



Live Well Allegheny

Biannual Report 2014-2015
Building a Culture of Health

Allegheny County Health Department
May 2016



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Dear Allegheny County Residents:

It wasn't that long ago when we started on a path toward a healthier Allegheny County with the launch of *Live Well Allegheny*. Since January of 2014, we have seen Allegheny County residents, schools, community leaders, organizations, employers and restaurants embrace the idea that we can make a difference together.

We can all "live well" just by making small changes in our everyday lives - and there are larger shifts too as residents improve how they are eating, are more physically active and are working to quit smoking. We have installed exercise equipment in our parks, and encouraged workplaces to begin making healthier choices for their employees and customers. We have embraced efforts like OpenStreets, and continue to work with our municipalities to encourage bike and walking trails for recreation use as well as a system for commuting.

We're beginning to see the results of that work as the Robert Wood Johnson Foundation's most recent rankings saw Allegheny County improve from 49th in 2010 to 26th this year in health outcomes. We've made improvements in a number of areas, but we still have work to do which is why it is so important that we engage even more stakeholders, partners, municipalities, schools, restaurants and workplaces in this effort. By working together we are beginning to see the collective impact of our individual efforts.

Mahatma Gandhi once said that "It is health that is the real wealth and not pieces of gold and silver." What started out as an initiative, has now become a regional vision for a healthier county - and in Gandhi's words, a wealthier community. I am proud of what we have accomplished together, but look forward to the many more things we will do in the coming years.

Sincerely,



Rich Fitzgerald
Allegheny County Executive



Dear Allegheny County Residents,



Live Well Allegheny aims to improve the health and well-being of Allegheny County residents through a collaborative effort that involves multiple stakeholders, partners, and residents. It is Allegheny County's preeminent strategy for addressing the behaviors that lead to chronic diseases; cigarette smoking, obesity, and physical inactivity. Chronic disease behaviors is a priority for improvement identified in the Plan for a Healthier Allegheny. Our shared vision of creating America's healthiest county can only be achieved through collective action.

Since its launch, *Live Well Allegheny* has been bringing together a cross-sectoral group of municipalities, school districts, government agencies, community-based organizations, academia, and the private sector to improve the health of county residents. Our vision is a county where all residents can live, learn, work, shop, worship, and play in environments that promote healthy eating, active living and a smoke-free living. Through a coordinated effort, the campaign will impact the health and well-being of county residents; thereby, improving the health of the entire community.

Over the last two years we have made great progress toward *Building a Culture of Health* here in Allegheny County. Key accomplishments include:

- 24 municipalities that have committed to *Live Well Allegheny*
- 6 school districts that have committed to *Live Well Allegheny*
- 100+ community partners that are working together
- Launch of *Live Well Restaurants and Workplaces*

There is much more work to do to fulfill our goal of making Allegheny County the healthiest county in the United States. We cannot do it alone. So whether you are involved with an organization, community or business, or if you are making small changes in your life that will impact your health and that of your family's, please join us in *Live Well Allegheny*.

Thank you for all you do to improve the public's health in Allegheny County. We look forward to continued partnerships in pursuing a healthy, active and smoke-free county. Together, we can work to achieve Live Well status where we work, live, learn and eat and make Allegheny County healthier!

Live well,



Dr. Karen A. Hacker, Director
Allegheny County Health Department

Live Well Allegheny is an initiative to improve the health and wellness of county residents

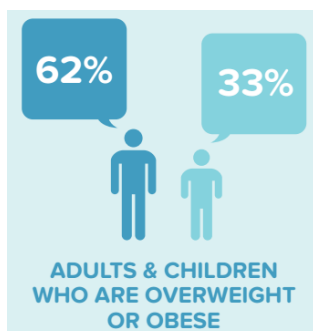
Live Well Allegheny - Building a Culture of Health

In January 2014, Allegheny County Executive Rich Fitzgerald launched *Live Well Allegheny* to promote wellness in Allegheny County. Led by the Board of Health and Allegheny Health Department Director Dr. Karen Hacker, *Live Well Allegheny* highlights the need to increase physical activity, eat healthy, decrease cigarette smoking, and be proactive in managing one's health.

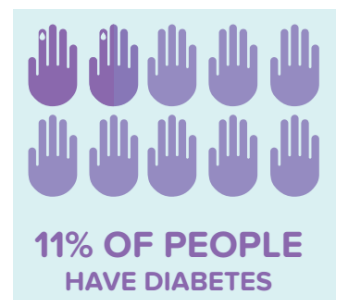
Isolated successes in improving specific health issues have been achieved over the past few decades, but until now, Allegheny County has not used a collective strategy to address longstanding community health problems. With guidance from a cross-sectoral stakeholder group, *Live Well Allegheny* seeks to catalyze healthy communities by encouraging private and public institutions to surround citizens with healthy options. Using a "health in all policies" approach *Live Well Allegheny* is transforming municipalities (130 in Allegheny County), schools (43 separate districts), and businesses into healthy environments. Each is expected to meet evidence-based criteria to attain Live Well status. We have provided a menu of practices and will provide consultation, resources and skills to help them achieve this status.

According to the Robert Wood Johnson Foundation County Health rankings for 2016, Allegheny County ranks 26th out of 67 Pennsylvania counties on health outcomes demonstrating improvement, but health inequalities related to race, economic status, and geographic location exist throughout the county. Although Allegheny County is rich in excellent medical resources, much of what determines the population's health lies outside the doctor's office. These factors, often termed social determinants, include education, social networks, economic circumstances, environmental aspects, transportation, and physical environment. For example, issues related to inadequate housing and lower educational attainment are highly correlated with poor health outcomes.

Being overweight and living with obesity, are influenced by physical inactivity and poor diet and can increase one's risk for diabetes, high blood pressure, high cholesterol, and poor health status. In Pennsylvania, the rate of obesity is 29% (2012 and if nothing changes, by 2030, it is estimated that more than half (56.7 percent) of all



Pennsylvania's residents will be obese. In Allegheny County, despite current efforts, the number of obese and overweight adults and children has not declined significantly in the last 5 years. According to 2012-13 school data, 31% of children in Allegheny County are obese or overweight which is slightly less than 2010 but greater than 2007. Some 17% of high school students are obese which is higher than in prior years. According to the Allegheny County Health Survey (ACHS) in 2009-



2010, 62% of Allegheny County adults were found to be overweight or obese. More men (68%) than women (57%) were identified as overweight or obese. The percentage of black adults who were overweight or obese (72%) was significantly higher than the percentage of white adults (62%) who were overweight or obese. Adults aged 65 and older had a significantly higher proportion of overweight and obesity than adults 18-29 years old.

