



## WHO WE ARE

Partnerships to Improve Community Health is a collaborative effort of Healthy King County Coalition, Seattle Children's Hospital, Public Health-Seattle & King County and numerous community organizations. Over the last decade, these three organizations have worked together on several initiatives to improve the health of all communities in our region. The latest effort, Partnerships to Improve Community Health (PICH) is coming to an end, but the work continues. [www.kingcounty.gov/pich](http://www.kingcounty.gov/pich)

Below is a list of community leaders and PICH grant recipients:

### PHYSICAL ACTIVITY IN SCHOOLS

Federal Way Public Schools  
Highline School District  
Upower and Interagency Academy  
Seattle Public Schools

### HEALTHY EATING AND PHYSICAL ACTIVITY IN CHILDCARE SETTINGS

Child Care Resources  
City of Seattle Human Services Dept.  
Horn of Africa Services

### ACCESS TO HEALTHY BEVERAGES

City of Tukwila

### ACCESS TO HEALTHY, AFFORDABLE FOODS

City of Seattle Human Services Dept.  
Des Moines Area Food Bank  
Elk Run Farm  
OneAmerica  
Roots of All Roads (ROAR)  
Tilth Alliance  
Washington CAN!

### FARMERS MARKETS NUTRITION INCENTIVE PROGRAMS

City of Renton Farmers Market  
City of Seattle Office of Sustainability and Environment

### COMMUNITY PLANNING FOR HEALTHY FOOD AND ACTIVE LIVING

City of SeaTac  
City of Seattle Dept. of Planning and Development  
Skyway Solutions

### YOUTH-LED CAMPAIGNS FOR HEALTHY EATING

Food Education and Empowerment Sustainability Team (FEEST)

### PLACED-BASED COLLABORATIVES

Global to Local and Food Innovation Network  
Living Well Kent and Kent Youth & Family Services

### TOBACCO-FREE ENVIRONMENTS\*

\*These partners supported through technical assistance and smoke-free signage

Community health workers  
College campuses  
Multi-unit housing providers  
K-12 school districts  
Parks departments



Micaela Willis, Tilth Alliance

## Stronger Communities Means Good Health for All

Who is healthy in King County? While researchers, doctors and public health officials have been tracking and analyzing this for decades, the next questions we need to address are, **“who gets to be healthy in King County, and who doesn’t?”**

### RISING HEALTH CHALLENGES IN KING COUNTY

While on the surface King County may be seen as a region that enjoys relatively good health outcomes, this is not true for all. In fact, even while the economy is booming, and especially when it's sluggish, many communities face stark health disparities due to major economic and societal barriers. These roadblocks not only make it harder for individuals to avoid preventable diseases, they also make it harder for specific communities to thrive.

Communities that bear the burden of poverty also struggle with broader health problems as a result. For example, when families struggle to find adequate, affordable housing and lack access to healthy, fresh food, risks related to diet, exercise and tobacco exposure start to pile up.

### NEW SOLUTIONS

Our unique approach involves addressing the common element between healthy eating, active

living, and tobacco prevention. While seemingly separate issues, a long history of injustice and underinvestment in communities of color has resulted in barriers to optimal health. The promise of our approach lies in supporting partners who have strong and trusted relationships in local communities and who build upon the existing assets and strengths within local communities.

Here are some ways that local organizations, Public Health - Seattle & King County and community coalitions can directly improve people's lives and improve health outcomes:

- ▶ Increasing access to public parks and opportunities for physical activity, including playgrounds, sidewalks and walking paths
- ▶ Improving physical education in schools
- ▶ Making fresh, healthy foods more affordable and convenient for families, childcare providers and food banks
- ▶ Providing support for quitting tobacco and expanding smoke-free environments in multi-unit housing and college campuses

## YOU CAN GET INVOLVED

- ▶ Find out about Public Health - Seattle & King County's partners and their expertise at [kingcounty.gov/pich](http://kingcounty.gov/pich)
- ▶ Work with communities to ensure that gains are achieved and sustained. Connect with them at [healthykingcounty.org](http://healthykingcounty.org)
- ▶ Learn more about keeping children safe and healthy. Go to [seattlechildrens.org/safety-wellness](http://seattlechildrens.org/safety-wellness)



**Healthy King County Coalition**  
Mobilizing communities to achieve health equity

**Public Health**  
Seattle & King County



**Seattle Children's**  
HOSPITAL • RESEARCH • FOUNDATION



Abdullahi Jama, OneAmerica, Somali grocers work

## Spotlight On Our Efforts

### HEALTHY FOOD AFFORDABILITY



In the Somali community, local ethnic grocery stores are a reliable place to get local ingredients for healthy home-cooked meals and bring neighbors together.

