WINNING ON WELLNESS: HOW COLLECTIVE IMPACT BUILDS HEALTHIER, SAFER AND THRIVING COMMUNITIES

ADVOCATES FOR HEALTH IN ACTION’S COMMUNITY CONVERSATION
RALEIGH, NORTH CAROLINA
APRIL 15, 2016

Nick Macchione, MPH, FACHE
Deputy Chief Administrative Officer and Director, Health and Human Services Agency
County of San Diego, CA
San Diego County is:

Diverse
- Urban
- Suburban
- Rural
- Agricultural

Geographically Unique
- Military Base
- Ocean
- Desert and Mountains
- Mexico

Over 3.2 million residents

Large
4,200 square miles, about the same size as Connecticut

Source: County of San Diego. (n.d.)
Source: U.S. Census Bureau
WHY US?  WHY NOW?

U.S. HEALTH IN INTERNATIONAL PERSPECTIVE

Social Factors (Chapter 6) and Environmental Factors (Chapter 7)

Health Systems (Chapter 4)

Individual Behaviors (Chapter 5)

Mortality (Chapter 1) and Morbidity (Chapter 2)

Policies and Social Values (Chapter 8)

LIVE WELL SAN DIEGO
THE KEY QUESTION IS:

WHAT THE HEALTH IS GOING ON IN SAN DIEGO?
We know...

...that the environment plays a crucial role in wellness.

Where we Live, Learn, Work, Play and Pray matters. 

....Place Matters a lot!
Place Matters: Zip Code vs Genetic Code
We know that in the presence of violence, one cannot achieve health and wellness.
We know that we need to be data-driven.
Understand the most important drivers that focus on issues of health equity, disparities, and disproportionality.

ROI for investments that will lead to better health outcomes

Spatial alignment of data (maps) allows for community level results and knowledge

Accelerates conversation and data interoperability

Leads to community-specific actions because place matters
We know....

...that three numbers affect us all: 3-4-50.
PROBLEM FACING US ALL

Lack of Exercise

Poor Diet

Smoking
RESULT

3 Lead to

BEHAVIORS
No Physical Activity
Poor Diet
Tobacco Use

4 Result In

DISEASES
Cancer
Heart Disease & Stroke
Type 2 Diabetes
Lung Disease

OVER 50 PERCENT

of deaths
in San Diego

1 World Health Organization (WHO). “The Global Strategy on Diet, Physical Activity and Health.”
ECONOMIC IMPACT: $4.6 BILLION IN SAN DIEGO COUNTY
We know....

...that we must strive for a Healthy Bottomline for both our residents and our economy.

Figure 3. National Health Expenditures as Percentage of GDP, 2000-2017

Note: Data for 2007-2017 is projected
Actual Causes of Death

A bridge between genotype and phenotype—a phenomenon that changes the final outcome of a locus or chromosome without changing the underlying DNA sequence.

- Lifestyle: 51% Smoking, Obesity, Nutrition, Alcohol Use
- Epigenetics
- Biology: 20%
- Health Care: 10%
- Environment: 19%


Aaron D. Goldberg, C. David Allis, and Emily Bernstein, Laboratory of Chromatin Biology, The Rockefeller University, New York, NY 10021, USA
Back to the future:

“Solving tomorrow’s workplace challenges with today’s workforce!”

Today’s decisions = tomorrow’s reality!
Here is a question for all of us:

Is change really possible or is transformation just a dream?
For a better start in life
start COLA earlier!

How soon is too soon?
Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and “fitting in” during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

The Soda Pop Board of America
1515 W. Hart Ave. - Chicago, ILL.
According to repeated nationwide surveys,

More Doctors Smoke CAMELS than any other cigarette!

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reasons so many doctors smoke them. Camels have cool, cool draw, pack after pack, and a flavor unmatched by any other cigarette. Make this sensible test: smoke only Camels for 30 days and see how well Camels please your taste. Within days your throat will feel better than your usual smoke. You'll see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!

