



WISCONSIN COMMUNITY HEALTH FUND

GREEN COUNTY DEVELOPMENT CORP.

September 19, 2019

*Bolstering Infrastructure for Health Improvement
Aiding Shared Statewide Health Priorities
Growing Resources for Healthy Communities*



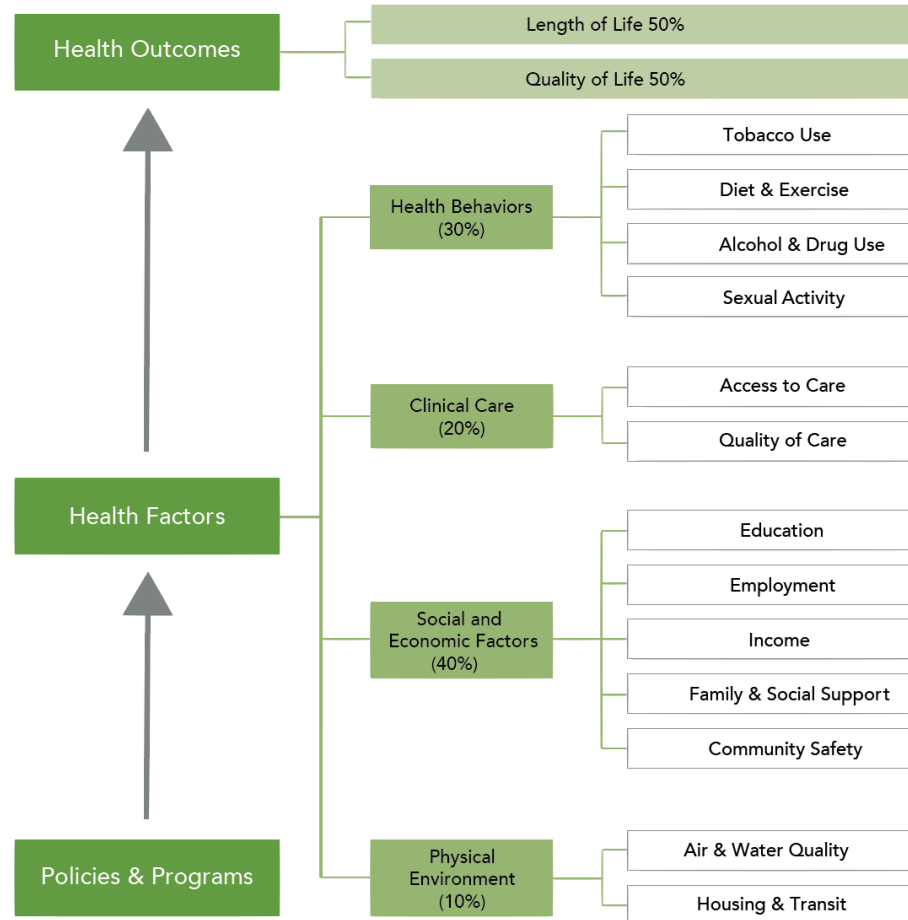
Green County Rankings 2017 – 2019

	2017	2018	2019
Health Outcomes	18	10	10
Length of Life	17	13	6
Quality of Life	29	17	15
Health Factors	12	12	12
Health Behaviors	20	13	19
Clinical Care	16	13	32
Social & Economic Factors	12	11	7
Physical Environment	41	41	43

*Ranking Data from countyhealthrankings.org

Business Sector – Bridge to Health

An Avenue for Health Improvement Through *Strengthened Community Links/Bridges To Social Determinants Of Health*



Businesses Get Public Health MOO-VING!

