



IUPUI

RICHARD M. FAIRBANKS SCHOOL OF PUBLIC HEALTH

INSIGHTS & INNOVATIONS

CULTURE OF HEALTH

Action Area 2: Fostering a Cross-Sector Collaboration to Improve Well-Being

Part II of II



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Coordinator**
Meridian Health Services



Learning Objectives

Participants will be able to identify and apply policies that support collaboration.

Part II of II

Previous Session: <https://connect.iu.edu/p94lf4bfyq3/?launcher=false&fcsContent=true&pbMode=normal>

CME Learner Information

Learning Objectives

At the conclusion of this program, participants should be able to:

- Identify quality partnerships
- Invest in cross-sector collaboration
- Identify and apply policies that support collaboration

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Designation Statement

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SCHOOL OF MEDICINE

INDIANA UNIVERSITY

CME Learner Information - *Continued*

Disclosure Summary

The following planning committee and those in a position to control the content of this activity have disclosed no relevant financial relationships:

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CME credit will be awarded and certificates emailed within 3 weeks. The course evaluation will be sent immediately following the activity. For questions and concerns, please contact IU School of Medicine, Division of Continuing Medical Education at 317-274-0104 or cme@iu.edu

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CEU Information

The Indiana Society of Public Health Educators (InSOPHE) has approved this session for 1.0 CEUs. If you are a member of InSOPHE and wish to receive credit for this webinar, please email Tiffany King at president.elect@insophe.org to receive the CEU evaluation.

CEUs can only be issued from the live webinar.



Building a Culture of Health in Indiana

**Action Area 2: Fostering Cross-Sector Collaboration to
Improve Well-Being (Part II of II)**

Evidence Base for Building a Culture of Health

Building a National Culture of Health

**BACKGROUND,
ACTION FRAMEWORK,
MEASURES,
AND
NEXT STEPS**

Anita Chandra, Joie D. Acosta, Katherine Grace Carman, Tamara Dubowitz,
Laura Leviton, Laurie T. Martin, Carolyn Miller, Christopher Nelson, Tracy Orleans,
Margaret Tait, Matthew D. Trujillo, Vivian L. Towe, Douglas Yeung, Alonzo L. Plough



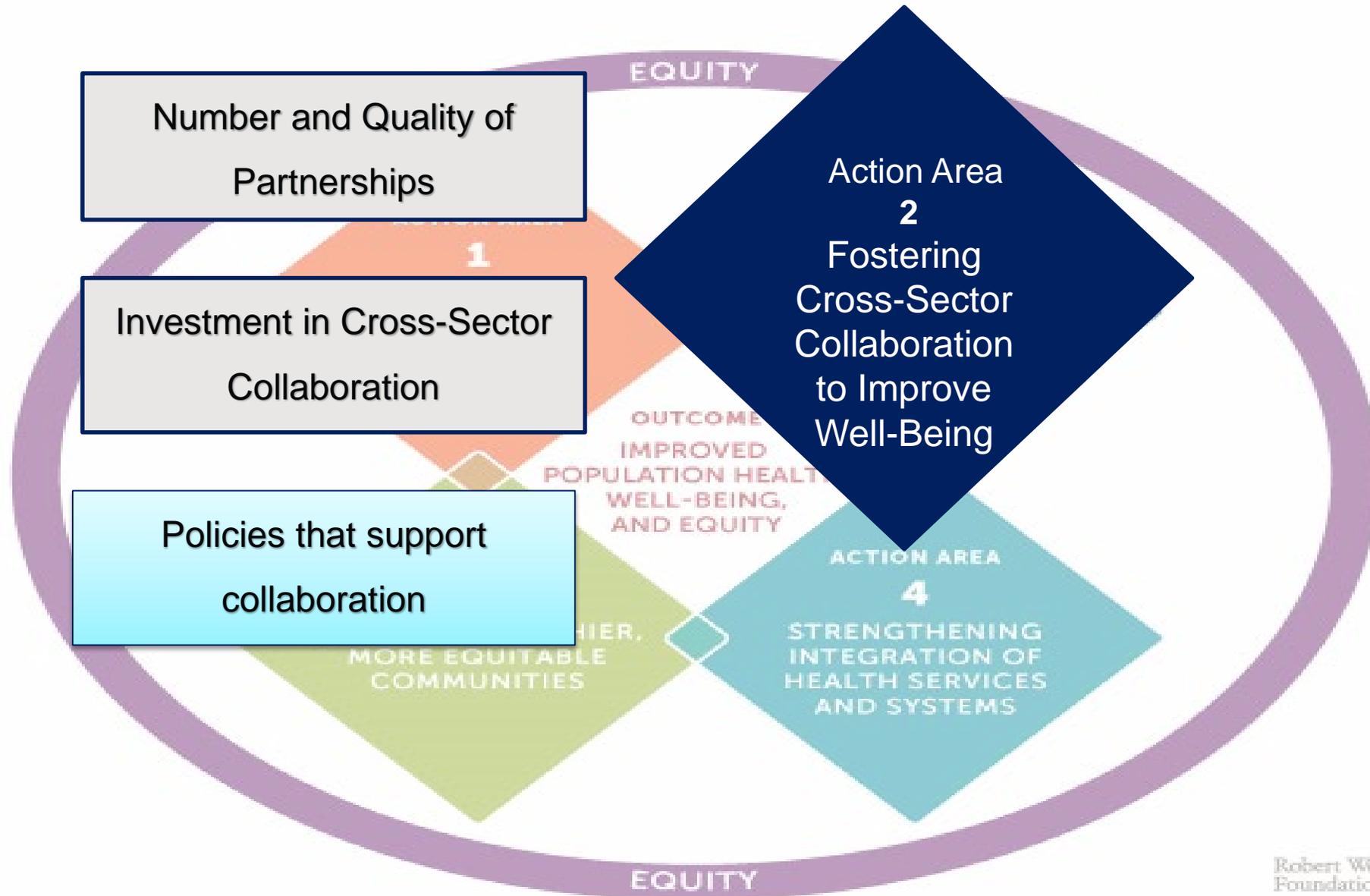
Source: Chandra, A., Acosta, J., Carman, K., Dubowitz, T., Leviton, L., Martin, L., Miller, C., Nelson, C., Orleans, T., Tait, M., Vivian, T., Douglas, T., Plough, A. (2016). Building a National Culture of Health: Background, Action Framework, Measures, and Next Steps. Retrieved from the RAND Corporation on June 10, 2016

http://www.rand.org/content/dam/rand/pubs/research_reports/RR1100/RR1199/RAND_RR1199.pdf

CULTURE OF HEALTH ACTION FRAMEWORK



CULTURE OF HEALTH ACTION FRAMEWORK





Factors Influencing Policy and Governance

Level	Factors
Individual	<ul style="list-style-type: none">• Endorsement of health-promoting policies choices for community health and well-being
Organization/community	<ul style="list-style-type: none">• Organizational participation in health-promoting policy development
Decision environment/policies	<ul style="list-style-type: none">• Inclusive governance policies for citizen voices about health• Creation of community councils to review health policy trade-offs• Health in all policies

Policies that support collaboration

Quality

Are there policies in place to sustain health as a shared goal?

(Barrett et al., 2005; Ribisl et al., 2003)

Indicators:

Policies in places the support collaboration to improve well-being

BIG Policy

VI LIII
United States of America

AT THE SECOND SESSION

*Began and held at the City of Washington on Tuesday,
the fifth day of January, two thousand and ten*

An Act

Entitled The Patient Protection and Affordable Care Act.

*Be it enacted by the Senate and House of Representatives of
the United States of America in Congress assembled,*

SECTION 1. SHORT TITLE; TABLE OF CONTENTS.

(a) SHORT TITLE.—This Act may be cited as the “Patient Protection and Affordable Care Act”.

(b) TABLE OF CONTENTS.—The table of contents of this Act is as follows:

Sec. 1. Short title; table of contents.

TITLE I—QUALITY, AFFORDABLE HEALTH CARE FOR ALL AMERICANS

Subtitle A—Immediate Improvements in Health Care Coverage for All Americans

Sec. 1001. Amendments to the Public Health Service Act.

*PART A—INDIVIDUAL AND GROUP MARKET REFORMS

*SUBPART II—IMPROVING COVERAGE

*Sec. 2711. No lifetime or annual limits.

*Sec. 2712. Prohibition on rescissions.

*Sec. 2713. Coverage of preventive health services.

*Sec. 2714. Extension of dependent coverage.

*Sec. 2715. Development and utilization of uniform explanation of coverage documents and standardized definitions.

*Sec. 2716. Prohibition of discrimination based on salary.

*Sec. 2717. Ensuring the quality of care.

*Sec. 2718. Bringing down the cost of health care coverage.

*Sec. 2719. Appeals process.

Sec. 1002. Health insurance consumer information.

Sec. 1003. Ensuring that consumers get value for their dollars.

Sec. 1004. Effective dates.

Subtitle B—Immediate Actions to Preserve and Expand Coverage

Little Policy

SAMPLE MEMORANDUM OF UNDERSTANDING (MOU)

A Memorandum of Understanding between: _____ and _____
Name of Sponsoring Agency
Name of School Principal of Name of School
Name of Superintendent of Name of School District

The purpose of this MOU is to define and outline the responsibilities of _____ Sponsoring Agency
and _____ School in order to provide dental health services at the school site.

The School agrees to provide the following support to the project staff at this site:

FACILITIES: Space for the Dental Health Services Program that includes room for:
Chair Hand-washing sink X-ray machine (for treatment programs)
Dental operatory room Sterilization set-up Facsimile machine

EQUIPMENT AND SUPPLIES: At least one telephone for contacting the dental personnel.

