

Advancing Sustainable PSE Change in Complex Environments

We Choose Health Action Institute September 20, 2012

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Learning Objectives

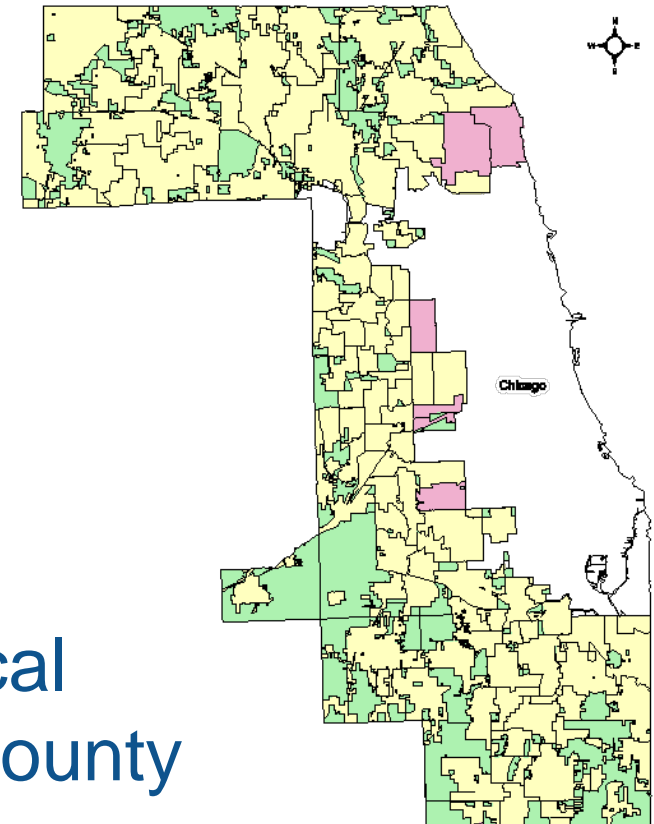
- Describe significant strategies needed to advance PSE change, from the perspective of Suburban Cook County Communities Putting Prevention to Work (SCC CPPW)
- Discuss tools and resources were used by SCC CPPW you can use in your own work
- Understand lessons learned in advancing sustainable PSE change from SCC CPPW

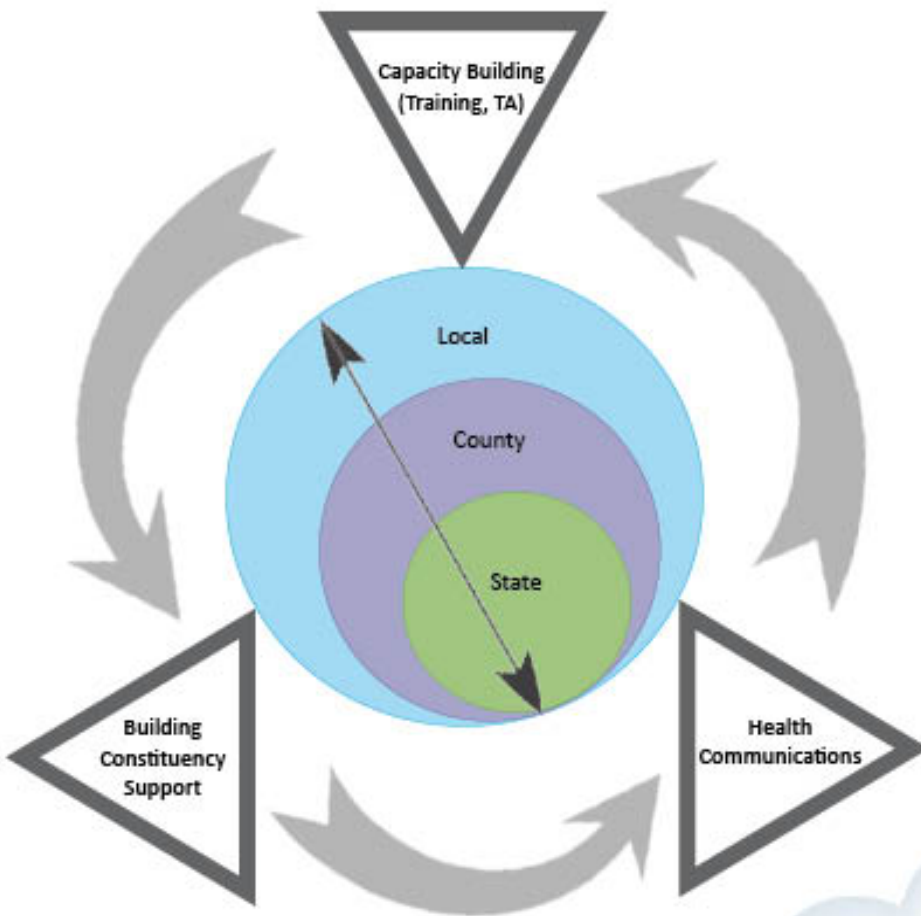
Suburban Cook County Communities Putting Prevention to Work (SCC CPPW)

- Nearly 16 million dollars was awarded for obesity prevention by CDC to Cook County Department of Public Health (CCDPH) and the Public Health Institute of Metropolitan Chicago (PHIMC)
- Fiscal management through PHIMC
- Aimed at broad-based policy and environmental changes that make healthy living easier (Bunnell et al, 2012)

The Problem

- Rising rates of chronic diseases/ conditions, including obesity
- Actual causes of death
- Lack of prevention \$
- Unequal socioeconomic, leading to health inequities
- Demographic shifts & geopolitical complexity of suburban Cook County





Goals

- More access to and demand for healthy options
- Fewer available unhealthy options
- More safe places to live, work and play

Our Vision

A culture and environment that support health equity and healthy living.

