

Community Transformation Grant Portfolio of Success Stories



HEALTHY EATING



ACTIVE LIVING



**PREVENTIVE
HEALTH CARE**



**TOBACCO-FREE
LIVING**

Introduction

From 2011–2013, the Washington State Department of Health received \$9.7 million as part of the Community Transformation Grant (CTG) award. This award was from the Centers for Disease Control and Prevention, Prevention and Public Health Fund, as part of the Affordable Care Act. Fifty percent of the funds were sub awarded to communities including a special emphasis on rural areas. These funds went to support efforts to prevent chronic disease where we live, learn, work, and play. We focused our work around four priority areas, healthy eating, active living, preventive health care services, and tobacco-free living. The following success stories contain some highlights of our work over the last three years. The stories are not comprehensive, but are indicative of our work.

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Transforming Washington Communities: A Year In Review

Building Healthy Communities

In 2013, the Washington State Department of Health received a \$3.2 million Community Transformation Grant (CTG) from the Centers for Disease Control and Prevention, as part of the Affordable Care Act. This report covers year two of what was to be a five-year grant.

This money supports efforts to prevent chronic disease where people live, learn, work, and play. We focused resources in communities where people did not have an equal opportunity to make healthy choices, in part because of their income, education, or racial/ethnic background.

Work Across the State

We made positive changes with sustainable results in four priority areas.

TOBACCO-FREE LIVING

- Over 87 percent of all public housing units in Washington are now covered by a no-smoking policy, resulting in an additional 24,800 families living in smoke-free environments. We achieved this by expanding the number of Public Housing Authorities with at least one or more smoke-free properties from 22 to 32.

PREVENTIVE HEALTH CARE SERVICES

- We assisted 36 medical offices with becoming patient centered health homes. This model improves preventive health services by coordinating the care a patient needs from multiple health care providers and treats the patient as a partner in decision-making.
- We partnered with the Washington Information Network 211 to add 20 Diabetes Prevention Program and 32 Diabetes Self-Management Program listings to their database. The Network has the potential to reach 1.6 million adults with prediabetes.
- The Community Health Worker program trained 332 students. Our 2014 training schedule includes 28 sessions across the state.

ACTIVE LIVING

- We convened a statewide inter-agency Safe Routes to School collaborative. This group, with members from several state agencies, assisted community partners to use Complete Street Design Guidelines and Safe Routes to School in 32 locations.

HEALTHY EATING

- Governor Inslee signed Executive Order 13-06, Improving the Health and Productivity of State Employees and Access to Healthy Foods in State Facilities. This requires state agencies to implement our healthy nutrition guidelines.
 - The Food Procurement Workgroup finalized the healthy nutrition guidelines for vending machines, meetings and events, and cafeterias/cafes/on-site retail and institutional food service.
 - An implementation guide to accompany the healthy nutrition guidelines will be released March 2014.

Statewide Chronic Disease Statistics

In Washington, nearly two out of three deaths each year are from diseases related to smoking and obesity.

Deaths in 2012

- Nearly 12,000 from cancer.
- Nearly 10,400 from heart disease.
- Over 2,500 from stroke.

Disease Burden in 2012

- An estimated 289,000 adults were living with the effects of a heart attack.
- An estimated 129,000 adults were living with the effects of a stroke.
- About 27 percent of adults were obese.
- More than 37,000 people were diagnosed with cancer.

For More Information: Allene Mares, Assistant Secretary, Prevention and Community Health
360-236-3723 or Allene.Mares@doh.wa.gov

Highlights in Your Area

Local health jurisdictions used CTG money to assist, educate, and bring together community partners.

EASTERN HUB

Adams, Asotin, Columbia, Ferry, Garfield, Lincoln, Pend Oreille, Spokane*, Stevens, and Whitman counties

- The City of Spokane passed an ordinance to implement the Smoking in Public Places law. Officers will distribute “Quit Now” cards. Repeat violators will be cited.

CENTRAL HUB

Benton, Chelan, Douglas, Franklin, Grant*, Kittitas, Klickitat, Okanogan, Walla Walla, and Yakima* counties

- The Yakima Housing Authority adopted a no-smoking policy for 475 housing units.
- Eleven colleges joined the Smoke-Free College Campus Work Group that is working to adopt smoke-free campus policies as part of the national Fresh Air Campus Challenge. Walla Walla Community College took part in a one-day smoke-free challenge in November.
- Yakima Memorial Hospital hosted the Lifestyle Coaches training. Attendees from the hospital, the Yakama Nation, and Washington State University Extension can now provide the Diabetes Prevention Program.

CENTRAL WESTERN HUB

Grays Harbor*, Lewis*, Mason, Pacific, and Thurston* counties

- Both Grays Harbor and Lewis counties now have Wellness Committees that promote healthy worksites.
- Thorbeckes Fit Life Centers created a Wellness Nutrition Policy for healthy food and beverages. Healthy options are now available at all meetings, trainings, events, and vending machines affecting 8,200 members and 150 employees.
- The Thurston County Board of Commissioners adopted a tobacco-free county campus policy on May 21, 2013.

- Grays Harbor Housing Authority adopted a no-smoking policy for 512 public housing units.

NORTHWEST HUB

Clallam, Island, Jefferson, Kitsap, Skagit*, and Whatcom* counties

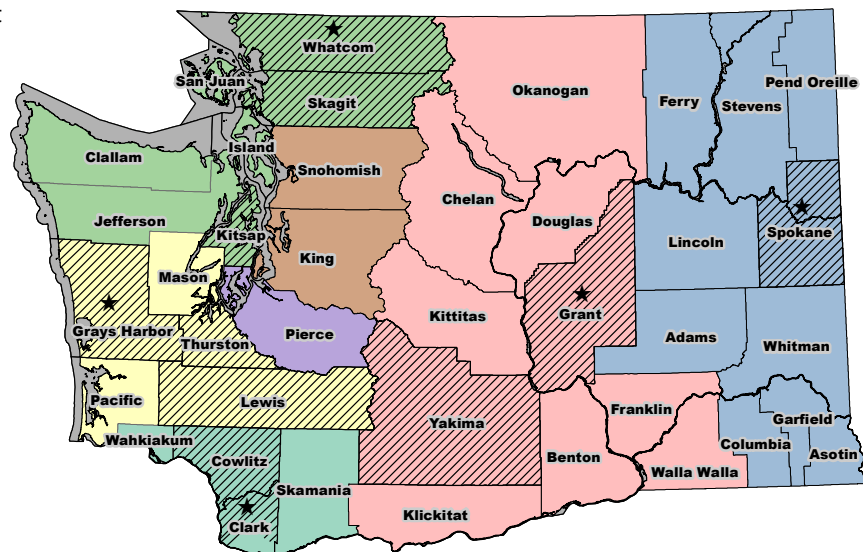
- Sedro-Wooley Farmers Market piloted a “double up” dollars program that encourages people to buy more fruits and vegetables.
- Whatcom County Health Department, Birch Bay Healthy Communities Assessment Team, and the Kendall Bike and Pedestrian Trail Planning Committee worked to support community-based bicycle and pedestrian trails in Whatcom County.

SOUTHWEST HUB

Clark*, Cowlitz*, Skamania, and Wahkiakum counties

- Clark County Public Health and Cowlitz County Health and Human Services Department partnered to train landlords on no-smoking policies. Many landlords are now seeking help from Clark and Cowlitz counties to make changes to their rental policies.
- Five cities in Cowlitz County are considering complete streets policies.
- Read about the work of the Healthy Living Collaborative of Southwest Washington in our success story, “Building Health from the Neighborhood Up in Southwest Washington.”

* A CTG priority county.



Building Healthy Communities

The Washington State Department of Health received a \$3.2 million **Community Transformation Grant (CTG)** award from the federal Centers for Disease Control and Prevention as part of the Affordable Care Act in 2013. This money will continue to support efforts to prevent chronic disease where we live, learn, work, and play. We do this by focusing resources in communities where people do not have an equal opportunity to make the choices to live a healthy life, in part because of their income, education, or ethnic background.

Focus areas of our work

We are making environmental, program, and system changes with sustainable results in four priority areas and have seen many successes in the past two years.

Strategic Changes. Sustainable Results.

Statewide Chronic Disease Statistics

In Washington, nearly **two out of three** deaths each year are from diseases related to smoking and obesity. These include heart disease, stroke, cancer, diabetes, and chronic lower respiratory disease.

Deaths:

2011: More than 10,400 people died of heart disease.

2011: Nearly 2,600 people died of stroke.

2011: Nearly 12,000 people died of cancer.

Disease burden:

2011: An estimated 194,000 adults were living with the effects of a heart attack.

2011: An estimated 126,000 adults were living with the effects of a stroke.

2011: About 27 percent of adults were obese.

2009: More than 37,000 people were diagnosed with cancer.

Tobacco-Free Living

- We have expanded the number of Public Housing Authorities with at least one or more smoke-free properties from 22 to 30. The number of public housing units covered by no smoking policies grew from about 9,000 in 2011 to over 33,000 units in 2013, including 9,571 located in CTG counties. There are a 38 Public Housing Authorities with a total of 38,844 public housing units in the state.

Preventive Health Care Services

- We are assisting eight teams in Whatcom County and 18 teams in Thurston, Mason, Lewis and Eastern Grays Harbor counties to improve clinical preventive services through the Patient-Centered Health/Medical Home Model.
- The Public Employee Benefits Board is now offering the Diabetes Prevention Program as a covered benefit for 110,000 eligible employees of state agencies, higher education institutions and their families.
- Over 350 people have successfully completed the eight-week Community Health Worker training curriculum in preparation for health reform.

Active Living

- Formed a statewide *Safe Routes To School* external networking group with almost 100 partners. Also formed a Safe Routes to School inter-agency work group.
- Our partners at the Bicycle Alliance, Feet First, Childhood Obesity Coalition, Washington Coalition for Promoting Physical Activity and Transportation Choices helped pass the Neighborhood Safe Streets Bill (HB 1045), allowing communities to reduce non-arterial roads to 20 mph.

Healthy Eating

- The Food Procurement Workgroup is finalizing the healthy nutrition standards for vending, meetings and events, cafeterias/cafes/on-site retail and institutional food service. These standards will be piloted in three to four state agencies in early 2014.
- We were recently awarded CDC's Sodium Reduction in Communities Grant to increase the availability of low sodium foods.
- We continue to work with partners to increase participation in the school breakfast program as schools begin to implement the new breakfast standards.

Working Together

Leadership Team

- Meets quarterly. Has established a charter and framework for sustainable operations, including communications and work groups.
- Members are creating work plans focusing on the four strategic areas of healthy eating, active living, tobacco-free living, and preventive healthcare services. The plans are being developed by work groups to support the work of the Community Transformation Grant across Washington.

Prevention Alliance

- Meets quarterly. Maintains cross-sector partnerships to advance the cause of prevention. Sustainable policy successes were achieved under the leadership of Prevention Alliance partners. CTG funding was not used, but the linkages and partnerships created by the Community Transformation Grant were crucial to the policy change and implementation processes.
- Members are updating a multi-year state and local policy, systems, and environmental strategies platform. Updates will include emerging strategies in each of the four strategic areas of healthy eating, active living, tobacco-free living, and community-clinical linkages.

Upcoming Opportunities

Continuing statewide efforts to make the healthy choice the easier choice where people live, learn, work, play, and get health care over the next three years, we plan to:

- Encourage smoke-free campuses and facilities. This includes state-funded college campuses and worksites.
- Strengthen preventive health care services by expanding the Washington Healthcare Improvement Network, providing technical assistance to primary care clinics, launching regional health home collaboratives and offering a new Clinical Preventive Services module on WHIN Institute, an e-learning platform.
- Release the Healthy Nutrition Guidelines developed by the Food Procurement Workgroup and promote their implementation in state agencies, schools, prisons, juvenile detention centers, and mental health facilities.
- Sustain support for the Washington State Tobacco Quitline, *Safe Routes to Schools* program, and the *Complete Streets* program.

For More Information

For more information about the Community Transformation Grant or Healthy Communities Washington please contact:

Kathryn Akeah, CTG Project Manager
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Or visit our website at:

<http://www.doh.wa.gov/YouandYourFamily/HealthyCommunitiesWashington/TransformingWashingtonCommunities.aspx>

Data sources available upon request



Building Healthy Communities

The Washington State Department of Health received a \$3.2 million **Community Transformation Grant (CTG)** award from the federal Centers for Disease Control and Prevention as part of the Affordable Care Act in 2011. This money will support efforts to prevent chronic disease where we live, learn, work, and play. We will do this by focusing resources in communities where people do not have an equal opportunity to make the choices to live a healthy life, in part because of their income, education, or ethnic background.

Focus areas of our work

We are making environmental, program, and system changes with sustainable results in four priority areas and have seen early successes in our first year.

Strategic Changes. Sustainable Results.

Statewide Chronic Disease Statistics

In Washington, nearly **two out of three** deaths each year are from diseases related to smoking and obesity. These include heart disease, stroke, cancer, diabetes, and chronic lower respiratory disease.

