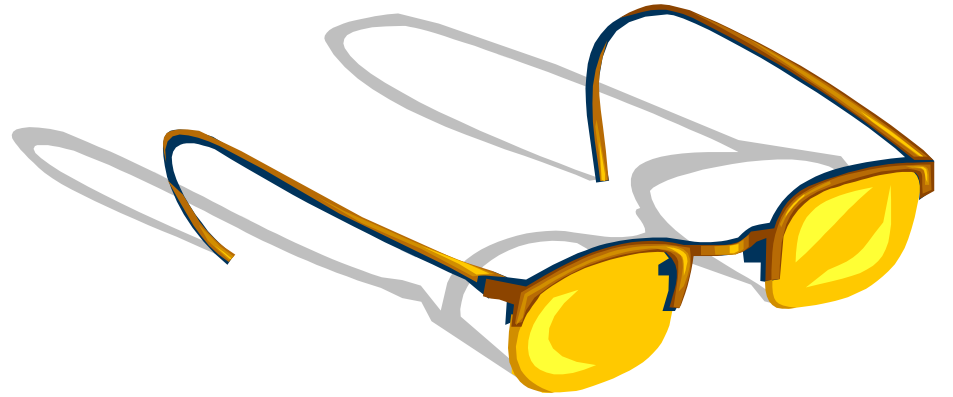


Disclaimer

***What you see
depends on where
you stand***



Western North Carolina



Before...



- Existing ESMM local partnerships.
- August 2011 WNCHK began planning 5-2-1 AN.
- Explore 5-2-1 AN alignment with ESMM and Community Transformation Strategies.

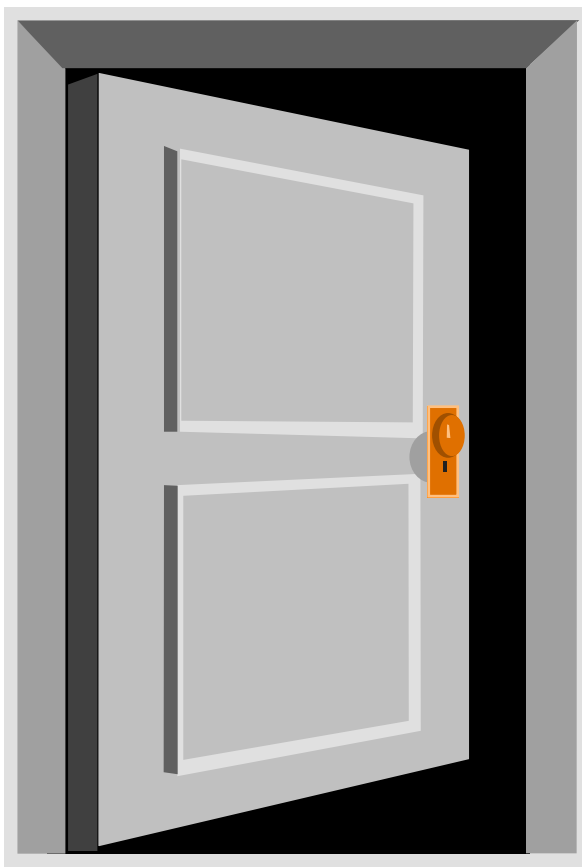
- October 2011 Planning Team for 2013-2020 State Obesity Plan meets.
- WNC Community & professional partners participate in 2006-12 State Plan satisfaction/feedback survey.



- WNC Partners participate in statewide draft review & Virtual Town Meetings.
- Promote the upcoming 2013-2020 Plan at Moving the Needle & WON Town Meeting.
- CHIP alignment for Collective Impact.

...and After

Opportunity Knocks!



