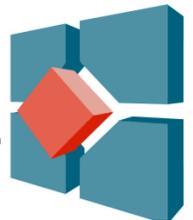


Concept Mapping for Strategic Planning

State of Delaware Council on Health Promotion and Disease Prevention (CHPDP)

Final Interpretation Meeting
July 26, 2011

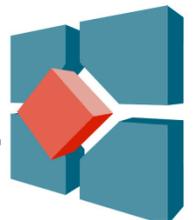
Mary Kane, President
Alyssa Goldman, Client Services Associate
Concept Systems, Inc.



Why We Are Here

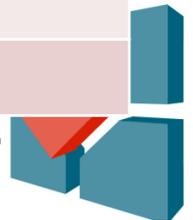
The Council's charge:

“A Council on Health Promotion and Disease Prevention is hereby established and its members are charged to advise the Governor and executive branch state agencies on the development and coordination of strategies, policies, programs and other actions state-wide to promote healthy lifestyles and prevent chronic and lifestyle-related disease.”



Agenda

Time	Topic
9:00AM	Welcome, Agenda Overview, Announcements
9:15AM	Concept Mapping and Project Details
9:35AM	Project Results: The Concept Map
10:05AM	Ratings and Subgroup Comparisons
10:20AM	Break
10:30AM	Cluster by Cluster Comparisons: Go-Zones
10:50AM	Discussion Sessions -Recommendations for Prioritization
11:45AM	Planning for Recommendations Development -Work Group Formation -Upcoming Meetings/Timeline -All Day Work Session
12:00PM	Adjourn



Overview of Concept Mapping Steps



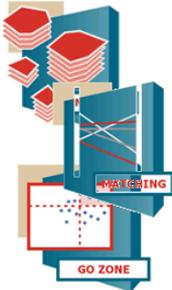
Planning: Planners and key issue advisors developed a *focus prompt* and *identified participants*



Idea Generation: Communities of interest and expertise were identified, and responded with *brainstormed* ideas



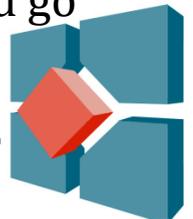
Structuring: Communities of interest and expertise *sorted and rated* the results of the idea development, authoring the structure and value domain of the issue



Representation: CSI computed the *maps, pattern matches and "go zones,"* and prepared them for interpretation



Interpretation and Use: *Strategies and tactics for action* will follow directly from the *interpretation* of the results. Pattern matches and go zones will help to build consensus on action.

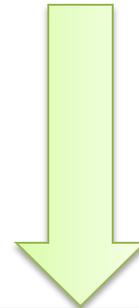


Defining the Issue



Specific Aim:

- Use the concept mapping process to identify specific recommendations for the Governor and executive state agencies to promote health and to prevent chronic and lifestyle-related diseases statewide.



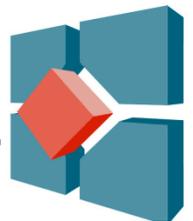
“To promote healthy lifestyles and prevent chronic and lifestyle-related disease in Delaware, a specific thing that needs to happen is...”



Identifying Key Informants



- Over 650 participants were invited to brainstorm online, including:
 - Council members
 - Medical and healthcare professionals
 - State employees
 - Researchers and educators
 - Community advocates and outreach coordinators
 - Food and agriculture manufacturers
 - Public relations and media representatives
- A subset (73) of these individuals were later invited to sort the ideas.
- All participants were later invited to rate the ideas on importance and feasibility.



Eliciting Knowledge and Opinion



- Council meeting brainstorming session: 2/15/11
- Online brainstorming session: 2/24/11-3/23/11
(264 website visits)

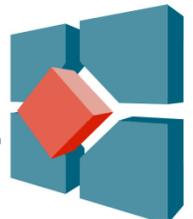
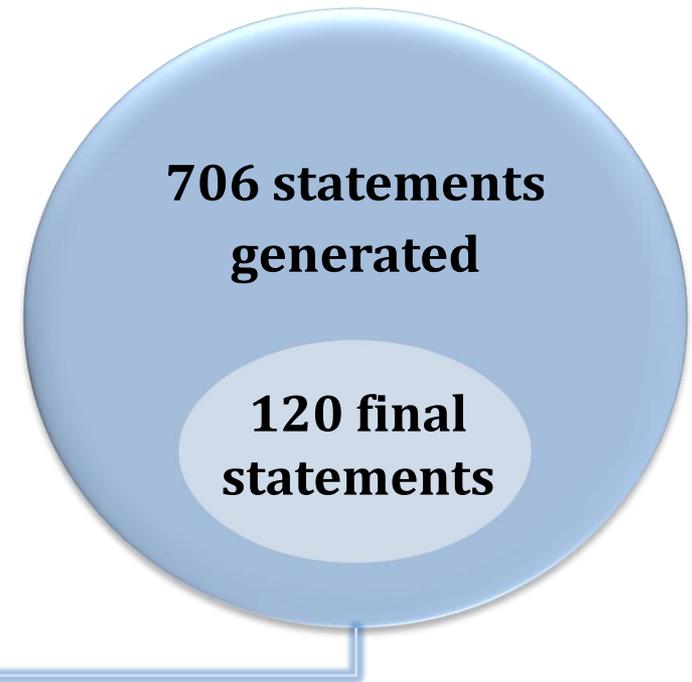
require nutritional labeling on menus at restaurants and fast food establishments. (3)

ensure early screening for early detection to prevent or delay chronic illnesses. (49)

promote better insurance coverage for evidence-based pharmacological interventions. (60)

encourage communities with “free spaces” to create community gardens. (85)

make assisted exercise programs available, at no cost or very low cost, to people with disabilities. (105)



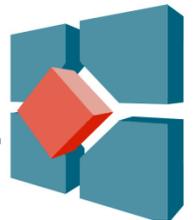
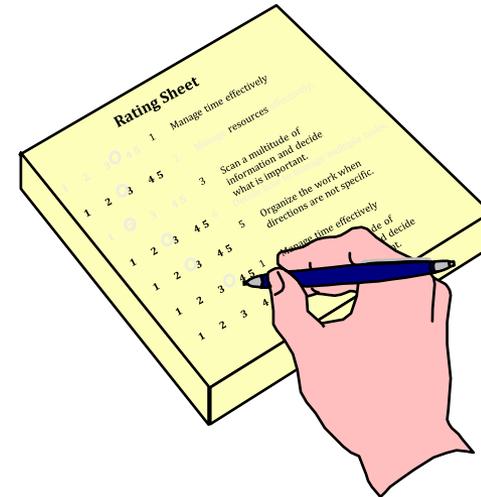
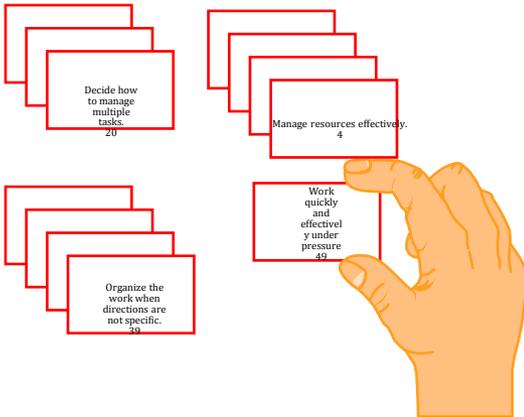
Organizing Knowledge and Opinion



120 statements
were sorted into
groups



Each statement was
rated twice
(Importance & Feasibility)



Organizing Knowledge and Opinion

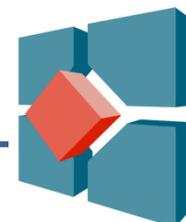
Online Sorting and Rating: 4/19/11 – 5/16/11

- **23 participants of the 73 invited (32%)** completed the conceptual sorting of the ideas for analysis.
- **103 participants of the 687 invited (15%)** contributed their input on the Importance ratings.
- **85 participants of the 687 invited (12%)** contributed their input on the Feasibility ratings.

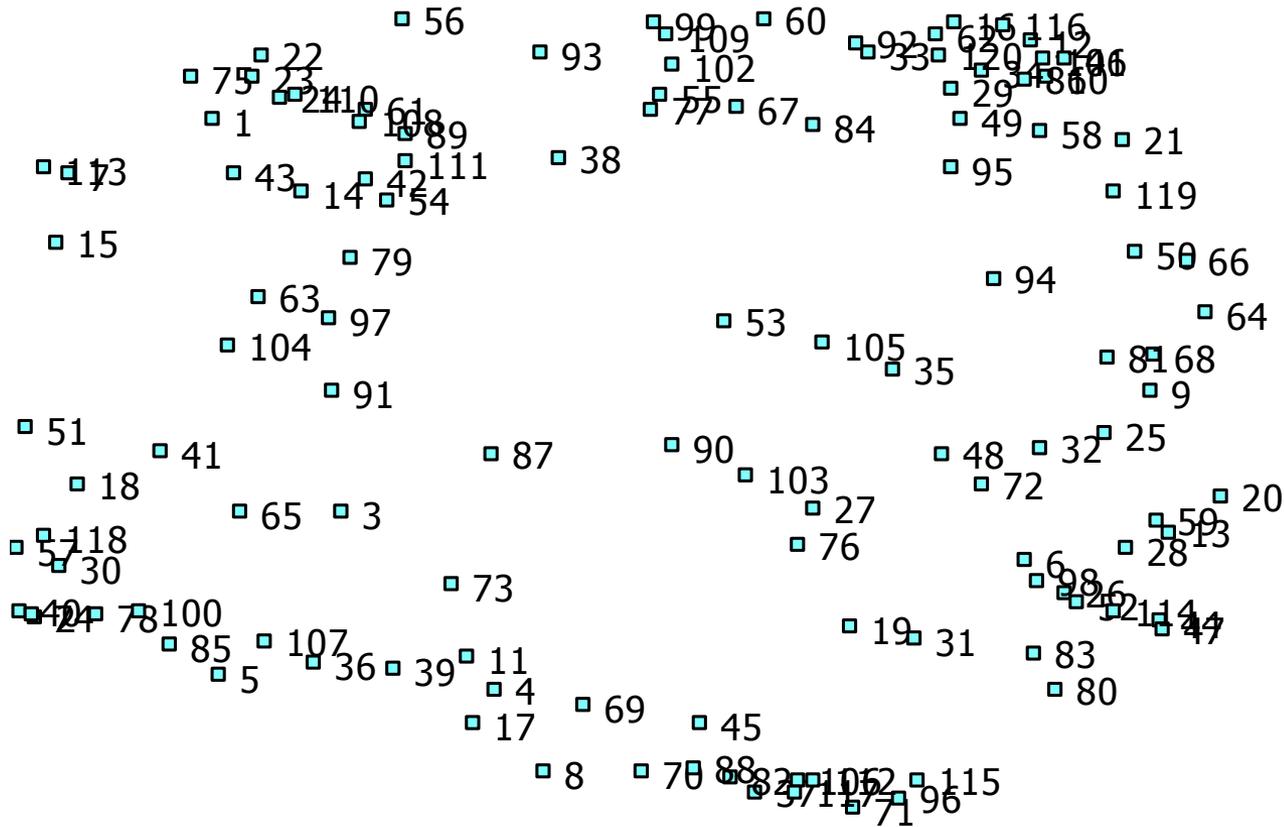


Building the Results

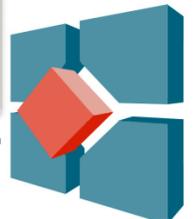
- The Raw Materials:
 - Statements
 - Sort Input from each participant
 - Rate Input from each participant
- The Tools
 - Aggregation of Sort Data
 - Similarity Matrix
 - Multidimensional Scaling
 - Cluster Analysis



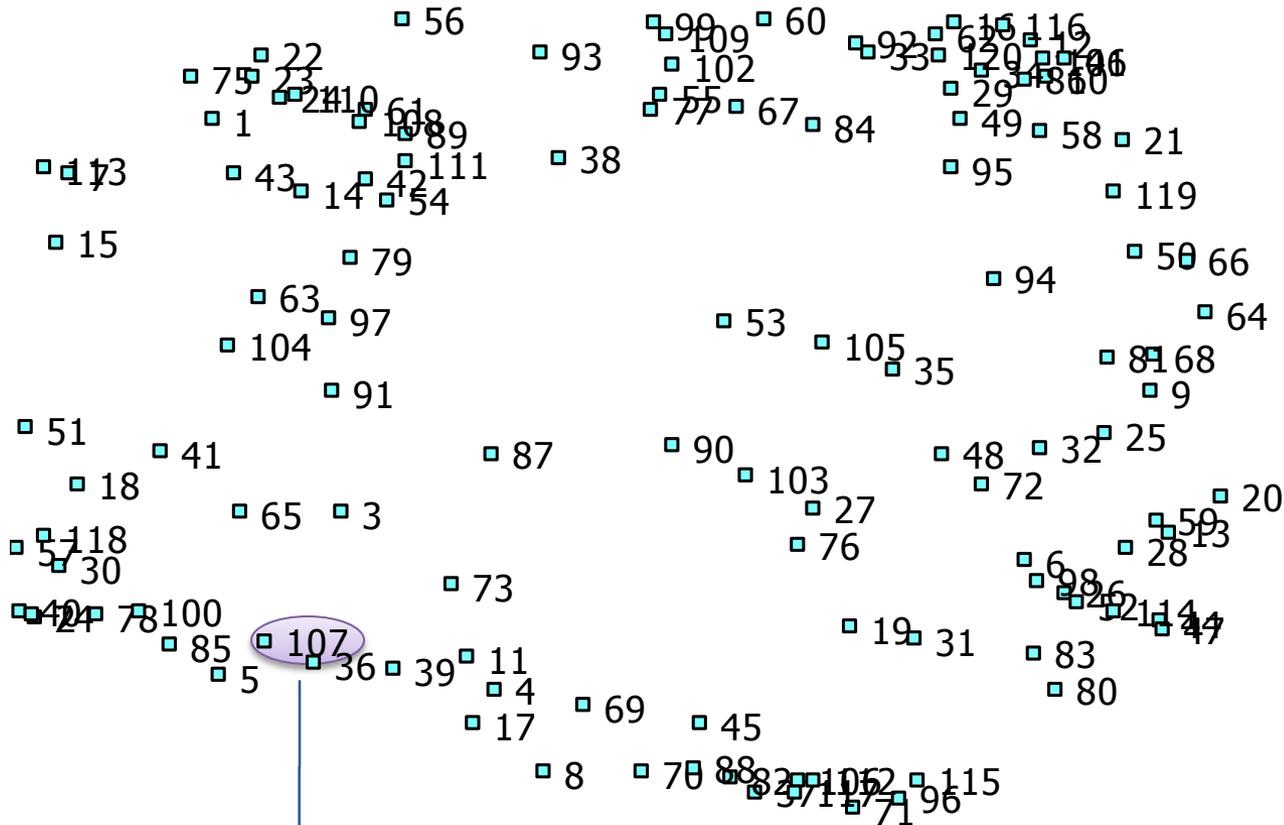
This point map shows all of the ideas in relation to one another...



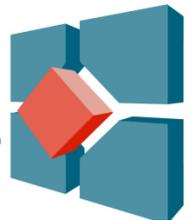
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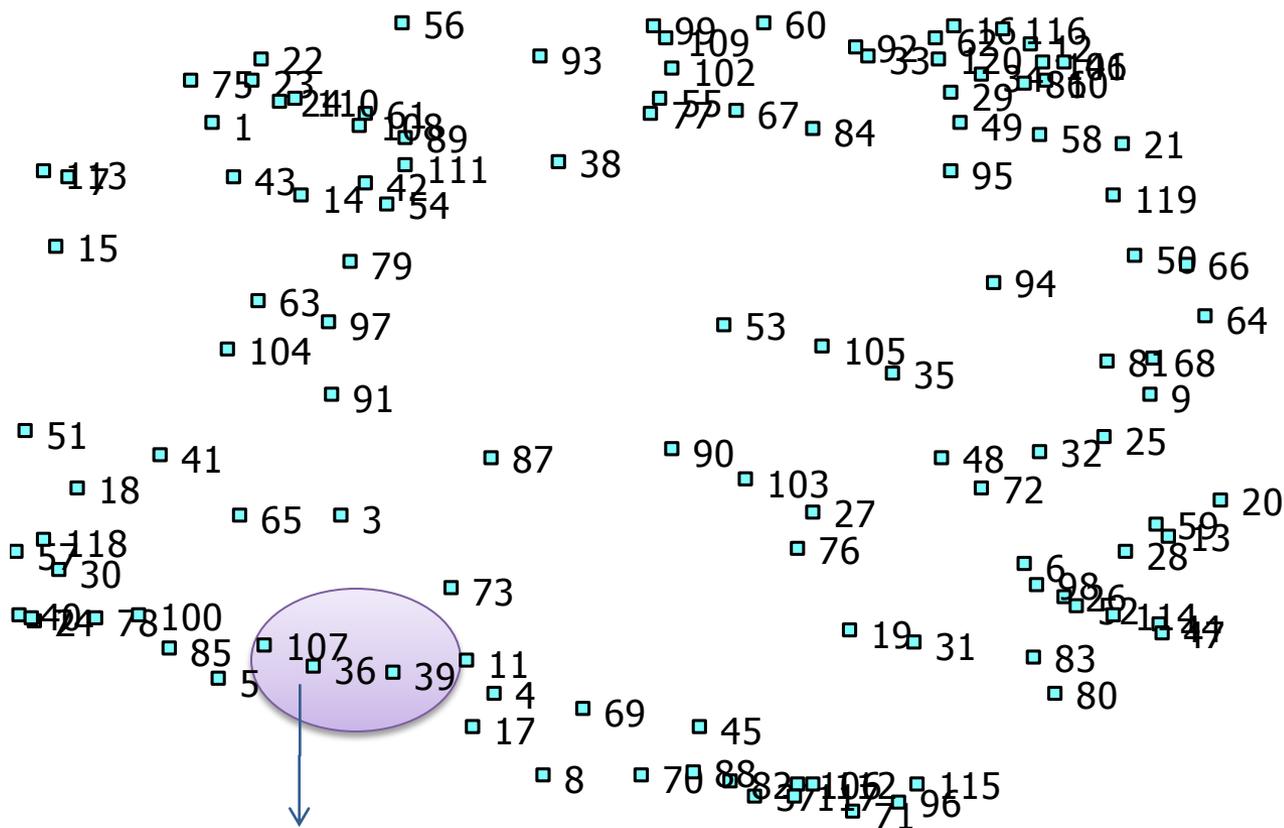
Each point represents one of the brainstormed ideas.



