

Report to Governor's Council on Model Initiatives

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Interviews

- DE HEAL - Brian Rahmer
- DelaWELL - Theresa Strawder
- Sussex Outdoors - John Hollis
- Sussex County Health Promotion Coalition - Peggy Geisler
- Delaware Center for Health Promotion - Marianne Carter
- Delaware Small Communities Initiative - Dave Nichols
- Delaware Health Sciences Alliance - Dr. Kathleen Matt
- Christiana Care - Dr. Bob Laskowski
- Healthy Weight Collaborative - Dr. Mike Rosenthal

DE HEAL

- Mission - DE HEAL supports and encourages programs, environments and resources that promote healthy eating and active living to reduce the prevalence of overweight, obesity and related chronic disease.
- Recommendations- DE HEAL preceded the Council. Alignment with 8 of the GC recommendations. In the past 2 years, HEAL tweaked some of its original recommendations to more closely align with the Council.
- Population Scope - Statewide focus on families, schools, worksite, healthcare, marketing and communications, environment and policy
- Program Development - does not do any direct programming
- Data Collection - DE Heal is more of a catalyst for integration. Collecting information on how many participants receive emails, web visits, attendance at leadership meetings
- Program and Outcome Evaluation - Sustainability measures based on how many people remain engaged, how many people are coming to meetings and sign-up for support settings, positive media with partners, Marianne Carter and Sussex Outdoors

DE HEAL

- Partnerships and Collaboration - Currently nearly 200 individuals (including 70 members) representing about 65 stakeholder organizations
- Challenges - DE HEAL needs some form of administrative support to function. DE HEAL is currently funded out of the Physical Activity and Nutrition program at DPH. Dr. Devona Williams is currently the administrator for DE activities.
- Opportunities - Short-term strategic decision to become a 501c3 non-profit and in the long-term leveraging of partners in the state to implement recommendations within HEAL that coincide with the Governor's Council. Considering Delaware Community Foundation as a fiduciary agent.
- Needs - The need for an understanding throughout the state that we all do similar work but different work. We need to find a way to integrate those efforts in a way that is meaningful. DE HEAL also needs a way to secure funding.
- How can GC help you? Ideally, the council can serve as a group of politically influential decision-makers and advocates. Decision makers to advocate for a political environment that recognizes the socio-ecological context needed to answer the questions that are being worked on. Be a decision-making advisory council that advocates for the socio-ecological model. DE HEAL is a partner on the Council that can help to carry that out. The Governor's Council should allocate funding to organizations that are best positioned to implement recommendations of the council.

DelaWELL

- Mission - The purpose of the program is to bring about awareness, knowledge and ultimately changes in personal health risk behaviors and overall well-being of employees in order that the lives of state employees and the welfare of the state as a whole will be significantly improved
- Recommendation Alignment: 7 objectives within 3 of the recommendations.
- Population Scope - All members of the State Group Health Insurance program, active employees and non-Medicare retirees. Completely voluntary and free to members.
- Program Development - 2 Focus areas - **Condition Care** (Heart Failure, Chronic Obstructive Pulmonary Disease, Diabetes, Coronary Artery Disease, Asthma and Osteoarthritis and Back Pain) and **Wellness** (wellness assessments, biometric screening, health challenges, healthy living programs, tobacco cessation programs, “beat the pack”, “plan my quit”, weight watchers) DelaWELL conducts screenings and assessments, then offers programs tailored to those needs.
- Data Collection - Baseline measurements, participation in programs, change in health status based on program, analysis of all attendees at training. Alere conducts pre- and post- tests someone participates in health coaching, condition care and online programs.

DelaWELL

- Program and Outcome Evaluation - For Condition Care, DelaWELL looks at adherence to clinical guidelines, reduced ER visits based on claims information. For Wellness, DelaWELL looks at decrease in risk responses on wellness assessment, self-report data. For awareness and education programs pre and post tests are used.
- Challenges - Reaching populations and engaging populations. Requesting funding every year.
- How can the Governor's Council help you? Establish a culture change across the board, have the Governor's Council be the standard bearer for promoting health promotion and support the inter-agency culture. Promote inter-agency competition between health agencies. Ex. Laurel State Service Center

Sussex Outdoors

- Mission - promote, market and implement population level behavior change that addresses the recommendations of the Governor's Council on Health Promotion and Disease Prevention
- Population Scope - Families, Children, Employers, Schools (Primary, Secondary and Post-Secondary), Faith Based Groups, Hispanic populations focused in Bridgeville, Seaford, Georgetown, Lewes and Rehoboth Beach. Planning to expand to Delaware Outdoors (statewide).
- Recommendation Alignment - Strategic plan is composed of 5 objectives from council recommendations
- Program & objectives - Integration with the Child in Nature movement and launch of 2012 Summit. Looking at where people live, work and learn. Delaware Tech's instituted walk-bike program.
- Data Collection - Beebe and Nanticoke Medical Center, the two largest employers are collecting data on steps. United Methodist Church Wellness Community. 4-H doing miles in paper/pencil logs.
- Program and Outcome Evaluation - None. Technical expertise and resources to establish a unified system for collecting data.