Deaths:

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Disease burden:

- 2011:** An estimated 194,000 adults were living with the effects of a heart attack.
- 2011:** An estimated 126,000 adults were living with the effects of a stroke.
- 2011:** About 27 percent of adults were obese.
- 2009:** More than 37,000 people were diagnosed with cancer.

Tobacco-Free Living

- South Sound YMCA campuses are smoke-free.
- Grant County Health District has a tobacco-free hiring policy.
- Quitting Tobacco will be easier for the 786,000 estimated tobacco users in our state now that the Washington State Tobacco Quitline is funded through June 2013.
- Cowlitz and Grant County Housing Authorities now have smoke free housing. Seventeen of the 38 Public Housing Authorities in our state have comprehensive no-smoking policies. Twenty-nine have at least one property with a no-smoking policy thanks to strong community partnerships.

Preventive Health Care Services

- We created the Washington Healthcare Improvement Network to help medical offices become patient-centered health homes.
- Health homes coordinate the care a patient may need from health care providers and treat the patient as a partner in decision making.
- Launched an online training system to develop our Community Health Worker workforce, and promote common skills, knowledge, and abilities. We are on target to train 500 people this year expanding this vital workforce in our state ahead of health reform.

Active Living

- Clark, Grant and Thurston counties launched *Safe Routes to School*, a program that improves safety and increases physical activity by encouraging walking and biking to school for children of all ages.
- Spokane's *Complete Streets* ordinance creates streets that are built considering the needs of all users, including walkers, bicyclists, and drivers.
- In any given year students in 25-35 schools have the opportunity for increased physical activity by safely walking and biking to schools through the *Safe Routes to School* Grants.

Healthy Eating

- South Sound YMCAs implemented *Energize Your Meetings*, a set of healthy food and beverage guidelines for meetings and events.
- Ephrata created a community garden to increase access to fresh, local produce.
- Over 60,000 state employees will have improved access to healthy foods with vending, meeting, event, cafeteria, and retail availability through guidelines developed by our Healthy Food Procurement Workgroup.

Working Together

Leadership Team

- Met 6 times. Each meeting included a learning session about a different priority area and the strategic focus for this year.
- Members created a workplan of commitments. Everyone pledged to support healthy food policies at their worksite and adopt the *Energize Your Meetings* guidelines; promote smoke-free environments; incorporate health into their agencies or organizations strategic plans, state plans, and communications efforts; and be champions of this work with perspective local partners.

Prevention Alliance

- Met 4 times. Members established a charter and assessed the current climate and conditions to determine what environmental, program, and system changes are possible statewide.
- Members created a multi-year state and local policy, systems, and environmental strategies platform. This platform will provide a roadmap for the Washington State Department of Health and its partners to work together towards the common goal of healthy communities.

Upcoming Opportunities

Continuing statewide efforts to make the healthy choice the easier choice where people live, learn, work, play, and get health care over the next four years, we plan to:

- Encourage smoke-free campuses and facilities. This includes state-funded college campuses and worksites.
- Strengthen preventive health care services by expanding the Washington Healthcare Improvement Network to help medical offices, including Federally Qualified Health Centers, become patient-centered health homes.
- Release the model food policies and guidelines developed by the Food Procurement Workgroup and promote them in state agencies, schools, prisons, juvenile detention centers, and mental health facilities.
- Sustain support for the Tobacco Quitline, *Safe Routes to Schools* program, and the *Complete Streets* program.

For persons with disabilities, this document is available on request in other formats. To submit a request, please call 1-800-525-0127 (TDD/TTY 711).

For More Information

To learn more about Transforming Washington Communities, visit our website:

<http://www.doh.wa.gov/YouandYourFamily/HealthyCommunitiesWashington/TransformingWashingtonCommunities.aspx>

Data sources available upon request



Building Healthy Communities

The Washington State Department of Health received a \$3.2 million **Community Transformation Grant** award from the federal Centers for Disease Control and Prevention as part of the Affordable Care Act. Over the next five years, this money will support efforts to prevent chronic disease where we live, learn, work, and play. We will do this in part by focusing resources in communities where people don't have an equal opportunity to make the choices that allow them to live a healthy life, in part because of their income, education or ethnic background.

Focus areas of our work

We are making environmental, program, and system changes with sustainable results in four priority areas:

Strategic Changes. Sustainable Results.

Healthy Eating

- **People eating more fruits, vegetables and other healthy foods.** More access in communities and work places to convenient healthy food and beverages.

Active Living

- **People getting more physical activity.** More streets that are safe and walkable, especially for students.

Preventive Health Care Services

- **Fewer people with high blood pressure, high cholesterol, and late-stage cancer.** More technical assistance for health care providers to strengthen preventive services.

Tobacco-Free Living

- **People living tobacco-free.** Access to smoke-free housing, parks, and campuses. More stop-smoking referral services and treatments. Local control over tobacco promotion and taxation.



State Profile

Through a network of five hubs, the Community Transformation Grant serves 36 counties.

- **Central Western:** Grays Harbor County Public Health and Social Services Department
- **Southwest:** Clark County Health Department
- **Northwest:** Whatcom County Health Department
- **Central:** Grant County Health District
- **Eastern:** Spokane Regional Health District

Other awardees in our state include: The Tacoma-Pierce County Health Department, Chehalis, and Makah tribes.

Chronic Disease in Washington

In Washington, nearly **two of three** deaths each year are from diseases related to smoking and obesity. These include heart disease, stroke, cancer, diabetes, and chronic lower respiratory disease.

Communities of color, people with lower incomes and others underserved are disproportionately affected.

Deaths:

2010: More than 10,500 people died of heart disease.

2010: More than 2,500 people died of stroke.

2010: Nearly 12,000 people died of cancer.

Disease burden:

2009: More than 37,000 people were diagnosed with cancer.

2010: An estimated 150,000 adults were living with the effects of a heart attack.

2010: An estimated 112,000 adults were living with the effects of a stroke.

2010: About 26 percent of adults were obese.

2010: 7.5 percent of adults *reported* a physician told them they had diabetes.



Early Success: Tobacco Free Living

Washington State Tobacco Quitline Funding Restored

All adults in Washington can once again call the Department of Health’s toll-free Washington State Tobacco Quitline for free support to quit using tobacco, thanks to funding from the Washington State Legislature. Funding cuts in 2011 eliminated quitline help for most people, including those without health insurance. Over the last year, more than 6,500 people called the quitline for help and were added to a waiting list when they didn’t qualify for services. They will be called back now that services are restored. The new funding will keep the quitline through June of 2013.



Spokane Smoke Free Window Clings

A Spokane Regional Health District campaign offers free window clings for property managers to promote smoke free housing in their communities. Before, property managers did not have a common definition of “smoke free” housing or how to tell people where they could and couldn’t smoke. This led to misunderstandings and complaints from renters.

Thanks to the window clings (seen on the left), renters and visitors can now easily see the property’s rules for smoking. The designs were created in partnership with the Smoke-Free Housing Task Force of Spokane County, local property management companies, and community partners. Spokane is now working with others in Washington, California, and Idaho who want to create campaigns in their communities. To learn more visit

SmokefreelivingSpokane.org.

South Sound YMCA Campuses Go Smoke Free

You can’t smoke anywhere on a South Sound YMCA campus now. The buildings were already smoke free, but not the property around them. Mike West, South Sound YMCA President, and Community Transformation Grant Leadership Team member says the change has been positive. “The YMCA has a major focus on overall health. It’s important that we be the model of what we are teaching, not just for staff but for the community as well.” New signs posted around campuses advertise the rule. West encourages other Washington YMCAs to go smoke free on their campuses too.



State Contact Information

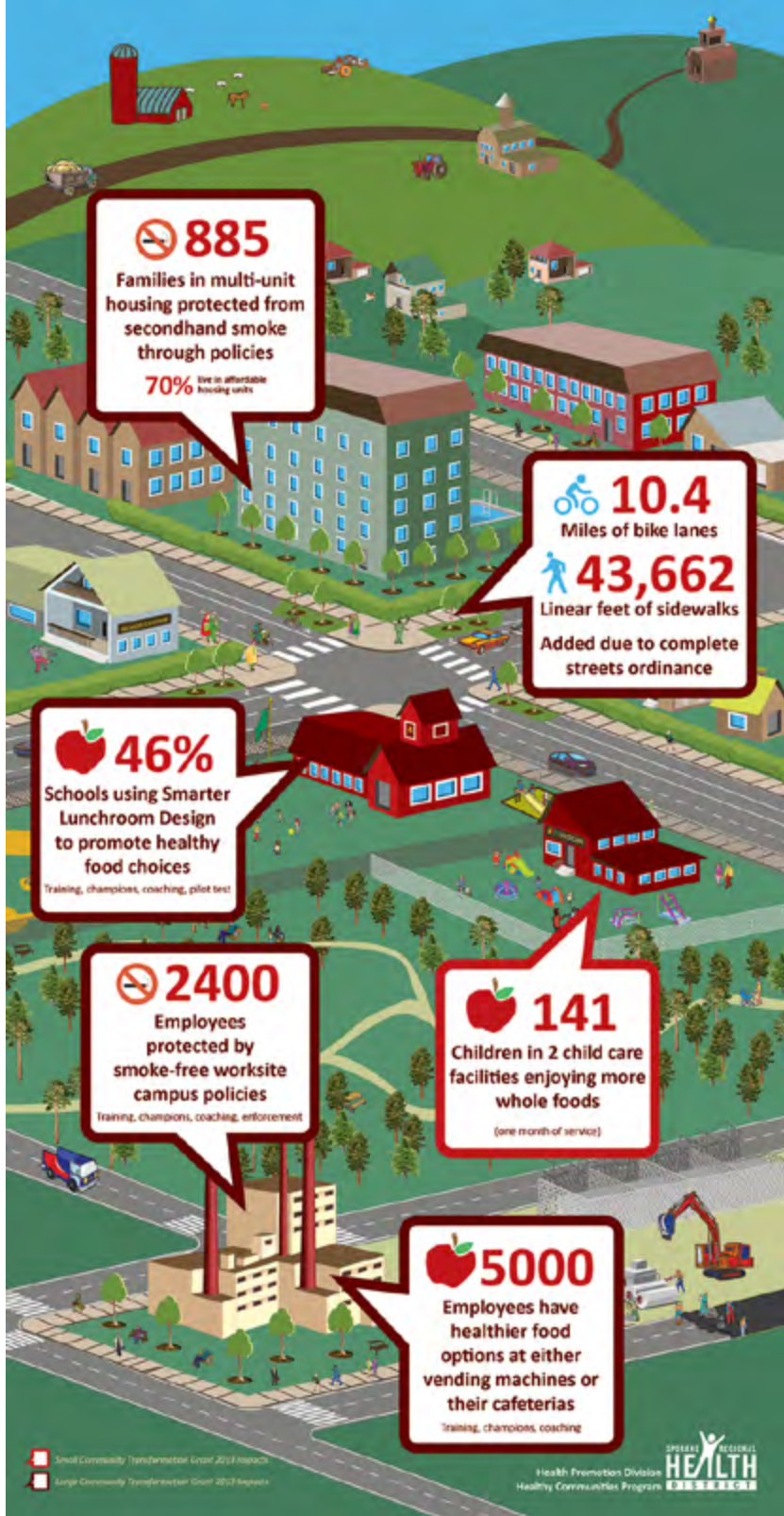
For more information about how we are transforming Washington communities contact:

Julie Alonso, project manager
Julie.Alonso@doh.wa.gov

website:
<http://www.doh.wa.gov/YouandYourFamily/HealthyCommunitiesWashington/TransformingWashingtonCommunities.aspx>

Creating a Healthier Community

2013 Spokane County Changes



Transforming Communities


Summary—year 2 (2012-2013)



Grant County


Active Living

Safe & Active Students




2 out of 6 Grant County kids received education and/or participated in walking and biking to school activities.

Safe Routes to School



3 Districts—14 schools
Impacting 5,699 Grant County kids

Complete Streets





Complete streets policies were adopted by 2 communities, implemented by 1 community without a policy, and is being considered by 1 community.




Impacting 62,746 Grant County Residents

Healthy Eating

Community Gardens


<p>Before September 2011</p>  <p>6</p>	<p>After September 2011</p> <p>2 NEW Community Gardens 3 NEW Giving Gardens 2 NEW School Gardens</p>  <p>13</p>
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Warden Food Pantry


Supporting systems changes in the Warden Food Pantry increased food procurement, increasing the amount of available food for about 15 families a month.

2nd Harvest




4 Events—1,333 families
34,819 pounds of food

Tobacco Free Living



1,070 Smoke Free Housing Authority Units



Grant County Fair Grounds went to designated smoking areas only; affecting 68,289 visitors.

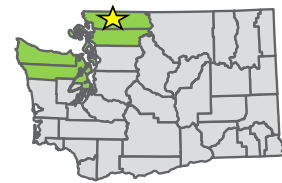
Grant County

85%

Impacted by policy

Whatcom County Health Department

Whatcom County, WA



CTG Year 2 Highlights

Improving healthy community amenities through strong community engagement

Facilitating change in high priority communities:

Partnering to increase access to recreational opportunities:

Assisting **Birch Bay** community members to assess recreational facilities needs, conduct bicycle and pedestrian counts and define future pedestrian facility project goals as they relate to public health goals, including increasing physical activity and opportunities for social cohesion.

