

ANNUAL REPORT 2015



GET HEALTHY PHILLY | YEAR IN REVIEW



Department of
Public Health

CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU

DEAR PUBLIC HEALTH PARTNERS,

The past year has been a time of transition for *Get Healthy Philly*, as we mark six years of work to change the health environment in Philadelphia. We have said goodbye to several longtime staff members including Dr. Giridhar Mallya, whose leadership has been critical in the creation and vision of *Get Healthy Philly*, Rebecca Winkler, who has overseen *Get Healthy Philly*'s many innovative media campaigns, and Amna Rizvi, who has helped many local campuses to create smoke-free policies, as well as Lois Powell and Sam Kessler whose administrative support helped keep things running smoothly. We are profoundly grateful for their commitment, their dedication and their friendship. It has also been a time of new beginnings as new staff members dedicated to youth wellness, engagement with the LGBTQ and Latino communities and marketing have joined *Get Healthy Philly*.

Highlights of the year include:

- The Philadelphia Housing Authority passed a smoke-free policy in August 2015.
- All in-patient psychiatric facilities in Philadelphia implemented tobacco-free policies in December 2015 thanks to a collaborative effort between Community Behavioral Health, the University of Pennsylvania and *Get Healthy Philly*.
- The Board of Health passed a regulation that prohibits smoking at outdoor seating of bars, restaurants and cafes which will be fully implemented in July 2016.
- Seven Hospitals have signed on to *Get Healthy Philly*'s Good Food, Healthy Hospitals pledge, committing to a set of voluntary nutrition standards to improve the nutritional quality of food served to patients, visitors and staff.
- The Healthy Chinese Take-Out Initiative, a collaboration of *Get Healthy Philly*, The Temple Center for Asian Health and The Chinese Restaurant Association, has helped to lower the sodium in the three most common dishes served in the 181 participating restaurants by about 30% and to maintain this decrease over a 24 month period.



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

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

Dr. Thomas Farley
Health Commissioner

*Above: Seema Wadwa of Inova Health Systems speaks at the Good Food, Healthy Hospitals Symposium.
Cover: Youth participant at an event with Fun, Safe, Philly Summer (photo by Kait Privitera).*

STRATEGIES

1 MEDIA AND COMMUNICATIONS PAGES 6-7

Launch multi-media initiatives aimed at educating Philadelphians about the health benefits of physical activity, quitting smoking and the impacts of tobacco use.

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

2 POLICY ENVIRONMENT PAGES 8-9

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 policy, including healthy vending standards.

3 YOUTH-BASED INITIATIVES PAGES 10-11

Collaborate with the School District of Philadelphia and community partners to review data on child health, physical activity and physical education outcomes.

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

Support nutrition and physical activity in summer and afterschool programs with Parks and Recreation.

4 BUILT ENVIRONMENT AND COMMUNITY DEVELOPMENT PAGES 12-15

Integrate health considerations into the district planning process.

Decrease pedestrian and bicycle injuries through education and enforcement activities of Safe Routes Philly, in partnership with the Office of Transportation Infrastructure Systems and the Bicycle Coalition of Greater Philadelphia.

Partner with design professionals to identify opportunities to support physical activity through public space and design.

Identify existing physical activity facilities and programs for adults, starting with municipally-owned facilities such as Parks and Recreation Centers.

5 RETAILERS AND MANUFACTURERS PAGES 16-19

Assess and spatially depict walkable access to healthy foods for Philadelphians.

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

6 EMPLOYERS, INSURERS AND HEALTHCARE PROVIDERS PAGES 20-21

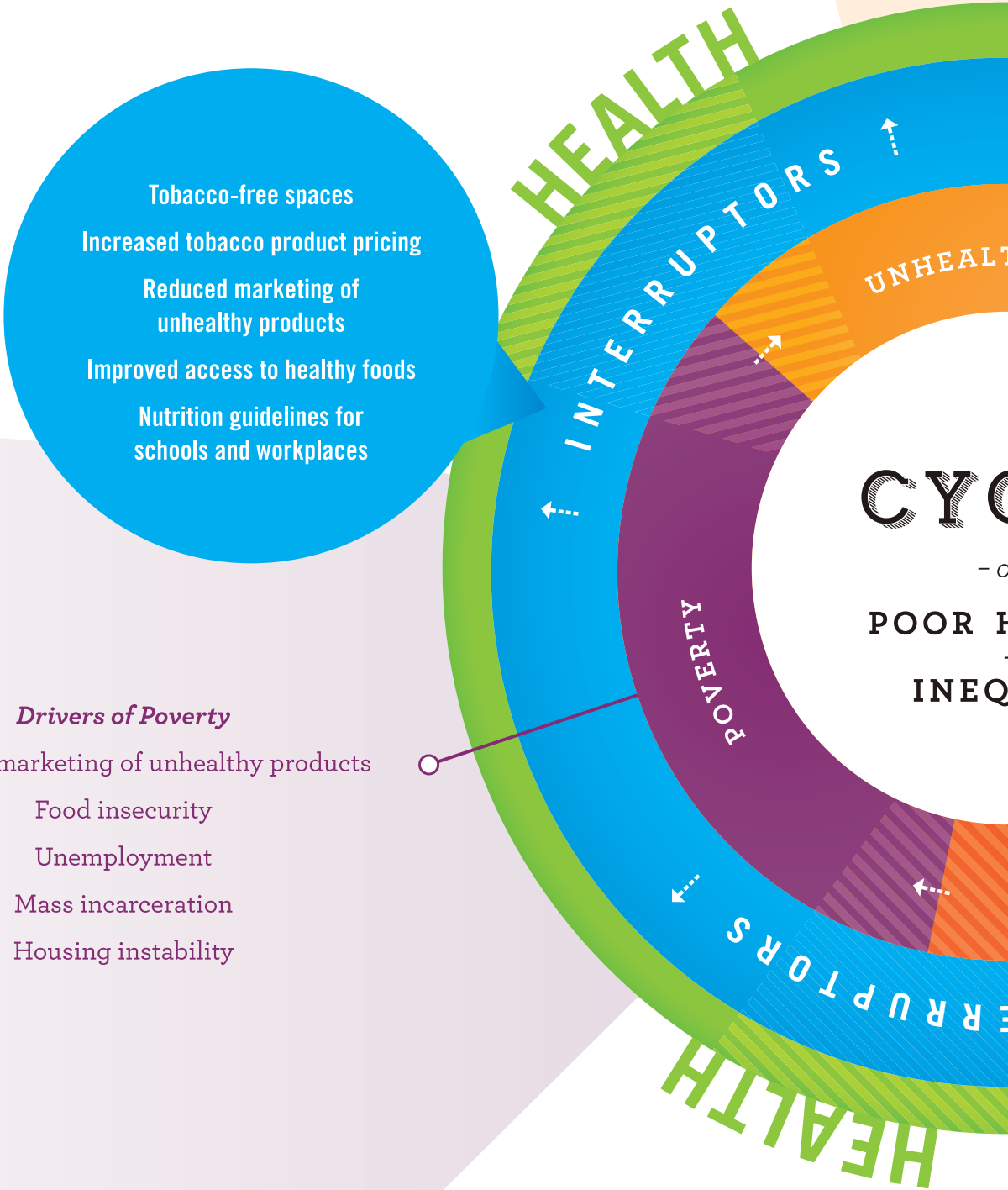
Improve the capacity of behavioral and physical health providers to provide tobacco dependence treatment through organizational change initiatives.

