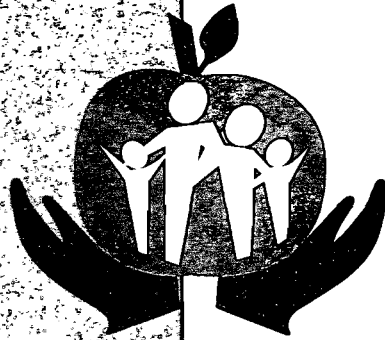


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3-23-10



# Partnership for a Healthier Alexandria

Brian Moran, Chair, Partnership for a Healthier Alexandria

Lisa Kaplowitz, MD, MSHA, Director of the Office of Policy and Planning, U.S. Department of Health & Human Services

***NEW WEBSITE!*** [www.HealthierAlexandria.org](http://www.HealthierAlexandria.org)



# Outline

- Overview of Partnership for a Healthier Alexandria
- MAPP (Mobilizing for Action through Planning & Partnerships)
- ACHIEVE (Action Communities for Health, Innovation, and EnVironmental changE) Initiative



# Partnership for a Healthier Alexandria



## What is the *Partnership*?

A community coalition that includes non-profit organizations, schools, municipal agencies, policy commissions, local businesses, government and community leaders, and concerned citizens joined together to promote and preserve a healthy Alexandria community.

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# Our Partners



**The Honorable Brian Moran, Chair, Steering Committee** ▫ **The Honorable William D. Euille and Alexandria City Council** ▫ **Alexandria Health Department** ▫ **Department of Human Services** ▫ **Community Services Board** ▫ **Public Health Advisory Commission** ▫ **Inova Health System** ▫ **Alexandria Chamber of Commerce** ▫ **Alexandria City Public Schools** ▫ **ACPS School Board** ▫ **Alexandria Police Department** ▫ **Alexandria Neighborhood Health Services, Inc.** ▫ **Campagna Center** ▫ **Alexandria Office on Women** ▫ **Alexandria United Way** ▫ **GWU School of Public Health** ▫ **Early Childhood Commission** ▫ **Arlington/Alexandria School Readiness Council** ▫ **City of Alexandria Fire/EMS** ▫ **American Red Cross** ▫ **Alexandria Commission on HIV/AIDS** ▫ **YMCA Alexandria** ▫ **Alexandria Cooperative Extension** ▫ **American Cancer Society** ▫ **City of Alexandria Pedestrian & Bicycle Program** ▫ **American Lung Association** ▫ **ECDC African Community Center** ▫ **Dept. of Recreation, Parks & Cultural Activities** ▫ **Department of Planning & Zoning** ▫ **ALIVE! Inc.** ▫ **NAMI** ▫ **Healthy Families Alexandria** ▫ **Northern Virginia Health Foundation** ▫ **Dept of Planning & Zoning** ▫ **Senior Services of Alexandria** ▫ **Substance Abuse Education and Violence Prevention Advisory Committee** ▫ **Parks & Recreation Commission** ▫ **Youth Policy Commission** ▫ **Families First of Alexandria, Inc.** ▫ **CrisisLink** ▫ **Alexandria Community Members** ▫

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# Four Work Groups in Prioritized Health

<b>Work Group</b>	<b>Focus Area</b>
Environmental Health	Respiratory Health/Healthy Planned Environment <i>Some activities:</i> Smoke Free Alexandria; Campaign for Smoke Free Homes & Cars; Support of complete streets
Healthy Lifestyles	ACHIEVE Planning Team; Mayor's "Get Healthy Alexandria!" Initiative <i>Some activities:</i> Gardening partnership with ARHA, community events to raise awareness on physical activity/nutrition
Mental Health Anti-Stigma HOPE Campaign	Reducing stigma of mental illness <i>Some activities:</i> "Bring Change 2 Mind" community awareness campaign on mental illness; "Stand Up for Mental Health" event that involved locals in comedy acts, using humor to fight stigma of mental illness
Substance Abuse Prevention Coalition of Alexandria	Substance abuse prevention for Alexandria youth <i>Some activities:</i> Community of Concern dinner with TC Williams parents and youth; Community Youth Mapping in West End; media campaign targeted at teens and parents on consequences of supporting/using drugs & alcohol