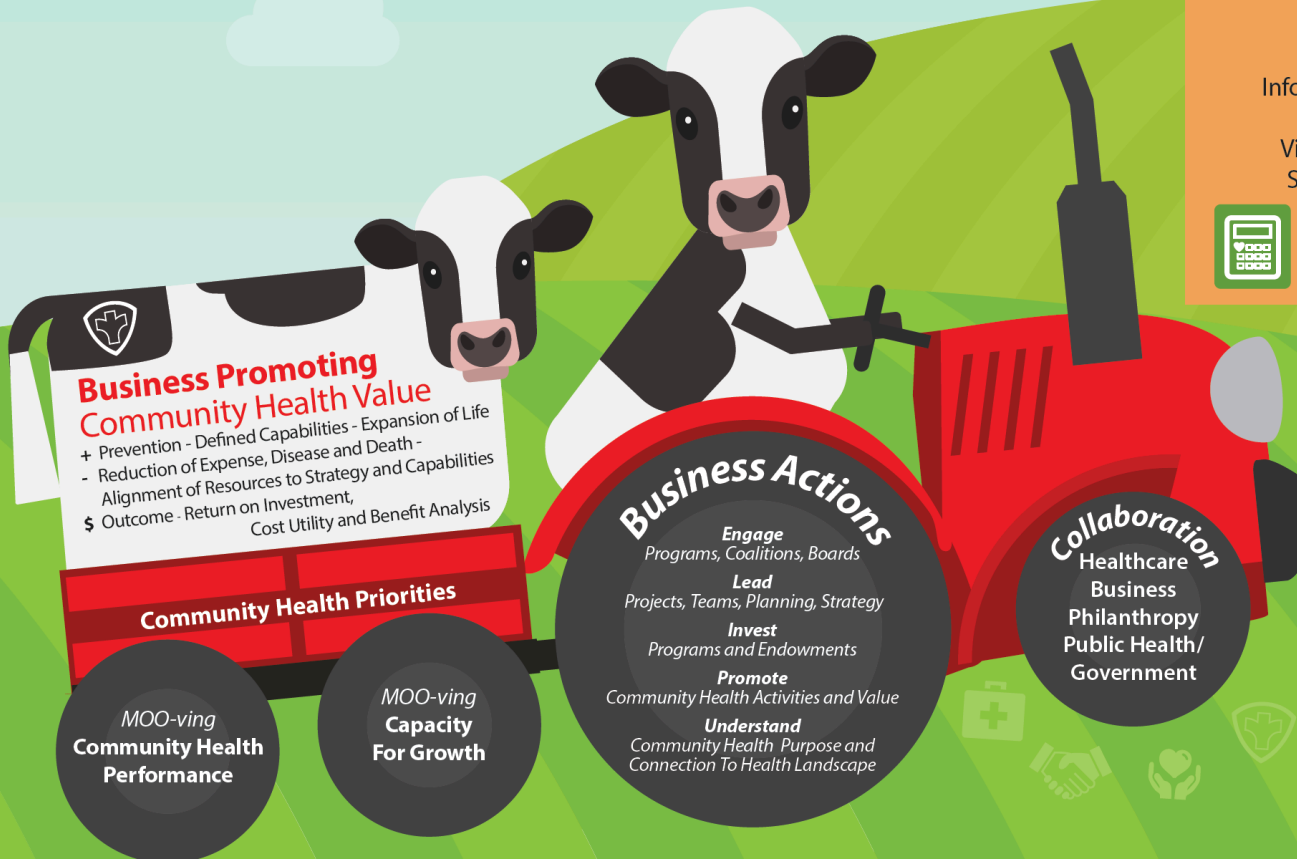


Growing Health Grades and Outcomes

- Healthy Communities
- Healthy People
- Community-Clinical Linkages
- More Educated Potential Workforce
- More Prepared Potential Workforce
- Stronger Local Economy
- Informed, Engaged and Active Community
- Community Health Education
- Vibrant Community Health Work Teams
- Stable or Competitive Healthcare Cost