Provide technical assistance and training to large employers and insurance providers on tobacco cessation and treatment.

Increase opportunities for physical activity during the workday by working with employers to make stairwells accessible and appealing.

Work with learning collaboratives of federally qualified health centers and local health systems to assess, prevent and better manage chronic disease among patient populations throughout the city.

GET HEALTHY PHILLY FRAMEWORK



Tobacco-free spaces
Increased tobacco product pricing
Reduced marketing of unhealthy products
Improved access to healthy foods
Nutrition guidelines for schools and workplaces

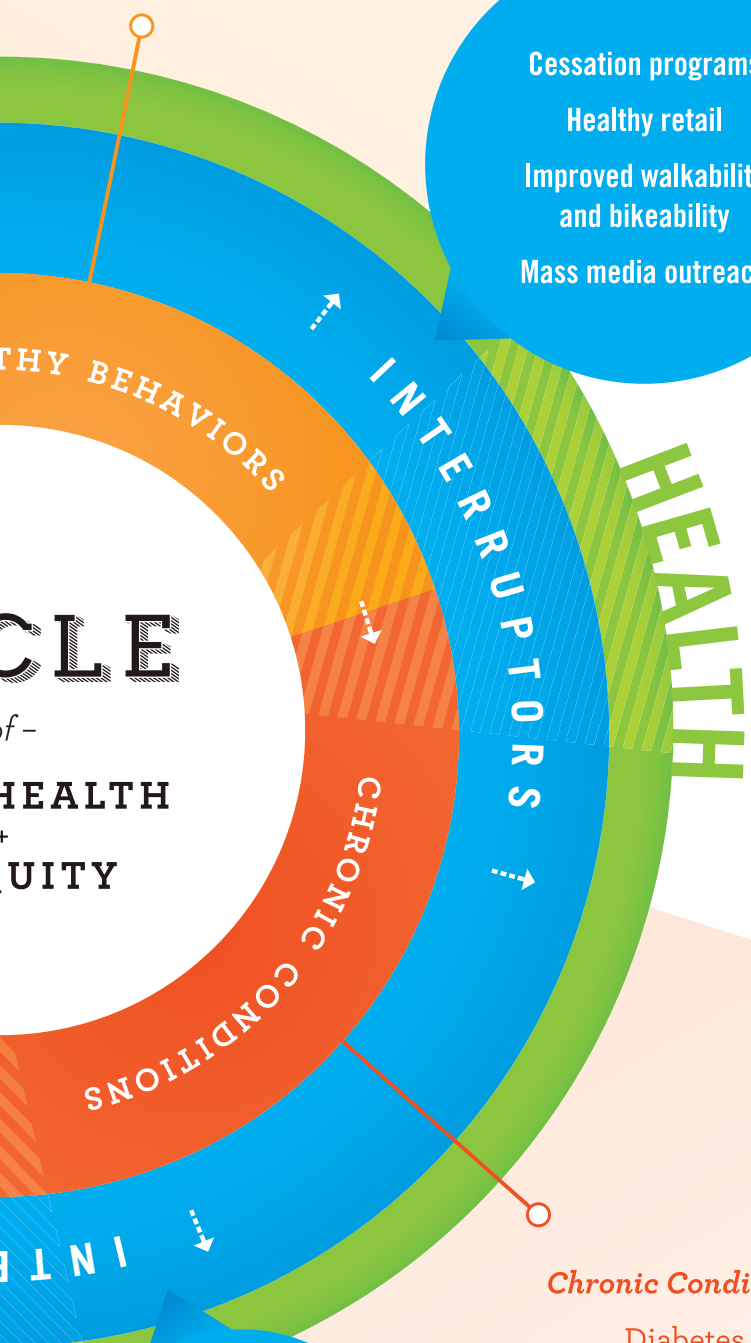
Drivers of Poverty

Predatory marketing of unhealthy products
Food insecurity
Unemployment
Mass incarceration
Housing instability

Unhealthy Behaviors

- Physical inactivity
- Poor diet
- Tobacco use

Cessation programs
 Healthy retail
 Improved walkability and bikeability
 Mass media outreach



CYCLE
 of-
 HEALTH
 +
 EQUITY

READ ON TO LEARN
 MORE ABOUT HOW
 GET HEALTHY PHILLY IS
 CONTINUING TO
 INTERRUPT THIS CYCLE.

