

2014 ANNUAL REPORT



GET HEALTHY PHILLY

YEAR IN REVIEW



Department of
Public Health

CITY OF PHILADELPHIA

LIFE • LIBERTY • AND YOU

DEAR PUBLIC HEALTH PARTNERS,

Over the last four years, we have made great strides in creating a healthier, cleaner, greener and more productive city through the leadership of Mayor Michael Nutter and our *Get Healthy Philly* Leadership team. Key accomplishments include:

A 18% reduction in smoking among adults since 2008 and a 30% reduction among youth since 2007, translating into over 60,000 fewer smokers in the city.

- Enacted Mayoral Executive Order 2-14 on April 29, 2014, making 11,000 acres of City parks, recreation, playgrounds and pools smoke-free.
- Supported passage and implementation of a \$2 per pack cigarette tax in Philadelphia starting October 2014—the single largest local tobacco tax increase in the U.S.
- Helped to pass and institute two e-cigarette ordinances in April 2014: one restricting sales to minors and the other prohibiting indoor use in workplaces, bars and restaurants.
- Held a Mayoral press conference, for the 2014 Great American Smokeout in November, to recognize seven Philadelphia small businesses that voluntarily stopped sales of tobacco products.

A 6.3% reduction in childhood obesity since 2006/07, including larger reductions among African Americans and Asians.

- Enacted Mayoral Executive Order 4-14 in June 2014 establishing citywide nutrition standards for all foods served, sold or prepared by City agencies, affecting almost 64,000 Philadelphians and over 20 million meals.
- Implemented “Reduce the Salt. Reclaim your Health.”—a mass media initiative to inform adults about the health risks of excess sodium consumption.
- Supported nearly 900 food retailers promoting healthy food sales, including 660 corner stores, 30+ farmers’ markets and 211 Chinese take-out restaurants.
- Received a new \$10.8 million grant from the Centers for Disease Control and Prevention to address heart disease, obesity, stroke and diabetes through environmental change, lifestyle support and clinical/community linkages.

Since its launch in March 2010, *Get Healthy Philly* has been bringing together government agencies, community-based organizations, academia and the private sector to address obesity and smoking in Philadelphia. Our vision is a city where all residents can live, learn, work, shop, worship and play in environments that promote healthy eating, active living and a smoke-free living.

\$10.8 million grant

RECEIVED FROM THE CDC TO ADDRESS HEART DISEASE, OBESITY, STROKE AND DIABETES



citywide nutrition standards

WERE ESTABLISHED FOR ALL FOODS SERVED, SOLD OR PREPARED BY CITY AGENCIES

Our success in Philadelphia is made possible by local, state and federal funding, particularly from the U.S. Centers for Disease Control and Prevention through the Prevention and Public Health Fund and the Pennsylvania Department of Health.

With guidance from the Mayor and support from our numerous partners, Philadelphia is demonstrating that public health can create healthier home, school, workplace and neighborhood environments. These efforts will prove even more important as millions of Americans continue to become insured over the next several years.

Thank you for all you do to improve the public's health in Philadelphia. We look forward to continued partnerships in pursuing a healthy, active and smoke-free city.



James W. Buehler, MD
Health Commissioner
City of Philadelphia

TABLE OF CONTENTS

Framework	4
Strategies	5
Media and Communications	6
Policy Environment	8
Youth-Based Initiatives	12
Built Environment	14
Retailers and Manufacturers	16
Employers, Insurers and Healthcare Providers	20
Leadership Team and Partners	23
References	23



11,000
smoke-free acres
CREATED THROUGH
A MAYORAL
EXECUTIVE ORDER



\$2
per pack
cigarette tax
PASSED AND
IMPLEMENTED



900
food retailers
RECEIVED SUPPORT TO PROMOTE
HEALTHY FOOD SALES

2 e-cigarette
ordinances

PASSED AND INSTITUTED



7 Philadelphia
small businesses

WERE RECOGNIZED FOR
VOLUNTARILY STOPPING SALES
OF TOBACCO PRODUCTS



EXECUTED A
SALT REDUCTION
MEDIA CAMPAIGN

FRAMEWORK

Illnesses related to obesity and smoking are the leading causes of death and disability in Philadelphia, including 45,000 deaths in the last 10 years.¹

Poor diet, physical inactivity and tobacco use are linked to heart disease, cancer, stroke, diabetes, emphysema and kidney failure. There are also economic costs — \$700 million in productivity losses for employers due to smoking² and \$750 million in healthcare spending related to obesity.³

Low-income and racial/ethnic minority residents suffer disproportionately from obesity and smoking. Poor adults in the city are 40% more likely to smoke than non-poor adults,⁴ and poor children are 50% more likely to be exposed to secondhand smoke.⁵ The rate of death from diabetes for African-American women is twice as high as the rate for white women.⁶

Obesity and smoking are *environmental* diseases.

Many Philadelphians live in environments that make unhealthy choices the default. Philadelphia is the poorest of the 10 largest U.S. cities⁷ and research shows a close link between poverty and poor health for individuals, families and communities, even across generations. This is exacerbated by policies that enable tobacco, junk foods and sugary drinks to be relatively cheap, abundantly available and heavily marketed. Philadelphia has more tobacco retailers per capita than in any large city except Washington, D.C.⁸ For just over \$1.60

per visit, children buy nearly 475 calories of chips, candy and soda⁹ at more than 1,500 corner stores across the city, and many kids visit these stores twice a day! And despite recent improvements, Philadelphia schoolchildren still have minimal physical education requirements, amounting to one semester in all of high school and varied quantities in elementary and middle school depending on principals' priorities. Many Philadelphians cite a lack of safe recreation spaces in their communities as a barrier to exercise, particularly for children.

Making healthy choices easier to reduce obesity and smoking.

To address these environmental barriers, public health agencies and partners must help create health-promoting environments so that healthy behaviors become the default. Get Healthy Philly embraces this strategy and seeks to change policies, systems and environments so that healthy eating and active, smoke-free living become the norm.

