

# One Big Umbrella: Healthy Active Arkansas and the Collective Impact Model

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# WHY?



# Framing the Problem



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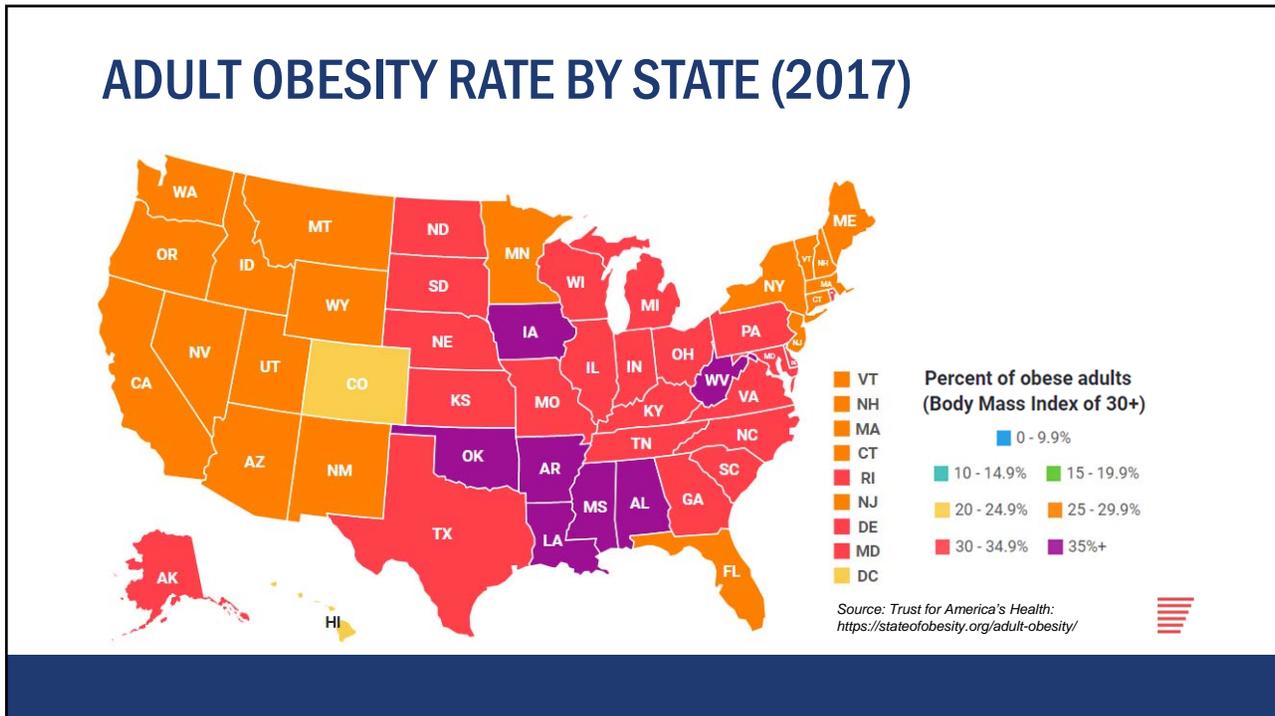
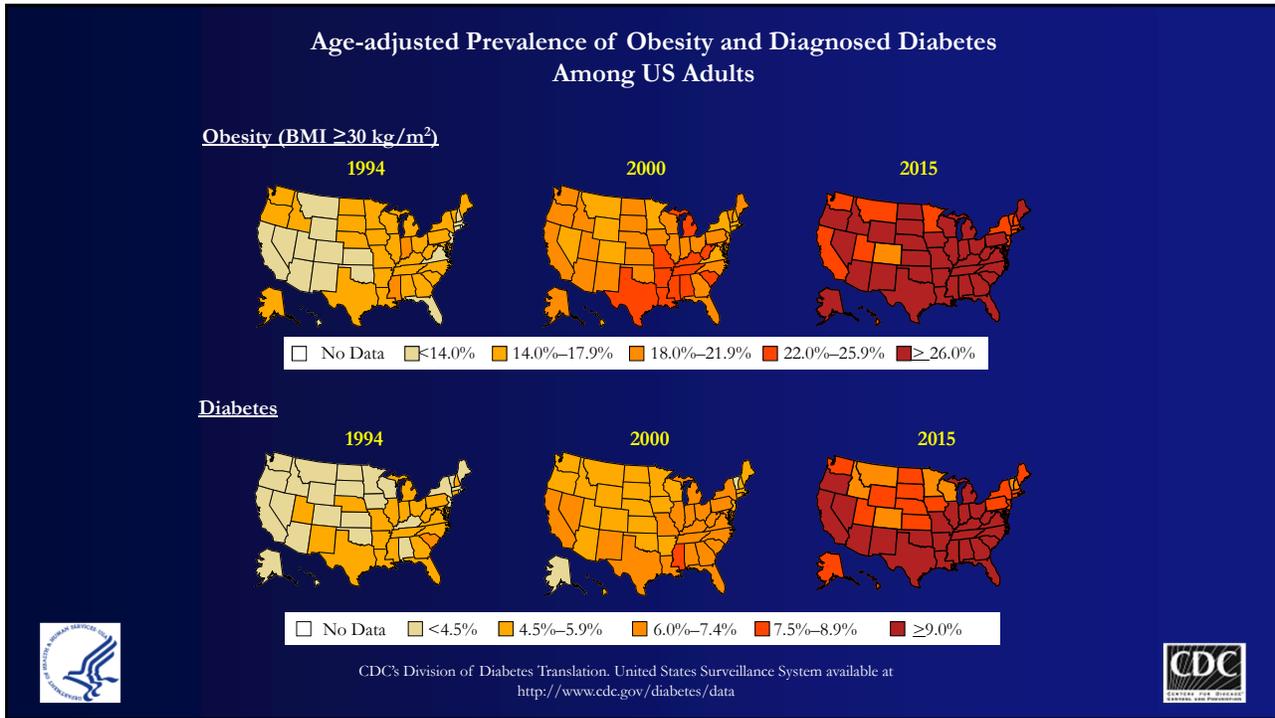
HEALTH

