

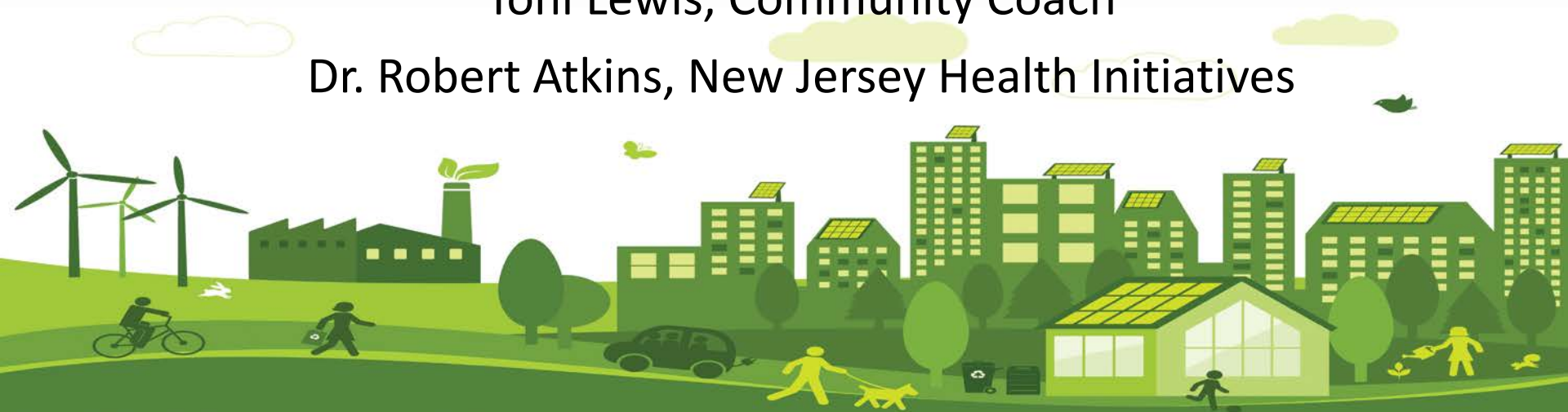


Building a Culture of Health One Community at a Time

Renee Haider, Sustainable Jersey

Toni Lewis, Community Coach

Dr. Robert Atkins, New Jersey Health Initiatives



2015 NEW JERSEY SUSTAINABILITY SUMMIT

Building a Culture of Health in New Jersey

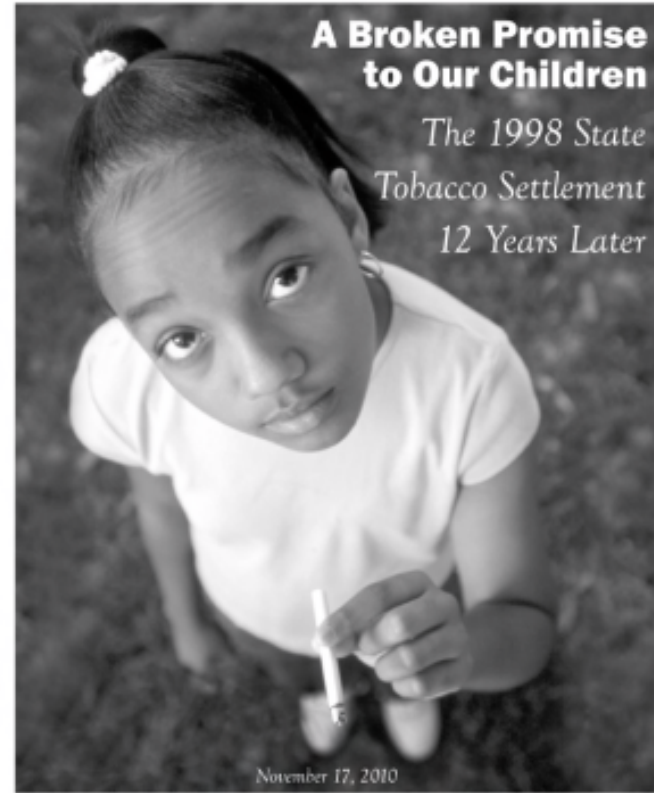
Communities Moving to Action



**New Jersey
Health Initiatives**



A Robert Wood Johnson Foundation program



**A Broken Promise
to Our Children**

*The 1998 State
Tobacco Settlement
12 Years Later*

November 17, 2010



 **New Jersey
Health Initiatives**

 A Robert Wood Johnson Foundation program



**New Jersey
Health Initiatives**



A Robert Wood Johnson Foundation program



New Jersey



New Jersey
Health Initiatives



A Robert Wood Johnson Foundation program



**New Jersey
Health Initiatives**



A Robert Wood Johnson Foundation program



Hispanic Family Center
of Southern New Jersey, Inc.
(856) 541-6985 or (856) 365-7393

