Opportunities for Leveraging with the Coordinated Chronic Disease Prevention Program

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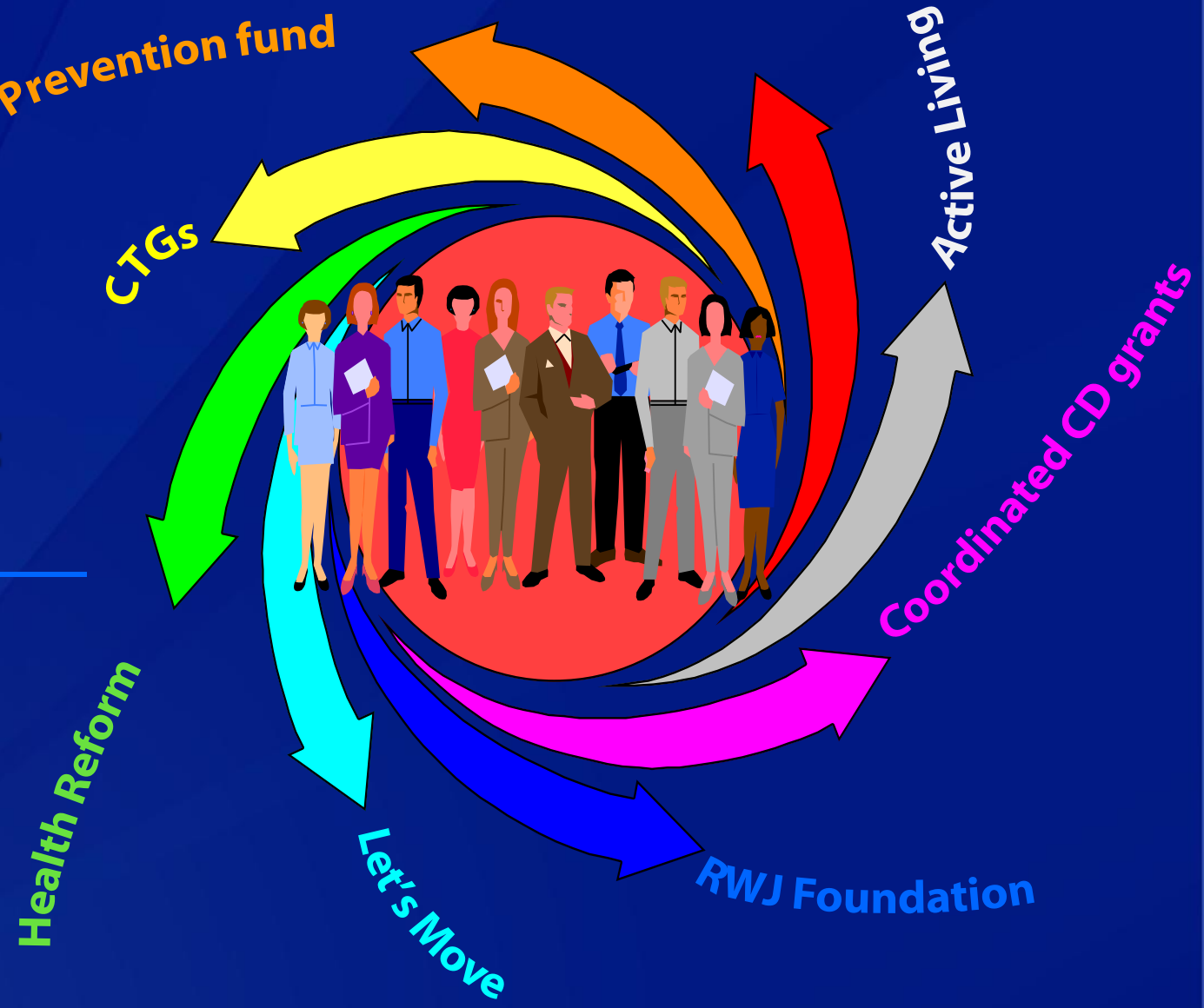
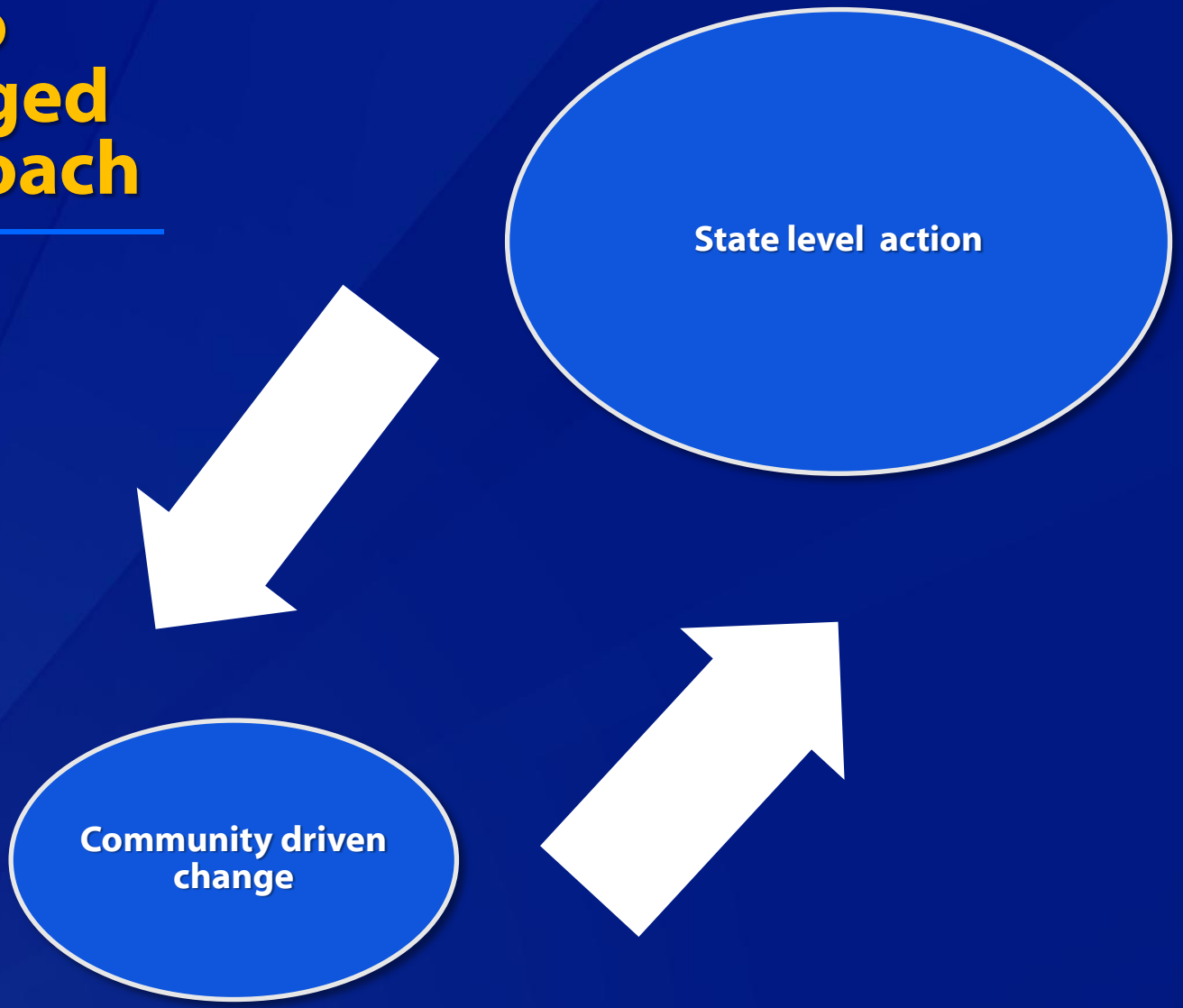
Creating a Movement



