



American Hospital
Association®

2018 Webinar Series

The presentation will begin shortly.

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American Hospital
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HRET
HEALTH RESEARCH &
EDUCATIONAL TRUST



American Hospital
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2018 Webinar Series

Health Behaviors and the Role of Hospitals

March 6, 2018

Speakers:

- Jill Lord, Director of Community Health, Mt. Ascutney Hospital and Health Center
- Patricia Mitchell, Community Outreach Coordinator, Tanner Health System
- Phyllis Head, Community Outreach Coordinator, Tanner Health System
- Moderator: Kevin Alvarnaz, Director, Community Health and Wellness, WellSpan

Health Behaviors and the Role of Hospitals

March 6, 2018



Mt. Ascutney Hospital
and Health Center
Dartmouth-Hitchcock

Objectives

- To describe the goals and objectives of community health
- Describe three research-based approaches and best practices that promote health behaviors
- Answer questions, share information, motivate and inspire others to join the journey

MISSION

(Our purpose)

“To improve the lives of those we serve.”

VISION

(What we want to see)

“Development of programs based on community need and sustainability.”

As measured by the overarching goals of *Healthy People 2020*, our community will:

- (1) Attain high-quality, longer lives free of preventable diseases, disability, injury and premature death
- (2) Achieve health equity, eliminate disparities and improve the health of all the groups.
- (3) Create social and physical environments that promote good health for all.
- (4) Promote quality of life, health development and healthy behaviors across all life stages.

In addition:

- (1) Evolve, from our current state, to create an accountable care community and medical neighborhood that will promote the health and well-being of our community through a network of health and human service partners.

Teenage Drug, Alcohol and Tobacco Prevention

1. Adopt best practice approach for all initiatives
2. Accomplish work through collaboration, partnership, and network building

MAHHC Serves as Integrator For Community Infrastructure, Networking and Partnership

- Windsor Area HSA Community Collaborative
- Community Health Subcommittee of Board of Trustees
- Blueprint for Health- CHT, Interagency Care Management, Spoke/MAT
- Windsor Area Community Partnership
- PATCH
- Windsor Area Drug Task Force
- Mt. Ascutney Prevention Partnership

3. Take opportunities to build capacity for collective impact
4. Commit to the evaluation of impacting outcomes

Teenage Drug, Alcohol and Tobacco Prevention

- **Regional bi-monthly substance-free social event series for LGBTQ+ Youth**
- **Regional Prevention Coalitions:**
 - Increase drug drop box availability
 - PSA series around safe use, storage and disposal
- **Serving as a resource to towns:**
 - Initiatives to reduce tobacco litter
 - Bans on sale of flavored tobacco
 - Visioning around retail marijuana legalization
- **Partnering with Regional Planning Commissions:**
 - Co-author “Supporting Health Communities” policy guide (Best Practice Prevention Policy models)
 - Conduct readiness assessments around town health and wellness committees
 - Develop a toolkit for committees that includes a template health chapter for a town plan
- **Sticker Shock**
 - A campaign to raise awareness about legal penalties for providing alcohol to minors
- **Ongoing Partnerships with Schools**



3

4

50

VERMONT



Mt. Ascutney Hospital
and Health Center
Dartmouth-Hitchcock



Vermont Department of Health Initiative



We want to work in partnership to achieve our mission with
Towns, Schools, Daycares, Health & Human Services, Businesses

Methods:

- Educate . . .
- Engage . . .
- Celebrate . . .
- INSPIRE. . .

Year 1:

- Presentations
- Tip Sheet and Resource list
- Spread the good word “ Champions armed with postcards”
- Farmers Markets

Year 2:

- Be a Winner



Community Implementation

Goals

- Reach 1,000 people
- Decrease % of adults who smoke to 12%
- Decrease % of students who smoke to 7%
- Increase adults eating fruits and vegetables to 45%
- Increase students eating fruits and vegetables to 27%
- Increase % of adults exercising 60 min. or more to 65%
- Increase % of students exercising 60 min. or more to 40%
- Decrease coronary heart disease death rate to 96 per 10,000
- Decrease asthma ED utilization to 168 per 10,000
- Decrease cancer death rate to 168 per 10,000
- Maintain % of adults with A1c>9 to 8%

3 > 4 > 50

VERMONT

TIP SHEET

Make This Your Moment

EASY STEPS TO A HEALTHIER YOU



Chronic diseases like heart disease and diabetes may feel unavoidable. The truth is they can often be prevented with changes to diet, physical activity, and by quitting smoking. Small changes over time can make a big difference.

KEY STRATEGIES TO GET YOU STARTED

- 1. Take small steps: make one or two changes to begin**
 - Be physically active. Choose fun and realistic activities such as walking for 30 minutes a day to help increase energy. If you don't have the time for a 30-minute walk, try three 10 minute walks instead.
 - Aim to eat two fruits and three vegetables each day. Make half your plate fruits or vegetables at lunch and dinner.
 - 802Quits.org offers free support to help you quit smoking and tobacco in-person, online, by phone or on your own. They also can provide free gum, patches and lozenges to improve your quit success.
- 2. Involve your friends and family**
 - Let them know your goals and ask for their support.
 - Invite a friend to walk or exercise with you.
 - Encourage your family to try new fruits and vegetables.
- 3. Talk to your health care provider**
 - S/he can help you make a wellness plan, offer advice, and connect you to resources like a nutrition counselor.

