

**Department:** Health Department      **Program Contact:** Consuelo Saragoza  
**Program Offer Type:** Existing Operating Program      **Program Offer Stage:** As Proposed  
**Related Programs:**  
**Program Characteristics:**

**Executive Summary**

The Public Health Community Initiatives Program helps to develop and implement population-based approaches to prevent chronic disease, improve health equity and improve the health of all Multnomah County residents. The Program coordinates policy, planning, and partnerships to address the leading risk factors for chronic disease such as tobacco use, exposure to secondhand smoke, physical inactivity, and poor nutrition.

**Program Summary**

Despite spending more than twice what most other industrialized nations spend on health care, the U.S. ranks 24th out of 30 such nations in terms of life expectancy. A major reason is the minimal investment we make in preventing diseases. Seventy five percent of our health care costs are related to preventable conditions. The Community Wellness and Prevention Program focuses on community-related activities designed to prevent diseases from occurring at all by coordinating efforts to change the community conditions that contribute to poor health outcomes, such as lack of access to safe places to walk and play, low availability of fresh fruits and vegetables, or easy access to tobacco by youth. These activities are carried out in collaboration with a wide, diverse network of community stakeholders through coalition building and formation of strategic organizational partnerships.

The Program builds community-wide efforts to combat obesity and chronic diseases and address health inequities by changing policies, systems, and environments that will create sustainable health promoting changes over time. The Program collaborates to help advance a coordinated public health policy agenda by strengthening linkages with community partners and across Health Department programs. This includes efforts to inform the design of healthy, safe neighborhoods, create strong local food systems, and reduce access to tobacco by youth. The Program supports development and incubation of innovative place-based initiatives such as the Healthy Retail Initiative and the Worksite Wellness Initiative. The Program also develops and implements health promotion campaigns under the "It Starts Here" brand. The Department Communications Team in partnership with the County Communications team provides Health Department coverage through media and social media outlets.

**Performance Measures**

Measure Type	Primary Measure	FY13 Actual	FY14 Purchased	FY14 Estimate	FY15 Offer
Output	Number of community partners in Health Active Multnomah County Coalition	30	50	40	45
Outcome	Number of policies established to slow and reduce rates of chronic disease	14	16	14	16

**Performance Measures Descriptions**

1) Number of community partners in Healthy Active Multnomah County coalition. Partners will be tracked by # of partnerships established/strengthened through policy teams. 2) Number of policies established: This is an outcome measure that enables the program to track and monitor whether its partnership activities result in concrete changes in policy.

## Legal / Contractual Obligation

Healthy Communities Grant funded by Oregon Public Health Division must comply with required work plans and assurances. Food Access Grant Funded by the Northwest Health Foundation/Kaiser must comply with reporting requirements.

## Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2014	2014	2015	2015
Personnel	\$646,867	\$166,226	\$190,725	\$168,018
Contractual Services	\$15,000	\$11,810	\$0	\$5,082
Materials & Supplies	\$21,427	\$3,315	\$15,867	\$1,105
Internal Services	\$191,214	\$20,867	\$130,354	\$18,205
<b>Total GF/non-GF</b>	<b>\$874,508</b>	<b>\$202,218</b>	<b>\$336,946</b>	<b>\$192,410</b>
<b>Program Total:</b>	<b>\$1,076,726</b>		<b>\$529,356</b>	
<b>Program FTE</b>	6.75	1.80	1.80	1.77

Program Revenues				
Indirect for Dept. Admin	\$12,968	\$0	\$13,105	\$0
Intergovernmental	\$0	\$115,256	\$0	\$132,451
Other / Miscellaneous	\$0	\$86,962	\$0	\$59,959
<b>Total Revenue</b>	<b>\$12,968</b>	<b>\$202,218</b>	<b>\$13,105</b>	<b>\$192,410</b>

## Explanation of Revenues

Public Health Community Initiatives is funded by:

Healthy Communities grant: \$81,250

Kaiser Food Access grant: \$59,959

State Local Public Health Authority tobacco prevention grant: \$51,201

## Significant Program Changes

**Last Year this program was:** 40047A Community Wellness and Prevention

PO 40047A Community Wellness and Prevention and 40047B Public Health Policy and Planning were combined with other community activities to become Public Health & Community Initiatives. This restructuring included moving three positions and cutting four other positions including senior level management positions as a cost saving measure.