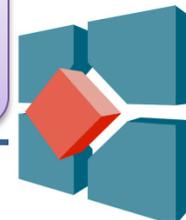
make nutritious foods, especially fruits and vegetables, affordable and available to all residents. (107)



Conceptually similar ideas appear closer together.



partner with farming communities to establish more fresh fruit and vegetable stands. (36)
work with food manufacturers in Delaware to improve the nutritional quality of their products. (39)
make nutritious foods, especially fruits and vegetables, affordable and available to all residents. (107)

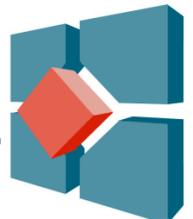
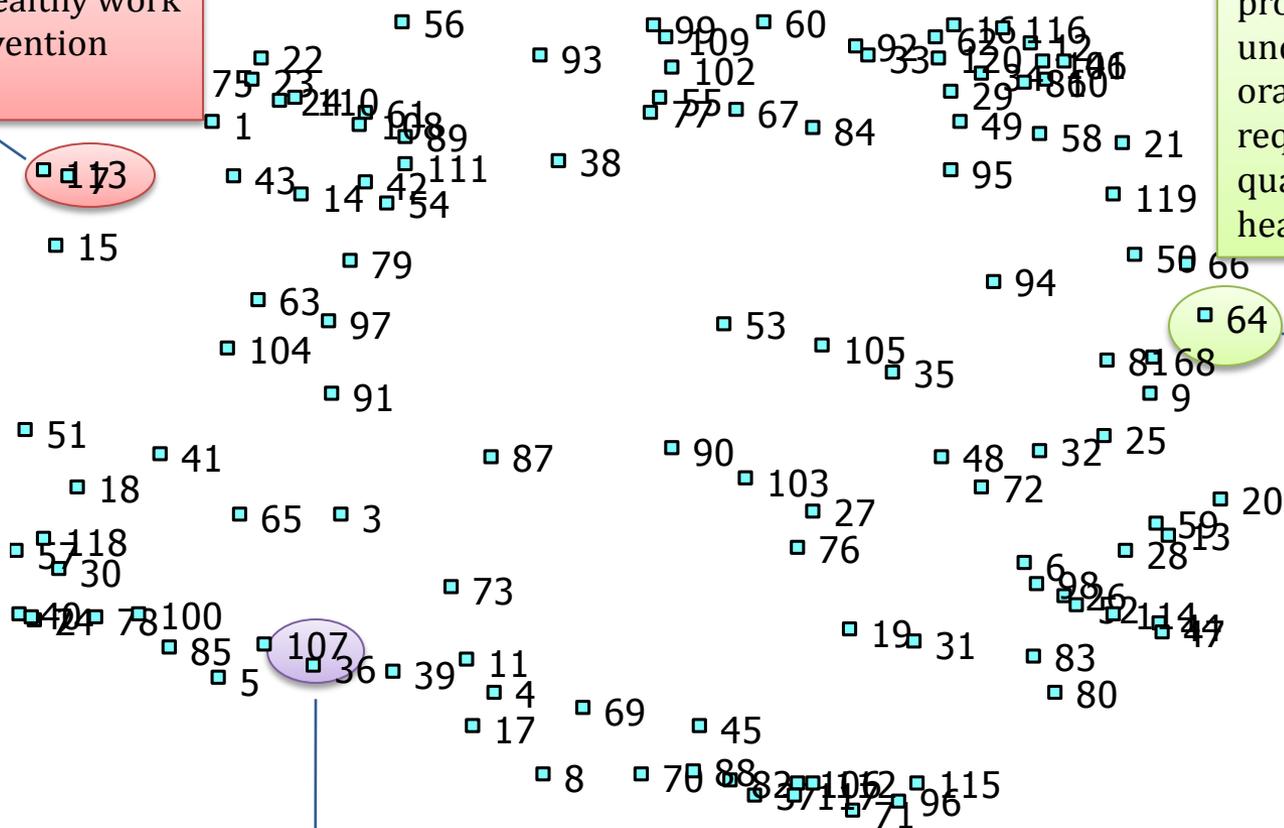


Conceptually *different* ideas appear farther apart.

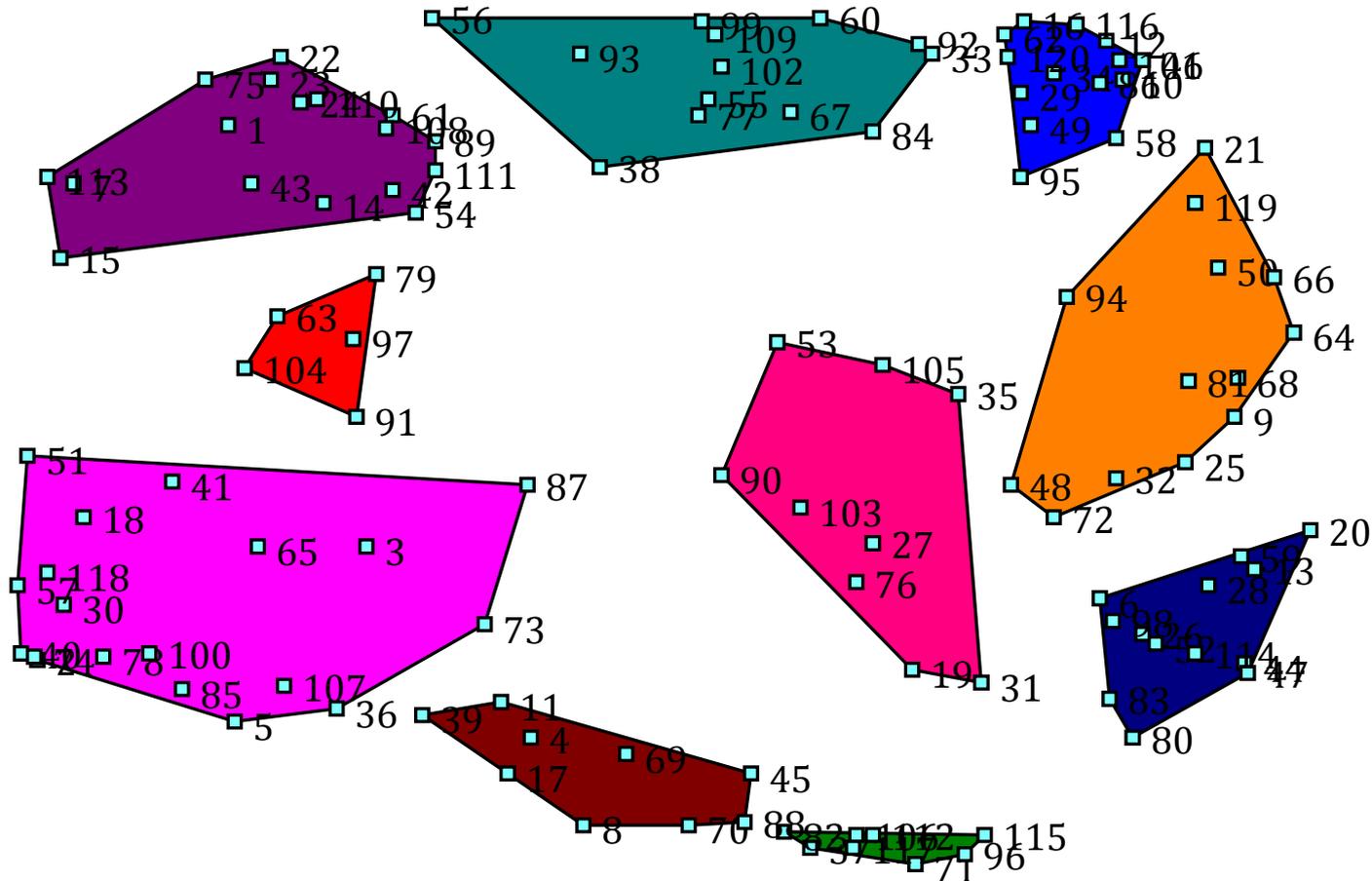
have employers as leaders in support of healthy work places and prevention efforts. (113)

promote the understanding that oral health conditions require the same quality of care as other health conditions. (64)

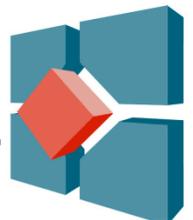
make nutritious foods, especially fruits and vegetables, affordable and available to all residents. (107)



The ideas are organized into groups...



...so that similar ideas can be considered in a shared conceptual structure.



Support Integrated Consistent Care (1 of 2)

promote early and adequate preparation and transition of care for children, adolescents, and adults with disabilities and/or special health care needs. (10)

enhance the capacity of providers to help individuals with disabilities and/or special healthcare needs protect their own health and minimize secondary health conditions. (12)

ensure that evidence-based practices are consistent across the state so that all people receive the best possible care. (16)

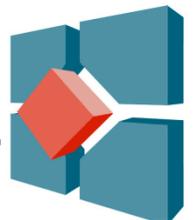
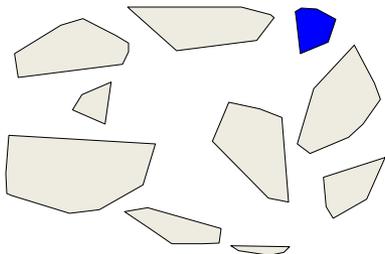
increase accessibility to and promotion of primary care through Federally Qualified Health Centers (FQHCs). (29)

assure a medical home for all Delawareans. (34)

create a clear and consistent referral pathway for providers when mental health needs are detected. (46)

ensure early screening for early detection to prevent or delay chronic illnesses. (49)

promote mental health screening, especially for depression. (58)



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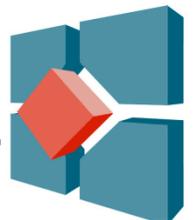
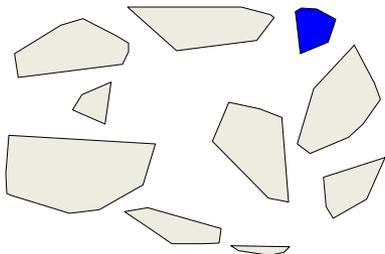
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Support Integrated Consistent Care (2 of 2)

create incentives for physicians to identify patients with gaps in care and provide targeted, preventive outreach to address their needs before they incur high medical costs. (62)

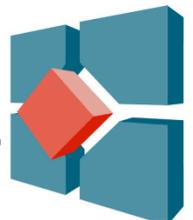
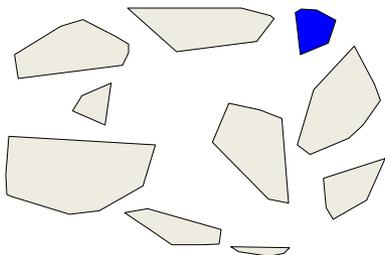
increase co-location of health, mental health, and nutrition services in primary care sites. (86)

allow all Delawareans to have access to a health coordinator who will coordinate a person's care (breaking down barriers to healthy living, and encouraging preventive tests and screenings.) (95)

develop more choices of adult and pediatric mental health providers. (101)

reduce Delaware's shortage of primary care physicians, health professionals, and dentists in Kent and Sussex counties and parts of Wilmington by offering incentives for early career healthcare professionals to practice in underserved areas. (116)

give pediatricians the financial support to focus specific visits for parents of children ages 2-5 on planning meals, establishing a family meal pattern, and the importance of consistent sleep patterns. (120)



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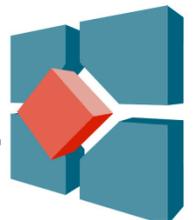
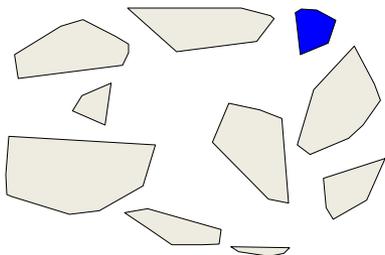
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Increase Access to Coverage for Prevention and Care

address limitations, gaps, and other barriers in Medicaid and Medicare coverage, S-CHIP, and private health insurance companies that prevent individuals with disabilities from receiving quality healthcare. (33)

provide discounts similar to safe driving programs for healthy behaviors. (38)

require universal coverage of preventive health promotion and dental services and products. (55)

encourage the State and all Delaware employers to implement value-based benefit policies for employees and Medicaid recipients. (56)

promote better insurance coverage for evidence-based pharmacological interventions. (60)

include obesity prevention and treatment services, and nutrition and exercise counseling in state Medicaid EP SDT coverage. (67)

develop funding opportunities for community hospitals to establish Wellness Centers. (77)

promote the use of sliding scales and adjustable fees for health and wellness activities for low-income Delawareans, including those with disabilities. (84)

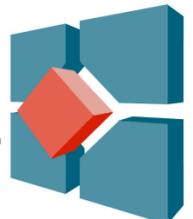
use technology to connect all medical providers, pharmacies, labs, clinics, imagers and hospitals in Delaware. (92)

institute insurance coverage for smoking cessation. (93)

fix the disparity between reimbursement for evaluation and management (primary care and prevention) and intensive, invasive procedures. (99)

increase tax incentives to health care facilities to make the necessary modifications to allow for broader access. (102)

get insurance companies to reward providers and subscribers for prevention activities. (109)



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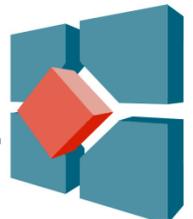
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Develop Policy and Funding (1 of 2)

create disincentives, such as taxes on high energy dense foods and sugar drinks. (1)

provide incentives for employers to establish, or in many cases re-establish, employee health promotion and wellness programs. (7)

adopt a statewide policy to prohibit smoking within a specified area near the entrances of any public building. (14)

provide incentives to businesses that supply low cost healthy options to consumers. (15)

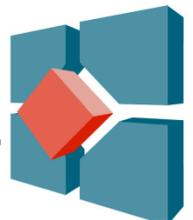
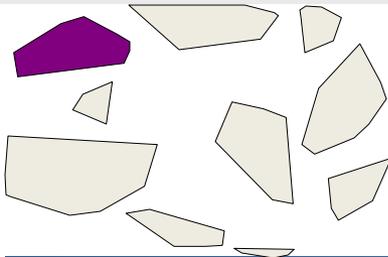
increase excise taxes on tobacco products other than cigarettes, such as smokeless tobacco, little cigars, cigarillos, and cigars. (22)

provide tax incentives for restaurants to offer affordable and healthy menus. (23)

establish statewide food and vending guidelines. (24)

prohibit advertising to children under age 8. (42)

encourage the State of Delaware to set the example for workplaces by implementing prevention and wellness policies throughout state agencies. (43)



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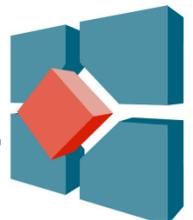
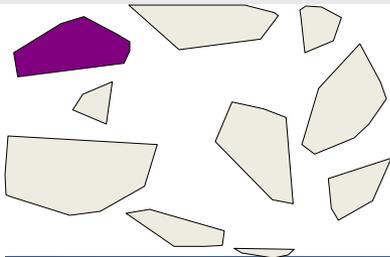
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Develop Policy and Funding (2 of 2)

ensure that funds from the Delaware Health Fund (Tobacco Master Settlement money) are used for what they were intended, and that tobacco prevention is the top priority for Health Fund dollars. (54)

realign resources so that high priority health issues can be addressed even during a financial crisis. (61)

support policy changes that encourage worksites to allow employees to exercise onsite or to attend onsite health programs and classes. (75)

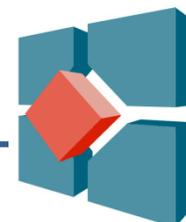
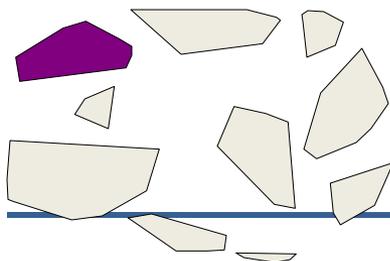
find funding for the objectives already identified in the Cancer Plan, Impact Plan and HEAL Plan. (89)

provide adequate resources and staffing within the state agencies to develop physical activity, nutrition, and obesity prevention strategies. (108)

earmark revenue and excise taxes from sweetened drinks and tobacco products, at least partially, to fund health promotion and disease prevention efforts. (110)

break down barriers to allow for a pooling of funds from public, private and nonprofit organizations to maximize the effectiveness and coordination of healthy living campaigns and programs. (111)

have employers as leaders in support of healthy work places and prevention efforts. (113)



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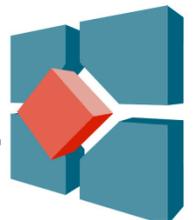
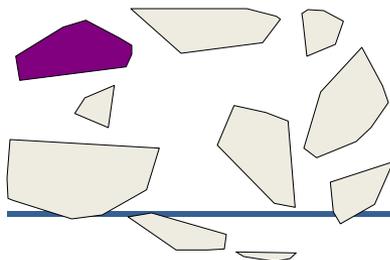
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Evaluate Effective Outcomes

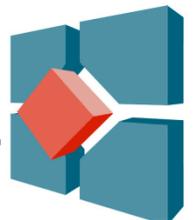
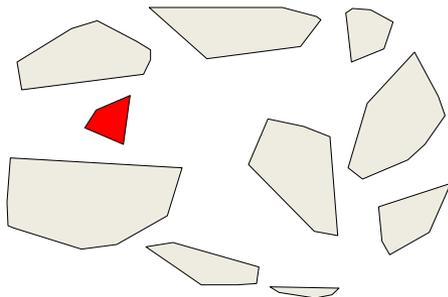
evaluate the effectiveness of current programs. (63)

identify and evaluate factors that enhance and prohibit the success of any program for sustainability. (79)

establish measurable, short and long term objectives to ensure that community based, state funded projects for chronic disease and health promotion are accountable. (91)

conduct research and dialogue with target populations to determine what motivates them to change eating and physical activity habits, and then use this information to develop new approaches to promote healthy behaviors. (97)

develop social support systems in workplaces and communities for people trying to change their behaviors. (104)



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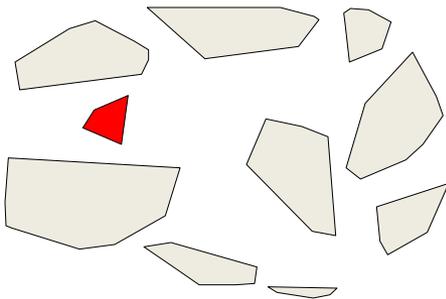
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Create an Environment that Supports Healthy Choices (1 of 2)

create multi-use and well connected developments that encourage residents to walk for shopping, visiting and recreational opportunities, and to use parks and open spaces. (2)

require nutritional labeling on menus at restaurants and fast food establishments. (3)

keep school facilities open after school hours for community residents to use for physical activity and recreation. (5)

require new developments to support state growth strategies. (18)

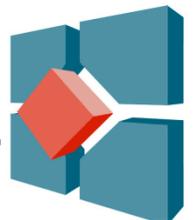
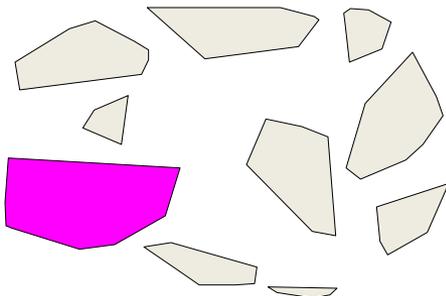
fully implement a Complete Streets policy statewide, that plans and encourages multi-use streets and neighborhoods. (30)

partner with farming communities to establish more fresh fruit and vegetable stands. (36)

improve infrastructure, including public transportation, throughout southern Delaware to provide access to public resources like pools, sidewalks, and schools which could be used for activities. (40)

reduce exposure to environmental toxins. (41)

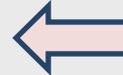
provide an incentive for county and municipal governments to approve land use that is consistent with comprehensive plans and existing zoning. (51)



