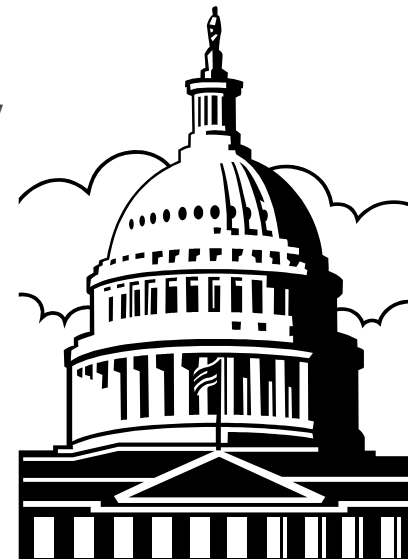




FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

SOPHE ADVOCACY DAYS COMMUNITY TRANSFORMATION GRANTS

Katie Adamson, Director of Health Partnerships and Policy



AGENDA

1. Need to Change the Landscape for Prevention
2. What is the Y's Healthier Communities Initiative
3. How Does the Ys Work Fit with CTG?
4. The Ys Priority Request For Advocacy?
5. What Role Do Prevention Programs play in CTG?

CHANGING THE LANDSCAPE TOWARD PREVENTION OF CHRONIC DISEASE



- 75% of every dollar spent on health care in the U.S. goes to TREAT patients with one or more chronic conditions
- 99% of the federal Medicare health program dollars go to TREAT patients with one or more chronic conditions
- 83% of the federal Medicaid health program go dollars go to TREAT patients with one or more chronic conditions
- 4 out of 5 Americans prefer health care dollars go to preventative measures as opposed to treating diseases after the fact
- Only 4% of National Health Expenditures go to PREVENTION

THE PREVENTION FUND

FINALLY AN INVESTMENT TO PREVENT CHRONIC DISEASE



- ✓ The Affordable Care Act creates a new **Prevention and Public Health Fund** to assist state and community efforts to prevent illness and promote health, so that all Americans can lead longer, more productive lives.
- ✓ The Fund represented an unprecedented investment – \$15 billion over 10 years – that will help prevent disease, detect it early, and manage conditions before they become severe.
- ✓ Recently the Prevention Fund was Cut by \$5-6.5 billion over 10 years starting in FY2013.
- ✓ By concentrating on the causes of chronic disease, the Affordable Care Act helps move the nation from a focus on sickness and disease to one based on wellness and prevention.

CHANGING THE LANDSCAPE: MAKING THE HEALTHY CHOICE THE EASY CHOICE

- We are helping families put healthier food on the table by bringing fresh fruits and vegetables to neighborhoods where there are no healthy food options;
- We are giving parents peace of mind when they let their kids walk to school by making safe routes to schools possible;
- We are helping to keep a generation of kids healthier by working with schools to increase physical education and physical activity during the school day.
- We have done this with with extensive training of local leaders and modest one-time seed funding of approximately \$50,000 to develop and begin to implement strategies to increase opportunities for healthy eating and physical activity in the community.



WHAT ARE THE Y'S HEALTHIER COMMUNITIES INITIATIVES?

