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# **TPEP BPO #1: Building Capacity for Chronic Disease Prevention, Early Detection and Self-Management**

HPCDP Grantees and Contractors Meeting  
July 26-27, 2011

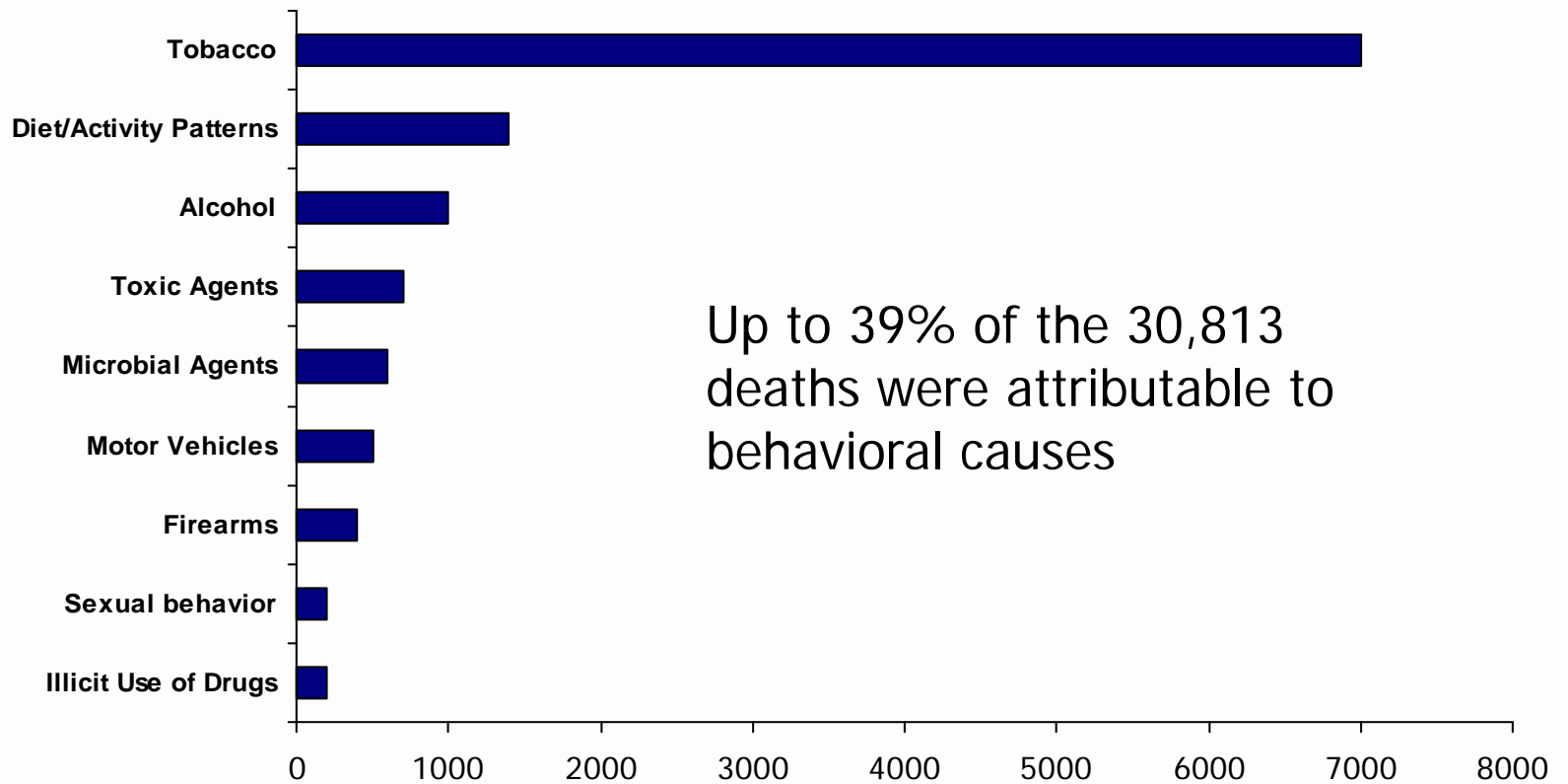
The logo for the Oregon Health Authority. It features the word "Oregon" in a smaller, orange, serif font above the word "Health" in a larger, blue, serif font. Below "Health" is the word "Authority" in a smaller, orange, serif font. A thin blue horizontal line is positioned between "Health" and "Authority".