## Everything You Know About Obesity Is Not Wrong

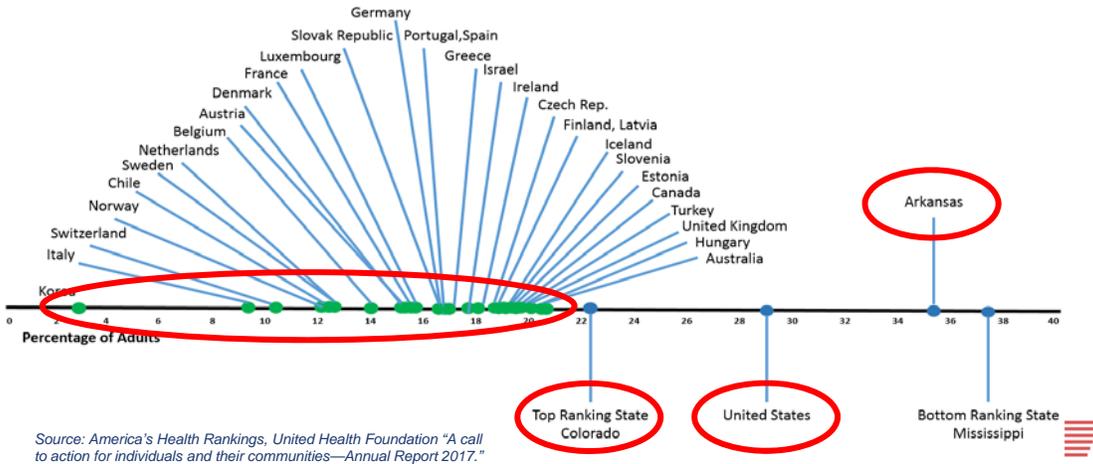
A recent report claims our understanding of obesity is all off, but it's not that simple.

