

Only a River Divides Us

Partners for Community Health



PRESENTERS

- Sue Hedlund, MA PHN, Deputy Director
 - Washington County Public Health
- Karen Hansen, Community Relations Manager
 - Hudson Hospital & Clinics
- Wendy Kramer, RN, Health Officer
 - St. Croix County Public Health
- Marna Canterbury, MS RD,
Director, Community Health & Wellness
 - Lakeview Foundation

OBJECTIVES

- Describe how hospitals and local public health departments are collaborating across the state border for community benefit and health improvement.
- Understand how a river can be a metaphor for this type of collaboration.
- Learn methods and structures used to engage other community people in the assessment and health improvement planning processes.
- Identify strategies to move from community assessment to priorities and action.

AGENDA

- Description of the St. Croix Valley
- Continuum of health care and public health integration
- Healthier Together – St. Croix County
Hudson Hospitals & Clinics/Public Health/Community
- PowerUp – Lakeview Foundation
Public Health/Community
- Questions

SERVING THE ST. CROIX VALLEY



ST. CROIX RIVER VALLEY

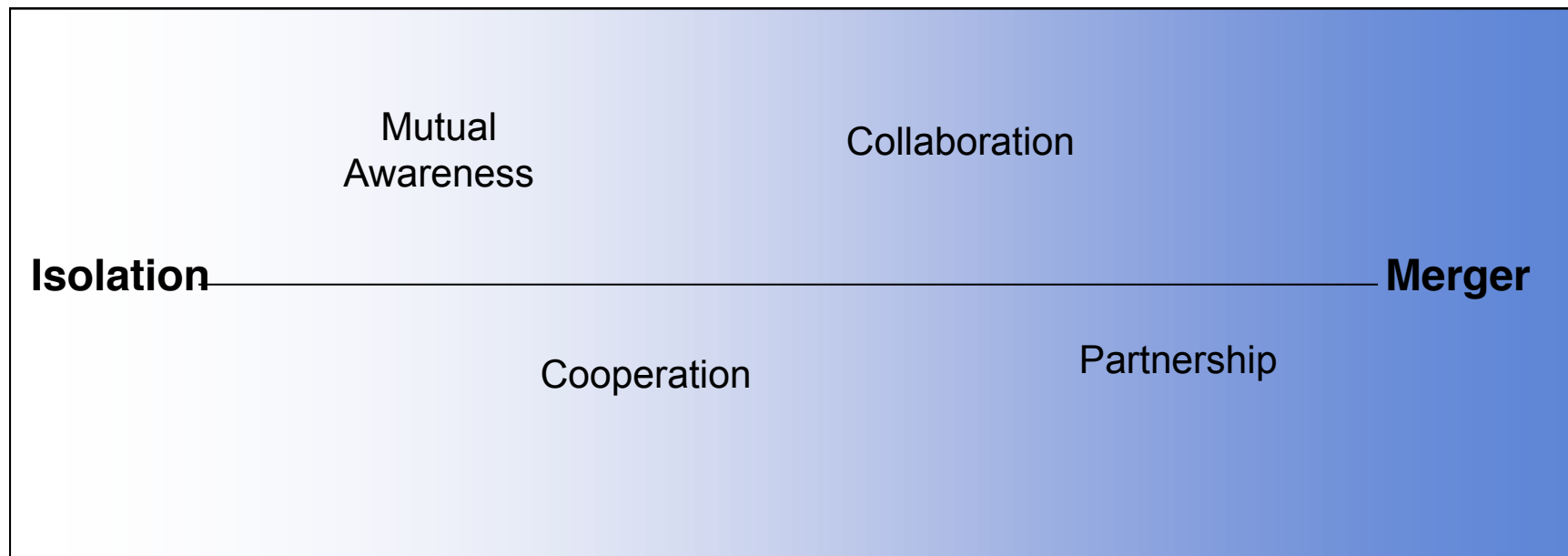
St. Croix County, WI

- Northwest WI
- Population 84,345
- 57% Rural
- 96% White
- Median household income is \$69,682
- 4 Hospitals
- Health Issues:
 - Access to care; nutrition; physical activity; alcohol & other substance use/addiction; tobacco use & exposure

