

**Get Healthy Philly:
Making Healthy Choices Easier**

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Agenda

- National Picture
- Philadelphia Context
- Municipal Efforts
 - Get Healthy Philly
 - Mayor’s Food Policy Advisory Council
- Get Healthy Philly Highlights



PUBLIC HEALTH AND FOOD POLICY - NATIONAL CONTEXT

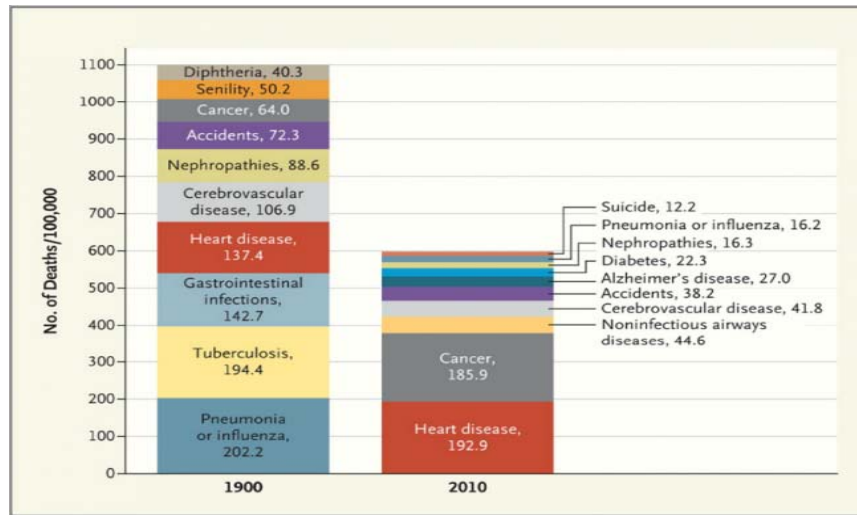


Early public health Reaction to Major Events

- During the eighteenth century (1699-1799), Philadelphians experienced sixty-six epidemics:
 - smallpox (13)
 - measles (6)
 - respiratory illnesses (9)
 - scarlet fever (11)
 - yellow fever (13)
 - flux (1)
 - typhoid (2)
 - typhus (3)
 - diphtheria (2)
 - unclassified (6)
- Yellow fever epidemic of 1793 killed 1 in 10 Philadelphians
- Certain diseases such as malaria and dysentery were endemic because of environment and/or lack of sanitation

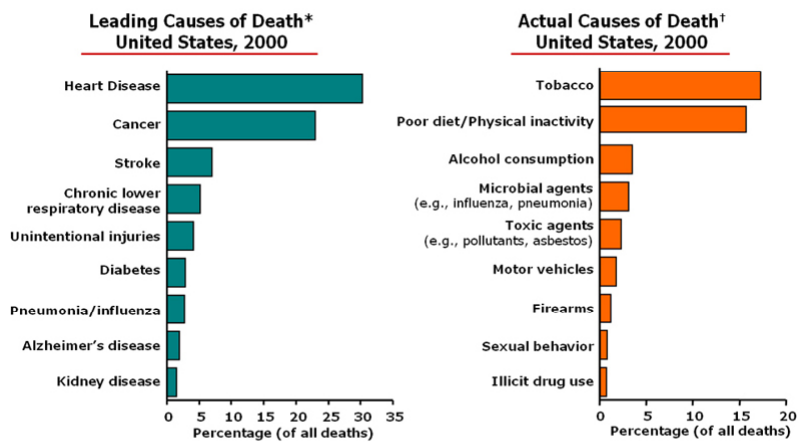


Leading causes of death: 1900 vs. 2010



Jones et al NEJM, 2012

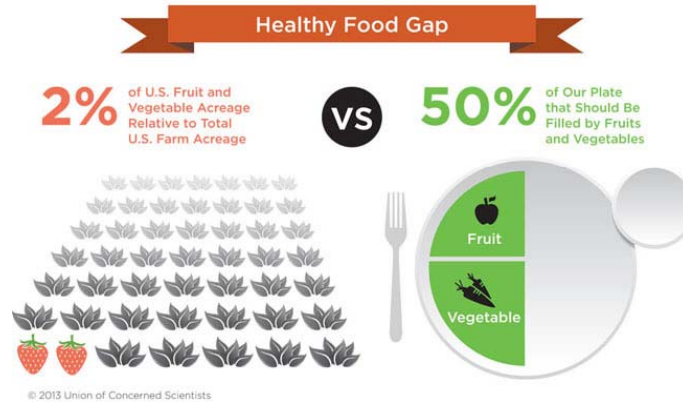
Leading vs. Actual Causes of Death: 2000