Long-term Results

- Change in perception around healthy eating and active living
- A constituency base that can be engaged to support advocacy efforts
- On-going initiatives that continue to build local capacity to advance and sustain change (e.g., trainings, technical assistance, and easy access to evidence-based/best practices)
- Systems of coordination & communication
- Improved health behaviors and population-level health outcomes

CPPW Policy Agenda to Transform Suburban Cook County, IL



Policy Agenda

- Aligned with the National Prevention Strategy pillars & promotes broad-based policy changes at multiple levels
- Focuses on promoting breastfeeding; enhancing school environments; and building healthier communities
- Requires broad-based collaborations and working across all sectors
- Impact is across the lifespan

**CPPW Implementation:
How the work was organized
to accomplish the Policy Agenda**

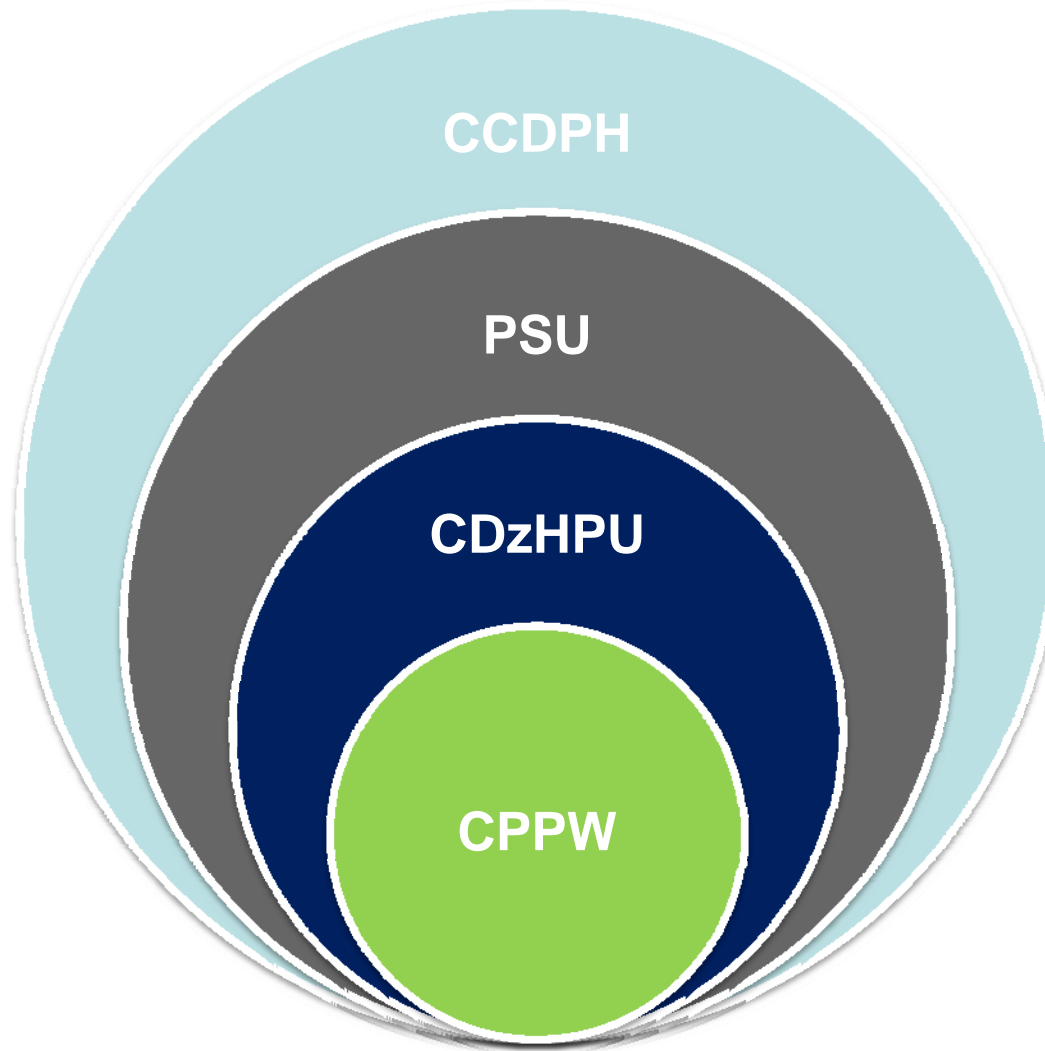
SCC CPPW Execution Mandates

- Meet programmatic demands of CPPW grant
 - Revised community action plan within 90 days
 - Obtain early project wins
 - Develop evaluation plans
- Meet administrative demands of CPPW grant
 - Establish legal agreement between fiscal agent and CCDPH that addresses administrative and programmatic oversight
 - Address political and legal demands from multiple levels of government
 - Hire, train, and lead program and administrative team of over 30 staff from multiple organizations

