

The Power of Partnerships

**Hometown
Health Improvement**



celebrates 20 years



Hometown Health Improvement Branch

Assists communities in improving the health of citizens by promoting healthy behaviors and providing assistance with the development of health services and systems of care.



HHI History

- ASPIRE – Arkansas Strategic Planning Initiative for Results and Excellence (1996)
 - A team developed a plan for community health improvement
- Pilot – Boone County (1998)
 - Led by Debbie Johnson and Sara Eichmann
 - Identified 4 subcommittees – Adult Health, Child and Adolescent, Community/Workforce, and Environmental Health



Boone County

- Collected existing data and conducted community assessments (YRBS)
- Developed a vision statement
- Held first annual Household Hazardous Waste Roundup
- Began work on a community wellness center based on questionnaire results



Volunteers Working for a Healthier Boone County



PAINT DETAIL - Volunteers dispose of unwanted paint in Saturday's Household Hazardous Waste Roundup at The Northwest Arkansas District Fairgrounds in Harrison. Times Photo/Lee H. Doniphan





Boone's vision statement

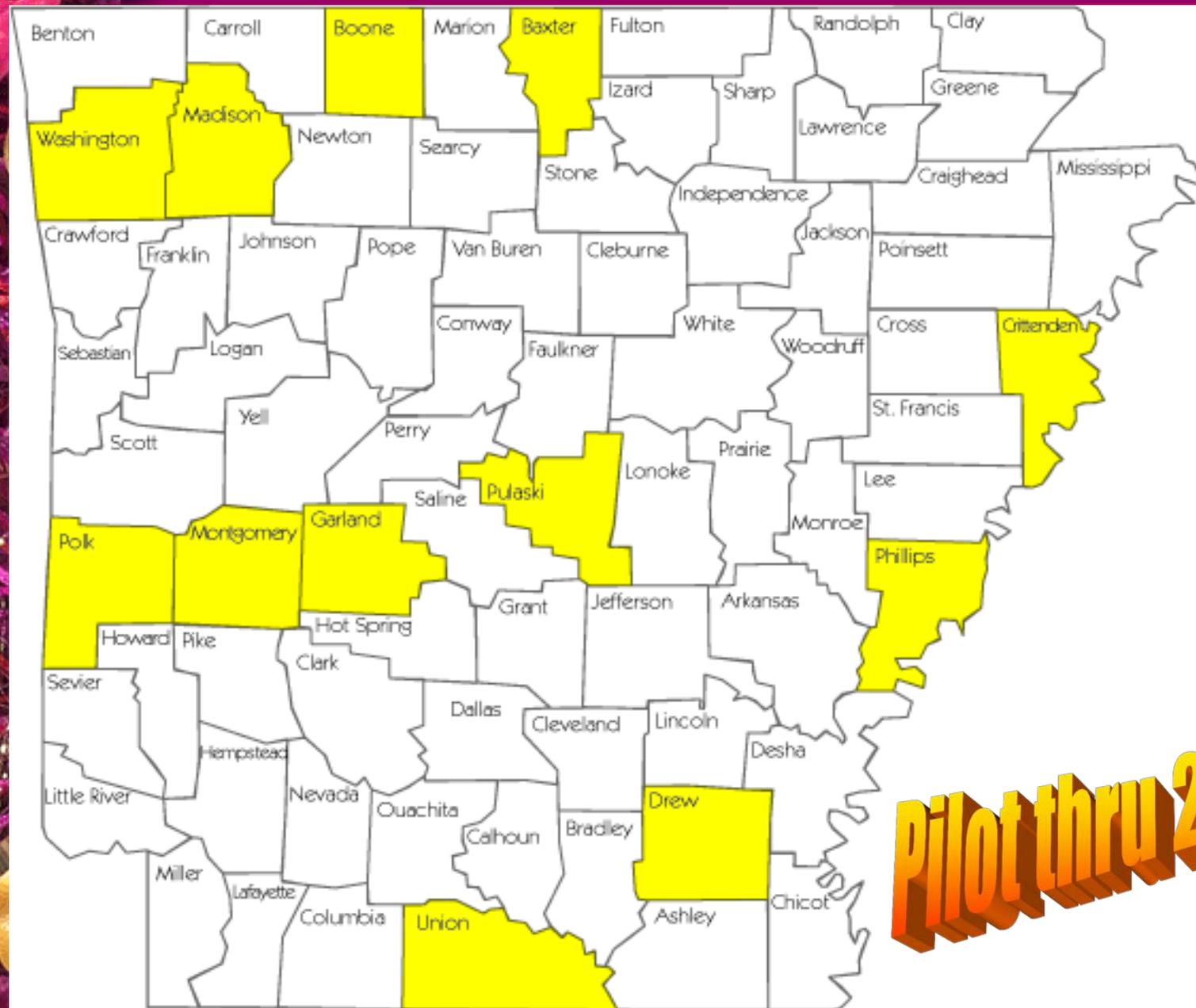
The Hometown Health Improvement Project will improve the level of health in Boone County through awareness, education, partnerships, prevention and delivery of health care resources and services so that individuals achieve full and active lives.



Coalitions starting 1998 - 2000

- Union
- Montgomery
- Washington
- Baxter
- Polk
- Madison
- Crittenden
- Drew
- SE Pulaski
- SW Pulaski
- Garland
- Phillips





Pilot thru 2000



Technical assistance and support

- Grant support for a contract with Donna Yutzy, a community development consultant from California
- Donna facilitated workshops on coalition development, community assessments, and creating public/private partnerships that work.
- Continued through 2005



HHI Staff reorganized in 2001

- Became HHI Regional Staff
- Health Educators moved under HHI





HHI Regional Staff

- HHI Regional Managers
- HHI Coordinators
- HHI Support Staff
 - Health Educators
 - Rural Health Specialists
 - Grants Administrators
 - Some clerical support in some regions



Focus on Data & Assessment

- Partnered with ORHPC for community assessment requirement for Critical Access Hospitals
- Led to the first full time position to look at DRG usage for CAH and the development of county surveys for youth and adults –
Tara Clark-Hendrix

Phillips County



Madison County



Randolph County



Craighead County

Prairie County



Community Health Nurse Specialists

- MSA Tobacco Settlement in 1998
- 16 CHNS housed in each educational coop plus one CHNS to serve Pulaski County schools
- Support Coordinated School Health with emphasis on schools nurses and school health issues, including tobacco prevention, screenings, immunizations, etc.

