



COMMUNITIES PUTTING
PREVENTION TO WORK

MAKING HEALTHY LIVING EASIER



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Communities Putting Prevention to Work

Chronic diseases are among the most common and costly of all health problems in the United States, but they also are among the most preventable. Poor nutrition and lack of physical activity—the two modifiable risk factors for obesity—and tobacco use are responsible for much of the illness, suffering, and death related to chronic diseases. To help address these health issues, the U.S. Department of Health and Human Services created Communities Putting Prevention to Work (CPPW). Led by the Centers for Disease Control and Prevention (CDC), CPPW builds on CDC’s commitment to and experience with improving community health through programs such as Racial and Ethnic Approaches to Community Health (REACH) and the Healthy Communities Program.

CPPW is a locally driven initiative supporting 50 communities over a 2-year period to tackle obesity and tobacco use. Grantees span the nation and include urban, rural, and tribal communities. More than 55 million people—or 1 out of 6 Americans—live in a city, town, or tribal community that benefits from this initiative. These communities are making healthy living easier by implementing environmental changes such as increasing opportunities for safe active transportation; ensuring the provision of healthy food and beverage options in schools; limiting exposure to secondhand smoke; and increasing available tobacco cessation resources. These efforts are laying the foundation for improved quality of life in the short term and a sustainable reduction in diseases associated with obesity and tobacco use over the long term.







CPPW builds healthy communities to foster healthy living

“FOR ME, [PARTICIPATING IN THE CHEROKEE CHALLENGE] IS IMPORTANT BECAUSE DIABETES EXISTS IN MY FAMILY ... I HOPE TO SET AN EXAMPLE FOR THE YOUNGER GENERATION BY EXERCISING AND EATING HEALTHY. I WANT THEM TO DO THE SAME.”



—Bobbie S., Cherokee Nation resident



Obesity and tobacco use prevention saves lives

Obesity and tobacco use are two leading preventable causes of death and disability. By effectively addressing poor nutrition, lack of physical activity, and tobacco use, CPPW can have a significant impact on preventing serious health problems such as heart disease, stroke, type 2 diabetes, and cancer.

Obesity and tobacco use are pressing public health issues

- Across the country, one out of three adults is obese, and approximately one out of six children and adolescents is obese.
- Approximately 46 million U.S. adults smoke cigarettes, and more than 126 million nonsmoking Americans—including children and adults—are exposed to secondhand smoke regularly.



Obesity and tobacco use are costly

- Medical costs associated with obesity are estimated at \$147 billion per year. The medical costs for people who are obese are almost \$1,500 higher each year when compared to people with healthy weight.
- Tobacco use results in \$96 billion in medical expenditures and \$97 billion in lost productivity each year in the United States.

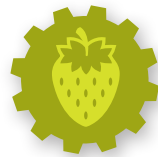
Community-specific solutions work

CPPW supports local-level grantees across the country in their efforts to tackle obesity and tobacco use. Individual communities are closely attuned to the health-related needs and challenges of their residents, and CDC provides them with technical assistance on the best practice- and evidence-based interventions available. These local investments empower communities by providing them with the flexibility and control to develop unique solutions and adapt to changing needs.



“I THINK THAT WE CAN MAKE A BIG DIFFERENCE BY GIVING YOUNG PEOPLE A HEALTHIER OPTION ... WHAT YOU DO NOW HAS A LIFELONG POSITIVE IMPACT ... IT MAKES A BIG DIFFERENCE IN SETTING THE TRAJECTORY OF THEIR HEALTH AND THEIR WELLNESS FOR A LIFETIME.”

—Julián Castro, Mayor, City of San Antonio





Environmental changes are critical to CPPW's success

Communities can support changes that make healthier options available to and practical for their residents. These positive environmental changes foster healthy behaviors such as improved nutrition, increased physical activity, and decreased tobacco use.

Environmental change is a change to the economic, social, or physical environment. For example, a neighborhood can build more sidewalks to provide active transportation options, or a landlord can restrict smoking on his property to make smoke-free housing available.



