

Communities Putting Prevention to Work



**Communities Putting
Prevention to Work**

Making healthy living easier.

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CPPW Communities

- NC is one of 50 CPPW-funded community projects in the U.S.
- State-coordinated grant for rural and small communities
 - Appalachian District
 - Pitt County
- Sept 2010 – Sept 2012 funding period

The Charge

Make the healthy choice the easy choice!

- Preventing chronic disease by producing sustainable, positive and improved health outcomes through policy, systems and environmental change (PSE)
- Strong emphasis placed on policies and strategies that:
 - **Have high impact**
 - **Are jurisdiction-wide**
 - **Promote health equity**

Healthy Eating & Active Living in Pitt County





Look
familiar?



...and
this?





Do your schools look like this – long “kiss and go” lanes and pick up lanes where parents sit for 1+ hours?



How
about
this?



How Did We Get Here?

- Engineered physical activity out of our daily lives
- Eating more food that is processed and larger portion sizes. (Would you like to supersize your order?)



The Solutions

- Increase opportunities to promote healthy eating and physical activity where we
 - live
 - learn
 - earn
 - play
 - pray



Objectives for CPPW in Pitt

- Planning
- After-School Programs
- CSA/Farmers Market and Community Gardens
- Increase Access to Healthy Foods in Corner Stores
- Worksite Wellness
- Safe Routes to School
- School Staff Wellness
- Farmers' Market Transit Route
- Live Healthy Greenville-Pitt
- Media Campaign

Pitt County Leadership Team

- Pitt County Planning Department
- City of Greenville Economic Development and Planning
- Town of Winterville, Planner
- Town of Ayden, Planner
- Pitt County Schools
- Vidant Medical Center
- Board of Health
- Chamber of Commerce
- Pitt Partners for Health
- East Carolina University

Planning & Policy Changes

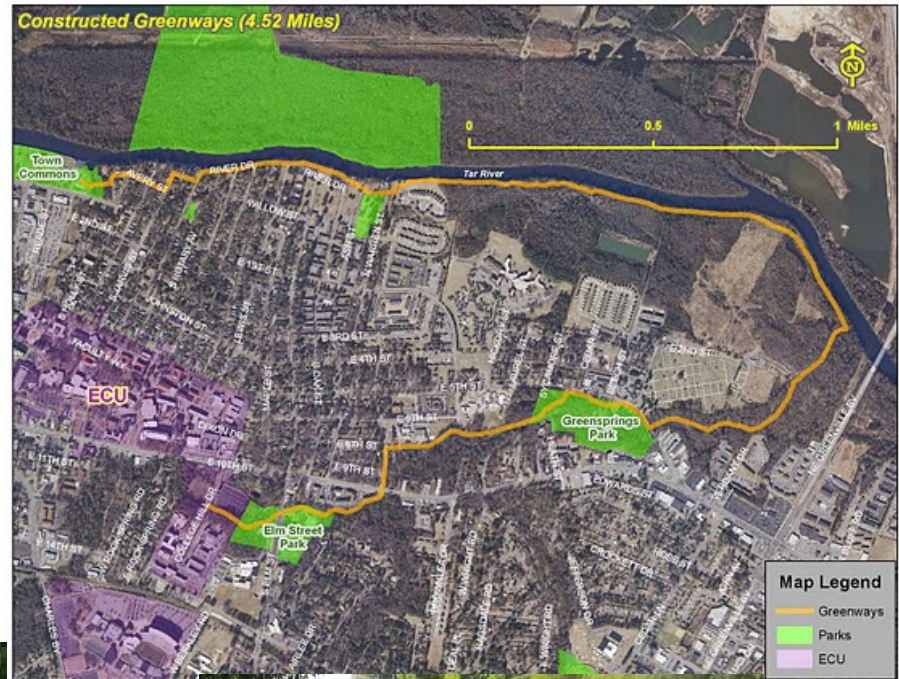
- **Target Population:** Residents of Pitt County
- **Key Stakeholders:** Local Planning & Development Departments
- **Summary:** Amend policy and planning documents with language that is supportive of healthy eating and physical activity. Promote pedestrian and bicycle-friendly policies. Remove policy barriers for farmers' markets and community gardens.

