### **WREN 9-13-13**

# LIFE in Motion: Fox Cities Healthy, Sustainable Lifestyles

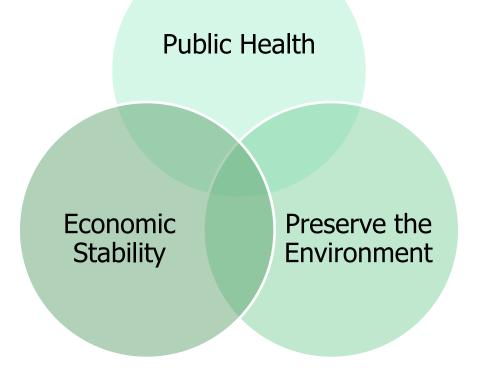


Fostering Self-Efficacy and Collective Efficacy: At Work, At School, In the Community

# Objectives

- Participants will be able to describe the benefits of collective efficacy as the LIFE in Motion format is used to promote healthy, sustainable communities.
- Participants will be able to describe ways to leverage social cohesion within the community to foster healthy, sustainable lifestyles.
- Participants will be able to describe the key strategic directions and the targeted priorities of innovative programs, such as Riverview Gardens.
- Participants will be able to design strategies to use social marketing tools to foster group connections which support healthy, sustainable lifestyle behaviors that extend beyond the school and work setting to the home and community.

# Healthy, Sustainable Community Sweet Spot



Increase the number of Americans healthy at every stage of life.

# National Priorities: Sustainable Communities

- Air & water quality
- Basic needs
- Transportation
- Quality of life for all segments of community
- Access to health care-physical, dental, mental
- Educational opportunities-job prep. status
- Urban sprawl vs. industrial development
- Other characteristics??????





# 17 Federal Agencies Focused on Promoting Prevention & Wellness

HHS, Agriculture, Education, FTC, EPA, Dept of Interior, Dept of Defense, Dept of Housing., Dept of Justice, Dept. of Vet. Affairs, Office of Management & Budget, DOT, DOL

# National Prevention Strategy 4 Strategic Directions

1) Healthy-and safe community environments: create, sustain, and recognize communities that promote health and wellness through prevention

- 1 in 10 <age 17
   have asthma, inc.
   in Blacks,
   Hispanics</li>
- Work-related factors
- Perception of neighborhood safety

# 2) Clinical and Community Preventive Services:

Ensure that
prevention-focused
health care and
community
prevention efforts
are available,
integrated, and
mutually
reinforcing

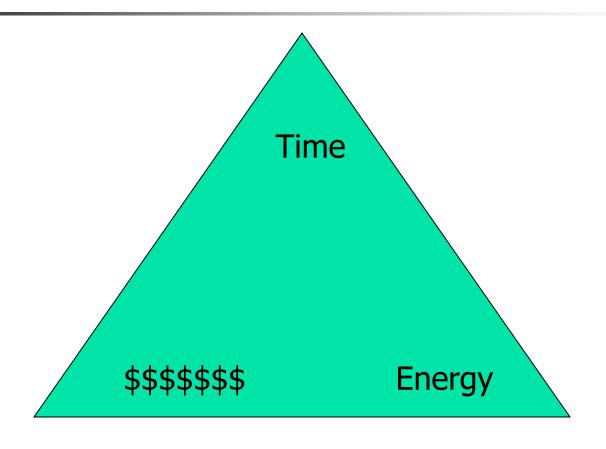
- < ½ adults up-to-date on screening</p>
- >42,000 deaths prevented with vaccines.
- Asthma \$3300/person —prevent with home visits
- >80 M people have not access to fluorinated water /Every \$ on FL=\$40 savings dental RX



Support people in making healthy choices

- Health informationdifficult to understand
   9 in 10 adults have problems using Health Information
- Education, Employment and Health are linked.





The American Way of Eating by Tracie McMillan



### 4) Elimination of Health Disparities

Eliminate disparities, improving the quality of life for all Americans.

- Low income
   neighborhoods less
   likely to have access to
   recreational
   facilities/grocery stores,
   Inc. # tobacco, alcohol,
   fast food places
- Exposure to pollution
- Mental Illness/Disabilities more prevalent
- LGBT increased risk

## National Prevention Strategy Priorities

- Tobacco Free Living
- Preventing Drug Abuse and Excessive Alcohol Use
- Healthy Eating
- Active Living
- Injury and Violence Free Living
- Reproductive and Sexual Health
- Mental and Emotional Wellbeing



### **Stakeholders**

- Policy makers
- Funders
- Health care professionals
- Employers
- Educators
- Researchers.