* Miniño AM, Arias E, Kochanek KD, Murphy SL, Smith BL. Deaths: final data for 2000. National Vital Statistics Reports 2002; 50(15):1-120.
 † Mokdad AH, Marks JS, Stroup DF, Gerberding JL. Actual causes of death in the United States, 2000. JAMA. 2004;291(10):1238-1246.

Federal impact on food policy

- Federal Farm Programs
 - Agricultural Subsidies for Farmers
 - “Specialty Crops” = fruits and vegetables



Federal impact on food policy

- Federal Food Programs
 - Supplemental Nutrition Assistance Program (SNAP) or “food stamps”
 - Women Infants and Children (WIC)
 - National School Lunch and School Breakfast
 - Child and Adult Care Food Program
 - Summer Feeding Program

Sample School Lunch



Image source: regblog.com

PHILADELPHIA CONTEXT



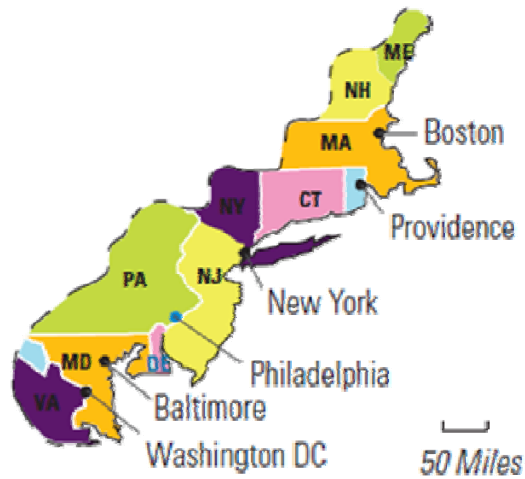
Philadelphia Overview

- Founded in 1682
 - U.S. capital from 1790 – 1800
- *City of Brotherly Love, Cradle of Liberty*
- *City of Firsts*
 - Public school
 - Public hospital
 - Medical school
 - Newspaper
 - Botanical garden
 - Water works
- 5th largest city in U.S. and largest city in Pennsylvania
 - 1.5 million residents
 - 6 million residents in metropolitan area
 - Poorest of the 10 largest U.S. cities



