

CPPW Success Stories by State

Alabama:

- Mobile County, Alabama received a CPPW award in September 2010 and will build on their past tobacco control successes such as increases in the price of tobacco products in the County and strengthening smoke-free ordinances in four communities by using CPPW support to promote a smoke-free Mobile County, reduce tobacco retail advertising in accordance with state and federal law, and increase the percentage of residents using the Quitline by 15%.
- In Jefferson County, Alabama the Smart Code zoning amendment was recently passed. This amendment will increase the number of walkable and livable communities impacting the health of over 113,000 residents in Jefferson County. The zoning amendment allows for compact, mixed-use development in unincorporated areas of the county, more walkable communities centered around villages and transportation nodes, and preserves a greater amount of natural area and open space.
- Students from close to a dozen higher learning institutions in Jefferson County are lending their support for smoke free campuses. Since the unveiling of its Tobacco Free Campus initiative, the American Lung Association and Health Action Partnership have held public events at the following institutions:
 - University of Alabama at Birmingham (UAB)
 - Birmingham Southern College (BSC)
 - Miles College (MC)
 - Herzing University

The events support the elimination of free samples distribution and price discounts on college and university campuses and will impact over 50,000 students. In addition to the campus events, ALA and the Health Action Partnership are also using technology to support Tobacco Free Campuses. Facebook pages for ten Jefferson County colleges and universities have been established to garner support from students, who will have an opportunity to participate in an online survey located at www.championsforhealth.org

- On March 29, 2011 the City of Fairfield decided to continue to protect over 11,000 of their residents and workers from exposure to secondhand smoke in all public places, including restaurants, bars, worksites, AND bingo halls rather than rescind its smoke free ordinance. This is a tremendous victory for SmokeFree Alabama and for the residents and workers of the City of Fairfield.
- The Jefferson County Department of Health has received major endorsements by two influential organizations towards their goal of building momentum and support for a healthier Jefferson County:
 - The Jefferson County Board of Health passed a resolution endorsing the increased availability of cessation products and services in worksite health policies.

- The Jefferson County Medical Society adopted two resolutions: 1) Supporting the enactment of local clean indoor air ordinances; and 2) Exercise in medicine which will encourage physicians to consider physical activity as an important vital sign during every patient visit and for patients to be effectively counseled as to their level of physical activity and health needs.

These endorsements are critical steps in their efforts to lower obesity rates and the effects of secondhand smoke in Jefferson County which will impact over 665,000 residents.

- Jefferson County Public Schools (JCPS) has adopted two new policies that will help ensure the availability of fresh produce in the schools. School and Community Nutrition Services has implemented one new JCPS policy that calls for a contract with local growers to ensure the availability of seasonal produce in adequate volume to supply demand. A second policy calls for the schools to purchase local produce when in season for storage until times when local produce is not available. Jill Costin, strategy leader for School and Community Nutrition Services, said: "We recently held a meeting with growers and discussed items we would like to purchase from them and the quantities we would require. We also discussed items they are currently growing, and looked for ways to incorporate them into our menu." JCPS Nutrition Services will issue an RFP in January 2011 asking growers to indicate the amount of each item they anticipate being able to supply and the price at which they will sell it. "This will give growers a guaranteed market for their products and insure us with a steady supply of local produce," Costin said.
- Fifty six Jefferson County schools are now serving new menu items using fresh produce after participating in Jones' Valley Urban Farm's Delicious/Nutritious cafeteria training course. All of the Child Nutrition program managers, supervisors and cafeteria staff for 56 Jefferson County Schools participated in an interactive, experiential training that provided hands on nutrition education and a culinary skills instruction from local chef and current President of Campus Dining, Inc., Chef Chris Vizzina. This training has helped foster a fruitful and productive relationship between Jones Valley Urban Farm and the Jefferson County School District Child Nutrition Program in an effort to connect participants to fresh locally grown food on the farm. The Jefferson County School District serves 29,600 meals per day.
- During summer 2010, Greater Birmingham Community Food Partners convened more than 15 community food advocates to draft a food charter, which will serve as the guiding principles for the new Food Policy Council. More than 300 community, business, and political leaders attended the annual food summit where attendees signed pledge cards in support of both the food charter and the development of a Food Policy Council in Jefferson County. The Birmingham Food Policy Council is poised to begin accepting applications for council members this spring.
- The Community Food Bank of Central Alabama recently purchased a refrigerated truck and is now piloting their first mobile produce pantry. Other strategies to procure fresh

produce being examined by the HAP include: reallocating funds for produce; shared maintenance fees on produce; commissioning farmers to grow for the food bank; crop gleaning; and community gardens.

- On May 12, 2011 the City of Saraland passed a comprehensive smoke-free air policy. The smoke-free air policy prohibits smoking in all public indoor places and workplaces, including restaurants and bars. This policy will protect over 13,039 residents and visitors in businesses and other public places from exposure to secondhand smoke and help smokers reduce the number of cigarettes consumed or quit entirely. Mobile, Alabama is the first ACA-funded community to pass a smoke-free ordinance.
- On July 11, 2011, the Fultondale City Council adopted what is now the strongest smoking ordinance in Jefferson County. The ordinance, which becomes effective September 1, 2011, will prohibit smoking in all enclosed public places in the city, including all workplaces, private clubs and bars. The move comes as the city begins to rebuild following the devastating tornadoes that ripped through Fultondale and surrounding cities. This ordinance will protect the health of more than 10,000 residents, workers and business owners.

Arizona:

- The Tucson Padres, the Triple-A minor league affiliate of the San Diego Padres, have teamed up with Pima County's Communities Putting Prevention to Work program, offering new ways for fans to make healthy choices even while enjoying baseball games at Kino Stadium. In the coming weeks, the Tucson Padres will provide opportunities for fans to taste test healthy food choices while they are at the game. There will be plenty of lighter options such as fresh vegetables, grilled chicken, and baked chips. PA announcements during the games will call attention to the new healthier eating options that are available. To complement the new healthy food choices, the Padres have also implemented a new "get up and move" promo during the 7th inning stretch. Fans are encouraged to dance and move. There is also a physical activity initiative that will encourage patrons to walk the stadium (a ¼ mile path) before, during, or after the game. An estimated 300,000 guests are expected to attend 68 home games.
- CPPW and community teams in Pima County have identified and completed installation of 9 community gardens in low-income neighborhoods at high risk for obesity, with more than 15 additional garden installations scheduled in the coming months. Nine gardens have been installed at school sites in Pima County and over 300 new family gardens have been created. The combined production of these community, school, and home gardens is already in excess of 12,000 pounds of locally grown fruits and vegetables. Best of all, the momentum supporting this objective is increasing. Over 350 families have already joined the gardening cooperative, increasing the network of resources available to home gardeners. Neighborhood leaders have laid plans to sustain community gardens with leadership and funding. There are over 800 community members that are identified as benefiting from these healthy gardens. Schools that have

requested assistance in learning about healthier eating through gardens are receiving technical assistance and the development of several school gardens is underway. Over 300 people have signed up as unique attendees of the gardening classes, accounting for nearly 2,000 seats filled at these classes – a sure indication that the community is eager to learn more about gardening and healthy food options. The Community Food Bank and Pima County plan to continue expansion of these efforts and enhance the healthy local food system for all of their residents.

Arkansas:

- The Arkansas Department of Health plans to coordinate population-based approaches to nutrition, physical activity and obesity through policy, systems and environmental change with efforts by one small city, North Little Rock and one small rural community, Independence County. The City of North Little Rock will enter a strategic collaboration with the North Little Rock School District, which will facilitate implementation of the Fit-2-Live Challenge, a comprehensive community-wide wellness program. The Fit-2-Live Challenge employs a multi-layered approach to impact the policies, systems and environments that shape health, and challenges individuals, their interpersonal support networks, and their broader communities (work, neighborhood, faith community), which convey constraints and communicate values regarding healthy lifestyles. The program hopes to influence community leaders and the organizations they serve as well as policy makers at all levels of community life to promote policies that encourage the adoption of healthy eating and healthy lifestyle behaviors. In Independence County a community based health coalition representing eight small rural communities will partner with area schools to implement the CATCH (Coordinated Approach To Child Health) program. One measure of success will be the adoption of a policy to lower prices of healthier foods and beverages relative to the cost of less healthier foods sold in vending machines, cafeterias, and concession stands in schools, early childhood centers and healthcare facilities. Other community strategies will include improving healthy food and drink choices, improving product placement and pricing of healthy foods, providing social support for healthy choices, media promotions for physical activity, and improving access to physical activity facilities and opportunities.

California:

- The obesity prevention initiative will strive to promote safe and active transit (bicycling and walking) through adoption of Complete Streets and Safe Routes to Schools policies designed to create inviting and livable communities. The initiative will also promote the decreased consumption of sugar-drinks through expansion of the Rethink Your Drink campaign. The Rethink Your Drink Campaign is designed to move people's focus from high calorie sodas and fruit drinks as beverage choices to healthier alternatives such as water, milk, or 100% fruit juice beverages.

- The Santa Monica City Council unanimously adopted a policy to make the world-famous Santa Monica Pier 100% smoke-free, protecting over 4 million people who patronize the pier annually and the 18 businesses on the pier.
- The meals of more than 100,000 Los Angeles County employees will be healthier due to the adoption of a resolution requiring all food service providers to L.A. County government departments to consult with the Director of the Department of Public Health to promote nutrition through stronger dietary requirements in their food procurement contracts.
- The food environment available in a community has a great influence on the types of foods purchased and consumed by community members. High concentrations of unhealthy, fast food outlets may have a negative impact on the health of the surrounding community, as they typically serve many options that are high in calories, fat and added sugar, all of which contribute to obesity. The Los Angeles Municipal Code was amended to limit the establishment of fast food restaurants within ½ mile radius from existing fast food restaurants in three areas with high rates of obesity and poverty: West Adams-Baldwin Hills-Lemert, South Los Angeles, and Southeast Los Angeles. This policy protects the 800,000 residents in those communities from becoming inundated with one primary unhealthy food option – fast foods, and creates an environment where healthier food options can also come into the communities.
- The San Diego Unified School District increased the use of locally produced fruits and vegetables in more than 8.6 million breakfasts, 13.5 million lunches, and 2.2 million snacks served annually to 130,000 students and 15,800 staff.
- San Diego is increasing access to affordable healthy foods by increasing the number of farmers markets that accept food stamps. To date, 2 farmers markets accept EBT and a total of 6 markets will accept EBT by March 2012. Total EBT sales at these farmers' markets from August 2010 – January 2011 exceeded \$29,600.
- In Los Angeles County, Long Beach's bicycle-friendly business districts aim to increase bicycle and pedestrian trips, and help local businesses thrive. Blair Cohn, Executive Director of the Bixby Knolls Business Improvement Association, explains, "We look forward to being a bike friendly business district as it will further our mission to connect the local community to our business corridors. We have spent the last three years developing programs and events to create an actual 'connected community,' and a bicycle component would add another layer to bring people together to support our local businesses. Bixby Knolls should have a little of everything and making the area truly pedestrian friendly adds to its vibrancy."
- The collaboration between the County of San Diego Health and Human Services Agency (HHSA) and SANDAG, the Metropolitan Planning Organization for the San Diego region, involves political commitment, institutional change, capacity building, partnership-based planning, and implementation of innovative projects. Recognizing the importance of integrating health and health equity in regional policy and planning, SANDAG has established the first Public Health Stakeholder Group (PHSG) through the Healthy Works

/ CPPW project. This means that public health stakeholders will be able to provide input on decisions that will affect the built environment. The purpose of the PHSG is to provide input to SANDAG on the development and implementation of the six interventions that are part of the Healthy Works grant. PHSG plays a key role in defining public health issues and priorities that relate to local and regional land use and transportation planning, and developing recommendations for evidence-based health strategies and principles for review and adoption by SANDAG's Regional Planning Committee and Board of Directors. SANDAG serves the entire County of San Diego, home to more than 3 million residents. The PHSG membership reflects a wide range of health stakeholders such as public health professionals, mental health providers, health associations, health care systems, as well as land use and transportation planners, engineers, and community stakeholders. SANDAG and HHSA anticipate that this model for engaging a diverse range of stakeholders can be replicated by other Metropolitan Planning Organizations.

- The City Council voted 8-1 Tuesday, April 19, 2011 to support a proposal by 9th District Councilman Steve Neal to create a healthful-food policy that will require that all snacks and beverages sold in vending machines on city property and all snacks and beverages served at city-sponsored meetings or events shall meet specific nutrition standards. Those standards would be based on those required by state law in California schools. The standards would include limits on sugar, fat, sodium and calories in snack food, as well as the elimination of sugar-sweetened beverages and limits on artificially sweetened beverages. Long Beach is the second largest city in LA County, the 5th largest in the State of California with a population of 462,257 residents.
- The City of South El Monte is committed to spending public funds to promote the public's health and welfare, including the health and welfare of children and families. On March 22, 2011, the City Council passed, approved and adopted the Resolution to use its facilities and programs to promote and support health for the city's population of 21,672 residents. Effective June 1, 2011 food snacks and beverages provided, sold, or served in meetings in city facilities and institutions, afterschool programs, recreation centers, pools, libraries, parks, community centers, childcare centers, etc. ("City Facilities"), shall meet specific Nutritional Guidelines. In addition, future procurement or contractual negotiations for the provision of food snacks and beverages provided or sold through vending machines and other means within city facilities, at city functions and sponsored events shall include a provision stipulating that all food snacks and beverages shall meet the same City's Nutrition Guidelines.
- Santa Clara County launched a Secondhand Smoke Campaign on April 26, 2011. The campaign, offered in three languages (English, Spanish, and Vietnamese), is designed to reach all members of the community through TV and print media. Three campaign websites were launched to effectively promote and evaluate the secondhand smoke campaign. This campaign is anticipated to reach the entire Santa Clara County of approximately 1.8 million people and will run until July 31, 2011.

- The English URL is <http://www.yousmoketheysmoke.org/>
<<http://www.yousmoketheysmoke.org/>>.
- The Spanish URL is <http://www.yousmoketheysmoke.org/es>
<<http://www.yousmoketheysmoke.org/es>>.
- The Vietnamese URL is <http://www.yousmoketheysmoke.org/vi>
<<http://www.yousmoketheysmoke.org/vi>>.
- On September 15, 2010, the Saratoga City Council adopted a strong tobacco prevention policy that bans tobacco use in recreational areas as part of supporting healthy behaviors in the community. The ordinance eliminates smoking and tobacco use in all outdoor recreational areas including, but not limited to parks, picnic areas, playgrounds, sports fields, golf courses, walking paths, gardens, hiking trails, bike paths, horseback riding trails, swimming pools, roller- and ice-skating rinks, and skateboard parks. The passage of this city ordinance is a big victory for Santa Clara County; it impacts an estimated 30,000 Saratoga City residents. The Saratoga City Council is now considering extending this policy to other outdoor areas including: service areas, dining areas, places of employment, outdoor common areas of multi-unit housing, and a reasonable distance around all buildings.
- In 1996, De Anza College approved a smoke-free campus policy that prohibited smoking in all indoor and outdoor campus locations, with the exception of designated smoking areas. Smoking has been allowed in designated parking lots. In July 2010, the Foothill-De Anza Board of Trustees changed the policy language from “parking lots” to “areas within parking lots”. In early December 2010, the De Anza College President’s Cabinet approved one designated area in 4 out of the 10 campus parking lots. In February 2011, De Anza launched their strengthened smoke-free campus policy alongside an educational campaign highlighting the locations of the designated areas, the danger of secondhand smoke exposure, and promotion of local cessation services. Smoke-free policy campus advocates were given the authority to remove or change the location of the designated areas if they did not provide a safe learning and working environment for De Anza College students and employees. Santa Clara County will continue to work with staff at De Anza College to reduce the number of designated areas, with the goal of eventually eliminating all designated areas to become a 100% smoke-free campus. De Anza Community College is the largest single campus community college in Santa Clara County with an average fall enrollment of 25,000 students and an estimated 1,000 academic staff members.
- Nineteen additional clinics have committed to creating, adopting, and implementing new tobacco policies expanding Santa Clara County’s potential reach to approximately 50,000 community members served by those clinics. The county now has 47 clinics that have committed to policy changes. Many of these clinics are part of the INSPIRE Cessation Network and are distributing Nicotine Replacement Therapy (NRT) to community members. Most of these clinics serve a diverse low income population. In addition, the clinics are part of the Santa Clara County Safety Net, which are defined

largely by their mission to provide health care services to residents regardless of their ability to pay.

- Over 60 clinics, hospitals, and Community Based Organizations are actively participating in the INSPIRE Cessation Network and supporting Santa Clara County residents to quit smoking. This network is focused on educating the community on the negative impact of using tobacco products. The INSPIRE Cessation Network's main focus is providing cessation support services via classes, one-on-one and phone support as needed to help people quit smoking and live longer, healthier lives. The INSPIRE Cessation Network will impact approximately 15,000 Santa Clara residents.
- In Santa Clara, two county clinics have integrated tobacco cessation protocols and services (using evidence-based best practices from U.S. Public Health Service Clinical Practice Guidelines) to increase treatment services for nicotine dependency. Both clinics are part of the Ambulatory and Community Health Services network. They reach approximately 44,000 patients—4,000 for Valley Health Center Milpitas and 40,000 for Pediatrics.
- On April 26, 2011, Santa Clara County kicked off their television and print secondhand smoke (SHS) media campaign. Thirty-second television commercials, in English, Spanish, and Vietnamese, will be seen throughout Santa Clara County on broadcast and cable stations until July 31. Full page print ads, in English, Spanish, and Vietnamese, will run from April 26 through May 15 in 33 local papers. A new Web site, "When You Smoke They Smoke" has been developed in all three languages, even though many Vietnamese and Latino Santa Clara residents are not monolingual speakers and will be predominantly accessing the site using the English URL. Web sites:
 - English: www.yousmoketheysmoke.org
 - Spanish: www.ustedfumaellosfuman.org
 - Vietnamese: www.anhhuongkhoithuoc.org

In addition, a Facebook page was created specifically to support this campaign. The "You Smoke They Smoke" Facebook page (<https://www.facebook.com/pages/You-Smoke-They-Smoke/194722570565257>) currently has 22 friends. The secondhand smoke commercial featured on YouTube has had 407 visits from the launch of the campaign until June 6, 2011. The Secondhand Smoke Media Campaign will impact over 1,340,000 Santa Clara residents.