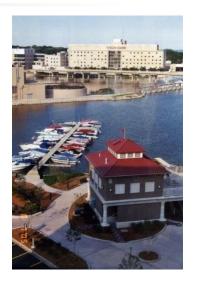
### **Strategies**

- Policy
- Systems changes
- Environment
- Communications & media
- Program/service delivery

# How Leaders can Change the Community Conversation

- Community-based Participatory Research
  - (i.e. LIFE Study)
- Metrics-LIFE in Motion
- Initiatives
  - Well City Fox Cities,
  - Activate Fox Cities
  - Weight of the Fox Cities
  - Riverview Gardens







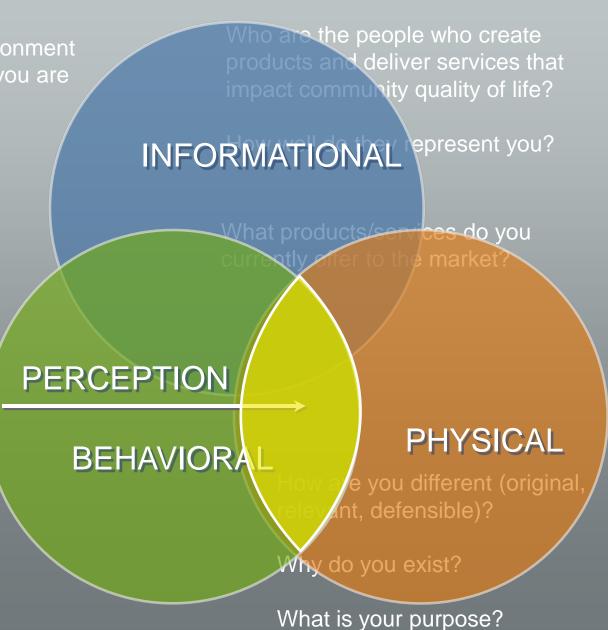
### What is the "Total Community Experience"

How does the physical environment represent and support who you are and what you do?

#### PERCEPTION

- How do community
   members feel
   about your community?
- What do you want that perception to be?

Authentic to your vision
Intentionally designed
Integrated





## Components



Community survey

4+ Community Focus Groups

10 Expert Sector Panels

Statistical data published by

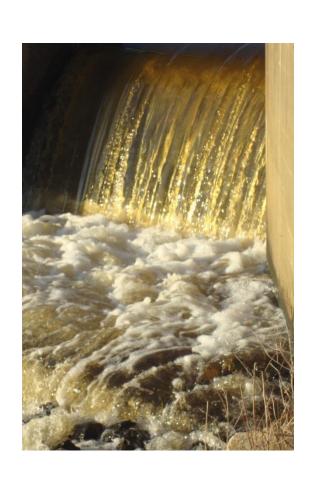
the state and others

Behavioral Risk Factor

Surveillance System

Youth Risk Behavior Survey

Selected provider data





### <u>Strengths</u>

- Quality of health care
- Expansion of free clinics
- Healthy lifestyle initiatives, such as



### <u>Opportunities</u>

- Access to care (mental, dental, and medical)
- Lifestyle concerns (diabetes and obesity)
- Risky tobacco, alcohol and drug use
- Health of youth

	2010	2011	2011	2011	2011	2010	2010
	Appleton, Menasha, Neenah	Outagamie County	Calumet County	Winnebago County	Oshkosh	Wisconsin	U.S.
Dental visit in the past year	82%	81%	78%	81%	77%	74%	68%
Have health insurance	94%	93%	91%	92%	87%	89%	85%
Did not obtain needed medical care, cost	10%	7%	6%	8%	11%	10%	15%
Had a routine checkup in the past year	78%	71%	70%	70%	71%	68%	67%
Report excellent or very good health	55%	59%	57%	57%	53%	57%	53%
Diagnosed with diabetes	11%	11%	8%	9%	8%	7%	9%
Had a cholesterol screening in the past year	NA	65%	60%	63%	57%	NA	NA
Had a mammogram in the past year	63%	68%	75%	66%	65%	65%	62%
Of those who have smoked 100 cigarettes in lifetime, currently smoke	NA	18%	14%	13%	25%	NA*	NA*
Used alcohol in the past 30 days	64%	67%	68%	69%	65%	66%	52%
Drank five or more drinks in a row	20%	36%	31%	35%	40%	NA*	NA*
Moderately exercise 5 or more days a week	46%	43%	49%	48%	50%	56%	53%
Overweight	34%	34%	37%	35%	29%	37%	36%
Obese	28%	31%	26%	32%	27%	27%	28%

