infrastructure and implementation

## **Desired Outcomes:**

- Long-term partnerships to achieve sustainable food systems

## **Key Strategies:**

- Create mechanisms for residents to access fresh, affordable healthy foods

# Violence Prevention



VP

## **Expertise:**

- Expertise in youth violence prevention and intervention

## **Desired Outcomes:**

- Decreased gang violence and increased positive opportunities for at-risk youth

## **Key Strategies:**

- Build youth leadership and connect youth to training and employment opportunities

# Group Sharing: Understanding Each Other's Perspectives

---

- ◆ Why is the issue important to your organization?
- ◆ What major activities/strategies are you implementing that contribute to the goals of the collaborative?
- ◆ What specific results/outcomes are you seeking?
- ◆ What is the added value of this collaborative?

# Phase II: Group Analysis

## Public Health

PH

### Expertise:

- Experience in population-based interventions and collection of data on chronic disease and injury rates

### Desired Outcomes:

- Unification of collaborative efforts to address violence and chronic disease

### Key Strategies:

- Facilitate system and policy changes that link healthy eating active living with violence prevention efforts

## Urban Agriculture

UA

### Expertise:

- Knowledge on urban food system infrastructure and implementation

### Desired Outcomes:

- Long-term partnerships to achieve sustainable food systems

### Key Strategies:

- Create mechanisms for residents to access fresh, affordable healthy foods

## Shared Outcomes

## Partner Strengths

## Joint Strategies/Activities

## Violence

VP

### Expertise:

- Expertise in youth violence prevention and intervention

### Desired Outcomes:

- Decreased gang violence and increased positive opportunities for at-risk youth

### Key Strategies:

- Build youth leadership and connect youth to training and employment opportunities

## City Council

CC

### Expertise:

- Knowledge and ability to influence local policy decisions

### Desired Outcomes:

- Policies that promote health and safety in the district

### Key Strategies:

- Help leverage funds for long-term sustainability

Prevention

## Public Health

PH

### Expertise:

- Experience in population-based interventions and collection of data on chronic disease and injury rates

### Desired Outcomes:

- Unification of collaborative efforts to address violence and chronic disease

### Key Strategies:

- Facilitate system and policy changes that link healthy eating active living with violence prevention efforts

## Urban Agriculture

UA

### Expertise/:

- Knowledge on urban food system infrastructure and implementation

### Desired Outcomes:

- Long-term partnerships to achieve sustainable food systems

### Key Strategies:

- Create mechanisms for residents to access fresh, affordable healthy foods

## Shared Outcomes

- Strong partnerships among partner organizations and community members
- Safe community gathering space: Urban farm
- Employment for youth and adults
- Increased access to healthy foods
- Institutional systems and local policies to promote health and safety

## Partner Strengths

- Established trust and respect in community
- Local policy maker involvement and support
- Experience in community engagement and training
- Content expertise
- In-kind support
- Linked to broader city-wide initiatives

## Joint Strategies

- Establish urban farm and farmer's market
- Build youth capacity to understand goal and advocate for environmental and policy changes
- Build capacity of leaders
- Cultivate relationships and partnerships
- Connect youth and community residents to training and employment opportunities

## Violence Prevention

VP

### Expertise:

- Expertise in youth violence prevention and intervention

### Desired Outcomes:

- Decreased gang violence and increased positive opportunities for at-risk youth

### Key Strategies:

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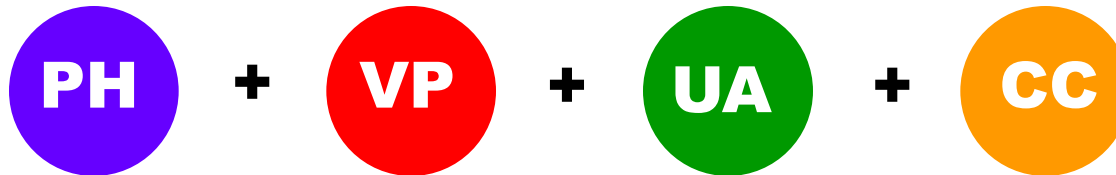
### Desired Outcomes:

