



We
CHOOSE
Health

REGIONAL ACTION INSTITUTES

September 2013

Welcome

- Introductions
- “Housekeeping” items
- Review Agenda

POLICY LANDSCAPE

Updates on State and Federal Policy Related
to We Choose Health

National CTG Update

- 2011: IDPH is among 61 CDC CTG grantees consisting of state and local health agencies, tribes, territories, non-profit organizations, and municipalities.
- 2012: CDC expands program to support 40 additional 'small communities' like villages, towns, and school districts.
- About \$173MM awarded in total so far.

National CTG Reach

- Early numbers from Year 1:
 - 7,018,777 persons with new access to smoke-free or tobacco-free environments
 - 5,070,515 persons with new access to healthy food or beverage options
 - 6,509,946 persons with new physical activity opportunities
 - 4,164,517 persons with new opportunities to support control of high blood pressure or high cholesterol

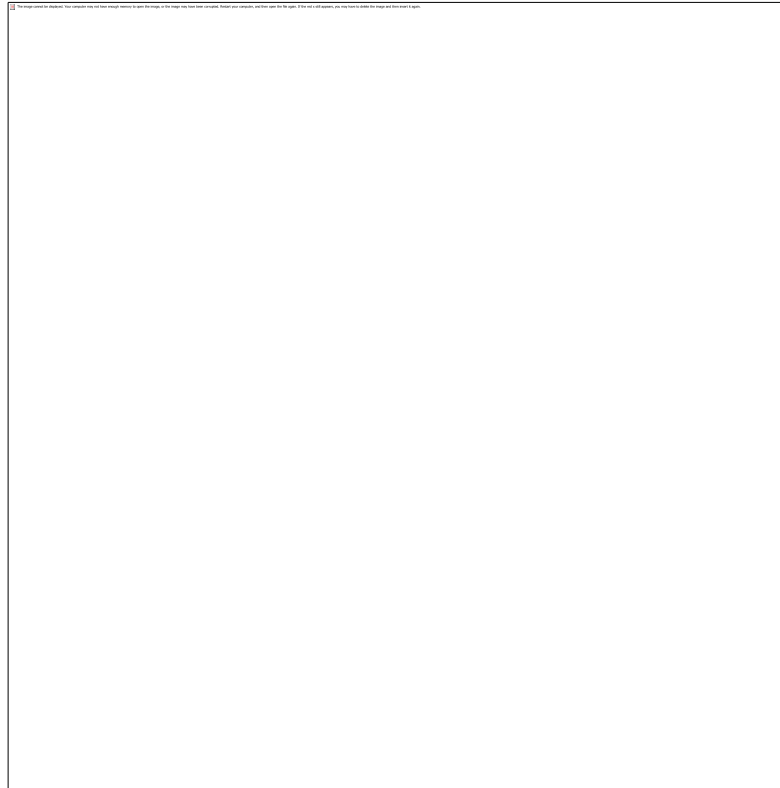
These numbers reflect YOUR work, and YOU are a critical part of these efforts.

Water!

- New national pro-water initiative from CDC and the First Lady: <http://YouAreWhatYouDrink.org>
- Compatible with Rethink Your Drink program, but distinct effort exclusively focused on benefits of water consumption

SHIP Implementation

- We Choose Health is a signature example of SHIP alignment
- Presentation on SHIP coming later today



In Illinois: We Choose Health

- For grantees, targeted community level interventions:
 - Smoke-Free Public Places
 - Smoke-Free Multi-Unit Housing
 - Complete Streets
 - Safe Routes to School
 - Baby Friendly Hospitals
 - Coordinated School Health
 - Joint Use Agreements
 - Worksite Wellness
- Statewide interventions
 - Healthy Hearts
 - Healthy Childcare

Healthy Hearts project overview

- Data-driven, community integrated primary care improvement for cardiovascular care
- Part of the CDC funded We Choose Health Project
- Five year project: ending date 9/30/2016
- Engage Rural Health Clinics, FQHCs and Health Departments in non-metropolitan Illinois

