



NH Communities in Action

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Vision 2020



Vision 2020: The Healthiest Community Initiative

Presented by: Patrick Heneghan

NHPHA/NHCHI Fall Conference

October 20th, 2009

Vision 2020

“Culture is the shared ideas, meanings, and values that are acquired by individual as members of a community. It is socially learned, continually evolves, and often influences us unconsciously...”

Institute of Medicine Health Literacy: A Prescription to End Confusion



Vision

GOAL STATEMENT

***Increase the degree to which the community
can achieve and maintain recognizable
indicators of health and well-being.***



KNOW YOUR NUMBERS

Vision

GOAL STATEMENT

Increase the degree to which the community can obtain, process, and understand health information and services needed to make appropriate decisions.



UNDERSTAND YOUR NUMBERS

Vision

GOAL STATEMENT

Expand the timely use of appropriate and affordable health services to achieve the best possible health outcomes for the community.



MANAGE YOUR NUMBERS

GOAL STATEMENT

Increase the opportunities for using the community's built environment to support healthy lifestyles and overall well-being.



MOVE YOUR NUMBERS

Vision

GOAL STATEMENT

Strengthen the accumulated interconnection, goodwill and collective trust among members of our neighborhoods and communities.



KNOW YOUR NEIGHBORS

Vision 2020

“The greatest untapped resource for improving healthcare is the knowledge, wisdom, and energy of individuals, families, and communities who face challenging health issues in their everyday lives.”

“Citizen Health Care: A Model for Engaging Patients, Families and Communities as Coproducers of Health”

