

The Steps Program in Broome County, New York

Funding Period: 2003–2008

CDC's Steps Program funds states, cities, and tribal groups to implement community-based chronic disease prevention programs to reduce the burden of obesity, diabetes, and asthma by addressing three related risk factors: physical inactivity, poor nutrition, and tobacco use. Steps-funded programs are showing what can be done locally in schools, work sites, communities, and health care settings to promote healthier lifestyles and help people make long-lasting and sustainable changes that can reduce their risk for chronic diseases.

Background

Located in the Southern Tier of New York State, Broome County covers a 714-square-mile area housing approximately 200,540 residents. Of those residents, 92% are non-Hispanic white, just over 3% are non-Hispanic black or African American, and 2% are Hispanic or Latino. In Broome County, about 5% of residents are foreign-born, about 17% are older than 65, and nearly 13% live below the federal poverty level. The Broome County Steps Program interventions cut across all settings and focus on people with asthma and their families; people living with diabetes or pre-diabetes; people 65 years of age and older; racial and ethnic minority groups; people living below the federal poverty level; people living with a disability; employers and employees in work sites; school systems; students in preschool through high school; and health care providers and institutions.

Spotlight on Success

- The Broome County Steps Program conducts a community-wide walking program called BC Walks, which has enrolled more than 50,000 adult residents and 30,000 school children. Through this campaign, Steps promotes the use of existing resources, such as recreational centers, schools, parks, and retail outlets, as walking venues. In one year, the percentage of people in the community who walked for 30 minutes or more, 5 days a week, increased from 53% to 61%.
- In addition, Broome County Steps helped launch Rock on Café, which is an innovative initiative to consolidate the bids of 15 school districts and standardize the menu system in schools. Making healthy foods more affordable and available has resulted in a 14% increase in fruit and vegetable consumption in the region's schools.
- Read more about the Broome County Steps Program's successes in *The Steps Program in Action*, available at www.cdc.gov/steps/success_stories/pdf/broome.pdf.

Community Partnerships

To date, the Broome County Steps program has more than 300 partners, both traditional and nontraditional. These include the YMCA; Broome County Executive; the Chamber of Commerce; Excellus BlueCross BlueShield; the Broome County Council of Churches; 12 Broome County school districts; two local hospital systems; State University of New York at Binghamton; Broome Community College; the Binghamton Mets (league affiliate of the New York Mets baseball team); the Binghamton Senators (league affiliate of the Ottawa Senators hockey team); the Rural Health Network; the Mayor of Binghamton; several Broome County municipalities; the New York State Department of Transportation; local and state disability agencies; the Urban League; the Latino Health Advisory Board; local ABC, NBC, and CBS television network affiliates; the *Press Sun Bulletin* newspaper; six Clear Channel radio stations; Subway restaurants; and more than 40 work sites. These partners extend the reach of the program and accelerate progress toward achieving good health outcomes.

Contact

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