A two pronged approach



Outline

- Overview of the Coordinated Chronic Disease Program (CCDP)
  - Core objectives and elements
  - Recent FOA
  - State activities
- CTGs and CPPW – what's the difference?
- Opportunities for leverage

Key Facts about 2011 Coordinated FOA

- Purpose: build state capacity to coordinate CDs
- Eligibility: state health depts, DC, PR and Virgin Islands, etc.
- Funding: $39 million in FY 2011; 56 awards
- Awards: Sept. 13th
- Size of State Awards: Ranged from $400,000 to $1.9 million; average was $730,000 per state

Moving Forward: CDC's Vision for a Coordinated CD Program

- Protect chronic disease prevention at the state level
- Ensure that every state has a strong foundation for chronic disease prevention & control
- Maximize the reach of states' categorical CD programs
- Improve how CDC works with states

Core Elements of CCDP FOA

- State Chronic Disease Plan
- Leadership
- Organizational Structure
- Surveillance
- Evaluation
- Collaboration
- Communication
- Policy

Updating State Chronic Disease Plans

- Convene partners across sectors to further the collective reach of individual programs
  - Include non-traditional partners such as urban planning, transportation, education and the business community

Leadership

- Establish a leadership team with expertise in policy, communication, epidemiology and surveillance, community mobilization and evaluation within six months
- Create a staffing and training plan within two months

Collaboration

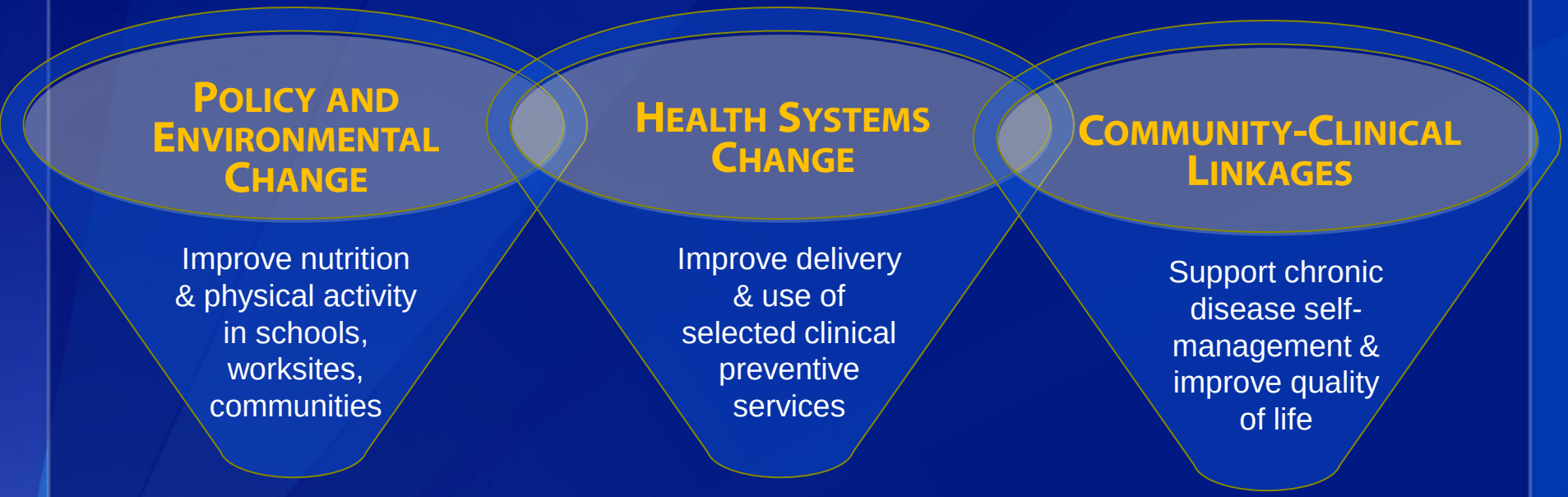
- Develop a broad coalition to extend the reach and impact of state programs
  - Coalition should undertake policy work to support communities in creating healthful environments
- Develop linkages with health care systems
  - include Medicaid, FQHCs, hospitals, providers, health plans, housing and transportation organizations, etc.
- Healthy Communities Coordinators

Communications

Develop a plan to communicate with the public and stakeholders regarding:

- Burden of disease
- Impact of interventions on chronic disease
- Reach and impact of interventions

Core Activities: "the three buckets"



What are states doing with the 2011 FOA?

Washington:

- Creating a strategic plan to collectively address shared risk factors
- Streamlining administrative functions, resulting in freed up resources
- Providing comprehensive TA across CDC funded programs

State activities

Ohio:

- Moving from managing 6 categorical coalitions to a super coalition focusing on:
  - Cross cutting goals
  - Policy, systems and environmental change
  - Avoiding fragmentation and duplication

5-6 Years From Now : CDC's Vision for a Coordinated CD Program

- Increased coordination and spread
- Protect chronic disease prevention
- Ensure that every state has a strong foundation for chronic disease prevention & control
- Maximize the reach of states' categorical CD programs
- Improve how CDC works with states

Thank you