EMERGENCIES: Notification of the SBHC-D site manager in the event of school closures or a declared emergency situation.

PROGRAMMATIC COMPONENTS: Assistance with:

- Obtaining informed parental consent for program enrollment.
- Accommodating parental presence during dental procedures.
- Assisting students and parents in obtaining insurance or Medicaid coverage.
- Providing follow-up on broken appointments.
- Marketing the program and availability of dental services and distributing communication materials.
- Implementing joint health education workshops, if applicable, in all project schools.

The Dental Services Program will provide the following:

ON-SITE SERVICES (for enrolled students only - with parental consent):

- Primary and preventive dental health services for children in accordance with dental health guidelines.
- Referral and follow-up for needed dental care.
- Health education for parents and teachers in cooperation with the school.
- Ensuring ongoing care for specialized dental services.
- First aid and emergency care (available to **all** students in the school).

BY REFERRAL TO AN ARTICLE 28 FACILITY OR ANOTHER SOURCE OF CARE:

For programs providing treatment services, continuity of care, 24 hours a day, 7 days a week, dental services will be available through _____ Facility Name

For programs not offering treatment services (Level V Intervention) or for dental services beyond the scope of the program, children in need of additional dental services will, with parental consent, be referred to _____ Facility or Provider Name

SIGNATURES:

Chief Executive Officer/Commissioner/Director of Public Health _____ Date _____

Superintendent of School District _____ Date _____

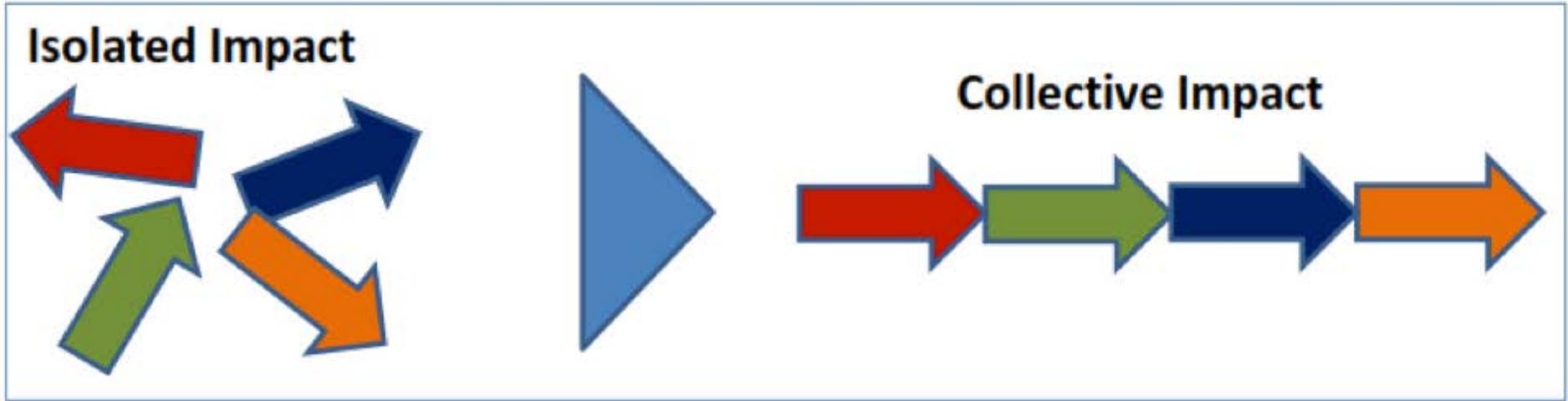
School Principal _____ Date _____



Transforming Health
in Central Indiana!

TOP 10

SETTING UP THE COALITION



WHY COLLECTIVE IMPACT



OUR INTERPRETATION

Stanford SOCIAL
INNOVATION^{REVIEW}
Informing and inspiring leaders of social change



SHARED VISION



COMMON MEASUREMENT



REINFORCING ACTIVITIES



CONSTANT COMMUNICATION



BACKBONE SUPPORT



LESSONS FOR SUCCESS

1. Relieve the burden of determining measurement with statement of purpose (Top 10) and pre-determined tools (AFI) to allow for relationships, visioning/purpose, and foundation first.
2. Determine, write, and adopt coalition structure (Charter)
3. Celebrate successes as partner accomplishments vs. coalition accomplishments
4. Ensure work of the coalition is talked about, with process measures, to avoid “what do you do”, answer this question with “what do you need us to do to help you grow/expand your work”
5. Use collective impact for foundation through all activities (apply it even in structure)
6. Define and measure active participation at many levels (help with work teams, but also individual action)

MEASUREMENT THEN AND NOW

Annual Report

Top 10 Coalition

To reduce the rate of chronic diseases in Central Indiana

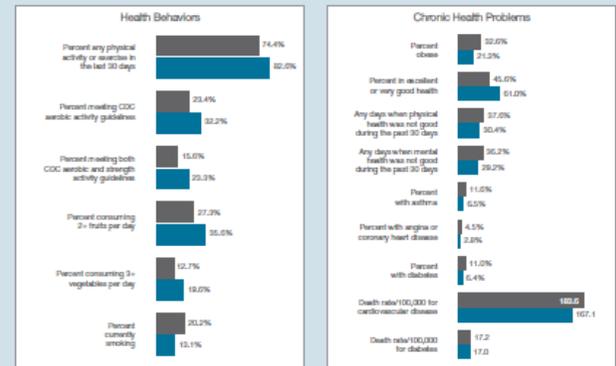
Top 10 is a catalyst for change, aligning individual strengths into a collective power for improved community health. Today over 110 coalition partners work under a common vision and shared metrics to expand and support each other. Together, we will develop a stronger culture of health in Central Indiana and decrease the burden of chronic disease. Inclusive of organizations (small and large), public leaders and community members who are focused on increased access to safe physical activity, increased access to better nutrition, smoke free air and making those healthy choices the easy choices for our community.



ACSM American Fitness Index® Components

Personal Health Indicators – Score = 24.2; Rank = 50

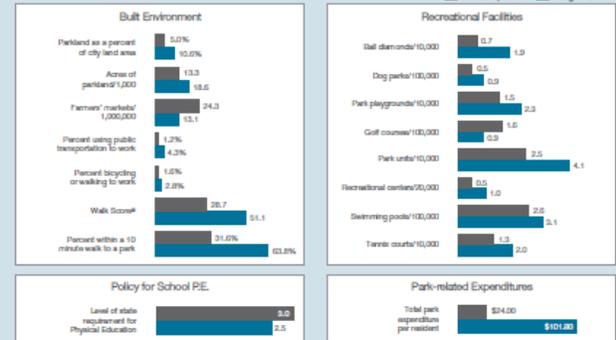
■ Indianapolis ■ Target Goal*



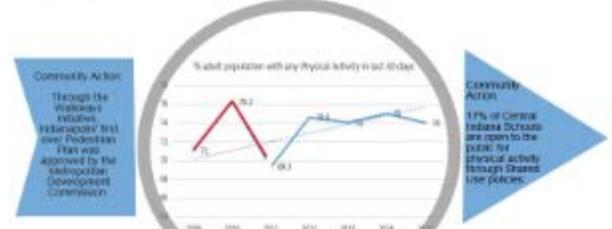
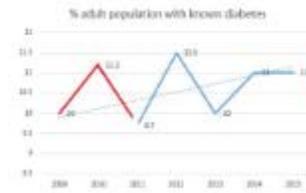
Community/Environmental Indicators – Score = 28.9; Rank = 49

(note: most of these data were available only for the main city in the MSA)

■ Indianapolis ■ Target Goal*



*The target goal for the Personal Health Indicators that did not change over the 100 percentile for cities during 2008-2010. For the new selected health indicators the target goal was 50% of the 100 percentile. The target goal for the Community/Environmental Indicators that did not change over the 100 percentile for 2008 to 2010. For community indicators the target goal was an average of the 20th percentile.



	Funder	Individual	Implementer
<p>Stage 1</p> <p>Recognition as a “Bronze” on Top 10 website and in monthly newsletter</p>	<ul style="list-style-type: none"> • Donate \$500 to the coalition yearly 	<ul style="list-style-type: none"> • Follow coalition on Twitter or Facebook • Attend Top 10 webinar annually • Participate in at least 1 Top 10 hosted public engagement event per year (follow twitter chat, share video on their own outlets, etc.) • Tell your story about community health improvement (share the details with us, so we can help promote it!) 	<ul style="list-style-type: none"> • Organization attends at least 2 quarterly coalition rallies per year • Send in content material from organization for Top 10 to send out, post, etc. • Involved in creation of at least 1 public engagement event per year (host for a twitter chat, assists/leads video creation, creates press release, etc.)
<p>Stage 2</p> <p>Recognition as a “Silver” on Top 10 website and in monthly newsletter; Highlighted in 1 monthly newsletter and as donor for 1 month in Top 10’s social media posts</p>	<ul style="list-style-type: none"> • Donate \$1000 to the coalition yearly 	<ul style="list-style-type: none"> • Volunteer at least 1 time per year at a partner event • Presentation to at least 1 group a year about Top 10 	<ul style="list-style-type: none"> • Attend at least 1 work team meeting per quarter • Offer space at no cost for 1 meeting a year (full coalition or work team meeting) • Provide printing for coalition materials • Take active role in social media posts/website updates from coalition (note: must sign social media agreement to be given administrative rights)
<p>Stage 3</p> <p>Recognition as a “Gold” on Top 10 website and in a monthly newsletter; 10 minutes to highlight efforts and programming related to health at 1 quarterly meeting each year</p>	<ul style="list-style-type: none"> • Donate \$5000 to the coalition yearly 	<ul style="list-style-type: none"> • Volunteer to lead efforts in moving forward at least 1 Top 10 tactic in their community • Solicit at least 1 donation per year for coalition 	<ul style="list-style-type: none"> • Attend 75% or more of selected work team’s meetings • Organization aligns with one or more Top 10 tactics/metric, agrees to report their collected data on selected Top 10 metric • Dedicate 5% or more FTE to the administrative duties or work team actions of Top 10 (agendas/minutes, contacting new partners, work plan tactic, etc.)
<p>Sponsor</p> <p>6 – 10 available</p> <p>Recognition as title sponsor of work team on Top 10 website and in monthly newsletter; 1 public engagement video created highlighting sponsor per year</p>	<ul style="list-style-type: none"> • Donate \$10,000 or more <p>Sponsors can choose to support the capacity of Top 10 or specific tactical projects of coalition in following areas: Student/University, Physical Activity, Nutrition, Tobacco Use, Built Environment, Clinic to Community, Data, or Communication</p>	<ul style="list-style-type: none"> • Chair or co-chair 1 community conversation on a Top 10 tactic/topic per year 	<ul style="list-style-type: none"> • Chair or co-chair of a work team • Organization attends all 4 quarterly events each year • Actively fulfills one of the roles for coalition communications (Newsletter, Social Media, Press Releases, Events, or Website point person)

ENGAGEMENT DIAGRAM



TAKE ACTION TODAY.

