

Douglas County Chronic Disease Risk Reduction grant proposal (state fiscal year 2015)

The proposed activities for the July 2014-June 2015 grant year are summarized below:

Activity 01: CHANGE Tool

SMART Objective 01: By June 30, 2015, complete the Tobacco module of the CHANGE Tool for Douglas County

One area for growth is in tobacco control activities. Based on the CHANGE tool evaluation, review of new sources of community health assessment data for Douglas County (such as 2011 BRFSS data), and data from the Kansas Tobacco Quitline reports, there is a compelling need in Douglas County for more effective tobacco control activities within sectors including worksites, healthcare, schools and the community-at-large. With the formation of a new LiveWell Tobacco-Free Work Group, it is important that this group undertake and update to the comprehensive tobacco control plan for Douglas County. The Lawrence-Douglas County Health Department and the LiveWell Lawrence coalition will update the tobacco module of the CHANGE tool by February 2015 to assist the newly formed work group in updating the county comprehensive tobacco control plan.

Activity 02: ACE

SMART Objective 02: By June 30, 2015, increase the proportion of Douglas County high schools adopting ACE policy amendments from 0% (0 of 4) to 100% (4 of 4)

Within the school sector, Douglas County has 75% (3 of 4) high schools participating in the ACE youth tobacco cessation program, launched in 2011. Based on 2011-2012 Kansas Youth Tobacco Survey, which found that overall high school smoking prevalence (which includes 18 year old students) is 13%, an estimated 541 Douglas County high school students smoke. The ACE program needs additional support to assure effective implementation as referrals from Douglas County high school aged tobacco users remains low, with only 5 quitline registrations since 2010.

Activity 03: Electronic cigarettes

SMART Objective 03: By June 30, 2015, increase the proportion of Douglas County municipalities that have ordinances to restrict use of electronic cigarettes in public spaces and worksites from 0% (0 of 4) to 25% (1 of 4)

Within the community-at-large sector, we will also undertake an activity to education the public about electronic cigarettes and propose the adoption of local ordinances addressing the use of electronic cigarettes by the municipalities in the county. Currently no municipal ordinances in Douglas County restrict the use of electronic cigarettes. Because cultural norms have been established due to clean indoor air laws, Douglas County residents have been struck by unexpected sights of electronic cigarette users "vaping" in public spaces and worksites where conventional cigarettes are banned. This activity seeks to educate the public about electronic cigarettes and the need for restricting use of electronic cigarettes in public spaces and worksites. The activity involves formation of a task force to develop and issue a draft proposal, seek public comment and then present the proposal to the Lawrence City Commission for consideration.

Activity 04: Smokefree housing

SMART Objective 04: By June 30, 2015, increase the proportion of midsize and large multi-unit rental housing properties in Lawrence, Kansas with 100% smokefree building policies from 22% (17 of 77) to 26% (20 of 77)

Within the community-at-large sector, Douglas County has limited protection from secondhand smoke in multi-unit housing properties such as apartments and condominiums. The demand for smokefree housing is significant, as awareness of the health hazards of secondhand smoke increases. Nationally, 85 to 90 percent of adults say no one is allowed to smoke anywhere inside their home, and public opinion surveys indicate smokefree policies enjoy wide support among multi-unit housing residents. This proposal involves building on a comprehensive assessment of smokefree policies among midsize and large multi-unit rental housing properties in Lawrence. This assessment is currently in process, and based on the policy scan to date less than one-quarter of Lawrence rental properties have smokefree building policies. This proposal (July 2014-June 2015) will focus on expanding the number of 100% smokefree building policies by training property managers to implement new and strengthen existing smokefree housing policies and providing technical assistance as needed.