By Charlotte Markey, Contributor

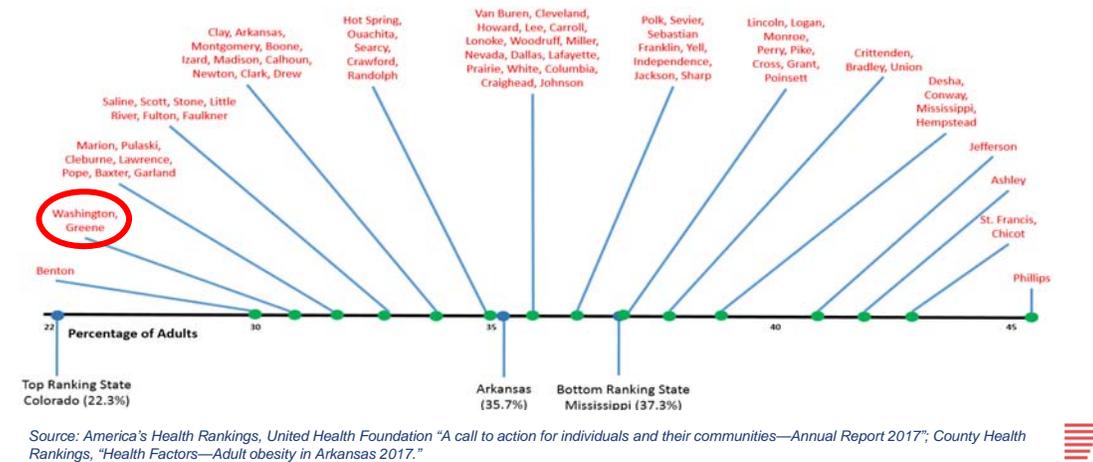




## OBESITY PREVALENCE IN OECD COUNTRIES; TOP & BOTTOM RANKING U.S. STATES



## OBESITY PREVALENCE IN U.S. STATES AND ALL ARKANSAS COUNTIES



## Obesity in Arkansas

Arkansas's adult obesity rate is currently 35.7%, up from 21.9% in 2000 and from 17% in 1995.

People with obesity typically spend \$1,429 more each year than people who are at a healthy weight.

The annual obesity-related health care costs in Arkansas totals \$1.25 billion.

From: [healthyactive.org](http://healthyactive.org)

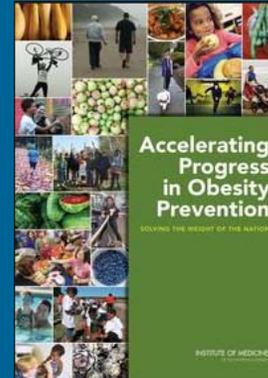


# WHAT?



## Healthy Active Arkansas 10-Year Plan

- Framework to encourage and enable healthier lifestyles
  - Overarching goal: Increase percentage of adults, adolescents, and children at a healthy weight
- Reducing BMI of Arkansans by only 5% will:
  - Prevent thousands of cases of diabetes, stroke, coronary heart disease, hypertension, and cancer
  - Lead to savings of more than \$2B in 10 years



## Healthy Active Arkansas: 9 Priority Areas

1. Physical & Built Environment
2. Nutrition Standards in Government, Institutions & Private Sector
3. Nutrition Standards in Schools – Childcare Through College
4. Physical Education & Activity in Schools – Childcare Through College
5. Healthy Worksites
6. Access to Healthy Foods
7. Sugar-Sweetened Beverage Reduction
8. Breastfeeding
9. Public Marketing Campaign



## Priority Area 1: Physical & Built Environment



*Encourage all stakeholders to create livable places that improve mobility, availability, and access within the community where they live, work, and play.*

*Priority Area Lead:  
Casey R. Covington, PR, AICP, Deputy Director, Metroplan*



## Priority Area 2: Nutritional Standards in Government, Institutions & Private Sector



*Ensure uniform access to healthy foods and beverages to consumers in government, institutional, and private sector settings.*

*Priority Area Co-Leads:  
Jennifer Conner, DrPH, MPH, MAP,  
Regional Program Associate, UA Division of Agriculture  
Deven Daehn, MS, CPC, Director Community Impact,  
American Heart Association - Northwest Arkansas*