SMALL CHANGES MAKE A BIG DIFFERENCE

Small changes can start you on the path to better health and reduce your risk of disease.

- Replacing one 20 oz sugary drink a day can prevent up to 26 pounds of additional weight gain per year.
- Losing 5-10% of your body weight can lower blood pressure and reduce the likelihood of developing diabetes.
- Quitting tobacco can have an immediate effect: 20 minutes after quitting, your heart rate returns to normal.

"My wife and I decided to make a change. First it was walking, then jogging. In getting back to exercising, I noticed a huge, quick change."

MORE RESOURCES

Visit healthvermont.gov/ 3-4-50 for more tips:

Healthy eating and active living

How to plan, shop and cook healthy foods

Tobacco quit tips and tools

healthvermont.gov/3-4-50



Additional Resources local & on-line

Steps in the right direction

*We want to hear your health journey. Please share your healthy choices online at <https://www.surveymonkey.com/r/3-4-50> WindsorVT. Learn more about Vermont's 3-4-50.org

***RiseVT** - Embracing Healthy Life Styles at www.risevt.com can give you your individual health score and access to Vermont information and resources.

* Currently have a chronic illness, chronic pain, emotional/ mental health illness, contact Community Health Outreach to sign up for group skill building classes to be the best you. 802-674-7089, cho@mahhc.org

Exercise: level and weather/safety permitting of exercise there are plenty of classes, walking sideways, nature paths, water aerobics, and more to explore. Start walking inside your home then explore, find exercise buddies/ groups

- Trail finder <https://www.trailfinder.info/trails> for Paradise Park, Ascutney State park, Path of Life parks: walking, snow shoe and skiing trails and more
- Hartland Recreation Department: (802) 436-2790 <http://www.hartlandrecreation.com/info/default.aspx>
- Windsor Recreation Department: (802) 674-6783 <http://www.windsorvt.org/recreation-department/>
- Miller Therapeutic Pool Adult Community Class (802) 674-7287 or <http://www.mtascutneyhospital.org/health-services/services-and-programs/miller-therapeutic-pool>
- 2-1-1, Org website for other ideas including organizations specializing in outdoors sports for people with disabilities
- Couch (as is Couch Potato) to 5K: find mobile app, walking to run support groups http://www.coolrunning.com/engine/2/2_3/181.shtml
- The Climb Fitness Gym, Brownsville, (802) 484-3511

Healthy Food: Drink water. Eat the Rainbow of colored foods, a mostly plant-based diet, in good combinations for many health benefits. Avoid simple sugars and extra calories in your day. Here are some resources:

- * MyPlate.gov: super tracker personalize diet & exercise, gives ideas for exercise & meal planning
- * Fit & Healthy Vermonter, <http://www.healthvermont.gov/fitandhealthy.aspx>
- * Dietitian, Mt. Ascutney Hospital, 802-674-6711
- * Diabetes Prevention Program: program in increase exercise and learning healthy food choices in a supportive group environment, 802-674-7089, cho@mahhc.org

Quit Tobacco:

*Tobacco Cessation Group Classes in our service area: Mt. Ascutney Hospital Community Health, cho@mahhc.org, 802-674-7089, **free Nicotine Replacements** for each Vermont Residents.
*802QUITS, 800-Quit-Now, on-lines 802quits.org, inspiration, free gum and patches.

NOTE: Important. Please working with your physician to figure out how reach to optimal health.

BE YOUR BEST!!! FEEL GREAT!!!



3 > 4 > 50

VERMONT

3 > 4 > 50 tells the story of unhealthy behaviors and their toll on the lives of Vermonters. It is a way to understand health consequences that are directly related to physical activity, diet and tobacco use. It identifies a problem that we all need to address.

BETTER HEALTH IS WITHIN REACH. YOU CAN DO IT!

Here are some things you can do to improve your health and help ensure a healthier, longer life:

- › Reduce or eliminate sugary drinks from your diet.
- › Eat 5 fruits/vegetables every day.
- › Go tobacco free.
- › Limit your screen time.
- › Get outside and get moving for 30 minutes each day with friends and family—Take a walk, join a gym, rec department, or adult sports team.

Together, we can do something about the illnesses that affect so many Vermonters. If you tell two people, and they each tell two people, we'll soon meet our goal of reaching more than 1,000 people in our community!

For tobacco cessation support: Call Samantha Abrahamsen at (802) 674-7089

For nutrition education: Call Virginia Quinn RD CDE at (802) 674-7135

HOW ARE YOU ACHIEVING BETTER HEALTH? WE WANT TO HEAR YOUR STORY.

Please fill out this section of the card, scan your response and email to jill.m.lord@mahhc.org. You can also fax the information to Jill Lord at (802) 674-7055 or mail it to 289 County Road, Windsor, VT 05189.

HEALTHY EATING: _____

EXERCISE: _____

TOBACCO: _____

Together we can change these trends. For more information contact 3-4-50@vermont.gov.



These accomplishments will be recognized on Windsor on Air public access TV and sent to the 3 > 4 > 50 website for the Vermont Department of Health.



Get Involved...Be a Winner

Take a fact sheet and help the town select our favorite

Town	Favorite Vegetable	Favorite Form of Exercise	I Pledge not to smoke

Return this form to Jill Lord, RN, Mt. Ascutney Hospital and Health Center, 289 County Rd, Windsor, VT

Current Winners

Town	Favorite Vegetable	Favorite Form of Exercise	I Pledge not to smoke
Windsor	Broccoli	Walking	38
Hartland	Cucumber	Running	25
Woodstock	Green Beans/Carrots	Walking	13



Family Wellness

Goal: Improving the lives of those we serve by coaching the “well” to continue to be “well”, and the “at-risk” & “treatment” towards “well”.