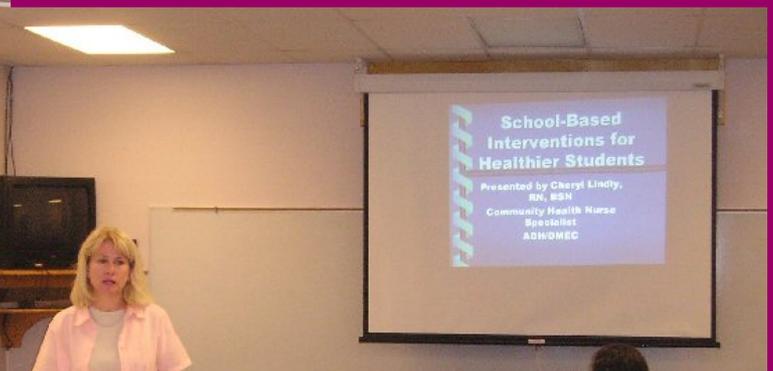


Community Health Promotion Specialists

- Funding from Act 1220 in 2004
- Housed in one coop per region (2 in NW) and one CHPS to serve Pulaski County schools
- Support Coordinated School Health with emphasis on wellness committees, healthy eating and activity



Camp Fit N Fun



Teacher Inservices



Body Walk



BMI training



Staff Activity



Healthy
Arkansas

*For a Better
State of Health*

Healthy Arkansas

A blueprint for
changing the culture of
health in Arkansas

May 2004



Healthy Arkansas' Major Successes

- More focus on evidence-based practices
- Tool kits developed (tobacco, worksite)
- Local improvement plans developed in every county
- HELP – Health Employee Lifestyle Program
- Educational resources – brochures, on-line database for community resources



Lawrence Co. "Rails to Trails"



Marion Co. "Art in the Park"



Lee Co. Senior Walking Program



Izard Co. billboard

**Schools, worksites
and communities
should work as a
team to teach,
reinforce and model
healthy choices and
good behaviors to
others.**





Growth

- HHI reached all 75 counties in 10 years
- Dedicated HHI support staff
- LHU administrators in each county and many other indirect support staff all across the state



Continued Focus on Data

- County Youth Health Survey
 - Modified from the YRBS
 - 7th thru 12th grades
- County Adult Health Survey
 - Modified from the BRFSS

HOWARD COUNTY



2007 County Youth Health Survey



Coordinated by:
Howard County Health Improvement Coalition
and
Arkansas Department of Health
Center for Health Statistics

Poinsett County, 2007 County Adult Health Survey



YOUR TOBACCO SETTLEMENT DOLLARS AT WORK

Coordinated by:
Poinsett County HHI
and
Arkansas Department of Health
Center for Health Statistics

Clark County, 2007 County Adult Health Survey



YOUR TOBACCO SETTLEMENT DOLLARS AT WORK

Coordinated by:
Clark County HHI
and
Arkansas Department of Health
Center for Health Statistics



ADH Strategic Direction 2009-2011

Arkansas Department of Health
Strategic Map: 2009 -2011

Improve Health Outcomes
and Reduce Disparities

Strengthen the
Focus of
Clinical and
Other Public
Health Services

Demonstrate
Effectiveness in
Targeted
Population -Based
Approaches

Communicate
Public Health
Value and
Contribution

Secure Adequate
Human and
Financial
Resources

Increase
Departmental
Effectiveness and
Accountability



Arkansas Department of Health Strategic Map: CY 2016-2019



MISSION

To protect and improve the health and well-being of all Arkansans

Childhood Obesity



Our state ranks highest in the nation for adult obesity, and in Arkansas, more than one-third of children and adolescents are overweight or obese. These children have a higher rate of chronic diseases, and a higher likelihood of becoming obese adults, costing the state billions of dollars. By reducing the prevalence of overweight and obesity during childhood, we can make a lasting difference in the state.

Teen Pregnancy



Arkansas ranks 50th (worst) in the U.S. in teen births. Teen pregnancy is closely linked to incomplete education, poverty, premature births, child welfare, overall child well-being, and risky behaviors like alcohol abuse, costing Arkansans about \$129 million annually. We could significantly reduce our health and social problems if more children were born to parents who are ready and able to care for them.

Mental and Community Wellness



There is a strong mind-body connection through which mental, emotional, social, occupational, spiritual and environmental factors can directly affect our health. When they aren't in balance, youth suicide; alcohol use disorder and depression among senior citizens; and adverse childhood experiences too often occur. ADH will focus on these issues, recognizing this important link between mind and body.

Hypertension



Arkansas ranks number 1 and 2 among states for the highest heart attack and stroke death rates respectively. Uncontrolled hypertension is a major risk factor for heart disease and stroke. For this reason, screening Arkansans for high blood pressure and helping those with hypertension achieve control are key strategies in preventing potentially life-threatening heart attacks and strokes.

Immunizations



Vaccines are a key part of public health – saving millions of lives and billions of dollars by preventing diseases. We want to make sure that everyone in Arkansas reaps these benefits. But right now, the rates are very low, which means too many Arkansans are missing out on a vaccine's protection and are at risk for illnesses that are preventable.

Tobacco Use



Tobacco use in Arkansas is higher than in almost any other state. Each year, almost 6000 people die early of preventable deaths and this costs our state about \$2.5 billion in medical expenses and lost productivity. Can you imagine if tobacco was eliminated? We can. Our plan is three-fold: stop kids from taking up tobacco by methods such as raising the legal sale age to 21; make it harder for kids to purchase tobacco products by raising the price; and exclude tobacco use, including electronic nicotine devices, from public places.



