

Community Priority: Empower more people to take responsibility for maintaining their health

May 4, 2012

The process summarized in this document was designed to transform a Healthy Polk 2020 community priority into strategies for action. The process began in spring 2011, and continues.

Guidance from the experts

Meet the experts

Seventeen health experts, identified by their peers, gathered three times over two months, beginning June 6, 2011. The experts included:

1. Brian Bickel, Powell CDC, University of Iowa School of Social Work
2. Del Konopka, Mercy Clinics' Education Coordinator
3. Dorenda Walters, Director of Human Resources & Business Strategy, Des Moines Water Works
4. Ed Barnes, Executive Director, Willkie House
5. Franny Medeiros, Polk County Health Department
6. Jacquie Easley McGhee, Director, Community and Diversity Services, Mercy Medical Center
7. Julie Hibben, Iowa Department of Health
8. Karen Stiles, Des Moines Area Community College Business Resources
9. Linda Lemons, Private consultant, retired from Broadlawns, works with AMOS
10. Marcia Roth, Assistant Professor of Nursing, Grand View University
11. Paula Secker, Shakti Yoga Shop
12. Rebecca Lang, Professor of Health and Physical Education, Grand View University
13. Rhonda Chittenden, Executive Director, Eyes Open Iowa
14. Sharon Miller, Director of Education, Planned Parenthood of the Heartland
15. Teresa Bomhoff, 2011 Iowa Mental Health Planning Council Chair
16. Tim O'Neil, Director of Employee Health, Meredith
17. Troy Vincent, President, Live Healthy America

What the experts say this priority means

The Priority #8 Expert Team envisions a ripple effect, beginning with their work and the leadership of the Polk County Health Department through Healthy Polk 2020. In the next eight years, at least 42,000 Polk County citizens¹ will take steps to enhance their health. This requires a shift from a health message that is often overwhelming, guilt and shame ridden, and focused on weight reduction and exercise, to a message of empowerment focusing on a holistic view of health. The Expert Team believes that the best chance for success lies in alignment with the research behind the Blue Zones project, and promotion of an atmosphere of “no shame, no blame.”

¹ Estimated 10% of 420,000 people in Polk County

The experts considered the following categories of community assets—

- Culture
- Lifelong learning
- Mental health
- Physical health
- Safety
- Sexuality
- Spiritual health

As the Expert Team reviewed the elements of the priority, and discussed the work, they decided on a retooled priority statement. Their rationale is that this is a clearer vision, better to engage people in the work—***Empower more people to enhance their health.***

Empower...

In SAMHSA’s “10 Components of Recovery,” the third is “**Empowerment:** Consumers have the authority to choose from a range of options and to participate in all decisions—including the allocation of resources—that will affect their lives, and are educated and supported in so doing. They [can] collectively and effectively speak for themselves about their needs, wants, desires, and aspirations. Through empowerment, an individual gains control of his or her own destiny and influences the organizational and societal structures in his or her life.”² The group identifies the following components of empowerment—