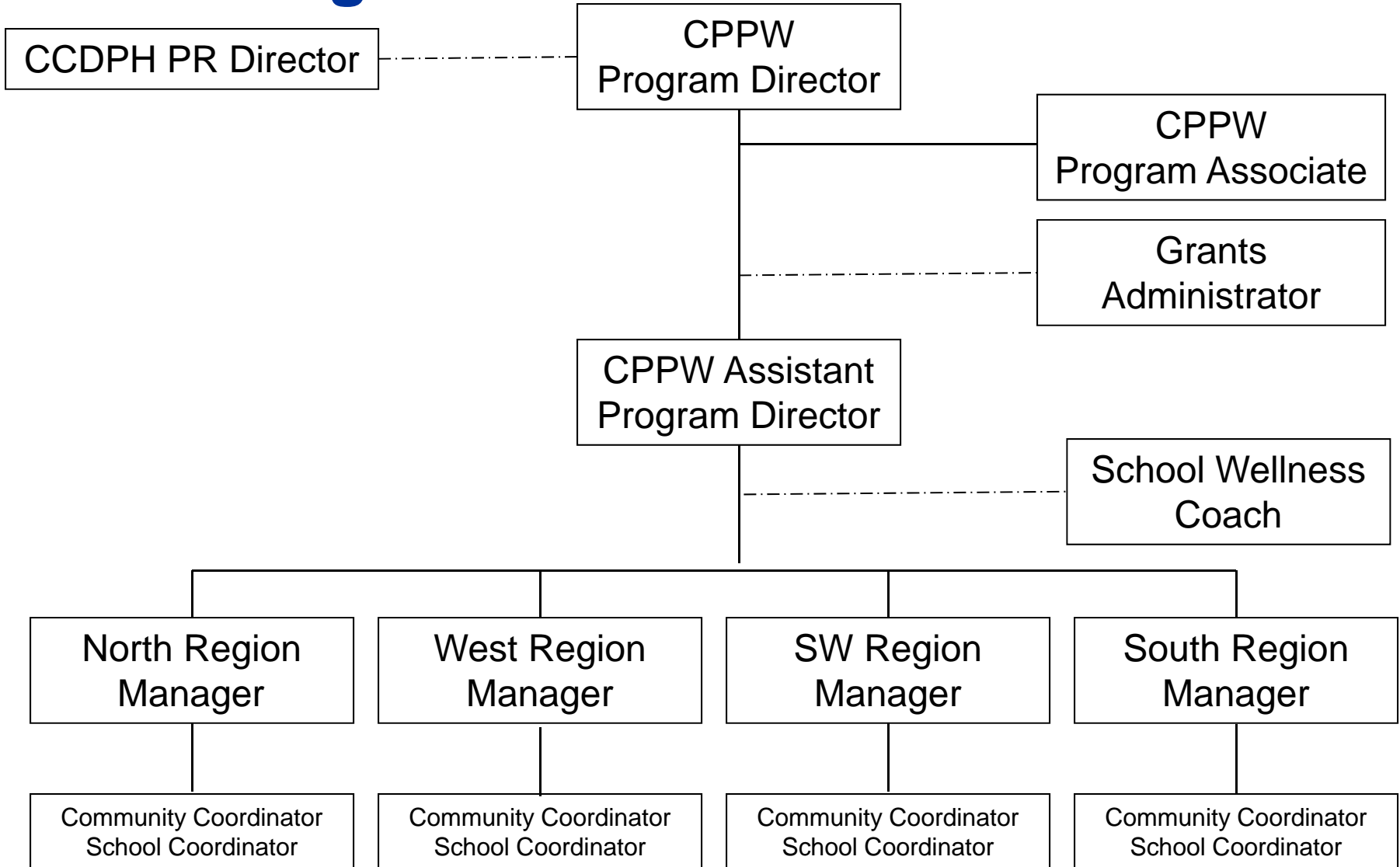
CCDPH Execution Principles

- Maintain, develop, and expand partner trust
- Promote innovation
- Build leadership within all levels
- Maintain health equity and other core values
- Maintain and expand agency vision
- Drive sustainability