Families, Systems & Health 2006, Vol. 24, No. 3, 251-263



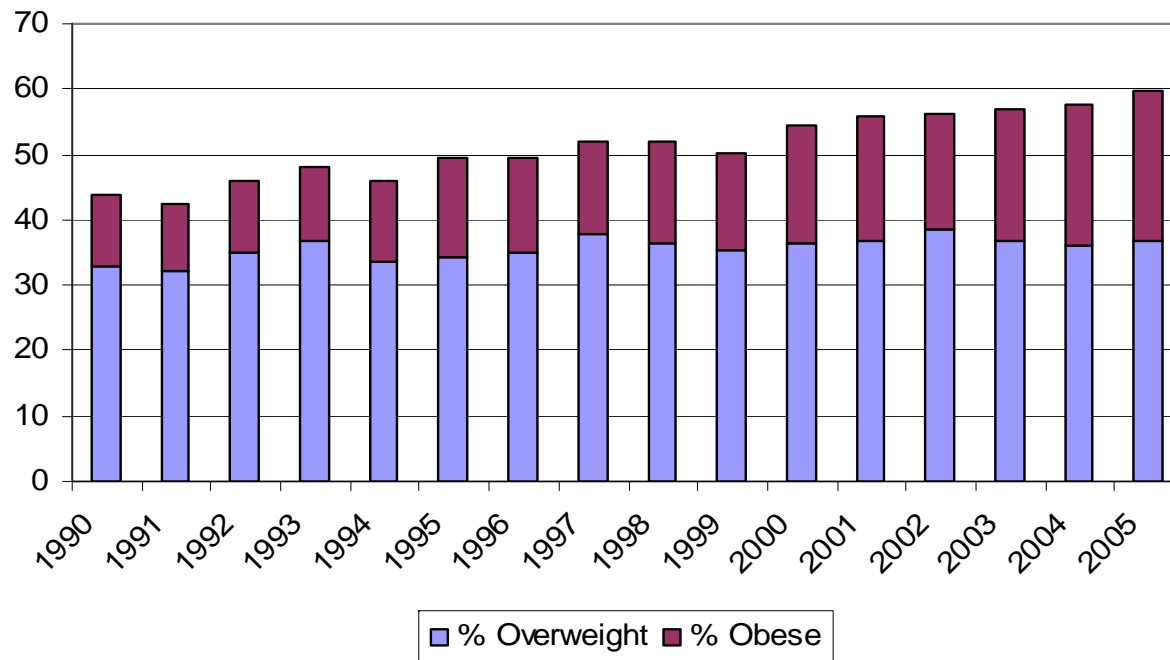
heal

HEALTHY EATING ACTIVE LIVING

*Reaching New Hampshire residents where
they live, learn, work & play*

The Public Health Challenge

**Prevalence of Overweight and Obesity
Adults 18 Years Old and Older
New Hampshire, BRFSS, 1990-2005**



*10% increase in
combined
prevalence of
overweight &
obesity from
1995 to 2005*

Overweight & Obesity Among NH Children & Adolescents

Preschoolers (2-5 yrs. old)*

At Risk for Overweight

NH – 18.1%
US – 16.3%

Overweight

NH – 15.9%
US – 13.0%

*Low-income U.S. children who attend federally-funded maternal and child health and nutrition programs.

(PedNSS-2006)

Students (9-12 grade)*

At Risk for Overweight

NH – 13.2%
US – 15.7%

Overweight

NH – 11.4%
US – 13.1%

*State-based, self report, school administered survey of representative sample of 9-12 grade students

(YRBS-2005)

Children who are diagnosed as overweight as toddlers or preschoolers are more likely to be overweight in early adolescence.

Economic Impact

Total cost of overweight and obesity:

US – \$147 billion spent annually treating obesity
related medical conditions

Finkelstein, Trogon, Cohen, and Dietz, 2009

NH – \$302 million

Finkelstein, Fiebelkorn, and Wang, 2004



The Vision

Creating healthy environments where all residents improve health and quality of life through healthy eating and active living.



Goals

Promote environmental and policy changes at state and local levels



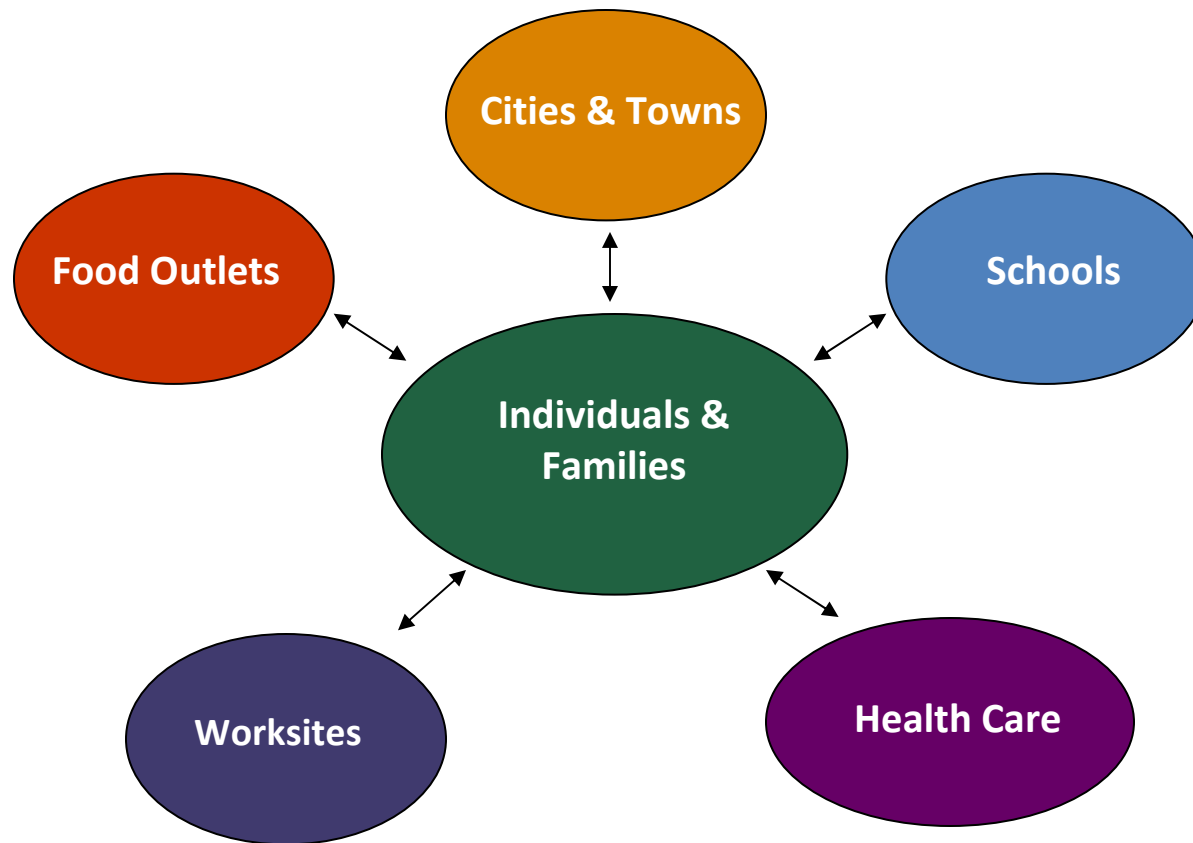
Support implementation of evidence-based and promising practices interventions



