

HIP Happenings

Washtenaw County Health Improvement Plan

Summer 2004

HIP Staff:

- * Jenna Bacolor
bacolorj@ewashtenaw.org
- * Melissa Fochesato (on leave)
fochesam@ewashtenaw.org
- * Adreanne Waller
wallera@ewashtenaw.org

Inside this issue:

Healthy Eating Active Living Workshop Draws Diverse Crowd	1
Michigan Legislature Passes Tobacco Tax Increase	2
Healthy Eating, Active Living Workshop Receives Positive Evaluations	3
Neighborhood "Walkability" May Improve Health	4
iCanQuit Program	5
U of M Students Develop Ad Campaign for the Healthy Communities Walking Program	5
Upcoming CHC Meeting Schedule	5
Beyer Foundation Announces Grant Recipients	6
Youth Can Change ATOD Community Norms Through Counter-Advertising Project	6

Healthy Eating, Active Living Workshop Draws Diverse Crowd

The *Healthy Eating, Active Living Workshop* on May 7, 2004 at the Washtenaw Intermediate School District drew nearly 100 participants from over 30 different community organizations including schools, hospitals, and churches. Attendees spent the afternoon learning about the obesity epidemic and local programs working to promote physical activity and



healthy eating in a variety of community settings. (See article on page 2 on workshop evaluations)

“Even for those familiar with the current issues of obesity and inactivity in Michigan, there were plenty of new ideas to take home from this workshop.”

- Mary Burton, Ann Arbor Center for Independent Living

During the keynote address Ellen Clement, Washtenaw County Health Officer, and Gretchen Driskell, Mayor of Saline, described an eco-

logical approach to obesity prevention in our community. “We need to pay attention to all of the factors influencing people’s decisions to be physically active or eat healthfully,” said Clement. Mayor Driskell described the efforts of a Saline community group to promote walking, emphasizing the need for many different community sectors to be part of the process.

The following two hours gave workshop attendees the opportunity to gain specific skills in eight different breakout sessions focused on best practices in healthy eating and active living. Deb Young, Community Liaison from St. Joseph Mercy Hospital, attended the “Healthy Eating Strategies for At-Risk Populations” breakout session which featured Amanda Edmonds of Growing Hope and Joan Miller and Peter DiLorenzi from MSU Extension. “The healthy eating session was really inspiring and practical,” says Young. “I now have in my hand information about resources, where to go, and how much things cost so that people can actually



Workshop attendee participating in the Plenary Session on “Creating Walkable Commu-

(Continued on page 2)

build a garden. Peter DiLorenzi [who gave a healthy food cooking demonstration] was amazing.



Risa Wilkerson (above) explains the *Active Living by Design* project in Jackson, MI.

In ten minutes he whipped up something that was nutritious, balanced, colorful and tasty. It was a wake-up call that you can present things that are engaging and hands-on and educational....it doesn't have to be dry and information only. That will stick with people a lot longer."

Mary Burton from the Ann Arbor Center for Independent Living agreed that "Even for those familiar with the

current issues of obesity and inactivity in Michigan,

there were plenty of new ideas to take home from this workshop. We learned about new approaches to turn around this trend, including those on individual, community, cultural and environmental levels — and all are happening right here in Washtenaw County."

The afternoon came to an end with a call to advocate for "walkable" communities by Risa Wilkerson, Director of Active Communities at the Governor's Council on Physical Fitness. She urged the audience to consider what characteristics of a community environment encourage physical activity.

Many presentations from the workshop are posted on the Washtenaw County Public Health website. In addition there are resources and web links organized by community sector available in PDF form on the website. <http://publichealth.ewashtenaw.org>.

Please see "Healthy Eating, Active Living Workshop Evaluations Positive" article on page 4 for more information about the workshop.

Michigan Legislature Passes Tobacco Tax Increase



On July 1, Michigan's tobacco tax increased from \$1.25 per pack to \$2.00. Governor Granholm signed the bill to increase the tax on June 24. Now, Michigan is the state with the second highest tax on tobacco. The revenue generated from the in-

creased tobacco tax will be approximately \$90 million for the remainder of this fiscal year, and approximately \$300 million for the next fiscal year.