Where CPPW Fits within CCDPH

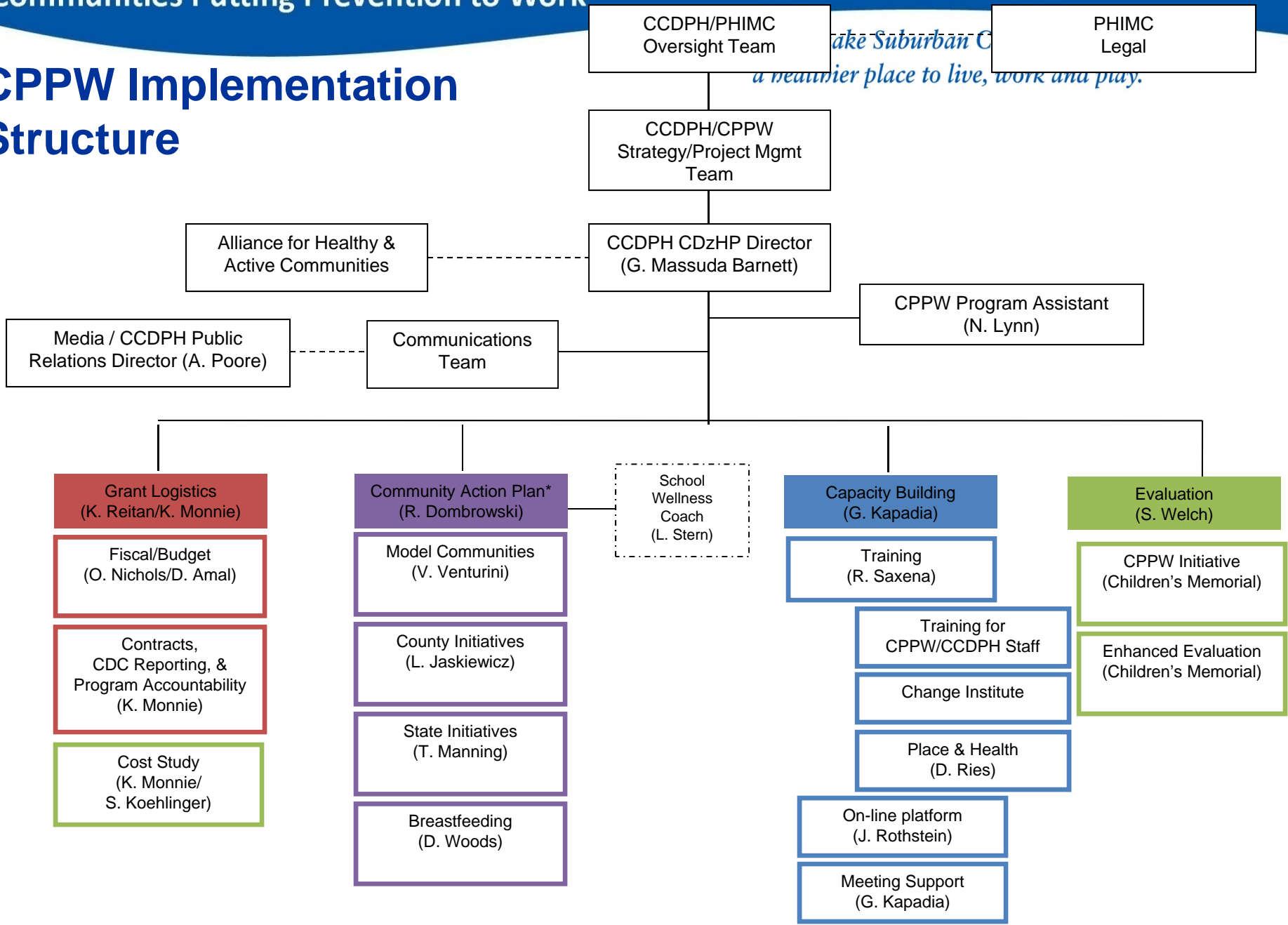


CPPW Program Team

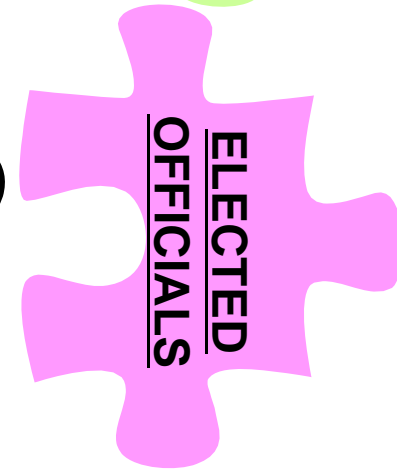
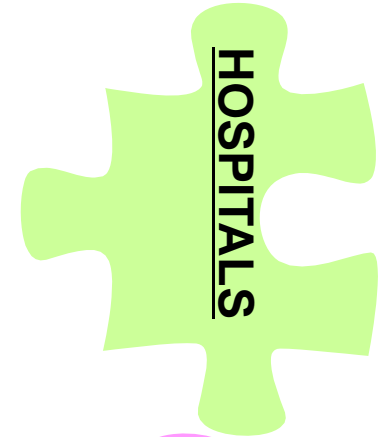
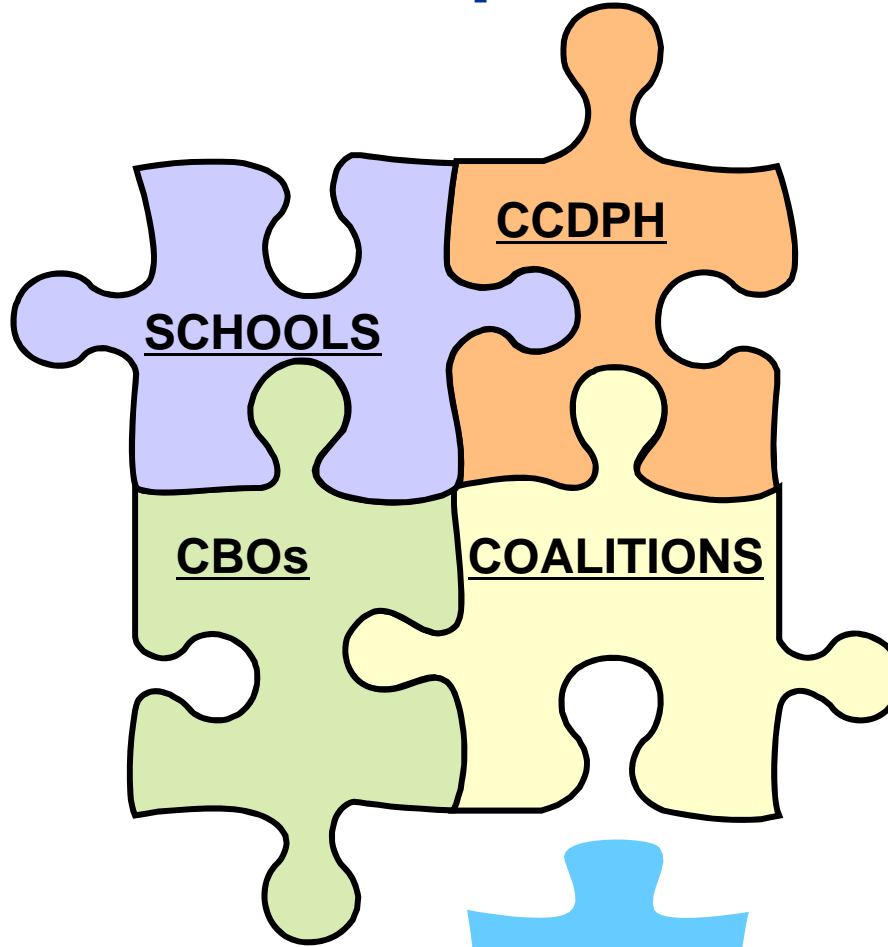
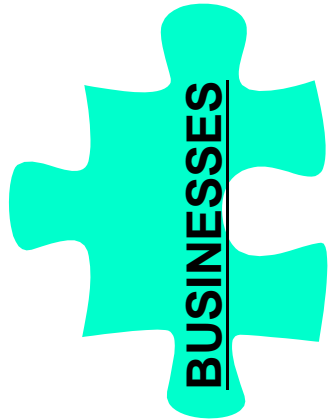


Make Suburban Connecticut a healthier place to live, work and play.