- Share your opinions on making Indy more walkable:
www.indywalkways.org
- Share the “Matters of the Heart” videos on social media:
<http://www.indianablackexpo.com/tobacco-prevention/matters-of-the-heart.asp>
- Make one connection from your Sphere of Influence worksheet
- Ask you legislator to support tobacco cessation and prevention

A red pen is shown writing the words "Thank you" in a cursive script on a white surface. The pen is positioned at the end of the word "you".

Thank you

Anne Graves
Executive Director of Healthy Living Initiatives
YMCA of Greater Indianapolis
317-713-8548
agraves@indymca.org

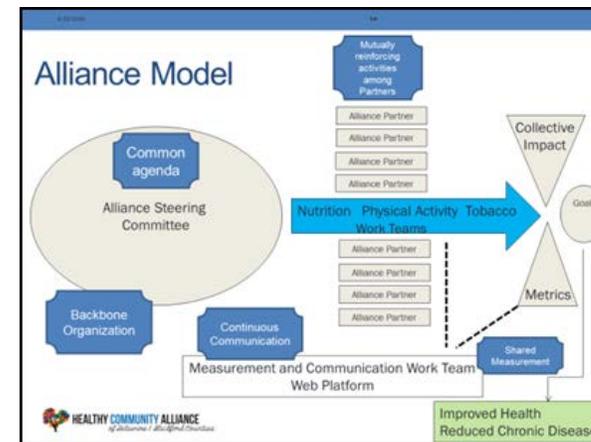


Healthy Community Alliance of Delaware and Blackford Counties



Agenda

- Brief review of Alliance Model
- Closer look at Collective Impact and Alliance structure
- Recruitment/Marketing for Partners
- Metrics
- Workgroup functions
- Role of policy



IU Health Ball Memorial Hospital

- Muncie and Delaware County, IN.
- Also serves 6 surrounding counties.
- More than 18,000 inpatient admissions and 330,000 outpatient visits annually.
- 384 beds
- 2,600 team members
- Operates IU Health Blackford Hospital in Hartford City (15 bed Critical Access Hospital)
- **IUH Ball Community Outreach**
- Part of IU Health Ball Memorial Hospital Foundation
- Community Benefit Tracking
- Community Health Needs Assessment
- Development and implementation of strategies to address identified health needs
- Connect hospital experts to community
 - Health improvement projects
 - Speakers Bureau
 - Community service projects



Health Needs Assessment Policy

- **Patient Protection and Affordable Care Act** Requirements for not-for-profit hospitals
 - Each hospital must conduct a Community Health Needs Assessment (CHNA) every three years.
 - Each hospital must develop strategies for to address priority needs identified in CHNA process.
 - The results of the CHNA and the associated strategies are reported on the organization's IRS 990 Schedule H tax document.
 - Board or Executive Committee approval is required for the strategies.



Policy and Action

- Hospital conducts mandated Community Health Needs Assessment in 2012
- CHNA identifies needs and involves local stakeholders
- Hospital works with local stakeholders to rank priority of needs
- Community partnerships form to address needs
- Programs are developed around top 5 identified needs
- Hospital and stakeholders build coalition to expand impact of resources on health of population
- Healthy Community Alliance effort is launched in 2015

Healthy Community Alliance Overall Goal

- Improve the health of the population in Delaware and Blackford Counties, thereby lessening the impact of chronic disease.



Healthy Community Alliance Model

- Scope-Delaware and Blackford Counties
 - 3 Priority Areas with impact on chronic disease states
 - Increased physical activity
 - Improved nutrition
 - Reduced tobacco use
- Basic Components
 - Steering Committee
 - Broader Coalition Membership
 - Work groups around 3 priority areas plus communication/measurement
 - Backbone Organization (IU Health Ball Memorial Hospital)
 - Technology platform for communication and data measurement



Collective Impact Model

Common agenda
Shared measurement
Continuous communication
Mutually reinforcing
activities among participants
Backbone organization