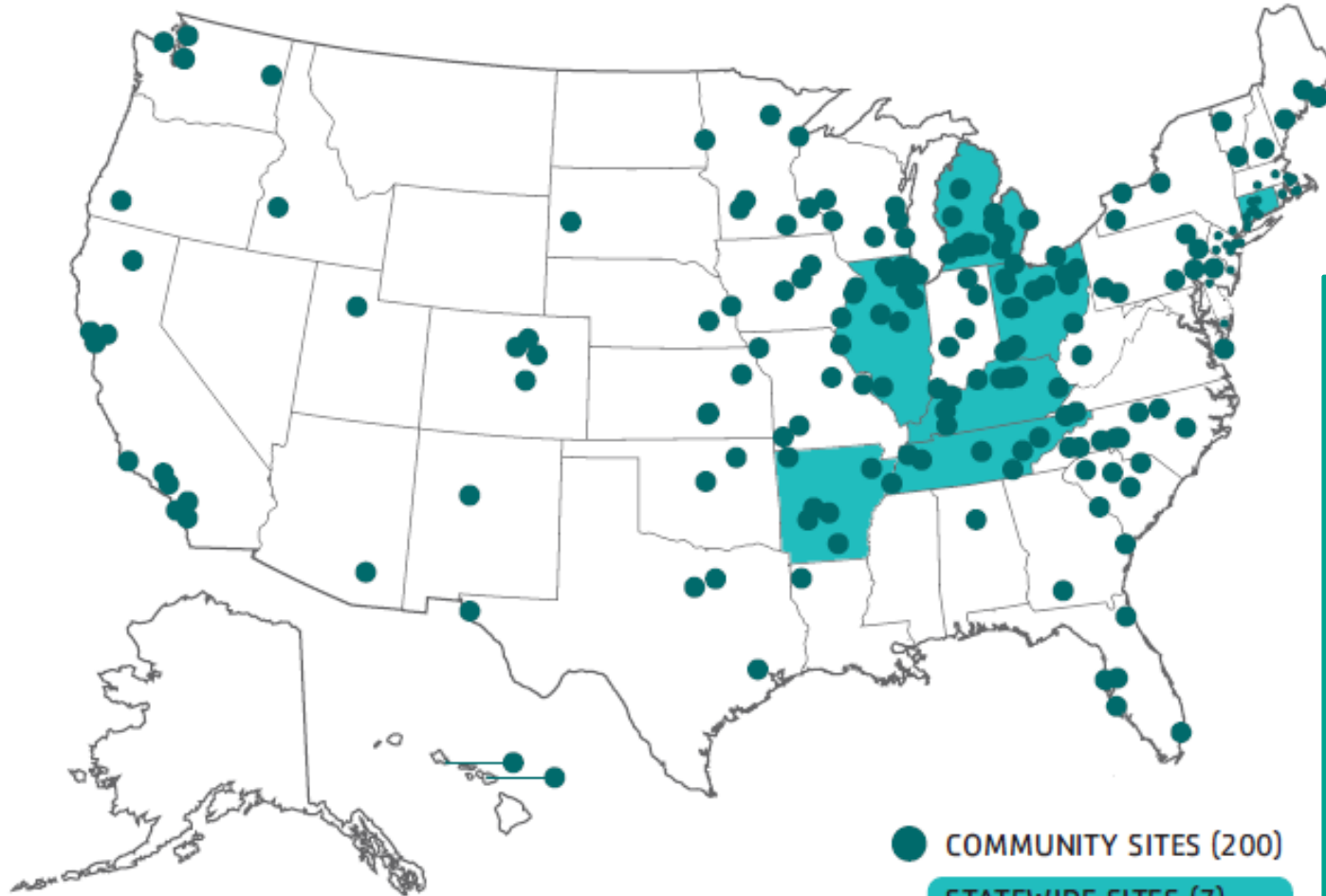
- Over the last 8 years the Y has been supported by the CDC's Healthier Communities Program to deliver:
 - The Pioneering Healthier Communities Program (which prioritized healthy eating and physical activity)
 - The ACHIEVE Program (which prioritized healthy eating, physical activity, reduction in tobacco use and chronic disease prevention)
- **In total we have supported 210 communities to build environments that are supportive of healthy living**

Y'S HEALTHY COMMUNITIES INITIATIVES



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HEALTHIER COMMUNITIES INITIATIVES: PHC, Statewide PHC & ACHIEVE



- CDC funds PHC and Achieve, CTG 2004-2011
- RWJF funds Statewide PHC Initiative 2010-2011
- Sam's Club Supports both 2011

ARE WE MAKING AN IMPACT IN OUR HEALTHY COMMUNITY WORK?