It is well known that regular physical activity, fitness and exercise play a critical role in health and wellness. Yet, most adults and many children lead a relatively sedentary lifestyle and are not active enough to achieve health benefits. According to the 2010 CDC Behavioral Risk Factor Surveillance Survey, the percentage of adults reporting that they had engaged in regular physical activity was 23.9 nationally, 25.8 PA statewide, and 23.7 for Allegheny County. According to the 2009-2010 Allegheny County Health Survey (ACHS), 11% of Allegheny County adults said they did not participate in either moderate or vigorous physical activity in a usual week. Age was a factor in physical activity responses with a significantly higher percentage of older adults who said they were not physically active. Lastly, the 2009-2010 ACHS noted that 23% of adults were smokers, higher than the state and nation. The 2010-11 PA youth tobacco survey noted that 18% of high school students smoked in the last 30 days and our own Healthy Allegheny Teen Survey (HATS) found that 23% had tried tobacco and 20% had tried vaping.

Addressing the leading behaviors that cause chronic disease (tobacco use, obesity and physical inactivity), is a priority area identified in the Plan for a Healthier Allegheny, the county Health Improvement Plan. *Live Well Allegheny* is the campaign that embodies this goal. The Plan for a Healthier Allegheny produced by the Allegheny County Health Department – is the product of months of collaborative work with an Advisory Coalition of more than 70 stakeholder organizations representing multiple sectors. Using data collected through our Community Health Assessment the Coalition identified five critical priority areas and drafted objectives, metrics, and actionable strategies to achieve improved health outcomes for the county. The five priority areas are: Access to Healthcare, Chronic Disease Health Risk Behaviors, Environment, Maternal and Child Health, and Mental Health and Substance Use Disorders.

This report highlights some of the municipal and multi-sector partnerships that have developed through the Department's *Live Well Allegheny* campaign, including how partners have leveraged health in service of community development, and vice versa. The Allegheny County Health Department is simultaneously providing the data and messaging necessary to create public behavior changes at the county level.

This long-term effort focuses on more than just physical health. It also includes mental wellness, personal and community safety, preparedness, efforts to improve well-being and quality of life, education and health literacy. *Live Well Allegheny's* goals will evolve in response to trends, data and statistics brought to bear by the Health Department and its stakeholders.

Live Well Allegheny's vision is that through a coordinated effort, the campaign will impact the health and well-being of county residents, improving the health of the entire community.

A healthy community starts with you. Let's work together
for a healthier Allegheny County.



Live Well Allegheny Communities

Twenty-three communities across Allegheny County have taken formal action to commit to *Live Well Allegheny* by April 2016. To be designated as a *Live Well Allegheny* Community, the city, borough or township first indicate its intent to work along with Allegheny County to accomplish the goals of the campaign. This is accomplished by executive action, resolution or other formal action taken by a mayor, municipal executive, or the governing body of the community by committing to at least three actions that are known to have a positive impact on health. Some examples of recommended actions include:

- Promote participation in a wellness campaign for the community's employees
- Share information on wellness events with the broader community to encourage participation
- Plan, promote and implement a *Live Well Allegheny* event that encourages physical activity
- Develop indoor and outdoor wellness trails accessible to residents of all abilities
- Develop walking maps and encourage residents to meet goals
- Offer incentives for employees who walk or bike to work
- Encourage multi-modal transportation by providing facilities or policies that encourage walking and bike riding
- Ask vending machine companies to add healthy foods, and post calories and nutrient contents
- Promote and support farmers' markets
- Encourage involvement with community volunteer activities
- Promote smoke-free buildings and perimeters
- Provide health information focused on monthly or seasonal events
- Utilize web sites and social media to provide information on physical activity, nutrition, stress management, tobacco cessation, and other health and wellness related initiatives.

Among the 24 municipalities that have already achieved Live Well status, there are a total of 796 actions that comprise their official commitment. Some examples of Live Well in action include:



- South Fayette and North Fayette Townships planned a *Live Well Allegheny* event at the Pittsburgh Botanic Garden that provided free health information to residents.
- Ross Township took action to require that sidewalks be included in new development projects.
- Brentwood organized annual events to encourage residents to be more physically active. The Brentwood Firecracker 5k attracts 2,500 participants annually. Brentwood was also the first community to host an OpenStreets event outside of the City of Pittsburgh.

- Clairton celebrated their departure from distressed community status by proudly displaying their Live Well status and connected the economic status of their community to the health of their community.

For many communities, committing to *Live Well Allegheny* is just the beginning of building a culture of health.



County Councilman Baker, JR Mangan, Vice Chairman, Dr. Roderick Harris, Deputy Director ACHD, County Executive Fitzgerald, Bob Doddato, Treasurer, and Jim Morosetti, Chairman, celebrate the North Fayette *Live Well Allegheny* announcement in November 2015.

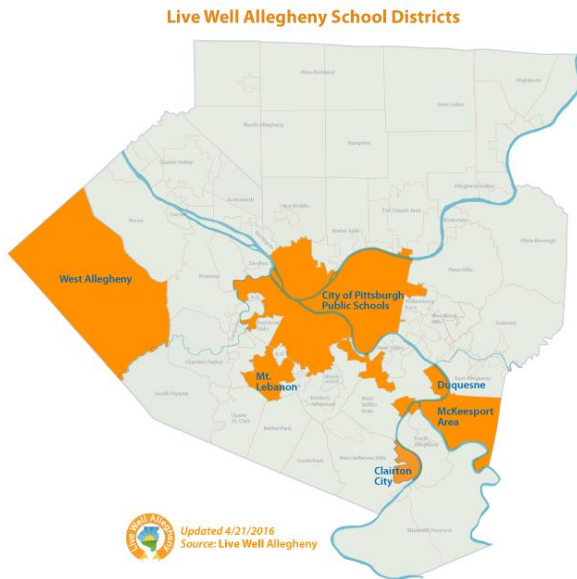


Daniel Jang, National Health Corps member attended the *Live Well Allegheny* event in South Fayette at the Pittsburgh Botanic Garden that took place in August 2015.



Community members engage in physical activity at the Brentwood OpenStreets event that was held in October 2015.

