

*Region 3 serves
Fayette, Greenbrier,
Kanawha,
McDowell, Mercer,
Monroe, Raleigh,
Summers and
Wyoming Counties.*



**Communities
Transforming**

To make healthy living easier



Transforming Communities Throughout WV

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The Centers for Disease Control and Prevention (CDC) Community Transformation Grants (CTG) Program gives communities the opportunity to develop and implement initiatives to prevent chronic diseases, the leading causes of death and disability. The program's goal is to create healthier communities by making healthy living easier and more affordable where people work, live, learn, and play. The West Virginia Bureau for Public Health received \$1,883,603 to serve all West Virginians. The state has been divided into four regions and a local health department is leading the initiative in the local communities. The program is supporting healthy policy, environmental and systems change at a local, state and federal level. There is staff dedicated to this program throughout West Virginia to support communities through three strategic directions including tobacco, healthy eating, physical activity and strategies to support clinical and preventive health services. The goal is to improve the health of our citizens to Change the Future for all West Virginians.

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Overview of Strategies

Strategic Direction #1

Reduce Tobacco Use and Exposure to Environmental Tobacco Smoke

1. Support for Comprehensive Clean Indoor Air Regulation Implementation
2. DHHR Tobacco-Free Environment Policy Development
3. Smoke/Tobacco-Free Foster Homes through Healthy Foster Homes Initiative

Strategic Direction #2

Improve Nutrition and Physical Activity

1. Implement Farm-To-School Initiatives
2. Healthy Grocer, Convenient Store and Farmer's Market Initiatives
3. Child Care Center and Day Care Center Nutrition Programs
4. Healthy School Breakfast/Lunch Program Expansion
5. Increased healthy food options and fresh fruits and vegetables in Foster Homes
6. Increase Physical Activity in Schools and Child Care
7. DHHR Flextime Policy to Encourage Increased Physical Activity

Strategic Direction #3

Strategies to Support High Impact Clinical and Preventive Health Services

1. Support the development of community coordinated care systems that link and build referral networks between clinical provider systems and community based lifestyle change programs
2. Increase the availability of evidence-based lifestyle change programs in communities
3. Improve care coordination and family-centered care for children in foster care.

Attention: Convenience and Grocery Stores

Convenience and grocery stores play a key role in our initiative to improve access to fresh fruits and vegetables. Change the Future WV can provide health option equipment to grocery and convenience stores.

If you are interested in increasing access to healthy items for your customers, please contact the Change the Future office for more information at (304) 348-6493.



Healthy Store Initiative

WV ranks third highest in the nation for people who eat fewer than five fruits or vegetables daily. If customers had fresh fruits and vegetables as a choice in convenience and grocery stores, WV could potentially improve that statistic. Many individuals are consistently trying to make healthier choices and parents want healthier options for their children. Adding fresh fruits and vegetables to stores as a snack selection would be pleasing to customers who are looking for healthy options. Many of our citizens live in rural areas and travel to grocery stores only bi-monthly or monthly. We need to make sure that people have access to fresh fruits and vegetables in between trips by being able to purchase items at convenience stores.



BENEFITS OF HEALTHY STORE INITIATIVES

IMPROVED COMMUNITY HEALTH OUTCOMES

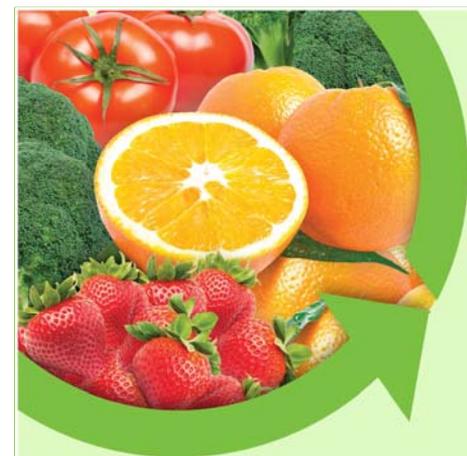
- Increased access to affordable, high quality, healthy foods and beverages
- Convenient access that increases consumption of healthy foods
- Potential for addressing the obesity epidemic and related conditions, like diabetes and heart disease