CPPW Implementation Structure



Collaborations/Partnerships



**CPPW Successes:
How the "data" was captured and
disseminated
to promote the Policy Agenda**

Capturing Progress, Success Stories & “Intellectual Property”

- Needed to know whether we were on track and had relevant data/information for reports to CDC, CCHHS, CCDPH, our partners and to update the “public”
 - Advancement of CAP and staff management
- Wanted to generate public recognition, earned media and, ultimately, build value for public health/CCDPH
- Collect contact information

Capturing Progress, Success Stories & “Intellectual Property”

- CPPW/CCDPH staff and contractors used an online database/portal (basecamp) to share resources and information
- Reporting tool monitoring system (Insightformation) purchased in July 2011
 - Combined numerous excel sheets
 - Monthly CDC and Quarterly CCDPH reports
 - Completed by CPPW staff with input from grantees and subcontractors
- Success stories form and earned media training shared with local grantees
 - Captured and shared on monthly basis

Home Start Again
 Scoreboard Data Driven Decisions
 Reports Data & Projects
 Strategy Maps Cause & Effect Logic
 Scorecard Builder Organize Data
 Administration Users, Data Import, Set up



Community Action Plan (CAP) Objectives



Edit Mode



Print to PDF

Expand All | Collapse All

Theme Filter: No Theme Filter Applied

Scorecards: Community Action Plan (CAP) Objectives

Community Action Plan (CAP) Objectives

Name	Current Value	Target Value	Change	Most Recent Period	Comments/ Initiatives
<input checked="" type="checkbox"/> CAP: Obj. 01: Introduce Tax Legislation for Unhealthy Foods & Beverages					
CAP: Objective 1 Progress Rating	10	10	1	Q2 2012	
<input checked="" type="checkbox"/> CAP: Obj. 02: Establish the Illinois Fresh Food Fund					
CAP: Objective 2 Progress Rating	9	10	1	Q1 2012	
<input checked="" type="checkbox"/> CAP: Obj. 03: Ordinance setting nutritional standards for vending machines					
CAP: Objective 3 Progress Rating	9	10	1	Q1 2012	
<input checked="" type="checkbox"/> CAP: Obj. 04: County Complete Streets Policy					
CAP: Objective 4 Progress Rating	10	10	8	Q1 2012	
<input checked="" type="checkbox"/> CAP: Obj. 05: County Board non-motorized transportation planning					
CAP: Objective 5 Progress Rating	10	10	1	Q1 2012	
<input checked="" type="checkbox"/> CAP: Obj. 06: Regional administered transportation funding program					
CAP: Objective 6 Progress Rating	10	10	1	Q1 2012	

Communities Putting Prevention to Work

Working to make Suburban Cook County a healthier place to live, work and play.

Objective Presentation



LG-CoBer: Active Transportation Plan



Description Barriers/Success/Outreach Evaluation



CAP Objective 8: Update Go To 2040 strategic plan

Goal 1, City of Berwyn: Active Transportation Plan - create and adopt transportation plan that give priority to walking, bicycling and transit. Address accessibility and connect key destinations based on land use, transportation data and community input.

Impacted Communities: City of Berwyn

Impacted Population: 50,053

Impacted Schools: None

CPW Lead: Pamela Brookstein, 312-805-5319
 Program Primary Point of Contact: Kurtis Pozsgay, (708) 788-8100
 Administrative Point of Contract: Kurtis Pozsgay, (708) 788-8100

Active Transportation Plan - Complete

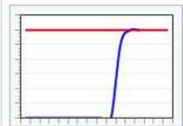
The city of Berwyn adopted its active transportation plan on November 22, 2011. They completed all six benchmarks which were a kick off meeting with Active Trans, two steering committee meetings, a community open house, a working session and adoption of the final plan. The plan will impact Berwyn's 50,000 residents.

This PSE goal went smoothly and there were no barriers to overcome. Active Trans led the Berwyn Steering Committee through the process efficiently. The plan passed easily through City Hall. Perhaps most exciting is the formation of a Berwyn Active Transportation Committee. Through the public meetings residents became advocates and will meet regularly to make sure the plan is implemented in the coming years.



Measures

LG-CoBer: Benchmark Progress - Active Transportation Plan



Dec 2011

6

Description
Active Transportation Plan

LG-CoBer: Completion - Active Transportation Plan



Jan 2012

1

Description
of PSE goals/plans completed to date

Related Objectives

Actions

Prefix	Name	Description
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No records to display.

Report Viewer: Community at a Glance By Category Report

Available Scorecards CATEGORY: MC Community-Based Organizations (CBO)

Start Date 6/25/2011 12:00:00 AM

View Report

End Date 7/25/2012 12:00:00 AM

1 of 29

Select a format Export



Community at a Glance By Category Report

CBO-AHCI : Develop CDSM Programs for Asian Populations

Description	Updates	Milestone Statistics												
CAP Objective 9: Improve healthy food systems Goal 1, Develop CDSM Programs for Asian Populations To institutionalize the CDSMP at the Asian Health Coalition, Hanul Family Alliance, and Korean American Community Services, reaching community members from Prospect Heights and Mt. Prospect living with Diabetes or other chronic conditions using culturally and linguistically appropriate methodology. Impacted Communities (2): Prospect Heights, Mt. Prospect Impacted Population: 500 Impacted Schools: None CPW Lead: Samantha Hedges, 312.805.8548 Program Primary Point of Contact: Mona El-Shamma , 312-372-7070 Ext 225 Administrative Point of Contract: Celine Woznica , 312-372-7070 Ext 230	Success Stories February 2012: Goal complete. All CDSMP project goals were met. January: There were many successes reported from the KIMBAP program. KACS reported that the participants were empowered to make changes, as well as to communicate with their health care providers. Also, recruitment was very good December 2011: no update. November: no update. October: No updates for this month. 10/15: During the 7/11 PAC/CBO meeting, partners reviewed the draft resource directory and only came up with minor suggestions. In an informal assessment of the evaluation forms, the KIMBAP program has been shown to be effective in addressing behavior change and confidence levels of participants. Both Hanul and KACS have finished 2 cycles. Hanul will be completing one more cycle.	<table border="1"> <tr> <td>Active</td> <td>11</td> </tr> <tr> <td>Complete</td> <td>11</td> </tr> <tr> <td>On Schedule</td> <td>0</td> </tr> <tr> <td>Behind Schedule</td> <td>0</td> </tr> <tr> <td>Not Initiated</td> <td>0</td> </tr> <tr> <td>Good</td> <td>100%</td> </tr> </table>	Active	11	Complete	11	On Schedule	0	Behind Schedule	0	Not Initiated	0	Good	100%
Active	11													
Complete	11													
On Schedule	0													
Behind Schedule	0													
Not Initiated	0													
Good	100%													

The Interactive health and wellness directory is near completion. There has been serious talk about a long term plan to maintain KIMBAP, housed at both KACS and HANUL. Recruitment has gone well and the sessions will be underway soon.