Where will this money go? The money generated from the tobacco tax increase will be distributed among several areas:

- ◆ Medicaid Trust Fund
- ◆ General Fund
- ◆ School Aid Fund
- ◆ Health and Safety Fund
- ◆ Healthy Michigan Fund
- ◆ Indigent Health Care (in counties with a

population of greater than 2,000,000, such as Wayne County)

With the extra revenue generated from the tax increase, we will most likely see a significant reduction in the overall cost of healthcare.

The bill further specifies how the state health department will need to spend their portion of the money that they will receive. The state health department will need to use half of the approximately \$3 million it receives to help people quit smoking.

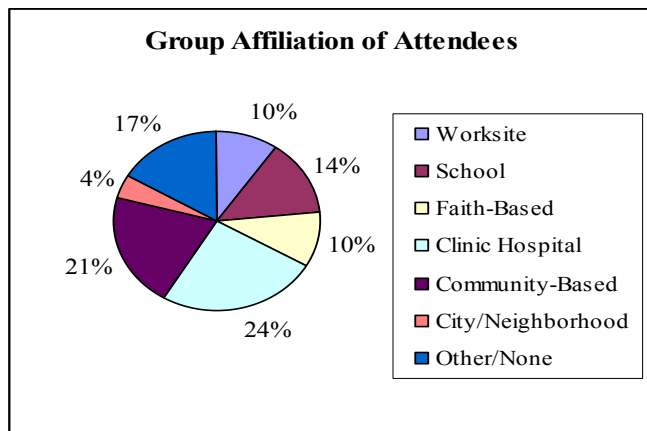
To support the provisions of this bill, HIP staff developed a **Tobacco Tax Policy Brief** (available for viewing on the HIP website). The policy brief described the problem of tobacco use in Michigan, the effects of the problem, and the impact of an increase in the tobacco tax. The brief was sent to area state senators during the week of a critical vote on the bill. Organizations that were listed as supporting the brief include: Washtenaw County Public Health, Chelsea Community Hospital, Washtenaw County Asthma Coalition, and the Washtenaw County Tobacco Reduction Coalition. HIP will develop more policy briefs in the future.



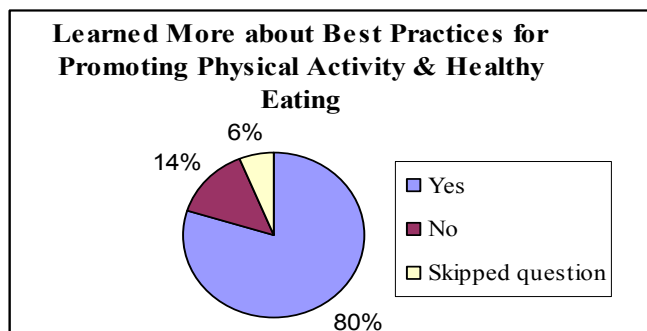
Healthy Eating, Active Living Workshop Receives Positive Evaluations

Evaluations from the Healthy Eating, Active Living workshop held on Friday, May 7 (see front page article) indicate that attendees were very satisfied with the event. In addition to private citizens, representatives from a variety of community organizations attended (with some individuals representing more than one group; see the chart below).

In all, 64 individuals returned an evaluation of the



workshop. The evaluations were overwhelmingly positive about the usefulness of the workshop (see chart below) and offered suggestions for improvement. One attendee characterized the workshop as “excellent and informative” and another “found new inspiration.”



The evaluations were very helpful in identifying the presentations that best met community needs and selecting those to offer again in the future. All speakers were given feedback summaries to allow them to fine-tune their presentations for future events.

Participants’ Future Plans

Group	Talk to People	Modify Program	Start Program	Explore Partnerships	Join Organization
Worksite	57.1	66.7	57.1	66.7	71.4
School	77.8	44.4	55.6	62.5	44.4
Faith	83.3	28.6	28.6	42.9	85.7
Clinic	44.4	22.2	29.4	23.5	47.1
Comm.	60.0	30.8	35.7	46.7	53.3
City	0.0	33.3	0.0	33.3	100.0
Other	33.3	18.2	25.0	41.7	41.7

The Washtenaw County Public Health Department was very interested in the reports of the attendee’s future plans and the resources they reported necessary to reach their goals. Interestingly, the types of activities participants said they were “very likely” to complete in the future differed by the group they represented (see table above).