Access to care
 Quality of care
 Community clinical linkages

Chronic Conditions

- Diabetes
- Heart disease
- Stroke
- Cancer
- Chronic lung disease

Early disability
 Lost productivity } Premature mortality

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 2015, *Get Healthy Philly* utilized media and communications to:

Launch MULTI-MEDIA INITIATIVES AIMED AT EDUCATING PHILADELPHIANS ABOUT THE HEALTH BENEFITS OF PHYSICAL ACTIVITY, QUITTING SMOKING AND THE IMPACTS OF TOBACCO USE.



(www.phillypowered.org) also features a database of free and low cost physical activity for adults throughout the city. The campaign is supported by over 50 partners including the Philadelphia Parks and Recreation Department, the American Heart Association, Latinas in Motion, The Food Trust, Bicycle Coalition of Greater Philadelphia, Black Men Run/Philadelphia and several academic institutions and health care systems.

- The campaign received a gold ADDY award for public service online film and the bronze award from the Service Industry Advertising awards.

- Adapted the highly successful CDC's "Tips from Former Smokers." This digital and transit campaign featured real former smokers speaking about the impact that tobacco use and quitting has had on their lives. The target audience was African-American young adults. This campaign achieved 1,200 Total Ratings Points (TRPs) over a three-month period and was tagged with telephonic and web-based cessation supports to encourage and assist the viewer to make a quit attempt.
- Expanded the "Ex-Smokers' Hall of Fame" campaign to three community partners, highlighting employees who have quit smoking to motivate and inspire others and be acknowledged for their quit attempt.
- Developed and launched "Philly Powered. My moves, my way." A digital, radio and print campaign to inspire and normalize physical activity focused on adults ages 25–54 and their families. Ten Philadelphians shared their real life stories of how they get active in the city. The website

One of our Philly Powered Ambassadors, Leslie Marant, inspiring Philadelphians to move more during their daily commute.



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

- ➔ **Stats on social media platforms:**
 - Instagram – 1,032 followers of @GetHealthyPhilly.
 - Twitter – The @GetHealthyPHL Twitter account nearly doubled its audience in 2015, going from 1,406 in January to 2,453 on December 31.
 - Websites – 59,000 pageviews on SmokeFree Philly and Food Fit Philly pages combined, and 12,000 on the Philly Powered website, which launched October 2015.
 - Facebook – 10,000 followers of SmokeFree Philly and Food Fit Philly with posts reaching 85,000 people each.
- ➔ **More than 37 local, national and international articles covered the work of Get Healthy Philly and our partners.**

LOOKING AHEAD

- Philly Powered Phase 2 launch to include a mix of television and environmental strategies, in addition to radio and social media
- New tobacco control media campaign focusing on the role of retail settings and other environmental factors play in driving tobacco use
- Identifying and using new community engagement tools and grassroots communication channels

Our new website www.phillypowered.org features the stories of real Philadelphians journey to fitness, free and low cost opportunities to get active in Philadelphia, and news and events.

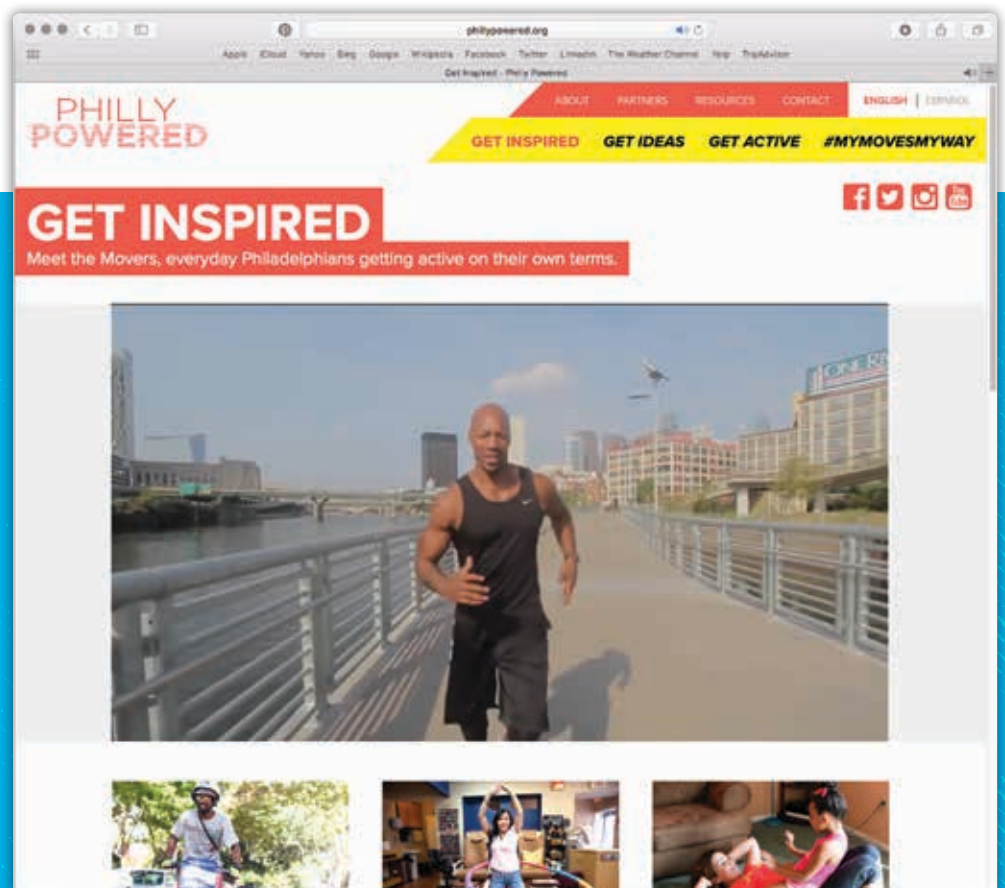
STATS

 **1,032**
FOLLOWERS

 **2,453**
FOLLOWERS

 **59,000**
PAGEVIEWS

 **10,000**
FOLLOWERS



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 2015, *Get Healthy Philly* utilized policy to:

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

- In collaboration with Community Behavioral Health and the University of Pennsylvania Comprehensive Smoking Treatment Program, 14 acute and extended acute psychiatric inpatient facilities became tobacco-free. These facilities also received training and technical assistance to support this transition.