Activity 05: Tobacco free KU

SMART Objective 05: By June 30, 2015, increase the proportion of Douglas County universities with tobacco-free policies from 0% (0 of 3) to 33% (1 of 3)

Within the community institution/organization sector, the University of Kansas has launched a two year project to revise the KU's smoking policy and achieve a tobacco-free KU environment by July, 2015. This project is co-sponsored with student representation and the KU departments of Human Resources, Student Health Services, and Recreation Services. The project has the support of the Office of the Executive Vice Chancellor/Provost. The Lawrence-Douglas County Health Department serves on the project steering committee and serves as a liaison to the LiveWell Lawrence coalition and other community, state and regional partners that have an interest in implementing a tobacco-free environment at KU. In addition to supporting the project, including producing the tobacco-free policy, the Lawrence-Douglas County Health Department will work with KU communications officials and KDHE staff to develop a public education campaign that encourages support for the adoption and implementation of a tobacco-free policy.

Activity 06: Comprehensive worksite wellness policies

SMART Objective 06: By June 30, 2015, among Douglas County employers affiliated with the LiveWell Lawrence coalition, increase the proportion of employers with comprehensive worksite wellness policies that include telephone cessation counseling and support from 4% (2 of 48) to 50% (24 of 48)

For the first time we intend to work not only with employers who are part of the WorkWell initiative (part of LiveWell Lawrence), but will expand our reach to all employers represented on the Live Well coalition. This represents an expansion from 24 employers represented within the WorkWell Leadership Team to all 48 employers represented on the coalition's other work groups and leadership team. This activity will focus primarily on integrating telephone cessation counseling and support into worksite tobacco control policies. A recent policy scan (part of CDRR activities) revealed that only 4% (2 of 48) of LiveWell employers encourage workers to quit by including Quitline information in their policies. This effort has the potential to impact nearly one-third of employed workers in Douglas County.

Activity 07: Quitline referral systems in LMH primary care clinics

SMART Objective 07: By June 30, 2015, increase the proportion of Lawrence Memorial Hospital-affiliated primary care clinics using the Kansas Tobacco Quitline fax referral system from 20% (1 of 5) to 60% (3 of 5)

Our work with health care providers will focus on Lawrence Memorial Hospital (LMH) and primary care clinics that are part of the LMH system. LMH is a Joint Commission-accredited hospital, and the hospital has plans to enhance its tobacco prevention and control efforts in light of increased focus on tobacco by the accrediting agency. For this activity, we will work with five LMH-affiliated clinics, three of which are located in Lawrence and one each in Eudora and Baldwin City. The growing interest in tobacco control at LMH is an outstanding opportunity to collaborate with our community hospital to address this issue. The Lawrence-Douglas County Health Department will partner with LMH to provide training to clinic staff on evidence-based approaches for tobacco cessation, and the LMH Director of Education and Learning Services will work with LMH-affiliated health care providers and clinics to identify those willing to adopt fax referral systems into clinical practices. In collaboration with KDHE staff, the LMH Director of Education and Learning Services will provide technical assistance to support implementation of fax referral systems into clinical practices.

Activity 08: Safe Routes to School

SMART Objective 08: By June 30, 2015, increase the proportion of Douglas County school districts with a Safe Routes to School (SRTS) program from 0% (0 of 3) to 33% (1 of 3)

Within the physical activity area, our proposed activity is the creation of a Safe Routes to School (SRTS) program in Lawrence. In the 2012-2013 school year, among Lawrence school children in 5th, 7th and 9th grades who were assessed using the standards for the KFIT fitness assessment (a program overseen statewide by the Kansas Department of Health and Environment and the Kansas State Department of Education), 33% had a body mass index (BMI) outside of the “healthy fitness zone” established by the KFIT program. Physical activity plays a powerful role in preventing obesity and chronic disease, and the CDC has included “establishing school environments that support physical activity” in its School Health Guidelines to promote healthy eating and physical activity. Strategies used to develop a Lawrence SRTS program would include:

- Training of stakeholders through the Safe Routes to School National Course.
- Assessing environments around local schools using standardized data collection forms, developed by the National Center for Safe Routes to School, which can be entered into a national database to generate standardized summary reports.
- Using the interactive Safe Routes to School Policy Workbook, developed by ChangeLab Solutions and the Safe Routes to School National Partnership to custom-build an active transportation policy for the school district.