- Survey of our HCI sites
 - With 153 sites reporting we have made:
 - **26,749 changes in our communities**
 - More community gardens and farmers markets
 - More Safe Routes to School
 - Healthier food options and more physical activity before, during and afterschool
 - Healthier options in the worksite
 - More smoke-free parks
 - **Impacting up to 46 million lives**
 - **\$3.85 to 1 Return on Investment**



**TELL THEM HOW
SUCCESSFUL WE
HAVE BEEN!**



**FOR YOUTH DEVELOPMENT®
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FOR SOCIAL RESPONSIBILITY**

**26,749 CHANGES IMPACT UP TO 46 MILLION LIVES¹
YMCA of the USA's Healthier Communities Initiatives (HCI)**

In 196 communities across the nation, Ys have received funding from the Centers for Disease Control and Prevention or the Robert Wood Johnson Foundation to collaborate with community leaders on efforts to ensure that healthy living is within reach of the people who live in those communities. **In a recent sample of 153 of the Y's 196 sites, local leaders influenced 26,749* changes to support healthy living within their communities, impacting up to 46 million lives.**

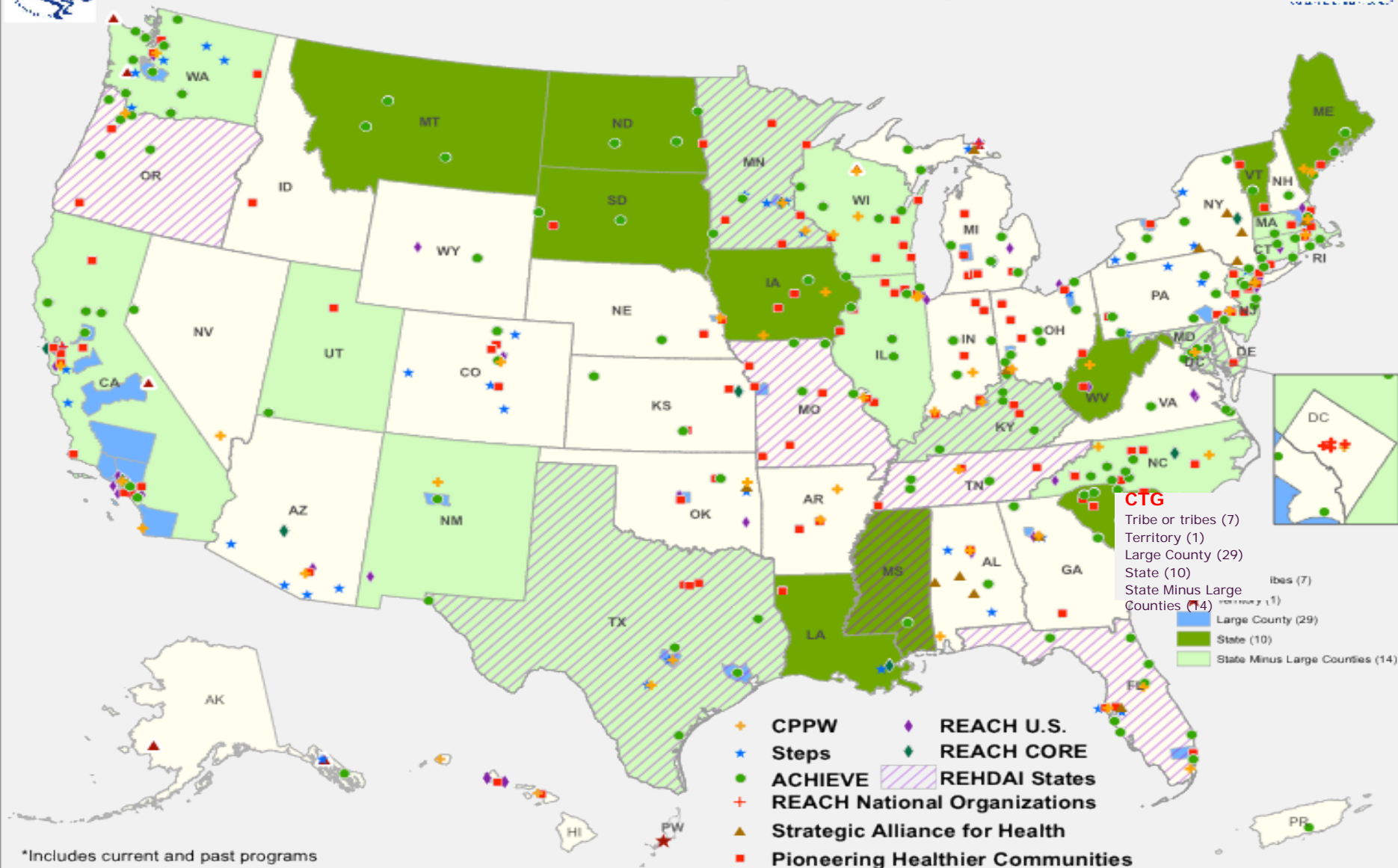
CDC HEALTHY COMMUNITY PROGRAMS