Live Well Allegheny Schools



Six school districts in Allegheny County had taken formal action to commit to Live Well by April 2016. To be designated as a *Live Well Allegheny School*, a district or school must first indicate its intent to work with Allegheny County to accomplish the goals of the campaign. This is achieved by executive action, if appropriate, or by resolution of the school board committing to at least four actions that have been known to have a positive impact on health. Some examples of recommended action include:

- Provide 15 minutes of exercise four times a day and incorporate non-traditional exercise options like dancing, yoga, hula hoops or other opportunities into physical education classes
- Make a commitment to a comprehensive healthy schools program
- Share information on wellness campaign events with district residents to encourage the voluntary participation of parents and students
- Ask your vending machine company to add healthy foods, and work with the company to post calories and nutrient contents and amounts for the foods offered
- Plan, promote and implement a *Live Well Allegheny* event in cooperation with the campaign that encourages active living
- Offer fresh fruit and vegetables at all meals; and provide 2% milk and chocolate milk instead of whole milk
- Enhance health education to include nutrition and physical activity information
- Conduct a youth survey (PAYS or YRBS) that includes questions on physical activity and nutrition; share the resulting data with the Allegheny County Health Department
- Initiate employee wellness activities such as walking clubs to encourage physical activity
- Engage in the Safe Routes to School Program
- Implement an evidence-based social skills curriculum
- Initiate a school garden with connection to education program
- Record student insurance information and share overall data with Allegheny County Health Department

- Incorporate fitness measures into physical education classes
- Expand opportunities for fitness to all staff and students (i.e. conduct administrative meetings in an active manner (walking, standing); schedule and encourage walks during free periods
- Promote water drinking (provide bubblers with attachments to fill water bottles)
- Develop health food policies for food served at school meetings or school-sponsored events
- Utilize web sites and social media to provide information on physical activity, nutrition, stress management, tobacco cessation, and other health and wellness related initiatives.

Among the six school districts, a total of 26 individual schools committed to 26 actions as part of their commitment to *Live Well Allegheny*. Some examples of Live Well in action include:

- Nineteen individual Pittsburgh Public Schools committed to a comprehensive healthy schools program in partnership with Children’s Hospital of Pittsburgh, UPMC.
- West Allegheny School District hosted a wellness fair for all employees.
- Duquesne School District organized a school-wide healthy event to celebrate their designation as a Live Well School District.
- Clairton School District participates in the fresh fruit and vegetable program and PowerUp! With Adagio Health.
- McKeesport Area School District uses social media and web sites to provide information on physical activity, nutrition, stress management and other health and wellness related initiatives.



Dr. Linda Lane, Dr. Karen Hacker and County Executive Rich Fitzgerald celebrate the Pittsburgh Public Schools commitment to *Live Well Allegheny* at Sterrett School in March 2015.

Live Well Restaurants

In October 2015, *Live Well Restaurants* was launched at the annual meeting of the PA Restaurant & Lodging Association that was held in Pittsburgh. The Department recognizes the role that



restaurants can play in raising awareness about healthy eating and encouraging healthy lifestyles. Local chefs in Allegheny County are increasingly engaging in community activities that contribute to improving the health of residents. There are examples of healthy cooking classes in schools, teaching area youth about culinary skills and participating in educational events that promote responsible food choices.



To be designated as a *Live Well Restaurant*, a restaurant first indicates its intent to work along with Allegheny County to accomplish the goals of the campaign. This can be a formal letter submitted by ownership of the restaurant (or food business) outlining their willingness to work with us to accomplish healthy goals. At a minimum, restaurants must commit to eliminating trans-fat oils, being smoke free and not to sell tobacco products and commit to at least four action steps in the restaurant's formal action for designation as a *Live Well Restaurant*. The following list is a

sampling of possible action steps, but it is by no means exhaustive:

- Provide calorie counts and other nutritional information (including sodium) on menus or otherwise have them readily available to customers; daily specials can be excluded
- Offer and promote menu items or side dishes as low calorie options with options spread across menu categories (main dish, appetizer, etc.)
- Offer half portions on select menu items
- Offer vegetarian/vegan fare
- Provide healthy side dishes including fruits and vegetables that can be ordered in lieu of higher fat/sugar/salt options
- Offer brown rice, quinoa or other whole grains as an alternate to white rice and whole grain bread as an alternate to white bread
- Use plant based oils for cooking and baking (for example olive oil and canola oil instead of animal fat containing predominantly monounsaturated and polyunsaturated fats partially-hydrogenated oils) and make customers aware of this change
- Provide low calorie salad dressings
- Offer low fat milk (1% or skim) as an alternate to cream for hot beverages
- Promote healthier beverage options by providing smaller-sized sugar sweetened beverage (including soda) options (8 ounce) without refills, highlighting unsweetened options (via

lower prices) or by providing healthier options to soda like soda water flavored with fruit juice or an alternate ingredient

- Provide a location to store bicycles at or near the restaurant
- Provide evidence that the establishment is recognized by another healthy restaurant certification
- Provide a children’s menu that adheres to the Kids Live Well criteria as established by the National Restaurant Association (www.healthydiningfinder.com/kids_livewell/criteria).



As of May 1, 2016, the following list includes all restaurants that have committed to the *Live Well Allegheny* campaign (in order of commitment) making a total of 145 action steps committing to LWA:

- Wyndham Bridges
- Food and Nutrition Department at Magee-Womens Hospital of UPMC
- Food and Nutrition Department at UPMC Mercy
- Food and Nutrition Services Department of UPMC Passavant Hospital
- Café of the Food and Nutrition Department at UPMC St. Margaret Hospital
- UPMC My Health Café of Presbyterian Shadyside of UPMC
- Cafeteria and the Café on Seven at UPMC Montefiore Hospital
- Dinette
- Food and Nutrition Department of UPMC Presbyterian
- UPMC Shadyside Hospital Restaurant

- Upper St. Clair
- Church Brew Works
- big Burrito Restaurant Group (10 restaurants total)
 - Casbah
 - Eleven
 - Mad Mex (6 locations)
 - Soba
 - Umi



Dr. Karen Hacker speaks at the inaugural *Live Well Restaurants* announcement event that was held at the Wyndham - Bridges Restaurant in March 2016.