In partnership with government agencies, community-based organizations and academic institutions, Get Healthy Philly is working to increase the availability and affordability of healthy foods, decrease the availability and promotion of unhealthy foods, increase safe opportunities for physical activity, decrease exposure to secondhand smoke, limit access to tobacco products, help smokers quit and change tobacco prices and norms.

GET HEALTHY PHILLY CHRONIC DISEASE FRAMEWORK

We can make the healthy choice the easy choice in multiple environments



to prevent chronic disease and improve health.



STRATEGIES

1 MEDIA AND COMMUNICATIONS

Launch multi-media initiatives aimed at educating philadelphians about the health benefits of reducing sodium consumption, quitting smoking and limiting exposure to secondhand smoke.

Advance public health goals through earned media and social media platforms.

2 POLICY ENVIRONMENT

Decrease youth smoking initiation and increase quit attempts by restricting access to existing and emerging tobacco products.

Decrease exposure to secondhand smoke by expanding smoke-free policies to additional outdoor municipal spaces, educational settings and public housing communities.

Increase the availability and accessibility of healthy food and beverage options via citywide food procurement policies, including healthy vending standards.

Increase the availability of healthy food and beverage options by adjusting requirements for the operation of farmers' markets and encouraging on-site sampling and cooking demonstrations.

3 YOUTH-BASED INITIATIVES

Collaborate with the Division of School Food Services in the School District of Philadelphia to implement strategies to increase the nutritional quality and appeal of school meals.

Work with youth leaders and wellness champions to promote and implement healthy eating, active living and tobacco control activities in schools.

Offer free, nutritious meals and opportunities for physical activity in summer and after-school programs.

4 BUILT ENVIRONMENT

Integrate health considerations into the district planning process.

Decrease bicycle and pedestrian injuries and improve walkability and bikeability through infrastructure improvements.

Decrease pedestrian and bicycle injuries through education and enforcement.

5 RETAILERS AND MANUFACTURERS

Recognize retailers that voluntarily discontinue tobacco sales and reduce tobacco marketing and advertising.

Promote access, availability and affordability of healthy foods in corner stores, farmers' markets and Chinese take-out restaurants.

6 EMPLOYERS, INSURERS AND HEALTHCARE PROVIDERS

Increase the capacity of behavioral and physical health providers to provide tobacco dependence treatment through organizational change initiatives.

Increase the number of mid- to large-sized employers in Philadelphia and the region that implement value-based insurance design for smoking, hypertension and high cholesterol.

Assist six birthing hospitals in promoting breastfeeding by achieving Baby-Friendly designation status, affecting nearly 19,000 babies a year.

1 MEDIA AND COMMUNICATIONS

Media and communications play a critical role in promoting healthier norms, raising awareness about the links between health behavior, health outcomes and reinforcing policy. In 2014, *Get Healthy Philly* utilized media and communications to:

Launch MULTI-MEDIA INITIATIVES AIMED AT EDUCATING PHILADELPHIANS ABOUT THE HEALTH BENEFITS OF REDUCING SODIUM CONSUMPTION, QUITTING SMOKING AND LIMITING EXPOSURE TO SECONDHAND SMOKE.

❖ Implemented "Reduce the salt. Reclaim your health."
— a five-month campaign on radio, transit and print highlighting the health effects of excess sodium consumption and the link between salt, hypertension, and stroke for African American adults at elevated risk. Two Philadelphians with personal experiences with stroke were featured in the print materials (see pictures to right).

• Formative evaluation by Drexel University revealed that city residents have good awareness about the link between salt and high blood pressure but not salt and stroke. Most were looking for action steps on how to reduce salt for themselves and their families.

❖ Supported a radio and public transit campaign highlighting the new smoke-free parks policy: "The Butts Stop Here. Keep your parks and rec centers smoke-free!" (pictured below).



One of the outdoor media campaigns used to enforce smoke-free parks and recreation centers.

- ❖ Launched two rounds of smoking cessation television ads adapted from CDC's "Tips from Former Smokers" campaign (see picture to right).
- ❖ Received the National Association of Government Communicators (NAGC) Blue Pencil & Gold Screen Award for the "Ex-Smokers Hall of Fame" campaign, which highlight municipal employees who have quit smoking. The initiative was expanded throughout 2014 by:
 - Developing a television ad featuring Susan McTamney, a City of Philadelphia employee who died of lung cancer.
 - Assisting community partners to adapt the campaign at their agencies.

Advance PUBLIC HEALTH GOALS THROUGH EARNED MEDIA AND SOCIAL MEDIA PLATFORMS.

- ❖ Established new Get Healthy Philly Twitter and Instagram accounts.
- ❖ Provided tips and resources on eating healthfully, getting more exercise and quitting smoking to over 50,000 unique visitors who accessed our Food Fit Philly and SmokeFree Philly websites.
- ❖ Doubled Facebook likes, reaching nearly 9,000 members for both Food Fit Philly and SmokeFree Philly.
- ❖ Generated more than 60 local, national and international news articles and broadcast items related to nutrition, physical activity and tobacco use.



LOOKING AHEAD

- Implement a campaign to promote physical activity featuring real Philadelphians, iconic locations and neighborhood assets.
- Continue mass media messaging about secondhand smoke and quitting smoking.



 Our sodium reduction ads are rolling down Market St!

Follow our Instagram feed: [@gethealthyphilly](https://www.instagram.com/gethealthyphilly)

Examples of transit (above) and newspaper (below) materials used in the “Reduce the salt. Reclaim your health.” sodium reduction campaign.

SALT AWARENESS WEEK

MARCH 16 - 22

Harry's Story: Reduce Salt Consumption and Prevent Strokes!



Harry Daniels - Philadelphia
Suffered Stroke in 2011 at Age 44

West Oak Lane resident Harry Daniels is one of the faces of Get Healthy Philly's Salt Awareness Campaign. He is sharing his story on bus ads and online videos to help others in Philadelphia avoid a possible stroke. Daniels is helping to get out the word that what you put into your body can hurt you.