News of our work with Philadelphia behavioral health providers to go smoke-free made the first page of the Philadelphia Inquirer in November 2015.

- Provided support to the Philadelphia College of Osteopathic Medicine to implement a tobacco-free campus policy.
- Philadelphia Housing Authority passed and implemented a smoke-free multi-unit housing policy across the majority of their units. They are the largest housing authority in the nation to have implemented such a policy.
- The Board of Health passed a regulation prohibiting smoking in outdoor setting areas including those with an exemption to allow indoor smoking. The ban takes effect during the summer of 2016.

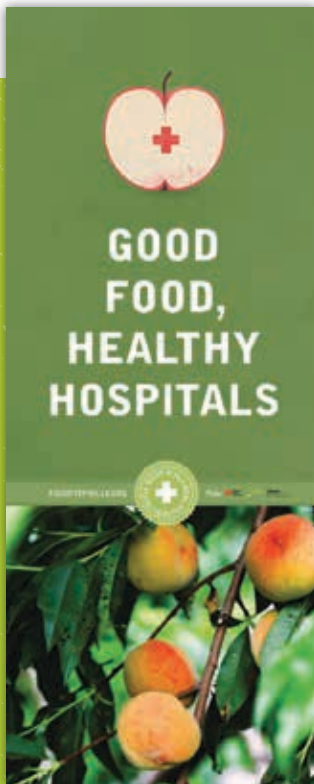
Increase THE AVAILABILITY AND ACCESSIBILITY OF HEALTHY FOOD AND BEVERAGE OPTIONS VIA CITYWIDE FOOD PROCUREMENT POLICIES, INCLUDING HEALTHY VENDING STANDARDS.

A Mayoral Executive Order was enacted in June 2014, setting nutrition standards for all foods purchased, served, prepared or funded by City agencies and directing PDPH to provide implementation support. This affects \$17 million in food purchases serving almost 64,000 Philadelphians including youth and seniors. The full standards can be found at www.phila.gov/nutritionstandards.

- In partnership with the Health Promotion Council, developed four training modules for kitchen staff, program staff, and constituents for healthy food preparation, purchasing and nutrition education.
- The partnership with the Office of Supportive Housing and Riverview Home was recognized by the Centers for Disease Control and Prevention as a success story: www.cdc.gov/salt/pdfs/successstory-philadelphia.pdf

- Developed a **Cooking Resource Guide** with tips and tricks to meet the standards while serving tasty, healthy food.
- New partnership with the **Drexel Center for Hospitality and Sports Management** to work with distributors and vendors to provide nutritious foods to City departments.
- Partnering with the **Food Policy Advisory Council** to explore “Good Food” – the intersection of health with sustainability, fairness and local ownership. Conducted a survey of “Good Food Catering Businesses.”
- Working with **Common Market Philadelphia** and the **American Heart Association** to support seven local hospitals that have chosen to adopt voluntary nutrition and sustainability standards for hospital foodservice.

Banners for participating “Good Food, Healthy Hospitals” are displayed on their campuses to recognize the partnership.



LOOKING AHEAD

- Continue to implement nutrition standards in City agencies and hospitals
- Expand smoke-free and tobacco-free policies to additional universities and colleges in Philadelphia
- Support Community Behavioral Health in the expansion of smoke-free behavioral health treatment settings to include drug and alcohol treatment settings
- Assist private housing managers, particularly in low-income communities, in implementing smoke-free multi-unit housing policies
- Explore policies to reduce the ubiquity of tobacco products and marketing, particularly in vulnerable communities

Culinart's Chef Budd Cohen at the Good Food, Healthy Hospitals Symposium in October 2015



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 2015, *Get Healthy Philly* led youth-based initiatives to:

Collaborate WITH THE SCHOOL DISTRICT OF PHILADELPHIA AND COMMUNITY PARTNERS TO REVIEW DATA ON CHILD HEALTH, PHYSICAL ACTIVITY AND PHYSICAL EDUCATION OUTCOMES.

- Based on BMI data previously analyzed by Get Healthy Philly demonstrating a need for more physical activity among girls, we worked with a Robert Wood Johnson Clinical Scholar to produce a report on a minute-based physical education policy for Philadelphia's Schools.
- Get Healthy Philly and School District of Philadelphia leaders met to discuss the report's findings and recommendations and agreed on opportunities to enhance physical activity and physical education.

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

- Held the second annual student schools meals competitions to imagine a new breakfast entrée that meets the National School Breakfast requirements. The winning dish from Randolph Technical was a sausage, apple and cheddar burrito that was added to the regular menu rotation last year.
- Continue to partner with The Food Trust on Healthy You, Positive Energy (HYPE) program in elementary, middle and high schools. A high school summit was held in January 2015 at the University of Pennsylvania.



Top: Mayor (then Mayor-Elect) Jim Kenney visits the HYPE Youth Summit (photo by Mel Epps for The Food Trust). Bottom: Culinary students prep their winning breakfast burritos for the school meal competition.

- ➔ The School District of Philadelphia, Philadelphia Water Department, The Food Trust, CHOP and PDPH have collaborated to develop an action plan to increase water access and appeal in school as a replacement for sugary drinks.
- ➔ Supporting the School District of Philadelphia in the development of the Healthy Schools components of GreenFutures, their comprehensive sustainability plan.

Support NUTRITION AND PHYSICAL ACTIVITY IN SUMMER AND AFTERSCHOOL PROGRAMS WITH PARKS AND RECREATION.

