



Prevention Works: Growing a movement to create healthy, safe and equitable communities

Sana Chehimi, MPH
Program Director

HEAL Idaho Summit 2013
October 3rd, 2013

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 <http://www.facebook.com/PreventionInstitute.org>

 @preventioninst









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Born in West Oakland, an African-American person can expect to **die almost 15 years earlier** than a White person born in the Oakland Hills.



SOURCE: Life and Death from Unnatural Causes – Health and Social Inequity in Alameda County.
Alameda County Public Health Department. August 2008

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

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"Of all the forms of inequality, injustice in health is the most shocking and inhuman."

Martin Luther King, Jr.

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Photo Courtesy of <http://news-service.stanford.edu/news/2006/january11/mlk-011106.html>

Is it just behavior?



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What's Health Got To Do With It?

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LUCKILY, THERE'S AN AFFORDABLE ALTERNATIVE.

Chevrolet Cavalier VL Sedan
\$12,998 MSRP **0** down **\$178** mo

\$1,000 cash rebate

Features:
• 100,000 km Powertrain Warranty
• 140 hp ECOTEC Engine
• 5-Speed Getaway Manual Transmission
• Theft Deterrent System



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**NO CHILDREN
ALLOWED
PLAYING IN
COURT YARD**
MANAGEMENT

Photo courtesy of Latino Health Access

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Roberto Mendoza, sixth-grader at the E.C. Means Academy of Technology and Art in Oakland

Life in the killing zone

Violence is the most pervasive part of growing up in East Oakland

By Anastasia Hendrix
Contributing Writer

This is a place where a murder was committed last year within walking distance of an 11-year-old's bedroom.

It is a place where eighth graders learn percentages and averages by studying statistics from the streets.

Their classroom — numbers — is a place where numbers are passed down to neighbors.

by being police tape blocking off a fresh murder. There is sorrow and outrage, and politicians promise to tackle the problem — but the deadly pattern always continues.

This is East Oakland — where murdering violence affects even the smallest neighborhoods.

...rangers bullet — one that barely missed his father, who was relaxing on the couch at the time.

Though the bullet did not hurt Mr. Mendoza, it gravely wounded his son's already fragile sense of security.

...his favorite show, "West Coast" which details how to survive living situations such as how to exit the trunk of a car by breaking on the right and pulling out wiring so it can fall through and attract other motorists.

"It makes me feel better to see the show," Rico said. "I'm looking for ways to save myself, to do it if anything happens."

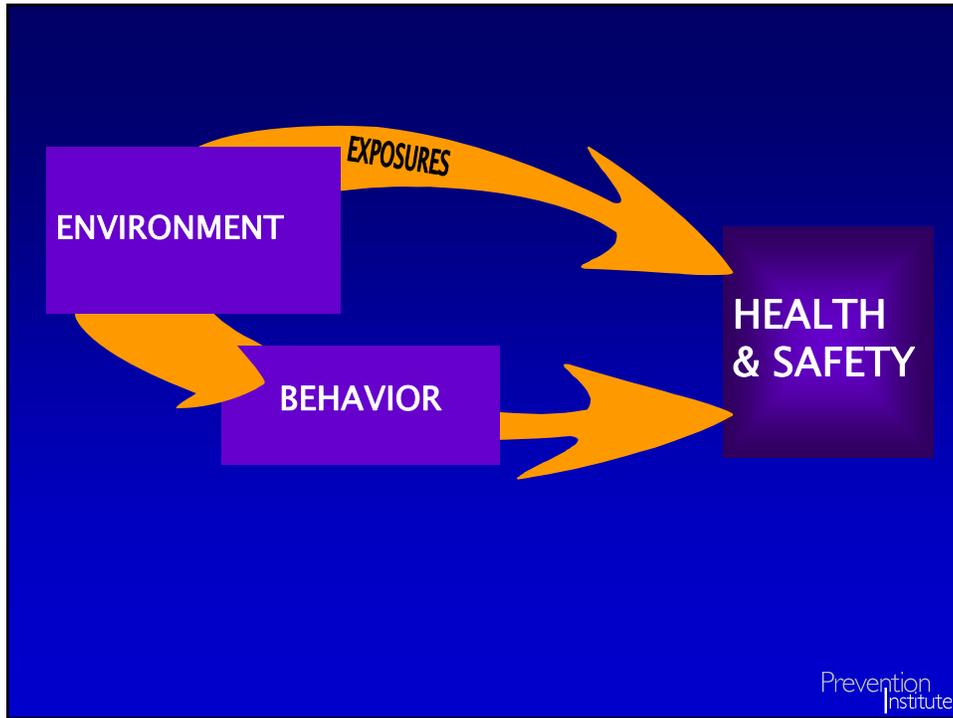
In his bedroom...

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ZIP CODE 95219 Life Expectancy 73

ZIP CODE 92657 Life Expectancy 88

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 (Pudilla) : Gives Californians the facts about restaurant food.

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

health happens here
In Neighborhoods

To learn more visit www.calendow.org

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Your **ZIP code** shouldn't predict whether you'll graduate from high school – but it does. School surroundings and activities play a key role in the academic success and health of California's children.

This year, Gov. Jerry Brown and other state leaders recognized that **Health Happens in Schools**. The California Endowment thanks California's leaders for making our schools healthier and our state stronger.

AB 9 "Seth's Law" (Amiano) AB 1156 (Eng) : Prevents bullying.

AB 131 "Dream Act" (Cedillo) : Allows undocumented California students to apply for college financial aid.

"Blueprint for Great Schools" (State Superintendent of Public Instruction Tom Torlakson) : Connects health and fitness to academic success.

ZIP CODE 93274
Chance of Graduating From High School
37%

ZIP CODE 94019
Chance of Graduating From High School
94%

To learn more visit www.calendow.org

health happens here
In Schools

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"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

Source: Institute of Medicine. (2000). *Promoting health: Intervention strategies from social and behavioral research* (B. D. Smedley & L. S. Syme, Eds.). Washington, DC: National Academies Press.

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QUALITY Prevention is the Prescription

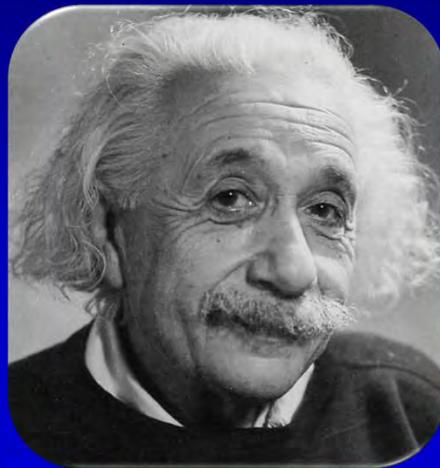


- Comprehensive
- Aimed at the community environment
- Changes norms:
Makes healthy options
the default