□ **Local**

- WNC Triple Aim
- Pioneering Healthier Communities
- WNC Healthy Kids
- Community Transformation Project
- WNC Health Impact/Regional CHA-CHIP

□ **State**

- Prevention Plan
- Healthy NC 2020
- Evidence-based Public Health Practice

□ **National**

- Affordable Care Act
- Healthy People 2020
- National Prevention Strategy
- Community Transformation Grant
- NICHQ Virtual Learning Community



WNC Healthy Kids

- Appalachian Sustainable Agriculture Project (ASAP)
- Be Active Appalachian Partnership
- Blue Ridge Parkway Foundation – Kids in Parks
- Cherokee Choices
- Community Care of WNC;
- Head Start programs in WNC
- Healthy Carolinians Partnerships - Western Region
- Local school principals, superintendents, and child nutritionists who are champions of the project.
- Mission Children's Hospital
- Mountain Area Health Education Center (MAHEC) Health Sciences Library
- NC Center for Health And Aging at MAHEC
- NC Cooperative Extension in WNC
- North Carolina Center for Health & Wellness at UNC Asheville
- North Carolina Public Health Incubator- Western Partnership
- Partnership for Children NC
- UNC Department of Health & Wellness
- Western Carolina Medical Society
- WNC Health Network
- YMCA of WNC
- YMCA of Asheville

















And more and growing....

Collective Impact

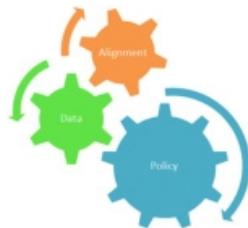
5
Key
Domains

- ❑ **Common Agenda**
- ❑ **Shared Measurement**
- ❑ **Mutually Reinforcing Activities**
- ❑ **Continuous Communication**
- ❑ **Backbone Support**

Community Transformation Grant Strategies & 5-2-1 Almost None

<i>Strategic Direction II A: Active Living</i>	<i>Five Fruits & Veggies</i>	<i>Less Than Two Hours Screen Time</i>	<i>One Hour Physical Activity</i>	<i>Almost no Sugared Drinks</i>
5. Increase the number of communities that implement comprehensive plans for land use and transportation.				
6. Increase the number of community organizations that promote joint use/community use of facilities.				
<i>Strategic Direction II B: Healthy Eating</i>				
7. Increase the number of convenience stores that increase the availability of fresh produce and decrease the availability of sugar-sweetened beverages.				
8. Increase the number of communities that support farmers' markets, mobile markets, and farm stands.				
<i>Strategic Direction III: High impact evidence-based clinical and other preventive services</i>				
9. Increase the number of health care providers' quality improvement systems for clinical practice management of high blood pressure and high cholesterol, weight management and tobacco cessation.				
11. Increase the number of community supports for individuals identified with high blood pressure/cholesterol and tobacco use (e.g. Chronic Disease Self-Management Program, Eat Smart, Move More, Weigh Less programs, tobacco cessation programs).				

Serving Western North Carolina to Help Prevent and Reduce Childhood Obesity



Goals

Promote policy changes locally, statewide and nationally that will support obesity reduction.
 Serve as the curator of shared benchmark and measurement data across the region, collecting and sharing specific outcomes that will lead to obesity reduction.

Enhance regional alignment among all of the individual, organizational and community initiatives that are working to accelerate childhood obesity prevention.



News

[WNC Healthy Kids Stakeholder's meetings!](#)

March 12- McDowell County
 March 13 - Buncombe County
 March 14 - Swain County
 More details coming soon!
 Posted Feb 27, 2013, 1:38 PM by Jennifer Stuart

[watch online! Health Matters: Access to Healthy Lifestyles](#)

<http://vimeo.com/58188489> From the Clinton Foundation Health Matters Conference from January 2013
 Posted Feb 4, 2013, 7:30 AM by Jennifer Stuart

Showing posts 1 - 2 of 31. [View more »](#)

521 Almost None

Make the Healthy Choice the Easy Choice!

EAT fruits and vegetables 5 times a day.

CUT screen time to 2 hours or less a day.

PLAY for at least 1 hour every day.

DRINK ALMOST NONE sugar-sweetened drinks.

www.521almostnone.com

What's Happening in WNC?



Alignment



Be a Friend of 5-2-1 Almost None



TAKE THE PLEDGE

I am a Friend of the 5-2-1-Almost None Team!

I want to help make the healthy choice the easy choice for myself and/or my family.



I pledge to live & share the 5-2-1-Almost None message.

x _____

Male Female

Age: _____

If you are 18 or older, how many children under 18 live in your household? _____

Zip Code: _____

I would like to receive emails about 5-2-1-Almost None related events and resources.