- ➔ In conjunction with the Health Promotion Council, translated the citywide nutrition standards (see Policy Environment) for Parks and Recreation foodservice. Provided training on healthy role modeling for summer and afterschool workers including:
 - 40 afterschool and total recreation staff working directly with youth
 - 1,200 Philadelphia Youth Network youth working in summer programming
 - Recreation Center supervisors overseeing summer and afterschool programming

LOOKING AHEAD

- Strengthening partnerships with key local youth organizations and state-level initiatives
- Increase physical activity in schools
- Water access in schools
- Encourage nutrition, physical activity and breastfeeding best practices in childcare

- ➔ Ensuring enhanced support for 10 afterschool programs through a partnership with the Alliance for a Healthier Generation.
- ➔ Collaborating with Parks and Recreation's Farm Philly program to provide nutrition education based on fresh harvests and agricultural science.
- ➔ Partnering with Penn State Extension to provide a bilingual class for adult caregivers at six recreation centers, building on the success of the bilingual class at Feltonville Recreation Center.

TIPS

SOME OF THE BEST PRACTICES FOR ENGAGING GIRLS IN PHYSICAL ACTIVITY INCLUDE:

- Being conscious of the physical activity gap and prioritizing engaging girls
- Emphasizing the joys of being active and focusing on non-competitive activities like dance, walking, yoga and gardening
- Role modeling and involving the whole family in physical activity
- Ensuring girls have the gear that supports being active (sneakers, sports bras, hygiene products)
- Engaging girls in small groups in which they are already comfortable

Dancing is a fun, non-competitive way to get moving (photo by Mel Epps for The Food Trust).



BUILT ENVIRONMENT AND COMMUNITY DEVELOPMENT

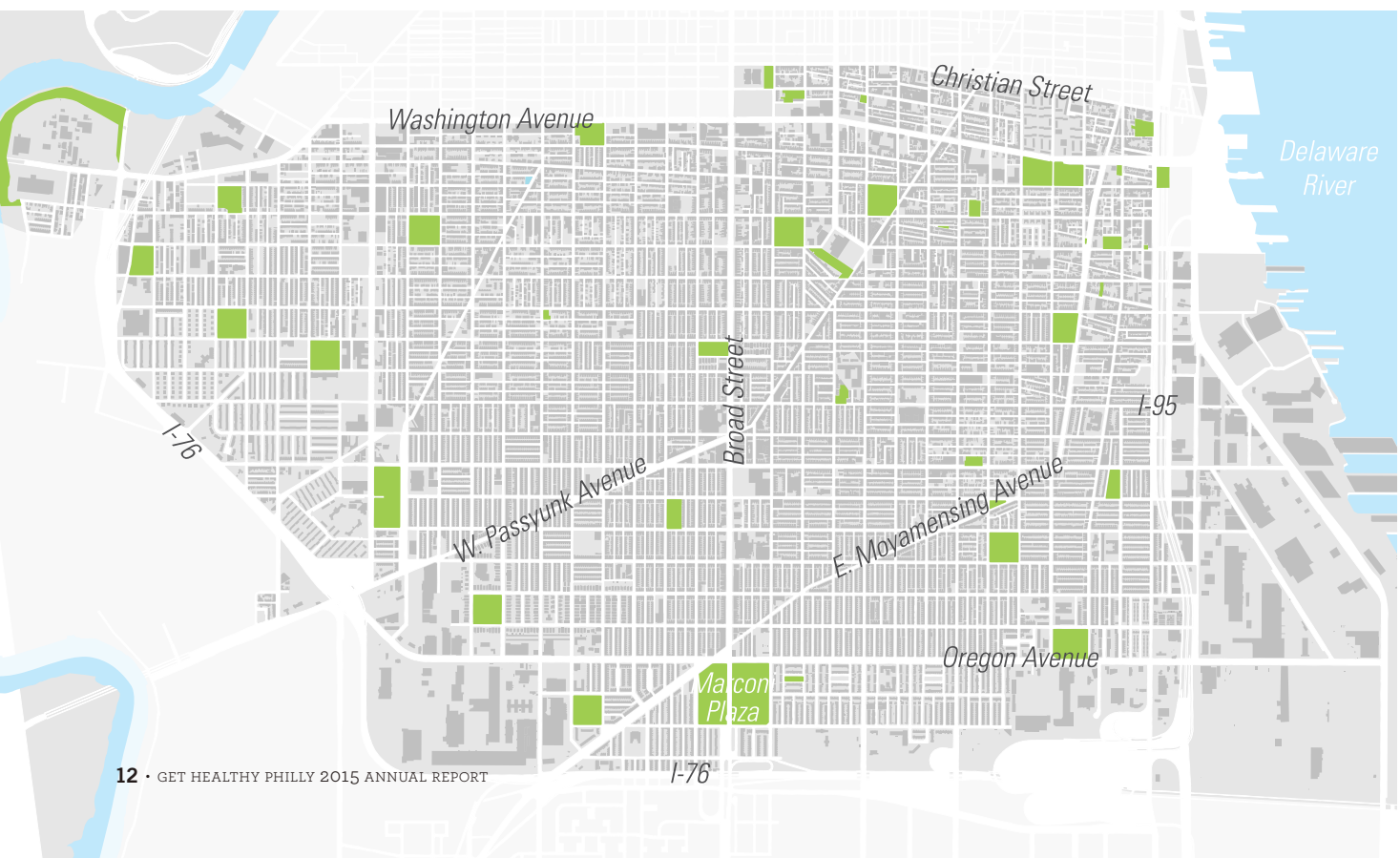
The built environment (our streets, sidewalks, public lands and planning and zoning) can support walking, biking and safe places to play. Changes in neighborhood physical development can also develop community skills, capital and cohesion. In 2015, *Get Healthy Philly* worked with collaborators on the following improvements to the built environment:

Integrate HEALTH CONSIDERATIONS INTO THE DISTRICT PLANNING PROCESS.

