Healthy By Design

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

Purpose: Make the healthy choice the easy choice
The Alliance - work together

Community Health Needs Assessment and Improvement Plan

Cover the Uninsured Week

Community Crisis Center

Medication Assistance Program

Unified Health Command

Legislative Advocacy

Health Communications Team

Community Access Partnership

Healthy By Design

Chronic Pain Task Force

Health Communications Team

Community Flu Shot Challenge

Health Insurance Marketplace Outreach & Enrollment
Community Health Needs Assessment

BENCHMARKING
- PRC National Health Survey
- Montana BRFSS data
- Healthy People 2020 targets

Random-sample survey among 400 adults in Yellowstone County
- 135 survey items;
- 25-30 minute interview
- ±4.9% max error overall
- Representative by key demographic characteristics

Key informant surveys, distributed to 300 individuals from the following sectors
- Business Leader
- Community Leader
- Educator
- Government Representative
- Healthcare Provider
- Public Health Representative

Key Informants

Random-sample survey among 400 adults in Yellowstone County
- 135 survey items;
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Secondary Data

PRC Community Health Survey

BENCHMARKING
- PRC National Health Survey
- Montana BRFSS data
- Healthy People 2020 targets
COMMUNITY HEALTH NEEDS ASSESSMENT TIMELINE

ACHI steps 1 & 2: Establish Infrastructure & Define Scope
Survey Design
CHNA Advisory Group, PRC Contract, Survey tools finalized (CHNA Work Team)

ACHI step 3: Analyze Data
Results Returned
Alliance & CHNA work team BC, RSH & SVH internal review
CHNA Advisory Group review
HBD Coalition review

ACHI step 4: Select Priorities
Prioritization Process
Community process
Institutional processes
Alliance final adoption

ACHI step 5: Document and Communicate Results
Results/Priorities Released
Press Conference (Jan)
Internal, key groups, community, & media – results & engage
Record process

ACHI step 6: Plan for Action
Author CHIP

ACHI step 6: Monitor Progress
CHIP begins

ACHI step 7: Revisit and Refine plan and process

Jan-May 16 | June-Aug 16 | Sept-Dec 16 | Jan-Feb 17 | Mar-June 17 | July-Sept 17

ACHI step 3: Collect Data
Survey Conducted
Key Informant Survey (PRC)
Telephone (PRC)

ACHI step 4: Select Priorities
Prioritization Process
Community process
Institutional processes
Alliance final adoption

ACHI step 5: Document and Communicate Results
Results/Priorities Released
Press Conference (Jan)
Internal, key groups, community, & media – results & engage
Record process

ACHI step 6: Plan for Action
CHIP Adopted (June 30)
Hospitals adopt facility plans
RSH determines interface with strategic plan and public health

ACHI step 7: Revisit and Refine plan and process

CHNA= Community Health Needs Assessment
PRC= Professional Research Consultants – vendor
CHIP= Community Health Improvement Plan
HBD=Healthy By Design
ACHI=Association of Community Health Improvement (framework for CHNA-steps referenced)
The approach...

**The Five Conditions of Collective Impact**

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**Pre-conditions:** influential champion, adequate financial resources, urgency for change

http://www.ssireview.org/articles/entry/collective_impact/
<table>
<thead>
<tr>
<th>Healthy Weight</th>
<th>Question</th>
<th>Data</th>
<th>Goal 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal: Improve Healthy Weight Status</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Objectives:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>By 2017, the proportion of adults in Yellowstone County who have a healthy weight (normal BMI range: 18.5-24.9) will increase from 31.9% to 35%</td>
<td>Weight Status (height and weight)</td>
<td>35.8% 25.4% 31.9% 35%</td>
<td></td>
</tr>
<tr>
<td>By 2017, the proportion of adults in Yellowstone County reporting no leisure-time physical activity in the past month will decrease from 23.7% to 21.25%</td>
<td>During the past month, other than your regular job, did you participate in any physical activities or exercises, such as running, calisthenics, golf, gardening, or walking for exercise?</td>
<td>26.3% 22.4% 23.7% 21.25%</td>
<td></td>
</tr>
<tr>
<td>By 2017, the proportion of adults in Yellowstone County who eat 5 or more servings of fruit and vegetables per day will increase from 40% to 44%</td>
<td>5 or more servings of Fruits/Vegetables per day</td>
<td>34.9% 40.6% 40.1% 44%</td>
<td></td>
</tr>
<tr>
<td>By 2017, the proportion of Children in Yellowstone County who are physically active for one or more hours per day (ages 2-17) will increase from 42.8% to 47%</td>
<td>During the past 7 days, on how many days was this child physically active for a total of at least 60 minutes per day?</td>
<td>Not asked Not asked 42.8% 47%</td>
<td></td>
</tr>
</tbody>
</table>
Our Response