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A Healthier Community

# MAPP - YOUR COMMUNITY ROADMAP TO HEALTH!

Action Cycle

Evaluate Implement Plan

Formulate Goals and Strategies

Identify Strategic Issues

Community Themes & Strengths Assessment

Forces of Change Assessment

MAPP Assessments

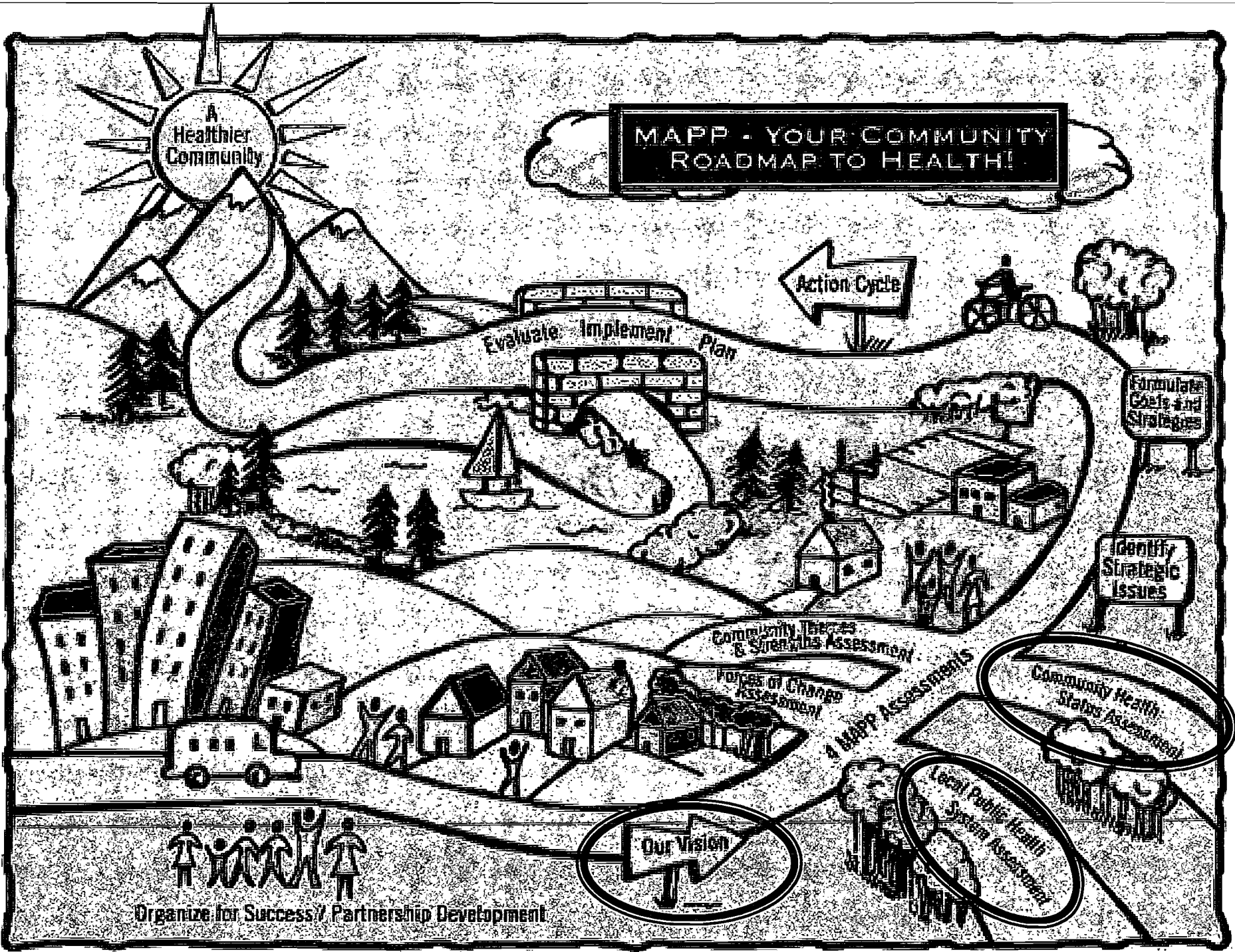
Community Health Status Assessment

Local Public Health System Assessment

Our Vision

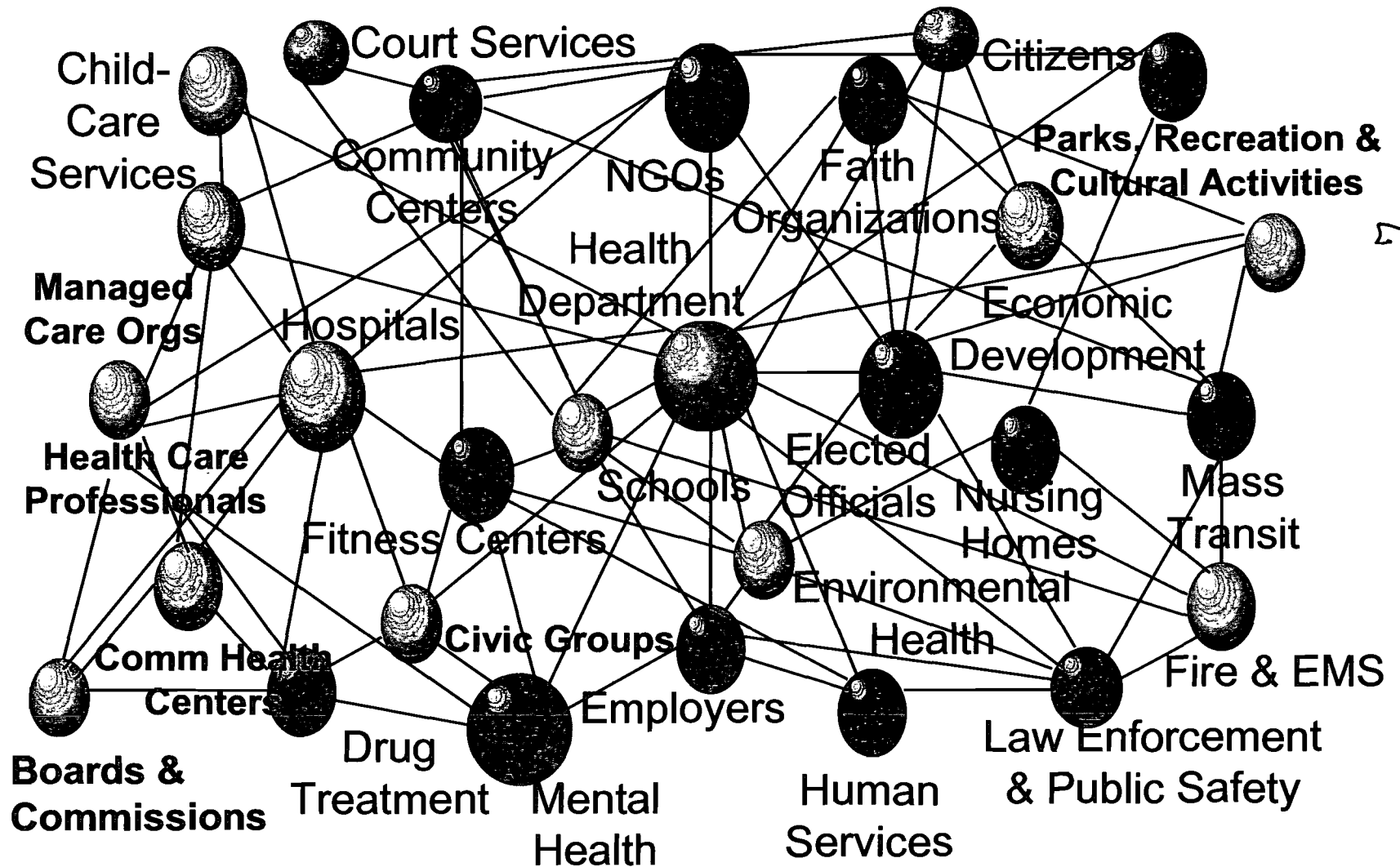
Organize for Success / Partnership Development

6





# Local Public Health System





# Our Steps in MAPP

## Created a Vision

- Created based on stakeholder feedback through community surveys (*264 responses; 50 from Spanish speakers*) and community workshop (*over 70 participants*)

## Assessments

### Local Public Health System Assessment

- Identifies how well the local public health system works together
- 1 – ½ day workshop (43 organizations and over 80 participants represented)

### Alexandria “Healthy City” Indicator System

- Identifying indicators to measure how well we’re doing around each element of the vision
- Soliciting community feedback
- Plan to collect data for Community Health Assessment: Fall 2010

