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2 OF MAKING years HEALTHY LIVING EASIER

Pima County Communities Putting Prevention to Work

2010–2012



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CPPW Overview

Communities Putting Prevention to Work (CPPW) was a national initiative of the Centers for Disease Control and Prevention (CDC), administered by the U.S. Department of Health and Human Services as part of the American Recovery and Reinvestment Act of 2009. Community health departments were invited to submit proposals to address the prevention of obesity, tobacco use, or both, via population and evidence-based strategies. In March 2010, Pima County was one of 44 initial communities nationwide to receive a two-year CPPW grant, to address community-based obesity prevention. An additional six communities were subsequently funded under the Affordable Care Act.

Pima County CPPW efforts focused on preventing or reducing the spread of obesity and related diseases by increasing opportunities for improved access to healthy, affordable food and safe physical activity via policy, systems and environmental change.

Policy, Systems and Environmental Change – “Making Healthy Living Easier”

For many years, public health programs have focused on informing individual behavior and helping individuals modify their decision making with mixed success. Unfortunately, being healthy is not just about individual choices, but also about the options and choices available to individuals within a community. People make decisions based on what they know, what is available, what is affordable and what is convenient.

For many in the community, systems and environments exist that favor unhealthy choices or present barriers to healthy eating and active living. If, for instance, the only source of food in a neighborhood is a convenience store, residents of that neighborhood without a personal vehicle will find it very difficult to purchase affordable fresh produce. Walking in neighborhoods without sidewalks, or playing outdoors when there are no parks or green spaces can be unsafe and unappealing.

Policy, systems and environmental change is a way of modifying the environment to make healthy choices easy and accessible to



Communities Putting Prevention to Work

Making healthy living easier.

all community members. By changing and shaping the policy environment, the systems, and even the physical landscapes, a large-scale and sustainable impact can be made that outlasts the grant program and has effect far beyond that of an individual-based program. By changing policies, systems and/or environments, communities can help tackle health issues like obesity, diabetes, cancer and other chronic diseases.

Individual choice is the bottom line when it comes to personal health behaviors like eating and exercising, but by addressing barriers at the community level, programs such as CPPW provide opportunities and encouragement for Pima County residents to make healthy, informed and affordable choices.

Why federal funding for obesity prevention?

Obesity is one of the most significant and multi-phased public health risks facing communities today. Obesity reduces quality of life by limiting mobility, curtailing activity, increasing anxiety, depression and isolation, and creating a financial burden for those suffering from this condition. Obesity increases the risk of illness and death through diseases such as diabetes, heart disease, cancer and arthritis, shortening the lives of many of our neighbors. Obesity is driven by genetics and behavior, by the individual and the environment, and by choice and opportunity.

CDC data shows that the prevalence of obesity among adults has increased by 50 percent over the last three decades, while childhood obesity rates have tripled. Despite ongoing education and a general understanding of the importance of eating

healthy foods and exercising more frequently, obesity rates continue to climb and contribute significantly to chronic conditions such as diabetes and heart disease. In 1990, no state in the union reported adult obesity rates greater than 15 percent. By 2000, 22 states had adult obesity rates exceeding 20 percent, and as of 2010, the obesity rate in 12 states has surpassed 30 percent and only one state, Colorado, can claim an adult obesity rate below 20 percent.

Annual spending on obesity and related health care costs is estimated at \$147 billion per year, or nearly \$500 per every man, woman and child in the United States. That equates to nearly \$500,000,000 spent in Pima County per year, the majority of which is taken out of the local economy that could have been used to purchase local goods and services. Reports indicate that 75 percent of all health care costs are due to chronic conditions including obesity and related diseases like diabetes, heart disease and arthritis.

Obesity and related diseases also cost local employers in the form of increased health care premiums, decreased productivity and increased employee absenteeism due to serious and legitimate health conditions. It is estimated by the Journal of Occupational and Environmental Medicine that the loss of productivity among full-time workers alone costs United States employers \$73.1 billion per year. The cost of obesity is staggering and, if left unchecked, will continue to rise.

Worse still is the impact of obesity on the young. Adding to the serious consequences detailed above, obese and overweight youth suffer from even greater rates of depression, anxiety, damaged self-esteem and increasing isolation. It has been predicted that if obesity trends continue at this pace, today's children will be the first generation in modern U.S. history to have a shorter life expectancy than their parents.

Nationwide, the CPPW program spent approximately \$1.20 per capita to address the obesity epidemic, a modest investment with potentially significant long-term health and economic benefits, and a fraction of the amount spent promoting unhealthy beverages alone.

Funding

The Pima County Health Department received a grant for \$15.75 million in March 2010 from the U.S. Department of Health and Human Services for the two-year Communities Putting Prevention to Work initiative. This reimbursement-based grant was awarded on the basis of a lengthy application and vetting process begun in 2009, building on the public health expertise and past successes of multiple collaborating organizations to properly and

appropriately implement this program. Pima County has made every effort to provide local economic impact under this program, as expected of all ARRA-funded initiatives, and proudly chose local agencies, vendors and suppliers whenever possible.

Sub-recipients

CPPW was developed and administered by the Pima County Health Department

(PCHD), in partnership with Activate Tucson, a coalition of public, private and not-for-profit agencies advancing healthy eating and active living in Pima County. In order to reach out to the entire Pima County population, PCHD contracted with the following agencies to implement program initiatives:

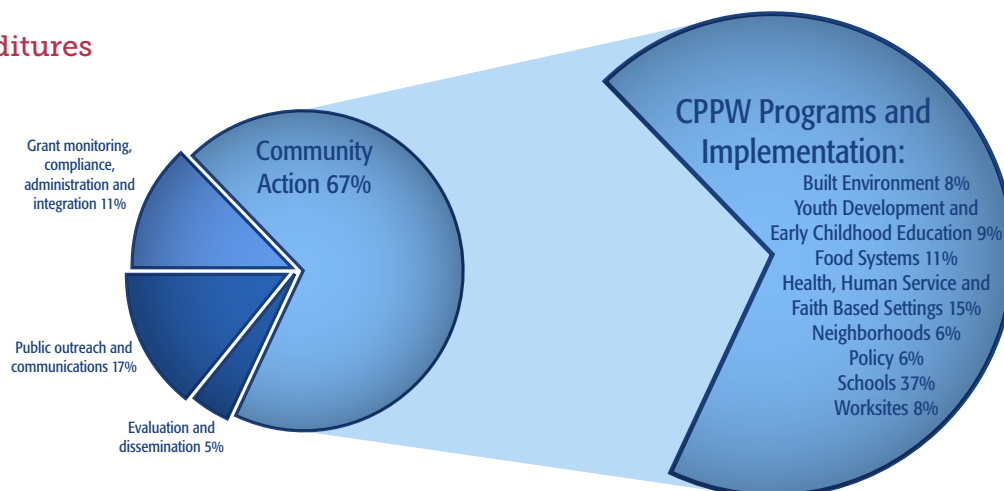


Scope of Impact

Built Environment
Evaluation
Food Systems
Health, Human Services and Faith-Based
Neighborhoods
Policy
Schools
Worksite Wellness
Youth Development & Early Childhood Education

The Drachman Institute, University of Arizona
Mel & Enid Zuckerman College of Public Health, University of Arizona
The Community Food Bank of Southern Arizona
Carondelet Health Network
PRO Neighborhoods, United Way of Tucson and Southern Arizona
Mel & Enid Zuckerman College of Public Health, University of Arizona
Center for Physical Activity and Nutrition, University of Arizona
YMCA of Southern Arizona
United Way of Tucson and Southern Arizona

CPPW Grant Expenditures



CPPW Jobs

As part of the American Recovery and Reinvestment Act, this program was expected to create jobs for Pima County residents. The Pima County CPPW program created over 75 positions across multiple agencies and employers, and program

expenditures including printing, media production, supply purchases and the like are estimated to have created or sustained at least 50 additional "indirect jobs" in both the public and private sector, resulting in 125 "Full-Time Equivalent" (FTE) jobs. The

median compensation for directly created positions was \$36,000, not taking into account benefits, providing a living wage for those employed under the program.

CPPW Objective Summary

The CPPW program required the development of a Community Action Plan, a collection of milestone activities and outcome objectives that would drive the work of the local CPPW teams. Each community was provided the opportunity to create a customized action plan that would address the needs of that specific community. With a clear focus on the importance of

personal choices and maximizing opportunities to make healthy choices, the Pima County CPPW program developed a 23-objective plan with nearly 300 milestone activities intended to address changes in our community that make healthy living easier where we live, work, play and pray.

Through a collaborative partnership with community-based organizations, the Pima County Health Department worked to achieve the following strategies to help reduce obesity via healthy eating and active living in Pima County throughout the two-year CPPW grant:

- Provide safe, attractive, accessible places for physical activity and increase access to healthy, affordable food in neighborhoods, schools, worksites and community gathering places;
- Highlight and implement built environment changes that encourage safe physical activity and increase access to healthy foods via participatory design of neighborhood-level initiatives, developed in conjunction with neighborhood leaders and addressing the needs of the community;
- Support production and affordable distribution of locally grown food by:
 - Developing or expanding home, school and community gardening throughout Pima County;
 - Expanding farmers' market opportunities and locations, developing policies and systems that encourage market use and promote consignment sales at
- markets by local growers;
- Enhancing the redemption of WIC and SNAP/EBT benefits at farmers' markets.
- Develop schools, worksites, faith-based settings and health care venues into centers of wellness by:
 - Creating and implementing wellness policies and environmental changes that support healthy eating and active living, improving the health, performance and quality of life of participants;
 - Assist schools, child-care facilities
- and out-of-school settings in implementing comprehensive programs that increase physical activity and improve nutrition for children of all ages;
- Assist in the development of organizational policies or systems that promote healthy choices;
- Develop and implement outreach materials that promote healthy eating and active living, identify barriers or obstacles to overcome, and encourage residents to make healthy choices.



"So we have to make the healthy choice the easy choice and the default choice. So that it's just as easy to do

something healthy as it is to do something unhealthy."

~Annemarie Medina, Corporate Wellness Director, YMCA of Southern Arizona

Action for Healthy Food

The availability of affordable, healthy food is a key component in preventing obesity. The prevalence of inexpensive, calorie-dense foods that lack sufficient nutrient balance for healthy living can lead to poor eating choices – or worse yet, become the only eating choices available to some residents. Data from 2010 shows that more than 240,000 Tucsonans live at or below the federal poverty level, often resulting in uncertainty over where the next meal will come from, let alone whether or not it will be healthy.

The Pima County Health Department partnered with the Community Food Resource Center (CFRC) at the Community Food Bank of Southern Arizona (CFB) to build a community where all people at all times have access to sufficient food for a healthy life, creating a food-secure community. CFRC works to create a more

What is food security?

Community food security is a condition in which all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes community self-reliance and social justice.

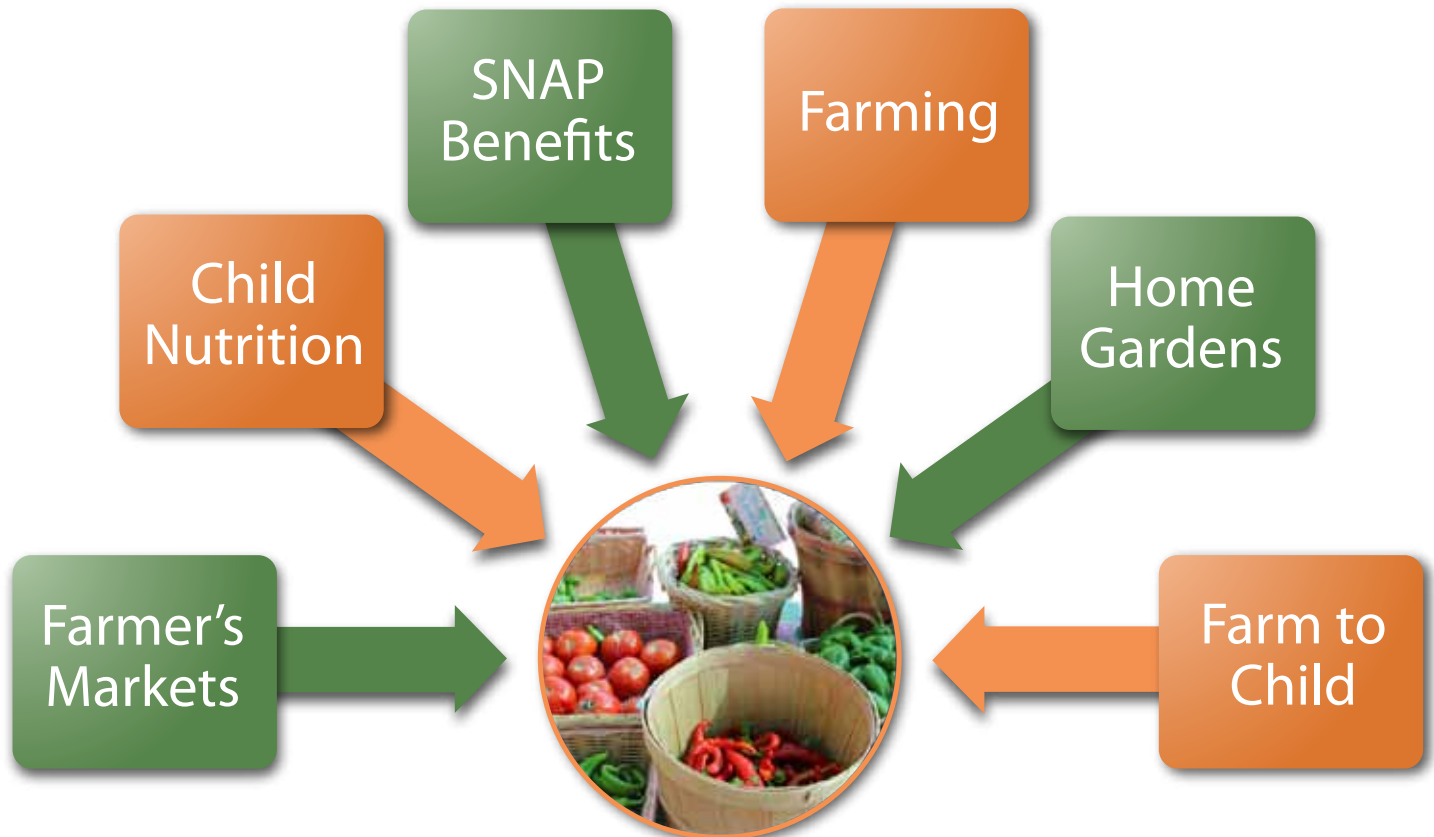
~Mike Hamm and Anne Bellows,
Community Food Security Coalition

resilient food system – where people can use multiple tools to avoid hunger during times of economic instability. In its role to improve food systems in Pima County as part of CPPW, the Community Food Bank's primary goal was to increase access to healthy food and provide the tools and resources for residents to become food sufficient. This effort involved expansion of existing gardening

programs, development of additional markets and food distribution methods, technical assistance in the installation of hundreds of home, community or school gardens, and even providing expertise on composting to enhance the fertility of the soil. Community Gardens of Tucson, a local nonprofit organization, and dozens of schools, neighborhoods and faith-based settings also participated in the process to improve food security in Pima County through the development of home, school and community gardens.

The CPPW team and community partners participated in widespread efforts to enhance Pima County food security. Areas of focus included farmers' markets, garden installation, education, food distribution and composting.