Oregon  
Health  
Authority

# Today We Will Talk About

- Why TPEP BPO #1? - overview and context
- Compare and contrast BPO #1 for TPEP and Healthy Communities
- Share practical experience: describe projects, linkages, successes, challenges, and lessons learned

# What's Killing Oregonians

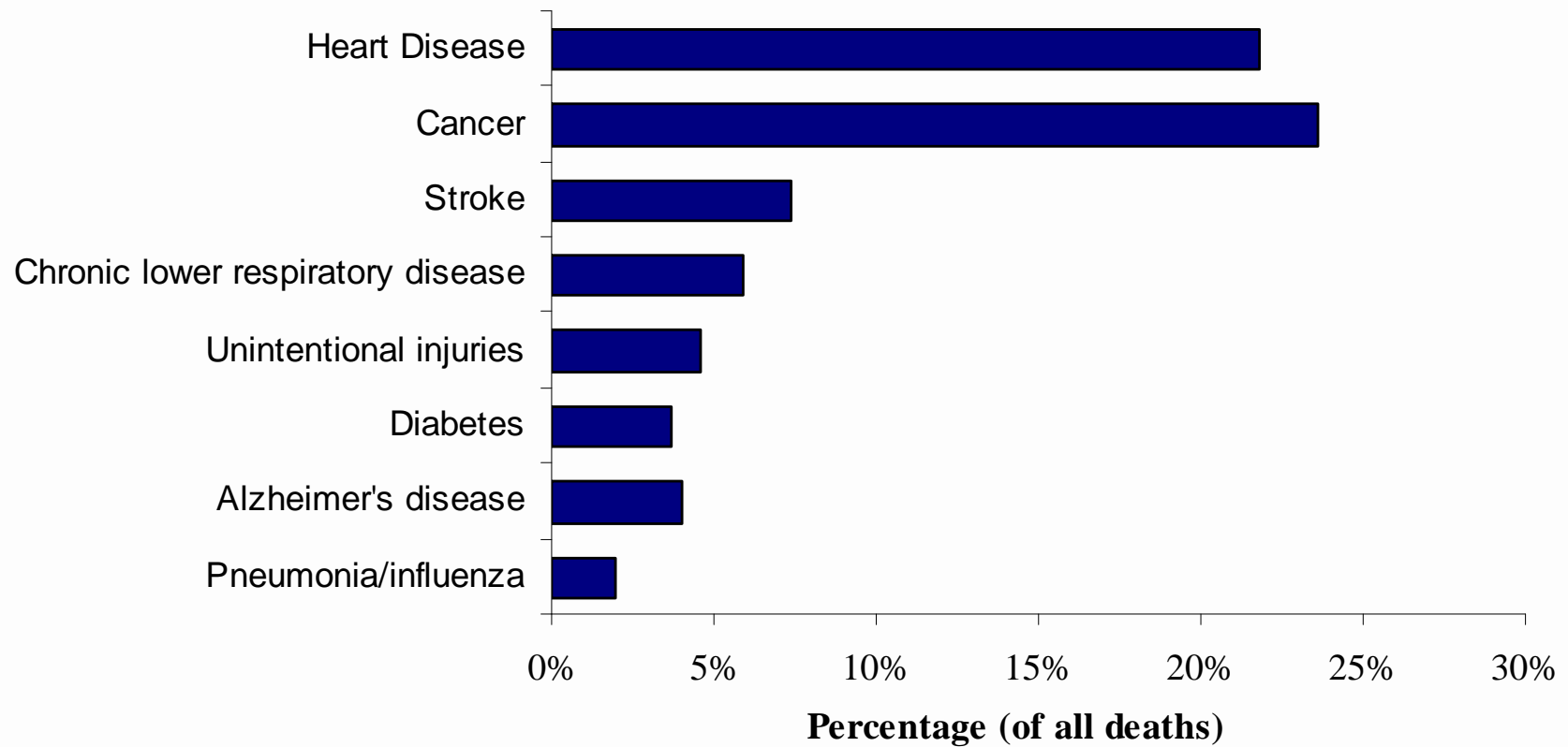


Up to 39% of the 30,813 deaths were attributable to behavioral causes

\* Includes alcohol-related crashes

Source: CD Summary, May 17, 2005, Vol. 54, No. 10

# Leading Causes of Death in Oregon, 2005



Source: National Center for Health Statistics

# The Problem: Tobacco Use & Chronic Disease

Condition	Increased Risk by Tobacco Users <sup>1</sup>
Coronary Heart Disease	2-4 times
Stroke	2 times
Lung cancer	23 times (men), 13 times (women)
COPD death	12-13 times (smokers)
Rheumatoid arthritis	1.3 – 2.4 times (smokers)

Condition	Increased Risk from SHS <sup>1</sup>
Heart attack	6-47% <sup>2</sup>
Heart disease	25-30%
Lung cancer	20-30%

<sup>1</sup> US Centers for Disease Control & Prevention

<sup>2</sup> Institute of Medicine, 2009

# Healthy places, healthy people: A framework for Oregon

## Statewide

Policies support the healthy choice as the easy choice for adults and children:

- Workplaces, schools and public places are tobacco-free.
- Safe biking and pedestrian routes, alternative transportation and recreational opportunities are easily accessible and affordable.