- Policies that promote health and safety in the district

### Key Strategies:

- Help leverage funds for long-term sustainability

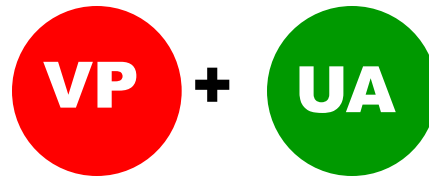
## Shared Outcomes



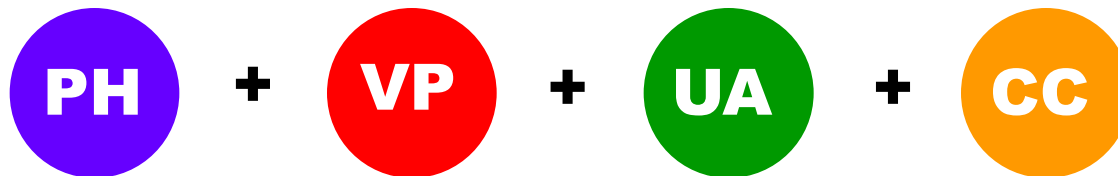
- **Strong partnerships among partner organizations and community members**
- **Safe community gathering space: Urban farm**
- **Employment for youth and adults**
- **Increased access to healthy foods**
- **Institutional systems and local policies to promote health and safety**

## Joint Strategies

- Establish Urban Farm and Farmer's Market



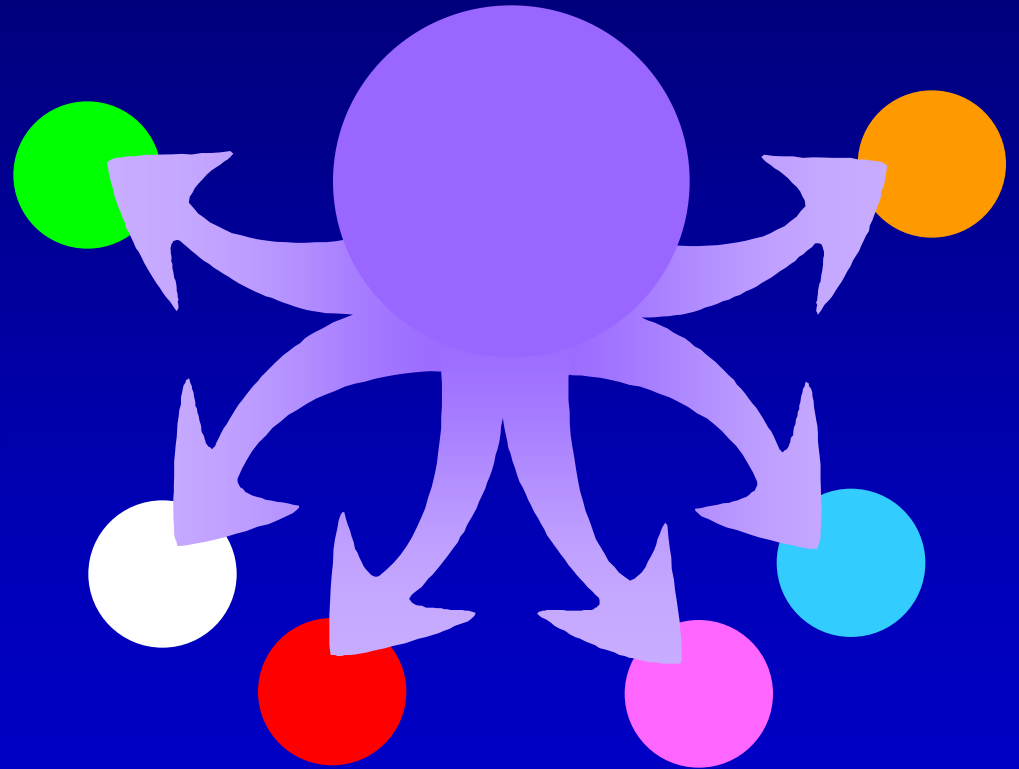
- Connect Youth and Community Residents to Training and Employment Opportunities



Elements of *Collaboration Multiplier* can be modified depending on coalition needs...