Northeast Mega Region

54 million people, 11 states

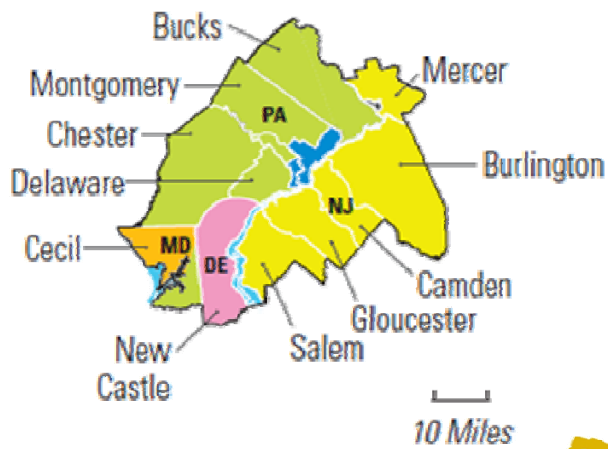


Source: Philadelphia2035



Greater Philadelphia Region

6.35 million people, 12 counties, 4 states

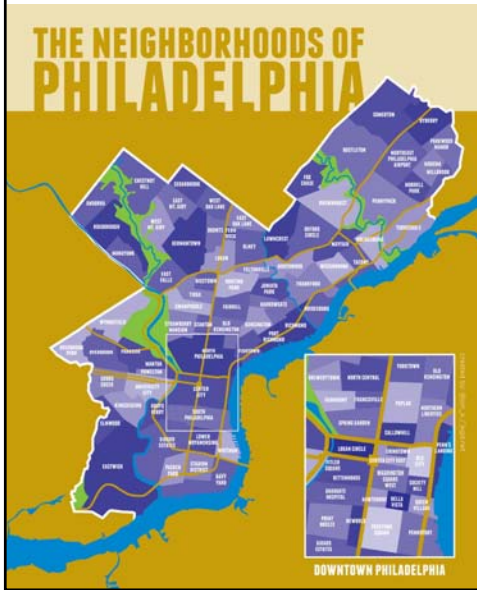


Source: Philadelphia2035



Philadelphia

1.53 million people



- Strong metropolitan center
- Diverse, authentic neighborhoods
- Industrial legacy areas



Source: Philly.com

City of Philadelphia Challenges

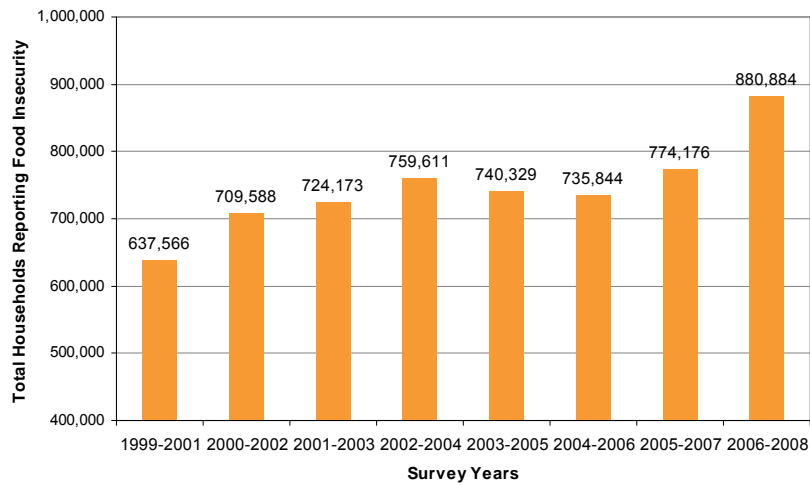
VACANCY IN PHILADELPHIA: diary of a block



FIGURE 4: Diary of a Philadelphia block

	Calories	Satur. Fat	Trans Fat	Carb Grams	Sodium Mg
KIDS MENU					
Kids Hamburger with fries	1,087	10	1	50	1,672
Add Cheese	70-82	see cheeses section under burgers			
Cheesy Mac	1,012	34	0	89	1,407
Pasta w/ Red Sauce	945	15	0	93	1,616
Hot Dog	698	8	1	61	2,128
BBQ Drum Sticks	693	5	3	56	2,607

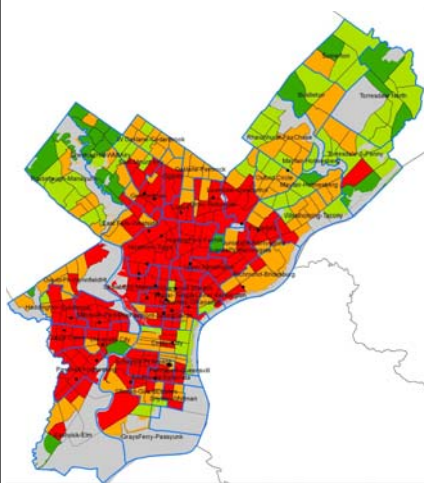
Household Food Insecurity in PA and NJ (1998-2008)



Source: DVRPC Food System Study



Poverty → Poor Health



Red= census tracts with >20% poverty

Dark green= census tracts with <5% poverty

Compared to people living in areas with low poverty, those living in areas of high poverty are:

- 1.2x as likely to have lung cancer
- 1.4x as likely to die of heart disease
- 1.5x as likely to die from diabetes
- 2x as likely to have low birth weight
- 2x as likely to have a premature death
- 7x as likely to die from HIV/AIDS
- 10x as likely to be lead poisoned
- 11x as likely to have a non-fatal gun shot wound

Krieger et al, AJPH, February 2005



Health and economic costs in Philadelphia

Tobacco use

2,200 deaths per year

\$660 million in productivity losses annually

Poor Diet and Physical Inactivity

~2,000 deaths per year

~\$750 million in health care costs annually

Philadelphia Vital Statistics Report, 2010, Philadelphia Department of Public Health
Obesity health care costs estimated from Finkelstein et al, Health Affairs, 2009



MUNICIPAL INITIATIVES – HEALTH AND SUSTAINABILITY



City of Philadelphia – Mayor Michael A. Nutter

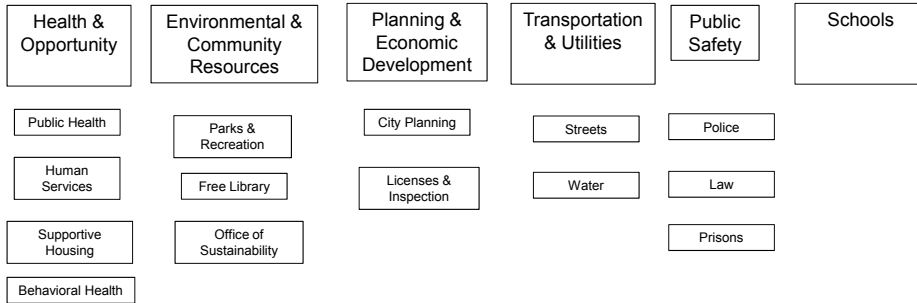
Get Healthy Philly

*Greenworks 2015
Philadelphia Trail Master Plan
Green2015*

Philadelphia2035

*Pedestrian and Bicycle Plan
Complete Streets Policy
Green City, Clean Waters*

*Campaign for Healthier
Schools*



Making Philadelphia healthier, better educated, safer, cleaner, and greener



City of Philadelphia





Food Policy Advisory Council (FPAC)



FPAC facilitates the development of responsible policies that improve access for Philadelphia residents to culturally appropriate, nutritionally sound, and affordable food that is grown locally through environmentally sustainable practices.

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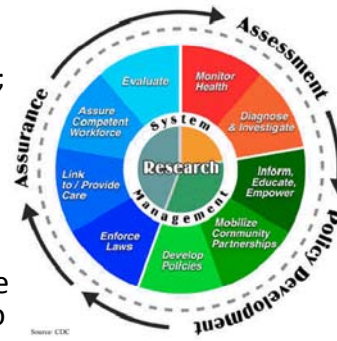
Framework, Initiatives, Progress, Challenges

GET HEALTHY PHILLY HIGHLIGHTS



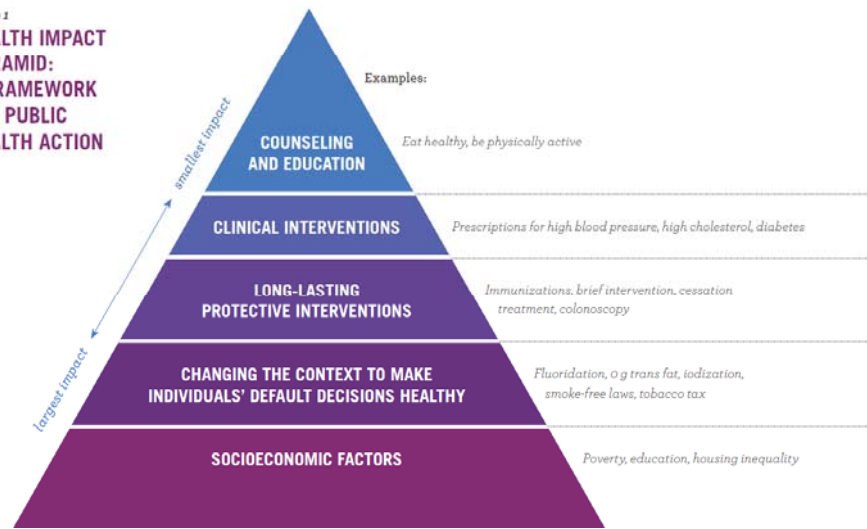
PDPH mission and vision

- Our vision is of a city in which every resident is able to:
 - Live a long, healthy, and productive life;
 - Be free of preventable disease and disability; and
 - Live, work, learn, shop, and play in environments that promote health.
- Our mission is to protect and promote the health of all Philadelphians and to provide a safety net for the most vulnerable.