- On November 9, 2010, the County of Santa Clara Board of Supervisors adopted a Smoking Pollution Control Ordinance. President Ken Yeager, who brought the ordinance to the Board of Supervisors, has championed the effort to create strong smoke-free policies and promote a healthier Santa Clara County. The County's Smoking Pollution Control Ordinance protects non-smokers from secondhand smoke exposure while in public places. Under the measure, smoking is prohibited throughout the County parks system, including 45,000 acres of park land in 28 regional parks. Smoking is also prohibited at the County fairgrounds, in, and within 30 feet of, any outdoor service area, such as a ticket line or the outdoor portion of a restaurant, and motels and hotels and

other workplaces. In addition, the newly adopted ordinance now prohibits smoking in private residences during all hours if the residence is used as a child care, health care, or community care facility. The ordinance will result in positive impact to 117,813 Santa Clara County residents, 60 residential child care facilities, patrons and customers to 12 hotels and motels and 28 restaurants within unincorporated Santa Clara County.

- On January 11, 2011, the City of San Jose passed a Tobacco Retail Licensing Ordinance. The ordinance will require all retailers in the City of San Jose to pay an annual fee to cover enforcement costs. It includes strong penalties, including revocation, for violation of federal, state and local laws. San Jose is the largest city in Santa Clara County, representing close to half of the county's population. Because of CPPW and its various partnerships, the passage of the tobacco retail licensing ordinance will impact 850 tobacco retailers, which is more than 50% of total retailers in the entire County, and it will provide additional funding for the City of San Jose to continue enforcement of sales of tobacco products to youth. This new ordinance will impact 945,942 Santa Clara County residents.
- The INSPIRE Cessation Network provides cessation services (in multiple languages) that include outreach, referral, one-on-one counseling, phone counseling, group counseling, nicotine replacement therapy, educational materials and follow-up services. Cessation services will now be provided by:
 - 42 new INSPIRE Cessation Counselors (trained between January and June of 2011 to expand cessation services through the INSPIRE Cessation Network)
 - 7 mental health peer counselors (trained with peer-to-peer methods supported by CPPW funds through LA as a peer mentor community)
 - 24 mental health and drug & alcohol clinicians (trained on system change during assessment, intake, and referral with a focus on ask, advise, and refer)
 - 20 mental health and drug & alcohol clinicians (trained on specific clinical aspects of working with patients who have mental health and addiction challenges, in coordination with LA)

The services of the recently trained cessation counselors and clinicians will potentially help approximately 30,000 residents live longer, healthier lives.

- On April 26, 2011 the city of La Puente adopted a food and beverage standard to ensure that the city promotes healthy choices. Effective July 1, 2011, this food and beverage policy will impact more than 40,000 citizens of La Puente, in addition any visitors to the city. All food snacks, entrees, and beverage items sold in city facilities and institutions must now meet healthy standards. Future vendor contracts with city institutions and city events, shall follow these guidelines.
- On March 8, 2011, the Los Angeles County Board of Supervisors passed a motion instructing County Departments to consult with the Department of Public Health prior to release of any RFP for County food services contracts that involve the purchase, distribution and/or sale of food and beverages in County facilities and programs. This motion ensures that final RFP's will include high quality standards for

healthy nutrition options for nearly 100,000 county employees and many of the nearly 10 million people that live in, and receive services from, Los Angeles County. In implementing these efforts, the County will both be viewed as a model for other jurisdictions and better position themselves for future funding and sustainability of the efforts.

- On June 7, 2011 the San Diego City Council voted unanimously to support removing costly permitting (\$5,000) requirements and zoning restrictions on gardens. Community gardens within the City of San Diego can now be established on any piece of vacant commercial or residential land, with the exception of land in coastal communities, and growers will be able to sell their produce in commercial and industrial zones. The City of San Diego has over 1.3 million citizens that could reap the benefits of increased gardens and therefore fresh, local produce, within their communities.
- In February 2011, Mission College's Student Health Clinic implemented a smoke-free campus-wide policy to support their efforts to eliminate on-campus smoking. The clinic offers several free services including: wellness/health presentations, smoking cessation counseling, quit smoking kits, referrals to community resources, and OTC medications, including NRTs. Other Santa Clara colleges have used Mission's experience to shape their own policies and programs. The clinic sees over 1,000 people per year. An estimated 50 people have stopped smoking since January 2011. Mission's "Smoke-Free Zone" will potentially impact an estimated 10,000 faculty and staff.
- Vietnamese and Hispanics have the first and second highest rates of smoking, respectively, in Santa Clara County. Kelley Park Medical Clinic is located in Little Saigon, a neighborhood of approximately 9,500 Vietnamese-American residents in San Jose, California. An estimated 3,600 patients visit the clinic per year, 75% of which are Vietnamese and approximately 20% are Hispanic. In February 2011, CPPW staff partnered with Dr. Peter Nguyen, the chief practitioner at Kelley Park. In March 2011, he implemented the ask, advise, and refer method whereby all staff clinicians check the tobacco-use history of every patient. Free nicotine patches, gum, and lozenges are provided to patients. This summer Kelley Park will implement an electronic medical records system that will include the Kaiser best-practice of "Tobacco Use as a Vital Sign," and several Kelley Park nurses will attend Breathe California's Certified Tobacco Cessation Counselor program to learn how to coach their patients through quitting tobacco-use. Additionally, due to Dr. Nguyen's efforts, the owners of the building in which Kelley Park operates have expanded their smoke-free policies to the outdoor areas, including the parking lot. Kelly Park is now a completely smoke-free campus. Kelley Park has also participated in the annual "Kick Butts Day" and has encouraged youth that reside in the Little Saigon neighborhood to stay away from tobacco. Overall, Dr. Nguyen has been a great champion for change in the Vietnamese community.

- The City of South El Monte unanimously passed a city-wide vending policy on March 23, 2011. The culturally diverse city of South El Monte has a total population of 122,894 citizens with 41,810 being children under 18 years of age. El Monte has a higher than average rate of obesity (28.3%) so strong measures were instilled to address this health risk. The resolution requires all procurement and contractual negotiations for the provision of foods and beverages to meet specific nutrition guidelines. It is more stringent than the Los Angeles county-wide policy on sugar in beverages and does not allow for any added calories from sugar. This policy is considered to be the "strongest" policy in the state to date.

Colorado:

- The Colorado Department of Public Health and Environment used funds to develop and implement an outreach campaign to increase QuitLine utilization targeting low-income pregnant women, Medicaid and uninsured populations. By the end of January 2011, the QuitLine had increased participation by these target audiences. Participation of pregnant women increased from 2% of total QuitLine callers in July 2008 to 4.6 % of all callers in January 2011. Medicaid participation increased from 10% of total QuitLine callers in July 2008 to 20.4% of all callers in January 2011. The uninsured population increased participation from 34% of total QuitLine callers in July 2008 to 40% of all callers in January 2011.
- QuitLine services were enhanced to improve program retention rates among pregnant and postpartum women. The enhanced Pregnancy Protocol offers an additional four coaching calls during the postpartum period, ensures pregnant women have the opportunity to work with the same coach throughout the prenatal and postpartum period, offers text messaging for support during the quit attempt, and enhances referral processes to other community resources. Since the full implementation of the Pregnancy Protocol in May 2010, 57% of pregnant enrollees completed at least 3 coaching calls, compared to approximately 28% of all participants enrolled in the QuitLine program. Smoking and exposure to secondhand smoke among pregnant women significantly increases the risk of health problems to women and children, including miscarriage, fetal brain damage, low birth weight and SIDS. In addition, studies estimate that the direct additional healthcare costs associated just with the pregnancy and birth complications caused by pregnant women smoking or being exposed to secondhand smoke could be as high as \$2 billion per year.
- In Denver, Colorado nearly 200,000 students now attend schools that adhere to the Institute of Medicine's nutrition standards for school meals.
- In March 2011, Tri-County Health Department (TCHD) was featured on the front page of the Colorado Chapter of the American Planning Association's "Planning Matters" newsletter (with a distribution of 1,400) to highlight the innovative work that is being done by city planners to promote healthy community design. Through its CPPW grant TCHD is expanding its Land Use program services, and has assembled a team of city

planners with backgrounds in urban design, landscape architecture, policy development, and community outreach. The team has been meeting with the staff of the 29 local governments in its jurisdiction and has been offering technical assistance that will result in policy, system, and environmental changes that will make the healthy choice the easy choice for area residents.

- In January 2011, the Tri-County Health Department (TCHD) CPPW Built Environment team created the Built Environment and Health Handbook, which was distributed to representatives of TCHD's community grantees at a health and the built environment training session. Developed for planners, engineers, and elected officials, the handbook provides local and national best practice examples of successful public engagement tools and land-use policies that support healthy eating and active living strategies. Since the training, the handbook has been presented to 15 staff at a regional environmental health meeting. It has also been highlighted in a national American Planning Association webinar, and provided as a resource for graduate students in the College of Architecture and Planning at the University of Colorado Denver. Most recently, the handbook was distributed to 39 mayors from across the Denver metropolitan area, which includes TCHD's 29 jurisdictions.
- In March 2011, it was reported that over half of the 15 school districts in Tri-County, CO have passed and adopted, or have nearly completed substantial enhancements to school district wellness policies. These enhancements include using IOM standards for school nutrition in order to increase access to healthy foods and beverages. In addition, the policies promote non-food or healthy food-related parties or rewards in the classroom, opportunities for increased weekly physical activity, a district wellness council, enhanced communications with parents, standards for school-based food marketing, and staff wellness. These policies will impact 232,750 students.
- In the first quarter of 2011, Tri-County, CO CPPW staff partnered with The Children's Hospital of Colorado in a social marketing campaign to produce ten educational videos for children and families to promote healthful eating and activity. These 30-second videos are in both English and Spanish and are available on the Tri-County website (http://www.tchd.org/cppw_video_breakfast.html) and are being aired locally on the PBS channel, the local Hispanic channel, in elementary schools, and in WIC clinics. Tri-County Health Department serves a highly diverse population of Hispanic, African American and Asian residents and has the largest WIC Program in the state, with a caseload of more than 31,000 families.
- The evaluation team in Tri-County, CO documented an outstanding 89% return rate for their most recent YRBS data collection—nearly 30% higher than the average rate of return. The team achieved this success as a result of shifting the traditional system for data collection by creating strong relationships with school leadership teams and teachers to promote the importance of participation and completion of the surveys. They used school volunteers, DOH and CPPW staff to administer the tests in schools and were vigilant in sending announcements, reminders and thank-you emails. The survey

- results will be presented to all superintendants, principals and teachers to convey the value of YRBS—both for developing trend data and to use as a basis to pursue grant funding for enhanced sustainability of current school wellness enhancements.
- By June 2011, 14 out of the planned 15 school districts in Tri-County, CO have passed and adopted substantial enhancements to school district wellness policies. These enhancements include using IOM standards for school nutrition in order to increase access to healthy foods and beverages. In addition, the policies promote non-food or healthy food-related parties or rewards in the classroom, opportunities for increased weekly physical activity, a district wellness council, enhanced communications with parents, standards for school-based food marketing, and staff wellness. These policies will impact 232,750 students.
 - In 2011, the Colorado Department of Transportation awarded 52 Safe Routes to School grants statewide. Fourteen of these awards are going to school districts and cities in the Tri County area (Adams, Arapahoe and Douglas Counties). CPPW staff and district coordinators provided valuable technical assistance to a number of these successful grant applications. Individual grants range from \$17,000 to \$226,000 and will provide sustainability to the work already underway in these counties as a result of CPPW funding.

Florida:

- The City of Winter Park, Florida passed a resolution urging the State of Florida to amend the Florida Clean Indoor Air Act to allow local governments to regulate smoking and the possession of tobacco products, including local regulation of municipal and county parks. Under state law, local governments are pre-empted, meaning they are unable to pass local legislation to prohibit smoking in outdoor areas. There are 55 parks in Winter Park, with a population of 55,000 that could benefit if Winter Park could eliminate smoking in the parks.
- In Miami, Florida in draft regulations that set nationally recognized minimum minutes of physical activity, screen-time restrictions, and nutrition standards for all licensed day care centers are currently being piloted with 887 day care centers, reaching over 63,400 children. Full passage of the policy is expected prior to March 2012, affecting 1,420 centers and reaching over 102,300 children.
- Supporting the expansion efforts of the Pinellas Trail, which is currently frequented by over 70,000 people per month, Pinellas County, Florida will use CPPW funds to increase physical activity opportunities by implementing environmental changes to address safety issues on the trail and promote use of the trail network and connections as active transportation and recreation options through a media campaign and other outlets.
- Reimbursable vending machines offer meals to students that meet guidelines for the federally reimbursable meals program. Miami-Dade County Public Schools (MDCPS) Food & Nutrition department has worked closely with celebrity chefs to design a menu for reimbursable vending machines. As of April 28, 2011, there have been 16

- reimbursable vending machines installed in 16 Miami-Dade County Public High Schools with an average of two machines being installed per week and a goal of 23 machine installations by May 16, 2011. Throughout the month of March and the first week of April, over 2,800 meals were served in the vending machines. An estimated 10,000 reimbursable meals will be provided to 99,636 high school students when all machines are installed.
- On May 18, 2011, the Kaua'i County Council passed a resolution supporting the release of Safe Routes to School (SRTS) federal funding for the purposes Congress intended and the implementation of SRTS on the Island of Kaua'i. Get Fit Kaua'i, is the lead partner in this effort, along with the Kaua'i District Health Office CPPW staff, and serves as the coordinator of their CPPW-funded Safe Routes to School coalition. This is an essential step toward securing funding for Kaua'i and once implemented, will impact the health and safety of over 10,700 children.
 - On June 16, 2011, the Pinellas County Health Department revised their Employee Wellness Policy to focus on access to healthy nutrition, physical activity, and lactation support during working hours. This new version of the policy requires a representative from all divisions within the health department to participate on the Healthy Behaviors Team (HBT). The HBT will implement and enforce the updated policy. The team will focus on key components such as: healthy vending options, healthy meetings, break time for physical activity, bicycle parking, healthy fundraising, lactation space and time accommodations, etc. The Pinellas County Health Department employs over 600 people.
 - Valencia College has nine campuses throughout Orange and Osceola County, and is one of Florida's largest public state colleges. The college has followed the lead of several Florida colleges and universities, and will become 100% smoke-free at the beginning of the fall 2012 term. The ban prohibits smoking at all times by students, staff and visitors on campus, including cars and parking lots. This ban will dramatically improve the health and safety of approximately 67,000 students and 3,000 staff. In order to prepare for the campus-wide ban, campus officials will begin installing smoke-free signs as well as promoting smoking-cessation programs

Georgia:

- The DeKalb County Department of Health has garnered a major endorsement towards their goal of building momentum and support for a healthier DeKalb County. The DeKalb County Board of Health unanimously passed a resolution supporting the enactment of a countywide smoke-free air ordinance. This endorsement is a critical step in their efforts to lower the effects of secondhand smoke in DeKalb County which will impact over 747,000 residents.
- On May 2, 2011, Oglethorpe University signed a formal agreement with the DeKalb County Board of Health to make all of its campuses tobacco-free. This agreement will impact the health of over 1,300 students, faculty and staff of Oglethorpe University in DeKalb County.

Hawaii:

- The Kauai District Health Office and the Mayor's office sponsor a "Mayors Walking Workbus." This one-day-a-week, two mile walk encourages and promote physical activity among the working and school communities. Approximately 30-50 people participate in the weekly walk.
- Kauai PATH, a CPPW partner, is expanding an 18 mile, coastal limited-use trail into a multi-purpose biking and walking path that will enhance opportunities for physical activity for the 30,000 people who use the path for physical activity annually.
- Kauai residents and the Get Fit Kauai's Built Environment Task Force partnered with the Kauai County Government to address pedestrian safety for children walking to the Kōloa Elementary School. The County has begun installing Kauai's first In-Roadway Warning Light enhanced walking crosswalk system along Po'ipū Road near Kōloa Elementary School. This crosswalk system is designed to alert motorists to the presence of pedestrians at the crosswalk with a flashing light pattern to capture and hold drivers' attention. Mayor Bernard Carvalho, Jr. has been very supportive on this effort as it is an integral part of the CPPW Safe Routes to School initiative. The city of Kōloa has close to 2,000 residents and Kōloa Elementary School has about 250 students.
- Kauai, Hawaii aimed to improve the accessibility and utilization of public transit by increasing the number of Park and Ride locations around the island from two sites to three sites. The CPPW-supported efforts of the Kauai District Health Office were able to exceed this goal by establishing four additional Park and Ride locations for a total of six sites and surpassing their initial goal. The County of Kauai has close to 60,000 residents and over one million visitors each year.