Strategies for creating greater access to healthy foods:



Farmers' Markets

Markets offer a variety of food and locally-made non-food items, and include produce from the CFB farms and gardens, as well as from dedicated growers and small consignment gardeners. Customers can also enjoy live music every week and educational workshops, children's activities and special events several times a month. Market highlights under CPPW include the following:

- A new year-round farmers' market was established at El Pueblo Park, providing access to healthy, locally grown fruits and vegetables to the neighborhoods surrounding this park and transportation hub;
- Multiple farm stands – small, mobile markets operating on a semiweekly or monthly schedule, were piloted in areas across Pima County;
- All CFB farmers' markets, including the new market and farm stands, have EBT machines, allowing use of debit/credit cards and SNAP (formerly food stamps) benefits, and all accept WIC vouchers. A special promotion increased SNAP benefit redemption by 80 percent, insuring healthy food availability for families in need;
- Over 40 farmers' market vendors have earned more than \$130,000 in sales since July 2011, providing an economic benefit and incentive for continued participation in gardening and farmers' markets;
- Expanded promotion of the CFB Consignment program, giving gardeners and small farmers an opportunity to sell their surplus produce, in even very small amounts, at CFB farmers' markets. This allows home gardeners the opportunity to subsidize their gardens and increase the amount of fresh local produce in the local market.

Gardens

As a result of CPPW initiatives, new gardens are blooming all over the desert, producing thousands of pounds of fresh produce.

- Since the start of CPPW, CFB, the Community Gardens of Tucson, and other school and community organizations have:
 - Installed 49 school and community gardens, each with a garden committee or organization that



oversees operations and ensures sustainability;

- Created over 500 new home and container gardens;
- Enrolled over 3,500 residents in gardening classes and added over 600 new gardening cooperative members.

On average each home garden produces around 20 lbs., or 100 servings of vegetables each month! The 311 new plots established by Community Gardens of Tucson alone provide over 18,000 square feet of growing space. Early estimates indicate over 102,570 servings

of fresh, locally grown produce has sprung from these gardens. This doesn't take into consideration the new Las Milpitas de Cottonwood Community Farm, a wonderful resource for the community that will dramatically increase urban agriculture in Pima County for years to come. With gardens being developed in parks, faith-based settings, schools and community centers, residents are being exposed to not only the health benefits, but also the social and recreational aspects of gardening.

Education

A food-wise community is needed to establish and maintain food security, and education is a key element of creating a food-wise community. To this end, CPPW and CFB partnered to expand garden workshops and the garden mentor program.

- CFB regularly offers free food production workshops. During the two years of the CPPW grant, 3,516 people attended at least one workshop on gardening, raising livestock or food preservation and cooking.
 - CFB leads the way in innovative

Action for Healthy Food

water conservation in agriculture, by teaching community members how to irrigate with drip irrigation, rainwater, greywater, mulching and watering below the soil surface, and demonstrating these techniques in our own operations. They also teach and promote the use of native food crop variety, which are adapted to thrive in dry conditions.

- In an effort to expand the reach and support of new gardeners, CFB created a Garden Mentor program. Mentors commit to working with a new gardener for at least a year. Fourteen Garden Mentors participated in the first year of the program.

Food Distribution

In addition to the expansion of the farmers' market program, CPPW and CFB worked to expand distribution of healthy food to the community – specifically children. Working alongside child-care facilities, the Community Food Bank developed a Farm-to-Child program to expand access to

Creating a Food Secure Community



Did you know?

If Southern Arizona residents each spent \$5 more per week on local food, this would generate:

- \$287 million annual income
- 7,000 new jobs at \$40,000 per year

By the numbers:

- 24 percent of CFB farmers' market sales are made using assistance program benefits such as SNAP or WIC, and all sales are of fresh, healthy, locally grown items
- CFB farmers' markets receive 100 percent of Pima County farmer's market SNAP purchases
- 85 percent increase in the redemption of SNAP benefits at CFB farmers' markets
- 83 percent of Senior Arizona Farmer's Market nutrition voucher checks are redeemed at CFB markets

and consumption of healthy food by our youngest community members.

- CFB established locally developed healthy snack guidelines in conjunction with area stakeholders and established relationships with wholesalers of healthy food to provide a sustainable source of food. Child-care providers enroll in the Farm-to-Child program and receive regular deliveries of tasty, healthy food appropriate for consumption by children. Approximately 70 percent of the food delivered is fresh produce, and 21 percent is whole grain.
- Average meal costs are under \$1.00, and healthy snack costs are less than 70 cents, well below state-level reimbursement rates, ensuring that the healthy choice is an easy choice and an affordable choice.
- The program also provides child care providers with instruction and education on cooking healthy foods and improving nutrition within their facility.

- The success of the program and the value of its goals led to private donors providing funding that will sustain this program from the end of the CPPW grant through at least 2014.



"We got some funds from CPPW, and some assistance. We were able to just turn all of this ground, to

bring in compost, to organize community meetings – just to really bring the community together, which I think is the basis of this grant ... so we can have a healthier, better-fed community."

~Bill Carnegie, CEO, Community Food Bank of Southern Arizona, on Las Milpitas de Cottonwood Community Farm



Meet Diana Teran

Owner of La Tauna tortillas. She became a vendor at the CFB markets in July 2011. Every week, her family helps her to prepare a variety of healthy whole wheat tortillas. In four short months, the public exposure and loyal customer

base that she gained brought her so much attention that restaurants and four grocery stores around Tucson now sell her products. Diana's business is beginning to bring in enough income to sustain her family of five!



"My children are so interested in the vegetables we're growing and harvesting and bringing back to our home,

where before it was really difficult to have them eat salads and veggies. Now they know where their food comes from; they water it and take care of it and really enjoy eating healthier foods."

~Anne Haefle, Community Gardener

Pima County Food Systems Alliance

The Pima County Food Systems Alliance coalition was formed in 2011 with the mission to achieve an integrated, regional food system that promotes

community-based strategies to increase access to healthful food. The Alliance is an open membership network comprised of a variety of groups and individuals – including but not limited to farmers, chefs, restaurants, schools, educators, youth, gardeners, researchers, food banks, health professionals, attorneys, nonprofits, activists, and consumers.



The Alliance works in a collaborative manner to serve as a space to invite discussion and foster learning and education for those who are directly affected by food insecurity, as well as legislative decision makers, about food policy. The Alliance aims to support food producers and fair wages in an environmentally conscious manner, and actively work to ensure that fresh, healthful food is widely available to all residents in Pima County.

Double Your SNAP/ Food Stamp Dollars

at any Food Bank Farmers' Market

882-3304 for more info

Receive a dollar-for-dollar
match, up to \$20
per visit!



Made possible by funding from the Pima County Health Department
via the U.S. Department of Health and Human Services



~ *Francisca C.*

~ Alan C., local youth

~ Anne H.



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Action for Healthy Schools, Youth Development, and Early Childhood Education

Schools

More than 125,000 students in Pima County now have access to healthier foods and physical activity due to CPPW efforts in County public schools. In partnership with the University of Arizona's Center for Physical Activity and Nutrition, CPPW engaged nearly 200 schools within 13 districts in the process of creating a healthier environment in which to learn. This was accomplished by providing equipment, programs, training and technical assistance to increase the amount of physical-activity time and nutrition education that students received, as well as support access to healthy foods.

Schools across Pima County embraced the opportunity to implement healthier options, and 150 Health Advisory Councils were established at schools in 13 districts. In addition, 129 schools achieved Healthy School Zone status and are proudly displaying banners designed in a student contest.

Goal

The overarching goal of CPPW school initiatives was to establish and promote school environments that support healthy eating and physical activity. With students spending as much as 25 percent of each year in school settings, and with the clear links between health and academic performance, making schools healthy environments serves the best interests of the students, their families and the community. It's beneficial for the staff and faculty as well!

Strategies

In order to reach the goal, the CPPW Schools Team employed diverse strategies to improve opportunities that engage youth in healthy eating and active living. Some of those strategies include:

- Providing suitable facilities, equipment and education for healthy eating
- Establishing safe spaces, equipment and facilities for physical activity
- Advocating for policies that avoid using physical activity as punishment and food items as rewards
- Offering only nutritious and appealing foods in school cafeterias and other school venues
- Strengthening district-level wellness policies
- Providing resources and training that help teachers give more nutrition education in classrooms
- Encouraging districts to stock only healthy options in campus vending machines
- Distribution of nearly 100,000 health focused student planners across Pima County, a tool that not only keeps students organized but also includes advice and activities for healthy eating and active living
- Involving parents and families in the process of making healthy school changes
- Providing an employee wellness program for all school staff members

Teacher Education

Teachers across Pima County were trained in multiple programs that help incorporate physical activity and nutrition education into the school day without drawing time from the existing curriculum. Nearly 200 teachers who served as Wellness Coordinators in over 160 schools were given professional development training and technical assistance. The Schools Team conducted 2,594 hours of face-to-face training with these Wellness Coordinators covering evidence-based programs such as CDC's Coordinated School Health, Fuel up to Play 60, Fitness for Life, Summer Nutrition Institute, Youth Leadership, ENERGI systems, Active-Healthy Schools,



Action for Healthy Schools, Youth Development, and Early Childhood Education

Healthy Classrooms-Healthy Schools, Life in Balance, Jump Start Teens and Structured Recess/CATCH. Implementing all these programs creates a sustainable way to engage students in nutrition education and physical activity promotion while taking into account the decreased resources available to schools.

Student, Staff and Faculty Engagement

The participation and “buy in” of students and staff is vital to maximize the effectiveness and sustainability of wellness policies and programs. The input of students, families, faculty and staff in the development of wellness initiatives was the driving force in at least 166 Pima County public schools. School Health Advisory Councils, including faculty, staff and community members, were created at 150 schools to assess school health and identify opportunities for improvement. Forty-one of those schools had Student Wellness Advocacy Teams (SWAT) formed and led by middle and high school students invested in creating a healthier environment, trained by the Schools’ Team at two-day and one-day camps in physical activity and nutrition education, and challenged to lead in their schools and in neighboring elementary schools.

Produce Bars

Over 70 produce bars were installed in 59 schools in eight school districts, providing students the opportunity to self-select fresh fruits and vegetables during breakfast or lunch. By allowing the students to make decisions about the food they put on their trays, they are more inclined to actually eat those items instead of simply throwing them away, improving their intake of healthy foods. The schools receiving produce bars were also provided educational support, including advice and training from other local school food service personnel, materials such as point-of-decision posters, and access to a newly developed coalition of Pima County school food service directors.

School Gardens

Twenty-three new school gardens have cropped up across Pima County, teaching students about food production and



nutrition as well as providing fresh produce for consumption, sale or educational activities in the classroom. In 2011 the food code was clarified, insuring that food produced in school gardens could be used in all of these roles, and more than one school took the opportunity to make a positive change in their local food environment. Some schools are even hosting markets to sell some of the produce grown on their campus! A conference for teachers by the Schools Team provided Jr. Master Gardener curricula and other school garden materials to attendees.

Physical Activity

Wellness Coordinators and SWAT teams helped secure activity programs and equipment for over 160 schools. Fitness for Life programs engage elementary school children in every classroom in fitness breaks throughout the day and more, and other similar programs achieve the same goal in middle and high schools. Schools were provided equipment sets such as CATCH (physical education and activity equipment), ENERGI systems (par course stations), and interactive technology (such as X-Box Kinect) to increase participation in physical

activity. Additionally many schools chose to use their Healthy School Zone funds to purchase equipment such as bikes/helmets, portable basketball systems, and soccer and volleyball equipment.

Other Built Environment Changes

In addition to the installation of school gardens, other physical environment changes have been made in area schools. Through a participatory process led by the Schools and Built Environment teams, Pima County public schools worked to identify barriers to physical activity and healthy eating, and propose solutions that make school grounds more livable spaces. Sustainable and appropriate solutions were developed and included environmental changes such as outdoor learning areas, shade trees and orchards, playscapes and, even in one instance, a bike skills course. The CPPW teams also worked with school districts and neighborhoods to allow public access to school facilities outside of school hours.

CPPW Has Made Lasting Impacts in Schools

Benefitting an estimated 125,000 students:

- Physical activity integrated throughout the day, resulting in increased physical activity
- Nutritional education integrated across the curriculum, teaching students how to make healthy food choices
- More fruits, vegetables and whole grains in many lunch programs
- 41 Student Wellness Advocacy Teams (SWAT) in middle and high schools and "big kids teach little kids" programs in elementary schools
- 185 Wellness Coordinators trained and motivated to leverage additional resources for wellness
- Quarterly Wellness Weeks institutionalized at over 150 public schools across the county
- Local District Wellness Policies within 12 districts evaluated with WellsAT. Five districts strengthened and implemented their policies with School Board approval, with other districts still in process.
 - Stronger District Wellness Policies are the most pervasive, long-lasting change CPPW assisted with to ensure the health and academic success of students!

Healthy School Zone!



It All Adds Up

Throughout the life of the two-year CPPW initiative, more than \$2.6 million in equipment and resources was invested in Pima County schools to improve nutrition and physical activity opportunities for all students. That investment will continue to be sustained by school staff and students, transforming schools into centers of wellness across the community.

Youth Development

The United Way of Tucson and Southern Arizona led CPPW efforts to expand youth development programs in out-of-school time (OST) environments. The objective of these efforts was to engage youth and OST program coordinators in assessing their health environments and identifying changes that promote healthy nutritional and physical activity improvements.

CPPW Goals for Lasting Impacts in OST Programs:

- More physical activity equipment and curricula available to programs
- Cooking activities integrated into nutrition education
- Youth-led nutrition and physical activity programs to raise awareness and create youth leaders
- Staff development and mentoring in quality nutrition, physical activity, and youth development programs
- Media literacy methods in nutrition education curriculum
- Wellness policies developed or strengthened, then implemented

CPPW Local Champions

Education and Schools Champion

The overarching goal of the Pima County Wellness Coalition is to decrease obesity and improve the health of Pima County children by changing school environments and policies for long-term, sustainable impact. The Wellness Coalition is comprised of District Wellness Coordinators, Food Service Directors, Nurses, and Health Directors from across 13 school districts.

Youth Health Leadership Teams (YHLT)

The United Way led the development of Youth Health Leadership Teams (YHLT) at 10 after-school sites across the county, training students and adult coordinators in leadership skills, physical activity, nutrition education, and action plan implementation. The objective of the YHLT program is to encourage youth to find their voice and take an active role in improving their environment, creating leaders that inspire their peers to make healthy decisions and preparing themselves to be effective and influential adults. The YHLT system also serves to increase activity and healthy eating among youth, and promotes professional development for OST program providers.

YHLT team members and their adult coordinators participated in a two-day

Action for Healthy Schools, Youth Development, and Early Childhood Education

Healthy Habits Camp, providing valuable skills and ideas the students took back for implementation at each of their schools. Each of the after-school sites developed youth-led action plans focusing on both nutrition and physical activity. Some examples of the Action Plans developed include:

- Promoting healthy snack bars
- Developing a family health challenge
- Creating family recipe cookbooks
- Organizing and participating in a "Move Your Body" flash mob
- School/community gardens
- Community bike ride day
- Youth-led nutrition lessons
- Presidential Active Lifestyle Award (PALA) challenge
- Salsa competition
- Promoting and participating in 5k and 1-mile runs
- Organizing and staffing food demonstration stands calling attention to nutritional information
- Planting shade trees along walking paths

Youth in Action

Youth in Action is a program that engages youth into becoming change agents in their communities by using photography to assess their nutrition and physical activity environment. From there, youth showcase their photos through exhibits, galleries, or health fairs. The intention is to involve local community members in the process of listening to youth voices and their recommendations for action. There are two core components to the program:

- Media Smart Youth – An evidence based nutrition education curriculum developed by the U.S. Department of Health and Human Services to encourage young people ages 11 to 13 to understand the complex media world around them and how it can affect their health, especially in the area of nutrition and physical activity;
- Photovoice – Using a method developed in 1992, the project trained youth to document and assess their after school and school environment through photography, and make recommendations for change. Photovoice encourages youth to take a closer look at their environment and really notice impactful elements that others may miss.