Sussex Outdoors

- Partnerships and Collaboration - Governor's Office, DPH, DHSS, DNREC - State Parks, Sussex Land Trust, Sussex County Council, Beebe Medical Center, Nanticoke Medical Center, Boys and Girls Club, YMCA, Delaware Technical and Community College, Schools(Woodbridge, Cape and Seaford district)
- Opportunities - Improve data collection system, and implement more progressive marketing and awareness plan.
- Needs - Continued support of the Governor, DPH, DHSS. Courageous investment of money and bold leadership. Continued support and growth of parks and park opportunities for expansive trails. DPH and DHSS in kind support, assistance, cooperation and collaboration.
- How can the Governor's Council help you? Provide recognition by helping with promotion and awareness. Formal recognition of extraordinary work that generates visibility, letterhead/correspondence, branding. Assistance in technical support for data collection.

Sussex County Health Promotion Coalition

- Mission - to engage the entire community in collaborative, family focused effort to improve the health of children and youth in Sussex County
- Recommendation Alignment - Aligns with 12 objectives represented throughout 4 of the recommendations.
- Population Scope - Children and Families in Sussex County
- Program Development - Utilizes the socio-ecological theory of change. Work in the community is based on PATCH (Planned Approach to Community Health). Sussex Success (Supporting Communities through Collaboration Education and Services) is a pilot used to help individuals and families navigate the system. Also using 5-2-1-Almost None.
- Data Collection - Demographic data is collected on ethnicity, age, sex, financial income level, health data related questions (ex. do you have insurance?, do you register with a primary care physician?), questions on individual health behaviors
- Program and Outcome Evaluation - Only data collected is that which is associated with PANO grant.

Sussex County Health Promotion Coalition

- Partnerships and Collaboration - IM40 Young Health Program (United Way and AstraZeneca), Sussex Success (United Way), 5-2-1-AN (NHPS), Sussex County 4-H, Boys and Girls Club of Laurel, La Red Health Center, Laurel School District, First State Community Action Agency
- Challenges - Time and capacity. Because the majority of funds are grants from private foundations, funding is constantly under threat. Sussex County is a rural county, many organizations are younger organizations tied into older organizations, and do not have the same opportunities to grow.
- Needs - Diverse funding stream, increased internal capacity, champions and increase in political capital, better marketing strategy, funding geared towards conducting program evaluation or contracting a private evaluator
- Opportunities - Sussex County Health Promotion Coalition is grassroots, innovative, cost-effective and flexible
- How can the Governor's Council help you? Have the Governor's Council committed to focusing on policy strategy and procuring funding so some of the initiatives can be realized out in the community in a proactive way that is cost-effective

Delaware Center for Health Promotion

- Mission - to encourage Delawareans to adopt healthier lifestyle habits in an effort to increase residents' quality of life, to reduce the incidence of preventable illness, and to contain state healthcare expenditures.
- Recommendation Alignment - 4 objectives represented within recommendation 4
- Population Scope - Statewide
- Program Development - 10 ton challenge, Be Healthy Delaware: Walk it off! (5339 people registered, 2365 recorded data, 1215 submitted a completed form at the end of 10 weeks). DCHP also incorporating 5-2-1 Almost None. Seminars offered to worksites and community groups
- Data Collection- DCHP is tracking numbers of participants, changes in knowledge, pre- and post- tests, changes in behavior such as the amount of walking, measuring changes in weight based on biometric data, pre and post tests. DCHP also collecting demographic data on gender, ethnicity, county of residence. Qualitative data is in the form of comments and quantitative data in biometric data and self-report responses.
- Program and Outcome Evaluation - Program is still in infancy, so too soon to try to quantify economic benefit.