- Healthy foods are easily accessible and affordable.
- Schools offer physical education.
- Tobacco and obesity prevention and education infrastructure is funded.

Policies protect adults and children from unhealthy influences:

- Tobacco is expensive.

Awareness and education messages promote chronic disease prevention, early detection and management.

Information about health and economic cost of chronic disease is collected and reported.

## All Communities

Optimal availability of:

- Chronic disease self-management programs
- Healthy food choices
- Physical activity opportunities

Minimal exposure or access to:

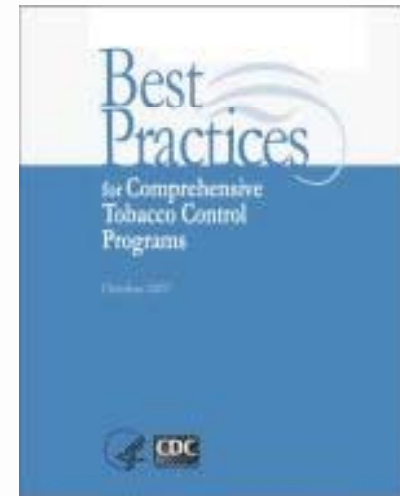
- Secondhand smoke
- Tobacco products
- Unhealthy foods
- Advertising and promotions of tobacco and unhealthy food

## Schools • Worksites • Health Systems

Policies and environments support healthy eating, daily physical activity and tobacco-free lifestyles. They also promote chronic disease early detection and management.

# Best Practices for Comprehensive Tobacco Control Programs

1. State and community interventions
  - Statewide programs (coordination & strategic implementation)
  - Community programs (live/work/play settings)
  - Eliminate tobacco-related disparities
  - Prevent youth initiation and promote cessation
  - **Chronic disease programs**
2. Health communication (media)
3. Cessation
4. Surveillance and evaluation
5. Administration and management