Harry had a stroke in 2011, at the age of 44. Before his stroke, Harry said, "I had a diet that I wouldn't wish on anybody. I ate whatever I wanted to eat, especially with a lot of salt." He also admitted that overeating may have played a role in the stroke.

"When I ate, I had two of everything," he said. "It was always two because one was never enough. And from me eating whatever I wanted to eat, I had a stroke."

Every day is a struggle for Daniels, who lost all movement on the right side of his body as a result of his stroke. Physical and occupational therapy has helped him get back a lot, but not all, of his movement.

While Daniels still faces challenges with many of the daily activities that others take for granted, he is happy to still be alive. He counts his blessings every day—from the support of his mother and other family, to being able to watch his five-year-old daughter grow up.

Many people don't know that too much sodium in one's diet greatly increases the risk of developing hypertension or high blood pressure. These are primary risk factors for heart disease and stroke. High blood pressure affects nearly 40% of all adult Philadelphians and almost 50% of Philadelphia's African-American population. Helping Philadelphia residents to decrease their sodium intake could prevent thousands of deaths every year.

3

Top Sources of Sodium in our Diet

- Bread & Rolls
- Cold Cuts
- Pizza

Find out more about healthy eating and active living efforts at:

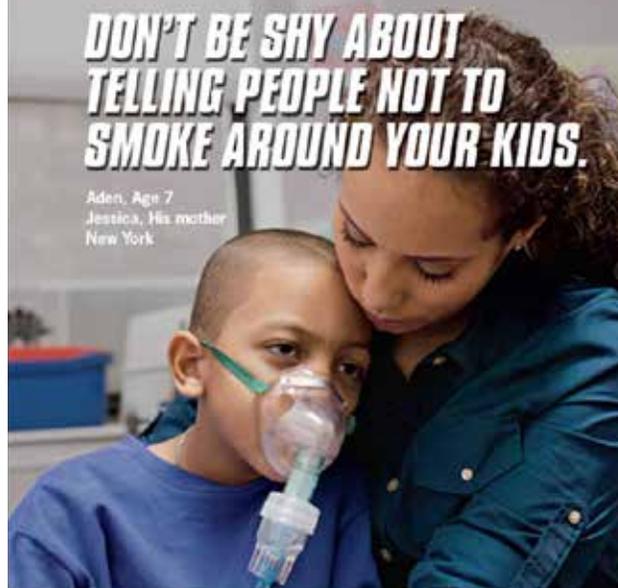
www.phila.gov/gethealthyphilly
www.foodfitphilly.org

Salt Awareness Week is a perfect time to share this sodium-reduction information with family and friends who are in their 40s or 50s, especially those who are African American. It is a challenge to change your diet, be more active or change your lifestyle, especially when you're older. The City campaign urges Philadelphia residents to reach out and support the efforts of those they care about to be healthier.

A TIP ABOUT SECONDHAND SMOKE

DON'T BE SHY ABOUT TELLING PEOPLE NOT TO SMOKE AROUND YOUR KIDS.

Aden, Age 7
Jessica, His mother
New York



Half of U.S. kids are exposed to secondhand smoke. For Aden, it triggers his asthma attacks. Keep kids smoke-free. If someone you know wants free help, call 1-800-QUIT-NOW.





An adaptation of the Centers for Disease Control and Prevention's "Tips from Former Smokers" national cessation campaign distributed to local health care practitioners.

2 POLICY ENVIRONMENT

Policy changes make healthier choices easier by removing barriers, re-setting norms and changing the context in which Philadelphians live, learn, work, shop, play, or receive care. In 2014, *Get Healthy Philly* utilized policy to:

Decrease YOUTH SMOKING INITIATION AND INCREASE QUIT ATTEMPTS BY RESTRICTING ACCESS TO EXISTING AND EMERGING TOBACCO PRODUCTS.

- ✦ Supported City Council legislation prohibiting the sale of electronic cigarettes and related accessories to minors and the use of e-cigarettes in indoor spaces. Philadelphia joins Chicago, New York City and Boston in instituting such rules.
- ✦ Supported legislation levying a \$2 per pack tax on cigarettes sold in Philadelphia, increasing the average price from \$5.85 to \$7.85 in October 2014. This tax will lead to a 10–15% reduction in youth and adult smoking, \$76 million in productivity gains and health care savings, and 30,000–40,000 fewer smokers in the city when combined with other tobacco control measures.

Decrease EXPOSURE TO SECONDHAND SMOKE BY EXPANDING SMOKE-FREE POLICIES TO ADDITIONAL OUTDOOR MUNICIPAL SPACES, EDUCATIONAL SETTINGS AND PUBLIC HOUSING COMMUNITIES.

- ✦ Expanded smoke-free policies to all City-owned parks, including over 100 neighborhood parks, as well as Fairmount Park, Pennypack Park and Wissahickon Valley.
- ✦ Supported Community Behavioral Health in developing a contractual change that will require 19 inpatient behavioral health agencies to implement smoke-free policies.



Continuing a smoke-free momentum in Philadelphia, Mayor Nutter signed an executive order that expanded smoke-free recreation spaces to include all City-owned parks on April 29, 2014.

photo: Mitchell Leff



CIGARETTE TAX PASSES

Pa. lawmakers add funding for city schools. Corbett will sign.

By Amy Worden and Kristen A. Graham
INQUIRER STAFF WRITERS
HARRISBURG — The state Senate late Tuesday approved a bill authorizing the City of Philadelphia to impose a \$2-a-pack tax on cigarettes, ending months of wrangling over revenue to plug a deepening hole in the School District budget.

Gov. Corbett said he would sign the bill Wednesday. The price hike could take affect in a week or so.
"I am pleased that both chambers have taken action on this legislation so that the Philadelphia School District and, more importantly, the students of Philadelphia can benefit from it," he said in a statement.

Mayor Nutter called the Senate vote a "great victory for the schoolchildren of Philadelphia," and commended the House and Senate for moving the bill through quickly upon their return from the summer break.
Without debate, the measure passed by 39-11. The reasons behind the 11 dissents were unclear.
See **TAX** on A2

INSIDE
\$2-a-pack increase is welcomed by some, shrugged at by others. **A2.**



Making history—a \$2 per pack cigarette tax is passed in the Pennsylvania senate—effective October 2014.