BUSINESS ENGAGEMENT = BETTER

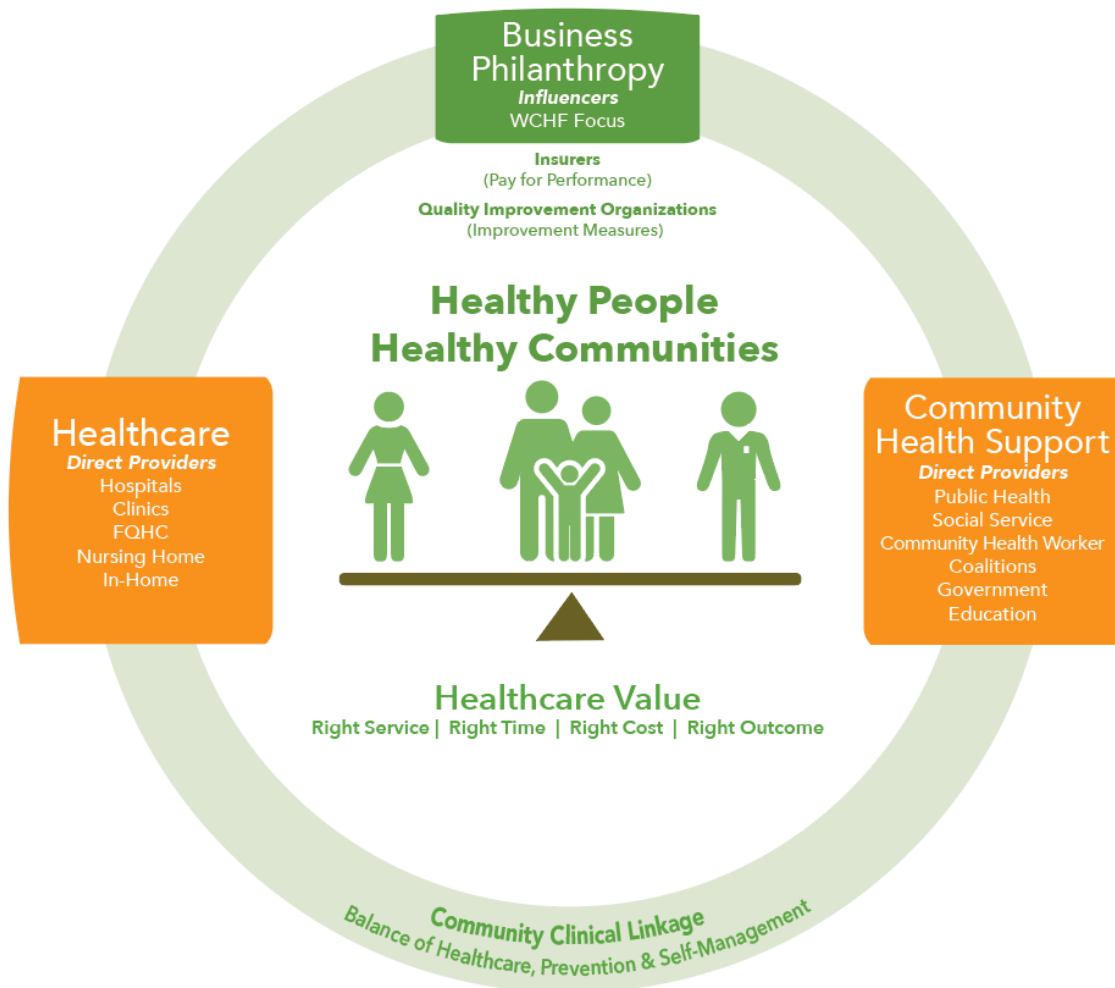




WCHF Resource Bridge



WCHF Community Health Value Exchange





Chief Health Strategist

Like an Orchestra Conductor

Philanthropy

Government

Business

Health System



- Cost effective strategy for improving health and safety outcomes
- Reduces unnecessary suffering and saves lives
- Enables practitioners to work across silos and distribute responsibly across vested stakeholders

Be a CHEF



COMMUNITY HEALTH ENDOWMENT FUND TEAM





Be a CHEF

COMMUNITY HEALTH ENDOWMENT FUND TEAM

Seeking aspiring Chief Health Strategists and Community Leaders to bolster health improvement through innovative Community Health Endowment Fund Teams (CHEF Teams)

- To tackle stagnant health outcomes and growing diverse population needs, new multi-sector CHEF Teams will work to create and foster long- and short-term vehicles for resource growth enhancing access to flexible funds while bolstering capacity for health improvement.
- With public health at its core, the CHEF Team will work to support existing community health coalitions with targeted resource partners to support health improvement and the development of community health endowment funds that are locally created and managed with WCHF assisting in the Fund's development and connections to state and national resources.