Cooperative Agreements	Funding Years	# Awardees
REACH 2010	1999 – 2006	40
Steps	2003 – 2009	40
Pioneering Healthier Communities (PHC)	2005 – 2012	128
REACH US	2007 – 2012	50
Strategic Alliance for Health (SAH)	2008 – 2012	14
ACHIEVE	2008 – 2012	149
CPPW	2010 – 2012	50
CTG	2011 – 2016	68

CREATING A NATIONAL MOVEMENT



Division of Community Health Programs



CDC'S HEALTHY COMMUNITY PROGRAMS "INTEGRATED" INTO CTG

What does this
mean?

--HCP terminated in
2012

--REACH slated for
elimination in 2013

--CTG is very
important to save



COMMUNITY TRANSFORMATION GRANTS



- Funded by the Prevention Fund
- Puts the Ys healthy communities program model “on steroids”
- Improve where Americans live, work, learn and play to reduce chronic disease
- Invests in evidence-based and practice-based community strategies and programs
- Y-USA funded to accelerate spread of this work
- Received \$280m last year (less from HHS), almost a doubling, focus on community-based orgs

FIVE CTG STRATEGIC DIRECTIONS

- ✓ Tobacco-Free Living
- ✓ Active Living and Healthy Eating
- ✓ High Impact Quality Clinical and Other Preventive Services (High Blood Pressure and Cholesterol)
- ✓ Social and Emotional Wellnes
- ✓ Healthy and Safe Physical Environment