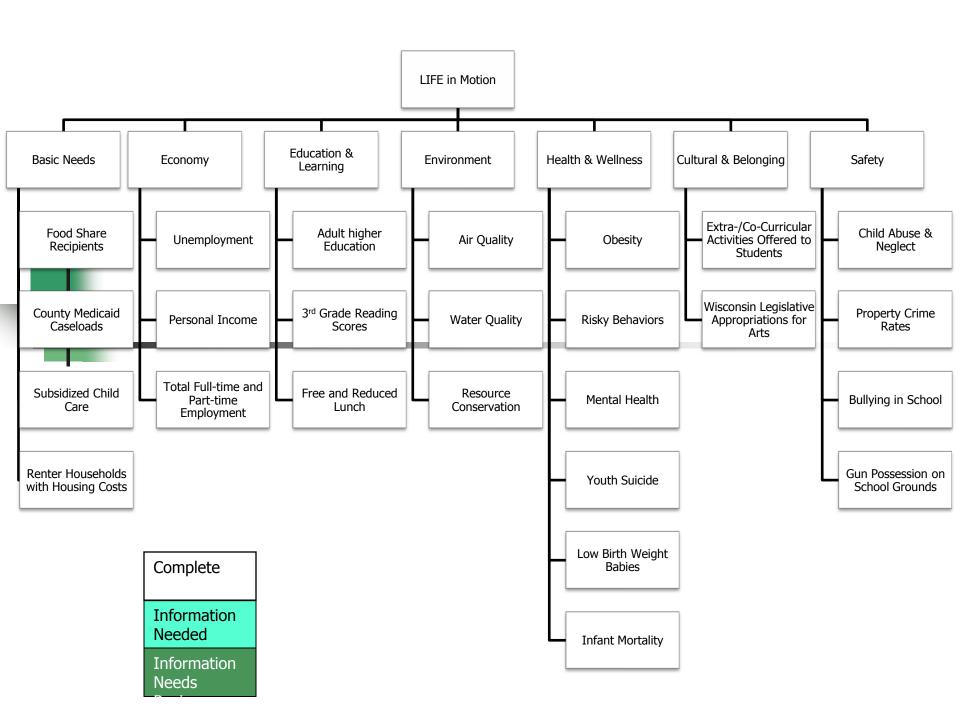
The table below shows selected results of surveys taken in the Fox River Region during the latter half of the LIFE Study. Results provided by the St. Norbert College Strategic Research Institute. (BRFSS)

### LIFE in Motion

- 4
  - Structure, Organization, Activities
  - Engaging Leadership Support
  - Reaching the Right People-The role of community planning, advocacy and networking
  - Using Metrics to inform, inspire and educate the community on selected focus areas

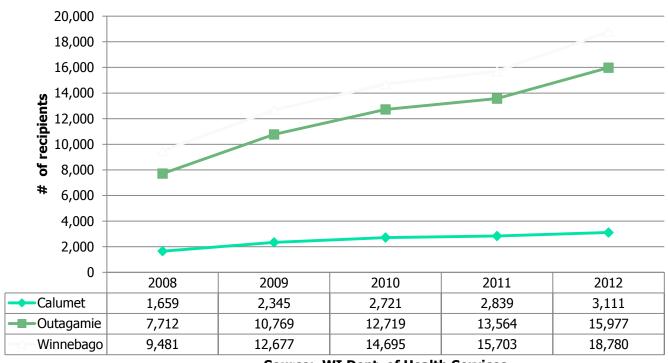
# LIFE in Motion: Objectives

- Aid in updating key indicators to keep LIFE in Motion current and relevant.
- Educate community about key community issues and how they relate to improving quality of life.
- Gather key organizations that are working on a topic area.
   Highlight successful programs and how individuals can get involved. Encourage collaborative discussions to encourage initiatives to provide more solutions community issues.
- Engage a broad range of community members in discussions about community issues during community conversation events; inspire them to take action. Being inclusive is very important.