**TRAINING AUDIENCES**  
**FUNDED MANDATES**  
**PROBLEM DEFINITION**  
**TRAINING EMPHASIS**  
**MAJOR PRIORITY ISSUES**  
**DATA**  
**PLAYERS**  
**APPROACHES**  
**POLICY CONCERNS**  
**NETWORKS & PARTNERS**  
**DESIRED OUTCOMES**  
**FUNDING SOURCES**

**A good solution  
solves  
multiple  
problems.**



*Prevention Institute*

**“Simply put, in the absence of a radical shift towards prevention and public health, we will not be successful in containing medical costs or improving the health of the American people.” - *President Obama***



# Opportunities for Prevention in Health Reform

---

- ◆ Prevention and Public Health Fund
  - ◆ Community Transformation Grants
- ◆ National Prevention Strategy
  - ◆ National Prevention, Health Promotion, and Public Health Council
- ◆ Center for Medicare and Medicaid Innovation
- ◆ Funding for Community Clinic Expansion

# Integrated Approach

**Prevention**

**Health  
Services**



# Shared Goals: Community Prevention & Health Care

---

1. Improve health outcomes overall
2. Advance equity
3. Reduce health care demand and costs

# Community-Centered Health Homes

## Community-Centered Health Homes

### Bridging the gap between health services and community prevention

This document was prepared by Prevention Institute with funding  
from the Community Clinics Initiative (a joint project of Tides and The California Endowment)

**Principal authors:**

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# A Different Way to Think about Health Care



Photo Credit: Daniel Bernstein

Prevention  
Institute



*“The last time  
we looked in the  
book, the  
specific therapy  
for malnutrition  
was food.”*

*Jack Geiger, MD*





# Medical Equipment





**Community-Centered  
Health Homes**

**Patient-Centered  
Health Homes**

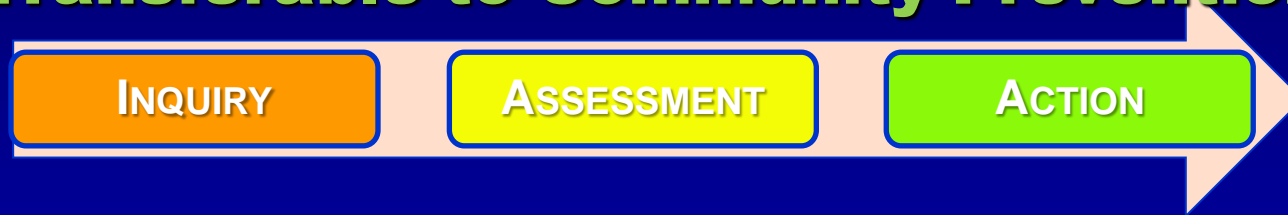
**Medical  
Homes**

# CLINICAL/COMMUNITY POPULATION HEALTH INTERVENTION MODEL

Existing Clinician Skills

PATIENT INTAKE → DIAGNOSIS → TREATMENT

Transferable to Community Prevention



OUTCOMES

IMPROVED  
HEALTH

COST SAVINGS

EVIDENCE-BASE  
FOR EFFECTIVE  
PRACTICE

# Oakland Chinatown



Photo Credit: <http://metes.wordpress.com/2009/01/25/diagonal-crosswalks/>

# NORMS

more than a habit

based in  
culture & tradition

sanction behavior

taken for granted

behavior shapers

attitudes,  
beliefs,  
ways of being

communicate regularity  
in behavior

# Child Restraint & Safety Belt Use



# Oh, Britney...



20,679\* Physicians

say "LUCKIES are  
less irritating"

"It's toasted"

Your Throat Protection  
against irritation against cough



\*The figures quoted have been checked and certified to by LYEBAUD, ROSS, BIRD, AND MONTGOMERY, Accountants and Auditors.

# Viceroy's

***FILTER***  
**the Smoke!**



As your Dentist,  
I would recommend  
**VICEROYS**



# Farcus

by David Waisglass  
Gordon Coulthart



**"That's the third smoker we've lost  
this week."**

# Pharmacy Tobacco Ban





Watch "Soldiers of Fortune" for exciting adventures, on the 7-Up TV show every week.