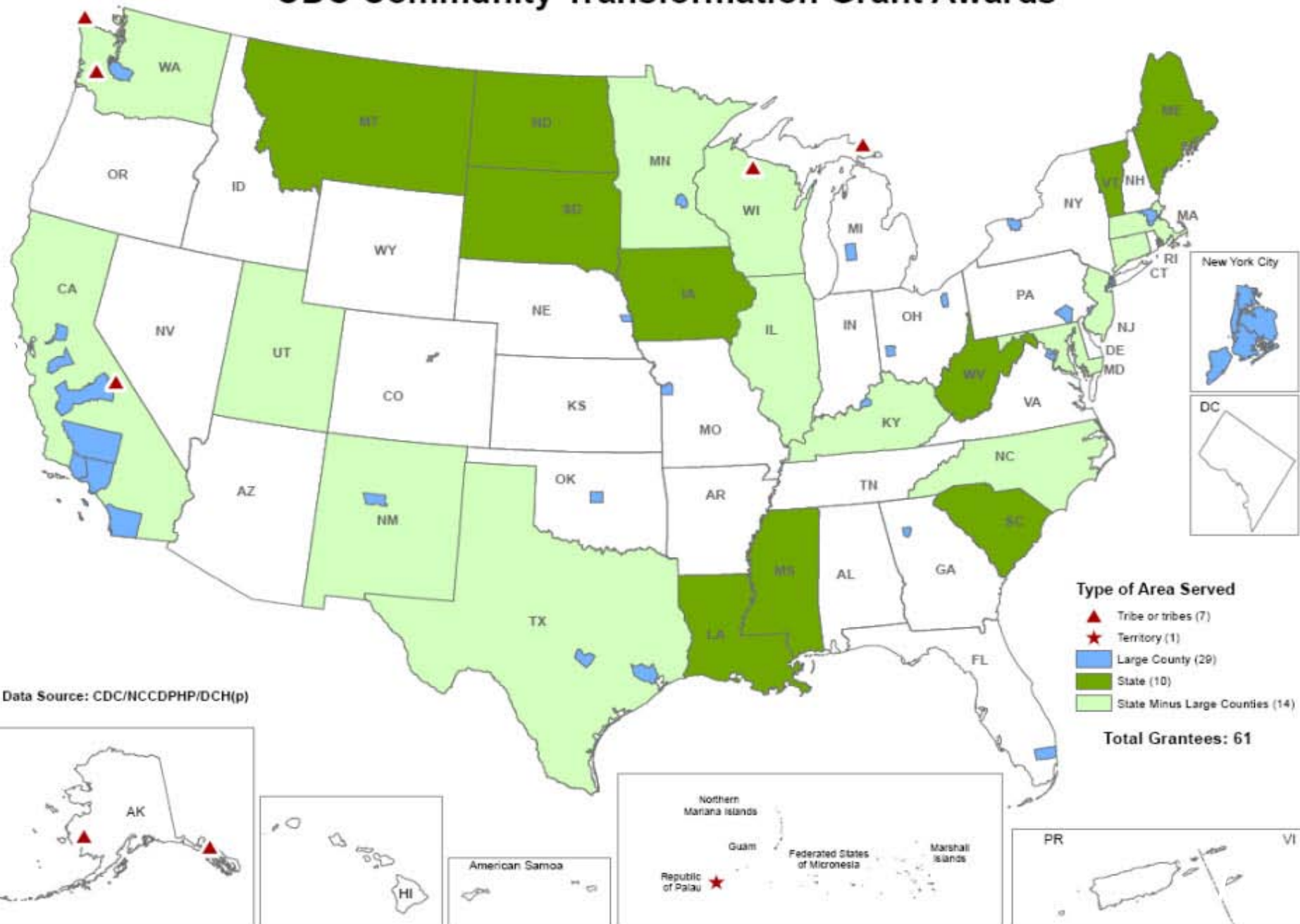
NATIONAL CTG NETWORKS

National Dissemination and Support:

- **Dissemination** – Using national networks to disseminate CTG strategies and leverage existing resources
 - American Public Health Association
 - Community Anti-Drug Coalition
 - National Farm to School Network at Occidental College
 - Asian Pacific Partners for Empowerment, Advocacy and Leadership*
- **Acceleration** – Accelerating the spread and reach of CTG strategies in communities nationwide
 - American Lung Association
 - National REACH Coalition*
 - YMCA of the USA

*Minority Serving Organization

CDC Community Transformation Grant Awards



TALKING POINTS ON THE COMMUNITY TRANSFORMATION GRANTS PROGRAM

- Please support \$280 million for the Community Transformation Grants program in the Prevention Fund in this year's appropriations bill.

