



Good morning. My name is Kevin Hutchison and I am submitting this written testimony on behalf of the St. Clair County Health Department and the St. Clair County Health Care Commission.

Since 1994, the Health Department has played a lead role in convening a partnership of over 30 community organizations known as the St. Clair County Health Care Commission to conduct and coordinate an ongoing community health assessment, planning and evaluation process known as the Illinois Project for Local Assessment of Needs (IPLAN). This collaborative process has been an invaluable asset to our county and its communities by helping to focus our resources on priority health issues and strengthening our community partnerships to address those issues together. Several of those health issues are directly relevant to today's topic of chronic disease prevention.

In St. Clair County, our work of establishing a shared vision for health and achieving significant improvements in addressing the physical, financial and social impact of chronic disease is a long term and dynamic process of organizational strategic alignments which began with the building of strong collaborations within and beyond the membership of the Health Care Commission (see Figure 1). This has presented some unique challenges:

1. Getting multiple organizations to support a common strategy to achieve outcomes,
2. Managing the complexity of a collaborative strategy, and
3. Achieving accountability for results that require the efforts of many organizations.

Nonetheless, this strategy-centered approach to linking objectives and projects is well-suited to identifying where local programs and resources for chronic disease prevention can best be leveraged. It can also encourage a more comprehensive and integrated "systems thinking" approach that communicates how resources from other state and federally-funded programs or foundations can be leveraged to support a larger local strategy.

Additionally, if deployed on a statewide basis, effective strategic management systems can also facilitate improved State-Local communication, equipping a geographically dispersed team with a

convenient means to monitor and support the wide range of local prevention activities and programs that can align with the State Health Improvement Plan and contribute to the success of state strategies for chronic disease prevention. Such strategic management systems could provide a convenient way for state and community leaders to understand the relationships between the efforts of many partners, monitor the progress, and prioritize allocation of resources to achieve the desired outcomes (see Figure 2). By equipping communities with these strategic management tools (along with consulting, facilitation, and training), the State is setting them up for success in the engagement of partners, implementation of programs, execution of the strategies. With the realization that St. Clair County (and all Illinois) residents will largely depend on the state public health system, we must move forward carefully, but swiftly in adopting state policies for strengthening the public health workforce, environmental capacity, and information management systems in order to build healthier communities.

Specific measures that we respectfully recommend are:

- To support communities' use of evidence-based prevention strategies that change policy and environments in schools, worksites, faith-based organizations, neighborhoods and other places where people live, work and play.
- To establish and support a statewide prevention media campaign that promotes healthy food/drink choices and includes counter-advertising for unhealthy choices, promotes increased physical activity, use of public transit, active transportation (bicycling and walking for commuting and leisure activities) and includes counter-advertising for screen time.
- To promote transportation and land use policy changes that encourage active living.
- To provide business incentives to implement healthy workplace programs that have been shown to increase physical activity and promote healthier eating.
- To establish principles of strategic alignment and deploy a statewide tool for state and local health improvement plan implementation using data technology tools for collaborative objective setting, defining measures, and collecting data to evaluate health improvement interventions.
- To support a workforce development and training curriculum in the use of strategic alignment and data technology tools as an avenue for community health improvement and performance measurement.
- To seek guidance and recommendations on how these efforts can align with state-level goals and initiatives associated with SHIP, the State IPLAN Data System and other health information exchanges and performance measurements.
- To identify potential opportunities for ongoing collaboration and pilot projects.

In conclusion, we believe that the goals of chronic disease prevention can best be achieved by fostering a public health system that includes a strong emphasis on aligning strategies of key stakeholders at both the local and state level. Developing strategic management systems and tools could provide an effective avenue for state and community leaders to define, implement, measure and evaluate the efforts

of multiple system partners and leverage resources to achieve the desired outcomes in chronic disease prevention.

Thank you for this opportunity to provide comments and recommendations for your consideration.

A handwritten signature in black ink, appearing to read 'Kevin D. Hutchison', written in a cursive style.