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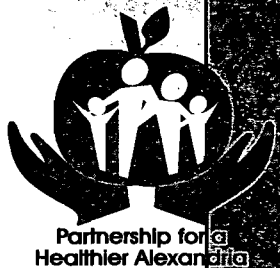




# ACHIEVE

*(Action Communities for Health,  
Innovation, and EnVironmental change)*

- Initiative to address early childhood obesity in Alexandria
- According to 2007 survey conducted by Inova Health System, over 43% of Alexandria children, ages 2-5, are overweight or obese
- Alexandrian children who are minorities or with income below 200 of the federal poverty level are particularly at risk
- In 2009, received \$40,000/3 year grant from CDC to implement ***policy, systems, and environmental change strategies***



# ACHIEVE Community Action Plan

- Two-year Community Action Plan completed in Summer 2009
- Assessments conducted to inform community action plan:
  - Surveys of preschool/daycare providers
  - GIS Mapping Project
  - Community Conversations
  - WIC Surveys
  - Survey of policies in the community that affect change
- Incorporated recommendations from Institute of Medicine's 2009 report "Local Government Actions to Prevent Childhood Obesity"





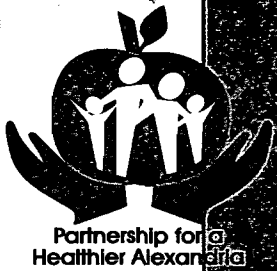
# Community Action Plan

Strategy	Action Item
Engage additional partners and identify new collaboration opportunities	Hosting "A Healthy Child is a Happy Child" breakfast on April 8 <sup>th</sup> @ 7:30 a.m.
Collaborate to support and promote breastfeeding	Exploring opportunities for Inova Alexandria Hospital's certification as a "Baby Friendly Hospital"
Engage preschool centers and family day care providers in creating healthy food and physical activity environments	<ul style="list-style-type: none"> <li>- Working with NVCC to include nutrition/physical activity curriculum in its courses for preschool providers</li> <li>- Creating leadership cohorts to identify health opportunities in preschools &amp; family day cares</li> </ul>



# Community Action Plan

Strategy	Action Item
Increase availability and accessibility of healthy foods	<p>Partner with ARHA on pilot intergenerational gardening project for residents that provides gardening/nutrition education</p> <ul style="list-style-type: none"><li>- ARHA staff are developing a children's garden for children at Ruby Tucker Center and providing garden maintenance</li><li>- <i>Partnership</i> providing tools, seeds, and identifying additional partners and resources for project</li><li>- Virginia Cooperative Extension and Master Gardeners providing gardening expertise</li><li>- Neighborhood Restaurant Group &amp; Chef Will providing cooking classes</li></ul>



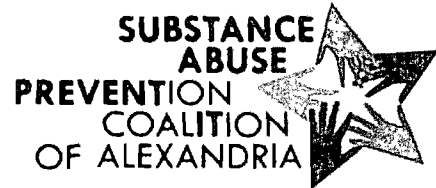
# Community Action Plan

Strategy	Action Item
Increase availability and accessibility of healthy foods	<ul style="list-style-type: none"><li>- Collaborate with residents to increase gardening opportunities for public at-large (breaking ground on garden at George Washington Middle School)</li></ul>
Increase availability and utilization of safe places to play and be physically active	<ul style="list-style-type: none"><li>- Support Complete Streets Resolution (currently being drafted by Transportation Commission)</li><li>- Conduct additional assessments of outdoor play spaces for toddlers and preschoolers to identify opportunities to expand usage of playgrounds for this age group</li></ul>



## Substance Abuse Prevention Coalition of Alexandria Partnership for a Healthier Alexandria

The Substance Abuse Prevention Coalition of Alexandria (SAPCA) is an alliance of parents, youth, schools, city health, and recreation agencies, human service organizations, media, nonprofits, businesses, policymakers and law enforcement.



**OUR MISSION:** SAPCA's mission is to involve diverse sectors of the community in comprehensive substance abuse prevention efforts that result in a reduction of underage substance use and abuse in the City of Alexandria. Our prevention efforts focus primarily on the use and abuse of alcohol, marijuana and tobacco.