Washington County, MN

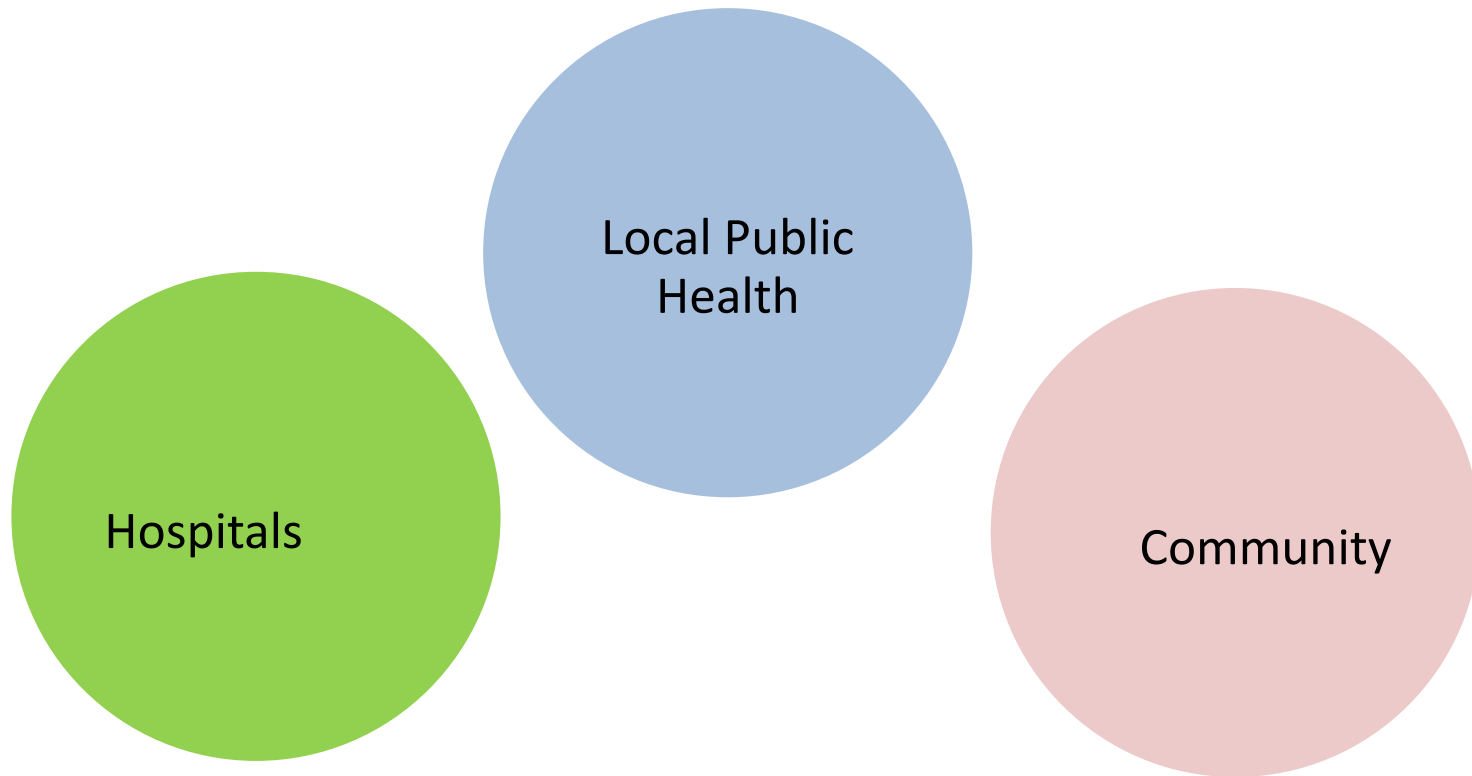
- East Central MN
- Population 238,136
- 56% Rural
- 88% White
- Median household income is \$77,239
- 2 Hospitals
- Health Issues:
 - Obesity; mental health; chronic disease; alcohol, tobacco & substance use; access to care