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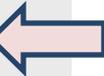
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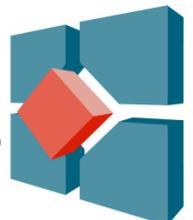
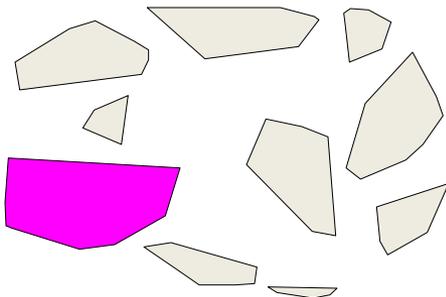
partner with farming communities to establish more fresh fruit and vegetable stands. (36)

improve infrastructure, including public transportation, throughout southern Delaware to provide access to public resources like pools, sidewalks, and schools which could be used for activities. (40)



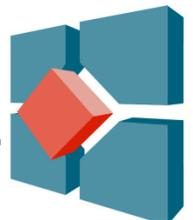
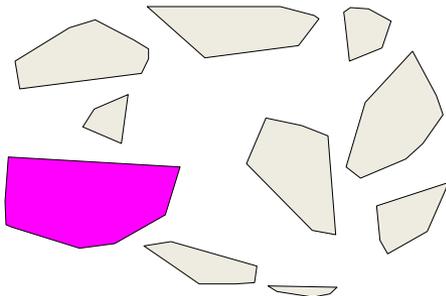
reduce exposure to environmental toxins. (41)

provide an incentive for county and municipal governments to approve land use that is consistent with comprehensive plans and existing zoning. (51)



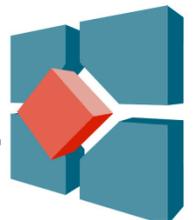
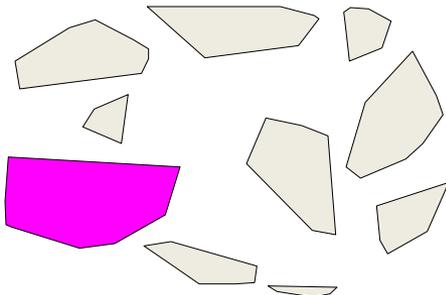
Create an Environment that Supports Healthy Choices (2 of 2)

- ensure the consideration of environmental and health impact in future municipality development. (57)
- support social and recreational programs and initiatives in the community that fully integrate persons with disabilities. (65)
- encourage the development or support for young adult and adult athletic competitions or programs, including Senior Olympics. (73)
- create safe outdoor environments. (74)
- increase opportunities for physical activity in rural areas of the state. (78)
- encourage communities with "free spaces" to create community gardens. (85)
- develop a Healthy Communities Award for communities or municipalities that meet criteria for increased interventions, laws or policies to promote health. (87)
- create locations where free and safe exercise options exist, with staff that can help individuals start, develop and maintain healthy, active lifestyles. (100)
- make nutritious foods, especially fresh fruits and vegetables, affordable and available to all residents. (107)
- develop a statewide trail system with trails to schools, parks and activity centers. (118)



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Make Healthy Food Available

work with restaurants to consider the special dietary needs of people with diabetes, such as providing the option of having whole-grain breads on sandwiches. (4)

offer only healthy foods in schools and at school related events. (8)

promote healthy foods in vending machines and at sporting venues across the state. (11)

educate fast food establishments on the importance of providing healthier food and drink items on their menus that are price point competitive with healthier choices. (17)

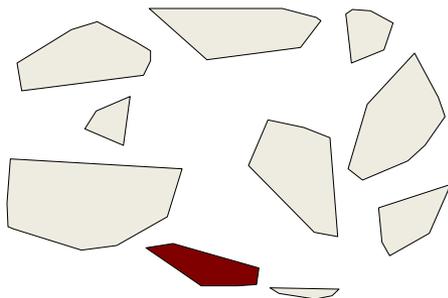
work with food manufacturers in Delaware to improve the nutritional quality of their products. (39)

track the body mass indexes (BMIs) of all school age children using a system similar to that used for vaccination tracking. (45)

ensure that food standards are met in places where children spend their time, such as schools and child care facilities. (69)

support school nutrition programs by providing funding to train cafeteria staff in nutrition. (70)

ensure that school wellness programs include nutritional services provided by licensed nutrition professionals that meet minimum education and certification requirements. (88)



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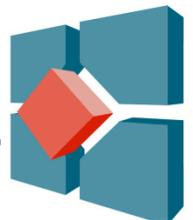
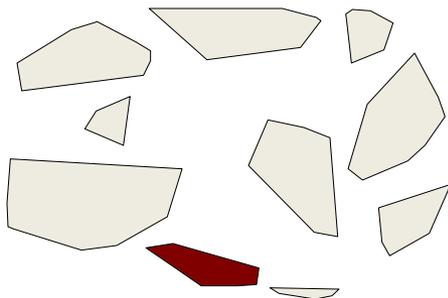
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Focus on Schools

require that physical activity and wellness programs be major components of all pre-school and secondary school experiences. (37)

make nutrition education and healthy lifestyles a standard part of the education curriculum for early childcare, elementary, middle and high school students. (71)

include structured recess as a part of the school day for every child. (82)

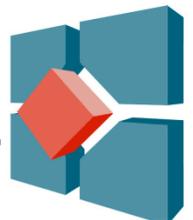
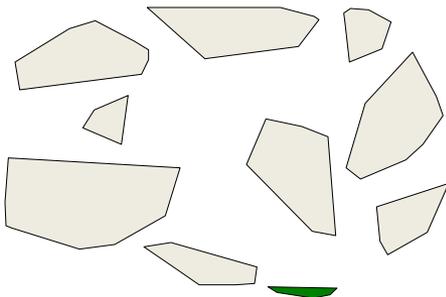
create school curricula that use healthy living as their unifying concept. (96)

increase the emphasis on quality health and physical education programs in schools, and include these content areas in state assessments. (106)

include an optional physical education program in schools for children who are overweight or obese, similar to the successful "PE for ME" program in California. (112)

provide continuing education for teachers that focuses on being positive, healthy role models for students. (115)

give children the opportunity to learn about many different types of exercise in physical education courses so that they can find an area in which they flourish. (117)



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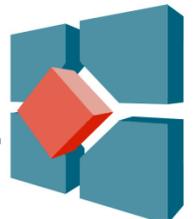
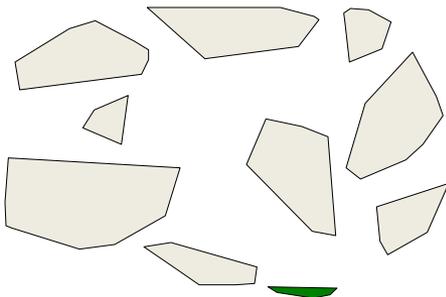
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Educate for Health (1 of 2)

create a campaign to promote breastfeeding and to increase the support for breastfeeding mothers in the workplace. (6)

consider cultural differences in approaches to health promotion. (13)

articulate the view that weight issues and obesity are conditions for which help, not ridicule, needs to be offered. (20)

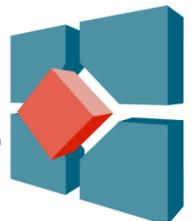
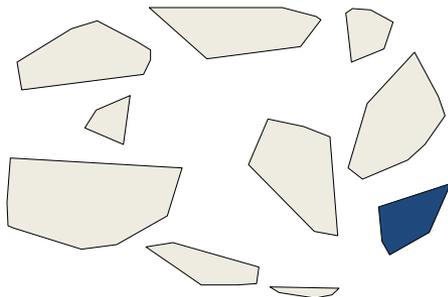
use existing guidelines for physical activity and nutrition in health promotion messages, such as the Dietary Guidelines for Americans. (26)

develop and implement a Statewide, targeted, culturally appropriate social marketing campaign to promote healthy lifestyles and prevent chronic and lifestyle-related disease. (28)

improve health literacy, so that people know their bodies and understand how what happens now will affect their health later. (44)

support public education so that patients realize that "symptom free" does not mean "disease free." (47)

encourage parents, guardians, teachers and caregivers to help children and teens make healthy lifestyle choices. (52)



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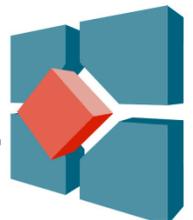
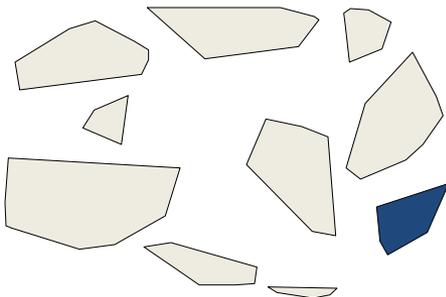
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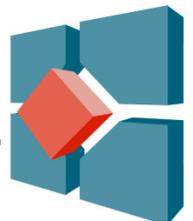
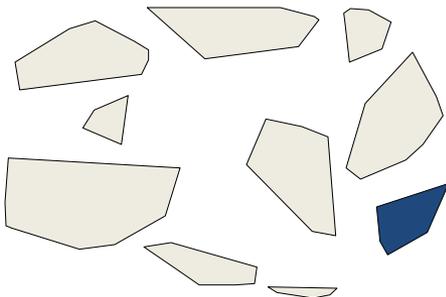
take into account ranges of health literacy/numeracy and cognitive skills in any print, media and group educational initiatives. (59)

include more health content (stress management, nutrition, obesity prevention, health literacy) in continuing and adult education programs. (80)

provide positive education about healthy sexuality and sexual behaviors. (83)

educate parents and parents-to-be about where they can obtain important information to help their children develop healthy habits early on so that they can set an example of healthy lifestyles for their children. (98)

educate the community, through schools, community, healthcare and faith based organizations, on the importance of healthy lifestyles. (114)



Educate for Health (2 of 2)

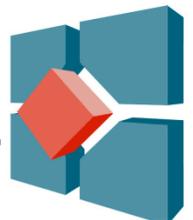
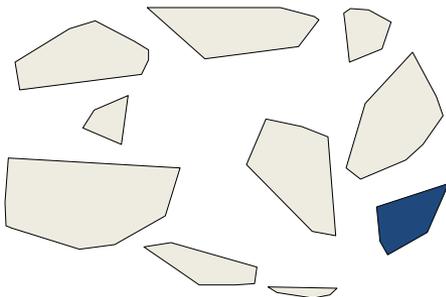
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Take a Whole Person Health Approach (1 of 2)

emphasize healthy lifestyles during preconception and early prenatal care, as pregnancy is the ideal time for women to make healthy changes that can be carried forward throughout their lives and the lives of their families. (9)

train pediatricians in adolescent care, as this population is often neglected or treated as adults by family providers. (21)

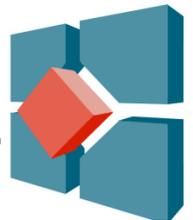
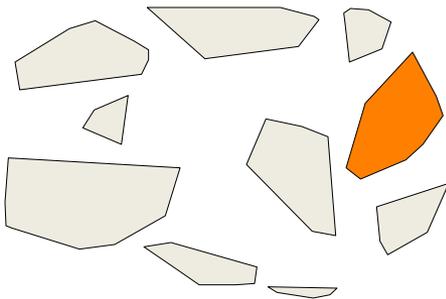
work to reduce stigma associated with disabilities, mental health conditions, and recovery from substance abuse. (25)

when appropriate, incorporate stress management, relaxation, and resilience techniques, and empowerment training and education into health promotion and disease prevention programs. (32)

create a Healthy Living Helpline that can provide callers with community medical resources and healthy living tips. (48)

promote an individualized approach to communicating health information among providers and patients, including those with disabilities and their support persons. (50)

promote the understanding that oral health conditions require the same quality of care as other health conditions. (64)



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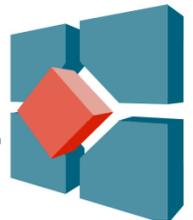
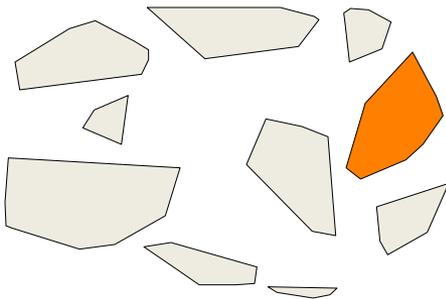
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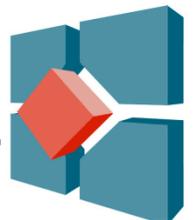
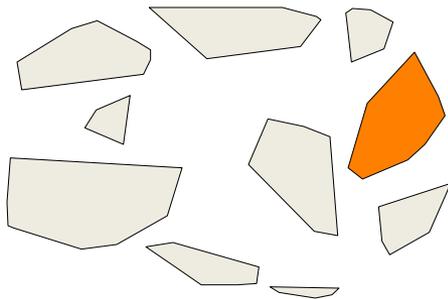
encourage using the postpartum/inter-conception period as a time to improve health prior to subsequent pregnancies, thereby improving the health of families. (68)

have decision makers and key leaders understand and embrace the importance of prevention and valuing health. (72)

extend breastfeeding friendly hospital initiatives to provide education and support for healthy early infant feeding, whether breast or bottle. (81)

expand the role of schools and physicians' offices so that they become wellness hubs for their communities. (94)

provide caregivers and direct support professionals with health and wellness information that is specific to the needs of support persons and caregivers. (119)



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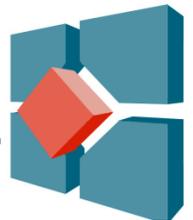
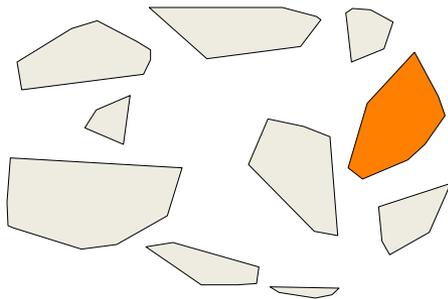
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Build Individual Capacity to Achieve a Healthy Lifestyle

provide targeted technical assistance and support to educate at-risk communities about the importance of healthy foods and how to prepare them. (19)

develop local coalitions and peer groups to address the increase in smoking and tobacco initiation among college-aged and young adults, ages 18-25. (27)

teach parents how to cook healthy and inexpensively. (31)

support more health volunteers in communities. (35)

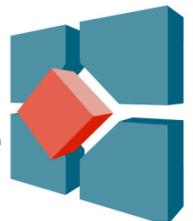
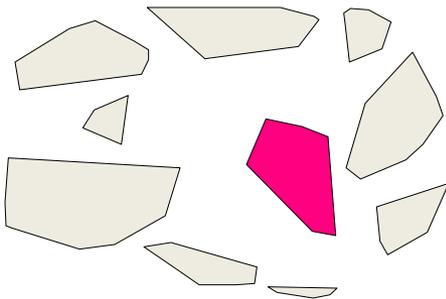
make it easier for everyone to participate in free smoking cessation services, by providing free information and free smoking cessation aids in every drugstore. (53)

promote prevention programs through pre-existing, grassroots groups and organizations. (76)

develop approaches to health promotion that use existing sources of funding. (90)

enhance community outreach from health and academic institutions. (103)

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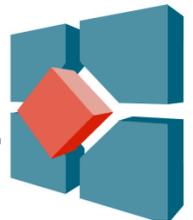
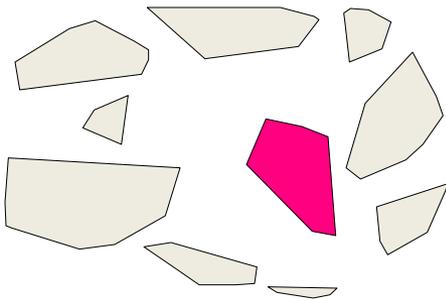
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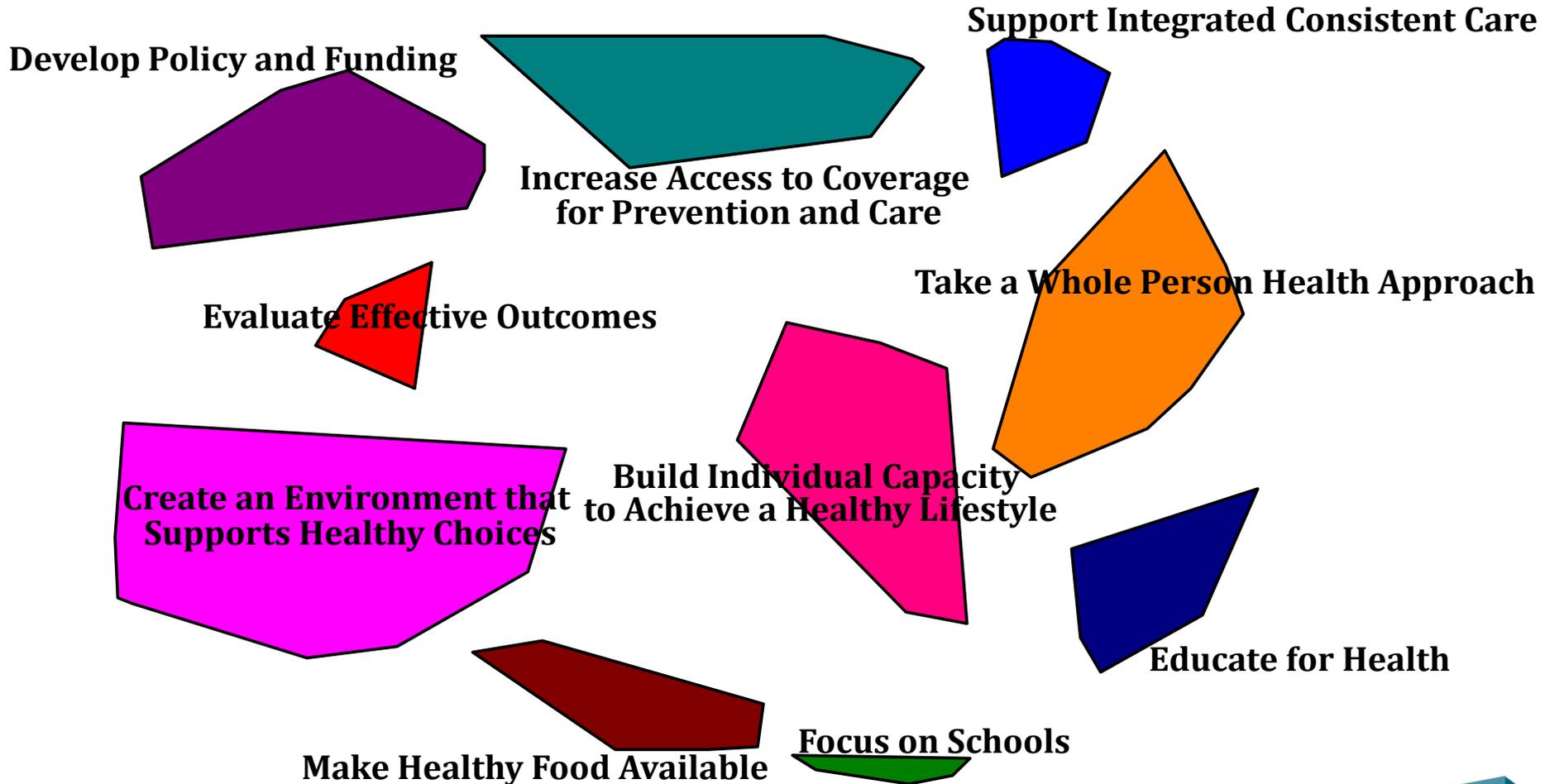
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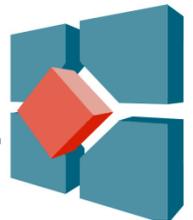
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The Emerging Structure



...contains all of the details and provides a conceptual structure.