Illinois:

- In Chicago, CPPW efforts supported the Archdiocese of Chicago Catholic Schools in approving a 100% tobacco-free campus policy, protecting an estimated 40,000 students and 2,500 faculty/staff from second-hand smoke in approximately 137 Catholic schools across the community.
- Individuals looking for apartments in Chicago now have new ways to search for smoke-free apartments. In addition to the local registry of smoke-free properties hosted by the Chicago Tobacco Prevention Project (www.ChicagoSmokeFreeHousing.org), apartment seekers can now find "smoke-free" listings at their local newsstand and online in one of Chicago's most popular classified sections. On April 28, 2011, the Chicago Reader (an alternative weekly with a circulation of 100,000 at more than 1,600 locations across the city) included an insert highlighting the importance of smoke-free units for renters and property owners. The Reader's classifieds now feature a special "smoke-free" listings section in print and online, accompanied by related educational messaging in the classified section, web advertisements, and Chicago Transit Authority (CTA) ads. In addition, the Reader is reaching out with a special e-blast to more than 45,000 property

owners to communicate about the benefits of smoke-free buildings and offer local resources to help owners adopt and implement smoke-free policies.

Iowa

- Ringgold County, Iowa developed a media campaign targeting women of reproductive age to encourage tobacco cessation. The side effects of smoking include reduced fertility and premature menopause. Tobacco smoke is a major cause of spontaneous abortions, stillbirths and sudden infant death syndrome. It also increases the risk of low-birth-weight babies.
- “Don’t Start With Me” is a virtual media campaign created by local high school students. It targets local kids and educates them on the dangers of tobacco; specifically smokeless tobacco by speaking their language. By April 2011, the “Don’t Start With Me” campaign reached 763 Facebook “likes”, 907 monthly active users, and over 10,000 posts reviewed. Linn County’s media specialists have maintained active participation by setting up photo booths at kid oriented events, hosting photo voice contests, and providing acting opportunities that draw youth to the page. Throughout the summer these Linn County youth advocates will act in a series of viral movies to share their tobacco stories and voice their tobacco-free living experiences. Please visit the “Don’t Start With Me” Campaign at <http://www.facebook.com/dontstartwithme?v=wall>
- Linn County’s His Hands Free Clinic adopted and implemented a Tobacco Dependence Treatment Policy to assess patients for tobacco use at every encounter on May 25, 2011. This policy uses the Quitline Iowa FAX Referral System as an extended cessation resource. The clinic serves low-income residents in Cedar Rapids that tend to have limited access to cessation resources and the highest prevalence of tobacco-related morbidity and mortality. His Hands Free Clinic follows the Best Practice Guidelines for Treating Tobacco Use and Dependence as defined by the U.S. Department of Health and Human Services as the foundation for their tobacco treatment strategy. The strategies and efforts by His Hands Free Clinic will help to reduce the prevalence of tobacco use in Linn County’s low-income community. This policy will impact an estimated 2,000 patients per year.
- Several Ringgold County communities have passed tobacco-free parks policies after hearing from concerned citizens and youth groups. In May 2011, Tingley, Kellerton, and Redding City Councils all voted to make their city parks tobacco-free and post signs to support the policy. A highly-visible highway billboard will promote tobacco-free parks so families can enjoy the parks without worrying about the hazards of tobacco exposure and tobacco litter. The policies will affect over 5,000 Ringgold County residents and visitors.
- In March 2011, the Ringgold County Fair Board voted unanimously to pass a policy that prohibits tobacco advertising and sponsorship, free tobacco samples, and any tobacco-related giveaways. Prominent signs will be placed around the fairgrounds to support the policy. The policy extends to any event being held on the premises, and will help keep

tobacco industry influence away from youth in Ringgold County. The policy affects over 5,000 residents and visitors.

- Cessation Intervention Provided to all WIC Clients Hawkeye Area Community Association Planning (HACAP) is responsible for implementing WIC in Linn County. On June 28, 2011 HACAP Alliance staff presented Linn County Public Health with a signed copy of the agency's tobacco dependence policy and procedure to provide tobacco cessation intervention to all WIC clients. The policy states that WIC/HACAP staff will provide brief clinical intervention to clients who use any tobacco product. The staff will ask and document in the client's record if the client uses tobacco products, the type of product used. Tobacco users will be advised to quit and referred to Quitline Iowa. By implementing this policy and procedure, the agency will not only assist in reducing the number of adults who use tobacco, but also reduce childhood exposure to secondhand smoke in low-income households. HACAP currently serves 4,500 families.
- In June 2010, Kirkwood Community College Student Health Division adopted the Ask, Advise, Refer policy that will impact approximately 10,000 students who visit the clinic each year. Kirkwood was a tobacco-free campus many years prior to the 2008 Iowa Smoke-Free Air Act, and is now the first college in Linn County to address tobacco cessation with their clients, setting a standard for other local colleges to follow.

Indiana:

- The Bartholomew Consolidated School Board in Columbus, Indiana unanimously approved a new wellness policy that improves the types of food served to children during the school day, and identifies opportunities to increase physical activity. The new wellness policy will bring healthier meals and increased physical activity to 17 schools in this school district serving 11,214 students and 1,800 faculty/staff.
- In Bartholomew County, Indiana, the Columbus Area Chamber of Commerce has worked with two other local groups to create Reach Healthy Business, a workplace recognition program designed to support companies who are committed to creating a workplace that supports employee health.
- The Welborn Baptist Foundation, with the support of many key partners, coordinates Vanderburgh County's efforts to support improved community health. There are two main initiatives—movement, which seeks to improve overall community health through supportive physical and social environments, and HEROES, which works to create school cultures that focus on health. Some of their major successes during the past year include:
 - Expanding the existing Upgrade campaign in January as a result of CPPW funding. The primary message of Upgrade is about making small changes to your daily routine that can lead to big improvements in one's health and well-being. Learn more at www.upgradenow.org.
 - Collaborating with Deaconess Hospital and St. Mary's Hospital to offer a 20% discount on a daily healthy meal, titled the "Upgrade of the Day". In the short time the Upgrade of the Day has been offered, both hospitals have seen

dramatic sales increases in the discounted healthy meal. Deaconess Hospital's sales jumped from 413 meals in January to 661 meals in February. St. Mary's Hospital had an increase from 248 meals in January to 699 in February.

- Launching Reality Bites, a new campaign in high schools that includes nutritional labeling of all ala carte items and signage to promote the school lunch that will impact 7,868 high school students.
- Increasing the availability of physical activity opportunities by providing safe, secure bicycle parking throughout the community.
- The Women's Hospital (TWH), affiliated with Deaconess Health System, has been working with businesses on their breastfeeding policies and practices. In the process, TWH decided it was time to update their policies. TWH integrated their existing employee breastfeeding policy into the wellness program offered through the hospital's health plan. A package is now available to employees who become pregnant and it includes classes, a dietitian visit, fitness consult, and their choice of their own personal pump or hospital pump kit. Approximately 420 employees qualify for this benefit. The Women's Hospital averages around 35 employee deliveries per year which is about 8%. Since April 1st, when the new policy became effective, they have given out 5 pumps to TWH employees. One male employee even got a pump for his wife. Staff is excited about this benefit!
- Bartholomew County released their Healthy Meeting and Event Guidelines as a tool for employers and various organizations to use while considering food choices for meetings and events. These guidelines will be used to implement policies at various organizations that will support healthy lifestyle choices for their members/employees. The guidelines cover the following topics: ensuring food is necessary at events, offering healthy choices, tips for selecting low-fat foods, food safety, tips for stocking a healthy vending machine, and a policy implementation agreement for establishments. In the first two weeks, ten organizations have agreed to adopt these policies and these policies will potentially impact over 4,000 employees.

Kentucky:

- In Louisville, Kentucky the Healthy Hometown Restaurant Initiative has created partnerships with 18 area restaurants to assist them with the calculation and printing of calorie information for their menu items, providing over 435,000 people with the opportunity to make healthier decisions when dining out. More partnerships are underway to expand restaurant participation.
- The YMCA of Greater Louisville is working with low-income neighborhoods on a "Healthy in a Hurry" initiative that provides fresh produce in corner stores. There are currently three "Healthy in a Hurry" corner stores in operation, with three more expected in the coming year. "There is no better place to help change lifestyles and encourage healthier food choices than at the point of purchase," said former Mayor Jerry Abramson at the opening of one of the stores.

- The LPPW grant has assisted Bike Louisville with updating and reprinting its “Louisville By Bicycle” map. The map shows all of the bike lanes and shared roadways in town, along with some of the future shared-roadway projects. Maps also give safety tips for riding, including the “ten commandments,” and list area bike shops. It’s a must-have for all regular bicyclists! Kathy Harrison, Communications Director of the Louisville Metro Public Health and Wellness Department, worked with Louisville Metro Public Works and Bike Louisville to produce 5,000 updated maps as part of the Street Sense campaign that is funded in part by the LPPW grant. The maps are available at local bike shops, visitor centers, libraries and several downtown hotels. They are also available by filing an on-line request on the Bike Louisville website at www.louisvilleky.gov/BikeLouisville/printedbikemap.htm. And speaking of Street Sense, the LPPW Evaluation Team at the University of Louisville School of Public Health and Information Sciences did a preliminary assessment of the Street Sense campaign and found that it was having an impact. A survey of 35 respondents found that 20 of them were familiar with the Street Sense ads that have appeared on billboards, radio, print and television. Among the specific messages that people remembered:

 - Wear bright colors
 - No texting while driving
 - Don’t ride your bicycle on the sidewalk
 - Wear a helmet
- The YMCA of Greater Louisville has launched its “Food Fight” campaign, which is aimed at school-age children in 12 target neighborhoods. The social marketing campaign, designed by Cubero Group, demonstrates the value of choosing healthy food and drink over unhealthy food and drink, pitting a turkey dog against a hamburger or a sugar-sweetened drink against water. Watch for the billboards that are up around town, sporting the bright face of Kapri, 14. Kapri is an 8th grader at Lassiter Middle School and a Park DuValle resident. She was chosen in auditions to be a primary character in the Food Fight campaign. Watch for Kapri and the Food Fight TV commercials that will start this week. “We are trying to fight back against the many unhealthy food messages bombarding our community,” said Mike Bramer, of the YMCA of Greater Louisville and strategy leader. “The Food Fight campaign tries to offer simple alternatives to many unhealthy foods so that people in our community can make informed decisions about the food they eat. “
- The breastfeeding team accomplished another milestone by arranging for 12 lactation stations in Metro Government facilities so that working mothers employed by Louisville Metro can pump breast milk and continue breastfeeding after returning to work. The sites offer a quiet, private place with an electrical outlet, table and chair so that breastfeeding mothers can pump comfortably during the day. “We hope other companies will follow our leadership and develop worksite areas where breastfeeding employees can pump milk for their babies while they are separated,” said LMPHW’s Barbara Ruedel, strategy leader.

- Metro Louisville has created a Food Policy Advisory Council. The Council will work to identify and propose innovative solutions to improve the local food system by making it more equitable and sustainable, and spurring local economic development. According to Dr. Zahn, acting Public Health and Wellness director, “Food Policy Advisory Councils play an important role in strengthening the market for local food, promoting sustainability, improving public health through an emphasis on fresh food, and improving food security for low-income residents.”
- Jefferson County Public Schools (JCPS) system, which has more than 100,000 students, teachers, and administrators throughout 142 schools. “This grant is helping us significantly further the work of the Mayor’s Healthy Hometown Movement we began six years ago,” said Dr. Matt Zahn, acting director of the Louisville Metro Department of Public Health and Wellness. “It has provided many new and innovative approaches to addressing the growing problem of obesity in Louisville. We are working hard to make Louisville a city where all residents have the opportunity to make choices that allow them to live long, healthy lives, regardless of their income, education, or ethnic background.” The Community Action Plan, funded by the grant, contains 12 strategies focused on increasing the availability of healthy food and supporting healthy food choices. Among the highlights:
 - JCPS will reduce sodium by 5% and sugar by 10% in school breakfast and lunches, and has agreed to buy 10% of its produce from local farmers.
 - JCPS is installing community gardens at 20 schools, and updating the greenhouse at a middle school that is supplying herbs for use in school cafeterias, and seedlings for the gardens. The same middle school is now installing several raised beds to boost production, and will begin composting kitchen and cafeteria waste this spring.
- On May 14, 2011 more than 100 people showed up for the first LPPW event to showcase the Louisville Loop. The Discover the Loop event at Lannan Park in Portland kicked off the new “Loop the Loop” TARC bus service and unveiled the prototypes for new way finding signage on the Loop. Mayor Greg Fischer, Dr. Matt Zahn and other dignitaries were on hand with high praise for the pioneering efforts of all LPPW partners. The Shawnee Neighborhood Association, Portland Now and the Louisville Bicycle Club had a great showing. Despite a cloudy sky, a good time was had by all!
- On March 21, 2011 Mayor Greg Fischer named his appointments to the Food Policy Advisory Council, which was formed to identify and propose innovative solutions and policies that create a healthy, vibrant food system and spur economic development. “It’s important for local entrepreneurs, farmers, community food advocates, faith-based organizations, educators and others in the community to work together to create more opportunities for our citizens to access fresh, local food and encourage a robust, sustainable local food economy,” Fischer said. The council is expected to work on a wide array of policies and program, such as expanding the city’s menu labeling program and enhancing the food network that allows local farmers to develop more markets for their

produce and products. It will also look for ways to strengthen the ability of corner stores to sell healthy food and beverages. The council was created by Executive Order by then Mayor Jerry Abramson in December of last year and meets a key milestone of the LPPW grant. The 25 members represent a broad range of occupations, Metro Council districts and diversity in race and gender and will begin their work next week. Josh Jennings, an LPPW project manager, will provide staffing for the group. There are 741,096 residents in the Louisville Metro area.

- In Louisville, Kentucky, the “Lunch and Learn” Programs on breastfeeding are growing. Breastfeeding allows mothers to jump-start healthy eating habits in their children. Breast milk provides key nutrients for an infant and boosts immunities against many early childhood illnesses. In order to support mothers who nurse their babies, LPPW staff has been holding “Lunch and Learn” sessions in the offices of obstetricians and pediatricians to help physicians and office staff learn more about the benefits of breastfeeding and how to help new mothers overcome common obstacles. So far, there have been seven sessions, reaching 91 doctors and staff. The Lunch and Learn counselors also recommend that physicians and their staff refer breastfeeding mothers who are having trouble to the LPPW-funded outpatient lactation centers at four hospitals. A second breast-feeding milestone that called for the creation of lactation stations in Metro Louisville buildings has been completed. There have been 69 uses of 12 lactation stations.
- In an effort to promote the adoption of a menu labeling policy throughout Louisville, the “Healthy Hometown Program” focuses on lifestyle changes for adults and children while dining out. Restaurants are approached and asked to voluntarily participate. Those that elect to do so are provided with new menus at no cost which contain nutritional information such as calorie counts, sodium content and the recommended daily calorie consumption. This program was recently highlighted by Marty Rosen, a local food critic for the Courier-Journal, which has an adult readership of 400,000 persons. She showcased Yang Kee Noodle, which was the first restaurant to adopt the new menu labeling policy.

Maine:

- Portland, Maine recently began implementing a menu labeling policy for non-chain restaurants. To date, there are 13 restaurants at various stages of implementation. A Registered Dietician is working with the restaurants to conduct menu nutritional analysis, signage and print materials, and provide training and technical assistance to restaurant staff/owners.
- The City of Portland’s Mayor, Nick Mavodones, recently featured Healthy Portland’s CPPW program in his weekly show on local access television. Specifically, he spoke with CPPW team members on the Smart Meals for ME initiative and efforts going on in the Portland Public Schools. The Smart Meals for ME initiative involves local, non-chain restaurants to include calorie counts on menu items and work with a registered dietitian

to include healthier, reduced calories meals. At the same time, a statewide media campaign is being launched that includes Smart Meals for ME promotion and education on recommended daily caloric intakes. Resources and materials, such as posters, brochures, and a radio ad, have been developed that allow consumers to advocate for menu labeling in their favorite restaurants. Evaluation of Smart Meals for ME will occur through comparison of sales data before and after menu labeling, and a post-menu labeling survey completed by restaurant owners. Healthy Portland is addressing healthy eating in the public schools by having salad bars in the schools and providing locally, grown produce. Mayor Mavodones is a member of Healthy Portland's Leadership Team for CPPW.