PAPP
Fighting asthma



**New Jersey
Health Initiatives**



A Robert Wood Johnson Foundation program

What does it take to build a Culture of Health?



**New Jersey
Health Initiatives**



A Robert Wood Johnson Foundation program

It starts with asking more of the right questions?



**New Jersey
Health Initiatives**



A Robert Wood Johnson Foundation program

How do we increase opportunities
for all in our society to live
healthier lives?



How do we change the policies,
systems, and environments that
influence health?



New Jersey
Health Initiatives



A Robert Wood Johnson Foundation program



New Jersey
Health Initiatives

A Robert Wood Johnson Foundation program



New Jersey
Health Initiatives



A Robert Wood Johnson Foundation program



New Jersey
Health Initiatives



A Robert Wood Johnson Foundation program



New Jersey
Health Initiatives



A Robert Wood Johnson Foundation program

Who do we need to build a Culture of Health?



**New Jersey
Health Initiatives**



A Robert Wood Johnson Foundation program



New Jersey
Health Initiatives



A Robert Wood Johnson Foundation program

Not just health sectors



**New Jersey
Health Initiatives**



A Robert Wood Johnson Foundation program

Include every voice in the community



**New Jersey
Health Initiatives**



A Robert Wood Johnson Foundation program

**NJHI 2015:
Building a Culture of Health in New
Jersey—Communities Moving to
Action
and
School Health Leadership
(Johnson&Johnson and NJHI)**



Cross-sector collaborations





New Jersey
Health Initiatives



A Robert Wood Johnson Foundation program

Collaboratively identify problems and develop “blueprint” for action





County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

BUILDING A CULTURE OF HEALTH 2015 NEW JERSEY SUSTAINABILITY SUMMIT

Toni Lewis, Community Coach



County Health Rankings & Roadmaps

New Jersey Health Initiatives

323 Cooper Street

Camden, NJ 08102

Toni.Lewis@match.wisc.edu

609-531-0900

888-996-6744 Extension 139 (Toll Free)

Building a culture of health, county by county



University of Wisconsin
Population Health Institute
SCHOOL OF MEDICINE AND PUBLIC HEALTH

Support
provided by



Robert Wood Johnson
Foundation



County Health Rankings & Roadmaps

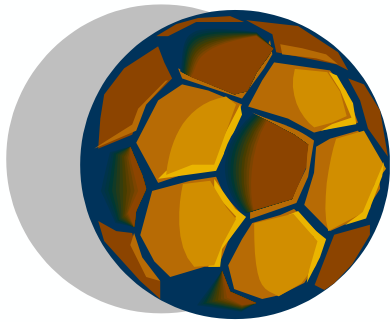
Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

County Health Rankings & Roadmaps is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

www.countyhealthrankings.org

GOALS FOR TODAY



- ▶ Learn about rankings
- ▶ Find roadmaps
- ▶ Be inspired

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

HEALTH LANDSCAPE



NJ Health
New Jersey Department of Health

PARTNERING FOR A HEALTHY NEW JERSEY

New Jersey Chronic Disease
Prevention & Health Promotion Plan

2013 - 2018

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

YOUR VISION OF A CULTURE OF HEALTH?



The *County Health Rankings* show how we're doing and where we can improve on health. The *Roadmaps* show what we can do to create healthier places to live, learn, work and play.

[Learn More](#) ›

[countyhealthrankings.org](https://www.countyhealthrankings.org)

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program



Photo credit: athenamat, Flickr Creative Commons

ESSENTIAL QUESTIONS

How can we encourage multi-sector partnerships?

What role should government, schools, and community members play in community health?

