Planning & Developing Comprehensive Community Health Strategies

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The Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills
NORMS

more than a habit

based in culture & tradition

taken for granted

behavior shapers

sanction behavior

attitudes, beliefs, ways of being

communicate regularity in behavior
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!
ARE YOU POURING ON THE POUNDS?

DON'T DRINK YOURSELF FAT.
Cut back on soda and other sugary beverages.
Go with water, seltzer or low-fat milk instead.
"That’s the third smoker we’ve lost this week."
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## The Spectrum of Prevention

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Farm to School

Photo Courtesy of San Francisco Food Systems
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Your ZIP code shouldn’t predict how long you’ll live – but it does. Staying healthy requires much more than doctors and diets. Every day, our surroundings and activities affect how long – and how well – we’ll live.

This year, Gov. Jerry Brown and other state leaders recognized that **Health Happens with Prevention**. The California Endowment thanks California’s leaders for making our communities healthier and our state stronger.

- **SB 51 (Alquist)**: Ensures at least 80% of premium dollars go to patient care.
- **AB 1296 (Bonilla)**: Includes adults without children in Medi-Cal.
- **AB 922 (Monning)**: Establishes a central location for consumers to receive assistance with health insurance.
- **SB 222 (Evans) and AB 210 (Hernandez)**: Ensures that maternity coverage is available for women when they need it.
- **SB 41 (Yee)**: Allows medical professionals to furnish syringes to people 18 years of age or older to prevent the spread of infectious disease.
- **SB 695 (Hancock)**: Maintains Medi-Cal benefits for youth.
- **ABX1 21 (Blumenfeld)**: Helps maintain health coverage for thousands of children and teenagers through the Healthy Families Program.
- **AB 604 (Skinner)**: Allows qualified local organizations to apply for authorization to offer a needle and syringe exchange program in specific high-risk communities.

Attorney General Kamala Harris filed an Amicus Brief defending the Affordable Care Act on behalf of millions of Californians who will benefit.
Letter to the Editor

Prevention Institute Letter to the Editor in Response to Fortune Magazine’s July 9, 2009 article “Why Prevention Won’t Cure Health Care”

Matt Miller too easily dismisses the proven power of prevention to cut costs and save lives. He knows that the impact could be profound but laments that it’s a long way off. But if not now, when? We need more than tinkering at the edges. Preventive medicine is necessary but not sufficient. Community prevention, absent from Mr. Miller’s commentary, works by preventing disease before it occurs, keeping people out of the doctor’s office in the first place. In order for health reform to succeed, it must include the same kind of community prevention strategies, such as those used to reduce smoking, that have historically documented cost savings and will contain skyrocketing chronic disease rates – and costs.

“Community prevention…works by preventing disease before it occurs, keeping people out of the doctor’s office in the first place.”
San Diego Resident Leadership Academy

San Diego, CA
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Thinking on the Edge of the Box
Who are key providers in your community?
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Coalitions may be...

- Time intensive
- Inefficient
- Frustrating
- Poorly utilized

"Another meeting? I'd like to attend but I have real work to do."

"This coalition used to be worthwhile, but now it is a waste of time."

But they can also be...
...a tool for achieving effectiveness and sustainability

Effective coalitions allow you to...

- Accomplish a broad range of goals
- Broaden buy-in
- Identify areas for focus
- Concentrate on comprehensive approaches
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:

Phase II: Collaboration Multiplier Analysis

Shared Outcomes

Partner Strengths

Joint Strategies
Reframing the nutrition & physical activity debate from simply a matter of individual choice... to corporate & government responsibility
Steering Committee

- California Adolescent Nutrition and Fitness Program (CANFit)
- California Center for Public Health Advocacy
- California Food Policy Advocates
- California Pan-Ethnic Health Network
- California Park and Recreation Society
- California Project LEAN
- California WIC Association
- ChangeLab Solutions
- Child Care Food Program Roundtable
- Latino Health Access
- Partnership for the Public’s Health
- Prevention Institute
- PolicyLink
- Samuels & Associates
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General practices of organizations and institutions that guide activities and norms
A joint or shared use agreement provided Ballet Folklorico students and parents with a safe space to practice and be physically active.
Smoke-free Public Multi-Unit Housing

Sacramento, CA

LIVE, BREATHE, CHOOSE...

SMOKE FREE

A NEW AMENITY FOR APARTMENT LIVING
UC Davis Smoke-Free Campus

Davis, CA
Kaiser Farmer’s Markets

Throughout the US
Provide Healthy Food Options for Employees

Oakland, CA
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Defining Policy

The rules that guide the activities of government or quasi-governmental organizations, and that provide authority for the allocation of resources.
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.
Useful policy is often developed locally.
LA Blocks New Fast-Food Outlets from Low-Income Neighborhoods

Los Angeles, CA

Reference: http://www.msnbc.msn.com/id/25896233/
St. John’s Safe Housing

Los Angeles, CA

Smoke-free Bus Stops and Light Rail Stops

Sacramento, CA
North Carolina Complete Streets

Appalachian District, NC
"The whole is greater than the sum of its parts."
Spectrum of Prevention Activity
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