- ▶ In 2015, the Philadelphia City Planning Commission completed two district plans (South and River Wards) and started two additional district plans (Lower Southwest and North Delaware). The plans 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. Visit www.phila2035.org for more information.

South District key health-related recommendations:

- Designate “senior pedestrian zones” that support walkability in areas with high concentrations of senior pedestrians by making built environment changes (re-painted crosswalks, benches, countdown timers, etc.).
- Maximize access for all transportation modes to fresh food in lower Grays Ferry by improving bike and pedestrian connectivity beneath and across the 25th Street viaduct.



SOUTH DISTRICT

RIVER WARDS



River Wards key health-related recommendations:

- Improve access to healthy foods for underserved residents.
 - Identify a partner along East Allegheny Avenue to serve as a Farm to Families CSA food distribution site.
 - Establish food access programs to promote free or subsidized food resources and seasonal farmer's markets at neighborhood centers in Kensington, Port Richmond and Bridesburg through partnerships between local organizations, health care providers, Friends of Parks groups, nonprofits and City agencies.
 - Encourage the development of a full-service grocery or supermarket in the areas of need using the zoning code's Fresh Food Market incentive (i.e., near the Allegheny MFL station or along Richmond Street in Bridesburg).
- Encourage the continued growth of urban farming by designating agricultural opportunity lands within the Land Bank inventory.
- Establish East Allegheny Avenue as a Health Corridor, a district that integrates and links health-supporting services across the continuum of care.
 - Prioritize sidewalk and streetscape improvements using Complete Streets principles along East Allegheny Avenue between Kensington and Aramingo Avenues to encourage active transportation (i.e., walking, biking, bus and train transit) for staff, seniors, children and transit-dependent and mobility-limited populations.
 - Pilot the introduction of sidewalk exercise equipment at bus shelters on East Allegheny Avenue.
 - Brand the Health Corridor through streetscape, bus shelters and health service directional signage.



The three “playable sculpture” prototypes designed by Public Workshop included the fort (top), the bench (middle) and the balance boards (bottom). They each had stints on Lancaster Avenue and Smith Memorial Playground.

Decrease PEDESTRIAN AND BICYCLE INJURIES THROUGH EDUCATION AND ENFORCEMENT ACTIVITIES OF SAFE ROUTES PHILLY, IN PARTNERSHIP WITH THE OFFICE OF TRANSPORTATION INFRASTRUCTURE SYSTEMS AND THE BICYCLE COALITION OF GREATER PHILADELPHIA.

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. From September 2014 through December 2015, the team:

- Assisted five schools with walkability audits.
- Supported six schools with ongoing encouragement activities.
- Supported 41 Walk and Bike to School events.
- Established walking school bus programs at John Barry and Richard Wright Schools.



Partner WITH DESIGN PROFESSIONALS TO IDENTIFY OPPORTUNITIES TO SUPPORT PHYSICAL ACTIVITY THROUGH PUBLIC SPACE AND DESIGN.

The Art of Active Play was a collaboration among Get Healthy Philly, Community Design Collaborative and Public Workshop, in concert with many other community partners and funded by Robert Wood Johnson Foundation.

- Over 100 youth and community members in the Belmont section of West Philadelphia helped build three “playable” sculptures: a switchback bench, a small space fort and balance boards. The sculptures were installed on Lancaster Avenue for September, at Smith Memorial Playground for the DesignPhiladelphia conference, and then found permanent homes.
- Students from Penn Center for Public Health Initiatives helped observe the sculptures on Lancaster Avenue to assess use. The observations drew a few recommendations to increase physical activity in the future.
- A Healthy Play Panel of experts in physical activity, public health, education and design gathered to talk about play, its impact on childhood learning and health, and its role in creating a great city. A Family Play day

at Smith Memorial Playground invited families to spend their holiday trying out and helping design-build improvements to the sculptures.

Identify EXISTING PHYSICAL ACTIVITY FACILITIES AND PROGRAMS FOR ADULTS, STARTING WITH MUNICIPALLY-OWNED FACILITIES SUCH AS PARKS AND RECREATION CENTERS.

- In 2015, Get Healthy Philly interviewed 114 Recreation Center directors to learn more about current physical activity amenities and programming for adults across the City.

Key findings include:

- Almost 93% of Parks and Recreation facilities offered opportunities for physical activity for adults and slightly more than half (51%) of these opportunities are free.
- The most commonly offered free opportunities were swimming, basketball, free play on playground equipment, walking, group fitness, gardening, weight training, baseball, line dancing, tennis, volleyball and water aerobics.

LOOKING AHEAD

- Continue to integrate health into the Upper North, Upper Far Northeast, and Lower Far Northeast District Plans
- Support the transition of the Safe Routes to School Program to the Office of Transportation and Infrastructure Systems, with support from PDPH
- Disseminate lessons learned from the Art of Active Play for playful urban design and identify and promote the playable sculptures permanent community-based locations
- Expand the new partnership between the Philadelphia Land Bank, Parks and Recreation, the Office of Sustainability and the Food Policy Advisory Council to increase access to land for gardening and the use of soil safety best practices



Left: Community garden in the Strawberry Mansion neighborhood of Philadelphia

Right: The City launched the bikeshare program, Indego, in April 2015 with stations located strategically throughout Center City and the surrounding neighborhoods, including at Recreation Centers.

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 2015, *Get Healthy Philly* partnered with over 900 retailers to:

Assess AND SPATIALLY DEPICT WALKABLE ACCESS TO HEALTHY FOODS FOR PHILADELPHIANS.