## Priority Area 3: Nutritional Standards in Schools – Early Child Care Through College



*State and local governments, early child care providers, school districts, and colleges will provide food and beverages that align with the Dietary Guidelines for Americans and promote health and learning.*

*Priority Area Co-Leads:*

*Kellie Simpson, Rogers Public Schools,  
Arkansas School Nutrition Association*

*Patty Barker, No Kid Hungry Campaign Director,  
Arkansas Hunger Relief Alliance*



## Priority Area 4: Physical Education & Activity in Schools – Early Child Care Through College



*State and local governments, early child care providers, school districts, and colleges ensure that all students have opportunities for daily physical activity and quality physical education that promotes healthy lifestyles.*

*Priority Area Lead:*

*Brett A. Stone, PhD, Dean, Division of Education, Business,  
and Communications, The University of the Ozarks*



## Priority Area 5: Healthy Worksites



*Worksites will establish healthy environments that promote good health through prevention, reduce health care costs associated with chronic illness and disability, and improve employee productivity.*

*Priority Area Co-Leads:*

*Christina Clark, Vice-Chancellor for Campus Operations, UAMS*

*Jackie Bracey, TRS Wellness*



## Priority Area 6: Access to Healthy Foods



*State and local governments and other stakeholders will promote education, public policies, and access to affordable healthy foods for all Arkansans.*

*Priority Area Co-Leads:*

*Emily S. English DrPH, MPS; Assistant Professor, Department of Pediatrics, UAMS*



# Priority Area 7: Sugar-Sweetened Beverage Reduction



*Decision-makers in the business community/private sector, nongovernmental organizations, educational institutions, and at all levels of government will adopt comprehensive strategies to reduce overconsumption of sugar-sweetened beverages in worksites, public places, recreational facilities and schools.*

*Priority Area Lead  
Jennifer Wessel  
Senior Policy Analyst, ACHI*



## Priority Area 8: Breastfeeding



*Women, health service providers, employers, communities, and other key stakeholders will adopt, implement, and monitor policies that support and increase the proportion of mothers who initiate and continue optimal breastfeeding practices.*

*Priority Area Co-Leads:*

*Jessica Donahue, RN, Baptist Health Expressly for You*

*Becky Sartini, DNP Assistant Director of Nursing, ICU, UAMS*



## Priority Area 9: Marketing



*Develop and implement a robust, sustained, and culturally appropriate targeted communications and marketing program aimed at changing norms and behaviors with respect to physical activity and nutrition.*

*Priority Area Lead:*

*Chris Hughes, Content Developer, Team Lead, AFMC*



# Stakeholder Support

**HEALTHY ACTIVE ARKANSAS**

STATEWIDE LEARNING NETWORK

Lunch Provided

RSVP: [sinfoachi.net](http://sinfoachi.net) or 501-526-2255

<b>May 10</b> ASU Cooper Alumni Center 2600 Alumni Blvd. Jonesboro, AR 72401	<b>May 18</b> Delta Cont. Center & Resort 8624 Rucksucks Road Tipton, AR 71670	<b>June 2</b> University of the Ozarks Rogers Conference Center 415 N. College Avenue Clarksville, AR 72830
<b>June 14</b> Philander Smith College CJ Duvall Campus Center 900 West Dairy Bates Drive Little Rock, AR 72202	<b>June 21</b> SW Arkansas Planning & Dev. District 101 Business Park Drive Magnolia, AR 71754	

11 a.m. to 1 p.m.

join us for:

- LEARNING ABOUT HEALTHY ACTIVE ARKANSAS, A GOVERNOR LED INITIATIVE
- NETWORKING WITH STATE LEADERS
- TECHNICAL ASSISTANCE
- COLLABORATION & TRAINING

funded by: **Blue & You FOUNDATION**

supported by: **ACHI**



# Stakeholder Support



Rep. Mary Bentley



Sen. Bruce Maloch



# Action Plan Development

Name: \_\_\_\_\_

  
**HEALTHY ACTIVE**  
ARKANSAS

**ACTION PLAN**

**Step 1: Outcome and Success**

What is our desired outcome? How will we know we are successful?