Johnny's Story

Johnny was a participant of the Arizona Youth Partnership (AzYP) Catalina After-School program. When first beginning the program he was drinking about two to three energy drinks a day. He had no concern about what he was consuming as long as it tasted good to him.

Then he started learning from the Media Smart Youth program that energy drinks were full of sugar and didn't provide any nutrients for his growing body. Johnny was also introduced to carrots, one of the recommended snacks for the kids participating in the Media Smart Youth program. He discovered that he loved carrots and wanted to eat them all the time.

So Johnny began drinking fewer energy drinks and eating more carrots. When he attended the Youth Health Leadership Team (YHLT) camp, he learned about other drinks that were full of sugar and even had an opportunity to measure the sugar content in each of them. Because of the experience he had at the camp, Johnny felt inspired to make a personal change in his life.

He now drinks maybe one to two energy drinks a week, he requests that his mother buy him carrots as a snack, and he has lost 10-15 pounds. Johnny is now a youth health ambassador in his program and encourages other kids to make similar healthy choices. He is a true inspiration.

How does Photovoice work?

Taken from what the participants learn about the influences of media, advertising, and access to fresh foods through the Media Smart Youth curriculum, the Photovoice project fosters an understanding about how these external factors affect everyday food choices.

The Youth in Action project achieved the following objectives for program participants:

- Teaching youth to understand how media influences healthy choices and behaviors

in regards to nutrition and physical activity;

- Enabling participants to identify areas of their home, school, or neighborhood environment that need improvement and recommend potential solutions;
- Promoting critical dialogue on and knowledge of healthy eating behaviors;
- Providing opportunities for youth to influence change by becoming a positive agent in their community;
- Engaging potential community and school leaders in making policy changes.

Early Childhood Education

Childhood obesity is a serious health problem in the U.S. that can persist as children grow older and can affect the quality and longevity of their adult lives. Even the nation's youngest children are at risk of becoming obese. According to the Institute of Medicine, today almost 10 percent of infants and toddlers carry excess weight for their length, and slightly more than 20 percent of children between the ages of 2 and 5 already are overweight or obese.

Eating and physical activity behaviors formed during the preschool years have the potential to prevent obesity in the short term and, if carried into adulthood, to set the stage for a lifetime of better health. The United Way of Tucson and Southern Arizona worked across Pima County to assist in the implementation of healthier options in child-care settings. By providing the resources and education to child-care providers, healthy lifestyle changes were implemented for children even before they entered a traditional school setting.

- 125 family child-care homes adopted and implemented nutrition and physical activity wellness policies in their homes, affecting approximately 300 children.
- 1,000 children now receive more nutritious meals and snacks in child care because of culinary nutrition training delivered to more than 100 childcare providers and cooks.
- 30 Spanish-speaking home child-care providers have joined an early childhood learning community focused on improving the nutrition and physical activity environment.
- 1,881 children in 18 centers and 43 child care homes eat meals and snacks family style, encouraging children to eat according to their own hunger and not just to clean their plate, as well as providing a social learning opportunity at each meal.

EMPOWER Pack Training

EMPOWER is a three-year pilot program of the Arizona Department of Health Services that reduces child-care licensure fees for centers and child-care group homes that agree to implement 10 health standards. The program empowers children to make good choices about nutrition and physical activity, using age and developmentally appropriate cues and tools. The Empower



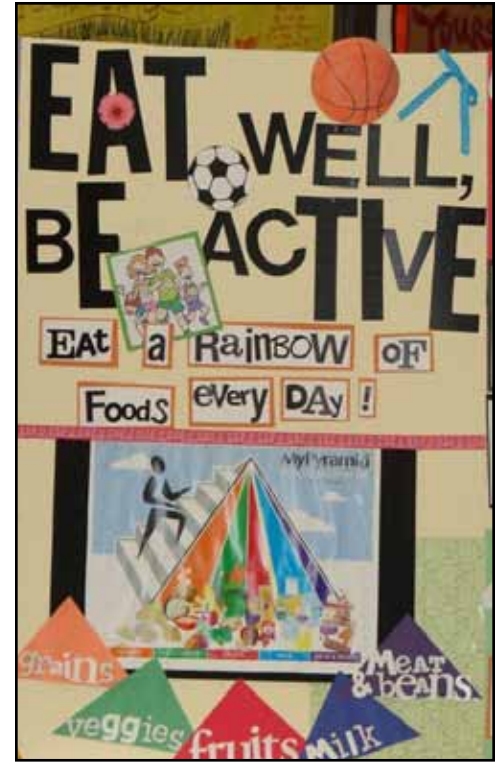
"The United Way did work with a lot of preschools. We did do about 200 assessments in terms of what schools are already doing in terms of nutrition and physical activity. In addition to assessments, we worked with a lot of home care providers and did a program called Feeding with Love and that was also to implement environmental change through wellness policies."
~Nancy Ortiz, Health and Nutrition Educator, United Way of Tucson and Southern Arizona

Sustaining the effort

In one high-need area, CPPW funds helped transform an unused restaurant into a teaching kitchen, adding five "vignette kitchens" plus high-definition cameras, microphones and recording equipment to broadcast cooking lessons to all Pima County schools. The ability to live-stream or view archived lessons on the web will be particularly helpful to the 10 middle and high schools that received fully equipped cooking carts and educational materials, teaching students how to prepare and cook healthy foods.

Center Standards include limiting screen time, providing healthy food choices and providing 24-hour smoke-free venues.

The United Way of Tucson and Southern Arizona provided 160 child-care providers working in licensed centers, preschools and group homes with EMPOWER training so that they are better prepared to make changes in the child-care environment related to nutrition and physical activity. As a trusted and valued asset in the local community, United Way was able to greatly increase local participation in this program, positively impacting the lives and environments of hundreds of Pima County children.



Feeding With Love Program

Forty-seven family and group child care home providers met for a total of 10 hours over the course of six months to learn and share ideas about topics such as developmentally appropriate physical activity, family-style meals, and developing and implementing wellness policies for their homes. By making modest changes in the foods being prepared in child-care homes, and by incorporating more opportunities for physical activity, providers can make a significant impact on the children in their care. Some examples of items included in wellness policies:

- Provide skim or 1% milk to children over 2 years old
- Provide 60 minutes of daily, adult-guided, developmentally appropriate physical activity
- Provide whole fruit instead of juice
- Avoid providing sweetened drinks



Communities Putting Prevention to Work Flowing Wells Unified School District Activities



What the community is saying:

"Without CPPW we wouldn't have been able to provide these opportunities...We are looking at changing the culture and looking at it from every angle you can come at it."

*~ Dr. Nicholas Clement
Superintendent, Flowing Wells School District*

*Produce selection at Flowing Wells:
"It's great, it's better, it has more variety."
~ Ileana Rodriguez
Flowing Wells Senior*

"CPPW Wellness Coordinators have energized our parents, staff, and students to focus on fitness and wellness every day. As a result of this initiative, we are beginning to experience a culture change which strengthens the link between student health and learning."

*~ Martha Petty
District Wellness Coordinator*

Physical Education takes many forms, Flowing Wells has a credited dance class for P.E., another layer to their culture of wellness.

*"They're really committed [wellness] here and they really care about you."
~ Scott Autenreith
Flowing Wells High School, Junior*

The Pima County Health Department Communities Putting Prevention to Work grant program partnered with the University of Arizona and Flowing Wells Unified School District (FWUSD) to create positive changes in local schools.

Under the guidance of District Superintendent Dr. Nicholas Clement, Flowing Wells has embraced a culture of improved nutrition and physical activity as a part of its everyday school lifestyle.



Some of the outcomes of this partnership include:

- FWUSD schools have received Fitness for Life, Fuel up to Play 60, Structured Recess and Supplemental Nutrition Education trainings and materials;
- Many schools received playground or facility enhancements, such as Laguna Elementary School's new bicycle path or the shade trees planted by students and faculty at Flowing Wells Junior High, both encouraging healthy activity and creating a positive change for the community;
- A toolbox of nutrition and physical activity materials called "Healthy Classrooms, Healthy Schools" provided to FWUSD elementary schools;
- Students across the district received Healthy School Planners, a tool that not only keep students organized but also includes advice and activities for healthy eating and active living;
- Students and their families have had the opportunity to learn healthy cooking tips from the successful Roaming Chef Program, bringing professional Chefs to FWUSD elementary schools;
- New produce bars were installed in 11 schools, providing students the opportunity to self-select healthy choices like fruits and vegetables. Staff and student education programs were also implemented to encourage healthy selections;
- An agriculture program and state of the art greenhouse help students get hands-on experience participating in the food production chain, growing food used in the schools and sold to the public.

FWUSD has so embraced a culture of health and wellness that they have expanded fitness facilities and have even received a significant private donation specifically to provide students and staff with a trainer before and after school. Flowing Wells and Dr. Clement are certainly part of making Pima County a healthy, thriving place to live.



Contact 520-622-0525 or www.flowingwellsschools.org for more information

Made possible by funding from the Centers for Disease Control and Prevention and the Pima County Health Department.

Action for Healthy Worksites, Neighborhoods, Health and Faith-Based Organizations

CPPW health and wellness efforts spanned Pima County and worked to reach nearly every aspect of our everyday lives, from workplaces to neighborhoods, and health care to faith-based settings.

Worksites

Worksite wellness programs have been shown to increase worker productivity while decreasing absenteeism and employer health care costs. Anecdotally, wellness initiatives can also increase employee morale and job satisfaction. These are just a few of the reasons wellness programs are being implemented in many types of companies.

Employers and employees across Pima County enthusiastically embraced the opportunity to make their worksites healthier and, in partnership with the YMCA of Southern Arizona, participated in a variety of training opportunities, incentive programs, mini-grants for wellness, and the improvement or implementation of company wellness policies.

CPPW helped more than 126 companies with 379 worksite locations over the course of two years, developing worksite wellness initiatives, committees and programs and reaching over 88,000 employees in a range of businesses from small single sites to multi-state companies employing thousands. Significant efforts were made to train worksite champions to carry forward after CPPW and continue to improve the wellness of the worksite for the long-term.



Some of the Worksite Wellness Program Successes:

• R.E. Darling Company

- Held a weight-loss contest in 2010 with 82 of the 95 employees participating, losing a combined total of more than 400 pounds.
- Hired a new vendor who could accommodate 75 percent healthy options in their three vending machines.
- Established a walking group that has 40+ employees walking at lunch every day.
- Instituted an incentive program for their health insurance where employees can receive up to \$1,000 in their health savings account by doing a health risk assessment,

participating in physical activity three times per week, doing their yearly preventative exams and addressing any high-risk issues by participating in a prevention program.

• El Rio Foundation

- Put in a fitness room on site.
- Instituted a healthy food policy for meetings.
- Provides on-site yoga and Zumba classes.

• Trico Electric

- Provided a free introductory Weight Watchers session for all interested employees and, based on program success, will continue to pay on a sliding scale.
- Re-outfitted their on-site fitness room with new equipment based on employee input.

• Clifton Gunderson

- Has a successful walking program, and employees participated in several walk-a-thons.
- Received instruction about office stretches using stretch bands and provided bands to all employees in addition to placing stretch bands at certain areas throughout the office (near mailing stations, copy machines, etc.).



CPPW Local Champions

Private Sector/Corporate Champion

R.E. Darling Co. Inc. is a local manufacturing company employing 95 people in both manufacturing and administrative positions. With full support from the company executives, Human Resources Manager Lynn Cosgrove has become a champion for worksite wellness initiatives at the company, and two years into the efforts R.E. Darling has a high participation rate of 89 percent of its employees.

- Just prior to tax season, had a yoga instructor give a demonstration on stress relief through stretching and breathing exercises.
- During tax season, the company's Wellness Champion provided ample healthy snacks (fresh fruit, yogurt, string cheese, peanuts, popcorn and oatmeal packets) for employees who were working long hours.
- **Providence Service Corporation**
 - Developed a diverse and well coordinated Wellness Committee, including subcommittees to divide the workload.
 - Implemented a healthier vending machine policy along with an overall wellness policy.
 - Purchased "Eat This Not That" books for each lunch room and lounge area on their sites.
- The CPPW Worksites Team worked in partnership with Kalil Bottling Company, which provides the drinks for all the beverage machines on the University of Arizona campus to ensure that all machines on campus have a minimum of 50 percent healthy products.

Neighborhoods

PRO Neighborhoods, a community organizing partnership, worked with 15 focus areas across Pima County to develop a collaboration that identified action projects and set priorities for changes that positively impact the lives of over 158,000 residents. A network of neighborhood connectors, self-identified members of those communities with the will and persistence to motivate their neighbors, worked to identify action projects and serve as liaisons between their communities and the many CPPW teams. Working directly with the focus areas, PRO Neighborhoods developed 21 action projects across 14 of the focus areas, including community gardens, walking paths, tree-plantings, exercise groups, nutrition trainings and increased access to recreation facilities that encourage active living.

Examples of Neighborhood Action Projects:

- **Amphi/Mountain View Neighborhoods**
 - Mountain View Trail – Reclaimed degraded alley routes with cleanups, grading, and art work, creating a pleasant and appealing walking space.



- **Balboa Heights/Coronado Heights Neighborhoods**
 - Castro Kids Corridor – Kids created a food map of the neighborhood, then planted edible landscaping and created paths, benches at bus stops, and natural play areas as well as added street painting to slow traffic.
- **Doolen-Fruitvale/Dodge-Flower Neighborhoods**
 - Flower Street Shade – Planted shade trees, native shrubs to shade bikeway, and trained Green St. Stewards to maintain easements.
- **Flowing Wells Neighborhood**
 - Flowing Wells Obstacle Course Enhancement – On the grounds of Flowing Wells High School, an existing ROTC fitness course already open to the community was expanded and enhanced by defining the fitness area, extending the obstacle course, and updating the climbing wall.
- **Menlo Park Neighborhood**
 - Menlo Bikes – Through a partnership with BICAS, a local bicycling organization, workshops trained adults and youth to maintain and repair bicycles, encourage riding and activity.
- **Sahuarita**
 - Heavenly Trail – Developed a new walking path around the Iglesia Apostolica church perimeter. Volunteers helped define and upgrade the volleyball area, plant shade trees, and offer active-lifestyle workshop series as part of the health ministry.
- **South Tucson**
 - Los Vecinos Running Path – Developed a 600-foot running path that is part of the House of Neighborly Service campus redevelopment into an urban green space. The path is used by children and parents from Mission View and Ochoa schools, and "nanas" from the Our Family Services Elder program. It is open on weekends and accessible for neighbors.
- **Sunnyside/Elvira Neighborhoods**
 - Garden of Hope – St. Monica Parish health ministry (Knights of Columbus) partnered with San Miguel High School's health and wellness classes to create a community garden that brings two neighborhoods together.
- **Vail**
 - Healthy Vail – Developed a

Action for Healthy Worksites, Neighborhoods, Health and Faith-Based Organizations

2,000-foot walking path with exercise stations along the perimeter of Ocotillo Ridge Elementary School, in an outlying area of the district with no parks, sports or recreational facilities and no public transportation.

• Wakefield Neighborhood

- Wakefield Walkable Alleys Project – The 7th Avenue Alleyway project is a pilot for revitalizing degraded neighborhood connection routes through planting of trees, the installation of public art that promotes active, healthy living, and the repair of simple infrastructure.