Follow-Up

Several groups asked for technical assistance or consulting from WCPHD to help them implement ideas from the workshop. The PH department is now working with some of the groups, including the Huron Valley Council of Girl Scouts and the Grandparents as Parents program.

In July, Eileen Kuet, an intern from the University of Michigan, School of Public Health, will be re-contacting attendees to follow their progress in promoting health eating and active living and offer technical assistance to those who request it. In the meantime, contact Jenna Bacolor at bacolorj@ewashtenaw.org for more information.

Neighborhood “Walkability” May Improve Health

The evidence is growing that older, traditionally-designed neighborhoods are more “walkable,” and therefore healthier for residents when compared to typical sprawl neighborhoods. A walkable neighborhood provides a safe, enjoyable walking environment and can improve health for residents.

Neighborhoods in sprawl areas typically are self-contained loops off of busy main roads; there may be no sidewalks to walk on, no trees to provide shade, and nowhere to actually go. In contrast, features of a more walkable neighborhood include:

- ♦ A neighborhood laid out in a “grid” design with short blocks, giving plenty of options for walking from one part of neighborhood to another
- ♦ Sidewalks with curb cuts throughout the neighborhood
- ♦ Grass buffers between side walk and street
- ♦ Mature trees, which add beauty and cast shadows on roads, thus visually narrowing the road and slowing traffic
- ♦ Traffic moving at slow speeds throughout neighborhood
- ♦ Well-kept homes, especially architecturally interesting homes
- ♦ Well-tended yards, with low shrubs at intersections for pedestrian visibility; and visually interesting yards
- ♦ Real and perceived safety, with appropriate lighting and low crime
- ♦ Destinations such as schools, parks, shopping, library, etc.
- ♦ Close access to trails and paths to other areas

Two recent studies have found weight differences between residents of traditional grid-style, dense neighborhoods and those living in “sprawl” neighborhoods. One found that people in traditional neighborhoods study weighed an average of 10 pounds less than their sprawl counterparts; the

other found a six pound difference. Another recent study found that people who lived in neighborhoods with homes built before 1946 were significantly more likely to walk a mile at least 20 times per month.

Those who want to increase their neighborhood’s walkability can advocate for regulations and policies that include promoting mixed use zoning, pedestrian-friendly downtown areas, and dense housing developments.

Walking a total of thirty minutes per day – which can be broken into ten minute chunks, rather than done all at once – has a variety of health benefits.

In the short term, walking increases energy levels, improves sleep, and increases bone and muscle strength. Walking over a longer term can reduce the risk of heart disease, stroke, osteoporosis, obesity, and improve mental health.

On the flip side, physical inactivity is responsible for at least 200,000 deaths in the U.S. annually from chronic diseases such as coronary heart disease, stroke and diabetes.

—Centers for Disease Control

For more information about walkability, visit: Walkable Communities, Inc. at www.walkable.com, The Active Living Network at www.activeliving.org, Smart Growth On-line at: www.smartgrowth.org, or the America on the Move program at www.americaonthemove.org.

Article Sources:

Berrigan, David, et al, The Association Between Urban Form and Physical Activity in U.S. Adults, *American Journal of Preventive Medicine*, 2002:23.

Burden, Dan. “How Can I Find and Help Build A Walkable Community?,” Walkable Communities, Inc. 2004.

“Community Design and Individual Well-Being: The Multiple Impacts of the Built Environment on Public Health,” presentation by Lawrence Frank, University of British Columbia, at Obesity in the Built Environment Conference, Washington D.C., May 2004.

iCanQuit

You can QUIT... We Can help.

A *FREE* call to the **iCanQuit** helpline can help you stop smoking or using spit tobacco. It provides up to seven sessions with a personal health coach who will call and work with you in the comfort of your home or office to develop your personal plan for success.

Make the call that can save your life.

A *FREE* Quit Smoking Coaching Hotline



1-800-480-QUIT
(7848)

Seventy percent (33 million) of the 47 million people who smoke want to quit...

- are you one of them?

The **iCanQuit** Helpline is offered through a grant from the Michigan department of Community Health.