Healthy Hearts

- Receive EHR data from participant clinics
- Translate data into a dashboard of clinical indicators
- Use the dashboard to identify provider and clinic opportunities for improvement
- Collaborate with Health Departments and Community Partners to implement interventions to improve cardiac health

Pilot sites

Shawnee Health Services, Marion

Community Health Improvement Center, Decatur

Heartland Community Health Center, Peoria

Franklin-Williamson County Health Department

Macon County Health Department

Peoria County Health Department

Scale up to **30 clinics** by 9/2016

Clinical Quality Goals

30% increase in:

- Obesity measurement and follow-up plan
- Tobacco screening and cessation counseling
- Cholesterol screening; cholesterol below recommended goal
- Blood pressure screening; blood pressure below recommended goal

We Choose Health

NAP SACC Training

Offers child care providers instruction in using The Nutrition and Physical Activity Self-Assessment for Child Care assessment tool results to inform and implement program improvement in child care settings.

Four Workshops:

- Child Obesity
- Healthy Eating
- Physical Activity
- Personal Health

We Choose Health

NAP SACC Training

NAP SACC program is a research-tested intervention designed to enhance policies, practices, and environments in child care by improving the:

- Nutritional quality of food served,
- Amount and quality of physical activity
- Staff-child interactions
- Facility nutrition and physical activity policies and practices and related environmental characteristics

We Choose Health

NAP SACC Training

- Year One
 - Reviewed and Revised NAP SACC curriculum to meet delivery needs in Illinois
 - Created training kits and materials to be used for training delivery throughout target regions
 - Trained 16 trainers to deliver We Choose Health NAP SACC training series in pilot launch
 - More than 70 child care providers and early childhood educators attended NAP SACC training in May and June!

We Choose Health

NAP SACC Training

- Year Two
 - Additional instructors will be trained to deliver We Choose Health NAP SACC training series for launch in all targeted areas of the state.
 - All identified trainers are representatives of local Child Care Resource & Referral agencies and will provide training and technical assistance in the use of the NAP SACC tool.
 - Develop curriculum for self-paced, online delivery through an e-learning solution
 - Goal: Train 440 child care providers and early childhood educators in year two.

Opportunity to Comment

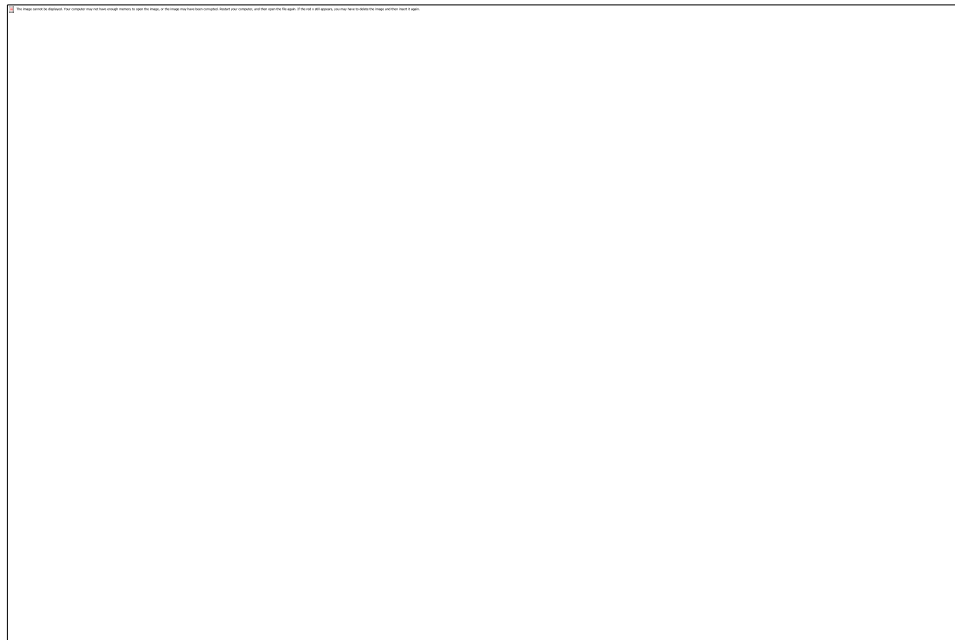
- Illinois Department of Childcare and Family Service (DCFS) is currently accepting public comments regarding revisions to Administrative Code Title 89, Part 407: "Licensing Standards for Day Care Centers in Illinois." The revisions include improvements related to nutrition, physical activity, and screen time (referred to in the new requirements as "screen viewing.")
- Public comment period open until October 7.

