



Roundtable on Putting Population Health into Practice: Three Case Studies *Giridhar Mallya, MD, MHSP*

Name of project or collaborative

Get Healthy Philly

Geography

Philadelphia, PA

Brief description

Get Healthy Philly is a ground-breaking initiative of the Philadelphia Department of Public Health that brings together government agencies, community-based organizations, academia, and the private sector to address obesity and smoking in Philadelphia. Our vision is a city where all residents can live, learn, work, shop, and play in environments that promote healthy eating, active living, and a smoke-free existence.

Results/outcomes

Over the last four years, we have made great strides in achieving this vision through the leadership of Mayor Michael Nutter and our Get Healthy Philly Leadership Team. Together, we have created a healthier, cleaner, greener, more productive city. Key accomplishments include:

A 15% reduction in smoking among adults and a 30% reduction among youth, translating into over 40,000 fewer smokers in the city

- Nearly 12,000 acres of new smoke-free spaces, including City parks, recreation centers, playgrounds and pools;
- A recently passed \$2 per pack tax on cigarettes;
- Medicaid insurance reforms increasing access to cessation therapies for 70,000 low-income smokers;
- Over 20,000 Philadelphians making use of the PA Free Quitline (1-800-QUIT-NOW); and
- A 36% reduction in illegal tobacco sales to minors.

A 5% reduction in childhood obesity, including larger reductions among African American boys and Hispanic girls, and a plateauing in adult obesity prevalence

- Comprehensive nutrition standards in public schools, including removal of sugary drinks from vending machines, deep fryers from kitchens, and candy from fundraisers;
- A menu labeling law that has led to a reduction in the number of calories (-151 kcal), sodium (-224 mg), saturated fat, and carbohydrates purchased by customers in full-service chain restaurants;
- Nearly 900 food retailers promoting healthy food sales, including 650 corner stores, 30+ farmers' markets, and 211 Chinese take-out restaurants;
- Citywide policies to promote complete streets; healthy, sustainable city planning; and breastfeeding support in employer and hospital settings; and
- Mass media and social media initiatives to inform parents about the health risks of sugary drink consumption and to educate Philadelphians about the risks of excess sodium intake.

Funding

Our success in Philadelphia is made possible by local, state, and federal funding, particularly from the U.S. Centers for Disease Control and Prevention through the Prevention and Public Health Fund, and the Pennsylvania Department of Health.

With guidance from the Mayor and support from our numerous partners, Philadelphia is demonstrating that public health can create healthier home, school, workplace, neighborhood, and health care environments. These efforts will prove even more important as millions of Americans become insured over the next several years.

Contact

www.phila.gov/getthehealthyphilly

www.facebook.com/smokefreephilly

www.facebook.com/foodfitphilly

<https://twitter.com/GetHealthyPHL>

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