Working to improve the built environment to support walking and improve traffic safety: Assisting **East Whatcom County** community groups advocating for traffic safety improvements to promote safe walking, plan for walking/biking trail, and conduct walk audits.

Understanding food access issues in East Whatcom County:

Collecting data on food access to help inform community problem solving and identify possible place-based improvements.

Increasing healthy food access: Participating in community planning for a mobile food bank located in rural East Whatcom County to provide fresh fruits and vegetables.

Planning for healthier communities in concert with community agencies

- Participating in the Bellingham Bicycle Master Plan Steering Committee process to ensure health and health equity considerations in city planning.
- Collaborating with partners in community development and planning, housing and public health advisory boards to understand and engage in the community planning processes with the intention of better integrating public health goals into community design.



Environmental Change

Washington State DOT was awarded a federal grant to build a roundabout in the **Kendall community** that will include pedestrian infrastructure in the vicinity of the elementary school and library and connect to a proposed walking/biking trail.

<< Policy Work >>

Supporting a proposal to create a **smoke or tobacco-free parks and play areas policy** in the City of Bellingham.

Whatcom County Health Department
Melissa Morin, Community Health Specialist
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Transforming Washington Communities

Kitsap County Community Transformation Grant Success Story

Working Together: Partnerships to Promote Healthy Living

More than 250,000 Kitsap residents now have healthier places to live, learn, work and play thanks to a network of partnerships developed through the funding and direction of the Community Transformation Grant (CTG) and the Affordable Care Act. Kitsap Public Health District has led these partnerships in collaborative community work to promote active living, healthy eating, and tobacco-free living.

Active Living

The Health District initiated and established partnerships with community planners to better integrate health into our local land use and transportation plans to increase opportunities for active living.

Partnership success

- Integrated health language into the draft of Kitsap County's comprehensive plan update
- Public health professionals and county planners have formed a new workgroup to develop maps that integrate access to physical activity and healthy food opportunities and chronic disease prevalence for various sections of the county.
- Strengthened partnerships with and memberships in
 - Local and regional food policy councils
 - Bike and pedestrian advisory committees
 - Kitsap County's Department of Community Development
 - Home Builders Association of Kitsap
 - Kitsap County Jurisdiction Planning Directors
 - Kitsap County's Public Works
 - Regional built environment coalition including public health representatives from Snohomish, King, Pierce and Kitsap County



Healthy Eating

In Kitsap County, two-thirds of adults are overweight or obese. The current generation of youth, for the first time in modern history, is predicted to live shorter lives than their parents. This is primarily due to obesity. Through the development of a community obesity-prevention initiative, the Health District formed effective partnerships enabling us to accomplish so much more than we could on our own.

Partnership success

- Launched a county-wide healthy eating and active living initiative focused on the 5210 model called Ready, Set, Go! 5210 Kitsap
- Implemented 5210 messaging in multiple community sectors including:
 - Two school districts
 - 10 workplaces
 - Three early childhood providers
 - Two healthcare clinics
 - Four community service agencies
- Harrison Medical Center adopted the 5210 initiative for their Fresh Start employee wellness program through promotional campaigns such as “Think Your Drink” and step challenges reaching over 2500 employees.
- The Bremerton Housing Authority (BHA) educates their employees about health using 5210, encourages them to walk between their two offices, and offers healthy food choices. They plan to extend the initiative in the coming year to over 2,000 low-income households who participate in BHA’s housing affordable housing programs.



What does 5210 stand for?



Tobacco Free Living

Tobacco-free policies send a message to children and youth that smoking is not an acceptable behavior in the community. The Health District has participated in partnerships to expand the reach of the state's Smoking in Public Places law to include parks and playgrounds. This protects our residents who use these outdoor recreational venues for healthy activities.

Partnership success

- Shared existing policies with and provided technical assistance to recreation venue managers throughout the county.
- Provided smoke free signs to community organizations. Created a protocol for obtaining a sign that included a recommendation to put a policy in place. Four signs were posted in parks in the City of Port Orchard.

Moving forward

Due to these successes and partnerships, the Kitsap Public Health District now has the capacity to continue this great work. Plans for moving forward include:

- Conducting a Health Impact Assessment with the county
- Continuing our role in the Comprehensive Plan process with the county
- Incorporating health language into others jurisdictions' comprehensive plans
- Establishing a permanent role for the Health District in transportation and land use both locally and regionally



Investing in Health in Kitsap County

People in Kitsap County are smoking less, eating better, losing weight and getting more exercise, all due to an investment of federal funds that kick started a healthy communities movement. Federal Tobacco Prevention and Community Transformation grants to the Kitsap Public Health District now represent just a fraction of the resources generated by their partners.

The goal: to make healthy choices the easiest choices in settings throughout Kitsap County, including worksites, recreational facilities, schools and healthcare.

HERE'S HOW CONGRESS' INVESTMENT IS PAYING OFF FOR KITSAP'S 250,000 RESIDENTS.

Over 500 households are now living in smoke-free housing

as a result of the No Smoking policy enacted through a partnership between Kitsap Public Health and the Bremerton Housing Authority. Residents who want to quit smoking are being referred to Kitsap Public Health for smoking cessation services.

Harrison Medical Center is color-coding beverages offered in the cafeteria, and rearranging shelves to make healthy drinks more convenient.

Drinks on the "Red" shelf are high in sugar and harder to reach, while drinks on the "Green" shelf have zero sugar and are most convenient to reach. Within a month, "Red" drink consumption dropped by 14% and "Green" drink consumption increased by 14%.

Before moving to color coding, Harrison Medical Center

wellness program manager Melissa Reeves researched and taste tested beverages that have zero sugar and 5 or less ingredients. She identified two brands of flavored waters that have proven so popular that they can't keep them in stock.

Kitsap Public Health held a four-week challenge

in which 65% of the workforce participated. Staff successfully cut their recreational time on computers. They ate more fruits and vegetables, and 91% indicated they were likely to continue meeting the challenge in the future.

The Suquamish Tribe Community Health Program

promotes 5210 by creating a tribal inspired 5210 logo and messages while also working to create more opportunities for healthy choices. "Water Wednesdays" provides fruit infused water at various locations that are frequented by both tribal and community members.

In December 2012, Kitsap Public Health Board adopted

a resolution encouraging childcare providers caring for over 4000 children in Kitsap to participate in the "Ready, Set, Go! 5210 Kitsap" initiative.

Influenced by the success of the health district challenge:

Harrison Medical Center has adopted the 5210 initiative

for their Fresh Start program, and reached over 2,500 employees through wellness campaigns and challenges.

The Bremerton Housing Authority

jumped on the healthy choices bandwagon. In addition to educating their employees about health, they are encouraging them to walk – not drive – between their two offices, and plan to extend the initiative in the coming year to over 2,000 low-income households who are participating in affordable housing programs.

Kitsap Transit has also picked up the campaign.

Campaign signs are now visible throughout the county on 34 Kitsap Transit buses.

The nexus of change is the

Ready, Set Go! 5210 Kitsap initiative.

The campaign challenges people to:

The Kitsap Public Health District backs this message with resources that are used by clinics, worksites, schools, and community organizations to increase healthy food and beverage choices, encourage walking and biking, and decrease leisure time on computers, video games and TV.

Be healthy every day and strive for:

- 5** or more fruits and vegetables
- 2** hours or less recreational screen time
- 1** hour or more of physical activity
- 0** sugary drinks, more water & low fat milk

“The real value of our Community Transformation Grant was the financial support it provided to build community partnerships. If we’re serious about producing real health improvements, we need these long-term partnerships to make it happen. They enable us to accomplish so much more than we can on our own.”

Scott Daniels | *Kitsap Public Health District*

“Thanks for running the challenge! 20 percent done . . . and I have lost five pounds so far.”

Employee | *Harrison Medical Center*

“We got the 5210 materials and ran with it. Our downtown location is an easy walk to restaurants and the county campus.

Now I tell staff, don’t drive to meetings – grab an umbrella (or sunglasses!) and walk.”

Kurt Wiest | *Bremerton Housing Authority*

“I just want you to know that I love the new color coding of drink selections. I’ve been trying to cut back on diet soda, and this program has helped me make healthier choices at work... and at home. I was drinking 1-3 diet sodas a day, now I’m drinking water instead, or choosing a healthier option (and now I can tell what a healthy option is).

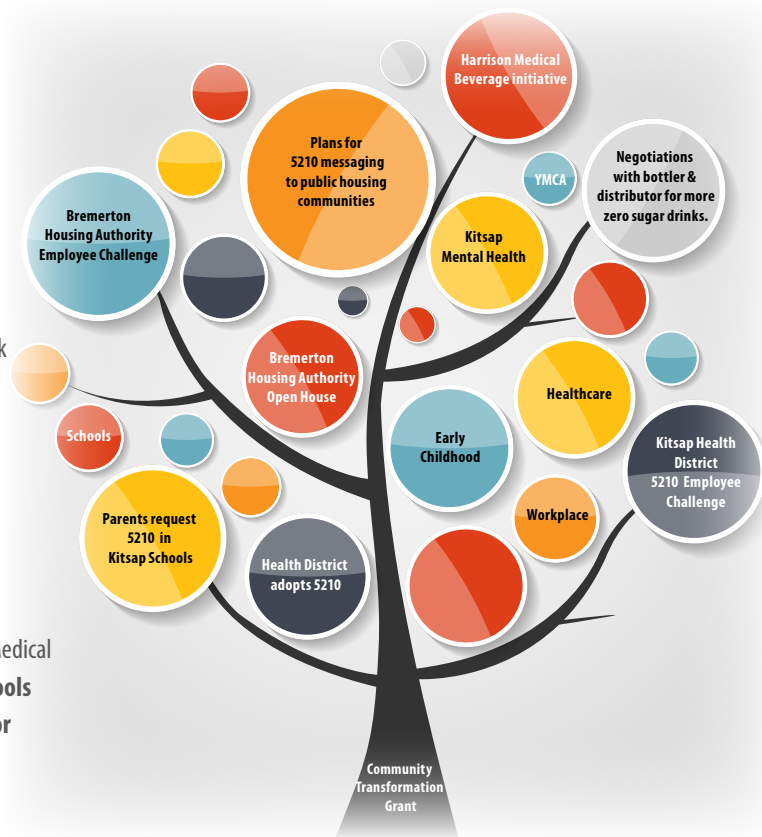
Employee | *Harrison Medical Center*

“We supply the materials and tools, but partners like Harrison Medical Center, Kitsap Credit Union, the Suquamish Tribe all take the tools and contribute their own resources to make it happen for their employees and customers.”

Yolanda Fong | *Kitsap Public Health District*

Success can already be measured

in pounds lost, but perhaps more remarkable is how the initiative has gone viral in Kitsap County: from parents to schools to Health District and beyond. It illustrates how healthy choices can be contagious.



Ready, Set, Go! 5210 | Kitsap County, Washington | www.5210kitsap.com.

For more information contact Yolanda Fong, Kitsap Public Health District | 360-337-5275 | yolanda.fong@kitsappublichealth.org



Tobacco Free Living

- Smoke-free county campus (reach: 1,359 employees, 65,000 citizens)
- 7 smoke-free public parks
- Implementation of Smoke-free Housing policy (reach: 419 housing units)



Healthy Eating

- Company healthy eating policy (reach: 8,200 employees and patrons)
- 2 counties established Wellness Committees (reach: 907 employees)
- 2 Community gardens (reach: 18 plots, 12 youth gardeners, 2 food banks)
- 8 agencies collaborating to implement a Chronic Disease Self-Management Program (reach: 159 participants)



Active Living

- New health chapter in Comprehensive Plan
- Walking audits for Safe Routes to School (reach: 4 audits, 1 implementation)
- Support of trail use and planning
- County-wide pedestrian and bicycle plan

Major Activities Year Two



Central West Healthy Communities Region

Healthy Communities
Washington
Healthy people in healthy places

County-Specific Activities

LEWIS COUNTY

- A business's healthy eating policy will impact around 8,200 employees and patrons.
- Lewis County formally established a Wellness Committee, which is charged with improving the health and wellbeing of county employees.
- A community garden has increased access to physical activity and healthy foods for 12 youth gardeners, and a portion of the produce is donated to a food bank.

GRAYS HARBOR COUNTY

- 7 public parks are now smoke-free.
- Grays Harbor County formally established a Wellness Committee, which is charged with improving the health and wellbeing of county employees.
- Collaborated with Housing Authority to implement a smoke-free housing policy.