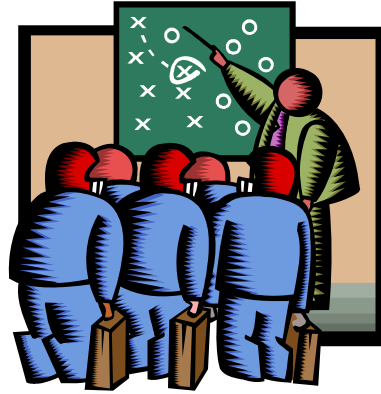
Increase the number of people (and pets) in NH who improve their health



Integrated Multi-Sector Approach



Strategies



- HEAL Home
- Statewide Committees, Leadership Council and Partnerships
- Community Grant Program
- Tools, Resources & Technical Assistance
- Communications (Website, Partner Program, Speakers Bureau)

Community Grant Program (Round 1)

April 2009 – \$600,000 awarded to four NH community partnerships serving 46 cities and towns:

- *Franklin-Twin Rivers HEAL*
- *Cheshire County HEAL*
- *Lakes Region HEAL*
- *Upper Valley HEAL*



Upper Valley HEAL: A Community Partnership in Action

Serves Lebanon & 5 Mascoma Towns

Identified Needs:

- High rate of Overweight/Obesity compared to neighboring towns (40% compared to 25%)
- Less likely to achieve 60 minutes/5 days per week activity standard (40% Mascoma to 47.4% NH)
- Low team sports participation (70%/52% compared to 90% NH)
- Higher soda consumption (81% compared to 75% NH)
- Somewhat lower vegetable consumption than statewide



Upper Valley HEAL: An Integrated Approach

Target Sectors and Interventions

Community: Improve Built Environment

Mascoma River Greenway, Safe Routes to School and Play, Mascoma Trails, Produce Access Projects

Health Care: A Regional Clinical Approach to Healthy Weight

Routine BMI, 5210-Based Education/Counseling, Tailored Referrals to Community Resources

Schools: Improve School Nutrition & Physical Activity Environments

Policy Assessment and Change, 5210-Based Curriculum Integration, School-Community HEAL Development

Upper Valley HEAL: Desired Outcomes

Long-Term Goal: Increase physical activity, improve nutrition, and begin shaping HEAL related social norms in UV HEAL communities



Outputs: Multi-Sector interventions occur in variety of scopes and settings

Upper Valley HEAL: Desired Outcomes

Short-Term Outcomes (Year 1)

- Parents, Teachers, Community members and institutions connected with elementary students begin developing social/cultural norms that support 5210 concepts
- Policy Changes begin to support 5210 & HEAL goals
- Built environment changes begin which support 5210 and HEAL goals

Upper Valley HEAL: Desired Outcomes

Intermediate Outcomes (Years 2 & 3)

- - hours/week of youth non-school screen time
- + %/# of students participate in team sports
- + in physical activity of non-athlete students
- + in physical activity of all students October-March
- + in families being physically active together
- + mins/week physical activity in schools
- + w/b/s/n to schools
- + in youth/parents who indicate they utilize trails
- + perception that physical activity is a valued community norm
- + perception that w/b/s/n is a valued community norm
- + perception that fruit/vegetable consumption is a valued community norm
- + perception that reducing sugary drinks is a valued community norm
- + number of youth eat breakfast more regularly