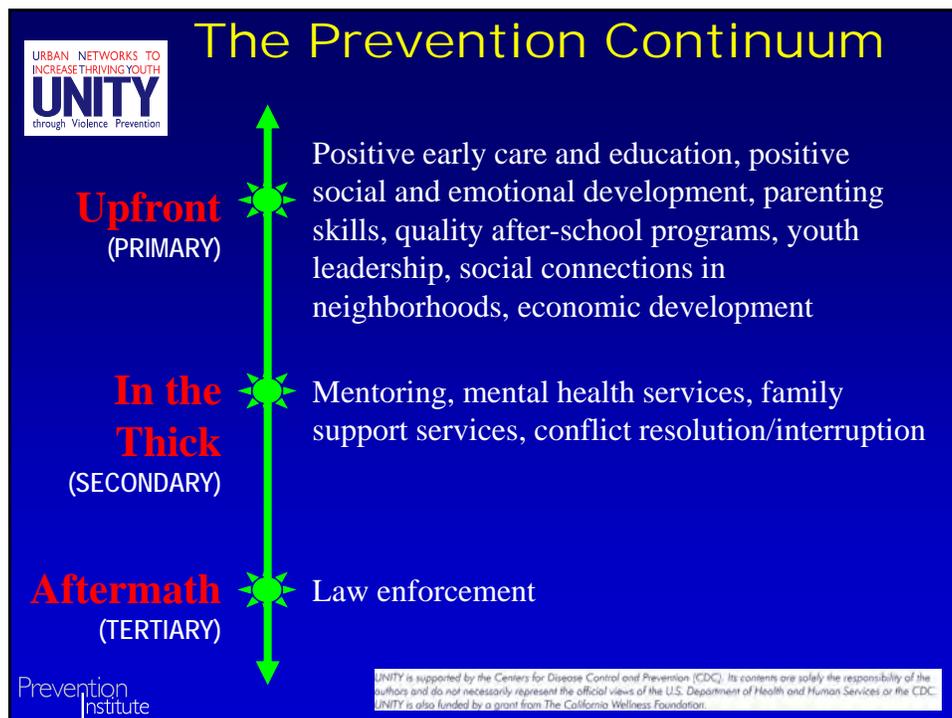
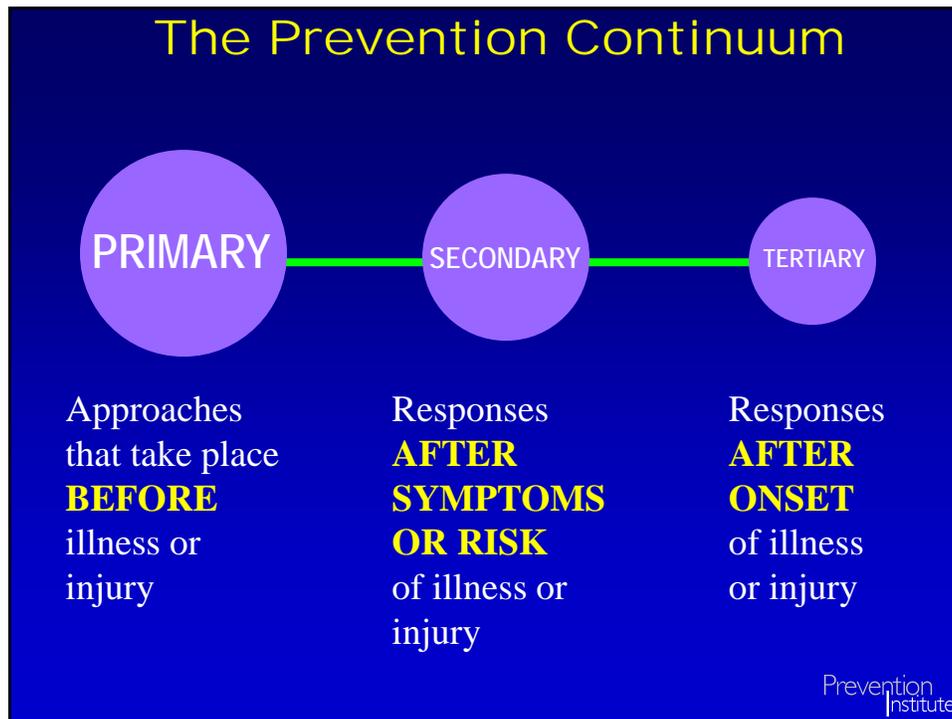
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**“Intellectuals solve problems.
Geniuses prevent them.”**

Albert Einstein



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Prevention Works

- *Child Restraint and Safety Belt Use*
- *Smoking Prevention*
- *Minimum Drinking Age Laws*
- *Childhood Immunizations*
- *Motorcycle and Bicycle Helmet Laws*
- *Reduced Lead Levels in Children*