My email: _____

Community Transformation Grant Project

Strategic Direction 2:

Active Living and Healthy Eating

Strategic Direction 3: High Impact Evidence-Based

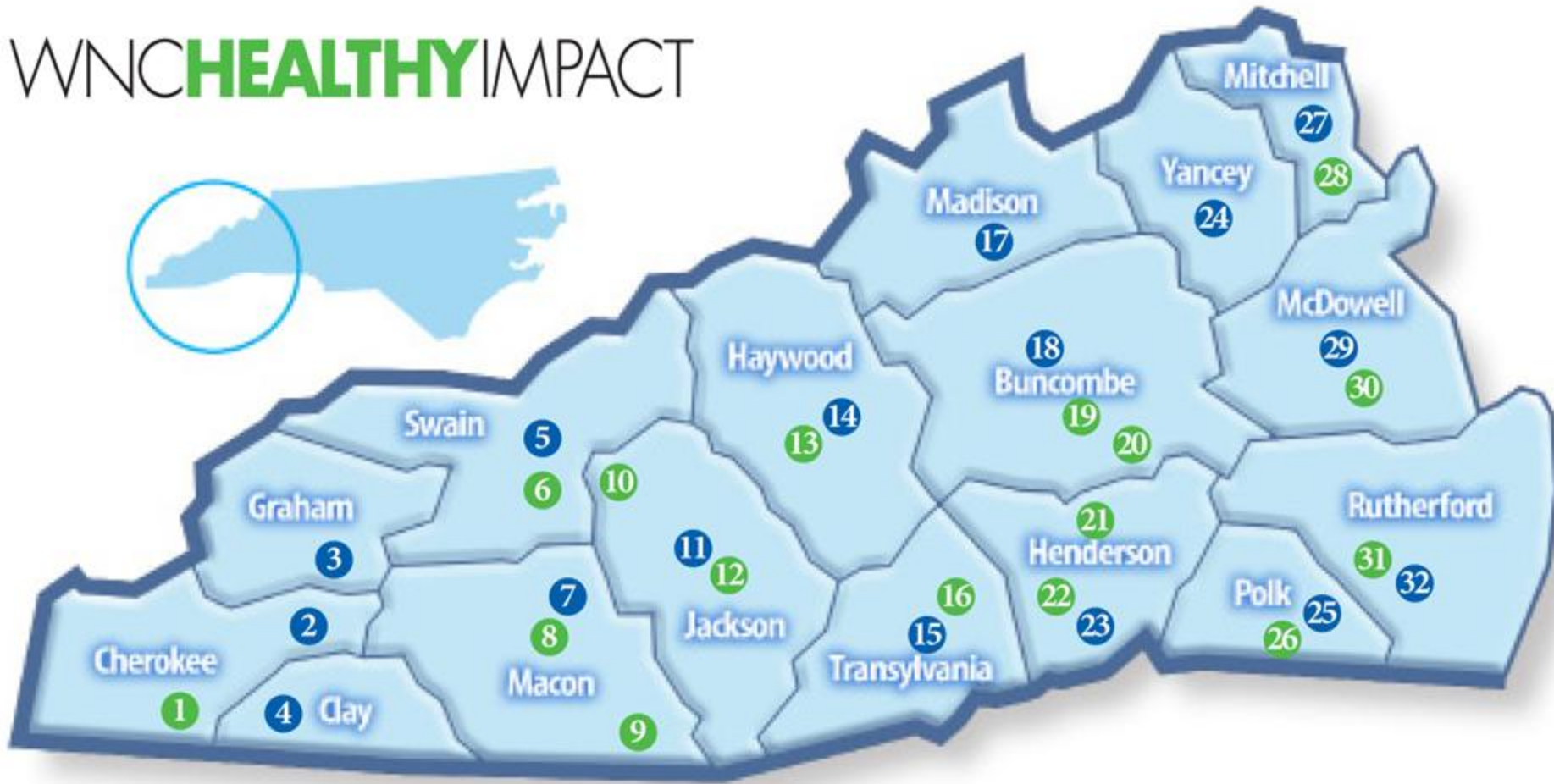
Clinical and Other Preventive Services

Opportunity ACA



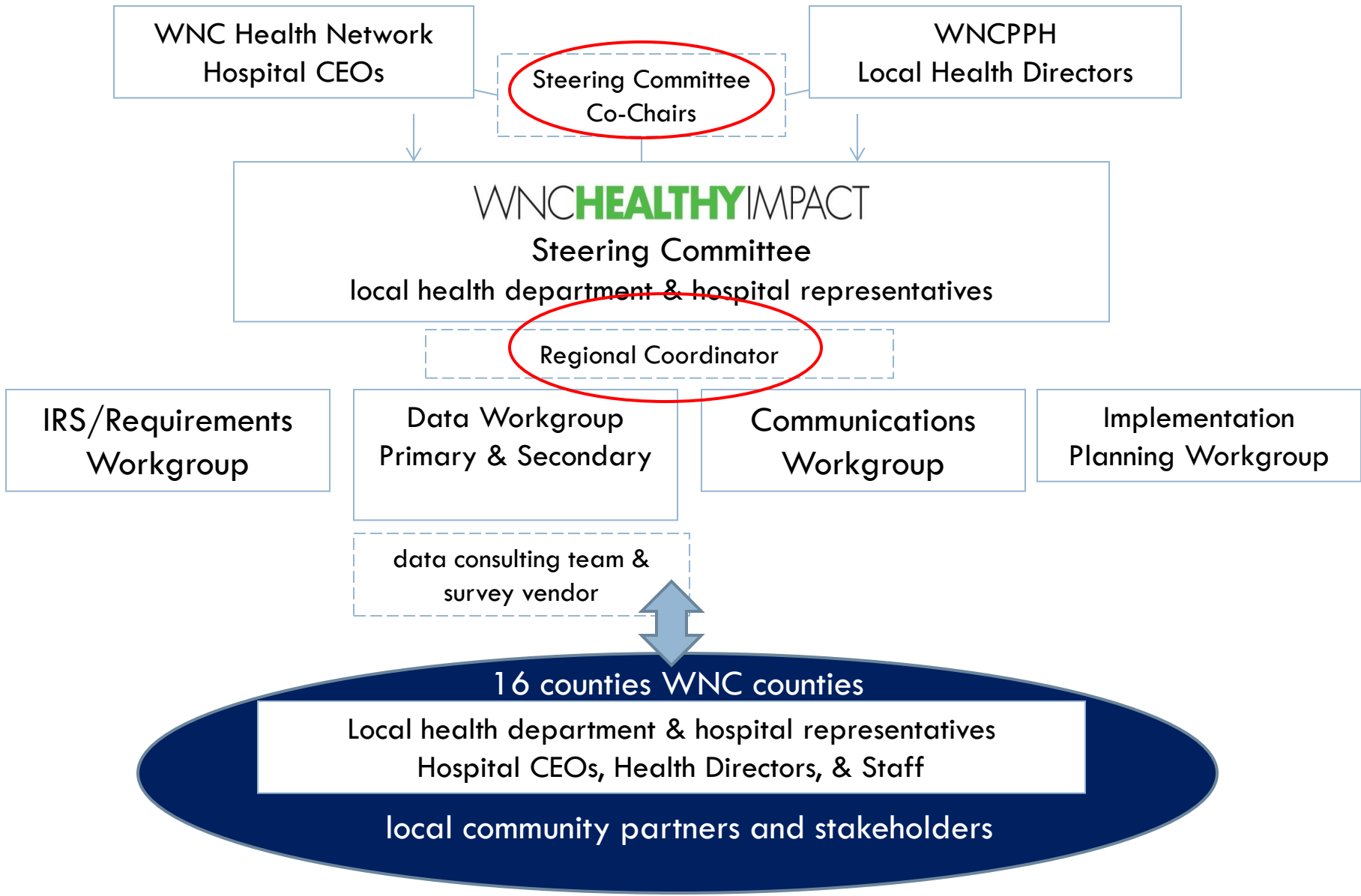
- **CH(N)A** - ACA Non-profit Hospital Requirement at least every three years.
- **CHA** - NC Local Public Health at least every 4 years, with action plan.
- **CHIP** - Non-profit Hospital Community Health Improvement Plan. Show link from **CH(N)A** to community benefit investments.

