

## Communities Putting Prevention to Work (CPPW) in King County Outcomes and Partners, 2010 goals and 2012 accomplishments

Obesity Prevention Outcomes	Status	Community Partners
<b>Increase Children's Access to Healthy Food</b>		
<ul style="list-style-type: none"> <li>Improve nutritional quality of school meals at four school districts serving 94,000 students by training foodservice staff, expanding farm to school programs, and implementing USDA nutrition standards</li> <li>Promote healthy eating with a point of purchase marketing campaign and student-led media campaign</li> <li>Reduce food procurement barriers for King County schools to purchase Washington grown produce</li> <li>Improve access to healthy food for 1,800 childcare programs through adoption of model policies, changes to state licensing standards, and expansion of farm-to-table programs</li> </ul>	<ul style="list-style-type: none"> <li><b>Complete in six school districts for 124,000 students</b></li> <li><b>Complete in Auburn and Renton for 28,919 students</b></li> <li><b>Complete</b></li> <li><b>Completed for family home childcares</b></li> </ul>	<p>Auburn, Highline, Kent, Northshore, Renton, Seattle School Districts City of Seattle Human Services Department University of Washington Center for Public Health Nutrition and Treeswing UW School of Nursing and six South Seattle Churches Washington Sustainable Food and Farming Network (WSFFN) and Good Food Coalition Community Pediatric Foundation and Coalition for Safety and Health in Early Learning (C-SHEL) Comprehensive Health Education Foundation (CHEF) and Childhood Obesity Prevention Coalition (COPC) King County Housing Authority</p>
<b>Increase Children's Access to Physical Activity</b>		
<ul style="list-style-type: none"> <li>Implement high quality, culturally appropriate physical education curriculum for 63,000 students</li> <li>Increase access to physical activity for 153,000 residents in six cities by opening school facilities to community groups and municipal recreation programs</li> <li>Implement Safe Routes to School in six school districts serving 124,000 students</li> <li>Implement "recess before lunch" policy at 12 elementary schools</li> <li>Increase physical activity and reduce screen time in 1,800 childcare programs through adoption of model policies and changes to state licensing standards</li> <li>Increase children's physical activity and safety through bicycle and pedestrian training programs</li> <li>Adopt and implement policies for physical activity policies in church-based children/youth programs and/or events</li> </ul>	<ul style="list-style-type: none"> <li><b>Complete in six districts for 124,000 students</b></li> <li><b>Drafts in process for Highline and Northshore School Districts</b></li> <li><b>Complete</b></li> <li><b>Implemented in 13 schools in Highline School District</b></li> <li><b>Completed for family home childcare regulations</b></li> <li><b>Trainings completed for 4<sup>th</sup> and 5<sup>th</sup> graders in five school districts</b></li> <li><b>Complete at YMCA, six churches with 9,500 members</b></li> </ul>	<p>Auburn, Highline, Kent, Northshore, Renton, Seattle, Tukwila School Districts City of Seattle Human Services Department Cities of Burien, Des Moines, SeaTac, Snoqualmie UW CPHN and Treeswing UW SN and 6 South Seattle Churches Bicycle Alliance of Washington CHEF and COPC C-SHEL King County Housing Authority WSU and King County Food and Fitness Initiative (KCFI)</p>

