

2015 CREATING HEALTHY COMMUNITIES SUMMIT

Achieving Lasting Community Level Change

Executive Summary

“Coming together is a beginning, staying together is progress, and working together is success.”

- Henry Ford

Overview:

The objective of the 2015 Creating Healthy Communities Summit was to provide attendees with the will, skills, and ability to create lasting community-level change. Attendees were challenged to look at the health priorities identified by last year’s summit attendees through a Collective Impact lens. The four priority areas identified in 2104 were:

1. Access to Care
2. Access to Healthy Food
3. Access to Active and Public Transportation
4. Healthy, Active Kids

The Challenge:

Too often the great work of many is attempted in silos, competing for limited human and financial resources. Additionally, while the efforts often share a common objective of solving a community-level problem, individual efforts—while important—often produce poor results because “everyone is not making the same movie.”

The Collective Impact framework is not a new way of collaborating, but it provides guidance, asks questions, and reassess outcomes to ensure that everyone involved understands, and is working toward, a common goal, and that individual efforts are coordinated to make progress toward that goal. The framework includes a common agenda, shared measurement, mutually reinforcing activities, continuous communication, and backbone support. In addition to these activities, during Day 2, Summit attendees identified five mobilization strategies needed to carry forth the work occurring at the community level and proposed during Summit sessions.

Our mobilization strategy needs to include:

1. Leadership strategy: to engage and convene partners
2. Communication strategy: framing for specific audiences to provide context
3. Learning strategy: data mining and shared measures
4. Advocacy strategy: how we mobilize and provide engagement opportunities at scale
5. Structure for fulfillment strategy: how we support the work and keep it moving forward while creating impact

The Opportunity Before Us:

To achieve a healthy community, each community must develop its own “healthy community vision” that stimulates action, passes the “why” test, is clear and compelling, and creates unity around the effort. Each community across our state has unique needs that will determine the context for its own vision. Although the four health priorities have identified a broad aspiration, each community will need to determine what its rallying point will be.

As we move forward, we were challenged to determine:

1. Is there a rallying point that leverages impact for our four health priorities?
2. How do we leverage the contributions of our local and regional partners?

Those questions have yet to be fully answered, and the dialogue must continue. The summit organizing team is considering strategies that will allow all stakeholders to stay engaged between now and the next summit, and we are aware of the need to identify and create a forum through which we can regularly share ideas and collaborate. We are making plans for webinars to share local success stories, and to continue the momentum, commitment, and passion for positive change that was so evident among attendees at the 2015 summit.

Please share your thoughts, ideas, successes, and concerns. But, DON’T quit! There is tremendous impact generated from the collaborative efforts of many.

Presented By:



In Partnership With:



Access to Healthy Food

Morning Breakout Session, Tuesday, April 21, 2015
Facilitators: Rebecca Lemmons and Stacy Beeson



Big Aspiration

To create healthy, thriving communities for Idaho.

Value Proposition

- Business
 - o Less sick days
 - o Higher productivity
- Equity (level the playing field)
 - o Healthy kids thrive
 - o All children should have access and enjoyment to healthy foods

Rallying Points...Why do I Care? (Creating Distributed Action)

- When children, families and seniors have access to, and enjoy healthy food, communities can thrive.
- When farmers provide locally sourced healthy food that community residents want, there is an economic benefit.
- Collaborations, partnerships and systems that provide access to healthy food are economic drivers.
- Idahoans want to choose and enjoy healthy food.
- A community that has a culture that reinforces, insists upon and supports healthy food with consistent messaging is healthier.

What Needs to Happen to Move it Forward?

1. Meet more often to continue moving forward
2. Funding and assistance in applying for funding
3. Statewide involvement
4. Statewide healthy foods collaborative
5. Baseline data/shared benchmarking
6. Best practice recommendations
7. Local advocates with knowledge of culture and community
8. Effectively engaging policy makers
9. Marketing/messaging communication skills
10. Community buy-in

Access to Care

Morning Breakout Session, Tuesday, April 21, 2015
Facilitators: Corey Surber and Jean Mutchie



Big Aspiration

Optimal health and wellbeing is desirable, achievable and affordable for every Idahoan.

Value Proposition

If individuals thrive, Idaho thrives.

1. This creates stronger individuals
2. This creates stronger families
3. The positive impact is an economic driver for organizations, thus the community at large
4. This creates a thriving community for today and tomorrow
 - a. Improved quality of life
 - b. Health is a shared responsibility driven by individuals who choose to be healthy, but have necessary access to meet their care needs.

Rallying Points...Why do I Care? (Creating Distributed Action)

- Want to live in a community that embodies health in all things
- Need to develop an attitude and culture that supports health for all, supporting those most vulnerable.
- Need to provide accountability at individual and organizational levels due to the cost of care
- Need to prioritize preventative care that drives necessity away from very expensive sick care
- Want to build a community that values health in all things
- The cost of the status quo is a burden that communities can't sustain financially

What Needs to Happen to Move it Forward?

