Healthy By Design

Heather Fink, MA
Community Health Improvement Manager, Healthy By Design
Montana Healthy Communities Conference
October 27, 2015
Helena, MT

Mission: to collaborate with partners across sectors of the community to promote and improve health

Purpose: Make the healthy choice the easy choice
Addressing health?

I would prescribe a syrup for your cough!!!
The approach…

Prevalence of Obesity
(Percent of Adults With a Body Mass Index of 30.0 or Higher)

- Healthy People 2020 Target = 30.5% or Lower

Yellowstone County Trend

- 2005: 23.9%
- 2010: 26.0%
- 2014: 32.6%

Yellowstone County: 32.6%
Montana: 24.6%
US: 29.0%

Sources:
- PRC Community Health Surveys, Professional Research Consultants, Inc. [Item 167]
- 2013 PRC National Health Survey, Professional Research Consultants, Inc.

Notes:
- Based on reported heights and weights, asked of all respondents.
- The definition of obesity is having a body mass index (BMI), a ratio of weight to height (kilograms divided by meters squared), greater than or equal to 30.0, regardless of gender.
Several Initiatives...

Youth Prescription for a Healthy Weight

Name: ___________________________ Date: __________

Current Weight: ________________ Current BMI Percentile: ________________

What is BMI percentile? Body Mass Index (BMI) percentile helps health care providers determine if your child is at a healthy weight for his or her height compared to other children of the same age.

<table>
<thead>
<tr>
<th>BMI Categories</th>
<th>Below 5th percentile</th>
<th>5th-85th percentile</th>
<th>85th-95th percentile</th>
<th>95th percentile and Above</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underweight</td>
<td>Healthy weight</td>
<td>At-Risk</td>
<td>Overweight</td>
<td></td>
</tr>
</tbody>
</table>

Choose at least one goal from each category for your family to accomplish:

- Include at least one fruit or vegetable with every snack or meal
- Reduce screen time to at least 1 hour per day
- Increase physical activity to at least 60 minutes per day
One Example...addressing our built environment to increase access to activity
“Complete Streets” passed unanimously by City Council. Adopted by Billings August 22, 2011

Complete streets are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists, and public transportation users of all ages and abilities are able to safely move along and across a complete street.*

* Source: National Complete Streets Coalition  
www.completestreets.org
Economic Benefits

• Attract people
• Revitalize neighborhoods
• Attract new development
• Boost property values

Health Benefits

• Increase physical activity
• Decrease obesity
• Allow people with disabilities and older adults to get out and about, staying connected to the community
• Increase safety of users

Other Benefits

NEXT STEPS
Collective Impact

“...successful examples of collective impact are addressing social issues that...require many different players to change their behavior in order to solve a complex problem.”

http://www.ssireview.org/articles/entry/collective_impact/
Community Partners

Better Billings Foundation • **Big Sky Economic Development** • Big Sky State Games • TrailNet • **Billings Clinic** • Billings Family YMCA • **City of Billings** • **City-County Planning Department** • Community Gardens – Housing Authority of Billings • Keene Insight • League of Women Voters of Billings • **McCall Development** • MSU-Billings • Nutrition for the Future, Inc. • Q360 Health • **RiverStone Health** • Safe Routes to School • Salvation Army • School Health Advisory Council • St. Vincent de Paul • **St. Vincent Healthcare** • United Way of Yellowstone County • Yellowstone County Extension Service • PLUK • Center for Children and Families • Yellowstone Boys and Girls Ranch • NAMI • Family Support Network • Family Promise • Consumer Representatives • Walla Walla University-Billings Campus • Billings Public Schools • Rimrock Foundation • Community Crisis Center • Youth Dynamics, Inc. • Passages • **Billings Chamber of Commerce** • Rocky Mountain Tribal Leaders Council • MSU Billings • Mental Health Center • DPHHS Children’s Mental Health • Friendship House • Head Start • Suicide Prevention Coalition • **MET Transit** • Community Innovations Coalition • Care Transitions Team • Indian Health Services • Veteran’s Affairs • Mountain Pacific Quality Health • Eastern Montana Area Health Education Center • Billings Action for Healthy Kids • Montana Migrant Council
INPUTS:
- HEALTHY BY DESIGN Coalition and Leadership
- Staff/Backbone
- Community Health Needs Assessment
- Community Health Improvement Plan

ACTIVITIES:
- Community Health Improvement Plan: work plan, strategies, and activities
- Collective Impact approach (coalition and relationship building)

IMPACT:
- Community Health Improvement Plan: implementation (PSE) to reach objectives - IMPROVED HEALTH!
- Community Health Needs Assessment: data monitoring
- Collective Impact: focused and developed backbone and coalition

Community