THURSTON COUNTY

- Thurston County's smoke and tobacco-free campus policy will protect 1,359 county employees, and an estimated 65,000 public members from exposure to second-hand smoke.
- A new community garden will increase access to physical activity and healthy foods for 18 community members and a portion of the produce will be donated to a food bank.
- Thurston County's Comprehensive Plan now includes a chapter on health, which establishes goals for future community development relating to healthful environments where people can more easily access healthy foods and physical activity.
- Lydia Hawk Elementary School's walking audit supported implementation of the following environmental changes:
 - Added street lighting on the main entrance drive
 - Repainted the markings for crosswalks near the school
 - Cleared up and resurfaced a key path connecting longlake neighborhood to Nisqually Middle School (reach: Lydia Hawk Elementary School: 456 students, Nisqually Middle School: 557 students)

PACIFIC COUNTY

- The group Friends of Pacific County Parks and Recreation was established to support parks and recreation. They are currently looking at ways to encourage use of trails and developing a Discovery Trail Extension plan.

MASON COUNTY

- A county-wide pedestrian and bicycle plan identified recommendations that will make it safer and easier for all users to walk, bike and use public transportation.
- 3 elementary schools' walking audits supported Safe Routes to School

Building Health from the Neighborhood Up in Southwest Washington

Issue

Clark, Cowlitz, Skamania, and Wahkiakum Counties in southwest Washington are home to 542,817 people.¹ The communities are diverse, from the City of Vancouver to the rural town of Cathlamet. Yet each county faces risks for chronic disease. One in five adults in Clark County does not get any physical activity.² In Cowlitz County, 25 percent of adults currently smoke cigarettes.³ A third of all adults in Skamania and Wahkiakum Counties are obese.⁴ Being physically active, eating healthy, and quitting tobacco reduce the risk of heart disease, stroke, cancer, and diabetes.

Intervention

The Healthy Living Collaborative of Southwest Washington is a partnership of over 30 members representing public health, mental health, housing, transportation, education, and other sectors in Clark, Cowlitz, Skamania, and Wahkiakum counties. The collaborative was formed to figure out ways to improve the health and wellness of people in southwest Washington. It is based on the premise that community leaders can help identify the root causes of chronic disease and propose solutions.

A current strategy of the collaborative is to find and train natural leaders as Community Health Workers. These leaders will help community members make connections to existing health services, foster collaboration between partners, and identify barriers to preventive care. Community Health Workers will also help the collaborative identify and inform strategies that can make their neighborhoods healthier. This will help the collaborative think about larger changes they can make across the region.

Impact

The collaborative is partially funded by the Community Transformation Grant and the Preventive Health and Health Services Block Grant. By leveraging a small amount of these federal dollars to raise additional public and private funds, the collaborative now has dedicated staff and secured funding for up to three years. So far, the collaborative has held three community forums and received input and ideas from over 90 community members about the Community Health Workers project. By listening to these voices, the collaborative is creating opportunities for healthy changes that respond to neighborhood and community needs.

Contact:

Danielle Kenneweg
Washington State Department of Health
Danielle.Kenneweg@doh.wa.gov
360-236-3782

Region population: 542,817

Clark County Public Health

Vancouver, Washington
www.clark.wa.gov/public-health



Data sources:

- ¹ U.S. Census Bureau, 2010 Census
- ² Washington State Department of Health, Clark County Chronic Disease Profile, 2013
- ³ Washington State Department of Health, Cowlitz County Chronic Disease Profile, 2013
- ⁴ Washington State Department of Health, Skamania County and Wahkiakum County Chronic Disease Profiles, 2013



PUBLIC HEALTH
ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON

Clark County Public Health

Community Transformation Grant —Success Stories

Healthy Living Collaborative

The Healthy Living Collaborative: A story of community partnership

Where and how people live, work, learn, and play has a tremendous impact on physical, emotional, and mental health and overall well-being. Today’s policymakers and interventionists recognize that social and environmental determinants play a critical role in determining health. These health-influencing determinants range from education, jobs, and economic status to transportation, crime exposure, and food access. Other conditions such as housing design, weather, and pollution can also shape how healthy a person will be. Because health-influencing determinants bridge community sectors, it makes sense that any long-term approach to addressing them must include representation from each.

In 2012, spurred by the Community Transformation Grant, cross-sector partners from Clark, Cowlitz, Skamania and Wahkiakum counties came together to form the CTG Regional Coalition. Their shared goal is the creation of policies, environments, and systems that would encourage people to make choices that lead to good health. The collaborative included representation from agencies widely recognized as health-focused, such as public health and clinical providers, but also engaged representatives from a variety of other sectors.

Within a year of the first meeting, the regional coalition committed to a long-term relationship and secured strategic local and state partnerships, public and private funding, and a contractual relationship with Educational Services District 112 to serve as their fiscal agent. The coalition became the Healthy Living Collaborative of Southwest Washington (HLC), and charter membership now counts 50 dedicated organizational partners representing healthcare, housing, education, business, and government, as well as specific priority populations including mental health, the homeless, the disabled, the aged, children, the Cowlitz tribe, and ethnic minorities. Today, the HLC is led by an executive director and a 13-member policy and steering committee. Four workgroups target region-wide initiatives focused on active living, tobacco prevention, healthy eating, and the development of community health linkages



The HLC employs a three-prong approach to supporting health and wellness in Clark County and the larger southwest Washington region:

- A regional infrastructure supporting PSE change;
- A health-in-all-policies, systems, and structures approach; and
- Community-based prevention strategies.

Addressing health disparity is a cornerstone of the HLC, which partners pursue through shared strategic objectives of:

- Increasing cross-sector coordination and alignment between all partners and systems that influence social determinants of health;
- Improving the health of all people by incorporating health considerations into decision-making across sectors and policy areas to prevent and mitigate chronic disease and poverty;
- Increasing community capacity of neighborhood-based Community Health Workers as a means of:
 - Building community engagement, linking community resources and improving health outcomes;
 - Increasing neighborhood opportunities in the areas of chronic disease prevention, substance-free living, safety, and social connections as determined by the community; and
 - Increasing the capacity of systems to inform and weave health, housing, social services, education, employment, economic development, and civic participation into the fabric of neighborhoods with identified need.

The HLC will continue to build and sustain the broad community cross-sector structure needed to influence large-scale prevention and social change strategies required by this proposal. Through the collaborative model for community-based work currently used at our state level, the HLC provides critical synergy between our population-based work in neighborhoods with systems change efforts at regional and state levels supported by the state Prevention Alliance. To date, the HLC has successfully informed state policy efforts, supported local implementation of policy and systems changes, supported work activities related to active, smoke-free living, and has initiated a three-county community health worker pilot project. The HLC work platform is expected to evolve as the coalition engages and mobilizes new partners.



Transforming Communities

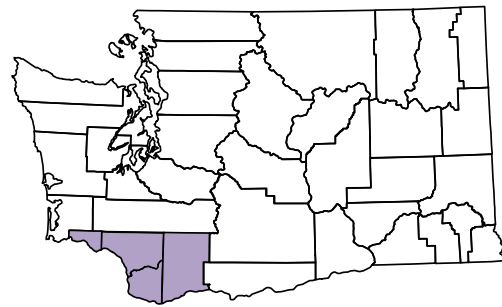
Health and well-being for all Southwest Washington Communities

Impact Snapshot

September 2013



COWLITZ INDIAN TRIBE



About the Community Transformation Grant

Building Healthy Communities

The Washington State Department of Health received a \$3.2 million Community Transformation Grant award from the federal Centers for Disease Control and Prevention. Over the next five years, this money will support Clark, Cowlitz, Skamania and Wahkiakum counties and the Cowlitz Indian Tribe in their efforts to prevent chronic disease and improve health and well-being across our region.

This impact snapshot is a sample of the changes happening across our region.

Focus areas

Tobacco-free living

Access to smoke-free housing, parks and campuses

Healthy eating

Convenient healthy food and beverages, easy access in communities and work places

Active living

Streets that are safe and walkable, especially for students

For more information, contact Kachina Inman, Clark County Public Health: (360) 397-8493 or Kachina.inman@clark.wa.gov

Goals

By 2016, achieve a 5% reduction in:

- Death and disability caused by tobacco
- Rate of obesity caused by poor nutrition and physical inactivity
- Death and disability caused by heart disease and stroke



Clark County Public Health

Tobacco-free living

Since January 1, 2013, an estimated **3,510** more people living in multifamily housing are protected by no smoking policies with the help of Clark County Public Health.



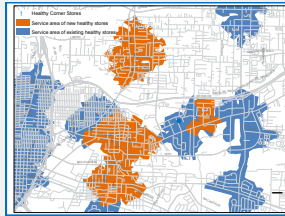
2 neighborhoods, home to **8,900** people, have partnered to implement smoke-free policies in parks.



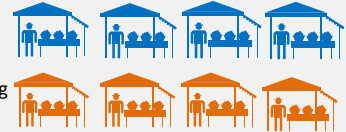
4 out of 5 Clark County residents visit a park each year.

Healthy eating

Clark County is working with **8** neighborhood stores so that more than **9,000** people have increased access to healthy foods within a 1/2 mile of their home.



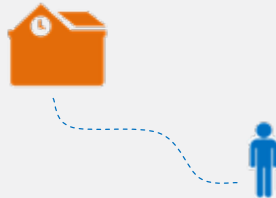
In 2012, SNAP shoppers visited farmers markets **2,307** times, making **\$43,866** in purchases.



4 of Clark County's 8 farmer's markets accept SNAP benefits.

Active living

Walk or bike to school programs and community support have provided approximately **530** students with opportunities to walk or bike to Walnut Grove Elementary School.



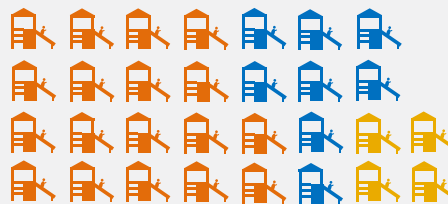
In a 1-year period, over **1,500** students and their families participated in Safe Routes to School events.



Cowlitz County Health & Human Services

Tobacco-free living

30 Cowlitz County parks in **3** cities have become smoke-free since September 2012.



Smoke-free parks

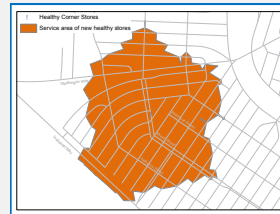
Longview: 18

Kelso: 8

Kalama: 4

Healthy eating

Cowlitz County's healthy neighborhood store has given about **3,500** people access to healthy food within 1/2 mile of their homes.



Active living

5 Cowlitz County cities are considering adoption of complete streets policies.





Skamania County Community Health

Highlights

Skamania County Community Health has secured a long-term commitment to use county land for a community garden containing **21** garden plots.



- Wheelchair/elderly accessible beds: **12**
- Individual raised beds: **8**
- Shared community beds: **1**



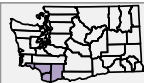
Wahkiakum County Health & Human Services

Highlights

Wahkiakum County Health & Human Services has convened **1** high-level task force on hunger relief.



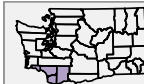
In June, over **100** volunteers helped to create a walkable community by building trails.



Regional Collaboration

Highlights

Cowlitz and Clark counties worked in partnership to offer landlords training aimed at helping create healthier communities. Implementation of smoke free policies was highlighted at the training. More than **90** landlords attended, representing more than **2,500** units, potentially impacting more than **6,500** residents of rental housing.



Healthy Living Collaborative of SW WA

Highlights

Developed a **30** member Regional Collaborative with diverse, multi-sector representation. Members influence policy, systems, and environmental change work through **4** work groups (Healthy Eating, Active Living, Tobacco free Living, and Clinical Preventive Services). The Clinical Preventive Services work group is exploring a funding collaborative to support a community based prevention pilot project.





HEALTHY EATING

United General Hospital Skagit County, WA



CTG Year 2 Highlights

Improving the healthy food environment *through strong community partnerships*

Creating healthy food access for children in rural communities:

United General collaborated with over 13 community agencies to create the partnerships and infrastructure changes necessary to support summertime healthy meal access for Concrete elementary school students. Along with providing healthy food access, partners have created outdoor physical activity and literacy engagement opportunities for students.

Improving food access issues in East Skagit County: The East County Food Access Coalition, with seven community partners and growing, is focused on systemic changes to increase access to fresh fruits & vegetables among low-income families.

Making healthy foods more affordable: The Sedro-Woolley Farmers Market is piloting a “double up” dollars program to incentivize purchasing fresh fruits and vegetables. In July 2013, this pilot significantly increased both EBT sales and new clients to the farmers market.

Reducing Tobacco Marketing Exposure *through retailer education and partnership*

A major food retailer in East Skagit County has adopted new **institutional policies** to reduce the impact of tobacco and alcohol marketing on youth and provide community leadership about retailer strategies to promote healthy communities. This is a great community accomplishment as this retailer is the only grocery store in a 30-mile radius.



<< Policy Change >>

Concrete Elementary School adopted a new school wellness policy to improve nutrition and physical activity standards.

Skagit County Board of Health is considering adoption of a tobacco-free county properties policy.