Delaware Center for Health Promotion

- Partnerships and Collaboration - works closely with Healthy Delaware Foundation, AstraZeneca, Delaware State University, Nemours, Blue Cross Blue Shield
- Challenges - Funding and lack of staff
- Opportunities - DCHP is now based in Kent County, the most unhealthy county. Opportunities for more programming if funding was available
- How can the Governor's Council help you? The Governor's Council can advocate for higher level policy change, as well as, additional resources for health programming that already exist. The Council can have more of an advisory role and advocate for resources and statewide policy change.

Delaware Small Communities Initiative

- Mission - consistent with NHPS to help children lead healthier lives by working in communities to promote child health in all the places where children live, learn and grow by supporting the implementation and evaluation of policies and best practices that contribute to the field of child health promotion and disease prevention; and to advocate for social, behavioral and environmental challenges for children's health.
- Recommendation Alignment - 13 objectives represented from 3 of the recommendations.
- Population Scope - Statewide schools in New Castle, Kent and Sussex County (Christina, Colonial, Capital, Woodbridge, Indian River and Seaford)
- Program Development - Policy focused. CTG will be recommending evidence-based programs from North Carolina Energizers, Coordinated Approach to Child Health, Triple P (Positive Parenting Program), revised USDA guidelines, Alliance for a Healthier Generation
- Data Collection - No biometric data being collected. University of Delaware is the contract that administers surveys through the Center for Drug and Alcohol Studies.
- Program and Outcome Evaluation - The evaluation plan is using currently existing systems, YRBS reporting, PBS surveys, School Health Profiles, Delaware School Survey, Delaware Survey of Children's Health

Delaware Small Communities Initiative

- Partnerships and Collaboration - Sussex County Health Promotion Coalition, Seven School Districts (Christina, Colonial, Red Clay, Capital, Woodbridge, Indian River, Seaford), American Lung Association, United Way, Delaware Center for Health Promotion, Delaware Health Sciences Alliance, University of Delaware Center for Drug and Alcohol Studies
- Needs - Evaluation and tracking of the impact of policies on actual behavior change. The cooperation of school leadership, the support of the Department of Education, support of community-based organizations.
- Opportunities - the initiative is looking at the work that other models are doing, schools who are not being engaged by the grant have models of activity for how to engage in similar activities.\
- Challenges - Funding. One of the charges of the leadership team is to be looking at a fundraising plan and actively seeking funds.
- How can the Governor's Council help you? The Governor's Council can help with the dissemination of information about how all of the efforts and the recommendations fit together. Making sure that each organization is working systematically to achieve the implementation of recommendations. Determining if other coalitions are currently working on recommendations and how can other players help and not reproduce the same work.

Delaware Health Sciences Alliance

- Vision - A strong peer-to-peer strategic alliance built on the common vision of a need to provide the finest healthcare education, to conduct research to generate new knowledge at the forefront of the health sciences that addresses today's most pressing health concerns, and to improve regional health and health care services
- Recommendation Alignment - 6 objectives within 3 recommendation areas
- Population Scope - Partnership between Thomas Jefferson, University of Delaware, Christiana Care and Nemours
- Program Development - strategies around medical education and practice, health economics and policy, populations sciences, public health, biomedical sciences and engineering, Medical theatre and health coaching programs. Pilot grant-making for up to \$75,000 for projects from 12 to 18 months.
- Program and Outcome Evaluation - DHSA has an emphasis on translational research and seeks to be a neutral platform to bring people together for collaboration, collecting data and evaluating models and outcomes. Creating a broader evaluation that serves the overall state of Delaware. In addition, innovative program is taking place in the workforce training, health theatre program and focus on creating an active learning environment. Health and wellness institute on star campus.

Delaware Health Sciences Alliance

- Needs - Funding and support towards policy change
- Opportunities - Leveraging partnerships and relations, think globally, and act locally. Utilization of the Star campus expansion at University of Delaware. Potential for fieldwork and community-based services on campus that both support evidence-based research and practice but also transform the community.
- How can the Governor's Council help you? Helping to support and advocate for policies that have implications for systems change. An example, would be support policies that could lead to settings where health campus could be a recognized center for clinical research and practice for community-based organizations serving clients. Communicate the work that is being done.