In the first year of PICH (Partnerships to Improve Community Health), 30 grocers in the Somali community received support and technical assistance from an organization called OneAmerica—a PICH partner—to obtain and maintain certification in Women, Infant and Children (WIC). WIC is a federal grant program that provides low-income communities with healthy food and nutrition education. Prior to this work, customers were not able to use their WIC coupons at Somali stores to purchase culturally-relevant foods necessary for Somali cuisine. With WIC certification, grocers are now able to directly provide healthy food to low-income families.

Participating grocers then formed the Somali American Grocers Association to advocate for WIC improvements to make the program requirements

more flexible for small retailers, and more culturally appropriate for the area’s Somali community, including translation and halal foods. OneAmerica’s work isn’t just about increasing access to familiar, healthy foods for low-income and immigrant communities. It’s about changing the system, while also improving their businesses and strengthening community voice.

### ACTIVE LIVING



When it comes to exercise, people usually think it’s “on them” to find time to remain active. But not all communities have the same access to opportunities to be active. In schools, that’s often the case, particularly in school

districts serving low-income students. Access to physical activity can have an effect on kid’s health and academic achievement. It’s shown that healthy kids learn better.

In 2014, the Federal Way School District was looking for a way to adopt a new physical education curriculum because they saw the need for a standardized

curriculum that would provide their students with the skills and knowledge to lead healthy lives.

Thanks to PICH funding, Federal Way School District was able to successfully implement their first district-wide physical education curriculum. Focused Fitness 5 for Life curriculum aligns physical education and health standards by introducing students to five components of fitness and nutrition, all while establishing personal connections to a fit and healthy life. Federal Way School District also adopted technology which engages teachers, parents and students in physical education through fitness data, checking students’ understanding of health concepts, and supporting student goal setting.

The Federal Way School District’s ability to establish a comprehensive, effective PE curriculum for the first time has resulted in increased support for teachers, administrators and their students as they forge a path toward achieving physical activity goals.

### TOBACCO PREVENTION



Tobacco prevention strategies range from training community health workers to address tobacco use at the individual level, to improving access to smoke-free environments by increasing access to smoke-free housing and public

spaces. When housing complexes decide together to become non-smoking, smokers and nonsmokers alike can benefit from cleaner indoor air quality.

The Public Health Tobacco Prevention Program has been instrumental in equipping housing, college campuses and parks with tools and resources to transition to non-smoking spaces. Community outreach has safeguarded more than 17,000 people from secondhand smoke at home.

Tobacco prevention efforts work best when advice and support are delivered from trusted community members. Public Health’s community health workers use their knowledge and skills to help reduce tobacco use, while also linking people to other wellness services.



Achieving health equity means eliminating injustices based on race, ethnicity, and income. This requires that there are systems in place (starting in King County) that generate and foster access to healthy living for healthy communities everywhere. Period.”

—VAL THOMAS-MATSON, Program Manager, Healthy King County Coalition



## Leading the work toward health equity



Every zip code, every block, every person is given the tools they need to be their best. We will know we are succeeding if low-income families and communities

of color feel just as capable of living healthy, productive lives as people in wealthier parts of King County. In this spirit, public health experts in the region have teamed up with community leaders and decision-makers to work together across the boundaries that usually divide us.

Success won’t come overnight or from quick-fix solutions. The work we are doing to uplift King County families requires sustained investment and continued efforts to increase capacity to tackle some of the most stubborn problems we face.



We owe it to our youth to elevate to the highest level their opportunities to be physically active, eat healthfully, and grow up in tobacco-free environments. It is through partnering with our communities that we can create and sustain environments, systems, and policies to help achieve this goal and promote greater health equity.”

—BRIAN SAELENS, Professor of Pediatrics at UW and Principal Investigator at Seattle Children’s Research Institute



We’re connecting with communities and many other organizations to bring together multiple sources of data that can paint a picture of where there are opportunities for health equity. It’s not enough to only look at where we see disparities in health outcomes. We must pair that data with the strengths that exist within communities if we are to truly drive towards healthier communities across our county.” —NADINE CHAN, Principal Investigator, Partnerships to Improve Community Health