WNC **HEALTHY** IMPACT



- | | | | |
|-------------------------------------|---|---|--|
| 1 Murphy Medical Center | 10 Cherokee Indian Hospital and Health & Medical Division | 17 Madison County Health Dept. | 25 RPM Health District- Polk |
| 2 Cherokee County Health Dept. | 11 Jackson County Dept. of Public Health | 18 Buncombe County Dept. of Health | 26 Saint Luke's Hospital |
| 3 Graham County Health Dept. | 12 Midwest-Harris Regional Hospital | 19 Mission Hospital | 27 Toe River Health District- Mitchell |
| 4 Clay County Health Dept. | 13 Midwest-Haywood Regional | 20 Care Partners Health Services | 28 Blue Ridge Regional Hospital |
| 5 Swain County Health Dept. | 14 Haywood County Health Dept. | 21 Park Ridge Health | 29 RPM Health District- McDowell |
| 6 Midwest-Swain County Hospital | 15 Transylvania County Department of Public Health | 22 Margaret R. Pardee Memorial Hospital | 30 McDowell Hospital |
| 7 Macon County Public Health Center | 16 Transylvania Regional Hospital | 23 Henderson County Department of Public Health | 31 Rutherford Regional Hospital |
| 8 Angel Medical Center | | 24 Toe River Health District- Yancey | 32 RPM Health District- Rutherford |
| 9 Highlands-Cashiers Hospital | | | |

Community Health Improvement in WNC



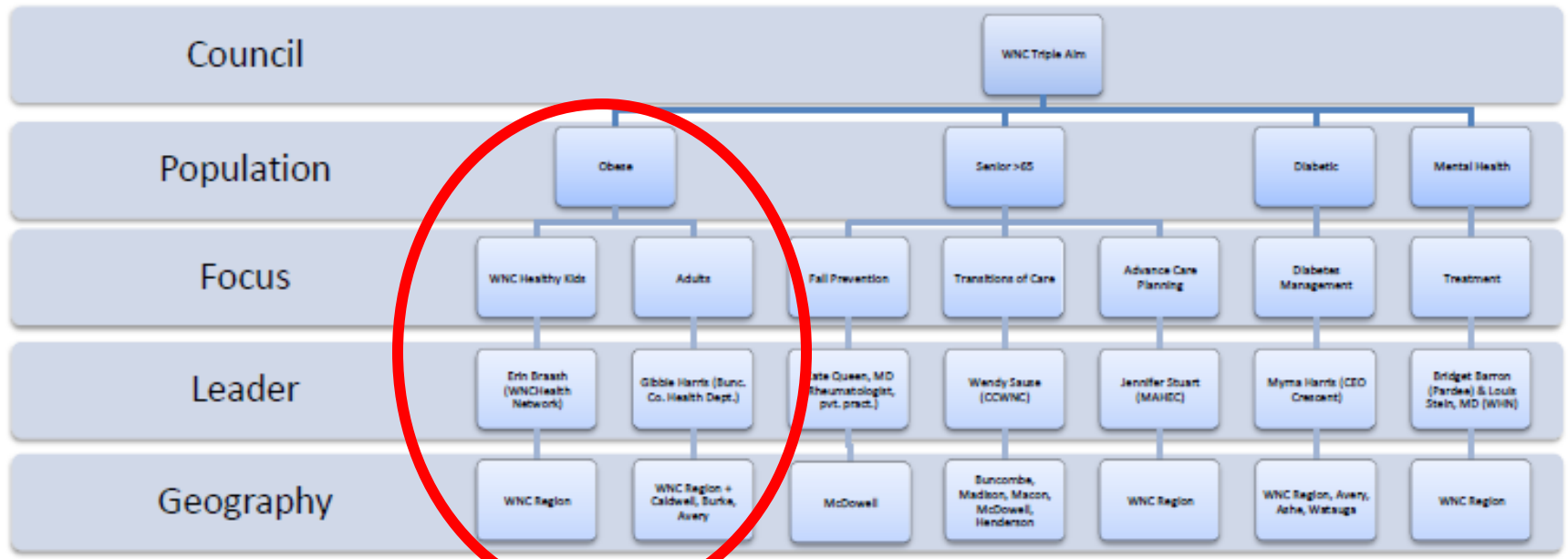


WNC Health Network

WNC Triple Aim Structure

November 30, 2012

Purpose:
 Collaborate to enhance the well-being of Western North Carolina's population by improving the experience, value, and health outcomes, through effective use of regional resources.