**WHY IS IT IMPORTANT?** Recent surveys present a disturbing picture of youth substance use in Alexandria, with alcohol, marijuana and tobacco use by some groups of middle and high school youth **exceeding national rates.**

- 44% of middle school youth have tried alcohol, and in high school, current heavy alcohol use for white and black youth exceeds national rates.
- Approximately 1/3 of high school youth have tried marijuana at some time in their lifetime, and approximately 20% are current users. Use by middle school Hispanic and black youth exceeds national rates.
- Only 47% of youth would probably or definitely talk to their parents if they had an important concern about drugs, alcohol or another serious issue.

**How Do We Create Community-Wide Change?** SAPCA uses a variety of strategies to accomplish our goal of reducing youth substance use and abuse in the City of Alexandria. Each of these strategies represents a key element in building and maintaining a healthy community:



**1. Provide information**—Conduct educational presentations, workshops and seminars.

**2. Enhance skills**—Organize workshops and seminars designed to increase the conversational skills of parents to better communicate with their youth

**3. Provide support**—Create opportunities to increase social or emotional support of youth (e.g., parent support group) to ultimately reduce their risk of using

**4. Reduce access/enhance barriers**—Improve systems to increase the ease, ability and opportunity to use substance abuse prevention services.

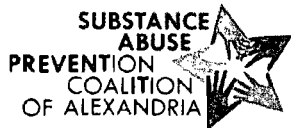
**5. Change consequences**—Increase the probability of healthy behavior by rewarding positive behavior (e.g., rewarding youth for staying drug free).

**6. Change physical design**—Change the physical environment to reduce alcohol/drug availability & their promotion (e.g., increasing signage in alcohol vendors, locking liquor cabinets).

**7. Modify/change policies**—Promote formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures.

**Get involved!** If you're interested in joining one of these efforts, please contact Noraine Buttar, Coordinator for SAPCA, at [Noraine.Buttar@alexandria.va.gov](mailto:Noraine.Buttar@alexandria.va.gov) or (703) 746-3670.

[www.PreventItAlexandria.org](http://www.PreventItAlexandria.org)



## Members

Allen Lomax, **SAPCA Chair** • Veronica Aberle, Alexandria Health Department • Cate Alexander Brennan, T.C. Williams PTSA Member • Jim Almond, Boys & Girls Club • Cindy Anderson, T.C. Williams PTSA President • Susan Apgar, Parent of ACPS student • Mary-Jane Atwater, Atwater Communications • Tricia Bassing, Community Services Board • Amy Beal, ACPS Parent • Kye Bennett, Private citizen • Rose Berler, School Health Advisory Board • Krista Boucher, Commonwealth Attorney Office • William Boyle, T.C. Williams Parent • Dennis Burstein, Alexandria City Public Schools • Lavern Chatman, Northern Virginia Urban League • William Chesley, Alexandria Department of Recreation, Parks & Cultural Activities • Karen Clark-Stone, Private citizen • Bill Clendaniel, Principal, T.C. Williams • Bill Cleveland, Former Vice-Mayor, Private Citizen • Charlotte Clinger, Alexandria Youth Council, Minnie Howard Student • Jacqueline Coachman, Alexandria Department of Human Services • Cathy Coone-McCrary, Mental Health Advocate • Catherine Davis, T.C. Williams Parent • Andy Denison, Private citizen • Debby Dimon, Alexandria Health Department • Joe Dunn, Private citizen • Monique Edwards, Alexandria Sheriff's Office • Diane Engster, Northern Virginia Mental Health Consumers Association • Carrie Fesperman, Partnership for a Healthier Alexandria • Mary Flynt, Alexandria City Public Schools • Darryl Francois, Private citizen • Ron Frazier, Alexandria Department of Human Services • Andrew Fridley, Virginia Department of Alcoholic Beverage Control • Rene Gornall, CASA Volunteer for SCAN of Northern Virginia • Alexis Grant, Volunteer Alexandria • Rebecca Griesse, Office on Women • Wesley Griffin, Private citizen • Lisa Guli, Alexandria Health Department • Billy Hackenson, Alexandria Youth Council • Priscilla L Harp, Alexandria Court Service Unit • Ben Harris, Arlington R.E.A.D.Y. Coalition • Lenny, Harris, Youth organization • Shay Holman, Community Services Board • Wendi Kaplan, LCSW • Saara Kaudeyr, Alexandria Youth Council • Melissa Kuckro, T.C. Williams • Captain William Johnson, Alexandria Police Department • Christy Jones, CADCA • Nancy, Kargbo, Healthcare Professional • Judy Lamb, Private citizen • Lynne Lawrence, Past TC Williams PTSA President • Rick Leichtweis, Inova Kellar Center • Ron Lemley, Court Service Unit • Tina Leone, Alexandria Chamber of Commerce • Mike Mackey, Gang Prevention Coordinator • Nataki MacMurray, Private citizen • Kate Matikonis, Virginia Department of Alcoholic Beverage Control • Greg McIntosh, 10th Grade T.C. Williams Student • Richard Merritt, Youth Policy Commission • Kim Moore, Alexandria Department of Recreation, Parks & Cultural Activities • Patty Moran, T.C. Williams • Shelly Morgan, T.C. Williams Parent • Charle Niphadkabin, Owner of 24 Express • Julie Okkema, Parent • Eileen O'Beirne, Therapist • Karen Parker-Thompson, Alexandria City Public Schools • Kathleen Petty, Inova Kellar Center • Laura Plaze, T.C. Williams Parent • Nicole Pool, Downtown Baptist Church • John Porter, Act for Alexandria • Amalia Quiñones, Alexandria Community Services Board • Ann Redfearn, Alexandria Department of Recreation, Parks & Cultural Activities • Sally Rittelmeyer, Al-Anon of Alexandria • Nichole Rohrer, Alexandria Community Services Board • Kristine Salang, Healthcare Professional • Randy Sengel, Commonwealth's Attorney • Chanel Smith, Youth Representative • Thomas Sullivan, Physician • Laverne Thomas, Private citizen • Cathy Thompson, ALIVE! Inc. • Sierra Thompson, Alexandria Youth Council • Denise Tordella, Private citizen • Caron Trout, Jewish Social Service Agency • Marleen Venter, Sheriff's Office • Jerry Vernon, Alexandria Gazette Packet • Robin Wallin, Alexandria City Public Schools • Deborah Warren, Community Services Board • Eric Watkins, T.C. Williams Student • Brett Watsen, Private citizen • Robery White, T.C. Williams • Jennifer Willment, Tucker Elementary School • Margaret Wohler • Donya Wright, Youth Representative • Reverend Bill Yolton