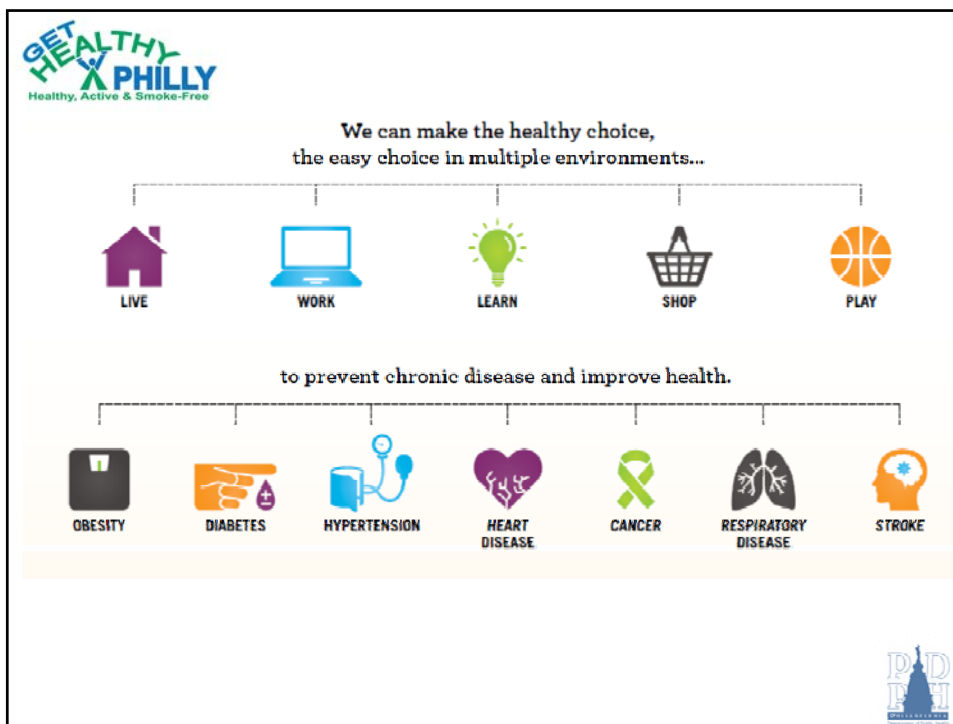


Get Healthy Philly Framework

figure 1
**HEALTH IMPACT
PYRAMID:
A FRAMEWORK
FOR PUBLIC
HEALTH ACTION**



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Get Healthy Philly

<p>Goals</p> <ul style="list-style-type: none"> • Increase access to healthy food • Decrease consumption and marketing of unhealthy foods • Increase opportunities for physical activity <p>Settings</p> <ul style="list-style-type: none"> • Schools and Afterschool • Worksites • Retail • Media and policy • Built environment 	<p>Partners/Coalition Members</p> <ul style="list-style-type: none"> • Leadership Team • Other City Agencies <ul style="list-style-type: none"> – Office of Sustainability – Office of Transportation and Utilities – Parks and Recreation – Planning Commission • Academic Institutions • Non profit organizations • Large and small businesses
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DDPH
DEPARTMENT OF
PUBLIC HEALTH