The Language of Planners and Engineers

- MPO
- RPO
- Zoning
- Land Use
- CLUP
- TCC
- TAC
- Design Standards
- Corridor Overlay District
- Mixed Use
- TIP
- Development Standards
- Human Scale
- Multi-modal
- Site Designs
- Complete Streets
- Roadway Design Standard
- Road Diet
- Setbacks
- Facilities
- Traffic Calming
- Refuge Island
- HIA

The Tools Planners Use







VS







Highlights of Joint Initiatives

Previous History

- Mapping physical activity opportunities in various parts of the county
- Safe Communities Coalition – mapped traffic injuries/deaths
- Safe Routes to School
- Pitt County's First District Park

Our Steps

- Contacted planning departments to learn more about their current priorities and long range plans - comprehensive planning, mixed use, multi-modal, wayfinding signage, recreation, etc.
- Invited them to be part of our planning committee
- Listened – a lot!!!!
- Looked for the “win-win” opportunities
- Shared our resources
- Jointly trained – health care community and planning community

Joint Training

- CDC's Action Institute
- Health Impact Assessment
- Health and the Built Environment

Involvement of Boards

- Healthy Eating and Active Living Resolution
- Health Director presented to Planning Boards
- Planning Staff presented to Board of Health

“Health and the Built Environment” Conference

September 7, 2011

Sponsored by:

- Pitt County Health & Planning Departments
- Town of Winterville Planning Department
- City of Greenville Community Development Department
- Town of Ayden



Activities

- Pitt County, Town of Ayden and Town of Winterville amended CLUP to include health considerations
- Pitt County developed an implementation plan to address the priority goals in the CLUP
- Town of Ayden conducted a mobility study
- Town of Farmville through a partnership with DOT, Mid-East RPO, and CPPW is developing a bicycle and pedestrian master plan

Community Health Section

- CLUP focuses on four areas to achieve better community health:
 1. Parks and Recreational Facilities
 2. Access to Healthy Foods
 3. Access to Alternative Modes of Transportation
 4. Complete Neighborhoods

CLUP - Alternative Modes of Transportation

- Improve bicycle and pedestrian circulation routes
- Encourage more bicycle and pedestrian travel
- Educate residents about bicycle and pedestrian safety.



**Multi-modal Transportation
Facilities (ie. "Complete Streets")**

Activities cont'd

- Supported plan design for the new greenway extension from the eastern to western portion of the city
- City of Greenville is reviewing planning documents and development regulations to identify areas where existing policies can be strengthened to promote healthier lifestyles choices – soliciting community input

Activities Cont'd

- Supported the development of a bicycle map for the city and other Pitt County towns to identify bicycle routes - maps also highlight issues around connectivity
- Supported the development of a Voluntary Agricultural District as first step to Farmland Preservation Master Plan

Objective 2: After-School Programs

- **Target Population:** School children attending low cost after-school programs
- **Key Stakeholders:** East Carolina University, Boys and Girls Club, Community Schools and Recreation
- **Summary:** Encourage after school programs to adopt and implement the Move More NC: Recommended Standards for After-School Physical Activity.



Objective 3: CSA/Farmers' Market and Community Gardens

- **Target Population:** People with no chain market or limited transportation
- **Key Stakeholders:** Community Leaders, Farmers, Local Municipalities
- **Summary:** Encourage new outlets including CSA/farmers' markets and community gardens for fresh fruits and vegetables. Also, increase the acceptability of WIC/SNAP EBT services at these outlets.

County Home Community Garden





Farmers' Markets



Objective 4: Increase Access to Healthy Foods via Corner Stores

- **Target Population:** 1) Stores located in rural areas without a grocery store 2) low-income populations in underserved areas.
- **Key Stakeholders:** Corner Store Owners
- **Summary:** Encourage corner stores to provide healthy foods and beverages. Also, increase the accessibility and availability of healthier options. Participate in in-store promotions of healthy options.

Objective 5: Worksite Wellness

- **Target Population:** 1) Worksites with high % of women of childbearing age, 2) Manufacturers with high % hourly workers and/or minority workers.
- **Key Stakeholders:** Local worksites, Pitt-Greenville Chamber of Commerce
- **Summary:** Encourage worksites to provide at least one of the following:
 - Healthy vending and/or cafeteria options.
 - Policies to provide healthy alternatives to unhealthy foods.
 - Promote breastfeeding-friendly policies.
 - Offer subsidized recreation memberships.
 - Provide incentives for healthy weight maintenance.