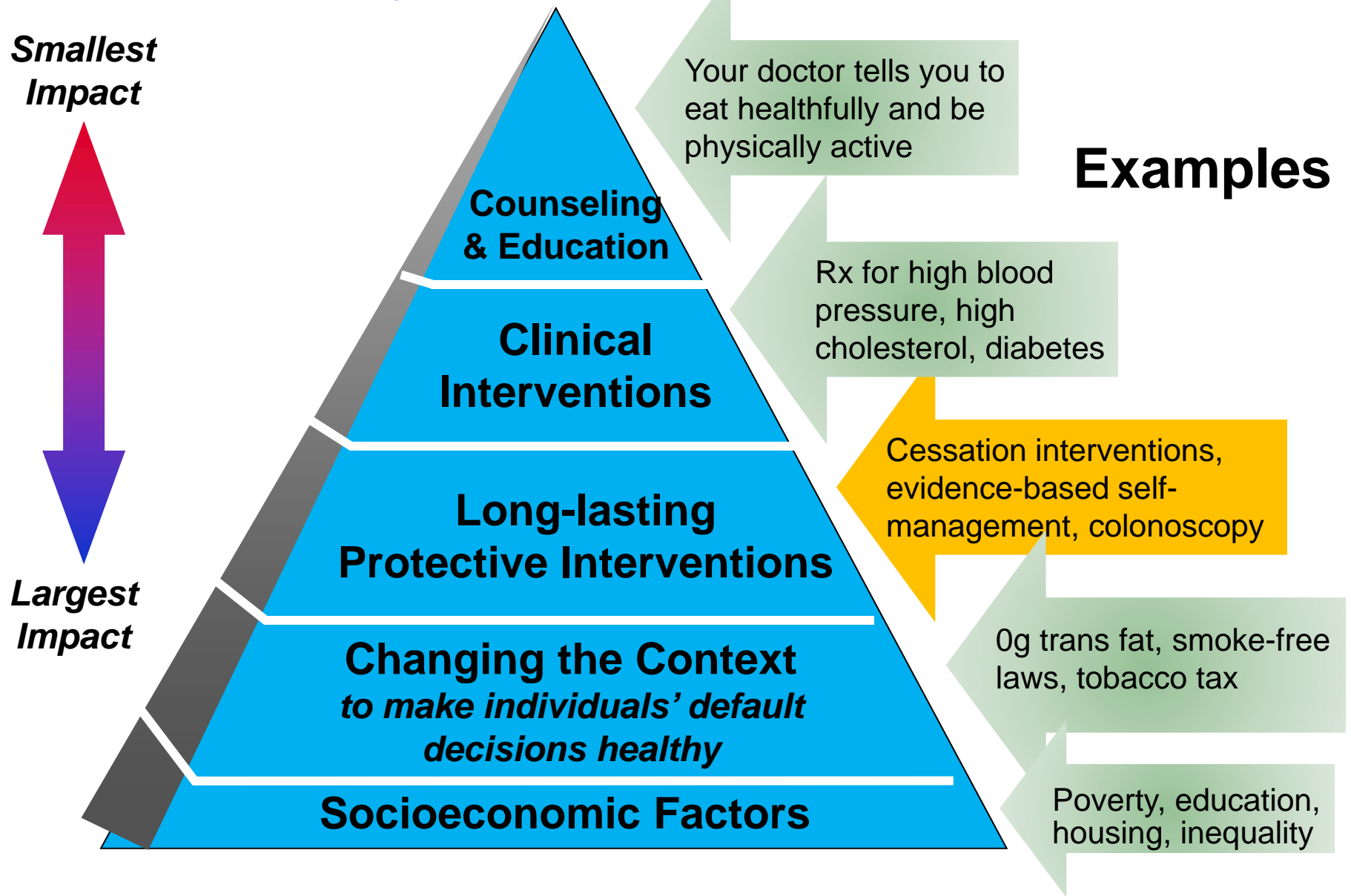
# Why Address Chronic Disease through TPEP (and vice versa)?

Synergy between TPEP and chronic disease approaches can:

- Reduce burden of chronic disease caused by tobacco
- More widely disseminate strategies and messages
- Counteract synergistic effect of tobacco use & other chronic disease risk factors



# Health Impact Pyramid: Factors that Affect Health



# Panel Discussion

## Wednesday:

- Sara Hartstein – Benton County
- Emily DeHayr – Marion County
- Steven Blakesley – Clatsop County

