



# An Environmental Approach to Community Health

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Prevention  
Institute

# QUALITY Prevention is the Prescription



# What's Health Got to Do With It?



# Wendy's

**BEAT DIABETES  
BUY 5 JR FROSTYS  
FOR \$1**



*Photo Courtesy of Latino Health Access*



*Photo Courtesy of Latino Health Access*









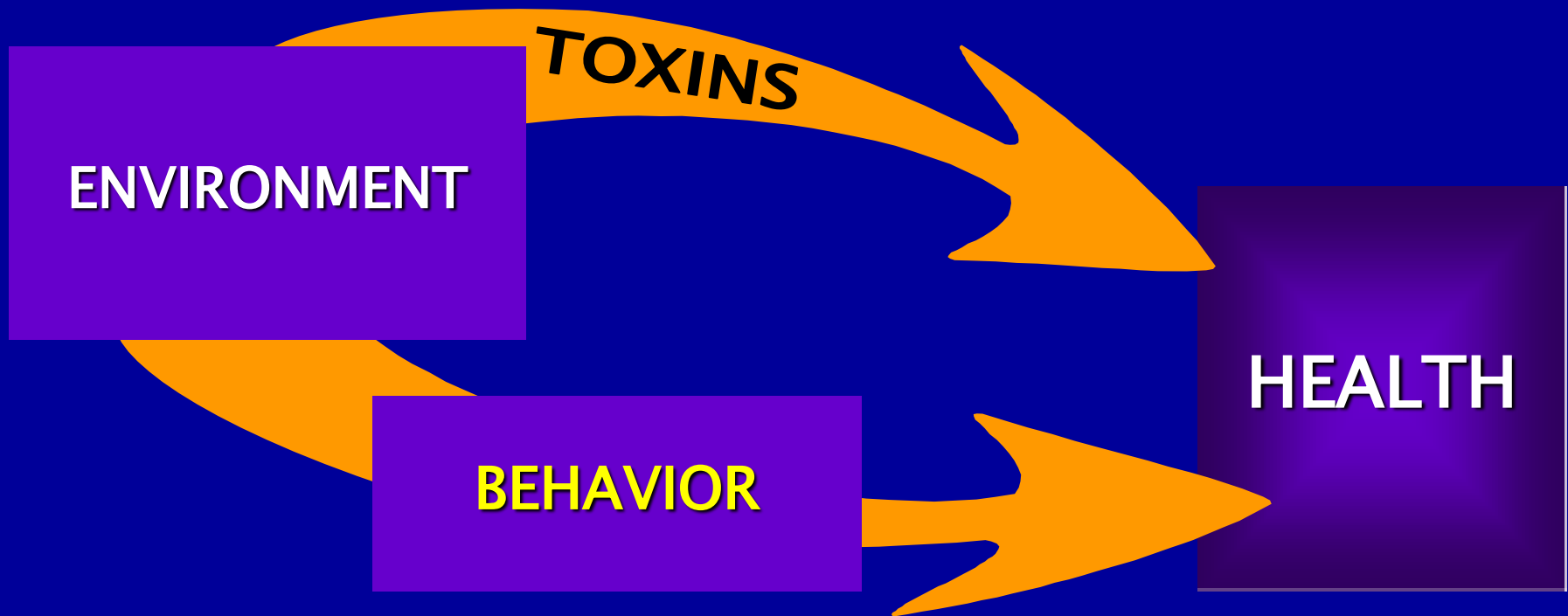
**5 or more servings of fruits and vegetables a day...**





**...at least 30 minutes, 5 or more days per week**





“ It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine



# Prevention

a systematic process that reduces the frequency and/or severity of illness or injury.

## Primary Prevention

*Promotes healthy environments and behaviors to prevent problems from occurring before the onset of symptoms*

# MOVING UPSTREAM

A photograph of a river flowing through a forested area. In the background, a bridge with multiple spans is visible. The river has some rapids and rocks in the foreground. The sky is overcast.

