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

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WHY?
Framing the Problem

Report: Nearly 1 in 3 young adults too fat for military
By: Roxana Hegeman | July 15, 2015

Framing the Problem

Everything You Know About Obesity Is Wrong

A recent report claims our understanding of obesity is all off, but it's not that simple.
By Charlotte Markey, Contributor
Age-adjusted Prevalence of Obesity and Diagnosed Diabetes Among US Adults

Obesity (BMI ≥ 30 kg/m²)

1994

No Data

<14.0%

14.0%–17.9%

18.0%–21.9%

22.0%–25.9%

≥26.0%

2000

2015

CDC’s Division of Diabetes Translation. United States Surveillance System available at http://www.cdc.gov/diabetes/data

Diabetes

1994

No Data

<4.5%

4.5%–5.9%

6.0%–7.4%

7.5%–8.9%

≥9.0%

2000

2015

ADULT OBESITY RATE BY STATE (2017)

Source: Trust for America’s Health: https://stateofobesity.org/adult-obesity/
OBESITY PREVALENCE IN OECD COUNTRIES; TOP & BOTTOM RANKING U.S. STATES

Source: America's Health Rankings, United Health Foundation “A call to action for individuals and their communities—Annual Report 2017.”

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

Source: America’s Health Rankings, United Health Foundation “A call to action for individuals and their communities—Annual Report 2017”; County Health Rankings, “Health Factors—Adult obesity in Arkansas 2017.”
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

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

May 10
A4U Cooper Alumni Center
2000 Avenue Blvd
Jonesboro, AR 72401

June 14
Midland State College
2015 College Drive
300 W College Drive
Paragould, AR 72450

May 18
Pine Bluff Convention Center
400 Convention Center Dr
Pine Bluff, AR 71601

June 21
U of A College of Business
111 Business Park Drive
Magness, AR 71954

June 2
University of the Ozarks
Regional Conference Center
525 Collett Drive
Clarksville, AR 72830

Join us for:

- Learning about Healthy Active Arkansas, a Governor LED Initiative
- Networking with state leaders
- Technical assistance
- Collaboration & training

Sen. Bruce Maloch
Rep. Mary Bentley
Action Plan Development

Next Steps

Join us!
WHO?

Meet HAA.

Our single, overarching goal: To increase the percentage of adults, adolescents and children who are at a healthy weight.

healthyactive.org
Our story

- A shared vision

**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.”

From: ruralhealthinfo.org
More on Collective Impact

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

Common Agenda and Shared Metrics

- Strategic guidance and support
- Partner-driven action

Steering Committee

Backbone Support (or set of organizations that collectively play backbone function)

Work Group

Ecosystem of Community Partners

Phases of Collective Impact

Collective Impact Efforts Tend to Transpire Over Four Key Phases

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

• Find a universe of resources online at 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