Partnerships



Growing Healthy Community

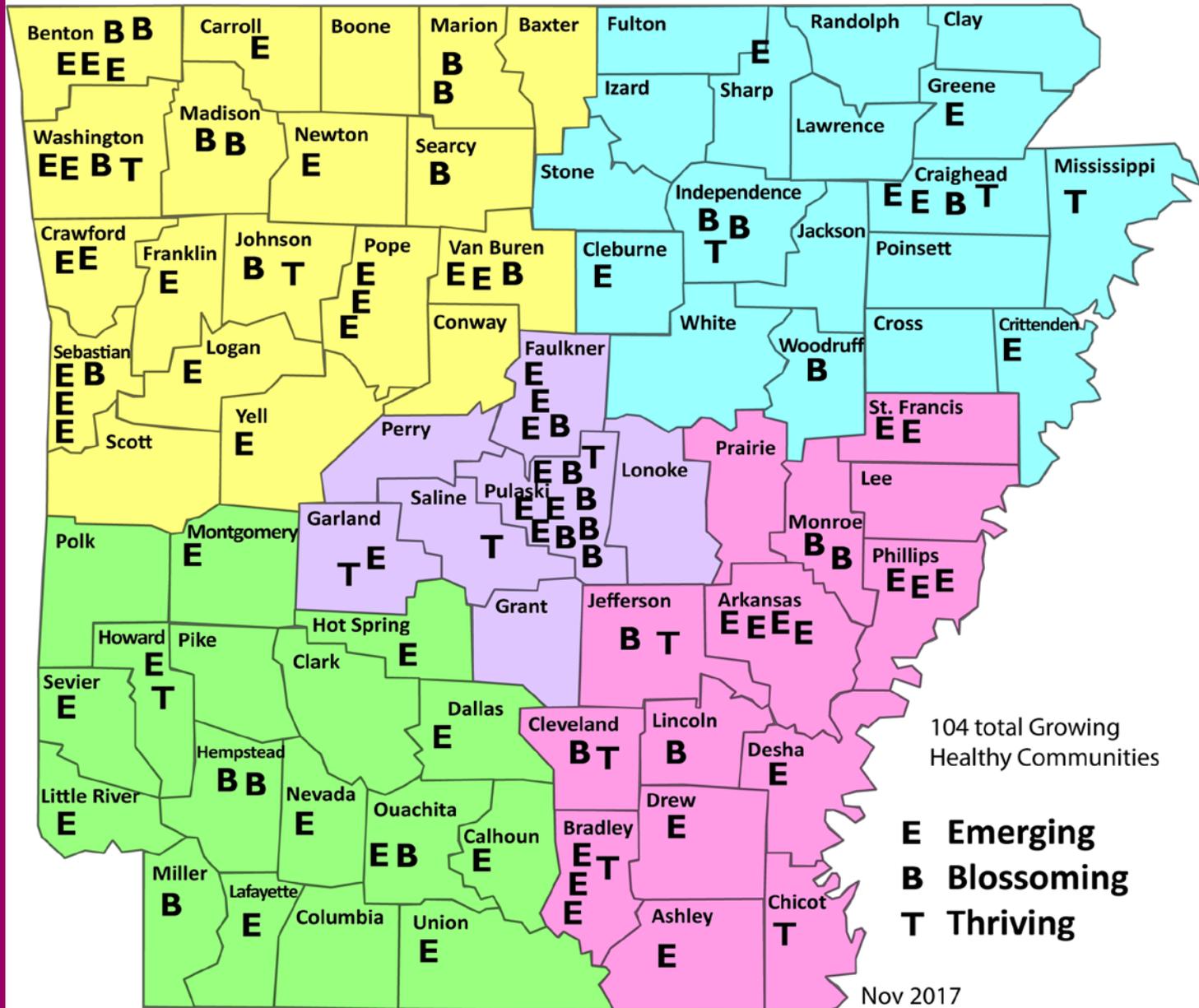
Arkansas Coalition for Obesity Prevention

www.arkansasobesity.org

**Hometown
Health Improvement**



2017 Recognition Levels





HEALTHY ACTIVE

ARKANSAS

**Healthy Active Arkansas is a
framework of encouraging and
enabling healthier lifestyles in
Arkansas.**

<https://healthyactive.org/>

Partners



Arkansas Coalition for Obesity Prevention



WINTHROP ROCKEFELLER INSTITUTE
UNIVERSITY OF ARKANSAS SYSTEM



Other Partnerships

- ADH Local Health Units
- Other ADH Centers/Programs
- Arkansas Children's Hospital
- Natural Wonders Council
- Arkansas Tobacco Control Coalition
- Department of Education
- Delta Dental
- Arkansas Minority Health Commission
- ACHI
- Arkansas Hospital Association
- UAMS/COPH
- Arkansas Cancer Coalition
- Arkansas Rural Health Partnership
- DHS
- Arkansas Hunger Relief Alliance
- And MANY LOCAL PARTNERS!!



Significant Events

- 1998 MSA
- 2003 Act 1220
- 2006 Clean Air Act
- 2007 ArCOP founded
- 2007 Act 1220 modified
- 2009 Trauma System, Act 293
- 2010 School Based Health Centers
- 2011 Fluoridation, SB 359
- 2015 Healthy Active Arkansas



Current Activities

- Implement policies, environment and systems changes to promote active living and healthy eating
- Implement strategies to decrease nicotine delivery system usage and implementation of local tobacco policy
- Support and promote injury and violence prevention activities and trauma prevention coordination



TA areas for CHNS/CHPS

- Tobacco policy and education on products
- Injury Prevention and Suicide
- Obesity, Nutrition and Physical Activity-
Extended Recess Pilot application, outdoor classrooms, school gardens, SPARK, Joint Use Agreements
- School Wellness Committees
- School guidelines, i.e. physical activity, immunizations (HPV), students with special health care needs, medication administration



TA areas for CHNS/CHPS

- Mandatory Screenings, i.e. hearing, vision, scoliosis, BMI
- Professional Development for staff, CNE hours
- School Health –oral health, basic hygiene
- Reproductive Health – STIs, HIV, pregnancy prevention, LARCs
- Communicable Disease –flu, handwashing, mumps



Healthy Eating/Active Living

- Growing Healthy Communities (GHC)
- Farmers Markets, Community Gardens
- Cooking Matters, Farm to School
- Re-Think Your Drink (HAA tool kit)
- Go, Slow, & Whoa, My Plate
- School Health Index
- Go Noodle
- Safe Routes to School