**“We are still standing  
on the bank of the river,  
rescuing people  
who are drowning.  
We have not gone to  
the head of the river  
to keep them  
from falling in.  
That is the  
21st century task.”**

***Gloria Steinem***

# Take 2 Steps to Prevention

Environment

Exposures  
& Behaviors

Health Care  
Services







Photo courtesy of [http://tycohealth-ece.com/files/d0003/ty\\_rn33d7.jpg](http://tycohealth-ece.com/files/d0003/ty_rn33d7.jpg)

# Causes of Death

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**Heart Disease**

**Cancer**

**Stroke**

**Diabetes**

**Injuries & Violence**



# Medical Care Alone Cannot Reduce Illnesses, Injuries and Inequities

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- ◆ Not the primary determinant of health
- ◆ Treats one person at a time
- ◆ Often comes late; can't always restore health

# The 1<sup>st</sup> step ...



Environment

Exposures  
& Behaviors

Health Care  
Services



# Making Links to Exposures & Behaviors

Diet &  
Activity  
Patterns



Tobacco



Alcohol  
& Drugs



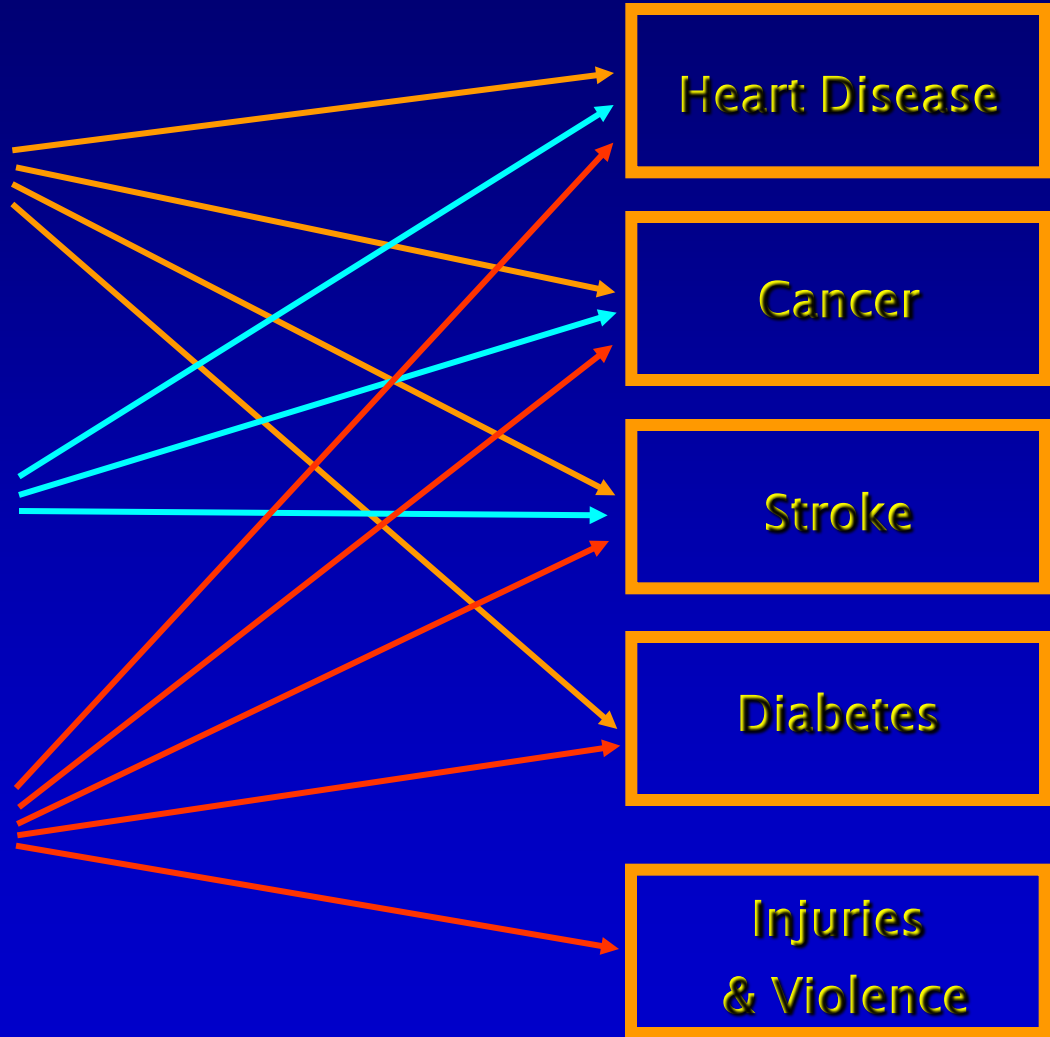
Heart Disease

Cancer

Stroke

Diabetes

Injuries  
& Violence



**SOURCE:** McGinnis JM , Foege WH. Actual causes of death in the United States.  
*Journal of the American Medical Association.* 1993; 270: 2207-2213.

