

Healthy By Design

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Montana Healthy Communities Conference

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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*



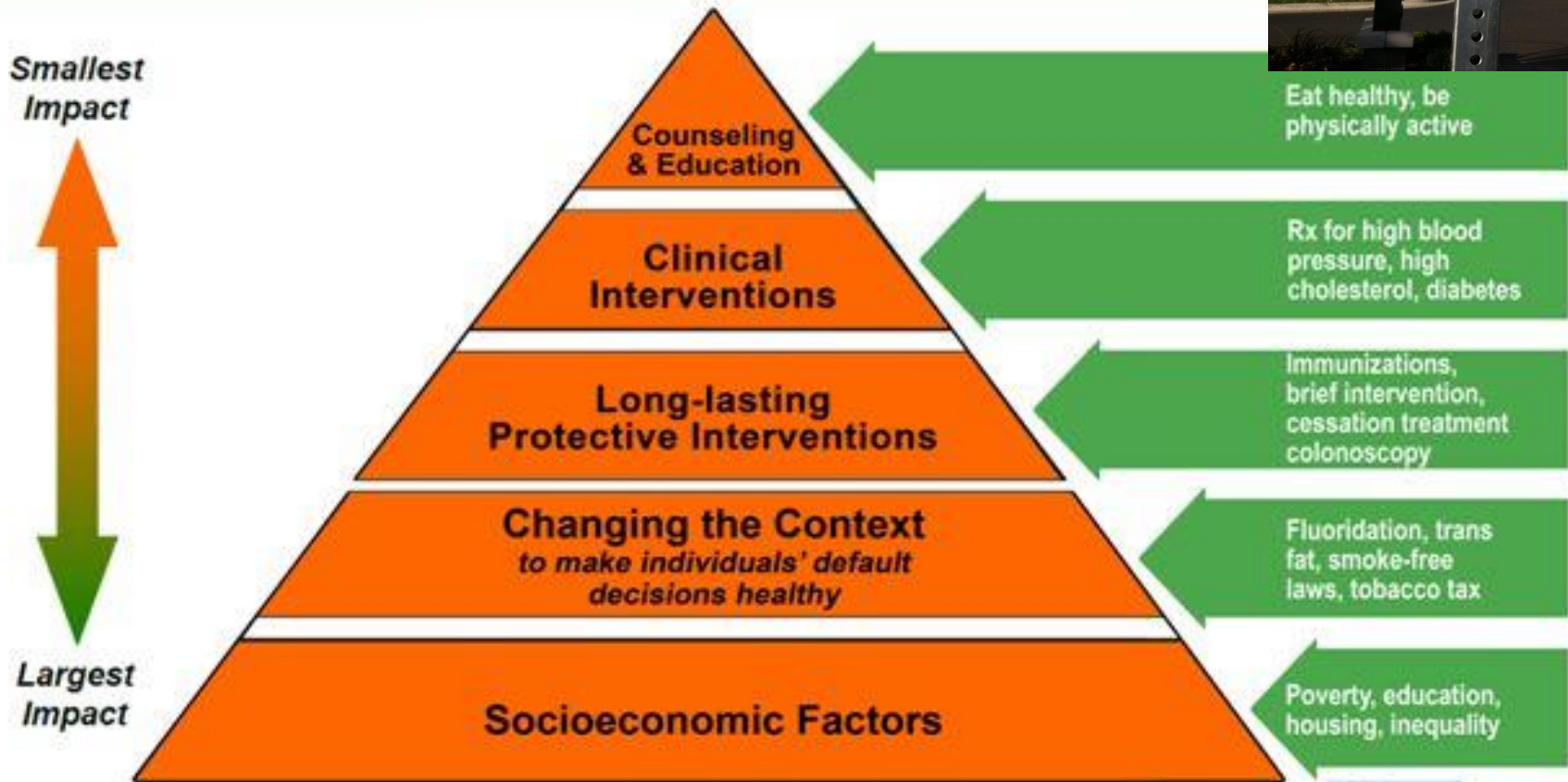
Addressing health?



healthy
by
design

The approach...

CDC Health Impact Pyramid Factors that Affect Health



Source: Frieden TR. A framework for public health action: the health impact pyramid. Am J Public Health. 2010; 100: 590–595.