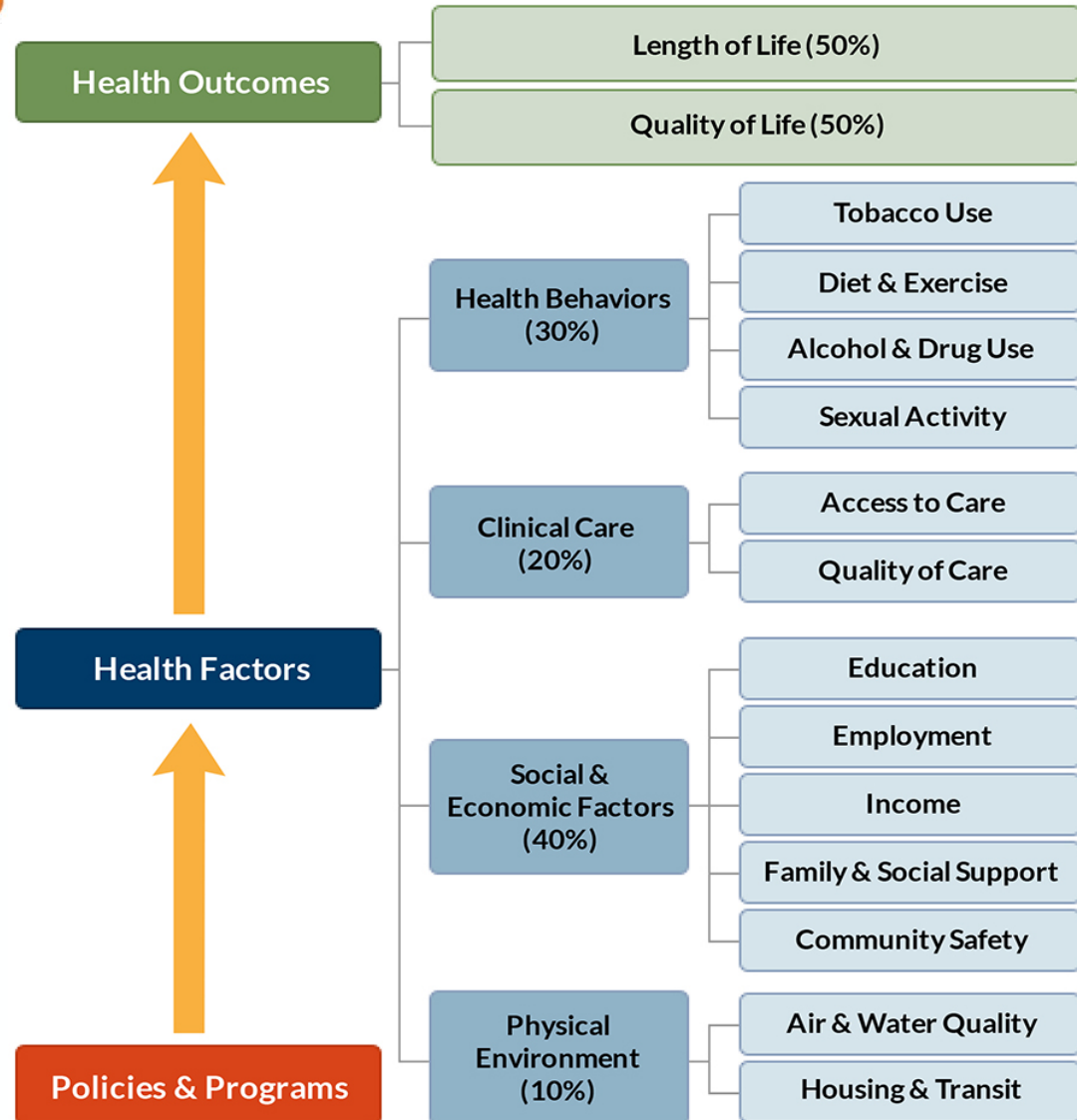
LOGIC MODEL



County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program



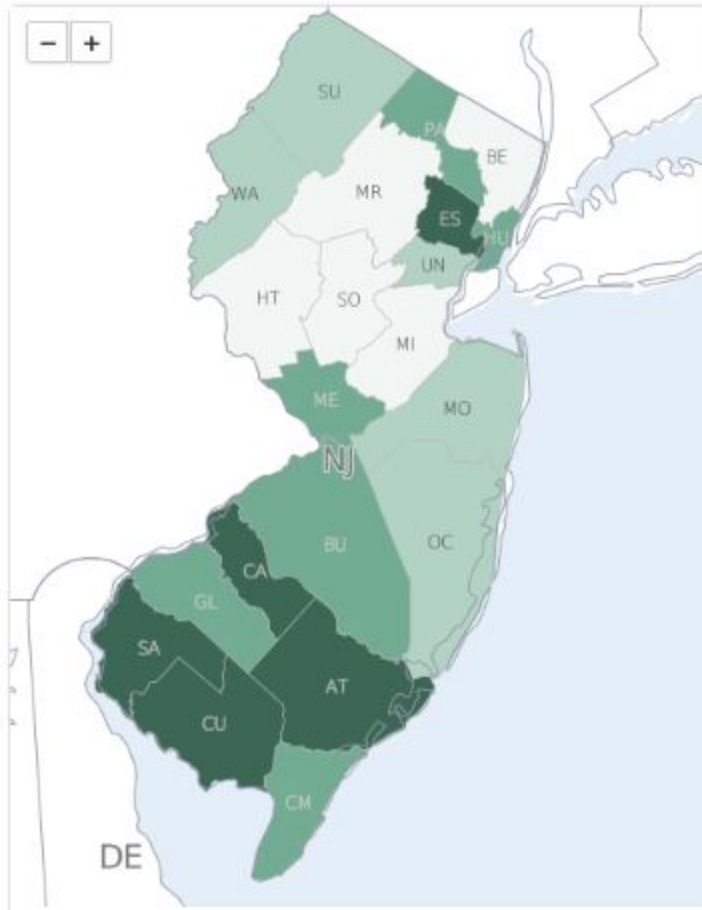
County Health Rankings & Roadmaps

Building a Culture of Health, County by County