Importance Rating

On a scale of 1 to 5, please rate how **important** you think each idea is to promote healthy lifestyles and prevent chronic and lifestyle-related disease in Delaware.

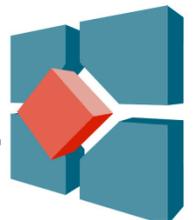
1=relatively unimportant

2=somewhat important

3=moderately important

4=very important

5=extremely important.



Feasibility Rating

On a scale of 1 to 5, please rate how **feasible** you think it is **to do or support** each idea within the next five years.

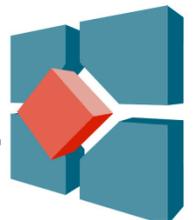
1=not feasible

2=somewhat feasible

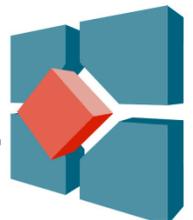
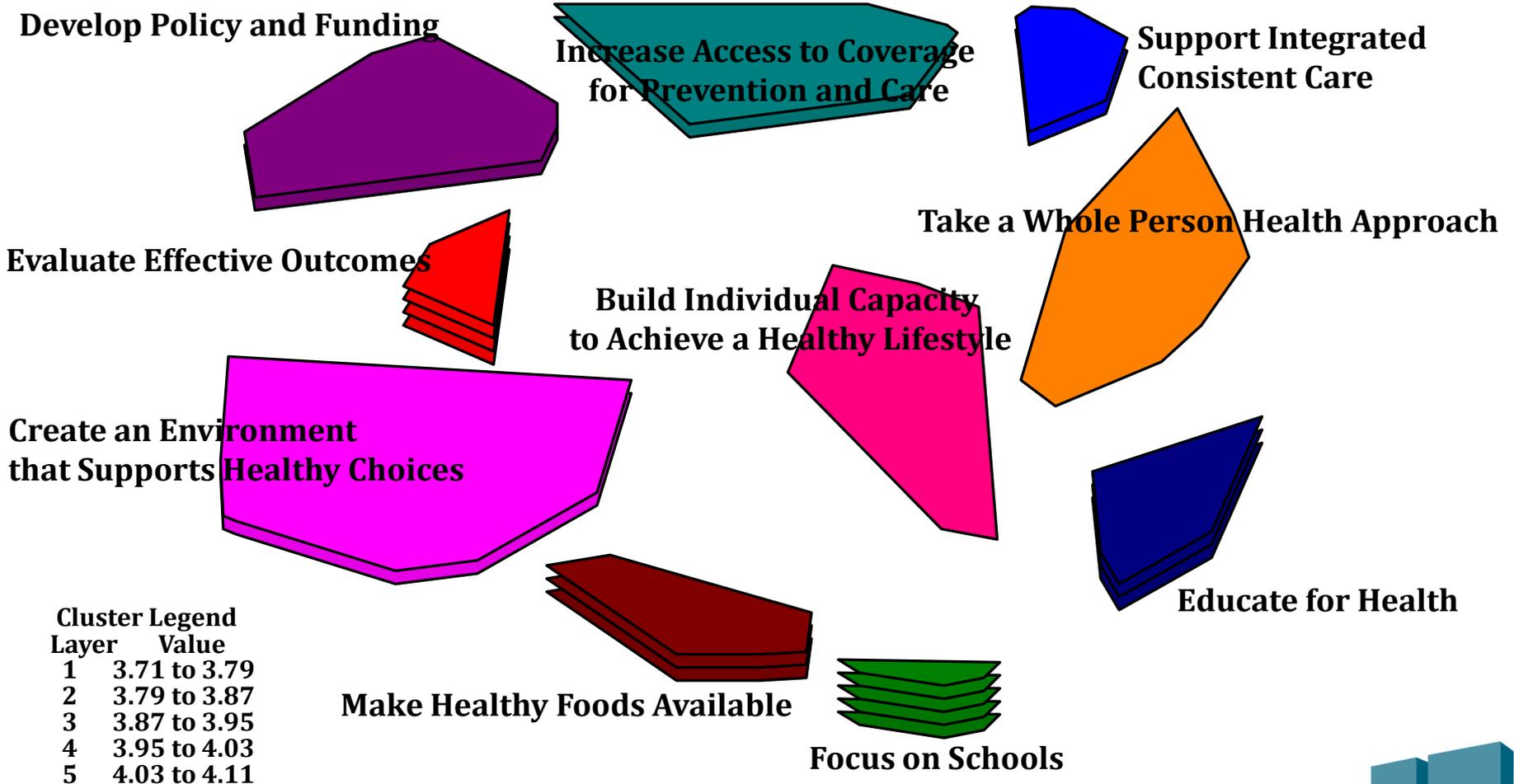
3=feasible

4=very feasible

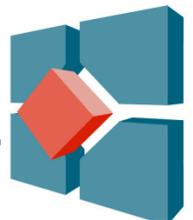
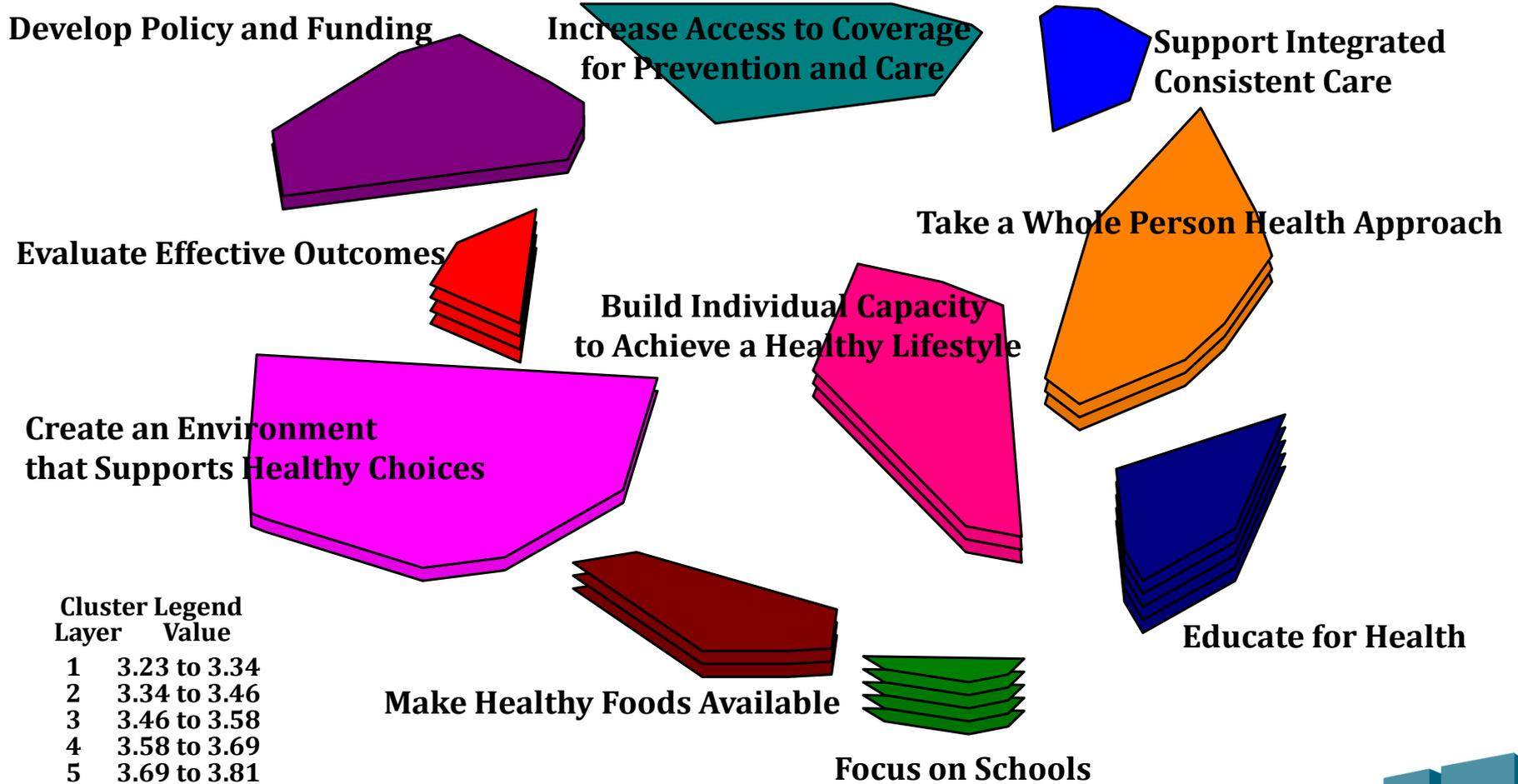
5=extremely feasible or already in practice.



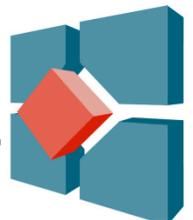
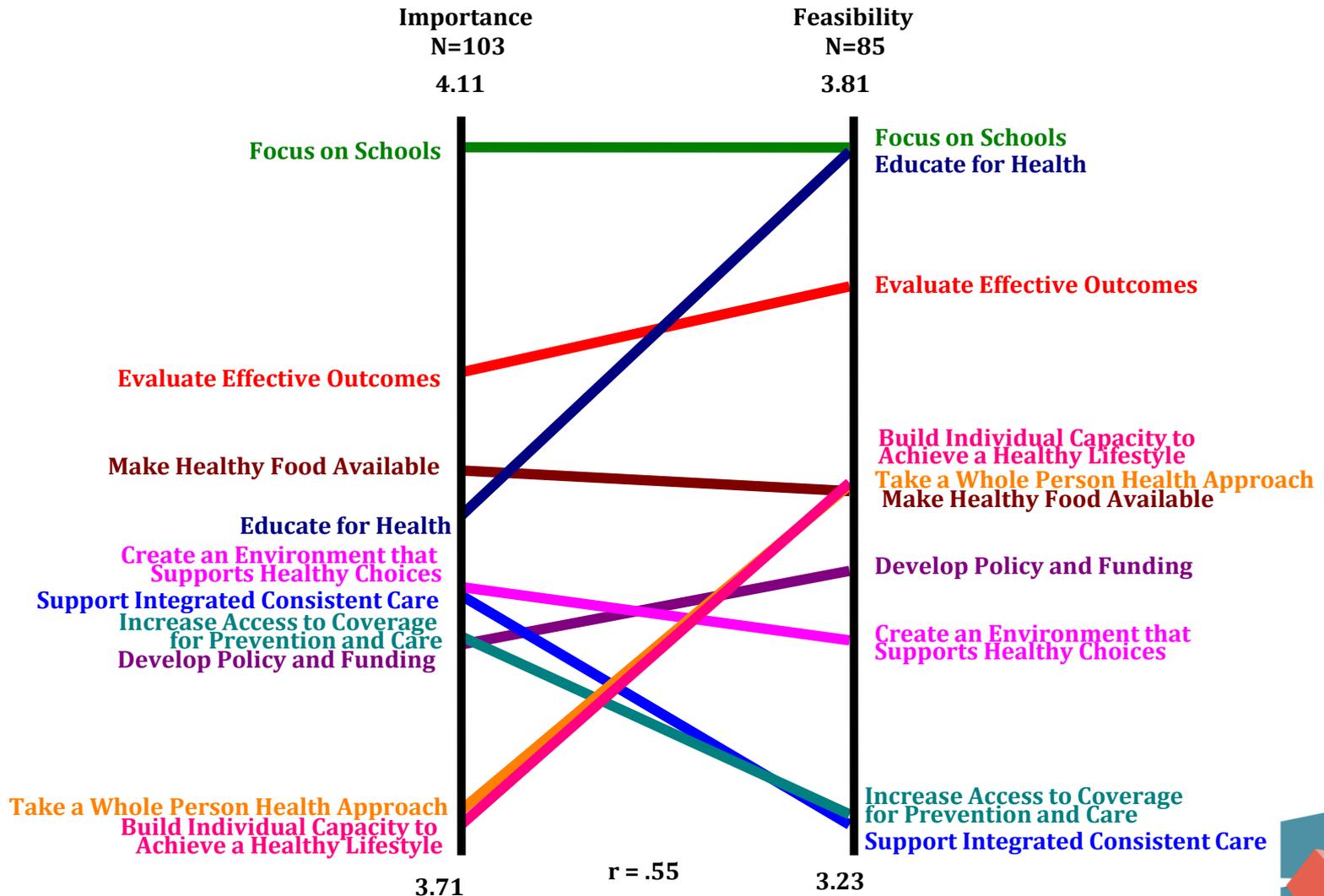
Cluster Rating Map: Importance



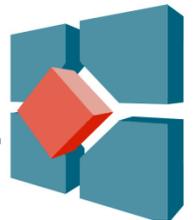
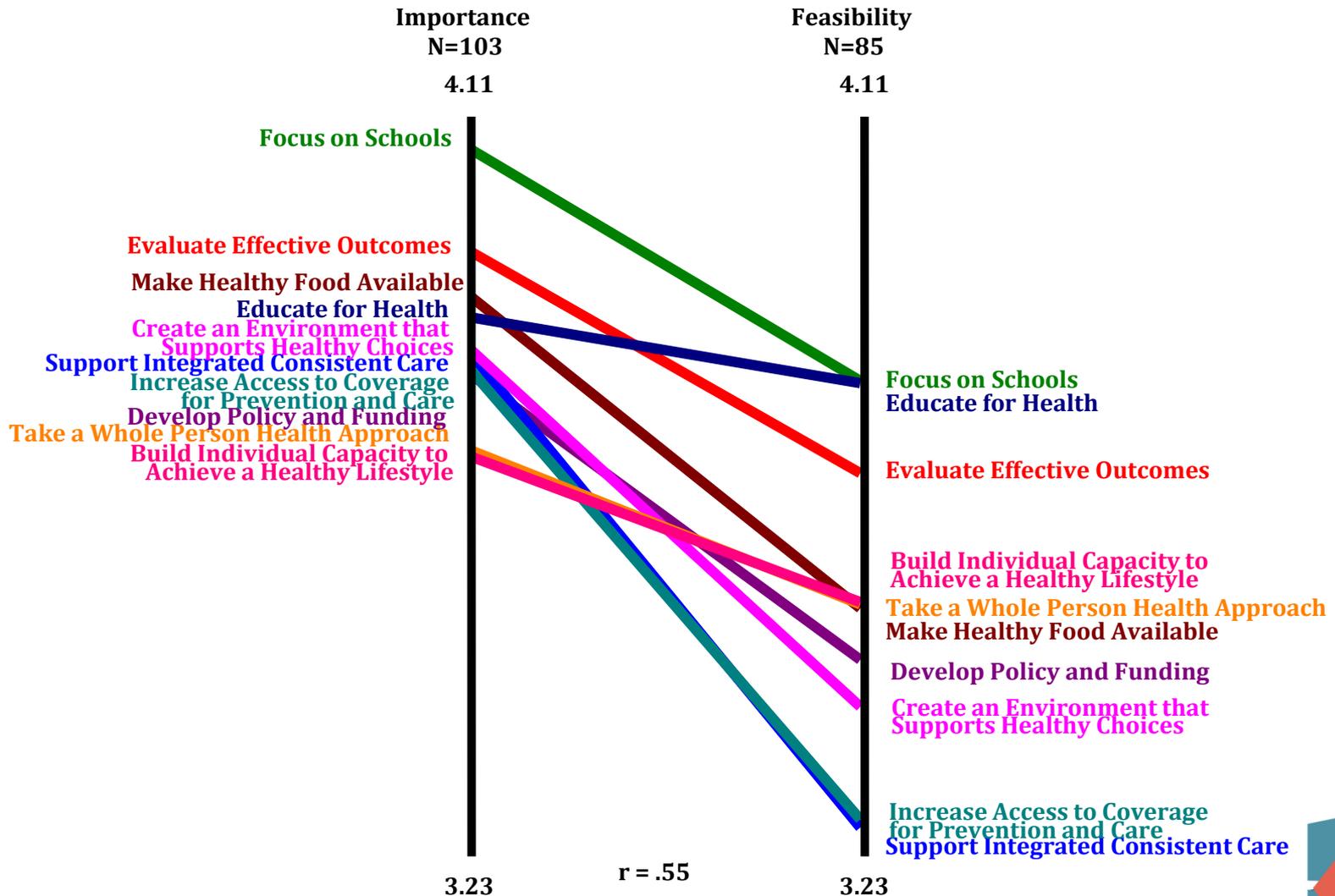
Cluster Rating Map: Feasibility



Importance by Feasibility – All Participants, *Relative*

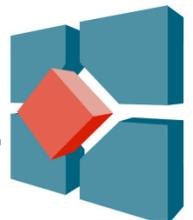
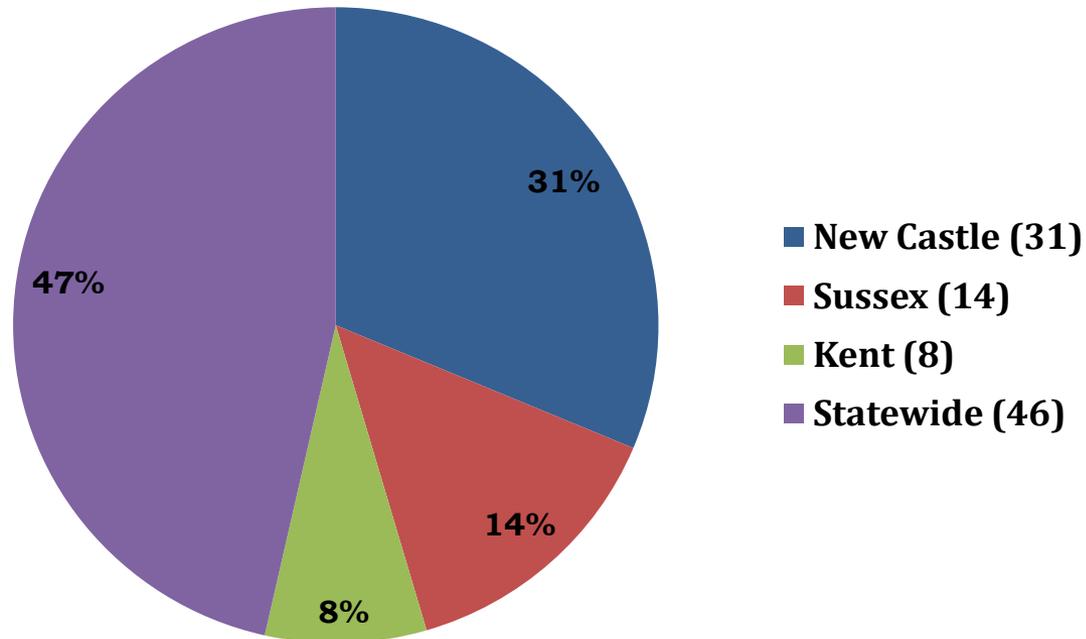


Importance by Feasibility - All Participants, *Absolute*



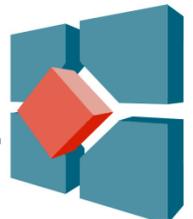
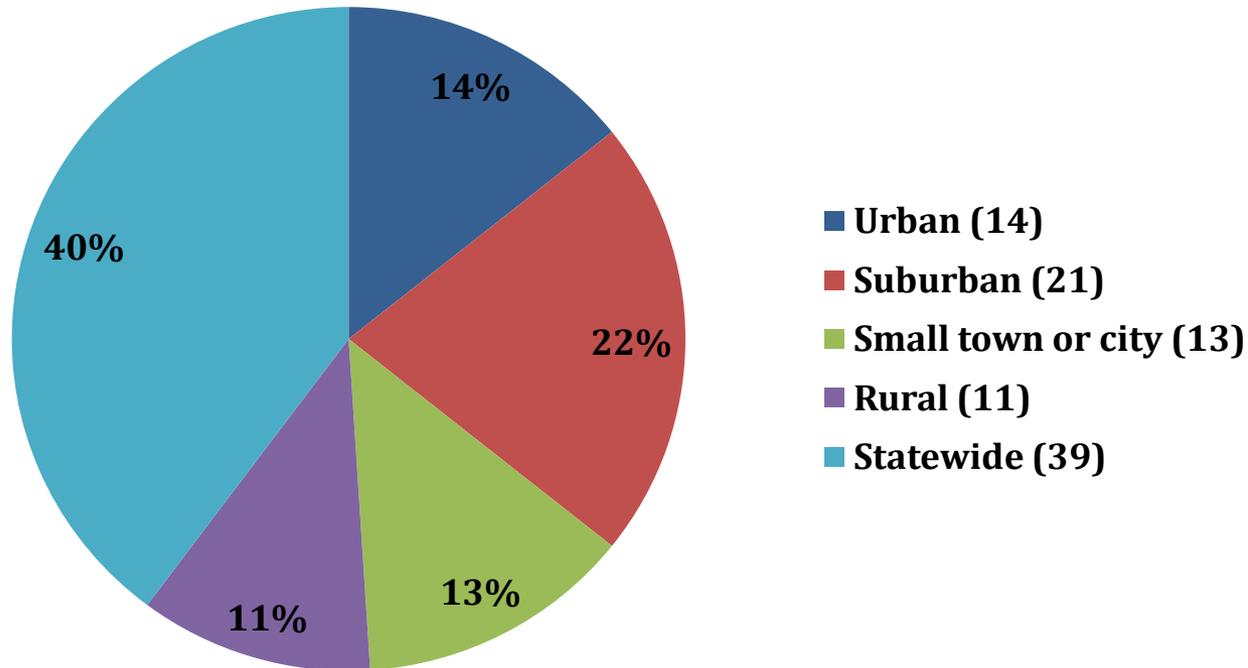
Of those who responded...

