

“By harnessing their breadth of knowledge and influence, the Clark County Steps community finds the policy and grassroots solutions needed to improve our quality of life.”

- **KYLE BROWN**, Public Involvement Project Manager, Normandeau Associates

“A growing body of research reveals that our social or 'built' environment has as much of an influence on our health as our personal, lifestyle choices. Kaiser Permanente is pleased to be a community partner as we work together for a healthier, more livable Clark County.”

- **NANCY STEVENS**, Director, Community Benefits and Health, Kaiser Permanente, Northwest Region

Take the Step: Become Involved Now!

Steps to a Healthier Clark County and Community Choices seek your involvement:

Policymakers:

Support ongoing funding for an integrated community level approach to chronic disease prevention; encourage communities to build healthy cities, counties and neighborhoods.

Business & Community Leaders

Implement evidence-based worksite wellness programs for all employees.

School Leaders

Institutionalize school health advisory councils to advocate for school health policies that provide healthy food options and life long physical activity for youth.

Healthcare Providers

Train and support healthcare providers and community health workers to prevent diabetes, overweight/obesity and asthma.

Individuals

Engage in 30 minutes of physical activity daily; make one healthy choice every day.



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An initiative administered by
Community Choices



Chronic Disease Prevention through Local Community Action

Today, chronic diseases account for 7 in 10 deaths and affect the quality of life of 90 million Americans. Diseases such as obesity, diabetes, and asthma are some of the leading causes of death, disability, and rising health care costs in the United States. The significant rise in chronic disease rates among adults and youth is a concern in our community, schools, work sites and among families, health care providers, and policy makers. The top two causes of preventable death are tobacco usage and obesity.

Increasing numbers of Clark County individual's have — or are at risk of developing — dangerous chronic illnesses such as diabetes, overweight/obesity and asthma. These health problems weaken our community and prevent us from realizing our vision for a healthy livable Clark County.

- 28% of adults living in Clark County are obese, as compared to 23% of adults living in the United States.
- 28% of eighth graders in Clark County are either overweight or at risk for overweight as compared to 25% in Washington State.
- 21% of adults smoke in Clark County; the Healthy People 2010 target is no more than 12% of adults smoke.
- 7% of eighth graders in Clark County smoke cigarettes.
- 21% of adults consume five daily servings of fruits and vegetables daily.
- 25% of eighth graders consume five daily servings of fruits and vegetables daily.

The Steps Approach

The Steps to a HealthierUS Cooperative Agreement Program (Steps Program) is a national, multi-level prevention effort coordinated by the U.S. Department of Health and Human Services (HHS) and Centers for Disease Control and Prevention (CDC). The goal of the Steps Program is to help Americans live longer and healthier lives. The five-year agreement, established in 2003, provides grants to 40 Steps communities to address prevention of obesity, asthma and diabetes and the related risk factors of physical inactivity, poor nutrition, and exposure to second hand smoke. Steps communities form partnerships to accelerate progress toward positive health outcomes. Initiatives are integrated across the public and private sectors, including schools, businesses, work sites, and health care organizations. By integrating efforts across all sectors, the Steps Program seeks to accelerate reductions in diabetes, obesity and asthma-beyond which can be achieved by targeting any one disease, risk factor, community sector or level of government individually. Since its inception in 2003, the Steps Program has awarded more than \$100 million to the 40 communities.

Steps to a Healthier Clark County, one of the 40 Steps communities, has developed a recognized model of collaborative leadership that uses evidence-based approaches and evaluation strategies to address access to physical activity, healthy food and smoke-free environments. Target populations include adults, senior citizens, school-aged youth, and low-income populations in Clark County. Community Choices mobilizes the Steps to a Healthier Clark County Initiatives and works collaboratively with over 50 vital community partners and 250 individuals representing schools, businesses, health care, non-profits, government, and individual constituents.

The Steps Program in Action

Steps to a Healthier Clark County is accelerating change at the local level by:

- Developing and integrating the Clark County Walkaround Guide into worksites, health care, schools and community organizations.
- Establishing the Clark County Food System Council, which will advocate for policies and systems that will improve the availability of healthy food choices for all Clark County residents.
- Providing technical and financial assistance for the four largest school districts to implement nutrition and physical activity policies.
- Partnering with two primary care clinics to provide case management services for diabetes patients.
- Collaborating with the Clark County Tobacco Coalition to adopt a voluntary outdoor Tobacco-Free Policy and develop a Smoke-Free Housing Guide.
- Implementing a grant process to promote worksite wellness programs, resulting in the first smoke-free college campus in the State of Washington and approval of a nutrition policy for all County facilities.
- Developing healthy vending guidelines for worksites, schools, and community organizations.
- Executing a community walkability campaign that will advocate for pedestrian-friendly environments.

Steps Looks to the Future

Steps to a Healthier Clark County will continue to strengthen existing relationships and reach out to new partners where actions are needed to promote and build a healthy community. By pooling resources, Steps can implement large-scale interventions and ensure that the programs, which were initiated by Steps will be permanently integrated into the community.