**CPPW Communication Strategies:
Integral to the success of the
Policy Agenda**

Communication Strategies

- Was important to have common messaging and understanding across hundreds of partners
- Wanted to raise awareness and generate buzz of healthy eating/active living
- Worked to cultivate leaders and champions for the initiative

Internal Communication Strategies

- Monthly meetings with partners, grantees and staff
- Weekly check ins among staff teams
- Weekly emails from Leadership to staff
- Quarterly meetings with all subcontractors
- Ongoing meetings as needed for implementation of the CAP objectives (i.e. – Breastfeeding Workgroup)

External Communication Strategies

- Attempted to brand the initiative “CPPW”
- Focused on targeted branding/marketing to meet community social norms at baseline
 - Alliance for Healthy and Active Communities (AHAC)
 - Healthy Hotspot
 - Rethink Your Drink
 - Model Communities
- Trained local partners in media advocacy and storytelling and created county-wide storytelling website:
www.cookcountyvoices.com



Communities Putting Prevention to Work

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Home | Cook County Voices - Mozilla Firefox

File Edit View History Bookmarks Tools Help

MFW: Obesity articles - rjankows@gmail.c... x Home | Cook County Voices x +

www.cookcountyvoices.com

Cook County Department of Public Health

Home Media Jobs Contact Us FAQ A-Z List Links

COOK COUNTY VOICES

Home Why tell your story? Individual stories Community stories More info Site map



"I want to expose kids to what fresh fruit is all about"

Healthy Eating

[Watch this story](#)

Welcome to Cook County Voices

Cook County Voices is a digital storytelling website that features ongoing changes that improve healthy eating, physical activity, and create sustainable environments in Suburban Cook County. Cook County Voices showcases stories produced by community members and organizations.

Our Goal

It is our goal that this website brings people together to discover, share and celebrate stories that inspire healthy everyday choices. We strive to provide a forum for voices from the community as well as a visually interesting way to capture the exciting changes that are happening in suburban Cook County.

Healthy Choices

Making simple changes to improve nutrition and increase physical activity is the best way to prevent obesity and chronic health problems such as diabetes and heart disease. Cook County Voices inspires changes in our communities that help make the healthy choice the easy choice. [Why tell your Story?](#)

Tell your story

Stories are one of our most powerful communication tools. A compelling story can change minds and inspire action. [Learn more](#)

Cook County Department of Public Health on Facebook

[Like](#)

272 people like **Cook County Department of Public Health**.

Chaviva Rickey Gail papacanood

Angela April Nina Dorene

Facebook social plugin

About Cook County Department of Public Health

Our mission is to optimize health and promote health equity for all people and communities of Cook County.

Cook County Voices

Home

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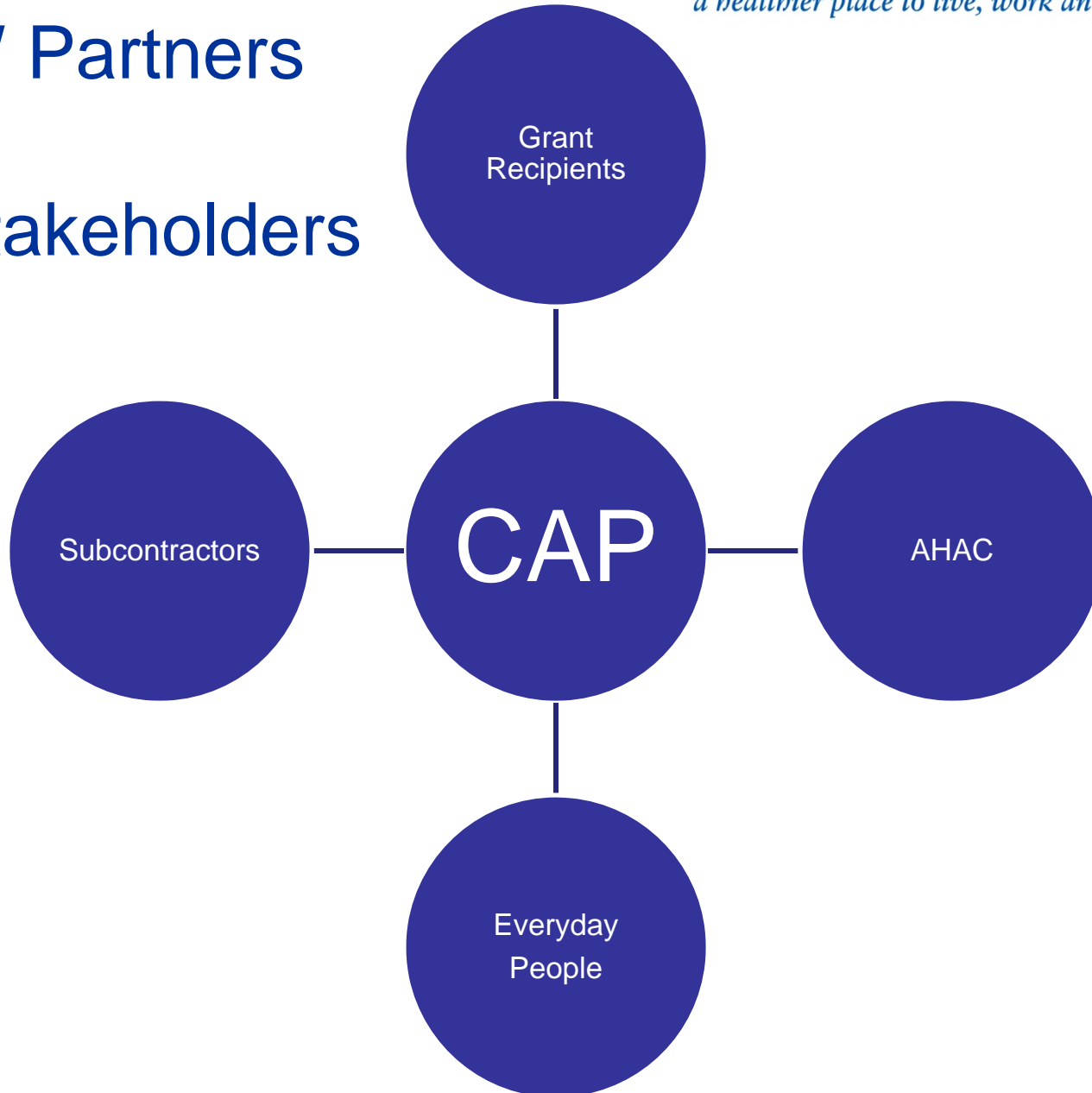
**CPPW Collaboration and Partnerships:
Integral to the success of the
Policy Agenda**