CHEF INGREDIENTS

- CHEF Team interest from the local public health director
- Completion of a CHEF Team Readiness Assessment Form
- Development and management of a multi-sector community health partner resource team
- Commitment to the creation of a Community Health Endowment Fund in partnership with a local fiscal sponsor
- Development of an annual CHEF Team work plan including improvement team and community fundraising goals

CHEF Improvement Plan



COALITION SUPPORT
ENHANCE COLLABORATION
ACCELERATE IMPROVEMENT

- BUSINESSES**
- HEALTH SYSTEM**
- UW EXTENSION**
- BANKS**
- COMMUNITY FOUNDATION**
- PUBLIC HEALTH**
- OTHER PARTNERS**
- WCHF** – COORDINATOR – CONNECTION TO STATE HEALTH & OTHER RESOURCES



FOCUSED HEALTH IMPROVEMENT INITIATIVE



ENDOWMENT RESOURCE

COMMUNITY FOUNDATION OF SOUTHERN WISCONSIN – CHEF – SUSTAINABLE COMMUNITY HEALTH RESOURCE





Green County Nutrition Goals

VISION STATEMENT

We envision communities that promote good nutrition and food security for all residents of Green County.

- Farmers Market – Goals Met
- Prepare a comprehensive list of available food resources in Green County, including location, usage and date of food availability
- Provide opportunities for ongoing education at various sites and referrals, such as meal planning, grocery shopping, recipes and tips on using healthy food alternatives

= Selection of BMI as a Data Source for Adult Obesity



BMI Data Slide



Try something new! No experience required!



KEEP MOO-VING GREEN COUNTY!
BE A TRIATHLETE
 YOGA • WALK • DANCE

FRESH FITNESS FAMILY FUN

SAT, AUG 17
 9:00 - 10:30 AM
 Monroe Square

MOO-ve & Shop
FARMERS MARKET
Local Produce, Fresh Meat, Cakes, & More!

This FREE Community Event is Generously Supported by




WISCONSIN WORKSITE WELLNESS



v 4.0

HELLO
Jon Morgan

Resource Kit	
<small>(To prevent obesity & related chronic diseases)</small>	
Employee Health <small>Improve overall fitness and mental alertness</small>	
Overall fitness	100%
Payback on Investments	100%
<small>An Investment in Good Health. Improved Productivity + Lower healthcare cost</small>	
Improved Morale	100%
Nutrition	
Reduced...	
Sudden Illness	
Chronic Health Issues	
6 Steps	
<small>Why have a worksite 16.6%</small>	<small>How to get Started 16.6%</small>
<small>Assessing my Worksite 16.6%</small>	<small>Making Decisions 16.6%</small>
<small>Programming for Worksite 16.6%</small>	<small>Evaluate Worksite 16.6%</small>



Green County Worksite Wellness *Mini-Assessment*

*Bridget Craker, Senior Health Promotion Student – UW Whitewater,
Green County Health Department AHEC Intern*

5 Categories in Alignment with the Community Health Needs Assessment:

- *Physical Activity*
- *Food Security & Breastfeeding*
- *Mental Health*
- *Alcohol & Other Drugs*
- *General Section*



Green County Worksite Wellness *Mini-Assessment Reach – 9 Employers*

TYPES

- *Financial Institutions*
- *Schools*
- *Cheese Manufacturers*
- *Industrial Manufacturers*