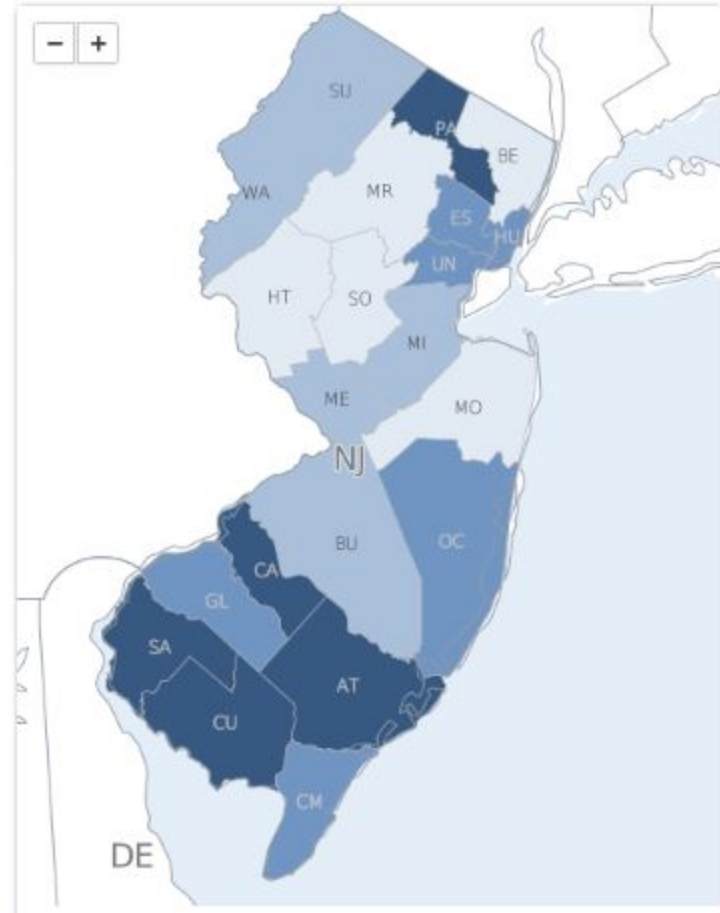
A Robert Wood Johnson Foundation program

TODAY'S AND TOMORROW'S HEALTH

Overall Rankings in Health Outcomes **i**



Overall Rankings in Health Factors **i**



County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

Atlantic (AT)

