
NashVitality

*The spirit of a
healthy, active and green city*

Presenter

Alisa Haushalter, DNP, RN

Senior Director, Department of Population Health

Nemours Health and Prevention Services

Nemours Pediatric Health System

Wilmington, Delaware

Retired: Director, Bureau of Population Health

Metro Public Health Department

Nashville, Tennessee

Disclaimer

No Conflicts of Interest

Information Presented
Does Not Represent the Views of
Nemours Pediatric Health System

CPPW Leadership

Alisa Haushalter, DNP, RN
Project Director, CPPW

Celia Larson-Pearce, PhD
Evaluation Director, CPPW

Tracy Buck, MS, RD
Co-Coordinator, CPPW

David Campbell, MS
Co-Coordinator, CPPW

Leadership Team

Karl Dean

Mayor

Diane Neighbors

Vice Mayor

Fabian Bedne

Architect

Fred Carr

Chief Operating Officer
Metro Nashville Public Schools

Howard Gentry

CEO, Nashville Area Chamber of
Commerce Public Benefit
Foundation

Sandra Moore

Metro Council, District 17

Adetokunbo Omishakin

Mayor's Office

William Paul, MD

Director, Metro Public Health
Department

Ruth Stewart, MD

Vice Chair, Board of Health;
Clinical Faculty, Meharry University

Caroline Young

President, Nashville Health Care
Council

Partners

- Community Food Advocates
- Metro Nashville Public Schools
- The Key Alliance
- YMCA of Middle Tennessee
- Monroe Carell Jr. Children's Hospital at Vanderbilt
- Nashville Humane Association
- Vanderbilt University
- Tennessee State University
- Mayor's Walk100



Objectives

At the completion of today's session participants will:

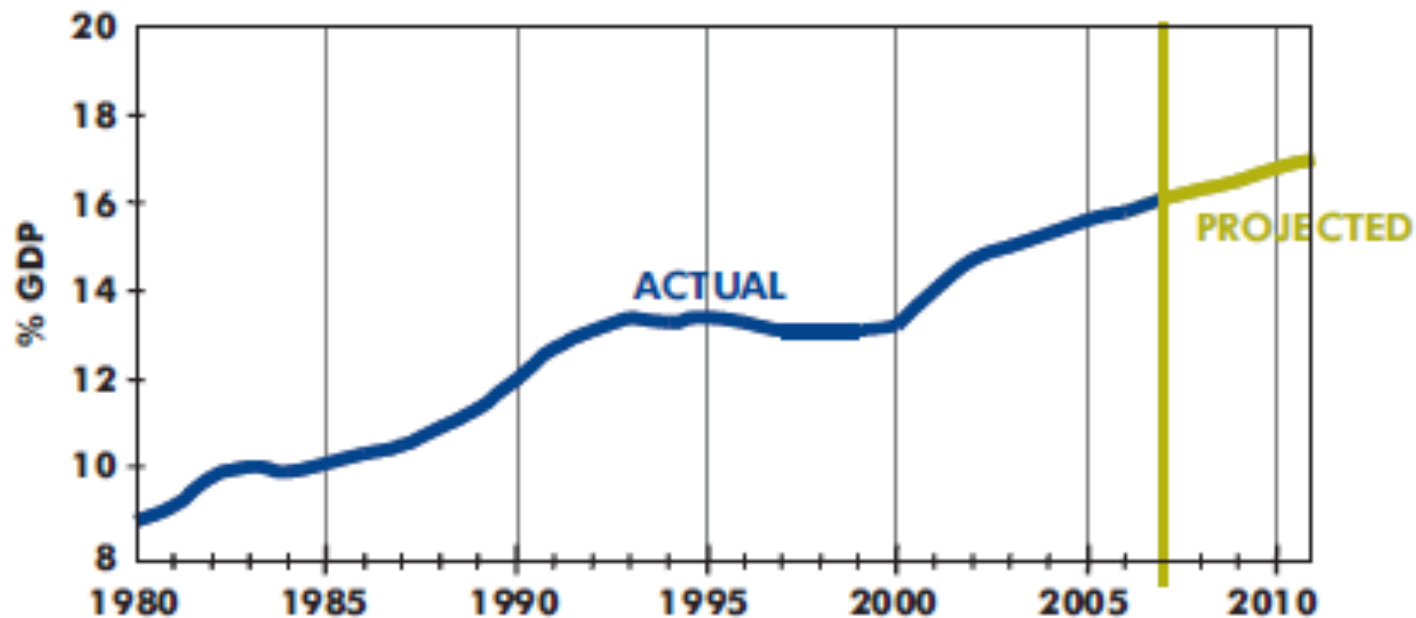
- ✓ Have a better understanding of the role of the DNP prepared graduate in leading population health improvement initiatives
- ✓ Have a better understanding of population health approaches to improving healthy eating and active living
- ✓ Have a better understanding of the roll-out of ACA supported initiatives
- ✓ Have a better understanding of the role of the DNP graduate in achieving the vision of ACA