- VFBA “Domains”:
 - Parenting
 - Nutrition
 - Exercise
 - Reading
 - Music
 - Mindfulness (Stress Management)
 - Sleep/Relaxation
 - Community Involvement

A review of the approach is found in Hudziak J, Ivanova MY. The Vermont Family Based Approach: Family Based Health Promotion, Illness Prevention and Intervention. Child Adolescent Psychiatric Clin N Am 2016;25:167-178

***Prevention for all, Protect those at risk and treat those affected:
Prevention and Referrals***

VFBA Wellness Model

VERMONT FAMILY-BASED APPROACH

- Emotional and behavioral health, for everyone, is the foundation of all health.
- Health runs in families.
- You can grow your brain: evidence-based strategies for emotional and behavioral well-being. We can change our brains through certain practices!
- Assessment leads to celebrate strengths; Practical strategies for challenges



“Well” and “ At-Risk”



Family Wellness & Behavior Coach (FWC)

Families with children (0 to 17 years of age) well as need and screening/prevention (Well-Child collaboration and community connections)

- Provide Wellness Coaching to families of all the Domains based on family's priorities and needs
- Prevention Well-Child Checks
 - 15 mo- Introduction
 - 18 mo- Co-Well-Child check with FWC/Pediatricians back to back
 - 19 mo- Follow up with families interested and ASEBA results
 - 24 mo- Check in
 - 30 mo- Check in
 - 36 mo- Check in
- Clients with Disruptive Behavior disorder, ADHD, and similar DRGS
 - Skills Development
- Collaborative Problem Solving(CPS)
- Building Community Connection Domain (Promise Community, School networking, community collaboration
- Link with treatment specialists

“At-Risk →→→ “Treatment”

Family Therapy Coach (MSW)

Families who need treatment to improve children’s wellness and family function

- Provide treatment and Coaching to all Domains particularly in Parenting
- Cognitive Behavioral Therapy
- Helping the Non-compliant child PCIT (Parent Child Interactive Treatment)
- CPP (Child Parent)
- EMDR (Eye Movement Desensitization Reprocessing)
- Outreach to Family and Internal MD staff
- Treatment of Clients with Anxiety, Disruptive Behavior disorder, ADHD, and similar DRGs
- Skills development along with MD visits for Medical/symptom management



“Treatment”

Psychiatry, Mental Health & Other Medical Health Providers

Families with child and/or parents in needs of treatment and psychiatric assessment, medical management

- Assessment
- Referral to treatment
- Counseling, as appropriate
- Medicine management and other therapies as needed



Thank you for your time.



**GET
HEALTHY
LIVE
WELL**

Advancing Health

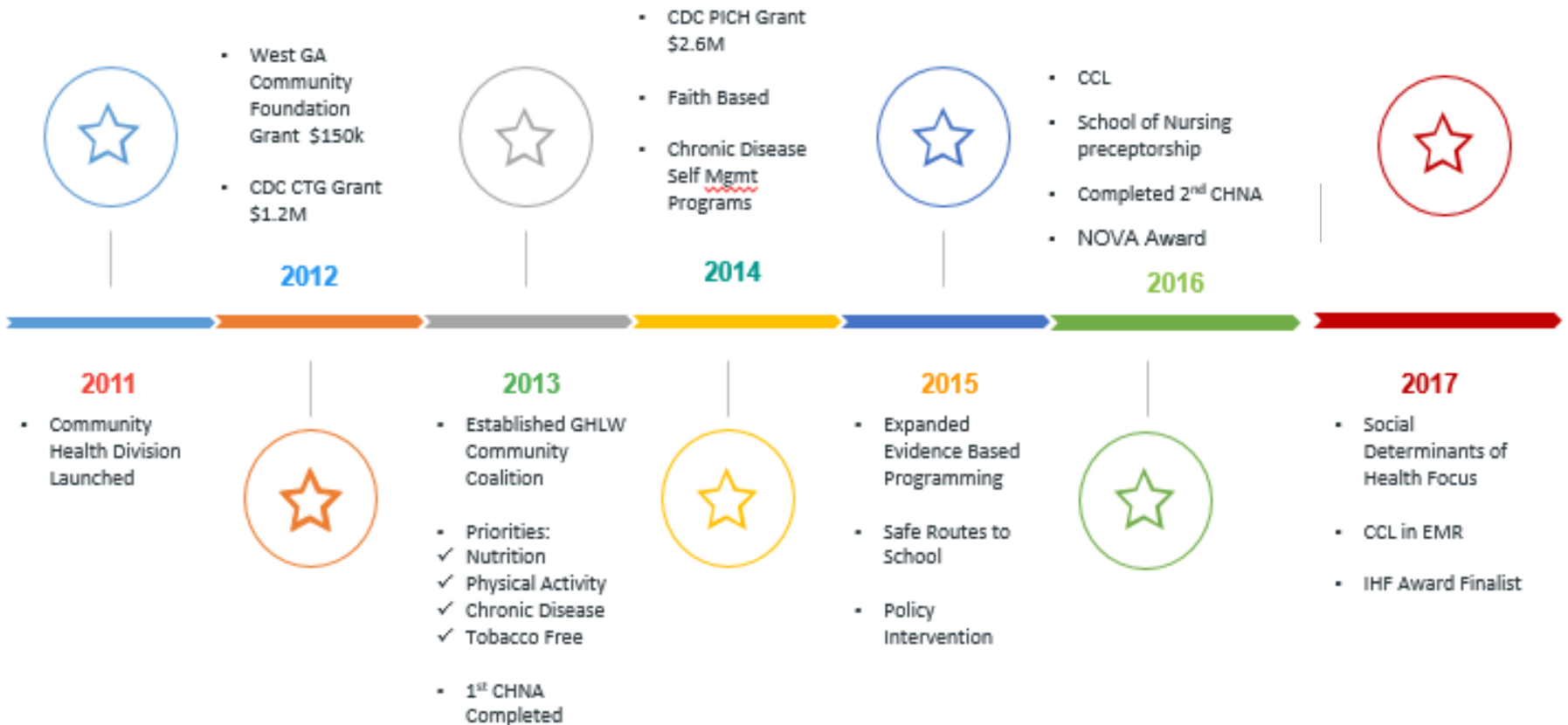
Community-based Approaches to
Improving Health in Rural Populations