Collaboration and Partnerships

- Numerous, layering of partners and collaboratives
- Needed to utilize communications tools and resources to move policy agenda (WebX; Fact Sheets; Basecamp; Meetings)
- Do you know your partners? Are they at the table? Do you need to make contact?

*Working to make Suburban Cook County
a healthier place to live, work and play.*

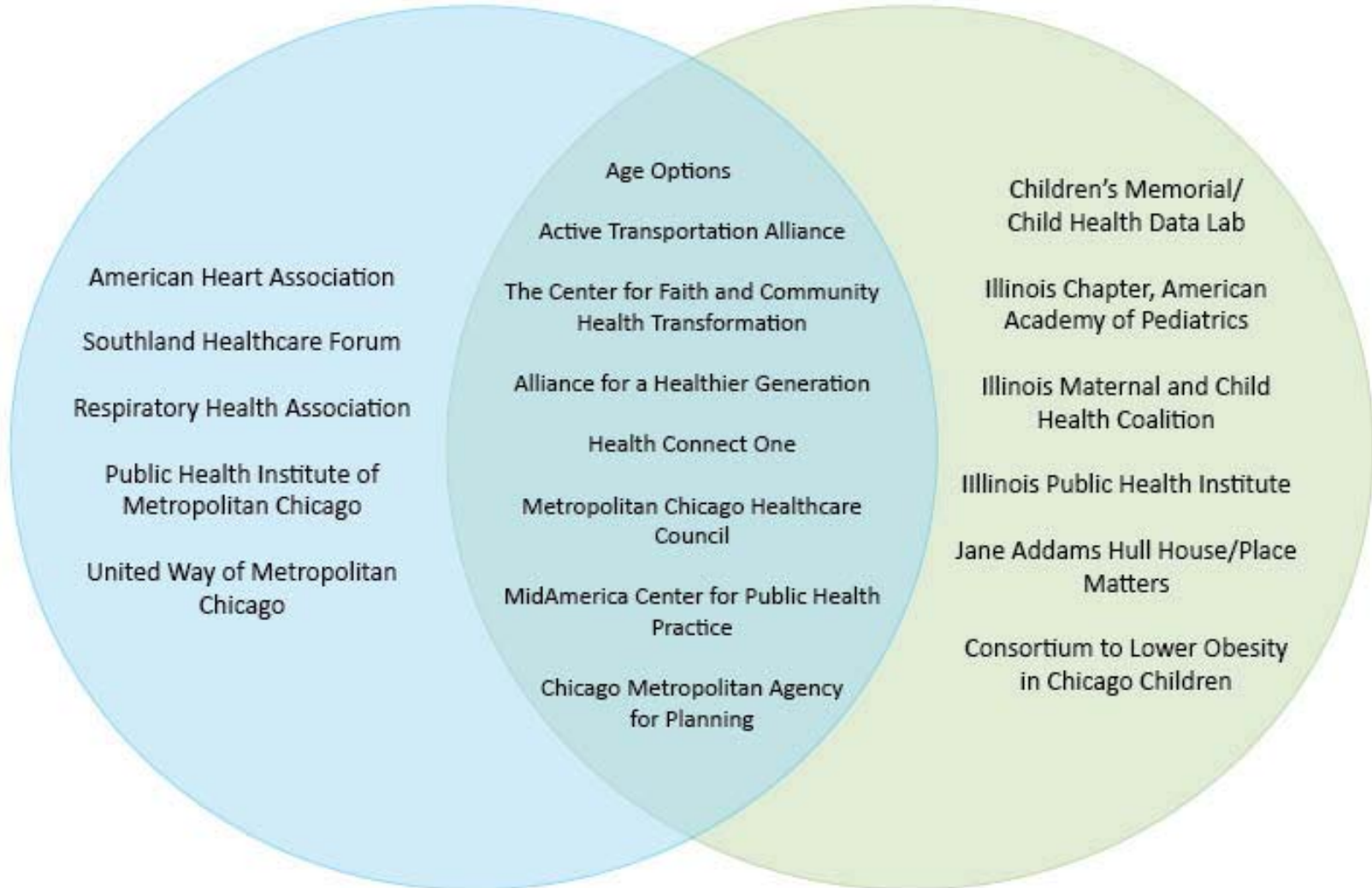
CPPW Partners and Key Stakeholders



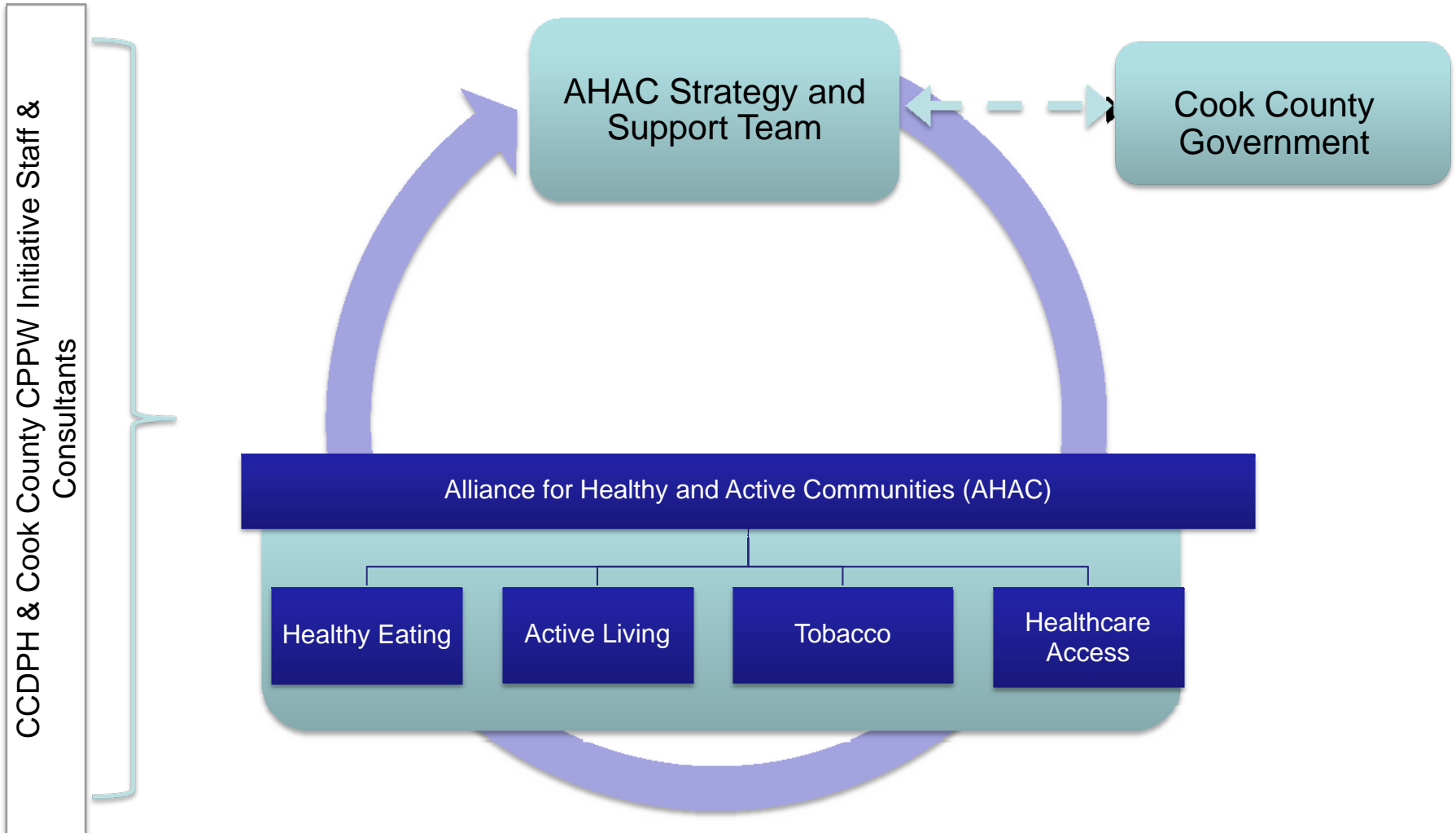
Communities Putting Prevention to Work

Leadership

Subcontractors/Consultants



Planning Structures (Integration with AHAC)



Sustainable Partnerships

- **Transportation Steering Committee**
 - Worked on implementation of County and Regional active living policies
 - Convened by subcontractor Active Transportation Alliance
 - Will now be convened by Cook County Highway Department

**Model Communities:
Implementation of PSE change at the local
level**

Local-Level Action

- **Model Communities Grant Program**
 - Key themes: (1) policy and environmental change; (2) reducing health inequities; and (3) creating coalitions
 - 38 grant recipients impacting over 73 communities and 127 schools and reaching over 1.6 million residents (90,000 students)
 - Provided financial and technical resources, as well as training to build individual and organizational capacity

Key Strategies for PSE Success

Capacity Building:

- Technical assistance by CPPW staff and TA Partners critical
- Training opportunities and Change Institute
- Prioritized communities of need – including hosting dialogues on Place and Health

Communication:

- Storytelling and earned media trainings and opportunities
- Some MCs branded their initiatives

Collaboration:

