

Culture of Health

- Create a long-range plan for supporting and sustaining a healthy community. Include:
 - Community leaders to help sustain political and legal involvement and feedback.
 - Health care providers and institutional leaders to help identify health care needs specific to the community, culture, or region.
 - Media outlets as contributors of publicity and social marketing campaigns.⁶¹
- Involve all sectors of your business.
 - Promote employee volunteerism.
 - Engage appropriate experts for specific community initiatives.
 - Get senior management buy-in and participation.
- Use attractive consumer-friendly media campaigns¹⁹ at worksites, community settings, shopping malls, and special events to promote community awareness about:
 - Health-related issues.
 - Healthy lifestyle behaviors.
 - Available services.
 - Special events.
 - Ongoing programs and opportunities.
 - Local policies (e.g., smoke-free areas).
- Develop working relationships with peer and affinity groups such as seniors, youth, special interest, ethnic, and religious groups to:
 - Help identify areas of need.
 - Provide valuable feedback for programming.⁶²
- Collaborate with and support health care providers to:
 - Expand access to services.
 - Improve educational outreach.
 - Identify needs for funding additional resources, professionals, and facilities.

Steven M. Altschuler
President and CEO



The Children's Hospital of Philadelphia

Community and National Health Initiatives

Community Theme

- Promotes children's health and supports its pediatric network mission through innovative outreach and education programs.

Program Goals

- Raise community awareness of pediatric care services through education and advertising.
- Partner with community groups on special projects for issues affecting children/families.
- Host annual networking events with advocates for children and families.
- Collaborate with external associations to promote the importance of high quality pediatric health care.

Program Components

- *Homeless Health Initiative.* Employee volunteer outreach program provides medical and dental services to children in local shelters.
- *Community Asthma Prevention Program.* Offers free asthma education, home visits and training.
- *Healthcare Career Paths.* Exposes Philadelphia youth to career opportunities in health care.
- *Reach Out and Read.* National program partners with pediatricians to prescribe reading aloud to children and the distribution of books at well visits to promote early literacy.
- *Center for Injury Research and Prevention.* Seeks to advance child safety using research to create effective interventions and educational tools.

Program Highlights

- *Young Driver Research Initiative* develops and tests interventions to decrease teen driver crashes, deaths, and injuries. More information available at teendriversource.org.
- *Partners for Child Passenger Safety* saved lives by promoting vehicle restraints for children.

“Through our collaboration with The Children's Hospital of Philadelphia's Center for Injury Research and Prevention, we are addressing the number one cause of death for teens and young adults.”