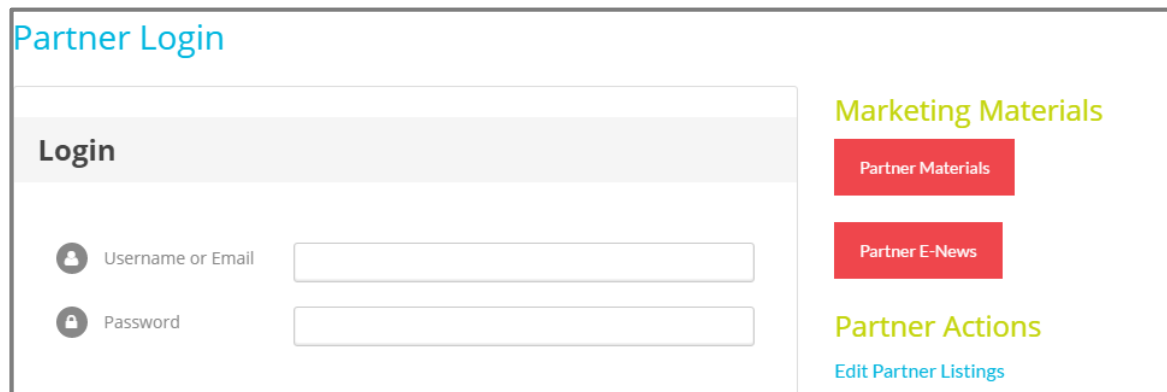
Community Partners Making the Healthy Choice the Easy Choice

A *Live Well Allegheny Community Partner* is an organization whose mission aligns with the mission of the *Live Well Allegheny* campaign; offers events or activities; feature Live Well as part of its efforts; submits and maintains events on the *Live Well Allegheny* website; and keeps us informed about any additional efforts of the initiative. Partners are defined fairly broadly and can be health organizations, gyms and fitness facilities, community gardens, personal trainers, certified nutritionists, and so on. Our goal is to involve partners from all sectors - from government, to businesses, to schools, to faith-based and community organizations - everyone who shares our vision and can help us promote a better way to live and be well.

Live Well Allegheny Partners are *YOUR Partners* in healthy living!

We are actively seeking Partners to help us make Allegheny County the healthiest county in the country.

There were 112 *Live Well Allegheny* community partners that have filled out an application on the *Live Well Allegheny* web site from January 2014-December 2015. All of the community partners also have a profile page and, if relevant, appear on a map that was uploaded to the website in November 2015. We have a special partner log-in page on the LWA web site (<http://www.livewellallegheny.com/partner-login/>) that provides resources that are available to registered partners for download and use including logos, infographic, sample press releases, etc.



The screenshot shows the 'Partner Login' page. On the left, there is a 'Login' section with two input fields: 'Username or Email' and 'Password'. On the right, there are two red buttons: 'Partner Materials' and 'Partner E-News'. Below these buttons, there is a section titled 'Partner Actions' with a link 'Edit Partner Listings'.

Search Local Resources

One way for residents of Allegheny County to reach our Community Partners is through the Search Local Resources page on the aforementioned website. By entering keywords, like “healthy eating,” residents can find local organizations and individuals who provide information on how to eat healthy in the area. By searching for their zip code, Allegheny County residents can find places nearby to live well. We want to bring people and organizations together so that they can find the best ways to live well in Allegheny County.

One example of a *Live Well Allegheny* partnership in action is with the Allegheny County Parks Foundation and Allegheny County Parks Department. We are working together to celebrate the health benefits of visiting one of the nine Allegheny County Parks.



Live Well Allegheny

There are hundreds of ways to Live Well. Let us know how you like to Live Well in the Allegheny County Parks.

[#howdoyoulivewell](#)

Follow us to stay update to date with the latest news from Live Well Allegheny

www.LiveWellAllegheny.com [#LiveWellAllegheny](#)

[@Allegheny_Co](#) www.facebook.com/AlleghenyCounty

9 WAYS TO LIVE WELL IN ALLEGHENY COUNTY PARKS



- 1 Boyce Park**
Play in the Wave Pool.
burn 300 calories
- 2 Deer Lakes Park**
Walk on the Accessible Trail around the Lakes.
burn 102 calories
- 3 Harrison Hills Park**
Walk the Rachel Carson Trail along the bluff overlooking the Allegheny River.
burn 306 calories
- 4 Hartwood Acres Park**
Dance to the music at a Summer Concert.
burn 459 calories
- 5 North Park**
Paddle a kayak on North Park Lake.
burn 340 calories
- 6 Round Hill Park**
Learn about farm to food connections.
maintain calories
- 7 Settler's Cabin Park**
Bike the new Connector Trail from Settler's Cabin Park to the Panhandle Trail.
burn 281 calories
- 8 South Park**
Walk around the Oval four times.
burn 176 calories
- 9 White Oak Park**
Play a game of Bocce or Horseshoes.
burn 197 calories

To learn more about Allegheny County Parks visit:
www.alleghenycounty.us/parks/ www.acparksfoundation.org




Strategic Initiatives

Increasing Access to Healthy Options

In the spring of 2015, the Health Department received a one-year grant from the Richard King Mellon Foundation to expand the *Live Well Allegheny* campaign by providing strategic activities focused on increasing access to healthy food options, active transportation, and surveillance of health behaviors. This grant has allowed the *Live Well Allegheny* campaign to address risk factors related to healthy food access and physical inactivity through collaboration with the Greater Pittsburgh Community Food Bank, Just Harvest, fitUnited of the United Way of Southwestern Pennsylvania, Allegheny County Economic Development, and RAND Health¹.



To increase access to healthy food options, strategic partners supported the following initiatives: Green Grocer, Fresh Access, Fresh Corners, and Healthy out of School Time. The Green Grocer is a mobile farmers market that travels to food desert communities, providing weekly sales of fresh and healthy foods at an affordable price. Currently, the Green Grocer makes weekly stops in North Oakland, Northside, Clairton, Mt. Oliver/Knoxville, Homewood, and Wilmerding. The weekly neighborhood stops bring healthy food to communities with limited access to farmers markets, grocery stores, and other healthful food options. Additionally, the Green Grocer accepts a variety of payment options to serve a large audience, including Supplemental Nutrition Assistance Program/Electronic Benefit Transfer (SNAP/EBT), cash, and credit. By bringing food to the community and offering varied payment options, Green Grocer increases access to healthy food in communities with limited options.

Fresh Access is a program that increases availability to fresh and locally-grown food through enabling credit, debit, and food stamp payments in farmers markets. Currently, fifteen (15) markets in Allegheny County participate in Fresh Access. The program also encourages food stamp shoppers to buy more fruits and vegetables at their local farmers market through Fresh Access Food Bucks. For every \$5.00 they spend in food stamps, food stamp shoppers receive an extra \$2.00 to spend at the farmers market. Through technical assistance exchanging food stamps, credit, and debit transactions for tokens, Fresh Access increases healthy food and beverage options in the farmers markets across the county.

