An Environmental Approach to Community Health

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QUALITY

Prevention is the Prescription
What’s Health Got to Do With It?
BEAT DIABETES
BUY 5 JR. FROSTYS
FOR $1
Photo Courtesy of Latino Health Access
my kinda shoppin' spree

Dollar M Menu

Price and participation may vary.
5 or more servings of fruits and vegetables a day…
...at least 30 minutes, 5 or more days per week
Fat for Life?

Six Million Kids Are Seriously Overweight. What Families Can Do.

By Geoffrey Cowley & Sharon Begley
ENVIRONMENT → TOXINS → BEHAVIOR → HEALTH
“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
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

“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

Photo Source: http://static.flickr.com/90/207590972_a30260c293_b.jpg
Take 2 Steps to Prevention

Environment

Exposures & Behaviors

Health Care Services
Causes of Death

- Heart Disease
- Cancer
- Stroke
- Diabetes
- Injuries & Violence
Medical Care Alone Cannot Reduce Illnesses, Injuries and Inequities

- Not the primary determinant of health
- Treats one person at a time
- Often comes late; can’t always restore health
The 1st step ...

Environment

Exposures & Behaviors

Health Care Services
Making Links to Exposures & Behaviors

Diet & Activity Patterns
- Heart Disease
- Cancer
- Stroke
- Diabetes
- Injuries & Violence

Tobacco

Alcohol & Drugs

Let’s take another step ...

Environment

Exposures & Behaviors

Health Care Services
A Key Opportunity for Prevention

The Trajectory of Health Inequities: Two Steps to Prevention

- Environment
- Exposures & Behaviors
- Medical Care
- Health Inequities
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
“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

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

Callaway, MN
Teton Valley Trails and Pathways

Driggs, Idaho
Revitalizing Traditional Food Systems

- 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

Tohono O’Odham Nation
NORMS

more than a habit

based in culture & tradition

taken for granted

behavior shapers

sanction behavior

attitudes, beliefs, ways of being

communicate regularity in behavior

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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 by
LYBRAND, ROSS, BROWN, AND MONTGOMERY, Accountants.

Prevention Institute
Truth Campaign

NO WONDER TOBACCO EXECUTIVES
HIDE BEHIND SEXY MODELS

WARNING: Their brand is lies. Our brand is truth
“The ideas of one generation become the instincts of the next.”

D.H. Lawrence
Prospect Park *Before* Revival

Brooklyn, NY

Photo: Librado Romero/The New York Times
Prospect Park Revival

Brooklyn, NY

Photo: Librado Romero/The New York Times
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 movement 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.
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