INTEGRATION OF PRIMARY CARE AND PUBLIC HEALTH CONTINUUM INSTITUTE OF MEDICINE REPORT 2012

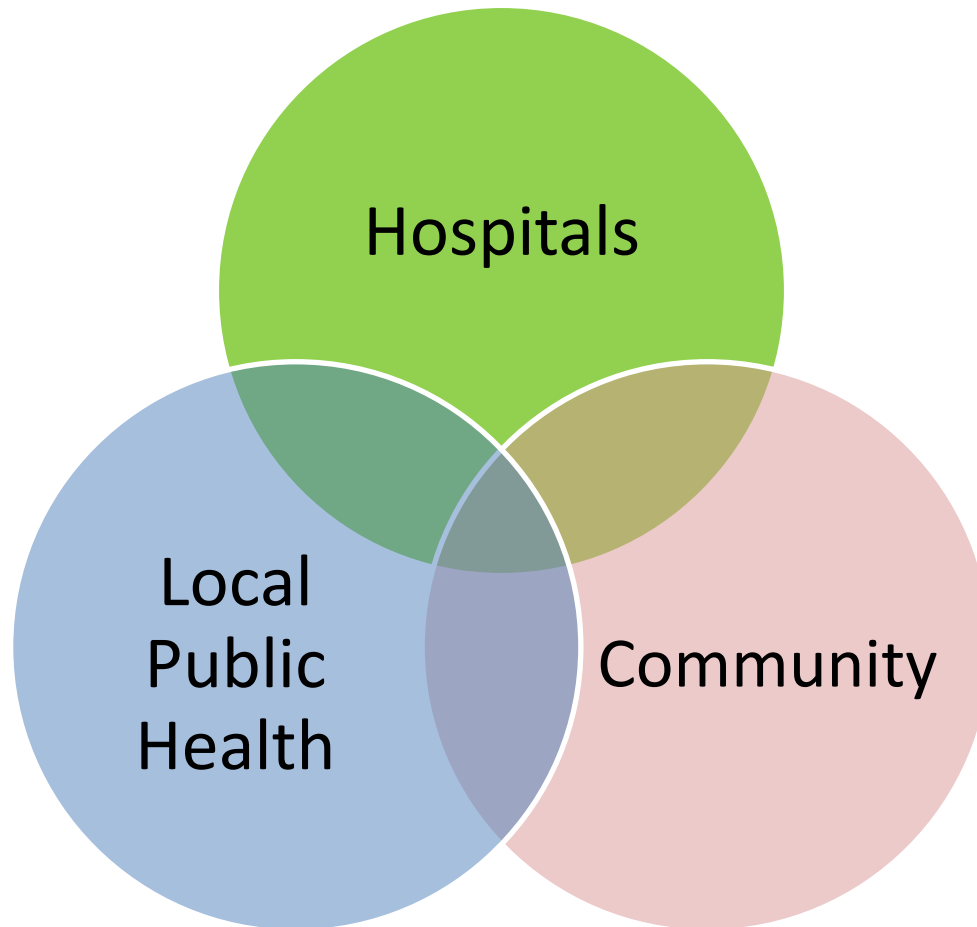


Where are you in your community?

LIMITED IMPROVEMENT IN HEALTH



BETTER HEALTH FOR ALL



ESSENTIAL ELEMENTS FOR SUCCESS

- A shared goal of population health improvement
- Community engagement in defining and addressing health needs
- Aligned leadership
- Sustainability using a shared infrastructure
- Sharing & collaborative use of data and analysis

COLLABORATION IS LIKE A RIVER

- Most of the time...smooth sailing.
- But, you can run into some rapids (maybe Class I to Class VI).
- Watch out for flooding!
- You can find yourself in some murky, muddy water.
- Eventually, you are sailing again smoothly down the river.

HEALTHIER TOGETHER

power^{UP}



Marna Canterbury, MS, RD
Director, Community Health and Wellness

Sue Hedlund, MA, PHN
Deputy Director Public Health and the
Environment, Washington County
Chair, Health & Wellness Advisory Committee

Lakeview Foundation



LAKEVIEW
HEALTH
HealthPartners

Lakeview and Public Health

20+ years of collaboration and smooth sailing...