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NORMS

more than a habit

based in
culture & tradition

taken for granted

behavior shapers

communicate regularity
in behavior

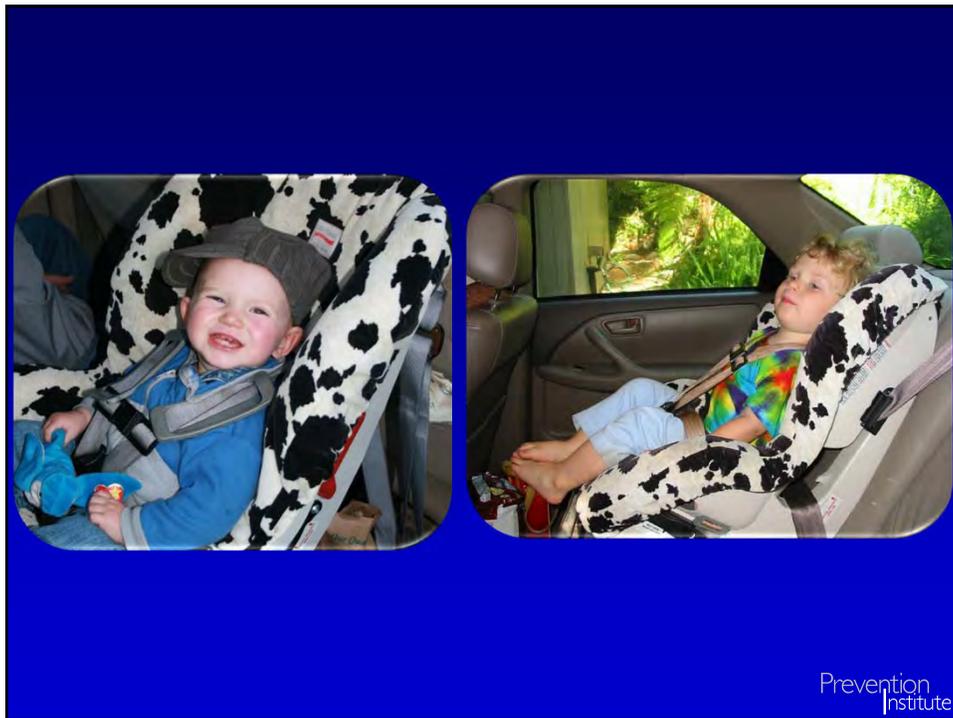
sanction behavior

attitudes,
beliefs,
ways of being

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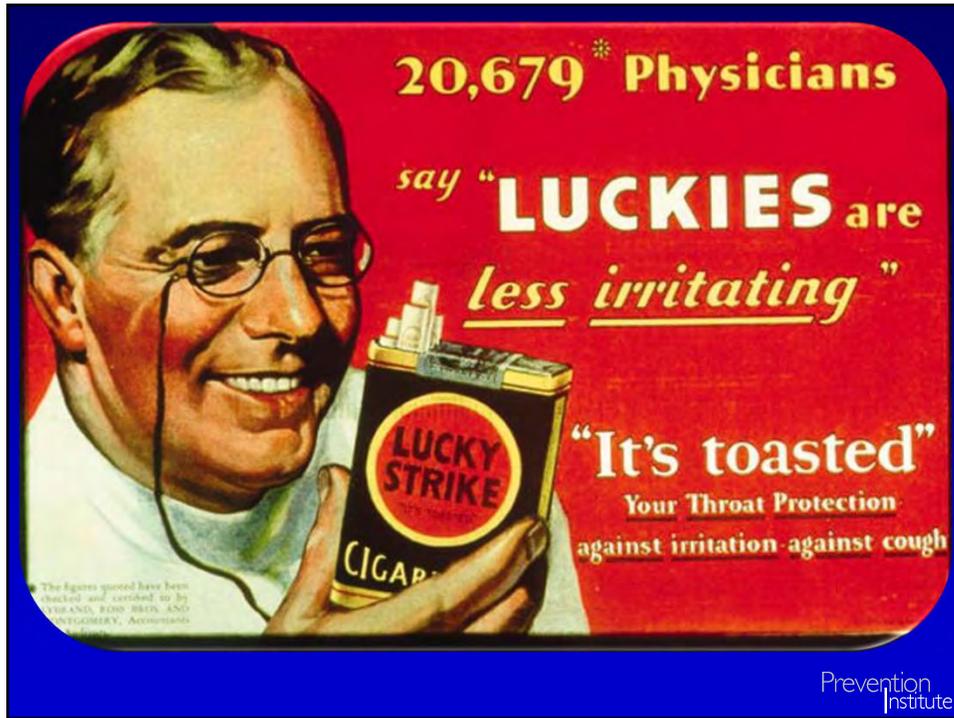


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20,679* Physicians
say "**LUCKIES** are
less irritating"

"It's toasted"
Your Throat Protection
against irritation - against cough

* The figures quoted have been checked and certified to by LUDWIG, FOOD TESTS, AND ANALOGY, ANN ARBOR, MICH.

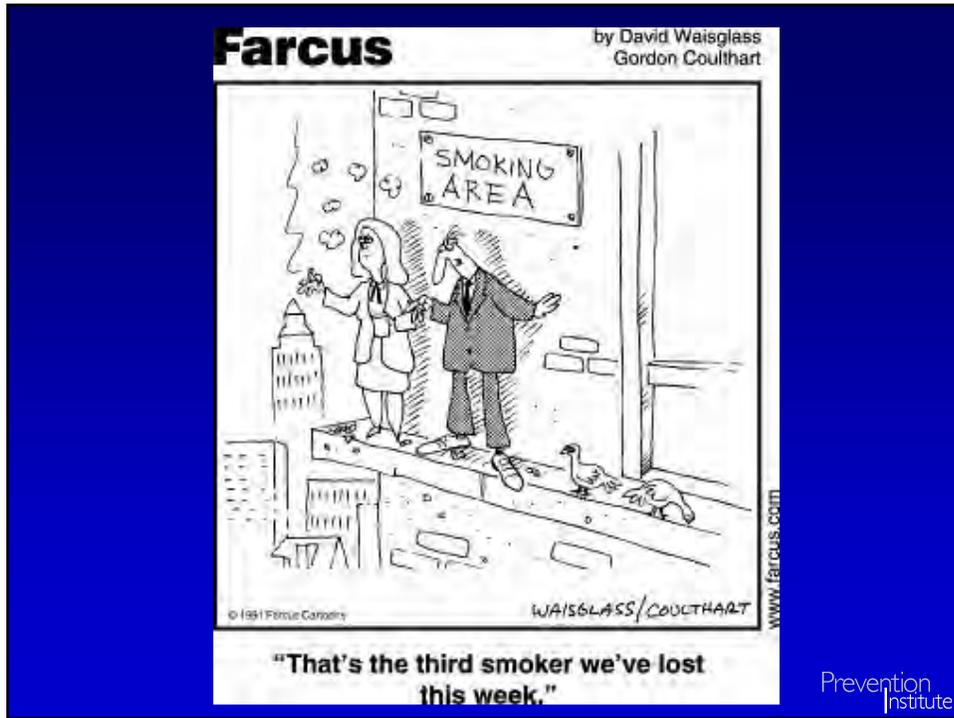
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Viceroy
FILTER
the Smoke!

As your Dentist,
I would recommend
VICEROYS

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Pharmacy Tobacco Ban



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. Tuck 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'd be 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, pour the 7-Up gently into the milk. It's a wholesome combination—and it works! Make 7-Up your family drink. You like it... Will you?

Nothing does it like Seven-Up!

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Diet dodge:

Enjoy an ice cream cone shortly before lunch.

Sugar can be the willpower you need to undereat.

When you're hungry, it usually means your energy's down. By eating something with sugar in it, you can get your energy up fast. In fact, sugar is the fastest energy food around. And when your energy's up,

there's a good chance you'll have the willpower to undereat at mealtime.

How's that for a sweet idea? Sugar . . . only 18 calories per teaspoon, and it's all energy.

Sugar Information
General Post Office Box 94, New York, N.Y. 10001

Diet tip:

Nibble on a cookie about an hour before lunch.

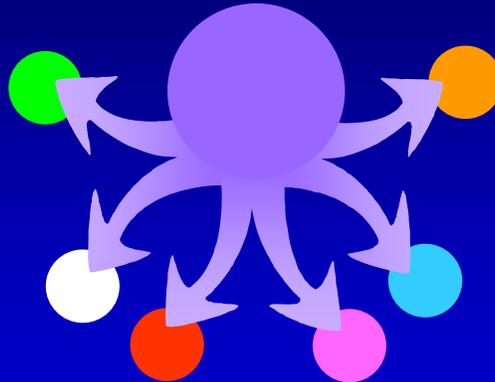
Sugar keeps your energy up—and your appetite down.

Willpower fans, the search is over! And guess where it's at? In sugar! Sugar works faster than any other food to turn your appetite down, turn energy up. Spoil your appetite with sugar, and you could come up with

willpower—the willpower you need to eat less, and maybe even weigh less. Sugar . . . only 18 calories per teaspoon, and it's all energy.

Sugar Information
General Post Office Box 94, New York, N.Y. 10001

A good solution solves multiple problems.