**Step 2: Considerations**

What are our opportunities/challenges? What are our barriers?

**Step 3: Key Stakeholders**

Who is the strategic lead? Who do we need buy-in from? Who are the resisters?

List their contact information:

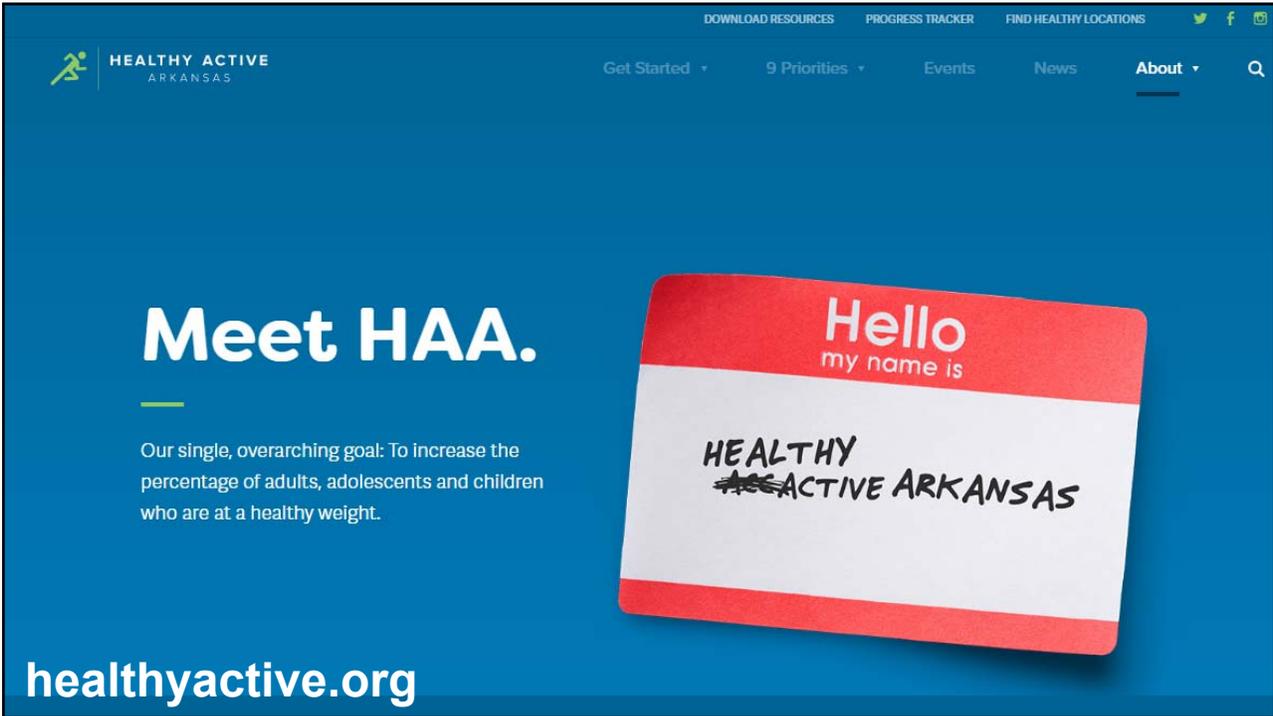
**Step 4: Final Strategic Plan (High-level)**



# Next Steps

Join us!