# Let's take another step ...



Environment

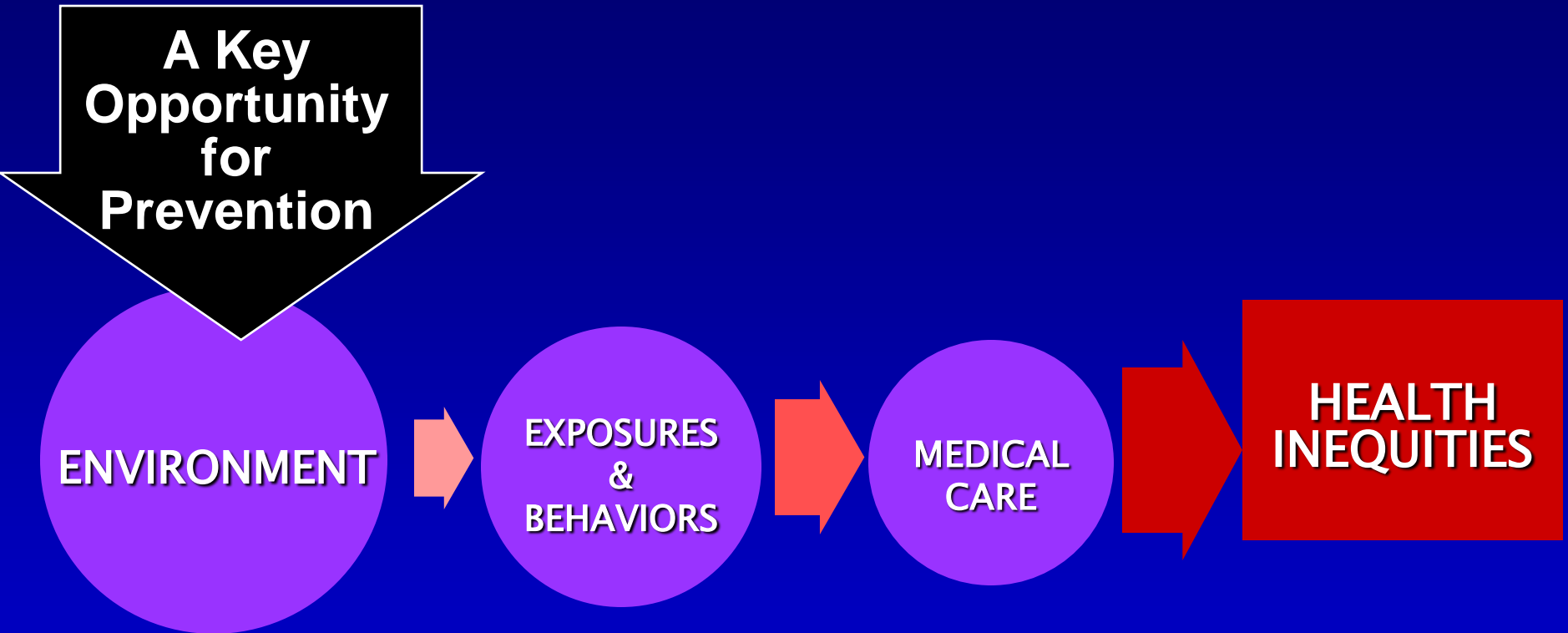
Exposures  
& Behaviors

Health Care  
Services





# The Trajectory of Health Inequities: Two Steps to Prevention



# ***A National Movement***

# Communities Putting Prevention to Work

**\$402.9 Million to 50 Communities**



**“Simply put, in the absence of a radical shift towards prevention and public health, we will not be successful in containing medical costs or improving the health of the American people.” - *President Obama***





# Community Transformation Grants

**“prioritizing strategies to reduce racial and ethnic disparities, including social, economic, and geographic determinants of health”**