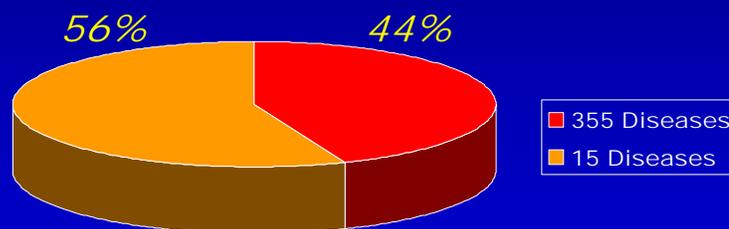


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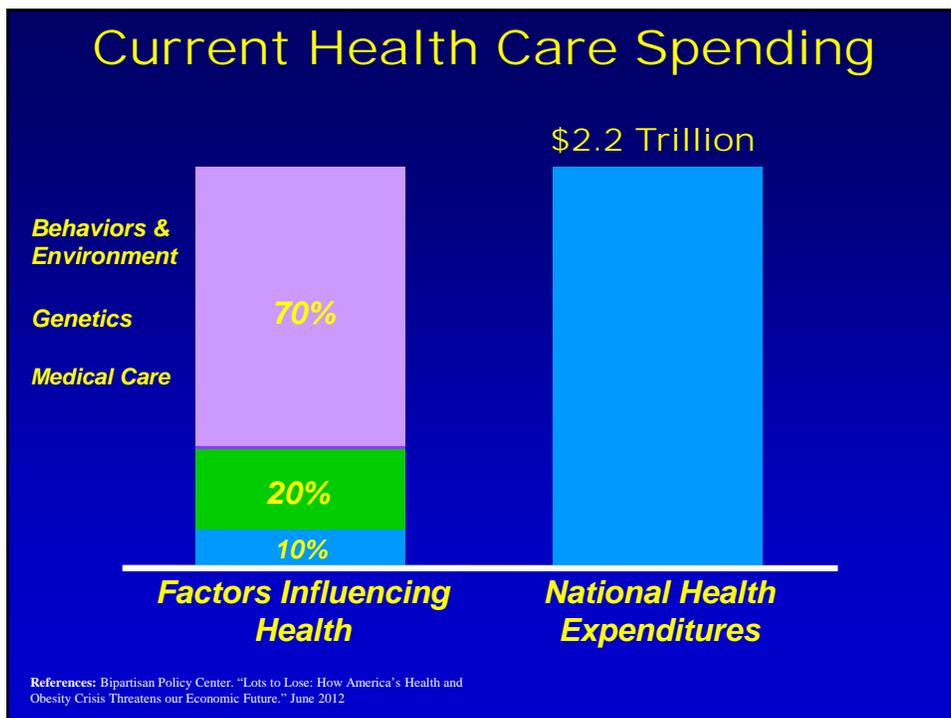
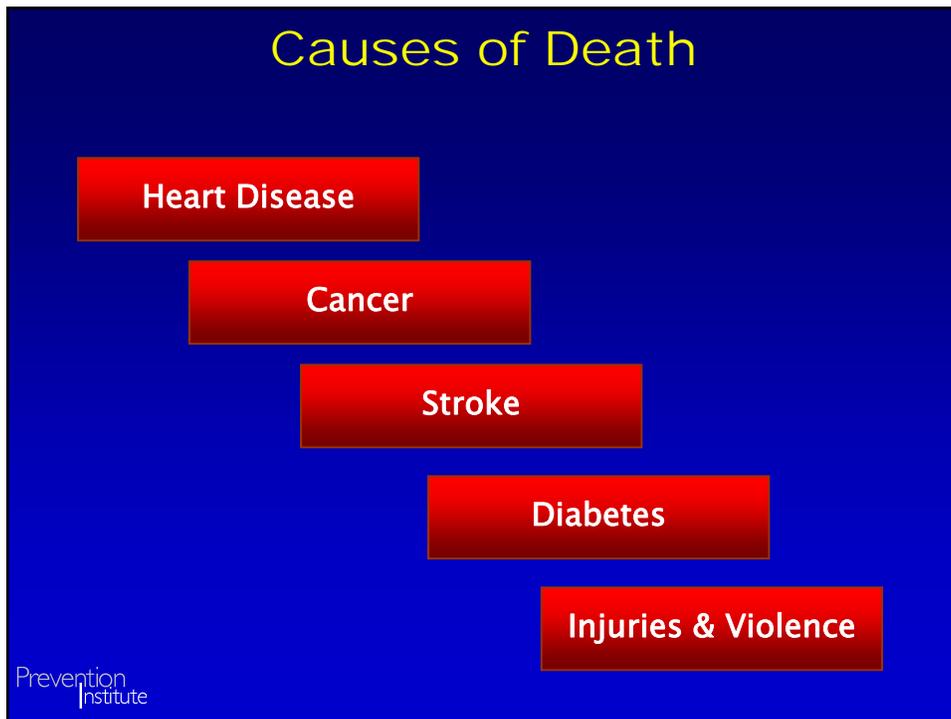
A Majority of Costly Conditions are Preventable

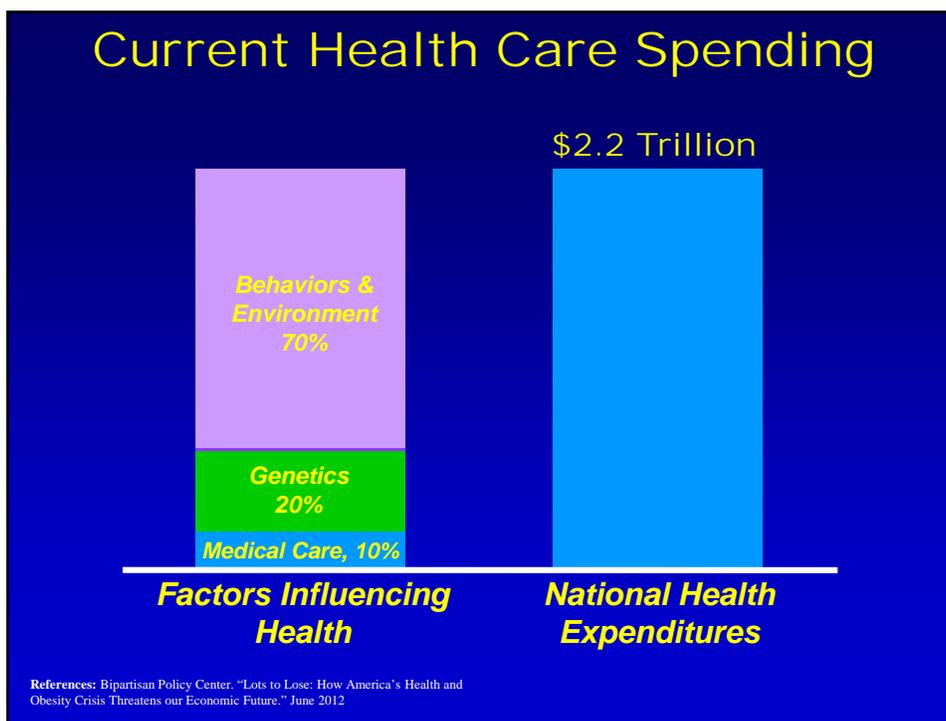
- ◆ Medical spending increased by \$199 billion (1987-2000)
- ◆ 15 diseases account for 56% of this increase



Citation: Kenneth Thorpe et al., "Which Medical Conditions Account For The Rise In Health Care Spending?" Health Affairs, 10.1377, web exclusive.