In addition to helping reduce the burden of chronic diseases and other health problems associated with obesity and tobacco use, effective environmental change can help diminish health disparities, or differences in health because of gender, race, ethnicity, education, income, disability, or geographic location. By alleviating some of the barriers to healthy behaviors—particularly for those who bear the greatest burden of disease caused by lack of access to healthy options—healthy living can become easier, safer, and more affordable.





CPPW is an investment in Americans' health

The CPPW initiative is an investment in our nation's health—making healthy living easier not only for today's community residents, but also for generations to come.



CPPW is supporting community efforts to create environments that foster healthy behaviors and reduce chronic diseases related to obesity and tobacco use. CPPW grantees are addressing these health challenges through positive environmental changes such as establishing farmers' markets that offer fresh produce and increasing the number of smoke-free workplaces. These changes are deeply ingrained in communities; positively influence economic, social, and physical environments; and will continue to produce broad, sustainable health outcomes long into the future.

The benefits of CPPW extend beyond the 50 funded communities and beyond the funding period as well, as the approach to tackling obesity and tobacco use can be replicated and implemented in other areas of the country. CPPW successes inspire other communities to make healthy living a priority and provide a roadmap for implementing positive changes. The diversity of the grantees and breadth of their initiatives provide a range of models that others can use to address their unique community needs.







“MY CHILDREN HAVE REALLY ENJOYED THE CHANGES IN THE CAFETERIA. THEY WILL PICK THE FRESH FRUIT EVERY TIME—AND EAT IT! AND THE PRICE FOR THE HEALTHY LUNCH IS SO AFFORDABLE. IT IS CHEAPER THAN PREPACKAGED JUNK FOOD.”

—Julie B., Bartholomew County resident

Communities Putting Prevention to Work

This map denotes the 50 communities funded through CPPW to address obesity, tobacco use, or both.



CPPW supports long-lasting changes to improve nutrition

OBESITY PREVENTION through nutrition

CPPW communities are improving access to healthy food through local farmers' markets, corner stores, and other retail outlets. Since March 19, 2010, more than 7.4 million Americans in 16 CPPW communities have greater access to healthier foods in retail locations.



Seattle/King County, Washington

Seattle/King County, Washington, incentivizes retailers located in "food deserts" to provide customers with healthy options such as fresh fruit and vegetables. The first store to introduce healthy options increased its produce supply from one weekly shipment to three, due to high demand. As a result of this community initiative, an estimated 650,000 residents have greater access to healthy foods.



Thirty-eight CPPW communities are working to promote the benefits of healthy food and drink choices through earned, paid, and social media, and other mass communications channels. Since March 19, 2010, more than 19 million Americans in 29 CPPW communities have been exposed to messages about the positive effects of healthy eating.

New York City, New York

New York City, New York, unveiled a new salt awareness initiative, urging consumers to compare nutrition labels and select foods with less sodium. Strategic messaging was placed in 20% of all New York City subway cars and was viewed by the public approximately 63.5 million times.



CPPW communities are implementing policies within schools and other venues to place restrictions on competitive foods—or foods sold in schools through vending machines, a la carte lines, bake sales, or other avenues—that are not a part of U.S. Department of Agriculture school meals. Since March 19, 2010, more than 250,000 Americans in 6 CPPW communities have received healthier food options at school, work, and other locations within their communities.



Hamilton County, Ohio

Eight out of the 22 school districts in Hamilton County, Ohio, have adopted competitive food policies to ensure that foods and beverages sold in school vending machines, a la carte lines, and school stores meet nutritional standards. This policy change benefits nearly 51,000 elementary, middle, and high school students.

MORE THAN 250,000 AMERICANS IN 6 CPPW COMMUNITIES HAVE RECEIVED HEALTHIER FOOD OPTIONS AT SCHOOL, WORK, AND OTHER LOCATIONS WITHIN THEIR COMMUNITIES.



CPPW communities also are promoting the purchase of healthier foods and beverages sold in schools, hospitals, government buildings, work sites, and other community settings. Since March 19, 2010, more than 10 million Americans in 16 communities have been able to take advantage of healthier food and beverage prices less than or equal to their less healthy counterparts.