Funding Partners

- *HNHfoundation*
- Anthem BCBS Foundation
- Harvard Pilgrim Health Care Foundation
- Endowment for Health
- NH Charitable Foundation
- NH Department of Health and Human Services



heal
HEALTHY EATING ACTIVE LIVING

For More Information...

www.HEALNH.org

or contact



FOUNDATION FOR
HEALTHY COMMUNITIES

(603) 225-0900



HEALTHY UNH



**Realizing the Goal of an
Integrated Public and
Personal Health System**

October 20, 2009



UNIVERSITY of NEW HAMPSHIRE

www.unh.edu/healthyunh

● ● ● | Healthy UNH

- *Vision - to become the healthiest campus community in the country by 2020*
- Take a multidisciplinary approach to achieve the program goals (CORE)
- Serve as a pilot site for engagement, wellness and reform efforts and translate methods, materials and successes for other campuses

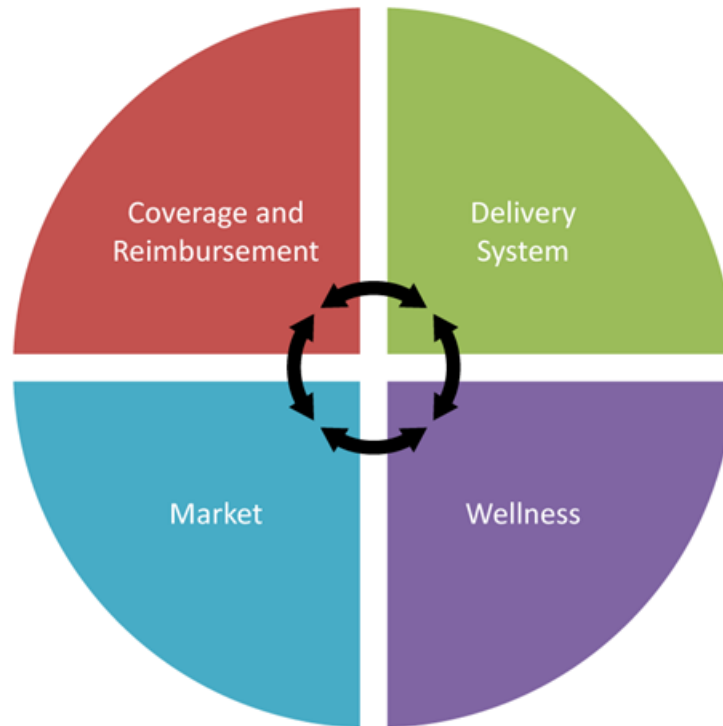


Healthy UNH - Values

1. Transforming health care delivery
2. Creating value for the money we invest in medical care
3. Ensuring that the care we purchase is the right care at the right time
4. Following medical care practices that are evidence-based
5. Improving the health of our entire community, spanning multiple locations and audiences
6. Sustaining health and health care
7. Collaborating across our community
8. Engaging and educating our community
9. Advancing mental and physical well-being
10. Promoting work/life balance

HEALTHY UNH - Domains

HEALTHY UNH



C O R E



Curriculum Operations Research Engagement



At the Intersection

- Bifurcated message
 - Be well
 - Be wise
 - *Be actively engaged in the pursuit of both*



At the Intersection

- Translate complex issues into easy-to-understand actions
- Draw upon the lessons from UNH Sustainability
- Small steps that, collectively, result in big effects