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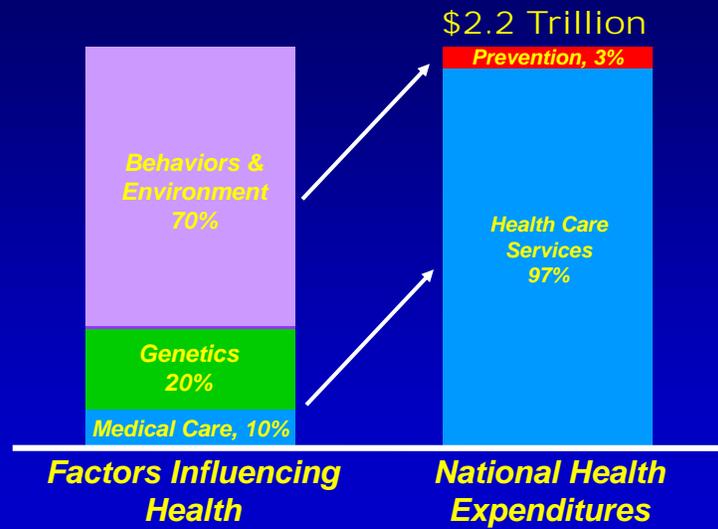




Medical Care Alone Cannot Reduce Injuries and Inequities

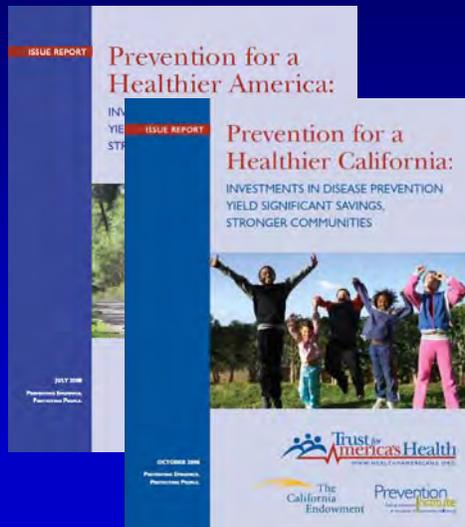
- ◆ Not the primary determinant of health
- ◆ Treats one person at a time
- ◆ Often comes late; can't always restore health

Current Health Care Spending



References: Bipartisan Policy Center. "Lots to Lose: How America's Health and Obesity Crisis Threatens our Economic Future." June 2012

Prevention for a Healthier America



<http://preventioninstitute.org/component/jlibrary/article/id-75/127.html>

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Return on Investment with Prevention

\$1 Investment

Reference: Prevention for A Healthy America: Investments in Disease Prevention Yield Significant Savings, Stronger Communities, Trust for America's Health, July 2008

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Return on Investment with Prevention

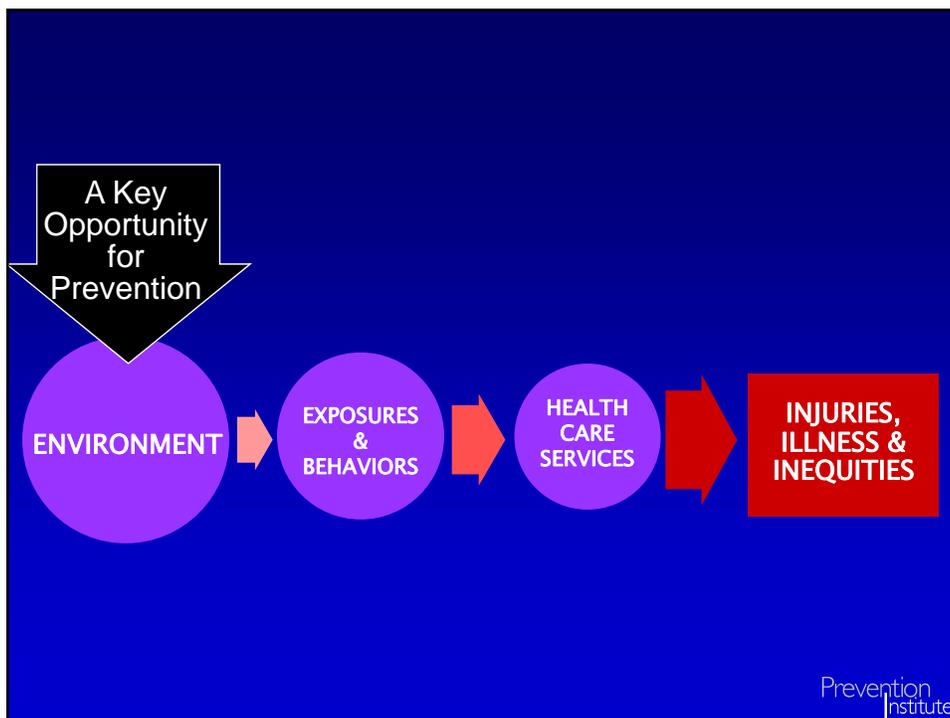
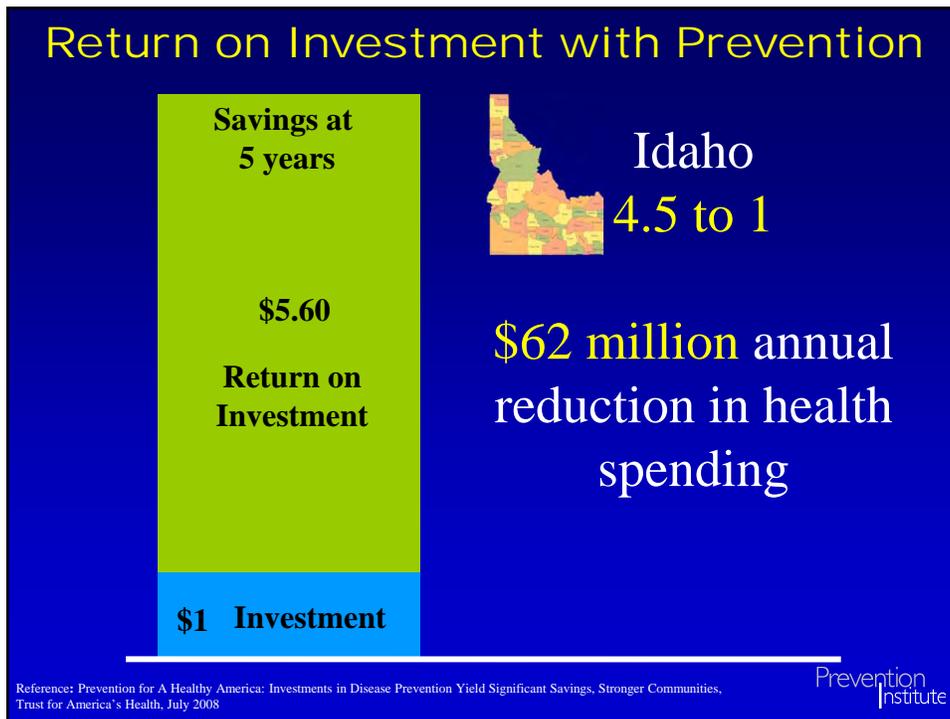
Savings at 2 years

\$1 Return on Investment

\$1 Investment

Reference: Prevention for A Healthy America: Investments in Disease Prevention Yield Significant Savings, Stronger Communities, Trust for America's Health, July 2008

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Take 2 Steps to Prevention



Environment

Exposures & Behaviors

Health Care Services

"An impassioned call to action... Everyone who is concerned about the health of their children, community, and country should read *Diabesity* and heed its practical advice."
—Christiane Northrup, M.D.,
author of *Women's Bodies, Women's Wisdom*