Christiana Care

- Mission - serve our neighbors as expert, caring partners in their health by creating innovative, effective, affordable systems of care that our neighbors value.
- Recommendations - 14 objectives are represented from all 4 recommendation areas.
- Data Collection - Strong data collection in diabetes and cancer. Population-based health information is on the weaker side. Christiana Care is focusing on pushing itself to be a health system and not a health care system.
- Program Development - Much of the work being done is in secondary and tertiary care, especially around tertiary care by organizing services that keep people out of the hospital, working to build a new system of care for figuring out how to be reimbursed for keeping people out of the hospital. Cancer prevention and diabetes prevention. Also, Camp Fresh, Farm to Home, work to make wellness centers more effective and smoking prohibition on campus
- Program and Outcome Evaluation - Value Institute at Christiana Care is looking at 4 different pieces, 1) quality and safety, 2) operational excellence, 3) clinical outcomes research, 4) health care delivery science

Christiana Care

- Partnerships and Collaboration - Delaware Health Sciences Alliance
- Needs - Build infrastructure that helps people support health. Push employers to incorporate health in the work place. Attention to Mental Health and stress-related health problems, the structure of work. Be honest about what works and what doesn't. Pick a few places that we can really put energy and time into and go deep on. Emphasize the importance of mental health in the work place. Make it easy for people to do the right thing.
- Opportunities - Caring for the whole individual. Begin looking at the hospital as a cost center rather than a revenue center. "Walk the talk," be role models and work on the image implications and impressions of a health campus, partner with and encourage other organizations to follow.
- Challenges - challenge with current health promotion strategies is the models do not support them. traditional fee for service model does not work
- How can the Governor's Council help you? The Governor's Council can stay visible, foster public-private partnerships, Find ways to ask for private sector money that can be put into the Council. Serve as a commission of sponsored projects that leads as an example of public-private partnerships

Healthy Weight Collaborative

- Mission - dedicated to creating sustainable strategies across the community to achieve and maintain healthy weight, including addressing health inequities as they relate to healthy weight, and recognizing the important role it plays in leading this effort.
- Organizations - Delaware State University, Henrietta Johnson Medical Center, La Red Health Center, Westside Family Healthcare.
- Recommendation Alignment - 8 objectives from 4 recommendation areas
- Population Scope - Third grade class in Wilmington Elementary School (Westside Health), 9th grade students attending the Sussex Vo-Tech High School (La Red School Based Health Center), Female and Male Minority youth in Eastside/Southbridge Wilmington (Henrietta Johnson Medical Center), Incoming Freshman students at Delaware State University (Delaware Center for Health Promotion)
- Program Development - Utilizing the 5-2-1-Almost None
- Data Collection - BMI Data Collection

Healthy Weight Collaborative

- Partnerships and Collaboration - Secondary partners are YMCA, NHPS, Public health, Boys and Girls Club, Sussex Child Health Coalition, New Castle County Parks, Christiana Care Health System and Howard Vo-Tech High School, DSU Student Affairs Health Committee and Movement Science Department
- Needs - More people to pilot the work of the collaborative. Development and integration of partners. Grant funding like the Delaware Clinical and Translational research grant. Identifying and developing higher level evaluation support for the work that is being conducted. Obtaining technical assistance to do higher quality evaluation work.
- Opportunities - doing a better job of taking care of expanding populations of people through integrative and innovative methods, so if you do that the support could come from decreased costs, more appropriately applied insurance, employers that are appreciative of programs, that can support their employee populations better. How do we make sure people do better in health and lower costs of chronic diseases. piloting and bringing to other places throughout the state and across the nation.
- Challenges - Limited Resources for support and for planning. The challenges are the investment in short-term needs to integrate systems and care approach and build the infrastructure to tie together the practice, the community and the public health approaches to build a consistent messaging for the medium/long-term approaches to achieve the long-term outcomes and lower healthcare costs. The challenge is not being able to show the benefits in a year.
- How can the Governor's Council Help you? Identify the policy issues and the support issues. Get large scale Delaware buy-in. Communicating a direct understanding and message that it will support the Delaware Healthy Weight Collaborative.

Conclusions

- Coherent philosophy and mission, connected council work to models to outcomes - What will be the working arms of the Council? Consider a logic model for the council's work? Where is there evidence based work council work? How can each of the model
- Staff and funding support - Funding and human resources for helping to support and coordinate the work of the council. Beyond funding limitations, there seem to be a lack of diversified funding sources, if the council were able to fund or promote public-private partnerships for funding would greatly increase capacity to do more with individual programs and models would be greatly increased.
- Technical Expertise and tools - Technology assessment plan, evaluate what technologies are in place, what is useable and begin to integrate, we know individuals are collecting data, so finding technologies and programs that everyone can interface and engage in information sharing.
- Marketing/Awareness Branding - recognition program, recognize exemplary work
- Policy, advocacy & ownership - The council must own it's work but actively advocate for programs and specifically infrastructure that allows programs to grow and deepen integration.
- Diplomatic Support engaging new partners and supporting current work, clearly communicating the work that's being done at the council level.