

Healthy Eating Active Living Richmond HEAL Initiative

Richmond HEAL Initiative Overview
Kaiser Permanente Community Benefit Programs
May – June 2013



Healthy Eating Active Living Overview



(1) How it All Connects: the what and how



(2) Background and early history



(3) Future directions and success



How it All Connects



Vision

People eat better and move more as part of daily life.

Goals

Decrease calories

(soda, sugar sweetened beverages, portion sizes, snacking)

Increase fresh fruits and vegetables

Increase physical activity in community settings

(safe walking and biking routes, parks, joint use agreements)

Increase physical activity in institutional settings

(schools, after school, workplace)

Strategies

Community Infrastructure

- Policy Development
- Organizational Practices
- Systems Change
- Built Environment

Levers:

Affordability, Accessibility, Availability, Safety

Education

- Individual Skills and Knowledge
- Community Norms Change

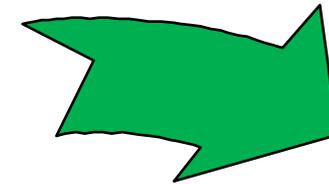
Levers: Perceptions, Knowledge, Skills, Attitudes

The Beginning of HEAL



MEDICAL OFFICE VISIT INTERVENTIONS

- BMI screening
- Physician counseling
- Patient education materials
- Referral and follow up

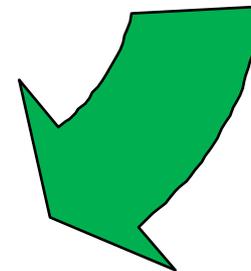
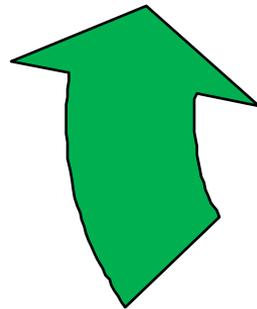


WEIGHT MANAGEMENT INTERVENTIONS

- Individual Counseling
- Group programs
- Intensive programs
- Internet resources

ENVIRONMENTAL CHANGES

- School Programs
- Worksite programs
- Community programs
- Legislation and partnerships



Kaiser Permanente recognized that clinical care alone can not reverse the growing trend of obesity, and expanded its approach

HEAL Overview:

HEAL Evolution – Pre-Zones



Year	Highlights
2004	“HEAL” launches with small, one-year Local Partnership Grants (LPGs).
2005	KP participates as partner, funder, and technical assistance provider in The California Endowment’s statewide Healthy Eating, Active Communities Initiative.
2006	HEAL-CHI launches in 3 NCAL sites: Modesto, Richmond and Santa Rosa - \$1.5m commitment over 5 years (EBCF). Includes evaluation, technical assistance, and CB Manager engagement.
2007	HEAL support includes 3 HEAL-CHIs, 13 targeted 2-year LPGs, technical assistance, evaluation, Regional and Statewide Community Based Organizations working on systems, policy, and environmental changes. KP founding partner of CA Convergence – includes communities, funders, evaluators and advocates statewide.
2008	HEAL portfolio expands to address community needs including violence and food security . CA Convergence expands to 40 communities statewide.
2009	HEAL-CHI continues, 6 LPGs are ongoing, South Sacramento Trauma Center opens with violence intervention program anticipated to launch 2010, “Healthy Eating in Hard Times” : addresses economically hard times, CA Convergence helps counties apply for ARRA funds.
2004 to 2009	KP’s leadership grows – from weight management guidelines and farmers’ markets, to menu labeling in cafeterias, healthy picks vending and environmental stewardship.
2010	KP becomes founding member of Partnership for a Healthier America (First Lady’s Let’s Move Campaign) , next phase of strategic planning underway.

Walking the Talk



In addition to its community investments, Kaiser Permanente applies and learns from HEAL strategies in its facilities and becomes a visible leader:

- 2001:** Sponsors and participates in the California Childhood Obesity Conference
- 2002:** Introduces Body Mass Index as a vital sign in clinical practices
- 2004:** Introduces its Farmers' Markets
- 2006:** Receives National Recognition Awards for Health Care Programs Addressing Childhood Obesity
- 2007:** Begins to implement comprehensive food policy and menu labeling in hospital cafeterias
- 2008:** Launches "Take the Stairs" campaign
- 2010:** Launches comprehensive Live Well Be Well worksite wellness program
- 2011:** Introduces exercise as a vital sign in clinical practices

HEAL Overview:

The Future of HEAL



HEAL has been on the forefront of a growing national movement, including:

- ✓ The American Recovery and Reinvestment Acts (ARRA)
- ✓ Communities Putting Prevention to Work grants
- ✓ The First Lady's Let's Move campaign

The movement is growing!