COMPANY SIZE

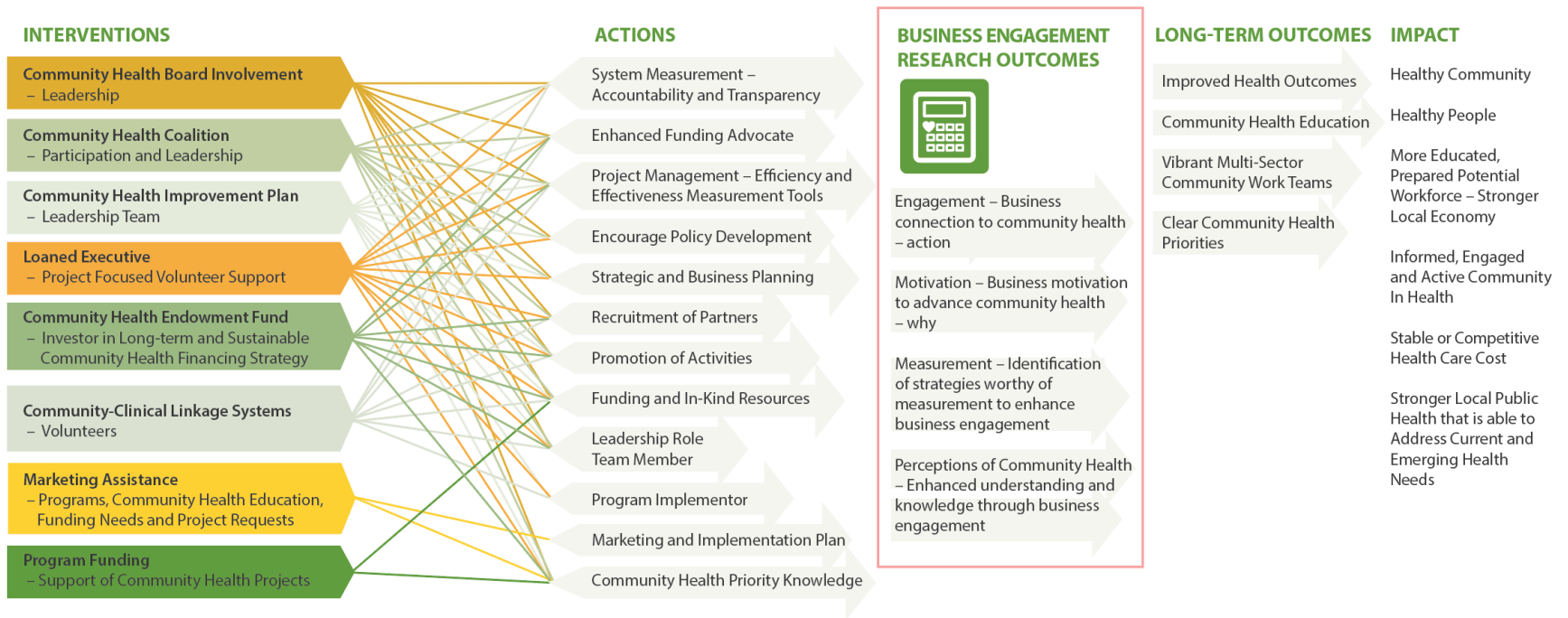
- *5-10 employees*
- *More than 250 employees*



Green County Worksite Wellness Mini-Assessment Results – Summer 2019

- *Employers welcome continued ideas and support for more worksite physical activity options – currently slightly more than half of the employers surveyed provide on site options and provide discounts for local gym memberships*
 - *More support is needed for Breastfeeding Support in the workplace and continued enhanced options for healthful food at work*
 - *Mental health supervisor awareness training is happening with most employers and is encouraged as an ongoing activity. Employers are encouraged to continue planning periodic social activities for employees as well as more quiet spaces for mental health stress management*
- = General support for more Worksite Wellness and Education offered throughout Green County**

THEORY OF CHANGE: BUSINESS SECTOR ENGAGEMENT IN COMMUNITY HEALTH



- ASSUMPTIONS**
- Board Capacity – Spot available on the Board
 - Board Member Prerequisite: Knowledge and interest in community health priorities
 - Business Representative – Available time and interest in community health improvement
 - Business Representative – Potential capacity for leadership
 - Coalition, CHIP Plan and Community Health Board would need to be prepared to welcome business involvement
 - Business Representative would need to have access to required resources or knowledge for project execution
 - Business capacity for community health funding
 - Community would need to have a program in place to help steer, train and direct community health volunteers
 - Community – Well-developed community-clinical linkage systems
 - Community – Training program for community health volunteers

- PRE-CONDITIONS**
- Defined Measurement of Success – Teams – measurement goals and knowledge of levers for change
 - Public Health’s clear understanding of Chief Health Strategist Role – how to engage other sectors in program and leadership community health roles
 - Outreach Channels to Populations in Need – understanding of how to reach out and connect to all county sub-groups – thorough understanding of cultural competency and geographic landscape
 - Removal of Any Connection to Health Barriers – transportation, language, facility, financial



Business Engagement in Community Health (BE) Environmental Scan Qualitative Analysis – Green County, WI

6 Interviews – Companies selected from past involvement in community health or some connection with the Green County Health Department

