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**Portsmouth Selected for National Health & Wellness Initiative –
ACHIEVE – to Promote Healthy Communities**

Portsmouth, VA (February 23, 2010) – The National Association of Chronic Disease Directors (NACDD) announced that Portsmouth has been selected to become part of Action Communities for Health, Innovation, and EnVironmental Change, ACHIEVE. Portsmouth is one of 10 U.S. communities in nine states and one territory that NACDD has selected to advance community leadership in the nation’s efforts to prevent chronic diseases and related risk-factors through a local collaborative approach. ACHIEVE is supported by the Healthy Communities Program of the Centers for Disease Control and Prevention.

“NACDD is pleased to partner with the Portsmouth community to support ACHIEVE, as we know that promoting healthier lifestyles and supporting healthy communities will help us meet our goal of reducing chronic diseases,” said John Robitscher, Executive Director of NACDD. “Through community collaboration, we can create a synergy that assists people in making healthy choices where they live, learn, work, worship, and play.”

The Consortium for Infant and Child Health at Eastern Virginia Medical School (CINCH), a community child health coalition, applied for this program on behalf of area partners and was selected after a competitive review process. CINCH, Portsmouth Health Department, Portsmouth YMCA, and the Office of the Portsmouth City Manager collaborated on the ACHIEVE grant submission. These

organizations, together with the Department of Parks, Portsmouth Public Schools, Recreation & Leisure Services, the Portsmouth General Hospital Foundation, Portsmouth Redevelopment & Housing Authority, and WHRO Center for Regional Citizenship, comprise the core planning team that will develop and implement positive change for a healthier city during the three-year program.

CINCH will manage the grant on behalf of the city and ACHIEVE partners.

“CINCH is honored to be awarded the ACHIEVE grant on behalf of Portsmouth”, said Amy Paulson, CINCH Director. “ACHIEVE focuses on setting the right stage for healthy behaviors like avoiding tobacco exposure and increasing healthy eating and physical activity. Everyone in Portsmouth will benefit from ACHIEVE. This is a fantastic opportunity to create a healthier community.”

“The City is among a select few localities around the country that have the will and commitment to bring about positive change. We are excited about the collaboration and ready to get to work with our partners,” said Brannon Godfrey, Portsmouth Deputy City Manager.

ACHIEVE is an innovative approach that brings together local leaders and stakeholders in all sectors of a community 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. The 2010 ACHIEVE communities will build on the successes learned from the 2008 and 2009 ACHIEVE communities. The ACHIEVE approach aims to promote improvements in communities such as: increased access to attractive and safe locations for engaging in physical activity; increased access to healthy food options such as fruits, vegetables, and whole grains at schools, worksites, places of worship, and in the community at large; and requirements for sidewalks and crossing signals in neighborhoods to make them more pedestrian-friendly.

To date, the NACDD, the National County and City Health Officials (NACCHO), the National Recreation and Park Association (NRPA), and the YMCA of the USA (Y-USA) have partnered to fund 40 communities to become part of ACHIEVE, a leadership empowerment model that is mobilizing communities to respond to the public health challenge of obesity, physical inactivity, and poor nutrition. For a complete listing of all funded communities, please visit the ACHIEVE Web site at www.achievecommunities.org or CDC's Healthy Communities Program's Web site at: www.cdc.gov/healthycommunitiesprogram/

CINCH is a nationally recognized child health coalition whose mission is to engage the community to improve children's health. CINCH was established in 1993 as a demonstration project funded by the Centers for Disease Control and Prevention (CDC). Together with over 200 community partners, CINCH made significant progress in improving the health of children in Virginia. In Hampton Roads, CINCH has improved immunization rates, asthma management, perinatal health; enrolled thousands of children in health insurance programs; promoted implementation of community obesity prevention policies; trained thousands of local health and service providers on children's health issues; advocated for a multitude of child health issues; and brought significant resources into the region to improve children's health. CINCH's lead agency is Eastern Virginia Medical School.

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