



AUSTIN/TRAVIS COUNTY HHSD CHRONIC DISEASE PREVENTION OVERVIEW

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CHRONIC DISEASE TOPIC AREAS

- Tobacco Prevention & Control
- Healthy Nutrition
- Active Living
- Diabetes Self-management
- Worksite Wellness

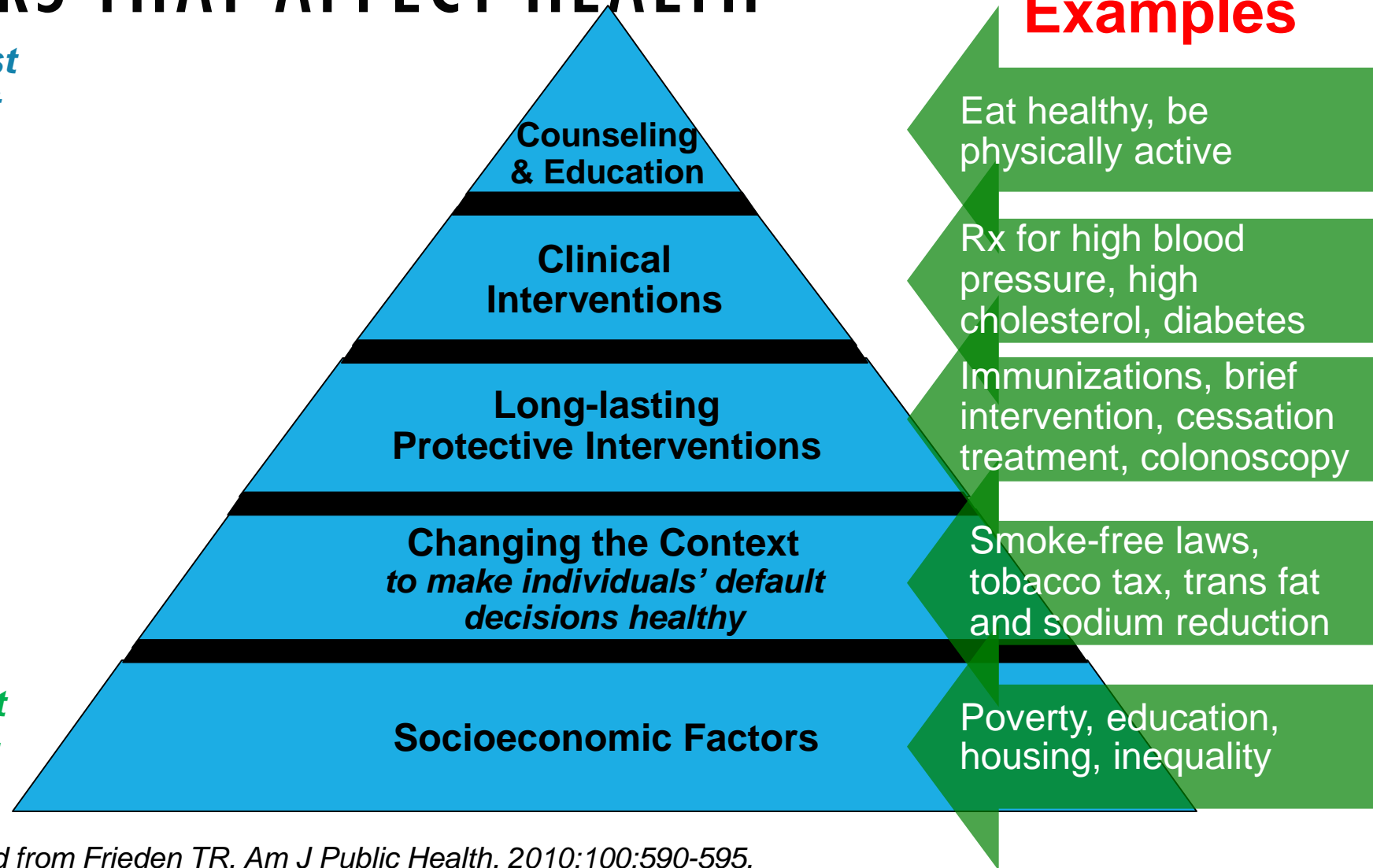


FACTORS THAT AFFECT HEALTH

*Smallest
Impact*



*Largest
Impact*



Examples

Eat healthy, be physically active

Rx for high blood pressure, high cholesterol, diabetes

Immunizations, brief intervention, cessation treatment, colonoscopy

Smoke-free laws, tobacco tax, trans fat and sodium reduction

Poverty, education, housing, inequality



FY2016 FOOD INITIATIVES

Priority Areas:

- Childcare Centers & Afterschool Programs
- Worksites
- Media
- Food Access Contracts
- Place-based Mini-grants
- Community Health Worker SNAP Outreach pilot





2016 MEDIA

- Sugar Sweetened Beverage Awareness Campaign
- Priority audiences: Hispanic and African American Adults ages 35-54
- Radio ads using celebrity influencers, digital and print
- Calls to action: Website, texting for health tips
- Community Change Campaign to support Mayor's Health and Fitness Council Certification (DSRIP Funding)





FY2017 CHRONIC DISEASE BUDGET

- Anticipate general fund will be similar to FY2016
- Food access funds not currently a part of FY2017 HHSD budget
- DSRIP projects will continue for 15 months
- Media efforts, place based mini-grants, worksite policies, support of schools and daycare centers
- Alignment with CHIP, participation in CHA, collaboration on food access and SNAP recommendations
- Sugar sweetened beverage reduction efforts