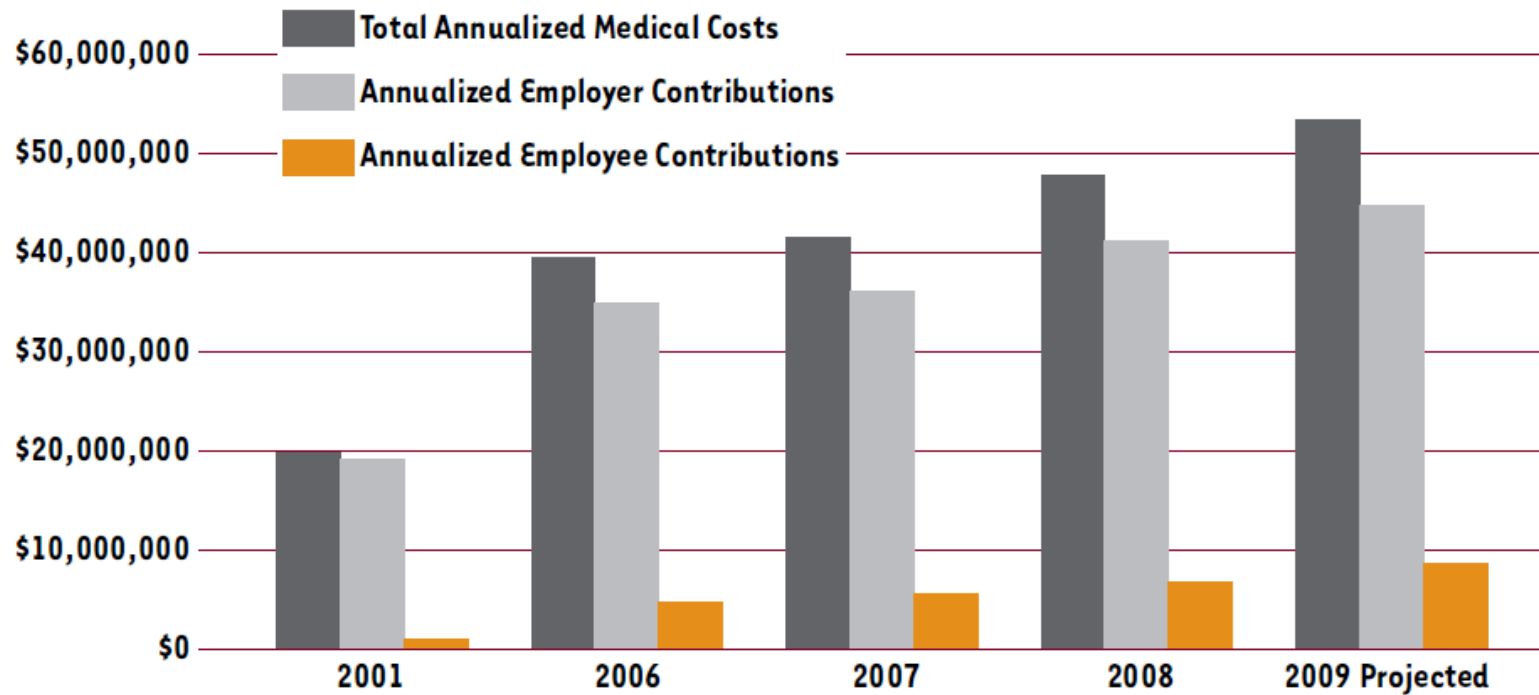


At the Intersection

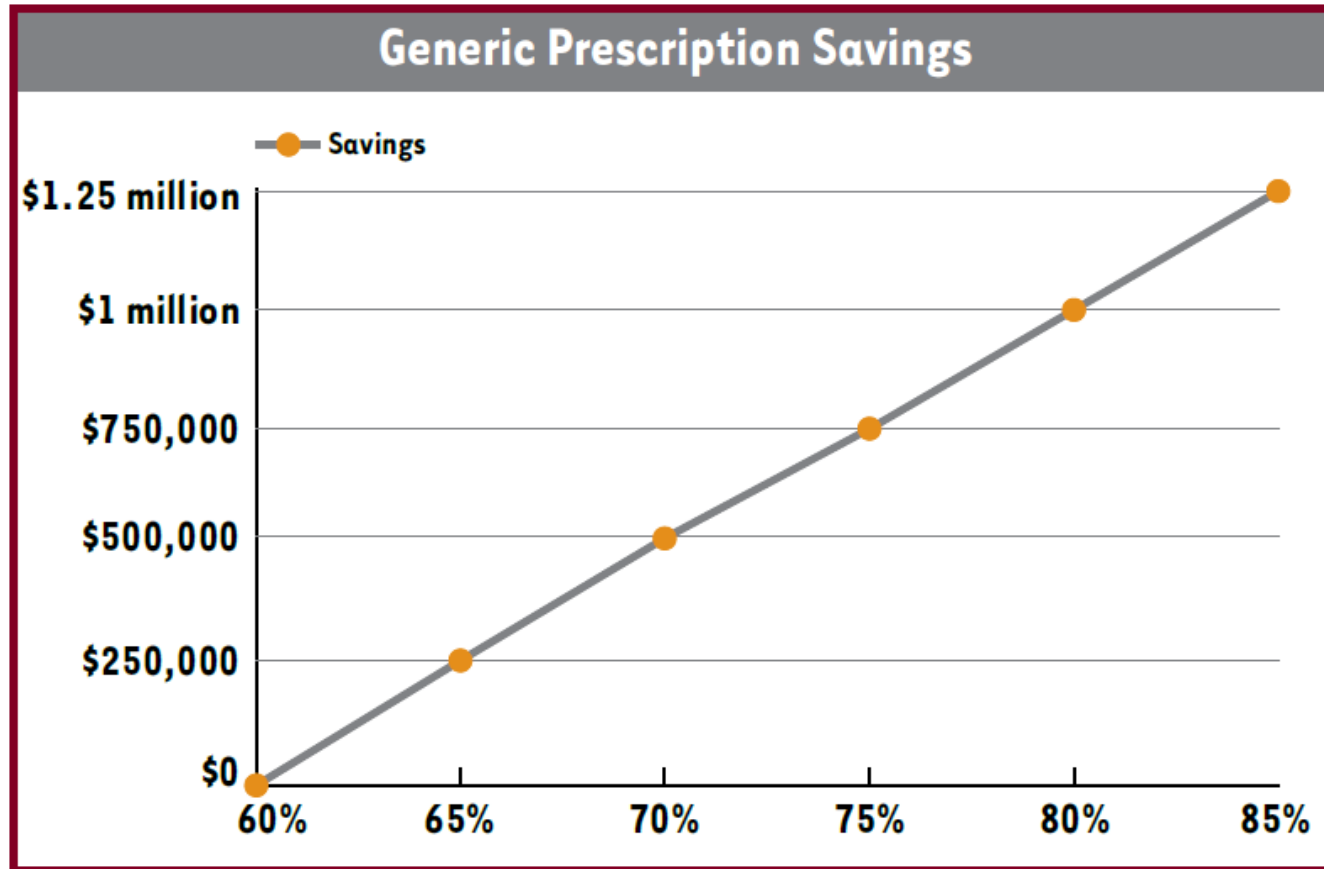
- Plethora of exercise & health options on campus
- Easy healthful food substitutions
- Increase use of generic drugs
- Decrease unnecessary ER use
- Choose high quality, cost effective care

USNH Annual Health Care Spend

USNH spends approximately \$50 million on medical care for active employees each year.