DNP Essentials

- . Scientific Underpinnings for Practice
- . Organizational and Systems Leadership for Quality Improvement and Systems Thinking
- . Clinical Scholarship and Analytical Methods for Evidence Based Practice
- . Information Systems/Technology and Patient Care Technology for the Improvement and Transformation of Health Care
- . Health Care Policy for Advocacy in Health Care
- . Inter-professional Collaboration for Improving Patient and Population Health Outcomes
- . Clinical Prevention and Population Health for Improving the Nation's Health
- . Advanced Nursing Practice

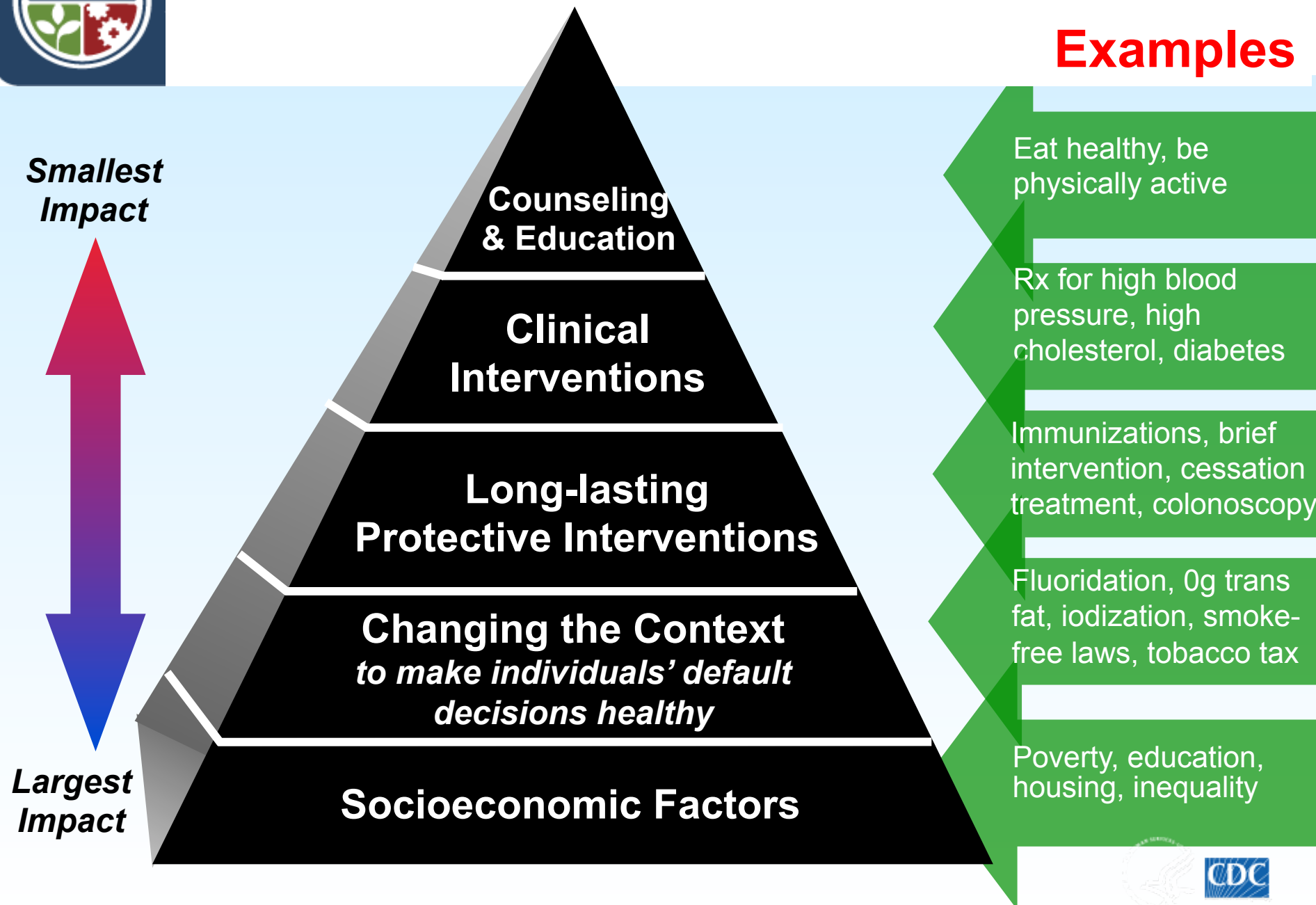
Health Care Costs Climbing

Between 2001 and 2011, health spending is projected to grow 2.5% per year faster than GDP, so that by 2011 it will constitute 17% of GDP.





Factors that Affect Health

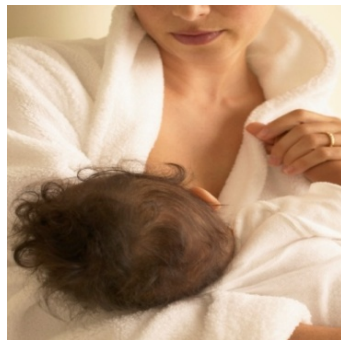


Community Prevention Matters

- Had enough of the bad rankings
- Health care costs are tearing the country apart
- Health care dollars are not spent on things that most influence health
- The most costly diseases are preventable
- Just a little success saves a lot of money
- Healthy children learn better
- Healthy workforce is good for job growth
- The right thing to do

“People creating healthy conditions everywhere”

When we are successful, healthy behaviors and habits are normal, obvious, effortless, inevitable, or at least much easier to achieve.





CPPW Grant

- American Reinvestment and Recovery Act
- Total Amount \$372.8M
- CDC received 263 eligible applications from communities
- Awards were made to 44 communities
 - 1 in 6 Americans will be touched by CPPW
- 6 additional sites added late 2010 bringing total number of sites to 50
- 2 year, intensive campaign to implement sustainable change and advance the 'movement'



Community Action Plan



Overarching Elements

- Strategic, collaborative, integrated, and sustainable organizational approach