Which of the following counties do you associate most closely with in relation to this issue?



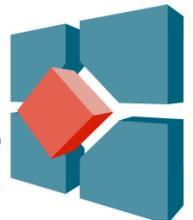
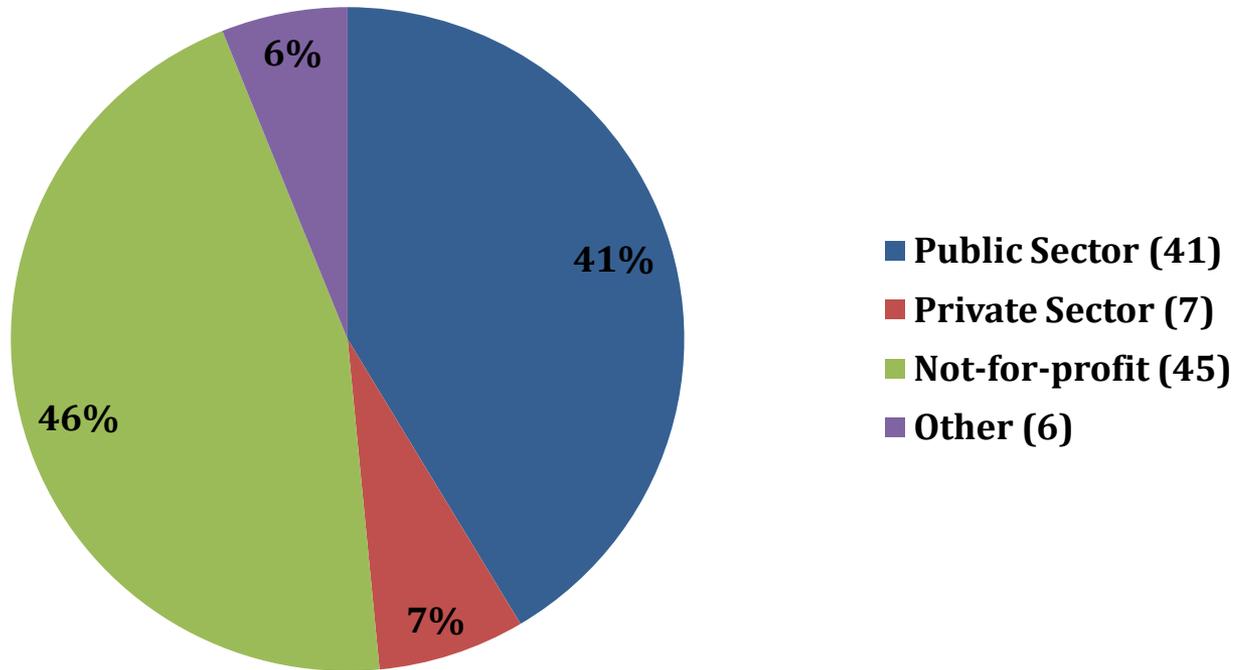
Of those who responded...

Within which of the following geographic areas do you work most closely in relation to this issue?



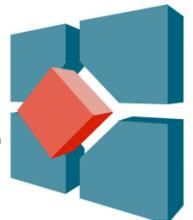
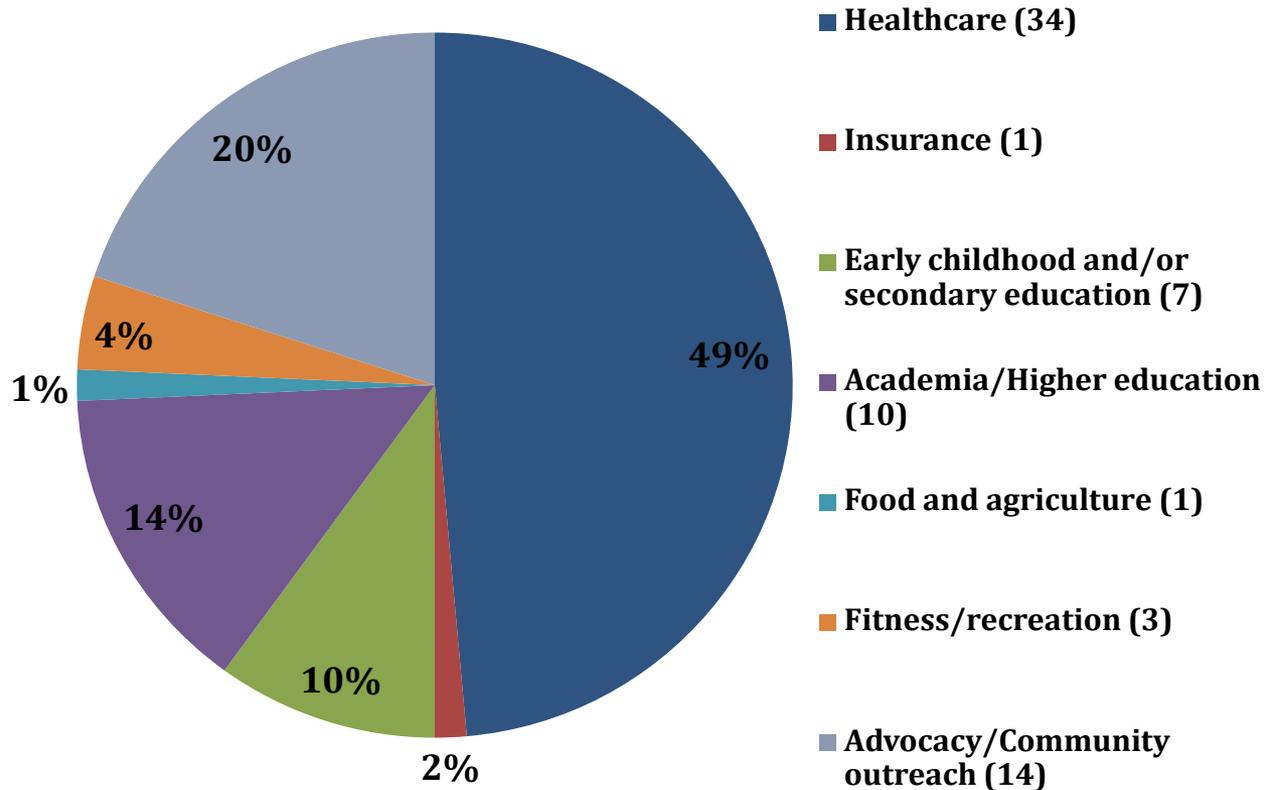
Of those who responded...

Of the following, which type of organization or agency are you most closely affiliated with?



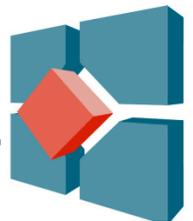
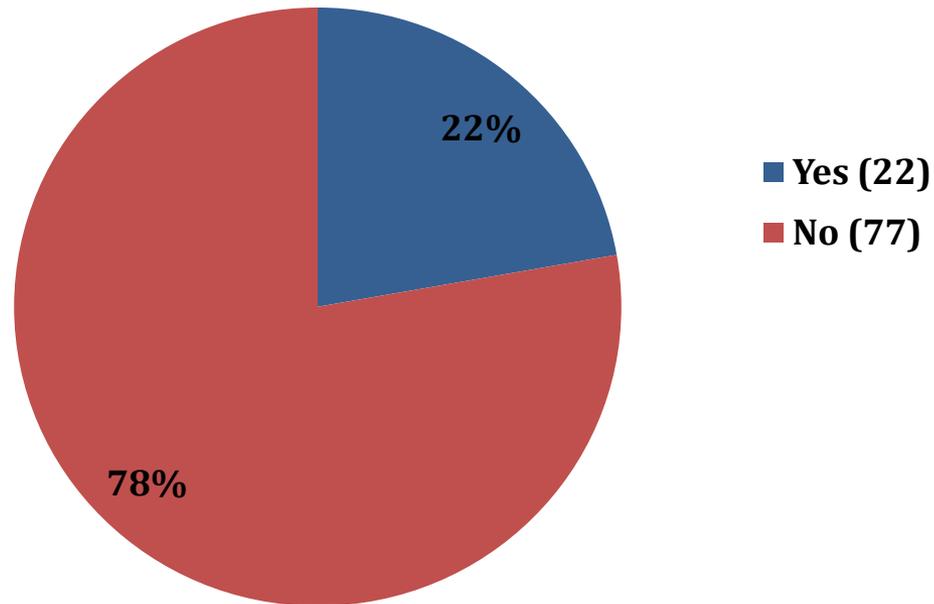
Of those who responded...

Of the following, which professional category are you most closely affiliated with?

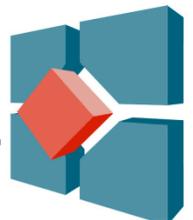
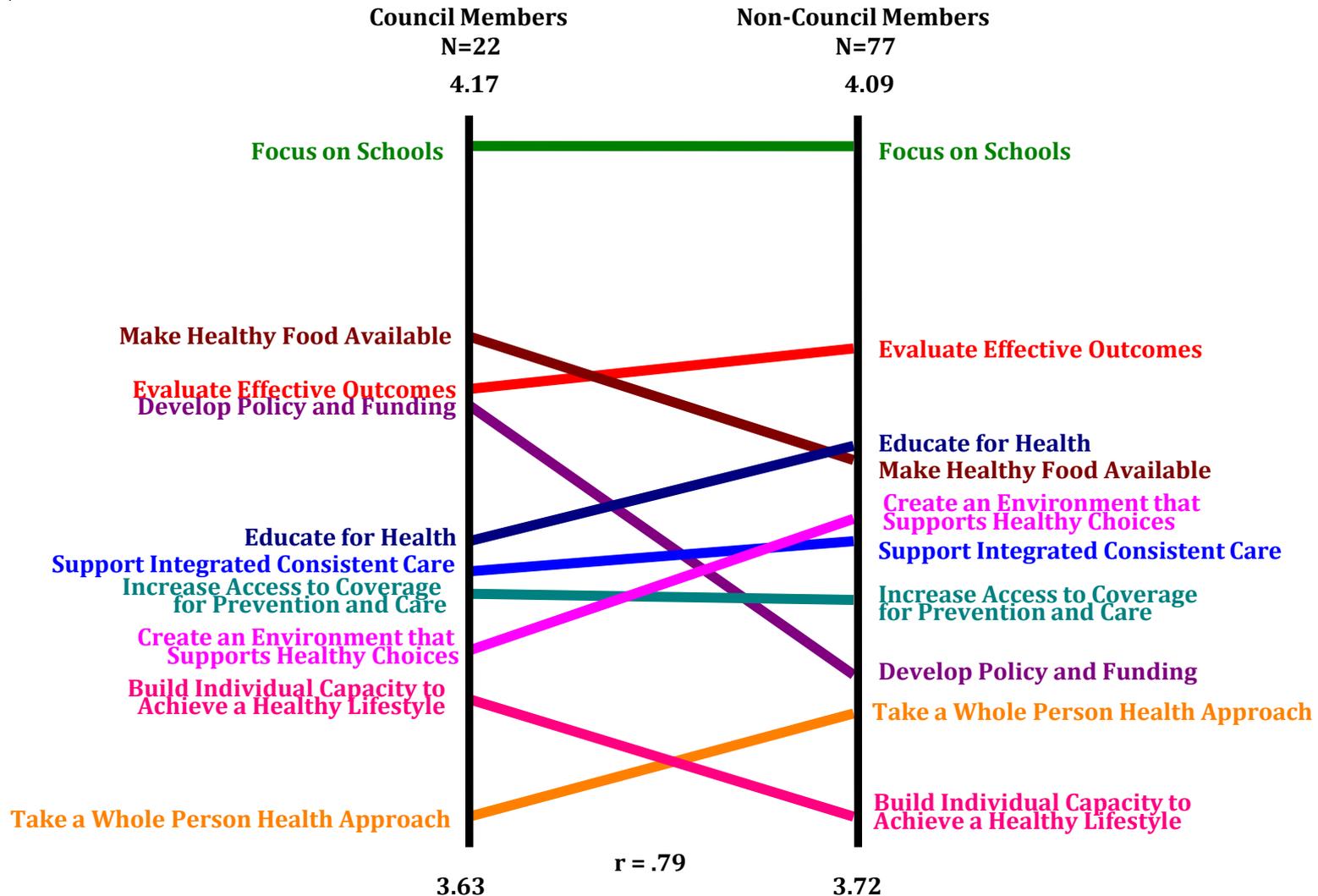


Of those who responded...

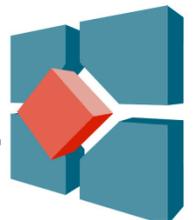
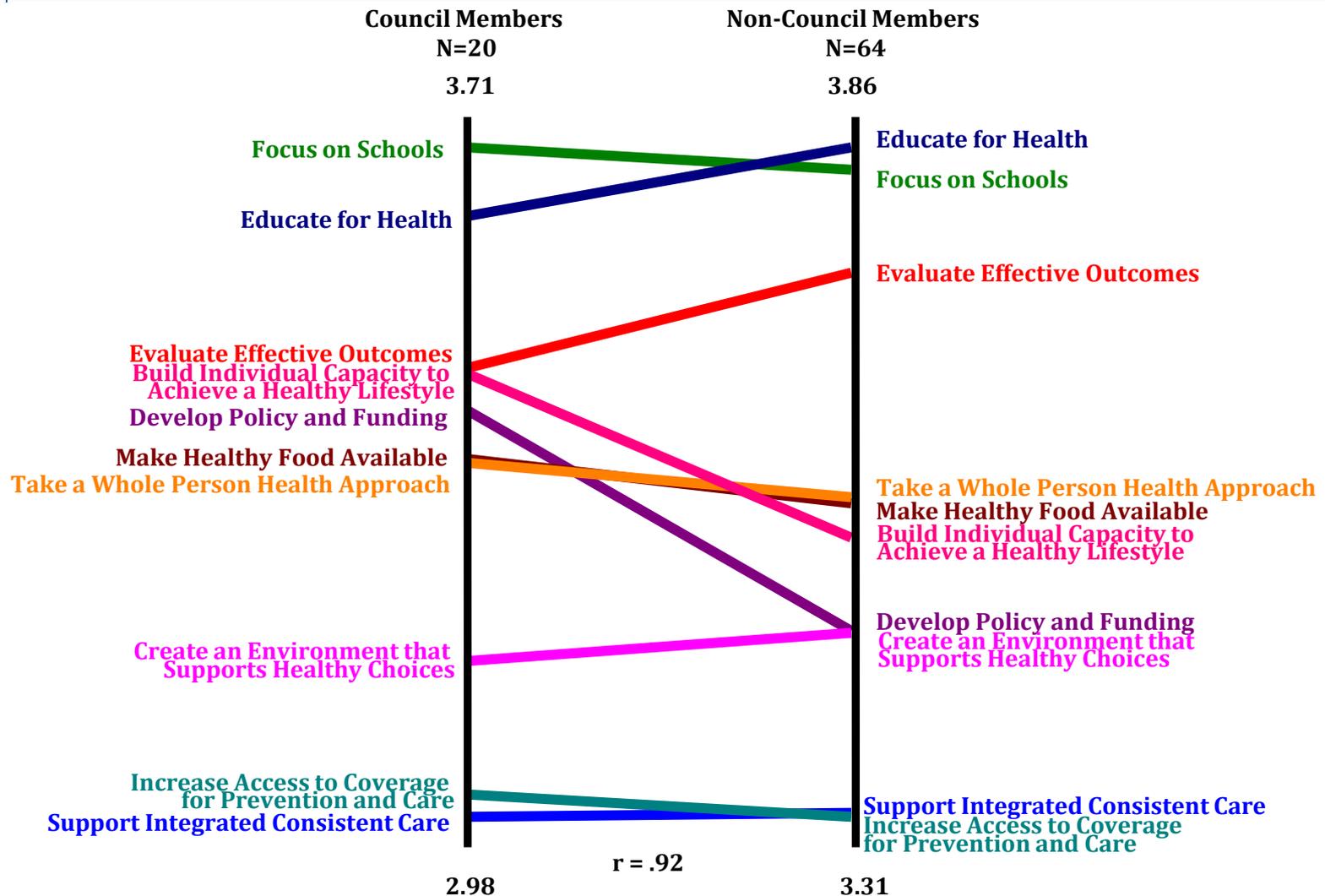
Are you a member of the Council on Health Promotion and Disease Prevention?



