



**FOR COUNCIL MEETING OF:  
AGENDA NO.:**

November 23, 2009  
4.3 (c)

**TO: MAYOR AND CITY COUNCIL**  
**THROUGH:**  **LINDA NORRIS, CITY MANAGER**  
**FROM: VICKIE HARDIN WOODS, DIRECTOR**   
**COMMUNITY DEVELOPMENT DEPARTMENT**  
**SUBJECT: SUPPORT FOR MARION COUNTY HEALTH DEPARTMENT  
APPLICATION FOR AN ACHIEVE DEMONSTRATION PROJECT**

**ISSUE:**

Should City of Salem support Marion County Health Department's application for the ACHIEVE demonstration project?

**RECOMMENDATION:**

Authorize the City Manager to sign the attached Letter of Support.

**BACKGROUND:**

- City of Salem staff has been an active participant in the Marion County Health Department Chronic Disease Prevention advisory group since its inception in 2008.
- Marion County Health Department plans to apply for a national grant opportunity, through the Center for Disease Control, the ACHIEVE (Action Communities for Health, Innovation and Environmental Change) program.  
([www.cdc.gov/healthycommunitiesprogram/communities/achieve.htm](http://www.cdc.gov/healthycommunitiesprogram/communities/achieve.htm))
- ACHIEVE communities strive to build healthy communities and eliminate health disparities by developing tools, models, activities and strategies for collaborating with a broad cross-section of partners. Specific activities will be directed toward reducing tobacco use and exposure, promoting physical activity and healthy eating, and improving access to consistent, high-quality preventive health services. Grant funding is distributed among recipients to encourage attendance at leadership conferences where community leaders can learn about effective strategies to design, implement and effect community change.

- If the ACHIEVE funds are awarded, staff will attend meetings in support of implementing a prevention plan, with a focus on appropriate community actions the City of Salem supports.
- In January, 2008, 10 initial ACHIEVE communities were jointly selected by the National Association of Chronic Disease Directors and the YMCA of the USA to pilot the ACHIEVE model in its first year. During the next 5 years beginning in 2009 four national organizations (NACCHO, NACDD, YMCA and National Recreation and Park Association) will individually select and fund approximately 40 new communities each year (10 per organization) for 3-year periods for a total of at least 200 ACHIEVE communities.

**CONCLUSION:**

Staff recommends approval of the attached Letter of Support for Marion County Health Department's application for the ACHIEVE demonstration project.

Attachment 1: Letter of Support



CITY MANAGER'S OFFICE

555 Liberty St SE / Room 220 • Salem, OR 97301-3503 • (503) 588-6255 • Fax (503) 588-6354

November 23, 2009

Emma Green, MPH  
Program Manager  
National Association of County and City Health Officials  
1100 17th Street NW, 2nd Floor  
Washington, DC 20036

Dear Ms. Green,

The City of Salem supports Marion County Health Department's application for the ACHIEVE (Action Communities for Health, Innovation and Environmental Change) demonstration project.

Home to the State Capitol and County Seat, Salem, Oregon is the hub for legislative action and an important model for both Marion County and Oregon. We have taken steps to encourage physical activity and nutrition in our City, including developing a bicycle and pedestrian plan and supporting community gardens. We understand that there is more to be done, and the ACHIEVE program will help provide us with the knowledge and skills to continue to improve the accessibility to physical activity opportunities, healthy food choices, and support for healthy environments within our community.

City of Salem has been an active participant in the Marion County Health Department Chronic Disease Prevention advisory group since its inception in 2008. If the ACHIEVE funds are awarded, staff will attend meetings in support of implementing a prevention plan, with a focus on appropriate community actions the City of Salem supports.

The City of Salem supports Marion County Health Department's application; these funds are essential to helping make Salem – and Marion County – a healthier community.

Regards,

Linda Norris  
City Manager

**ATTACHMENT 1**

EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

Women, minorities, and disabled are encouraged to apply • ADA Accommodations will be provided upon request