

**Priority:** Basic Needs  
**Program Offer Type:** Innovative/New Program  
**Related Programs:**  
**Program Characteristics:**

**Lead Agency:** Health Department  
**Program Contact:** MANHAS Sonia X

**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.

**Program Description**

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 community planning decisions related to food, transportation, and land use. The Program convenes multidisciplinary community coalitions, for example the North Portland Healthy Active Living Coalition, to prioritize and implement strategic actions intended to influence community norms and behavior around healthy eating and physical activity. This includes working towards the adoption of school food standards, developing transportation recommendations for safe walking to school, and promoting health campaigns. The Program provides analysis of emerging policy issues related to healthy eating and physical activity, and it provides staff support to the Portland Multnomah Food Policy Council.

**Program Justification**

The addition of 1.0 FTE will enable the program to adequately staff the Program's HEAL initiative. This includes: coordinating a comprehensive coalition building initiative across North Portland and collaborating with community partners, including the Portland Farmer's Market, the Portland Multnomah Food Policy Council, and the Oregon Nutrition Policy Council, to work on food policy issues that increase access of Multnomah County residents to affordable and nutritious food. This enhancement will allow the Program to continue to explore the feasibility of a fast food and chain restaurant menu labeling policy and strengthen the Program's efforts to provide internal coordination of internal stakeholders from service areas across the Department, including primary care, dental, WIC, early childhood services, and school-based health services, to plan and implement collaborative chronic disease prevention strategies.

**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	40
Outcome	Number of new policies established to promote healthy eating & physical activity	0	0	1	2
Output	Number of media spots (radio, TV, newspaper)	0	0	5	10

**Performance Measure - Description**

This 1.0 FTE additional position is critical to meet the goal of the HEAL component of the Chronic Disease Prevention Program. Scaled offer is expected to increase the output from 25 to 40 community participants and media spots will increase from 5 to 10.

## Legal/Contractual Obligation

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
<b>Program Expenses</b>	2008	2008	2009	2009
Personnel	\$0	\$0	\$73,275	\$0
Materials & Supplies	\$0	\$0	\$7,368	\$0
Internal Services	\$0	\$0	\$300	\$0
Subtotal: Direct Exps:	<b>\$0</b>	<b>\$0</b>	<b>\$80,943</b>	<b>\$0</b>
Administration	\$0	\$0	\$0	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Total GF/non-GF:	<b>\$0</b>	<b>\$0</b>	<b>\$80,943</b>	<b>\$0</b>
Program Total:	<b>\$0</b>		<b>\$80,943</b>	
Program FTE	0.00	0.00	1.00	0.00
<b>Program Revenues</b>				
Program Revenue for Admin	\$0	\$0	\$0	\$0
<b>Total Revenue:</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Explanation of Revenues

\$ 25,000 Northwest Health Foundation APPAN Grant  
\$ 25,000 Northwest Health Foundation Community Fund Grant

## Significant Program Changes

### Last year this program was:

Combined within a Public Health Promotion Program offer because the capacity and size of the Chronic Disease Prevention Program 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.