County Snapshot | [Additional Measures](#)

Areas to Explore ON OFF

MEASURES

	Atlantic County	Trend	Error Margin	Top U.S. Performers*	New Jersey	Rank (of 21)
Health Outcomes						20
Length of Life						21
Premature death	7,918		7,531-8,305	5,200	5,558	
Quality of Life						18
Poor or fair health	18%		16-21%	10%	15%	
Poor physical health days	4.2		3.9-4.5	2.5	3.3	
Poor mental health days	4.0		3.3-4.6	2.3	3.3	
Low birthweight	8.7%		8.4-9.1%	5.9%	8.4%	
Health Factors						20
Health Behaviors						19
Adult smoking	20%		18-22%	14%	16%	
Adult obesity	27%		25-29%	25%	24%	
Food environment index	6.7			8.4	8.1	
Physical inactivity	26%		24-27%	20%	24%	
Access to exercise opportunities	93%			92%	96%	
Excessive drinking	18%		16-21%	10%	16%	
Alcohol-impaired driving deaths	24%			14%	26%	
Sexually transmitted infections	412			138	308	
Teen births	34		33-35	20	22	

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

MEASURES

Clinical Care						17
Uninsured	17%		16-19%	11%	15%	
Primary care physicians	1,331:1			1,045:1	1,168:1	
Dentists	1,877:1			1,377:1	1,240:1	
Mental health providers	965:1			386:1	623:1	
Preventable hospital stays	69		66-72	41	61	
Diabetic monitoring	82%		79-85%	90%	83%	
Mammography screening	61.3%		58.3-64.3%	70.7%	60.8%	
Social & Economic Factors						20
High school graduation	84%				87%	
Some college	55.8%		53.5-58.1%	71.0%	66.0%	
Unemployment	12.0%			4.0%	8.2%	
Children in poverty	25%		22-29%	13%	17%	
Income inequality	4.8		4.6-5.0	3.7	5.0	
Children in single-parent households	40%		37-43%	20%	29%	
Social associations	8.5			22.0	8.3	
Violent crime	499			59	302	
Injury deaths	64		60-68	50	41	
Physical Environment						12
Air pollution - particulate matter	11.2			9.5	11.3	
Drinking water violations	6%			0%	6%	
Severe housing problems	25%		24-26%	9%	23%	
Driving alone to work	76%		75-77%	71%	72%	
Long commute - driving alone	27%		25-28%	15%	41%	

USING THE *RANKINGS* DATA & MODEL

- ▶ Dig deeper into the *Rankings*
 - Share the data with your community – how is the data different community from community?
 - Ask the community – what is the story behind the number?
- ▶ Engage elected officials