- Integrated, accessible web-based portal for data driven decision making
- High-leverage, strategies designed to effect policy, systems and environmental change



Place-Based Domains

Schools

Worksites

Neighborhoods

Places of worship



Additional Themes

- Jobs creation 40 FT, 40 PT, students
- Strategies to enhance equity
- Safety and security (dogs, panhandlers, walking routes)



MAPPS Strategies

- Media
- Access
- Point of Decision Prompts
- Price
- Social Support



Organizational Approach

- Leadership Team (Mayor's office)
- Community-wide consortium (Healthy Nashville Leadership Council)
- Leverage existing efforts and past success
- Health as a filter in decision-making



Partnerships

- Community Organizations
- Academic Institutions
- Contracted Agencies
- Metro Departments



Goals/Objectives

- Office of Healthy Living and a Metro Interdepartmental Workgroup
- Increase capacity to utilize data to drive decision-making
- A Healthy Places Plan that highlights healthier urban design
- Multifaceted, citywide media campaign with a unifying theme



Goals/Objectives (cont.)

Increased access to fresh fruits and vegetables in schools and targeted neighborhoods

Increased access to safe opportunities for physical activity

Increased policy, environmental, and social support for breastfeeding



Goals/Objectives (cont.)

26 objectives

To date – 97% of objectives and milestones have been met.

Outstanding:

- B-cycle kiosk installation
- Healthier Cities Resolution

Equity Overlay

The principle of equity was an overlay for each initiative of the campaign and at each level of the campaign from:

- **Obtaining community input during planning, implementing and evaluating efforts**
- **Recruiting, hiring and training staff**
- **Developing, producing and presenting advertisements**
- **Consulting locally and nationally**

Nashville concentrated efforts to develop equity skills for practice through partnerships with local providers.