Rittenhouse Square, one of Center City's most well-known parks, is smoke-free.

- Assisted Thomas Jefferson University, University of the Sciences and Philadelphia College of Osteopathic Medicine in becoming smoke-free campuses, affecting over 10,000 students, faculty and staff.
- Provided support to the Philadelphia Housing Authority in the development of a smoke-free policy and implementation plan.

Increase THE AVAILABILITY AND ACCESSIBILITY OF HEALTHY FOOD AND BEVERAGE OPTIONS VIA CITYWIDE FOOD PROCUREMENT POLICIES, INCLUDING HEALTHY VENDING STANDARDS.

A Mayoral Executive Order was enacted in June 2014, setting nutrition standards for all foods purchased, served, prepared or funded by City agencies. This affects \$17 million of food served to almost 64,000 Philadelphia including youth and seniors. The standards set targets for calories, sodium, fat and carbohydrates and promote healthier food categories like fresh fruits and vegetables, whole grains and low-fat dairy. Local and sustainable purchasing is also encouraged.

- City agencies are working with Get Healthy Philly to analyze current menus and contracts and identify opportunities for change and training/implementation needs.
- In partnership with the Mayor's Food Policy Advisory Council, a forum was held in July 2014 for 20 food vendors showcasing the new nutrition standards and the process to contract with City agencies.
- Received funding from the Centers for Disease Control and Prevention to adapt nutrition standards for hospital and healthcare settings.
- Continued to implement and monitor healthy vending standards for over 300+ beverage and snack machines in the citywide vending contract.
 - Over the last three years, we have seen a 26% increase in sales of healthier beverages and 400% increase in sales of healthier snacks.
 - Surveyed 1,200 City employees and provided taste tests to identify healthy product preferences and feedback.

HEALTHIEST FOODS: ENJOY ANY TIME	SOMEWHAT HEALTHY FOODS: ENJOY 2-3 TIMES PER WEEK	LEAST HEALTHY FOODS: ENJOY ONCE IN A WHILE
 Low-Fat or Fat-Free Dairy	 Plain Popcorn	 Snacks High in Sugar/Fat
 Hummus	 Whole-Wheat Crackers	 Pastries and Donuts
 Fresh Fruit	 Fruit in its own Juice	 Fruit in Syrup

An excerpt of the "Comprehensive Food Standards and Implementation Guide," designed to create consistent nutrition recommendations across City agencies.



A weekly farmers' market in South Philly offers a nutritious cooking demonstration as part of a special "Harvest Day" celebration kick-off.

photo: Bruce Schimmel for The Food Trust

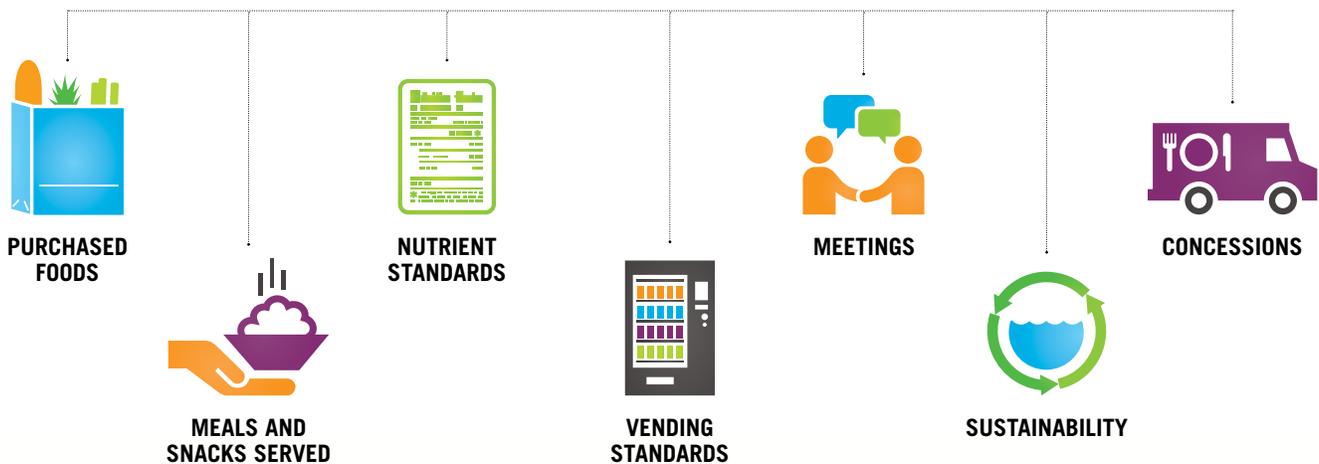
Increase THE AVAILABILITY OF HEALTHY FOOD AND BEVERAGE OPTIONS BY ADJUSTING REQUIREMENTS FOR THE OPERATION OF FARMERS' MARKETS AND ENCOURAGING ON-SITE SAMPLING AND COOKING DEMONSTRATIONS.

- ❖ Supported the adoption of City Council Ordinance 140010, signed March 21, 2014, which removed barriers to opening and operating a farmers' market in the City of Philadelphia.
- ❖ Created guidelines encouraging on-site cooking demonstrations and sampling of fresh fruits and vegetables at farmers' markets, in partnership with the Office of Food Protection.
- ❖ Developed and disseminated a "how-to" manual for farmers' market operators.

A toolkit designed to assist City agencies and programs in planning, purchasing and/or serving food at respective sites.

PHILADELPHIA COMPREHENSIVE FOOD STANDARDS

New nutrition guidelines focus on fresh foods in a range of areas



To view the full Comprehensive Food Standards and Implementations Guide, visit: phila.gov/nutritionstandards



LOOKING AHEAD

- Continue to implement citywide nutrition standards for all foods purchased by City agencies and expand to two area hospitals and health systems.
- Expand smoke-free policies to one additional university/college and implement a tobacco-free policy for all acute inpatient behavioral health treatment settings.
- Explore ways to discourage use of non-cigarette tobacco products such as cigars, pipe tobacco and smokeless tobacco.
- Assess compliance of hookah and cigar bars with Clean Indoor Air Law exemption requirements.