Health and Faith-Based Organizations

In just two short years of CPPW efforts, the Health, Human Services and Faith-Based (HHSFB) team led by the Carondelet Health Network worked with more than 183 faith-based organizations. This means that more than 108,000 parishioners were touched by the efforts of CPPW, enhancing wellness policies, establishing health ministries and training community members to help lead their friends and neighbors in wellness programs.

Faith-Based Successes

- Vida Nueva Church is dedicated to improving the well-being of its church members and the surrounding neighborhood community. Wellness champion Mary Calderon worked closely with the CPPW team to express the needs of her congregation and Hispanic community as it related to wellness, healthy nutrition and physical fitness. She found people to serve in the health ministry committee and encouraged a committee member to attend the Congregational Health Leaders Training.
- Pastor Dane E. Miller is a wellness champion at Serenity Baptist Church, working to implement nutrition education for the people who visit the weekly food pantry at the church, as well as nutrition classes for parents and youth.
- Iglesia Apostolica de Sahuarita made great strides in improving wellness at their church, offering a special health

Members of the Rising Star Baptist Church weekly walking group.



fair, which included a health screening and education about important prevention measures. The church also worked with CPPW teams to develop a landscape site plan analysis to determine better ways to encourage physical activity on church grounds.

- St. John's Parish started a community garden next to the school building, which is maintained in part by the school's third grade students as well as other community members.
- St. Cyril's Church has taken steps to include healthy initiatives as part of their overall parish endeavors, including developing a Health and Wellness Committee in the parish. St. Cyril's Church also supported the inclusion of a private breastfeeding room for nursing mothers in the remodel of their church.
- Victory Assembly of God has a mobile van that is parked near the church and is open to the public in the Flowing Wells area and offers services such as health screens and information regarding health and wellness.

- More than 125 members of Tucson Church International pledged their commitment to health and wellness through participation in the congregation's 4th annual Fitness Challenge. Pastor Demetrius Miles has embarked on a personal mission over the last 10 years to live a healthier lifestyle and feels it's important to encourage others to embrace the same desire for better overall health through exercise and



"Individuals save money through prevention. If you keep yourself healthy, you don't need to go to the doctor for anything

serious. ... And it helps to prevent things in the future that we know do cost a lot, such as diabetes. So that can help save money for the community."

~Taz Greiner, Obesity Prevention Program Manager, Carondelet Health Network

Action for Healthy Worksites, Neighborhoods, Health and Faith-Based Organizations

nutrition. The church's Fitness Challenge program includes healthy living classes, tips, recipes, toolkits, health assessments, and nutrition education.

- In 2010, Rising Star Baptist Church launched a Health & Wellness Ministry with the goal of teaching biblically based healthy living for the mind, body and spirit. Church members fully embraced incorporating wellness into their congregation, offering health fairs and wellness assessments, organizing group walks, and developing a "Biggest Winner" weight-loss challenge.

As a key element of their scope of work, the HHSFB team was responsible for influencing healthy policy, systems and environmental changes in health and human service venues such as clinics and hospitals. Often working collaboratively with the Worksites team, HHSFB engaged 280 health and human service organizations, with thousands of employees and more than 677,000 patients served. These health providers received wellness training and committee/program support through the combined efforts of CPPW teams.

CPPW Local Champions Faith-Based Champion

Templo La Unción is a faith-based organization serving 500 parishioners in South Tucson, which is a predominately Hispanic community. With full support from the church, Pastor Francisco Gonzalez and his family have become champions for faith-based wellness initiatives at the church. He recruited a group of 20 volunteers to help promote wellness initiatives, and they attend many trainings in order to pass along information to other parishioners, expanding wellness.

Team members offered additional services to organizations such as working with insurance brokers to discuss additional incentives that could be offered to employers, particularly those that implement wellness policies and action plans at many medical based work sites. Such a systemic change leads to both greater numbers of wellness programs and greater participation

on part of the employees, with health and economic benefits for both the employee and employer.

Health and Service Organization Successes

- Expanded the Arizona Department of Health Services' Baby Steps to Breastfeeding Success by reaching out to additional clinics and doctors' offices, promoting the health and economic value of breastfeeding via all professional medical contacts with women who are or are planning to become pregnant.
- Carondelet Health Network launched "Balance," a program that offers financial incentives for associates to purchase healthy foods, along with education about the benefits of eating healthy balanced meals. Healthier food items are available in hospital cafes and vending machines.
- Amy Malkin became a champion for health at the Santa Rita Nursing and Rehabilitation Center, finding incentives to increase participation in the worksite wellness program and working with a committee to develop the new program, which they named "Good Health is One





of Life's Greatest Blessings. Never Too Late To Start."

- St. Elizabeth's Health Center embraced the wellness effort. Some highlights include:
 - Displaying information throughout the center on posters and signs about the value of various aspects of healthy eating, exposing more than 18,000 clients annually to the benefits.
 - As a breastfeeding-friendly environment, they have designated breastfeeding areas available to clients who prefer privacy.
 - Promotoras engage waiting-room clients in healthy-cooking demonstrations and games focused on gaining knowledge about portions, labels, low-fat calcium, the need for increased intake of whole grains, fruits, vegetables, and the need to balance caloric intake with expenditure of energy.
- Center staff formed a Wellness Committee inviting in speakers to support their healthy initiatives.
- Marana Health Center provides an employee wellness program that supports employees by offering health assessments, community wellness events, workshops and classes, individual wellness coaching, contests and clubs, and wellness newsletters.
- The Tucson Indian Center is a health organization committed to the health and wellness of its employees and clients. They offer diabetes prevention education and cooking classes for diabetes nutrition, as well as hold group activities such as boxing, Zumba, biking, and fun run/walks.
- The staff and physicians at Catalina Pediatrics actively promote the health benefits of breastfeeding to their patients, and even offer a special room designed for the comfort and privacy of breastfeeding mothers.



"Our membership is fairly stable and we have developed a real sense of community. We look forward to

seeing each other and swing into an easy rhythm during periods of 'work duty' before and after our monthly meetings. We are involved in composting, experimenting with different kinds of seeds and generally having a good time sharing ideas, seeds and recipes."

~Paula Nailon, Community Gardener, on the benefits of community gardens

Action for Healthy Policy, Systems and Environmental Change

CPPW provided an incredible opportunity for the community to review and assess the way our policies, systems and environment can affect the ability to make healthy choices.

We can choose to keep Pima County on the move, building healthier environments, encouraging our children to make good health a priority, and working to make better choices available for ourselves and for the entire community.

For CPPW efforts toward a healthier community to continue beyond the grant period, it will take a continued emphasis on policies that actively encourage healthy lifestyle choices, a focus on our environments that will make good choices available to all, and systems that encourage health as an easy choice.

Systems and Environment

Making a healthy choice should be easy, affordable and accessible for all residents, but this often isn't the case. Instead, many barriers exist in our systems and environment that limit or discourage making a healthy choice.

What kinds of changes can make healthy living easier?

- Provide opportunities for physical activity throughout the day at the workplace, school and home
- Reduce time spent in the car and increase healthy transportation alternatives
- Create safe and shady places in the neighborhood for kids to play
- Make sure kids can safely walk or bike to school
- Make fresh fruits and vegetables convenient and affordable, providing choices other than fast food
- Make healthier food options and portion sizes available in schools and restaurants

CPPW's Built Environment team was led by the Drachman Institute at the University of Arizona and engaged 52 groups, ranging from schools to neighborhoods, worksites



to churches, in planning and design meetings and work sessions intended to reduce environmental barriers to healthy eating and active living. A community-based participatory process was used throughout the efforts to ensure engagement and support of the community members involved. This kind of process also results in sustainable and appropriate solutions for the long term.

In assessing the built environment of

Pima County, the team researched land use practices that look at the physical distribution and composition of the built environment, transportation systems to determine how and where systems and modes connect, and the urban design that is utilized on a daily basis and that influences perceptions and behaviors.

They also assisted in the design, development and installation of water harvesting systems, walking paths, bicycle

Action for Healthy Policy, Systems and Environmental Change



Example of Built Environment Participatory Planning Work for the Summit View Park: Conceptual Plan for Park Improvements – In addition to signage and horseshoe pits, over 40 shade trees were added to this park under CPPW.

- Provides shade to support outdoor activity
- Creates livable outdoor environments that are cooler, more inviting and safer
- Supports active transportation choices including walking, bicycling and transit use
- Water harvesting reduces urban drainage problems and supports urban forests

Joint-use agreements or arrangements

A joint-use agreement is a formal agreement between two separate government entities – often a school district and a city or county – setting forth the terms and conditions for the shared use of public property. Joint-use agreements allow school districts to share with local government the costs and responsibilities incurred by opening their facilities, including security, supervision, maintenance, repairs, and potential liability. Another approach is an ad-hoc joint-use agreement developed at the site level to share and expand the use of school or community facilities. This is a valid way of creating policy change, by working from the ground up.

- To make better use of underutilized community facilities that are only used for a portion of the time, such as church or school facilities
- An important tool for a redesign of the urban core where few opportunities for new development may exist
- Joint-use facilities are often more sustainable because multiple parties share responsibility for programming and maintaining the space

Multi-use spaces

This refers to spaces that are flexible enough to support a variety of uses and functions, for example a basketball court can also be used as a Zumba space. Or a school-community garden, in addition to food production, can serve as a school learning lab, a community recreation area, and a focus for after-school club activities.

- Outdoor spaces should be flexible enough to serve multiple uses
- Multiple-use spaces are more sustainable than single-use space because more users value and support the space

Redesign or retrofit

Most urban space is already built out and

courses, shade structures, tree plantings, outdoor classrooms, orchards, playscapes, and community gardens in multiple settings across Pima County. The team worked with community partners to develop bicycle camp curricula, improved bus shelters that account for the Arizona sun and encourage active transportation, and helped plan and design joint-use community gardens.

Primary Strategies for Improving the Built Environment **Green infrastructure**

Green infrastructure refers to an interconnected network of open spaces and natural areas, such as greenways, wetlands, parks, and natural areas with native plant vegetation, that naturally manages stormwater, reduces flooding risk and improves water quality. Green infrastructure usually costs less to install and maintain when compared to traditional forms of infrastructure. Green infrastructure projects also foster community cohesiveness by engaging all residents in the planning, planting and maintenance of the sites. Green infrastructure integrates multiple functions on the same piece of land, such as earth shaping that capture runoff, which supports tree systems and native birds, lowers ambient air temperatures, reduces flooding, and shades walkways. Green infrastructure is key to the efficient and sustainable use of land.



"We've got to rethink the design of our communities from the beginning to end if we really want to have a

healthier populace."
~Mark Fenton, Public Health Planning and Transportation Consultant

Action for Healthy Policy, Systems and Environmental Change

much of the urban fabric in our region is automobile-oriented, necessitating redesign of urban areas to support walking, bicycling and transit. Complete Streets is an example of redesigning a roadway to serve all users.

- Redesign requires community input and local knowledge to identify barriers and opportunities and develop feasible and sustainable solutions
- Successful community design often results from shared vision and investment

Community-based participatory design

When a community participates fully in the design process they are more invested in the outcome, there are more opportunities to build on what is already working well, and local resources are tapped and leveraged. Participatory design engenders a sense of ownership that helps ensure long-term viability and success of public spaces. Design solutions are feasible and often incremental, with each success leading to the next. Small projects contribute to a larger vision. Often, the process of participatory design is as transformative for the participants as it is for the built environment.

- Culturally appropriate
- Asset-based, building on a community's strengths
- Local ownership of each project
- Those involved take pride in the results
- Builds social capital (networks of trust, interaction, and strong community ties)

Built Environment Successes

Over 50 communities were engaged in the process of assessing barriers to health and identifying opportunities to expand access to healthy food and physical activity. At least 25 communities implemented physical changes in their community environments to expand access to healthy food and physical activity. A few examples follow.

Doolen Middle School

Multiple environmental changes were achieved in the Doolen School environment. Within the school courtyard, where students are restricted during lunch, several rings of boulders were established to expand outdoor seating, eating, and gathering space. In addition to expanding the capacity of the space, students can now be seen boulder-hopping their way



across the courtyard. A low seat wall was added to a corner of the courtyard where a concrete slab was labeled a performance space. Now the space is used for lunchtime performances, morning flash dances and expanded eating and gathering space. In partnership with Community Gardens of Tucson, a community garden and orchard was established in a previously unused portion of the open field. Garden use is shared between classrooms, after-school clubs, the adjacent Boys and Girls Club, and neighbors. The 26 plots are fully subscribed and are now producing fruits and vegetables throughout Tucson's year-long growing season. Similar successes were achieved at Challenger Middle School, Apollo Middle School, and Pueblo High School.

Prototype Bus Shelters

Exposure to sun and heat and lack of seating at many bus stops are major inhibitors of more widespread use of public transportation. In an effort to develop affordable, modular, and climatically appropriate bus shelters, students from the University of Arizona College of Architecture designed and built four bus shelters that addressed sun exposure from each of the four cardinal directions. The shelters were placed within high-disparity communities in partnership with City of Tucson Transit Services.

House of Neighborly Services

The team worked with the House of Neighborly Services to determine that small

Why is taking the bus exercise?

How are bus shelters and public transportation related to obesity prevention? Patrons using the bus or other forms of mass public transportation have been shown to walk between 19 and 41 minutes each day, compared to a 6-8 minute daily average for personal vehicle commuters. The CDC recommends 30 minutes a day of walking or other moderate activity to maintain health.

changes could be made to improve the access to healthier choices, such as creating a community gathering space, designing a shaded exercise/walking path, dedicating a space for education-oriented activities, and creating an intergenerational sanctuary/performance space.

Arizona's Children Association

The Arizona's Children Association (AzCA) is one of the oldest and largest statewide child welfare and behavioral health nonprofit agencies. It offers 40 different programs serving more than 40,000 Arizona children. Though the organization has a child and family focus, it was determined that it could offer more family-friendly activities or facilities and that it would be more beneficial if it was open to the entire South Tucson community. With the assistance of the Built

Environment team, AzCA developed an early childhood unstructured playscape and welcomed the South Tucson community onto their campus.

Blue Moon Community Garden

CPPW participated in the design process for a new community garden and park setting developed at the Tucson House, a 17-story public housing complex home to more than 700 residents, operated by the City of Tucson. The new garden provides greater access to healthy food options in an area that lacks access to grocery stores. It is the first fully handicapped-accessible garden, featuring multiple levels of raised garden beds as well as standard ground beds, a citrus orchard, walking path and shade structures, and is a quality public space intended for public interaction and community building.

Policy Team

Creating policies that make healthy living easier for everyone is critical to obesity prevention efforts. Policies unfortunately often create the environment that makes it difficult to make healthy eating choices and be physically active. By assessing and finding ways to make improvements to policies in urban planning, transportation planning, zoning, and ordinances and regulations, many of the barriers can be reduced or eliminated.

Led by the Mel & Enid Zuckerman College of Public Health (MEZCOPH) at the University of Arizona, CPPW's Policy Team worked diligently across all jurisdictions in Pima County in an effort to make true lasting change that can improve the environment for making healthier choices.

Highlights of Policy Team Work:

- Worked with multiple jurisdictions to change land use codes, allowing the sale of locally grown produce on site, establishing urban agriculture as a land use class, and developing local government resolutions recognizing the need to continue obesity prevention efforts.
- Assisted in the general plan development process in Pima County and the City of Tucson by providing information and materials, and conducting outreach, particularly in the Hispanic community to stimulate community participation.