¹ These organizations are jointly funded through *Live Well Allegheny* via funding from the Richard King Mellon Foundation; however, they also may have additional funding sources for some of the projects mentioned in this report.

Fresh Access Sites



Fresh Corners is a healthy corner store initiative, providing support for local owners to increase their healthy food offerings. After speaking with community members and garnering interest, Fresh Corners supports local store owners with technical assistance necessary for adding five new varieties of fresh produce. Technical assistance includes marketing, store layout consultation, and connection to the network of healthy corner stores. By making just a few more healthy foods readily available, the Fresh Corners program is expanding the access to healthy food for people in their local corner store. So far, four stores in Larimer and McKees Rocks have committed to becoming healthy corner stores through Fresh Corners.

The Healthy Out of School Time program, facilitated by fitUnited, works with homebased childcare providers to create healthier environments for children. fitUnited works with provider sites to assess their out of school environment based on Healthy Eating and Physical Activity (HEPA) standards. Through one-on-one support, fitUnited staff provides training, develops action plans, and connects childcare providers to resources for improvement. In 2015, fitUnited worked with 20 Healthy Out of School Time sites and hopes to double the number to 40 in the coming year.



To increase access to physical activity opportunities, the Department is working with Allegheny County Economic Development to facilitate the Active Allegheny Grant Program. The grant program provides municipalities with financial resources for pre-construction planning and design initiatives, as well as project and activity initiatives focused on healthy living. The pre-construction planning and design initiatives are focused on implementing Active Allegheny, the comprehensive active transportation plan for the county. It integrates non-vehicular modes of transportation; more specifically, walking and biking into the local transportation system. Healthy living projects and activities include OpenStreets events, community walking and biking maps, and safe routes to school initiatives. These healthy living projects and activities integrate active transportation into the built community environment and, therefore, increase access to physical activity opportunities. The Active Allegheny Grant Program will award 3-5 grants this year in low-to-moderate income communities.

RAND Health is providing evaluation consultation on the strategic initiatives. RAND is assisting with the development of an overarching analytic framework and designing a data collection system. By defining metrics for each program to use and monitoring data collection, RAND is focusing on quality improvement and developing an understanding of the collective impact of the strategic initiatives related to increasing access to healthy food and physical activity opportunities.

Live Well Allegheny Mon Valley

Many of Allegheny County’s neediest people-about 64,000 residents-reside in the cities of the Monongahela River Valley; particularly in communities with the highest poverty rates (demographics table provided with the supporting documents). The municipalities of the Mon Valley were disproportionately impacted by the collapse of the steel industry in the 1970s and, despite their proximity to Pittsburgh, have not enjoyed the economic rebirth experienced in Pittsburgh itself.

The amplified impact of the social determinants of health on people living in the Mon Valley has resulted in poorer health status overall. The 22 communities of the Mon Valley have a disproportionate burden of chronic disease (cancer, heart disease, obesity, smoking) compared to the county as a whole. For example, the rate of diabetes in the Mon Valley is 14.3% compared to the county at 11% and the nation at 8.4%. The adult rate of obesity is 36.5% compared to the county rate of 28.5% and the school districts in the Mon Valley have the highest rates of childhood obesity in the county (19-30%). The overall death rate is also higher than the county’s (903/100,000 compared to 788/100,000). Of great concern are the 7 specific communities with high rates of poverty (19-46%) and the largest black populations (17-73%).

To address the health inequalities in the Mon Valley, the Department was awarded a two-year grant from the Jefferson Regional Foundation in September 2015 to launch a targeted Live Well

Mon Valley initiative that will focus on the municipalities, schools and businesses of the Mon Valley. *Live Well Allegheny* Mon Valley Initiative partners include Allegheny Health Network, The Allegheny Intermediate Unit, Children’s Hospital of Pittsburgh of UPMC, the Steel Rivers Council of Governments, the Human Services Center Corporation, Tobacco Free Allegheny, Just Harvest, Allegheny County Economic Development Department and the Greater Pittsburgh Community Food Bank.

The Initiative includes: outreach to communities, schools and employers, a mini-grant program; and a Learning Collaborative. ACHD provides materials and messaging and the partners will be responsible for outreaching to schools, municipalities and employers to engage them in gaining Live Well status.

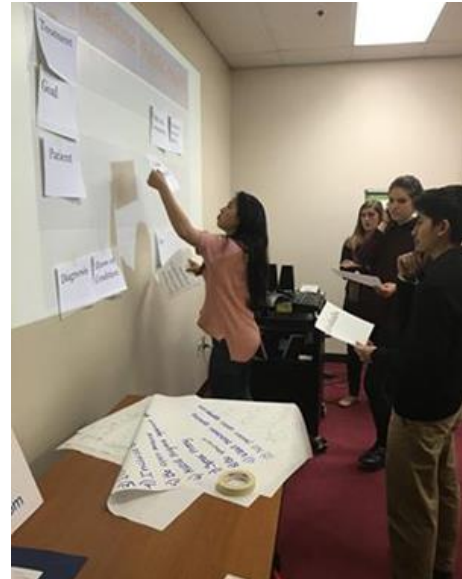


Austin Davis from County Executive Fitzgerald’s Office, Councilman Ford, Dr. Karen Hacker, Superintendent Hunt, School Board Member Livingston and Mayor Lattanzi celebrate the designation of both Clairton City and the School District as Live Well at the Clairton Community Day that took place in October 2015.

Live Well Student-Led Initiative

The Live Well Student-Led Health Initiative was developed to expand the *Live Well Allegheny* campaign by engaging youth as leaders in community health improvement. The goal is to empower youth leaders who will both develop and deliver health messages to youth in our community and to help them develop lifelong habits to live healthier lives. The Department is currently engaging a diverse group of 12 high school students from *Live Well Allegheny* Communities and Schools and beyond. The students first learned about public health, communication, and health campaigns. Then they were asked to identify the key issues facing youth in the *Live Well Allegheny* focus areas. Students then had the opportunity to work with SHIFT Collaborative, a local PR firm, to hone

health messages and develop a plan for dissemination to address those issues. SHIFT Collaborative facilitated a process that is specifically tailored to the adolescents to reach these goals. This work is generously supported by the Jewish Healthcare Foundation, which awarded a grant in September 2015.



The *Live Well Allegheny* Student-Led Initiative interacting with SHIFT Collaborative on health message development; National Health Corps member, Erica Bryson, facilitating an activity about public health with students.