Nashville contributed to the development of the CDC Health Equity Playbook

Nashville was chosen as one of 10 CPPW communities to be highlighted due to our work on equity.

Jobs

The CPPW grant was funded as part of the American Recovery and Reinvestment Act (ARRA) of 2009.

Nashville chose to be true to the purpose of ARRA funding and concentrate efforts in hiring staff that increase.

The staffing plan was designed to maximize opportunities for success, build community and organizational capacity.

More than 40 staff were hired by MPHD and key community partners

At the end of the grant, all staff hired through CPPW are either gainfully employed in public health or a related field with the exception of 1 employee who is currently working towards a DrPH.

Community Mini-Grants

4 community-based organizations that serve high-risk populations, funded through the CPPW grant, will develop and implement new policies, systems, or environmental changes that support healthy eating and active living.

Results: 4 community organizations received 5 grants to increase healthy eating and active living within the populations that they served.

Good Food for Good People (2 grants)

African American Cultural Alliance

Corinthian Baptist Church

Vanderbilt CASTLES

Community Based Organizations-HEAL

A minimum of 10 community-based organizations will adopt policies or practices that support healthy eating, are culturally relevant, and are consistent with IOM guidelines and recommendations.

Results: A food policy council has been established with 23 members, with diverse representation within the Nashville food system. There are 4 youth members which represent food policy councils at MNPS high schools.

The Nashville Food Policy Council co-hosted the Food Summit in May 2011 which engaged over 300 residents to discuss local food issues.

Ten Faith congregations have signed the “Prescription for a Healthy Place of Worship”. Pledging to provide healthier meals and vending options, physical activity, and tobacco-free campuses.

Sustainability: Nashville Food Policy Council will become sister agency to the Healthy Nashville Leadership Council.



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Community Mini-Grants

African American Cultural Alliance (AACA), \$25,000, October 2011-January 2012

Technical assistance provided.

Established the HEAL group. 20+ youth from North Nashville were interested

Community Mini-Grants

CASTLES Vanderbilt, \$25,000, July 2011-January 2012

Partnered with Parks and Recreation staff to implement urban community gardening, physical activity and nutrition education programs

An urban garden was established in September directly outside the after-school program space
Implemented 3 teaching kitchens in which children's families were engaged in nutrition education. Local chefs Jamie Protich (Mad Platter Restaurant) and Bryan Gleason (Christopher's Catering and Personal Chef Services) taught parents how to make a nutritious meal.

Federal Work Study students led a teaching kitchen for 50 children and families in August at Matthew's House

Demonstrations by local chefs were held at Hadley Park Community Center on September 1 for 59 parents and children

Conducted a parent outreach night on November 3 for 34 children and parents

Cooking classes took place 3 days a week on Monday, Wednesday, and Friday for approximately two-and-a-half weeks for 74 children. Each lesson was developed as 90-minute interactive classes. Each lesson accommodated around 10-20 children on a rotating basis.

Children received a "parent newsletter" corresponding to the weekly cooking lesson.

Implemented a bike sharing program with 24 bikes to encourage children in alternative means of transportation and physical activity.

Community Mini-Grants

Good Food for Good People, \$25,000, August-October 2011

Summer harvests were gathered and distributed amongst participants, local food security partners and a local restaurant. Total harvest provided over **870lbs** of produce.

Physical improvements were made to the garden including

- 65' long hoop house frame
- Additional raised beds
- Water catchment tanks
- Weed suppression mulch
- Produce washing center
- Tool shed constructed
- Memorial lily garden constructed

Teacher training curricula were finalized and broadcast to the faculty of Metro middle schools

Bellevue Middle School staff hosted an in-service at the garden and teachers were recruited for skills building training starting in September and completed in October; 3 teachers participated

Through tours, taste-tests, harvest days and other special events garden leadership were able to create increased awareness of the garden.

Saturday "Work Days" hosted in partnership with Hands On Nashville, Cumberland Heights, Tennessee State University and other community service facilitators served as means for teaching local food production, outdoor activity and healthy eating.