1. Continue to work on payor and provider strategies to align incentives and payment models
2. Work on common "healthy living plan" template/tool for our high risk patients
3. Take discussion to community stakeholder groups to get their feedback (e.g. civic groups, employers, seniors and others.
4. Gain better understanding of the programs and resources already available in our communities-need to better leverage existing human and financial resources to produce maximum benefit
5. Strategies need to facilitate ownership and desire for optimal health at the individual, organization and community level
 - Need aligned incentives and shared responsibility for individuals, organizations, healthcare providers and payors
 - Need visibility, sharing and coordination of efforts
 - Need data and tools to measure success
 - Cultural diversity awareness and strategies
 - Need to really listen to the people in our community to understand what they want and need
6. Each community needs a strong backbone to support the collective impact efforts so they are scalable and sustainable
7. Continuous communication to ensure quality and maximum effect of efforts

Active/Public Transportation Group

Morning Breakout Session, Tuesday, April 21, 2015
Facilitators: Kelli Fairless and Amy Luft



Big Aspiration

A comprehensive, safe, reliable, convenient transportation system that provides options and choices for all people. This, in turn, supports the overall goal of creating healthy communities.

Value Proposition

If individuals thrive, Idaho thrives.

1. Increases transportation choices
2. Increases transportation equity for all
3. Increase accessibility for all to jobs, food, recreation, etc.
4. Decrease societal costs:
 - a. Health costs (and related, such as absenteeism due to health issues)
 - i. Walking/biking for transportation provides benefits of exercise
 - ii. Fewer single occupancy vehicles on the road decreases air pollution, which decreases health costs related to air pollution
 - b. Infrastructure costs of roadways
5. Increases economic benefits
 - a. Quality of life
 - b. Economic development
 - c. Tourism

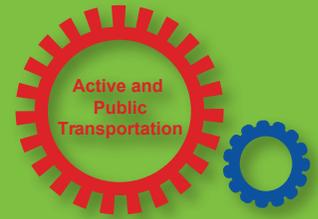
Rallying Points...Why do I Care?

- Want my child to be able to bike safely to school
- Want to change the attitude regarding transit users from “it’s just for ‘those people’” to “it’s cool to ride the bus”
- Need to provide options for the young and old
- Need to provide access and accessibility for everyone
- Need to make sure transportation options are safe – for those who have a choice, people won’t use options they seem as unsafe (e.g., riding a bike in heavy traffic)
- Want to build community
- Want to have healthy people and healthy communities
- Want to provide freedom and choice

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Active/Public Transportation Group

Morning Breakout Session, Tuesday, April 21, 2015
Facilitators: Kelli Fairless and Amy Luft



What needs to happen to move it forward?

1. Need to reframe the conversation about active/public transportation
 - a. Use consistent messaging across all partners – government, health, chambers, etc.
 - b. Avoid the term “alternative” transportation to put everything on the same playing field (“alternative” provides the expectation that a single occupancy vehicle is the default)
 - c. Consider using “shared” transportation to refer to e.g., bus, carpool, etc. instead of “alternative” or “public” transportation
 - d. Improve communication/messaging to increase awareness of options available
 - e. Reframe as being about people, e.g., “People who ride the bus” as opposed to “transit users.”
 - f. Reframe to avoid the perception that using active or shared transportation is an all or nothing proposition – better to ride your bike or take the bus once a month, or once a year, than not at all – not being able to do something consistently shouldn’t deter from doing it occasionally
 - g. Engage elected officials
 - i. Talk to them and involve them in the conversation
 - ii. Make elected officials a member of the “team”
 - iii. Provide support (from data to “I’ve got your back”) to elected officials to give them the tools and backing needed for them to embrace and lead policy changes
2. Change the system from “driver’s education” to “transportation education” to include instruction on riding the bus, bike laws, etc.
 - a. Provides the tools and expertise for graduates to confidently use all transportation options available to them
 - b. Changes the mindset that driving is the only option
3. Treat the transportation system as a “system” – plan for, build, market, talk about, and provide the expectation that it should be used as a “system” instead of separating into different modes
4. Use the transportation system to encourage activity in daily life (active by design) instead of activity/exercise being something “extra”
5. Need to research and look beyond traditional transportation funding sources to fill the funding gap

Healthy, Active Kids

Morning Breakout Session, Tuesday, April 21, 2015
Facilitators: Lindsey Turner, Heather Blume



Big Aspiration

Encourage parents to take a pledge that children are raised in a “happy, healthy home.”

Value Proposition

5. 5-2-1-0 message that children, parents, schools, corporations and communities can rally around to improve health for children and adults (healthy families).
 - a. 5 fruits and vegetables per day
 - b. 2 hours or less of recreational screen time per day
 - c. 1 hour of physical activity per day
 - d. 0, to limited, sugar sweetened beverages daily
6. The collaboration has a strong start because the community already has resources that offer credibility, expertise and the ability to broadly disseminate information around health education.
7. The health message is based on proven best-practice guidelines.

Rallying Points...Why do I Care? (Creating Distributed Action)

- Want to live in a community that embodies health in all things.
- Want to develop an attitude and culture that supports health for all, supporting those most vulnerable.
- Developing accountability at policy, systems and environments level supports change that improves the health status of our community children.
- Improved health status can be directly tied to improved academic progress.
- Have many resources already in place, and some traction already with the 5-2-1-0 message being used by FitOne (St. Luke's), Blue Cross, and others.

What Needs to Happen to Move it Forward?

8. Discussion around policy, systems and environments to support effective health messaging.
9. Strategies need to facilitate ownership and desire for optimal health at the individual, organization and community level.
 - Need aligned incentives and shared responsibility for individuals, organizations and communities.
 - Need visibility, sharing and coordination of efforts.
 - Need data and tools to measure success.
 - Cultural diversity awareness and strategies to engage the community.
 - Need to really listen to the people in our community to understand what they want and need.
10. Each community needs a strong backbone to support the collective impact efforts so they are scalable and sustainable.
11. Continuous communication to ensure quality and maximum effect of efforts.