Local policy change since 2008

• Menu labeling implementation	2010
• Increased fines for tobacco sales to minors	2010
• Attempt to pass sugary drinks tax	2010
• Smoke-free rec centers and playgrounds	2011
• Comprehensive Plan (Philadelphia2035)	2011
• Healthy beverage vending standards	2011
• Afterschool food and fitness standards	2011
• Attempt to pass sugary drinks tax	2011
• Tobacco retailer permitting requirement	2012
• Medicaid cessation coverage expansion	2012
• Window sign restrictions	2012
• Healthy snack vending standards	2013
• Citywide trail master plan	2013
• Smoke-free farmers' markets	2013
• Local \$2/pack cigarette tax	2013
• E-cigarette use and sales restrictions	2014
• Smoke-free parks	2014
• Smoke-free public housing	2014
• City nutrition standards for food contracts	2014

Menu labeling law

- Philadelphia's 2008 law requires restaurants to post calories, sodium, fat, and carb counts on menus
- In 2010, a federal menu labeling law was passed
 - It only requires posting of calories

HICKORY-SMOKED BAR-B-QUE COMBO			
Can't decide? Get the best of our Smokehouse!			
Your Choice of Bar-B-Que Ribs, Bar-B-Que Chicken or Smoked Pulled Pork. Served with seasoned fries, ranch beans and fresh coleslaw.			
Duo Combo	18.75	1,429 calories	5,362 sodium
Trio Combo	22.75	1,823 calories	6,743 sodium

	Calories	Satur. Fat	Trans Fat	Carb Grams	Sodium Mg
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Farmers' Markets and Philly Food Bucks

- 10 new farmers' markets in low-income neighborhoods
- Philly Food Bucks = \$2 of free fruits and vegetables for every \$5 of SNAP benefits
- 400% increase in SNAP redemption at markets citywide
- Food buck users were twice as likely to increase fruit and vegetable consumption and try new fruits or vegetables



<http://www.foodfitphilly.org/eat-healthy/philly-food-bucks/>
 Young C et al. Philly Food Bucks: Farmers' market bonus incentive program improves affordability and consumption of fruits and vegetables in low-income communities. *Preventing Chronic Disease*. 2013 Oct 3;10:E166.



Farmers' Markets

- Simplified and streamlined permitting process for farmers' market operators through Council ordinance
- Bill #14001001 passed by city council March 13, 2014, Signed by the Mayor March 21, 2014.
- PDPH created educational materials outlining the new process



Responsibilities and Best Practices

FARMERS' MARKETS IN THE CITY OF PHILADELPHIA: MARKET OPERATOR GUIDE

For other applications and instruction manuals, go to:
www.phila.gov/health/foodbusiness



Healthy Corner Store Initiative

- 650 corner stores offering and promoting healthier products in exchange for modest incentives and trainings
- Approximately 300 stores received shelving or refrigeration units to display and store perishables (“mini-conversions”)
- Approximately 20 stores are “certified” as healthy – making even more changes to their inventory and pricing/promotion
- Increased available of some fruits and vegetables, low-fat milk, and low-fat snacks



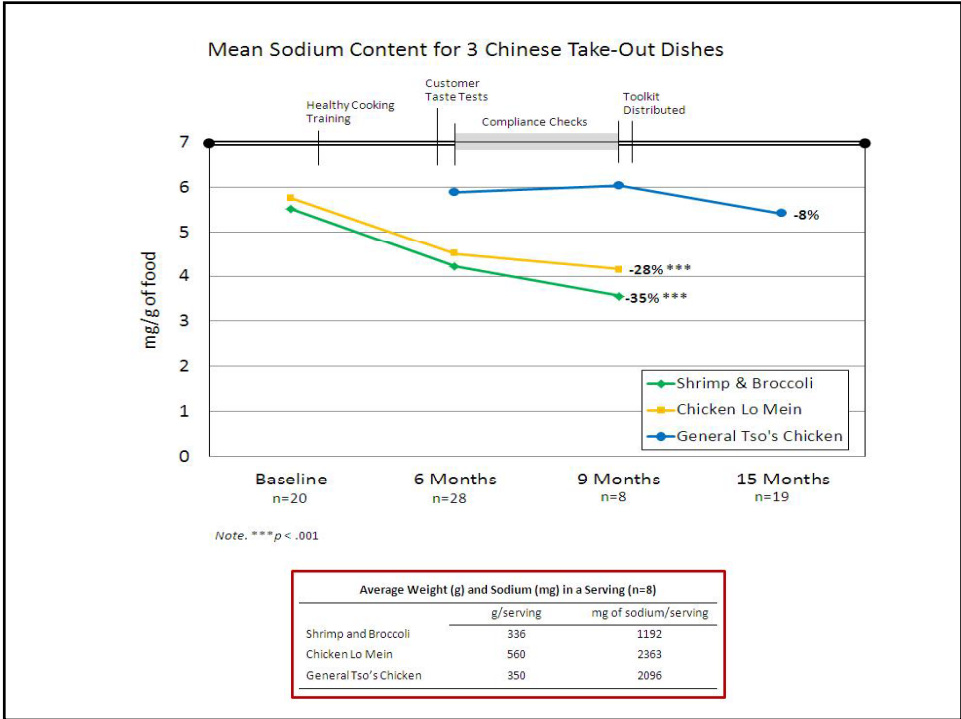
Cavanaugh E, Green S, Mallya G, Tierney A, Brensinger C, Glanz K. Changes in Food and Beverage Environments after an Urban Corner Store Intervention. *Preventive Medicine*. 2014;65-7-12.