Allegheny Quits for Life

In November 2015 Allegheny County celebrated the first-ever smoking cessation week, “Allegheny Quits for Life” in partnership with Tobacco Free Allegheny. This public health collaboration was designated by a formal joint proclamation of Allegheny County Executive Rich Fitzgerald and Council Member Tom Baker and designed with regional partners at the US Department of Health and Human Services. It was a great way to kick start the Plan for a Healthier Allegheny’s goal to reduce adult smoking rates from 23% to 20.7%, over the next five years.



A few highlights from the event week (November 15-21, 2015) included:

1. Allegheny Quits for Life partners delivered anti-tobacco messages to more than 1000 people at over 12 events in grocery stores, college campuses, government offices, and the David L. Lawrence Convention Center, among others. We recruited 13 new young people to join the Tobacco Resistance Unit, and increased smoking cessation calls to the PA Quit Line by 9%.
2. Our core partner Pittsburgh Mercy Health System hosted a free merengue class on Monday morning with Dancing Classrooms Pittsburgh:
<http://dancingclassroomspgh.org/2015/11/16/merengue-monday/>.
3. Thanks to the generous support of Giant Eagle and PNC Bank, we delivered prizes to the proud winners of our anti-tobacco Public Service Announcement Contest: Duquesne City School District, middle school winner and Urban Pathways Charter, high school winner.
4. Dr. Karen Hacker and Joyce Petrow, acting Executive Director of Tobacco Free Allegheny, spread the word for this week with the help of KDKA's Pittsburgh Today Live:
http://j.mp/AQFL_PTLsegment, and WESA stopped by our kickoff event:
<http://wesa.fm/post/allegheny-county-smoking-rates-above-nation-state>.

Check out other materials at <http://www.achd.net/tobaccofree.html>. Mark your calendars now for November 13-19th, 2016, the second annual "Allegheny Quits for Life" week.

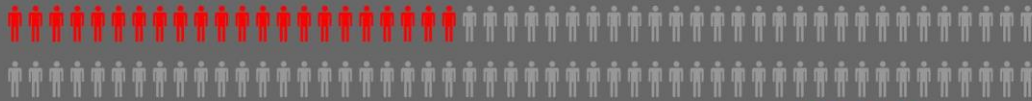


Councilman Tom Baker, Dr. Karen Hacker, Joyce Petrow, and Al Steele at Merengue Monday press conference; students from Pittsburgh Lincoln Middle School demonstrating the merengue during the Merengue Monday press conference.

Tobacco in Allegheny County

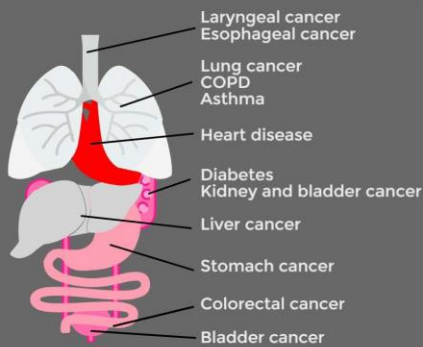


23% of adults smoke.



That's almost **230,000** people.²

Tobacco can cause disease almost anywhere in the body.³



More than **12%** of women in Allegheny County smoke while pregnant.⁴



*tobacco can cause low birth weight and infertility.⁵

Annual health care costs in Allegheny County due to tobacco: **\$635 million**^{2,5}

In the Plan for a Healthier Allegheny, ACHD committed to reducing the adult smoking rate by 10% by 2020.

We've come a long way, but there's still work to do.

Here are some recent victories that have helped reduce the toll of tobacco on our residents ... and some opportunities for us to improve.

Victories

Opportunities



The Allegheny County Housing Authority has designated **695** smoke-free units in 10 buildings.

In November 2015, HUD proposed requiring all 3,100 public housing agencies in the nation to adopt smoke-free policies.⁵ This would protect more than **1 million** adults and children from secondhand smoke at home.

Nationwide, **7,600** smoking-related fires occur every year.⁷

Between 2002 and 2014, property damage from fires in Allegheny County housing units caused by smoking cost **\$3 million.**⁸

Over 880 stores in Allegheny County sell tobacco.⁹ Residents - including children - are exposed to tobacco advertising every time they walk by one of these stores.

In addition, there are **28** self-serve vending machines.



All Pennsylvania secondary schools have smoke-free policies.

All 10 colleges and universities in Allegheny County serving more than **160,000** students, staff, and faculty have smoke-free policies.

Many are going completely tobacco-free.

In 2014, **39.1%** of 18 and 19 year-olds said that they had tried cigarettes or other tobacco products.¹⁰

19.9% of adolescents had tried e-cigarettes.



The City of Pittsburgh is updating its Young Lungs at Play policy to make all Cityparks **smoke-free.**

So far, more than **60** communities in Allegheny County participate in the Young Lungs At Play program.



All UPMC and Allegheny Health Network campuses are **tobacco-free**, protecting patients, visitors, and a combined total of more than 79,000 employees.¹²

462 establishments in Allegheny County are exempted from the Clean Indoor Air Act.¹¹ Patrons, servers, and musicians are still exposed to secondhand smoke in these places.



Pennsylvania's Clean Indoor Air Act of 2008 **prohibits smoking** in public places and workplaces.

In November 2015, both the Senate and House unanimously passed bills to **prohibit the sale of e-cigarettes to minors.**

A **10%** increase in the price of cigarettes

decreases youth smoking by **7%**

Pennsylvania's current cigarette tax rate is **\$1.60** per pack, 23rd in the nation.³



The Affordable Care Act requires that all health plans cover preventive services, including **tobacco cessation services.**

UPMC recently expanded cessation services to include **e-referrals.**

Allegheny Health Network recently expanded its **free lung cancer screening** program for former and current smokers.

Free counseling services are available by calling **1-800-QUIT-NOW.**

85% of smokers have tried to quit at least once. **45%** have tried to quit at least 3 times.¹³

Sources:
 1. Allegheny County Health Survey, 2009-2010.
 2. U.S. Census Bureau: State and County QuickFacts: Allegheny County, Pennsylvania, October 2015.
 3. U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General, 2014.
 4. Allegheny County Health Department, 2011.
 5. Campaign for Tobacco-Free Kids. Key State-Specific Tobacco-Related Data & Rankings, October 2015.
 6. U.S. Department of Housing and Urban Development, HUD Secretary Castro Announces New Rule Making Public Housing Smoke-Free, November 2015.
 7. U.S. Fire Administration. Smoking-Related Fires in Residential Buildings (2008-2010), June 2012.
 8. WTAE.com, Allegheny County launches smoking ban in public housing properties, October 3, 2014.
 9. Pennsylvania Department of Revenue, 2015.
 10. Healthy Allegheny Teen Survey, 2014.
 11. Pennsylvania Department of Health, 2015.
 12. TribLive.com, Allegheny Health Network to ban smoking on its grounds starting Jan. 1, August 11, 2014.
 13. Gallup. Most U.S. Smokers Want to Quit, Have Tried Multiple Times, July 2013.