- Involved in the development of guidance allowing and encouraging use of school garden produce in school food service, worked with the State to establish recommendations for acceptable composting in school gardens, and clarified that the practice of using local garden-grown produce in local restaurants is allowable under current policy.
- Conceived and developed the Smart Choices for Healthy Dining program to help guide restaurant customers to healthy menu choices at their favorite restaurants. The program will be sustained and maintained in the long-term by the Canyon Ranch Center for Prevention and Health Promotion at MEZCOPH.
- Established the Smart Choices for Healthy Teams initiative to encourage parents, coaches and sports organizers to adopt healthy snack and beverage guidelines, maximizing the value of participation in healthy activities. This initiative will also be sustained by the Canyon Ranch Center for Prevention and Health Promotion.
- Developed a variety of fact sheets and informational materials designed to provide education about barriers to health and how policies could be

changed to overcome those barriers, and conducted public outreach and training to local organizations and at community events.

- Developed a Photonovela in Spanish and English; the fictional story uses pictures and narrative to tell the story of a local family struggling with making healthy choices and their efforts to make positive changes in order to improve their health and avoid chronic diseases such as diabetes.
- The Policy Team actively supported and participated in the development of the Living Streets Alliance, an advocacy group for bikes and pedestrian policy, and the Pima County Food Systems Alliance, a food policy council.
- The Policy team partnered with the DIRECT Center for Independence to host an educational forum and resource fair designed to identify barriers to healthy eating and active living among people with disabilities in an effort to develop awareness and stimulate advocacy activities. These efforts are being sustained by DIRECT and the Aurora Foundation.





"The Loop will be 55 miles of paved and gravel paths around metropolitan Tucson (with links to Marana and Oro Valley) for residents and visitors to enjoy on foot, bikes, skates and horses. Once the county gets both sides of the river finished in a few years, we'll have more than 130 miles of continuous off-street or shared-use paths."

~ Randy Accetta
Arizona Daily Star

"As long as it doesn't have an engine on it, people can pretty much use any device on The Loop."

~ Matt Zoll
Pima County Department of Transportation

"Whether you walk, run or ride a bike (or a horse!) there is enough room for everyone on the...path that connects the Santa Cruz and Rillito River parks."

~ Debbie Hadley
Tucson Weekly

"By the time it's all done the 55 miles will be one of the longest, continuous non-motorized links in the urban area in the country. It basically allows the people of Pima County and Tucson to enjoy the Sonoran desert, to get some sun and a lot of exercise and be healthy."

~ Chuck Huckelberry
Pima County Administrator

55 miles of car-free paths through Tucson, Marana and Oro Valley

The Loop connects to parks, trails, bus and bike routes, workplaces, schools, restaurants, hotels and motels, shopping areas, and sports and entertainment venues.

Communities Putting Prevention to Work (CPPW) co-sponsored Launch the Loop on October 22, 2011. More than 1,000 people of all ages turned out to walk, skate or bike on the Santa Cruz and Rillito River Park paths that were officially joined at the grand opening celebration.

CPPW funded the planning documents for the Julian Wash Greenway, one of five major legs of The Loop. It is a key connection point that eliminates a gap between South Tucson's Paseo de Lupe Eckstrom Park to the Kino Environmental Restoration Park. The Julian Wash segment will connect approximately 17 miles of pathway between Park Ave. and 6th Avenue.

The Loop is a tremendous asset to the community which will continue to grow and benefit residents for years to come.

The Loop is a collaboration between Pima County, Marana, Oro Valley and the cities of Tucson and South Tucson.



connecting people • connecting communities

The Loop connects to over 500 miles of regional bike and hiking paths

The Loop connects residents to 30 parks

1/3 of metro residents live within 1 mile of The Loop

The Loop connects to 29 bus routes



Made possible by funding from the Centers for Disease Control and Prevention and the Pima County Health Department.

Action for Healthy Pima



Grant directives from the CDC included the development of a public education campaign to extend the reach of initiatives even further into communities and create broad public awareness about an important public health issue.

Along with the development of policy, systems and environmental changes to support obesity prevention efforts, Pima County's CPPW also developed the Healthy Pima public education campaign to help bring awareness to the problem of obesity and to provide ideas and inspiration for ways to overcome barriers to making healthy choices.

Using various forms of media to disseminate public health information, such as anti-smoking, seatbelt safety, and teen pregnancy prevention campaigns, has been long successful for the CDC and other health organizations.

The Healthy Pima campaign was born out

of a collaborative process involving a variety of talented media organizations from Pima County, and resulted in the creation of a host of new materials that can be used across a variety of mediums. The broad-reaching campaign utilized the following strategies:

- Public relations and "earned media" such as newspaper, television and radio news coverage
- Paid media (television, print, radio, web) developed locally to support the CPPW initiative
- Community outreach and events that support healthy eating or active living
- Social media and website development to engage the community
- Collateral materials to support program initiatives, such as posters, postcards and maps
- Evaluation of the media initiatives to provide valuable information to other communities

The overarching objective of the campaign was to provide Pima County residents the

Media Partners

- The Caliber Group – Social media consulting and logo development
- Dark Horse Media – Media placement and concept development
- Gordley Group – Complete Streets transportation event planning
- International Media – Special video production
- Kaneen Advertising and Public Relations – Public relations and event planning
- Liteer Films – Feature video production
- MarCom Worldwide – Primary media production, print development, collateral design
- The Nordensson Group – Outreach strategy, concept development and consultation
- Strongpoint – Media evaluation

Action for Healthy Pima

information they need to make healthy choices in regards to nutrition and physical activity, and present opportunities to improve our community.

Primary strategies:

- Build awareness and visibility for personal choice options regarding physical activity and healthy eating within the community.
- Draw attention to accessibility and availability issues and help the community overcome barriers.
- Promote advocacy for physical activity and healthy eating within the community.
- Emphasize the small steps important to making healthy choices.

Healthy Pima Message

Choice – (n.)

1. the right, power, or opportunity to choose; option.
2. an abundance or variety from which to choose.

In developing the Healthy Pima campaign, the primary goal and message from the beginning was predicated on the importance of choice.

- There are so many different ways to make healthy choices every day.
- Every person deserves the opportunity to make healthy choices.
- Making healthy choices should be easy, affordable, and achievable by all Pima County residents.

The public education campaign was divided into two distinct phases:

Phase 1: Bring awareness to the importance of obesity prevention and remind people that there are many different ways to make healthy choices.

Phase 2: Sometimes making a healthy choice isn't so easy because certain barriers limit access to healthy choices. Provide examples of changes being made across Pima County to overcome those barriers and the importance of creating equal opportunities to access healthy choices for all residents.

The intention of the campaign was never to tell people what to do or how to do it, but rather to raise awareness about the importance of making healthier choices and why it's so critical to focus on preventing obesity and related chronic diseases, as well



There's something special about kids learning to eat healthy.

OVERCOME AND THRIVE. Community nutrition programs serving families with young children are one way to provide greater access to healthy food. Together we can get children to eat healthy!



For more information about access to healthy food and community nutrition programs like WIC and Food Plus, call 243-7777 or visit HealthyPima.org

Made possible with funding from the Centers for Disease Control and Prevention and the Pima County Health Department.



as presenting some "healthy choices" that residents might not be aware they can make.

By the numbers

- Over 47,500 TV & radio spots delivered
 - 65 percent English and 35 percent Spanish
- 22 print ads created with more than 200 print advertisements run in local publications
- Campaign reached 99 percent of target audience, which was caregivers of children ages 5-13
- 17 commercials developed using local actors, locations and production staff
- 10 radio spots produced to support the CPPW programs and initiatives
- More than 238 articles or TV news segments generated

Web & social media:

- Approximately 62,000 page views at HealthyPima.org
- Over 200 Facebook fans
- More than 300 Twitter followers
- Over 6,000 YouTube video views

Sustaining the Message

The Healthy Pima brand and message will continue to live on beyond the CPPW grant. The materials produced for the public education campaign will live online, available through the Healthy Pima website and



CPPW Local Champions Media Champion

Since February 2011, Pima County CPPW has partnered with Bear Essential News for Kids to produce a four-page special pullout section each month called Power Up with Healthy Choices, reaching over 65,000 students 12 times a year.

social media sites, which will continue to be maintained and updated by the Health Department. The campaign materials have also been shared with the CDC, for potential use by other communities nationwide interested in using them to disseminate the public health message while avoiding expensive production costs. The television spots will also be made available for closed circuit and internal use locally by interested organizations.

OVERCOME AND THRIVE.

Across Pima County, businesses are discovering the many benefits of employee health and wellness programs. It's smart business.

For more information visit HealthyPima.org

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.

Small Changes Smart Choices

Cooking healthy brings my family together.

Visit HealthyPima.org from home or at your library, or talk to your doctor or health clinic for more information.

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.

POWER UP With Healthy Choices!

A special 4-page pullout section sponsored by Communities Putting Prevention to Work

Visit www.HealthyPima.org

all-new special section! Every month, Power Up with Healthy Choices great news and fun activities to your classroom.

Small Changes. Smart Choices.

"By walking every morning I can be an example, how small steps lead to big changes."

Across Pima County our neighbors are doing things just a little bit different to make a big difference in the health of the community.

Visit HealthyPima.org from home or at your library, or talk to your doctor or health clinic for more information.

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.

Pequeños Cambios. Decisiones Inteligentes.

Yo y mi abuela hacemos cosas nuevas a la semana. Juntos, nos divertimos mucho!

Descubre cómo mantenerse saludable en HealthyPima.org

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.

The Balanced Way to Eat!

Even though MyPlate doesn't show people being physically active, moving that body of yours is still very important. So remember to get moving 30 minutes every day with your favorite sports and activities! And remember to stay hydrated, especially with the summer heat!

MyPlate is still working on materials for every age group, so until then MyPyramid activities are still the best and found on the MyPyramid.gov website.

Sources: ChooseMyPlate.gov

MyFood-a-pedia

Wouldn't it be fun to be able to tell your friends how many calories are in the food you ate for lunch? Calories are the energy you get from the food you eat. Your body needs fuel to run, your body needs fuel to function. Different foods have different amounts of calories. It's good to know how many calories are in the food you eat. How many calories are in an apple? How many calories are in a slice of pizza? How many calories are in a banana? What about a slice of pizza, a hamburger, or some other food you look up!

MyFood-a-pedia

It's easy. Go to myfoodpedia.gov one of the foods you ate for lunch. Type in the word "apple" (you see that a raw medium-size apple has 72 calories. Now find out how many calories are in a slice of pizza? What about a hamburger? You can even compare many more calories are in a hamburger than in a slice of pizza. Taking things a step further, the foods you ate all day long, the calories you consumed. Impress your friends by letting them know how many calories they're eating when they have an apple, a banana, a slice of pizza, a hamburger, or some other food you look up!

Nursing a Healthier Lifestyle

OVERCOME AND THRIVE. A walk to work and from the bus stop along something very special for you. Join us for a walk to work and from the bus stop along something very special for you. Join us for a walk to work and from the bus stop along something very special for you.

For more information visit HealthyPima.org

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.

Inside! Classroom Contest!!!

Win Tickets to a Wildcat Football Game!

- Drink to This! (grades 6-8)
- A-mazing H₂O (grades 6-8)
- A Half Plate of (grades 4 & 5)
- Time to Eat (grades 4 & 5)
- Kids Can Cook (grades 4 & 5)

Great Balance!

GRAB healthy food and stay active to help you feel your best and perform well in and out of school. A good balance will keep you on board and carving. To find more smart tricks, flip to HealthyPima.org

CPPW Partners & Resources

Pima County's Communities Putting Prevention to Work program proudly worked with and helped to support a variety of important organizations throughout our community. In addition to those identified as sub-recipients, a number of agencies and organizations participated in this effort to promote a healthy, vibrant community. Without the engagement, support and participation of existing local agencies or organizations, CPPW couldn't have accomplished so much, or touched so many. The Pima County CPPW program would like to acknowledge the partners that made this program a success. Though there are certainly many more than could be listed here, these partners include:

School Districts

Ajo Unified School District
Altar Valley Unified School District
Amphitheater Unified School District
Arizona State Schools for the Deaf and the Blind
Bureau of Indian Education
Continental Elementary School District
Flowing Wells Unified School District
Indian Oasis/ Baboquivari
Marana Unified School District (MUSD)
Sahuarita Unified School District
Sunnyside Unified School District
Tanque Verde Unified School District
Tucson Unified School District
Vail Unified School District

Worksites

Achilles Air Conditioning Systems
AGM Containers
Airtronics
Allegra Print
Amphitheater Unified School District
Arizona Canning Company
Arizona Community Physicians
Arizona Exterminating Company
Arizona-Sonora Desert Museum
Arizona Youth Partnership
Briarwood Apartments
Buffalo Exchange
City of Tucson
Clifton Gunderson, CPA
Community Food Bank of Southern Arizona
Concrete Designs
Cox Cable
Cyracom International
Diversified Design/Construction
Drachman Insurance Services



Easter Seals
Family Housing Resources
FL Smidth/Krebs Engineering
Flight Safety International
Flowing Wells Unified School District
Foothills Properties
Geico Insurance
Golden Eagle Distributors
Goodwill Industries
Ha:san Preparatory and Leadership School
HSL
Humane Society of Southern Arizona
International Sonoran Desert Alliance
Kalil Bottling Company
KARE
La Siesta Motel
Loews Ventana Canyon
Luz Social Services Inc.
Marana Health Center
Metro Water
MUSD-Administrative Offices
MUSD-Butterfield Elementary
MUSD-Coyote Trail
MUSD-Ironwood Elementary
MUSD-Marana High School
MUSD-Mountain View High School
MUSD-Quail Run Elementary
MUSD-Transportation
MUSD-Twin Peaks
National Optical Astronomy Observatory
New Pueblo Medicine
Northwest Medical Center

Omni Tucson National Golf Resort
Pascua Yaqui Tribe
Paul Ash Management Company
PICOR Commercial Real Estate
Pima Air & Space Museum
Pima County
Providence Service Corporation
R.E. Darling
Red Cross-Blood Services
SaddleBrooke Country Club
Sahuarita Town Offices
San Miguel High School
Simpleview
Small World Child Care
Sonora Environmental Research Institute (SERI)
Southern Arizona Center Against Sexual Assault
Southwest Gas
Southwest Hazard
Southwest Shoulder, Elbow and Hand Center
Sunnyside Unified School District
Sunquest Information Systems
Tanque Verde Unified School District
The Maids
The Temp Connection
Titan Missile Museum
Tohono O'odham Nation, Executive Branch
Trico Electric
Tri-Tronics
Trouvaille



CPPW Local Champions

Community Organization Champion

Emily Yetman, along with a group of like-minded partners, has nurtured and developed an organization dedicated to active transportation advocacy and the idea that our city streets can be a vibrant area used and appreciated by the whole community. Emily's effort began in

earnest in 2010 and has blossomed into the Living Streets Alliance, and she has been president of the group for nearly 16 months. Under her stewardship, Living Streets Alliance has hosted over a dozen events, reached out to thousands of people in the community, and hosted the nation's first Action 2020 workshop.