**ACHIEVE** (Action Communities for Health, Innovation, and Environmental Change)

## Partnership for a Healthier Alexandria

The **ACHIEVE Planning Team** is a community partnership that involves Smart Beginnings, health professionals, city agencies, childcare/daycare providers, community and faith organizations, businesses, and engaged residents who are committed to encouraging active lifestyles and healthy eating through policy, systems, and environment level changes.

Our **VISION** is to engage the entire, diverse Alexandrian community in collaborative efforts to promote healthier environments with access to healthy foods and recreation for all.

**WHY ARE WE FOCUSING ON EARLY CHILDHOOD?** In 2007, Inova Health System completed a Healthy Weight Collaborative survey in Northern Virginia on obesity. Findings included:

- Among Alexandria children ages 2-5, 43.5% are overweight or obese. These numbers are significantly higher compared to other children in Alexandria (23.5% of children ages 6-10; 13.1% of children ages 11-14; 13.7% of children ages 15-18).
- In Arlington, only 28.6% of children, ages 2-5, are overweight or obese.
- Alexandrian children who are Hispanic (32.9% overweight/obese) or with income below 200 percent of the federal poverty level (29.9% overweight/obese) are particularly at risk.



**WHAT WE'RE DOING** After spending Summer 2009 completing a data collection and strategic planning process. The ACHIEVE Planning Team developed an action plan with seven goals:

- 1) Raise awareness about childhood obesity and engage partners to begin changes
- 2) Support and promote breastfeeding in healthcare and community settings
- 3) Collaborate with the early childcare community to improve the food and physical activity environment in preschool and child care settings
- 4) Increase the availability, accessibility and demand for affordable, healthy foods
- 5) Ensure that the City's Master Plan, Zoning Ordinance and City Code support the accessibility of healthy food
- 6) Provide community classes and workshops in fitness, gardening, nutrition, and cooking
- 7) Increasing the availability and utilization of safe places to play and be physically active