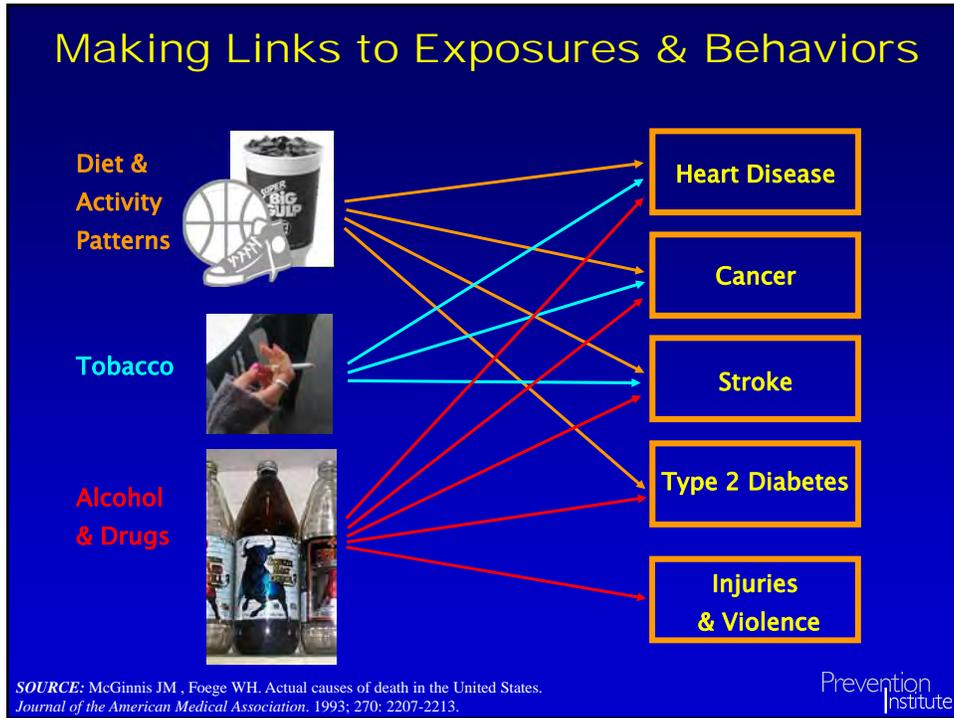
DIABESITY

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

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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*



Poor people and people of color are more likely to live in neighborhoods receiving less public and private investment in infrastructure and consequently can appear disorganized and unsafe.

SOURCE: Williams DR, Collins C. (2001) Racial residential segregation: a fundamental cause of racial disparities in health.
Landrine H, Corral I. (2009) Separate and unequal: residential segregation and black health disparities

Low-income communities have **25% fewer** supermarkets than their middle-income counterparts...

Source: Morland K, et al. (2002) Neighborhood characteristics associated with the location of food stores and food service places.



Image Credit: <http://justbite.wordpress.com>



Image Credit: Bsavid Flickr

and white neighborhoods have **four times** as many supermarkets as black neighborhoods.

Source: Powell LM, Bao Y. (2009) Food prices, access to food outlets and child weight.

What's Sold & How It's Promoted

- ◆ Availability and promotion of safe, healthy, affordable, culturally appropriate products and services;
- ◆ The limited promotion, availability, and concentration of potentially harmful products and services.



Image Credit: DC Central Kitchen Flickr

The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

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The Spectrum of Prevention in Practice at All Levels



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

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The Spectrum of Prevention

- Influencing Policy & Legislation
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The Spectrum of Prevention

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Community Education



Manchester, England
National Breastfeeding Awareness Week



The Spectrum of Prevention

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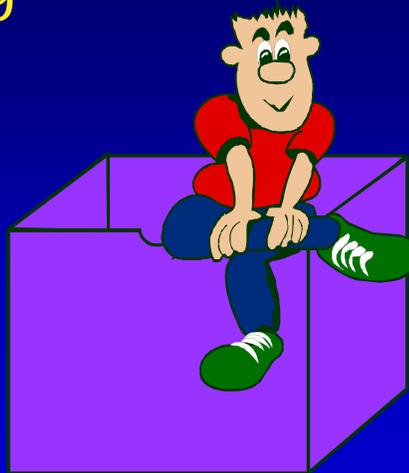


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Thinking
on the
Edge
of the
Box



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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

Partnerships Among Sectors

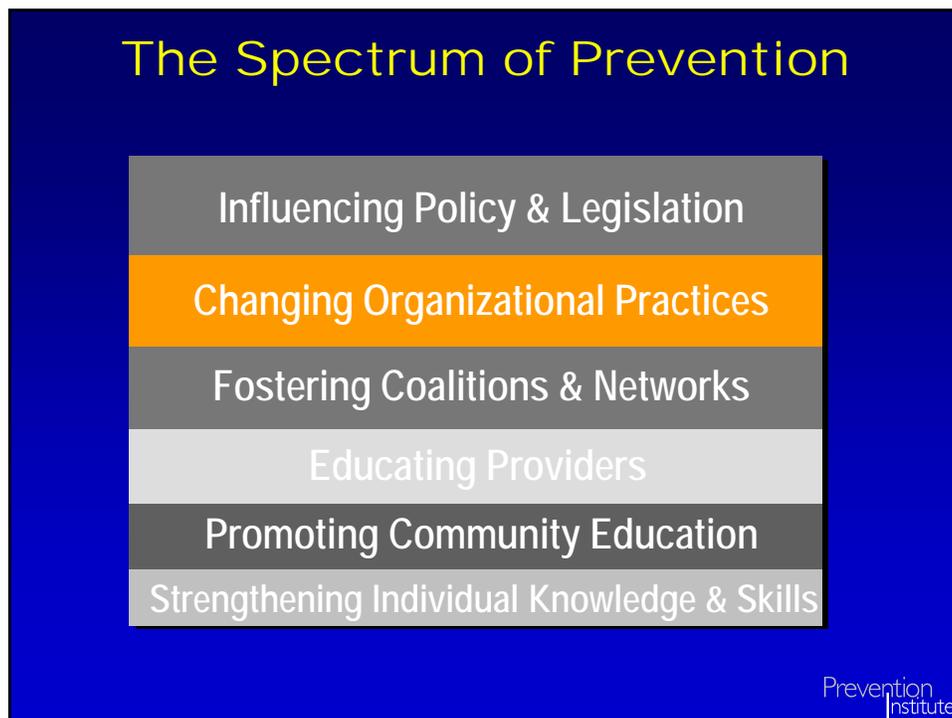
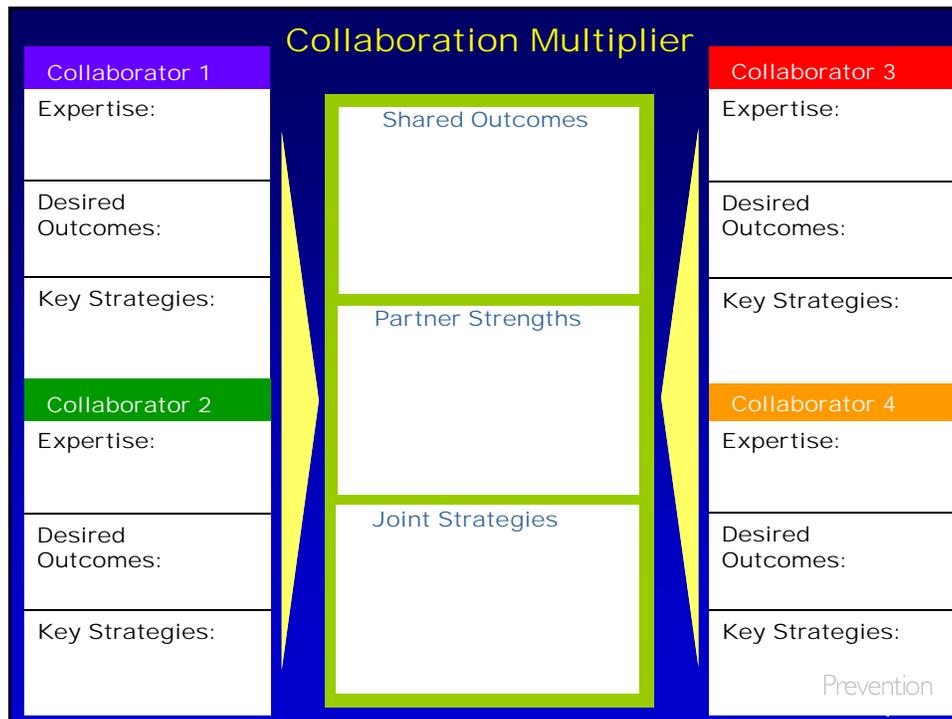
The puzzle consists of seven interlocking pieces, each with a different image and a label. The pieces are arranged in a roughly circular pattern. The labels are: Education (top-left), Environmental Health (top), Health (top-right), Transportation (middle-right), Agriculture (middle), Law Enforcement (bottom-left), and Business (bottom-right). The 'Environmental Health' piece features a sun over a landscape. The 'Health' piece shows medical professionals. The 'Transportation' piece shows a highway with cars. The 'Agriculture' piece shows a farmer in a field. The 'Law Enforcement' piece shows a police car. The 'Business' piece shows two women in an office setting.