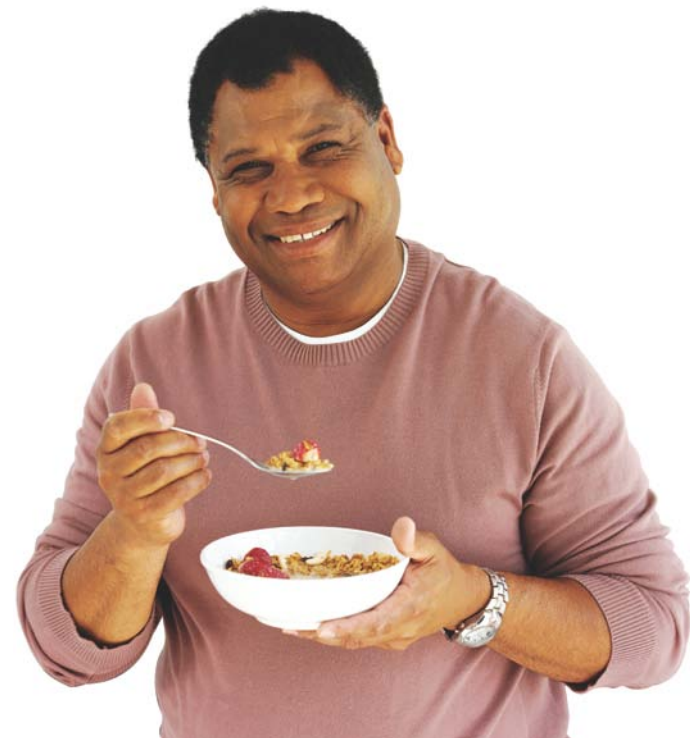
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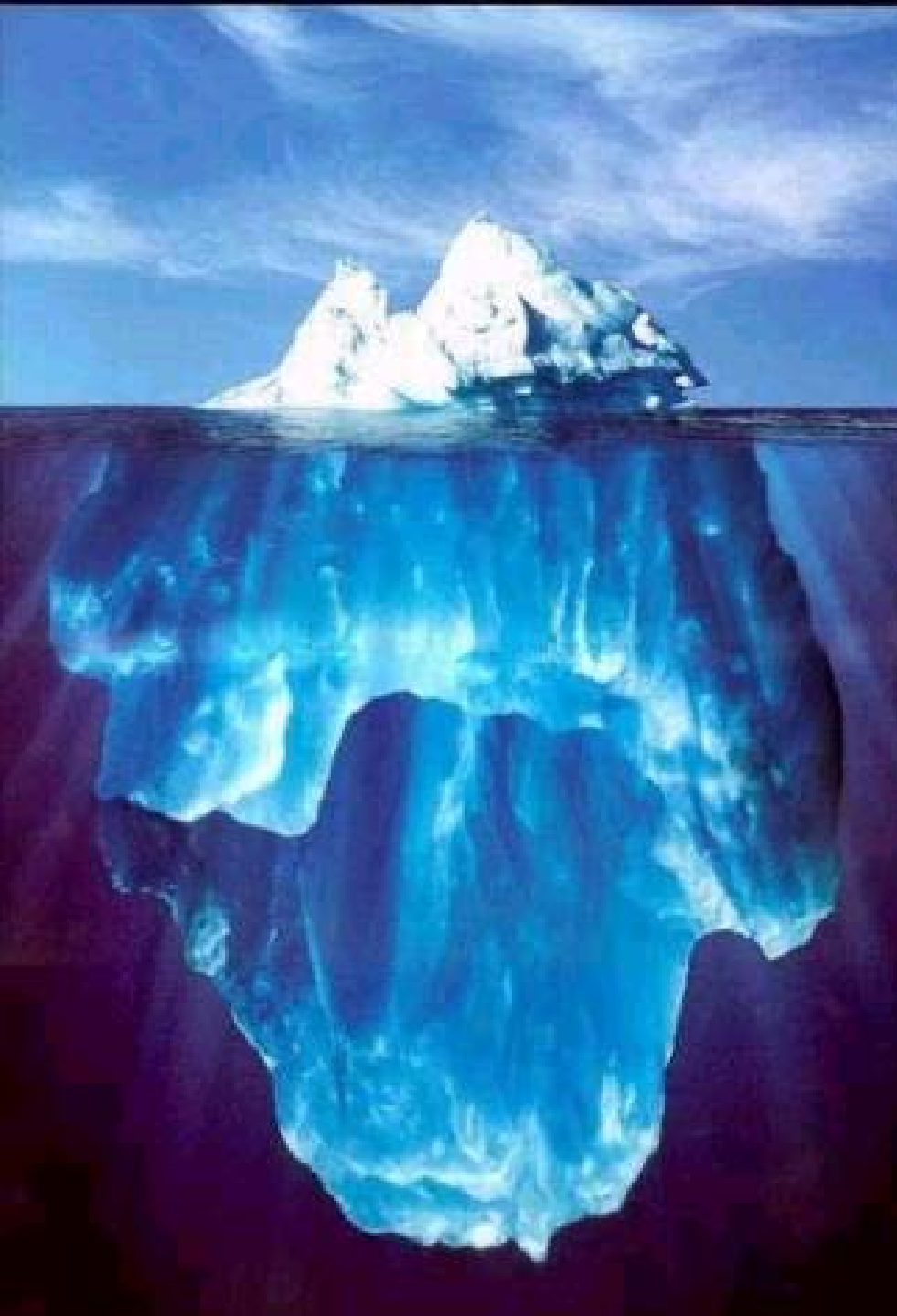
- With chronic diseases and obesity overwhelming our health care system and driving up health care costs, we must continue to help build healthier environments for individuals, kids and families where they live, work, learn and play.
- With modest funding from CDC, organizations, states and localities have increased opportunities in hundreds of communities nationwide for healthy eating and physical activity for individuals, kids and families. They are making the healthy choice the easy choice.
- We are advancing proven prevention programs that can prevent diabetes and reduce hypertension...leading killers.
- Hand them a copy of our new survey on our impact if you want to show impact.