- Collaborating with school district and city public information officers and KDHE staff to develop and implement a public education campaign, including both paid and earned media, to build a school culture supportive of walking and biking and to increase the number of students walking and biking to school.

Upon completion of the SRTS plan, which would be adopted by the Lawrence Board of Education and received by the Lawrence City Commission, the City of Lawrence would be eligible to apply for Phase II funding from the Kansas Department of Transportation (KDOT) SRTS program to implement recommendations in the SRTS plan.

Activity 09: Healthy restaurants menu labeling

SMART Objective 09: By June 30, 2015, increase the number of Lawrence restaurants with a score of 10 or higher on the Nutrition Environment Measures Survey for Restaurants (NEMS-R) assessment from 35% (18 of 52) to 58% (30 of 52)

Within the nutrition area, efforts will continue to improve the nutrition environment in Lawrence restaurants. In the 2012-2013, a comprehensive assessment was completed of the current LiveWell EatWell restaurants as well as over 30 prospective restaurants located in downtown Lawrence. In 2013-2014 the focus of CDRR activity was increasing the NEMS-R score of EatWell restaurants. NEMS-R is the evaluation tool recommended by KDHE and used by the Lawrence-Douglas County Health Department to evaluate the nutrition environment of participating restaurants. Our proposed activity for the upcoming grant year will be to work with those restaurants already assessed, but not formally part of the EatWell restaurant program, to enhance their NEMS-R scores and improve their nutrition environments. We will focus on working with these restaurants to modify a handful of common practices, identified as deficiencies through the NEMS-R assessment, which could result in sufficient improvements to raise the NEMS-R scores of these restaurants to meet the EatWell minimum NEMS-R score of 10. This set of practices involves 1) labeling healthy entrees on menus and 2) using signage to highlight healthy menu options and 3) using signage to encourage healthy eating. Among restaurants assessed to date, only 5% identified a healthy entree on the menu, and/or used signs, table tents or displays to highlight healthy menu options and to encourage healthy eating. These three practices are evidence-based facilitators known to improve healthy eating.

Activity 10: Worksite CSAs

SMART Objective 10: By June 30, 2015, among Douglas County employers affiliated with the LiveWell Lawrence coalition, increase the proportion of employers with Community Supported Agriculture (CSA) programs from 10% (5 of 48) to 25% (12 of 48)

Another focus in nutrition will be providing education and technical assistance to worksites in establishing Community Supported Agriculture (CSA) programs. CSA is a partnership between a farm and a community of supporters (e.g. individuals or workplaces). A CSA program works by having members purchase “shares” of the crops that are grown that year. Once shares are purchased, the farm provides each member with a supply of fresh, locally grown food each week. CSA programs have been highlighted in the CDC publication “Recommended Community Strategies and Measurements to Prevent Obesity in the United States (2009)” as a mechanism to increase consumption of fresh fruits and vegetables, making fresh foods available in areas lacking retail outlets, and minimizing shipping of produce, which improve their nutritional value and taste. Currently only five of 48 LiveWell employers are known to have CSAs. Improving consumption of fruits and vegetables is a priority focus of the Douglas County Community Health Plan and is an evidence-based strategy for obesity prevention. The activity will entail distributing and promoting awareness of a worksite CSA toolkit currently under development by the Lawrence-Douglas County Health Department, and providing technical assistance to employers interested in implementing a CSA program for their employees.

Funding request:

In support of these activities, our proposal includes a request for a total of 1.75 FTEs to carry out activities and provide community level leadership for systems and environmental change in the areas identified above related to tobacco control, physical activity and nutrition. In total 6 staff will dedicate a portion of their work to the project. A new 1.0 FTE Community Health Specialist will be hired to provide coordination for the LiveWell coalition in support of their efforts to advance CDRR activities in our county. With the considerable expansion of the coalition last year, this additional support is critical to successful coordination of the coalition and completion of all CDRR funded activities. We are requesting grant funds in the amount of **\$162,709** with a cash match of **\$77,372** provided by the Lawrence-Douglas County Health Department and other members of the LiveWell coalition to meet the required 25% match.