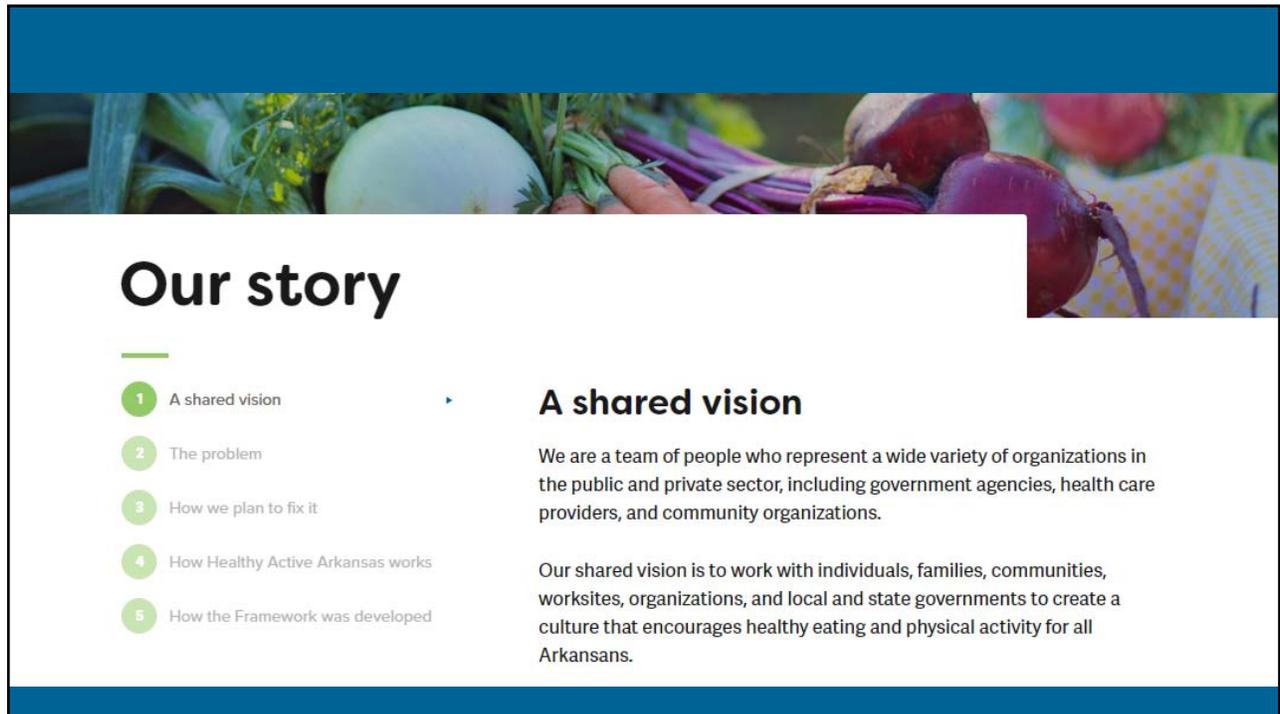
Healthy Active Arkansas

Watch later Share

**Governor Asa Hutchinson launches plan to improve health across the state**

October 14, 2015 - Governor's Conference Room

MORE VIDEOS



# Our story

- 1 A shared vision
- 2 The problem
- 3 How we plan to fix it
- 4 How Healthy Active Arkansas works
- 5 How the Framework was developed