**Horn of Africa event  
brings people together**



Obesity Prevention Outcomes	Status	Community Partners
<b>Increase Access to Physical Activity and Healthy Foods in Retail, Worksite, and Community Settings</b>		
<ul style="list-style-type: none"> <li>• Change worksite policies in low-income and immigrant communities to increase healthy eating, physical activity, and access to weight control programs in 50 “early adopter” businesses</li> <li>• Implement healthy eating, active living standards and guidelines in all internal environments in all YMCA of Greater Seattle branches</li> <li>• Adopt and implement nutrition and procurement policies for government facilities and programs</li> <li>• Create and implement a new “Healthy Foods Here” economic development program, which leverages private sector investment and increases healthy food availability in corner grocery stores in 30 low-income and immigrant communities</li> <li>• Establish a new urban agriculture project for low-income and immigrant farmers that will supply more than 10,000 pounds of food annually to Healthy Foods Here retail establishments</li> <li>• Increase access to affordable, healthy foods through State Environmental Policy Act amendments</li> <li>• Implement a “Farm to Table” partnership for senior congregate and home delivered meal programs</li> <li>• Provide additional access for 38,500 WIC participants to farmers markets</li> <li>• Adopt and implement policies in parks and recreation, YMCA, and community clinics that will improve access to swimming, water exercise and water recreation among low-income and culturally diverse families</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Complete</b></li> <li>• <b>Complete</b></li> <li>• <b>Guidelines complete, promotion and adoption for 2012 and 2013</b></li> <li>• <b>Complete, 49 stores in eight cities</b></li> <li>• <b>Complete</b></li> <li>• <b>Work is on-going in 2012</b></li> <li>• <b>Complete in facilities serving 15,000 seniors (three times more participants than expected)</b></li> <li>• <b>Complete, with improved access also for 70,000 SNAP participants</b></li> <li>• <b>Complete</b></li> </ul>	<p>Cities of Burien, Des Moines, Federal Way, Kent, Redmond, SeaTac, Snoqualmie  City of Seattle Economic Development and Planning Departments  UW Health Promotion Research Center (UW HPRC)  UW NW Center for Livable Communities  YMCA of Greater Seattle  CHEF/COPC  Children’s Home Society and Burst for Prosperity  Environmental Coalition of South Seattle (ECOSS)  Center for MultiCultural Health  Seattle Children’s Hospital  WSU and KCFFI  Martin &amp; Sanders Consulting  Urban Food Link</p>



**The Farm Truck/educators arrive at the Des Moines Field House to teach Des Moines' Camp KHAOS youth**

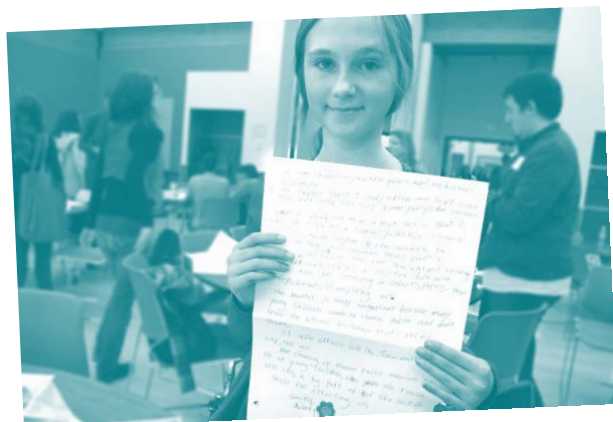
Obesity Prevention Outcomes	Status	Community Partners
<b>Plan for Healthy Communities</b>		
<ul style="list-style-type: none"> <li>Adopt Bicycle and Pedestrian Plans</li> <li>Update Local Comprehensive Plans to address active living and access to healthy food</li> <li>Develop a toolkit detailing land-use based approaches to promoting physical activity, including examples of model bicycle and pedestrian components</li> <li>King County Board of Health adopts comprehensive health and land use standards, which in turn are incorporated into county-wide planning guidance for 1.9 million residents</li> <li>Health-focused Countywide Planning Policies adopted by King County</li> <li>Cities adopt internal food procurement policies to improve healthy food access for their staff</li> </ul>	<ul style="list-style-type: none"> <li><b>Complete in five cities, 190,000 residents</b></li> <li><b>Complete in six cities, 600,000 residents</b></li> <li><b>Draft complete</b></li> <li><b>PHSKC Environmental Health staff complete with Board of Health adoption in October 2010</b></li> <li><b>Ongoing in 2012</b></li> <li><b>Completed in four cities</b></li> </ul>	<p>Cities of Burien, Des Moines, Federal Way, Kent, Redmond, SeaTac, Seattle, Snoqualmie</p> <p>King County Department of Natural Resource and Parks</p> <p>Puget Sound Regional Council</p> <p>Bicycle Alliance of Washington</p> <p>Cascade Bicycle Club Education Foundation</p> <p>UW NW Center for Livable Communities</p> <p>SvR Design Company</p>
<b>Reduce Consumption of Sugar-loaded Beverage</b>		
<ul style="list-style-type: none"> <li>Implement education campaign warning that drinking too many sugar-loaded beverages causes obesity and other health problems</li> <li>Review and implement appropriate evidence-based policies to reduce sugar-loaded beverage consumption</li> <li>Adopt and implement policy banning sugar-loaded beverages and energy drinks at Boys and Girls Clubs in King County</li> <li>Implement nutrition policies to limit soda consumption and increase healthy food access in S. Seattle churches</li> </ul>	<ul style="list-style-type: none"> <li><b>Soda-free Sundays campaign complete, with 842 individual and organizational pledges (<a href="http://www.sodafreesundays.org">www.sodafreesundays.org</a>)</b></li> <li><b>Complete by organizational participants in Soda-free Sundays</b></li> <li><b>Complete, policy places limits on access to sugary drinks</b></li> <li><b>Complete in six churches serving more than 9,000 church members</b></li> </ul>	<p>Auburn School District</p> <p>CHEF and COPC</p> <p>UW NW Center for Excellence in Media Literacy (UW NW Center) and the Boys and Girls Clubs of King County (BGCKC)</p> <p>UW Nursing and six South Seattle Churches</p>
<b>Mobilize King County residents</b>		
<ul style="list-style-type: none"> <li>Establish a coalition of 11 East African organizations who mobilize around access to healthy food</li> <li>Create 90 bilingual digital stories to educate about importance of green spaces and physical activity</li> <li>Mobilize youth, immigrant and refugee communities through a communications campaign using photovoice</li> <li>Mobilize East African, Latino and Asian/Pacific Islander communities to build public support for policy change improving access to physical activity/recreation opportunities for immigrant communities</li> </ul>	<ul style="list-style-type: none"> <li><b>Four organizations participated</b></li> <li><b>Complete, see MOVE map</b></li> <li><b>Complete, see MOVE</b></li> <li><b>Complete, see MOVE</b></li> </ul>	<p>YMCA of Greater Seattle</p> <p>Center for Multicultural Health</p> <p>Horn of Africa Services</p> <p>One America</p> <p>SeaMar Community Health Centers</p> <p>UW NW Center and BGCKC</p> <p>Seattle Chinatown International District Preservation and Development Authority</p>