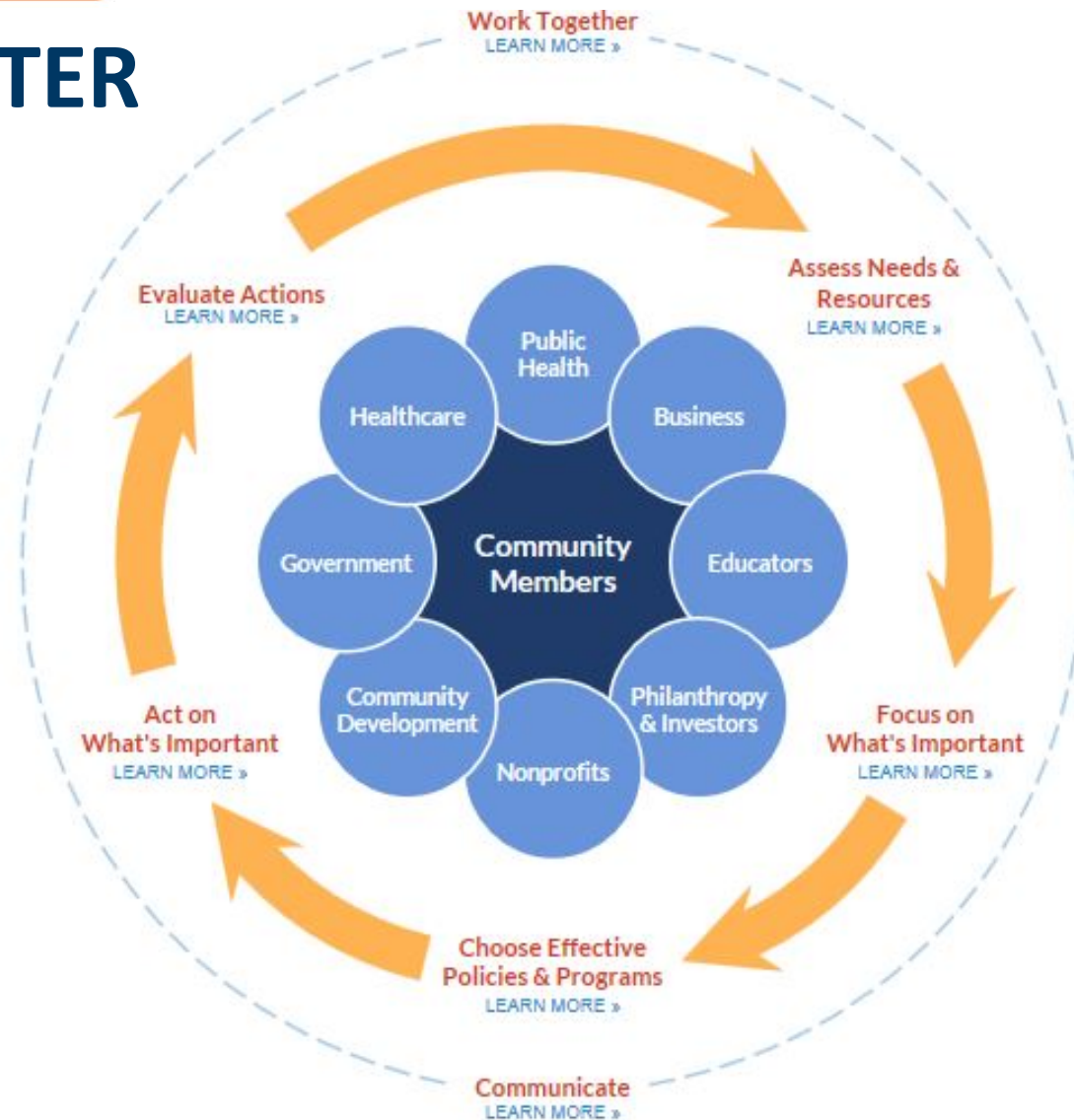


CALL TO ACTION

*“There is no more neutrality in the world.
You either have to be part of the solution, or
you are going to be part of the problem.”*

Eldridge Cleaver- writer, political activist

ACTION CENTER



WHAT WORKS FOR HEALTH

- ▶ Strategy is rated based on the scientific strength of the evidence used to design it
- ▶ Scientifically supported
- ▶ Some evidence
- ▶ Expert opinion
- ▶ Insufficient evidence
- ▶ Mixed evidence
- ▶ Evidence of ineffectiveness

Group-based parenting programs

Evidence Rating



Scientifically Supported

Healthcare Professionals and Advocates
Family and Social Support
Decision Makers
Healthcare Professionals and Advocates
Government
Public Health Professionals and Advocates
Non-Profit Leader

Group-based parenting programs use standardized curriculums to teach parenting skills in a group setting. Such programs are usually based on behavioral or cognitive-behavioral approaches and targeted at parents whose children display aggressive and disruptive behaviors, possess low self-esteem or poor social skills. Participants' children are often at risk of, or diagnosed with, Conduct Disorder or Oppositional Defiant Disorder (Cochrane-Furlong 2012).

Expected Beneficial Outcomes (Rated)

- Improved child behavior
- Improved mental health
- Improved parenting

Other Potential Beneficial Outcomes

- Improved child development
- Improved parent-child interaction

Evidence of Effectiveness

There is strong evidence that group-based parenting programs reduce conduct, behavioral

WORK TOGETHER

Access to places for physical activity

Evidence Rating



Scientifically Supported

Health Factors

Diet and Exercise

Decision Makers

Business

Educators

Government

Community Development

Non-Profit Leader



RWJF CULTURE OF HEALTH PRIZE

Meet the *RWJF Culture of Health Prize* Winners



BROWNSVILLE



BUNCOMBE



DURHAM



SPOKANE



TAOS PUEBLO



WILLIAMSON

- ▶ Defining **health** in the **broadest** possible terms.
- ▶ Committing to sustainable systems changes and **policy-oriented** long-term solutions.
- ▶ Cultivating a shared and deeply held belief in the importance of **equal opportunity** for health.
- ▶ Harnessing the **collective power** of leaders, partners, and community members.
- ▶ Securing and making the most of available **resources**.
- ▶ Measuring and sharing progress and **results**.