**MEMBERS:** Judy Martens, **Co-Chair**, Department of Human Services • Tricia Rodgers, **Co-Chair**, Northern Virginia Health Foundation • Carmen Alvarado, Family day care provider • Lisa Baker, Office on Women • Libby Baney, Private citizen • Ivy Beringer, Northern Virginia Community College • Michael Crawford, MRC Leverage Group, LLC • Kevin Combs, American Health Services • Shelley Keith, Campagna Center • September Jones, Arlington Alexandria Smart Beginnings • Reverend Andrea Lomboy, Congregational Health Resource, LLC • Pat Mann, Planning & Zoning • Uzma Quraishi, WIC, Alexandria Health Department • Sissy Walker, Wise Educational Services

**Get involved!** If you're interested in joining one of these efforts, please contact Carrie Fesperman, Health Planner for the Partnership for a Healthier Alexandria, at [Carrie.Fesperman@vdh.Virginia.gov](mailto:Carrie.Fesperman@vdh.Virginia.gov) or (703) 838-4400 x263.






## Mental Health Anti-Stigma HOPE Campaign Partnership for a Healthier Alexandria

The Mental Health Anti-Stigma HOPE Campaign is dedicated to reducing the stigma of mental health illnesses. A government publication from the President's New Freedom Commission on Mental Health identified stigma as the #1 obstacle preventing Americans with mental illnesses from getting the care they deserve.

Our **VISION**: Alexandrians affected by mental illness, intellectual disabilities and substance use disorders will participate fully in a community free of stigma.

Our **MISSION**: To work collaboratively with a broad base of community members, agencies and congregations to provide education, community outreach and advocacy to eliminate stigma and instill the hope that enables Alexandrians with mental health disabilities to participate fully in community life.



Partnership for a Healthier Alexandria

### Alexandria's Mental Health HOPE Campaign

**H**elp fight the stigma of mental illness.  
**O**ffer support to a friend in need.  
**P**romote respect.  
**E**ducate: Mental illness is a brain disorder.  
Treatment works. [www.alexhealth.org/partnership](http://www.alexhealth.org/partnership)



[www.BringChange2Mind.org](http://www.BringChange2Mind.org)

**BRING CHANGE 2 MIND:** In 2010, the Anti-Stigma Mental Health HOPE Campaign wants to "*Bring Change to Mind*". We are launching a community awareness campaign featuring a public service announcement created by Ron Howard and Glen Close that features regular people talking about their experiences with mental illness or their loved ones with mental illness. Throughout 2010, we will be asking Alexandrians to post their own stories about their experiences with mental illness on the Partnership's website in an effort to raise awareness about the stigma that many people who have a mental illness face.

**RAISING COMMUNITY AWARENESS FOR MENTAL HEALTH MONTH!** We will be hosting two community events in May during Mental Health Month to encourage community understanding and conversation about mental illnesses.

- o **Community Movie Night!** View the movie *Canvas* and stay for the community discussion afterward. Thursday, May 27<sup>th</sup> at the Masonic Temple, 101 Callahan Dr.
- o **Children & Mental Illness, Family Academy** – Learn about how mental illness can affect children. Join us on Thursday, May 6<sup>th</sup>, TC Williams.

**MEMBERS:** Masharia Holmon, **Chair** • Cathy Thompson, ALIVE! Inc. • Susan Drachsler, Friends of Alexandria Mental Health Center • Tiffeny Sanchez-Brown, Friends of Alexandria Mental Health Center • Cathy Coone-McCrary, Private Citizen • Bill Cleveland, Former Vice Mayor • Dr. John Davies, Retired Psychiatrist • Dr. Michael Gilmore, Community Services Board • Deborah Warren, Community Services Board • Mary Azoy, CrisisLink • Don Beyer, Don Beyer Volvo • Carrie Cannon, SCAN of Northern Virginia • Veronica Aberle, Alexandria Health Department • Mary Flynt, Alexandria City Public Schools • Federico Gutierrez, ANHSI • Brigitte Guttstadt, Community Services Board • Cathy David, Alexandria City Public Schools • John Porter, Alexandria Community Trust • Kristine Sinclair, Community Services Board • Margee Eife • Michael Crawford, MRC Leverage Group, LLC • Tom Hirst • [www.HealthierAlexandria.org/AntiStigma](http://www.HealthierAlexandria.org/AntiStigma)

**Get involved!** If you're interested in joining our efforts, please contact:  
Carrie Fesperman, Health Planner for the Partnership for a Healthier Alexandria, at  
[Carrie.Fesperman@vdh.Virginia.gov](mailto:Carrie.Fesperman@vdh.Virginia.gov) or (703) 838-4400 x263.