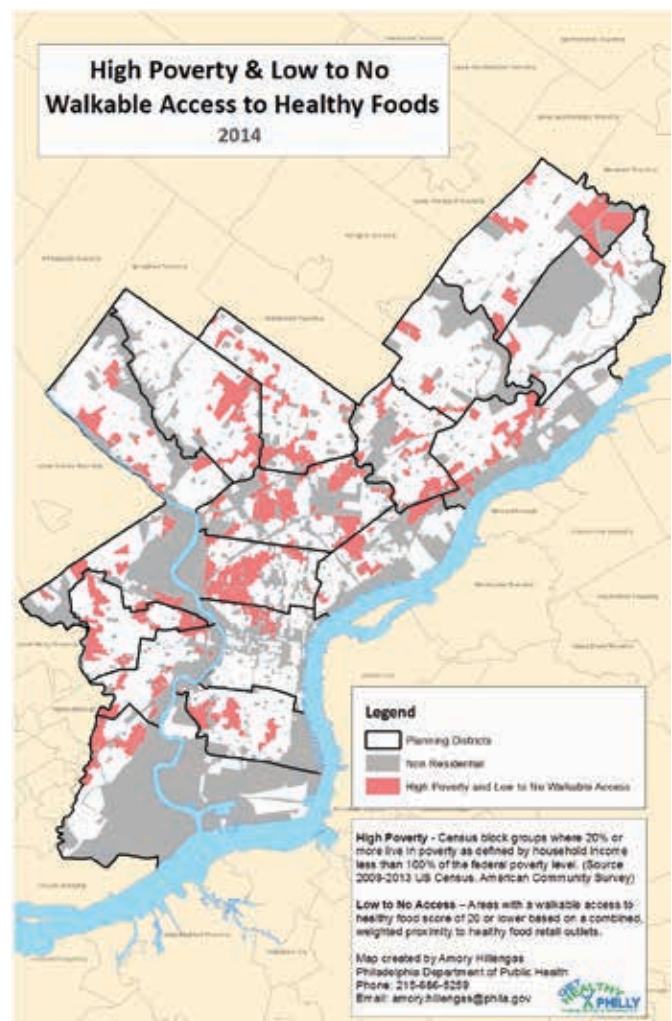
Walkable access to healthy foods can improve nutrition and physical activity. It can also strengthen neighborhoods, social capital and local economic development. Key findings and recommendations from the 2014 update are below. For the full report, visit www.phila.gov/gethealthyphilly.

Key findings:

- In 2014, 341,285 people (or about one in four Philadelphians) have limited or no access to healthy food and live in high poverty areas (LNA-HP).
- African Americans, Latinos and children are affected disproportionately. The individuals in the LNA-HP areas represent 26% of the city's children, 30% of the City's African-American population and 25% of the City's Hispanic and Latino population.

Recommendations:

- Further refine this methodology to reflect the realities in Philadelphia.
- Convene economic development, public health and community representatives to identify ways to attract new supermarkets and other healthy food retailers.
- Explore other options to expand healthy food access.



The new report maps parts of the city with limited walkable access to healthy food and higher rates of poverty (shown in red).

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

CORNER STORES

- Since 2010, Get Healthy Philly has partnered with The Food Trust and corner store owners to identify strategies to increase access and availability of healthy foods in corner stores across the city. Owners' receive training, technical assistance, marketing materials and programming to assist with this process.

Highlights for 2015:

- Re-visited all stores engaged at any level since 2010 (500+) to re-assess current inventory, owner interest in continuing participation and opportunities for enhanced community engagement.

Heart Smarts health screenings in corner stores meet people where they are and connect health information with shopping habits (photo by Dave Tavani for The Food Trust).

- Expanded the network of “certified” healthy corner stores to 42. Certification means that stores have made enhanced inventory and promotional commitments for seven different food and beverage categories.
- Provided “heart smarts” programming (health screenings, cooking demonstrations and educational store tours) in 35 stores.





Top: farmers markets connect Philadelphians with the bounty grown in the tri-state region (photo by Dave Tavani for The Food Trust). Bottom: Philly Food Bucks stretch food dollars for fruits and vegetables at farmers markets (photo by Dave Tavani for The Food Trust).

FARMERS MARKETS

- Since 2010, Get Healthy Philly has partnered with The Food Trust to support 1) a network of farmers markets and 2) the distribution and promotion of Philly Food Bucks (a SNAP incentive program that provides \$2 in fruits and vegetables for every \$5 in SNAP sales at the market). On-site market cooking demonstrations and community partners that work with SNAP recipients also distribute Philly Food Bucks promotionally.

Key Findings in 2015 include:

- During the 2015 season, farmers markets in The Food Trust's network redeemed \$54,685 in SNAP and \$47,378 in Philly Food Bucks.
- Use of Philly Food Bucks is significantly associated with increased fruit and vegetable purchase and consumption, based on market customer surveys.
- 62% of shoppers at Get Healthy Philly-sponsored farmers markets report having increased their fruit and vegetable consumption since they began shopping at the market.

CHINESE TAKE-OUT RESTAURANTS

- Since 2012, Get Healthy Philly has partnered with the Temple Center for Asian Health, the Asian Community Health Coalition and the Greater Philadelphia Chinese Restaurant Association to work with Chinese take-out restaurants to reduce the sodium used in preparing their dishes.

Highlights for 2015 include:

- Maintained network of 181 restaurants in the network. On average, sample restaurants have maintained a 30% reduction in sodium.
- Recognition as one of the top 25 innovations in American government in May 2015 by the Harvard University Ash Center for Democratic Governance and Innovation.
- Forging new partnerships with the faith-based community to further promote sodium reduction, chronic disease prevention and connection with participating restaurants.

LOOKING AHEAD

- Recruit several local retailers to receive technical assistance and support to gradually discontinue the sale of tobacco products in their retail setting
- Convene with the Department of Commerce to promote tobacco-free retail settings
- Strategically utilize data and media to draw the relationship between the tobacco retail setting and tobacco use behaviors
- Continue food access conversations with partners and community members and identify opportunities to support new healthy food retail
- Partner with The Food Trust to redesign the Healthy Corner Store Network to emphasize community engagement and store quality
- Further connect and promote SNAP and farmers markets, including through enhanced marketing, signage and outreach



First culinary training session with a restaurant owner and Shirley Cheng, chef from the Culinary Institute of America.