- Stillwater Health Promotion Coalition
- Adult Health Survey
- Tobacco Free Future Coalition
- Fall Prevention Initiative
- Community Health Action Team (School wellness center, Parish Nurse Program)
- Chemical Health Action Collaborative
- SHIP Community Leadership Team
- Breastfeeding Coalition
- Community Health Assessments
- Medical provider for county jail and public health



Lakeview and Public Health...growing role

- 2008: Public health added to Foundation Board
- Chair of Health and Wellness Advisory Committee
- Involvement in Grants and Scholarships Committee



Lakeview and Public Health...growing role

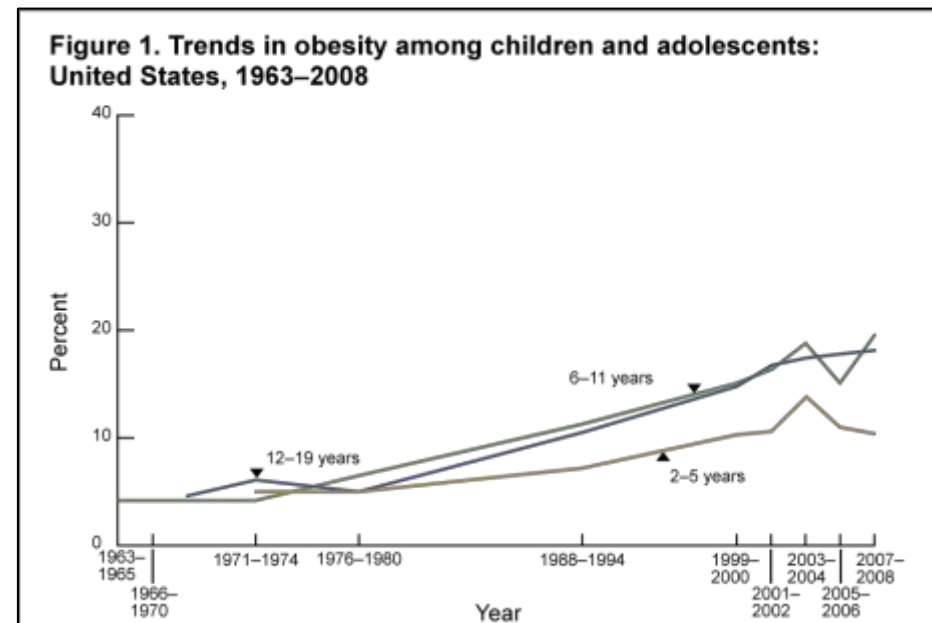
- 2011: Lakeview affiliation with HealthPartners, Inc.
- *Opportunity to focus designated resources (from Lakeview and HealthPartners) on a key community health issue...*

Childhood obesity prevention



POWER^{UP}

- Is Lakeview's response, in partnership with the community, to the prediction that the children of today will likely live shorter and less healthy lives than today's adults...
 - ***unless something changes.***



POWER^{UP}

- ***Vision: Our community is a place where better eating and active living are easy, fun, and popular, so that our youth can reach their full potential.***



POWER^{UP}

- Primary geographic focus is within the area served by Stillwater Area and Somerset Public Schools.
- Reflects multiple Towns within the Valley.
- Primary target children 0-11 and their families.



