



**Multnomah County Health Department**

**Community Wellness & Prevention  
Towards a Healthy Active Multnomah County**

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# The Health of Multnomah County: A Snapshot

- More than one half of adults are either overweight or obese (BRFSS, 2005)
- 80% of adults with diabetes in Multnomah County were overweight or obese (BRFSS, 2005)
- Only 1/3 of adults report eating the recommended five servings of fruits and vegetables per day (BRFSS, 2005)
- About 10% of Multnomah County 8<sup>th</sup> graders were overweight, and an additional 15% were at risk of becoming overweight (Oregon Healthy Teen Survey, 2008)
- 84% of 8<sup>th</sup> graders reported that they had consumed a soft drink at least once during the last week (Oregon Healthy Teen Survey, 2008)



# Maximizing Public Health Impact of Policy, Systems & Environmental Change

“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change”.

- Institute of Medicine





# COMMUNITIES PUTTING PREVENTION TO WORK





# Multnomah County's Community Action Plan

## Objectives organized by:

- School Environments
- Urban Environments
- Community Settings
- Community-Wide Media campaigns

## Defining Features:

- Focus on policy, environment & systems change
- Promotion of health equity
- Extensive network of community partnerships





# Community Action Plan Highlights: School Environments

**Healthy active school environments** through increased opportunities for physical activity, farm to school partnerships, cafeteria reforms, and increased water consumption.

- Seven School Districts have adopted wellness policies
- Multnomah County's after school programs (SUN Community Schools) adopted wellness policies for their extended school day programming. New policies establish nutritional standards, increase physical activity and limit non-educational screen time. The County will implement these policies to all 60 SUN Community Schools in Fall of 2011
- Portland Public School District plans to install water stations in 38 schools to increase access to free and healthy water for all students





# Community Action Plan Highlights: Community Settings

**Population and setting specific food policy initiatives,** focusing on retail settings, parks & community centers, worksites, faith-based centers, hospitals, and senior centers.

- The Healthy Retail Initiative encourages and promotes voluntary actions by convenience store owners to increase access to healthy, affordable, and culturally relevant food
- The African American Health Coalition and Health Department staff assessed more than 20 corner stores to identify healthy food options and barriers to stocking healthy food options
- The Healthy Department and City of Portland Parks and Recreation are sponsoring the Healthy Options Vending Challenge.





# Community Action Plan Highlights: Urban Environment

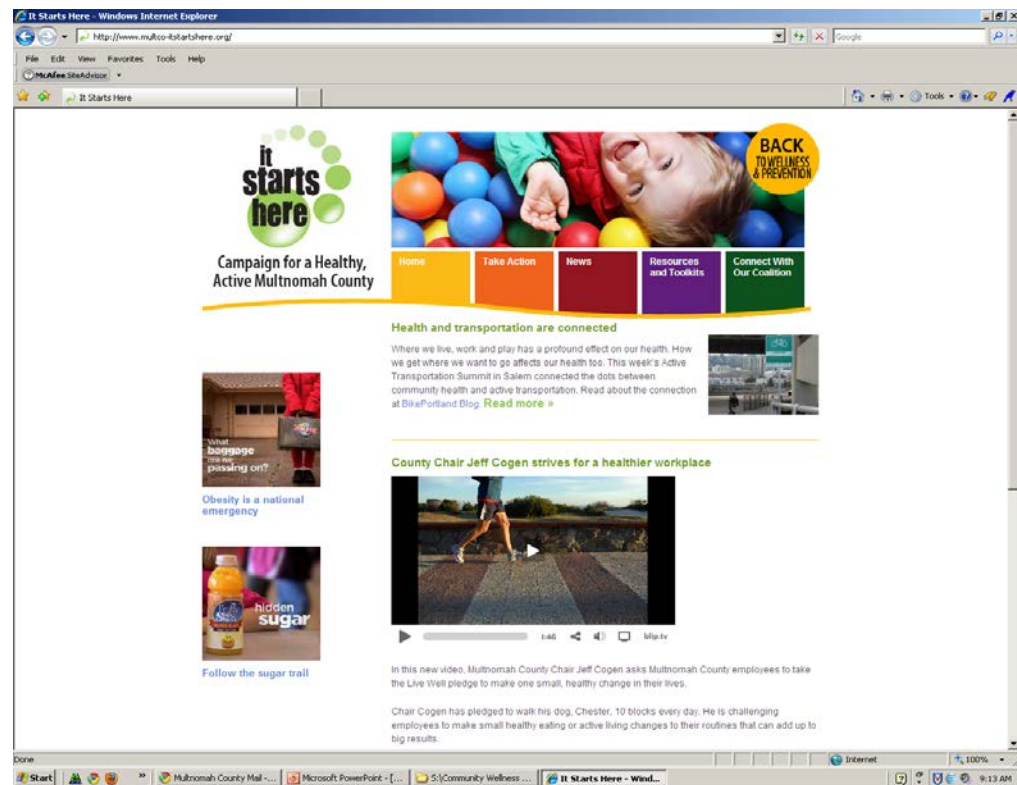
**Healthy communities by design** through urban planning and transportation policy

- Modification of City Zoning Codes to Encourage Urban Farming & Access to Community Gardens
- Health and Equity has been integrated into the Portland Plan, the City of Portland's twenty year vision planning Process.
- Health Department staff and CPPW partners are working on developing a health and equity assessment tool.



# Community Action Plan Highlights: Community- Wide Media Campaign

- A Healthy Active Multnomah County: It Starts Here media campaign aimed at raising awareness about shared barriers to healthy living and building support for community-wide solutions



# YOUR KID JUST ATE **16 PACKS OF SUGAR.**

**All those extra calories can bring on obesity, type 2 diabetes and heart disease.**

**Cola**  
20 oz. (591 ml) (20 oz. Soda)



[multco-itstartshere.org](http://multco-itstartshere.org)

Campaign for a Heathy, Active Multnomah County



Funded by the Center for Disease Control and Prevention (CDC)  
Adapted with permission from the New York City Department of Health



# Recommendations

## Health Equity as a Driver

- Developing the Community Action Plan: Ensuring that **equity** considerations are integrated into health-related public policies is an overarching priority across all CPPW activities
- Leadership Team
- Building community capacity: Investing resources to collaborate with communities experiencing health inequities
- Hiring new staff





# Coordination across multiple partners

- Take an active role in facilitating collaboration between partners to advance policy goals
- Facilitate and identify projects that a variety of partners (i.e., community based organizations, advocacy organizations and governmental agencies) could work on together
- Integrate different techniques (visuals, small group activities, ice breakers) during partner meetings to increase participation and strengthened partner relationships
- Understand the power dynamics and cultural differences between government entities, advocacy organizations and cultural specific organizations





## Capacity building and technical assistance

- Provide trainings and education to ensure all partners have a basic understanding of critical topics such as: policy development, social determinants of health, engaging communities, land use and transportation issues and health equity
- Offer policy training for interested partners and their colleagues within their “home” organizations and agencies to help build their organizational capacity
- Partners have different levels of experience doing policy work and Technical Assistance (TA) must be customized



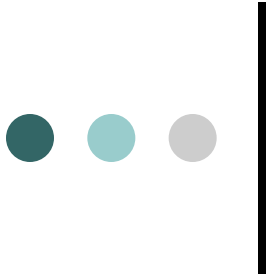


# Sustainability

- Funding is key to guarantee active living/healthy eating capacity within agencies/organizations
- Extend coalition efforts: reach out to non-traditional public health partners

“It’s the relationships we’re building that will have an long term impact. The relationships are more important than capacity”





Questions?

A Healthy Active Multnomah County

