



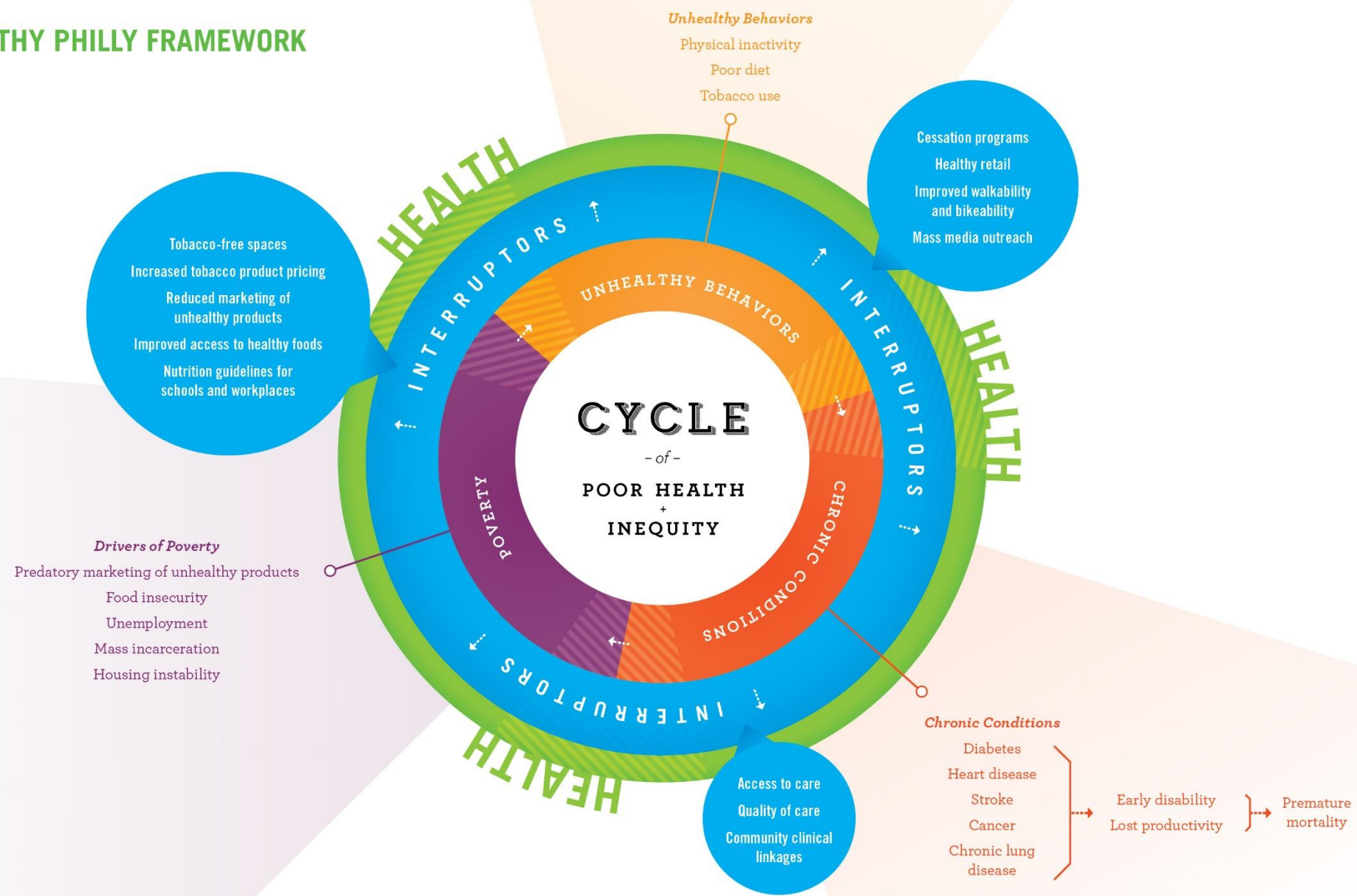
Food Policy and Chronic Disease Prevention in Philadelphia

Philadelphia Department of Public Health

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GET HEALTHY PHILLY FRAMEWORK