Nine adult volunteers and 13 junior high aged students were participants in the Fall Break intensive and weekend trainings.

195 community members volunteered time at the BELL Garden during the grant period.

Community Mini-Grants

Good Food for Good People, \$6,000, June-October 2011

Purchase of EBT machines and tokens for use in the Farmers Market's in West Nashville, 12 South and Woodbine neighborhoods

News releases were submitted, e-newsletters sent out to regular patrons, posters printed and distributed, news features printed and coverage provided by most mainstream media

Enrolled 22 vendors as potential providers

Provided on-site training to 9 farmers/producers on the use of machines and tokens

For the grant period a total of \$399 in EBT sales were completed

Sustainability plans include deploying the EBT machines in the Good Food for Good People mobile vending efforts including:

- MDHA Senior Tower markets

- Senior Voucher redemption season in partnership with Delvin Farms

- Middle Tennessee Veterans Affairs hospitals and convalescent homes mini-markets

MPHD HEAL Policies

MPHD leadership will issue departmental policies that increase resources to support healthy eating and active living initiatives:

Results: MPHD developed and adopted the following policies that support healthy eating and active living:

- Healthy Food
 - Healthy Meeting and Guidelines
 - Access to Water
 - Healthy Vending and Guidelines
- Physical Activity
- Lactation
- Active Transportation
- Tobacco-Free campus



These policies have become the template for other Metro departments and private businesses in Nashville

Mayor's Challenge



Menu Labeling

Nashville's existing menu-labeling policy will be implemented.

Results: Partnering with local restaurants to highlight healthier menu options to help parents make smarter choices when eating out, and ultimately encourage restaurants to offer more nutritious options for their diners.



3 locally owned restaurants, with 7 locations, have implemented the Good for Kids campaign.

The Good for Kids highlights the IOM standards that are used for the USDA Lunch program per meal: 600 total calories or less; Total fat <30% of calories, Saturated fat <10% of calories, Cholesterol <100mg, Sodium <500mg, >9g Protein, >7g Fiber

Urban Design

- Health Impact Assessments
- Shaping Healthier Cities: Nashville



Shaping Healthier Cities: Nashville

Nashville's general plan, Healthier Places, will include policies consistent with IOM guidelines, and address the needs of high-risk populations based on community health assessments and health impact assessments.

Results: Public-Private partnership with Nashville Civic Design Center to create a document that will focus on the interconnected relationship between the city's overall health and the quality of its built environment. The plan will serve as a long-range action plan for healthy changes to the Nashville community.



Nashville Green Bikes

Metro Nashville will adopt a city-wide bike transit program.

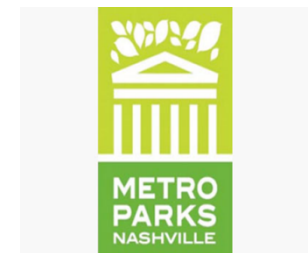
Results: 2 tier system

Tier One:

- Access to free bikes in 9 parks and greenways; further expansion planned over summer
- 100 bikes are now donated by Regions bank

•Tier Two:

- Kiosk bikes currently in contract phase.
- Expected to be installed in Fall 2012
- Bikes will be available in the Downtown Core and into West End, North and East Nashville areas



Wayfinding Signs

encourage residents and visitors to walk and bike



- Walking signs along main corridors in East and North Nashville.
- Highlighted on the maps will be pedestrian routes to community centers, farmers' markets, fresh-food markets, trails, greenways, parks, and other recreational sites.



***Metro Nashville
Public Works***

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Wayfinding Signs

100 signs will be deployed and installed in locations that provide direction to parks, greenways, and other recreational sites that are underused or have low access.

Results:

- Will augment Public Works wayfinding plans
- Install 73 signs in North and East Nashville neighborhoods
- Install 115 signs in parks and greenways as well as produce hardcopy maps of parks and greenways



Metro Nashville
Public Works
Improving the Quality of Life for Nashvillians and our Visitors

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School Gardens

physical activity, growing healthy food



- partnership with Vanderbilt Children's Hospital
- Nashville has ~30 school based gardens
- from a few raised beds to one acre farms.