Importance – Council vs. Non-Council Members

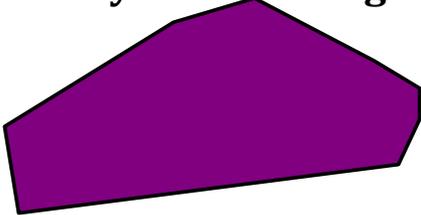


Feasibility – Council vs. Non-Council Members



The Emerging Structure

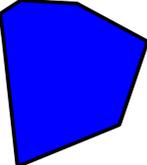
Develop Policy and Funding



Increase Access to Coverage for Prevention and Care



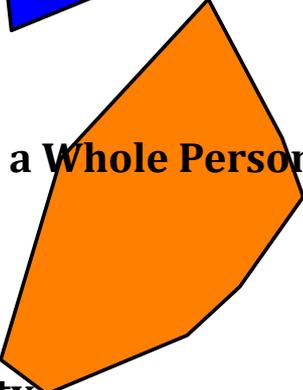
Support Integrated Consistent Care



Evaluate Effective Outcomes



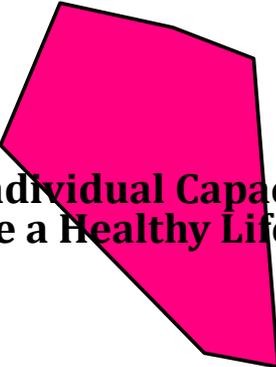
Take a Whole Person Health Approach



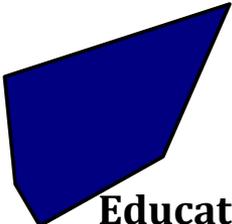
Create an Environment that Supports Healthy Choices



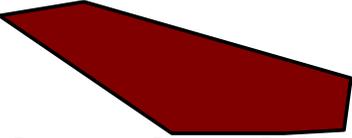
Build Individual Capacity to Achieve a Healthy Lifestyle



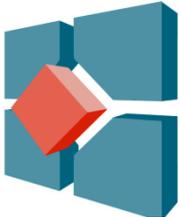
Educate for Health



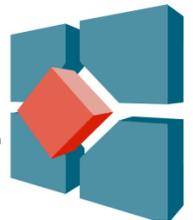
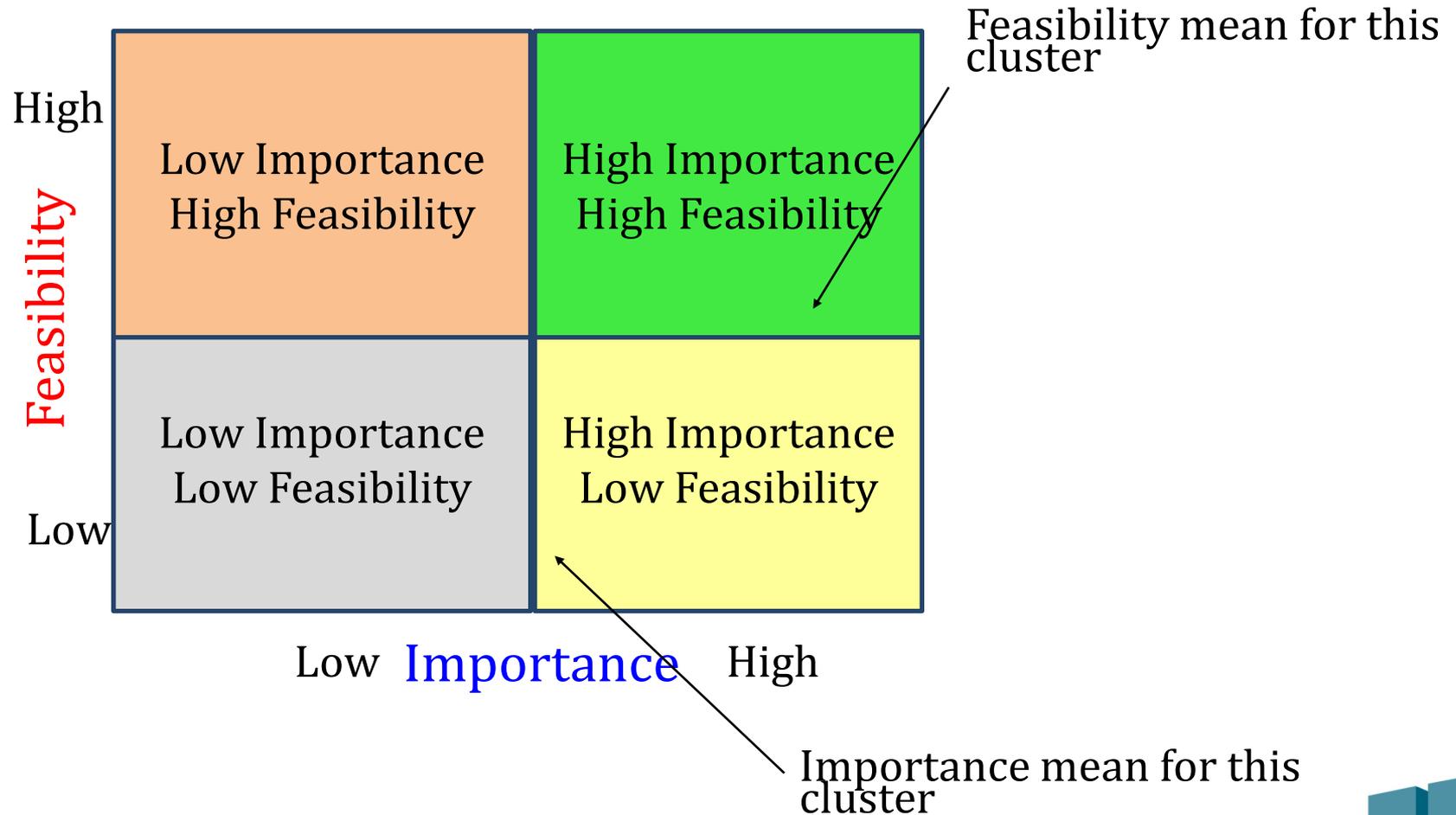
Make Healthy Food Available



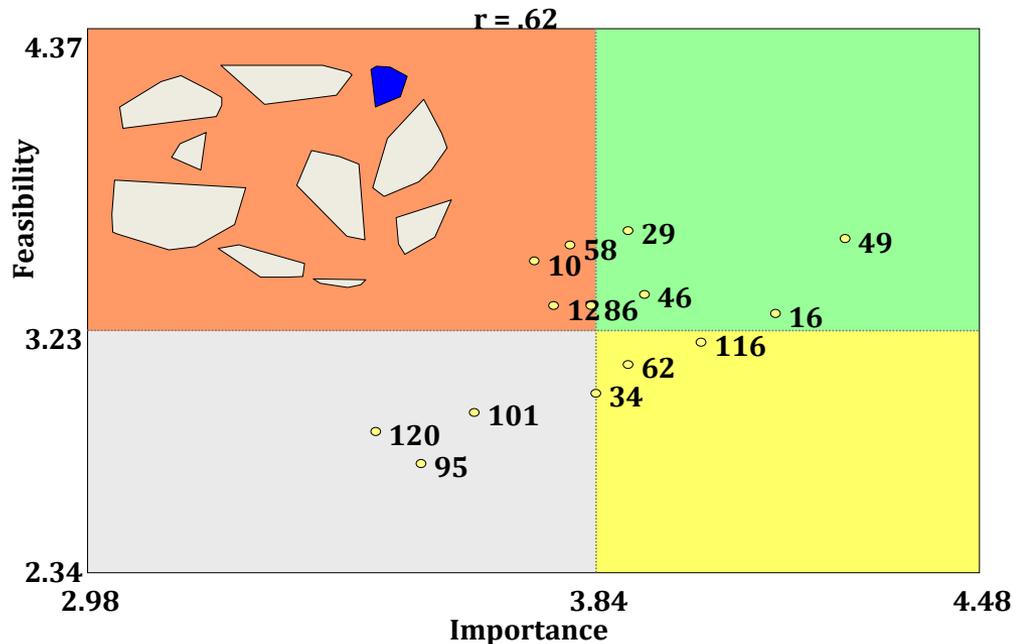
Focus on Schools



Comparing Statements in a Cluster on Ratings: Go Zones



Support Integrated Consistent Care (1 of 2)



ensure that evidence-based practices are consistent across the state so that all people receive the best possible care. (16)

increase accessibility to and promotion of primary care through Federally Qualified Health Centers (FQHCs). (29)

create a clear and consistent referral pathway for providers when mental health needs are detected. (46)

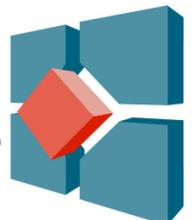
ensure early screening for early detection to prevent or delay chronic illnesses. (49)

promote early and adequate preparation and transition of care for children, adolescents, and adults with disabilities and/or special health care needs. (10)

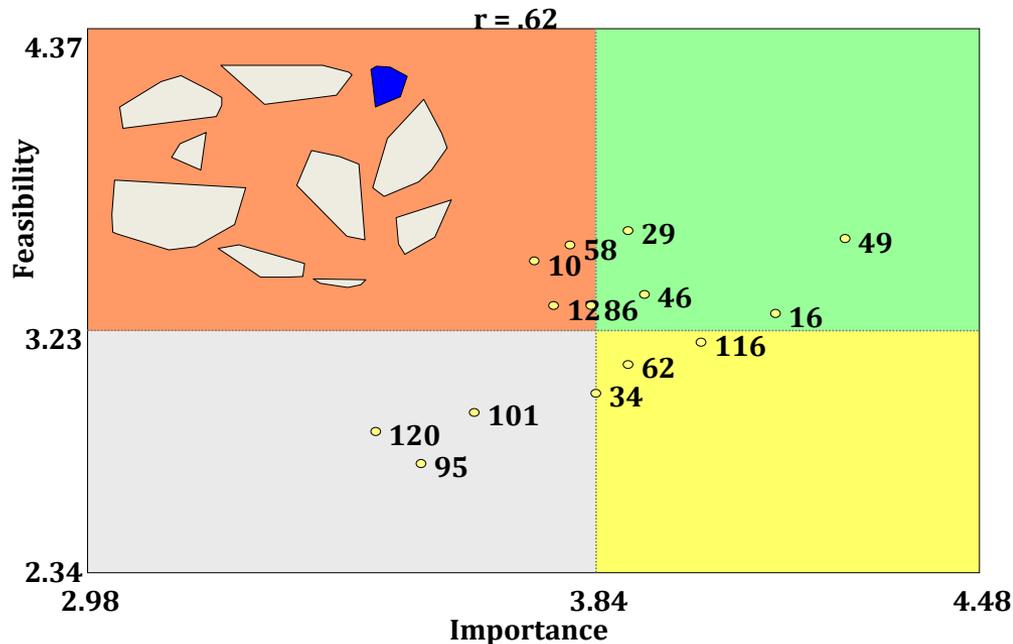
enhance the capacity of providers to help individuals with disabilities and/or special healthcare needs protect their own health and minimize secondary health conditions. (12)

promote mental health screening, especially for depression. (58)

increase co-location of health, mental health, and nutrition services in primary care sites. (86)



Support Integrated Consistent Care (2 of 2)



assure a medical home for all Delawareans. (34)

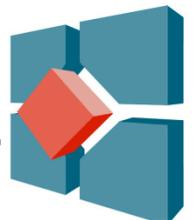
create incentives for physicians to identify patients with gaps in care and provide targeted, preventive outreach to address their needs before they incur high medical costs. (62)

reduce Delaware's shortage of primary care physicians, health professionals, and dentists in Kent and Sussex counties and parts of Wilmington by offering incentives for early career healthcare professionals to practice in underserved areas. (116)

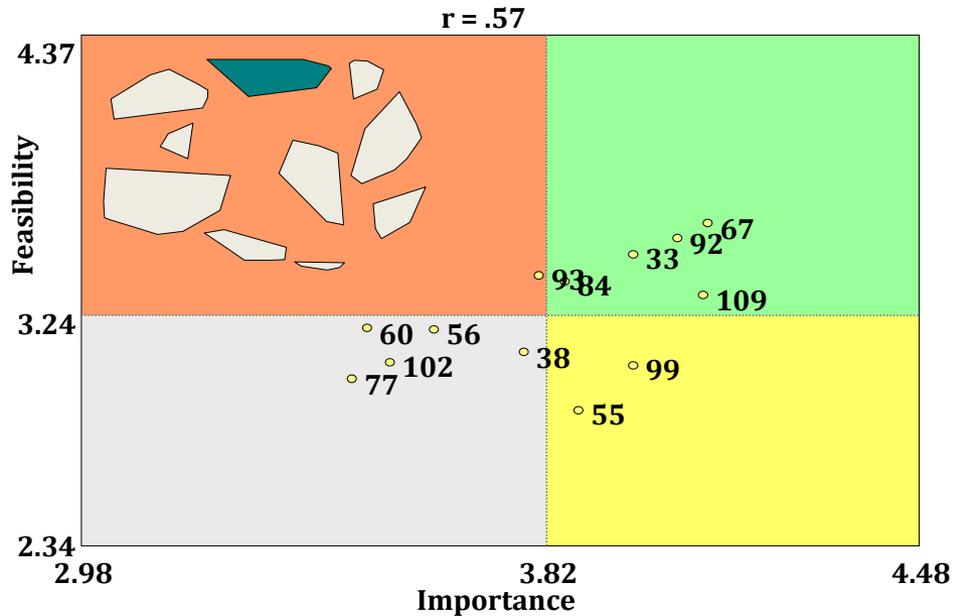
allow all Delawareans to have access to a health coordinator who will coordinate a person's care (breaking down barriers to healthy living, and encouraging preventive tests and screenings.) (95)

develop more choices of adult and pediatric mental health providers. (101)

give pediatricians the financial support to focus specific visits for parents of children ages 2-5 on planning meals, establishing a family meal pattern, and the importance of consistent sleep patterns. (120)



Increase Access to Coverage for Prevention and Care (1 of 2)



address limitations, gaps, and other barriers in Medicaid and Medicare coverage, S-CHIP, and private health insurance companies that prevent individuals with disabilities from receiving quality healthcare. (33)

include obesity prevention and treatment services, and nutrition and exercise counseling in state Medicaid EP SDT coverage. (67)

promote the use of sliding scales and adjustable fees for health and wellness activities for low-income Delawareans, including those with disabilities. (84)

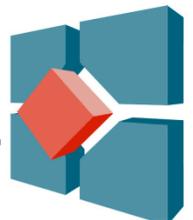
use technology to connect all medical providers, pharmacies, labs, clinics, imagers and hospitals in Delaware. (92)

get insurance companies to reward providers and subscribers for prevention activities. (109)

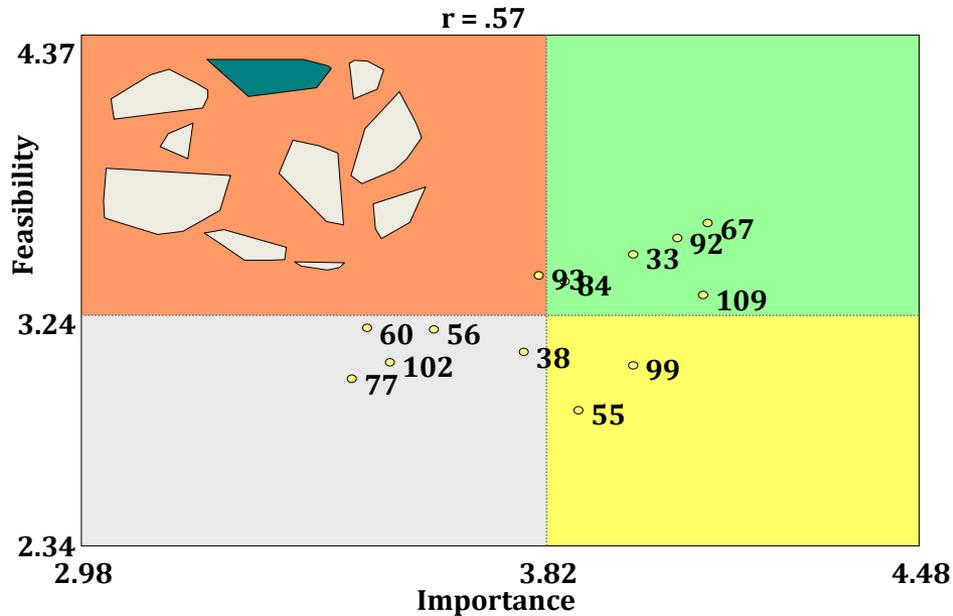
institute insurance coverage for smoking cessation. (93)

require universal coverage of preventive health promotion and dental services and products. (55)

fix the disparity between reimbursement for evaluation and management (primary care and prevention) and intensive, invasive procedures. (99)



Increase Access to Coverage for Prevention and Care (2 of 2)



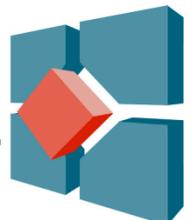
provide discounts similar to safe driving programs for healthy behaviors. (38)

encourage the State and all Delaware employers to implement value-based benefit policies for employees and Medicaid recipients. (56)

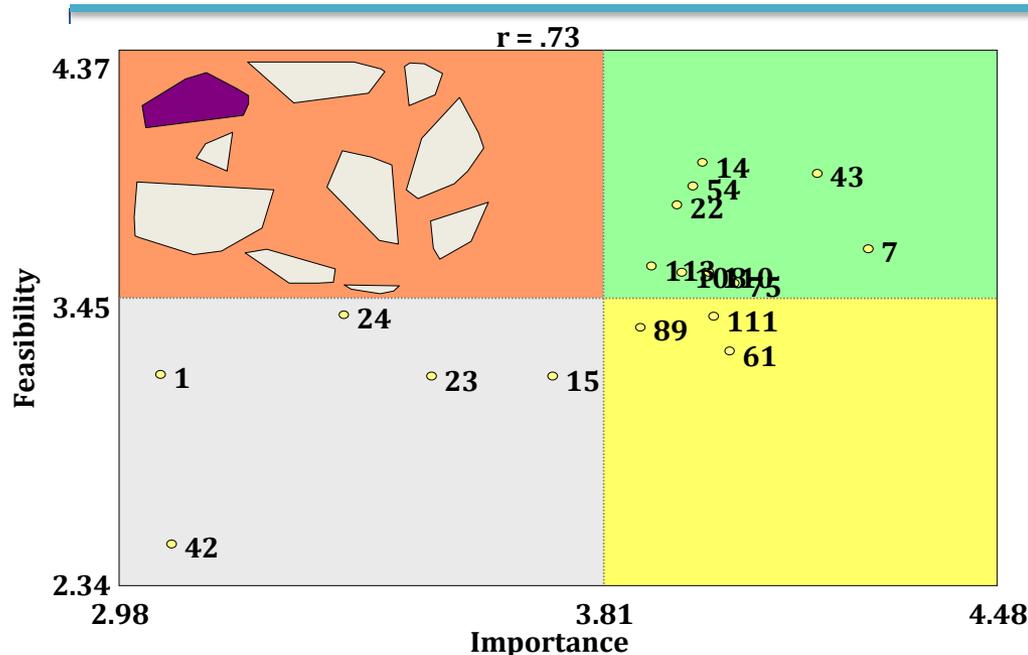
promote better insurance coverage for evidence-based pharmacological interventions. (60)

develop funding opportunities for community hospitals to establish Wellness Centers. (77)

increase tax incentives to health care facilities to make the necessary modifications to allow for broader access. (102)



Develop Policy and Funding (1 of 2)



earmark revenue and excise taxes from sweetened drinks and tobacco products, at least partially, to fund health promotion and disease prevention efforts. (110)

have employers as leaders in support of healthy work places and prevention efforts. (113)

provide incentives for employers to establish, or in many cases re-establish, employee health promotion and wellness programs. (7)

adopt a statewide policy to prohibit smoking within a specified area near the entrances of any public building. (14)

increase excise taxes on tobacco products other than cigarettes, such as smokeless tobacco, little cigars, cigarillos, and cigars. (22)

encourage the State of Delaware to set the example for workplaces by implementing prevention and wellness policies throughout state agencies. (43)