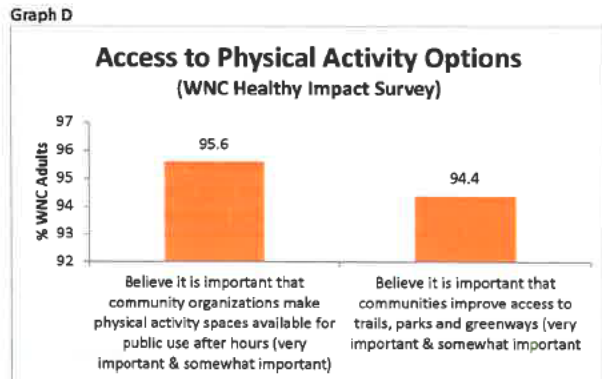
WNC Triple Aim Teams

Population	Team	Aim
Obese	1. WNC Healthy Kids <i>Erin Braasch -WNCHN</i>	Prevent obesity in children; reduce BMI
	2. Healthy Living (Adult) <i>Gibbie Harris-Bunc. Co. Health Dept.</i>	Support healthy living; reduce BMI
Seniors > 65 yrs.	3. Transitions of Care <i>Wendy Sause-CCWNC</i>	Reduce hospital readmissions
	4. Fall Prevention <i>Kate Queen, MD-MedWest Haywood</i>	Reduce falls & related injuries in older adults
	5. Advance Care Planning <i>Jennifer Stuart-MAHEC</i>	Increase use of advance care planning documents
Diabetic	6. Diabetes Management <i>Myrna Harris-Crescent Health</i>	Diabetes management & public awareness
Mental Health	7. Acute Treatment <i>Bridget Barron-Pardee Hospital</i>	Reduce ED visits and improve patient flow

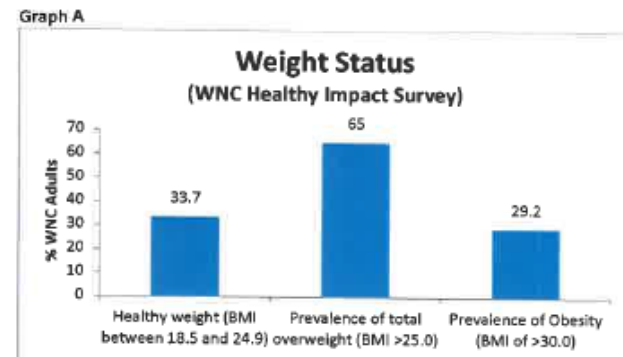
Triple Aim Adult Obesity Measures

- ❑ Reduce rate of obesity by 5% according to CDC requirements by affecting the determinants of obesity.
- ❑ Increase the number of joint use agreements.
- ❑ Increase the number of places where people can be physically active.
- ❑ Improve the offering of healthy foods and beverages at convenience stores.
- ❑ Increase the number of access points for fresh fruits and vegetables for low income Minority populations.

Dashboard



Source: Western North Carolina 2012 Community Health Needs Assessment. Retrieved from WNC Healthy Impact website: www.wnchealthymap.com/

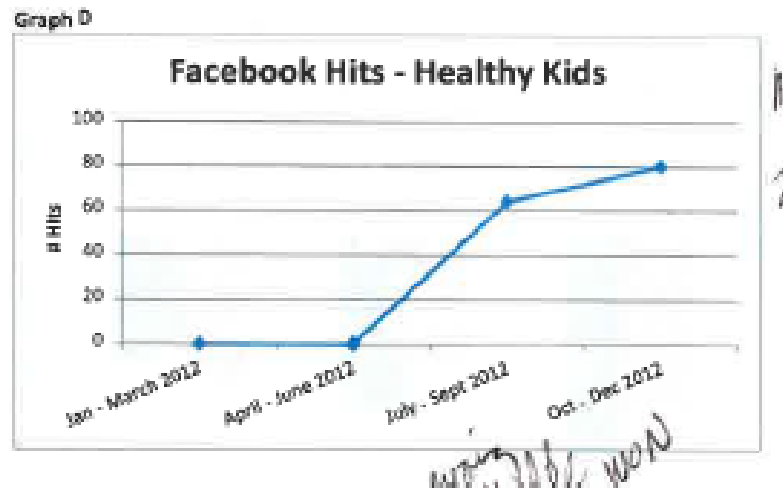


Source: Western North Carolina 2012 Community Health Needs Assessment. Retrieved from WNC Healthy Impact website: www.wnchealthymap.com/