POWER^{UP}

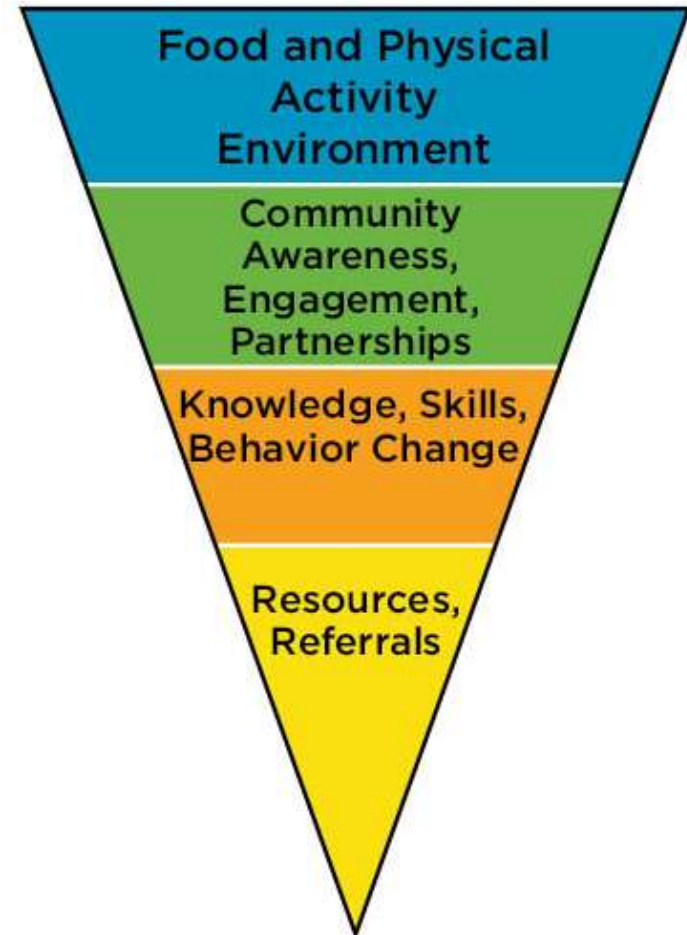
- A collaborative youth health initiative
- A partnership with public health, community members, schools, business, parks, health care, and others.
- No easy answers.
- Measure our results along the way.
- Long-term commitment and a joint effort with HealthPartners and the community.

Multiple sectors:

Clinics
Schools
Community
Early Childhood
Community Education
Food Retailers
Local government
Parks and trails
Non profit partners

POWER^{UP}

- Work at Multiple Levels.
- Build on what already works (SHIP, national/regional progress and research)
- Reach out and find new approaches that will work in the Valley.
- Form Positive Partnerships and collaborate.



Build on Model Programs

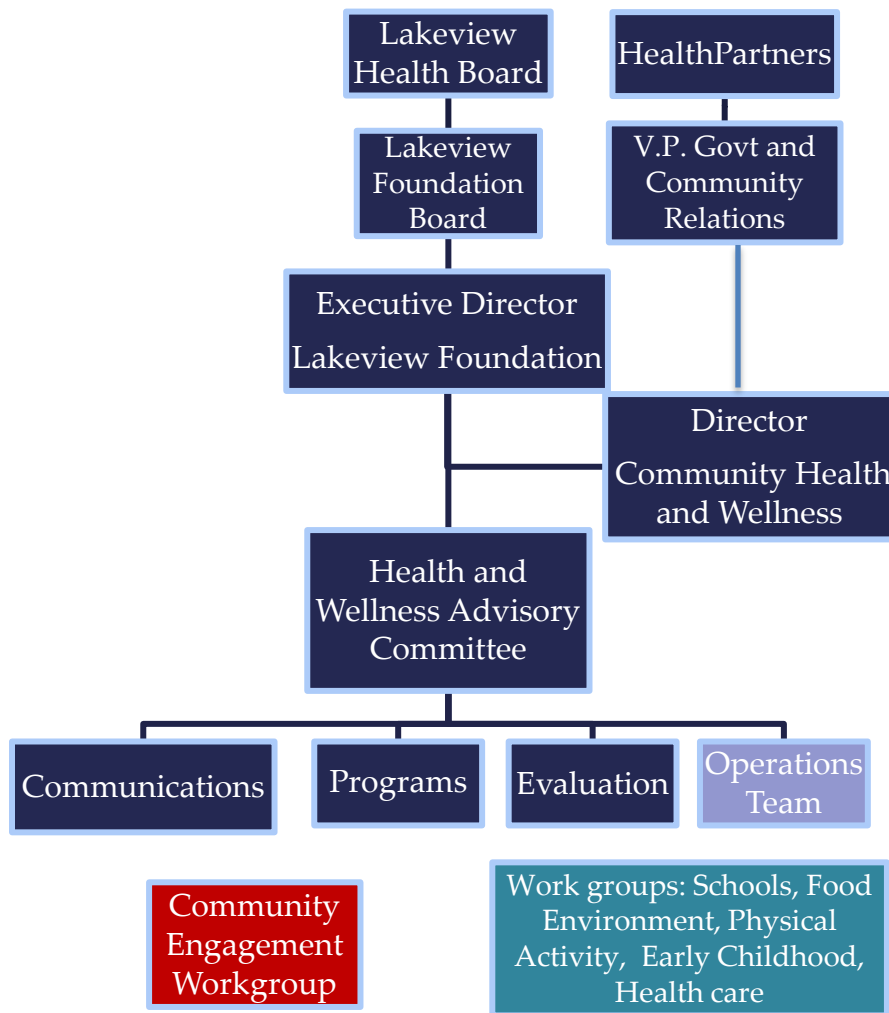
- CHAT
- SHIP
- BLEND
- Vitality Initiative
- Blue Zones
- Heart of New Ulm
- IOM
- AAP (5210)
- yumPower
- Let's Move
- Cardiovision 2020
- And more