# Let's Move! Initiative: Four Pillars

*Access to Affordable, Healthy Food*



*Healthier Schools*



*Physical Activity*



*Healthy Choices*



# Cherokee Nation CPPW Tobacco Control

*Cherokee Nation, OK*



**Cherokee Challenge, Tulsa Run 2010**

# Kids' Meals Toy Ordinance

*Santa Clara County, CA*





# Joint Use of Recreational Facilities

*Pitt County, NC*



# Farm to School

*Callaway, MN*

- ◆ Reservation based farm to school program
- ◆ Facilitates recovery of the White Earth Indian Reservation land base
- ◆ Preserves and restores traditional practices of land stewardship





# Teton Valley Trails and Pathways

*Driggs, Idaho*



# Revitalizing Traditional Food Systems

*Tohono O'Odham Nation*

- ◆ Getting traditional foods into worksites, schools, and other institutions
- ◆ Educating community members about traditional physical activity events such as harvesting wild foods and cultivated traditional foods.
- ◆ Bringing key players together to promote a common vision of wellness.
- ◆ Pilot projects that would allow some of the commodities



# NORMS

more than a habit

based in  
culture & tradition

sanction behavior

taken for granted

attitudes,  
beliefs,  
ways of being

behavior shapers

communicate regularity  
in behavior

# Prevention Works

- ◆ *Child Restraint and Safety Belt Use*
- ◆ *Smoking Prevention*
- ◆ *Minimum Drinking Age Laws*
- ◆ *Childhood Immunizations*
- ◆ *Motorcycle and Bicycle Helmet Laws*
- ◆ *Reduced Lead Levels in Children*





# Oh, Britney...





20,679\* Physicians

say "LUCKIES are  
less irritating"

"It's toasted"

Your Throat Protection  
against irritation against cough

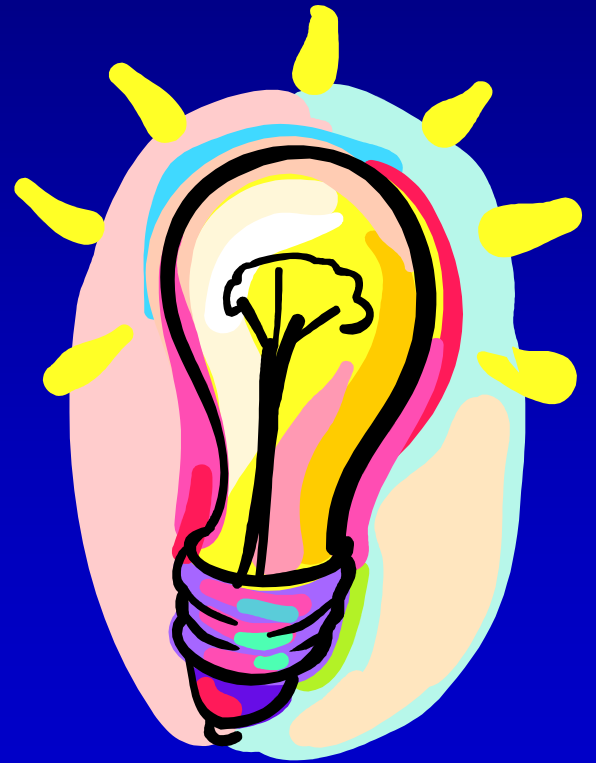
\*The figures quoted have been  
checked and certified to by  
LYBRAND, ROSS BROS. AND  
MONTGOMERY, Accountants  
and Auditors.

# Truth Campaign



“The ideas of  
one generation  
become the  
instincts  
of the next.”

*D.H. Lawrence*















# Prospect Park *Before* Revival

Brooklyn, NY





# Prospect Park Revival

Brooklyn, NY



# TOOLS



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# The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

# ENACT



Environmental  
Nutrition and  
Activity  
Community  
Tool



Printed Courtesy of  
The California Obesity Prevention Initiative



# Community Centered Health Homes

## Community-Centered Health Homes

**Bridging the gap between health services and community prevention**

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Prevention Institute is a nonprofit, national center dedicated to improving community health and well-being by building momentum for effective primary prevention. Primary prevention means taking action to build resilience and to prevent problems before they occur. The Institute's work is characterized by a strong commitment to community participation and promotion of equitable health outcomes among all social and economic groups. Since its founding in 1997, the organization has focused on injury and violence prevention, traffic safety, health disparities, nutrition and physical activity, and youth development. This, and other Prevention Institute documents, are available at no cost on our website.

# Prevention Institute

Putting prevention  
at the center of community well-being

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