• How did we address the issue?
• What does this look like in action?
• What components of Collective Impact did we infuse?
The Problem

No Leisure-Time Physical Activity in the Past Month
(Yellowstone County, 2010)

Healthy People 2010 Target = 20% or Lower

- Men: 17.4%
- Women: 27.2%
- 18 to 39: 16.9%
- 40 to 64: 22.8%
- 65+: 32.6%
- Low Income: 27.4%
- Middle/High Income: 21.0%
- Yellowstone Co: 22.4%
## Worksite Physical Activity Checklist

| Provide incentives for gym memberships (discounts, cost-sharing, reimbursement) | Already Doing | Plan to Do | N/A |
| Provide use of alternative modes of transportation, such as bus or bike riding | | | |
| Provide trail maps or a map of walking routes and destinations around your business | | | |
| Provide locker rooms with showers for employees | | | |
| Incorporate movement into meetings, such as walking or stretching | | | |
| Offer on-site exercise classes | | | |
| Participate in community sponsored health challenges | | | |
| Encourage use of stairs by making stairwells clean, well-lit and appealing | | | |

What are the biggest challenges for nutrition and physical activity in your workplace?

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Make the healthy choice every day...

For more information about worksite physical activity, visit: [http://www.healthybydesignyellowstone.org/initiatives/worksitewellness/](http://www.healthybydesignyellowstone.org/initiatives/worksitewellness/)
Community Policies

Complete Streets Resolution:
Adopted August 2011 by Billings City Council

Revised Resolution:
Revised May 2016 by Billings City Council
Youth and School Interventions

active kids learn better

BRAIN SCANS OF STUDENTS TAKING A TEST:

- Red areas are very active; blue areas are least active.

Learn more about why active kids learn better and how schools can help at activelivingresearch.org/activeeducationbrief.
Gender Focused Intervention

**FREE 12-Week**

**Active Living Every Day**

*Includes free book, online resources, step counter, prizes and more!*

**Discover ways to become active that work for you!**

Build the skills you need to become active and stay active at work, at home and at play. Overcome barriers to activity, set realistic goals, build confidence and stay motivated in this free group class, proven to be effective by research! **Not an exercise class!**

Classes start
October 6-9, 2014

**MONDAYS**

<table>
<thead>
<tr>
<th>Location</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Billings</td>
<td>Mondays</td>
<td>10:00 - 11:00 am</td>
<td>St. Thomas Parish</td>
<td>2055 Woody Drive</td>
</tr>
<tr>
<td>Heights</td>
<td>Mondays</td>
<td>12:00 - 1:00 pm</td>
<td>Oasis Waterpark</td>
<td>543 Aronson Ave</td>
</tr>
<tr>
<td>West Billings</td>
<td>Mondays</td>
<td>6:00 - 7:00 pm</td>
<td>Sweetwater Retirement</td>
<td>3140 Sweet Water Drive</td>
</tr>
</tbody>
</table>

**TUESDAYS**

<table>
<thead>
<tr>
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<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Billings</td>
<td>Tuesdays</td>
<td>10:30 - 11:30 am</td>
<td>Avenue D Senior Center</td>
<td>1505 Ave D</td>
</tr>
<tr>
<td>Heights</td>
<td>Tuesdays</td>
<td>6:00 - 7:00 pm</td>
<td>St. Bernard Church</td>
<td>226 Wicks Ln</td>
</tr>
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**WEDNESDAYS**