Opportunity to Comment

- For more information on the strengthened childcare licensing standards, visit the Illinois Register web site at: http://www.cyberdriveillinois.com/departments/index/register/register_volume37_issue34.pdf.
- Comment submissions can be sent to Jeff Osowski, DCFS, 406 E. Monroe St., Station #65, Springfield, IL 62701, 217-524-1983, cfpolicy@idcfs.state.il.us.

Illinois Cigarette Litter Law

- By amendment, cigarettes will become part of broader litter control act (415 ILCS 105/3). Littering with cigarette butts will be a Class B misdemeanor punishable by fine and even jail time. Public Act 098-0483, effective January 1, 2014.



Enhanced PE Taskforce

- Appointed by Governor to promote and recommend enhanced physical education programs that can be integrated with broader wellness strategies and health curricula in primary and secondary schools across Illinois.
- Final report released in August 2013, available at www.isbe.state.il.us/EPE/html/EPETF.htm

What is Enhanced PE?

- Substantial body of research connecting physical activity to cognitive ability and receptivity to learning
- Typical 30-minute K-6 PE classes only include 11 minutes of actual physical activity, falling far short of recommended 60 minutes daily, and in Illinois, many districts have waivers
- Enhanced PE consists of strategies both to strengthen traditional PE curriculum to increase both the amount of physical activity in classes, and the number of students participating

What is Enhanced PE?

- Examples:
 - Fitness activities involving whole classes rather than traditional sports with small numbers of students playing at any given time
 - Small group activities with opportunities for participation and leadership for all students; emphasis on getting everyone active
 - Emphasis on individual health-related fitness rather than competition
 - Much more available is EPE Taskforce report:
www.isbe.state.il.us/EPE/html/EPETF.htm

ISBE Updated Assessment

- As part of the Healthy, Hunger Free Kids Act of 2010, USDA has new wellness and nutrition requirements for schools participating in National School Breakfast and Lunch Programs
- To meet new Local Wellness Policy requirements in effect as of July 2013, ISBE has added 10 additional questions to its school assessment
- These development provide an added motivator for districts and schools to implement Coordinated School Health

Healthy and Active Communities Network

- IPHI resource bringing health coalitions together for sharing and learning purposes.
- Existing participants among WCH grantees include Knox County and McLean County.
- More information and toolkits available from <http://iphinetwork.org/>

YMCA Pioneering Healthy Communities

- National, RWJF-funded initiative to bring PSE change to state and local communities to promote active living and health eating.
- YMCA of Illinois collaborating with IDPH and other agencies.
- More information available at <http://www.illinoisymcas.org/wp/index.php/statewide-initiatives/pioneering-healthier-communities/>

Health Reform and Innovation

- CMMI – Health Alliance
- In Person Counselors
- Health Care Workforce Taskforce