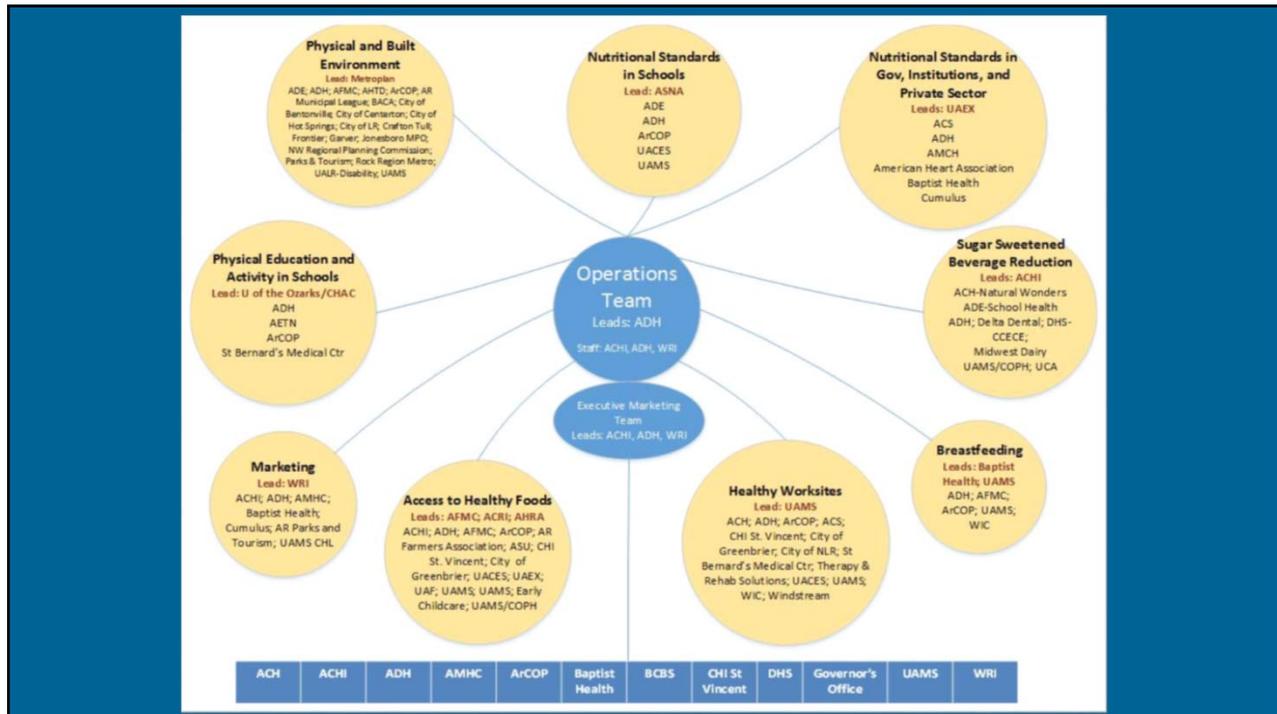
## A shared vision

We are a team of people who represent a wide variety of organizations in the public and private sector, including government agencies, health care providers, and community organizations.

Our shared vision is to work with individuals, families, communities, worksites, organizations, and local and state governments to create a culture that encourages healthy eating and physical activity for all Arkansans.

# Healthy Active Arkansas

- Launched by Gov. Asa Hutchinson in 2015
- Operations and Communications Teams
  - www.healthyactive.org
- Board of Directors
  - AFMC
  - Arkansas Blue Cross Blue Shield
  - Arkansas Center for Health Improvement
  - Arkansas Children’s Hospital
  - Arkansas Coalition for Obesity Prevention
- Board of Directors, cont.
  - Arkansas Department of Health
  - Arkansas Department of Human Services
  - Arkansas Minority Health Commission
  - Arkansas Surgeon General
  - Baptist Health
  - CHI St. Vincent
  - Delta Dental of Arkansas
  - Governor’s Office
  - University of Arkansas for Medical Sciences (UAMS)
  - Winthrop Rockefeller Institute



## Progress & Partner Accomplishments

- Free Cooking Matters Classes
  - Hosted by Arkansas Coalition for Obesity Prevention
- Good2Go School Breakfast Program
  - A partnership between Arkansas Hunger Relief Alliance, No Kid Hungry, Baptist Health, and Little Rock School District
- Farm-to-Institution Procurement Training and Local Conversations
  - Hosted by Arkansas Agriculture Dept. and Arkansas Farm to School Team
- Baby-Friendly Arkansas Summit
  - Hosted by Baptist Health and Healthy Active Arkansas
- Rethink Your Drink: Choose Water!
  - HAA's grant for schools



# HOW?



# Healthy Active Arkansas & Collective Impact

“Large-scale social change requires broad cross-sector coordination, yet the social sector remains focused on the isolated intervention of individual organizations.”

