

Priority: Basic Needs

Lead Agency: Health Department

Program Offer Type: Support

Program Contact: MANHAS Sonia X

Related Programs:

Program Characteristics:

Executive Summary

The Chronic Disease Prevention Program implements environmental and policy strategies to reduce the burden of chronic diseases most closely linked to physical inactivity, poor nutrition, and tobacco use, including cancer, diabetes, obesity, heart disease, asthma, and stroke. These services have been a component of Public Health Promotion, but are now reported as their own program to highlight the work.

Program Description

Tobacco use is the single most preventable cause of death and disease in Multnomah County. Poor nutrition and physical inactivity together are the second leading cause of preventable death and disease. This Program implements community-based education, coalition building initiatives, and advocacy campaigns to change the environmental conditions that contribute to chronic disease, such as lack of access to safe places to walk and play, low availability of fresh fruits and vegetables, or exposure to second-hand smoke. These barriers are shared among our community as a whole, and the Program works to help lower or remove these barriers so that the healthy choice becomes an easier choice to make and individual behavior change becomes more achievable and sustainable. Much of the work of the Program is carried out through community partnerships, such as with stakeholders from housing, education, parks and recreation, business, non-profit, culturally-specific, and advocacy groups.

Tobacco Prevention: The Program's tobacco prevention and education initiatives are guided by CDC's best practices to support tobacco-free hospital campuses, multiunit housing, schools, worksites, and colleges. Program staff convene issue-specific stakeholder groups, for example the Multi-Unit Housing Advisory Committee, to prioritize and implement strategic actions intended to change community norms and behavior around tobacco use and exposure. This includes working towards the adoption of smoke-free policies, disseminating accurate and culturally-appropriate education materials and media communications, and implementing social marketing campaigns. The Program is responsible for enforcement of the county's smoke-free worksite ordinance and Oregon's Clean Indoor Air Act.

Healthy Eating Active Living (HEAL): The Program implements HEAL initiatives based on emerging and promising practices for obesity prevention with a focus on informing and strengthening related community planning decisions.

Program Justification

Population-based approaches work: Reduction in tobacco use and exposure to second hand smoke in Oregon demonstrates that policies and environmental changes are critical in changing social norms and behaviors. Prevention can reduce financial costs: In Multnomah County, over \$189.9 million is spent on medical care for tobacco-related illness and over \$191.6 million in productivity is lost due to tobacco-related deaths. Obesity is a largely preventable condition that has been shown to be a major determinant of health care costs. Between 1994 and 2001, obesity increased by 59% in Multnomah County.

Prevention can reduce health disparities and save lives: State-wide, tobacco use claims more lives than motor vehicle crashes, suicide, AIDS, and murders combined. Some groups experience a disparate burden of tobacco use, exposure to secondhand smoke, and obesity due to historical inequities in access to resources, healthcare infrastructure, and in direct targeting by the tobacco industry.

Performance Measures

Measure Type	Primary Measure	Previous Year Actual (FY06-07)	Current Year Purchased (FY07-08)	Current Year Estimate (FY07-08)	Next Year Offer (FY08-09)
Output	Number of local residents participating in coalitions	0	0	15	25
Outcome	Number of new policies established to create smokefree environments	0	0	2	2
Outcome	Number of new policies established to promote healthy eating & physical activity	0	0	1	1
Output	Number of media spots (radio, TV, newspaper)	0	0	5	5

Performance Measure - Description

Legal/Contractual Obligation

Tobacco Prevention and Diabetes programs must comply with DHS-HS work plans and assurances. Smoke-free Work & Public Places Law must be enforced as per MC 21.500 et seq. CDC standards for local public health agencies will soon make health promotion a mandatory service.

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2008	2008	2009	2009
Personnel	\$93,258	\$79,266	\$97,281	\$280,170
Contracts	\$21,344	\$4,947	\$2,880	\$4,600
Materials & Supplies	\$3,568	\$5,023	\$3,818	\$24,619
Internal Services	\$6,785	\$20,748	\$9,187	\$50,807
Subtotal: Direct Exps:	\$124,955	\$109,984	\$113,166	\$360,196
Administration	\$3,983	\$0	\$6,793	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	\$3,983	\$0	\$6,793	\$0
Total GF/non-GF:	\$128,938	\$109,984	\$119,959	\$360,196
Program Total:	\$238,922		\$480,155	
Program FTE	1.00	1.86	1.00	3.04
Program Revenues				
Indirect for dep't Admin	\$6,419	\$0	\$20,693	\$0
Intergovernmental	\$0	\$85,000	\$0	\$310,808
Other / Miscellaneous	\$0	\$24,984	\$0	\$49,388
Program Revenue for Admin	\$0	\$0	\$0	\$0
Total Revenue:	\$6,419	\$109,984	\$20,693	\$360,196

Explanation of Revenues

\$302,000 Tobacco Prevention and Education grant from Oregon Dept. of Human Services – Health Services.

\$ 25,000 Northwest Health Foundation APPAN Grant

\$ 25,000 Northwest Health Foundation Community Fund Grant

Significant Program Changes

Last year this program was:

#40038 Public Health Promotion

In FY2008 Chronic Disease Prevention was included within the Public Health Promotion Program offer #40038 because the capacity and size of Chronic Disease Prevention was significantly smaller. We have secured an increase in funding from the Oregon Dept of Human Services specifically for our tobacco prevention and education activities and are submitting a separate program offer, so to emphasize the Chronic Disease work within the Department.