Tucson Airport Authority
Tucson Federal Credit Union
Tucson Jewish Community Center
Tucson Medical Center
Tucson Orthopaedic Institute
TUSD Administrative Offices
United Healthcare Tucson
UnitedHealth Group
United Way of Tucson and Southern Arizona
University of Arizona
University of Arizona Medical Center
Vantage West Credit Union Corporate Office
Vante
Ventana Medical Systems (Research and Manufacturing)
Walbro
Walgreens
West Press
Westland Resources
YMCA of Southern Arizona (Lohse, Northwest, NW Day and Sports camps, Otto, Lighthouse, Jacobs, Mulcahy)

Faith-Based Organizations

Agape Community Church
Ajo Calvary Baptist Church
Ajo Church of God
Alliance Bible Church-IMA
Apostolic Assembly
Ascension Lutheran Church
Avra Valley Community Church
Beit Avanim Chaiot
Benedictine Monastery
Blessed Kateri Tekakwitha Parish
Calvary Assembly Church
Canyon del Oro Assembly of God
Capilla del Sol Christian Church
Catalina Heights Evangelical Church
Catalina United Methodist Church
Centro Cristiano Esperanza
Chabad-Lubavitch Center
Chapel in the Hills
Christ Community Church
Christ Presbyterian Church
Church International
Church of Christ

Tucson Meet Yourself

In 2010 and 2011, CPPW was a proud supporter of Tucson Meet Yourself (TMY), an annual folk life festival held in downtown Tucson, which celebrates the diversity of Pima County through traditional foods and cultural demonstrations. In 2011 the theme of the festival was "Traditions of Health and Wellness" and included an emphasis on movement and play, as well as an opportunity to identify healthier menu items from select vendors who participated in the "Smart Choices for Healthy Dining" program.

Church of God
Church of Hope
Church of Jesus Christ of Latter-day Saints-Sahuarita
Church of the Painted Hills
Community Christian Church of Marana
Community of Hope Lutheran Church
Congregation Chaverim
Congregation Chofetz Chayim
Congregation Or Chadash
Copper Mountain Assembly of God
Corpus Christi Catholic Church
Desert Dove Christian Church
Desert Foothills Baptist Church
Desert Hill Lutheran Church
Desert House of Prayer
Desert Son Community Church
Desert View Baptist Church
Desert View Church of God
Dhammaratana Buddhist Temple
Ebenezer All Nations Seventh-day Adventist Company
Episcopal Church of Saint Matthew
Episcopal Church of the Apostles
Faith Baptist Church
Faith Community Church
First Christian Church
Flowing Wells Assembly of God
Flowing Wells Baptist Church

Foothills Community Church
Fountain of Life Lutheran Church
Friendship Baptist Church
Generations Church
Gideon Missionary Baptist Church-IMA
God's Spirit Driven Action-IMA
Good Shepherd United Church of Christ
Grace Church of Sahuarita
Grace St. Paul's Episcopal Church
Grace Temple Baptist-IMA
Gracepoint Lutheran Church
Green Valley Community Church
Green Valley Seventh-day Adventist
Holy Family Catholic Church
Hope United Methodist Church
Iglesia Apostólica
Iglesia Apostólica Bethesda
Iglesia Bautista Sunnyside
Iglesia Bautista - Kairos
Iglesia Bautista de Sahuarita
Iglesia de Dios La Vid Verdadera
Iglesia de Dios Vida Eterna
Iglesia Evangelica Resurreccion Bautista
Iglesia Palabra Miel
Iglesia Summit
Immaculate Conception Catholic Church
Immanuel Presbyterian Church
Inner City Assembly of God
Lighthouse Church International
Living Waters-IMA
Living Word Baptist Church
Lord of Grace Lutheran Church
Lutheran Church of the Risen Savior-Sahuarita
Luz y Vida Para la Familia
Marana Church of Christ
Marana Community Church
Marana St. Christopher Catholic Church
Maranatha Christian Center
Midvale Park Seventh-day Adventist Church
Ministérios Getsemani/Freedom Gate Ministries
Mission View Assembly of God
Monte Vista Christian Union Church
Most Holy Trinity Catholic Church
Mount Calvary Missionary Baptist Church

CPPW Partners & Resources



Mount Olive Lutheran Church
 Mount Zion Missionary Baptist Church-IMA
 Mount Zion Lutheran Church-PNN
 Mountain Avenue Church of Christ
 Mountain View Baptist Church
 My Church
 New Destiny Church International-IMA
 New Dimensions Ministries
 New Jerusalem Missionary Baptist Church-IMA
 New Life Bible Fellowship
 New Life Worship Center-IMA
 New Testament Baptist Church
 Northminster Presbyterian Church
 Northwest Baptist Church
 Old Spanish Trail Church of Christ
 Oro Valley Church of the Nazarene
 Our Lady of Fatima Church
 Our Lady of La Vang Catholic Church
 Our Lady of the Valley Church
 Our Lady Queen of All Saints
 Our Mother of Sorrows-PNN, Diocese
 Pantano Christian Church
 Praise Center Assembly of God
 Redeemer Lutheran Church
 Redemptorist Renewal Center
 Relief Society of the Church of Jesus Christ
 Resurrection Lutheran Church
 Revelation Missionary Baptist Church-IMA
 Rincon United Church of Christ-PNN
 Rising Star Baptist Church-IMA

River Christian Church
 River Christian Fellowship
 Sacred Heart Catholic Church
 Sahuaro Baptist Church
 San Martin de Porres Church
 Sanctuary United Methodist Church
 Sandario Baptist Church
 Santa Catalina Roman Catholic Church
 Santa Cruz Valley United Methodist Church
 Santa Monica Catholic Church
 Santa Rita in the Desert Catholic Church
 Serenity Baptist Church
 Set Free Church (nondenominational)
 Shield of Faith Christian Center-IMA
 Siloam Freewill Church-IMA
 Sovereign Grace Church
 St. Andrew's Episcopal Church
 St. Andrew's Presbyterian Church-PNN
 St. Augustine Cathedral
 St. Bede's Anglican Church
 St. Cyril's Catholic Church
 St. Elizabeth Ann Seton Catholic Church
 St. Frances Cabrini Catholic Church
 St. Francis De Sales Catholic Church
 St. Francis in the Foothills, UMC
 St. John's Catholic Church/Casa San Juan Center
 St. John's Catholic School Staff
 St. Joseph's Catholic Church
 St. Margaret Mary Alacoque
 St. Mark's Presbyterian Church

St. Mark's United Methodist Church-PNN
 St. Odilia Parish
 St. Paul's United Methodist Church-PNN
 St. Pius X Catholic Church
 St. Thomas More Newman Center
 Sts. Peter and Paul Catholic Church
 Streams in the Desert Lutheran Church
 Sun and Shield Baptist Church
 Sunrise Chapel
 Tanque Verde Lutheran Church-PNN
 Temple Emanu-El
 Templo La Unción
 The Door Christian Fellowship
 The River Church
 Thornydale Family Church
 Tortolita Presbyterian Church
 Trinity Life Chapel Pentecostal
 Trinity Missionary Baptist Church
 Tucson Church International
 Tucson Community Church
 Unity in the Valley
 Unity of Tucson
 Valley Christian Church
 Valley Presbyterian Church-Green Valley
 Victory Assembly of God
 Victory Outreach Church
 Victory Worship Center-PNN
 Vida Nueva
 Vineyard Christian Fellowship
 Vista de la Montaña Methodist Church
 Westside Church of God-IMA

Health and Human Service Providers

A Dream Come True - Preschool & Learning Center
 A New Creation Women's Clinic
 Academy Physical Therapy/
 George Radnothy
 Adobe OB/GYN Associates, PC
 Adv Hemorrhoid Care
 Ajo Head Start
 Alvernon Allergy & Asthma
 American Cancer Society
 American Diabetes Association
 American Heart Association
 American Lung Association
 American Red Cross
 Amistades
 Aristocare
 Arizona Community Physicians/
 E. Luis Aguilar
 Arizona Community Physicians/
 Lorelei Kaczmarek
 Arizona Community Physicians/
 Mark Nichols
 Arizona Community Physicians/
 Roy Loewenstein
 Arizona Community Physicians/
 William N. Oates
 Arizona Endovascular Center
 Arizona Medical Services PC
 Arizona Pediatric Surgery
 Arizona Smoker's Helpline
 Arizona Youth Partnership
 Arthritis Foundation
 Aspen OB/Gyn
 Associates in Family Practice
 Aviva Children's Services
 AZ Eye Consultants
 AZ Institute Urology
 Bayada Nurses
 Beacon Group
 Beat Cancer Boot Camp
 Big Brothers Big Sisters
 Border Action Network
 Brewer Obstetrics
 Callie Pediatrics
 Carondelet Medical Group/Mark Bessette
 Casa Colina
 Casa de la Luz Hospice
 Casa de Sonshine Assisted Living
 Casa Esperanza
 Casas Adobes Family Practice
 Casas Adobes Pediatrics
 Catalina Pediatrics
 CCS Catholic Social Services
 CCS COPD
 CCS Corporate Office
 CCS Pio Decimo



"We really encourage our employees to be healthy, and our management is very committed to it. As a self-

insured company, the healthier our employees are, the better we are able to manage our expenses. ... I get a lot of feedback from employees saying that getting away from their desks for just an hour really improves their productivity. And they feel that the company really values them as an employee, so it's a key retention tool. They love that the company is so committed to keeping the employees healthy."

~Diane Manriquez, PHR, Benefits Specialist for Sunquest Information Systems, Inc., on the benefits of a worksite wellness program

CCS St. Elizabeth's Health Center
 Center For Neurosciences
 Chapel in the Hills School
 Chicanos Por La Causa
 Child & Family Resources
 Child-Parent Centers
 Children's Clinics
 Children's Medical Center of Tucson
 Carondelet Health Network

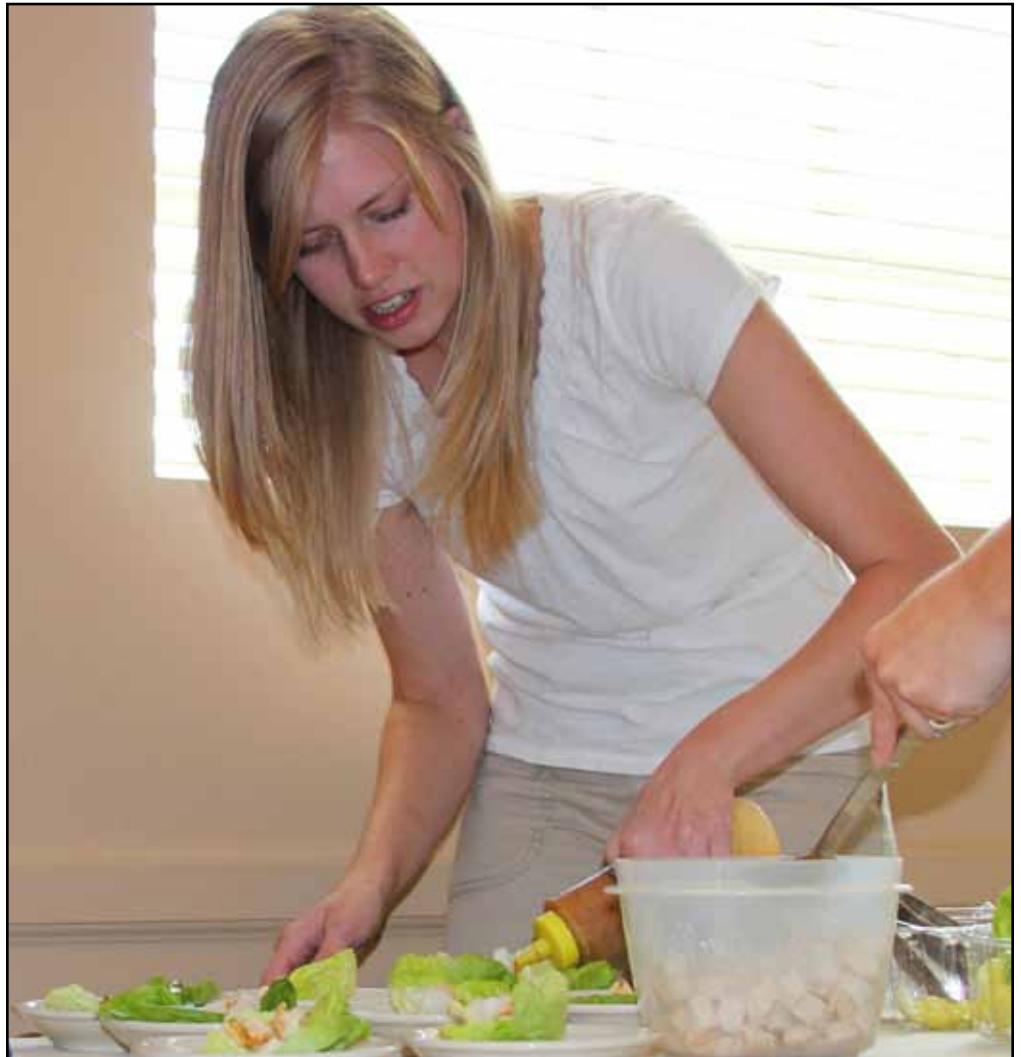
CHN – Heart & Vascular Institute
 CHN - St. Joseph's Hospital
 CHN - St. Mary's Hospital
 Cholla Pediatrics
 City of Tucson-Community Services
 Clara Vista Pediatrics
 Cloud Hawk Acupuncture and Herbal
 Medicine/ Christine Oagley
 CMG
 CMG Wetmore
 CMG Magee
 CMG Nursing Services
 CMG Office Green Valley
 CMG Rita Ranch
 CMG Sahuarita - Wilfred Miller
 CMG West
 CMG/Imaging Green Valley
 CMG-South Park Office
 CODAC
 Cohen Family Practice
 Community Partnership of Southern Arizona
 Compass Health
 Continental Ranch Family Practice
 COPE
 Copperstate OB/GYN Associates Ltd
 Cornerstone Family Practice
 Cosmetic & Family Dentistry/
 Andrew Martinssen
 Cosmetic Plastic & Reconstructive Surgery/
 Armando Alfaro
 Cottonwood Pediatrics
 Courtney Medical Group
 Crisis Response Network
 Crossroads OB/GYN
 Desert Bloom Family Practice
 Desert Bloom OB/Gyn

CPPW Partners & Resources

Community Gardens of Tucson

Community Gardens of Tucson (CGT) is an all-volunteer nonprofit group devoted to promoting health, knowledge, joyfulness and a sense of community by helping Tucson residents establish and maintain neighborhood vegetable and flower gardens. It is made up of gardening experts, novices, homeowners and volunteer coordinators.

The all-volunteer nonprofit CGT establishes and maintains community gardens and provides ongoing education that enables Tucson residents to grow food successfully and sustainably in garden communities within their neighborhoods. The CPPW initiative worked with CGT to expand community garden opportunities, supplementing the work done by the Foods Systems, Schools, Built Environment and HHSFB teams to increase the amount of locally grown food available to our community. In collaboration with CGT an additional 12 gardens, providing over 300 growing beds – over 18,500 square feet of actual growth area – were established, most in areas of high need or food deserts. Best of all, CGT will actively sustain and manage these gardens, keeping them open and available for the foreseeable future.