 Celebrating 50 yrs of food assistance
#snap4snap #PhillyFoodBucks #TBT #latergram

Follow our Instagram feed:
[@gethealthyphilly](https://www.instagram.com/gethealthyphilly)

Get Healthy Philly farmers' markets are a great source of fresh and local produce, offering Philly Food Bucks to help Philadelphians save money.



3 YOUTH-BASED INITIATIVES

Poor diets, physical inactivity and smoking are behaviors that often begin in childhood. It is critically important to engage youth as leaders to improve their own health and that of their peers, family and neighbors. In 2014, *Get Healthy Philly* led youth-based initiatives to:

Collaborate WITH THE DIVISION OF SCHOOL FOOD SERVICES IN THE SCHOOL DISTRICT OF PHILADELPHIA TO IMPLEMENT STRATEGIES TO INCREASE THE NUTRITIONAL QUALITY AND APPEAL OF SCHOOL MEALS.

- ❖ Held the first ever healthy school meal recipe competition, engaging the District's culinary arts programs to create a new menu item for the cafeteria. The winning dish from Randolph Technical was a Soul Food Chicken Wrap with Roasted Broccoli and Cheddar Cheese. The dish was featured on the school lunch menu beginning in October 2014 for over 80 school cafeterias serving 60,000 students.
- ❖ Twelve public schools transitioned from pre-plate to full-service food service, per the District's strategic plan of converting an additional 30 over three years.

Work WITH YOUTH LEADERS AND WELLNESS CHAMPIONS TO IMPLEMENT AND PROMOTE HEALTHY EATING, ACTIVE LIVING AND TOBACCO CONTROL ACTIVITIES IN SCHOOLS.

- Continued the HYPE (Healthy You. Positive Energy.) youth marketing campaign to encourage middle and high school aged youth to make healthy change in their schools and communities.
- Hosted HYPE Leadership for Change summits in partnership with The Food Trust to empower youth wellness leaders from approximately 20 schools.

- Integrated tobacco prevention and control content into all HYPE leadership change summits.
- Assembled local youth in the first Get Healthy Philly Youth Council to promote healthy, active, smoke-free living among their peers, adults, schools and civic leaders in their communities.

Offer FREE, NUTRITIOUS MEALS AND OPPORTUNITIES FOR PHYSICAL ACTIVITY IN SUMMER AND AFTER-SCHOOL PROGRAMS.

- ❖ Implemented evidence-based physical activity lessons for over 11,000 youth in after-school and summer programs at 150 recreation centers in low-income neighborhoods.
- ❖ Trained 120 recreation staff on engaging youth in age-appropriate, all-inclusive, non-competitive physical activity in various settings.
- ❖ Surveyed 300 recreation center summer youth workers on their knowledge of and interest in wellness and leadership.
- ❖ Helped map and promote the city's 1,200 free summer meal sites serving over two million breakfasts, lunches or snacks in 2014.





LOOKING AHEAD

- Host the second annual healthy recipe challenge for Philadelphia school students.
- Continue to support youth leaders and wellness champions in school and communities through the HYPE initiative.
- Develop and support initiatives that effectively engage girls in physical activity.



 1 week 'til #PHLculinaryvoice menu items debut in Philly school cafeterias!

Follow our Instagram feed:
@gethealthyphilly

Philadelphia culinary art students are given the opportunity to create their own dish in the annual menu and cooking competition for public high school students.

75 HYPE (Healthy You. Positive Energy.) Youth Wellness Councils were created in the School District of Philadelphia, reaching 30,000 students.

A high school HYPE Summit kick-offs with a peer-based dance troop.



4 BUILT ENVIRONMENT

The built environment (our streets, sidewalks, public lands and planning and zoning) can support walking, biking and safe places to play. In 2014, Philadelphia made the following improvements to the built environment:



- ❖ Began outreach and station planning for the spring 2015 launch of Philadelphia Bike Share, led by the Mayor's Office of Transportation and Utilities (MOTU).
- ❖ Coordinated with the Planning Commission, the Streets Department and Parks & Recreation to continue to implement the Philadelphia Trail Master Plan. From 2011 through 2014, these City agencies and partners have completed more than 18 miles of trails with eight more projects under construction or in design.

Integrate HEALTH CONSIDERATIONS INTO THE DISTRICT PLANNING PROCESS.

- ❖ Completed three district plans in 2014 that include health considerations and address food access, open space access, active transportation and pedestrian safety through recommendations for new infrastructure as well as land use and programmatic changes.
 - 2014 districts were Lower North, Central Northeast and the Lower Northwest.

Decrease BICYCLE AND PEDESTRIAN INJURIES AND IMPROVE WALKABILITY AND BIKEABILITY THROUGH INFRASTRUCTURE IMPROVEMENTS.

- ❖ Implemented low-cost safety improvements at 300 high-crash locations funded by the Automated Red Light Enforcement program (ARLE).

Decrease PEDESTRIAN AND BICYCLE INJURIES THROUGH EDUCATION AND ENFORCEMENT.

- ❖ Supported the implementation of the Pedestrian Safety Action Plan, which aims to employ education, enforcement and innovative engagement to improve pedestrian safety along high-crash corridors in Philadelphia. Philadelphia was one of only three cities to receive a Focus Cities Grant from the National Highway Traffic Safety Association (NHTSA) to support this work.
 - From October through December of 2014, Philadelphia police officers distributed 790 mock tickets to pedestrians and drivers engaged in unsafe behavior, including distracted driving, improper or careless turns and crossing against the light, and have dedicated more than 480 officer hours to the campaign.
- ❖ With support from Get Healthy Philly and the NHTSA grant, the Bicycle Coalition of Greater Philadelphia continued educating public school students in their Safe Routes Philly curriculum on bicycle and pedestrian safety including holding Walk to School Days at 15 schools and starting two Walking School Buses.