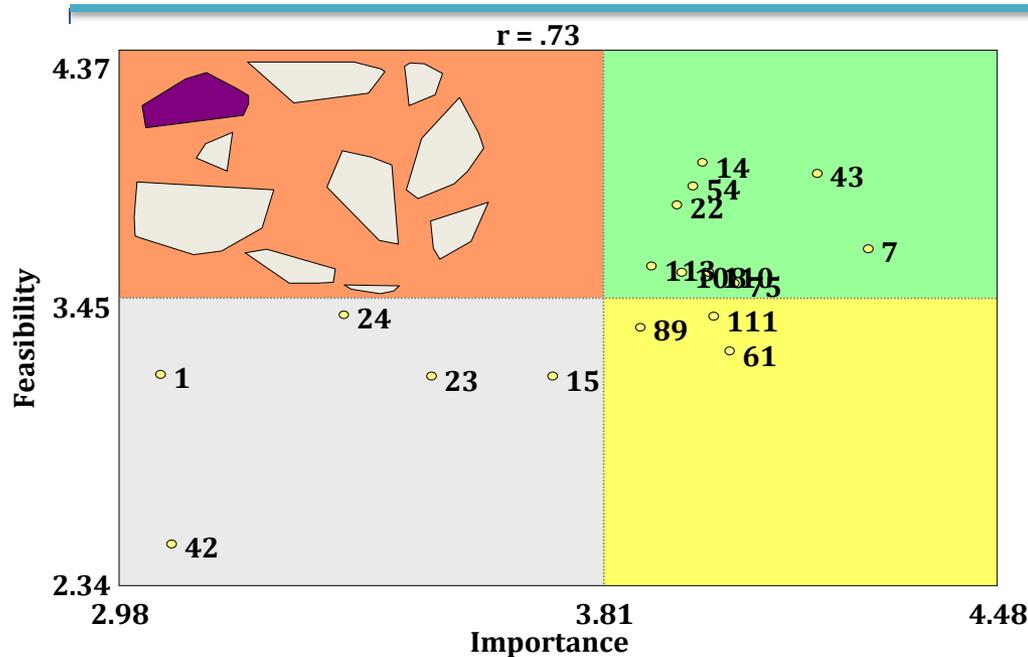
ensure that funds from the Delaware Health Fund (Tobacco Master Settlement money) are used for what they were intended, and that tobacco prevention is the top priority for Health Fund dollars. (54)

support policy changes that encourage worksites to allow employees to exercise onsite or to attend onsite health programs and classes. (75)

provide adequate resources and staffing within the state agencies to develop physical activity, nutrition, and obesity prevention strategies. (108)



Develop Policy and Funding (2 of 2)



realign resources so that high priority health issues can be addressed even during a financial crisis. (61)

find funding for the objectives already identified in the Cancer Plan, Impact Plan and HEAL Plan. (89)

break down barriers to allow for a pooling of funds from public, private and nonprofit organizations to maximize the effectiveness and coordination of healthy living campaigns and programs. (111)

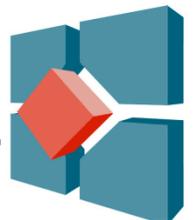
create disincentives, such as taxes on high energy dense foods and sugar drinks. (1)

provide incentives to businesses that supply low cost healthy options to consumers. (15)

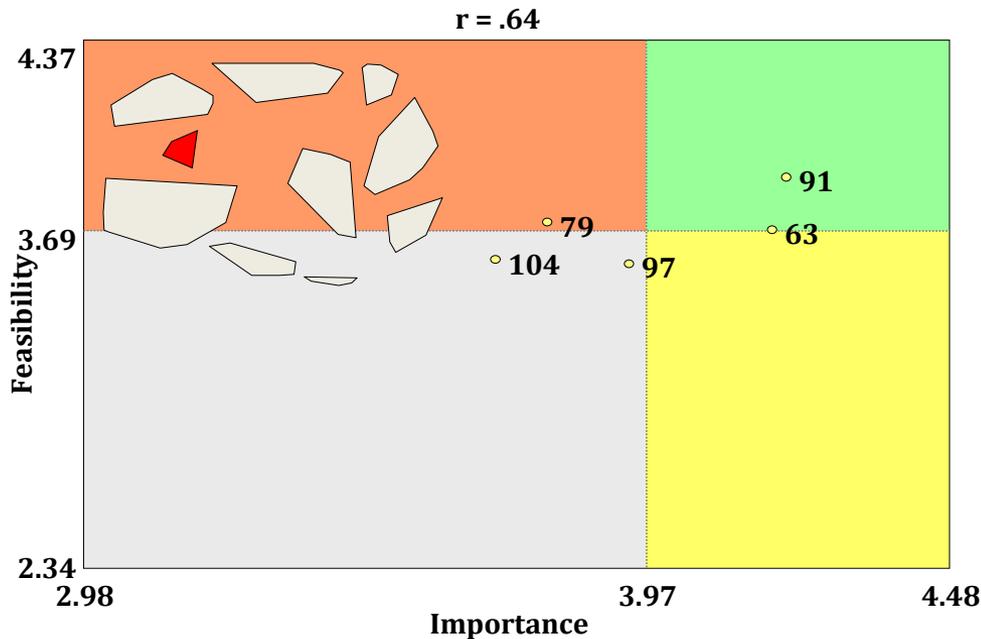
provide tax incentives for restaurants to offer affordable and healthy menus. (23)

establish statewide food and vending guidelines. (24)

prohibit advertising to children under age 8. (42)



Evaluate Effective Outcomes



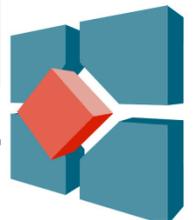
evaluate the effectiveness of current programs. (63)

establish measurable, short and long term objectives to ensure that community based, state funded projects for chronic disease and health promotion are accountable. (91)

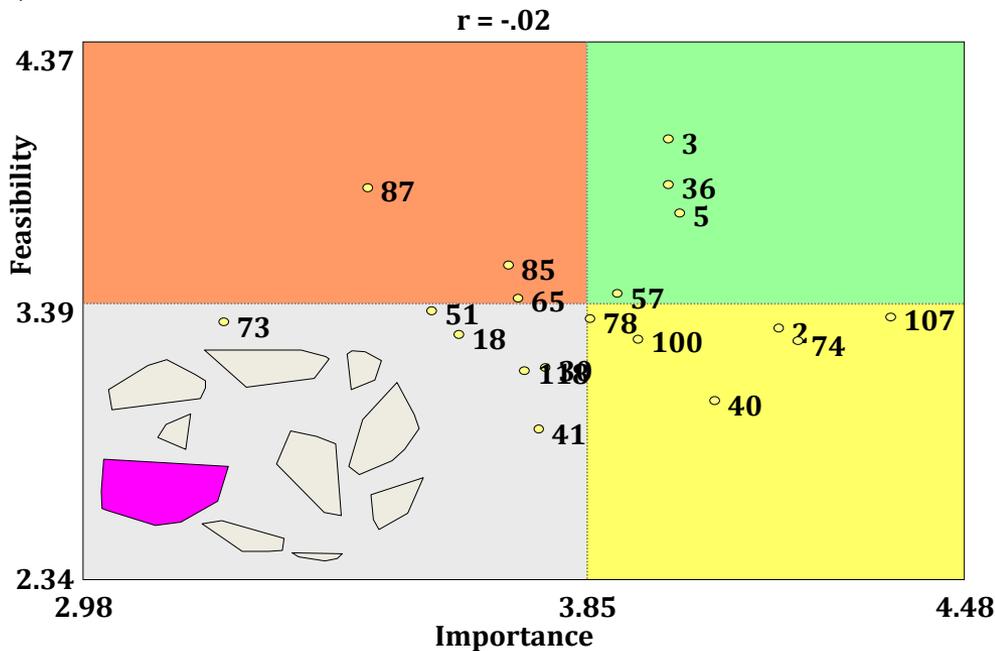
identify and evaluate factors that enhance and prohibit the success of any program for sustainability. (79)

conduct research and dialogue with target populations to determine what motivates them to change eating and physical activity habits, and then use this information to develop new approaches to promote healthy behaviors. (97)

develop social support systems in workplaces and communities for people trying to change their behaviors. (104)



Create an Environment that Supports Healthy Choices (1 of 2)



require nutritional labeling on menus at restaurants and fast food establishments. (3)

keep school facilities open after school hours for community residents to use for physical activity and recreation. (5)

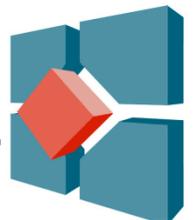
partner with farming communities to establish more fresh fruit and vegetable stands. (36)

ensure the consideration of environmental and health impact in future municipality development. (57)

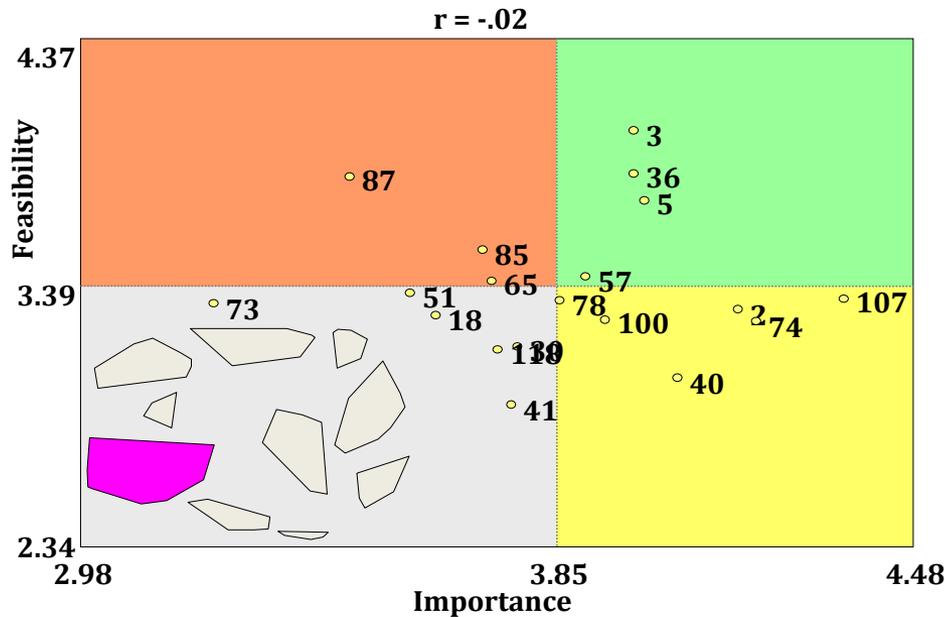
support social and recreational programs and initiatives in the community that fully integrate persons with disabilities. (65)

encourage communities with "free spaces" to create community gardens. (85)

develop a Healthy Communities Award for communities or municipalities that meet criteria for increased interventions, laws or policies to promote health. (87)



Create an Environment that Supports Healthy Choices (2 of 2)



create multi-use and well connected developments that encourage residents to walk for shopping, visiting and recreational opportunities, and to use parks and open spaces. (2)

improve infrastructure, including public transportation, throughout southern Delaware to provide access to public resources like pools, sidewalks, and schools which could be used for activities. (40)

create safe outdoor environments. (74)

increase opportunities for physical activity in rural areas of the state. (78)

create locations where free and safe exercise options exist, with staff that can help individuals start, develop and maintain healthy, active lifestyles. (100)

make nutritious foods, especially fresh fruits and vegetables, affordable and available to all residents. (107)

require new developments to support state growth strategies. (18)

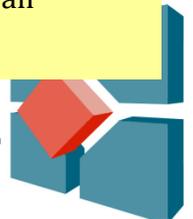
fully implement a Complete Streets policy statewide. (30)

reduce exposure to environmental toxins. (41)

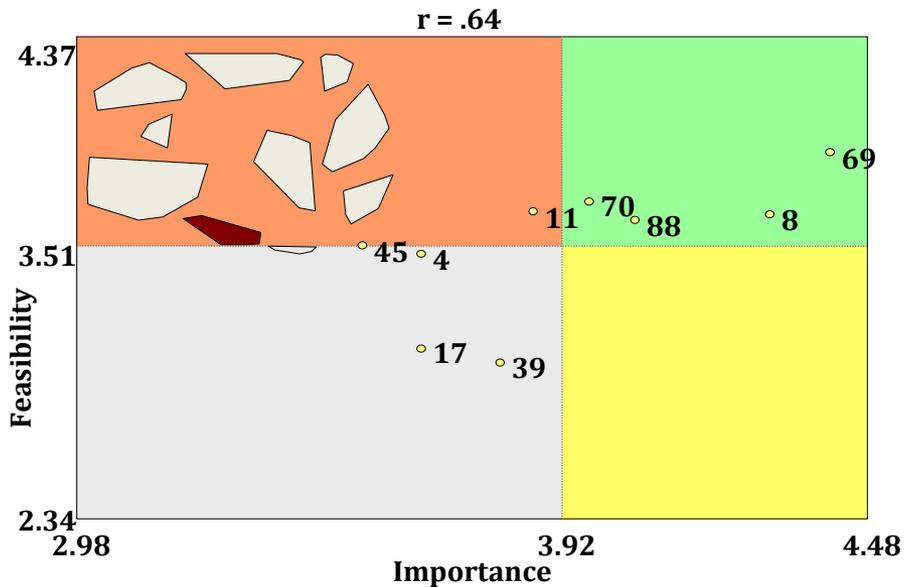
provide an incentive for county and municipal governments to approve land use that is consistent with comprehensive plans and existing zoning. (51)

encourage the development or support for young adult and adult athletic competitions or programs, including Senior Olympics. (73)

develop a statewide trail system with trails to schools, parks and activity centers. (118)



Make Healthy Food Available



offer only healthy foods in schools and at school related events. (8)

ensure that food standards are met in places where children spend their time, such as schools and child care facilities. (69)

support school nutrition programs by providing funding to train cafeteria staff in nutrition. (70)

ensure that school wellness programs include nutritional services provided by licensed nutrition professionals that meet minimum education and certification requirements. (88)

promote healthy foods in vending machines and at sporting venues across the state. (11)

track the body mass indexes (BMIs) of all school age children using a system similar to that used for vaccination tracking. (45)

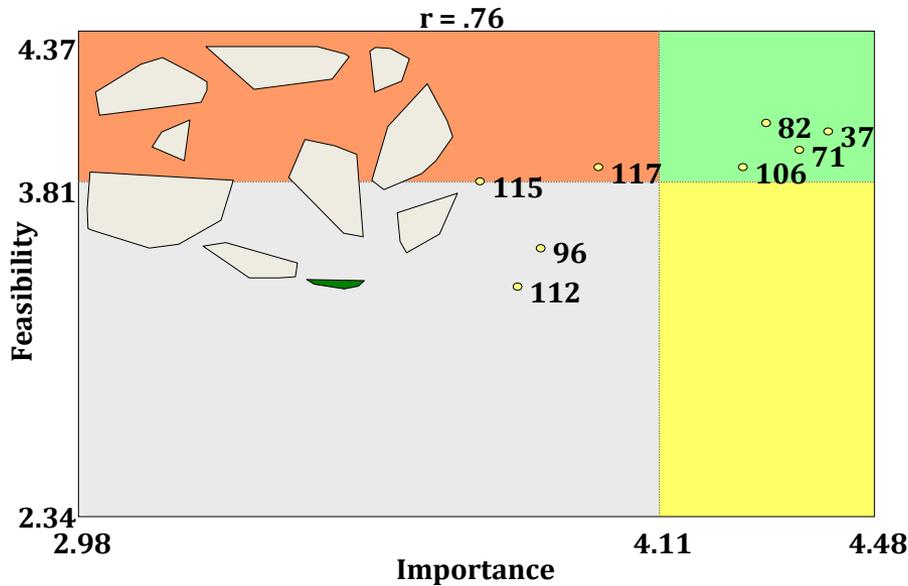
work with restaurants to consider the special dietary needs of people with diabetes, such as providing the option of having whole-grain breads on sandwiches. (4)

educate fast food establishments on the importance of providing healthier food and drink items on their menus that are price point competitive with unhealthier choices. (17)

work with food manufacturers in Delaware to improve the nutritional quality of their products. (39)



Focus on Schools



require that physical activity and wellness programs be major components of all pre-school and secondary school experiences. (37)

make nutrition education and healthy lifestyles a standard part of the education curriculum for early childcare, elementary, middle and high school students. (71)

include structured recess as a part of the school day for every child. (82)

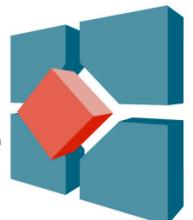
increase the emphasis on quality health and physical education programs in schools, and include these content areas in state assessments. (106)

provide continuing education for teachers that focuses on being positive, healthy role models for students. (115)

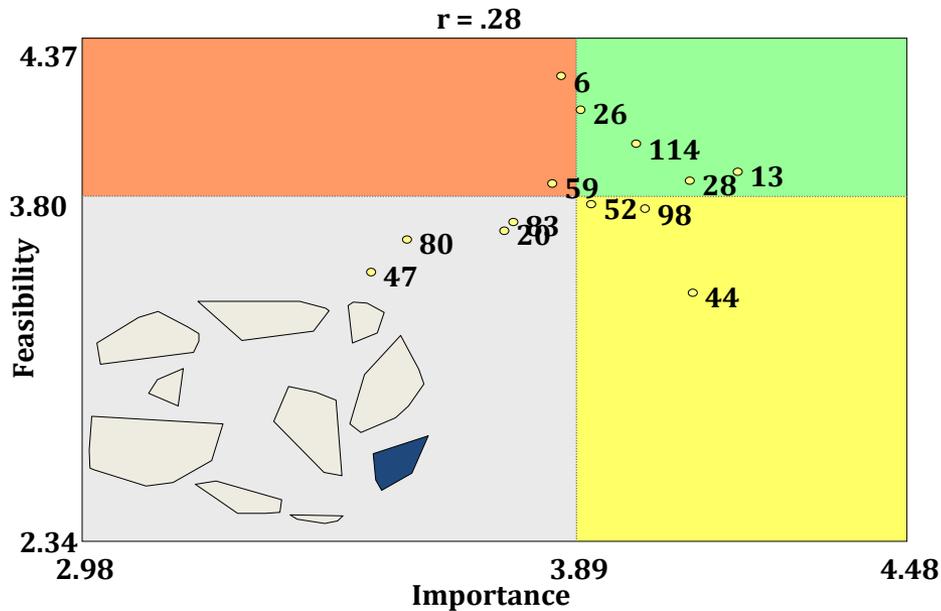
give children the opportunity to learn about many different types of exercise in physical education courses so that they can find an area in which they flourish. (117)

create school curricula that use healthy living as their unifying concept. (96)

include an optional physical education program in schools for children who are overweight or obese, similar to the successful "PE for ME" program in California. (112)



Educate for Health (1 of 2)



consider cultural differences in approaches to health promotion. (13)

