

Case Studies in Action:

AFI Technical Assistance Program - Cincinnati, OH



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Since the 2008 ACSM American Fitness Index® (AFI) data report, Cincinnati has scored well for community resources and policies that support physical activity. However, area residents rank poorly on preventative health behaviors and prevalence of chronic disease conditions...



This dichotomy prompted the Anthem Blue Cross and Blue Shield Foundation to invest in the AFI Technical Assistance Program so guidance and support could be provided to the Creating Healthy Communities Coalition at the Cincinnati Health Department.

The CHCC is funded by the Ohio Department of Health, through the Preventive Health and Health Services Block Grant from the Centers for Disease Control and Prevention. Through partnerships and collaborations that make up the CHCC, organization members work together to address health disparities. The leadership team for the CHCC includes members such as: Cincinnati Health Department; Leave No Child Inside; Green Umbrella; United Healthcare; Cincinnati Public School District; Anthem; United Way of Greater Cincinnati; Cincinnati Department of Planning and Buildings; and Mount St. Joseph University.

americanfitnessindex.org

What is Cincinnati doing to move the needle?

- Used AFI Data Report to begin prioritizing community health needs.
- Surveyed 200+ key stakeholders to rank health priorities.
- Established a leadership team within the coalition to begin a strategic planning process and participated in a root cause analysis session to identify which main factors impact the health of residents.
- Built a strategic plan and logic model around best practice policies and initiatives that will improve residents' health over the next five years.

Lessons learned...

- Coalition building: determine a decision-making process and stick with it.
- Planning: effective planning provides a clear focus; supports monitoring and assessment of results and impact; facilitates new program development; and enables an organization or coalition to look into the future in an orderly and systematic way.



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