- Obtained buy-in from local partners and leadership

MC: City of Berwyn

- Located 10 miles west of Chicago – home to 52,000 individuals.
- Successfully completed 5 multi-sector PSEs:
 - Active Transportation Plan
 - Bike directional signage
 - Safe Park Zones
 - Complete Streets
 - School Travel Plans
- Consistent and strengthened local collaboration among the City staff, the Berwyn Development Corporation, the two park and two school districts, City Hall, and the Traffic Engineer.



MC: Matteson SD 162

- Located in south suburban Cook County, includes 6 elementary schools and 1 middle school. Total enrollment in the district is 3,250.
- PSE adoption of:
 - 1) a district wellness policy that supports healthy eating and active living;
 - 2) a policy on nutritional standards; and
 - 3) a policy that increases opportunities for physical activity during and after the school day.
- Formed wellness councils at each school and the district level
 - PE Teachers were leaders in each of the school-level councils and also sat on District council
- Solicited in input and buy in from students and parents
 - Taste tests for healthier school meals
 - Communication with parents

Lessons Learned: Sustaining PSE in YOUR Community

- Plan early and often for staffing, communications and dissemination needs
 - How will you share your successes?
 - How will you manage and implement your PSE change?
 - Who will manage/implement it? Who will sustain it?
- Build in time for reflection and evaluation
- Constantly think about sustainability and institutionalization of the work
 - Are partners better suited to carry on?

Acknowledgements

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For more information about CPPW:

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