Tanner Health System



- is a **nonprofit**, five-hospital health system serving a nine-county area of more than 350,000 people in west Georgia and east Alabama.
- has a **medical staff** comprising more than **300** physicians representing 34 specialties.
- has more than **3,200 employees**.
- has about **30** Tanner Medical Group practices in about 40 locations in west Georgia and east Alabama.

GET HEALTHY, LIVE WELL MAJOR MILESTONES



DEFINING PRIORITIES:

2016 CHNA KEY ISSUES

- **Access to Care**
- **Chronic Disease Prevention and Management**
 - **Obesity**
 - **Diabetes**
 - **Heart disease**
 - **Cancer**
- **Behavioral Health**
- **Health Education and Literacy**

GET HEALTHY
LIVE WELL

 **TANNER**
HEALTH SYSTEM



DEFINING PRIORITIES:

HOW WE COMPARE

2017 Health Rankings	U.S. Median	GA	Carroll	Haralson	Heard
Population	312,471,327	9,687,653	110,527	28,780	11,834
Adult Smoking	14%	18%	18%	17%	18%
Adult Obesity	26%	30%	32%	27%	30%
Physical Inactivity	19%	23%	28%	26%	25%

1.University of Wisconsin Population Health Institute. (2016). *County Health Rankings 2015*. Robert Wood Johnson Foundation. Retrieved from: http://www.countyhealthrankings.org/sites/default/files/state/downloads/CHR2016_GA.pdf

Georgia is the **20th** most obese state in the nation for adults and the **17th** most obese state in the nation for children.

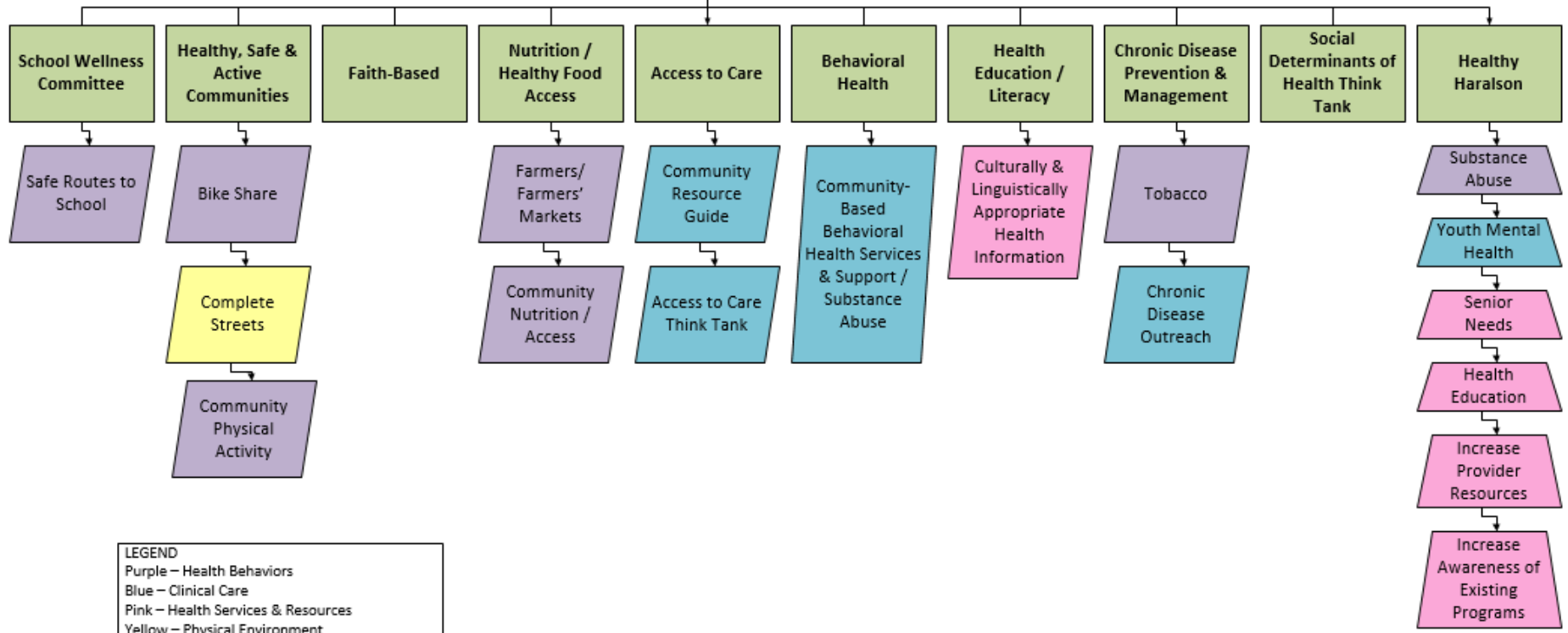
FOCUSING ON GREATER IMPACT:

GET HEALTHY, LIVE WELL COALITION



**GHLW
Coalition**

2017-2019 Community Benefit
Implementation Plan



FOCUSING ON GREATER IMPACT:

BUILDING COMMUNITY CAPACITY

- 150 state, local and national partners
- 10 business and industry partners
- 17 faith-based partners with 5,465 church members represented
- School partners across three counties
- 22 committees and subcommittees
- 2 community health think tanks
- More than 500 active volunteers
- 10 multi-unit housing authorities
- Trained to teach EBP
 - 4 master trainers
 - 18 stipend instructors
 - 26 church lay leaders
- 49 CCL physicians referring to EBP
- 120 senior nursing students completed 20-hour preceptorship in Community Health
- 200 kids participate in Safe Routes to School
- 70 community garden plots planted

A TARGETED APPROACH:

GET HEALTHY, LIVE WELL



**Physical
Activity**



Nutrition



**Chronic
Disease**



**Live Tobacco
Free**

EDUCATIONAL INSTITUTIONS | BUSINESS AND INDUSTRY
COMMUNITY | FAITH-BASED ORGANIZATIONS

Move It Mondays/ 5K

- Partnered with the West Georgia Track Club to provide an eight-week 5K training program
- Meets on walking trail at Tanner Medical Center/Carrollton



Kid's Exhibit

- Offers interactive displays to teach elementary and middle school students about healthy eating, physical activity and tobacco-free living

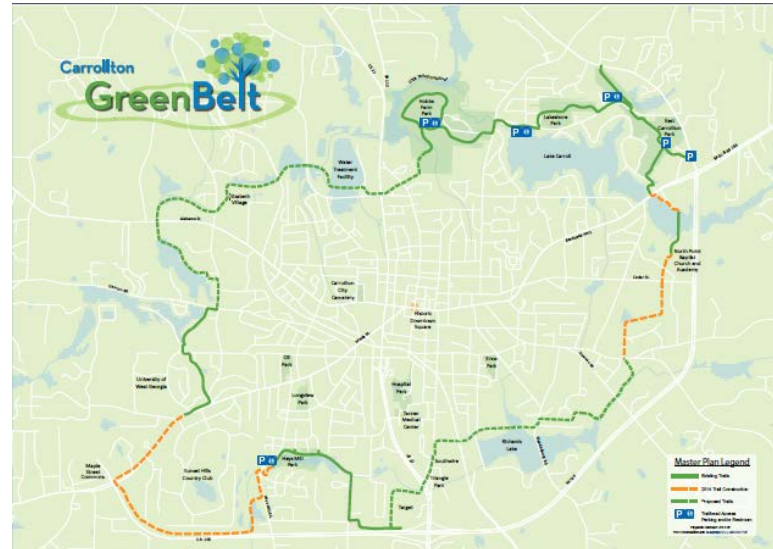


Building a Healthier Community



Carrollton GreenBelt

- 18-mile trail system designed for pedestrians and non-motorized uses
- Connects existing neighborhoods with the city school campus, the University of West Georgia, city parks, Tanner Medical Center/Carrollton and several commercial shopping areas
- Largest paved loop trail system in the state of Georgia



City of Carrollton

- Lane re-alignment – “Road Diet”
- Bicycle lanes
- Modifications to downtown square
- Trail spurs to connect downtown
- Sidewalk additions and repairs



Cooking Matters

- Cooking Matters is a series of six weekly classes that provide nutrition education and cooking instruction to low-income families and individuals.
- Cooking Matters-certified chefs and nutrition educators lead hands-on courses that show adults, teens and kids how to purchase and prepare healthy meals on a limited budget.
- Each class includes instruction on basic kitchen skills, budgeting and a guided grocery store tour to encourage savvy shopping for healthy ingredients.



kids ^N THE kitchen

Mobile teaching kitchen in schools



Youth Tobacco Education

161 Teens

registered as tobacco-free ambassadors

Nearly 900 Youth

signed the no-smoking pledge

250 Youth

attended the youth Freshstart program

850 Children

saw the play "Meet Ciggy Haveasmoke"