Nearly 800 mock tickets were given to pedestrians and drivers engaged in unsafe behavior.

Far right: Poster requesting text feedback of proposed station locations of Philly Bike Share in Spring of 2015.

#WorkoutWednesday and an early #TBT

Follow our Instagram feed: @gethealthyphilly



LOOKING AHEAD

- Launch the Philadelphia Bike Share program, including 20 locations in lower-income neighborhoods.
- Continue making low-cost safety improvements to intersections and corridors across the city.
- Complete and approve district plans for two additional neighborhoods—South Philadelphia and the River Wards—to promote safe, walkable, connected communities.
- Launch a social media and print campaign to highlight the issue of pedestrian safety.



5 RETAILERS AND MANUFACTURERS

Adults and children in Philadelphia visit retailers often, making them key partners in supporting healthy choices. Retailers can market healthier products at competitive prices in lieu of unhealthy products. In 2014, *Get Healthy Philly* partnered with over 900 retailers to:

Recognize AND PROMOTE RETAILERS THAT HAVE VOLUNTARILY DISCONTINUED TOBACCO SALES OR HAVE REDUCED TOBACCO ADVERTISING IN THEIR RETAIL SETTING.

- ❖ Held a Mayoral press conference to recognize seven Philadelphia small businesses that voluntarily stopped sales of tobacco products.
- ❖ Collaborated with national and local partners to encourage additional retailers to voluntarily discontinue tobacco sales and reduce tobacco marketing and advertising.
- ❖ Highlighted the impact of CVS's decision to cease tobacco sales at its nearly 50 locations in Philadelphia and identified 193 independent pharmacies in the city that don't sell tobacco.

Promote ACCESS, AVAILABILITY AND AFFORDABILITY OF HEALTHY FOODS IN CORNER STORES, FARMERS' MARKETS AND CHINESE TAKE-OUT RESTAURANTS.

CORNER STORES

- ❖ Maintained a citywide network of 660 corner stores that sell and promote new, healthy products.
- ❖ Twenty-seven stores completed the Healthy Corner Store Certification Program, increasing their inventory of healthy products across seven different categories and enhancing their promotion of healthier foods:
 - On average, stores introduced five new varieties of fruits and vegetables, more than doubling the amount required by certification.
 - Ten stores implemented the Heart Smarts program, providing free blood pressure screenings, health referrals, cooking demonstrations and taste tests for at-risk adults.
 - Seventy-one stores installed window decals encouraging healthier drink choices.
- ❖ Required compliance with local and state tobacco sales laws as a criterion for participation in the initiative.



Adaptation of Tobacco-Free Kids "Shop Tobacco-Free" campaign poster used during November 2014 mayoral press conference.



FARMERS' MARKETS

- ❖ Three new farmers' markets were opened with an expanded set of partners: 18th & Christian with the Christian Street YMCA, 26th & Allegheny with Devereux United Methodist Church and Broad & Mt. Vernon with Congregation Rodeph Shalom.
- ❖ In 2014, over 30 farmers' markets and farmstands redeemed \$78,637 of Philly Food Bucks, a promotional coupon enabling low-income Philadelphians to purchase more fruits and vegetables. This is a 40% increase from 2013.
- ❖ Thirty-nine farmers' markets remained 100% smoke-free through the 2014 season.

Example of a certified healthy corner store providing cooking demonstrations and health lessons through the Heart Smarts program.

photo: The Food Trust

Clark Park Farmers' Market in West Philadelphia. photo: Albert Yee for The Food Trust



CHINESE TAKE-OUT RESTAURANTS

- ❖ Partnered with Temple University's Center for Asian Health, the Asian Community Health Coalition and the Greater Philadelphia Chinese Restaurant Association to engage approximately 200 Chinese take-out restaurants in making low-salt changes to their cooking practices.
- ❖ Over a two-year period, restaurants achieved 13%–34% reduction in the sodium content of three popular meals: Chicken Lo Mein, Shrimp and Broccoli and General Tso's Chicken (see below).
- ❖ Required compliance with local and state tobacco sales laws as a criterion for participation in the initiative.

Media coverage in national publication, American City & Country, touting the success of Get Healthy Philly's Healthy Chinese Take-out Restaurant Initiative.



EXPLORING PUBLIC SERVICES THROUGH PROJECTS, GEAR, STATISTICS & HISTORY



Heart Healthy

Philly program reduces salt in Chinese takeout

By the Philadelphia Department of Public Health's Dr. Giridhar Mallaya, Director of Policy and Planning; Amanda Wagner, Program Manager, Nutrition and Physical Activity and Jennifer Aquilante, Food Access Coordinator

To prevent heart attacks and strokes, the Philadelphia Department of Public Health (PDPH) partnered with Temple University's Center for Asian Health, the Asian Community Health Coalition and the Greater Philadelphia Chinese Restaurant Association to reduce the salt content in dishes served at over 200 Chinese takeout restaurants across the city.

"More than 75 percent of the salt we consume comes from packaged and restaurant foods," says Dr. James Buehler, Philadelphia health commissioner. "By partnering with these Chinese take-out restaurants, we have reduced sodium in over 3 million meals per year."

Since 2012, 221 Chinese takeout restaurants have enrolled in the Less Salt, Healthier Eating initiative. Owners and chefs received:

- education about the links between sodium and blood pressure
- training in low-sodium cooking techniques from a professional Chinese chef
- low-sodium recipes
- measuring spoons.