For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste)

www.StrangeCosmos.com
Workplace Wellness: Achieving a Healthy Bottom Line

Physical Well BEING: Making positive choices
Employers report that lack of employee engagement is the biggest obstacle to changing health behaviors.

- Tower Watson Survey Report, 2010
PERSONAL ACCOUNTABILITY
THE ULTIMATE HEALTHY BOTTOM LINE!

“What fits your busy schedule better, exercising one hour a day or being dead 24 hours a day?”
A plan to advance the health and overall well-being of the entire San Diego region:
Well-being is more than just physical and public health. It’s also about...

Emotional Well-Being

Financial Stability

Sense of Safety

Social Connectivity

Career Viability

Hopefulness
OUR FRAMEWORK

Building Better Health  Living Safely  Thriving
Access to quality care

Increased physical activity

Healthy eating

Stop tobacco use

Approved July 2010
Residents are protected from crime and abuse

Neighborhoods are safe to live, work and play

Communities are resilient to disaster and emergencies
Built and Natural Environment
- Transportation
- Built Environment & Neighborhoods
- Natural Environment
- Housing

Enrichment
- Civic Life
- Community Activities

Prosperity, Economy & Education
- Workforce/Education
- Economic Development
LIVE WELL SAN DIEGO INDICATORS

- Life Expectancy
- Quality of Life
- Education
- Unemployment Rate
- Income
- Security
- Physical Environment
- Built Environment
- Vulnerable Populations
- Community Involvement

that measure the impact of collective actions by partners and the County to achieve the vision of a region that is Building Better Health, Living Safely and Thriving.
5 CONDITIONS OF COLLECTIVE IMPACT

Common Agenda

Shared Measurements

Mutually Reinforcing Activities

Continuous Communication

Backbone Organization

1) Simple
2) Actionable
3) Sub-regional

ALIGNING STRATEGIES ACROSS ALL SECTORS
VIDEO #1:
MEET SANDI THE SAN DIEGAN
“The biggest scale that you can get requires the simplest idea... And you achieve this by connecting with people.”

- Bono, U2
COMMUNITY INFORMED AND LED PROCESS
RECOGNIZED PARTNERS

Recognized Partners as of 4/6/16

- **180** Recognized Partners

Cumulative Total by Fiscal Year

- 2011-2012: 1
- 2012-2013: 6
- 2013-2014: 51
- 2014-2015: 124
- 2015-2016: 180

**12 Cities** – Over 2.2 million Residents

**29 School Districts** – Over 376,700 Students

Partners by Sector

- **Business & Media**: 18%
- **Cities & Government Agencies**: 7%
- **Community & Faith-Based Organizations**: 20%
- **Schools & Education**: 55%
## COLLECTIVE ACTION TO COMMUNITY IMPACT

### Actions We Take Collectively Across Sectors

<table>
<thead>
<tr>
<th>Sector</th>
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<tbody>
<tr>
<td>County &amp; City Governments</td>
</tr>
<tr>
<td>Business</td>
</tr>
<tr>
<td>Community &amp; Faith-Based Organizations</td>
</tr>
<tr>
<td>Schools</td>
</tr>
<tr>
<td>Healthcare &amp; Technology Providers</td>
</tr>
<tr>
<td>Law Enforcement &amp; Courts</td>
</tr>
<tr>
<td>Active Military/Veterans</td>
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<tr>
<td>Other Local Jurisdictions</td>
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</tbody>
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### Results We Seek for Community Impact

- **Health**
- **Knowledge**
- **Standard of Living**
- **Community**
- **Social**
## MEASURING RESULTS

### TOP 10 INDICATORS

<table>
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<th>Life Expectancy</th>
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Population-Based Strategies to Combat Heart Disease and Stroke

Ama Tu Corazón  Love Your Heart

2016 Event – 150 Community Partners Blood Pressure Screening
OUR COMMUNITY PARTNERS

- Acted as public-facing or internally-focused Love Your Heart sites
- Actively promoted the Love Your Heart event to the public
- Collected and submitted data on all BP’s performed
  - Sites represented by red dots submitted blood pressure range data
  - Sites represented by white dots submitted total blood pressures taken

