



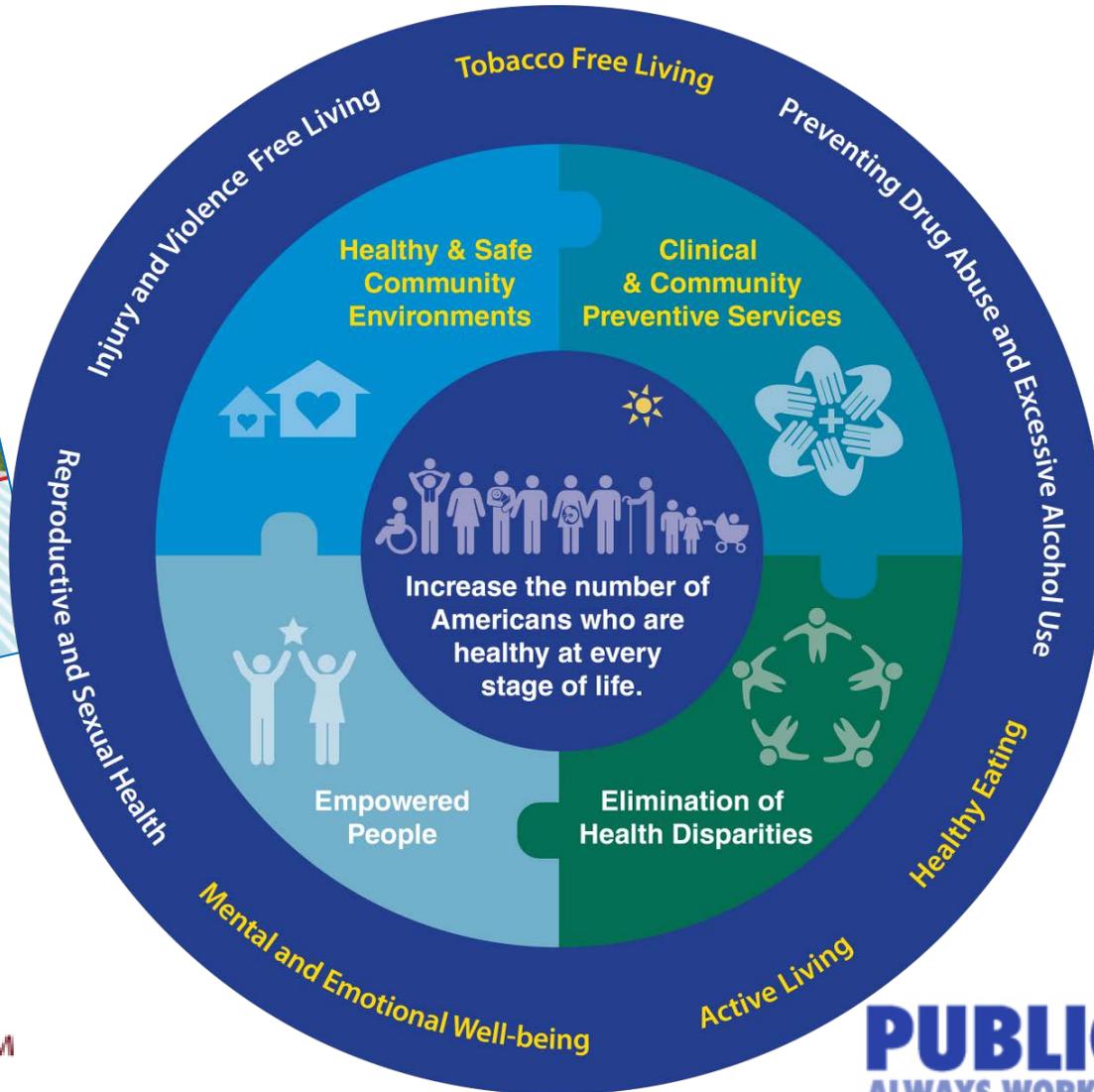
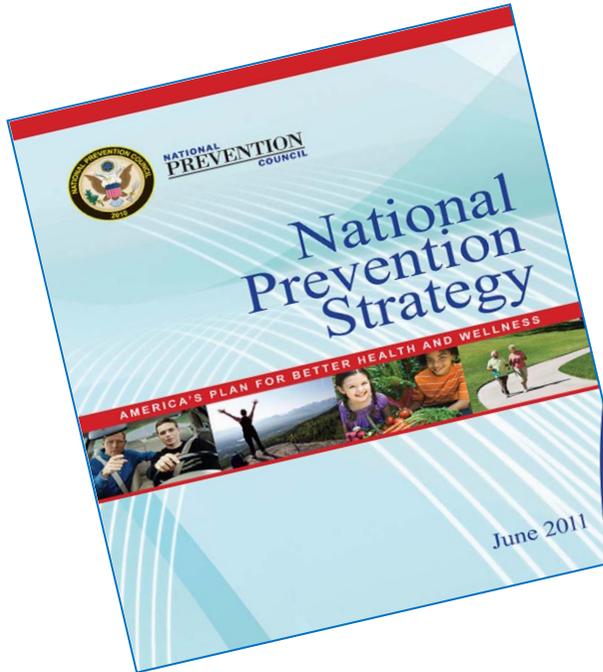
**PUBLIC HEALTH**  
ALWAYS WORKING FOR A SAFER AND  
**HEALTHIER WASHINGTON**

