



Jefferson County Health Action Partnership

# Making the Healthy Choice the Easy Choice

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# Health Action Timeline

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2002	Organizing for Success
2004	Visioning
2005	Assessments
2006	Our Community Roadmap to Health
2007	Action Cycle: Health Action Partnership
2008	YMCA \$: <i>Pioneering Healthy Communities</i>
2009	RWJF \$: <i>Healthy Kids Healthy Communities</i>
2010	CDC \$: <i>Communities Putting Prevention to Work</i>
Today	90+ Organizations Strong!

# Communities Putting Prevention to Work

- 2009 American Recovery & Reinvestment Act
- \$650M for policy & environmental change
- Goal to reduce risk factors and prevent/delay chronic disease and promote wellness
- 43 Communities received funding
- \$13M for Jefferson County
  - \$7M for tobacco
  - \$6.5M for obesity
- 20 partners funded
- 120 + of positions funded



JEFFERSON COUNTY  
DEPARTMENT OF HEALTH  
ALABAMA

Jefferson County Health Action Partnership

# Making the Healthy Choice the Easy Choice

**HKHC + CPPW Funded Partners**

American Lung Association

Better Basics

Childcare Resources

Children's Policy Council

Community Food Bank of Central Alabama

Community Foundation of Greater Birmingham

Conservation Alabama Foundation

Freshwater Land Trust

Gateway

Greater Birmingham Community Food Partners

Jefferson County Department of Health

Jefferson County Land Development Office

Jones Valley Urban Farm

Main Street Birmingham

Media for Health

Regional Planning Commission of Greater  
Birmingham

Success By 6

The Modern Brand

United Way

YMCA



**HEALTH  
ACTION**  
IT TAKES COMMUNITY 



# Leadership Team

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**American Heart Association**

**Birmingham Business Alliance**

**American Cancer Society**

**UAB Health System**

**Jefferson County Board of Education**

**Alabama Department of Public Health**

**Mayor of Birmingham**

**Jefferson County Mayor's Association**

**YMCA**

**Jefferson County Family Court**

**United Way of Central Alabama**

**UAB School of Public Health**

**Community Foundation of Greater**

**Birmingham**

**Royal Cup Coffee**

**Lakeshore Foundation**

**Jefferson County Department of Health**



# Obesity Outcomes

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## Organizational Change

- Child care regulations for improved standards
- Adoption of afterschool wellness policies in all 12 districts
- Increased usage of flexible spending accounts

## Built Environment

- Improved land use policies to encourage physical activity & safety

## Food Systems

- Development of a food policy council
- Increased distribution of fresh fruits and vegetables in food pantries
- Increased access to fresh produce in food deserts through incentives
- Increased school & community gardens through technical assistance
- Inclusion of nutrition component into food handler training for all cafeteria staff
- Improved school food procurement policies in 3 high-risk districts

# Board of Health Resolutions

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Health Action Partners advocated, edited, debated and succeeded in getting resolutions in support of:

Improving the built environment

Improving access to healthy foods

Physician prescribed exercise is medicine

# Community Healthy Living Index (CHLI)

- ✓ Tool for communities to:
  - assess opportunities for active living
  - healthy eating
  - Mobilize communities to conquer obesity and chronic disease
- ✓ Looks at where people live, learn, work and play
- ✓ Focused efforts on 3 target neighborhoods
- ✓ 60 assessments conducted in:
  - 4 neighborhoods
  - 2 worksites
  - 2 schools
  - 2 after schools

*YMCA*

*Jefferson County Department of Health*

*Healthy Kids, Healthy Communities*





# Child Care

- ✓ 50 child care centers developed obesity prevention improvement plans
- ✓ 80 community members engaged
- ✓ 9 playgrounds built at child care centers
- ✓ 19 physical activity and nutrition trainings provided to child care agencies



*Success By 6*

*Childcare Resources*

*Community Foundation of*

*Greater Birmingham*

*Jefferson County Department of Health*

*Healthy Kids, Healthy Communities*

# Afterschool Wellness

- ✓ *Healthy Snacks 101 Nutrition Workshop*
- ✓ **45 Child Nutrition Providers + Afterschool Program Coordinators**
- ✓ **7 school districts represented**



*Better Basics*

*Jefferson County Children's Policy Council*

*Healthy Kids, Healthy Communities*

# Weight Management Support

✓ Over 70 physicians signed *Exercise is Medicine* endorsement letters.