Respectfully Submitted

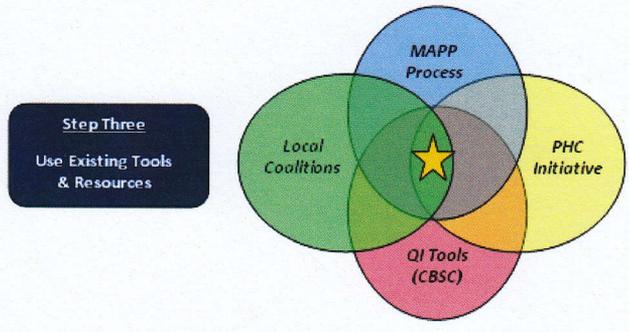
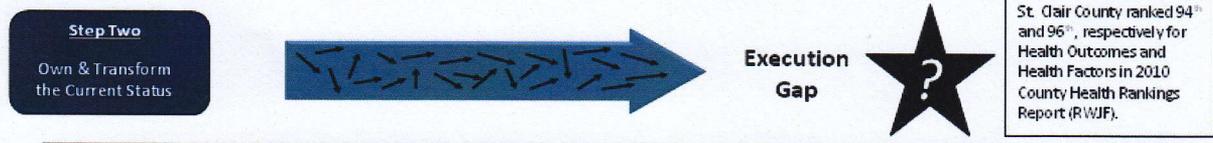
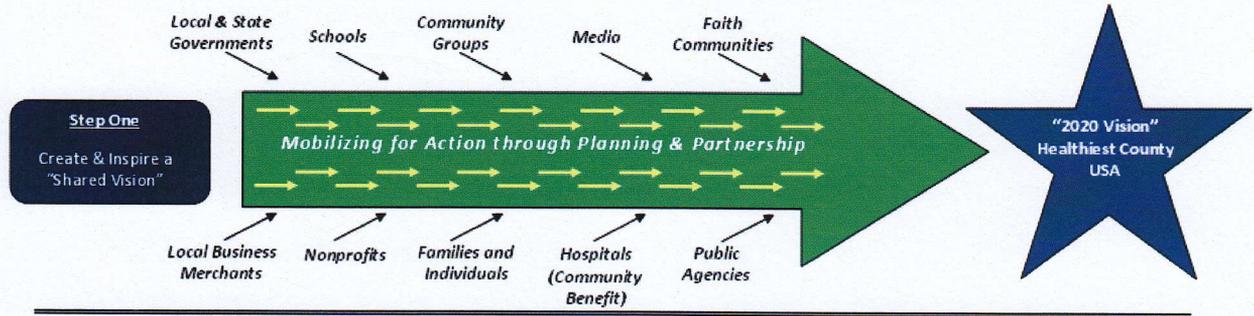
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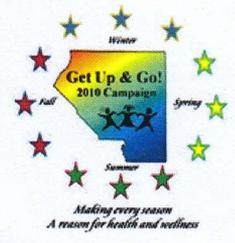
November 30, 2010

Figure 1

How St. Clair County Uses Strategic Alignment



- Initiatives & Resources**
- 2006-2015 MAPP Strategic Issues
 - Health Policy Summit Goals
 - Get Up & Go Website and Toolkits
 - Strategy Maps & Partnership Agreements (i.e. Nutrition & Fitness Themes)
 - CPPW & PHC Community Action Plans
 - IPHI QI Collaborative
 - Ongoing MAPHTC Partnerships
 - Alliance Integration
 - Health Care Commission
 - Youth Coalition
 - Medical Society Alliance
 - Scribner Public Health Foundation
 - Environmental Coalitions
 - Others (BASIC, Community Roundtable, CHOICE)



MAPP – Mobilizing for Action through Planning and Partnership; PHC – Pioneering Healthier Communities; QI – Quality Improvement; CBSC – Community Balanced Scorecards; IPHI – Illinois Public Health Institute; CPPW – Communities Putting Prevention to Work; MAPHTC – Mid America Public Health Training Center

Figure 2