[http://www.ssireview.org/articles/entry/collective\\_impact](http://www.ssireview.org/articles/entry/collective_impact)



# Healthy Active Arkansas & Collective Impact

## Five Conditions for Collective Impact

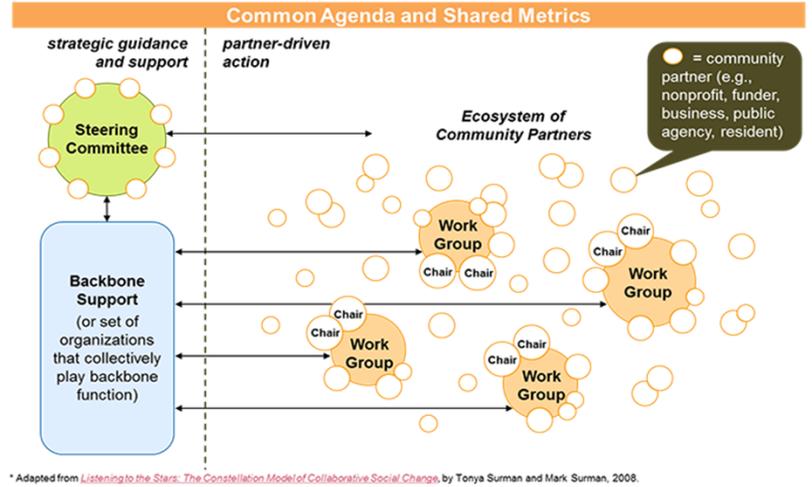


From: [ruralhealthinfo.org](http://ruralhealthinfo.org)



# More on Collective Impact

**A Broad Set of Partners Work to Achieve the Common Vision, Supported by a Backbone and Steering Committee**



# Phases of Collective Impact

**Collective Impact Efforts Tend to Transpire Over Four Key Phases**

Components for Success	Phase I Generate Ideas and Dialogue	Phase II Initiate Action	Phase III Organize for Impact	Phase IV Sustain Action and Impact
<b>Governance and Infrastructure</b>	Convene community stakeholders	Identify champions and form cross-sector group	Create infrastructure (backbone and processes)	Facilitate and refine
<b>Strategic Planning</b>	Hold dialogue about issue, community context, and available resources	Map the landscape and use data to make case	Create common agenda (common goals and strategy)	Support implementation (alignment to goal and strategies)
<b>Community Involvement</b>	Facilitate community outreach specific to goal	Facilitate community outreach	Engage community and build public will	Continue engagement and conduct advocacy
<b>Evaluation And Improvement</b>	Determine if there is consensus/urgency to move forward	Analyze baseline data to ID key issues and gaps	Establish shared metrics (indicators, measurement, and approach)	Collect, track, and report progress (process to learn and improve)

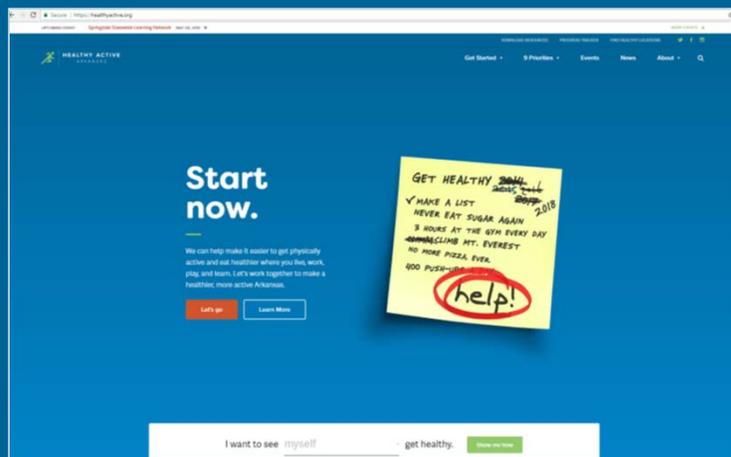


## Next Steps

- Find a universe of resources online at [www.healthyactive.org](http://www.healthyactive.org)
- Promote the plan!
- Join the conversation on social media
- Pick a strategy in the plan and work on implementing it in your business, community, school, church, etc.
- Join one of the PA Teams
- Brag about your wins or your team's wins (and let us help you boost awareness)
- Join our evaluation conversation!



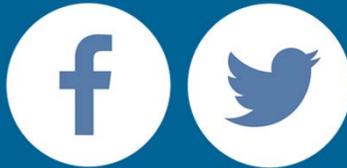
## Healthy Active Arkansas Resources



Healthyactive.org



## Follow Along on Social Media



**@HealthyActiveAR**