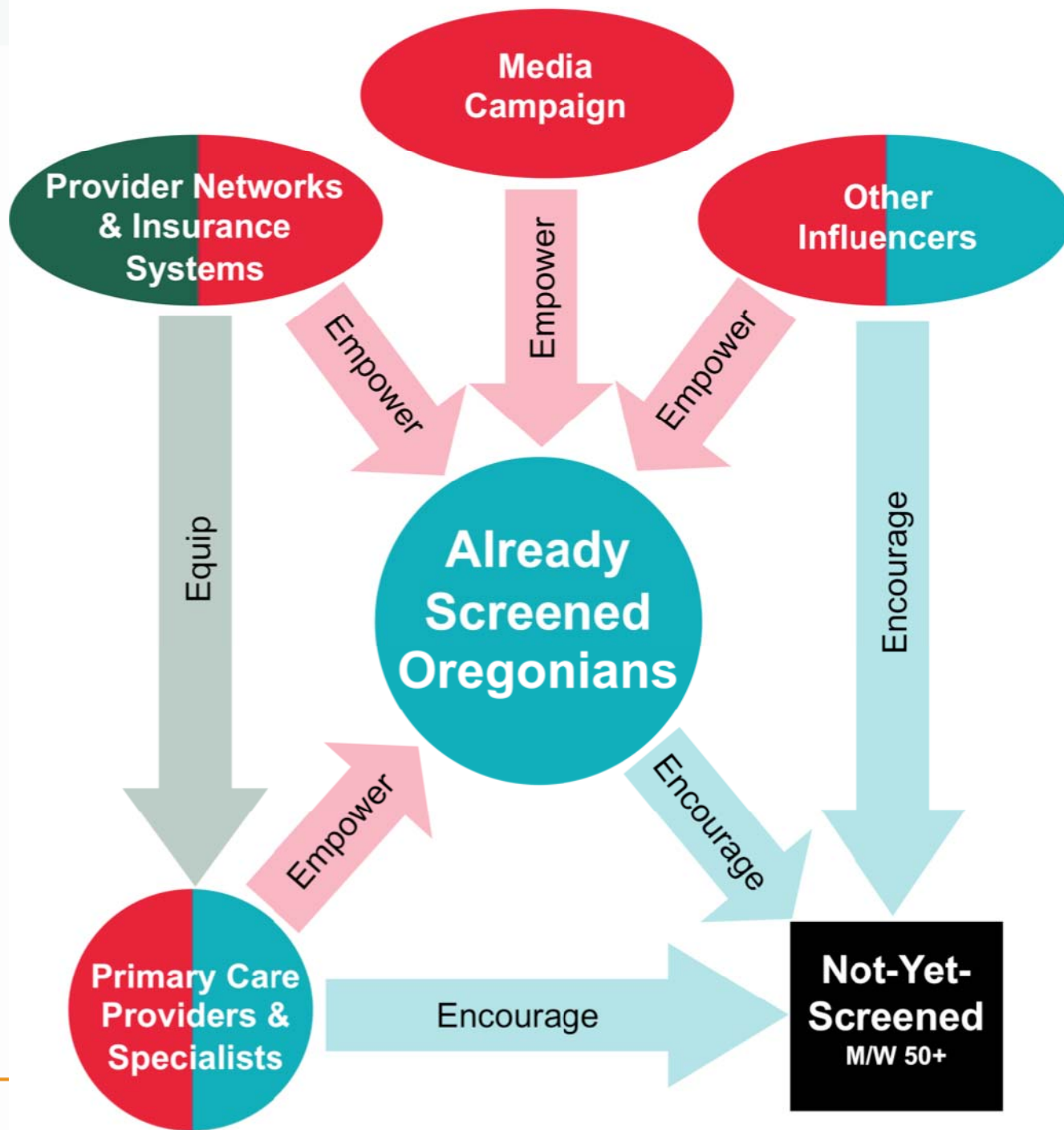
## Thursday:

- Marilyn Carter – Douglas County
- Elizabeth Takahashi – Multnomah County
- Tonya Johnson – Marion County