HEALTH SYSTEM REFORM

Experience of Care

Population Health

Per Capita Cost



Improved quality and efficiency

Stronger workforce and Infrastructure

Greater focus on public health and prevention

Accountable Care Organizations

Community & school-based health centers

Prevention and public health fund

Medical homes pilots

Medicaid provider payments

Community Transformation Grants

Quality measure development and use

Medicare provider payments

Public education campaigns

Incentive payments

NHSC Loan Repayment Programs

Community health needs assessments

Coordination of care

Public Health Workforce Development

Nutritional labeling

Triple Aim

Population Health

Enhance health of population & communities in which they live

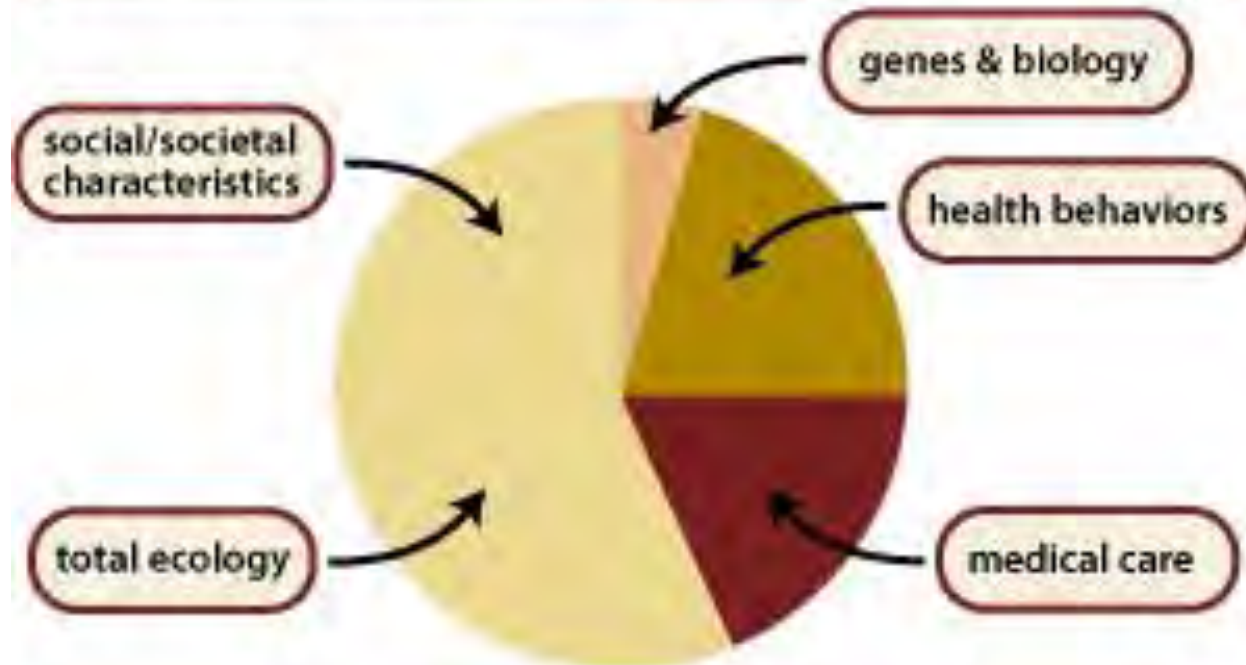
Quality

Improve effectiveness of delivery system & patient experience

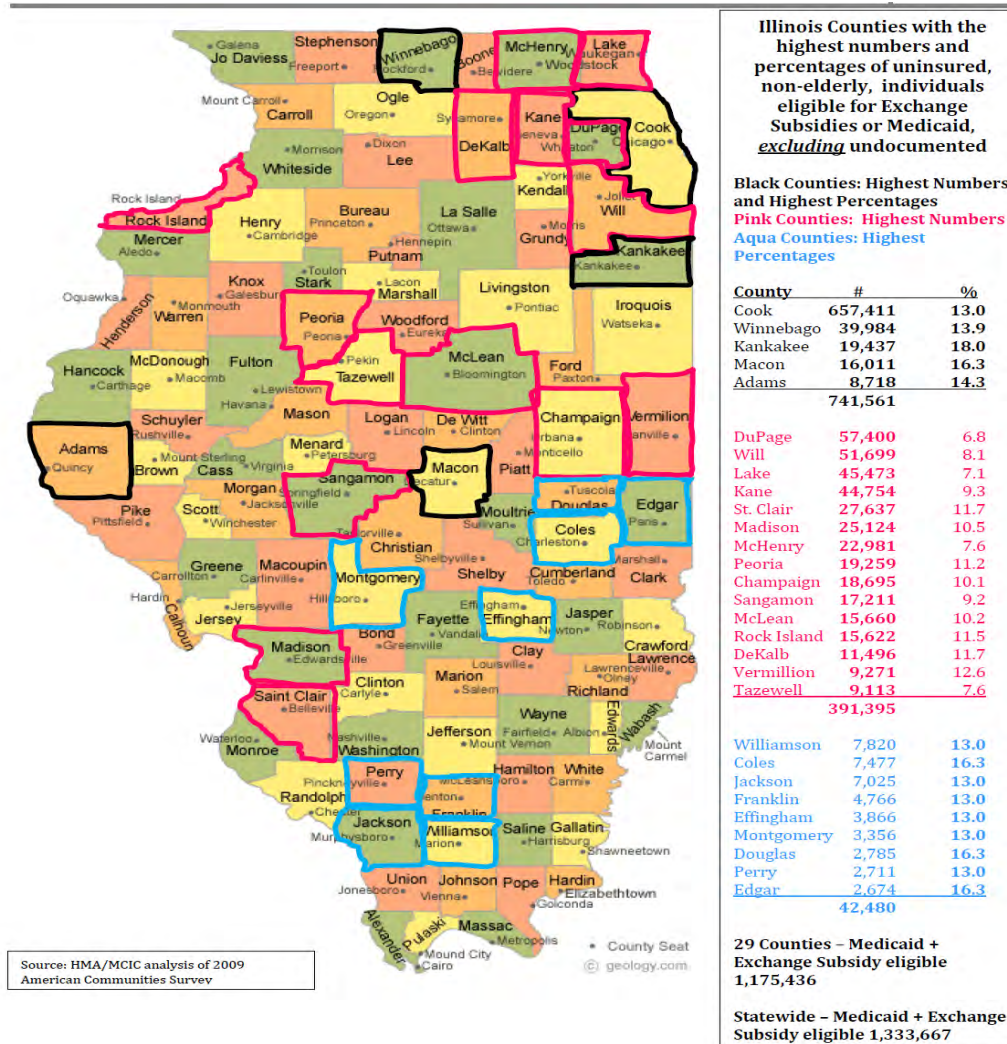
Cost

Contain overall health care costs

DETERMINANTS OF POPULATION HEALTH



IDPH Promoting ACA to All of Illinois



Illinois In-Person Counselor Grant Program

- With the Illinois Health Insurance Marketplace, IDPH made a funding opportunity available for organizations seeking to assist Illinois residents in enrolling in the new Healthcare Marketplace
- Grants are targeted to serve populations currently without health insurance