Vanderburgh County, Indiana

Vanderburgh County, Indiana, launched a hospital meal entree project to improve the health status of their cafeteria patrons. Both Deaconess Hospital and St. Mary's Hospital offer a 20% discount on a daily healthy meal, known as the "Upgrade of the Day." The number of meals sold between the 2 hospitals increased from approximately 660 in the month of January 2011 to about 2,500 in June 2011.

MORE THAN 10 MILLION AMERICANS IN 16 COMMUNITIES HAVE BEEN ABLE TO TAKE ADVANTAGE OF HEALTHIER FOOD AND BEVERAGE PRICES LESS THAN OR EQUAL TO THEIR LESS HEALTHY COUNTERPARTS.

CPPW communities are implementing changes to procurement processes and policies that improve access to healthier food options for schools, childcare centers, local food pantries, faith-based organizations, and other community centers. Since March 19, 2010, almost 13 million Americans in 14 CPPW communities have increased access to nutritious foods across multiple settings.



County of San Diego, California

The San Diego Unified School District in California launched a farm-to-school lunch program that connects public schools with local farms. This new partnership represents a systemwide change in the way food is procured for more than 72,000 lunches served daily in the district.



CPPW communities are improving access to nutritious foods among vulnerable families who rely on a food assistance program such as the Supplemental Nutrition Assistance Program (SNAP), Electronic Benefit Transfer (EBT), or the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). Since March 19, 2010, more than 1 million Americans in 14 communities have been able to use SNAP, EBT, and/or WIC to purchase foods from local farmers' markets and other healthy food retailers.

Olmsted County, Minnesota

Four communities in Olmsted County, Minnesota, have improved access to fresh produce through new farmers' markets. Rochester markets, which accept EBT and WIC benefits, increased access to healthy foods for the more than 17,500 EBT and WIC users in the county. Customers who use these benefits received an additional \$10 in Market Bucks, which achieved nearly a 100% redemption rate and raised the amount of EBT sales by 58% in 1 month.

MORE THAN 1 MILLION AMERICANS IN 14 COMMUNITIES HAVE BEEN ABLE TO USE SNAP, EBT, AND/OR WIC TO PURCHASE FOODS FROM LOCAL FARMERS' MARKETS AND OTHER HEALTHY FOOD RETAILERS.

CPPW supports long-lasting changes to increase physical activity

OBESITY PREVENTION through physical activity



CPPW communities are improving the health of our nation's youth by implementing changes that restrict screen time for children enrolled in afterschool or daycare programs. Since March 19, 2010, approximately 83,000 American youth in 5 CPPW communities have attended afterschool or daycare programs that limit sedentary screen time.

Multnomah County, Oregon

Schools Uniting Neighborhoods (SUN) Community Schools in Multnomah County, Oregon, adopted guidelines to improve student health including a limit on non-educational screen time activity. With 60 SUN Community School sites adopting these standards, nearly 18,000 youth will benefit from improved practices.



CPPW communities are improving the health of American school children by increasing the amount and quality of physical education or physical activity in schools. Since March 19, 2010, more than 330,000 American students in 8 CPPW communities have increased their physical activity at school to improve their overall physical fitness.

Jefferson County, Alabama

Jefferson County, Alabama, strengthened local school wellness policies to include a physical activity requirement for all elementary school students. Now, all students enrolled in grades kindergarten through fifth grade are required to participate in 30 minutes of daily physical activity, benefitting more than 44,000 students.

MORE THAN 3.9 MILLION AMERICANS IN 11 CPPW COMMUNITIES HAVE EXPERIENCED STRUCTURAL IMPROVEMENTS IN THEIR NEIGHBORHOODS TO ENCOURAGE GREATER LEVELS OF PHYSICAL ACTIVITY AND ACTIVE TRANSPORTATION.

CPPW communities are implementing initiatives to support recreation and active transportation among residents. Since March 19, 2010, more than 3.9 million Americans in 11 CPPW communities have experienced structural improvements in their neighborhoods to encourage greater levels of physical activity and active transportation.

La Crosse County, Wisconsin

In La Crosse County, Wisconsin, 6 miles of bike lanes have been added to city streets, quadrupling the number of bike lanes available to La Crosse's 113,000 residents.