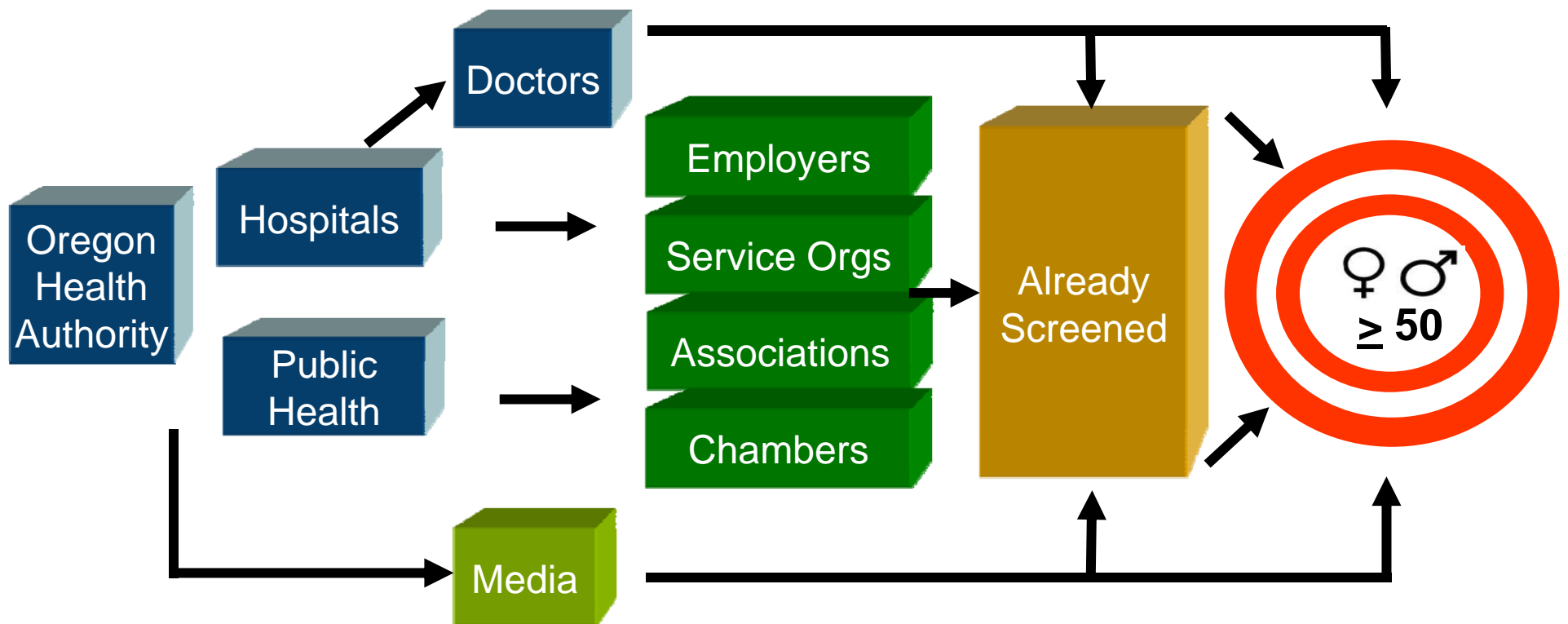
# Discussion Questions

- What have you proposed for BPO #1 in your work plan?
- What successes have you experienced?
- What resources or supports do you have?
- What challenges are you having?
- What new strategies or ideas might you consider after today's session?
- What further questions do you have, or clarification about BPO #1 do you need?

# Learn Audiences' Values



# Campaign Information Flow





## **Multnomah County BPO #1**

**Grantees and Contractors Meeting  
July 28, 2011**

**Elizabeth Takahashi, Health Educator  
Community Wellness & Prevention Program  
Multnomah County Health Department**



## Overview of BPO#1 Efforts to date:

- 09/10 –
  - HC - Coordinate a “home” for Living Well and Tomando Control de su Salud
  - TPEP - built a policy action team and develop 2-3 policy options with and for AA/A/Blacks
- 10/11 –
  - HC - Recommend policy changes to leadership for CDSMP for employees AND as a supported benefit for clients at a MC clinical site
  - TPEP - support 2 faith-based institutions serving AA/A/Blacks to adopt healthy nutrition policies
- 11/12 –
  - HC - MC Wellness Program will offer CDSMP and/or early detection as part of the employee wellness program
  - TPEP - 1-2 FQHC’s will develop systems for referring clients to Quit Line and/or CDSMP



## Linking BPO#1 to other BPOs (healthy worksites, policy, media, hospitals, etc)

- Worksites – incorporating into employee benefits or wellness program offerings, collaborating with employee groups Employee Union
- Clinics – integrating into clinical referral systems, exploring co-located services
- Faith-based settings – integrating nutrition policies and increased CDSMP into faith communities
- Media - Utilizing the web for promotion of the QL and CDSMP



## Some successes:

- Promotion efforts have increased visibility and collaboration
  - Collaboration has led to successful grant applications between partners, shared resources
  - Use of web to promote program, “Breaking News,” tips and e-newsletter drive web traffic
- Movement with Integrated Clinical Services & Employee Wellness Program
- Successful nutrition policies adopted among faith communities