U of M Students Develop Ad Campaign for the Healthy Communities Walking Program

This winter three U of M students worked hard to create an ad campaign for the Healthy Communities Walking Program. The purpose of these ads was to increase enrollment and visibility of the program.

"The students were very helpful and excellent to work with, as they assisted us in our efforts to promote the Walking Program," said Becky Pazkowski the Director for Marketing and Development for Chelsea Community Hospital. The target audiences are men and sedentary people. The students came up with concepts of a print ad campaign, which led to three different ads being placed in our local papers. They worked in concert with our graphic design intern from Michigan State University, who did the final design features for the ads, and with direction and input from our internal Healthy Communities planning group.

All three ads are posted on the HIP website:
<http://publichealth.ewashtenaw.org>.

The SPH students conceived of the concepts for two of the three ads: "Victory" ad and "To Do List" ad, and the "Iron Man" ad was done by our graphics intern.

The ads are currently running in the Chelsea, Dexter, Manchester papers, every week for 15 weeks, and will

end on September 1, 2004. The papers are published weekly, on Thursdays.

A special thanks to all three students: Sharon Fielder, Amy Butchart, and Melissa Smiley.

Upcoming Community Health Committee Meetings:

July 13

September 14

November 9

All meetings will be held from

12:00—1:30pm at the

Library Learning Resource Center, Room A
4135 Washtenaw Ave, Ann Arbor

(inside the County Service Center at the corner of Washtenaw and Hogback Rds.)

Reserve a healthy boxed lunch by emailing
Jillian Thomas at

thomasj@ewashtenaw.org.

Ypsilanti-Area Beyer Foundation Announces Grant Recipients

The Ypsilanti Area-Beyer Memorial Health Foundation, which uses HIP objectives for its grant process, has announced the recipients of its first cycle of grants to community-based organizations. The following 6 community organizations will each receive \$3,000.00. The funded programs address all four of the Foundation's critical health areas identified in 2003: chronic disease prevention, substance abuse prevention, improving access to health care, and reducing the number of low birth weight babies born to Ypsilanti residents. The programs funded provide health improvement interventions for Ypsilanti-area residents across the lifespan, ranging from prenatal services to adults and seniors with chronic disease.

The recipients are:

Agency

The Corner Health Center

Hope Medical Clinic

The Health Connexion

Growing Hope

Parents Together

Ypsilanti Public Schools/West Middle School

Project

Theater Troupe/Peer Education

Nurse Practitioner Continuity Clinic

Sister 2 Sister Project

Home-Grown Health

Substance Free Youth Summer Project

The Power of Choice

If you have any questions about the Foundation or the grants, please contact Cliff Smith, Jr. Chair, at (734) 741-1799 or Jenna Bacolor, Chair Elect, at 734-544-2969.

Youth Can Change ATOD Community Norms Through Counter-Advertising Project

The Washtenaw County Public Health Department (WCPH) & Livingston County Community Alliance (LCCA) have joined forces with youth in Washtenaw and Livingston Counties to change community norms around Alcohol, Tobacco and Other Drugs (ATOD) through a youth informed counter-advertising campaign. The project is entitled, "**Youth Can Change ATOD Community Norms Through Counter-Advertising**".

This is a 3-year project funded through the Michigan Department of Community Health—Office of Drug Control Policy. This project takes a close look at how middle school youth view ATOD use in their communities and provides insight into how to reach them with a prevention message using the media and other marketing tools. "The resulting campaign will incorporate targeted middle school youth input and direction to have the best chance of achieving positive changes," according to Vicki Nighswander, Project Director.

During the Winter and Spring of 2004, youth from these counties participated in focus group discus-

sions, as well as training in media literacy. Through discussions with youth we have learned that:

- ♦ Youth feel pressure to use ATOD will greatly increase when they enter high school,
- ♦ They receive mixed messages from adults about using alcohol and that there is significant lack of support from adults in their community to stay drug free.
- ♦ They perceive little to no resources for them to turn to when they are in trouble.

Over the Summer 2004, adults will be surveyed in both counties to assess their perceptions of community norms regarding youth ATOD use. This data will assist in measuring changes in 2006. In August 2004, youth from both counties will participate in concept testing to give further input into the advertising and campaign elements, with the final campaign to be released in Fall 2004.