Looking Ahead

Live Well Workplaces



The newest part of *Live Well Allegheny* is *Live Well Workplaces*, which was launched early in 2016.

People spend a significant part of their day and lives at work; therefore, workplaces are the ideal setting to influence the health of individuals and the community. There is increasing evidence that by adopting evidence-based practices businesses will experience reduced employee absenteeism, increased employee productivity, reduced employer health costs, and increased employee job satisfaction. A healthier workplace will provide health education to employers or implement policy changes in the workplace that promote healthier behavior and more. Live Well Workplaces is a way to promote the commitment that Allegheny County employers are making to increase the health of our community.

Together, we can assist each other and foster sharing best practices among all Allegheny County workplaces that can improve the health of employees. Please check out www.livewellallegheny.com for the latest on this initiative and how to engage as an employer in *Live Well Allegheny*.

Live Well Collaborative

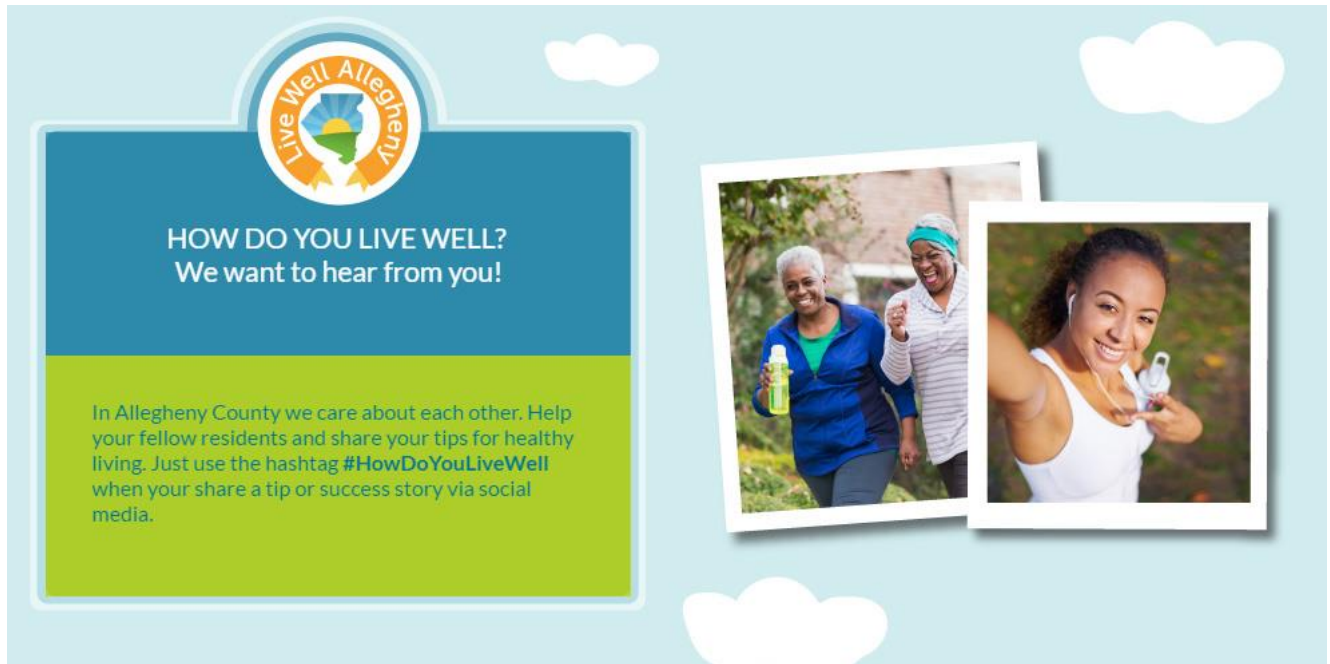
To catalyze our collective work building a culture of health, in 2016 the Department will develop a learning collaborative for the *Live Well Allegheny* community. The learning collaborative will regularly convene all members that have achieved *Live Well Allegheny* status or committed to *Live Well Allegheny* as a community partner to learn about and promote the implementation of evidence-based practices. Examples of targeted learning environments include bringing all of the communities together around a specific policy-related topic (i.e., implementing smoke free parks) or all of the schools around activities that are known to impact the school environment (i.e., encouraging increased physical activity during the school day). The goals of the Learning Collaborative are to:

- Develop a collective and innovative co-learning environment for the *Live Well Allegheny* community to facilitate the implementation and sustainability of evidence-based practices.
- Convene public health organizations, communities, restaurants, schools, and workplaces to create an engaged and empowered work force committed to increasing physical activity, decreasing smoking, and increasing healthy eating.
- Provide up-to-date information for municipalities/schools/restaurants and workplaces to support their incorporation of health and well-being in policies and practices.

Health in all Policies

The chronic disease risk behaviors targeted by *Live Well Allegheny* are affected by “non-health” policy decisions around transit, land use, economic development, and educational policy among other areas. As the sole health department in Allegheny County, ACHD is engaging in the implementation of Health in All Policies (HiAP) as a tool to achieving our larger vision of LWA and creating the healthiest county in the nation. Our goal is to surround the population with healthy choices by default, and to integrate health into all sectors of civic life. *Live Well Allegheny* is dependent on extensive cross sector partnerships to achieve improvement in county-wide health indicators. Cross-sector and multi-jurisdiction collaborations are critical to achieve change in the environment, systems and strategies that impact health. *Live Well Allegheny's* collaborative approach expands reach and impact through collective action to innovate and catalyze change that leads to a healthier county. ACHD has already begun discussions with Allegheny County Economic Development (ACED), the Port Authority of Allegheny County, several Councils of Governments, the City of Pittsburgh and non-profit, community-based organizations to address health in land use and transportation policies. Work with public housing to move to smoke-free developments is also underway, and will be expedited in light of HUD's recent announcement of a proposed rule to make all public housing smoke-free. Initial conversations with the City of Pittsburgh on economic zones are beginning to bear fruit as well. In 2016, the Department will continue our work to impact health across all sectors of society.