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## Multnomah County Health Department



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### Top Health Links

- [Birth and Death Certificates](#)
- [Disease Reporting](#)
- [Flu Information](#)
- [Foodborne Illness](#)
- [Food Handler's Card](#)
- [Health Clinics](#)
- [HIV and STDs](#)
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### Featured Items ● ○ ○

#### Self-Management Tip: Develop an Active Lifestyle

7/1/11 - 3:08 pm



Exercise is important for staying healthy—it lowers blood pressure, manages weight, boosts mood and more. Many people jog, swim or go to the gym. But you can do a lot for your health by getting short spurts of activity throughout your day. It's easier than you think!

### Upcoming Events

- [Free Child Lead Testing – Gateway WIC](#)  
7/27/11 - 12:00 pm - 6:00 pm
- [Intro to Popular Education Workshop](#)  
8/3/11 - 9:00 am - 4:30 pm
- [Intro to Popular Education Workshop](#)  
10/5/11 - 9:00 am - 4:30 pm
- [Hepatitis C: The Basics](#)  
10/19/11 - 5:30 pm - 7:30 pm

### News and Announcements

[Self-Management Tip:](#)

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## Self-Management Tip: Develop an Active Lifestyle

Friday, 7/1/11 - 3:08 pm

Exercise is important for staying healthy—it lowers blood pressure, manages weight, boosts mood and more. Many people jog, swim or go to the gym. But you can do a lot for your health by getting short spurts of activity throughout your day. It's easier than you think!

Even small changes add up. A 10-minute walk on your work break adds up to 50 minutes over the course of the week! More easy ways to get exercise:

- Take small stretch or activity breaks. If you work in an office, meet your coworker outside for a "walking meeting."
- Opt for the stairs instead of the elevator. If you're easily winded be sure to take care, but stick with it unless it causes you pain. In time you'll build endurance and it will get easier.
- If you drive to a store, park further away from the entrance instead of finding the closest spot.
- Have fun! Dancing, playing with children, taking a stroll, gardening and even cooking count as long as it gets you moving!



Be sure to talk with a healthcare provider if you have concerns about your health, or if a condition keeps you from being active.

Are you living with a chronic condition like diabetes, depression, arthritis, asthma or chronic pain? Get more tips and build skills to manage your condition in a safe and supportive environment by attending a [Living Well workshop](#)

Posted in

[Health](#)

Related Pages

[Living Well Workshops](#)

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## Living Well Workshops



### Self-Management Tip: Develop an Active Lifestyle

Get physical activity in short spurts throughout your day. Use breaks at work to stretch or walk. Take the stairs, play with the kids or garden. Whatever gets you moving!

Living Well with Chronic Conditions (also called the Chronic Disease Self-Management Program) is an interactive workshop series that helps participants with one or more chronic conditions learn useful skills to help them to live a full, healthy life.

Workshops are taught by a trained team which always includes at least one leader who has a chronic condition. Learn resources, skills and action planning designed to build confidence, reduce the negative impact of your symptoms and give you greater control over your life.

Classes meet weekly for 6 weeks and last about 2-1/2 hours. Available in other languages.

Some of the subjects covered include:

- Working with your healthcare team
- Setting weekly goals
- Effective problem solving
- Better communication
- How to relax
- Handling difficult emotions
- Tips for eating well
- Safe, easy exercise



### Who Should Attend

People who have chronic conditions and their family or friends. All classes are open to the public.

### Covered Conditions

- Asthma
- Arthritis
- Fibromyalgia
- Heart disease

### Living Well in Oregon



### Tomando Control de su Salud



### Related Pages

- [Asthma](#)
- [Living with HIV](#)
- [Community Wellness & Prevention](#)

### News and Announcements

- [Self-Management Tip: Develop an Active Lifestyle](#)
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## Challenges and Lessons Learned

### Challenges:

- CDSMP - Financial considerations pose barriers for program initiation and sustainability
- A lot of groundwork is needed to build collaboration across silos

### Lessons learned:

- Building change is a multi-year effort - link BPOs from year to year
- Spend time building relationships and learning
- Be flexible!