The context: food and poor health

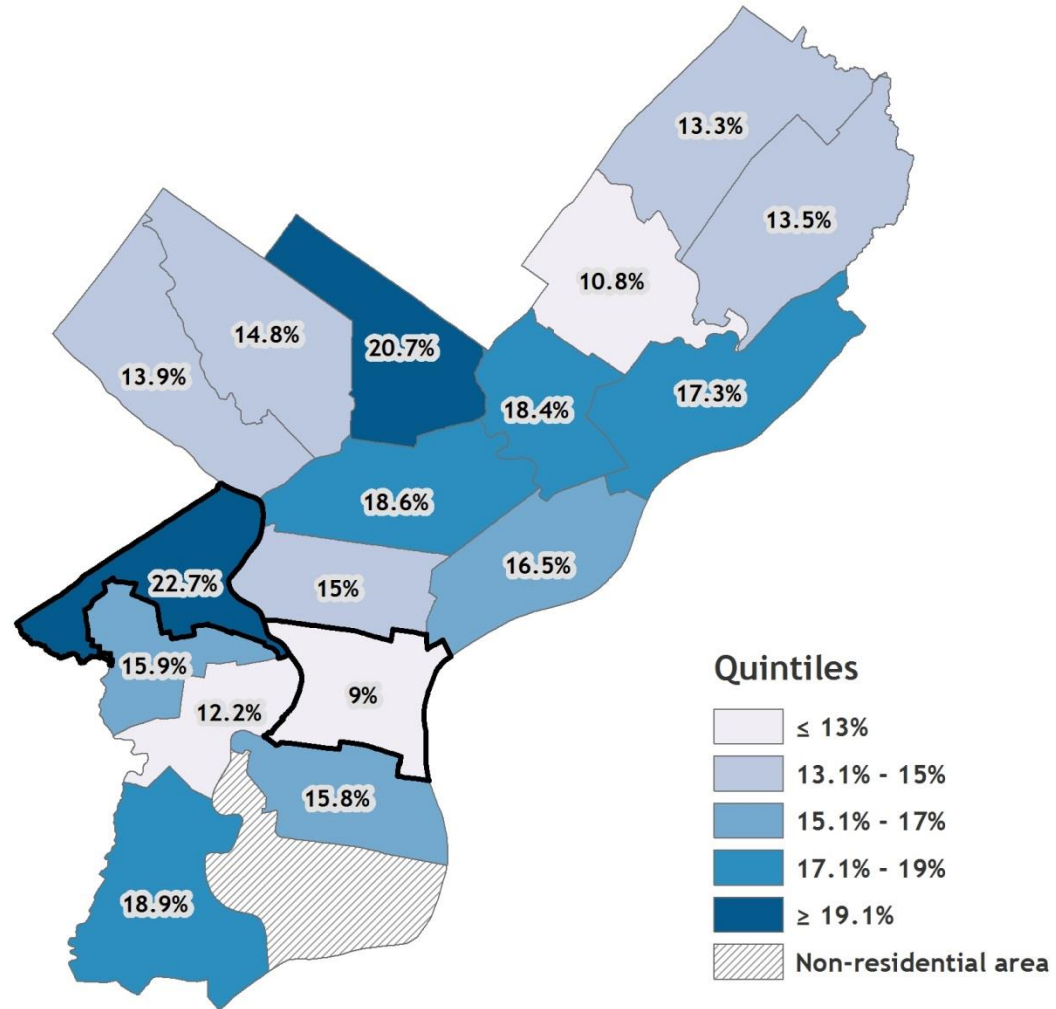
- A 45 year old man comes into a city clinic for follow-up after amputation of his forefoot due to a diabetic foot infection.
 - His sugar is 410.
 - The only food in his refrigerator is white bread and mayonnaise.
- A 13 year old comes in to the clinic with her mother, who has diabetes. She is overweight and her weight has been steadily increasing.
 - The family has been intermittently homeless over the past year.
 - Mom: “I’ve got 2 bucks for dinner. That’s mac and cheese or the kids go hungry.”
- An 8 year old comes in for a routine check up. He has large cavities in multiple teeth, thickened dark skin on his neck, and is overweight.
 - His mother is frustrated that he keeps drinking sugary drinks despite her efforts.

Drivers of unhealthy diet

- Cost of healthy food
- Lack of preparation time/work and caregiver schedules
- Lack of access to affordable, healthy foods in low income neighborhoods
 - In 2014, 341,285 city residents lived in areas of the city with low or no walkable access to healthy food and high poverty (1)
- Ubiquity of unhealthy foods in low income neighborhoods (“food swamps”)
- Marketing of unhealthy food, particularly in low-income neighborhoods

(1) Walkable Access to Healthy Food in Philadelphia, 2012-14, PDPH <http://www.phila.gov/health/pdfs/Walkable%20Access%20to%20Healthy%20Food%202012-2014.pdf>.

Adult Diabetes Prevalence, 2012-2015



Source: Public Health Management Corporation (PHMC) Household Health Survey, 2012-2015

Indicator Definition:

Percentage of adults who have been told by a doctor or other health professional that they have or have had diabetes. Excludes respondents with a history of gestational diabetes only.