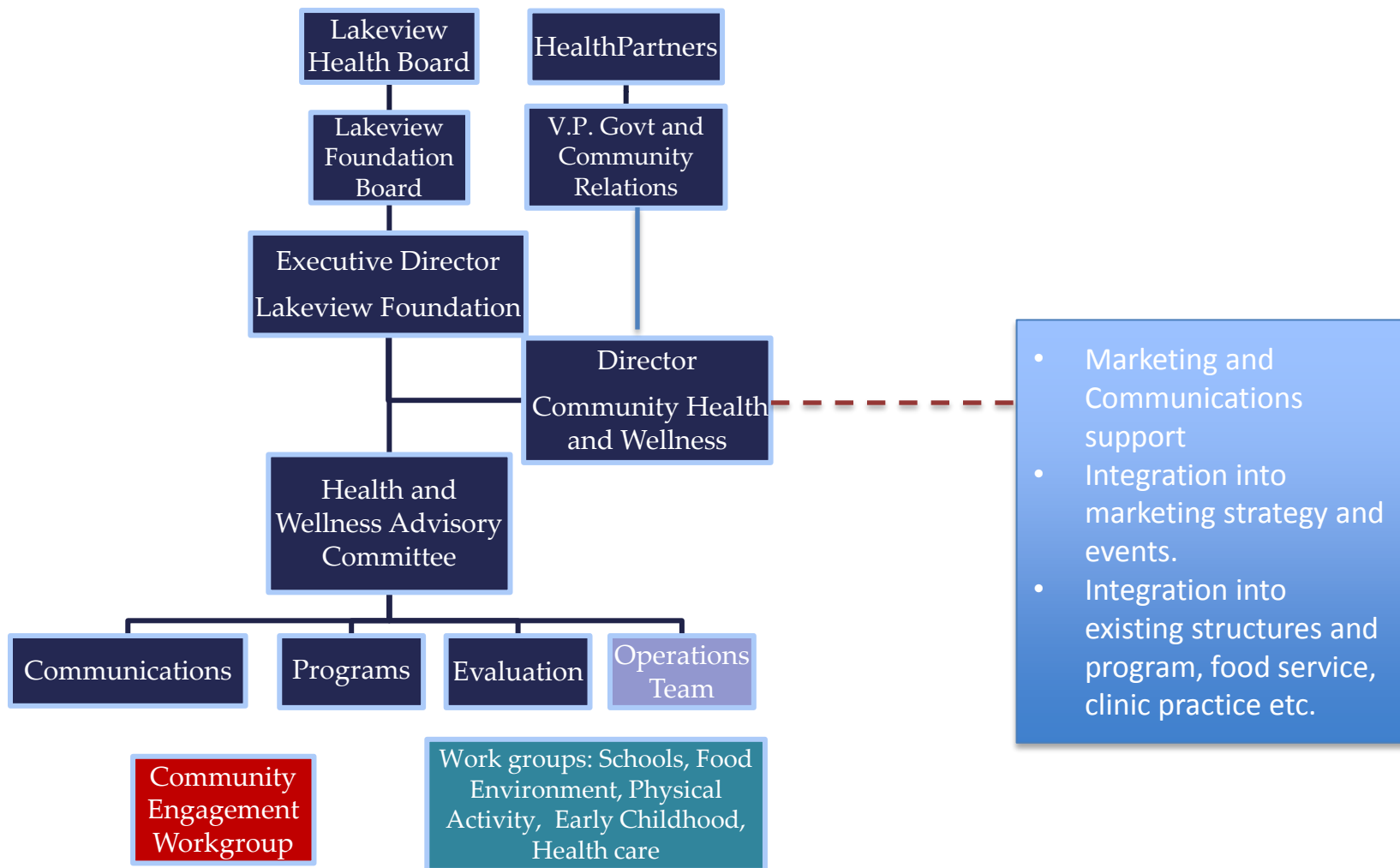
POWER^{UP}

- Work in partnership with yumPower by HealthPartners.





- Representation from:
- Andersen Windows
 - Child Care
 - Communications
 - Community Leaders
 - Cub Foods
 - Early Childhood
 - Merrill Lynch
 - Joseph's Restaurant
 - Marketing and PR
 - Nutrition and Dietitians
 - Pediatrics
 - Physical Education
 - Preventive Cardiology
 - Public Health
 - School Superintendents
 - School nurses
 - School food service



Locally Focused Goals:

1. The environment changes to support and integrate healthy food, beverage, and physical activity options.
2. The community becomes aware of and engaged in key messages of PowerUp.
3. The community actively collaborates to achieve the PowerUp vision.
4. Improvement in food, beverage, and physical activity behaviors.
5. Infant feeding practices improve.
6. Increase access to resources and referrals.
7. Improve lifestyle related health outcomes in youth.

POWER^{UP}





powerUP

Count Down for Powered Up
Kids and Families:
powerup4kids.org



FIVE Fruits, Roots, and Vegetables!



FOUR Colors or more.



THREE MEALS every day.



TWO HOURS of SCREEN TIME...or less each day.



ONE hour of PLAY!



ZERO. Sugary Drinks!

Blast Off! Let's PowerUp!