As our customers served from right or left, 7-Up is sold in bottles only.

## Why we have the youngest customers in the business

This young man is 11 months old—and he isn't our youngest customer by any means.

For 7-Up is so pure, so wholesome, you can even give it to babies and feel good about it. Look at the back of a 7-Up bottle. Notice that all our ingredients are listed. (That isn't required of soft drinks, you know—but we're proud to do it and we think you're pleased that we do.)

By the way, Mom, when it comes to toddlers—if they like to be coaxed to drink their milk, try this: Add 7-Up to the milk in equal parts, pouring the 7-Up gently into the milk. It's a wholesome combination—and it works! Make 7-Up your family drink. You like it . . . it likes you!

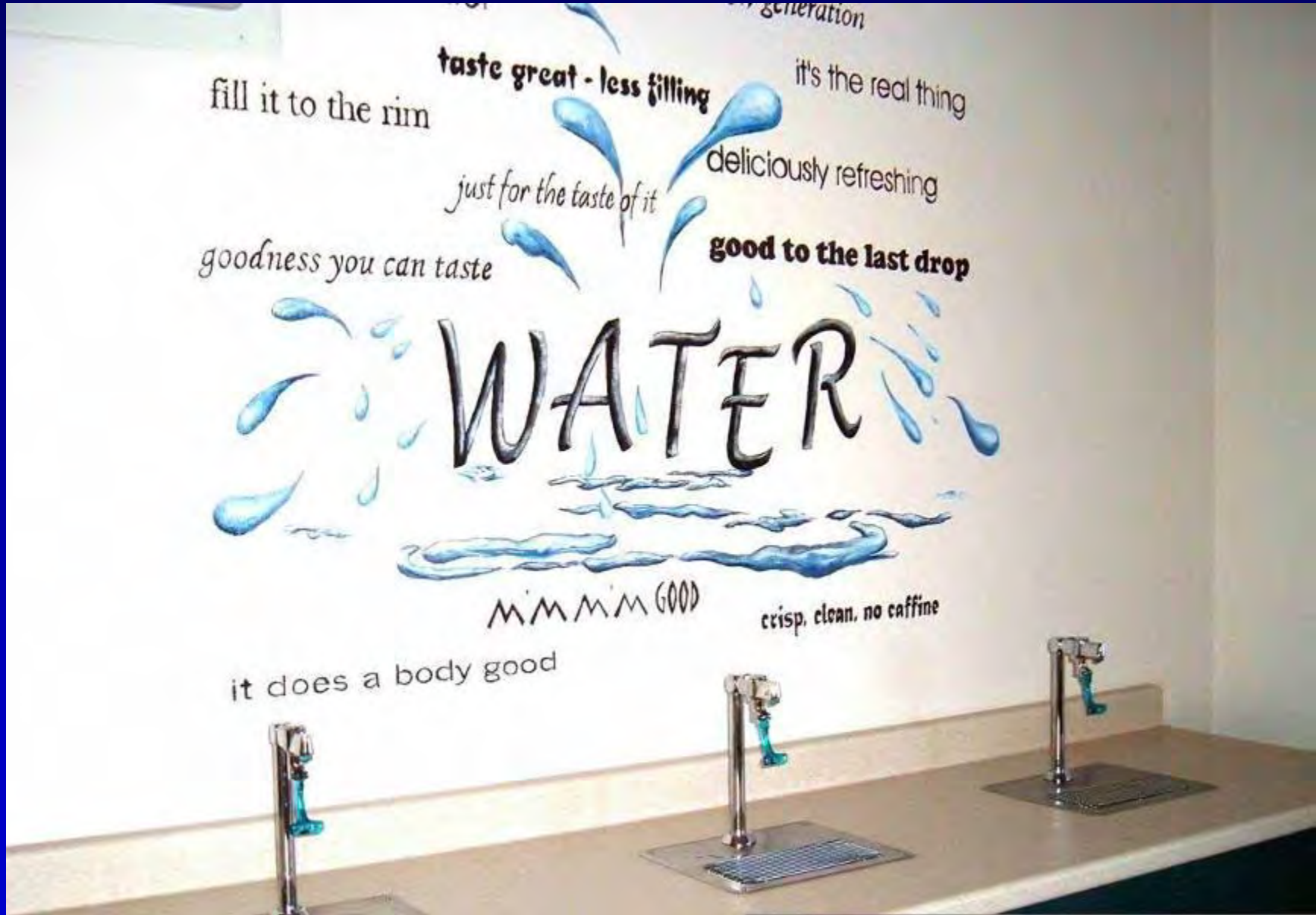
*Nothing does it like Seven-Up!*



## Boys like girls who make Seven-Up® Floats®

What every young girl should know is this: Nobody can resist a 7-Up® "Float"®! Want to see? Put a scoop of his favorite ice cream or sherbet in a tall glass. Tilt the glass, and pour chilled, sparkling 7-Up gently down the side. The fresh, clean taste of 7-Up works a special magic with ice cream. And don't forget a 7-Up "Float" for yourself! P.S. Boys like 7-Up—girls like 7-Up—for regular thirst-quenching, too. Take home a case of 7-Up so you'll have plenty on hand. You like it . . . it likes you!