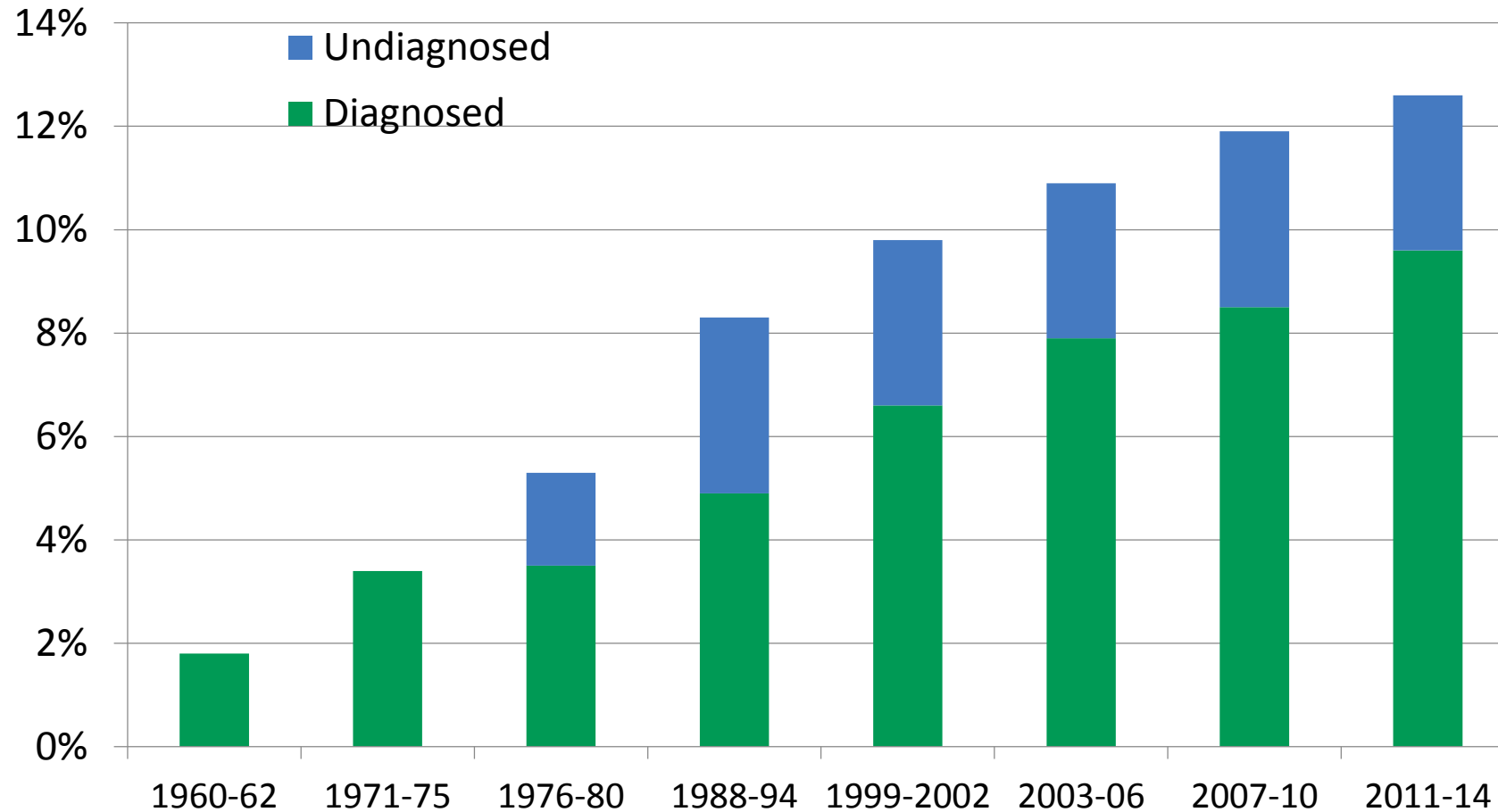
Notes:

Two years of Household Health Survey data (2012 and 2014/15) were combined to provide more reliable estimates by planning district, therefore these numbers are not directly comparable with previous estimates.

Planning districts with the best and poorest outcomes are outlined with a thick black border. For the citywide value, refer to the citywide over time graph.