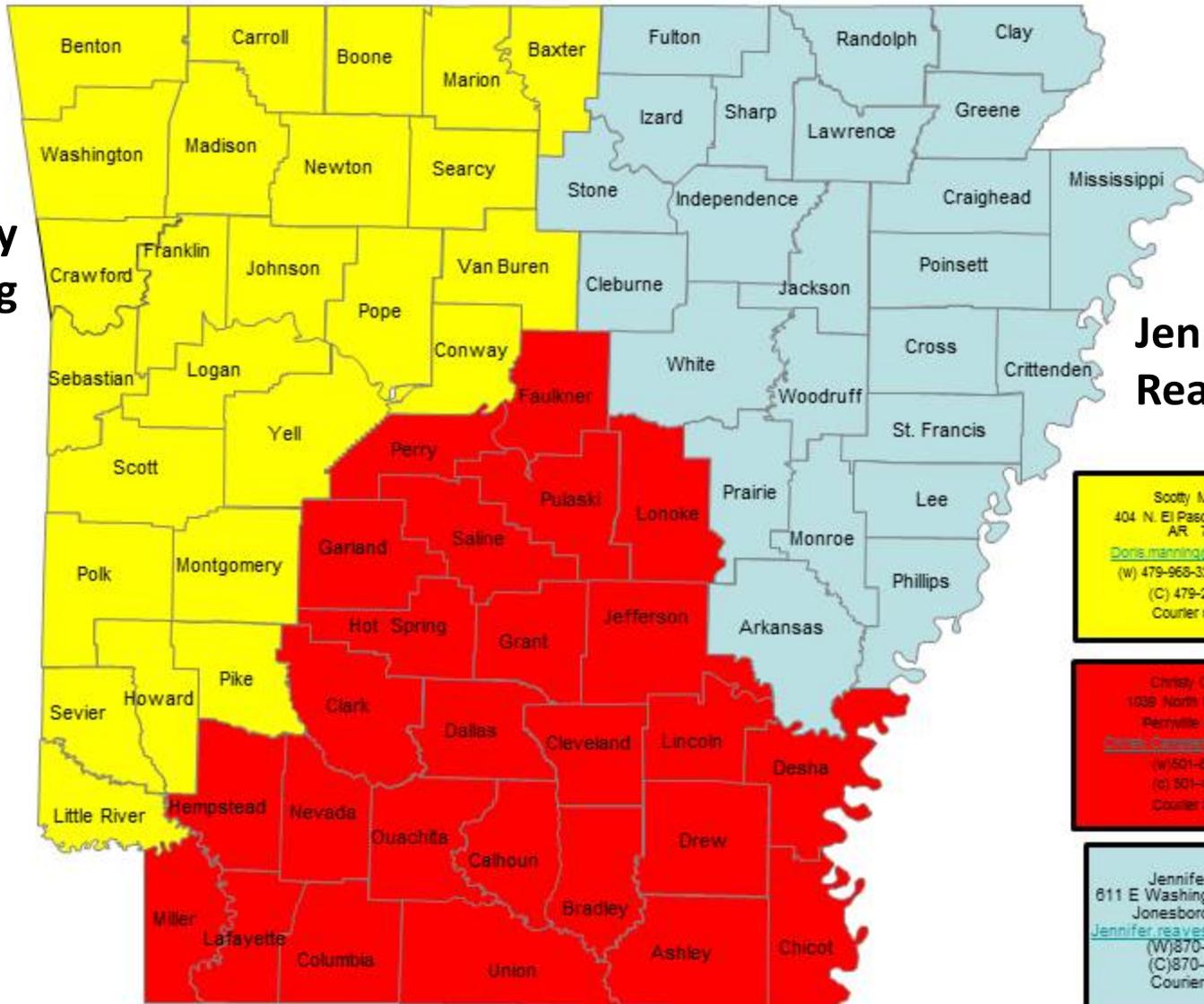
Tobacco Free Policies/Awareness

- Emerging Products – ESDs, ENDS, vaping, JUULS
- Act 811
- Ready. Set. Record. (video competition)
- Through with Chew, Kick Butts Day
- Project Prevent, CATCH
- Marketing of big tobacco

Community Development Specialist Coverage Area for FY19

Scotty Manning

Jennifer Reaves



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Christy Campbell



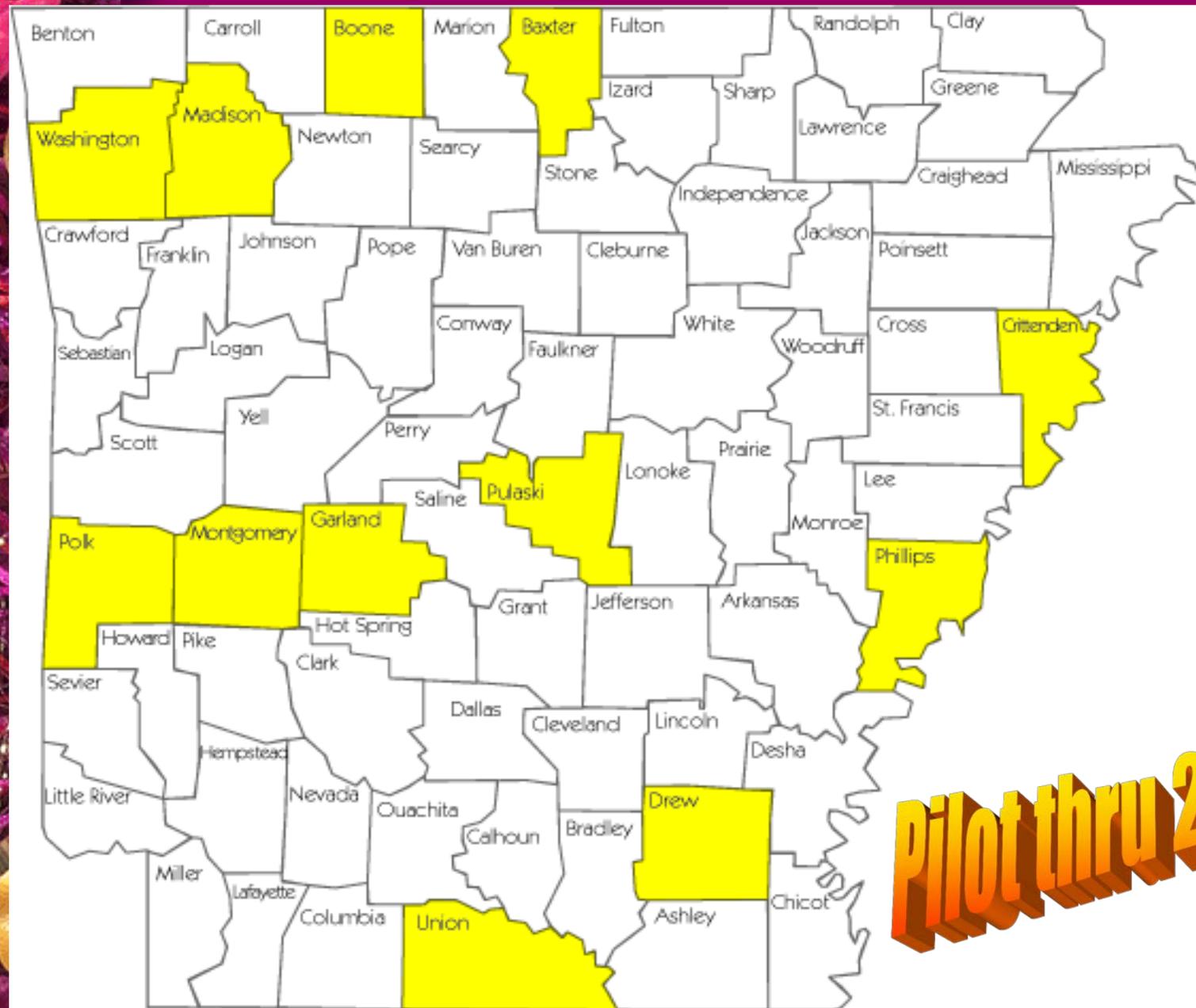
Injury and Violence Prevention

- Poison Control in Action
- Intro to Suicide Prevention
- SafeTALK
- ASIST (Applied Suicide Intervention Skills Training)
- Coaching Boys to Men
- Teen Dating violence
- Bullying, internet safety, sexting
- Project Prom