© 1997 The Coca-Cola Company. 7-Up and Float are trademarks of The Coca-Cola Company.



Folsom-Cordova School District











Image Courtesy: **Reinventing Los Angeles**  
*When the bicycles took over the highway...*



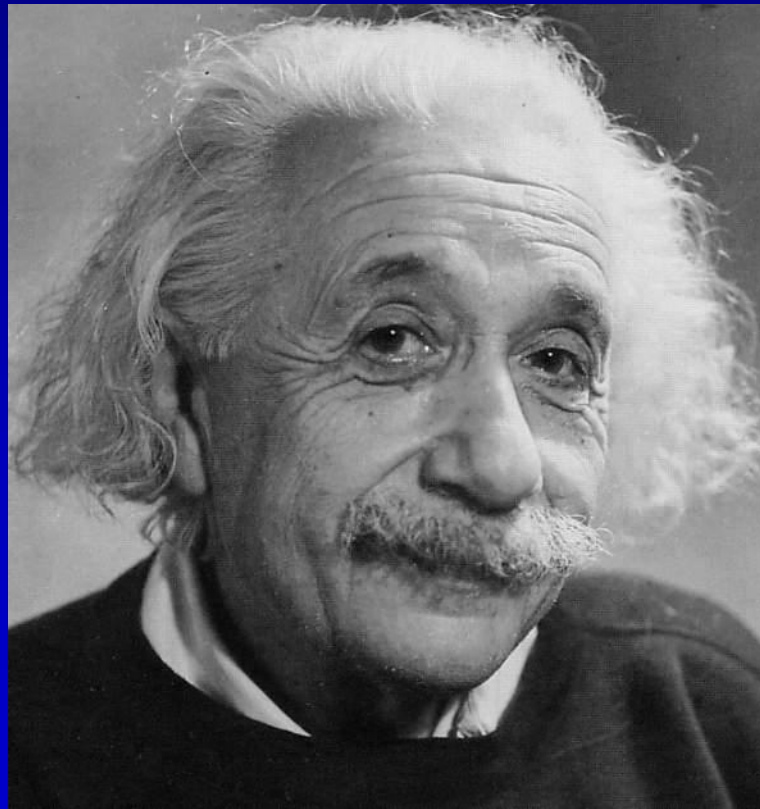


Prevention  
and  
equity | Institute  
at the center of community well-being

**“Intellectuals solve problems.**

**Geniuses prevent them.”**

***Albert Einstein***



# We Need All Our Voices to Build a Movement



Photo Credit: [http://www.historycooperative.org/journals/jah/91.4/images/hall\\_fig01b.jpg](http://www.historycooperative.org/journals/jah/91.4/images/hall_fig01b.jpg)



# TOOLS



Photo credit: Emily Barney



[www.youtube.com/preventioninstitute](http://www.youtube.com/preventioninstitute)

# Community-Centered Health Homes

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Prevention Institute  
Action Alliance for Children  
Fight Crime: Invest in Kids California

1<sup>st</sup> STEPS

TAKING  
ACTION  
EARLY TO  
PREVENT  
VIOLENCE



[www.preventioninstitute.org/publications](http://www.preventioninstitute.org/publications)