United General Hospital
Carol Hawk, Director, Community Health Outreach Programs
Email: carol.hawk@unitedgeneral.org

Transforming Washington Communities

Skagit County Community Transformation Grant Success Story

Healthy changes in the Concrete School District:

Skagit County’s United General District 304 | Community Health Outreach Programs (CHOP) saw opportunities to improve nutrition environments and increase access to healthy foods in the Concrete School District. Community feedback ranged from, “Access to healthy foods?! Kids don’t like vegetables!” to, “The way to develop healthy eating habits in kids is to work within the schools. Get them while they’re still learning.” With those words of community wisdom, and with a number of local champions eager to assist, the Healthy Community and Schools Initiative took its first steps.

The Concrete School District is a Title 1 district serving Skagit County’s low-income eastern communities. Its 550 students live in an area abundant with small farms, orchards, and ranches, yet this part of the county is a rural food desert with just one full-service grocery store serving the community’s 4,840 residents. Working closely with the Superintendent of area schools and a Wellness Advisory Team of teachers, staff, parents, and community members, CHOP utilized the Community Transformation Grant (CTG) funding and leveraged additional resources to build a strong foundation of policy, systems, and environmental changes to improve student health. Successes include:

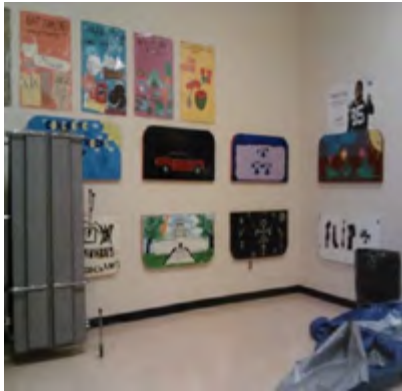
- Updating district’s wellness policy:
 - The new policy reflects best practices and includes model language on preferential purchasing of local farm products for school meals, providing adequate time for students to eat, not allowing recess to be withheld as a form of punishment, and avoiding the use of sweets for classroom rewards.
- Systems changes that encourage healthy lifestyles:
 - We increased knowledge, skills, and confidence of food service staff to use fresh produce in meals. This was accomplished through coordinated trainings.
 - We expanded the range of fruit and vegetable options by conducting recipe trials with food services staff and taste tests with students.
 - We implemented Cornell University Smarter Lunchroom Strategies.
 - Students go on more field trips to local farms through the Farm to School program. We are partnering with the district on a United States Department of Agriculture (USDA) Farm to School grants for this project.
 - We piloted Skagit County’s first Electronic Benefit Transfer incentive program, which is being offered at



Transplanting Corn at Cascadian Farm

four markets in 2014. This was made possible by our 2013 partnership with Sedro-Woolley Farmers Market and the Food Access Coalition, which engaged partners to increase access to healthy foods.

- We provided 75 first through sixth graders with summer meals, literacy, and enrichment during summer break. This program was called the Concrete Summer Learning Adventure.
- Environmental Change:
 - Coordinating high school Job Corps volunteers for 'Lunchroom Makeovers' at Concrete Elementary and High School.
 - Working with Concrete Summer Learning Adventure students to design, paint, and install fruit and vegetable murals in the elementary school lunchroom. This project was so beloved that one 6th grade boy declared, "I'm going to sit facing my cauliflower every day!" (He'll probably eat his veggies too.)



Before



After

These efforts were funded in part by the Community Transformation Grant and the Affordable Care Act. They have been an important catalyst for policy, systems, and environmental changes in Skagit County. United General District 304 | Community Health Outreach Programs will sustain and build on these changes in the Concrete School District and in additional communities and schools.



Transforming Washington Communities

Grant County Community Transformation Grant Success Story

The Larson Farmers Market:

When Grant County Health District received the Community Transformation Grant, they knew they wanted to target the Larson neighborhood to increase access to healthy food. Over the three-year grant period, the Health District explored different approaches and collaborated with partners. The result was the Moses Lake Farmers Market at Larson (the Market) opened for business June 25, 2014.

Larson is a neighborhood in Grant County near Moses Lake. It is a densely populated, low-income, unincorporated, and politically underrepresented area that does not have safe walking access to any stores selling healthy food.

Larson includes 4,730 people of which:

- 33 percent are Hispanic.
- 45 percent are 24 years old or younger.
- 60 percent of the homes are rentals.
- The neighborhood has the largest Public Housing Authority presence in Grant County.

The Health District began with a door-to-door survey to identify the current food purchasing and eating habits of residents. The survey also measured interest in access to healthy food. It showed 59 percent of the households used at least one source of food assistance and most of these used multiple sources. These sources include the local food bank, Supplemental Nutrition Program (SNAP), and Women, Infants and Children (WIC).

Survey results revealed that residents do not use or trust the corner stores in their neighborhood and preferred places like local fruit stands, when possible. Fruit stands and produce vendors are a large part of the culture in Grant County and are trusted by both the Hispanic and non-Hispanic populations. While residents responded favorably to the idea of a farmers market, at the time of the survey the closest farmers market was in Moses Lake, a distance too far to walk.

Health District staff and community leaders met to discuss Larson's options for accessing healthy and affordable foods. They then shared the survey results with officials in Moses Lake including the local board of health, organizations, healthcare providers, the local food bank, with farmers and gleaning programs, and other entities. The idea of the Market took time to develop, but took off quickly once the right partners were in place.

To the delight of Health District staff, the Market vendors were supportive of a weekday farmer's market in the Larson neighborhood. The Grant County Housing Authority allowed the use of a local park for the Market on Wednesday evenings.

Health District staff had an even bigger vision than creating another farmers market. They wanted to start a Market Match Program allowing residents on EBT to receive a matching dollar amount to increase their ability to purchase healthy foods for their families. Health District staff wrote a grant application for the Paul Lauzier Foundation and received \$8,000 for the Market Match Program and associated costs.

Before the Market was even open, the word about the Moses Lake Farmers Market at Larson grew. For example,

- The local radio station matched time on purchased radio ads.
- Local businesses pushed timelines to ensure all of the marketing materials and supplies would be ready for opening day.
- Money and community support started coming as local healthcare organizations felt compelled to be a part of this community chronic disease prevention work.
- A large local clinic, the local federally qualified health center, and the local hospital district all donated funds to the Market Match Program.

The Market opened Monday June 25, 2014, as the Moses Lake Farmer's Market at Larson. As of August 1, 2014, the Grant County Market Match Program received a total of \$15,500 and the Market Match Program is receiving ongoing support from the local hospital district at \$2,500 per year. The Market Match Program will increase the amount of fresh produce that about 28,000 residents in Grant County can purchase with their EBT dollars.

As the first season winds down, plans to increase the reach of the Market Match Program are in motion and include implementation at local produce vendors, other farmers markets, and other fresh produce retailers throughout the county.

Clark County Public Health

Community Transformation Grant —Success Stories

Healthy Stores, Healthy People, Healthy Neighborhoods



When Southwest Washington received the Community Transformation Grant in 2011, residents of Central Vancouver neighborhoods had limited access to stores that stocked healthy food items. The only full-service grocery store on Fourth Plain Boulevard had closed, and as a result, neighbors turned more frequently to the area's convenience stores and ethnic markets.

Since then, seven neighborhood stores have partnered with Clark County Public Health to increase access to healthy foods. These stores actively expanded their healthy options and boosted their marketing focus to help "make the healthy choice the easy choice." Where candy bars and soda pop once ruled the shelves, store managers now stock fresh fruits and vegetables, granola bars, 100% fruit juice, non-fat milk and water.

- Participating stores added more than 80 healthier items.
- Clark County Public Health provided hands-on assistance to help market managers position healthy products for greatest exposure and recruited students from the DECA Club at Fort Vancouver High School to plan marketing strategies to promote the healthier items and revamp displays. As a result, participating markets:
 - Installed interior and exterior signs and/or sidewalk sandwich boards advertising fresh produce.
 - Created attractive end displays to market healthier choices
 - Installed floor decals and overhead signs to lead customers to healthy food items
 - Used attractive produce baskets and colorful shelf liners to enhance the appeal of fresh fruits and vegetables.
 - Implemented "shelf talkers" and posted free recipe cards.
- In addition, markets implemented other strategies to appeal to their customers:
 - One store discounted the price of healthy items compared with unhealthy alternatives.
 - One store created a healthy "grab-and-go" refrigerated case to highlight healthy items.
 - One store uses promotional pricing to encourage produce sales. For example, bananas are sold at two-for-a-dollar.
- In a 2014 survey of participating store managers more than 50 percent said the program was helpful and that sales of healthy items had increased. Stores that benefitted from a "healthy store remodel" reported the most positive impact. Although most stores reported a positive customer response to the availability of produce, they also reported this as the most challenging aspect of change due to limited shelf life and infrequent delivery from suppliers.



Clark County Public Health

Community Transformation Grant —Success Stories

SNAP at Farmers Markets

The Double Win: Supporting Healthy Eating and Clark County Farms

Studies link the intake of fruits and vegetables with decreased risk of obesity, Type 2 Diabetes, stroke, and hypertension. However, according to BRFSS data for 2012, the consumption of fruits and vegetables among Clark County adults and children lagged far behind the five to nine servings per day recommended by the USDA.



To support the intake of fresh produce, Clark County Public Health worked with seven local farmers market managers to add Electronic Benefit Technology (EBT) to their markets so recipients of Supplemental Nutrition Assistance Program (SNAP) benefits could buy more fresh fruits and vegetables. The result is greater consumption of fresh produce, especially by Clark County's most vulnerable socioeconomic population, and increased support for local farms.

- Five markets, Camas, Vancouver, Salmon Creek Downtown, Legacy Salmon Creek, and Battle Ground Markets now accept SNAP and WIC benefits. As an added incentive for benefit recipients to visit the market and learn more about various types of produce, four markets also administer the *Fresh Match* program, which provides a dollar-to-dollar match for the first \$5 in SNAP benefits spent on produce at each market visit.
- In partnership with Washington State University/Clark County Extension, Clark County supports nutrition education programs at markets that offer Fresh Match. Cooking demonstrations and nutrition education activities for adults and children promote healthy eating on a budget, emphasizing seasonable produce available at the markets.
- At Salmon Creek Farmers Market, Public Health staff supports a market-developed program called Produce Pals, which gives a \$2 token to each child who visits the market. The caveat: Parents must allow their children to select their own fresh fruit or vegetable in hopes that children will explore a variety of tastes and types of produce.
- In 2013, SNAP recipients spent a total of \$60,337 at Clark County farmers markets. Spending federal benefits (SNAP = \$51,680) plus private business donations (Fresh Match supporter funds = \$8,657) at farmers markets is a win-win for both SNAP recipients and local food producers. From 2012 to 2013, the number of SNAP transactions at five local farmers markets showed an increase of 22 to 82 percent, varying by market. The 2014 market season is not yet over, but SNAP use and Fresh Match participation has already exceeded last year's numbers.





Transforming Washington Communities

Community Transformation Grant Success Story

About the Grants

Transforming Washington Communities

Heart disease, stroke, cancer and diabetes are the leading causes of death in Washington State. Many of us have lost a loved one prematurely to one of these preventable diseases. Healthy choices play a big part in preventing these diseases.

Unfortunately, not everyone has the same available options. Where we live and work often plays a major role in how easy or hard it is to make a healthy choice on any given day.

Our goal is to make the healthy choice the easy choice everywhere in Washington. National health care reform can help change this. The Affordable Care Act invests in prevention, which evidence shows will improve health and save our country a lot of money over time.

Community Transformation Grants

The Prevention and Public Health Fund includes an initiative called the Community Transformation Grants, which helps states tackle the growing need for chronic disease prevention. Our state received six awards one of which was to the Washington State Department of Health for \$3.2 million.

Walking the Talk: A Road to Healthier Eating

Washington State Department of Health, the Governor's Office and other state agencies are working to make the healthy choice the easy choice, especially where people work.

Almost three quarters of adults in Washington are overweight or obese and estimate state that obesity contributes to nearly 21 percent of all medical spending. Policies related to healthy food, activity and behaviors, disease prevention, and exposure to smoke, can significantly influence the environments in which people work. This, in turn, affects their adoption of healthy lifestyles. Approximately half of Washington adults eat the recommended amount of fruits and vegetables. This shows room for improvement. Implementing policies that encourage healthy meals and snacks can help with this.

An effective and comprehensive worksite wellness program can improve the health, productivity, quality of life, and life expectancy of a workforce. Access to healthy foods is one part of a complete program. State agencies in Washington are making great strides to bring healthier food options to the workplace.

Where we started this journey

National health authorities have expressed a need for large-scale policies and population-based strategies to improve health. This includes nutrition-based food and beverage guidelines to increase the availability of and demand for more healthful products. These efforts support individual-based approaches to achieve broad and sustained impact. Washington State was one of the first states to enact a food and beverage service policy for state agencies, their employees, and custodial populations.

In 2011 and 2012, Representative Laurie Jenkins (D) introduced bills (HB1801 and HB 1321) to the House of Representatives that required each state agency to develop and implement food-purchasing and service policies for meetings, events, vending, and for those in direct custody of the state.