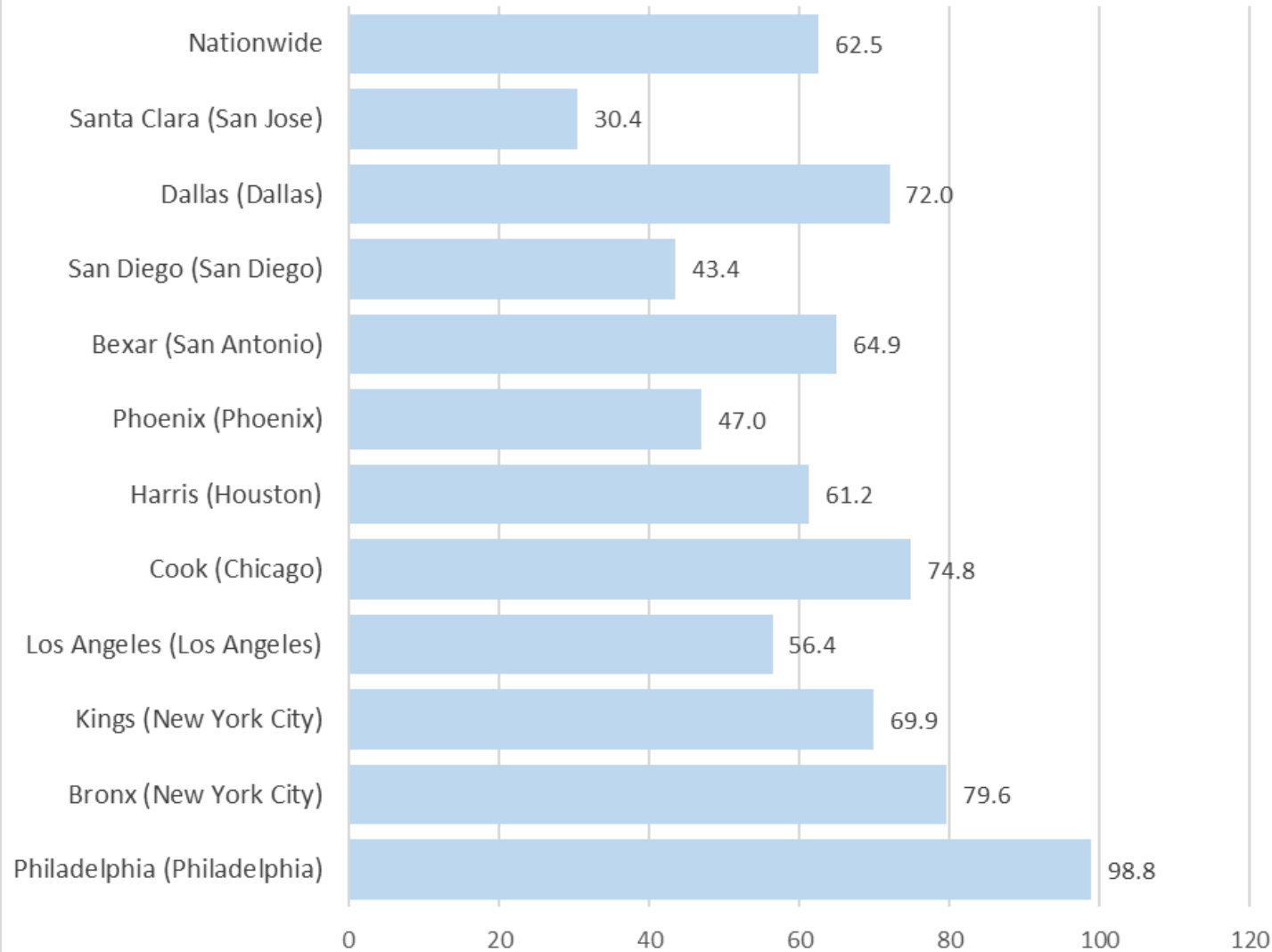
Refer to the [Data Sources](#) and [Data Definitions](#) sections for more detailed information about each.

The National Epidemic of Diabetes



Data for adults 20+. Gregg EW et al. JAMA 2005;293:1868, Health United States, 2013 Table 46 and Health United States, 2015 Table 40

Premature Cardiovascular Disease (CVD) Mortality Rate per 100,000 People, 2011-2013 Nationwide and County Comparison



Source: Interactive Atlas of Heart Disease and Stroke, National Center for Health Statistics, 2011-2013

Indicator Definition:

Age-adjusted rate per 100,000 persons of CVD deaths (all heart disease) to persons under 75 years of age.

Notes:

See the overtime graph for the most recent data for Philadelphia.

Refer to the [Data Sources](#) and [Data Definitions](#) sections for more detailed information about each.