*YMCA of Metro Birmingham*

# Built Environment

- ✓ The County Commission passed the Smart Code by a vote of 4-0
- ✓ 1,000 + attended stakeholder meetings for 'Our One Mile' greenway master plan
- ✓ Walking routes identified in eastern and western Birmingham neighborhoods.



*YMCA*

*Freshwater Land Trust*

*Conservation Alabama Foundation*

*Jefferson County Land Development Office*

*Healthy Kids, Healthy Communities*

# Safe Routes to School

✓ National Safe Routes to Schools Training program in 4 schools

✓ Training sessions attended by:

- Board of Education
- School officials & educators
- City Councilors
- Parents
- Partners



*Healthy Kids, Healthy Communities*

*Regional Planning Commission*

*ALDOT*

# Food Policy Council

- ✓ Convening committee of 15+ community food advocates
- ✓ Food charter established as guiding principles for the Food Policy Council
- ✓ Community members signed pledge cards at Food Summit in Nov
- ✓ Largest, most diverse Food Summit attendance



*Jones Valley Urban Farm*

*Main Street Birmingham*

*Greater Birmingham Community Food Partners*

*Healthy Kids, Healthy Communities*

# Produce in Pantries

- ✓ 75 agencies surveyed
- ✓ 40+ agencies participated in focus groups
- ✓ 1<sup>st</sup> official produce mobile pantry run

*United Way Community Food Bank*

*Greater Birmingham Community Food Partners*



# Access to Fresh Produce in Food Deserts

- ✓ Birmingham's food deserts identified
- ✓ Solutions include:
  - Public market alliance
  - Grocer incentives
  - Healthy corner store programs
- ✓ Pilot public market sites selected
- ✓ Public Market Feasibility Study released

*Main Street Birmingham*

*Jones Valley Urban Farm*

*Greater Birmingham Community Food Partners*

*Healthy Kids, Healthy Communities*





# Community & School Gardens

- ✓ *'Growing Together'* Community Garden Workshop (began 11/10)
- ✓ ALL 3 HKHC project communities participated
  - ✓ West End
  - ✓ East Lake
  - ✓ Homewood
- ✓ 1<sup>st</sup> of 3 school gardens in development, plans drawn for Glen Iris Elementary



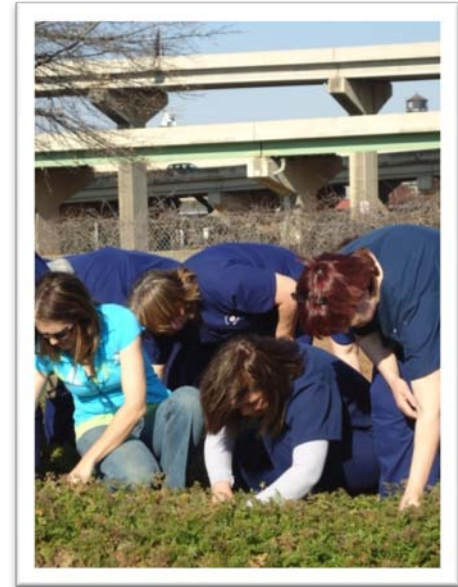
*Jones Valley Urban Farm*

# Farm to School & Cafeteria Nutrition Training

✓ 2 JCPS sites selected to pilot 1 farm to school meal per week

✓ Grant awarded to Midfield Elementary for 60 students to participate in Jones Valley's Seed 2 Plate

✓ All JCPS cafeteria staff received healthy food preparation training



*Jones Valley Urban Farm*

*Jefferson County Department of Health*

# School Food Next Steps

- **Organize stakeholder meetings with schools/districts**
- **Work with local distributors to procure local/regional produce**
- **Identify farmers with capacity and commitment to serve schools**
- **Work with local districts to improve school wellness policies**
- **Provide TA support for implementation**
- **Continued relationship-building at state level to encourage bid list improvements**



Questions?