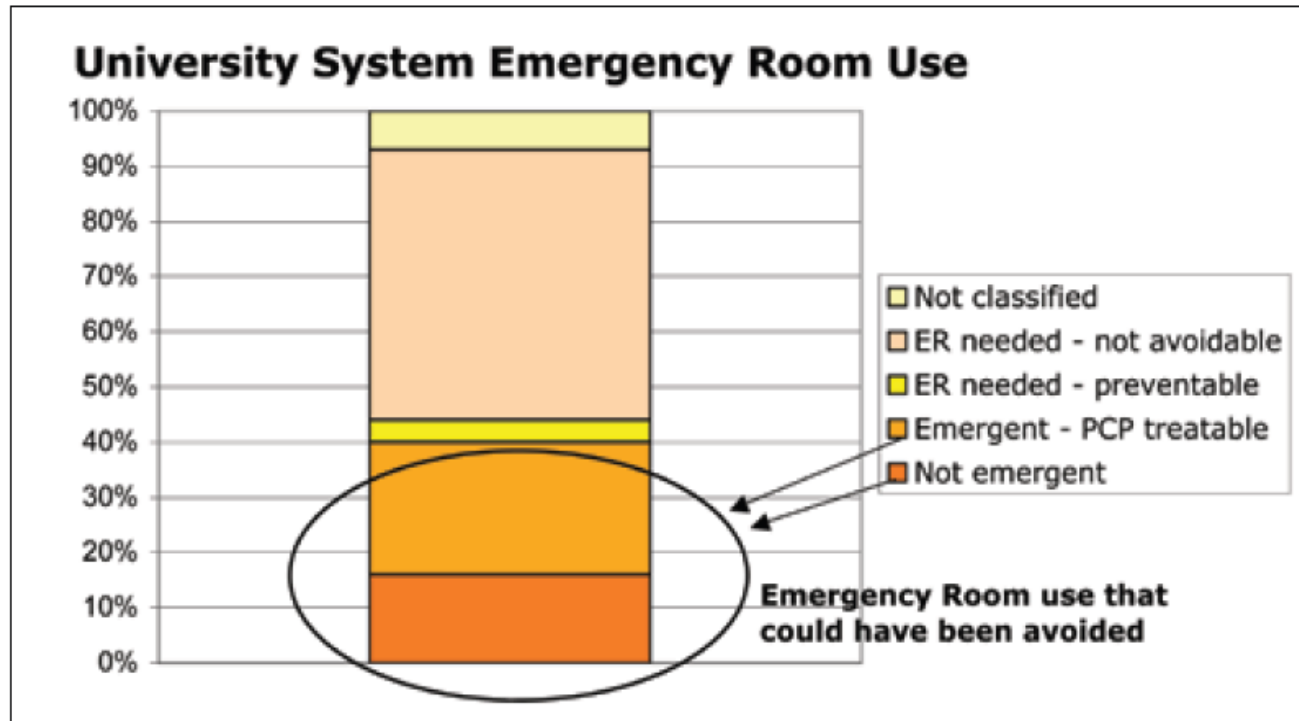
Use of Generic Medications



If USNH increased its rate of generic drug use from 60% to 70% - we would save more than \$500,000 per year

Using the Emergency Room Wisely

Choosing wisely can improve your quality of life!



If emergency rooms and urgent care facilities were used appropriately - we would save more than \$400,000 per year

NH Health Care Cost & Quality

New Hampshire Hospital Scorecard		Best*		Worse → Better		Lower → Higher		
June 2009		Patient Experience		Patient Safety		Select Clinical Quality		Cost Index
MARY HITCHCOCK MEMORIAL HOSPITAL One Medical Center Drive, Lebanon 03756	Overall Recommend	National Survey	Heart Attack Heart Failure	Pneumonia Surgical Infection	\$ \$			
CONCORD HOSPITAL 250 Pleasant Street, Concord 03301	Overall Recommend	National Survey	Heart Attack Heart Failure	Pneumonia Surgical Infection	\$			
WENTWORTH-DOUGLASS HOSPITAL 789 Central Avenue, Dover 03820	Overall Recommend	National Survey	Heart Attack Heart Failure	Pneumonia Surgical Infection	\$			
CATHOLIC MEDICAL CENTER 100 McGregor Street, Manchester 03102	Overall Recommend	DID NOT REPORT National Survey	Heart Attack Heart Failure	Pneumonia Surgical Infection	\$ \$			
MONADNOCK COMMUNITY HOSPITAL 452 Old Street Road, Peterborough 03458	Overall Recommend	DID NOT REPORT National Survey	Heart Attack Heart Failure	Pneumonia Surgical Infection	\$			
SOUTHERN NH MEDICAL CENTER 8 Prospect Street, Nashua 03061	Overall Recommend	DID NOT REPORT National Survey	Heart Attack Heart Failure	Pneumonia Surgical Infection	\$			
EXETER HOSPITAL INC 5 Alumni Drive, Exeter 03833	Overall Recommend	DID NOT REPORT National Survey	Heart Attack Heart Failure	Pneumonia Surgical Infection	\$ \$ \$ \$			



Implementation Methods

- Raising awareness
 - Events
 - Brown bags
 - Formal communications plan
- Interdisciplinary Action Committee
 - Faculty, Staff, Students
- Curriculum and Research
- Aggressive Implementation Plan



Early Lessons Learned

- Don't underestimate the enthusiasm
- Have a measurement plan early – people want to know what defines success
- Much of the early effort is about communication
 - Message must be targeted for the audience



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