Community Gardens

families and individuals can grow healthy food



- **increase access to healthy food**
- **opportunities for physical activity,**
- **focus in low-income neighborhoods.**

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Community Gardens

A minimum of 10 community gardens will be established in low-income neighborhoods associated with churches, schools, worksites, or community centers to increase access to healthy fresh food and increase opportunities for physical activity.

Results:

- 80+ gardens city-wide**
- 46 school gardens**
- Created 10 I-Gen Pairs which were placed at 10 gardens**
- Conducted 2 garden tours across city**
- Influenced creation of a new position at UT Ag Extension for a Community Gardens point person**



Healthy Corner Stores

Access to healthy foods and beverages will be improved among low- income residents by deploying permanent coolers and by increasing shelf space by 20% for stocking and selling fresh fruits and vegetables in 29 corner stores located in 3 geographic areas that are defined as food deserts in low-income neighborhoods.

Results:

- Five stores located in identified food desert neighborhoods:
Douglas Market, Edgehill Grocery, Omid's Market, 1st Shell Island, Givens Market
- “So fresh” marketing campaign
- Training provided to store owners/managers

Sustainability: This objective will be carried forward into the No-cost Extension.



Healthy Corner Stores

Increase availability of healthy food in Nashville's food deserts



- 6 stores
- Assistance with affordable healthy stock
- Assistance with Marketing



Faith Communities

congregations aiming for healthier places of worship



- Support physical activity
- Increase access to healthy foods and beverages
- support for lactation
- tobacco-free environments



Youth Serving Organizations

A minimum of 10 youth-recruited businesses and organizations that serve high-risk populations will adopt policies or directives that support healthy eating and physical activity.

Results: 7 organizations serving 100,000+ youth annually have adopted policy that supports healthy eating and active living.

- **Martha O'Bryan Center**
- **Rockettown of Middle Tennessee**
- **Bridges**
- **Rejoice School of Ballet**
- **Boys & Girls Club of Middle Tennessee**
- **Jess Neely Athletics**
- **Metro Parks & Recreation**
- **United Way**
- **Vanderbilt**



Animal Safety

decrease loose dogs as a barrier to safe outdoor activity



- Focus on zip codes with most bites and complaints
- Partner with Nashville Humane and UPAW
- Free events for low-income residents
 - education
 - basic vet care
 - spay/neuter



Safety-Loose Dogs

Increase a coordinated, targeted effort to decrease loose dogs in low- income areas that include:

- a) enforcement of leash law and restrained/contained pet ordinances**
- b) increased community awareness of responsible dog ownership including spay & neuter, and**
- c) access to reduced or free spay/neuter services.**

Results:

- Added 2 Metro Animal Control Officers and 1 program specialist to increase enforcement, education and outreach**
- Concentrated efforts in 37207 and 37013 high risk zip codes**
- Nashville Humane Association provided 1046 spay/neuter services at temporary free clinics in the 2 zip codes; 577 in 37013 and 469 in 37207**



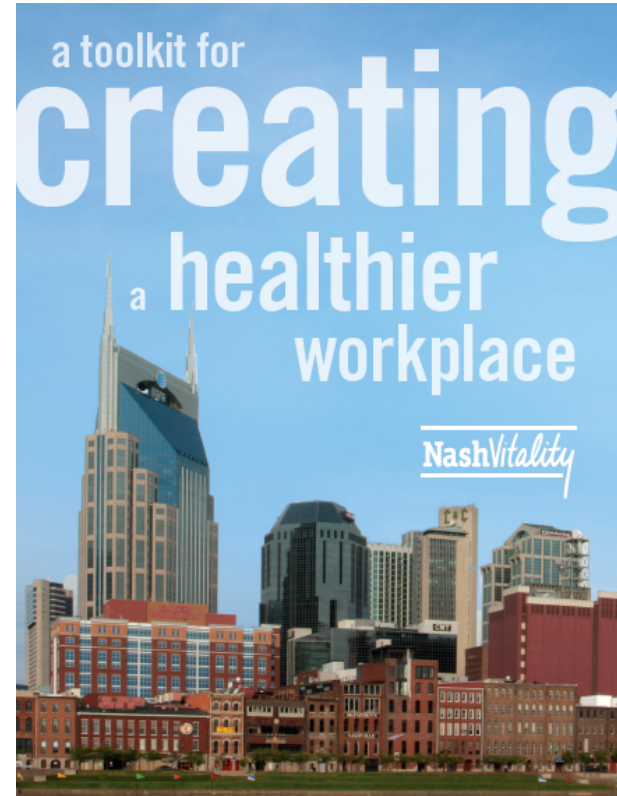
Healthy Workplace

Work environments supporting healthy eating & active living



Howard Office Building

- **Work Well**
- **Toolkit**
- **Challenge, and recognition for employers**



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Workplace Active Transportation