Healthy Corner Store Initiative



Healthy Chinese Take Out Initiative

- Partnership with Temple University Center for Asian Health, Chinese Restaurant Association of Philadelphia, and Asian Community Health Coalition
- 200+ Chinese take-out restaurants have been trained in low-sodium cooking and purchasing techniques
 - Use half the sauce
 - Replace salt with spices
 - Use low sodium soy sauce
 - Low sodium recipes for Chicken Lo Mein and Shrimp & Broccoli
 - And General Tso's Chicken via a toolkit
 - Only distribute soy sauce packets if requested
- Trainings were supplemented with customer taste tests, compliance checks, and toolkits
- In sum, these restaurants serve over 3 million meals per year



Municipal Food Procurement

- 20 million meals and snacks served to almost 64,000 people.
- \$17 million budget
- 300+ vending machines
- Executive order signed June 2014

Schools – Food and Wellness

- Water access in the cafeterias through water jets
- Student engagement in new menu offerings through culinary competition
- Foodservice worker training in produce preparation
- Youth engagement through HYPE (Healthy You, Positive Energy)
- Movement breaks and socialized recess

Media

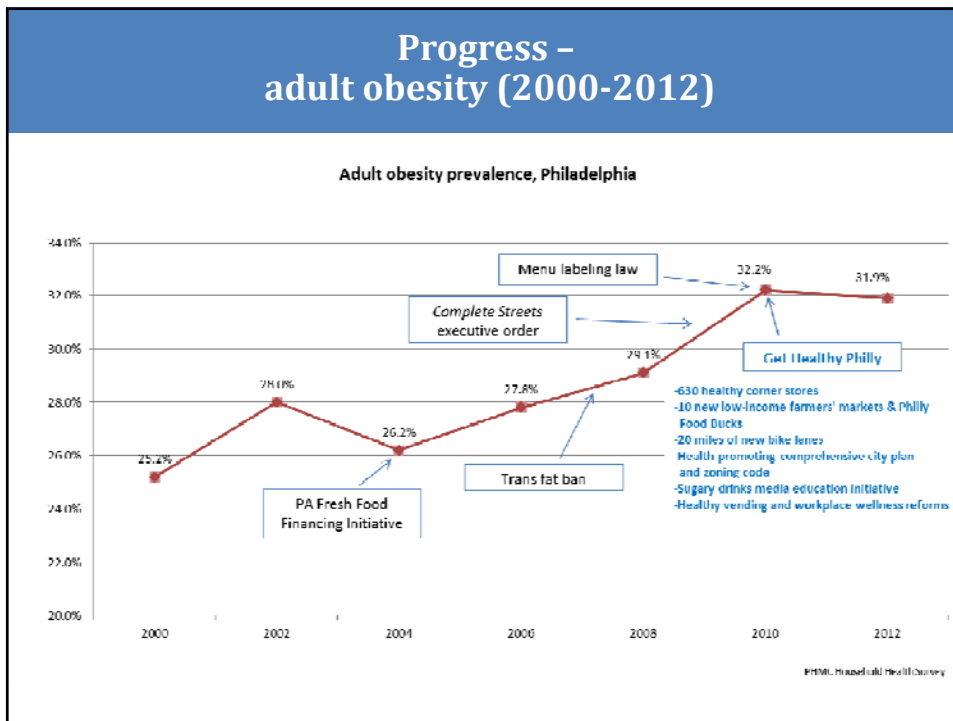
Do you know what your kids are drinking?