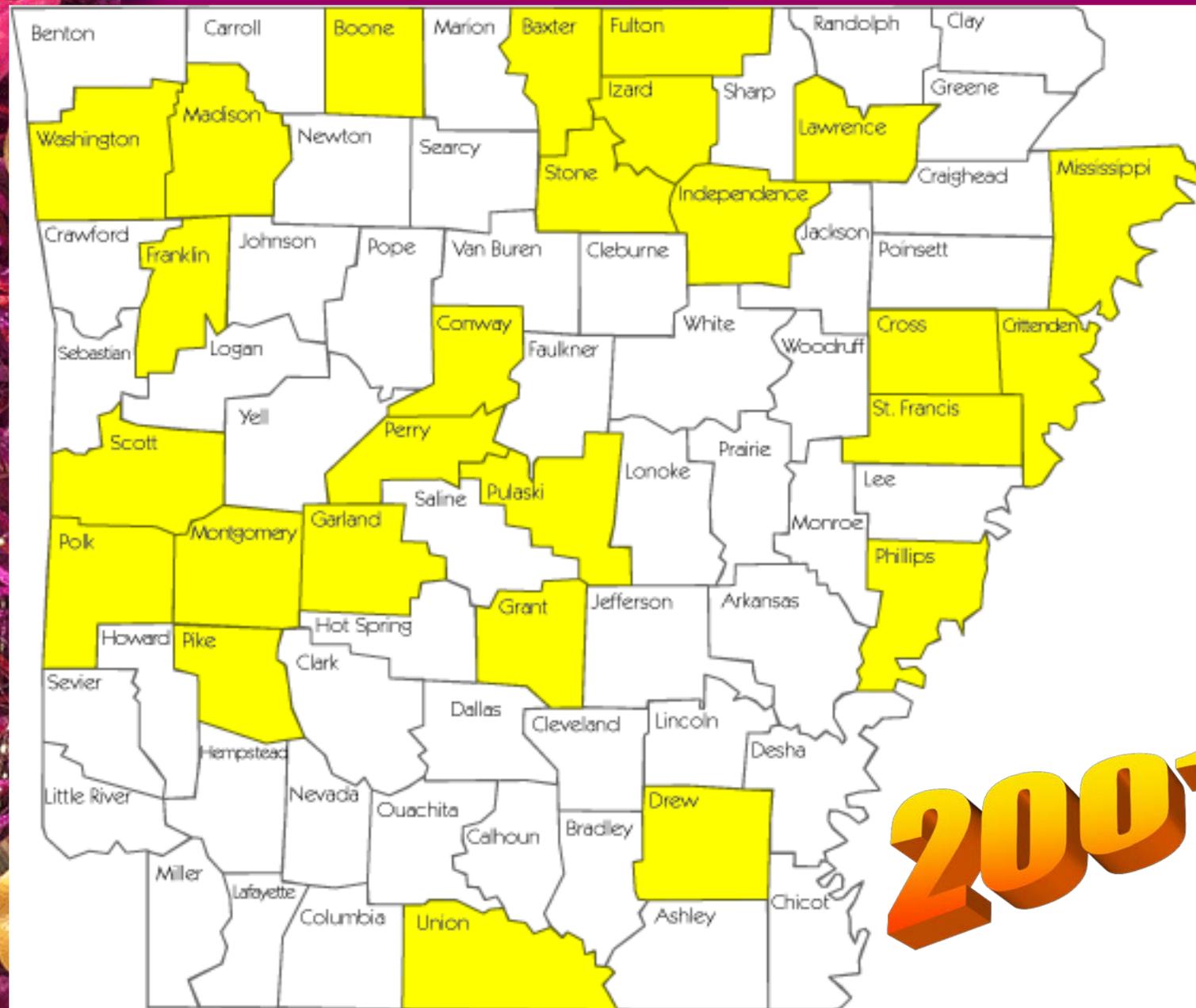


Other programs and outreach areas

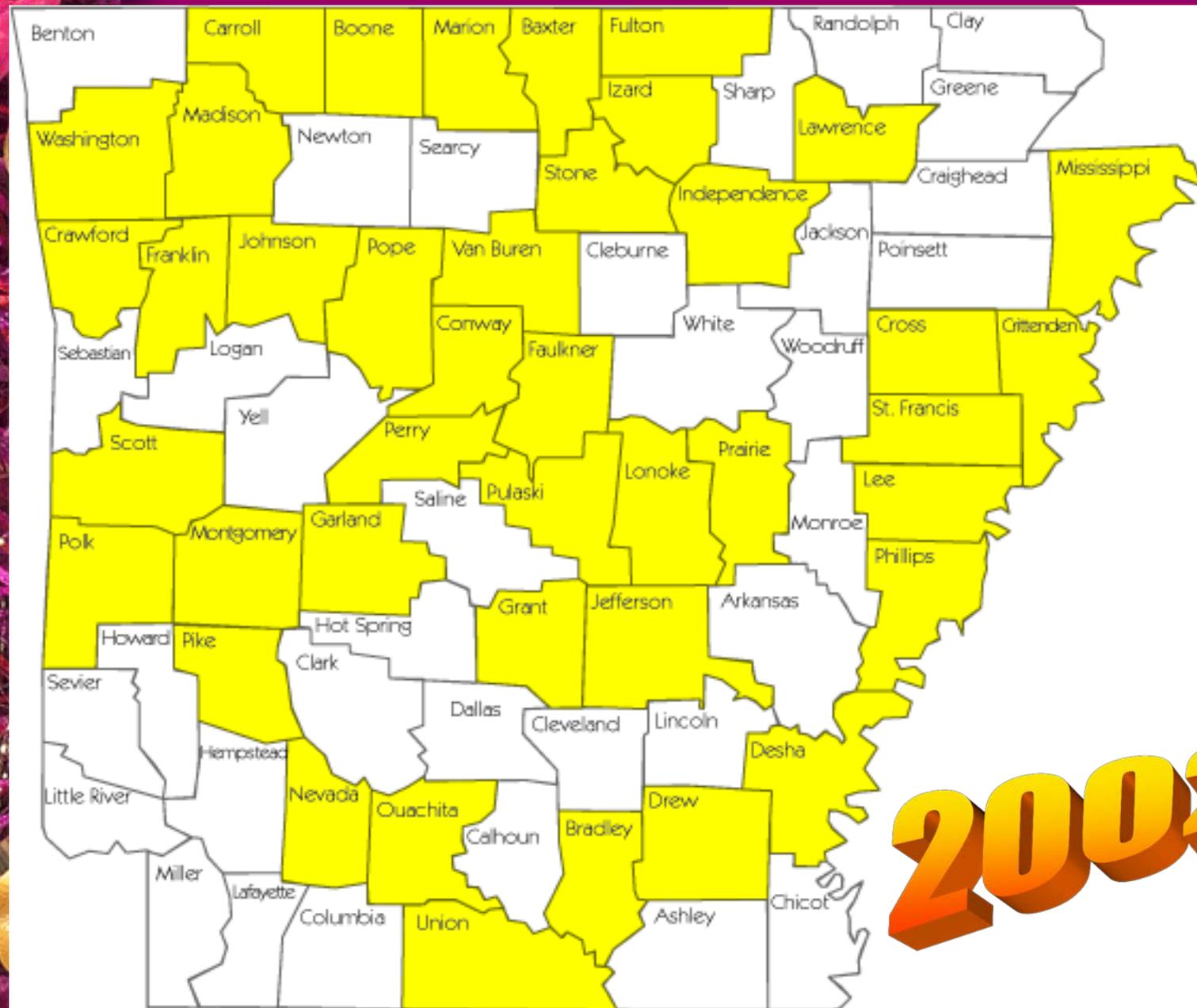
- Teen Pregnancy (ADH Strategic Plan)
- Stop the Bleed
- Autism
- Teen Summit (substance abuse prevention)
- Prescription drug take back boxes
- Opioid Summits
- Infant Child Health Review