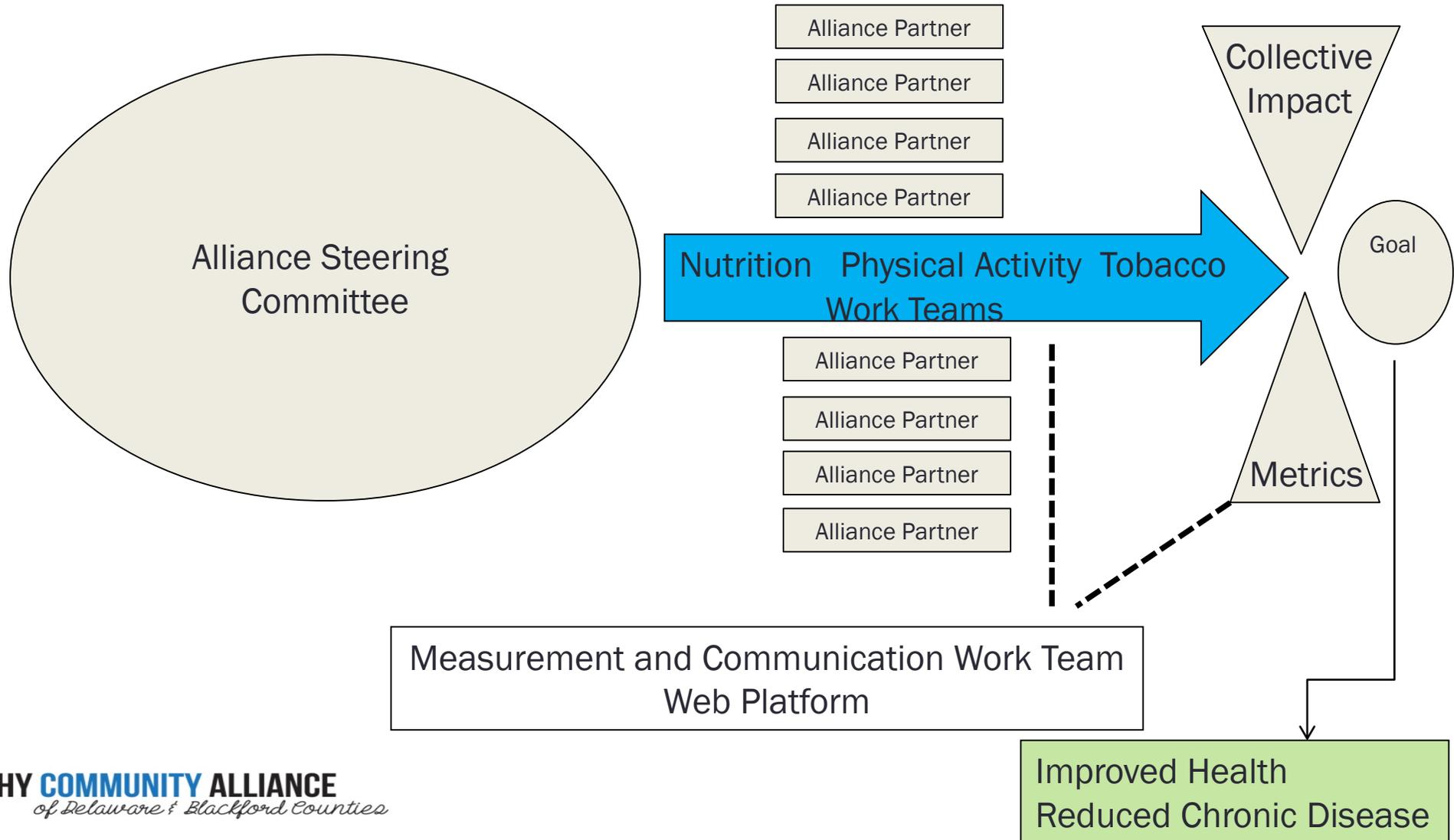
Collective Impact Article

By John Kania and Mark Kramer

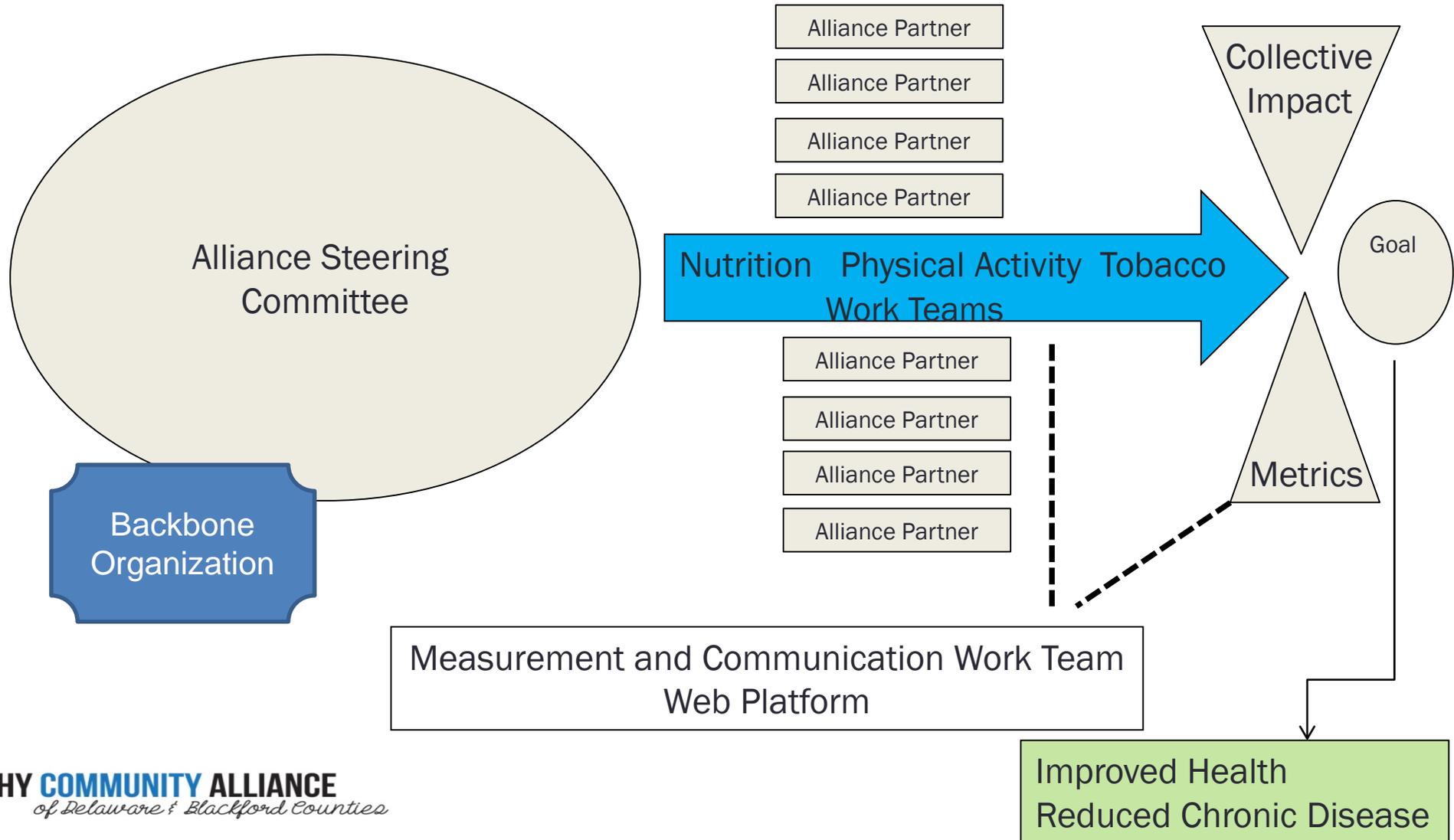
Winter 2011 Stanford Social Innovation Review.