- Hard-hitting multi-media **Sugary Drink Campaign** for African American Caregivers in Philadelphia:
 - Generally don't consider their children obese
 - Are concerned about obesity in children but much more so about diabetes
 - Want to feel empowered and do good for the family

 - Seen or heard over 40 million times
 - Increased knowledge about link between sugary drinks, weight gain, and diabetes
 - Increased intentions to replace sugary drinks with non-sugary alternatives

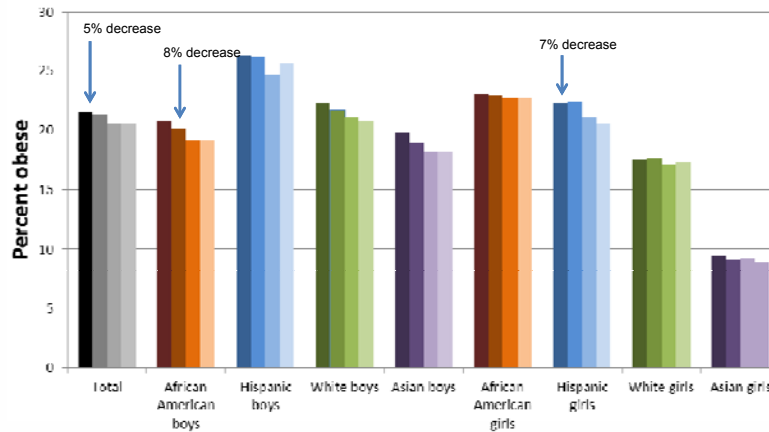
Jordan A et al. Developing media interventions to reduce household sugar-sweetened beverage consumption. *The Annals of the American Academy of Political and Social Science*. 2012;640(March):118-135.

Progress – adult obesity (2000-2012)



Progress – child obesity (2006-2010)

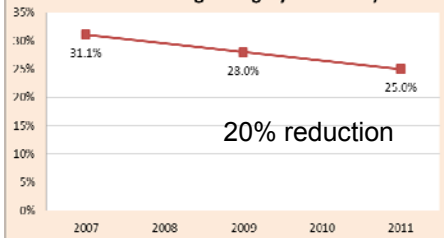
**Obesity among Philadelphia schoolchildren (5-18 years),
2006/07 - 2009/10**



Robbins et al. Preventing Chronic Disease, 2012
Accompanying editorial from RWJF, "Philadelphia Freedom"

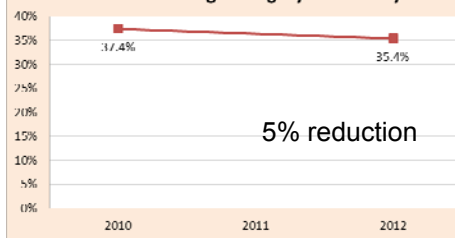
Progress - SSB consumption in Philadelphia

Teens drinking ≥1 sugary drink daily



Source: Youth Risk Behavior Surveillance System

Adults drinking ≥1 sugary drink daily



Source: Public Health Management Corporation (PHMC) Household Health Survey

Source: CDC, Youth Risk Behavior Surveillance Survey; PHMC, Southeastern PA Household Health Survey

Challenges

- Policy versus program
- Institutionalizing change
- Funding
- Industry
 - Partnership
 - Regulation
- Norms for healthy habits
- Obesity vs. Smoking
 - Multiple products, multiple risks
 - Total cessation not an option
 - No intuitive “secondhand” effect
 - No effective, scalable clinical strategies



Image source: nbcphiladelphia.com



Thank you!

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