

Lead Agency: Health Department

Program Contact: MANHAS Sonia X

Program Offer Type: Support

Related Programs:

Program Characteristics: In Target, Climate Action Plan

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. Starting in FY11, the grant is continuing to transform the size and impact of the program.

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. Each year in the United States, tobacco use accounts for \$96 billion in direct medical expenses, and more than \$147 billion is spent treating obesity-related illnesses. This Program manages six prevention programs which work 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, including: 1) Healthy Active Schools Program, 2) Healthy Communities by Design Program, 3) Tobacco Prevention & Control Program, 4) Community Food Policy Initiatives, 5) Health Promotion Support Services, 6) the Department-wide Office of Public Health Policy & Advocacy. Examples of program responsibilities include enforcement of the Oregon Indoor Clean Air Act and implementation of the County's "It Starts Here" media campaign. In 2010, the Program secured a \$7.5 million grant from the CDC to strengthen the County's capacity to implement a comprehensive obesity prevention program. The new funding enables the Program to contract with over 35 organizations, including school districts, community-based organizations, culturally-specific agencies, and city and regional governmental entities to implement evidence-based strategies to promote healthy eating and physical activity. The Program plays a lead role in the Department to coordinate public health policy efforts in close collaboration with Department Leadership and the Board of County Commissioners. The policies and environmental changes being advanced and implemented by the Program are critical to changing social norms and behaviors, improving the health of county residents, and saving health care costs in the years to come. This program relates to the Climate Action Plan for its work related to the built environment, transportation and land use planning, and sustainable, healthy food policy and practice, specific action items include: 14-1, 15-2, 15-1, 15-2, and 17-1, 17-2, and 17-7 as a key stakeholder in major planning scenarios and adaptation planning.

Performance Measures

Measure Type	Primary Measure	Previous Year Actual (FY09-10)	Current Year Purchased (FY10-11)	Current Year Estimate (FY10-11)	Next Year Offer (FY11-12)
Output	Number of community partners in Healthy Active Multnomah County coalition	0	0	0	40
Outcome	Number of policies established to slow and reduce rates of chronic disease	0	5	5	10
Quality	Federal CPPW grant-defined progress milestones are met quarterly.	0.0%	0.0%	0.0%	100.0%
Output	Public exposure to "It Starts Here" media campaign	0.0%	0.0%	0.0%	25.0%

Performance Measure - Description

 **Measure Changed**

New: Number of community partners in Healthy Active Multnomah County coalition. New federal grant funding enables the program to partner with and fund a wide network of community partners. Partners will be tracked by # of contracts the program establishes as well as # of non-funded partnerships established through policy teams.

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

New: This measure tracks progress towards meeting objectives in the program's Healthy Active Multnomah County action plan. Ratings: In-progress on schedule, in-progress behind schedule, or completed.

New: Public exposure to "It Starts Here" media campaign. Output goal: By February 2012, there will be a 25% increase in those who believe that availability of healthy food and beverages is an important health issue requiring community action. Exposure will be tracked by # of visits to campaign website and exposure to television ads.

Legal/Contractual Obligation

Communities Putting Prevention to Work is funded through the American Recovery and Reinvestment Act (ARRA) and the County and funded partners must comply with extensive financial and performance reporting requirements. 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.

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2011	2011	2012	2012
Personnel	\$416,082	\$1,395,196	\$407,269	\$1,373,825
Contracts	\$1,200	\$2,392,745	\$16,033	\$1,582,250
Materials & Supplies	\$22,368	\$112,528	\$12,273	\$68,361
Internal Services	\$26,440	\$492,245	\$24,176	\$457,890
Total GF/non-GF:	\$466,090	\$4,392,714	\$459,751	\$3,482,326
Program Total:	\$4,858,804		\$3,942,077	
Program FTE	3.80	15.20	4.90	15.00
Program Revenues				
Indirect for dep't Admin	\$267,161	\$0	\$208,524	\$0
Intergovernmental	\$0	\$4,392,714	\$0	\$3,482,326
Total Revenue:	\$267,161	\$4,392,714	\$208,524	\$3,482,326

Explanation of Revenues

Community Wellness and Prevention receives funding from the 2nd year of the federal the American Recovery and Reinvestment Act (ARRA) grant "Communities Putting Prevention to Work", state/federal grant funds through the intergovernmental agreement between Multnomah County as the Local Public Health Authority (LPHA) and the State of Oregon Public Health Services, a grant from the National Association of Chronic Disease Directors (NACCD) to enable local communities to address chronic disease risk factors, and county general fund.

ARRA Communities Putting Prevention to Work: \$3,065,305
State Tobacco Prevention grant: \$300,771
Federal Health Communities grant: \$81,250
NACCD Achieve grant: \$35,000
County general fund: \$459,751

Significant Program Changes

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

The State Tobacco Prevention grant received an increase in funding to continue the Tobacco Prevention and Education Program, resulting in an increase of \$70,700 and 0.90 in FTE.

The ARRA Communities Putting Prevention to Work federal grant ends in March 2012. The Department, along with other jurisdictions who received this ARRA funding, are in discussions with the CDC for a no-cost extension. Due to the complex work undertaken by the grant, activities did not start up as quickly the grant assumed. Staff are funded by the grant for the last quarter of the fiscal year assuming the no-cost extension is approved. Pass through payments to community partners are budgeted at 9 months resulting in a decrease of \$981,088. The department will continue to seek funding to carryout on-going activities initiated by CPPW.