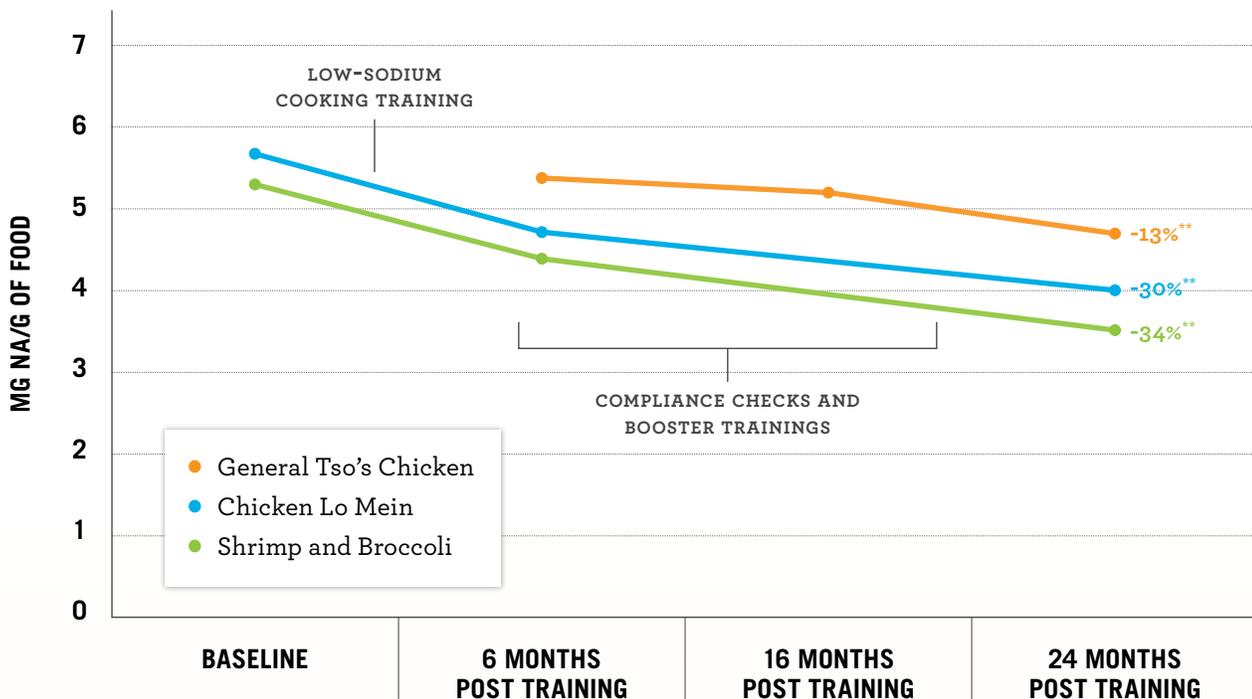
Owners also made use of consumer taste testing and education materials to further their work. Ongoing training and compliance checks helped reinforce owners' participation and ensure utilization of sodium reduction strategies.

"We recruited restaurants in low-income African-American and Latino communities in North, South and West Philadelphia," says Dr. Grace X. Ma, director of the Center for Asian Health at Temple University. "Nearly half of African-American adults and 30 percent of Latinos in Philadelphia have high blood pressure, so these communities were the most important places



18 February 2015 | www.americancityandcounty.com

SODIUM CONTENT OF THREE POPULAR CHINESE TAKE-OUT RESTAURANT DISHES



Note: **p<0.01



LOOKING AHEAD

- Continue to promote and recognize tobacco-free retailers locally and nationally.
- Expand Healthy Corner Store Certification program to a total of 42 stores.
- Continue to engage distributors to facilitate the purchase of low-sodium ingredients for Chinese take-out restaurants.



Example of a South Philly retailer's stance on not selling tobacco.

 Philly retailer standing with @cvscaremark – will you?

Follow our Instagram feed: @gethealthyphilly

More than 50 farmers' markets are located in Philadelphia, offering fresh and inexpensive produce to vulnerable areas.



6 EMPLOYERS, INSURERS AND HEALTHCARE PROVIDERS

Employers, insurers and health care providers have a vested interest in having healthier and more productive employees, patients and members. In 2014, *Get Healthy Philly* advanced partnerships with these entities to:

Improve THE CAPACITY OF BEHAVIORAL AND PHYSICAL HEALTH PROVIDERS TO PROVIDE TOBACCO DEPENDENCE TREATMENT THROUGH ORGANIZATIONAL CHANGE INITIATIVES.

- ❖ In partnership with Community Behavioral Health (CBH), convened a learning collaborative with 12 behavioral health providers to develop and implement tobacco control strategies, including smoke-free policies and high-quality tobacco dependence treatment.
- ❖ Provided public health detailing services to over 200 behavioral health providers and medical specialists to improve their treatment of tobacco dependence of over 50,000 patients annually.
- ❖ Updated tobacco treatment guidelines, developed a health center-wide tobacco treatment consult note and created a full-time position to support tobacco cessation in eight city health centers that provide care to 90,000 Philadelphians.
- ❖ Training over 400 providers on how to provide high-quality and consistent tobacco dependence treatment.

Get Healthy Philly partnered with Community Behavioral Health (CBH) to adapt an employee "Ex-Smoker Hall of Fame" exhibit, promoting smoke-free workplaces.

Increase THE NUMBER OF MID- TO LARGE-SIZED EMPLOYERS IN THE PHILADELPHIA REGION THAT IMPLEMENT VALUE-BASED INSURANCE DESIGN (VBID) FOR SMOKING, HYPERTENSION, DIABETES AND HIGH CHOLESTEROL.

VBID removes or reduces cost-related barriers to high-value services, such as eliminating co-payments for high blood pressure medications. In turn, this can improve adherence to medications, prevent medical complications (e.g., stroke) and save money for patients and payers.

EX-SMOKER'S HALL OF FAME

Susan McTamney
Streets Department

8 YEARS SMOKE-FREE

"My lung cancer has been in remission for two years, and thank goodness I quit smoking because the doctor told me that the smoke would have aggravated the situation."

How she started: Smoked her first cigarette from her sister.
Years smoked: 30
Quit attempt: 1
Why she quit: She smoked four packs a day and watched two sisters continue to smoke even as they were dying from lung cancer. An increase in the price of cigarettes was the final straw.
Strategy: Set a firm date and prep.

