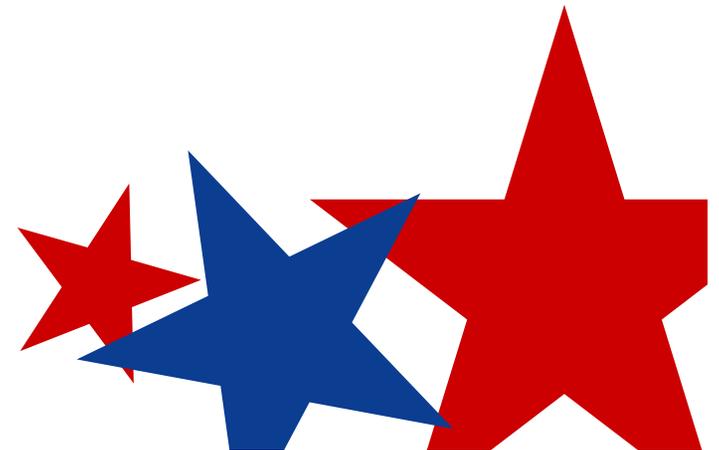


Healthy Ohio Obesity Prevention Forum

September 19th, 2008



What is Steps to a Healthier Cleveland?

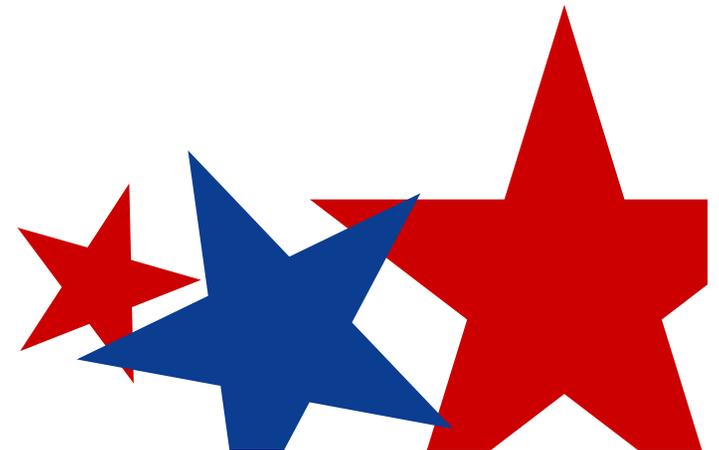
- ★ Designed to reduce the burden of chronic disease: asthma, diabetes and obesity
- ★ Funded by the U.S. Department of Health & Human Services
- ★ Part of Steps to a HealthierUS
- ★ Five-year cooperative agreement
- ★ One of 40 communities funded in the U.S.



Core Values—Lasting Impact

- ★ Evidence-based interventions
- ★ Behavior change
- ★ Environmental and social change
- ★ Policy change
- ★ Integration
- ★ Sustainability

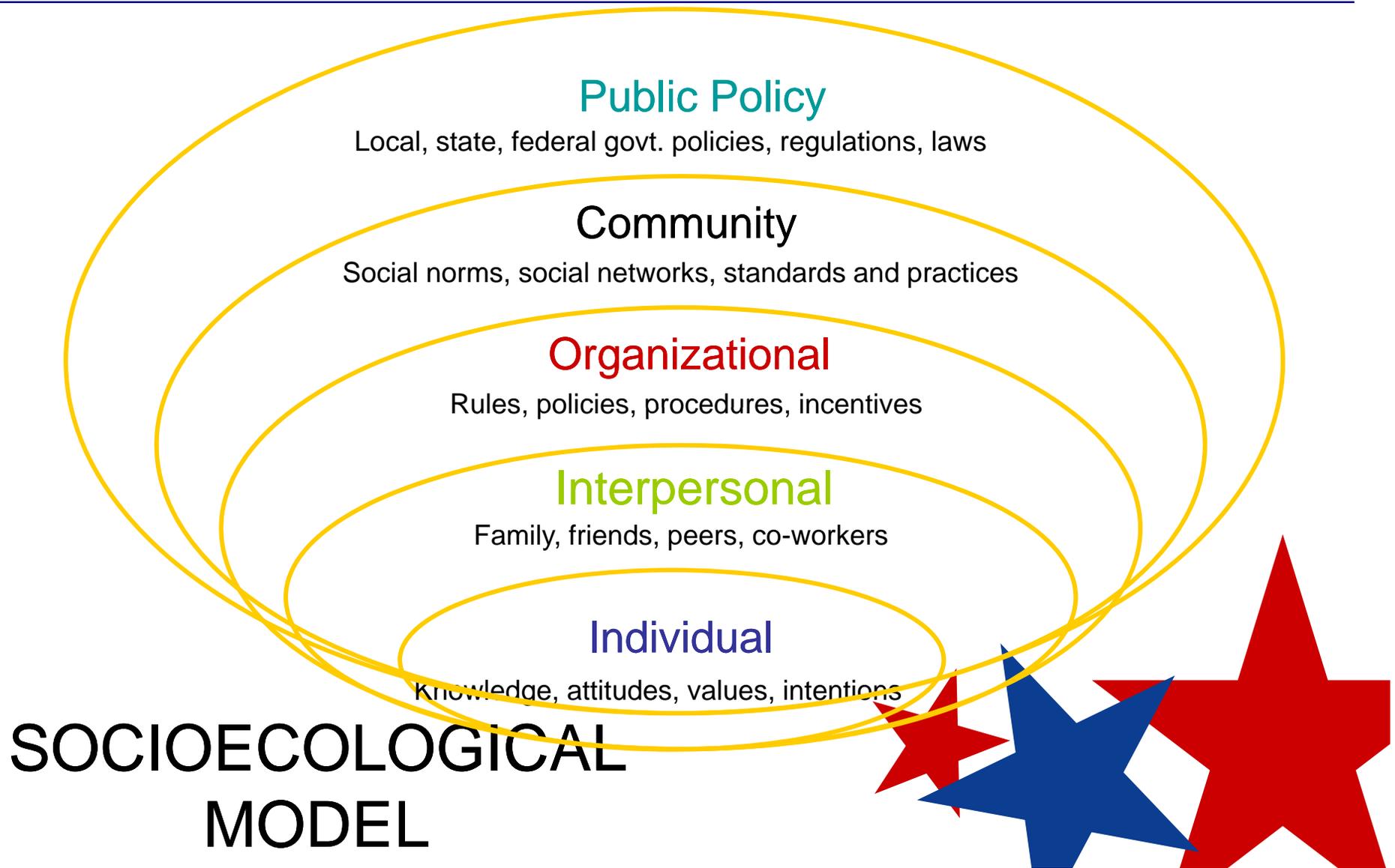
- ★ Evaluation (not research)