The ten largest employers in Davidson County will adopt and implement policies to provide incentives to employees to use public and alternative forms of transportation.

Results:

- Created partnership with MTA and Planning Department to conduct Health Impact Assessment (HIA) of MTA Easy Ride program
- Conducted Easy Ride HIA; awaiting final approval of results



Top 5 Reasons Transit is Part of a Healthy, Active & Green City
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- 1. Using transit is associated with increased levels of physical activity.**
Almost one third of Americans who use transit achieve the recommended 30 or more minutes of moderate physical activity per day solely by walking to and from their transit stops. Having access to and using an employer-sponsored transit pass, like MTA's EasyRide, is associated with nearly five times greater likelihood of meeting physical activity recommendations.
- 2. Riding transit can decrease the risk of injuries on roadways.**
Compared to car travel, traveling by bus carries 23 times less risk of fatal injury and five times less risk of non-fatal injury. The total cost of crashes in the Nashville region is over five times greater than the cost of congestion. Part of this cost is due to injuries and deaths resulting from crashes.
- 3. Shifting rides from cars to transit improves air quality.**
Exposure to air pollutants emitted by motor vehicles is linked to many adverse health effects including premature mortality, asthma, diminished lung function, and cardiovascular symptoms. Each time you choose to ride the bus instead of driving your car, you're helping reduce the amount of pollution emitted into the air.
- 4. Commuting on transit can help reduce stress.**
Less driving is associated with lower levels of stress, and less stress is noted to have health benefits such as decreased risk of cardiovascular disease and improved mental health.
- 5. Becoming a regular transit rider can have social benefits.**
Riding transit increases the opportunity for social connections. Stronger social networks within a community have been shown to have positive correlations with physical and mental well-being.

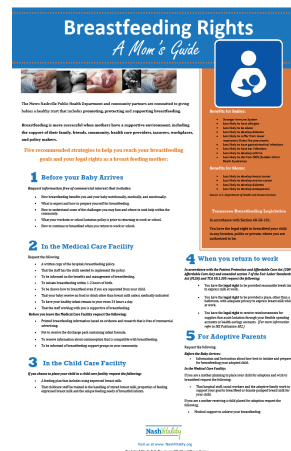
Funded in full by the U.S. Department of Health and Human Services
www.nashvitality.org

Workplace Lactation

The ten largest employers in Davidson County will adopt and implement breastfeeding and lactation accommodation policies and environmental supports.

Results:

- Board of Health passed Resolution supporting Breastfeeding
- Metro Civil Service and Board of Health adopted Lactation policy
- Community Team produced Breastfeeding Welcomed Here campaign
- Over 25 businesses have taken the Breastfeeding Welcomed Here pledge
- Created Mom's and Dad's Guides which are used in prenatal education in hospital and clinic programs



School Food

align with Institute of Medicine recommendations for nutrition



*Hull-Jackson Elementary Montessori School
USDA Silver Award*



- **Consult from Council of Great City Schools**
- **Reformulation of Chocolate milk**
- **School Nutrition Advisory Committee**
- **Salad Bars**



Schools-Healthier Meals

Metro Nashville School Board will adopt high leverage IOM recommendations for meal plans, district wide, that will:

- a) expand the availability of healthy foods & beverages including fruits and vegetables, grains, and low fat milk;**
- b) decrease the availability of unhealthy foods and beverages including decreasing salt in food preparation.**

Results:

- Commissioned audit of MNPS Nutrition Services**
- Established School Nutrition Committee under Alignment Nashville structure**
- Worked with MNPS Child Nutrition Services to adjust recipes for menu items with sodium levels in excess of IOM recommendations.**
- Developed a Garden Use policy which streamlines the process for gardens on school property.**



Schools-Vending

Metro Nashville Public Schools will increase availability of healthy foods and beverages by adopting a policy to expand healthy food & beverage options in all high school vending machines, district-wide.