Love YOUR Heart

Ama TU Corazón
31,270 Blood Pressure Screenings conducted at over 150 sites on both sides of the US/Mexican border

Almost half of individuals screened had elevated blood pressure

108 individuals identified as having urgent or emergent hypertension requiring immediate medical attention
REDUCING CHILDHOOD OBESITY

CHULA VISTA ELEMENTARY SCHOOL DISTRICT LAUNCHED A MULTI-FACETED APPROACH

• Revamped and enhanced school wellness policies and practices for 28,500 children in 45 schools:
  ▪ Increased physical activity
  ▪ More nutritious school lunches
  ▪ Replaced “unhealthy” birthday celebrations with games and activities
  ▪ Reached out to parents and community with cooking classes, healthy food budgeting and family fun

• To assess impact, measuring Body Mass Index (BMI) of all students each year, beginning in 2010
Legend

% Obese Children

- **10 - 14.99%**
- **15 – 19.99%**
- **20 – 24.99%**
- **25 – 29.99%**
- **30 – 39.99%**
COLLECTIVE IMPACT

“Tools for Schools” Toolkit

Body Mass Index (BMI) Surveillance Kit

Live Well San Diego:
Partnering with Schools to Reduce Childhood Obesity and Improve Student Health

April 2015

To support healthy, safe and thriving communities in San Diego County

Developed by the Chula Vista Elementary School District

Coast2CoastRx

Healthy San Diego County Coalition, Southwest Education and Program Coordination

First Five San Diego

San Diego County Office of Education

LIVE WELL SAN DIEGO

HHSA

LIVE WELL SAN DIEGO

Live Well San Diego

San Diego County Office of Education

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LIVE WELL SAN DIEGO
INCENTIVIZING EARLY CHILD CARE PROVIDERS

Wellness Champion program for licensed child care providers

- Adopt policy for healthy eating, physical activity
- Champions get preference on child care referral line
- 17 recognized champions and counting......

PARTNER: YMCA RESOURCE AND REFERRAL CENTER

County of San Diego HHSA
QUALITY PRESCHOOL INITIATIVE

- Nutrition and physical activity assessments
- Health Educator/Nutrition Specialists support each site and through workshops
- Physical activities linked to classroom for children and staff
- Parent newsletters and other resources
FIVE & FIT PILOT PROGRAM

- Combat childhood obesity by partnering preschoolers with volunteers ages 55+
- Preschool classrooms at Vista Square Elementary School in the Chula Vista Elementary School District
- Intergenerational Program implemented by HHSA’s Aging and Independent Services
- 40 Preschoolers learn from team of 8 “Garden Grannies”
APPROACH

- Classroom Sessions
  - Food tastings
  - Plant food and eat produce later
  - Physical activities set to music
  - Based on Farm to Preschool curriculum

- Family Workshops
  - Shopping on a budget
  - Cooking demonstrations

- Community Outreach
  - Field trips to stores, farmers markets
  - Community garden
VIDEO #3: VIP PRESCHOOL
BUSINESS COMMUNITY ENGAGEMENT

BUSINESSES PROMOTE LIVING WELL AT WORK

NORTH SAN DIEGO BUSINESS CHAMBER

Connections start here.