## Environmental Health Work Group Partnership for a Healthier Alexandria

The **Environmental Health Work Group** is a community alliance of schools, city health and recreation agencies, nonprofits, businesses, policymakers and others who live, work, and play in Alexandria.

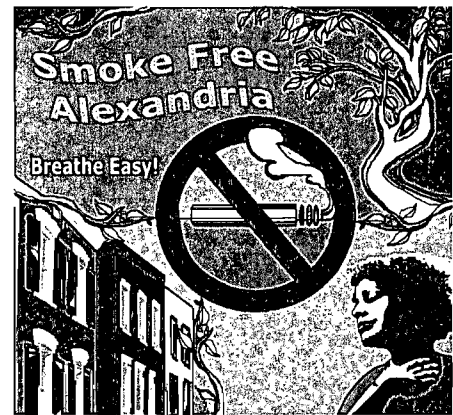
**Our MISSION** is to work collaboratively through community-driven, interdisciplinary efforts to:

- Reduce and prevent environmentally related chronic and respiratory diseases through the minimization of exposure to environmental health hazards; and
- Improve access to and use of the natural and built environments – the public and open spaces we play in, streets and trails we travel, and essential goods and services we need.

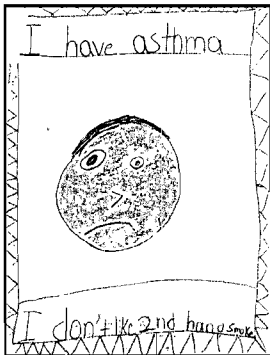
**WHY?** In the 2007 Community Environmental Health Assessment, Alexandria residents identified areas of concern:

- 79.4% did not believe there was enough park land
- 75.2% did not believe there were enough trails for walking & biking
- 72.2% said tobacco smoke
- 71.2% were concerned about mold & mildew

In addition the Alexandria asthma hospital discharge rate (per 10,000) is 12.1 compared to 6.1 and 7 in Arlington and Fairfax, respectively.



**SMOKE FREE ALEXANDRIA – Breathe Easy!** When it formed in September 2009, the Environmental Health Work Group decided to reinvigorate and expand the Smoke Free Restaurant Program to include restaurants, businesses, homes, and cars.



**TAKE THE PLEDGE.** Our new *Smoke Free Homes and Cars* campaign is an effort to educate the public about the dangers of second-hand smoke for children. We are encouraging parents and guardians to **take it outside** and pledge to maintain a smoke-free home and car. We've partnered with the Community Services Board and Alexandria City Public Schools to hold a poster competition for third, fourth, and fifth graders at Patrick Henry & Cora Kelly Elementary Schools. In May, during "Smoke Free Summer, Smoke Free Lives" week, we will be displaying these drawings around the community and partnering with community organizations to ask parents and guardians to **take the pledge**.

**MEMBERS:** Richard Merritt, **Chair** • Victoria Almquist, Campaign for Tobacco Free Kids • Robin Adams, Inova Alexandria Hospital • Laurie Bleedy, Alexandria Jaycees • Bob Custard, Health Department • Lacy Fehrenbach-Marosfalvy, Alexandria Public Health Advisory Commission • David Fromm, Del Ray Citizens Association • Arlene Hewitt, Alexandria Public Health Advisory Commission • Julius Holmes, Transportation & Environmental Services • Rita Jensen, Private citizen • Yon Lambert, Pedestrian & Bicycle Program Coordinator • Dave Levy, Bike Walk Alexandria • Laura Medhurst, Environmental Policy Commission • Livia Navon, Health Department • Margaret Orlando, Parks & Recreation Department • Jerome Paulson, Mid-Atlantic Center for Children's Health • Zach Petry, Bike & Roll • Elsa Riveros, Tenants & Workers United • Valerie Rogers, NACCHO • Molly Ramsdell, Private citizen • Elizabeth Schilling, Private citizen • Ken Schoultz, Virginia Health Department • Ronald Taylor, Wheel Nuts Bike Shop • Robin Wallin, Alexandria City Public Schools

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