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Developing Effective Coalitions: The 8-Step Process

The diagram shows a staircase with eight steps, each with a different color and a number. The steps are: 1. Analyze program objectives, determine whether to form a coalition (orange); 2. Recruit the right people (light blue); 3. Devise preliminary objectives and activities (blue); 4. Convene the coalition (yellow); 5. Anticipate necessary resources (pink); 6. Develop a successful structure (purple); 7. Maintain coalition vitality (red); 8. Improve through evaluation (green).

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Organizational Practice:

The internal practices, regulations, and norms of businesses, government departments, schools, churches, etc.

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Worksite Wellness

Pinellas County, FL



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Walking to School From Bus Drop-Off

Fairhope, AL



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Community Church Gardens

Mississippi Delta



Photo Courtesy of Delta Health Alliance

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Provide Healthy Food Options for Employees...



Prevention Institute's Weekly Fruit Box



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The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

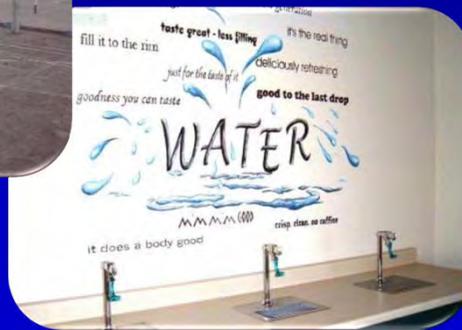
Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

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School Policy



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EBT Access at Farmers' Market



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Promote Joint Use of Recreational Facilities



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Kids' Meals Toy Ordinance

Santa Clara County, CA



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Community Health Councils: African Americans Building a Legacy of Health

South Los Angeles, CA



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Institute

Selecting Activities for Synergy

6. Influencing Policy and Legislation	<ul style="list-style-type: none"> • City Council adopted policy to encourage retailers sell healthy food. • County local procurement policy.
5. Changing Organizational Practices	<ul style="list-style-type: none"> • City works with large retailers to encourage them to settle in underserved areas.
4. Fostering Coalitions and Networks	<ul style="list-style-type: none"> • ABLH coalition works to promote healthy communities
3. Educating Providers	<ul style="list-style-type: none"> • Food retailers agree to stock high-quality, healthy foods.
2. Promoting Community Education	<ul style="list-style-type: none"> • Media campaign spotlights community improvements.
1. Strengthening Individual Knowledge & Skills	<ul style="list-style-type: none"> • Residents are enlisted to assess the community food environment.

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Building a Movement To Change Community Health



The image features a green outline map of the United States on a dark blue background. Four inset photographs are placed over the map: a busy sidewalk with a bus and cars, a group of diverse children, a produce stand with various fruits and vegetables, and a woman in a patterned shirt interacting with a child.

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

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Prospect Park: *Before Revival*

Brooklyn, NY



Image Credit: Librado Romero, The New York Times

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Prospect Park Revival

Brooklyn, NY



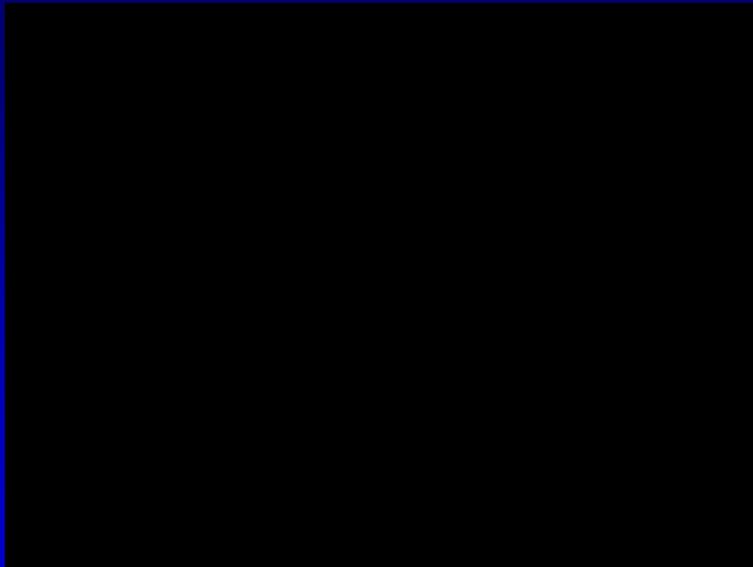
Photo Credit: Librado Romero, The New York Times

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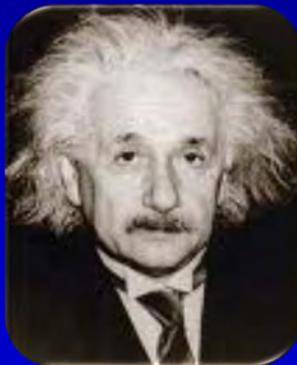
From Kools to Cancer Sticks





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**“The problems we face will
not be solved by the same
level of consciousness that
created them.”**



Albert Einstein

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We Need All Our Voices to Build a Movement



Photo Credit: http://www.historycooperative.org/journals/jah/91.4/images/hall_fig01b.jpg

