



Attacking the Obesity Epidemic: FY 2011 Labor HHS Appropriations Bill

Healthy Communities

Agency	Program	2009	2010	2011 President	2011 TFAH
CDC	Healthy Communities	\$22,771,000	\$22,823,000	\$22,409,000	\$52,771,000

Overview:

Research has shown the effectiveness of community-based prevention programs. In fact, a 2008 report from Trust for America's Health found that an investment of \$10 per person per year in proven community-based programs to increase physical activity, improve nutrition, and prevent smoking and other tobacco use could save the country more than \$16 billion annually within five years.

The Healthy Communities Program invests in communities to identify and improve policies and environmental factors influencing health in order to reduce the burden of obesity and other chronic diseases. These programs encourage people to become more physically active, eat a healthy diet, and not use tobacco. Since 2003, more than 200 communities have been selected to participate in CDC's Healthy Communities Program.

- Through the Healthy Communities Program, local communities are implementing evidence-based interventions in community-based settings including schools, workplaces, community organizations, health care settings, and municipal planning, to achieve the critical local changes necessary to prevent chronic disease and related risk factors. Special focus has been directed toward populations with disproportionate burden of disease and lack of preventive services. Communities are receiving one of two levels of funding. Communities receiving a higher level of funding are developing and implementing models and strategies for local action. In addition, they are creating action guides that provide other communities with a step-by-step process for replicating effective strategies. The lower level of funding supports community teams to assess local conditions and initiate action.
- In addition, CDC's Healthy Communities Program provides funds and technical assistance to the YMCA's Pioneering Healthier Communities (PHC) program. Since 2004, 102 PHC communities have convened, trained and supported high-level representatives from the local government, public health, and private sectors to focus on changing the environment in a way that reduces community barriers for healthy living. To date, these communities have implemented more than 100 policy and environmental change strategies focused on healthy eating and active living, with more than 80 additional changes underway.

Results:

- Through the Healthy Communities Program, Cleveland County, North Carolina has implemented several policies to impact nutrition and physical activity. They include implementing:
 - A healthy snack policy for all after school and day care programs county-wide.
 - A physical activity policy for all after school and day care programs county wide.
 - A healthy eating policy that has been adopted by congregations across the county. A total of 18 have implemented the policy.

- Menu labeling for all middle schools and high schools within the county. This is linked with a middle school and high school comprehensive health education program.

For the first time, this community has a sustainable, working group of decision makers acting to reduce the major risk factors for chronic disease. This community team has taken advantage of an existing North Carolina social marketing campaign - reaping the benefits of a statewide strategy while conserving resources for achievement of specific local policy and environmental changes.

- Key leaders on the YMCA of the USA's Pioneering Healthier Communities leadership team are leading by example in Clearwater, FL. As part of the team's community action plan, the two largest providers of after-school programs in the area decided to provide all children in their 15 programs with 30 minutes of daily physical activity. As a result of their leadership, the county licensing board required all such programs in Pinellas County (which includes Clearwater) provide children with at least 30 minutes of physical activity 5 days a week. This policy impacts more than 36,000 students. Clearwater then helped influence the school district in Pinellas County, Florida (the 22nd largest school district in the nation and 7th largest in Florida) to adopt this same requirement for all elementary school students in the county. This policy impacts more than 44,000 students. Later, Clearwater provided information that helped influence the passage of a 2008 Florida state law requiring all elementary schools to provide 150 minutes of physical education per week. This policy impacts more than 1,200,000 students.

Recent Funding History:

DACH's Healthy Communities program was nearly level funded in FY 2010. Funding for FY 2009 was \$22.77 million, and increased to \$22.82 million in FY 2010.

Recommendation:

Provide a total of \$52.77 million for the Healthy Communities Program. With this additional funding, CDC would significantly expand its community investment for chronic disease prevention, more than doubling the number of communities (up to 400 communities impacted over the next five years). CDC would work in urban and rural areas that have significant health disparities to make the community changes that will be necessary to increase physical activity, improve nutrition and decrease tobacco use – reducing the burden of chronic diseases such as diabetes, obesity, heart disease, and arthritis in communities across our nation. Furthermore, CDC would expand its capacity to train community teams in effective, evidence-based local interventions – extending the impact to communities across the nation.