### **Basic Needs**

#### **Food Share Recipients (YTD Averages)**



**Source: WI Dept. of Health Services** 

# **Cultural & Belonging**

#### **Participation rate**

		2008-2009			2009-2010			2010-2011	
	Academic	Athletic	Music	Academic	Athletic	Music	Academic	Athletic	Music
Appleton	45.3%	% 37.5%	28.1%	45.5%	36.9%	28.9%	39.1%	39.2%	27.3%
Freedom	80.49	68.2%	13.1%	56.0%	68.2%	26.9%	65.2%	64.2%	28.0%
Hortonville	16.0%	49.0%	24.5%	25.2%	41.6%	21.3%	29.3%	43.6%	16.6%
Kaukauna	38.9%	6 38.9%	7.3%	43.1%	39.8%	6.0%	36.9%	41.4%	8.3%
Kimberly	73.5%	6 57.7%	26.1%	85.4%	61.4%	24.9%	80.5%	54.9%	16.1%
Little Chute	59.4%	6 53.9%	20.1%	64.2%	53.8%	19.5%	60.0%	54.3%	19.9%
Menasha	22.8%	% 32.8%	2.0%	23.0%	33.9%	3.8%	28.8%	36.0%	1.5%
Neenah	28.1%	6 29.5%	4.4%	30.5%	30.8%	5.8%	19.4%	33.3%	3.5%

Graph Title: Student Participation (Grades 6-12) in Extra-/Co-Curricular Activities

Source: WI Department of Public Instruction

http://apps2.dpi.wi.gov/sdpr/spr.action

# Economy

#### Unemployment

#### **Unemployment Rate**

	2008	2009	2010	2011
Calumet	4.20%	7.80%	6.60%	5.70%
Outagamie	4.60%	8.50%	8.10%	7%
Winnebago	4.30%	7.80%	7.40%	6.60%
Wisconsin	4.80%	8.70%	8.50%	7.50%
U.S.	5.80%	9.30%	9.60%	8.90%

Graph Title: Annual Unemployment

Source: Wisconsin Worknet

Definition: Percent of adults in the workforce who are not employed

Figure 1 Pg. 104 In LIFE Study http://www.foxcitieslifestudy.org/

For more information on unemployment:

Bureau of Labor Statistics, http://stats.bls.gov/home.htm

 $Unemployment statistics, http://dwd.wisconsin.gov/dwd/newsreleases/2012/unemployment/130123\_december\_local.pdf$ 

## Education

#### **Percentage of Students**

	2009-2010	2010-2011	2011-2012
Appleton	80.30%	80.20%	80%
Freedom	88.90%	6 92.90%	87%
Hortonville	91.70%	6 90%	84%
Kaukauna	80.60%	6 83%	82.20%
Kimberly	87.30%	86.40%	88.30%
Little Chute	90.20%	82.10%	80.60%
Menasha	72.00%	73%	73.40%
Neenah	87.50%	88.10%	86.30%
Wisconsin	79.20%	6 80.10%	79.70%

Graph Title: 3rd Graders Reading at Proficient or Advanced Level

Source: WI Department of Public Instruction

http://apps2.dpi.wi.gov/sdpr/spr.action

## **Environment**

#### **Resource Conservation**

#### **Pounds**

	2009	2010	2011
Calumet	141.94	142.98	151.04
Outagamie	166.08	154.91	155.39
Winnebago	162.57	162.7	160.76

Graph Title: Waste Recycled Per Capita

Source: WI Department of Natural Resources

Definition: The amount of waste being recycled per person

### Health & Wellness

#### Obesity

	Fox Cities 2005	Fox Cities 2010	Wisconsin 2010	U.S. 201	LO
Obese	23	%	28%	27%	28%
Overweight	38	%	34%	37%	36%

Graph title: Percent of Adults that are Overweight or Obese, Fox Cities

Source: 2010 Fox Cities BRFSS

http://www.foxcitieslifestudy.org/resources/behavioralriskstudy.pdf

Updates anticipated in 2013

Definition: Obesity is classified by body mass index. A body mass index of 30 or higher is considered obese