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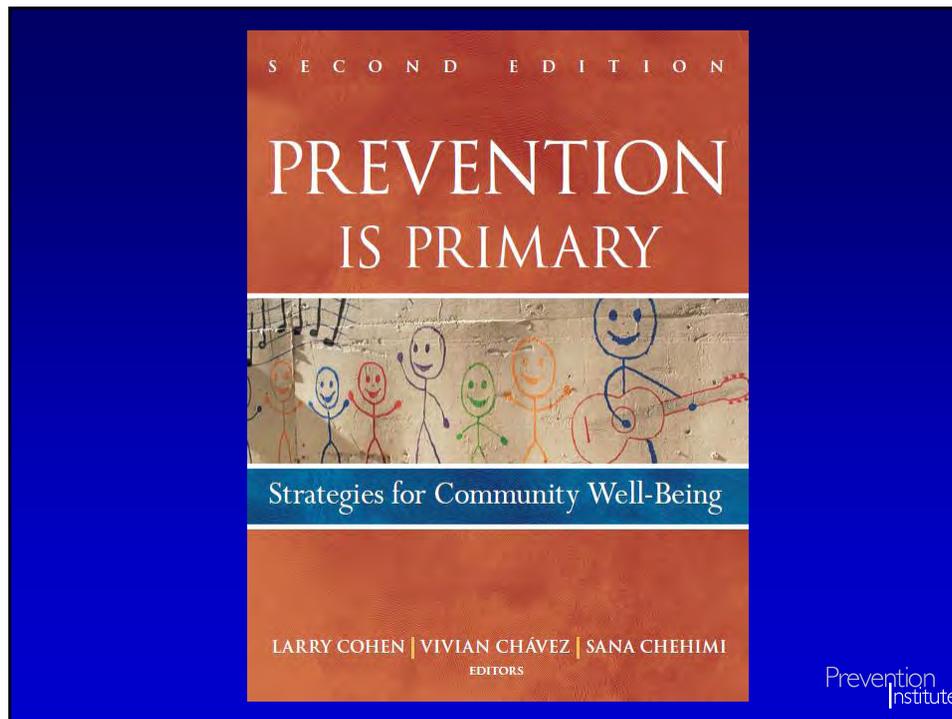


TOOLS



Photo credit: Emily Barney

www.preventioninstitute.org



Providers Speak up: Definition of Healthy Food



Wholesome
Sustainable
Just

*Setting the Record Straight:
Nutritionists Define Healthful Food*

We, the undersigned health and nutrition professionals, know that healthful food is essential to healthy lives and to a healthy society, environment, and economy. At a time when people are experiencing unnecessary death and chronic disease, where food plays a significant role, we are compelled—personally and professionally—to promote the public's health and to advocate for access to healthful food for all. Yet the foods that reach our plates are often unhealthful, resulting from an industrial food system which produces a preponderance of highly processed, high-calorie, low-nutrient foods that are more available, affordable, and aggressively marketed than healthful foods. We are committed to changing those circumstances so that everyone can eat healthful food.

Read & endorse at:
<http://www.preventioninstitute.org/sa/settingtherecordstraight.html>

Priority (H,M,L)	COMMUNITY ACTIVITY STRATEGIES	Current Status (1-5)
	1. <i>Complete Streets</i> : Complete the sidewalks and streets to support walking and biking in all neighborhoods	
	2. <i>Transit Oriented Design</i> : Decrease car dependence while promoting community revitalization by investing in local shops, services, parks and trails as attractive destinations for pedestrians, cyclists and public transit users	
	3. <i>Safe Routes to School</i> : Institute a <i>Safe Routes to School</i> Program to improve safety and promote walking and biking to school	
	4. <i>Active Recreation</i> : Maintain and develop programming and facilities (including park programs) for active play and recreation	
	5. <i>Safe Communities</i> : Promote overall community aesthetic and atmosphere of safety to encourage outdoor physical activity and recreation	

Priority (H,M,L)	COMMUNITY FOOD STRATEGIES	Current Status (1-5)
	1. <i>Attract Grocery Stores</i> : Attract grocery stores to underserved areas through financial and regulatory incentives	
	2. <i>Incentives</i> : Provide training and incentives to small store owners in underserved areas to carry healthier food items, such as fresh produce	
	3. <i>Store Displays</i> : Work with neighborhood food stores and supermarkets to adopt family-friendly policies limiting displays of unhealthy foods aimed at children	
	4. <i>Transportation</i> : Improve transportation options to supermarkets and other large food outlets	
	5. <i>Farmer's Markets</i> : Establish accessible Farmers' Markets or farm stand programs in underserved areas	



Priority Key
H = High
M = Medium
L = Low

Current Status Key:
1 = Elements not in place
2 = Few elements are in place
3 = Some elements are in place and well developed. These elements are culturally appropriate and meet the range of needs
4 = Many elements are in place
5 = Meets range of developmental needs. Elements are culturally appropriate, accessible, and available to the community

www.preventioninstitute.org/sa/enact




Local Policy Database

Promising Practices in Nutrition and Physical Activity



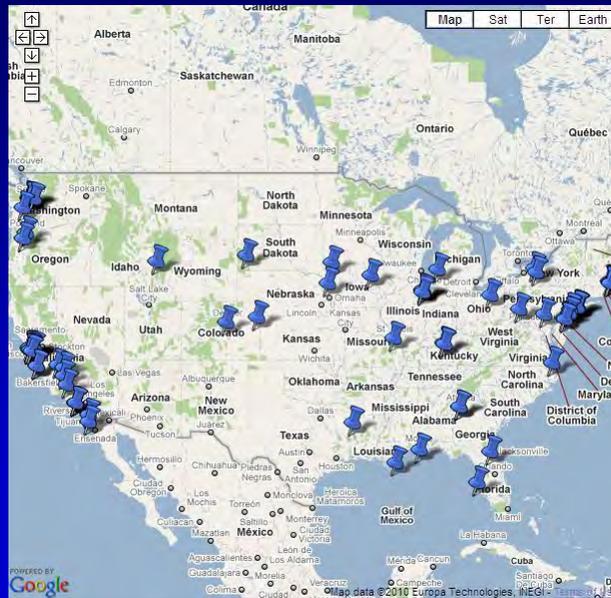
Catalogues promising policies in nutrition and activity at the local level



<http://preventioninstitute.org/sa/policies/>



Communities Taking Action



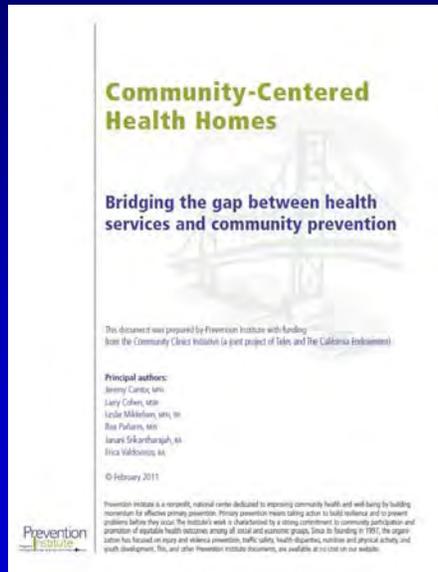
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www.youtube.com/preventioninstitute

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Community-Centered Health Homes



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The Spectrum of Prevention



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Developing Effective Coalitions: The 8-Step Process



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Prevention and equity at the center of community well-being

www.preventioninstitute.org

221 Oak Street
Oakland, CA 94607
Tel: (510) 444-7738
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