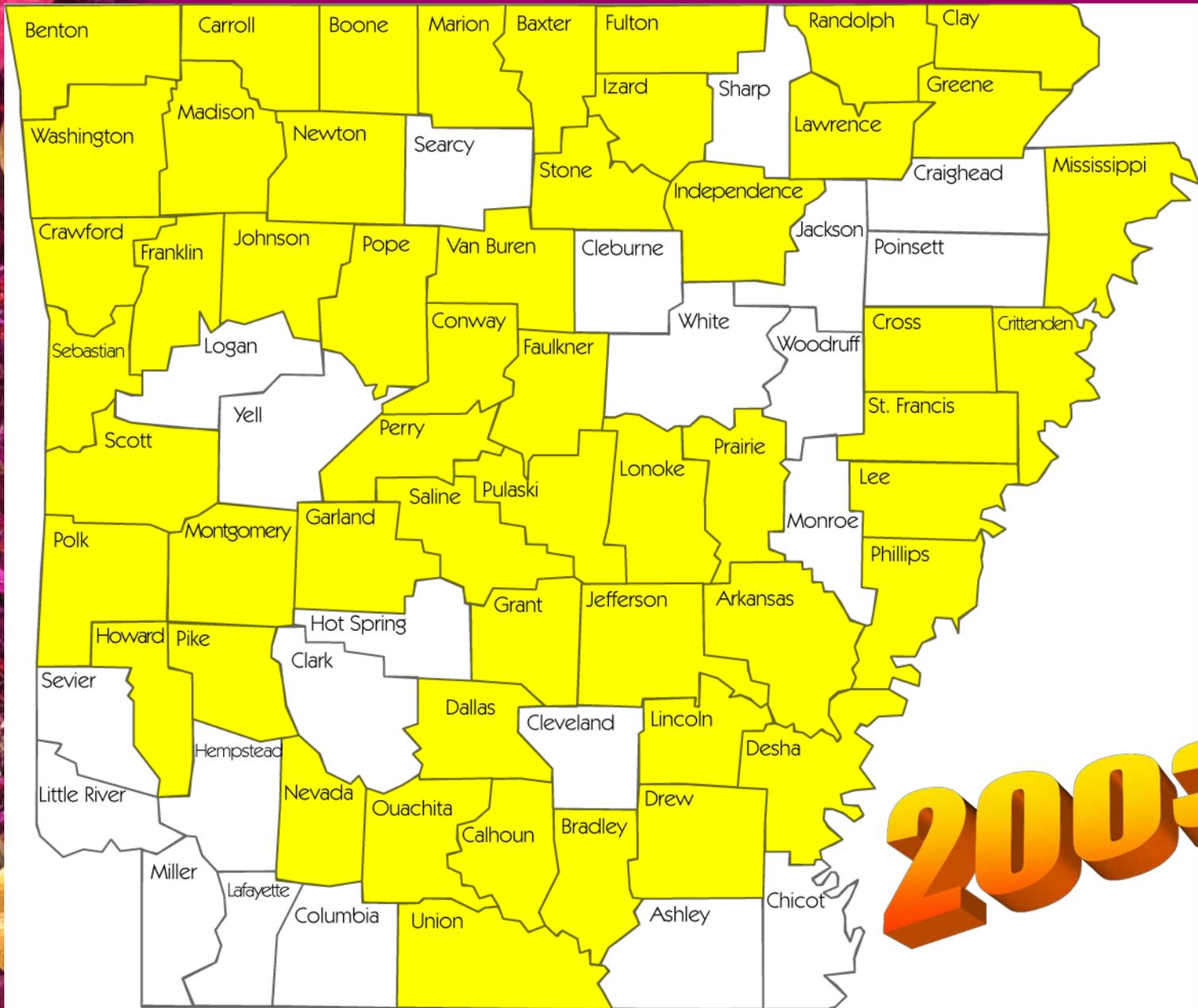
Pilot thru 2000



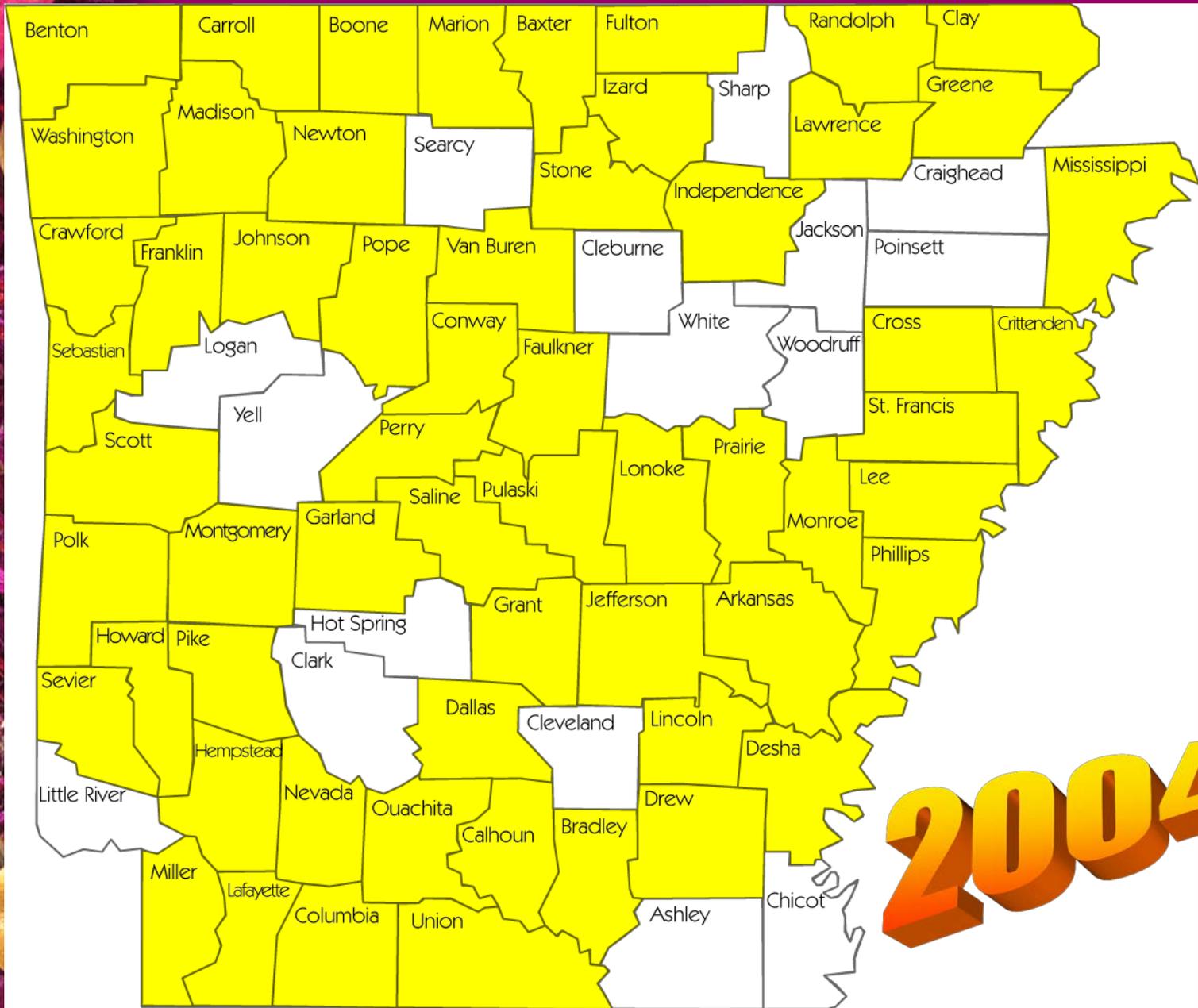
2001



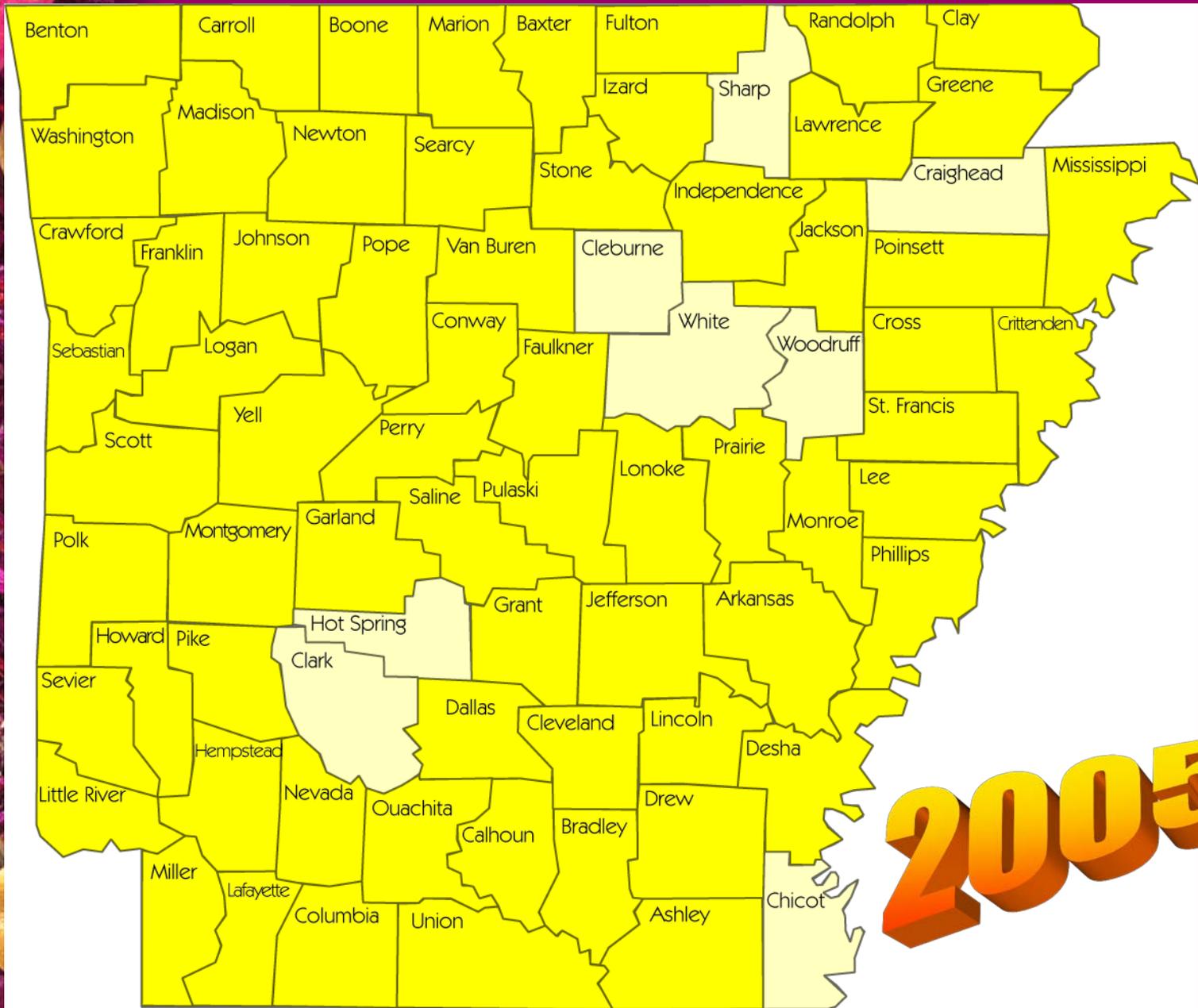
2002



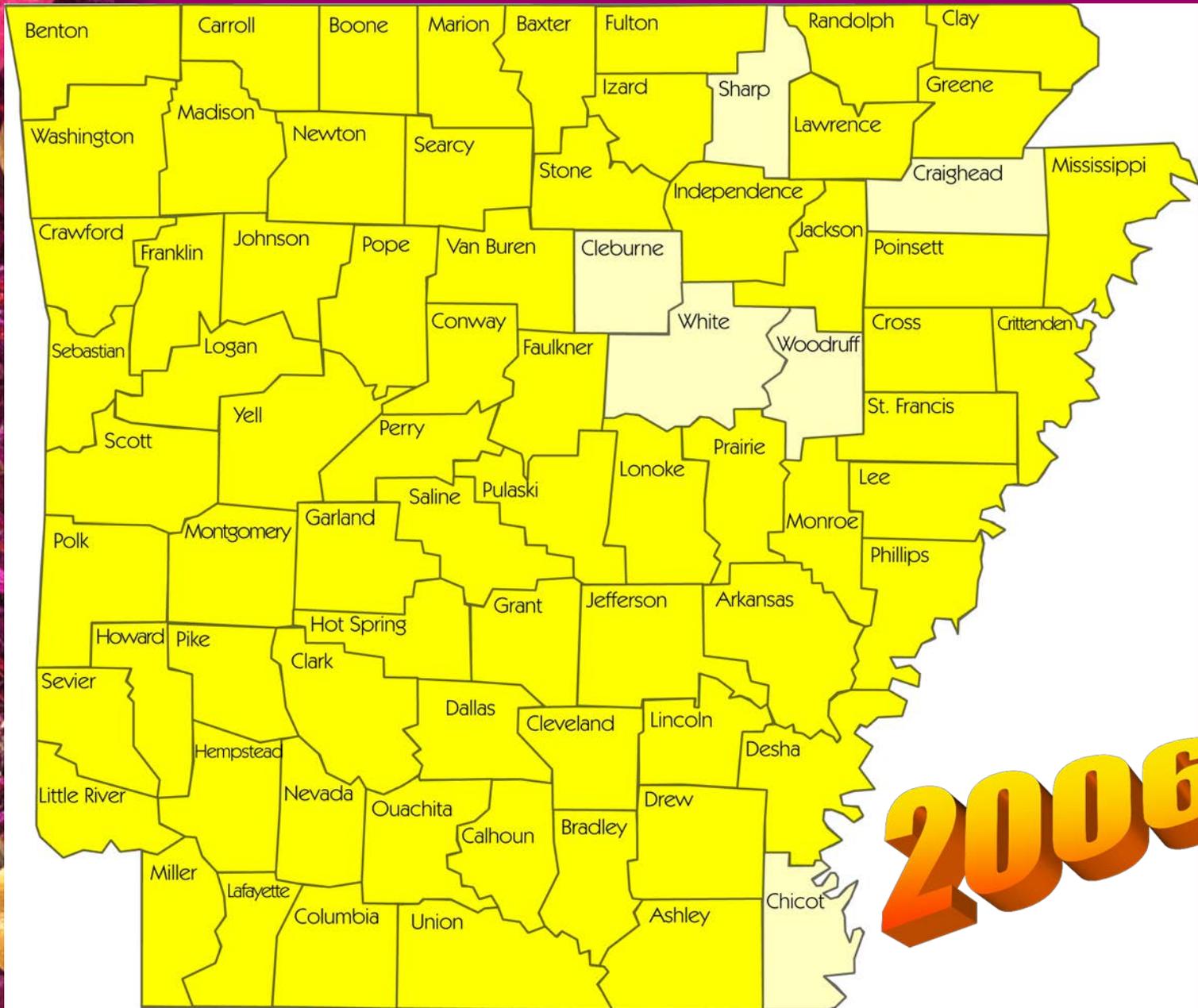
2003



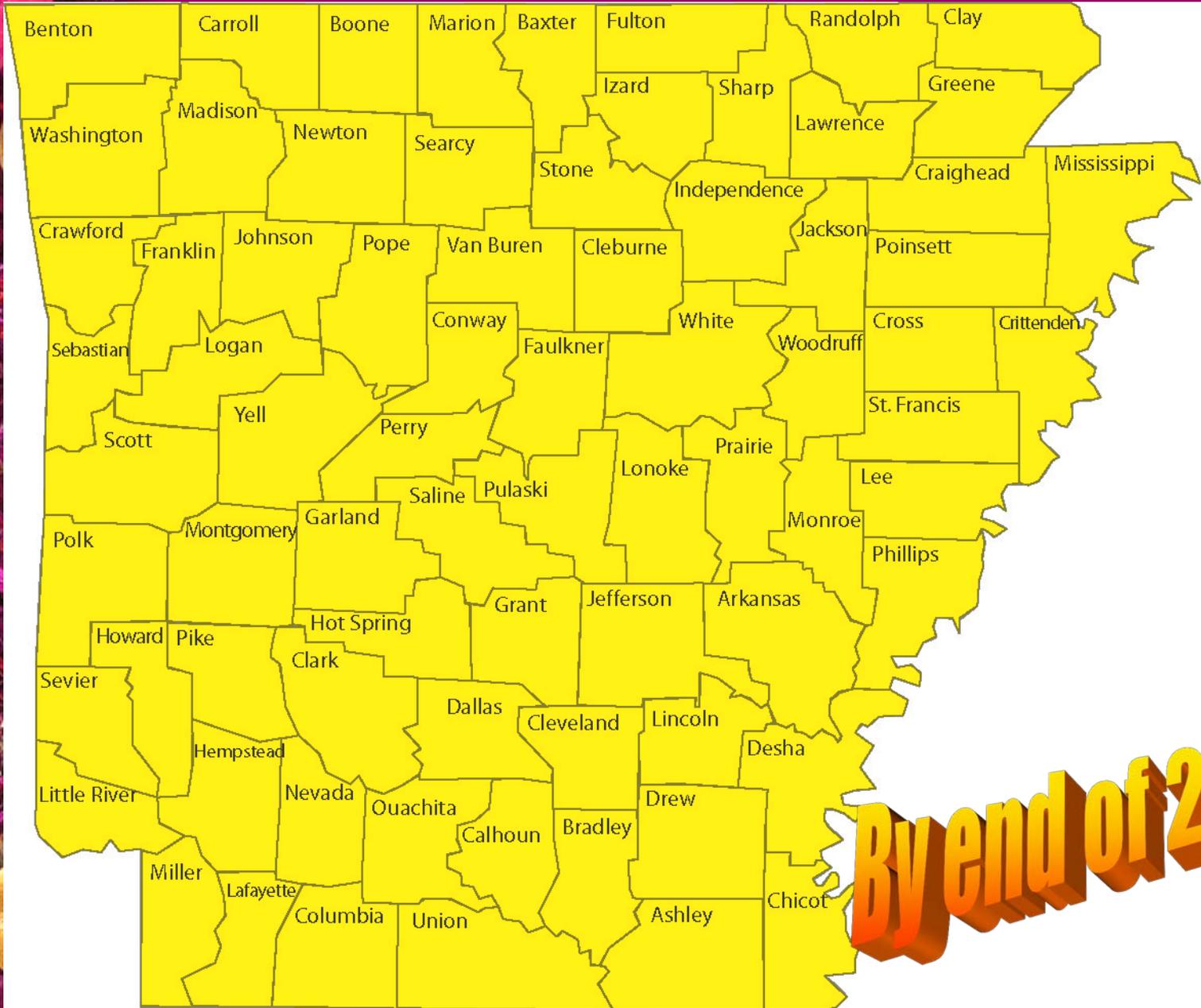
2004



2005



2006



By end of 2011



Current HHI Regional Managers and Central Office Staff

- Southwest – Joni McGaha
- Southeast – Kimber Knight
- Central – Julie Harlan
- Northeast – Kelli Dunegan
- Northwest – Linda Thompson
- CHNS/CHPS Supervisors – Libby Seftar and Kim Hooks
- HHI Section Chief – Sherry Johnson
- HHI Branch Chief – Andi Ridgway



**When it's all over,
it's not who you were,
it's whether you made a
difference.**

standards
determine Co-ordinators
Southwest develop identifying stages CHNS assessment assist group implementing work CHPS improve working resources
includes agencies solutions central technical Arkansas group
leadership planning professional must HHI Health
provide regional Board CHPS Coordination Central
promote phases Northeast plan role public
school Community Improvement Department
Hometown development process Communit
Specialist Education
school Community Improvement Department
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Here's to another 20 years!



ARKANSAS DEPARTMENT OF
Health
Keeping Your Hometown Healthy