

Lead Agency: Health Department

Program Contact: MANHAS Sonia X

Program Offer Type: Existing Operating

Related Programs:

Program Characteristics: In Target, Climate Action Plan

Executive Summary

The Community Wellness and Prevention Program develops and implements environment, systems, and policy-based change 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. The Program also houses the Department's Office of Public Health Policy which coordinates the Department's local, state, and federal policy activities, facilitates strategic partnerships, and supports the county board of health. In late FY10, Community Wellness and Prevention received a large Center for Disease Control (CDC) "Communities Putting Prevention to Work" grant. The grant will extend into FY13 and is continuing to transform the 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 areas 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 school environments, 2) land use and transportation planning, 3) tobacco prevention & control, 4) community food programs and policy initiatives, 5) It Starts Here media campaign and 6) the Department-wide Office of Public Health Policy. Examples of program responsibilities include enforcement of the Oregon Indoor Clean Air Act, implementation of the Multnomah County Healthy Retail Initiative, coordination of the Multnomah Food Initiative and the Portland Multnomah Food Policy Council. The Office of Public Health Policy plays a lead coordinating role of the Department's public policy activities in close collaboration with Department Leadership and the Board of County Commissioners, such as staffing the county's policy action to restrict the use of Bisphenol-A in beverage containers as well as staffing health care reform efforts to negotiate the county's role within a regional coordinated care organization. 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 (FY10-11)	Current Year Purchased (FY11-12)	Current Year Estimate (FY11-12)	Next Year Offer (FY12-13)
Output	Number of community partners in Healthy Active Multnomah County coalition	0	40	40	40
Outcome	Number of policies established to slow and reduce rates of chronic disease	0	10	22	10
Quality	Federal CPPW grant-defined progress milestones are met quarterly.	0.0%	100.0%	90.0%	0.0%
Output	Public exposure to "It Starts Here" media campaign	0.0%	25.0%	50.0%	25.0%

Performance Measure - Description

 **Measure Changed**

1-Number of community partners in Healthy Active Multnomah County coalition. Partners will be tracked by # of contracts the program establishes as well as # of non-funded partnerships established through policy teams. 2-Number of policies established: This is an outcome measure that enables the program to track and monitor whether its partnership activities result in concrete changes in policy. 3-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. 4-Public exposure to "It Starts Here" media campaign. Output goal: By February 2013, there will be a 10% 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	2012	2012	2013	2013
Personnel	\$407,269	\$1,373,825	\$366,626	\$890,473
Contracts	\$16,033	\$1,582,250	\$10,995	\$160,739
Materials & Supplies	\$12,273	\$68,361	\$22,322	\$26,266
Internal Services	\$24,176	\$457,890	\$19,724	\$296,144
Total GF/non-GF:	\$459,751	\$3,482,326	\$419,667	\$1,373,622
Program Total:	\$3,942,077		\$1,793,289	
Program FTE	4.90	15.00	3.85	10.15
Program Revenues				
Indirect for dep't Admin	\$208,524	\$0	\$85,195	\$0
Intergovernmental	\$0	\$3,482,326	\$0	\$1,313,655
Other / Miscellaneous	\$0	\$0	\$0	\$59,967
Total Revenue:	\$208,524	\$3,482,326	\$85,195	\$1,373,622

Explanation of Revenues

Community Wellness and Prevention received approval for a no-cost extension to its funding from the federal American Recovery and Reinvestment Act (ARRA) grant "Communities Putting Prevention to Work"; the Program receives 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; the Program received a grant from the National Association of Chronic Disease Directors (NACCD) to enable local communities to address chronic disease risk factors; the Program received a grant from Kaiser Permanente to continue implementation of its Healthy Retail Initiative; and the Program receives county general fund.

ARRA Communities Putting Prevention to Work (ends Mar 2013): \$815,000

State Tobacco Prevention grant: \$397,405

Fed/State Health Communities grant: \$81,250

Federal NACCD Achieve grant: \$20,000

Kaiser Permanente grant: \$59,967

County General Fund: 419,667

Significant Program Changes

✔ Significantly Changed

Last year this program was: #40047, Community Wellness and Prevention

Federal funds through Communities Putting Prevention to Work will ramp down during FY13, resulting in significant program changes: 1) reduction of staffing including 3.5 FTE health educator, 1.50 FTE program coordinators, and 2.0 FTE program supervisors, 2) end of contracts with a network of over thirty community partners including school districts, community-based organizations, and governmental entities, 3) scaled back "It Starts Here" campaign. The Communities Putting Prevention to Work funding was meant to catalyze two years of intensive health promotion activities and job creation across the county which it has successfully accomplished. The Health Department is actively working to maintain a scaled back, yet still impactful program.