- On March 7, 2011, Portland City Council unanimously approved a Resolution supporting Complete Streets. As a result of this Resolution, the City Council created a "Complete Streets Working Group", which is tasked to develop a policy within the next year to make sure streets accommodate cars, buses, bikes, and pedestrians. To help in implementing this policy, the City has set aside funds for capital improvement projects that include expanding sidewalks and including bike lanes in street design. This effort has involved a close collaboration between three of the city's departments: Public Services, Planning and Urban Development, and Health and Human Services. Other departments will also be involved in the Policy's development. A Complete Streets Policy is one of the key policy initiatives of the Communities Putting Prevention to Work project in Portland, Maine. By having this policy, close to 63,000 residents in the City of Portland will be affected.
- On April 4, 2011, The City of Portland was selected as one of 32 communities in 26 states to receive technical assistance funding from the U.S. Environmental Protection Agency (EPA) to develop a complete streets policy. Just last month, Portland City Council passed a resolution endorsing the complete streets principles. Through the EPA's Sustainable Communities Building Blocks program, City of Portland will receive assistance in developing a policy that ensures city streets are accessible to all ages and abilities as well as all modes of transportation from motorists and pedestrians to bicyclists and users of public transportation. The Building Blocks program is a part of the Partnership for Sustainable Communities, a joint effort between EPA, the U.S. Department of Housing and Urban Development (HUD), and the U.S. Department of Transportation (DOT) to coordinate federal actions on housing, transportation, and environmental protection. This interagency collaboration's primary goal is to invest federal funding more efficiently in infrastructure, facilities, and services that meet multiple economic, environmental, and community objectives. The City of Portland has close to 63,000 residents that will be affected by this policy.
- Another major accomplishment under Maine's CPPW funding is the "Growing Access, Growing Communities" initiative, which is intended to increase access to local, fresh, and healthy foods among Portland's minority and low income populations. Healthy Portland has partnered with Cultivating Community to expand access to farm fresh

fruits and vegetables through four new community farm stands in targeted neighborhoods. In addition, Supplemental Nutrition Assistance Program (SNAP) benefits are accepted at all of these new locations. The markets were opened in the summer of 2010, and a media campaign to promote the markets and use of SNAP will occur prior to the summer of 2011.

- Portland Public Schools is making progress in three distinct school food arenas in an effort to improve the nutritional environment. First, students receiving school meals and snacks will benefit from the infrastructure improvements that enable food service staff to prepare, store, and serve more seasonal, locally grown fruits and vegetables. New refrigerators will provide increased storage capacity for fresh, local produce. The addition of food processing equipment enables food service staff to prepare meals from scratch ingredients. Salad bars will be placed in 10 additional schools, bringing fresh fruits and vegetables to all elementary, middle, and high school students in the district. As noted above, school nutrition is influenced by more than the meals produced through the school nutrition program. To address the availability of foods offered or sold to students during the school day, the district is revising its Wellness Policy and Sales of Competitive Foods Policy, and is introducing a Healthy Vending Policy to include nutrition standards for foods that are not currently regulated. With the recent passage of the Healthy Hunger-Free Kids Act, nutrition guidelines will be required for foods and beverages available to students outside the school meals programs. In the interim, Portland Public Schools, due in large part to CPPW funding, will have nutrition guidelines for all foods and beverages available to children during the school day. This will safeguard students' health in ways that the initial child nutrition legislation intended.
- Eight Food Pantries were awarded CPPW Funds to ensure healthy foods in the Lakes Region of Maine. Lack of refrigeration is the most common need among local food pantries. This barrier significantly affects pantries' ability to accept fresh and frozen food donations, many of which are produce, eggs, milk and meat. The purpose of the Healthy Lakes CPPW Food Pantry mini-grant is to increase access to healthy, fresh food, particularly for low income community members. Mini-grants were distributed to food pantries. In total, \$6,400 was distributed to eight food pantries, with majority being used to purchase freezers and refrigeration. Collectively, these eight pantries serve close to 2,000 individuals a month. The Crosswalk food pantry in Naples will purchase a commercial refrigeration unit with their award. The purchase price of the unit will be supplemented by fundraising the pantry has already completed. The CPPW funds will help the pantry go from having access to 2 shelves in a small shared refrigerator to having enough room to store the bounty of fresh foods that will now be coming in their door from the pantry's soon-to-be planted garden. Catherine's Cupboard Food Pantry in Standish has a relationship with their organization's working farm. Unfortunately, much of the food the farm provides could not be utilized at the pantry location due to a lack of cold storage. Because of the farm has never been wired for electricity, 2 donated refrigerators and one donated freezer stood empty in the farm's barn. CPPW funds were

used to install electricity for the refrigerators and freezer in the barn, which will now be filled with produce ready for the pantry.

- People's Regional Opportunity Program (PROP) received CPPW funds to have the Lakes Region Farmers Market to accept SNAP and WIC. PROP will have SNAP benefits count double at the market—each dollar spent at the market will count for two dollars of produce. The Healthy Lakes CPPW program provided technical assistance to the market so that they could create and coordinate the EBT/WIC program. The market will fund a position to streamline the process of handling SNAP and WIC vouchers and will partner with a local organization that is providing funds to cover the incentive program. In city of Windham, there are over 2,000 individuals receiving SNAP benefits, including 760 children
- Every student in the Portland Public Schools now has access to a fruit and vegetable bar or a more traditional salad bar each as part of the lunch program. This initiative not only aims to increase fruit and vegetable consumption, but it also incorporates locally grown food through the Farm to School Programs. Portland Public Schools have about 7,000 students and is Maine's largest and most culturally diverse school system.
- Farm-to-school efforts in the Lakes Region of Maine have been expanded to include local fish. At Lake Region High School, students recently participated in a taste-test of a variety of prepared samples of freshly caught Gulf of Maine hake. Similar to farm-to-school, this effort exposes the community of the nutritional and economic benefits of locally produced foods and sustainability of the fishing industry in Maine. Currently, this effort is just occurring in the high school, which has a population of about 600 students. http://www.pressherald.com/news/getting-hooked-on-fresh-fish_2011-06-09.html
- The afterschool recreation program at the Portland Recreation and Facilities Management Department implemented a new policy to require a minimum of 30 minutes of physical activity each day. To assist with implementing this policy, the Department hired a part-time Activity Specialist. The afterschool recreation program provides recreational activities to approximately 450 elementary school-aged children in all eight of the mainland Portland Public Elementary Schools.
- This fall, all students in Portland Public Schools will have the opportunity to have fresh fruits and vegetables as part of their lunch menu. During lunch, schools will have a salad bar available that is reimbursable through the USDA School Lunch program. To help implement this initiative, all schools with new salad bars have had CPPW staff on hand to teach students proper etiquette and teach food servers proper preparation and service. CPPW funds also allowed for the purchase of equipment for the Central Kitchen that is essential to the preparation of fresh fruits and vegetables, including refrigeration units, food carts, a food processor and a salad spinner. With 10 additional salad bars, over 7,000 students will benefit from all 16 schools.

Maryland

- DHMH is using ACA funding to engage public and private healthcare providers by

encouraging them to provide and promote evidence-based cessation services-including the Quitline-thus reducing access-related disparities to tobacco cessation services among their members. A consultant will develop and facilitate a cessation coverage partnership, and develop and begin execution of a resulting implementation plan. Additionally, DHMH will work with a design firm to develop supporting materials that will promote cessation services and medications for member, health plan and employer outreach.

- Maryland is using funds to sustain and enhance the Maryland Tobacco Quitline and provide services to the expected 1,192 additional tobacco users who will be able to participate in free proactive phone counseling, as well as to continue to provide free nicotine replacement therapy to eligible callers. In addition, media campaign efforts will increase awareness about the dangers of tobacco use and secondhand smoke, encourage more state residents to start thinking about quitting and promote the availability of the Quitline. A full-time staff position has been created to support all Quitline initiatives.

Massachusetts:

- In October 2010 Boston launched its first ever nicotine replacement patch give-away to help drive smokers to the Massachusetts Smokers' Helpline. As of February, 2011, 482 Boston residents have called the Massachusetts Smokers' Helpline for nicotine patches.
- In Boston, pediatric departments in 8 health centers that serve 30,000 pediatric patients are introducing tobacco assessment, counseling and referral into their systems and electronic health records. Oral health clinics in 9 health centers, who serve an estimated 28,000 people are doing the same. These system changes will help providers deliver appropriate tobacco cessation services to clients in need.
- Boston is increasing access to healthy fruits and vegetables through community gardens that enable residents of Boston's most low-income neighborhoods to grow their own produce. Using CPPW funding, 171 beds of produce were grown in the Dorchester community, serving 684 people. By the end of the grant period, it is projected that 400 raised beds of produce will be built, serving a total of 1,600 people, as well as providing greenhouse plots that will serve an additional 200.
- Boston trained more than 2,500 low-income children on how to safely ride bicycles, surpassing its two-year enrollment goal in only five months. Boston will increase its goal to reach more children during the remainder of the grant period.
- On April 7, 2011, citing a link between the consumption of sugary beverages and rising obesity rates and healthcare costs, Boston Mayor Thomas M. Menino issued an executive order requiring city departments to take steps in the next six months to phase out the sale, advertising, and promotion of sugary beverages on city-owned property. Mayor Menino's executive order sets science-based standards for what's considered a healthy beverage and what can be sold or served in or near city buildings. The policy applies to cafeterias, vending machines, concession stands, and beverages served at

meetings, city-run programs, and events where food is purchased with city dollars. The Boston Public Health Commission has developed signage and a brochure to help city workers and visitors navigate the labyrinth of beverages to find the healthy choice. Posters featuring a traffic light symbol are being placed near vending machines and the healthiest beverage choices get a green light, the less healthy drinks get a yellow light, and those that are most loaded with sugar get a red light. The poster says “Stop. Rethink Your Drink. Go on Green.”

- On April 7, 2011, Carney Hospital in Boston announced that it will ban the sale and provision of sugar-sweetened beverages throughout its campus as a demonstration of the hospital’s commitment to improving community health and stemming the increasing rates of obesity. Carney’s announcement comes on the heels of Boston Mayor Tom Menino’s executive order concerning sugar sweetened beverages. Carney Hospital is a 159-bed community teaching hospital in the Steward Health Care System, with 1100 employees. The hospital sees an average of 340 outpatients daily who will be affected by this policy. Carney Hospital is a participating hospital in the Boston CPPW Sugar-Sweetened Beverage Learning Network. St. Elizabeth's Medical Center in Brighton, also a part of Steward Health Care, announced that healthy food options served in the hospital's cafeteria would be less expensive than food options that are high in fat and calories. It has placed the BPHC ‘traffic light’ signs in its retail concession areas.
- On April 21, 2011, Boston Mayor Thomas M. Menino signed a contract with Alta Bicycle Share to build and operate a bike-sharing network entitled “Hubway” for three years. Hubway is scheduled to open in July with 600 bicycles and 61 stations in the city and projected growth in a few years to 5000 bikes at more than 300 kiosks from Brookline to Somerville. Local officials and planners believe Hubway will generate 100,000 trips in its first year, filling gaps not served by the MBTA and attract casual bicyclists who until now have avoided biking in the city.
- On May 11, 2011, Mayor Menino and other elected officials led a kickoff event to celebrate the Roxbury Greenhouse opening. The installation of this permanent environmental change will provide increased access to fresh fruits and vegetables. CPPW funds were the capstone funding to get this 10,000 sq ft community facility, completed and operational, after a 15-year journey and vision by many residents in the Roxbury neighborhood. Longstanding partners were represented including:
 - Two former directors who had the original vision from the Dudley St Neighborhood Initiative
 - The landlord community development corporation
 - Representatives from EPA, who funded the brown field remediation of an auto body shop/chop shop in the late 90s
 - The Mass Highway Dept that gave community benefits money to fund the original structure
 - Other state economic development staff who helped along the way

The Food Project, the organization leading the greenhouse project, and their youth interns who are learning as they work were also present. And, best of all, community residents spoke to the benefits of this facility to their health and community. The benefits of the Greenhouse are expected to reach over 800 residents. A video clip on the Spanish language TV station, talking about the project, framed by monster tomato plants: <http://www.wunitv.com/noticia/2011/05/11/253700-iniciativa-alimentos-frescos.html> <<http://www.wunitv.com/noticia/2011/05/11/253700-iniciativa-alimentos-frescos.html>>

- In May 2011, 249 backyard raised beds were completed in three low-income neighborhoods as part of the Boston CPPW initiative. With the assistance of over 188 youth and adult volunteers and over 49 youth jobs, these beds were constructed as part of a permanent environmental change in these high-need neighborhoods. Over 2,000 residents will now have greatly improved access to fresh fruits and vegetables.
- In March 2011, a total of 82 Wellness Champions have been trained to increase quality physical activity during the day across 59 Boston elementary, middle and high schools. The trained staff members will soon reach their target goal of 85 schools representing nearly 22,000 students who will be able to benefit from this change in their school environment. A revised PE/PA policy is due for review and approval at the June 2011 school council meeting.
- Momentum is building in Massachusetts to support the April 7, 2011 sugar-sweetened beverage executive order requiring a phase out of the sale and advertisement of sugar-sweetened beverages from city property over the next six months. Harvard School of Public Health Prof. Walter Willett, chair of the Department of Nutrition, has endorsed the policy publically and in press releases. In addition, a press release from the Health Care Without Harm (HCWH) coalition and the Boston Public Health Commission (BPHC) applauds Carney Hospital (Dorchester, MA), for their ban on sugar-sweetened beverages effective April 4, 2011. BPHC and HCWH coordinate the Hospital Learning Network, comprised of leading health care organizations across the city whose goal is to decrease the rates of obesity and chronic disease in the city of Boston by reducing access to sugar-sweetened beverages (SSB). Mayor Menino stated that “The move is intended to set an example for the city and to create a civic environment that makes the healthier choice the easier choice in people’s lives.” This burgeoning support clearly underlines the power of a policy that creates very real environmental and systems changes.
- Nine participating Community Health Center oral health clinics have integrated Quitworks smoking cessation screening and referral systems into their medical records and clinical procedures. During the first month of implementation, the clinics assessed over 694 dental patients for smoking. Of these patients, 217 identified themselves as smokers and 109 accepted referrals to Quitworks or another smoking cessation treatment service. This success exemplifies how the health centers modified and changed current operational procedures within their system to increase screening and

referral. The CPPW initiative successfully selected sites and trained staff on new procedures to integrate the screening and referral process into the clinics' systems. The number of referrals and clinics that are recruited will continue to grow as this is the first time that the process has been introduced.

- On March 23, 2011, "Kick Butts Day" in Boston was recognized at the State House when 47 youth and adults, representing every chapter of "The 84 Movement", held a rally and met with state legislators to educate them on tobacco industry marketing tactics. Dr. Auerbach, Commissioner of Public Health, gave the opening address and highlighted the key message of the youth activists; ACE, that tobacco is Appealing, Cheap, and Easy to buy". Twenty three legislators attended the event which was widely covered in the Boston Metro press.
- As of May 2011, seven providers of multi-family housing have begun implementation of permanent, building-wide smoke-free policies. These policies are estimated to directly and positively affect more than 3,000 affordable and market rate housing units covered by smoke-free housing policies. In addition, the Boston Smoke-Free Homes website and smoke-free homes registry (www.bostonsmokefreehomes.com) has been revitalized and went live on May 27th. An aggressive and multifaceted media campaign, set to launch in late summer, will drive tenants and landlords to the site and increase smoke-free listings of both rentals and sales throughout the city.

Michigan

- CDC Affordable Care Act supplemental funding: will increase the number of hospital inpatient referrals to the Quitline and change systems in hospitals to increase tobacco dependence interventions and comply with the revised Joint Commission guidelines.

Minnesota:

- Minneapolis has initiated a program that incentivizes EBT customers with up to a \$5 match in Market Bucks'. During the initial project pilot two markets served over 500 customers. The program also supports Farm to School and Safe Routes to School programs and Tobacco policy work, supplementing and supporting SHIP efforts. The grant also helps support an initiative called Great Trays, which has workshops and resources to help empower school nutrition staff to plan menus and purchase foods that improve the quality of school meals and meet new nutrition standards, as required by the Healthy, Hunger-Free Kids Act of 2010. This grant works to significantly increase the number of Minnesotans who quit using tobacco by working to increase calls to the QUITPLAN Helpline and other Minnesota quitlines. MDH partners the City of Minneapolis and Olmsted County to build a comprehensive, sustainable initiative based on the CDC's MAPPs (media, access, promotion, price and social support and services) approach, designed to reduce obesity, improve nutrition and increase physical activity. MDH's funding for the CPPW Community Initiatives Mentoring Supplement is

\$2,608,040. We are funded to provide mentoring to other CPPW funded communities in the areas of policy, systems and environmental change.

- In Minneapolis, Minnesota, Local Food Resource Hubs have launched. Local Food Resource Hubs are locally-based partnerships of individuals, neighborhood organizations, local businesses, Gardening Matters, and the City of Minneapolis. During the first week of May 2011, Local Food Resource Hubs were formed in three neighborhoods in Minneapolis, providing a support network of urban gardeners. The hubs are designed to get Minneapolis residents and community gardeners the tools and education they need to grow, preserve, cook and compost their own fresh produce by offering supplies, classes and connections. Residents can join a Local Food Resource Hub and select one of three types of membership, ranging from \$10 for a household garden to \$30 for a community garden or nonprofit. Members received packets of seeds and seedlings at distribution events last month. As of April 30, 377 individual memberships and 44 community garden memberships had been purchased.
- One of the nation's largest bike sharing system just became even larger. On April 22, 2011 Minneapolis' Nice Ride bike sharing program kicked off its second season with the addition of eight new kiosks in North Minneapolis, for a total of 11 kiosks in that part of the city. The expansion brings much of the Northside into the Nice Ride network and within an easy ride to downtown kiosks and other popular destinations throughout the city. The new kiosk locations were selected through a four month process that included two community meetings and several focus groups.
 - North Minneapolis has significant health disparities, including some of the highest rates of chronic diseases linked to obesity in Minneapolis. This part of the city doesn't enjoy the same level of bike access and infrastructure as much of the rest of Minneapolis. Bike sharing provides increased transportation options and, coupled with a number of other CPPW initiatives targeting the Northside, is contributing to the biking/walking culture in this area while giving residents the opportunity to make healthy choices.
 - Nice Ride Minnesota began providing wheels to bicyclists for a reasonable rental fee in June 2010, and celebrated more than 50,000 bike trips before the end of the season. Subscribers to the Nice Ride service can check out a bike, pedal around town, then return the bike to any of the other kiosks.
- Three Olmsted County school districts (Rochester, Stewartville, and Dover-Eyota) have agreed to implement pedestrian and bike education into their physical education curricula in a coordinated effort with Olmsted County Public Health's Communities Putting Prevention to Work grant. Teachers received curricula training on March 15, 2011 and they will launch the program later this year. The goal of this effort is to increase the skills and abilities of children so they can walk or bike safely to school and other destinations—a lifelong healthy behavior. Districts are using the Florida Traffic and Bicycle Safety Education Program, a curriculum that has been used for over two decades in Florida and has shown proven success. This will reach 4,678 children each year.