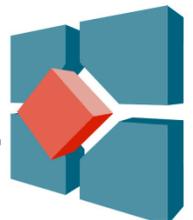
use existing guidelines for physical activity and nutrition in health promotion messages, such as the Dietary Guidelines for Americans. (26)

develop and implement a Statewide, targeted, culturally appropriate social marketing campaign to promote healthy lifestyles and prevent chronic and lifestyle-related disease. (28)

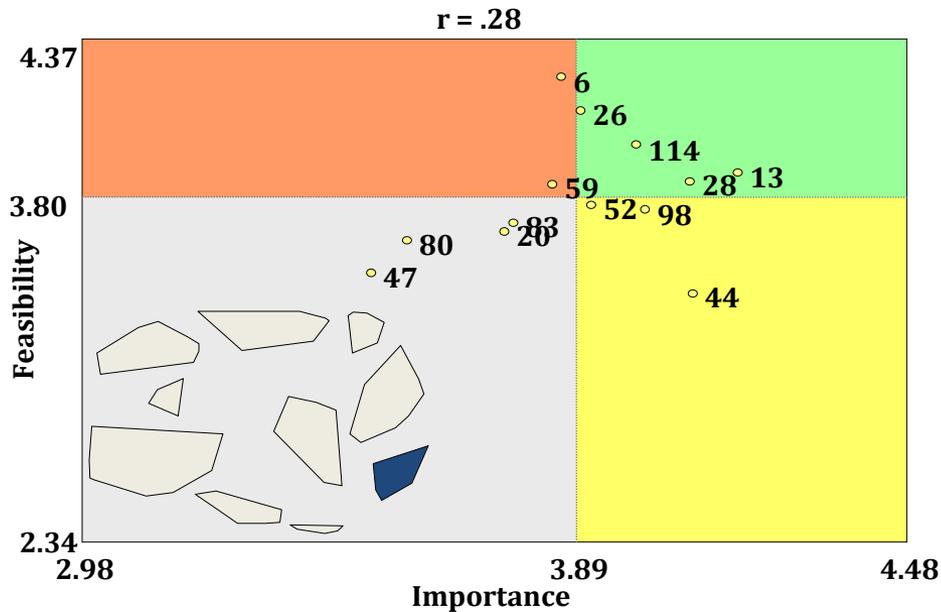
educate the community, through schools, community, healthcare and faith based organizations, on the importance of healthy lifestyles. (114)

create a campaign to promote breastfeeding and to increase the support for breastfeeding mothers in the workplace. (6)

take into account ranges of health literacy/numeracy and cognitive skills in any print, media and group educational initiatives. (59)



Educate for Health (2 of 2)



improve health literacy, so that people know their bodies and understand how what happens now will affect their health later. (44)

encourage parents, guardians, teachers and caregivers to help children and teens make healthy lifestyle choices. (52)

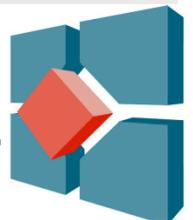
educate parents and parents-to-be about where they can obtain important information to help their children develop healthy habits early on so that they can set an example of healthy lifestyles for their children. (98)

articulate the view that weight issues and obesity are conditions for which help, not ridicule, needs to be offered. (20)

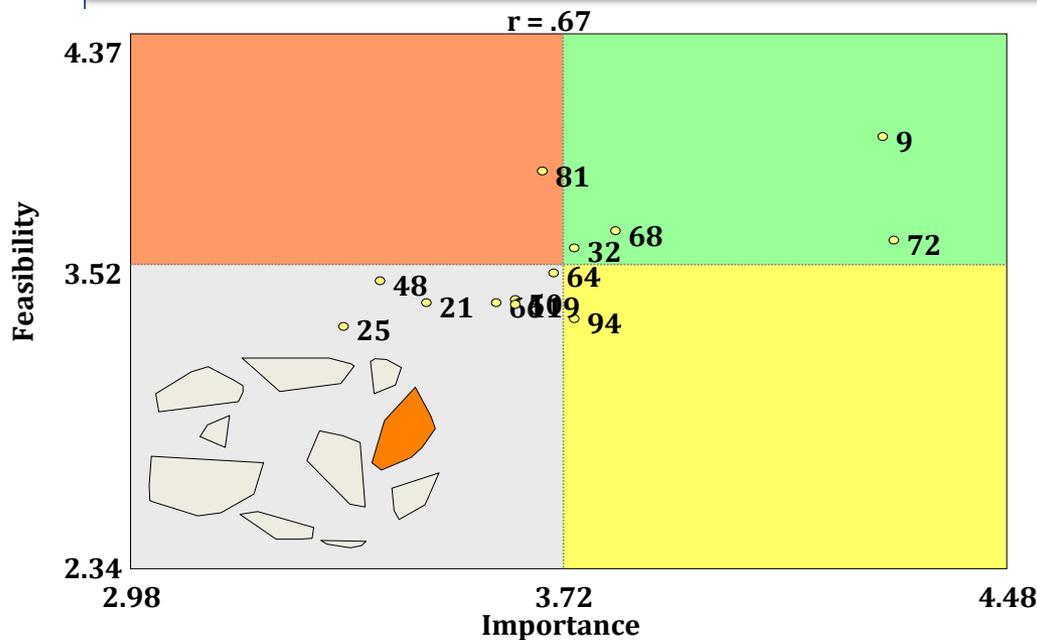
support public education so that patients realize that "symptom free" does not mean "disease free." (47)

include more health content (stress management, nutrition, obesity prevention, health literacy) in continuing and adult education programs. (80)

provide positive education about healthy sexuality and sexual behaviors. (83)



Take a Whole Person Health Approach (1 of 2)



extend breastfeeding friendly hospital initiatives to provide education and support for healthy early infant feeding, whether breast or bottle. (81)

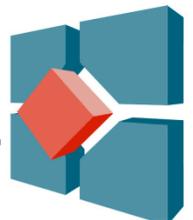
emphasize healthy lifestyles during preconception and early prenatal care, as pregnancy is the ideal time for women to make healthy changes that can be carried forward throughout their lives and the lives of their families. (9)

when appropriate, incorporate stress management, relaxation, and resilience techniques, and empowerment training and education into health promotion and disease prevention programs. (32)

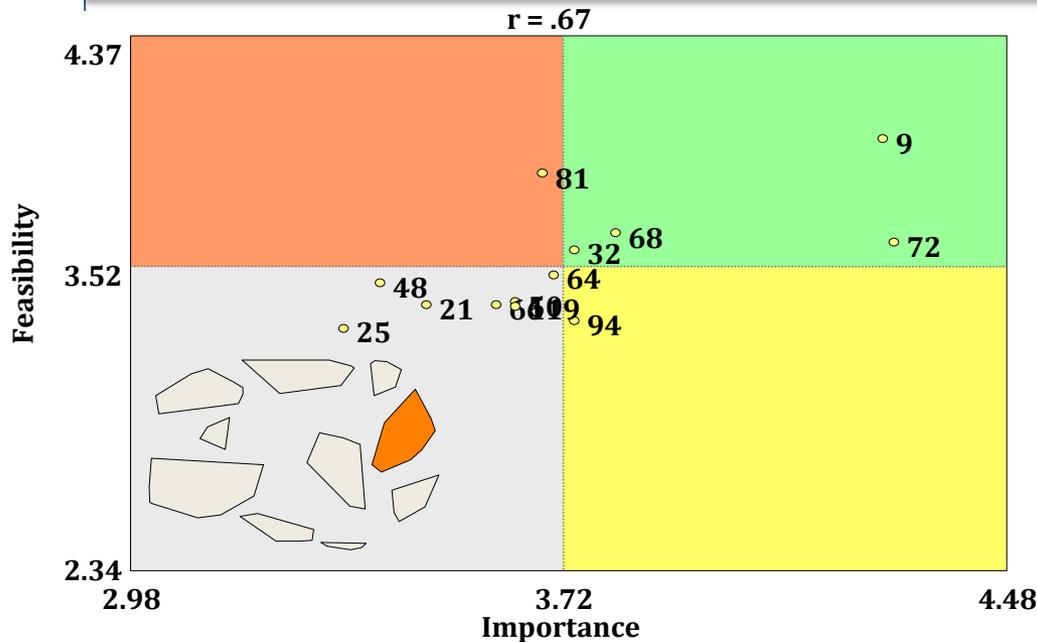
encourage using the postpartum/inter-conception period as a time to improve health prior to subsequent pregnancies, thereby improving the health of families. (68)

have decision makers and key leaders understand and embrace the importance of prevention and valuing health. (72)

expand the role of schools and physicians' offices so that they become wellness hubs for their communities. (94)



Take a Whole Person Health Approach (2 of 2)



provide interpersonal and communication training for medical, dental, allied health, and exercise sciences/health promotion students, both in their professional curricula and through hands-on learning experiences. (66)

provide caregivers and direct support professionals with health and wellness information that is specific to the needs of support persons and caregivers. (119)

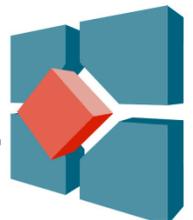
train pediatricians in adolescent care, as this population is often neglected or treated as adults by family providers. (21)

work to reduce stigma associated with disabilities, mental health conditions, and recovery from substance abuse. (25)

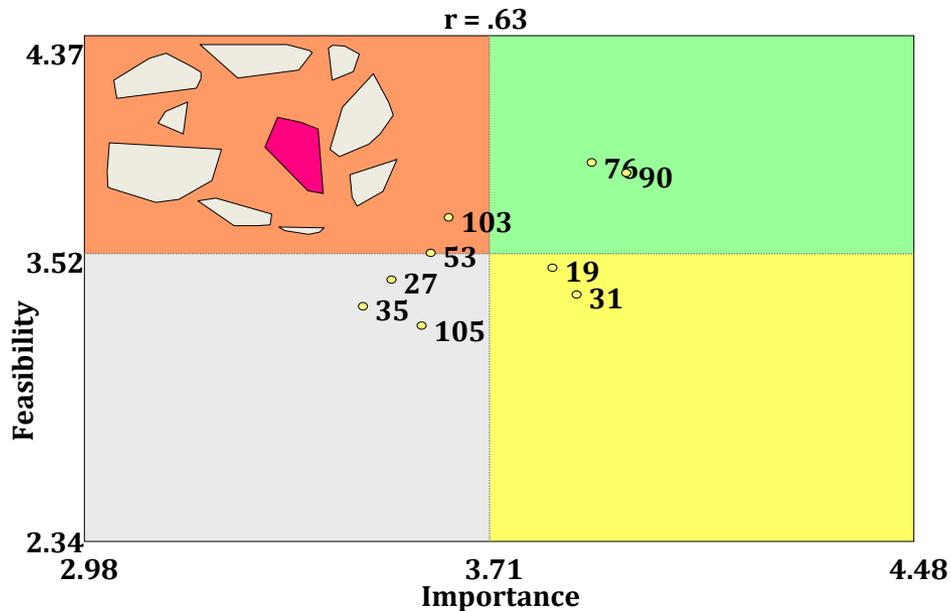
create a Healthy Living Helpline that can provide callers with community medical resources and healthy living tips. (48)

promote an individualized approach to communicating health information among providers and patients, including those with disabilities and their support persons. (50)

promote the understanding that oral health conditions require the same quality of care as other health conditions. (64)



Build Individual Capacity to Achieve a Healthy Lifestyle



promote prevention programs through pre-existing, grassroots groups and organizations. (76)

develop approaches to health promotion that use existing sources of funding. (90)

provide targeted technical assistance and support to educate at-risk communities about the importance of healthy foods and how to prepare them. (19)

teach parents how to cook healthy and inexpensively. (31)

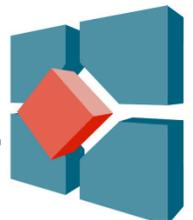
make it easier for everyone to participate in free smoking cessation services, by providing free information and free smoking cessation aids in every drugstore. (53)

enhance community outreach from health and academic institutions. (103)

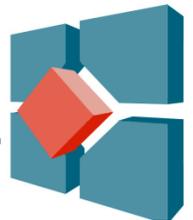
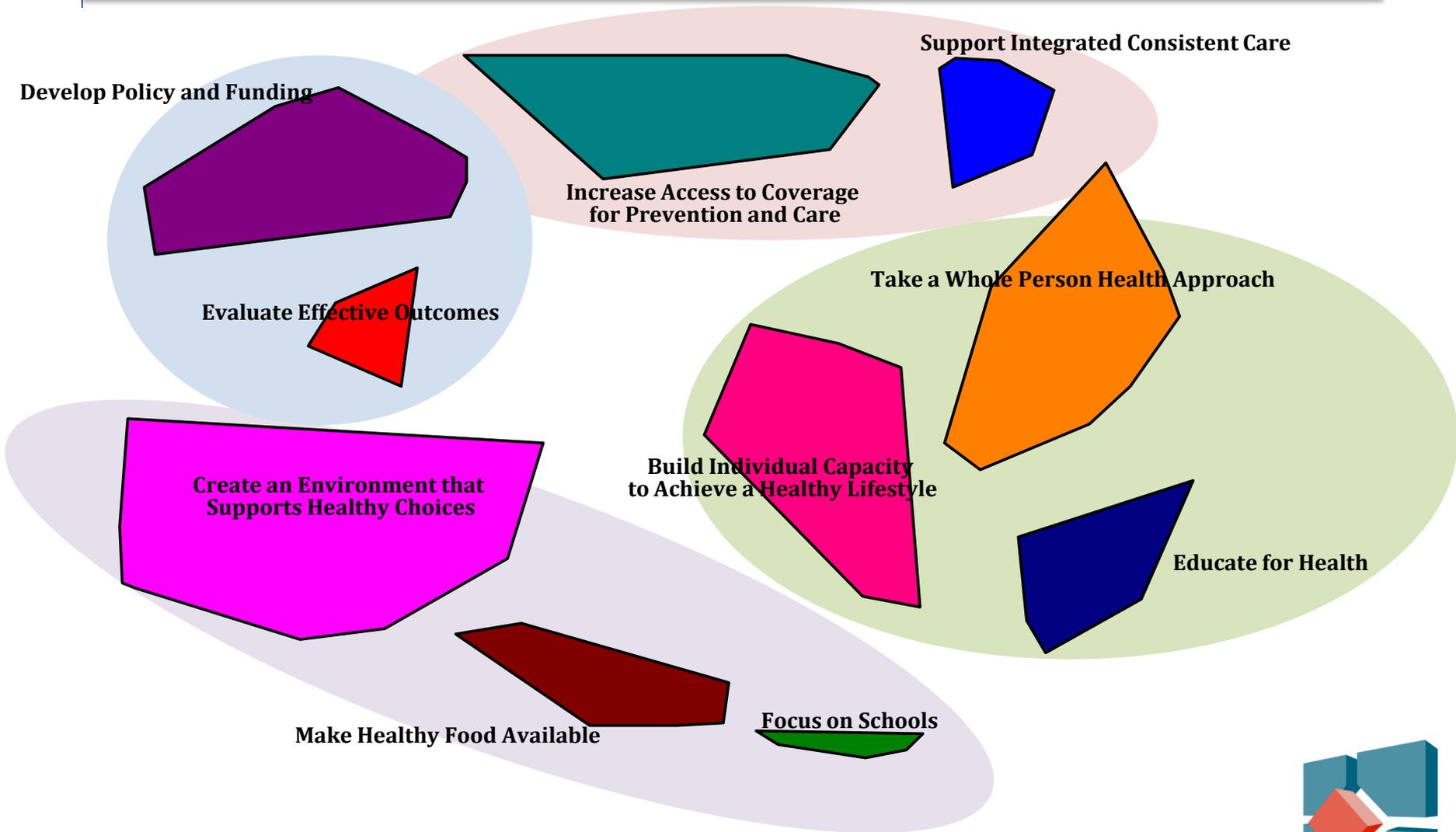
develop local coalitions and peer groups to address the increase in smoking and tobacco initiation among college-aged and young adults, ages 18-25. (27)

support more health volunteers in communities. (35)

make assisted exercise programs available, at no cost or very low cost, to people with disabilities. (105)



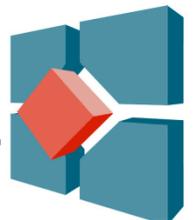
Revisiting the Emerging Structure: A “Regions” Perspective



Discussion Sessions: Leadership Activity (*Go-Zones*)

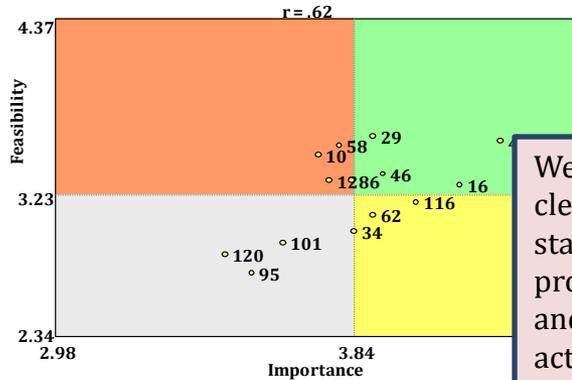
As a leader and a Council Member...

1. Scan the list of items within each cluster.
2. Ask yourself which items you believe are ready to be acted upon now, and WHO needs to take action.
3. Review the remaining statements with your group, thinking about which items require more developmental work to define the issue, and which face structural barriers that must be overcome before action or developmental work can begin.



Discussion Sessions: Leadership Activity (*Go-Zones*)

As a leader and a Council Member...

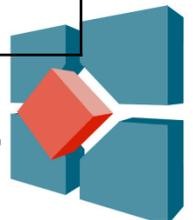


We have a reasonably clear idea of how to start and make progress on this item, and who should take action

We need to define the item more clearly in order to recommend action on it. What are key agencies who have experience/knowledge on this topic?

A larger, system level issue is preventing action on this item, i.e. regulations within the public school system, policy barriers etc.

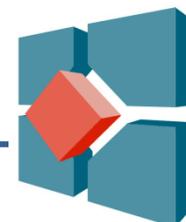
#	Item	Ready for Action? WHO	More Work Needed? WHAT/By WHOM	Structural Barriers, if any:
16	ensure that evidence-based practices are consistent across the state so that all people receive the best possible care.			
29	increase accessibility to and promotion of primary care through Federally Qualified Health Centers (FQHCs).			



Next Steps

Working Groups

- Objective: To create and refine well-grounded recommendations for chronic disease prevention and health promotion as the basis for a state approach
- Process: Use scheduled Council meetings and virtual meetings to work in subgroups, with Council leadership and others. Staff support for management and data.
- Timeframe: Final recommendations at November meeting
- Product: Recommendations of the Council with timeframe and resource estimates



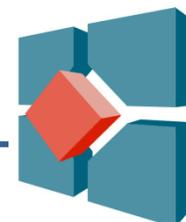
Next Steps

Working Groups: Council role

- Serve as chairs, co-chairs
- Resource experts

- Region focus
- Indicate two of the regions you prefer focusing on; identify first preference, and second preference.

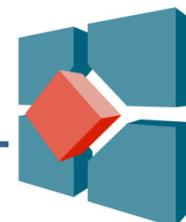
- Staff support



Next Steps

Upcoming Council Meetings 2011:

- Tuesday, September 13th
 - Tuesday, October 11th
 - Tuesday, November 8th
 - Tuesday, December 13th
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- Working Group Calls
 - Introductory call, early September
 - Intermeeting calls



Thank you!

For more information contact:

Concept Systems, Inc.
136 East State Street
Ithaca, New York 14850
www.conceptsystems.com