In late October 2013, Governor Jay Inslee signed [Executive Order 13-06: Improving the Health and Productivity of State Employees and Access to Healthy Foods in State Facilities](#). The Executive Order

(EO) was based on the earlier drafted bill. The EO required that 39 executive branch agencies adopt and implement



food and beverage service policies that meet state nutritional guidance based on the 2010 Dietary Guidelines for Americans. This executive order will affect an estimated 67,000 people statewide. It applies to food and beverages sold to employees or served at meetings and events. This also applies to food and beverages provided by state agencies to students and custodial populations.

We can't walk this road alone

Community level changes require collaboration. One group cannot make broad changes in healthy eating alone. We engaged private and public partners along with key stakeholders in the development and implementation of this initiative. Coordination of efforts and partnerships were established early and played a significant role in the success of this work.



Our Partners

American Heart Association
Childhood Obesity Prevention Coalition
Public Health Seattle King County
Spokane Regional Health District
Tacoma Pierce County Health Department
Washington State Department of Corrections
Department of Services for the Blind
Department of Social and Health Services
Office of Superintendent of Public Instruction
Washington Department of Agriculture
The Healthcare Authority
Washington Department of Enterprise Services

Together we identified the need for a hands-on implementation guide and technical assistance. A Food Procurement Workgroup formed to develop the state's Healthy Nutrition Guidelines and the implementation guide. We conducted formative research to shape the content for the guide and future technical assistance. Employee feedback was essential to this process. Initial data was collected from over seven thousand state employees through a survey. The majority of respondents, 86 percent, thought it was important to have access to healthy food choices at work.

Where the road leads

In March 2014, the department finalized the implementation guide. By July 2014, 39 state executive-branch agencies will adopt and begin implementation of the nutrition guidelines for vending, cafeterias/cafes/on-site retail, meetings and events, and institutional food service. As we move forward, we are looking for funding to evaluate the impact of this work. It will be exciting to see implementation successes. We are hopeful this example will lead to similar policies in other public and private sectors that have ability to create healthier options for their workforce.



Healthy Nutrition Guidelines Logo

Lessons learned

1. Early and sustained partner engagement was a critical aspect of bringing this Executive Order to life.
2. Understanding roles of agency staff and stakeholders is key to building a strong foundation with active partner involvement.
3. Get the right partners at the table. Include members at all levels within the agencies including program, budget, operations staff, and leadership. Considering unique worksites, shifts, and all employees allows for implementation guidelines that are practical and feasible.



Smart Snacking in Washington Schools

The United States Department of Agriculture's Smart Snacks in School rules promote healthy eating by students by requiring all foods and drinks sold in schools to meet nutrition standards. These standards encourage whole grains, low-fat dairy products, fruits, vegetables, and leaner protein, and limit sugary drinks, chips, and candy. In 2014, with funding from the Washington State Department of Health's Community Transformation Grant and assistance from Washington's Action for Healthy Kids, several Washington schools made smart changes in the snacks they offered.

Freeman High School (Rockford, WA)

The Challenge

Freeman High School serves 300 students, 17 percent of whom qualify for free or reduced price meals, an indication of poverty. Youth living in poverty have less access to healthy food, placing them at risk for poor health and lower test scores (Taras H, Nutrition and Academic Performance, Journal of School Health, August 2005). In surrounding Spokane County, 75 percent of 10th and 12th graders eat less than five servings of fruits and vegetables a day, 10 percent drink two or more sodas daily, and 23 percent are overweight or obese (Healthy Youth Survey, 2012). Nutritious foods can reduce obesity and other risk factors for chronic disease, but students can choose nutritious foods only when they are both available and affordable.

Just three months before the Smart Snack standards went into effect, Freeman's Junior Class Store was nowhere near meeting the new rules. Past efforts to introduce healthy options had not been sustained. The challenge was to market and sell healthy options while still generating revenue. As Raeann Ducar, Nutrition Services Director, put it, "The Junior Class Store needs a makeover!"

The Solution: Engaged Students and Smart Sales Strategies

Ms. Ducar knew student participation would be critical. Under her guidance, students used the Alliance for a Healthier Generation's Product Calculator to identify new snack items that met the standards, and then organized taste-testing events. Students used grant funds to purchase attractive display racks and a banner. Ms. Ducar taught students about product placement, marketing, and pricing strategies (from the Smarter Lunchroom Movement, smarterlunchrooms.org). Using these strategies, students displayed healthier items at the front of the counter with signs to make them most visible, priced them lower than less-healthy options, and advertised the new and improved products through flyers, the school's TV broadcasts, daily announcements, and sampling events.

Student involvement in key decisions on products, pricing, and marketing created a strong sense of student buy-in. And when looking at their sales data, they found that store profits increased by \$120 per week. For these reasons, plus support from school administrators and the district's wellness committee, Ms. Ducar is confident the Junior Class Store will sustain the changes.

Project Lead: Raeann Ducar, RD, rducar@freemansd.org, Nutrition Services Director.

Zillah Middle School (Zillah, WA)

The Challenge

Zillah Middle School in rural Yakima County, Washington, serves 230 youth, with half qualifying for free or reduced price meals. In Yakima County, 77 percent of 10th and 12th graders eat less than five servings of fruits and vegetables a day, 14 percent drink two or more sodas daily, and 32 percent overweight or obese. PE/Health Teacher Todd Reed witnessed students consuming many energy drinks, chips, candy bars and other unhealthy foods every day. The school had no student store.

The Solution: Marketing, Education, and Policy

Mr. Reed formed a team of staff, students, and parents to open a Smart Snacks school store, and students designed hallway and classroom posters to market it. Using Smart Snacks grant funds, Mr. Reed purchased granola bars, fruit snacks, chips, beverages and whole grain cookies, all of which met the Smart Snacks standards. He also dedicated class time to discussions about the changes. “The students responded positively, coming to the conclusion that you don’t have to sacrifice taste to be healthy,” said Mr. Reed. The student store is continuing in the 2014-15 school year, and the lessons from the store will influence the district’s wellness policy when it is updated the next year.

Project Lead: Todd Reed, reed_t@zsd.wednet.edu, Physical Education Instructor.

Richland School District (Richland, WA)

The Challenge

Richland School District serves 11,900 students, with a third qualifying for free or reduced price meals. In surrounding Benton County, 81 percent of 10th and 12th graders eat less than five servings of fruits and vegetables a day, 13 percent drink two or more sodas daily, and 25 percent are overweight or obese. In 2010, the district had overhauled its school meal program and a la carte food offerings to improve their nutrition quality. However, food sold in the student stores went unchanged and included less healthy offerings such as pizza and cup o’ soup. Since then, the district had lost a la carte customers and the resulting revenue. The Richland Nutrition Services Team was determined to get customers back by demonstrating that healthy can be tasty.

The Solution: Back-to-School Smart Snacking Events

At back-to-school events for the 2014-2015 school year, the team showcased new a la carte Smart Snacks in five large secondary schools, and offered free samples during lunchtime in each of the district’s three high schools. Students helped the team choose a la carte items by rating each food and beverage. Also, lunchrooms featured interactive food and beverage displays to demonstrate why smart snacks are important for health and well-being, and to give students opportunities to provide feedback.

Project Lead: Audrey Wickman, Audrey.Wickman@rsd.edu, Assistant Director of Nutrition Services.

These Smart Snacks in School mini grants were supported by the Washington State Department of Health’s Community Transformation Grant DP11-1103PPHF11, a cooperative agreement with the Centers for Disease Control and Prevention.

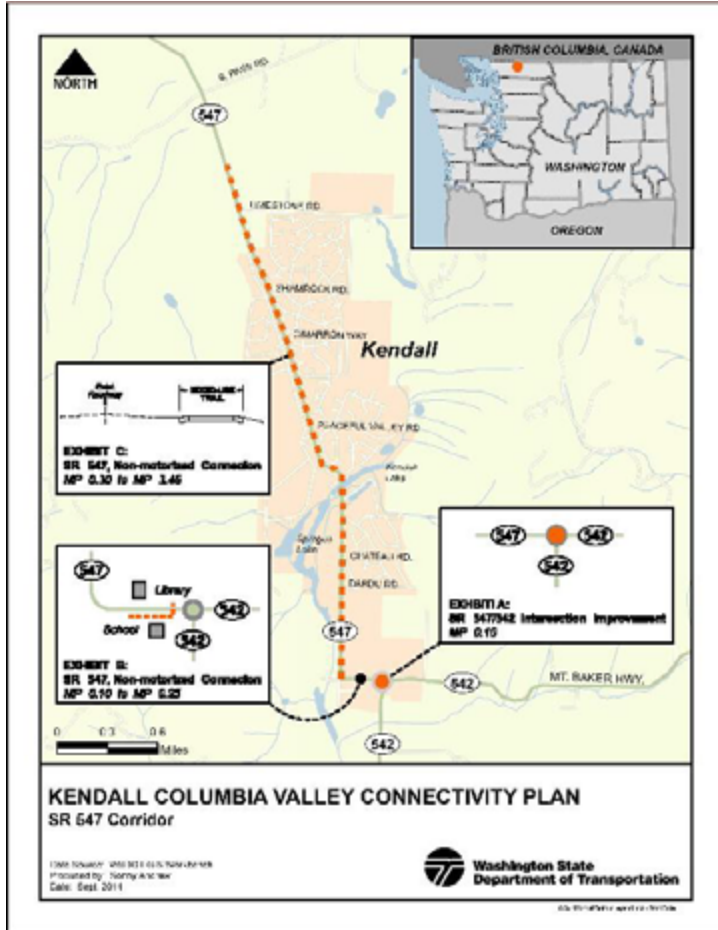


ACTIVE LIVING

Transforming Washington Communities

Whatcom County Community Transformation Grant Success Story

Safe Physical Activity in the Kendall & Columbia Valley:



For years, residents of the Kendall and the Columbia Valley urban growth area in rural Whatcom County have been concerned about their community and the ability of residents to get safely to community resources. Many of the 4,140 residents in the area are low income and are one or no-car households, making it difficult for families to access community services safely. State Route 547 is the only roadway that runs through the community. Since June 2012, there have been four separate bicycle and pedestrian collisions, two of which were fatal.

The Whatcom County Health Department engaged in a community-driven process for planning to improve safety and connectivity in the Kendall and Columbia Valley region. They

provided technical assistance to the Kendall/Columbia Valley Connectivity Plan Committee (the committee) and connected citizens with decision makers. This was made possible with support from the Community Transformation Grant and Affordable Care Act. The Committee's planning has resulted in a vision of bicycle and pedestrian infrastructure that will safely connect residences to Kendall Elementary School, the local library, commercial services, and the community center, which includes the Head Start facility.

This collaboration has led to key accomplishments that are important stepping-stones to achieving the community's vision. These successes include:

- Creating a new school speed zone with flashing signs at Kendall Elementary School and reducing the speed limit from 55 to 40 mph near the library and school.
- Washington State Department of Transportation securing \$2.5 million in grant funding for roundabout construction, including sidewalks and marked pedestrian crossings.
- Reducing the speed limit along SR 547 from 55 to 45 mph.
- Receiving a National Park Service technical assistance award to assist with public outreach and engagement for shared-use trail planning and design, including community meetings and events.



Pictured above are community members from the Kendall and Columbia Valley Connectivity Plan committee. Left to right: Georgina Furlong-Head, Vern Yadon, Rebecca Boonstra and Jerry DeBruin.

Building on the momentum of these successes, the committee continues to engage the community in developing a plan for a shared-use facility, with a focus on sustainability. They recently collaborated with Whatcom Council of Governments and Washington State Department of Transportation to apply for funding to complete trail design and engineering. The group has received commitment by Whatcom County Parks Department to maintain the facility once built.

The power of community is evident in building a safer community with improved environmental opportunities for physical activity, social connectedness, and access to services. As one community member and library representative stated, "This project is important to the development of community in Kendall. This connectivity plan will not only bring the community together physically but, will bring a sense of pride and commitment."

Transforming Washington Communities

Grant County Community Transformation Grant Success Story

Quincy Safe Routes to School:

There are many issues affecting the health of Quincy residents. The City of Quincy is home to 7,000 people where 30 percent live in poverty, 74.3 percent are Hispanic, and 38.7 percent of the adult population does not have a high school diploma. The Quincy Wellness Advisory Committee (the committee) was deeply concerned about the safety of the children walking and biking to school from neighborhoods within city limits. The committee joined with the Grant County Health District to develop a plan for Safe Routes to School.

Health District staff have a wealth of experience in Safe Routes to School work. They assisted in organizing city residents from both the Hispanic and non-Hispanic populations to document safety concerns and hazards along walking routes of all schools, to create a plan, apply for a grant, and implement the plan.

Grant County Health District facilitated local teams of parents, school officials, traffic safety, Safe Kids Grant County, city planners, the Washington State Department of Transportation, city leadership, and public health to conduct two walking audits. They determined the best walking and biking routes according to audit findings. Health District staff used a walking audit tool they had adapted from existing tools to fit the rural and unique characteristics of Grant County cities.

Approved routes were presented in mapping brochures to the Quincy School District Board in both English and Spanish. The Board adopted the maps and provided them to Quincy families. The Safe Routes to School team received a \$350,000 grant to fund a formal walk/bike path in place of the worn dirt trail that connects 460 students directly with their neighborhood school. Once the trail is complete, these students will no longer receive bussing services.