San Diego Regional Chamber

LIVE WELL @ WORK

Worksite Wellness Toolkit
For Small and Medium-Size Businesses

Made possible by the Centers for Disease Control and Prevention (CDC) through the County of San Diego Health and Human Services Agency
LACTATION SUPPORTIVE ENVIRONMENTS

Adopted and implemented lactation accommodation policies in:

- Businesses
- School districts
- Community Healthcare Centers

Funded by:
Regional Planning Agency created Public Health Stakeholders Group, 1st in the country

Health Impacts Assessment (HIAs) and Forecasting
- Built capacity to conduct HIAs on proposed projects, policies, and plans
- Developed Healthy Communities Atlas to identify areas with health disparities responsive to built environment initiatives
- Created Healthy Communities GIS Framework

Public Health and Wellness Policies for Regional Plans
- Guidelines for integrating public health principles into local and regional projects and plans

Regional Safe Routes to School Strategic Plan Implementation

Regional Complete Streets Policy & Implementation
Using a “health frame” and community engagement identified a location that improved health and well-being:

- Increased pedestrian and bicyclist activity
- Increased public transit usage and connectivity to regional transit network
- Enhanced access to major employment centers, goods and services
- Improved safety
- Potential to improve health outcomes and mitigate disparities in low-income, minority community
PROMOTING SAFE ROUTES TO SCHOOL (SRTS) – REGIONAL STRATEGY

- Region-wide SRTS Strategic Plan and regional SRTS Coalition
- SRTS Capacity Building and Planning Grants to support comprehensive Safe Routes to School planning
- SRTS Education, Encouragement, and Enforcement Grants to encourage and educate stakeholders on walking and bicycling to school safely
- Web-based tool to facilitate trip matches for active school commuting
- Active transportation campaign for school trips, with a reach of 22 schools representing 15,000 students
- “San Diego Regional Bicycle Guide”
City of San Marcos
Safe Routes to School Plan

PARTNER: CIRCULATE SAN DIEGO
SAN DIEGO’S MODEL FOR SUSTAINED COMMUNITY ENGAGEMENT

Resident Leadership Academy (RLA)
- Multi-session course introduces relationship between environment and health
- RLA students develop Community Improvement Projects (CIP)

Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX³)
- RLA graduates implement CIPs
- Anchored by strong CBO partner
- Sustain community-driven PSEs in cities, neighborhoods
Linda Placita ("beautiful little plaza") parklet created in Linda Vista

Led by CX³ residents trained in community engagement through the Resident Leadership Academy (RLA) group

Innovative partnering with Bayside Community Center, City of San Diego, Community Development Corporation, City Council member
SOUTH REGION CX³: SAFE ROUTES TO HEALTHY PLACES

- Addressed walkability of Old Town neighborhood in National City
- Diverse partners: UCSD Retail Program, Big B’s Market, Rady Children’s Hospital, Kimball Elementary School
- City leveraged CX³ efforts into over $1.8M in grants for pedestrian improvements
- City built wider sidewalks, curb extensions to calm traffic, and safer routes to elementary school
- Improved access to healthy food at market
NORTH COASTAL REGION CX³: GARDENS FOR HEALTHY FOOD ACCESS

- Met with principals, teachers, facility managers, master gardeners to remove barriers to creating gardens
- Implemented garden at Bobier Elementary School
- Through Community Agricultural Planning Projects, keeping gardens sustainable by changing zoning codes to allow farm stands and/or farmers markets
Partnering with faith-based organizations

Mission is to develop and implement sustainable wellness programs and policies

Activities:

- Healthy food and beverage policies
- Joint-use agreements for physical fitness
- Walking clubs
- Wellness committees

PARTNER: UCSD CENTER FOR COMMUNITY HEALTH
“TRIPLE AIM 2.0”

Improved Health and Social Well Being for the Entire Population

Better Service Systems for Individuals

Lower Cost per Capita
LESSONS LEARNED

Keep it simple – from messaging to measurement, “potent simplicity” is the rule

Keep it local – information, engagement, and action must occur at “sub-regional” level

Keep it real – data-driven, evidence-informed

Provide a common framework, but also flexibility - “one-size-fits-all” rarely works; emphasize outcomes, not process, when possible.

Share the glory – widely acknowledge contributions of all
Our Call to Action for
Longer Lives, Better Health

“Discovery consists in seeing what everyone else has seen, and thinking what no one else has thought.”

-Albert Szent-Gyorgi
THANK YOU!
LIVE WELL WAKE COUNTY!

Visit LiveWellSD.org