Tobacco Prevention Outcomes	Status	Community Partners
<b>Help to Quit</b>		
<ul style="list-style-type: none"> <li>Quit support systems at up to 10 hospitals and 105 King County-funded mental health and substance abuse treatment sites</li> <li>Support up to 4,500 calls to the Quit Line</li> <li>Quit Line promotion for employees at up to 50 low-wage small and medium employers</li> <li>Model group purchasing agreements for quit benefits between small employers</li> <li>Implement screening and referrals at 33 Head Start and Early Childhood Education and Assistance Program (ECEAP) centers for caregiver tobacco use</li> <li>Pilot 100% tobacco-free workday policies at six childcare sites</li> <li>Implement a region-wide alternative to suspension protocol for students found violating tobacco-free school policies</li> </ul>	<ul style="list-style-type: none"> <li><b>Five hospitals and 105 treatment sites offering better help to quit</b></li> <li><b>Supported 5312 calls through February, 2012. King County was only county with Quitline for uninsured after state cuts in July, 2011, though coverage ends in March 2012</b></li> <li><b>Complete</b></li> <li><b>Group purchasing options explored with employer aggregators</b></li> <li><b>Screening and referral implemented</b></li> <li><b>Eight childcare sites piloting tobacco-free workdays</b></li> <li><b>Complete in three districts and underway in five more, youth task forces convened at October, 2011 summit</b></li> </ul>	<p>Alere (formerly Free &amp; Clear)  King County Mental Health Chemical Abuse and Dependency Services and contracted agencies  Puget Sound Educational Service District and partner districts  Seattle Public Schools  University of Washington Medical Center  Harborview Medical Center  Highline Medical Center  Auburn Regional Medical Center  University of Washington Health Promotion Research Center</p>
<b>Mobilize King County residents</b>		
<ul style="list-style-type: none"> <li>135 Community Based Organizations and businesses participating in Pride Fest adopt tobacco prevention policies</li> <li>Create bilingual digital stories about tobacco's impact in the Latino community and a digital map to educate public and policy makers</li> <li>Mobilize immigrant and refugee youth to develop a social media campaign to support tobacco-free policies and restrictions on flavored tobacco</li> <li>Mobilize the Korean community in church-based youth programs to support tobacco-free policies</li> </ul>	<ul style="list-style-type: none"> <li><b>All Pridefest 2011 businesses had tobacco policies, 87 of them new</b></li> <li><b>Complete, see <a href="http://www.mappingvoices.org">www.mappingvoices.org</a></b></li> <li><b>Youth film premiered in August, 2011</b></li> <li><b>Four churches adopted tobacco-free policies, youth held photovoice exhibit in February, 2012</b></li> </ul>	<p>Entre Hermanos  Gay City Health Project  Multi Cultural Self-Sufficiency Movement (MSM)  Refugee Women's Alliance (ReWA)</p>



