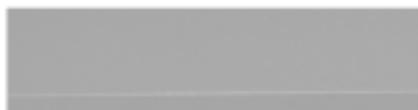


STEPS TO A HEALTHIER **US**:
COOPERATIVE AGREEMENT PROGRAM

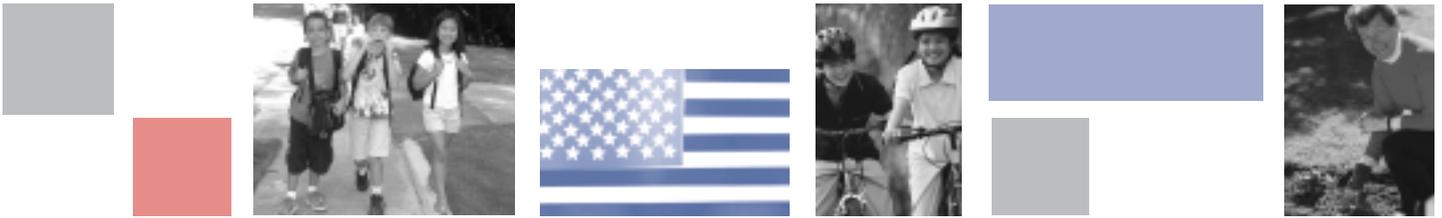


Funding Communities to Prevent
Obesity, Diabetes, and Asthma

FY 2003



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES



“To successfully achieve better health, we need to reach Americans in the places where they live, work, and go to school. Through the *Steps* grants, we are supporting innovative and exciting programs across the country that will reduce the burden of diabetes, obesity, and asthma on individual families, local communities, and the country as a whole.”

—Tommy G. Thompson,
Secretary of Health and Human Services

Steps to a HealthierUS is a bold new initiative from the U.S. Department of Health and Human Services (HHS) that advances President George W. Bush’s *HealthierUS* goal of helping Americans live longer, better, and healthier lives.

A centerpiece of this initiative is the 5-year cooperative agreement program. Through this program, states, cities, and tribal entities receive funds to implement chronic disease prevention efforts focused on reducing the burden of diabetes, overweight, obesity, and asthma and addressing three related risk factors—physical inactivity, poor nutrition, and tobacco use.

The FY 2003 initiative distributed \$13.6 million to 12 applicants. Funds went to four states representing 15 small cities or rural communities (average award: \$1.5 million), one tribal consortium (award: \$250,000), and seven large cities (average award: \$1.04 million). These 23 communities will implement community action plans to reduce health disparities and promote quality health care and prevention services.

Reducing the Burden of Disease

In the United States today, 7 of 10 deaths and most serious illness, disability, and health care costs are caused by chronic conditions such as obesity, diabetes, and asthma.

Obesity

- Obesity rates have increased more than 60% among adults in the last 10 years.
- Obesity rates have doubled among children and tripled among adolescents since 1980.
- In 2000, the total cost of obesity in the United States was \$117 billion.

Diabetes

- Self-reported diabetes has increased 50% since 1990.
- In 2002, average medical expenditures for a person with diabetes were \$13,243, or 2.4 times greater than the cost for a person without diabetes.

Asthma

- More than 31 million people in the United States have diagnosed asthma.
- In 2000, the estimated cost of asthma was \$14.5 billion.

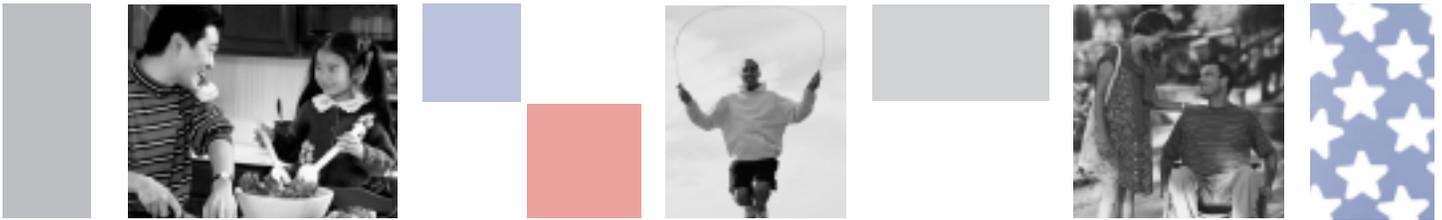
Underlying these serious conditions are risk factors such as physical inactivity, poor nutrition, and tobacco use that can be modified years before they contribute to illness and death.

Steps Communities

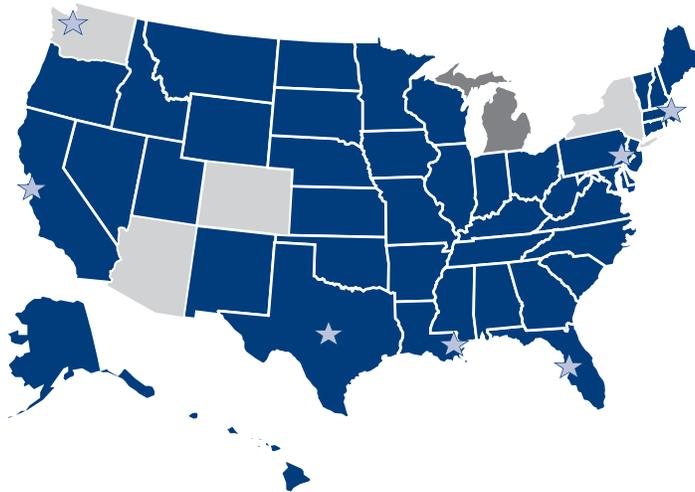
Each *Steps* community will have a community action plan, a community consortium, and an evaluation strategy to address all three targeted conditions and their risk factors. HHS will provide expertise, oversight, and technical assistance for program planning, implementation, and evaluation.

