

ACHIEVE Projects Working to Reduce Chronic Disease in WA – 3 Local Experiences

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Abstract: Cowlitz, Island, and Whatcom counties were recently chosen to join 40 other communities nationwide to participate in an ACHIEVE (Action Communities for Health Innovation and Environmental Change) initiative to combat obesity and chronic disease. The purpose of ACHIEVE is to bring together local leaders to build healthier communities by promoting policy, systems, and environmental change strategies that focus on physical activity, nutrition, tobacco cessation, obesity, diabetes and cardiovascular disease. Between April and December 2009, projects will follow a prescribed planning process of community commitment, assessment using an online tool known as CHANGE (Community Health Assessment and Group Evaluation), and community action plan development. In this session, local coaches will share their experiences in mobilizing and leading a 10-person leadership team, and completing and using CHANGE to build community consensus, set priorities and mark progress. In addition, local coaches from each of the three communities will highlight the tools resulting from their collaboration with their specific funding partners: Island County – National Association County and City Health Officials; Whatcom County – National Association of Chronic Disease Directors; Longview Parks and Recreation (Pathways 2020) – National Recreation and Park Association.

Attendees of the workshop learn the common details in the ACHIEVE process, the appropriateness of using it in other communities, sustainability of community partnerships, and unique community action plans based on local assessments.