OPPORTUNITIES FOR ECONOMIC DEVELOPMENT

- Support for existing local store to improve sales, increase capacity and growth in its customer base
- Job creation for local residents
- New, local shopping opportunities that can capture dollars otherwise being spent outside of the area
- Support for local farmers who provide fresh, good quality fruits and vegetables directly to the store owner at a lower price

COMMUNITY-BUILDING

- Strengthened community ties through multi-sector collaboration good will in the community
- Store transformed into a community health resource and a neighborhood asset.



Chronic Disease Prevention and Management Programs

Change the Future WV promotes evidence-based programs in West Virginia including:

Chronic Disease Self-Management Program: The Chronic Disease Self-Management Program is a workshop held for at least two hours, once a week, for six weeks in a community settings such as senior centers, churches, libraries and hospitals. People with different chronic health problems attend and the workshops are facilitated by two trained leaders; one or both of whom have chronic diseases themselves. Subjects covered include: 1) techniques to deal with problems such as frustration, fatigue, pain and isolation; 2) appropriate exercise for maintaining and improving strength, flexibility, and endurance; 3) appropriate use of medications; 4) communicating effectively with family, friends, and health professionals; 5) nutrition; 6) decision making, and; 7) how to evaluate new treatments.

Diabetes Prevention Program: The CDC-led National Diabetes Prevention Program is designed to bring to communities evidence-based lifestyle change programs for preventing type 2 diabetes. It is based on the Diabetes Prevention Program research study led by the National Institutes of Health and supported by Centers for Disease Control and Prevention. The lifestyle program in this study showed that making modest behavior changes, such as improving food choices and increasing physical activity to at least 150 minutes per week, helped participants lose 5% to 7% of their body weight. These lifestyle changes reduced the risk of developing type 2 diabetes by 58% in people at high risk for diabetes. People with prediabetes are more likely to develop heart disease and stroke. Participants work with a lifestyle coach in a group setting to receive a 1-year lifestyle change program that includes 16 core sessions (usually 1 per week) and 6 post-core sessions (1 per month).

EYE ON IT
Asset Mapping
The Change the Future Initiative is GIS mapping all of the resources and programs focused on healthy living throughout West Virginia. This will provide a resource to citizens who need support in making healthy lifestyle changes and healthcare providers who need to refer patients to programs.



Farmers Market Promotion and Support

Shopping at a farmers' market can be a fun family activity. It also carries many health benefits. At a farmers' market, you benefit from fresh produce from trusted farmers and producers. Produce is usually tastier, seasonal, and often organic. Change the Future WV is supporting farmers' markets by encouraging citizens to visit their markets through promotion and marketing as well as encouraging markets to accept SNAP and WIC benefits. The initiative also has some equipment and signage to provide to the markets, which promote the Change the Future and healthy behaviors.



WEBSITE
Visit us today at changethefuturewv.org
For more information about the initiative, regional and state contacts, calendar of events, success stories and links to our social media pages.



Be An Advocate

Where children live, play and go to school, also known as their food and fitness environment, is an important component in determining whether they end up healthy or not. When children do not have access to a healthy environment, their health and quality of life are impaired. When we improve the food and fitness environment, the health of the children who live in that environment improves as well.

Join the Movement

- ✓ Encourage local grocery and convenience stores to offer fresh fruits and vegetables
- ✓ Join a local health coalition
- ✓ Become an advocate for healthy living
- ✓ Send us stories to highlight healthy things going on in your county
- ✓ Contact us to sign up to receive program updates and newsletters.

Phone: (304) 348-6493

Web: www.changethefuturewv.org

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We are eco-friendly! Please provide us your email address and we will send you the newsletter electronically!

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