

Lead Agency: Health Department

Program Contact: MANHAS Sonia X

Program Offer Type: Support

Related Programs:

Program Characteristics:

Executive Summary

The Community Wellness and Prevention (formerly known as 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.

In late FY10, Community Wellness and Prevention received a large Center for Disease Control (CDC) "Communities Putting Prevention to Work" grant. It will transform the size and impact of the program starting in FY11.

Program Description

Tobacco use is the single most preventable cause of death and disease in Multnomah County, and poor nutrition and physical inactivity closely follow. This Program implements coalition building, advocacy campaigns, and policy initiatives to change the community 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. Much of the work of the Program is carried out through community partnerships, including stakeholders from housing, education, parks and recreation, business, nonprofit, culturally-specific, and advocacy groups. 1) Tobacco Prevention: The Program's tobacco prevention and education initiatives are guided by CDC's best practices to support tobacco-free environments, such as tobacco-free hospital and college campuses. Program staff convene issue specific stakeholder groups 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, media communications, and implementing social marketing campaigns. The Program is responsible for enforcement of Oregon Indoor Clean Air Act. 2) Healthy Eating Active Living (HEAL). HEAL initiatives are 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 to promote healthy eating and physical activity.

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 \$193 million is spent on medical care for tobacco-related illness and over \$206 million in productivity is lost due to tobacco-related deaths. Obesity, a largely preventable condition, 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 second-hand 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 (FY08-09)	Current Year Purchased (FY09-10)	Current Year Estimate (FY09-10)	Next Year Offer (FY10-11)
Output	Number of local residents participating in coalitions	35	35	42	35
Outcome	Number of policies established to slow and reduce rates of chronic disease	2	2	8	5

Performance Measure - Description

Number of local residents participating in coalitions: the program works to engage with local residents and underrepresented communities in policy development. This is a process indicator that enables the program to track and monitor whether its policy objectives are driven by local perspectives and needs.

Number of policies established: This is an outcome measure that enables the program to track and monitor whether its coalition building activities are resulting in concrete changes in policy.

Legal/Contractual Obligation

Tobacco prevention and chronic disease prevention programs funded by Oregon Public Health Division must comply with required work plans and assurances. Smoke-free workplaces and public places law must be enforced per Oregon Indoor Clean Air Act and 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	2010	2010	2011	2011
Personnel	\$248,895	\$350,897	\$416,082	\$1,395,196
Contracts	\$8,000	\$15,160	\$1,200	\$2,392,745
Materials & Supplies	\$13,105	\$38,106	\$22,368	\$112,528
Internal Services	\$15,780	\$82,365	\$26,440	\$492,245
Total GF/non-GF:	\$285,780	\$486,528	\$466,090	\$4,392,714
Program Total:	\$772,308		\$4,858,804	
Program FTE	3.00	3.95	3.80	15.20
Program Revenues				
Indirect for dep't Admin	\$29,662	\$0	\$267,161	\$0
Fees, Permits & Charges	\$0	\$64,925	\$0	\$0
Intergovernmental	\$0	\$408,700	\$0	\$4,392,714
Other / Miscellaneous	\$0	\$15,592	\$0	\$0
Total Revenue:	\$29,662	\$489,217	\$267,161	\$4,392,714

Explanation of Revenues

\$230,071 Tobacco Prevention and Education Grant, Oregon DHS
 \$81,250 Healthy Communities Implementation Grant, Oregon DHS
 \$35,000 ACHIEVE Grant, funded by National Association of Chronic Disease Directors

Significant Program Changes

✔ Significantly Changed

Last year this program was: #40047, Chronic Disease Prevention

Costs from 40027 & 28 moved here. Includes \$4.8 million of a \$7.5 million award from the CDC to implement policy, environmental, and systems-based changes to promote healthy eating and active living. The project will include new staffing, funding for 25 community partner organizations and will transform the size and impact of this program.