CPPW communities are implementing joint-use agreements with schools, faith-based organizations, YMCAs, and other community centers to make athletic facilities available for public use. Since March 19, 2010, more than 1.7 million Americans in 10 CPPW communities have obtained access to a recreational environment for physical activity through a joint-use agreement.

Mid-Ohio Valley, West Virginia

Wirt County, located in West Virginia's Mid-Ohio Valley region, established a joint-use agreement with Wirt County Schools. This agreement provides more than 5,700 residents with access to school facilities for physical activity.

CPPW communities are increasing access to physical activity through urban design and land use policies. Since March 19, 2010, more than 28.3 million Americans in 17 CPPW communities have benefitted from CPPW's investment in improving land use policies. These efforts have contributed to the provision of sidewalks, parks with adequate crime prevention measures, and the use of health impact assessments in urban planning.



Portland, Maine

Portland, Maine, approved a resolution supporting Complete Streets. As a result of this resolution, a Complete Streets Working Group was created, which is tasked with developing a policy within the next year to ensure that streets accommodate cars, buses, bikes, and pedestrians. The policy will benefit more than 66,000 residents.

CPPW communities are increasing the availability of physical activity programs in work-site settings. Since March 19, 2010, more than 400,000 members of the American workforce in 9 CPPW communities have been able to take advantage of work-site policies that encourage increased physical activity in and around the buildings, office parks, and campuses where they work.

Pima County, Arizona

Eight clinics and two hospitals in Pima County, Arizona, have adopted work-site policies to improve opportunities for physical activity and access to healthy foods. This effort has benefitted approximately 4,800 employees.

MORE THAN **400,000 MEMBERS OF THE AMERICAN WORKFORCE** IN 9 CPPW COMMUNITIES HAVE BEEN ABLE TO TAKE ADVANTAGE OF WORK-SITE POLICIES THAT ENCOURAGE INCREASED PHYSICAL ACTIVITY IN AND AROUND THE BUILDINGS, OFFICE PARKS, AND CAMPUSES WHERE THEY WORK.



CPPW supports long-lasting changes to decrease tobacco use

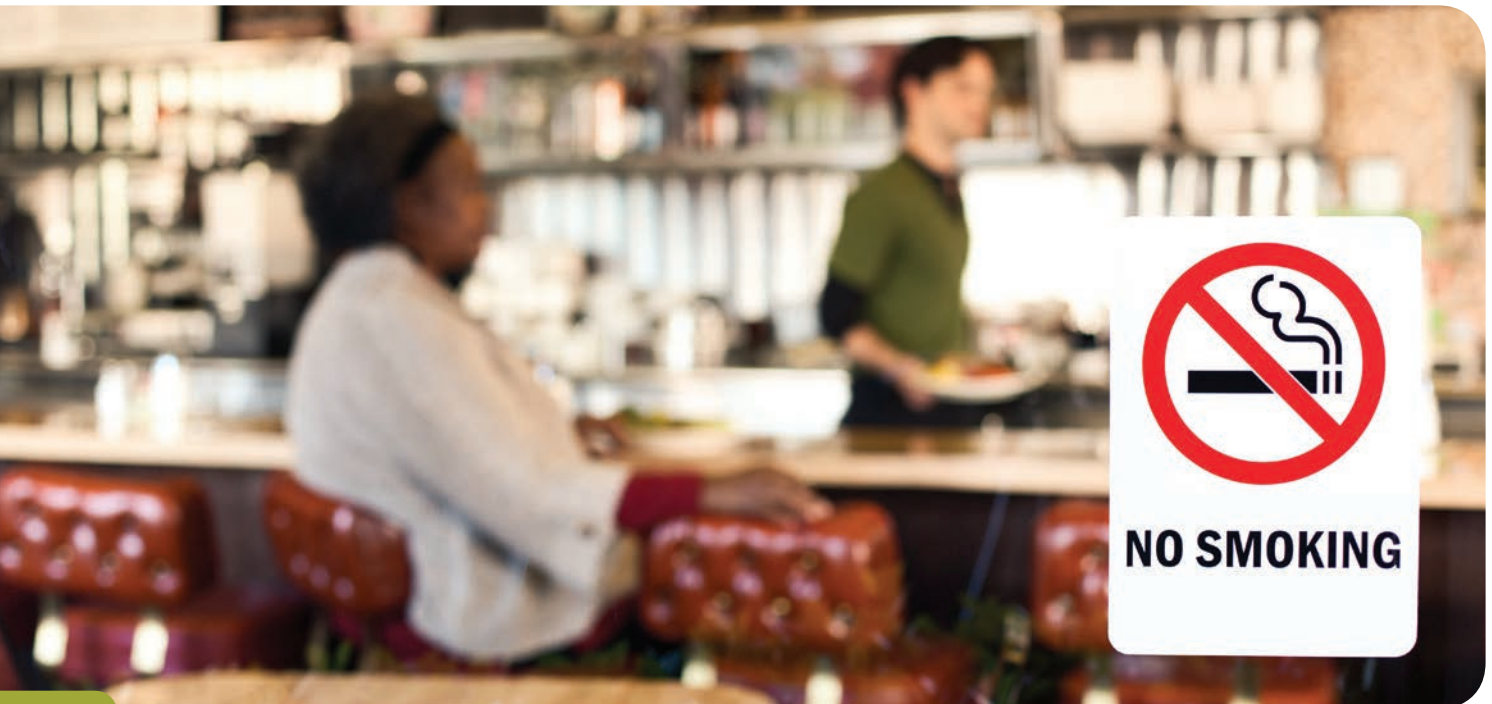
TOBACCO USE PREVENTION and reducing exposure to secondhand smoke