Read Susan's full story at: smokefreephilly.org/exsmoker

For free coaching, support and medication call 1-800-QUIT-NOW

- ❖ Eight employers include all Nicotine Replacement Therapies (NRTs) on formulary without requiring prior authorization, and six employers are eliminating co-pays or co-insurance for all NRTs.
- ❖ Four employers are eliminating co-pays/co-insurance for generic diabetes drugs and insulin, and two employers are reducing co-pays or co-insurance for branded diabetes drugs.
- ❖ Three employers are eliminating co-pays/co-insurance for generic blood pressure drugs, and one employer is reducing co-pays by at least 50% for all branded blood pressure drugs and/or reducing co-insurance to 10% or less for all blood pressure drugs.
- ❖ Two employers are eliminating co-pays/co-insurance for all generic statins.

Assist SIX BIRTHING HOSPITALS IN PROMOTING BREASTFEEDING BY ACHIEVING BABY-FRIENDLY DESIGNATION STATUS, AFFECTING NEARLY 19,000 BABIES A YEAR.

The 4-D Pathway to Baby Friendly Designation promotes policies and practices that provide optimal mother/baby care including initiating breastfeeding within one hour of birth, keeping mother and baby together for 24 hours a day, performing exams and procedures at the bedside rather than in the nursery, and providing breastfeeding education to hospital staff and physicians.

- ❖ All six birthing hospitals in Philadelphia are on the 4-D Pathway to Baby-Friendly designation.
 - Two hospitals have reached the final "Designation" stage and are ready for on-site assessments.
 - All six birthing hospitals have "Banned the Bags" and no longer distribute commercial formula bags supplied by formula companies to new mothers when they leave the hospital after giving birth.



- ❖ Continued facilitating the Multi-Hospital Task Force with representatives from all six birthing hospitals as well as CHOP, North Inc.'s WIC program, PA Department of Health and the local chapter of the American Academy of Pediatrics. Each hospital has its own interdisciplinary breastfeeding task force that meets regularly.
- ❖ Hosted the third annual Mother Baby Summit in partnership with the Maternity Care Coalition and the W.K. Kellogg Foundation to bring together 22 hospitals in the Greater Philadelphia region to discuss breastfeeding policies and practices.



LOOKING AHEAD

- Convene learning collaboratives with 40 primary care practices to improve diabetes and hypertension care.
- Train 100 community pharmacists to provide medication therapy management to their patients to improve adherence.
- Expand, promote and increase the use of the Diabetes Prevention Program, including subsidization of the program for Medicaid beneficiaries.
- Cultivate collaboration with the Philadelphia Prison System to enhance staff and inmate cessation, develop communication tools and effect organizational change.
- Continue partnership with Community Behavioral Health and its providers to incorporate evidence-based tobacco dependence treatment into clinical and community practice.



 Program director poses with the newest Get Healthy Philly team member!!!

Follow our Instagram feed:
[@gethealthyphilly](https://www.instagram.com/gethealthyphilly)

**MEASURABLE PROGRESS
UNLIMITED SUPPORT**

Diabetes Prevention Program
 CHRISTIAN STREET YMCA

the **Y** FOR YOUTH DEVELOPMENT™ FOR HEALTHY LIVING FOR SOCIAL RESPONSIBILITY

JOIN US AT: CHRISTIAN STREET YMCA 1724 Christian Street Philadelphia, PA 19146 215 735 5800 philaymca.org

Funding for this program is provided, in part by, Get Healthy Philly and the Centers for Disease Control and Prevention 

Example of a poster used to promote the Diabetes Prevention Program, a partnership between Get Healthy Philly and local YMCA's.

LEADERSHIP TEAM AND PARTNERS

Leadership Team

Mayor Michael A. Nutter
Marian Tasco, Councilwoman, City of Philadelphia
William Hite, Jr., School District of Philadelphia
David Cohen, Comcast
Daniel J. Hilferty, Independence Blue Cross
Dr. Larry Kaiser, Temple University
Jeffrey Cooper, University of Pennsylvania
Ken Trujillo, Trujillo Rodriguez and Richards, LLC
Tomas Aguilar, PA Department of Health
Dr. Marla Gold, Drexel University
Dr. James Buehler, Health Commissioner

Partners

American Academy of Pediatrics
American Cancer Society of Pennsylvania
American Diabetes Association
American Heart Association
American Lung Association of the Mid-Atlantic
Asian Community Health Coalition
Bicycle Coalition of Greater Philadelphia
Chinese Restaurant Association of Greater Philadelphia
Clean Air Council
College of Physicians of Philadelphia
Commerce Department, City of Philadelphia
Community Behavioral Health
CVS Health
Delaware Valley Regional Planning Commission
Deputy Mayor's Office of Health and Opportunity,
City of Philadelphia
Deputy Mayor's Office of Planning and Economic
Development, City of Philadelphia
Deputy Mayor's Office of Public Safety, City of Philadelphia
Drexel University School of Public Health
Farm to City
Food Fit Philly Coalition
The Food Trust

The Freedom Valley YMCA
Greater Philadelphia Business Coalition on Health
Health Federation of Philadelphia
Health Promotion Council of Southeastern PA
Law Department, City of Philadelphia
Maternity Care Coalition
Mayor's Food Policy Advisory Council
Mayor's Office of Sustainability, City of Philadelphia
Mayor's Office of Transportation and Utilities,
City of Philadelphia
Philadelphia City Planning Commission, City of Philadelphia
Philadelphia County Medical Society
Philadelphia Housing Authority
Philadelphia Parks and Recreation, City of Philadelphia
Philadelphia Prison System
Philly 311
Pennsylvania Department of Health
Procurement Department, City of Philadelphia
Public Health Management Corporation
School District of Philadelphia
SmokeFree Philly Coalition
St. Christopher's Hospital for Children
Streets Department, City of Philadelphia
Temple University Center for Asian Health
Temple University Center for Obesity Research and Education
Temple University Department of Public Health
Thomas Jefferson University School of Population Health
United Way of Greater Philadelphia
University of Pennsylvania Annenberg Public Policy Center
University of Pennsylvania Center for Health Behavior Research
University of Pennsylvania Center for Public Health Initiatives
University of Pennsylvania Comprehensive Smoking
Treatment Program
U.S. Centers for Disease Control and Prevention
U.S. Department of Health and Human Services, Region III
Youth Commission, City of Philadelphia

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