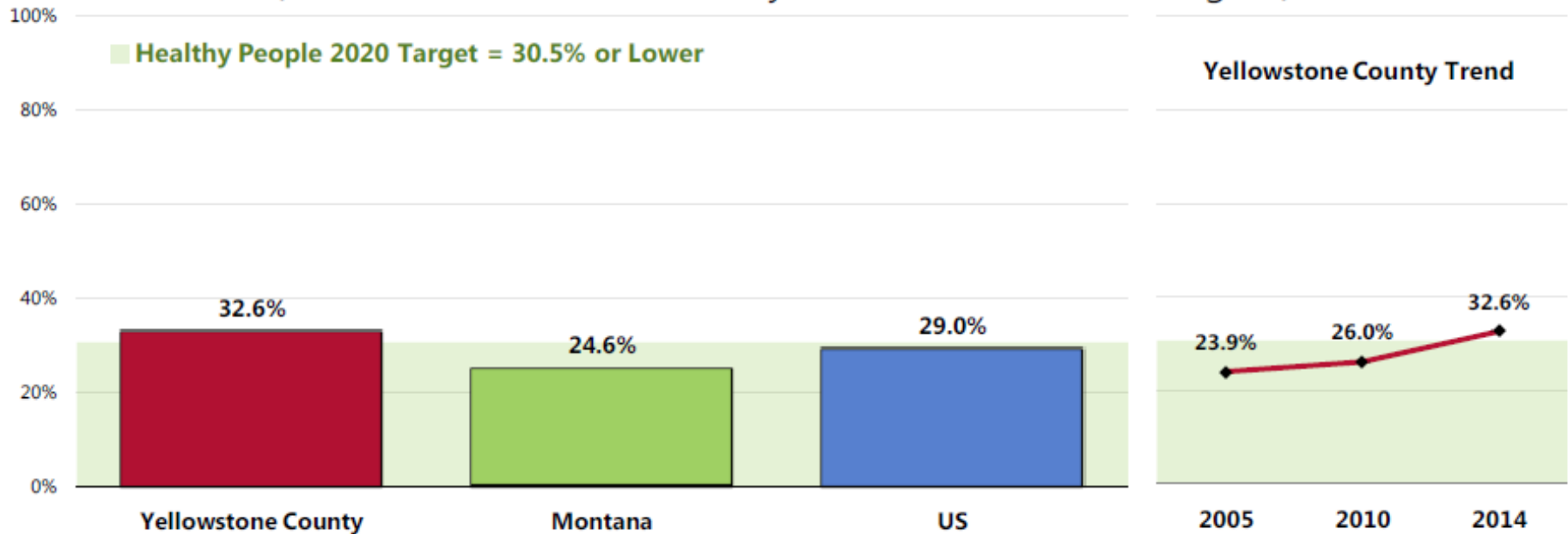


Yellowstone County 2014 Needs Assessment



Prevalence of Obesity

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



- Sources:
- PRC Community Health Surveys, Professional Research Consultants, Inc. [Item 167]
 - 2013 PRC National Health Survey, Professional Research Consultants, Inc.
 - US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective NWS-9]
 - Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2011 Montana data.
- 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...



Worksite Physical Activity Checklist

	Already Doing	Plan to Do	N/A
Provide incentives for gym memberships (discounts, cost-sharing, reimbursement)			
Promote use of alternative modes of transportation, such as bus or rail			
Post maps or a map of walking routes and destinations near business			
Locker rooms with showers for employees			
Encourage movement into meetings, such as walking or stretching			
Offer site exercise classes			
Participate in community sponsored health challenges			
Encourage use of stairs by making stairwells clean, well-lit and safe			
What are the biggest challenges for nutrition and physical activity in your workplace?			



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.

BMI Categories

Below 5th percentile Underweight	5th-85th percentile Healthy Weight	85th-95th percentile At-Risk	95th percentile and Above Overweight
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Choose at least one goal from each category for your family to accomplish:

5 or more fruits & vegetables
 Include at least one fruit or vegetable with every snack or meal

One Example...addressing our built environment to increase access to activity



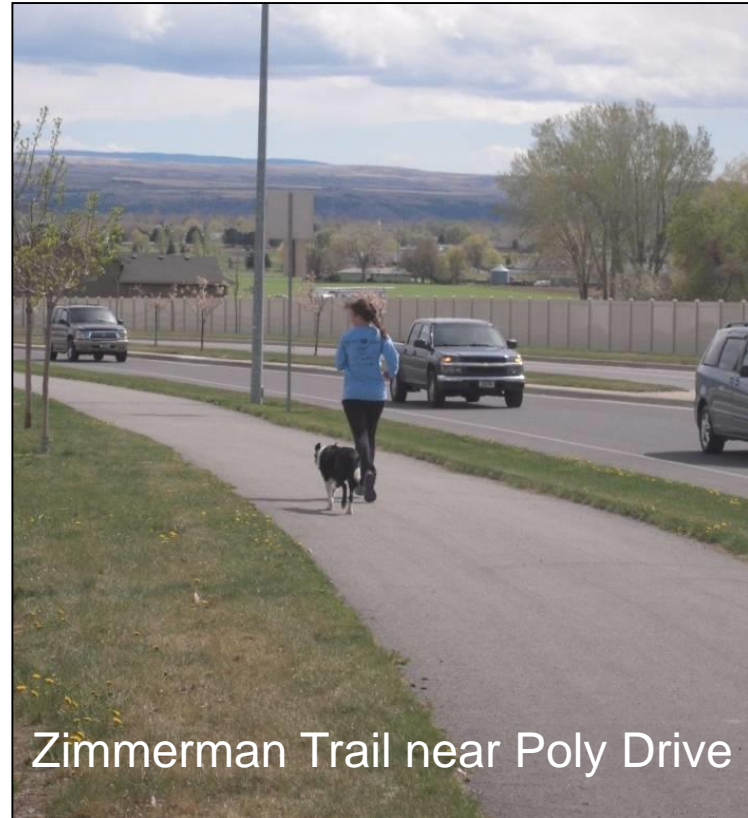
PHOTO BY STEVE RINGMAN / THE SEATTLE TIMES



“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/

The Five Conditions of Collective Impact

Common Agenda	All participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.
Shared Measurement	Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable.
Mutually Reinforcing Activities	Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.
Continuous Communication	Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and create common motivation.
Backbone Support	Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.



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

HEALTHY BY DESIGN Workgroups

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



Healthy By Design

www.healthybydesignyellowstone.org



<https://www.facebook.com/HBDyellowstone>