CPPW communities are reducing exposure to secondhand smoke. Since March 19, 2010, more than 18.4 million Americans in 20 CPPW communities have benefitted from policies in their communities that prohibit smoking in workplaces, restaurants, bars, multi-unit housing complexes, campuses, parks, or beaches.

St. Louis County, Missouri

Two cities in St. Louis County, Missouri, have adopted 100% indoor smoke-free policies that protect a total of 24,300 community members from secondhand smoke. One city adopted a policy that encompasses all public places with employees including casinos, bars, private clubs, and assisted-living facilities.



CPPW communities are working to reduce the sale of tobacco products, particularly to youth. Since March 19, 2010, five communities, representing more than 3.6 million Americans, have implemented one or more policies that reduce access to tobacco products.

Philadelphia, Pennsylvania

Philadelphia, Pennsylvania, recently adopted a policy that increases penalties from \$100 to \$250 for merchants who sell tobacco products to minors, potentially preventing more than 381,000 youth from accessing tobacco products.

FIVE COMMUNITIES,
REPRESENTING MORE
THAN **3.6 MILLION**
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TO TOBACCO PRODUCTS.





CPPW communities are implementing zoning policies that restrict the density of tobacco retailers and their proximity to locations commonly frequented by minors, such as schools and childcare centers. Since March 19, 2010, more than 5.2 million Americans in six CPPW communities have benefitted from policies decreasing the presence of retail outlets selling tobacco products within their communities.

Santa Clara County, California

Santa Clara County, California, adopted an ordinance that restricts retailers from selling tobacco products within 1,000 feet of schools or within 500 feet of locations occupied by authorized tobacco retailers. This effort was based on community findings that show high densities of tobacco retailers, particularly in neighborhoods surrounding schools, are associated with increased youth smoking rates.

CPPW communities are raising awareness of the harmful effects of tobacco use through public education programs. These multimedia initiatives, which are designed to prevent tobacco initiation and promote tobacco cessation, focus on vulnerable populations, including youth. Since March 19, 2010, more than 16.4 million Americans in 11 CPPW communities have been exposed to compelling messages about the dangers of smoking.

MORE THAN **16.4 MILLION AMERICANS** IN 11 CPPW COMMUNITIES HAVE BEEN EXPOSED TO COMPELLING MESSAGES ABOUT THE DANGERS OF SMOKING.

Austin/Travis County, Texas

Austin/Travis County, Texas, aired a television commercial titled, *Preventable*, to raise awareness of the burden of tobacco use in the region. The commercial, which reached an estimated 1.7 million county residents, discourages tobacco use by emphasizing that 11 tobacco-related deaths occur in the community each week.





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Publication date: February 2012

www.cdc.gov/CommunitiesPuttingPreventiontoWork