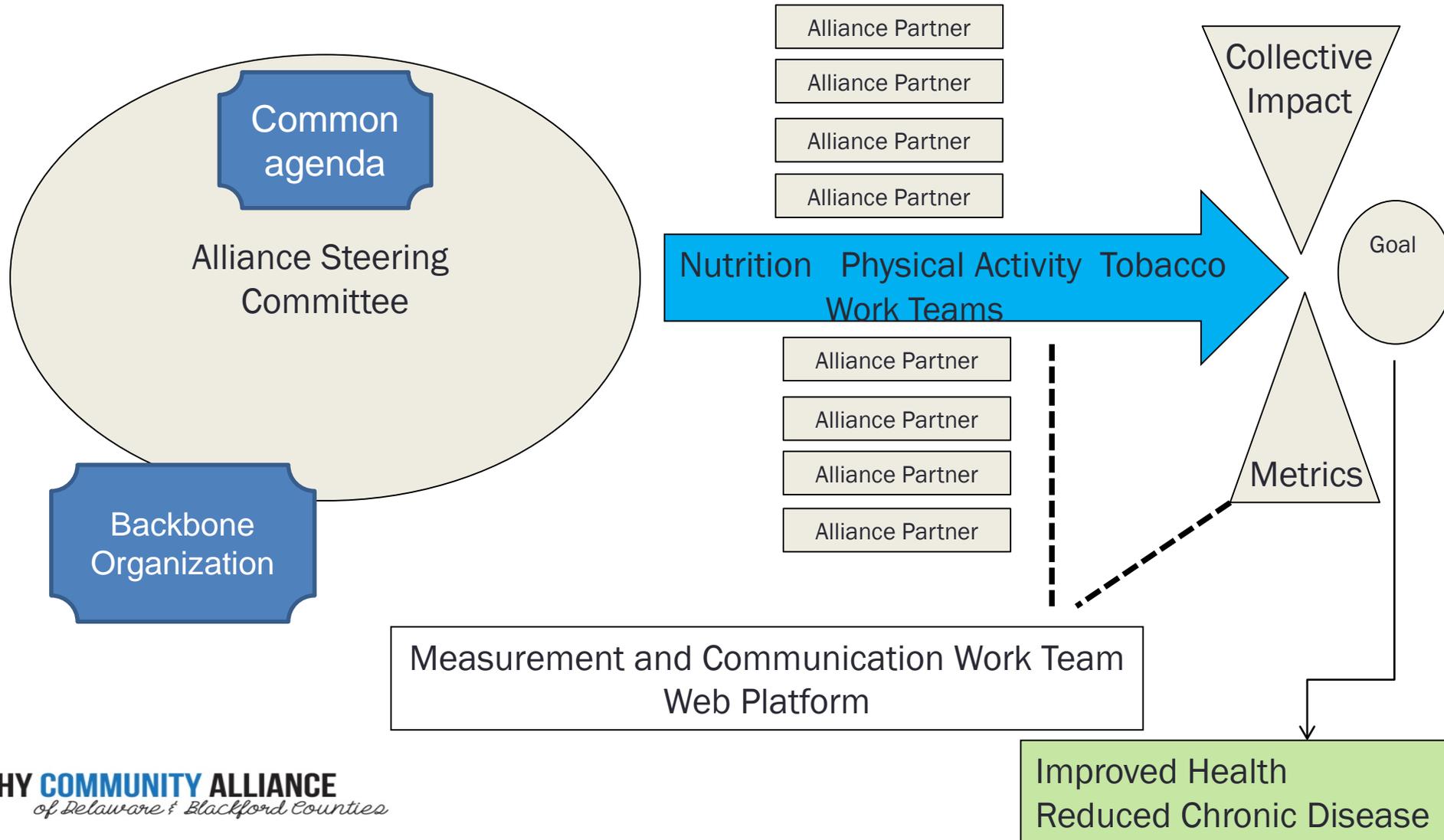
Alliance Model



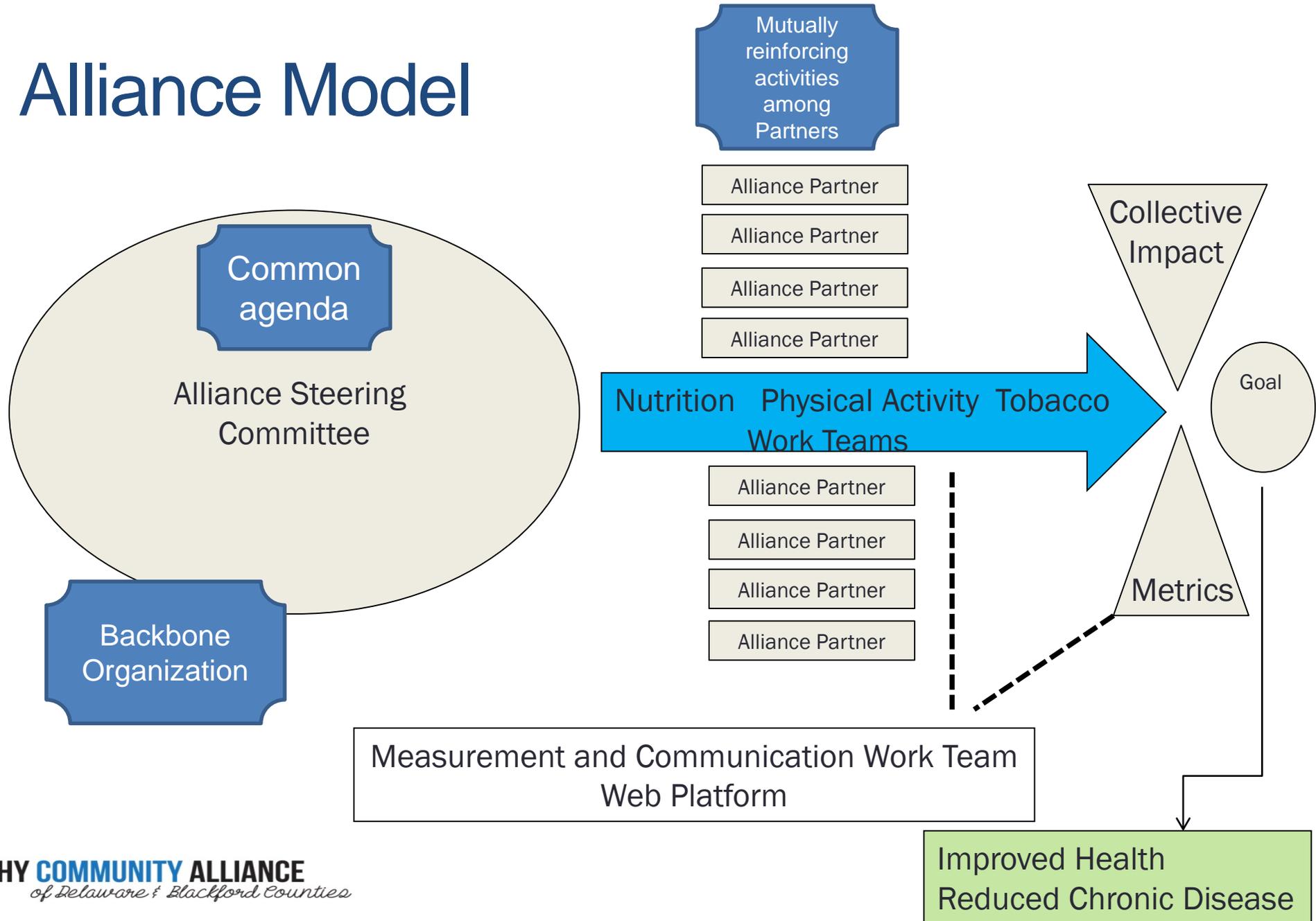
Alliance Model



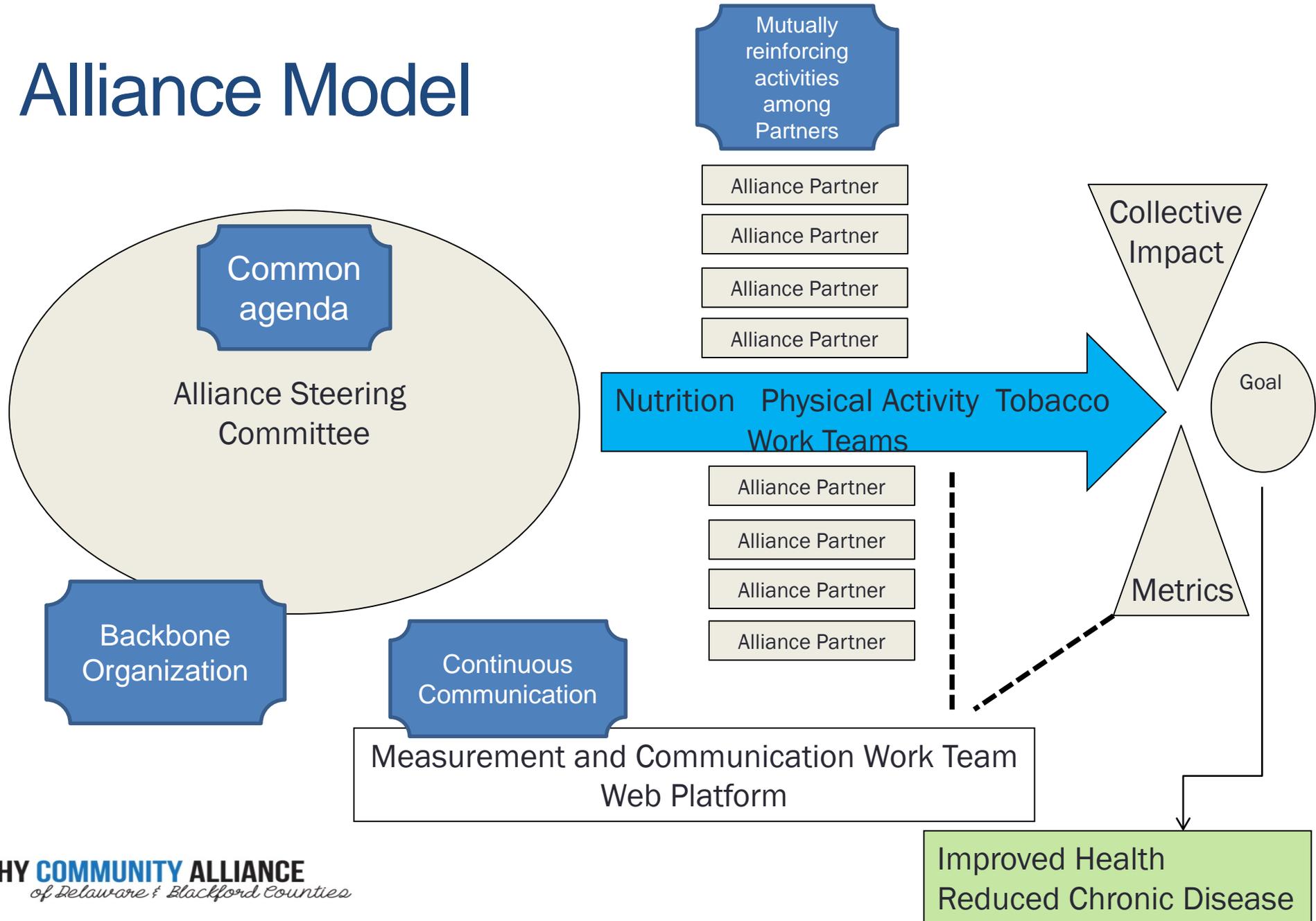
Alliance Model



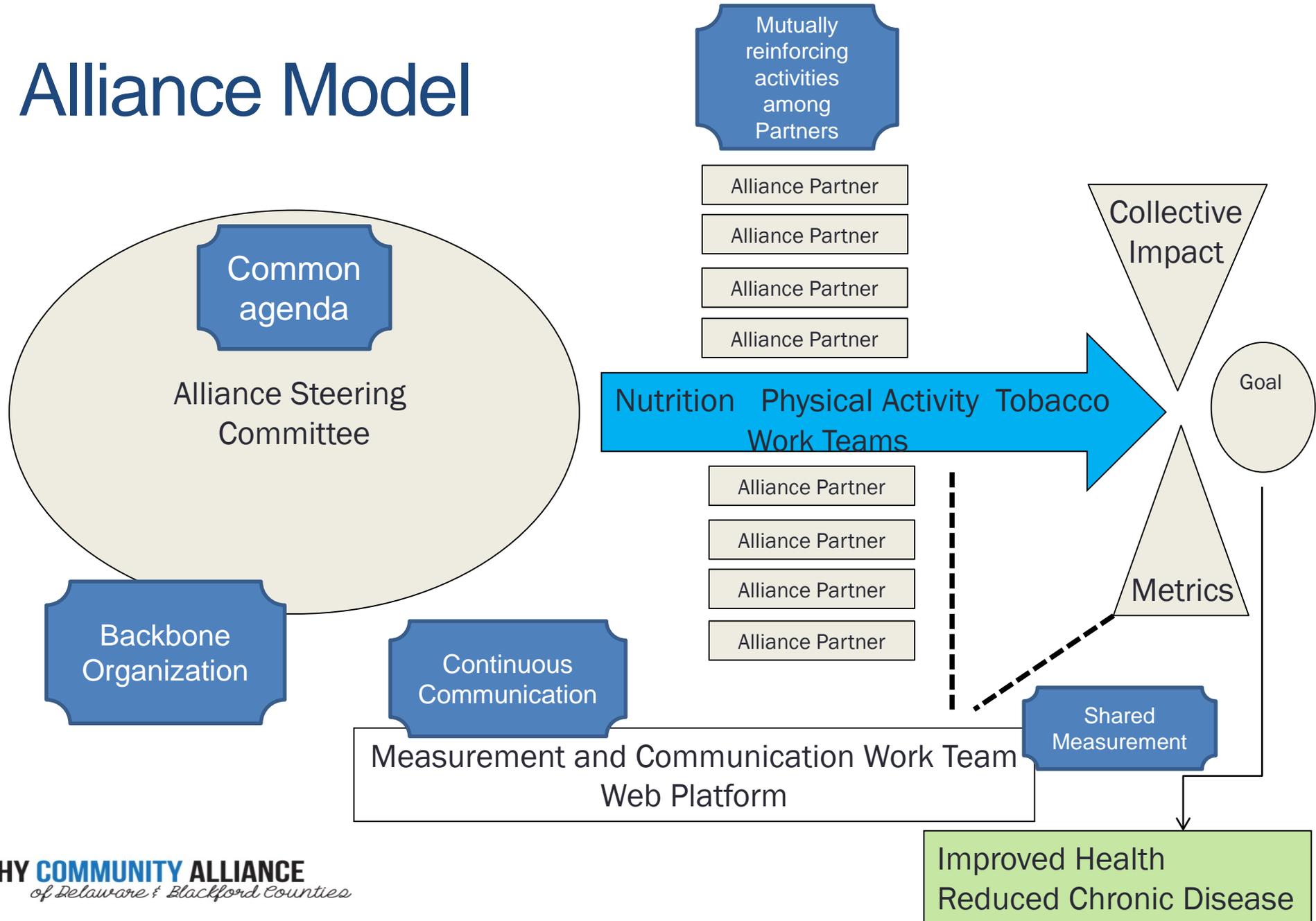
Alliance Model



Alliance Model



Alliance Model



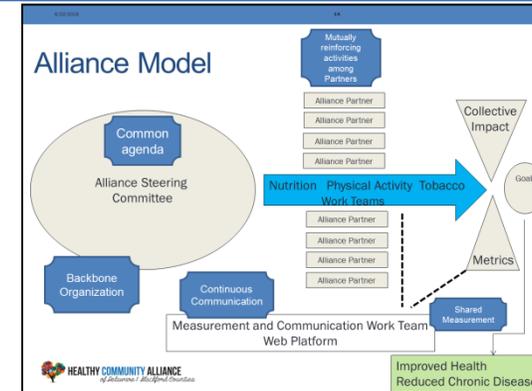
Collective Impact

Influence people where they gather

Around shared goals...