Current food policy and program efforts

- Philly Food Bucks
- Collaborations to increase food insecurity screening and referral
- Healthy Corner Store Network
- Farmers Markets
- Good Food, Healthy Hospitals
- City Nutrition Standards
- Healthy Schools initiative (part of Community Schools)
- Healthy Chinese Take-Out Initiative
- Philadelphia Beverage Tax
 - Passed for revenue benefits, but approximately 27% decrease in SSB consumption anticipated
 - Potential for poverty reduction through funded programs

Philly Food Bucks

- \$2 voucher for every \$5 in SNAP purchases at participating farmers' markets
- Can be used for purchase of fresh fruits and vegetables at these farmers' markets
- In 2016, \$56,509.56 in Philly Food Bucks were used at area farmers' markets
- Since the introduction of Philly Food Bucks, SNAP sales at The Food Trust's farmers markets have increased by more than 375%
- TFT running pilot Philly Food Buck projects at a corner store and supermarket



Farmers' Markets Partnership with TFT

- Expands farmers' market locations to low income neighborhoods
- Includes market tours for low-income shoppers
- SNAP branding and marketing at farmers' markets
- Piloting season extension of farmers' markets
- Partnership with county assistance offices for market promotion, capture of SNAP and WIC FMNP shoppers, and for PFB marketing



Food insecurity screening and referral

- Approximately 140,000 Philadelphians are eligible for SNAP benefits but not enrolled
- AAP now recommends universal food insecurity screening with a 2 question validated questionnaire at routine pediatric health maintenance visits
 - Within the past 12 mo, we worried whether our food would run out before we got money to buy more. (Yes or No)
 - Within the past 12 mo, the food we bought just didn't last and we didn't have money to get more. (Yes or No)
- COACH Collaborative of 7 Philadelphia hospital systems is working to implement universal screening and warm hand-off referrals at all participating hospitals

Healthy Corner Store Network

- Partnership with The Food Trust in over 400 stores at peak
 - In FY17, after reviewing outcomes data, we decided to focus the intervention in 40 stores in an effort to maximize impact
- Participating stores receive support to carry 7 categories of healthy food
- Heart Smarts programming provides free blood pressure screenings, health referrals, cooking demonstrations and taste tests for at-risk adults
- The Food Trust provides trainings, technical assistance with selection and promotion of healthy foods to participating stores
- Pilot community engagement store
 - Can we help build a market for healthier food?





- Hospitals serve thousands of meals daily to patients, staff, and visitors
- These meals provide a means to expose many Philadelphia residents to healthy choices
- Hospitals serve as anchor institutions whose procurement practices can help to support local farmers and local manufacturers of healthy products
- GFHH provides technical assistance to 13 area hospitals who have signed on to a pledge to meet nutrition standards
- The voluntary approach includes customizable options for adherence to the pledge (for example: a hospital can achieve recognition for meeting at least 7 out of 12 snack and beverage standards for purchased food)

City Nutrition Standards

- Passed by Executive Order in 2014
 - Includes prisons, shelters, summer and after school programs, juvenile correctional facilities, vending, Riverview Personal Care Home
- Applies to all food purchased or served by a city agency
- GHP provides technical assistance to city departments as they work to implement the detailed standards
- For FY17, focusing on implementation of 5 high priority areas:
 - Variety of fruits and vegetables
 - Whole grain options
 - Water availability at all meals
 - Eliminating trans fats
 - Reducing sodium



Healthy Schools

- As part of the Community Schools initiative, each participating school is offered the opportunity to participate in “Healthy Schools”
- This initiative focuses on chronic disease prevention through promotion of:
 - Improved nutrition and quality of food
 - Increased physical activity
 - Increased water access and appeal
 - Joint use agreements to help make physical activity facilities available
 - Wellness Councils
- Initial projects include school gardens, farm stands, school-wide movement breaks, water promotion

Healthy Chinese Take-Out Initiative

- Collaboration with the Chinese Restaurant Association and the Temple Center for Asian Health
- 30% decrease in sodium in most popular dishes maintained over 3 year period in network of 180 take-outs in low income neighborhoods
- Outreach efforts with local African-American churches part of community engagement strategy
- Branching out to include Asian buffet restaurants in next phase – these restaurants serve approximately 15,000 meals daily in the city

Healthy Planning and Zoning

- Mixed Use
- Age Friendly Neighborhoods
- Sidewalk Standards
- Transit Oriented Development
- Healthy Food Access
 - Urban agriculture
 - Fresh food markets
- Open Space
- Bicycle Infrastructure



THANK YOU!



Cheryl Bettigole, MD, MPH

Contact: Cheryl.Bettigole@phila.gov