- Beginning May 5, 2011, Olmsted County residents will have easier access to local fruits and vegetables than ever before with the opening of six farmers markets throughout the county. The existing downtown Rochester farmers market will be joined by a new weekday market to better serve residents. The Rochester markets accept EBT and WIC benefits, allowing for increased access to healthy foods for the more than 17,500 EBT and WIC users in the county. Customers who use their WIC or EBT benefits at the market will receive an additional \$10 in Market Bucks in May and \$5 in Market Bucks throughout the rest of the season to incentivize healthy shopping and decrease the price of local fruits and vegetables. In 2010, this Market Bucks incentive had a nearly 100% redemption rate and raised the amount of EBT sales by 58% in one month. Thanks to CPPW, new markets in the smaller, rural cities of Stewartville, Eyota, and Oronoco will join an existing market in Byron (which began in 2010, courtesy of CPPW and a passionate mayor) to increase access for those living in rural communities throughout the county.
- The Midtown Farmers Market opened its doors to a whole new audience of shoppers on Saturday, May 7, 2011. For the first time, customers are allowed to use their Electronic Benefits Cards (EBT) to make purchases at Farmers Markets, thus giving them access to an array of fresh fruits and vegetables at a lower cost than that of traditional grocery stores. In addition, the Minneapolis Department of Health and Family Services is providing each EBT card holder with an additional \$5 to encourage the use of Farmers Markets. This new incentivized program is a win-win that extends from local farm fields to the dinner tables in Minneapolis.

Missouri:

- Two cities in St. Louis County, Missouri, Brentwood and Creve Coeur, have adopted 100% indoor smoke-free policies, protecting their 7,600 and 16,700 residents respectively, from secondhand smoke. Creve Coeur's policy includes all public places with employees, including casinos, bars, private clubs, and assisted living facilities.
- In St. Louis County, Missouri eight community colleges adopted comprehensive tobacco-free policies, creating a tobacco-free environment for 29,000 students and 3,800 faculty and staff. Washington University and Fontbonne University also passed comprehensive tobacco-free policies adding 16,000 students and at least 15,800 faculty and staff to those who will be benefiting from a tobacco-free campus.
- The Saint Louis County Department of Health encourages all area schools to adopt the Gold Standard Tobacco Control Policy. Last fall, the Saint Louis County Health Department's CPPW program released a report prepared by the Center for Tobacco Policy Research at Washington University that scored the tobacco policies at the twenty-three St. Louis County public school districts. The Rockwood School District received a low score and quickly committed to comprehensively address tobacco. In April 2011, the Rockwood School District enacted a Gold Standard School Tobacco Control Policy. Cam Janssen, St. Louis Blues Hockey right winger, celebrated with students, faculty and

administrators at his alma mater, Eureka High School, in the Rockwood School District. The policy impacts more than 30,000 students, faculty and staff members in the district.

Nebraska

- ACA funding is going toward the development and delivery of a technical assistance webinar re: electronic health records, specifically the meaningful use criteria related to tobacco.
- Grant money from the ACA is being used in the recruitment of at least 5 rural clinics in systems change and Electronic Health Record template development to include tobacco use-related questions.
- In Douglas County, Nebraska 12 after school programs have adopted a policy requiring 20 minutes of daily physical activity and eliminating sugary drinks, ensuring the 560 children who attend these centers, will have exposure to physical activity and reduced caloric intake every day.
- The Douglas County Health Department, in partnership with University of Nebraska Omaha, University of South Carolina and University of Kentucky, published the article, *Movin' After School: A Community-Based Support for Policy Change in the After-School Environment* in the peer-reviewed journal, *Childhood Obesity*. The article can be found in the December 2010 Volume 6 issue of the journal. *Movin' After School* aims to assist and be a model for after-school programs in developing and sustaining policies addressing physical activity and healthy eating.
- Children who walk or bike to Kellom Elementary School in Omaha, Douglas County, Nebraska, now have a safe path to get to their school. School Principal, Eric Nelson, teamed up with Activate Omaha to install "Active Routes" signs along recommended walking routes around Kellom Elementary School that will point the way to get to school. Kellom Elementary School has about 400 students in pre-kindergarten through sixth grade.
- Nutrition Services for Omaha Public Schools (OPS), the largest school system in Douglas County, Nebraska, has made a public commitment to use locally produced foods (including fruits, vegetables, milk, meat, cheese, whole-wheat tortillas and bread) whenever it is economically and logistically feasible. This policy, which includes procurement practices that favor local producers, was facilitated by a CPPW-funded collaboration between the district and the Gretchen Swanson Center for Nutrition, which provides research, guidelines and support to organizations that wish to provide access to local food for their constituencies. The District is turning to school gardens as another way to increase exposure to fresh, local foods in the lunchroom. The District will be planting six gardens at the beginning for the 2011-2012 school year. In addition, OPS is successfully reducing the salt and sugar content of their meals by working directly with local bakery and dairy resources to create specially-formulated foods for the district. Once developed, they are then made available to other school districts in the

area, thereby raising the quality and nutritional value of school meals throughout Douglas County. OPS feeds nearly 49,000 students each day during the school year.

Nevada:

- In Las Vegas, Nevada, the Spring Valley Hospital Medical Center, serving 15,000 patients and staff, adopted a smoke-free policy. These patients and staff will now enjoy a smoke-free hospital environment.
- Southern Nevada successfully launched multiple media campaigns to promote the Quitline. The campaigns reached 1.26 million people via TV media; 1.18 million people via Radio; nearly 1 million people via print; and 175,004 people via the web, producing a total of 47.5 million impressions. Commonly used to describe the impact of media campaigns, “impressions” can be thought of as times a campaign has been seen. As a result, calls to the Quitline have almost doubled with current call volume averaging 928 calls per month.
- On April 27, 2011 over 21,000 Clark County School District (CCSD) students walked, biked or scootered to school to commemorate the second annual Nevada Moves Day. A record number of parents also joined in! A total of 56 schools participated in the event, up from 15 the previous year. Participating schools organized walk to school events, held separate walking events during the week, and provided education on pedestrian safety during the week. The event was covered extensively by local media. The Governor and Mayor of Las Vegas each issued proclamations declaring April 27th as Nevada Moves Day and encouraged schools to participate in the Safe Routes to Schools program. Members of the CPPW Leadership Team, in addition to local dignitaries (mayors, school board members, city council, and county commission members), were also on hand at several locations to walk with the students. Nevada Moves Day is an annual event to celebrate and promote the Safe Routes to School Program (SRTS). Using Nevada Moves Day as a platform, many of the schools that participated will be recruited for the Safe Routes to Schools program and, as part of CPPW efforts, will be assisted in developing individualized SRTS program plans to address needs at their school and make walking and biking to school a sustainable part of the school culture.
- On May 24, 2011, the Nevada State Legislature passed a law requiring at least 2 of the 15 hours of annual training required for child care providers be in the area of lifelong wellness, health and safety of children and must include training related to childhood obesity, nutrition and physical activity. The bill was sponsored by Southern Nevada’s CPPW leadership team member, Senator Valerie Wiener. Coalitions, leaders and partners from Southern Nevada and the rest of the state provided education, research and advocacy to support the bill. The bill will take effect on July 1, 2011 and will impact the work of over 573 childcare centers.
https://www.leg.state.nv.us/Session/76th2011/Bills/SB/SB27_EN.pdf
- On January 3, 2011, the Clark County School District (CCSD) Food Services Department implemented a ban on trans fats for all food prepared and served by the Clark County

School District. Information for students, parents and staff on the new policy has been posted on the CCSD Food Service website. Over the past few years, the CCSD Food Service Dietitian has been working to improve the nutritional quality of meals served at CCSD which has included efforts to increase fiber and decrease sodium levels. CCSD is the 5th largest school district in the nation with just over 310,000 students and serves approximately 190,000 meals to students each day.

- Assembly Bill 227 was passed by the Nevada State legislature and signed into law by the Governor on July 1, 2011. This new law requires all school districts in the state of Nevada to allow for the use of non-lighted athletic fields to non-profit youth sports leagues and organizations dedicated to serving children and adults with disabilities. When implemented, the new law will apply to approximately 597 schools statewide in 17 school districts and impact over 435,000 youth.

New Jersey:

- New Jersey used funds to provide a grant to the University of Medicine and Dentistry of New Jersey to create systems changes that will 1) increase and facilitate QuitLine use among individuals with serious mental illness (SMI), 2) improve QuitLine assessment and treatment for those with SMI, and 3) increase tobacco-free areas for individuals with SMI wishing to quit or remain tobacco-free. (ACA)
- New Jersey is using funds to increase the number of schools in New Jersey that adopt and implement a 100% tobacco free school policy by providing training to adult school leaders and health professionals. Media messaging and public relation efforts will be offered to support the endorsement of this initiative.

New Mexico:

- In Pueblo of Jemez, New Mexico to improve the health status of employees, the Health & Human Services Department has a Wellness Leave Policy, which allows employees to take 1.5 hours per week to participate in physical activity. As a result, since August 2010, an average of 160 employees have taken advantage of the policy and participated in various exercise activities.
- In Pueblo of Jemez, New Mexico the District-wide Wellness Policy for Physical Activity, provides kids in the after-school programs with at least 45 minutes of physical activity on a daily basis and includes a healthy snack.

New York:

- New York is using funds to implement media campaigns to raise awareness of the state's quitline during months with historically low quitline call volumes. The results have been impressive. During the first month of the campaign, there was a 38 percent increase in the number of calls to the state quitline compared to the same time period the year before. The state Department of Health is building on this success by conducting similar campaigns during 2011. New York expects to receive an additional

31,000 additional calls over the two-year ARRA funding period. Quitline counseling can more than double a smoker's chances of quitting.

- The City University of New York (CUNY) approved an expanded tobacco policy making CUNY the largest smoke-free public university system in the United States impacting 23 campuses, 262,000 academic-credit students, 38,000 faculty/staff, and tens of thousands of non-credit students and community members that visit and use CUNY campuses each year who can now enjoy a tobacco-free environment. The policy prohibits the use of tobacco on all grounds and facilities under CUNY's jurisdiction — indoor and outdoor— as well as tobacco industry promotions and marketing on campus properties, and tobacco industry sponsorship of athletic events and athletes.
- New York City used funds to train 350 staff from clinical and social services agencies that work with clients with mental health issues on integration of tobacco dependence treatment into client services. This is a population that has disproportionately borne the burden of tobacco addiction, contributing to a life expectancy that is 25 years less than the general population.
- New York City has also launched a Pay for Performance project that promotes treatment of smokers identified by providers working in Community Health Centers in New York City. Twenty-three centers serving more than 400,000 mostly low-income New Yorkers are participating in the program. In addition to monetary incentives, Community Health Center staff receive training and technical assistance on electronic health record prompts and incorporating changes into their practice to make screening and treatment for tobacco routine. Through this program, New York City anticipates treating an additional 18,000 smokers.
- New York City is developing a total of six new hard-hitting media campaigns over a two year period to encourage NYC smokers to quit and stay quit. The campaign 'Secondhand Smoke Kids' generated significant earned media, as well as increases in calls to the state quitline to get help quitting smoking. Their latest campaign, 'Suffering Every Minute of Every Day', is currently being aired as part of the city's annual Nicotine Patch and Gum Program giveaway and has helped the city achieve record demand for the program thus far.
- The New York City Council approved a measure to prevent smoking in all city parks and on all city beaches reducing exposure to secondhand smoke in the City's 1,700 parks, 14 miles of beaches and pedestrian malls and plazas. This measure reduces exposure to secondhand smoke for the City's annual 18.9 million beach visitors and 52.7 million visitors to the 6 most popular NYC parks.
- New York City unveiled a new media salt awareness campaign urging consumers to compare labels and select foods with less sodium. The campaign was placed on 20% of all New York City subway cars and generated 63.5 million "impressions" from the public. "Impressions" can be thought of as times a campaign has been seen.
- New York City successfully installed water jets in 144 public schools, and supported a policy that requires all drinking fountains to have a separate faucet designed for filling

containers and removes a provision that allowed bottle water vending machines in lieu of water fountains. The instillation of the water jets and passing of new drinking fountain policy provides over 110,000 students and staff with greater access to free drinking water.

- In New York, The Walkers for Wellness program is bringing walking clubs and better nutrition to 100 faith-based organizations representing more than 10,000 New York City congregants of many faiths. Beth Hark Christian Counseling Center/Bethel Gospel Assembly, located in East Harlem, has started a walking club that meets twice a week. In addition, an NYC DOHMH presentation on the contribution of sugary beverages to obesity led the Center to adopt healthful new food policies, including reducing the availability of sugar-sweetened beverages at all Center functions. Another faith-based organization, God's Battalion of Prayer Church, located in the East Flatbush section of Brooklyn, has also successfully implemented the Walkers for Wellness and healthier foods programs. In response to two NYC DOHMH presentations on sugary drinks and obesity, the church has adopted several health promoting nutritional policies, including displaying signs that remind people of portion control and hosting sugary-drink free events.
- NYC's Active Design Guidelines, developed by a partnership including the NYC Departments of Health and Mental Hygiene, Design and Construction, Transportation and City Planning, provide architects and urban designers with a host of strategies for creating healthier buildings, streets, and urban spaces, based on the latest academic research and best practices in the field. For example, designers and building managers have used the Guidelines to design and maintain attractive stairwells so people will use them. Released in January 2010, the Guidelines have received national awards by the Robert Wood Johnson Foundation for Translating Research to Policy, the American Institute of Architects for Collaboration, and the Sustainable Buildings Industry Council. To date, more than 3,000 hard copies have been distributed and approximately 7,000 electronic copies downloaded. The document is reaching its target audience of architects and planners both nationally and internationally—providing information that will help them create spaces that foster a more active lifestyle. To date, more than 900 architects, planners and real estate professionals have received training on implementing the Guidelines. The building owners and managers of more than 1,000 buildings have received technical assistance and support to make their buildings healthier through active design measures. In response to developers seeking help to create healthier environments, an innovation credit for physical activity-promoting design has been created for developers and architects to use toward green building certification; it has been incorporated into eight large building projects, including housing, office buildings, public buildings and healthcare facilities in NYC and other U.S. cities.
- Move-to-Improve is a physical education program designed for NYC's 500,000 elementary school students and the 20,000 elementary school teachers who teach

them. Because schools in NYC are not meeting the state physical education requirement of 150 minutes per week, the goal of the program is to train classroom teachers to add physical education minutes by implementing 10 minute bouts of physical education, or Fitness Breaks right in their classrooms. This curriculum, created by the NYC Departments of Education and Health and Mental Hygiene, is the first of its kind—integrating physical education with grade-specific academics. Each trained teacher receives equipment for his/her classroom. Since March 2010, Move-to-Improve staff have developed a curriculum for 4th and 5th grades—school years that require more intensive academic integration given that these grades are state and national academic testing years. Through this initiative, there are now 2,000 additional K-5 teachers trained in leading in-class physical education, reaching more than 50,000 elementary school students in NYC. The curriculum will be posted on both DOHMH and DOE's websites in late spring 2011 so that other school districts have the opportunity to increase their physical education minutes.

- Since March 2010, NYC DOHMH staff has conducted educational sessions involving 11,463 people across 267 large businesses/employers, universities, hospitals, and community organizations. The purpose of these sessions is to inform organizational leaders about the risks of sugary drink consumption and to present policies and activities that organizations can implement to promote healthier beverage options. So far, 88 organizations (33%) have implemented one or more health-promoting policy changes, including changing the composition of beverages for sale in vending machines, educating employees/members about the risks of sugar-sweetened beverage consumption, implementing healthy meeting food and drink guidelines, and making healthier drinks less expensive than sugary drinks.
- The NYC Health Department Nicotine Patch and Gum Giveaway Program (NPGP) was able to extend and expand the reach of their annual giveaway with the support of the CPPW funding. The Department launched a bold new public-education campaign, "Suffering," that shows the long-term suffering smoking can cause. Instead of focusing on mortality, the campaign tells viewers how dying from smoking is rarely quick and is never painless. It offers a poignant reminder that smoking can cause suffering every minute of every day.
- Beginning in June, the NYC Health Department will send relapse prevention emails and mailings to all 2011 Nicotine Patch and Gum Giveaway Program (NPGP) enrollees providing them with additional tips to stay smoke-free. This year, more than 39,000 smokers enrolled in the program, representing 4% of all current smokers and 26% of all heavy smokers in New York City, with an average of 2,400 people enrolling each day. As a result of this year's Nicotine Patch and Gum Giveaway Program (NPGP) campaign, it is estimated that approximately 13,000 of these smokers will quit. Since 2003, the Health Department has distributed nicotine patches and gum to 250,000 New York City smokers during annual giveaways, enabling an estimated 80,000 people to quit.