Breast feeding in the work place



Objective 6: Safe Routes to Schools

- **Target Population:** Students of Pitt County Schools
- **Key Stakeholders:** Pitt County Schools, Safe Kids Coalition/Eastern Carolina Injury Prevention, Planners
- **Summary:** Promoting policy changes in schools that support increased physical activity and provide new, safe “walkable” and “bikeable” routes to schools.



Objective 7: School Staff Wellness

- **Target Population:** Employees of Pitt County Schools
- **Key Stakeholders:** Pitt County Schools
- **Summary:** Develop staff wellness policy to include:
 - Encourage healthy vending options in staff-only areas
 - Establish policies to provide healthy alternatives to high fat, empty calorie foods
 - Promote breastfeeding-friendly policies
 - Offer subsidized recreation memberships
 - Provide incentives for healthy weight maintenance



Teachers have more contact with children than anyone except parents, and their role in encouraging and supporting healthy eating is of utmost importance.

Objective 8: Farmers' Market Transit Route

- **Target Population:** Low-income families in Greenville.
- **Key Stakeholders:** Greenville Area Transit System, Farmers Market and Umbrella Market
- **Summary:** Develop a new transportation route to connect low-income neighborhoods, particularly population-dense low income housing communities, to the Pitt County farmers' market.

Public Transportation to the Farmers Markets



Objective 9: Implement *Live Healthy Greenville-Pitt*

- **Target Population:** General worksite population
- **Key Stakeholders:** Worksites with no or few wellness initiatives in place, Greenville-Pitt County Chamber of Commerce
- **Summary:** Implement and evaluate *Live Healthy Greenville-Pitt*, a county-wide worksite wellness campaign to create awareness and support for healthy eating and physical activity.

Objective 10: Media Coverage

- **Key Stakeholders:** Local and regional media
- **Summary:** Increase community support through media including both paid advertisements and earned media coverage of policy and program changes that support healthier communities.



Take Step Two

HOME

ABOUT

RESOURCES

SORT BY TOPIC

Select One

SEARCH

Go

Great job. You've taken the first step toward better health. But don't stop now. Step Two could lead to important changes for your community.



Support worksite breastfeeding.

TAKE STEP TWO



Support school staff wellness.

TAKE STEP TWO



Create "Complete Streets" for walking, biking, transit & cars.

TAKE STEP TWO



Buy local fruits and



Support zoning for



FAIRWAY

Schools can
grow more
than minds.



TakeStepTwo.com for healthier students.


(FAIRWAY)
For a 9-to-5 that
feels more like
an 11-to-3.



TakeStepTwo.com for a healthier workplace.

(FAIRWAY)
ANDROID-POWER
WITH NETWORK

prePAID

FROM  U.S. Cellular

FAIRWAY

Fresh food
that's as local
as the front door.



For healthier meals, **TakeStepTwo.com.**

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UNITY COLLEGE

- Community Transformation Grants
 - Awarded to NC Division of Public Health (NCDPH)
 - NCDPH awarded to 10 local health director regions
 - Pitt County's region also includes Beaufort, Craven, Pamlico, Jones, Carteret, Greene, Lenoir and Wayne
 - Target strategies:
 - Land Use Planning and Development Standards
 - Joint Use Agreements
 - Farmers' Markets
 - Corner Stores
 - Tobacco Free Environments

Working With Non-Traditional Partners

Who Are These Partners?

- Planners
- Engineers
- Public Works and Public Safety
- Community Development
- Chamber of Commerce
- Community members who support the work of these partners

Shape Your World

Media Research

- Improved Safety and Security
- Greater Community Connectedness
- Overall Health and Wellness
- Economic Development and Jobs Creation

Source: NC Division of Public Health, PAN Branch

Working With Non-Traditional Partners

- Recognize and understand the similar goals
- Take the initiative to learn about your community's planning and community development priorities
- Ask how you can assist
 - Support built environment principles
 - Attend planning board meetings
 - Educate others

Partnering

- Three words ...
 - Relationships, Relationships, Relationships
- Three more words...
 - Time, Patience, Commitment

Developing Relationships

- Develop Relationships Before You Need Them
- Start With Smaller Projects
- Promote the Project's Success and the Partners' Contributions

Source: Office of the Assistant Secretary for Planning and Evaluation, US DHHS -
Adapted from the Community Toolbox



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