With consistent messaging

**AND MUTUALLY REINFORCING
ACTIVITIES**



Alliance Partner Commitment

- Partnership agreement
- Designate a representative
- Select one or more priority areas to promote in your 'sphere of influence'
- Participate in a priority area workgroup to develop tactics, share best practices, policies etc. which ladder up to goals
- Participate in quarterly Alliance Partner meetings
- Commit to activities within areas of influence for a priority area. (Mutually reinforcing activities)



Partner Recruitment

- Early phase- targeted one on one discussions with key organizational leaders of 'anchor' organizations
 - School Supt.
 - Mayor
 - University President
 - Newspaper
 - Radio
- Community recruitment phase
 - Info sessions by invitation
 - Community presentations to key audiences
 - One on one discussions
 - Word of mouth



Current Alliance Partners

- 104.1 WLBC/Woof Boom Radio Group
- America Multi-Sport, Inc.
- Ardagh Group
- Arrowhead Plastic Engineering, Inc.
- Ball Brothers Foundation
- Ball State University
- Blackford Community Foundation
- Blackford Community Schools
- Blackford County Health Department
- Blackford County YMCA
- Boys and Girls Club of Muncie
- Cardinal Greenways
- City of Hartford City
- City of Montpelier
- City of Muncie
- Cornerstone Center for the Arts
- Delaware County
- Delaware County Health Department
- Delaware County Wellness Professionals
- Glad Tidings Church
- Hartford City Kiwanis Club
- Hearts with Integrity
- Horizon Convention Center
- IU Health Ball Memorial Hospital
- IU Health Blackford Hospital
- IUPUI-Fairbanks School of Public Health
- Lifestream Services, Inc.
- Meridian Health Services
- Meridian-Tobacco Free Delaware Co.
- Metabolic Research Center
- Minnetrista
- The Minority Health Coalition of Delaware County
- Muncie Electrology Clinic
- Muncie Community Schools
- Muncie Delaware County Chamber of Commerce
- Muncie Downtown Development
- Muncie Power Products
- Muncie Sports Commission
- Muncie Visitors Bureau
- NASH-FM 102.5
- Northeast Indiana Area Health Education Center
- Open Door Health Services
- PAWS, Inc.
- Purdue Extension-Delaware County
- Red Tail Land Conservancy
- Ross Community Center
- Second Harvest Food Bank
- Steve Perry Enterprises
- Teamwork for Quality Living
- The Community Foundation of Muncie and Delaware County, Inc.
- The Star Press
- The Waters of Muncie
- Transition Resource Corporation (TRC Head Start)
- United Way of Delaware County
- Westminster Village
- Youth Opportunity Center
- YMCA of Muncie
- YWCA of Muncie



Workgroups

- Measurement and Communication
- Improving Nutrition
- Increased Physical Activity
- Tobacco/Smoking



Three Goal Areas

Goal 1: Increase Physical Activity

- Increase the percentage of adults who meet the recommended amounts of physical activity per day.
- Increase the percentage of youth who meet the recommended amounts of physical activity per day.
- Increase the percent of individuals who maintain a healthy body weight.
- Increase the proportion of trips made by walking.
- Increase the proportion of trips made by bicycling.
- ***Increase legislative, administrative and institutional policies for the built environment that enhance access to and availability of physical activity opportunities.***

Goal 2: Improve Nutrition

- Increase the percentage of adults who eat the recommended amounts of fruits and vegetables per day.
- Increase daily consumption of fruits and vegetables.
- Increase the percentage of youth who eat the recommended amounts of fruits and vegetables per day.
- Increase the percentage of individuals who are at a healthy body weight.
- Decrease the amount of fast food consumption by adults and children.

Goal 3: Decrease Tobacco Use

- Reduce tobacco use by adults.
- Reduce tobacco use by youth.
- **Increase the state tax on tobacco products.**
- Reduce exposure to secondhand smoke.
- Law enforcement of age requirements.



M&C Workgroup Role

- Survey Partners for best practices, programs, policies, expertise and other resources
- Survey Environment
 - Asset Mapping
 - Needs/Gaps
- Evaluation of relevant indicators on website
- Progress tracking
- Website enhancements
- Partner recruitment



Web Platform to support collaboration

provided by Xerox Community Health Solutions

healthycommunitiesinstitute.com

| search the site |



HEALTHY COMMUNITY ALLIANCE

of Delaware & Blackford Counties

EXPLORE DATA
CREATE REPORTS
TOOLS & RESOURCES
LEARN MORE

The Mission of the Healthy Community Alliance of Delaware and Blackford Counties is to improve the health and well-being of the communities we serve.



Exercise, Nutrition and Weight Dashboard

Let's Step It Up!

Event Calendar

Quit Tobacco Now

This month's focus: Adults who Smoke

Delaware

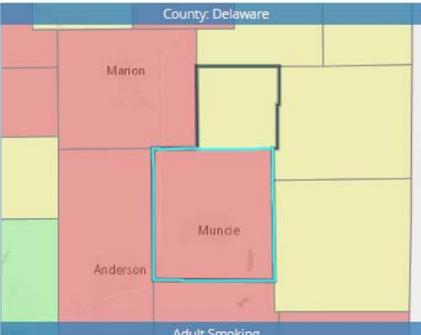


22.6 PERCENT

What is this indicator?
This indicator shows the percentage of adults who currently smoke cigarettes.

[Learn more](#)

County: Delaware



Adult Smoking



File Edit View History Bookmarks Tools Help

Indiana University Health :: C... x

www.healthycommunityalliance.org/modules.php?op=modload&name=NS-Indicator&file=index

costs of tobacco use in healthcare

Most Visited Delaware County Qui... Getting Started

Search this site



HEALTHY COMMUNITY ALLIANCE

of Delaware & Blackford Counties

EXPLORE DATA BUILD REPORTS TOOLS & RESOURCES LEARN MORE

Home > Community Dashboard

Community Dashboard

Location Type: County Location: Blackford

Breakout By: None Order By: Topic

Search All Indicators Search

Indicators for County: Blackford [View the Legend](#)

+ Health

Access to Health Services

Adults with Health Insurance <small>MAP</small>	Comparison: U.S. Counties	
Children with Health Insurance <small>MAP</small>	Comparison: U.S. Counties	
Non-Physician Primary Care Provider Rate <small>MAP</small>	Comparison: U.S. Counties	
Preventable Hospital Stays <small>MAP</small>	Comparison: U.S. Counties	
Primary Care Provider Rate <small>MAP</small>	Comparison: U.S. Counties	

Cancer

Age-Adjusted Death Rate due to Colorectal Cancer <small>NEW MAP</small>	Comparison: U.S. Counties	
Age-Adjusted Death Rate due to Lung Cancer <small>NEW MAP</small>	Comparison: U.S. Counties	
Breast Cancer Incidence Rate <small>NEW MAP</small>	Comparison: U.S. Counties	
Cancer: Medicare Population <small>MAP</small>	Comparison: U.S. Counties	
Colorectal Cancer Incidence Rate <small>NEW MAP</small>	Comparison: U.S. Counties	

Three Goal Areas

Goal 1: Increase Physical Activity

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- Increase legislative, administrative and institutional policies for the built environment that enhance access to and availability of physical activity opportunities.

Goal 2: Improve Nutrition

- Increase the percentage of adults who eat the recommended amounts of fruits and vegetables per day.
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- Increase the percentage of youth who eat the recommended amounts of fruits and vegetables per day.
- Increase the percentage of individuals who are at a healthy body weight.
- Decrease the amount of fast food consumption by adults and children.

Goal 3: Decrease Tobacco Use

- Reduce tobacco use by adults.
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- Increase the state tax on tobacco products.
- Reduce exposure to secondhand smoke.
- Law enforcement of age requirements.



Indicator selection

07/2018 10

Three Goal Areas

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- Increase the state tax on tobacco products.
- Reduce exposure to secondhand smoke.
- Law enforcement of age requirements.

 **HEALTHY COMMUNITY ALLIANCE**
of Delaware & Blackford Counties

Goal 1: Increase Physical Activity

- Increase the percentage of adults who meet the recommended amounts of physical activity per day.

- *Adults who are sedentary, CHR*
- *Access to Exercise Opportunities, CHR*
- *Recreation and Fitness Facilities Density, USDA Food Env Atlas*

?Do you think there is any way to include “walk scores” in this? We received an Active Living grant and will hopefully be doing some walkability/bikeability assessments in Delaware County in the near future. I am not sure how accurate they are, but I know the calculation from the Walk Score app are being used in real estate purchasing decisions.

- Increase the percentage of high school students youth (or say B5/School age children) who meet the recommended amounts of physical activity per day.

- *USDA Food Environment Atlas, Low Income Preschool Obesity*

?The YRBSS data (Youth Risk Behavior Surveillance data through the CDC will have Indiana data on this but not specific to Delaware county.

?Any other indicators available related to this objective?

- Increase the percent of individuals who maintain a healthy body weight |

- *Adults who are obese, County Health Rankings*

- Increase the proportion of trips made by walking.

? Is there an indicator for mean travel time to work?

- Increase the proportion of trips made by bicycling.

? One of the things that several groups are encouraging communities to monitor is “unintentional injuries” or specifically those due to pedestrian traffic and bicycle accidents. As we encourage more



Nutrition and Physical Activity Workgroups

- Mutually reinforcing activities
- Develop tactics and strategies for Partners
- Leverage expertise of Partners
- Best practice sharing (including organizational policies)
- Partner program sharing and growth
- Assign target #s to goals



Partners and Policy



IU Health: No sugary drinks, no deep fryers, menus and displays feature healthy choices



Del. Co. Planning Commission
-Complete Streets policy in development
-Practices for bike lane marking in place

Ball State University Tobacco Free Policy 2013

2. Tobacco use is prohibited on Ball State University campus.
3. Tobacco use is prohibited in all university vehicles, including maintenance vehicles, automobiles, and public carriers.
4. Tobacco use is prohibited in all university housing units.