- The NYC Health Department recently concluded its annual Nicotine Patch and Gum Giveaway Program (NPGP). In efforts to target groups of smokers with previously low utilization rates, but high rates of smoking, specific media outreach was conducted within the Russian community. Outreach included translated web content, as well as NPGP promotion on the radio and in local ethnic newspapers. The Health Department also offered assisted enrollment for Russian speakers. The outreach efforts resulted in almost 500 Russian speakers enrolling in the program online, which is ten times higher than the number of Russian-speaking enrollees in the 2010 program

North Carolina:

- The North Carolina Division of Public Health (NC DPH) received \$3.7 million to address obesity in two rural areas of the state. NC DPH will work with the Appalachian District Health Department a three-county health district serving Watauga, Ashe, and Alleghany counties in western North Carolina, and the Pitt County Health Department in eastern North Carolina. The Appalachian District Health District (ADHD) will strive to increase the community's access to healthy foods and support policy changes in schools and work places to promote nutrition and physical activity. To increase access to healthy foods, ADHD will recruit local farmers in each county and will develop farmer incentives to support the development of community gardens. ADHD will oversee the marketing and organization of the resulting produce distribution. ADHD will recruit volunteers to oversee garden organization, volunteer recruitment, and support for gardeners and will provide special event coordination for the project. The school/workplace policy interventions will focus on partnerships. In collaboration with a local coalition, Alleghany and Ashe County Healthy Carolinians, ADHD will participate in the Healthy Hospital Initiative to implement workplace breastfeeding and employee physical activity policies. ADHD will also collaborate with school districts in efforts to ensure that youth get a minimum of 30-60 minutes of daily physical activity. The Pitt County Health Department (PCHD) will strive to improve access to nutritious food through The Corner Store Initiative, which is centered on increasing access and availability of healthy food/drink, improving product placement and attractiveness, and changing the relative prices of healthy vs. unhealthy items in convenience stores. PCHD also plans to collaborate with three cities to develop point of decision making signage to encourage physical activity. PCHD also proposes to partner with state and local entities to develop the necessary infrastructure to support Safe Routes to Schools. In addition, the community will build upon established partnerships with local planning agencies and transportation officials to develop and place signage within communities to point out public parks, other recreational opportunities, and the availability of bike lanes and alternate forms of travel.
- Residents of Pitt County are now able to hop on the bus if they need a ride to the local farmers market. For the first time on Saturday, June 25, 2011, residents piled up on Greenville Area Transit (GREAT) to explore the farmers market in search of healthy fruits

and vegetables. Route 1 added a Saturday-only stop to and from the farmers market. The seasonal extension of the route will be subsidized with funds from the CPPW grant awarded to the Pitt County Health Department to promote healthier living and combat obesity. "One goal is to make fresh fruits and vegetables more prevalent in people's diets by making it easier to buy them, especially if residents don't have transportation," said Jean Wilkerson, project manager for the grant. An estimated 20 community residents are expected to take advantage of the new bus route each Saturday.

Ohio:

- As of May 2011, eight of the planned twenty-two school districts (representing 36% of all schools in Hamilton County) have adopted competitive foods policies. Of the eight districts, the largest impact is for students in the Cincinnati Public Schools system which has 32,525 students in 58 schools. In total, nearly 50,865 elementary, middle and high school students now have increased access to healthier foods and beverages through vending machines, a la carte lines, and school stores. Ongoing efforts continue to have all 22 school districts in Hamilton County adopt policies. Efforts to ensure continued success include using community participatory methods to help raise awareness and engage stakeholders in each local school community and collecting and assessing current wellness and food related policies. Additionally, there was a successful effort to develop a process and tools for a youth-led assessment of school food environment. Such policies are planned to take place in 19 additional school districts by the end of March 2012.
- Hamilton County, Ohio, awarded 20 Healthy Living Mini-Grants to underserved communities that now allow 4,000 students in greater Cincinnati the opportunity to safely walk to school.
- Six school districts in Hamilton County have now adopted healthier food policies, which affect 35,000 children and teens
- On April 7, 2011, Hamilton County Public Health (HCPH) hosted an Obesity Summit to build awareness, commitment and action for the CPPW WeTHRIVE! Community Wellness initiative focused on reducing obesity. Nearly 200 county-wide multi-sector leaders and influencers heard from national and local experts about obesity's impact on every sector of the community, and the policy, systems and environmental changes needed to make the healthy choice the easy choice throughout the county. Dr. Wayne Giles, director of the Division of Adult and Community Health at the CDC, gave the keynote address. Participants also worked in small groups, facilitated by Obesity Summit panelists, to strategize, build SWOT analysis, and create action items around obesity reduction strategies (physical activity, healthy eating, social movement and health care system).
 - Link to presentations: <http://watchustrive.org/media/presentations.aspx>
<<http://watchustrive.org/media/presentations.aspx>>

- Link to press release and press coverage: <http://watchusthrive.org/media/press-releases.aspx> <<http://watchusthrive.org/media/press-releases.aspx>>

Oklahoma:

- When vendors and contractors are permitted to smoke within the Cherokee Nation, everyone is impacted by the secondhand smoke. The Cherokee Nation has passed a tobacco-free policy that will go into effect on October 1, 2011. This policy prohibits contractors and vendors from smoking or using any tobacco products in Cherokee Nation buildings or on the grounds surrounding those facilities. Approximately 2,400 contractors and vendors enter into contract annually to provide services in the Tribal Jurisdictional Service Area. This policy will affect vendors working both indoors and outdoors, including contractors such as electricians and road crews. Over 300,000 Cherokee Nation citizens and visitors will be potentially impacted by this policy.

Oregon:

- Non-profit organization Loaves and Fishes, one of the suppliers of meals to seniors in Multnomah County, has implemented an agency policy to increase availability of fresh produce to seniors. Starting in April, all meals provided by Loaves and Fishes will have fresh produce instead of pre-packaged produce. This policy is an important foundational step in increasing emphasis on fresh produce and building demand that can be met with farm-to-senior procurement strategies. The policy change is a result of conversations between CPPW-funded Aging and Disability staff and the director of the central kitchen of Loaves and Fishes, a push toward sustainability in the agency, and requests from seniors to have more fresh produce. This policy impacts 34 sites across 3 counties, and will reach 5000 people every day. It is anticipated that 300-400 pounds of fresh produce will be used weekly.
- Three very large churches have adopted nutrition policies (e.g., limiting sugar-sweetened beverages) and taken steps to improve healthy food access to their congregations. These changes benefit about 100,000 people in Multnomah County. One church removed a deep-fryer from their kitchen which eliminated fried food calories and potentially reduced their fire insurance rate. An interfaith coalition created a Congregational Health Index tool that helps congregations develop action steps for promoting health. In addition, churches have farm stands available after Sunday services and a buying club where members combine purchasing power to get wholesale prices for produce. Lastly, a community garden at a local mosque is further improving the food served to congregants.
- The Oregon Healthy Food in Health Care Project (HFHC) is working with eight Multnomah County hospitals that have committed to policies for sustainable food procurement and nutrition standards. These hospitals are: Oregon Health & Science University (OHSU), Providence St. Vincent's in Portland, Legacy Good Samaritan, Legacy Emanuel, Kaiser Permanente Sunnyside, Kaiser Permanente Interstate, and Shriners

Hospital for Children. One of the project objectives is to move these facilities toward more comprehensive and detailed “policies”. All eight hospitals have signed the HFHC Pledge or developed comprehensive sustainable food and nutrition policies for their food services. One hospital (OHSU) has developed and is currently receiving administration approval for a comprehensive sustainable food policy which includes procurement and nutritional standards. Two other hospitals (Providence St. Vincent’s and Providence Portland) have developed comprehensive sustainable food policies which include procurement and nutritional standards. Two additional hospitals (Adventist Medical Center and the Portland VA Hospital) are active participants in the HFHC Project and have indicated an interest in developing comprehensive sustainable food and nutrition policies but have not done so yet. Over 25,000 patient and cafeteria meals are served by hospitals in Multnomah County actively engaged in HFHC work (not including Adventist Medical Center and Portland VA Hospital).

- The Centennial School Board voted unanimously this week to accept the recommended changes to their district wellness policies. The Wellness Policy now includes the following:
 - Restricting the availability of high calorie, high fat, low nutritional quality of food and beverages, and sets nutrition standards for food served outside of the federal school meals program.
 - Setting minimum standards for minutes of physical activity per week during the school day aligned with CDC guidelines for physical activity for children, including but not limiting to limits on non-educational screen time aligned with age-appropriate recommendations by the American Academy of Pediatrics and activities to promote safe walking and biking to/from school.
 - Implementing food procurement policies and practices that support farm to school partnerships.
 - Increasing and promoting the availability of drinking water for students.
 - Implementing school cafeteria reforms including addressing product placement, promotion and appeal of healthy options, pricing strategies, and signage prompts for healthy choices.
 - Requiring the implementation of a Health Impact Assessment in decision-making processes related to any proposed school closures or new settings, with a focus on potential impacts on opportunities to be physically active.

The Centennial School District has over 6800 students that will be affected by this Wellness Policy change.

- Multnomah County’s Schools Uniting Neighborhoods (SUN) Community Schools adopted four health guidelines within their full-service community school model. SUN Community Schools provide a wide range of social and support services to youth and family members during and outside of the school day. The wellness guidelines include:
 - Nutrition standards for food and beverages served to children and youth that align with Oregon HB 2650
 - Standards that limit non-educational screen time activity

- Integration of a minimum of 60 minutes per week of physical activity into existing programming
- Restrictions on the commercial advertising and marketing

Multnomah County adopted these Wellness Guidelines on May 1, 2011 impacting 100% of all SUN Community Schools. With 60 SUN Community School sites adopting these guidelines, nearly 18,000 unduplicated children and youth will benefit along with over 70,000 children, adult and family members who attend family and community service events and celebrations.

- The Oregon Department of Transportation recently announced Transportation Enhancement funding for 14 new projects throughout Oregon. One of those awards went to the David Douglas School District to establish pedestrian access to Powellhurst-Gilbert schools. This project will build sidewalks and related traffic safety improvements on the south side of SE Ramona from 122nd to 136th and on the north side of SE Holgate from 122nd to 130th. In addition to providing service to the Powellhurst-Gilbert neighborhood, these projects will help the roughly 2000 students attending Alice Ott, Gilbert Park and Gilbert Heights get to and from school more safely and conveniently. The CPPW-funded Healthy Communities by Design Team in Multnomah County has partnered with the Portland Bureau of Transportation, who submitted the Transportation Enhancement application.

Pennsylvania:

- Philadelphia is using funds to provide a free one-month supply of nicotine replacement patches to smokers who call the Pennsylvania Free Quitline. Quitline counseling combined with medication (such as nicotine replacement therapy) can more than triple the chances of quitting.
- A new tobacco prevention policy in Philadelphia increases penalties for merchants that sell tobacco products illegally to youth from \$100 to \$250, potentially protecting over 39,000 youth from exposure to tobacco products.
- In Philadelphia, nearly 500 corner stores have been recruited into the Healthy Corner Store Initiative; some local businesses have received resources for equipment upgrades, shelving and refrigeration to sell produce, low-fat dairy products, and lean meats. 1000 children a day are receiving healthier meals, thanks to the USDA After-School Meal Program in 40 of the 98 recreation center after-school sites. And 200 Philadelphia schools have created School Wellness Councils, to incorporate physical activity into the school day and to eliminate unhealthy options foods from classrooms, fundraisers, and school stores.
- Philadelphia is aiming to reduce illegal youth sales of tobacco. CPPW funds provided support to initiate in-person issuance of citations for merchants who sell tobacco products to youth. Since the start of the CPPW initiative, through the Division of Environmental Health Services at the Department of Public Health, 3,648 in-person

citations have been issued for illegal sales to youth, affecting 1,740 tobacco sellers in Philadelphia. In the previous year, prior to CPPW, there were about 475 citations issued by the Department of Licenses and Inspections.

- On April 5, Philadelphia's CPPW Obesity efforts were well recognized in the Opinonator of the New York Times. The article, Go Philly!, highlights several successes and the progressive work being done in the city. Specifically, the article identifies the "forward-thinking" mayor, Michael Nutter, non-profits and government as leaders in the fight against obesity. The Food Trust was particularly cited for their efforts, with the help of government grants, in improving food access such as the Healthy Corner Store Initiative, Philly Bucks program, and the Fresh Food Financing Initiative. The article also acknowledges the efforts the mayor has made in proposing a soda tax that will benefit local obesity and chronic disease prevention.
- Mayor Michael Nutter and Deputy Mayor of Transportation Rina Cutler recently approved plans for a North-South car lane to bike lane conversion project in Center City. In 2009, the City piloted a car to bike lane conversion on Pine and Spruce streets, running East -West in the City. Due to its success, this conversion has now become a permanent change. Expanding the car to bike lane conversion in the North-South direction is one of the City's strategies to implement Philadelphia's Complete Streets Policy. The City of Philadelphia has about 1.4 million residents.
- As a result of CPPW funds, The Food Trust and the Philadelphia Department of Public Health are opening 10 new farmers' markets in Philadelphia. Located in the areas of greatest need, the new farmers' markets provide fresh food access to city residents. At the grand opening of the Point Breeze Farmers' Market, Philadelphia Health Commissioner Donald F. Schwarz took to the stage to emphasize the importance of healthy foods. In the front of the growing crowd, a group of nursery school students cheered, holding a banner – "WE LOVE APPLES!" – while their parents shopped for apples and tomatoes and corn at the neighborhood's new farmers' market. The community of Point Breeze – a close-knit neighborhood in South Philly that is among poorest in Philadelphia – had long been hungry for a farmers' market. The community groups working to revitalize the neighborhood asked their elected officials for help bring fresh fruits and vegetables to the neighborhood, which lacked a supermarket with quality produce. In 2010 through the Communities Putting Prevention to Work initiative, the Point Breeze Farmers' Market opened, in front of the neighborhood's new community center. The farmers' market welcomes SNAP benefits and Philly Food Bucks, a Communities Putting Prevention to Work project that extends the purchasing power of SNAP. The Point Breeze Farmers' Market is one of 10 farmers' markets made possible by the Communities Putting Prevention to Work, bringing healthy fruits and vegetables into communities like Point Breeze that lack access to fresh, healthy foods.
- As a result of CPPW funds, The Food Trust and the Philadelphia Department of Public Health are making the new Philly Food Bucks program available to all SNAP recipients in Philadelphia. Individuals who spend \$5 worth of SNAP benefits at participating farmers'

markets receive a \$2 coupon that can be used to purchase fresh fruits and vegetables. The cheerful orange signs hang throughout Philadelphia. In the window of a neighborhood health center, on the bulletin board at a food pantry, anywhere near the 25-plus farmers' markets that welcome Philly Food Bucks: "Save on fruits and vegetables at your farmers' market!" Through the Philadelphia Food Bucks, a Communities Putting Prevention to Work initiative, customers who use their SNAP benefits at the farmers' market receive a \$2 coupon for every \$5 they spend. The \$2 Philly Food Bucks coupon can be redeemed for fresh fruits and vegetables at any participating farmers' market, increasing the purchasing power of SNAP customers by 40 percent and encouraging customers to spend their SNAP benefits on healthy produce. During the first year of the Philly Food Bucks project, participating farmers' markets saw a 100 percent increase in SNAP sales.

- As a result of CPPW funds, The Food Trust and the Philadelphia Department of Public Health are reaching over 500 corner stores across the city, specifically targeting corner stores in low-income areas with high rates of obesity. Stores are introducing at least four new healthy items in their stores such as fresh produce, whole wheat bread, and low-fat milk. Stores also receive training to learn topics such as store layout and display techniques, and how to profitably sell healthy/perishable items. 100 corner stores will receive shelving and refrigeration to help them display and sell fresh and healthy foods. Herman Strother and his mother have run the Shop and Save corner store in West Philadelphia for years. Every day, the Strothers are busiest before and after school, selling 25-cent bags of chips and penny candy to students from the nearby elementary school. It didn't seem right, but Herman wasn't sure that his customers – the students and their parents, stopping by for a pretzel and a lottery ticket – would buy anything else. The Healthy Corner Store Initiative, part of Communities Putting Prevention to Work, changed his mind. The Healthy Corner Store Initiative works with more than 500 corner store owners throughout Philadelphia to help them stock affordable, healthy products, such as fresh produce and whole-grain and low-fat dairy products and educate customers through colorful marketing materials. The Healthy Corner Store Initiative also offers committed store owners "mini-conversions," providing refrigerators and other equipment necessary to stock the healthier products, and personalized training. "I just think it's a really good move for the neighborhood," Herman says. "A lot of the kids are out of shape and overweight. You gotta start small with them. So I think if you do this when they are younger, being introduced to healthier products, it will make it a lot easier when they get older to enjoy them and want them."
- As a result of CPPW funds, The Food Trust and the Philadelphia Department of Public Health are working citywide with over 150 School-based Wellness Councils to identify and support new school-wide activities and initiatives to make healthy foods more available in schools, decrease the availability and consumption of unhealthy foods in schools, and promoting physical activity in schools through socialized recess and movement breaks.