**A
Countdown
for
Community
Change**

POWER^{UP}



yumPower School Challenge Pilot

- 1400 local students reached.
- 5000 more will be reached in 2013 with the new PowerUp School Challenge.

Results?

- Students ate more fruit and veggies.
- Food service RAN OUT of fruits and veggies!
- Disney makes fruits and veggies “cool”!



power^{UP}

Community Outreach reaches thousands summer 2012.

- Fairs, festivals, fun runs.
- Veggie Give Aways

Results?

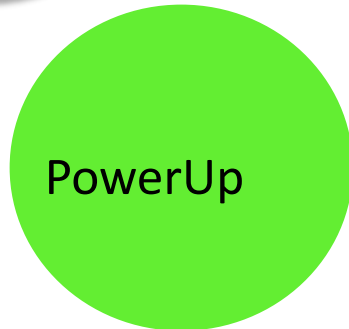
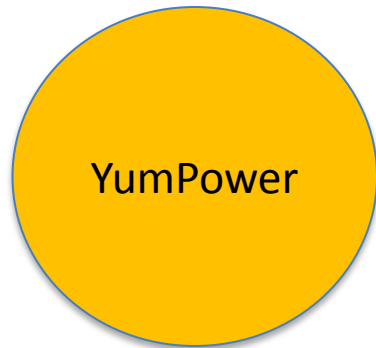
“Thanks for doing this, it is so needed”

PowerUp Momentum Growing....

- Food Service changes (hospital and beyond)
- Restaurants initiatives.
- Expand physical activity spaces.
- Family Events and community engagement.
- Early childhood curriculum/training.
- Provider training and resources.
- Youth Engagement.
- Web/Social Media.



The Somerset Situation



The Somerset Opportunity



Lessons Learned

- Incorporate into CHNA and Health improvement plan
- Marketing essential for community engagement
- Work all levels of the model
- Local government important
- Shared perspectives necessary.
- Collaboration is essential.
- Keep focused on the opportunity to transforming community health.



Questions?