Tobacco Workgroup

- Partnered with Tobacco Free Coalition of Delaware County (Blackford County does not currently have a tobacco coalition)
- Benefits:
 - Not duplicating efforts
 - Alliance Partners add strength to the tobacco coalition
- Opportunities
 - Restructure TFC into collective impact model
 - Leverage strengths of TFC members in new ways





A Program Managed by
MERIDIAN
HEALTH Services

Living life healthy.



1-800-QUIT NOW
Indiana's Tobacco Quitline

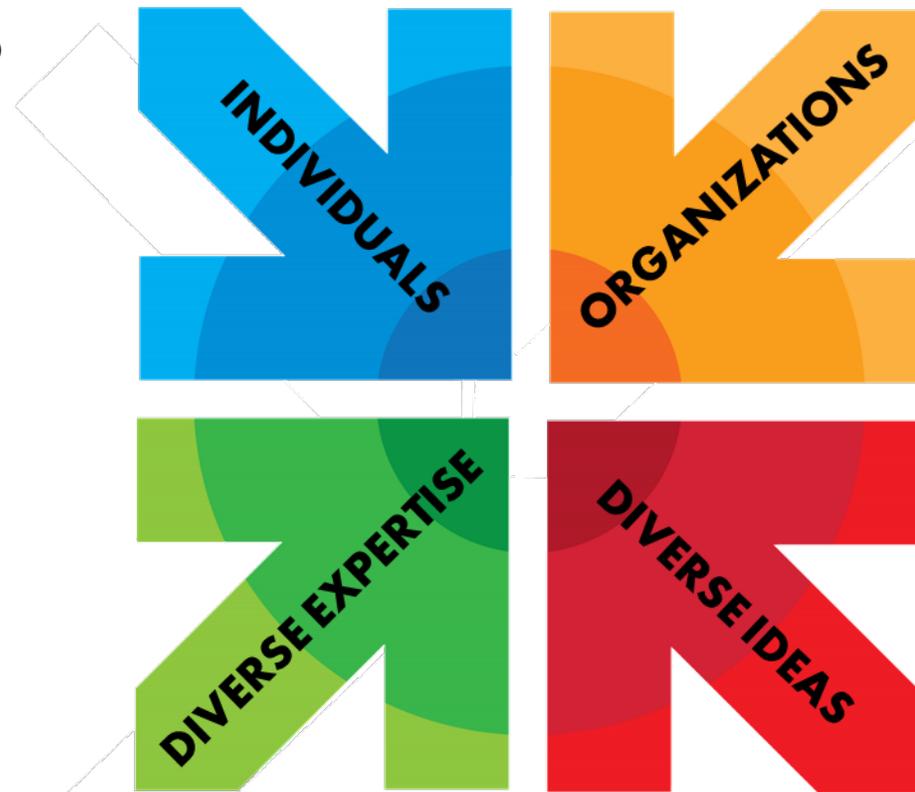
The Tobacco Free Coalition of Delaware County

Tobacco control coalitions form

- To reduce the burden of tobacco
- Shape tobacco-free norms
- Making tobacco less desirable acceptable, and accessible.

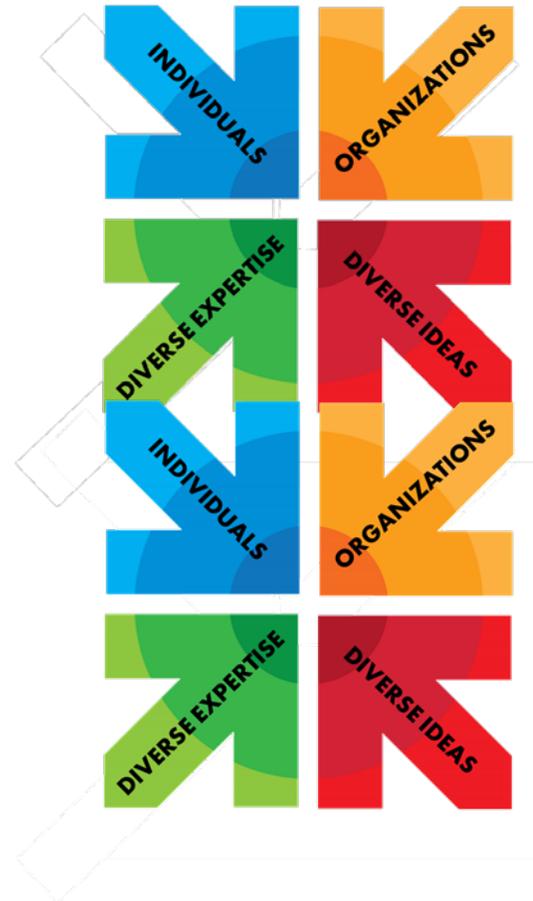
Coalitions play an important role

- Developing local policies
- Providing valuable direction for a tobacco control program.



The Tobacco Free Coalition of Delaware County Priority Areas

- Decrease Indiana youth smoking rates
- Increase proportion of Hoosiers not exposed to secondhand smoke
- Decrease Indiana adult smoking rates
- Maintain state and local infrastructure necessary to lower tobacco use rates and thus make Indiana competitive on economic fronts



Delaware Counties

- Albany
- Daleville
- Eaton
- Gaston
- Muncie
- Selma
- Yorktown

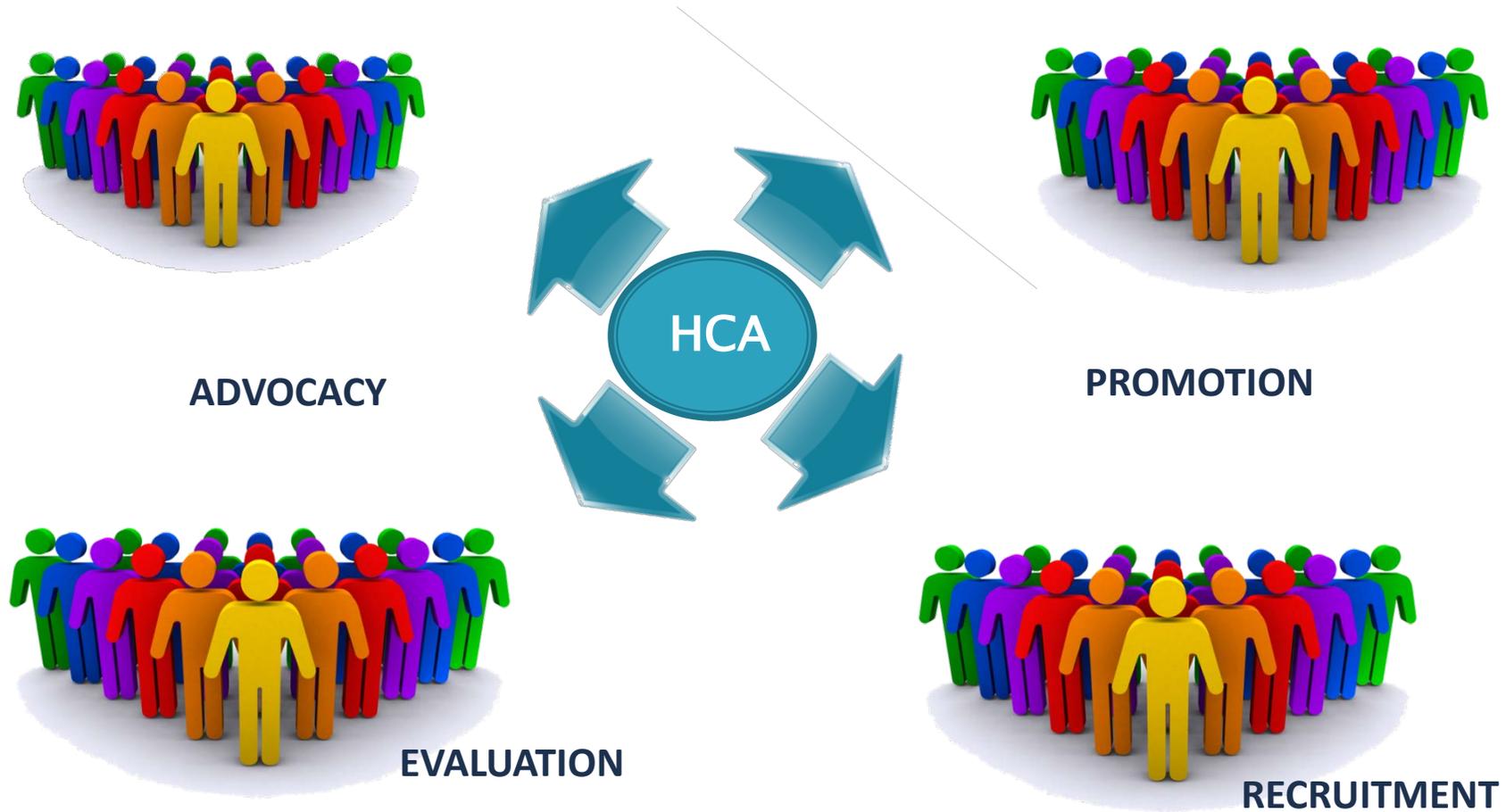


The Tobacco Free Coalition of Delaware County



- Keep the issue public
- Educate policy makers
- Combat the tobacco industry
- Provide expertise
- Promote community buy-in
- Enhance community involvement
- Amplify state resources
- Advocate for policy change
- Promote tobacco control programs
- Identify the needs of the community

The Coalition Restructured



The Coalition Restructured



ADVOCACY

- Promote comprehensive tobacco free policies
- Monitor policies and trends
- Mobilize the community for action
- Informing and advocating for priority issues and funding needs with policy makers



EVALUATION

- Assist with data collection (Point of Sale, Youth Tobacco Surveys, Head Start Parent Surveys)
- ISDH/TPC Surveillance Request

The Coalition Restructured

PROMOTION

- Assist in engaging the general public and TFC members in tobacco control promotion
- Assist in promoting the Indiana Tobacco Quitline and other resources through various mediums



RECRUITMENT

- Assist with identifying gaps in coalition
- Assist in developing a plan to address engagement gaps
- Assist in promoting ongoing engagement by members of various sectors of the community



Coalition Funding

- The Master Settlement Agreement (MSA)
 - November 1998 between the state Attorneys General of forty-six states
 - Five U.S. territories, the District of Columbia and the five largest tobacco companies in America
 - Advertising, marketing and promotion of tobacco products.
 - Set standards for
 - Imposed restrictions on the sale and marketing of cigarettes by participating cigarette manufacturers.

