

Eat Healthy, Move More and Live Tobacco Free

# CHOOSEHEALTHLA!

## COMMUNITY TRANSFORMATION GRANT



### LOS ANGELES COUNTY WAS AWARDED A COMMUNITY TRANSFORMATION GRANT (CTG) IN THE FALL OF 2011.

The funding supports a five-year initiative to prevent chronic disease and reduce health disparities in the County through interventions that create healthy and safe environments and improve access to evidence-based clinical preventive services.

This funding enables the Los Angeles County Department of Public Health to work with community partners to develop innovative efforts aimed at reducing youth access to tobacco products and exposure to secondhand smoke, increasing utilization of effective tobacco cessation services, enhancing clinical preventive services, improving nutrition and expanding opportunities for physical activity.

The funding from CTG will help LA County expand this broad, innovative and comprehensive prevention strategy with community partners throughout our diverse communities.

### INVESTING IN HEALTHIER COMMUNITIES ACROSS THE COUNTRY

The Centers for Disease Control and Prevention (CDC) continues its long-standing dedication to improving the health and wellness of all Americans with the Community Transformation Grants (CTG) program. CDC supports and enables communities to identify their leading health problems and design programs that work for them.

The CTG program's goal is to create healthier communities by making healthy living easier and more affordable where people work, live, learn, and play.

The CTG program is funded by the Affordable Care Act's Prevention and Public Health Fund, and is expected to run through 2016 and reach more than 1 in 3 U.S. citizens — about 120 million Americans.

[CHOOSEHEALTHLA.COM](http://CHOOSEHEALTHLA.COM)

# CHOOSE HEALTH LA'S STRATEGIC FOCUS



*"IT IS ESSENTIAL THAT WE CREATE MORE ENVIRONMENTS WHERE ALL COUNTY RESIDENTS ARE PROTECTED FROM EXPOSURE TO SECONDHAND SMOKE, AND INDIVIDUALS WHO WANT TO QUIT SMOKING KNOW HOW AND WHERE TO GET HELP."*

– **Jonathan E. Fielding**, MD, MPH  
Director and Health Officer  
Los Angeles County  
Department of Public Health

## TOBACCO FREE LIVING

### COMMUNITIES

- › Support cities in implementing evidence-based strategies to reduce youth access to tobacco products and reduce exposure to secondhand smoke in multi-unit housing and outdoor areas
- › Partner with community-based organizations serving high-risk populations, including those with mental illness, substance abuse issues and homelessness, to increase access to and utilization of effective tobacco cessation services and to reduce exposure to secondhand smoke
- › Implement a targeted social marketing and public education campaign to increase awareness and utilization of available tobacco cessation services

### BUSINESSES

- › Work with businesses to increase access to and utilization of effective tobacco cessation services and reduce exposure to secondhand smoke

### SCHOOLS

- › Support high school teachers in providing tobacco-use prevention education and cessation resources at school districts with high rates of tobacco use among their students

## CLINICAL AND OTHER PREVENTIVE SERVICES

- › Work with health care organizations, particularly those serving low-income communities, to develop and implement a standard protocol for tobacco use screening and referral to tobacco cessation services
- › Adopt and implement a patient-centered medical home or team-based care approach to promote standard protocols to deliver high-impact clinical preventive services
- › Establish a practice-based learning network to promote sharing of lessons learned and dissemination of best practices on clinical preventive services in LA County

## ACTIVE LIVING AND HEALTHY EATING

### COMMUNITIES

- › Partner with hospitals serving low-income communities to develop strategies that support breastfeeding among new mothers
- › Support cities in implementing strategies that increase access to healthy food and beverage options
- › Expand CalFresh benefits at farmers' markets serving low-income communities
- › Support public and private organizations in implementing healthy food purchasing practices

### SCHOOLS

- › Work with school districts in low-income communities to increase fresh preparation of school meals to improve nutrition and increase student participation in meal programs
- › Support teachers in providing evidence-based physical education in schools with high levels of physical inactivity and obesity



## HEALTHY AND SAFE PHYSICAL ENVIRONMENTS

### COMMUNITIES

- › Support LA City and other communities in developing a health and wellness element within general plans
- › Implement land use and transportation strategies that promote active living and community safety, focusing on communities with high rates of obesity
- › Expand the LA County *Parks After Dark* program to increase community safety and provide youth development opportunities, especially among youth affected by gang violence

*"THE CONSTELLATION OF ENVIRONMENTAL FACTORS FUELING THE OBESITY EPIDEMIC – POVERTY, THE UNHEALTHY FOOD ENVIRONMENT, LIMITED ACCESS TO PLACES FOR PHYSICAL ACTIVITY, AND INCREASED TIME SPENT IN SEDENTARY ACTIVITIES – MUST BE ADDRESSED BY AN EQUALLY COMPREHENSIVE AND CONCERTED EFFORT THAT INVOLVES ALL SECTORS OF SOCIETY."*

– **Jonathan E. Fielding**, MD, MPH  
Director and Health Officer  
Los Angeles County  
Department of Public Health

#### QUICK FACT

An estimated **585,000 nonsmoking adults** and **336,000 children** are exposed to **secondhand smoke** in their homes each year in Los Angeles County.<sup>4</sup>

#### QUICK FACT

Within a 10-mile radius, the childhood obesity rate can be 4% in one neighborhood and 34% in another, with the highest obesity rates in low-income neighborhoods.<sup>5</sup>



### Chronic Disease in the U.S.

Chronic diseases cause 7 out of 10 deaths among Americans each year.<sup>1</sup> Three of every four dollars spent on health care in the United States are related to chronic diseases. The indirect costs of chronic diseases, including missed days of work or school, disability, and reduced work output, may be several times higher than the direct medical costs of treating them.<sup>2</sup>

### Chronic Disease in LA County

Progress has been made over recent years in reducing the toll of chronic disease in LA County, with mortality from the three leading causes of death – heart disease, stroke and lung cancer – showing a slow but steady decline. This likely has contributed to the increase in life expectancy in the County population, from 78.4 years in 1996 to 80.3 years in 2006.<sup>3</sup> The increased life span can be attributed to both advances in medical care and public health, including tobacco control policies and community-based programs that promote active living and healthy eating.

Despite these successes, chronic diseases remain the leading causes of premature death and disability in LA County. Comprehensive, multi-sectoral efforts are needed to continue helping LA County residents eat healthy, move more and live tobacco free.

#### REFERENCES

1. Kung HC, Hoyert DL, Xu JQ, Murphy SL. Deaths: final data for 2005. National Vital Statistics Reports 2008;56(10).
2. Anderson G. Chronic conditions: making the case for ongoing care. Baltimore, MD: John Hopkins University; 2004.
3. Los Angeles County Department of Public Health, Office of Health Assessment and Epidemiology. Mortality in Los Angeles County 2007: Leading causes of death and premature death with trends for 1998-2007. June 2010.
4. Los Angeles County Department of Public Health, Office of Health Assessment and Epidemiology. Key Indicators of Health by Service Planning Area, 2007.
5. California Physical Fitness Testing Program, California Department of Education. Includes 5th, 7th, and 9th graders enrolled in LA County public schools.