Prevention  
Institute

# Transforming Communities to Prevent Child Sexual Abuse and Exploitation:

A Primary Prevention Approach

© May 2009

265 29th Street  
Oakland, CA 94611  
510.444.7738  
fax 510.663.1280

[www.preventioninstitute.org](http://www.preventioninstitute.org)

Prevention  
Institute  
Putting prevention  
at the center of community well-being

[www.preventioninstitute.org/publications](http://www.preventioninstitute.org/publications)



# Healthy and Active Before 5:

Action Plan to Reduce Childhood  
Obesity in Contra Costa County

# The Spectrum of Prevention

**Influencing Policy & Legislation**

**Changing Organizational Practices**

**Fostering Coalitions & Networks**

**Educating Providers**

**Promoting Community Education**

**Strengthening Individual Knowledge & Skills**

# Developing Effective Coalitions: The 8-Step Process



# Collaboration Multiplier

## Collaborator 1

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**

## Collaborator 2

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**

## Collaborator 3

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**

## Collaborator 4

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**

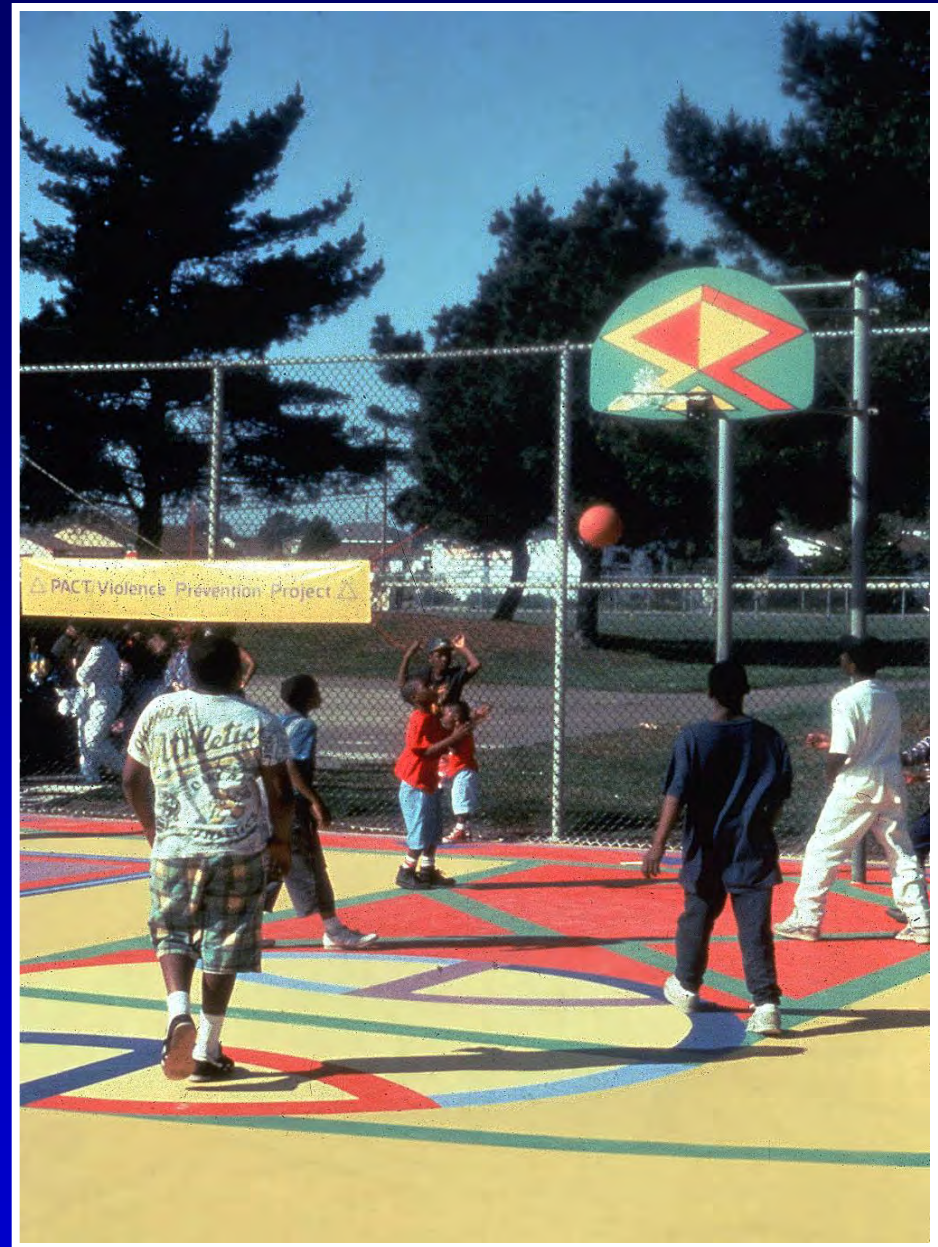
**Shared Outcomes**

**Partner Strengths**

**Joint Strategies**

# THRIVE

**Tool for  
Health and  
Resilience  
In Vulnerable  
Environments**



<http://preventioninstitute.org/thrive/index.php>

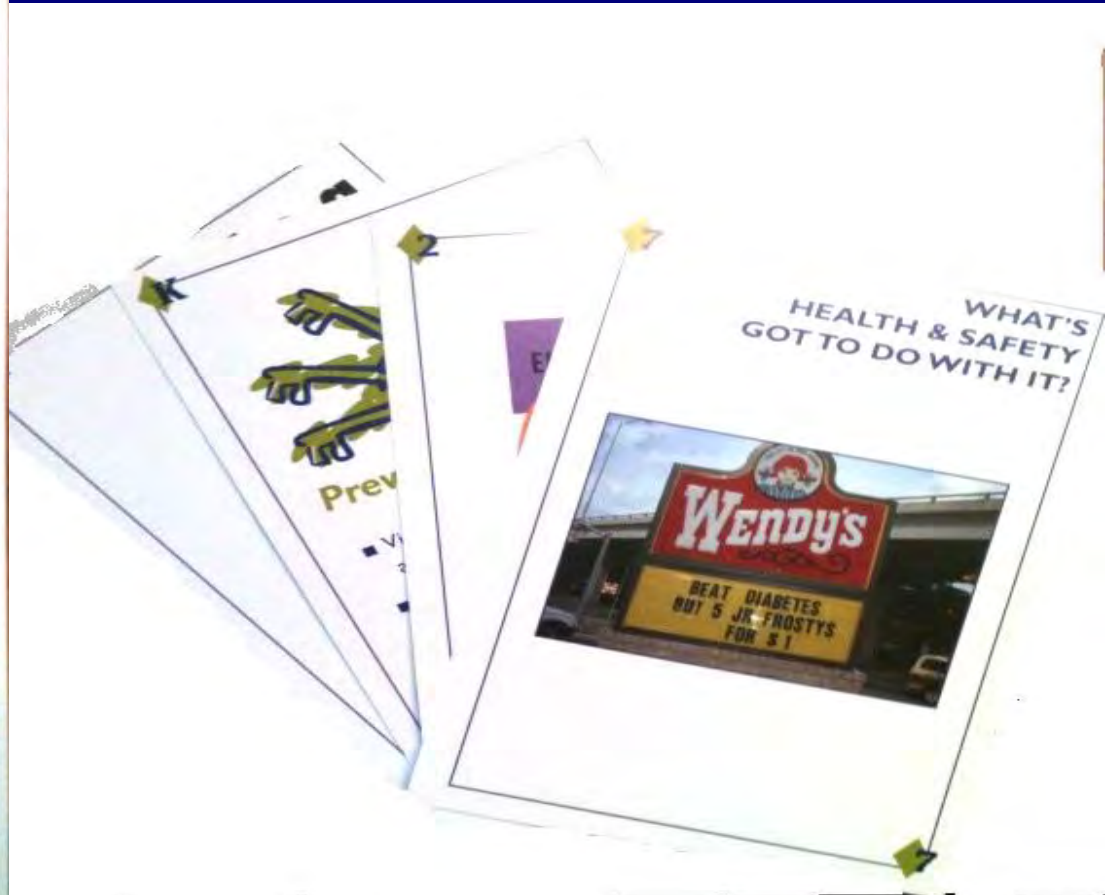
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# Prevention Playing Cards