Desert Pediatrics
Desert Senita
Desert Spring Family Practice
Desert Star Family Health/Denise
Desert Star Family Practice
Devereux
Diocese of Tucson
Diplomate American Board of Podiatric Surgery
Diseases of the Skin/Skin Cancer & Skin Surgery/Andrew Tedesco
Dr. David Allen
Dr. David Hancock
Dyson Pediatrics
Ear, Nose & Throat Diseases/Thomas Tilsner
El Dorado Audiology/Carolyn Jaret
El Rio - Administration
El Rio - Birth & Women's Health
El Rio - Broadway

El Rio - CODAC
El Rio - Congress
El Rio - Elm
El Rio - Elm Lab
El Rio - NW Clinic
El Rio - NW Dental
El Rio - Pascua
El Rio - SIA (Special Immunology Associates)
El Rio - Southeast
El Rio - Southwest
El Rio- Southwest Dental
El Sol Family Medicine
Emerge
Eye Institute of Southern Arizona
Family Practice Group
Garry Pohoretsky, M.D., Maternal-Fetal Medicine
General Dentistry/John Large
Genesis
Genesis/Generation's Women's Care
Gershweir Obstetrics
Giving Tree Outreach Program

Goodsite Pediatrics
Gospel Rescue Mission
Grace Maternity
Grandparents Raising Grandchildren
Hancock Health Care
Hanger
Head Start of Ajo
Healthy Beginnings/Lazos de Familia
Hee Family Practice
Hobeich Pediatrics
House of Neighborly Services
Imagine Greater Tucson
In My Shoes
Industrial, Orthopedic and Sports Physical Therapy/ Philip Paul Tygiel
Interfaith Community Services
Internal Medicine/ Endocrinology Julia Levai
Ironwood OB/GYN
Irowood OB/GYN/Tamara McCarthy
Javelina Pediatrics
Jewish Family and Children's Services
Khalsa Pediatrics
Knights of Columbus-SM Chapter

Arizona State Museum

In 2011, CPPW partnered with the Arizona State Museum to present the Through the Eyes of the Eagle national travelling exhibit as well as a free health and wellness celebration for the public. Through the Eyes of the Eagle: Illustrating Healthy Living, curated by the Centers for Disease Control and Prevention's Global Health Odyssey Museum, is a family-friendly exhibit inspired by a children's book series of the same name. In addition to the exhibit and healthy celebration event, the Arizona State Museum also developed a new comic book called *"It's Up 2 You!"* that puts a local spin on the same message, tailored for a slightly older audience. The comic was printed and distributed at the healthy celebration as well as given out to local youth and provided to comic book stores. It is even available electronically on HealthyPima.org, where visitors can listen to a narration of the comic in several languages, including English, Spanish and Tohono O'odham.



"My sister and I keep healthy by shopping, cooking and eating healthfully"

Nia and Haile Thomas, hosts of online cooking show www.kids-cancook.org

Knuth & McFarland DDS
Kokopelli OB/Gyn
Kreuzer & Decker OB/Gyn
Kulatilake Family Practice
La Coalicion de Derechos Humanos
La Dea Women's Health
La Frontera
La Paloma Family Services
La Posada
Las Familias
Laudonio OB/Gyn
Lisa Lear, DDS
Longoria Pediatrics
Lutheran Social Services
Luz Social Services
Make a Wish Foundation
Marana Family Medicine
March of Dimes Foundation
Marshall Home
Mesquite Pediatrics
Mesquite Pediatrics/Mary Cochran
MHC Healthcare
Michael Cochran, MD
Midvale Medical Center
Momentum Physical Therapy/
Michael DuBois
Mother's Oasis
Mountain View Gastroenterology/

Debra Polson
National Alliance on Mental Illness
Naturopathic Medicine/Scott Jamison
Newport Audiology Centers
Northwest Dr. John Hornback
NW Allied Physicians - Sunrise
NW Allied Physicians - Marana
NW Allied Physicians - Skyline
Obstetrix Maternal-Fetal Med
Ocotillo Pediatrics
Old Pueblo Pediatrics
One on One Mentoring program
Open Inn
Orange Grove Family Practice
Orange Grove Pediatrics
Oro Valley Pediatrics
Orthopedic Surgery/John R. Klein

Our Family Services
Painted Hills Pediatrics
Pantano Behavioral Health
Parent Aid
Patel's Medical Surgical/Nagin Patel
Physical Medicine and Rehabilitation/
Jon Ostrowski
Physical Therapy/William Adelman
Pima Pediatric Dermatology
Pohoretsky Maternal-Fetal Medicine
Premiere Hearing Center/Gene Ruley
Prestige Assisted Living
Primeros Pasos OB Clinic
Pritchard Family Practice
Project Amor
Pueblo Family Practice
Pusch Ridge Family Medicine

CPPW Partners & Resources

Radiology Ltd.
 Raymond A. Bakotic
 Renee Gallo, MD
 Riley OB/Gyn
 Rincon Orthopedic Associates/
 John Meaney
 Ronald McDonald House of Charities
 Rubin-Toles Family Practice
 SAAF – Southern Arizona AIDS Foundation
 Saguaro Eastside Medical Group
 Saguaro Physicians Pediatrics
 Salazar Medical Group/ Abel Salazar
 Salvation Army
 SAMHC
 San Rafael Medical Center/
 Mordechai Twena
 Santa Rita Nursing & Rehabilitation
 Save a Life Foundation
 Save the Cord Foundation
 Seres Maravillosos
 Serving Jesus Christ
 Shahla Ighani
 Sherman OB/Gyn
 Sierra OB/Gyn
 Skyline Pediatrics
 Sonderer Family Practice
 Sonora Quest
 Sonoran Family Practice
 Southern Arizona Periodontics/Edward Cole
 Southern Arizona Center Against
 Sexual Assault (SACASA)
 Southwest Heart/Joseph Chambers
 Southwest Therapeutic Body Work/
 Dr. Miller
 Strength Building Partners
 Sunflower Women's Health Care
 Tanque Verde Family Practice
 Tanque Verde Pediatrics
 Teenage Outreach Pregnancy Service
 (TOPS)
 TLC Northwest
 TMC Healthcare/Katy Hoeft
 TMM Family Services
 Tucson Central Pediatrics
 Tucson Children's GI
 Tucson Clinica Medica Familiar
 Tucson Dermatology/Reena Rupani
 Tucson Family Medicine
 Tucson Indian Center
 Tucson International Alliance of Refugee
 Tucson Jewish Community Center
 Tucson Laser Skin Center/Anagrace Valdez
 Tucson Pediatrics
 Tucson Society of The Blind
 Tu Nidito
 UMC-Physicians Green Valley
 UMC Pantano Family Practice

Living Streets Alliance

The mission of the Living Streets Alliance (LSA) is to promote healthy communities by empowering people to transform our streets into vibrant places for walking, bicycling, socializing, and playing. LSA seeks to inspire urban improvements for walking, cycling, public transit, and healthy community and neighborhood life through outreach, education, and advocacy pertaining to alternative modes of transportation and basic improvements to the physical condition and design of roadways and the public right of way.

LSA is a 501(c)(3) public charity organization, working to achieve the following goals:

1. To increase access by walking, cycling, and using public transit in the greater Tucson area through outreach (events), education (programs), projects (working with others), and advocacy (support).
2. To encourage and improve engagement and awareness of the Tucson community in government planning, policy development and implementation of cycling and pedestrian facilities.
3. To make Tucson's streets comfortable, convenient, safe and attractive for pedestrian and cycling access by people of all ages and skill levels.
4. To focus on educational outreach projects and public communications which illustrate the health and environmental benefits of cycling and pedestrian access and public transit in the Tucson region.
5. To build community partnerships and stronger civic leadership for enhanced community health through pedestrian, cycling, and public transit street and right of way improvements.

In 2011 and 2012, CPPW and Pima County proudly supported Cyclovía Tucson, an annual car-free event that opens selected streets to people so that they can walk, skate, run, bicycle, and socialize with their neighbors. The family-friendly event is free and fun for people of all ages.

UMC-North Hills
 United Community Health Center
 United Cerebral Palsy
 UPH Obstetrics
 UPH Pediatrics
 Valley Assistance Services
 Valor Hospice Care
 Vascular & General Surgery/Mordechai Twena
 Westerband OB/GYN
 Wilmot Family Medicine
 WINGSPAN
 Women's Foundation of Southern Arizona
 Xeridim Medical Devices
 Youth On Their Own
 YWCA Tucson

Neighborhoods and Associations

Ajo
 Amphi/Mountain View Neighborhood
 Balboa Heights/Coronado Heights
 Neighborhood
 Coronado Heights Neighborhood
 Dodge-Flower/Doolen-Fruitvale
 Neighborhood
 Elvira Neighborhood
 Flowing Wells/Duffy Neighborhood
 Association
 Flowing Wells Neighborhood
 Garden District/NW Neighborhood
 Association
 Marana
 Menlo Park Neighborhood
 Mountain View Neighborhood
 Sahuarita
 South Park/Las Vistas Neighborhood
 South Tucson
 Summit View Neighborhood
 Sunnyside Neighborhood
 Vail
 Wakefield Neighborhood

Youth in Action Teams

AmeriSchools
 Arizona Youth Partnership at Ajo
 Arizona Youth Partnership at Coronado K-8
 Arizona Youth Partnership at Marana
 Middle School
 Boys and Girls Clubs of Tucson:
 Steve Duro Clubhouse
 CEP Harelson Elementary School
 CEP Wilson Elementary School
 High Ground at Valencia Middle School
 Hopi Foundation Owl and Panther Project
 Words Journey at Woods Library



Communities Putting Prevention to Work Boys & Girls Clubs of Tucson Activities



What the community is saying:

"Boys & Girls Clubs of Tucson has always focused on health & fitness for our youth. Sports, group activities, and challenges have always been a part of our programming. However, this CPPW grant turned our attention to a vital part we've been missing.....and that's our snack bars. Adapting our snack bars to meet guidelines will have tremendous impact on the quality of life for those kids we serve. I've learned that the kids eventually take a liking to the healthy snacks as well as they did the junk food we used to serve."

~ John McDowell, VP
Boys & Girls Clubs of Tucson

"I learned about planting. It is so cool, I liked it."

~ Kenneth G., 9
Boys & Girls Club Member

"Me gusta mucho que tienen el jardin porque ahi los ninos aprenden a plantar vegetales y no solo eso sino a aprenden que los vegetales son buenos para ellos."

~ Sonja Gutierrez
Boys & Girls Club of Tucson Parent

"I like to eat the carrots and tomatoes because they are healthy. I like to water the plants too. I like to help everybody in the garden."

~ Yaritza S., 7
Boys & Girls Club Member

"We can use fresh fruits and veggies to cook with the kids. Having a garden also teaches the kids about nutrition."

~ Tori Colbert
Physical Education and Health Director

The Pima County Health Department *Communities Putting Prevention to Work* grant program partnered with the Boys & Girls Clubs of Tucson to create positive and sustainable changes in neighborhood clubhouses.

Under the leadership of Armando Rios, CEO, Boys & Girls Clubs has embraced a culture of improved nutrition, education and physical activity as a part of its programs.

Nutrition

The Boys & Girls Clubs of Tucson have promoted improved nutrition for their members by making positive changes in the clubhouses. For example:

- Replacing all unhealthy drinks and snacks in clubhouse vending machines with healthier options, maintaining the programming fund-raising from the machines and providing members with positive choices;
- Snack bars at all clubhouses now use a color-coding system to highlight healthy options, and nutritional information is posted so members can make informed choices;
- Event policy now requires 50% of events offer only healthy refreshments;
- Two clubhouses now have community gardens and are working to make produce available at area farmers' markets, teaching both food production and basic business skills.

Physical Activity

The CPPW program provided for two physical education directors to increase member participation in safe physical activity. The effort was so successful that the Boys & Girls Clubs of Tucson Board of Directors have elected to expand and sustain the initiative. Physical education staff for each of the six Pima County clubhouses will be hired, guaranteeing expanded activity and participation.

Education

During this partnership, the Boys & Girls Clubs of Tucson have enhanced use of their "Triple Play" evidence-based education program, a step-by-step guide demonstrating that eating right, keeping fit and forming positive relationships are keys to healthy lifestyles for club members. With an additional focus on peer leadership, this healthy habits education will help not only the members but their friends and families as well.



For more information visit bgctuc.org or call (520) 573-3533

CPPW Administration & Evaluation

Administration

In addition to active participation in the implementation of CPPW initiatives, the Pima County Health Department (PCHD) was responsible for administration of the program, including sub-recipient and vendor contracting, performance and financial reporting, and similar duties. CPPW staff from PCHD acted as liaisons between all the community partners, detailing information about both the successes and challenges that could be shared with the CDC throughout the process to ensure program improvement. PCHD staff also helped coordinate both locally and nationally based technical assistance for the teams, which provided both long-term and visionary support to specific CPPW projects.

The Health Department collaborated



with other County agencies including the Department of Finance and Risk Management, the Pima County Administrator's Office, the Pima County Attorney's Office and others to provide comprehensive management of this extensive program. Dozens of contracts for services required under CPPW were developed, negotiated and executed, with

consideration for local business always at the forefront. Hundreds of invoices were received, vetted and paid over the course of the two-year program, infusing significant sums into the local economy while working to improve the health and wellness of the community.

Reporting

Per American Recovery and Reinvestment Act (ARRA) federal grant guidelines, the Pima County Health Department submitted quarterly financial progress reports detailing the financial expenditures and job creation figures for the CPPW program. These reports can be viewed online (www.recovery.gov) along with all ARRA projects throughout the country. In addition to these data-driven reports, CDC project officers conducted monthly

Small Changes. Smart Choices.

“My dad practices with me 30 minutes before my practice even starts.”

Across Pima County our neighbors are doing things just a little bit different to make a big difference in the health of the community.








Visit  **HealthyPima.org** from home or at your library,
or talk to your doctor or health clinic for more information.

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.



progress evaluations with Pima County staff. These progress evaluations presented Pima County with the opportunity to report the compiled activity data of efforts across all of the teams and initiatives, allowing immediate feedback and direction from CDC staff. Highlights throughout the process deemed Pima County's CPPW work as exemplary, and specifically praised the contracting transparency, financial controls and multiple layers of verification prior to expenditure of funds.

Evaluation

Evaluation of CPPW activities requires multiple assessment tools, examining the program in the short-, intermediate- and long-term time frame to capture the breadth and scope of the work performed. While the Pima County Health Department was responsible for evaluation of short-term indicators such as activity, contacts and participation, the Evaluation Team, based at the University of Arizona's Mel and Enid Zuckerman College of Public Health, provided expert leadership in the development of many evaluation tools and reports, including local community profiles, team-specific reports and general evaluative manuscripts, posters and presentations.

Successful evaluation and data collection efforts include the completion of 17 baseline data and observational community profiles. The documents provided CPPW teams with an overview of each primary focus area, detailing community resources and opportunities so the activities could be tailored to the specific needs and interests of each community. The profiles were updated to document the CPPW progress and also serve as a resource for each community to use and build upon beyond the CPPW grant period.

The Evaluation Team also provided ongoing technical support to other CPPW teams in aggregating and analyzing team-based activity data, and developed a comprehensive evaluation plan that provides the CDC and non-CPPW communities with a model for successful policy, systems and environmental change leading to a healthier community. Each of the teams was provided a detailed evaluative report of its CPPW achievements, a valuable tool that can be used by the community partners in applying for future grant funding.



Small Changes. Smart Choices.

"I've learned that having our own garden keeps us active and eating healthy... plus it's fun."

Across Pima County our neighbors are doing things just a little bit different to make a big difference in the health of the community.

Visit HealthyPima.org from home or at your library, or talk to your doctor or health clinic for more information.

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.

THIS IS MY HEALTHY

Additionally, the Evaluation Team was pivotal in the implementation of two survey systems intended to gauge Pima County resident views on health and wellness. With district and school administrative support, more than 1,300 students from 21 traditional public high schools in Pima County participated in the Youth Risk Behavior Survey (YRBS) in 2010. The YRBS was developed in 1990 by the CDC to provide information about current health risk behaviors that contribute to the leading causes of death, disability, and social problems among youth in the U.S. This was the first time that YRBS data with this level of detail on the health behaviors of Pima County youth became available, and this data will help schools and community organizations tailor health programs and policies to meet the needs of health concerns generated by the data.