COMMUNITIES IN ACTION



Brownsville Belden Trail

DO YOU HAVE A STORY? TELL US!



County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

COACHING

The screenshot shows a web interface for the 'HOW HEALTHY IS YOUR COMMUNITY?' tool. At the top, there is a dark blue header with the title in white. Below the header is a search bar with the placeholder text 'Search by county or select a state' and a blue 'SEARCH' button. The main content area features a map of the United States with state boundaries. A semi-transparent blue box is overlaid on the map with the text 'Choose a state to begin'. To the right of the map is a vertical list of state abbreviations: VT, MA, CT, DE, DC, MD, NJ, RI, and NH.

SUMMARY

- ▶ Where we live matters to our health.
- ▶ Many factors contribute to health.
- ▶ We're all in this together. A Culture of Health takes all of us working together.
- ▶ You can find data and practical resources— coaching countyhealthrankings.org.

QUESTIONS?

Preguntas?

الأسئلة؟

Հարցեր ?

Suallar?

Galderak

Zalantzak dituzu?

Питання?

প্রশ্ন?

Pitanja?

Въпроси?

¿Preguntes?

Pangutana?

Mafunso?

有问题吗？

有問題嗎？

Pitanja?

Otázky?

Spørgsmål?

Vragen?

Demandoj?

Küsimused?

Mga Katanungan?

Kysymyksiä?

კითხვები?

Haben Sie Fragen?

Ερωτήσεις;

પ્રશ્ન?

ACKNOWLEDGEMENTS

- ▶ Robert Wood Johnson Foundation
 - Including Jamie Bussel, Abbey Cofsky, Andrea Ducas, Michelle Larkin, Jim Marks, Joe Marx, Don Schwarz, Katie Wehr
- ▶ Wisconsin County Health Rankings & Roadmaps Team
 - Including Bridget Catlin, Julie Willems Van Dijk, Kitty Jerome, Carrie Carroll, Amanda Jovaag, Alison Bergum, Astra Iheukumere
- ▶ Our Partners
 - Including Active Living by Design, Burness, CDC, Dartmouth Institute, National Association of Counties, United Way Worldwide

STAYING CONNECTED

- ▶ countyhealthrankings.org
- ▶ Follow @CHRankings
- ▶ Like Facebook.com/
CountyHealthRankings
- ▶ Subscribe to e-Newsletter, email
chr@match.wisc.edu



follow us on
twitter



THANK YOU

Toni Lewis tlewis@match.wisc.edu 609-531-0900





Sustainable Jersey Actions

Municipal Program

Action Name
Community or School Gardens
Farmers Markets
Making Farmers Markets Accessible
Anti-Idling Education & Enforcement
Building Healthier Communities
Safe Routes to School
Smoke-Free and Tobacco-Free Public Places
Complete Streets Program
Bicycle and Pedestrian Audit
Bicycle and Pedestrian Plan

Schools Program

Action Name
Access to Healthy Water in Schools
Anti-Idling Education & Enforcement
Asthma Friendly School
Breakfast After the Bell
Healthy Food Choices
Indoor Air Quality Review
Outdoor Air Quality Awareness Program
Pedestrian and Bicycle Safety and Promotion Initiatives
Policies to Promote Physical Activity
Programs to Promote Physical Activity
Promote Locally Grown Foods
Reporting Process for Indoor Air Quality Concerns
Safe Driving Awareness Programs for High School Students
Safe Routes to School District Policy
School Gardens
School Health Assessment
School Travel Plan for Walking and Biking
School Wellness Council
Staff Wellness Program



New Action Ideas

- How can Sustainable Jersey support communities and schools in their efforts to build a culture of health?
- Where are their opportunities leverage best practices into program actions?
- Who should be invited to join the Sustainable Jersey Task Force Health and Wellness Task Force to help explore and develop new actions for municipalities and schools?