Results:

- **Conducted audit of MNPS high school vending machines.**
- **Engaged the Alignment Nashville Healthy Eating Active Living Committee. Provided recommendations to centralize vending and provided nutrition guidelines for vending items.**
- **Established MNPS Taskforce that will implement vending changes district wide.**
- **Vending Policy adopted, 9/2012**



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Gold Sneaker

All Davidson County Head Start pre-schools will adopt and implement Head Start's *Gold Sneaker* nutrition and physical activity policies.

Results:

- Developed to enhance policy related to physical activity and nutrition within licensed child care facilities across Tennessee
- Designed to be used for marketing purposes
- Policy was adopted by Head Start Policy Committee and Board of Commissioners
- Provided training to all staff



Safety- Adopt-A-Meter

Expand presence of donation meters by minimum of 10 to assure coverage in the downtown area to decrease pan-handling.

Results:

- Developed partnership with Key Alliance
- Sponsored 5 meters in the Downtown core for 2 years:
 - Mike's Ice Cream – Broadway
 - Hooters – 2nd Ave.
 - Ryman Auditorium - 4th and 5th Ave.
 - Convention Center - 5th Ave.

• Created an educational awareness campaign, *Positive change through pocket change*” launched during the annual Country Music Association (CMA) Festival in June 2011



Breast Feeding

increase percent of babies breastfed



- **Board of Health resolution**
- **Mom's guide to Breastfeeding Rights**
- **Business recognition**
- **Birth hospitals moving to better support breastfeeding**

Breastfeeding Promotion in Hospitals

A minimum of 33% or 2 hospitals who serve the greatest percentage of the low-income population from among 6 hospitals that deliver babies in Davidson County will adopt WHO and UNICEF Baby Friendly hospital criteria.

Results:

- Provided technical assistance to 4 hospitals with Baby-Friendly USA
- Vanderbilt has entered the Baby-Friendly pathway
- Baptist has announced that they will no longer distribute formula sponsored bags
- Four hospitals applied and received the “Give Me Five” designation
 - Baptist, Centennial, Metro Nashville General and Monroe Carroll Jr, Children’s Hospital at Vanderbilt



Healthy Communities Network

web portal to support collaborative efforts

The screenshot shows the Healthy Nashville website. At the top is a banner with the text "HEALTHY NASHVILLE" over a background image of a lake and trees. Below the banner is a navigation bar with a search box, a "GO" button, and a "Welcome to the beta site version, please submit feedback on the new site" message. The main content area is divided into several sections: "COMMUNITY SNAPSHOT" with six circular icons representing different health indicators (Adults with Diabetes, Infant Mortality Rate, Adult Smoking, Overweight or Obese Adults, Adult Physical Activity, and General Health Status); "IN THE NEWS" with a "Local Feature Story" about a new, healthier beat in Nashville; "About This Site" with a description of the website's purpose and a list of features; and "Air Quality Index" with a section for Nashville's current conditions, showing a "Good" status for Pollutant: Particles (PM2.5) observed at 03/30/11 13:00 CDT. The left sidebar contains a search box, a "GO" button, and a list of links: Home, News, Community Snapshot, Demographic Profile, 2020 Tracker, Topic Centers, Promising Practices, Report Assistant, Event Calendar, Local Resources, and Contribute Content. The bottom of the page features a "Translate" section with a "Select Language" dropdown menu.

- Data: focus on results
- information sharing
- best practices

HealthyNashville.org

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Media

Community awareness and knowledge about healthy eating and active living will be increased by 25% from baseline assessment.

Youth awareness and knowledge about healthy eating and active living will be increased by 25% from baseline assessment.

Results:

- Able to create a city-wide brand-NashVitality
- Able to create a website-nashvitality.org with links to Facebook, Twitter and YouTube
- Advertising-Print, Billboards, MTA, TV, Radio, grassroots with staff and partners
- Unique Marketing- lapel pins, ties, scarves, beach balls, tattoos
- Community Surveys-pulsing; emails and clinics



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Questions?
Thank You!