- Indiana State Department of Health – Tobacco Prevention and Cessation Commission

Coalition Lead Agency

- Primary family medical care
 - Psychiatric medical services and hospitalization
 - Counseling and therapy
 - Children and family supportive programs
 - Child Advocacy Center for children affected by abuse
 - Addictions and chemical dependency services
 - Gero- psychiatric services for senior adults
-
- Home, community and school-based services
 - Homelessness and independent living support
 - HIV care coordination
 - Programs for individuals with intellectual disabilities and mental health challenges
 - Case management, skill building and supported employment
 - Therapeutic foster care and adoption



Coalition Lead Agency



Comprehensive Tobacco Free Campus



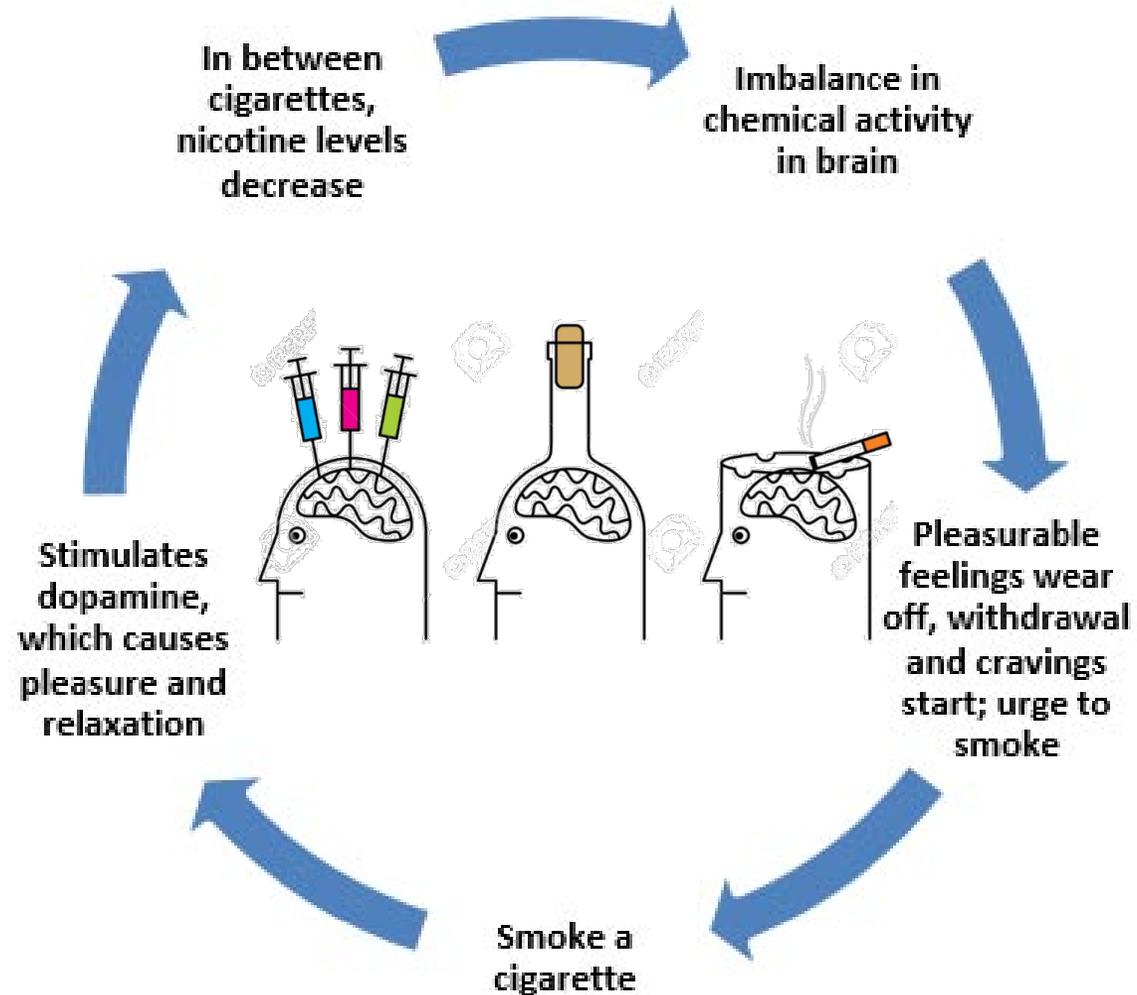
Comprehensive Tobacco Free Campus

- Policy
 - Team Collaboration
 - CEO/Executive Team Support
- Benefits and Promotion
- Resources (distribution)
- Intake – Other Processes
- Signage (indoors/outdoors)



RECOVERY & HABIT

Smoking tobacco is both a physical **addiction** and a psychological **habit**. The nicotine from cigarettes provides a temporary—and **addictive—high**. Eliminating that regular **fix of nicotine** will cause your body to experience physical withdrawal symptoms and cravings.



Comprehensive Tobacco Recovery Treatment



- Policy Development
 - Team Collaboration
- Culture Change
 - Campaign/Media Blast/Video
- Training and Technical Assistance
 - Team Collaboration
 - Face-to-Face
 - E-Learning Modules
- Electronic Medical Records Integration
- Resources
- Protocols

Comprehensive Tobacco Free Campus



Next Steps

- ▶ Continue work with Meridian Health Services
 - ▶ IU Health Indiana Tobacco Quitline
Promotion/Campaign
 - ▶ Muncie Housing Authority
 - ▶ \$1 Tax Increase Promotion
- 

Questions?

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Source: theconversation.com



Source: seattlechildrens.org



Source: theasianparent.com

Questions, Comments?

Evaluation: <http://survey.constantcontact.com/survey/a07ecu6h7r7ipjx0vtj/start>

Presenter:



John D. Disher, MS
Indiana University Health East Central Region
Community Outreach Manager
IU Health Ball Memorial Hospital Foundation

Resources

Title	Description	Link
Robert Wood Johnson's Culture of Health	Building a culture of health	https://www.cultureofhealth.org/
<i>Stakeholder Health: Insights from New Systems of Health</i> Paperback – May 11, 2016	Stakeholder Health is a learning collaboration of over 50 health systems and other partners.	 http://stakeholderhealth.org/the-book/
Building a National Culture of Health: Background, Action Framework, Measures, and Next Steps	A review of the framework, drivers, and metrics	 http://www.rand.org/content/dam/rand/pubs/research_reports/RR1100/RR1199/RAND_RR1199.pdf
Indiana Indicators	Indiana community data	http://indianaindicators.org/
Collective Impact Forum	A structured way to create and sustain social change.	https://collectiveimpactforum.org/what-collective-impact
Centers for Disease Control and Prevention – Public Health Policy	Policy resources to support health	http://www.cdc.gov/stltpublichealth/policy/



INSIGHTS & INNOVATIONS

CULTURE OF HEALTH



Be sure to join us on the last Friday of each month throughout 2016.

Future topics will include:

- Creating Healthier More Equitable Communities
- Strengthening Integration of Health Services and Systems
- Improving Population Health, Wellbeing, and Equity

Registration is required prior to the event

<https://events.r20.constantcontact.com/register/eventReg?oeidk=a07eckmkm236cb12141&oseq=&c=&ch=>



SAVE THE DATE



2016 INDIANA PUBLIC HEALTH CONFERENCE

The Future of Public Health: The Integration of Policy, Practice and Research

Sept 14 Pre-Conference Grant Writing Academy

Sept 15 Conference

IUPUI Campus Center
Indianapolis, IN

<http://pbhealth.iupui.edu/events/indiana-public-health-conference>



Camara Phyllis Jones, MD, MPH, PhD, American Public Health Association's Executive Board President



Kerry Ann McGreary, MA, PhD, Robert Wood Johnson Foundation



**Rise to the Challenge.
Think big.
Act together.**

CultureofHealth.org



Thank you!

Evaluation:



For more information about INsights & INnovations, please contact:

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Center for Public Health Practice, Indiana Public Health Training Center, and
Liaison, [Public Health CORPS](#)

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CERTIFICATE *of* COMPLETION

THIS ACKNOWLEDGES THAT

HAS SUCCESSFULLY COMPLETED THE
CULTURE OF HEALTH FRAMEWORK
ACTION AREA 2: FOSTERING CROSS-SECTOR
COLLABORATION TO IMPROVE WELL-BEING, PART II

JUNE 24
2016

Joan Duwve MD, MPH
x

Joan Duwve, M.D. MPH
Associate Dean for Public Health Practice



IUPUI

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SCHOOL OF PUBLIC HEALTH**

INDIANA UNIVERSITY
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