- In-Person Counselors will be critical to the success of both the education/outreach and enrollment efforts
- 48 IPCs have been awarded across the state

Health Care Work Force Task Force

- IDPH: Addressing the Shortage Here in Illinois

- **Purpose**

- This IDPH led Core Workgroup will meet with other important stakeholders in order to fill this gap in Illinois.

- **Objectives**

- The Core Workgroup will convene in order to address current and anticipated facets of the health care work force in order to address the issue head on.

COMMUNICATIONS

Updates

Videos

- Prevention Speaks videos almost ready
- MCPHP videos almost ready
- Grantee videos

Videos

Videos

- <http://animoto.com/play/2GcMG6oSkH0EhQbXj463gA>

Talk Back: Prevention Speaks

- How have you used the training?
- What would you like to tell grantees or partners who did not get to participate?

Coming Soon

- Year 2 Rollout
- Coordination with SHIP communications
- “Popcorn” press releases and other materials

POLICY PROCESS

Your Role in the Policy Process

Policy Process



ILLINOIS SHIP

ROUNDTABLE DISCUSSIONS

Breakout Groups

Roundtable Discussions

Roundtable Session One 30 minutes

Table	Topic	Featuring
Table 1	Smoke-Free Living	Henry-Stark facilitated by Jason
Table 2	Coordinated School Health	Coordinated School Health facilitated by Jeff Franklin
Table 3	Coalition Building	Coby Jansen
Table 4	Evaluation & Reporting	Dan & Amber