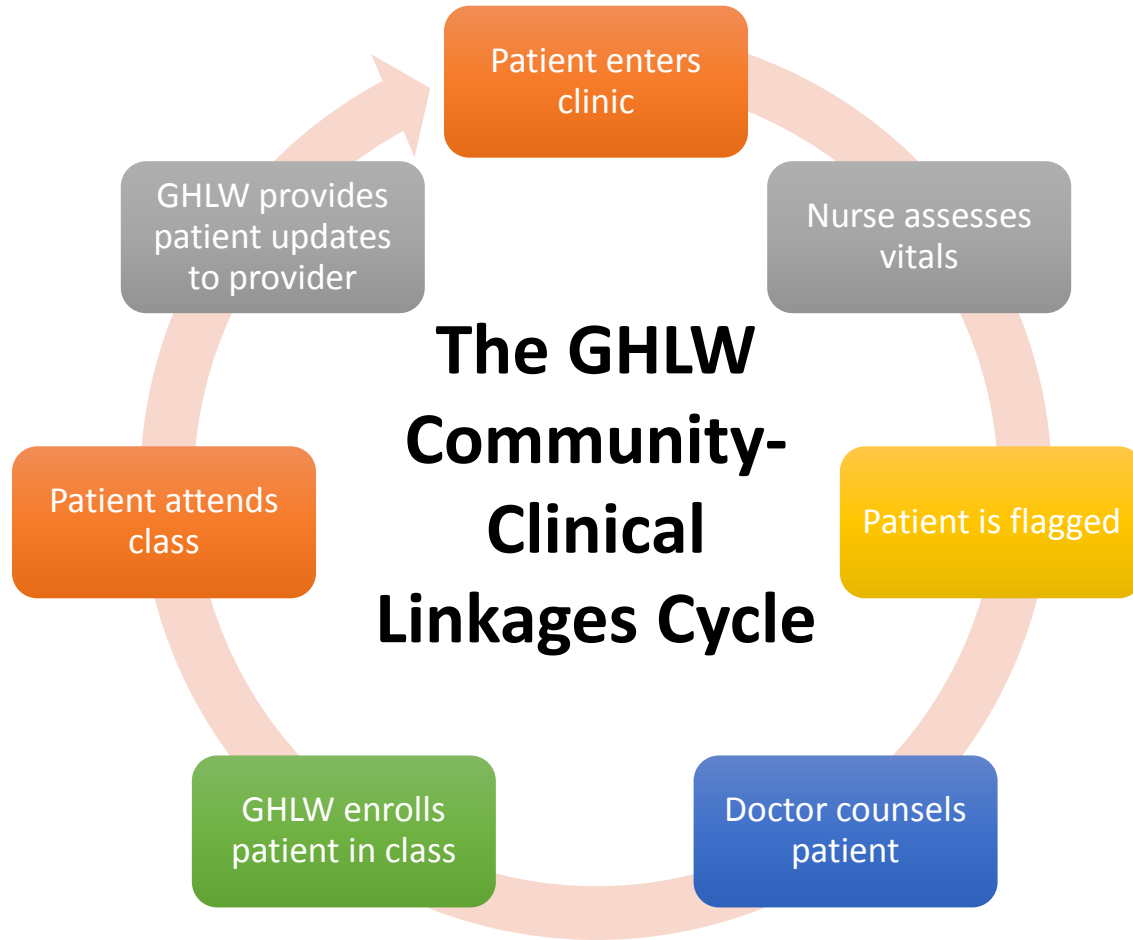
Over 50,000 residents

reached by the Don't Be a Bonehead campaign



FOCUSING ON GREATER IMPACT:

COMMUNITY-CLINICAL LINKAGES



EVIDENCE-BASED PROGRAMMING:

FRESHSTART TOBACCO CESSATION PROGRAM

Developed by the American Cancer Society, the evidence-based components of Freshstart include:

- Motivational intervention activities
- Practical counseling (problem solving skills)
- Social support
- Education about medication and approaches to quitting
- Coping techniques



EVIDENCE-BASED PROGRAMMING:

DIABETES PREVENTION PROGRAM (DPP)

Developed by the CDC, DPP helps participants achieve two goals:

- Modest reduction in baseline weight of 5-7% with long-term maintenance
- At least 150 minutes of physical activity per week

Results

- Participants reduced their risk for diabetes by 58% when compared with the placebo group.
- For every 2.2 pounds of weight loss achieved, the risk for type 2 diabetes was reduced by 13%.
- Program has been shown to help participants reduce blood pressure, lower triglyceride levels and decreased medications



EVIDENCE-BASED PROGRAMMING:

LIVING WELL WITH CHRONIC DISEASE (CDSMP)

- Developed at Stanford University
- Participants in the CDSMP study:
 - Spent 0.8 fewer days in the hospital
 - Had fewer outpatient visits
 - 8% decrease in ED visits
 - 40% decrease in hospitalization
 - Increased medication adherence



EVIDENCE-BASED PROGRAMMING:

LIVING WELL WITH DIABETES (DSMP)

- Developed by Stanford University
- Addresses diabetes disease process and treatment options
- Participants in the DSMP study:
 - Reduced A1C blood glucose levels
 - Reduced health distress
 - Had fewer symptoms of hypo/hyperglycemia
 - 0.8 fewer days spent in the hospital
 - Had fewer outpatient visits
 - 8% decrease in ED visits
 - 40% decrease in hospitalization
 - Increased medication adherence



A TARGETED APPROACH:

PRIORITY POPULATION

- 11 local African American churches in Carroll, Haralson and Heard counties
- Focus areas:
 - Chronic disease
 - Nutrition
 - Physical activity
 - Tobacco
- Evidence-based programs, policy implementation, community gardens, healthcare challenges, wellness councils



DEMONSTRATING SUCCESS:

GET HEALTHY, LIVE WELL IN FAITH

Policy, Systems and Environmental Changes

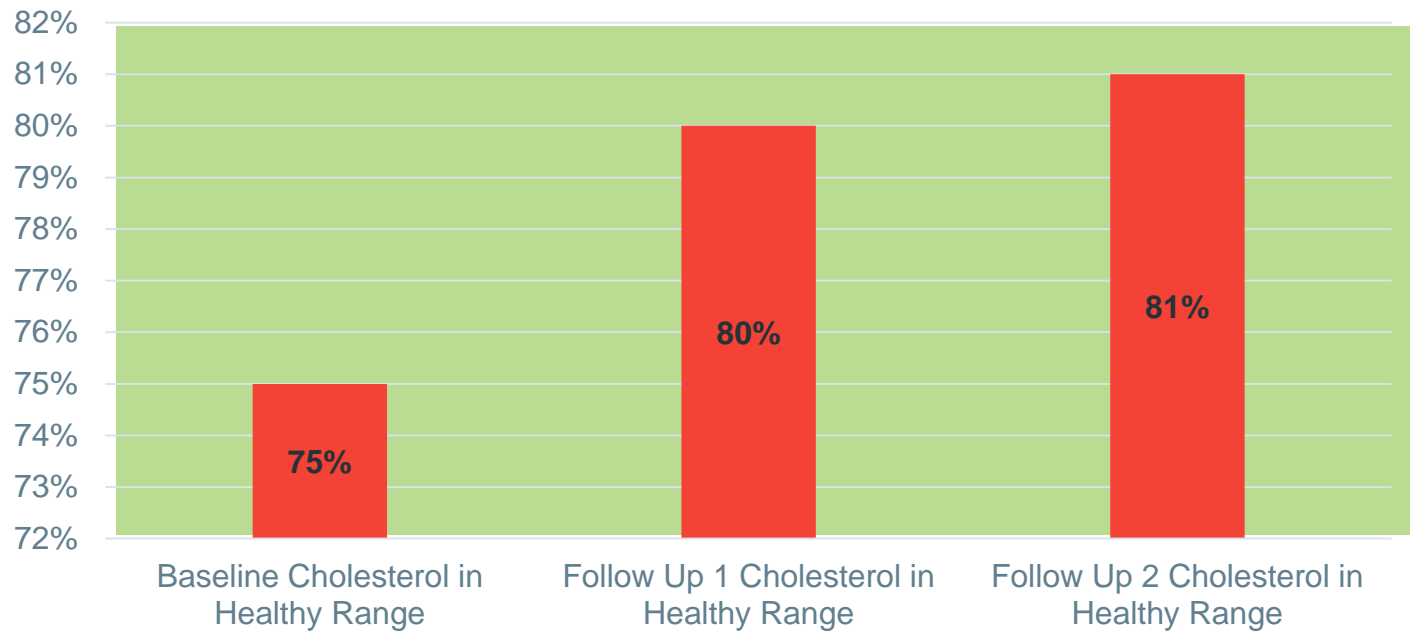
- 100% of churches adopted a tobacco-free policy
- 100% of churches adopted a water policy
- 90% of churches integrated physical activity into church activities
- 82% of churches implemented an evidence-based program and have pastor/congregation members trained as peer leaders for these programs
- 55% of churches adopted a shared use guideline allowing use of indoor and/or outdoor facilities

DEMONSTRATING SUCCESS:

GET HEALTHY, LIVE WELL IN FAITH

Health Outcome Improvement:

- Percent of church members with cholesterol in healthy range

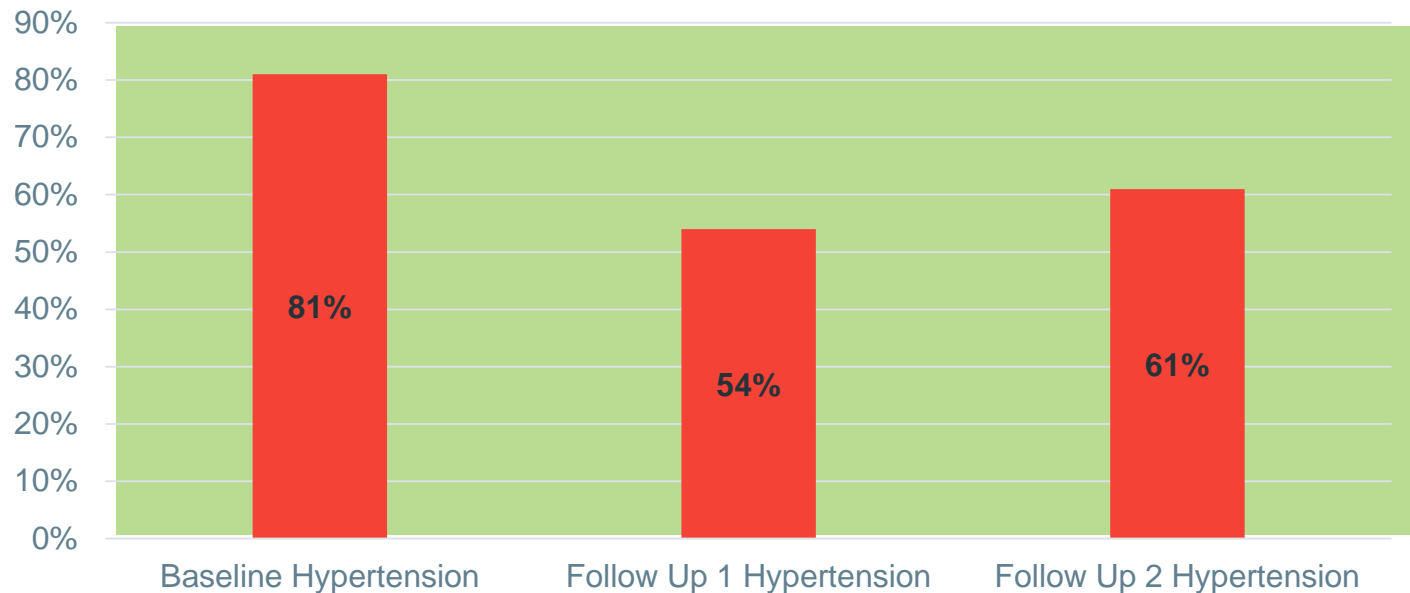


DEMONSTRATING SUCCESS:

GET HEALTHY, LIVE WELL IN FAITH

Health Outcome Improvement:

- Percent of church members with hypertension, Stage 1 or 2 (systolic 140 or higher mmHg or diastolic 90 or higher)

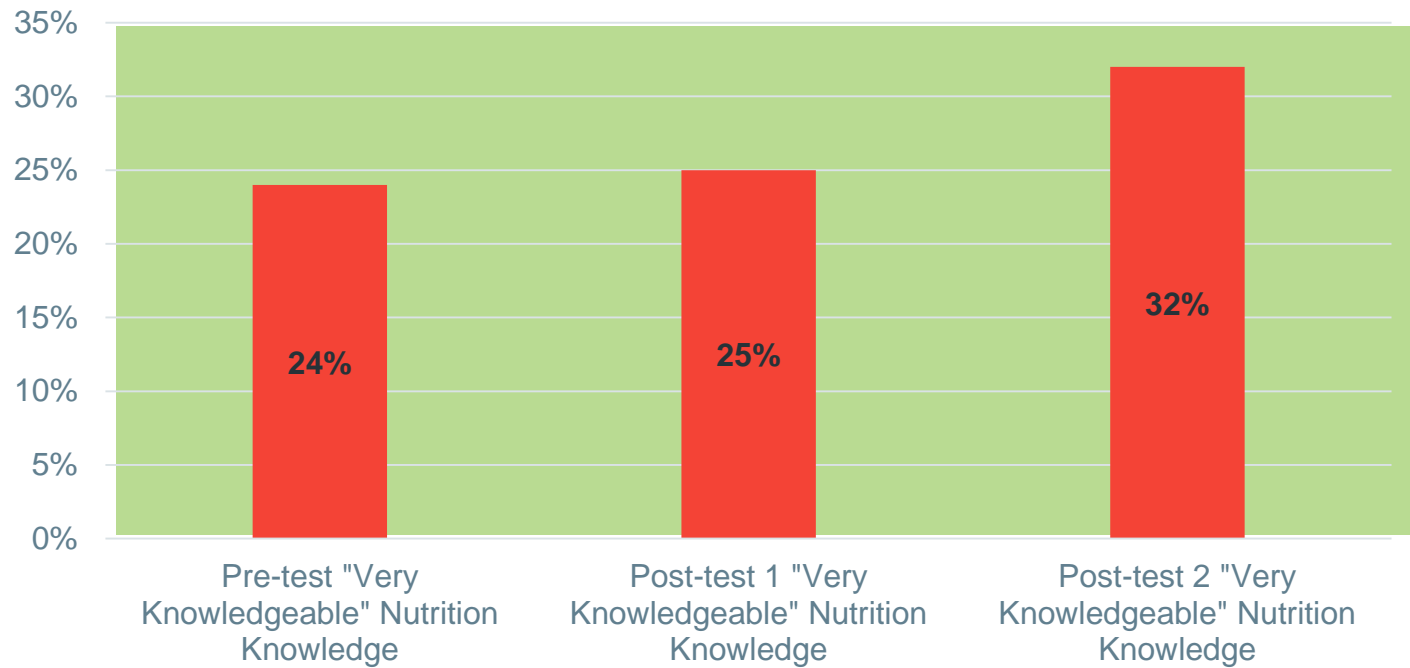


DEMONSTRATING SUCCESS:

GET HEALTHY, LIVE WELL IN FAITH

Health Knowledge Improvement:

- Percent of church members indicating their nutrition knowledge as “very knowledgeable”



GET HEALTHY, LIVE WELL: RECOGNITION



Partner Up! For Public Health Hero
Tanner Medical Center/GHLW • 2013



Community Leadership Award
Tanner Health System/GHLW • 2014



Hospital of the Year
Tanner Medical Center/GHLW • 2014



Leadership Challenge Award
Tanner Medical Center/GHLW • 2015



Inaugural Healthy Georgia Award
Tanner Medical Center/GHLW • 2016



NOVA Award
Tanner Medical Center/GHLW • 2016



Finalist IHF Excellence Award for Corporate Social Responsibility
Tanner Health System/GHLW • 2017



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open in a new tab in your default browser.**

https://www.surveymonkey.com/r/aha_webinar_03-06-18



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Coming SOON!

*Social Determinants of Health:
Health Behaviors and the Role of Hospitals*



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2018 ACHI National Conference

March 14-16, 2018

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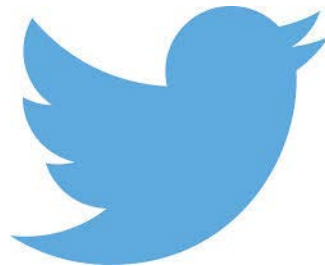
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