Triple Aim Child Obesity Measures

- Spread of the 5-2-1- Almost None! Message.
- Create standardized system for child BMI data collection.
- Number of agencies pledging to champion the regional healthy weight message.
- Number of policy changes in partner organizations.
- BMI for children collected from school and physician measurements.

Dashboard



Where We Are Now

- Exciting collaboration and opportunities
- Data collection was the beginning of our collaborative work
 - ▣ Data review
 - ▣ Priority setting
- **Collaborative Implementation Planning**
 - ▣ Coordinated action to make a healthy impact
 - ▣ Process & outcome evaluation



What's in a CHIP?

- Goals, objectives, strategies and related measures for health priorities.
- Realistic timelines.
- Designation of lead, collaboration, or support roles in CHIP implementation for partners.
- Emphasis on evidence-based strategies.
- General plans for sustaining and monitoring action.

See WNC Healthy Impact CHIP Template



Example –CHIP Template

Local Community Objective	Baseline & Indicator Source
<i>By December 2015, increase percentage of adults engaging in recommended physical activity from 40% to 50%.</i>	<i>WNC Healthy Impact Survey</i>
Healthy NC 2020: Increase the percentage of adults getting recommended amount of physical activity from 46.4% to 60.6%.	<i>BRFSS</i>
Healthy People 2020: PA-3 Increase the proportion of adolescents who meet current federal physical activity guidelines for aerobic physical activity from 18.4 % to 20.2%	<i>YRBS – National, State, Local</i>
Other Important Target: WNC Triple Aim Decrease the percentage of adults ages 18-64 who are obese from 28.3% to 23.8%. Reduce the prevalence of overweight in children 2-4 (2.4%), 5-11 (14.3%) and 12-18 (19%) <i>Targets TBD</i>	<i>Adult: BRFSS Child: NC NPASS</i>

Example – See CHIP Template

Strategy 1 - Complete Streets Program

OBJECTIVE #1:

By May 2014, increase the number of ABC county municipalities that have adopted local complete street policies from 2 to 4.

INDICATOR: Number of municipalities with local complete street policies (measured through survey of municipalities)

Backbone Activity

6 Key Activities

- ❑ **Guide vision and strategy**
- ❑ **Support aligned activities**
- ❑ **Establish shared measurement practices**
- ❑ **Build public will**
- ❑ **Advance policy**
- ❑ **Mobilize funding**

EXAMPLE: Promote Healthy Living and Healthy Weight

Lead, Collaborate Support

Mission Hospital Subsidized Programs	Mission FY 12 CB Grants	United Way	Buncombe County Department of Health	Other Major Community Partners / Programs
Lighten Up for Life	Girls on the Run	Girls on the Run	WIC & Nutrition	YMCA: Pioneering Health Communities and Partners
Sports Medicine in the Schools	MACFC: Rainbow in my Tummy	MACFC: Rainbow in my Tummy	Healthy Buncombe Coalition and Partners	Parks and Recreation (City and County)
Health Education Center Programs	MANNA Packs	MANNA Packs for Kids	Systems Work/Outcomes, Partnerships & Surveillance	Asheville City Schools and BC Schools
Energize	YMCA Childhood Obesity Prevention	YMCA Youth Fit for Life	BC Project ASSIST (Tobacco) Coalition	UNCA Center for Health and Wellness
Children's Diabetes Camp	YWCA Family Diabetes Program and Kids Programs	YWCA Preventive Health		WNCHN: Child and Adult Obesity (Regional)

Preconditions for Collective Impact

3

Essential Conditions

- **An influential champion**
- **Adequate financial resources**
- **Urgency for change**



Get us all paddling in the same direction

For more information:

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- Carolyn Dorner, Quality Coordinator WNC Health Network
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