With the help of the Safe Routes to School Grant, the Quincy School District hired a new transportation director. The Quincy Safe Routes to School team remains involved in implementation, and is working closely with the new director. Additional signs, safety precautions, and educational strategies appropriate for the culture were also implemented to assure that parents feel safe allowing their children to walk to school.

Clark County Public Health

Community Transformation Grant —Success Stories

Complete Streets

Safe and healthy streets pave the way to wellness

Physical activity is critical for good health. Creating a built environment, systems and policies that support activity helps to prevent chronic diseases by making the healthy choice the easy choice. Street design policies that incorporate a provision for multi-modal transportation for people of all ages and abilities helps to ensure that active transportation is accessible for everyone. This work takes time and persistence and gains come in small incremental steps. Although complete streets ordinances have not yet been implemented in Clark County, local jurisdictions have completed much of the work necessary and several anticipate full adoption within the next two years.

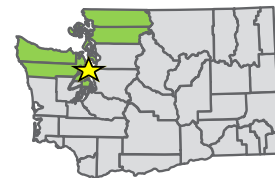


As a result of work undertaken through the Community Transformation Grant:

- Health and equity measures are now included in selection criteria for sidewalk projects in Clark County.
- Gap assessments are complete for policies in Battle Ground, Clark County, Ridgefield, and Vancouver to help these jurisdictions prepare for Complete Streets grant opportunities.
- National experts have trained local planners, engineers, and policy makers in complete streets workshops in 2012.
- In 2014, intensive technical assistance was provided by national complete streets experts for Battle Ground, Ridgefield and the City of Vancouver to support their interest in implementing complete streets policies.
- Bike/pedestrian counts are in process for Battle Ground and street/sidewalk inventories are complete for Battle Ground and Ridgefield.
- Citizen members of the Neighborhood Transportation Safety Alliance recommended adoption of a Neighborhood Safe Streets ordinance to the Vancouver Council. The City of Vancouver anticipates adoption in 2014/2015.



Kitsap Public Health District Kitsap County, WA



CTG Year 2 Highlights

Creating community-level systems change to increase physical activity and healthy eating



Collaborating with partners to employ a community-wide, evidence-based obesity prevention initiative

Expanding support for healthy eating and active living: Participating as co-chair of the 5210 steering committee and participating in workplace, early childhood, and school sector work groups.

Supporting partners in creating institutional policies for healthy eating and active living with guidance, materials and evaluation:

- 4 workplaces with a combined total of about 3,000 employees
- 5 elementary schools and 1 middle school
- A federally qualified healthcare center and Naval Pediatrics Clinic
- 1 Tribe reaching over 500 community members

Understanding rates of obesity, chronic disease, and unhealthy behaviors: Collecting, analyzing, and mapping health data to expand knowledge about the scope of the problem and opportunities for action.

Planning for healthier communities in concert with community agencies

- Educating decision makers in Bremerton and Kitsap County about the importance of integrating health elements into community plans.
- Providing recommendations for comprehensive plans in Kitsap County and City of Port Orchard through working with a consultant.
- Providing recommended revisions to the Puget Sound Regional Council's *Growing Transit Communities Strategies* document in collaboration with neighboring public health jurisdictions.
- Submitting edits to Kitsap County's Non-Motorized Facility Plan.



Environmental Change

Ten outdoor recreational venues in Kitsap County are using smoke-free park signs to reduce exposure to second-hand smoke.

<< Policy Work >>

Harrison Medical Center has implemented an **institutional policy** to support increased consumption of healthy food and beverages. This policy has resulted in redesigning the cafeteria environment to promote healthy choices through placement and marketing.

Kitsap Public Health District

Yolanda Fong, RN, MN, Public Health Nurse-Advanced Practice
Email: yolanda.fong@kitsappublichealth.org



PREVENTIVE HEALTH CARE



Transforming Washington Communities

Community Transformation Grant Success Story

What is DPP?

The Diabetes Prevention Program (DPP) is an evidence-based program for individuals with prediabetes and is available across Washington State. The Washington State Department of Health has promoted this program since 2009. Partner agencies, including the YMCAs of Washington, provide classes in many communities.

1.8 million Washingtonians have prediabetes.

Recent coverage of the DPP for Public Employee Benefit Board (PEBB) enrollees means an estimated 40,000 WA State employees and their families with prediabetes can access this program. However, this represents only 2% of the adults with prediabetes in the state.

If the DPP were a covered benefit for people enrolled in Medicaid, Medicare and Washington's Health Benefits Exchange, an additional one third of Washingtonians with prediabetes could access this prevention program.

Dial 2-1-1 or visit www.win211.org

Through a partnership with the Washington Information Network 211, Washington residents across the state can find their nearest Diabetes Prevention Program.

Sustaining and growing programs like the National DPP is vital in order to build a stronger, healthier and more connected Washington State.

Karen's Story:

In 2012, Karen faced a painful situation; her mother and brother were dealing with serious complications from type 2 diabetes. Their diabetes had gone uncontrolled for years. Her brother spent a year in bed with an ulcer on his foot, resulting in amputation of his leg. Shortly after receiving a prosthesis and physical therapy, he died suddenly of a pulmonary embolism.

Karen's mother had initially been diagnosed with diabetes at age 55 and remained untreated for many years until complications set in. She lost most of her eyesight, had a leg amputated, and broke her remaining leg. "It was hard for her and hard for us to see her like that. My brother had died by then, and she said, 'No more, I'm done.' She died five days later."

Due to her risk factors, in January 2013, following the death of her brother and her mother, Karen and her husband enrolled in the Diabetes Prevention Program (DPP).

They worked hard to start eating right and becoming physically active. "My activity level has increased...I hear Shirley, my DPP coach, telling me that exercise is my best friend. I am 71, and for the first time in my life, I can jog eight miles... DPP has changed my life. I

believe in it 100 percent. My kids are finally taking heed and paying attention to what they're doing."

Because this program has positively affected her life, Karen continues to be a strong advocate of this program with her family and community. She believes that early diagnosis of prediabetes and diabetes is the key to preventing the outcomes her brother and mother endured.



Karen participated in DPP through the Washington State University (WSU) Extension. WSU Extension, YMCAs, and other partners are making the program accessible to even more people.

Residents across the state can call 2-1-1 from any phone or visit www.win211.org to find a local DPP.

How the Office of Healthy Communities Uses E-learning to Train Community Health Workers

Summary

The Office of Healthy Communities (OHC) in the Washington State Department of Health faced a daunting task: create a program from scratch to train up to 500 community health workers a year across the state. The purpose was to meet recommendations from the Affordable Care Act and the Centers for Disease Control and Prevention. They met the challenge and dramatically expanded their workforce with a flexible training program that combines traditional on-site sessions with a progressive online learning management system. OHC now has a growing network of 400 health workers across the state — including in hard-to-access rural areas. They share this training with over 100 agencies.

Challenge

Administrators and staff were challenged with starting a brand new program that could provide statewide training for community health workers (CHW). They knew that the potential audience was diverse, widely dispersed, and inconsistently trained. Some participants lived in cities and some in the most rural areas of the state. All of the participants had to navigate busy work schedules to earn 30 hours of continuing education.

Solution

OHC administrators wanted to accommodate the varying needs of working adults with a more flexible learning system. With this in mind, they turned to a curriculum developed by the Massachusetts Department of Public Health and the e-learning development firm Talance, Inc. The program was created to increase the capacity for professional development of community health workers through online courses. The aim was for participants to attend training that would show them how to help clients take charge of their health, reducing the need for additional care. In October 2012, Washington State began implementing its own version of the program.



What it is all about

Both the Office of Healthy Communities and participants in the program benefit by using a mix of online learning and standard in-person classroom instruction. As an experienced instructor in the Office of Healthy Communities, Debbie Spink says that the in-person sessions bring participants to the same foundational level. At the start of online classes, they know more and interact better with peers. Conversations begun together about best practices and cultural differences continue to expand and deepen through online assignments and forum discussions. The in-person meeting at the end of the program feels like a celebration but also lets participants chat about the skills they developed and practice what they have learned.

Results

The Office of Healthy Communities put together the best elements of in-person training with the best of online training to implement a blended learning model. OHC allows its network of facilitators around Washington to supplement a brief live session with an in-depth online course containing assignments, assessments tools, and service coordination skills. The training model is efficient, lean, and scalable, allowing it to meet funding variables and limitations. It makes training fast and easy, which can be difficult in Washington. It is a large state with rural pockets not easily accessible for traditional in-person learning programs.

Over the course of eight weeks, students participate in 30 hours of Core Competency Training including Cultural Competency, communication skills, and CHW roles and boundaries. Health Specific Modules include Pre-Diabetes/Diabetes & Hypertension, Cardiovascular Health, Understanding Disparities & Social Determinants of Health among other topics.

Contact

Lena Seino

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310 Israel RD SE Tumwater,
WA 98501
360-236-3459 phone
[http://www.doh.wa.gov/
chwts](http://www.doh.wa.gov/chwts)

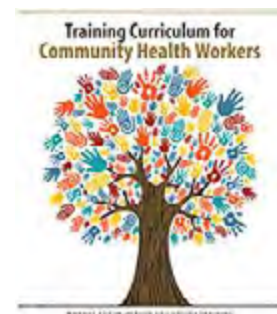
"I loved the online training course, especially how easy it was to navigate. I learned many new things that I have already started using on a daily basis. It was very easy to learn and I absolutely loved that we could do it on our own time and not a fixed schedule. "

- CHW Student

Sustainable Success

Today, more than 400 have graduated from the program. This number is projected to exceed 500 by the end of the year. "The blended structure is one reason for the popularity and success of program. Learners don't need to have anything special to participate besides access to a computer and the Internet," says Spink. Community health workers can participate in one of seven regional core skills courses and take one of eight health-specific programs. A program that began as presentation-based staff training delivered ad hoc at employer sites, has evolved into a consistent statewide program that educates hundreds of people through audio, video, and discussion boards.

For more information about the CHW training program visit <http://www.doh.wa.gov/chwts>.



How Do We Know If We Are On Track?

We will say it again; we know your first job is to take good care of patients and families. We also know many of you want to excel at medical/health home development, and we have been asked to provide some kind of yardstick or checklist to help you assess your progress. Check yourself against our list of “on track” attributes or actions below.

By a few months into the collaborative, here are the things “on track” teams do:

- Define team membership for quality improvement.
- Meet consistently at a scheduled time, even if short times and infrequent; it is the regularity that helps you stay on track. You can pick the pace.
- Hold productive meetings with clear action items; who will do what by when.
- Use your PCMH-A results and change concepts to select ideas for improvement.
- Choose at least one and up to three measures to work on with a population; the size of the population is up to you. (See the Measures table)
- Set up or get support to set up the data collection and tracking tools you need for your selected measures, and upload monthly run charts.
- Complete Quarterly Insight reports using the template we provided and upload that report using the instructions provided by Laura Pennington.
- Using the Model for Improvement, work on specific improvements to quality using small tests of change. (PDSA cycles)
- Activate your WHIN Institute login (wadoh.adobeconnect.com) and browse the contents. Use our new directory to find what you need.



- Identify which topics and team members could benefit from more training and find the resources either within the WHIN modules, the Resource Handbook, by asking your coach to research, or do your own discovering.
- Explore the Resource Handbook and at minimum read through the “Need to Know” items. (They are marked)
- Schedule out team members for as many of the monthly events for your region as you can manage.
- Work with your practice coach to schedule visits at a time and frequency that works for you.
- Celebrate the successes.
- Put a display up in your clinic so the rest of the providers/staff know about what you are doing.
- Develop an elevator speech about medical /health home to communicate to patients and families.

WHIN Save The Date Check your WHIN calendar for more details

February 4th
Live Training - Thurston, Mason, Lewis, & Eastern Grays Harbor
“Creating Flow in the Ambulatory Setting”
Ingrid Gerbino, MD - Virginia Mason Institute

February 6th
Webinar - Statewide (All Welcome) NCQA Must Pass Element Talk Show- “Support Self-Care Process”

February 19th
Webinar - Whatcom (All Welcome)
“Managing Multiple Chronic Conditions”
Paul Ciechanowski, MD

March 4th
Webinar - TML/EGH (All Welcome)
“Pre-Diabetes and the Diabetes Prevention Program”

March 6th
Webinar - Statewide (All Welcome)
“Implement Continuous Quality Improvement”

Healthy Communities
Washington
Healthy people in healthy places

Washington Healthcare Improvement Network

New On The Institute

Here are recent additions to the Institute offerings for education:

Quality 101: This module offers comprehensive coverage of quality improvement basics with skill practice for teams included. This module is designed to offer a foundation in quality.

Family Health History: Geneticist Deb Lochner Doyle authored this module in collaboration with her genetics team and discusses the importance of taking a family health history, also how to obtain, update and act on family health history information, and describes resources related to family health histories.