- As a result of CPPW funds, The Food Trust and the Philadelphia Department of Public Health are supporting the Department of Recreation to improve the nutrition of foods served at the afterschool program sites and providing training for recreation center employees on how to implement nutrition education activities to engage children in choosing healthier foods.
- The City of Philadelphia is now offering healthier selections in its vending machines in City-owned buildings. So far, there are 36 healthy vending machines, with the plan to have 189 more to offer healthier items to the city's 27,000 employees.
- On May 23, 2011, Philadelphia Mayor Michael Nutter signed an executive order to make the more than 200 city-owned recreation centers, playgrounds, and pools 100% smoke-free, including outdoor spaces. This Executive Order will take effect in July 2011. Approximately 1,000 signs will be posted in recreation spaces notifying visitors and staff about the new smoke-free policy. Thousands of wallet-sized cards with information about the policy and resources for help with quitting will also be distributed. The Departments of Public Health and Parks and Recreation will also make additional smoking cessation classes available at recreation centers throughout the city. This is in addition to free classes held throughout the year in other community settings. This order has the potential to impact more than 1.5 million residents.
- On June 9, 2011 City Council passed legislation allowing the Philadelphia Department of Public Health (PDPH) to require tobacco retailers to have a local permit to sell tobacco. Starting January 1, 2012, the permit process will allow the Department to track sellers of all tobacco products, including cigarettes, cigars, smokeless tobacco, hookahs, and non FDA-approved nicotine delivery devices like e-cigarettes. Permits will cost \$50 and must be renewed each year. This has the potential to impact more than 1.5 million residents.

Rhode Island:

- Providence, Rhode Island has developed a media campaign targeting youth to discourage teens from beginning to smoke and to encourage smokers to quit. Ninety percent of adult smokers begin smoking as teenagers or younger. About one-third of youth smokers will die prematurely from smoking-caused disease.
- On December 13, 2010, the Providence Public School Board passed a new district-wide tobacco-free policy. The policy change prohibits tobacco use at all times by students, staff, visitors, and all other non-school personnel on school property, in school vehicles and those used for school purposes, and at school-sponsored events, both on and off school property. The Providence Public School policy went beyond the current State policy by extending the scope of the tobacco-free campus policy to the property line of the school campus. Existing State policy limits tobacco use 25 feet from the school building. However, this policy change will dramatically improve the health and safety for over 23,561 Providence public school students and over 1,600 faculty and staff that teach and work in the school system.

- On April 30, 2011, Providence Housing Authority (PHA) launched their new tobacco-free housing policy in all five of the PHA high-rise buildings for elderly and disabled residents. This groundbreaking policy will dramatically improve the air quality in the units and enhance the health and safety of over 2,000 residents. PHA will expand its tobacco-free policy to all housing units for children and their parents in the family developments by May 2012, dramatically reducing exposure to direct and secondhand smoke for an additional 3,000 residents. Under the Tobacco-Free Providence campaign, all uninsured PHA adult residents will be offered free Nicotine Replacement Therapy and individual or group support classes to help more Providence residents stay tobacco-free.
- On April 7, 2011, the Providence City Council created a new City of Providence tobacco license registration requirement for all of the 312 vendors selling tobacco products in the City. The Council also unanimously passed a Providence-specific ban on the sale of single cigarettes or “loosies.” Under the new law, tobacco vendors will register annually with the Providence Bureau of Licenses, consistent with similar vendor requirements for alcohol and food licenses. The policy change will help keep an estimated 280,000 Providence youth healthy and safe by enhancing the City’s authority to limit underage tobacco and loose sales. It authorizes Providence Police to impose fines of \$250, \$350 and \$500 and revokes a tobacco vendor license after multiple offenses. The City is working to support and educate vendors to promote positive business and tobacco sales-related practices. The policy change will go into effect December 2011.
- The City of Providence has launched its new Tobacco-Free Providence (TFP) website at <http://www.tobaccofreeprovidence.org/> <<http://www.tobaccofreeprovidence.org/>>. This innovative and cutting edge website offers over 170,000 City of Providence residents an opportunity to join the TFP campaign, pledge to live tobacco free, share their tobacco-free story, read the blog, promote the campaign on Facebook, watch the TFP television and radio ads, and spread the word about the TFP Campaign to their friends and family. The website will continue to be updated with new tobacco facts, interactive activities for visitors, pictures, and news stories.

South Carolina

- The South Carolina Department of Health and Environmental Control received \$1.6 million for a statewide obesity, physical activity, and nutrition program. South Carolina will pilot a statewide Farm to School program. Key objectives include developing and maintaining an infrastructure to support local implementation of farm to school programs. With approximately 1100 public schools in South Carolina, school meals are a lifeline for many children, especially low-income children. Each day the state’s schools serve approximately 733,000 meals and provide opportunities for those students to learn about healthy nutrition and the importance of agriculture to South Carolina. Systems leveling approaches, like Farm to School programs, have the potential to impact not only the student population and school staff, but also the surrounding communities. Increased consumption of fruits and vegetables can build healthy children, schools,

farms and communities and in the long term will reduce obesity and obesity-related chronic diseases.

- South Carolina adopted a 57 cent price increase on cigarettes, which is expected to protect more than 23,000 kids under the age of 18 in South Carolina who will never become smokers because they cannot afford to buy cigarettes. Of funds collected from the price increase, \$5 million will support tobacco prevention and cessation efforts. Research shows that price increases on tobacco products are an effective intervention that prevents initiation of adolescents and young adults, reduces cigarette consumption, and increases the number of smokers who quit. A 10% increase in the price of cigarettes is estimated to reduce consumption by 4%.
- In South Carolina, Florence County School District Five adopted a 100% smoke-free policy impacting three schools, 1,400 students, and 150 faculty and staff who are now enjoying the benefits of a tobacco-free, smoke-free environment.
- Horry County's new South Carolina Quitline program, which provides free nicotine gum and patches for all who register for services through the Quitline, experienced a 63% increase in calls (152 calls) for January 2011, with 77 callers receiving free nicotine patches or gum.
- All South Carolina children deserve healthy and safe learning environments. The South Carolina School Board Association in collaboration with the South Carolina Department of Health and Environmental Control (DHEC), Division of Tobacco Prevention and Control endorses the adoption of policies that address preventing tobacco use within schools. There are five school districts in Florence County. Three out of five have adopted model tobacco-free school district policies and are now tobacco-free. Florence County operates 21 elementary schools serving grades K-6. Pre-school children are served by the four-year old program in seven of the schools, and kindergarten classes are available in four schools. Florence County has 7 high schools and one career center to serve grades 9-12. These schools range in size from 1,200 to 1,500 students, while the career center serves over 1,400 students.
- Comprehensive smoke-free workplace ordinances benefit all residents and visitors, but most importantly, they protect the workforce. On May 9, 2011 the City of Florence passed a smoke-free workplace ordinance on the second reading. Florence is now the 40th community in South Carolina and the first in the Pee Dee region to become a smoke-free community. Though the population of the city represents only about 24% of the county population, Florence is a regional hub for shopping, health care, and entertainment. The ordinance will protect more than 32,000 employees, customers, residents, and visitors from secondhand smoke exposure.
- Atlantic Beach is a part of a string of beach resorts located in the Myrtle Beach area, also known as the Grand Strand. A smoke-free ordinance prohibiting smoking in all workplaces has been passed by Atlantic Beach authorities. The ordinance prohibits smoking in all workplaces, including bars and restaurants within town limits. Smoking is not allowed within 30 feet of the entrance way of all public buildings. Hotels and motels

may have up to 25 percent of their rooms designated as smoking rooms. The fine for a person who violates the ordinance will be \$25. Any business owner who does not enforce the ordinance will be fined a maximum of \$100. Businesses will have 60 days to become compliant and will need a sign to notify patrons that the area is smoke-free. An estimated 15 million Grand Strand visitors and an estimated 400 Atlantic Beach residents will now be protected from secondhand smoke each year.

- Recently, another Florence County, South Carolina school district passed a model tobacco-free school district policy that includes a no-tobacco industry sponsorship cause. Florence School District One (FSD1) has joined Florence School District Five (Johnsonville) in passing a tobacco free school district policy. There are five school districts in Florence County. FSD1 is the largest of the five school districts with over 15,000 students and over 2,000 staff in 23 schools.
- In April and May 2011, three Florence School Districts adopted model tobacco-free policies for schools. The new policies will dramatically improve the health and safety of almost 4,000 students, faculty and staff.
 - District 2 adopted a policy on April 25, 2011 that will cover 1,389 students, faculty, and staff. This district includes Hannah-Pamplico Elementary/Middle School and Hannah-Pamplico High School.
 - District 4 adopted a policy on April 12, 2011 that will cover 961 students, faculty, and staff. This district consists of four schools: Brockington Elementary, Johnson Middle, Timmons High School, and the Education Center.
 - District 5 adopted a policy on May 28, 2011 that will cover 1618 students, faculty, and staff. District 5 consists of Johnsonville Elementary, Middle, and High Schools.
- Leaders from multiple religious denominations have committed to reducing tobacco use in their congregations and Horry County. Twenty-five churches signed a memorandum of participation. Two congregational leaders have been trained by a parish nurse in a proven program modeled after The Campaign for Tobacco-Free Kids' Faith United Against Tobacco. The congregations are dispersed throughout Horry County in South Carolina and have a combined number of 3,555 members and 978 youth under the age of 18. By signing the memorandum, churches have agreed to post "No Smoking" signage around the buildings and grounds, use a specially-created bulletin insert about the dangers of secondhand smoke, and have the congregation sign a pledge that the faith community grounds and buildings will be tobacco-free. In addition, churches will advocate for community policy changes decreasing exposure to secondhand smoke and conduct two structured tobacco related educational activities for adults and youth. All activities will be completed by August 31, 2011.
- Horry County Schools, the third largest school district in South Carolina, has adopted a 100% tobacco-free school district policy, assuring the 38,206 students and 5,295 staff members will be protected from the dangers of tobacco and secondhand smoke exposure. The comprehensive policy will take effect immediately for the 51 schools in the district. Since the rate of tobacco use in Horry County is significantly higher than the

national average and the highest in South Carolina, the school district has taken an important step in decreasing the initiation of tobacco use in school-age youth and decrease their exposure to tobacco advertising. The adoption of the policy will be accompanied by an extensive education campaign that will be overseen by the District Wellness Committee.

- The South Carolina Tobacco Quitline is a free comprehensive, clinically-proven tobacco treatment service for South Carolina residents 13 years-of-age and older who are looking to quit smoking. Utilization of the Quitline in Horry County has increased, with 326 residents registering with the Quitline during March 2011 and 276 registering during April 2011. In comparison, there were 40 callers to the Quitline in November 2010. The increase can be attributed to an aggressive public awareness campaign using traditional and social media outlets, and increasing the awareness of the cessation resource in the medical community. Television commercials from CDC's Media Campaign Center are placed at peak times on major networks. In addition, the South Carolina Department of Health and Environmental Control developed an online training which explains the referral process in three easy steps and offers continuing education credits to medical professionals who complete the training (www.helppatientsquitsc.org).
- Five out of twenty-five faith-based organizations have joined the Soulfully Fit Network and adopted 100% tobacco-free policies for their campuses and sponsored events. The policies adopted at Central Baptist, Cumberland United Methodist Church, Wayside Chapel Baptist Church, and Bethel Apostolic Church (located in the city of Florence) will impact over 774 members and visitors. The policy adopted at Pamplico House of God (located in Pamplico) will impact over 100 members and visitors. All five churches have agreed to have smoke-free signs installed on their church grounds.

South Dakota

- The TCP plans to use ACA funding to partner with the Health Care Systems in South Dakota to institutionalize use of the 2A's and R model of providing brief tobacco interventions.

Tennessee:

- Nashville's Metro Council passed a resolution creating a Food Policy Council, which will work to improve access to affordable healthy food for all 600,000 residents of Nashville.
- Nashville's Complete Streets policy ensures that public streets are built to accommodate all modes of transportation, including walking, bicycling, and mass transit for Nashville's 600,000 residents.
- On March 22, 2011, Nashville's mayor Karl Dean officially launched a city wide campaign brand to promote healthy, active and green opportunities for everyone in Nashville - called NashVitality. Created in partnership with Metro Public Health's Communities Putting Prevention to Work campaign and multiple community partners, "the campaign

celebrates the spirit in our city. We call that spirit NashVitality”. The campaign supports stated goals that include improving school food, implementing a bike-share, promoting active living, building school and community gardens, fostering healthy corner stores and providing access to greenways. Mayor Dean kicked off the campaign with a “Walk 100 miles with the Mayor challenge”. The campaign is posted on the NashVitality website (www.nashvitality.org) which will serve as a hub for useful information on healthy, active and green opportunities in Nashville—a culturally diverse city with more than 552,000 citizens.

- As of May, 2011, a total of 29 corner stores in Nashville have signed contracts to improve access to healthy foods and beverages in three geographic areas that are defined as food deserts in low-income neighborhoods. Over 97,000 culturally-diverse residents live in these neighborhoods and will now have greatly improved access to healthy food choices. Approximately 25% of these residents are children. The corner stores will install permanent coolers for stocking and selling fresh fruits and vegetables.
- The city of Nashville is increasing easy access to fresh fruits and vegetables in non-conventional settings. The Metro Health Department is working to create 29 separate venues/corner stores where fresh produce is distributed and sold to nearby residents. The program incentivizes the proprietor by purchasing coolers for food storage and by creating a distribution system to deliver goods. Thus, neighborhood residents need only walk to the corner store to purchase fresh fruits and vegetables. This program has the potential to impact at least 97,000 residents annually.

Texas:

- Austin/Travis County, Texas is using funds to implement a system that will enable health care providers and substance abuse facilities to assess the tobacco-use status of patients and refer them to cessation services. Health care providers and health care systems often do not treat tobacco use consistently and effectively. The evidence is compelling that even a brief intervention by a health care provider to advise a patient to quit smoking can enhance smokers’ motivation to quit and increase the likelihood that they will make a quit attempt.
- Austin/Travis County Integral Care, the local authority for behavioral health and developmental disabilities, passed a comprehensive tobacco-free worksite policy protecting 19,000 clients and staff from exposure to tobacco both indoors and outdoors at all of their 36 locations.
- Austin/Travis County Health and Human Services Department (HHSD) passed a tobacco-free policy for all of their properties protecting 70,800 clients and staff in four facilities from tobacco exposure. Employees, vendors, and visitors may not use tobacco at any time on the premises, including all buildings, parking lots, and any of the locations’ grounds.
- San Antonio, Texas launched the “¡Por Vida!” healthy menu initiative to offer the City’s 1.3 million residents healthier choices when dining out by branding ¡Por Vida! with easy-

to-recognize menu labeling and logos. Healthier options have been made available in over 100 restaurant locations city-wide.

- In March 2011, teachers in 361 schools representing 254,000 students (83% of the county) were provided with enhanced daily physical activity workshops, training tools, and resources to improve the quality of physical education in schools. These resources will result in an increase in the quality of and frequency of physical activity in the student body.
- San Antonio is the first city in Texas to institute a bike share program with efforts supported through CPPW funding. Working with the Office of Environmental Policy, 14 kiosks have been installed with about 10 more planned. Bike signage has been installed in 43 locations to support this environmental change to promote increased physical activity. The results of this program have surpassed the original goal of the program and have inspired the city of Austin to develop plans to replicate the Bike Share Program. Bike Share is open to the 1.3 million San Antonio residents.
- Neighborhood walking groups are expanding in San Antonio. This capacity building activity has been adopted by the Community College System that includes training students on how to form community walking groups as part of their curriculum. Every semester, they will be required to train members of the community to form walking groups in their neighborhoods. In addition, a Walking Group Guide has been developed.
- In March 2011, Huston-Tillotson University passed a tobacco-free campus wide policy. During the launch of the policy, they promoted cessation resources throughout the campus via posters, handouts, and campus email. Nearly 800 students and 60 faculty members will benefit from this policy. Huston-Tillotson is a historically black college affiliated with the United Methodist Church, the United Church of Christ, and the United Negro College Fund. They are the first historically black university to adopt tobacco-free campus policy in Texas, the third in the nation, and the first university in central Texas. Promotional efforts have been extended to the East Austin community surrounding the campus and as a result, staff at Huston-Tillotson have been asked to collaborate with a fellow university to develop a similar policy. East Austin is a multi-cultural community composed primarily of African and Mexican American citizens.
- On Tuesday, April 27, the Health and Human Services Department launched a new campaign called "Live Tobacco-Free Austin." It is sponsored, in part, by the Communities Putting Prevention to Work campaign. In Austin, steps are already in place to promote tobacco-free zones. Live Tobacco-Free Austin hopes to expand those zones. The campaign focuses on raising awareness of the deadly impact tobacco can have on a community. The Ashtrayler, a modified trailer outfitted with thousands of ashtrays that serves as an interactive billboard, will potentially help spread the message to an estimated 1.8 million Travis County residents. People are encouraged to sign the ashtrays and support the campaign. The program further stresses the resources that are available to help smokers quit.

- According to the Texas Department of State Health Services and Centers for Disease Control and Prevention, tobacco use caused 570 deaths in Travis County last year. That's 12 more than AIDS, crack, heroin, cocaine, alcohol, car accidents, fire, suicide and murder combined, causing 558 deaths. In May 2011 the Austin/Travis County Health Department aired a commercial that makes the point that crack, heroin, AIDS and other preventable causes of death—combined—have claimed fewer lives in Travis County than smoking cigarettes. The commercial is part of the “Live Tobacco-Free Austin” campaign that targets disparate populations that experience tobacco-related disease. It raises awareness about cigarette smoking mortality and the burden of tobacco of tobacco use and will reach an estimated 1.8 million Travis County residents.
- Effective May 4, 2011 the City of San Antonio made history by becoming the first city government in Texas to meet requirements for the legislatively-created Texas Mother-Friendly Worksite designation by adopting a written worksite lactation policy to proactively support a woman’s choice to breastfeed when returning to work. The policy also helps assure the City of San Antonio’s compliance with new “break time for nursing mothers” provisions required under Section 7 of the Fair Labor Standards Act. According to data from the Texas Department of State Health Services, concern about combining working and breastfeeding is the leading barrier to breastfeeding initiation and continuation among working mothers in Texas. There are over 1,700 women of childbearing age currently employed with the City of San Antonio, which has a total of 11,000 employees. The policy provides for designated space and accommodations needed by breastfeeding mothers, inclusive of adequate break times, breast pumps for borrow and refrigeration for storage of pumped milk.