Two Interview Sections:

1. Community Health Knowledge – Community Health defined as health “outside” the walls of business
2. Priorities for Community Health – including barriers

Research Constructs – Measured Themes:

Understanding, Engagement, Motivation, Relationship Facilitators



BE Environmental Scan Results

Green County – Community Health Assets

- Businesses Get Green County Moo-ving Campaign – helpful at getting businesses out in the community and engaged with community health and also with connecting more with each other
- Farmer's Market
- Promotion of existing available activities: walking and bike paths, roller rink, ice rink, curling rink
- Thrivent's Generosity Day – which encourages community members to promote health and various community service activities
- Companies that allow flexibility for well-care was documented as a community asset
- Local health system's health education outreach into the community



BE Environmental Scan Results

Green County – Non-Health System or Public Health Community Health Leaders

- New massage therapist in town
- Wellness physician on the town square
- The group who organized the community dental clinic
- Mental health and addiction therapists
- Taekwondo Teacher, Master Barnard
- Health food store
- YMCA
- Green County Community Coalition Leader – Health System



BE Environmental Scan Results

Green County – Community Health Needs

- Cancer, arthritis, diabetes, smoking, drugs and alcohol, time available for wellness, aging workforce, time for fun and social experiences, back strain, nutrition and physical activity, heart disease, mental health, financial barriers to health, nutrition and physical activity and mental health
- Mental health, physical activity and nutrition had 9 connected responses with the remaining categories having 1 to 3 responses – Connection to Community Health Needs Assessment Findings



BE Environmental Scan Results

Green County – Engagement

- **Committee** – Healthy Green County Community Coalition Steering Committee – encouraged to invite and promote the inclusion of more businesses to coalition events
- **Leadership** – Thrivent Generosity Day, service organization Boards of Directors, campaign chairs, corporate matching gifts to encourage greater giving and local investments, Cheese Days
- **In-Kind** – Offering of cheese and various products for community fundraisers
- **Monetary** – Sponsorships for various events when an ask has been made, larger corporation has provided leadership and monetary support for larger campaigns



BE Environmental Scan Results

Green County – Engagement

- **Systems** – a lot of talk around population health – would like to see more results
- **No Corporate Community Health Mission**
Connected Responses – Engagement connected to care for community health or development
- **Community Relations** – interest in supporting community activities
- ***Employee or Corporate Leadership Driven** – initiation point for most activities or engagement
- **Care** – desire for a better community – largest category of response with 7 discussions



BE Environmental Scan Results

Green County – Community Health Education and Promotion

Chamber, GCDC Emails and Newsletters and Social Media noted as the best sources for county-wide worksite community health education promotion



BE – Next Steps

- **Community Health Endowment Fund** – First appeal letter with a Case for Support for the Green County Healthy Community Coalition going out soon – participation and promotion is encouraged!
- **Genuine interest in more Worksite Wellness and Community Health Education** – Get Green County Moo-ving = Great start! Consider creating a community calendar of community health events and encouraging corporate sponsorship to a new or existing event per year = growing opportunities for community health!
- **Green County Healthy Happy Hour** – Corporate sponsored periodic Healthy Happy Hours – 4 – 6pm – encouraging social time plus an opportunity for Green County Health Department Updates = grow engagement opportunities for community health
- **Other Ideas?**

Businesses *MOO*-ve WI Health Resources



Healthy Wisconsin

<https://healthy.wisconsin.gov/>



Wisconsin Active Together Community Coalition

https://uwmadison.co1.qualtrics.com/jfe/form/SV_7PAm5gAn5GviApD?Q_JFE=0



Become a Diabetes Prevention Program

<https://www.dhs.wisconsin.gov/diabetes/prediabetes-suppliers.htm>



BraveHearts

<https://www.wicomhealthfund.org/bravehearts/>



Wisconsin Worksite Wellness Toolkit

<https://www.dhs.wisconsin.gov/publications/p4/p40135.pdf>



Wisconsin Take Heart Tote Toolkit

<https://www.wicomhealthfund.org/take-heart-tote-toolkit-2019>





WISCONSIN COMMUNITY HEALTH FUND

Leading a New Legacy & Promise for Healthy Communities

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