Figure 3 Pg. 38 In LIFE Study http://www.foxcitieslifestudy.org/

For more information on Behavioral Risk Factor Surveillance System:

http://www.cdc.gov/brfss/

# Safety

Child Abuse & Neglect

#### Rate per 1,000 Children

	2011	2010	2009	2008
Calumet	18.9	15.1	16.7	19.6
Outagamie	36.9	44.7	43.5	35.2
Winnebago	40.4	49.7	43.9	42.5
Wisconsin	28.8	30.3	29	30

Graph Title: Rate of Reported Cases of Child Abuse and Neglect

Source: WI Department of Children and Families

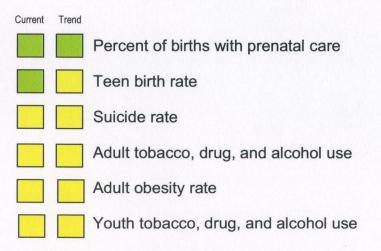


## A Healthy LIFE





#### **Highlighted Indicators**



Good Fair Poor Not rated





55% of adults rated their health status as very good or excellent, compared to

-59% in 2005

-64% in 2000



-Behavioral Risk Factor Survey, 2010

# Weight of the Fox Valley Initiative-March Meetings

- 150 leaders conversation
- Vision defined
- Inventory of present activities
- Next Steps



# **Community Views**









# Weight of the Fox Valley: Next Steps

- Determine Ongoing Steering Committee
- Confirm Vision
- Establish Priorities
- Determine Action Plans
- Track progress via LIFE in Motion



# Riverview Gardens Project



- Create a financial engine through the development of a thriving, market-based garden enterprise
  - Engage local outreach organizations in collaborative programming and services to enhance our mission and theirs
  - Engage community leaders in a dialog about new strategies for ending poverty, homelessness, and unemployment
  - Encourage the involvement of a broad spectrum of community members in volunteerism.
  - Change our community's perceptions of people in need.



# Riverview Gardens

- Growing
- Sharing
- Selling



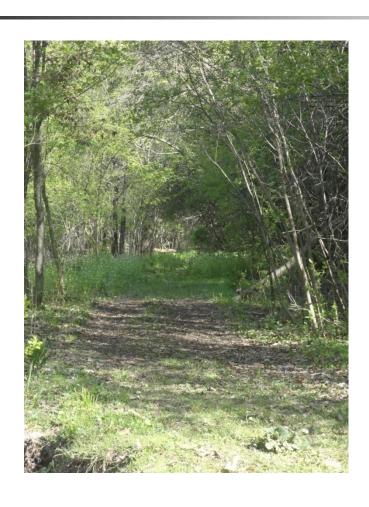
Name	Location	Web	Product
Dan & Becca James	Durango, CO	www.jamesranch.net/cheese	cheese
Samantha Johnson	Durango, CO		raw food cook
Julian Gervreau	Healdsburg, CA	www.original-matters.com	organic wine
Alex Hill	Healdsburg, CA	www.DiscoverwineCountry.tv	mushrooms
Jamie Peterson	Dry Creek, Healdsburg, CA	www.petersonwinery.com	wine
Gabrielle Langholtz	Brooklyn, NY	www.ediblemanhattan.com	editor
		www.ediblebrooklyn.com	editor
Jen Small/Mike Yezzi	Sushan, NY	www.flyingpigsfarm.com	pork
Shannon Heyes	Schohaire County, NY	www.shannonhayes.info	writer
The Shaw family	Greenwich, NY		Garden of Spices
Josh Viertel/Juliana Sabinso	n Newhaven CT	www.slowfoodsusa.com	vegtable farm

# **Community Center**



- Seminars
- Meetings
- Special Events
- Weddings
- Dinners
- Receptions

## **Trails**



- Walking
- Running
- Bicycling
- Mountain Biking
- Hiking
- Snowshoeing
- Cross country skiing
- Picnicking
- And more!

## Service Works

- Transferable work skills
- Mentoring
- Education



## The Test

- Is this healthy?
- Is this safe?
- Will this protect and preserve out natural environment?
- Is this the best use of our resources(people, financial, material)?
- Is this effort sustainable over time?



### The Bottom Line

Employers and employees all have a stewardship role in promoting healthy, safe, sustainable communities. School-based, workplace-based and familyfocused HS3 collaborative efforts can increase self-efficacy, collective efficacy and the capacity to improve and enhance overall community health.





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