Washington:

- Seattle adopted policies that protect over 127,000 teens (ages 12-17) from exposure to tobacco through electronic smoking devices and unregulated nicotine delivery products. The policies restrict the sales of e-cigarettes or any other unapproved nicotine delivery products to people 18 and older; prohibit free or highly discounted electronic smoking devices or unapproved nicotine delivery products; and prohibit the use of e-cigarette devices in places where smoking is prohibited by law.
- Seattle’s Healthy Foods Here brings fresh produce and other healthy options to corner stores, mini-marts, convenience stores, and other locations in 20 low-income target neighborhoods. As a result of this initiative, an estimated 650,000 residents will have greater access to healthy foods.
- In March 2011, King County's Renton School District began installing the nation’s first digital menu boards that will provide nutritional information for students and staff. The menu boards will have symbols designed by students participating in the newly formed Student Nutrition Council with representatives from three high schools to identify menu items providing high levels of specific nutrients. The menu boards will be installed in three middle and three high schools to impact 7212 students.

- The Seattle Housing Authority was awarded a Communities Putting Prevention to Work (CPPW) grant, funded by Public Health Seattle and King County, to implement smoke-free policies in at least 3,500 units. As part of the policy development process, the Housing Authority surveyed residents in the Low-Income Public Housing program on attitudes about the policy. An overwhelming 76 percent of residents surveyed support a no-smoking policy in their building, while 71 percent support a no-smoking policy throughout all Seattle Housing communities. A comprehensive no-smoking policy could be implemented all at once or in phases. The Housing Authority will implement policies with a minimum six-month transition period of staff training, support for tobacco cessation through referrals and support groups, and resident meetings at communities and buildings. A smoke-free policy in 3,500 units will reach around 10,500 residents at the Housing Authority.
- Lesbian, Gay, Bisexual & Transgender (LGBT) people show some of the highest smoking prevalence rates of all disproportionately affected populations. Gay City Health Project in Seattle has partnered with One Degree Events to help lessen the influence of Big Tobacco and provide smoking cessation resources for companies and non-profits at PrideFest 2011, the largest LGBT pride festival in America. PrideFest anticipates over 70,000 attendees and in order to be a festival vendor, one must implement Tobacco Prevention Policies or demonstrate the existence of such policies. Thus far, 80 businesses and organizations have registered to be vendors at PrideFest and agreed to implement or demonstrate Tobacco Prevention and Control Policies in their operations. For more information visit: <http://www.seattlepridefest.org/vendors/vendor-pricing-rules.htm>.
- UW Medical Center (UWMC) and Harborview Medical Center (HMC) became smoke- and tobacco-free on May 31, 2011, in concert with the World Health Organization's "World No Tobacco Day." UWMC and Harborview are also leading the way for innovative tobacco intervention support: they are in the process of instituting protocols for patient tobacco screening and treatment, visitor services and employee cessation support. UWMC, Harborview, and their affiliated clinics account for 41,000 patient admissions and 1 million outpatient and emergency room visits each year. Combined, the hospitals have over 8,000 employees and 3,000 physicians.
- The King County Mental Health and Chemical Abuse and Dependency Services Division (MHCADSD) is using its CPPW grant to integrate tobacco interventions into existing structures for mental health and chemical dependency treatment. Because of a CPPW-funded policy change at King County MHCADSD, all 46 King County contracted providers (representing 11 mental health agencies, 18 substance abuse agencies and 17 agencies that serve clients with co-occurring disorders) will be required to use tobacco screening and treatment models at 105 individual site locations by 2012. Additionally, thirty-eight of these agencies with campuses will also be required in their contracts to support anti-tobacco efforts with 100% smoke-free policies. One early adopter, Recovery Centers of King County, recently announced that they intend to convert their facilities

(inpatient, outpatient and detoxification) to tobacco-free campuses on July 1, 2011. Policy changes are supported by monthly training sessions for site champions and on-site technical assistance provided jointly by staff at MHCADSD and Tobacco Prevention Program.

- Due to CPPW funding, 70,000 SNAP (food stamp) recipients and 20,000 WIC clients living in south King County will be able to use their benefits at 11 south-end farmers markets. King County Department of Natural Resources and Parks used CPPW funding to provide needed EBT (Electronic Benefit Transfer) equipment and training to managers and vendors in the following markets: Auburn International, Burien, Clean Greens, Columbia City, Des Moines, Federal Way, Georgetown, Kent, Madrona, Maple Valley, and Renton. Public Health provided training to WIC staff on the program so they can inform clients. The State Department of Health is training farmers on how to accept monthly WIC fruit/vegetable checks, and completing contracts with them. So far 45 farmers have been trained.
- Let's Do This <<http://www.letsdothiskingcounty.org>> , officially launched on Aug. 2. The goal of the TV, radio, online, ethnic media and billboard campaign is to inspire residents to work together for healthier places to live, learn, work and play. The campaign highlights the importance of decreasing exposure to tobacco; increasing access to smoke-free places; increasing access to fruits and vegetables; making it easier to walk, bike and play; and supporting kids in drinking more water and milk and less sugary drinks. The campaign will have an estimated 230,000,000 impressions among adults in King County. (For more info please visit: www.letsdothiskingcounty.org <<http://www.letsdothiskingcounty.org>>)

West Virginia:

- In August 2010, Calhoun County Commission gave approval for the development of a Farmers' Market. The policy will include upkeep and maintenance of the grounds surrounding the market, as well as providing in kind services with signage and preparation of the building. The market has the potential to reach many of the 7112 residents in Calhoun County.
- In October 2010, the 21st Century Community Learning Center passed a nutrition and physical activity policy for families in their facilities. These changes include providing healthy, nutritious breakfasts, serving fresh fruits and vegetables at meals and snacks, conducting healthy cooking classes, and promote recreational activities that focus on increasing opportunities for physical activity. Bi-annual "Saturday Fun Day" events were sponsored to promote the implementation of the policy. The Learning Center serves over 125 families annually. In addition, the Learning Center Afterschool activities serve approximately 50 families.
- The "Eat-Well Play-Well" Pledge has been developed and proposed to three Wal-Mart stores in Mid-Ohio Valley, WV pending Wal-Mart senior management signature(s). The pledge supports current activities in these stores which include:

- A healthy check-out aisle open daily that stocks fresh fruits, vegetables and snacks which meet the WV Standards for School Nutrition and also carries activity-based seasonal toys;
- Strategically placed merchandising redistribution showcases reasonably priced toys and items to promote physical activity and healthy snacks and fruits in cereal and sweetened beverage product aisles.

The stores are located in Vienna, Parkersburg, and Spencer serving a combined total of approximately 93,000 customers each week. Once the pledge has been signed, it is anticipated that Wal-Mart stores across the state may adopt similar activities. Reported successes inside the stores show marked increases in sales of these items and a maintenance of those increased sales.

- WV started its One-Year Anniversary Event on Monday, March 21, 2011 at the Judge Black Annex in Parkersburg. The kick-off press event highlighted successes of the initiative, discussed upcoming goals, and brought attention to the changes taking place in the Mid-Ohio Valley communities. The event was a tremendous success, with comprehensive media coverage, support from local policy makers, stakeholders and coalition members, and most of all, a shared vision for the coming year. A total of 98,000 state-wide viewer impressions were generated by the kick-off press conference.

Program highlights included:

- 1. School Showcase: A total of fourteen PE teachers and one Education Coordinator have been placed in middle and high schools in the six-county region, resulting in an increase in the average number of students per school who participate in daily physical education from 242 to 298 in the first six months.
- 2. Farmers Markets: Calhoun County Board of Health is waiving licensing fees for Farmers Markets to help provide the nearly 7,200 residents with increased access to fresh fruits and vegetables.
- 3. Physical Activity: A Ribbon Cutting Ceremony was held at the Belmont track which provides a safe and attractive place to walk. Because the track connects several destinations, the residents of Belmont can now travel by walking rather than driving.
- 4. School Nutrition: All 32 elementary schools in the Mid-Ohio counties are currently participating in the Fresh Fruit and Vegetable Snack Program. Over half of the 10,220 students are from low-income households.
- 5. Family Physical Activity: Over 125 family members demonstrated that a fun physical activity can happen during any time of the year at the Pennsboro Roller Rink.
- In an effort to increase physical activity among adults and youth, Wirt County, WV (population 5,750) has signed a joint use memorandum of understanding in April 2011 with Wirt County Schools for residents to walk indoors at the school after hours and to use the school gymnasium once weekly. In addition, the Wirt County school half-mile walking trail was widened and resurfaced, creating a safer and more attractive place to

- walk. Fitness stations will be installed and available to all Wirt County residents. Creston Community Association has agreed to set-up and maintain playground equipment as well.
- Mid-Ohio Valley has experienced several early successes in the expansion of farmers markets in three counties within their six-county region:
 - Calhoun County (population 7,000) has nine convenience stores but only one grocery which reflects the greatly limited access to healthy food options. On February 7, 2011, the County Extension signed an agreement to assist with opening a new Farmers Market and provide support for the existing market. The Wayne Underwood Park Committee has agreed to provide maintenance of the grounds surrounding the new Farmers Market and provide in-kind services with signage and building preparation. With this environmental and systems change, Calhoun residents will have greatly improved access to healthy foods.
 - Wirt County (population 5,750) welcomed the construction of a permanent farmers market site located next to the county Board of Health increasing access to fresh foods for WIC-eligible clients. This improved access to healthful foods is enhanced with the acceptance of WIC vouchers at the market.
 - In Roane County (population of 15,100), the Farmers Market opened on May 7, 2011 featuring fresh foods and physical activity events for the family—an event that will occur monthly. This enhanced Farmers Market provides increased access to locally grown fresh fruits and vegetables since Roane County has only four grocery stores and ten convenience stores.
 - On June 1, 2011, the “Eat-Well Play-Well” Pledge was signed by Foodland Stores, Inc, located in Parkersburg, WV. Foodland has pledged to take the following steps in order to improve the overall health of children in Mid-Ohio Valley, beginning June 13, 2011:
 - Foods and beverages will not be sold or displayed in store aisles that contain toy merchandise for sale unless they meet the “Eat-Well Play-Well” standards.
 - Toy merchandise will not be displayed or sold in store aisles that contain candy, soda or cereal for sale unless that merchandise will promote physical activity for children.
 - Foodland stores are located in Wood and Roane counties, which serve a combined population of over 101,000 citizens. Additionally, the three largest Foodland Stores have signed a pledge for creating and maintaining one “Healthy Checkout Aisle”. The criteria for a healthy checkout aisle follow the guidelines set forth by “Change the Future West Virginia” which include food items (fresh and approved packaged snacks) with high nutritional value and toy items which promote physical activity. Other health-related items that can be displayed include water, sunscreen and sunglasses. Foodland stores will also display signage and window clings to indicate their commitment to “Change the Future West Virginia” indicating fruit and vegetable sale items.

Wisconsin:

- In La Crosse County, Wisconsin twenty-one Kwik Trip convenience stores have become members of Gunderson Lutheran Medical Center's "500 Club", promoting healthier food options, including salads and fresh fruits. This initiative will provide all 113,758 residents of La Crosse County greater access to healthy food. Kwik Trip saw their efforts as so successful that they've chosen to bring the 500 Club to thirty more stores in neighboring Minnesota and Iowa.
- Four school districts in LaCrosse, Wisconsin have increased the use of locally produced foods in schools providing healthy options for 4,875 students. By the end of the school year 5,000 pounds of fresh fruits and vegetables will be served and thousands of dollars will be put back into the local economy through the CPPW Farm to School effort.
- In La Crosse County, Wisconsin six miles of new bike lanes have been added to the streets of the city of La Crosse, quadrupling the amount of bike lanes available to LaCrosse's 113,000 residents.
- Wood County, Wisconsin, has established five worksite locations that will serve as Community-Supported Agriculture (CSA) drop-sites. The two participating CSAs are Hidden Creek CSA Garden by ODC and Malek Family Stewardship Farm. Approximately 50 employees are participating shareholders this season, but the impact of the program reaches much further. The weekly CSA drop-offs will be in a visible location, and the intention is to start "water cooler" discussions about fresh food, local food systems, and food preparation. In addition, a new "HealthyFoods2Worksites" toolkit introduces Wood County businesses to idea of CSAs and provides suggestions on how to incorporate weekly CSA drop-offs at worksites during the growing season. The Communities Putting Prevention to Work team in Wood County is also approaching insurance providers and urging them to incorporate CSAs into the wellness programs they offer to businesses.
- La Crosse is the first county in Wisconsin to adopt a county-level "complete streets" policy aimed at making roads safer for pedestrians and cyclists. The county board unanimously passed a measure on April 19, 2011 that requires the county to consider accommodations for pedestrians, bicyclists and other users—not just motorists—when constructing and reconstructing roads. This policy will create more bike lanes, sidewalks and streets friendlier to all modes of transportation, and has the potential to impact 113,000 La Crosse County residents. "We can't keep building new roads," said Jackie Eastwood, a transportation planner for the La Crosse County Planning Commission. "We need to get more out of the roads we have... More walking and bicycling makes for healthier people, cleaner air, longer-lasting roads, and a better quality of life." The City of La Crosse is now drafting a Complete Streets ordinance following on the county's lead.
- In Wood County, Wisconsin, "Get Active—Cause. Community. Change." is working to make modest, yet effective, changes at schools and worksites and within the community. In Wood County area schools.

- “Get Active” has connected with local farmers for a farm-to-school initiative that teaches kids about locally-grown produce and incorporates farm-fresh foods into lunch menus. The program has made its way into six school districts where seasonal produce is appearing in both classroom nutrition lessons and on the lunch menu. Concurrently, 240 kids from these six districts are participating in the “Fit-Tastic” after-school program. “Fit-Tastic” provides hands-on experience with nutritious foods, such as passion fruit, and physical activity, such as yoga, that students may have never tried before. “I’ve never seen my son so excited when I picked him up after school,” said Rosella Reinwand-Crooks, the parent of a “Fit-Tastic” participant. “He was constantly asking if we could stop at the grocery store before going home to buy some of the new foods he tried.” The “Get Active” program is also seeking to create improved nutritional guidelines for all foods and beverages sold through vending machines or a la carte at schools where many kids get up to two-thirds of their daily nutrition. Vending and a la carte assessments for all Wood County middle and high schools have been completed and guidelines have been developed. The proposed changes are now in discussion with schools.
- In the Wood County workplace, “Get Active” is engaging businesses interested in providing more affordable, healthy food options to employees. The program is also offering employees on-site access to purchasing shares of fresh produce. Community Supported Agriculture (CSA) drop-off sites for produce are being organized through larger employers such as Riverview Hospital and Mid-State Technical College. On a community level, the program is working with restaurateurs interested in labeling their healthier menu selections. Environmental assessments focused on nutrition have been completed in 92 restaurants and many will begin voluntarily showcasing at least four entrees that are lower in fat, calories, and sodium.
- The community portion of “Get Active” also seeks to increase healthy snacks and physical activity in childcare centers and after-school programs. Nutrition and physical activity assessments have already been completed at 181 childcare centers in Wood County. Eleven months into the program, Wood County is making changes that encourage greater access to healthy food and physical activity. Some of these initiatives are voluntary; others are driven by policy changes. “No obesity prevention program is going to make people get up off the couch and stop eating junk food. You have to take personal responsibility for your health,” Rauter said. “But it’s been proven that to fight the obesity epidemic, we need to make changes in the environment we live in so it’s easier for people to make healthy choices. That’s what we’re doing in Wood County, and we believe we can be a model for others to follow.”
- The Village of West Salem passed a Complete Streets Policy on May 4th 2011, becoming the first in Wisconsin to adopt a complete streets policy. This policy will create more

sidewalks, bike lanes, and friendlier streets to all modes of transportation, and has the potential to impact over 4,800 West Salem Village residents.

- The War Bonnet Bar and Grill is now smoke-free. The War Bonnet is located on the Menominee Indian Reservation in Keshena, WI and a major congregating venue for the community. The Menominee Tribe is a member of the Great Lakes Inter Tribal Council. This decision not only will protect over 4,513 patrons and workers from the effects of secondhand smoke, but serve as an important catalyst for other smoke-free endeavors of the Council.
- Through extensive discussions with the Legendary Waters Casino in the Red Cliff community, an agreement was reached towards beginning the process of drafting a smoke-free policy that will include the hotel, restaurant and event center. This will impact approximately 16,000 employees and patrons. This is a huge step in an unprecedented direction for the Red Cliff Tribe and Great Lakes Inter-Tribal Council in their efforts to implement smoke-free policies within their worksites and improve the health of their Tribal population.
- As of June 1, 2011, Wood County has drafted two multi-use agreements, one with the Opportunity Development Center, Inc. and one with Wisconsin Rapids Public Schools. These agreements have the potential to reach the whole community at large but based on the school district enrollment and location of the ODC, an estimated 4,000 people will benefit. The multi-use agreement with Opportunity Development Center, Inc. will enable qualified instructors and organizations to use the ODC's commercial kitchen to teach classes on a variety of subjects, including cooking healthy meals, and freezing and canning produce. The Wisconsin Rapids Public School District will open their gyms, classrooms and fields to the community when school is not in session.