Roundtable Session Two 30 minutes

Table	Topic	Featuring
Table 1	Built Environment	Macon County facilitated by ATA
Table 2	Worksite Wellness	McLean and Champaign Counties facilitated by IL Chamber
Table 3	Coalition Building	Coby Jansen
Table 4	Evaluation & Reporting	Dan & Amber

LUNCH

Bingo and Networking

ADVANCING POLICY AND STAKEHOLDER RECRUITMENT

Lisa Cummings

ADVANCING POLICY AND STAKEHOLDER RECRUITMENT

Adam B. Becker, PhD, MPH
Executive Director, CLOCC

WORLD CAFÉ

Etiquette and Expectations

WCH Cafe



Etiquette

- Focus on What Matters
- Contribute your thinking
- Speak your heart and mind
- Listen to understand
- Link and Connect ideas
- Listen together for insights and deeper questions
- Play, doodle, and draw. Writing on the tables is encouraged.
- Have fun!

Expectations

- Table Hosts will facilitate your discussions
- Three, 13 minute rounds, asking the question:
 - ***What are the steps you have taken, or believe need to be taken, to (1) create and develop and (2) implement and enforce policies in your local jurisdictions for WCH strategies? Are the steps different for each WCH strategy? How are they different?"***
- Travelers, that's you, will move for rounds 1 and 2
- Round 3, sit with your WCH Coalition to create your Commitment Statement
 - Use the form provided for you

HAVE FUN

Be sure to doodle on the table cloth, i.e. flip chart paper.
Capture words, images, phrases, or that come to mind
during your conversation.

Don't let your Table Host do all the doodling 😊

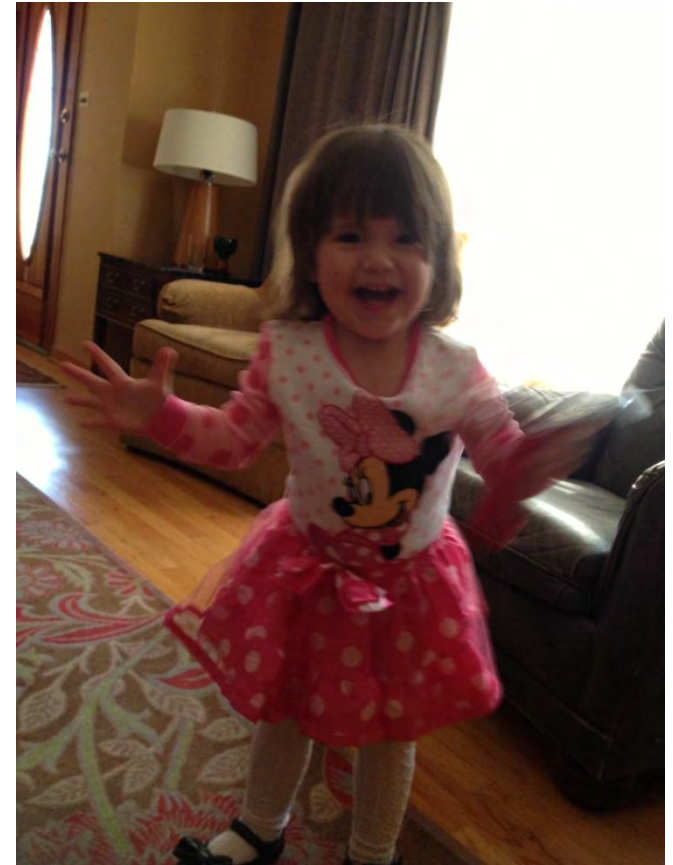
CLOSING SESSION

Closing Remarks, Announcements, and Reminders

Closing Remarks

Stay Tuned

- Statewide Press Re-Launch of We Choose Health, mid-October. Popcorn releases and talking points will be provided to grantees
- Statewide Press Release Regarding We Choose Health Worksite Designation and We Choose Health 365 Tool – Collaboration between Governor's Office, IDPH and Illinois Chamber of Commerce
- Statewide Launch of SHIP ICC website and Video Contest
- Updates to the WCH website with Video Stories from around the state



Finally...

- Thank you!
- Safe travels home!



We

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Health