Community Action Plans

Steps community action plans will build on other HHS programs and coordinate with existing community programs and resources. Interventions will employ multiple evidence-based public health strategies from existing and emerging research and scientific reviews, including the *Guide to Community Preventive Services*, the *Guide to Clinical Preventive Services*, and the National Registry for Effective Programs. Examples of the types of programs that communities are implementing are included in the box at right.



The 12 Steps Communities



- State-Coordinated Small Cities/Rural Communities
 WA 4 Counties
 AZ 3 Counties
 CO 4 Counties
 NY 4 Counties

- Tribes/Tribal Entities
 Inter-Tribal Council of Michigan

- ★
 Large Cities/Urban Communities
 Seattle–King County, WA
 Salinas–Monterey County, CA
 Austin–Travis County, TX
 New Orleans, LA
 St. Petersburg–Pinellas County, FL
 Boston, MA
 Philadelphia, PA

Community Action Plans: Examples of the Types of Programs Being Implemented

- **Arizona's** Steps Along the Border initiative will work with Arizona–Mexico border communities to implement culturally appropriate interventions to address the high chronic disease burden in this population.
- **Seattle and King County**, Washington, will promote environmental changes to encourage physical activity (e.g., a bike-to-school program, point-of-decision prompts to encourage people to use the stairs instead of elevators at workplaces).
- Salud! Salinas Steps to Health in **Monterey County, California**, will partner with fast-food franchises to offer and promote healthy food choices, initiate a chronic disease awareness program for customers, offer on-site diabetes and risk assessment, and introduce giveaway toys that promote physical activity.
- Steps for a Healthier Pinellas in **Pinellas, Florida**, will implement a 5-year multicomponent community campaign that will include counter-marketing strategies, promotion of community events, and incentive/disincentive strategies through television, radio, and the Internet.
- Chautauqua, Rockland, and Jefferson counties in **New York** will conduct a School Health Index assessment to identify ways to improve physical activity and healthy food choices in schools.
- Steps Together in **New Orleans** will work with farmers' markets, produce sellers, and community gardens to increase neighborhood accessibility of fruits and vegetables.
- Healthy Anishinaabe, the **Inter-Tribal Council of Michigan** Steps program, will work to increase interest in passing on traditional wisdom and cultural practices, including consumption of highly nutritious traditional foods.
- **Colorado** will work with its state compliance officer to evaluate merchant education and penalties/incentives for tobacco sales to underage youth.
- **Boston** Steps will work to improve the way health care systems provide screening and connect patients with wellness activities and disease management supports.
- Chelan, Douglas, and Okanogan counties in **Washington** will implement Asthma Management in Educational Settings (AMES) in local schools to provide guidelines on the care of students with asthma to school nurses.
- Steps to a Healthier **Austin** will expand the reach of the American Diabetes Association's first-ever Diabetes Summit of Central Texas to raise awareness about the seriousness of diabetes and its risk factors.
- The **Philadelphia** Steps program will support local, governmental, and community initiatives that address crime and safety in areas where people exercise.



Steps communities will implement community, environmental, educational, media, and policy interventions in school, community, health care, and workplace settings. These interventions will seek to

- Engage community members in assessing, planning, delivering, and evaluating intervention activities.
- Create supportive environments to sustain individual efforts for change.
- Provide social support for healthy choices.
- Improve access to and use of quality health care services.
- Improve communication through media and information technology.

Target populations within the *Steps* communities include border populations, Hispanics and Latinos, Native Americans, African Americans, Asians, immigrants, low-income populations, people with disabilities, youth, senior citizens, people who are uninsured or underinsured, and people with or at high risk for obesity, diabetes, and asthma.

Community Consortium

Each *Steps* community has established an alliance of partnerships and coalitions committed to participating actively in planning, implementation, and evaluation activities. Partners include departments of education and health, various other government agencies, school districts, health care providers, national and local health organizations, faith-based agencies, the private sector, and academic institutions.

Evaluation

HHS will provide training and technical assistance to help each *Steps* community 1) develop measurable program

objectives and specific indicators of progress and 2) use relevant data to support ongoing program improvement. HHS also will conduct a national evaluation of the overall program. Existing data sources, such as the Behavioral Risk Factor Surveillance System and the Youth Risk Behavior Surveillance System, will be used to identify and measure program outcomes and assess progress toward program goals.

The Overall Picture

Realizing that small changes over time can yield dramatic results, HHS Secretary Tommy G. Thompson's *Steps to a HealthierUS* Initiative is designed to identify and promote programs that encourage small behavior changes among individuals to reduce the burden of some of the leading causes of death, including heart disease, diabetes, obesity, asthma, and cancer. Secretary Thompson is pooling resources within HHS and calling on other federal agencies and the private sector to take appropriate steps to improve our nation's health.

In addition to the *Steps to a HealthierUS* Cooperative Agreement program, other components of the *Steps to a HealthierUS* Initiative include the *Steps to a HealthierUS* Partnership Initiative, the Prevention Portfolio, and the Prevention Summit. HHS also is hosting a series of town hall and roundtable discussions with health professionals and business executives on topics such as health insurance, obesity, work site health promotion, and consumer education to explore opportunities for partnership between HHS and private and public entities. For more information on these activities, visit <http://www.HealthierUS.gov>.

For more information, please contact

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