# Community Transformation Grant Overview

Washington State Board of Health  
March 14, 2012

Sue Grinnell, Director, Office of Healthy Communities

# National Prevention Strategy



## Core Principles

Maximize Health  
Impact

- Area Wide
- State and Local Policy & Environmental Change Strategies

Advance Health  
Equity

- Impact All Members of the Community

Use & Expand  
Evidence Base

- Utility of Proven Strategies
- Enhance Community Efforts
- Fill Gaps

## Our Approach

**Both**



**Targeted  
interventions**

Statewide work through  
Washington CTG Infrastructure

**And**

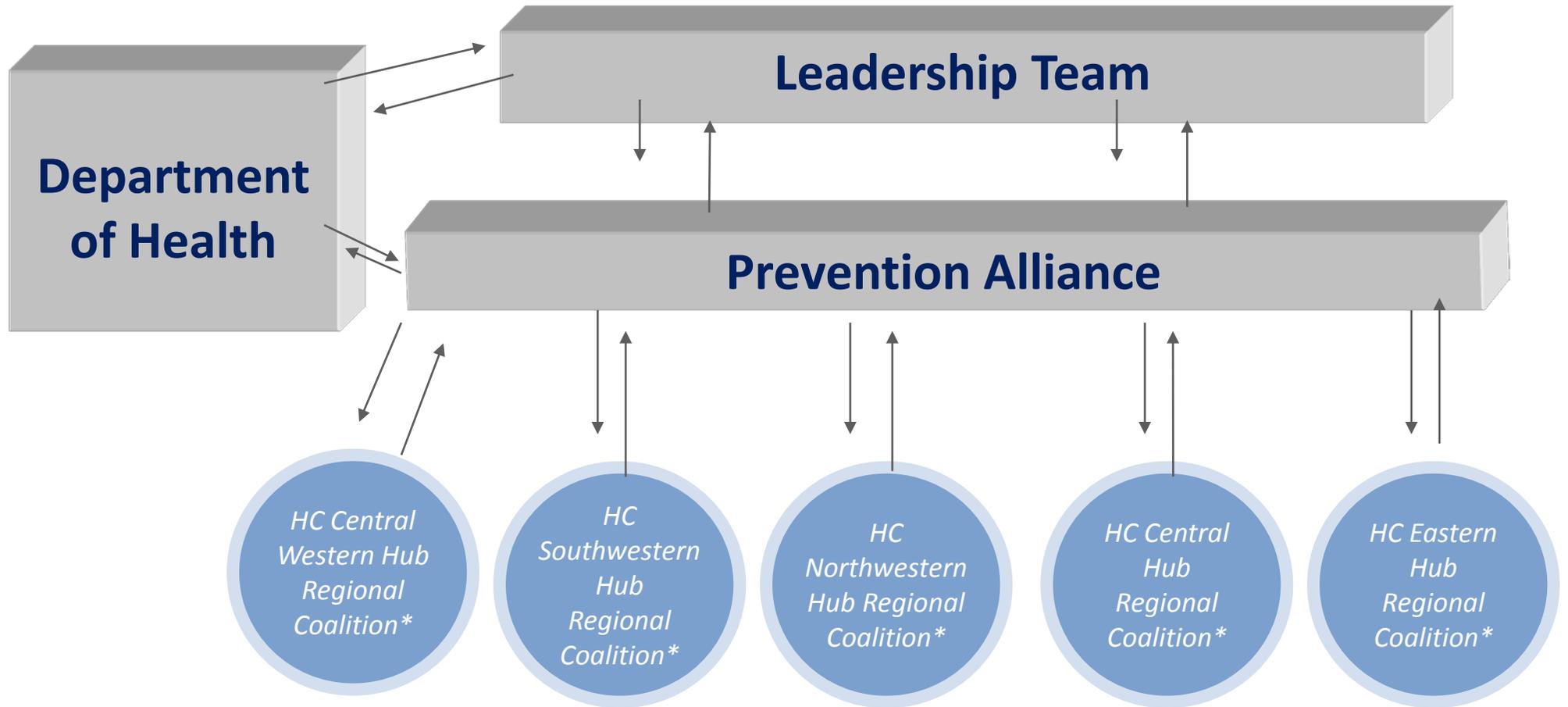


**Area-wide  
interventions**



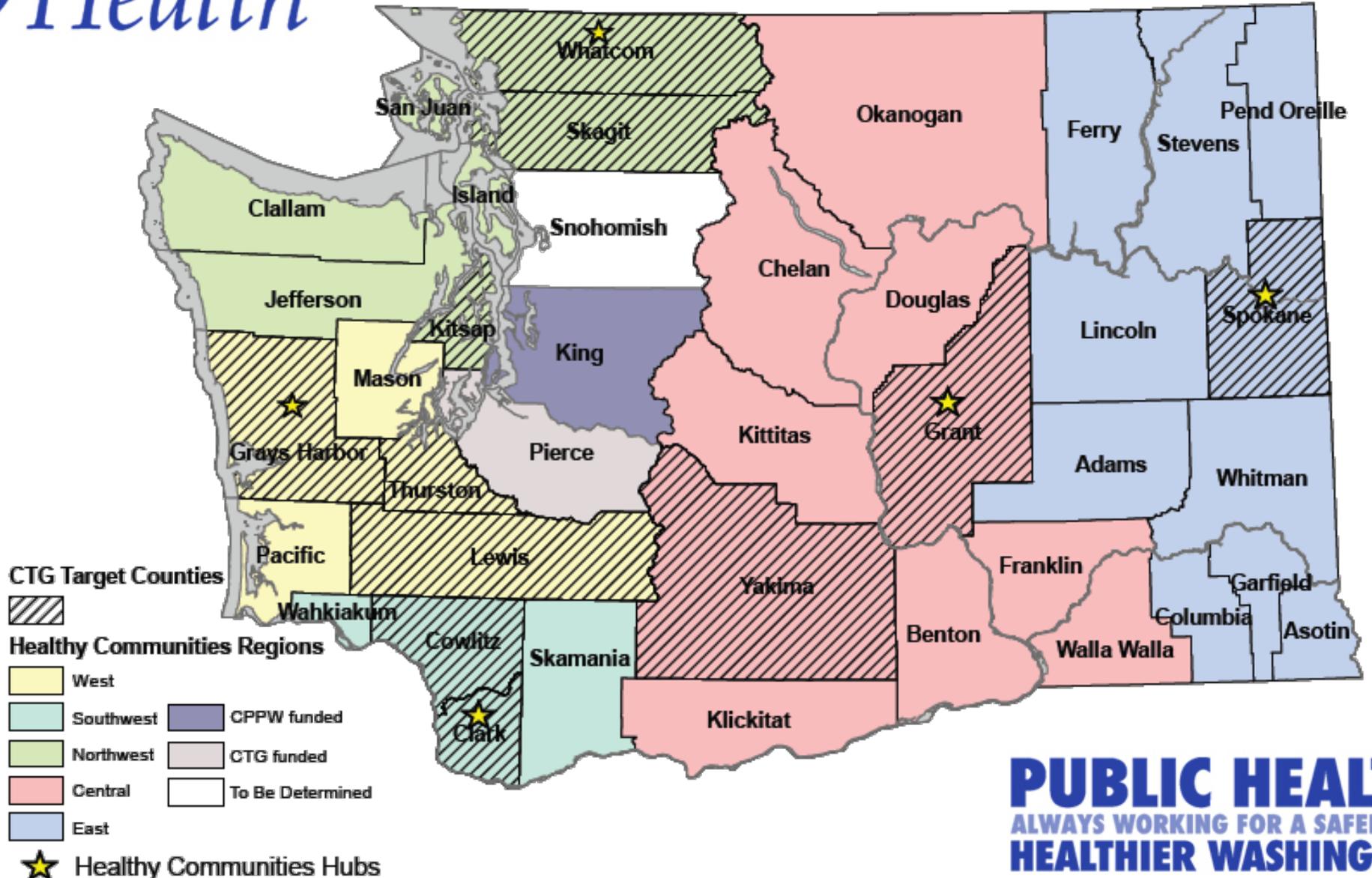
Counties - work specially designed by Hubs

# Washington's CTG Infrastructure



\*Local hubs comprised of members responsible for implementing local policies and activities

# Healthy Communities Regions



## Our Strategies

### Healthy Eating

More convenient healthful foods and beverages by creating easy access in communities and work places. **Fewer obese people.**

### Active Living

More streets which are safe and walkable especially for students. **People getting more physical activity.**

### Preventive Healthcare Services

More technical assistance for health care providers to strengthen preventive services. **Fewer people with hypertension, high cholesterol, and late-stage cancer.**

### Tobacco Free Living

Protect people from secondhand smoke. Access to smoke-free housing, parks, and campuses. More availability of cessation services and treatments. Local control on tobacco marketing. **People living tobacco free.**

# Policy, Environment, Programmatic, and Infrastructure Change

**P**

**Policy** – Educate the public and stakeholders about policy interventions to improve population health

**E**

**Environment** – Create social and physical environments that support healthy living

**P**

**Programmatic** – Increase access to prevention programs to support healthy living

**I**

**Infrastructure** – Change systems, procedures, and protocols within communities and institutions that support healthy behavior

# Priority State Level Work – Year 1

## Healthy Eating

Provide healthy food and beverages at workplaces based on Energize Your Meetings guidelines.

## Active Living

Increase physical activity in schools through Safe Routes to School Program.

## Clinical Preventive Services

Coordinate statewide initiatives to create health homes in alignment with state and national health reform initiatives.

## Tobacco Free Living

Ensure protection of all people from secondhand smoke through current law. Increase access to smoke-free multi-unit housing.

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