Clinical Preventive Services: Closing the Gap. First in a series, this title explores our current gap in performance, the role of the US Preventive Task Force, national priorities for improvement, and touches on the solutions that will be described in greater detail in forthcoming modules.

Developmental Screening: Also first in a series, this module had contributions from developmental pediatrician Kathy TeKolste, MD, Public Nursing Consultant Linda Barnhart, RN and others as it explores the importance of standardized developmental screening, and how to administer a developmental screening tool. Current coverage in WA State is briefly discussed.

Under production: Tobacco Cessation, Family-Centered Care, and Clinical Preventive Services: Making Improvements.

“Publicly reported information about the quality of care in a community allows physician & ARNP/PA practices to compare their performance to peers and standards of care, motivating them to seek the resources and support to improve.”

Quality Field Notes Issue Brief Number 2, December 2013,
Robert Wood Johnson Foundation

We applaud the following teams for:

Most Consistent Engagement in Education

Sea Mar Lacey
Providence West Olympia Family Medicine
Olympia Pediatrics
Lake Whatcom Residential and Treatment Center
Family Care Network
Interfaith Community Health Center
Newport Hospital and Health District
Odessa Clinic

Most Consistent Uploading of Measures & Insight Report

Mt. Shuksan Family Medicine
Lake Whatcom Residential and Treatment Center
Summit Pacific Medical Center
Washington Park Medical Center

Finding Your Way

Some of you may be confused about the difference between the Institute e-learning modules and the places we hold our webinars. Although both are served from our Adobe Learning Management System, the route differs.

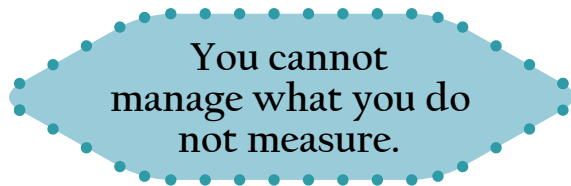
Live Webinars: When a live webinar is offered you will receive a URL or web address by e-mail that will take you directly to the webinar. This is how we direct you to live webinar events that occur at a scheduled time. You can only reach the live webinar events from the URL we provide when host has the meeting open.



Modules and recordings of webinars: Once a webinar has been recorded, we move it over to our catalogue of resources, where we have placed our 28 modules and a variety of toolkits and resources for learning. This is the place you can self-serve at any time from any place. That address is wadoh.adobeconnect.com.

The Metrics Corner

All data run charts are now uploaded to your region-specific folders on the WHIN Institute. Find the measures you are working on and take a look at how other clinics are doing with the same measure. Collaboratives are founded on the promise of data transparency; because those who are doing well can provide useful tips to those who might be facing challenges. Although differences in patient populations should be taken into account, often the similarities and potential lessons to learn outweigh the differences.



How About Credit?

Everything we offer has educational credit except the webinar recordings; you have to catch the webinar live to get the credit. Modules, live webinars, and all training in your community have credit available. There are three kinds of credit we offer.

CME: For Physicians and other professions eligible for Continuing Medical Education category one, we apply for each event through the American Academy of Family Physicians(AAFP). Once we verify that credit has been approved, learners can self-serve the credit from the AAFP website.

Contact hours certificates of completion: For nurses and all other disciplines we offer certificates of completion with contact hours to take to your professional organizations. We offer contact hours certificates for the same offerings we do CME.

Maintenance of Certification (MOC): In previous collaboratives we offered MOC to physicians who needed that credit for board recertification. We are currently exploring how to offer this again. If interested please notify your practice coach.

WHIN Tickler System

A few of you have asked why we send so many reminders about events. We do so purposefully because based on our experience we have found it helps people get to the events. If your team ever wants to “opt out” and receive just one cycle of reminders, please make that request by speaking to Faith Johnson at 360-236-3695.



Reminders aka ticklers:

- One month: Reminders sent to all Day-to-Day leaders **who are asked to distribute to the entire team.**
- One week: Reminder sent to all Day-to-Day leaders who are asked to distribute to the entire team.
- One day: Reminder sent to all team members.

In addition, there are two kinds of webinar events:

1. The webinars on the calendar of events for your region or for teams enrolled in the self-paced pathway on the Institute (also called “Statewide”).
2. Webinar events outside your enrolled calendar, which we call “bonus.”

Here is how it shakes out:

Thurston/Mason/Lewis/Eastern Grays Harbor Events: First Tuesday of every month from 7:30-9:00 am.

WHIN Institute/Statewide Events: First Thursday of every month from 12:15-1:30 pm.

Whatcom Events: Third Wednesday of every month from 7:30-9:00 am.

CME Credit Has Been Approved For The Following Events:

CME credit can be obtained by logging on to the AAFP site and visiting your provider CME dashboard.

DATE	EVENT NAME	EVENT TYPE	AUDIENCE
5/3/13	Whatcom Kickoff	Live	Whatcom
6/19/13	A Framework for PCMH	Webinar	Whatcom
7/17/13	Creating Flow in the Ambulatory Setting	Live	Whatcom
8/21/13	Building High Performance Teams	Live	Whatcom
8/21/13	Optimal Team Performance	Live	Whatcom
9/5/13	Demystifying NCQA PCMH Recognition	Webinar	Whatcom & Statewide
9/10/13	TML/EGH Kickoff	Live	TML/EGH
9/18/13	Using Health Information Technology for Quality Improvement	Webinar	Whatcom & Statewide
10/1/13	Using Health Information Technology for Quality Improvement	Webinar	TML/EGH
10/16/13	Treat To Target	Live Event	Whatcom
11/5/13	Tales of Medical/Health Home PDSA Cycles	Live Event	TML/EGH
11/7/13	Using Data for Population Management	Webinar	All
11/20/13	Tobacco Cessation	Webinar	All



A Step-By-Step Model For Motivational Interviewing (MI) Health Coaching

The Health Sciences MI Webinar Series is back beginning Thursday, January 23rd. Backed by 300+ rigorous clinical trials and taught in over 20 languages worldwide, MI is a validated approach for patient-centered care. The four-step Miller and Rollnick Health Coaching Framework helps practitioners to quickly engage and facilitate improved decision-making, lifestyle management, and self-care. The MI Webinar Series is a condensed and economical MI training series, combining learning modules, individual and team practice activities, case studies, and practical strategies and tips. For more information visit: <http://store.healthsciences.org/catalog.php?item=26>

Coming Attractions

Excerpt from Insight reports: Team lessons learned

More team recognition

More updates on WHIN Institute learning modules and resources

Reminder: All Webinars Are Recorded And Are Available To View On The WHIN Institute.

Here is how to find them:

- Login to the WHIN Institute
- Enter username and password
- Go to "Training Catalog"
- Click on WHIN Webinars and click the View button
- Choose a webinar and click Open
- Enjoy your webinar

CME is not available for recorded webinars, it is only available if watching live.

The WHIN News is a bi-monthly news bulletin which serves the primary care and behavioral health teams participating in medical/health home development and other key transformations to health care delivery.

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TOBACCO-FREE LIVING

Breathing Easier in Grays Harbor County

Patients, visitors and employees are now breathing easier at the Grays Harbor Community Hospital. Their campus is now tobacco-free. This policy was supported by the Grays Harbor County Public Health and Social Services Department's Healthy Communities program, funded in part by the Preventive Health Block Grant.

Issue

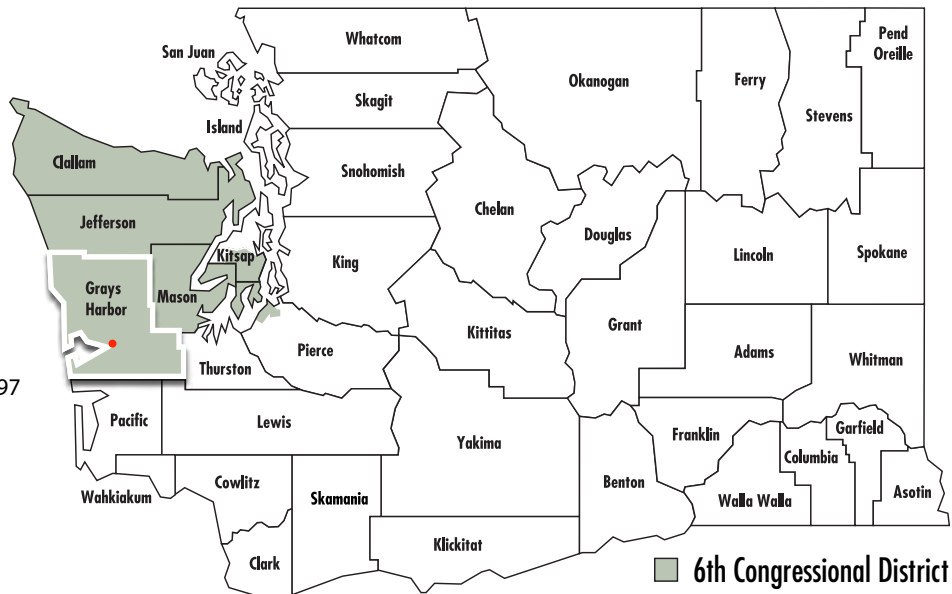
Compared to the state average, more adults in Grays Harbor County smoke, use smokeless tobacco, and are exposed to secondhand smoke in the home.¹ Even the Grays Harbor Community Hospital did not have a policy that protected hospital patients, visitors, and employees from the dangers of secondhand smoke. As part of their Healthy Communities program, the Grays Harbor County Public Health and Social Services Department helped the hospital make this needed change.

Intervention

In May of 2010, staff from the Grays Harbor County Public Health and Social Services Department joined the hospital's Tobacco-Free Campus Steering Committee. Their goal was to make the hospital tobacco-free by early August. By their June meeting, the new policy was shared with staff, tobacco-free signs and cessation materials were finished, and the outdoor smoking shelter was changed to non-smoking. Employee tobacco cessation support was in place by July. The hospital also provided free nicotine replacement therapy to employees and their families. To help with the transition, the health department also began offering tobacco cessation classes.

Impact

Grays Harbor Community Hospital fully implemented its 100 percent tobacco-free campus policy as of August 2, 2010. The extra time spent preparing staff and visitors for a tobacco-free campus resulted in less obstacles. An evaluation has started and a committee is in place to address concerns.



County population:² 72,797

**Grays Harbor County
Public Health and Social
Services Department**
Aberdeen, Washington
www.healthygh.org

Grays Harbor

¹ Data Sources: WA Healthy Youth Survey, 2008 (youth smokeless tobacco); WA Behavioral Risk Factor Surveillance System 2006–2008 (smoking, tobacco use).
² U.S. Census Bureau, 2010 data

Clark County Public Health

Community Transformation Grant —Success Stories

Breathing easier with cleaner air

Tobacco use remains the most frequent cause of preventable death in the US. Secondhand smoke (SHS) can cause harm in many ways. Each year in the United States alone, SHS is responsible for an estimated 42,000 deaths from heart disease in people who are current non-smokers and approximately 3,400 lung cancer deaths in non-smoking adults. The cost of extra medical care, illness, and death caused by SHS in the U.S. totals more than \$10 billion per year.

Multi-unit housing

Secondhand smoke is a concern for residents of multi-unit housing. Secondhand smoke drifts from units where smoking occurs and infiltrates throughout a building, seeping into units through shared walls, ventilation systems and ductwork and negatively affecting the health of residents. Smoking is also the most frequent cause of fire death in Washington and the U.S. In the first three months of 2014, two cigarette-caused fires in Clark County caused several hundred thousand dollars of damage and displaced dozens of residents.



In 2013, nearly 200 landlords and property managers attended two *Creating Healthier Communities* trainings. An additional 88 landlords will attend the training in September 2014. Landlords learned how to improve community health by implementing no-smoking rules, regulating marijuana, and enforcing lease compliance. A post-program evaluation conducted after six months indicated that 198 units have been converted to no-smoking since the landlord/manager attended training. Eighty-three percent of landlords who returned a survey have no-smoking rules for their rentals meaning a total of 3,341 units and thousands of residents are protected from second hand smoke.

Smoke-free Outdoor Venues

Clark County Public Health (CCPH) collaborated with community partners to extend smoke-free environments to outdoor venues including parks, farmers markets and community events. As a result:

- Four local farmers markets adopted smoke-free policies and posted signs at market entry-points.
- The City of Vancouver and Clark County Environmental Health Services implemented messaging in outdoor event permit packets and added this information to their websites.
- CCPH partnered with Vancouver-Clark Parks & Recreation to update permanent signage in city parks and distributed “no-smoking” signage to neighborhood associations throughout Clark County.
- In support of tobacco-free parks, worked with neighborhood leaders to organize Make a Difference Day clean-up that removed 7 ½ pounds of cigarette butts from three parks.



Resources

For more information about our programs visit

www.doh.wa.gov/healthycommunities

To learn more about the Washington State Plan for Healthy Communities visit our interactive infographic: <http://hcplan.doh.wa.gov/>

Prevention Alliance: www.healthygen.org/what-we-do/prevention-alliance

Healthy Living Collaborative of Southwest Washington:

<http://healthylivingcollaborative.org>

Cowlitz on the Move: www.cowlitzonthemove.org