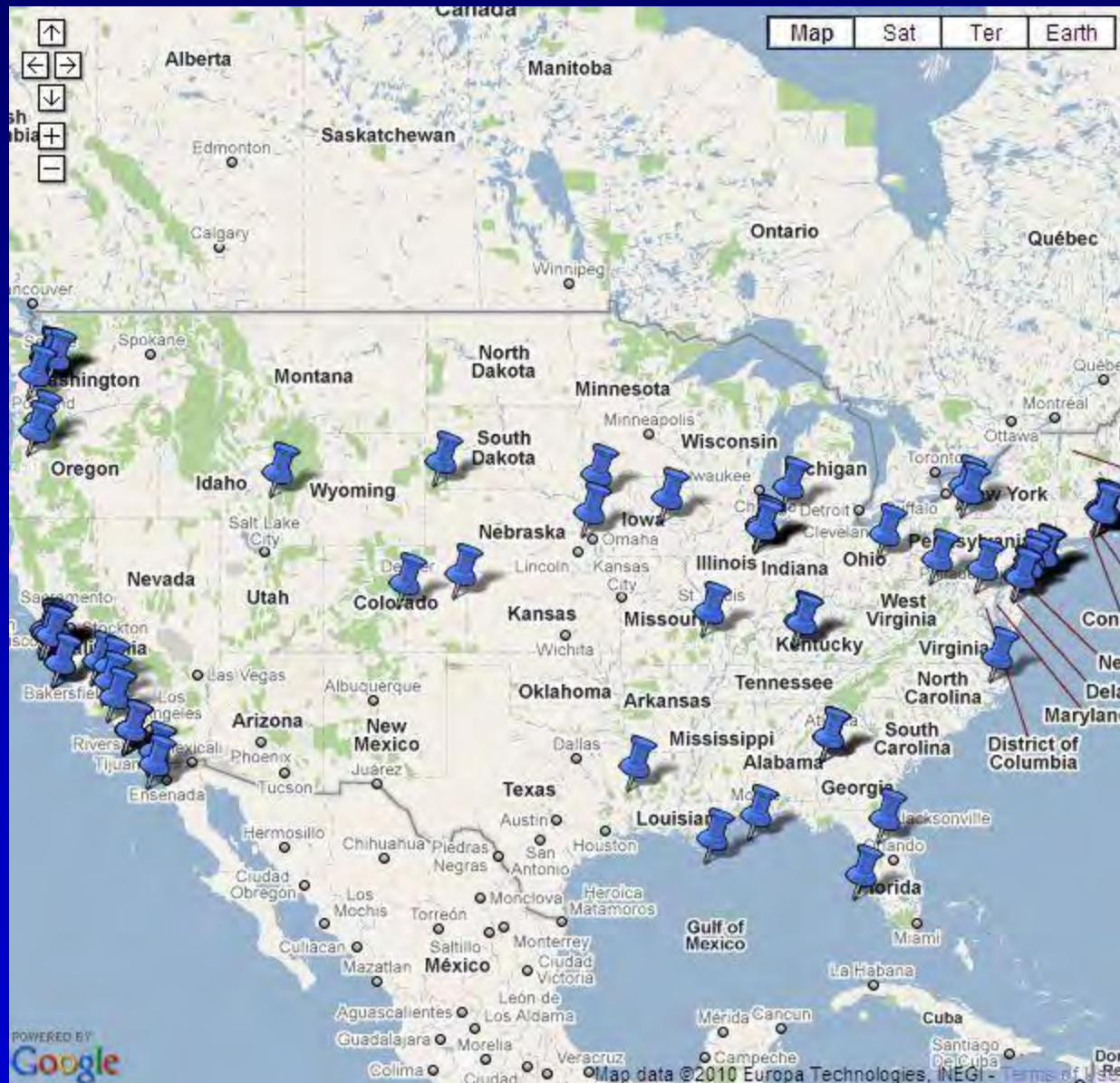
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221 Oak Street  
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# Communities Taking Action



# The UNITY Policy Platform

What cities need to  
prevent violence  
before it occurs



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