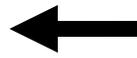
Partnership for a Healthier America



HEAL Overview: Picturing Success



Before



After



Before



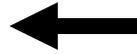
After



HEAL Overview: Picturing Success



Before



After



Examples of Early Success



Modesto:

Implemented new farmers' market, youth growing and selling 900 lbs of fresh produce

New walking path under development

Walking School Bus program

19% increase in children exercising in after-school programs

Richmond:

Health elements included the General Plan

Survey results used to advocate for improvements in parks

Community Subsidized Agriculture (CSA), bringing produce to low-income residents

13% increase in children eating the school lunch, compared to control schools

Santa Rosa:

BMI screening in clinics

Safe Routes to School environmental improvements

Policy banning mobile junk-food vendors from schools

15% increase of residents recognizing health promoting community changes

Significant improvements in healthy food behaviors through several worksites wellness programs

Richmond HEAL Overview



(1) Primary Focus: four key goals



(2) Primary strategies: dose + collaborations



(3) Next steps: actualizing a shared vision



What is the Focus?



Over the course of three years (2011-2014) the Richmond HEAL Initiative will focus on these four goals:

1. Decrease calorie consumption
2. Increase fresh fruits and vegetables consumption
3. Increase physical activity in community settings, such as parks, safe routes for walking and biking
4. Increase physical activity in institutional settings, such as schools and the workplace

Primary Goals + Strategies



Goal #1: Decrease calorie consumption

Strategy A: Sugar sweetened beverage education and outreach

Activity A.1	Health Promoter/Wellness Navigator led community workshops
Activity A.2	Healthy beverage demonstrations at targeted community events

Strategy B: **Organizational healthy food and beverage policies***

Activity B.1	Pledge the practice, pass the policy initiative
Activity B.2	Health Promoter/Wellness Navigator school-based advocacy

Strategy C: **Healthy vending practices**

Activity C.1	Healthy vending agreements for large-scale community events
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Potential Partners: Richmond Main Street Initiative, Building Blocks for Kids, Youth Enrichment Strategies, Healthy and Active Before 5, Lifelong Brookside, Contra Costa Health Services

* Denotes priority strategy

Primary Goals + Strategies



Goal #2: Increase fruit and vegetable consumption

Strategy A: **Wide range of quality food sources**

Activity A.1	First Friday Healthy Village Farm stand
Activity A.2	Mobile Farm stands (strategic community locations)
Activity A.3	Salad Bars-2-School pilot
Activity A.4	Corner store conversion pilot

Strategy B: **Healthy food and nutrition education**

Activity B.1	Nutrition education classes at community centers
Activity B.2	Health Promoter/Wellness Navigator led cooking classes
Activity B.3	Cooking demonstrations at (large-scale) community events
Activity B.4	School-based nutrition education

Potential Partners: Richmond Main Street Initiative, Building Blocks for Kids, Youth Enrichment Strategies, Lifelong Brookside, Contra Costa Health Services, Weigh of Life, West Contra Costa Unified School District, Supervisor John Gioia’s office, LIFT/Levantaté, Urban Tilth, Food Bank of Contra Costa & Solano Counties, Let’s Move Salad Bars 2 Schools

Primary Goals + Strategies



Goal #3 + 4: Increase physical activity (community/institutional settings)

Strategy A: **Safe Routes to School***

Activity A.1	Primary data collection and analysis
Activity A.2	Produce report with recommendations
Activity A.3	Student led engagement and skills development
Activity A.4	Preliminary SRTS implementation/expansion

Strategy B: **Community recreational classes**

Activity B.1	Shields-Reid Zumba, Bellydance classes
Activity B.2	Richmond Main Street Zumba Classes
Activity B.3	Walk to Nature, Family Camp
Activity B.4	Health Promoter/Wellness Navigator recreation program advocacy

Potential Partners: Richmond Main Street Initiative, Building Blocks for Kids, Youth Enrichment Strategies, Lifelong Brookside, Contra Costa Health Services, Weigh of Life, LIFT/Levantaté, City of Richmond Parks and Recreation

* Denotes priority strategy

Primary Goals + Strategies



Goal #3 + 4: Increase physical activity (community/institutional settings)

Strategy C: Afterschool recreation programs

Activity C.1	Advocacy for expanded school facility availability afterschool
Activity C.2	Advocacy for free-low cost physical activity/sports programs

Strategy D: Safe and convenient walking and biking

Activity D.1	Safe Routes to Schools implementation and expansion
Activity D.2	Bicycle safety training (introductory, comprehensive)

Potential Partners: Richmond Main Street Initiative, Building Blocks for Kids, Youth Enrichment Strategies, Lifelong Brookside, Contra Costa Health Services, Weigh of Life, LIFT/Levantaté, City of Richmond Parks and Recreation

HEAL Strategies



Effective “high dose” strategies will help us make lasting change in our community:



Reach: Number of people exposed

Strength: Impact (i.e., change in lifestyle) for each person reached

Richmond HEAL Overview: Guiding Principles



- Collaboration and partnership: current and future partners
- Supporting existing opportunities in Richmond
- Building capacity within community institutions

What's missing?

- Confirmation of community partners
- Prioritization of strategies and activities
- Identification of indicators and outcomes
- Sustainability strategy

Questions + Ideas?



Next steps?



Thank you
for your time and interest!



For more information:
www.kp.org/communitybenefit/ncal