**Tobacco-free parks implementation in Burien attended by local youth, King County Executive Dow Constantine, Burien Mayor Joan McGilton and King County Councilmember and Board of Health chair Joe McDermott**

Tobacco Prevention Outcomes	Status	Community Partners
<b>Create Tobacco and Smoke-free Areas</b>		
<ul style="list-style-type: none"> <li>At least 6,000 units of affordable housing</li> <li>King County parks and at least 22 city parks</li> <li>Up to six college and university campuses</li> <li>Health care sites, including up to 10 hospitals and 108 mental health/substance abuse clinics</li> <li>Improve the Board of Health regulation for smoking in public places and places of employment</li> </ul>	<ul style="list-style-type: none"> <li><b>Exceeded goal with anticipated 13,000 smoke-free units</b></li> <li><b>Seven points added to the Evergreen Sustainable Development Standard</b></li> <li><b>Smoke-free parks in six cities, under development in King County and interest in other cities</b></li> <li><b>Eight colleges interested, two of these have policies under consideration</b></li> <li><b>Five hospitals and 105 treatment sites have tobacco-free policies</b></li> <li><b>Passed September 2010</b></li> </ul>	<p>Cornish College of the Arts  Bellwether  King County Department of Natural Resources and Parks  City of Burien  King County Housing Authority  King County Mental Health Chemical Abuse and Dependency Services and contracted agencies  Seattle Housing Authority  University of Washington Medical Center  Harborview Medical Center  Highline Medical Center  Auburn Regional Medical Center  Washington Asian Pacific Islander Community Services  The volunteer agencies:  SouthEast Effective Development  YWCA of Seattle King &amp; Snohomish Counties  Valley Cities Counseling and Consultation  Capitol Hill Housing  Renton Housing Authority  Transitional Resources  Navos  Pioneer Human Services  King County Department of Community Human Services</p>
<b>Reduce Youth Access to Tobacco Products</b>		
<ul style="list-style-type: none"> <li>Restrict the sale of flavored nicotine and tobacco products</li> <li>Require point-of-purchase health warnings and Quit Line promotion</li> <li>Remove preemption of local tobacco regulation</li> <li>Model new tobacco license zoning restrictions</li> <li>Implement voluntary tobacco policy at one pharmacy</li> </ul>	<ul style="list-style-type: none"> <li><b>E-cigarette ordinance adopted by BOH in December, 2010</b></li> <li><b>Withdrawn</b></li> <li><b>Local control work is ongoing</b></li> <li><b>Healthy School Zones included in pending Growth Management Planning Act</b></li> <li><b>Withdrawn</b></li> </ul>	<p>American Lung Association  Washington State Association of Local Public Health Officials (WSALPHO)</p>



Youth at youth tobacco summit

Gay City volunteer promotes a tobacco-free Pride picnic



Tobacco Prevention and Obesity Prevention Communications Outcomes	Status	Community Partners
<b>Mobilize King County residents and leaders around a chronic illness prevention paradigm, with a focus on policy, systems and environments, as well as inequities in our county</b>		
<ul style="list-style-type: none"> <li>Disseminate messages to 70% of focus community residents that describe how community and institutional environments shape access to healthy food, physical activity and tobacco-free areas</li> <li>Establish “HealthyKingCounty.org,” an on-line education network and communications and education tool for CPPW grantees and their partners</li> <li>Pacific Science Center, with one million annual visitors, installs the nation’s first interactive wellness exhibit. We create exhibit enhancements that emphasize how policies, systems, and environments influence health</li> <li>Earned media to support healthy eating, active living and tobacco free places</li> </ul>	<ul style="list-style-type: none"> <li><b>Complete through “Let’s Do This,” with 180 million impressions, Facebook page has 1,500 “likes,” 30% of focus community residents were aware of campaign</b></li> <li><b>Complete, 450 members</b></li> <li><b>Complete, workshops added Science Center exhibit to open December 2012</b></li> <li><b>Complete, over 100 news stories</b></li> </ul>	<p>Center for MultiCultural Health OneAmerica Horn of Africa SeaMar Community Health Centers Pacific Science Center GMMB and media sub-contractors PRR</p>



**Des Moines Youth Camps Offer Healthy "Go" Food Choices**

**Friday Night Swimming at Medgar Evers pool made possible by a partnership with Odessa Brown Children's Clinic**