Areas of Focus

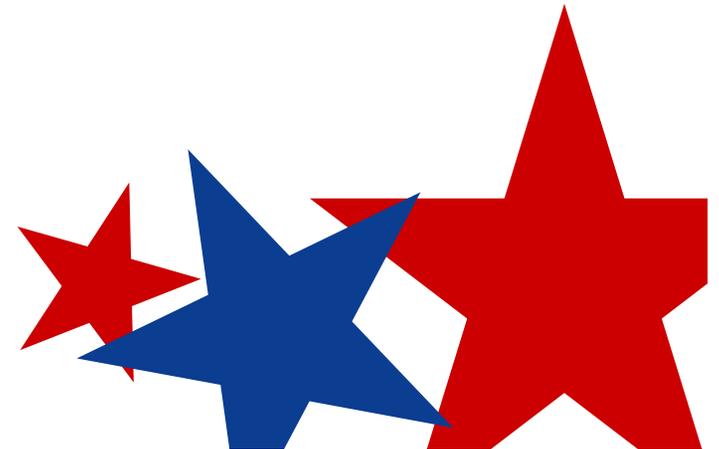
- ★ Neighborhoods
- ★ Schools
- ★ Health care and community health settings
- ★ Worksites
- ★ Health communications & social marketing





Cleveland

- ★ 438,042 (US 2007 census estimate)
- ★ 36 neighborhoods
- ★ 117 ethnicities
- ★ 21 wards

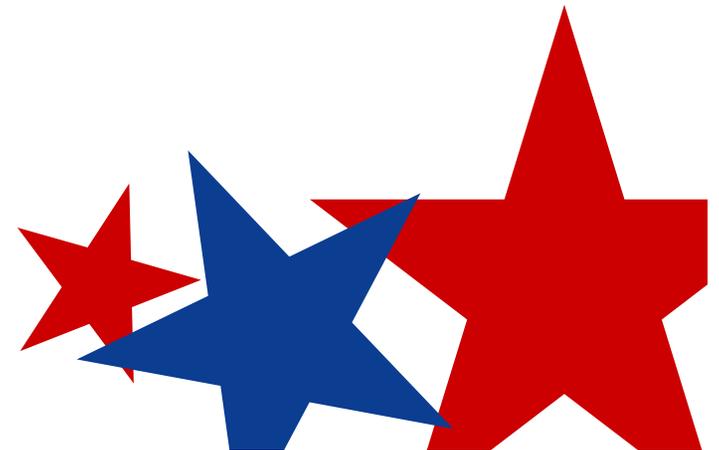


How do we do this?

★ Collaboration

★ Integration

★ Innovation



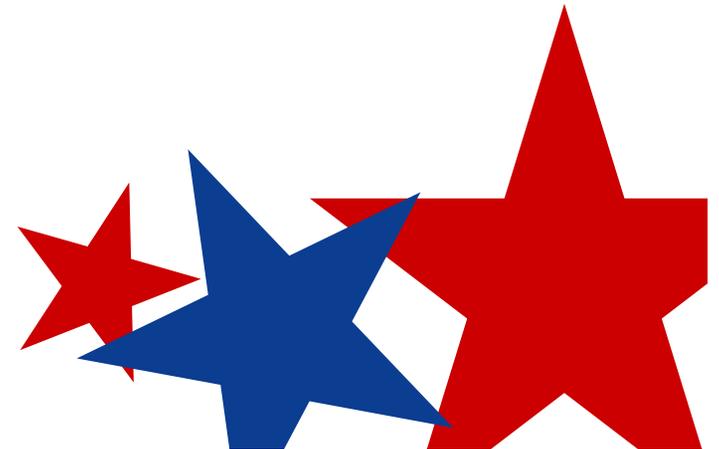
Collaboration

- ★ City Departments
- ★ Urban Design Center of Northeast Ohio
- ★ Cleveland Neighborhood Development Coalition
- ★ Ohio State University Extension
- ★ Cleveland Metropolitan School District
- ★ Local Healthcare Providers
- ★ ETC...