6 EMPLOYERS, INSURERS AND HEALTHCARE PROVIDERS

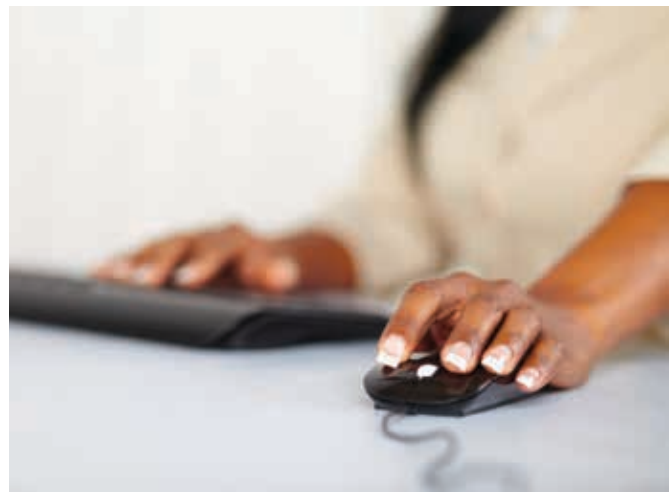
Employers, insurers and health care providers have a vested interest in having healthier and more productive employees, patients and members. In 2015, *Get Healthy Philly* advanced partnerships with these entities to:

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

- **Tobacco Recovery and Wellness Initiative:** In addition to going tobacco-free, all Community Behavioral Health network inpatient psychiatric providers are now required to assess all patients for tobacco use and to provide evidence-based tobacco treatment. This initiative has been a huge success with providers, support staff and patients voicing appreciation for the healthier environment created by this change.
- **Academic Detailing:** In 2015, 55 primary care and specialty providers received academic detailing services to enhance the quality and consistency of tobacco treatment offered to their patients. In addition, 13 providers completed Tobacco Treatment Specialist certification.
- **Brief Intervention to help smokers quit training:** Over 106 providers received free training on how to help those that they serve or provide treatment for with quitting smoking. A wide variety of providers received training including social workers, nurses, veterans administration staff and dentists.
- **Collaboration with the Philadelphia Prison System** to enhance staff and inmate cessation and develop communication tools to educate inmates and visitors about tobacco.

Provide TECHNICAL ASSISTANCE AND TRAINING TO LARGE EMPLOYERS AND INSURANCE PROVIDERS ON TOBACCO CESSATION AND TREATMENT.

- **Revised tobacco treatment insurance coverage fact sheet** for most common public and private plans in Philadelphia.
- **Provided technical assistance to 5 large employers around worksite cessation** in order to create a tobacco-free culture of health among their workforce.



- **Provided technical assistance to insurance providers** to assist them in coming into compliance with the Affordable Care Act requirements with respect to tobacco treatment coverage.

Right: Franklin Field at UPENN and the Comcast Center are two destinations of the “Virtual Stairwell Challenge” in our StairWELL Toolkit. Far right: Employees participate in a stairwell challenge at Einstein Hospital.

Increase OPPORTUNITIES FOR PHYSICAL ACTIVITY DURING THE WORKDAY BY WORKING WITH EMPLOYERS TO MAKE STAIRWELLS ACCESSIBLE AND APPEALING.

- Adapted the CDC's StairWELL toolkit for Philadelphia employers and worksites.
- To inform a pilot for the City of Philadelphia buildings, Get Healthy Philly surveyed almost 1200 City employees about current stairwell use and perceptions. At baseline, we found that 54% of employees use the stairs two or more times on a typical workday.

Partner WITH LEARNING COLLABORATIVES COMPOSED OF FEDERALLY QUALIFIED HEALTH CENTERS AND HEALTH SYSTEM-AFFILIATED PRACTICES.

- Support learning collaboratives in using HIT to detect pre-diabetes and undiagnosed hypertension, along with appropriate protocol development.
- Support collaborative practices in integrating non-physician team members in hypertension management and blood pressure control.
- Facilitate bi-directional electronic referral implementation for collaborative participants.

LOOKING AHEAD

- Expand efforts in workforce cessation to other large employers
- Implement stairwell promotion pilot with the City of Philadelphia and 3+ other employers



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
Common Market Philadelphia
Commerce Department, City of Philadelphia
Community Behavioral Health
Department of Parks and Recreation, City of Philadelphia
Delaware Valley Regional Planning Commission
Drexel University Food Lab
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
Office of Sustainability, City of Philadelphia
Office of Transportation Infrastructure Systems,
City of Philadelphia
Philadelphia City Planning Commission, City of Philadelphia
Philadelphia County Medical Society
Philadelphia Housing Authority
Philadelphia Land Bank
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*
Streets Department, City of Philadelphia
Temple University Center for Asian Health
Temple University Department of Public Health
Thomas Jefferson University School of Population Health
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

JOIN OUR COALITIONS!

Get Healthy Philly runs two partner networks comprised of organizations and individuals working on tobacco policy and control (SmokeFree Philly) and healthy eating and active living (Food Fit Philly) with quarterly meetings to recognize progress, foster networking, share emerging strategies and discuss new data or policy opportunities. We are always looking to grow our coalition membership and are particularly interested in expanding participation and engagement from under-represented communities.

- For SmokeFree Philly, email ryan.coffman@phila.gov.
- For Food Fit Philly, email amanda.wagner@phila.gov.
- If you or your organization would like to get more involved in promoting smoke-free living, or healthy eating and moving, please contact Terry Johnson, Public Information Officer, at 215-685-5263 or terry.johnson@phila.gov.

*photo by Dave Tavani
for The Food Trust*





Department of
Public Health
CITY OF PHILADELPHIA
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gethealthyphilly.org



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