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HOW IS DIABETES PREVENTION PART OF COMMUNITY TRANSFORMATION GRANTS?





DIABETES

- 25.8 million Americans

PREDIABETES

- 79 million Americans (35% of all adults)

HOW EPIDEMIC IS IT?

✓ A report by UnitedHealth Group projects that by 2020, more than **half** of all American adults will have diabetes or prediabetes.

✓ Diabetes doubles or triples the risk of heart attack and stroke and is the leading cause of new blindness, end stage renal disease and amputation.



THE PREVENTION FUND SUPPORTS...



The National Diabetes Prevention Program

What? A national program at CDC which recognizes community-based diabetes prevention programs.

Why? A program implemented by Ys has been proven to prevent or delay *by more than half* the incidence of diabetes in people with prediabetes in a group-based program that results in 5-7% weight loss for participants.

--Independent analysis estimates the nation could save \$191 billion annually by scaling this program nationally.

YMCA'S DIABETES PREVENTION PROGRAM (details)

Who?

- Only adults (18+) with prediabetes

What?

- 16 session core program, maintenance for up to 1 year
- 1 hour per week
- Goal: Lose at least 5% body weight

When?
Where?

- Anytime, anywhere (classroom-type setting)

How?

- Weigh-in at every class
- Weight recorded in online tracking system
- Facilitated by Y Lifestyle Coach (person skilled in motivational interviewing and group facilitation)

WHAT MAKES THE Y'S PROGRAM A "GAME CHANGER"?

- ✓ Evidence-based
 - *New England Journal of Medicine*, Feb. 7, 2002
 - *American Journal of Preventative Medicine*, 2008
 - *Lancet*, October 29, 2009
- ✓ Cost effective and generates an ROI in a scorable window
- ✓ 3rd party payers (employers and insurers) already reimbursing for this program and infrastructure to allow any payer to do so
- ✓ For 3rd party payers, payment is performance-based
- ✓ Scalable

BRINGING YMCA'S DPP TO SCALE

YMCA's DPP has been growing (quickly):

2005-2009

1 Y in a few sites

2009-June 2010

2 Ys in a handful of sites

July 2010-

Dec 2011

47 Ys trained to deliver the program

540 Lifestyle Coaches trained by Y-USA

438 classes started to date

211 class locations

24 states have the program

DIABETES PREVENTION IS PART OF CTG

- We are accelerating our work through CTG funding
- We are also fighting for funding for the National Diabetes Prevention Program at CDC (also funded through Prevention Fund)
 - \$10 million secured in 2011



IF YOU ARE LUCKY ENOUGH TO HAVE AN APPROPRIATOR FROM YOUR STATE TAKE ADVANTAGE OF THAT AND ASK!

HOUSE REPUBLICANS

DENNY REHBERG, MONTANA
JERRY LEWIS, CALIFORNIA
RODNEY ALEXANDER, LOUISIANA
JACK KINGSTON, GEORGIA
KAY GRANGER, TEXAS
MICHAEL K. SIMPSON, IDAHO
JEFF FLAKE, ARIZONA
CYNTHIA M. LUMMIS, WYOMING

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BARBARA LEE, CALIFORNIA

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LINDSEY GRAHAM, SOUTH CAROLINA
JERRY MORAN, KANSAS

QUESTIONS?



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