What can you do? - Call to Action



- Let's work together for a healthier Allegheny County! Are you involved with your local municipality? Encourage them to become a Live Well Community!
- Are you a parent who is interested in your child's school district making healthier options? Let them know about Live Well Schools!
- Do you know of a community organization that helps people to make healthier choices? Let them know about the partner application form for *Live Well Allegheny!*
- Share your story!

How Do You Live Well?

At *Live Well Allegheny*, we understand that everyone is different. Everyone has a different way of living well. Maybe you took the stairs instead of the elevator, shopped at your local farmers market, or decided to quit smoking this month. No matter how you live well, we want to know! In 2015 *Live Well Allegheny* launched an initiative to enable Allegheny County residents to share individual stories about how they are living well. We celebrate how everyone in the area is living well and staying healthy. Through small changes, we can make Allegheny County the healthiest county in the country.



Share your tips for healthy living with #HowDoYouLiveWell on Facebook, Twitter, or Instagram. Take control of your own health and well-being, and then share your ideas on social media to help others see what it means to Live Well!



Acknowledgements

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Richard King Mellon Foundation

Live Well Allegheny Stakeholder Group

On April 7, 2014, ACHD Director Dr. Karen Hacker and the Board of Health convened a group of 30 stakeholders to identify areas of challenge and develop a strategic plan for activities and events related to obesity prevention and physical activity promotion in Allegheny County.

Live Well Allegheny Stakeholders are organizations and/or individuals who inform the *Live Well Allegheny* campaign, lend statistics and information to the effort, provide input into campaign-events, contribute materially (financial or in-kind), commit to ongoing participation, and identify and strategize how to address gaps and needs in the community that fit within the initiative.

Stakeholders

Adagio Health	Let's Move Pittsburgh
AGH Northside Partnership	Myofitness
Airport Corridor Transportation Association	Oakland Transportation Management Association
Allegheny County Medical Society	Phipps Conservatory and Botanical Gardens
Allegheny Health Network	Pittsburgh Downtown Partnership
Allegheny Intermediate Unit	Pittsburgh Public Schools
Children's Hospital of Pittsburgh of UPMC	Sustainable Pittsburgh
fitUnited Pittsburgh	United Healthcare
Gateway Health	United Way of Allegheny County
Giant Eagle	UPMC Health Plan
Greater Pittsburgh Community Food Bank	Walk Pittsburgh
Highmark Foundation	YMCA of Greater Pittsburgh
Highmark	

Live Well Allegheny Community Partners (as of April 2016)

ACHD Chronic Disease Program	Just Harvest
Action for Healthy Kids	Keelboat Farms
Active Cities	Lawrenceville United
Adagio Health	Let's Move Pittsburgh
Aetna Better Health of PA	Live Smarter Nutrition & Wellness
AGH Northside Partnership	Meatless Monday Pittsburgh
Allegheny Center Alliance Church	Mindful Pittsburgh
Allegheny County Library Association	Movement Studios Pittsburgh
Allegheny County Parks Foundation	National Kidney Foundation
Allies for Children	North Fayette Twp.
American Diabetes Association	North Hills Community Outreach
American HealthCare Group LLC	Northland Public Library
Andrew Bayne Memorial Library	Penn Hills Library
Art Expression Inc.	Penn State Extension
Baierl Family YMCA	Phipps Conservatory and Botanical Gardens
Bethel Park Public Library	Pittsburgh Academy of Nutrition and Dietetics
Bike Pittsburgh	Pittsburgh Association for the Education of Young Children
Blackberry Meadows Farm	Pittsburgh Botanic Garden
Blessings in a Backpack	Pittsburgh Food Policy Council
Boys & Girls Clubs of W. PA	Pittsburgh Mercy Health System
Brazen Kitchen	Pittsburgh, Pennsylvania
Carnegie Library	Pittsburgh Parks Conservancy
CC Mellor Memorial Library	Pittsburgh Three Rivers Marathon, Inc. (P3R)
Chartiers Center	Playful Pittsburgh
Children's Hospital of Pittsburgh of UPMC	PLEA
Clairton Public Library	Pleasant Hills Public Library
Community Human Services	PNC YMCA
Community Library of Allegheny Valley	Providence Family Support Center
CONNECT	Regional Health Literacy Coalition
ConnectedHealth	Riverlife Pittsburgh
Coraopolis Public Library	Robinson Township Library

Duquesne University Athletics	Ross Township
Duquesne City School District	Ruth's Way
Duquesne University Pharmacy	Sampson Family YMCA
Earthen Vessels Outreach	Sarah Heinz House
East End Food Co-op	Sewickley Public Library
Family Care Connection	South Fayette Township
Family Resources	South Hills Interfaith Ministries
Find Some Flow	Springdale Free Public Library
Fischer Nutrition	Student Conservation Association
FOCUS Pittsburgh	Sustainable Pittsburgh Restaurant
Food 4 Thought Mentoring Program	SWGR Athletics
GASP Pittsburgh	Thelma Lovette YMCA
Gateway Medical Society	Tobacco Free Allegheny
Girls on the Run	University of Pittsburgh Community Leisure Learn Program
Greater Pittsburgh Community Food Bank	Urban League of Greater Pittsburgh
Grow Pittsburgh	Walk Pittsburgh
Gwen's Girls	Western Allegheny Community Library
HappyFeet Pittsburgh	Whitehall Public Library
Healthy Together	Wilkesburg Public Library
Hollow Oak Land Trust	Women for a Healthy Environment
Homewood Children's Village	YMCA Greater Pittsburgh
Hope Pickens - Zumba Instructor	Your Natural Health 4 Life
Innovative Wellness Solutions	YWCA Greater Pittsburgh Women's Resource Center
Jewish Healthcare Foundation	52nd Street Market

Plan for a Healthier Allegheny - Chronic Disease Health Risks and Behaviors Working Group

412 Food Rescue
Allegheny County Health Department
Allegheny County Economic Development
Allegheny County Medical Society
Allegheny County Pharmacists Association
Allies for Children
American Diabetes Association

Children's Hospital of Pittsburgh
Children's Hospital of Pittsburgh
City of Pittsburgh
Duquesne University
Duquesne University-Mylan School of Pharmacy
Giant Eagle
Greater Pittsburgh Community Food Bank
Grow Pittsburgh
Human Service Center Corps
Jewish Healthcare Foundation
Just Harvest
Let's Move Pittsburgh
Pittsburgh Public Schools
Tobacco Free Allegheny
United Way of Allegheny County
University of Pittsburgh Graduate School of Public Health
YMCA