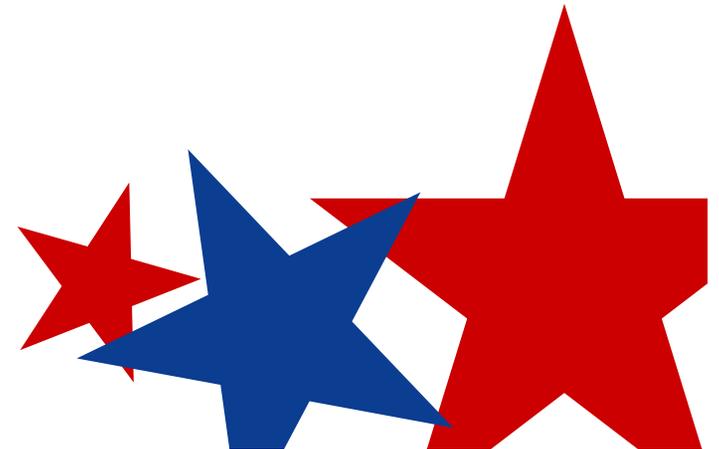
Integration

- ★ Walk a Hound, Lose a Pound
- ★ Safe Routes to School
- ★ Cleveland Cuyahoga County Food Policy Coalition



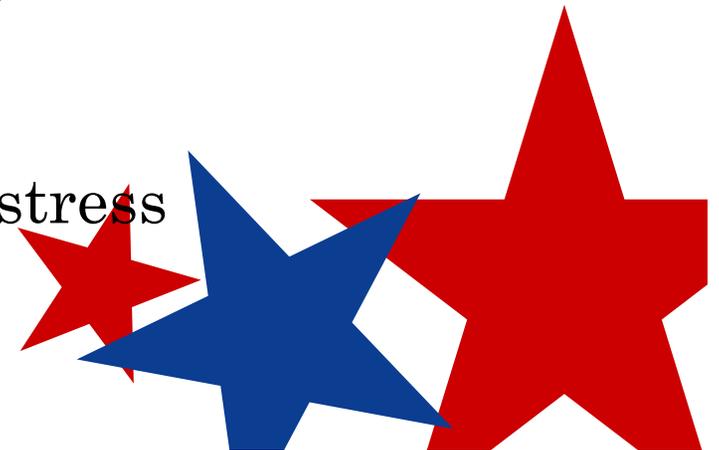
Innovation

- ★ **“Promising Programs to Serve Low Income Families in Poverty Neighborhoods”** (Austin, M.J. and Lemon, K.; *Journal of Health and Social Policy*, 2005).



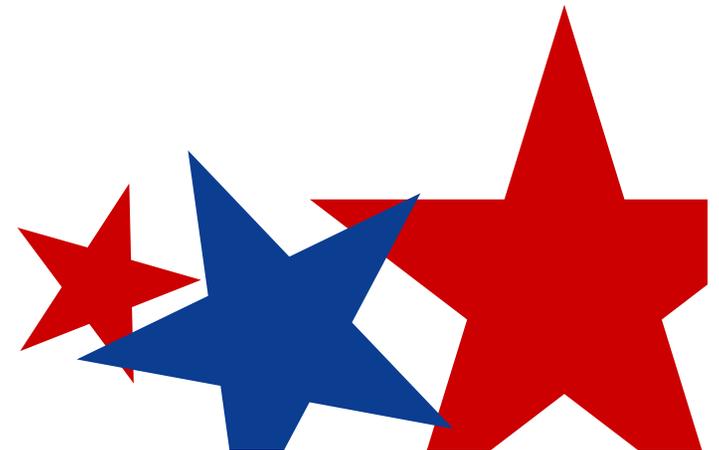
CDC's in Cleveland

- ★ Around for more than 25 years
- ★ Unite residents, business leaders and government
- ★ “Build community leadership and empower residents to take charge of their neighborhoods and create healthy sustainable places to live, work and play.”
- ★ Address problems of:
 - Economic physical and social distress



CDC's Continued

- ★ Partner with 14 CDC's
- ★ Administer small stipend for
Community Organizers
- ★ Scopes of Work
- ★ GREAT SUCCESS!!



Next “Steps”

- ★ Sustainability group convened
- ★ Criteria for programs developed, survey administered
- ★ Programs were ranked
- ★ Infrastructure to continue collaboration ranked very high!