The Behavioral Risk Factor Surveillance System (BRFSS) fulfills a similar role with adults and is implemented by each of the 50 states through a telephone survey. The Evaluation Team participated in assessment of BRFSS questions, recommendations on sampling rates to provide maximum value to the community, and analysis and presentation of compiled findings. Tools such as the YRBS and BRFSS are important not only to measure the impact



"The built environment is hugely important in supporting and even motivating physical activity. The challenge here

is we're really having to redesign the built environment. If it was designed for people in the first place, the world wouldn't look like it does."

~Katie Gannon, Project Director, Drachman Institute, University of Arizona



of programs or current views on health and wellness topics, but also to identify future directions for health-based work in the community.

Action for CPPW Sustainability

Over the course of the past two years significant efforts have been made to prevent or reduce the spread of obesity in Pima County, but CPPW is only the beginning. To have a lasting impact, to improve the quality of life of our neighbors, to reduce the incidence of disease and early death, and to minimize the economic impact, the entire community must continue to expand efforts to encourage healthy eating and active living.

Creating new policies, changing the physical environment or modifying existing systems all cause lasting change, sustaining the work done as part of the CPPW program. This has been a driving principle of the program nationwide – move beyond intervention on a one-to-one basis and provide for initiatives that touch the whole community.

Pima County is proud to take a lead in making our community a more healthy and thriving place to live. Some of the projects, programs and initiatives that will continue to develop include:

- Partnership in developing an alliance of clinicians, educators and health professionals dedicated to addressing the impacts of diabetes in our community, bringing together medical resources to aggressively fight this obesity-linked disease;
- Public health outreach such as our new library nurse program, providing guidance and direction on health issues to those that may not have the ability or opportunity to visit traditional providers;
- Expanding opportunities for safe physical activity through:
 - Continued design and construction of The Loop, a 55-mile multi-use off-road path. The Loop connects our communities in a safe and enjoyable setting, linking residents to parks, mass transit, employment centers, recreation areas and educational venues;
 - Continued improvement of our many parks and recreational facilities, such as Brandi Fenton Park, the first public private park partnership in Pima County and development of the Corazon de los

Tres Rios del Norte park;

- Partnerships with the YMCA and Boys & Girls Clubs that enhance access and promote services for youth and adults to be physically active;
- Embracing active transportation and complete streets guidelines to ensure our roads accommodate users of all modes of travel and encourage walking, bicycling and riding the bus;
- Supporting hiking, sports use and leisure activity across Pima County
- Working alongside partners like the Community Food Bank to continue prioritizing local food production and distribution through community and family gardening and accommodation for produce sales and distribution.

The Pima County Board of Supervisors has taken the work of CPPW to heart and in March 2012 resolved to examine and prioritize opportunities to continue the prevention work strengthened by CPPW and work together as a community to make Pima County a healthier, more thriving place



to live for ourselves and our children.

The Pima County Health Department is committed to ensuring the sustainability of CPPW initiatives beyond the life of the grant cycle. Planned sustainability activities include:

- Assessing and developing public health policy initiatives that enhance disease prevention, including obesity, and improve the community health;
- Building on the success of the CPPW Schools Team by continuing to support local school wellness coordinators, youth-led wellness teams and comprehensive district- and school-wide health initiatives;
- Providing a central repository for information essential to responding to obesity prevention initiatives, such as grants or wellness programs, to be accessible by partner organizations;
- Continued maintenance and promotion of the HealthyPima.org website and social media accounts, further extending the message and brand developed out of CPPW;
- The Pima County Health Department will also continue to work with community organizations to pursue additional funding sources that will help expand and sustain the initiatives implemented as a result of the CPPW grant.

Activate Tucson and the other CPPW partners will also continue to support and advance the work of this important obesity prevention program. In many cases these organizations were already actively working to make Pima County a healthy and vibrant place to live, and will continue to do so into the future. As key community assets, Carondelet Health Network, the Community Food Bank of Southern Arizona, the United Way of Tucson and Southern Arizona, the University of Arizona, YMCA of Southern Arizona, the Boys & Girls Clubs of Tucson and so many other groups will carry this effort forward alongside the Pima County Health Department. Already steps have been taken to ensure the momentum is not lost.

- Carondelet Health Network will continue to provide training and assistance in the development of local health ministries, encouraging healthy behaviors in faith-based settings across the county. Additionally, as key thought leaders in the provision of health care, they are



Donna Lewandowski and Matthew Zoll, Pima County Department of Transportation

CPPW Local Champions **Local Government Champion**

Matt and Donna have been integral to the active transportation landscape in Pima County for several years. As Department of Transportation professionals dedicated to improving availability of active transportation options and increasing the safety of roadways, bicycle trails and walking surfaces for all users, Matt and Donna blend personal interests with professional skills to help our 1 million residents take full advantage of the Sonoran Desert climate.

Their work brings them into contact with policy makers, elected officials, competitive and recreational bicyclists, planning organizations, school districts, the general public and all layers of local government. In every instance they promote the value of active transportation and highlight the need for attention to safety and accessibility for users of all modes of transportation.

continuing advocates for exercise as medicine and will provide resources for doctors and nurses to assist patients in embarking on a prescription for active living;

- The Community Food Bank of Southern Arizona has secured funding to continue farm-to-child programs, bringing fresh, local produce to child care facilities and schools. The Las Milpitas de Cottonwood

farm and the hundreds of container, home, school and community gardens will flourish, providing hundreds of thousands of servings of healthy food each year. As a leading voice in the Pima County Food Systems Alliance, the Food Bank will continue to be a powerful voice for a secure food environment, providing benefit for all the residents of Pima County;

Action for CPPW Sustainability



- The United Way of Tucson and Southern Arizona has greatly enhanced the health and wellness awareness of child care homes and facilities across Pima County, by providing assistance to child care providers in assessment of their spaces and policies, and recommending changes that improve the child care environment without increasing operational costs. Changes such as screen time policies and maximizing developmentally appropriate activity time will improve the health environment for children in these centers. Training and technical assistance provided to youth development and after-school programs has similarly impacted the environment for school-aged children, turning time spent after school into a valuable, and healthy, development opportunity. The skills and knowledge gained by the adults providing care for children of all ages will benefit the community into the future.
- Working as part of United Way, PRO Neighborhoods has worked with new and established community leaders to enhance the ability of neighborhood organizations to apply for and receive grant funding that improves the nutrition and activity environment in their area, as well as creating and implementing over a dozen action projects that provide sustainable improvements such as walking paths and revitalization of abandoned spaces;
- The Drachman Institute, part of the College of Architecture and Landscape Architecture at the University of Arizona (UA), has implemented a number of initiatives that will last well beyond the scope of the CPPW program, creating landscape and built environment enhancements in neighborhoods, at schools and in faith-based settings that will last for years to come. Many of the landscape projects will, in fact, be more effective years from now than they are today such as many of the trees planted that will provide shade. Furthermore, Drachman has been responsible for the design of bus shelters that better protect riders from the sun, and provision of landscape and planning documents that will allow schools and hospitals to maximize the value of their grounds while enhancing accessibility to all modes of transportation;
- The Policy Team from the UA Mel and Enid Zuckerman College of Public Health has assisted in the development and implementation of policies in areas from transportation and planning to urban agriculture, and has developed champions for health and wellness among professionals in these fields. Both the advocacy created and the policy proposals

in place will continue to pay dividends as planning documents and operational policies reflect the health and wellness needs of the community. The technical assistance and guidance documents created by the Policy Team will fuel change in the future, and groups like the Living Streets Alliance and Pima County Food Systems Alliance will carry the messages forward;

- The Schools Team, headed by the UA Center for Physical Activity and Nutrition helped create dramatic change in many Pima County public schools, and many of the districts and schools that participated in the CPPW program have adopted long-lasting policy or environmental changes that will keep health and wellness a focus for years to come. Not only did the Schools Team provide materials and lead the effort to make physical changes, hundreds of educators were trained in nutrition and activity programs that will allow them to teach healthy behaviors throughout the day, often without additional cost or reduction in class time. Furthermore, several schools received assistance in developing grant capacity and many have already received new grant funding as a result of CPPW;
- The YMCA of Southern Arizona, leading the effort to create wellness in the workplace and provide the benefits of improved health to employees and employers alike, has created a forum for employers to exchange ideas on successful worksite wellness initiatives. By encouraging worksites to come together and share their collective wisdom and to receive continued training, assistance and support, more and more employers will begin to receive the benefits of wellness programs in productivity, reduced absenteeism and advantageous health care insurance discounts. A healthy workplace, and a healthy bottom line, is a value to the entire community.

These are just some of the ways the initiatives undertaken as part of Communities Putting Prevention to Work will continue to improve the lives of residents of Pima County. Each of the organizations involved in CPPW have influenced their own partners, creating a network of change in the community that will continue to expand for many years to come.

Smart Choices

The CPPW Policy Team developed and launched the “Smart Choices for Healthy Dining” program, promoting local restaurants that offer healthy meal options and providing patrons with a way to easily recognize healthy choices in participating businesses. Working with Pima County restaurateurs, health advocates and chefs, the Policy Team developed guidelines for healthy options that consider total calories, nutritional content and more. CPPW then provided comprehensive recipe analysis and recommendations to restaurants to assist in identification of healthy choices and developed a healthy dining guide that includes tips on making smart choices in any restaurant as well as a map highlighting participating



local restaurants. A similar program was developed to help guide choices in local youth sports, encouraging optimal performance on the field and healthy food and drink decisions off the field. Both programs have been embraced by the Mel and Enid Zuckerman College of Public Health and will be sustained by the Canyon Ranch Center for Prevention and Health Promotion.

Vending Policy

Pima County CPPW developed a Smart Snacking Program, encouraging people using vending machines in the Herbert K. Abrams Public Health Center to “Eat Your Greens!” This program, now expanding to other venues across the county, highlights healthy vending choices and provides consumer information through a simple color-coding system. The pilot program was launched at the Abrams Building, where employees were given the opportunity to taste test some of the new healthy items in an effort to garner employee support and interest in the program. Additionally employees participated in surveys before and after program implementation about their vending machine habits, and sales data was analyzed to determine whether or not the new program and items had any effect on snacking habits.

Posters, pamphlets and stickers define the program and provide recommendations and information on the benefits of choosing healthy snacks in a bright and eye-catching



way. CPPW staff worked closely with vendors and suppliers to balance the needs of the program and ensure fiscal sustainability for the vendor, and changes made in the Abrams Building have begun to be seen throughout Pima County buildings. Similar programs have been developed and implemented in Boys and Girls Clubs of Tucson clubhouses and snack bars, local YMCAs and area businesses and schools.



Acknowledgments

Pima County Health Department's Communities Putting Prevention to Work would like to thank the following people and organizations for their invaluable contributions to this important community effort:

CPPW Leadership Team

Mr. K.C. An
Ms. Ruth Brinkley
Dr. William Crist
Ms. Eva Dong
Mr. Gary Hayes
Mr. Reuben Howard
Mr. Will Humble
The Honorable Ramón Valadez
The Honorable Robert Walkup
Mr. Dane Woll

Community Partners

Activate Tucson



"It's just about getting out and moving and engaging with the community in a healthy way and that's by walking down the street with your family, go on a bike ride with some friends."
~Daniella Diamante,
Cyclovía Event Coordinator

AdVision

Ajo

Ajo Unified School District

Altar Valley School District

Amphitheater Unified School District

Arizona's Children Association

Arizona Nutrition Network

Arizona State Schools for the Deaf and the Blind

Bear Essential News for Kids

Boys & Girls Clubs of Tucson

Carondelet Health Network

Centers for Disease Control and Prevention

Cities of South Tucson



"The focus on healthy habits is a logical extension of what TMY is all about. These new initiatives help ensure TMY

attendees walk away with a greater awareness of options when it comes to eating and exercise, while still rooted in cultural tastes and customs," said Mia Hansen, TMY Executive Director.

City of Tucson - Tucson 12
 City of Tucson
 Community Food Bank of Southern Arizona
 Community Gardens of Tucson
 Continental School District
 Cronkite News
 Dark Horse Media
 Desert Senita Community Health Center
 El Rio Community Health Center
 Flowing Wells Unified School District
 Gordley Design Group
 International Media
 Kaneen Advertising & Public Relations
 KVOA
 Living Streets Alliance
 LP&G Inc.
 Litter Films
 Marana Health Center
 Marana Unified School District
 MarCom Worldwide
 Pima Association of Governments
 Pima County Administration
 Pima County Board of Supervisors
 Pima County Communications Office
 Pima County Dept. of Environmental Quality
 Pima County Dept. of Transportation
 Pima County Food Systems Alliance
 Pima County Health Department
 Pima County Planning & Zoning
 Pima County School Wellness Council
 PRO Neighborhoods
 Sahuarita Unified School District
 St. Elizabeth's Health Center
 Strongpoint Marketing & Public Relations
 Sunnyside Unified School District
 Tanque Verde Unified School District
 The Caliber Group
 The Nordensson Group
 Town of Marana



Town of Oro Valley
 Town of Sahuarita
 Tucson Padres
 Tucson Unified School District
 United Community Health Center
 United Way of Tucson & Southern Arizona
 University of Arizona Center for Physical Activity and Nutrition
 University of Arizona College of Architecture and Landscape Architecture

University of Arizona College of Agriculture & Life Sciences
 University of Arizona Mel and Enid Zuckerman College of Public Health
 University of Arizona Office of External Relations
 U.S. Dept. of Health & Human Services
 Vail
 Vail Unified School District
 YMCA of Southern Arizona

By the Numbers: Progress Towards a Healthy Pima

FOOD SYSTEMS	
✓	6 farmers' markets accepting SNAP & WIC
✓	47 school and community gardens
✓	330 new home and container gardens
✓	102,570 servings of fresh produce
SCHOOL WELLNESS	
✓	150 Health Advisory Councils at schools in 13 districts
✓	Over 95,500 students have access to healthier foods and activity
✓	129 schools achieved Healthy School Zone status
CHILDCARE & YOUTH	
✓	165 kids taking part in "Youth in Action" programs
✓	125 family childcare homes adopted wellness policies, improving nutrition and activity for 300 children
✓	1,000 children receiving more nutritious meals and snacks in childcare settings
✓	1,881 children in 18 centers and 43 childcare homes eat family style meals and snacks
WORKSITES & HEALTH, HUMAN SERVICE & FAITH-BASED	
✓	96 worksites reaching 87,806 employees developing worksite wellness initiatives
✓	279 health and human service organizations reaching 687,920 employees and patients with wellness initiatives
✓	182 faith-based organizations reaching 107,839 parishioners with wellness initiatives
NEIGHBORHOODS	
✓	158,185 Pima County residents reached in 15 neighborhoods to promote activity and nutrition
✓	15 centers of wellness established
BUILT ENVIRONMENT	
✓	51 groups participated in planning & design to reduce barriers to activity and healthy food
✓	Designed & installed "shelters from the sun" – bus shelters that encourage active transportation
POLICY	
✓	Work across all jurisdictions to reduce barriers to healthy living
✓	Launched "Smart Choices for Healthy Dining" program and "Healthy Teams" initiative



Sweet Shot!

SHOOT FOR A HEALTHY SNACK. A balance of good food and staying active can keep you at the top of your game—on the court or in the classroom. Find a bunch of ways to stay healthy at HealthyPima.org

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.



Jump in!

MAKE A SPLASH! Choose a colorful variety of fruits and vegetables, and enjoy fun activities that get you moving to energize your body and your brain. For more juicy ideas, jump on HealthyPima.org

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.