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<th>Days</th>
<th>Time</th>
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<th>Address</th>
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<tbody>
<tr>
<td>Downtown</td>
<td>Wednesdays</td>
<td>11:00 - 11:45 am</td>
<td>Billings Clinic</td>
<td>2800 10th Ave N. Mary Alice Fortin Health Conference Center</td>
</tr>
<tr>
<td>Lockwood</td>
<td>Wednesdays</td>
<td>6:00 - 7:00 pm</td>
<td>Lockwood Middle School</td>
<td>1932 Hwy 87 E</td>
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**THURSDAYS**

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<tr>
<td>Downtown</td>
<td>Thursdays</td>
<td>12:00 - 1:00 pm</td>
<td>YMCA*</td>
<td>402 N 32nd St</td>
</tr>
<tr>
<td>Downtown</td>
<td>Thursdays</td>
<td>5:30 - 6:30 pm</td>
<td>St. Vincent Healthcare</td>
<td>1233 N 30th, Gallatin Room (3rd Floor)</td>
</tr>
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*Class offers free childcare at this location.

To Register: call **406-237-3950** or email info@healthybydesignyellowstone.org
Social Marketing Campaign

• Radio PSA
• Television PSA
• Billboard
• Print
• Social Media
Collective Impact of Initiatives

No Leisure-Time Physical Activity in the Past Month
(Yellowstone County, 2016)
Healthy People 2020 Target = 32.6% or Lower

- Men: 15.9%
- Women: 19.9%
- 18 to 39: 14.5%
- 40 to 64: 16.2%
- 65+: 25.9%
- Low Income: 31.8%
- Mid/High Income: 9.6%
- Yellowstone County: 18.0%

2005: 26.3%
2010: 22.4%
2014: 23.7%
2016: 18.0%
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### Pre-conditions: influential champion, adequate financial resources, urgency for change

http://www.ssireview.org/articles/entry/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/

Social determinants=complex problems
3 Phases of Collective Impact

1. Initiate Action
2. Organize for Impact
3. Sustain Action and Impact
IMPORTANT

• Build from collaborative efforts that already exist
• Be realistic about the time it will take to work through stages
• Recognize unexpected wins along the way

Different Levels of Linked Collaboration
### Phases of Collective Impact

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<th>Components for Success</th>
<th>PHASE I Initiate Action</th>
<th>PHASE II Organize for Impact</th>
<th>PHASE III Sustain Action and Impact</th>
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<td><strong>Governance and Infrastructure</strong></td>
<td>Identify champions and form cross-sector group</td>
<td>Create infrastructure (backbone and processes)</td>
<td>Facilitate and refine</td>
</tr>
<tr>
<td><strong>Strategic Planning</strong></td>
<td>Map the landscape and use data to make case</td>
<td>Create common agenda (goals and strategy)</td>
<td>Support implementation (alignment to goals and strategies)</td>
</tr>
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<td><strong>Community Involvement</strong></td>
<td>Facilitate community outreach</td>
<td>Engage community and build public will</td>
<td>Continue engagement and conduct advocacy</td>
</tr>
<tr>
<td><strong>Evaluation and Improvement</strong></td>
<td>Analyze baseline data to identify key issues and gaps</td>
<td>Establish shared metrics (indicators, measurement, and approach)</td>
<td>Collect, track, and report progress (process to learn and improve)</td>
</tr>
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4 Network Principles

1. Focus on mission, not organization
2. Trust not control
3. Humility not brand
4. Node not hub
Team Formation

- Steering committee
- Backbone committee
- Coalition
- Work groups
- Task groups
Essential Intangibles

• Relationship
• Trust
• Leadership identification and development
• Culture of learning
Resources

• Stanford Social Innovation Review
• Collective Impact Forum
• FSG Social Impact Consultants
• Converge for Impact
• Deloitte Consulting, Monitor Institute
  – http://engage.rockefellerfoundation.org/
The journey is the key outcome

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www.hbdyc.org

A basket has two handles for two people to carry  
-Egyptian Arabic Proverb