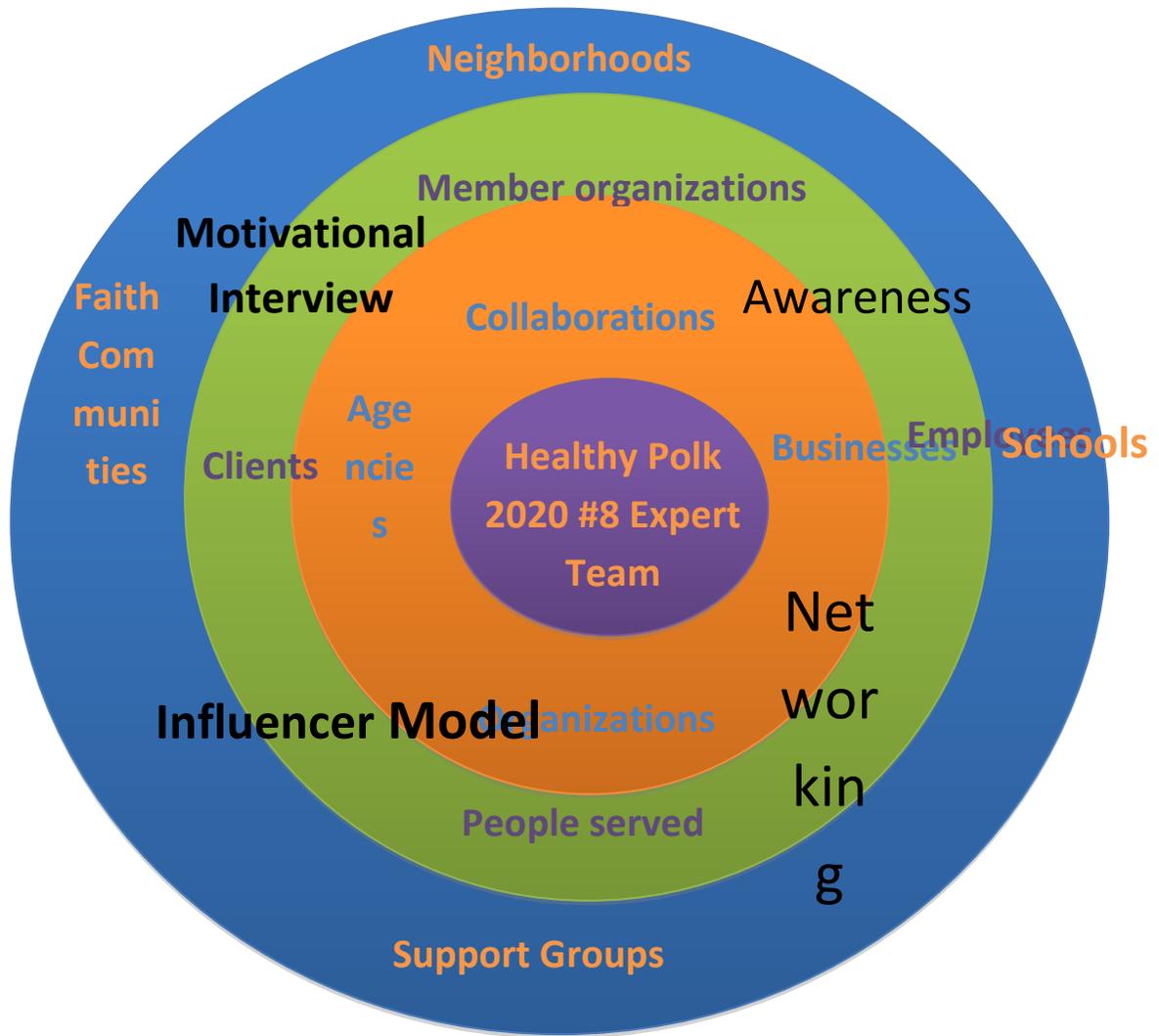
- Establishment of a climate of “no shame, no blame”
- Communication
- Collaboration
- Education
- Incentives
- Allocation and sharing of resources
- Support

² The Ten Fundamental Components of Recovery, SAMHSA, February 16, 2006, <http://www.power2u.org/downloads/SAMHSA%20Recovery%20Statement.pdf>. Viewed 10.8.11.

...More people...

The group developed this Ripple Effect Model—

More People—The Ripple Effect



...To enhance...

This is a lifelong cycle that includes acceptance of the current state of health, efforts to enhance health, and maintenance of the enhanced state.³ The Expert Team developed this illustration of the enhancement cycle.

Health Enhancement Cycle



³ The Ten Fundamental Components of Recovery, SAMHSA, February 16, 2006, <http://www.power2u.org/downloads/SAMHSA%20Recovery%20Statement.pdf>. Viewed 10.8.11.

...Their health

Since Governor Branstad has initiated the Healthiest State Initiative, closely aligned with the Blue Zones Project, the Expert Team highly recommends that this priority define health in holistic terms, and align with the

Blue Zones Power 9⁴—

1. Just Move
2. Purpose Now
3. Down Shift
4. 80% Rule
5. Plant Slant
6. Wine @ 5
7. Belong
8. Loved Ones First
9. Right Tribe

...And the Six Thrive Centers⁵—

1. Community
2. Workplace
3. Social Life
4. Financial Life
5. Home
6. Self

Broadening the reach: Examples of ways for individuals and organizations to get involved

During the asset analysis process, the experts recommended the following ways to advance this priority—

Individuals can...

- Participate in National Night Out (Take Back the Night)

Schools and churches can...

- Establish school and community gardens
- Use school health fairs to establish a foundation for looking at health holistically
- Hold an Art Contest in all nine Polk County school districts, working with art teachers and kids to illustrate holistic health
- Model positive, holistic, health behaviors

Health practitioners can...

- Spend more time educating patients on holistic health

Government can...

- Communicate with the public and other agencies regularly regarding progress on Healthy Polk 2020
- Establish a leadership group that sees the whole picture of Healthy Polk 2020, decreasing the potential for a silo effect as the community completes the work
- Communicate research from the Blue Zones⁶ about the effect of community on health⁷
- Reframe the priority to engage the community
- Support neighborhoods, churches, schools, and businesses define and build movements to support healthy choices
- Adopt a culture of holistic health, developed along with the Healthiest State Initiative

⁴ Blue Zones Power 9, <http://www.bluezones.com/live-longer/power-9/> Viewed 10.8.11.

⁵ Blue Zones Six Thrive Centers, <http://www.bluezones.com/live-happier/thrive-centers/> Viewed 10.8.11.

⁶ <http://www.bluezones.com/>

⁷ Christakis, N.A. and Fowler J.H. Connected. Little, Brown and Company: 2009. <http://connectedthebook.com/index.html>

The Asset Analysis Process

During two meetings in July, and follow-up meetings with individual experts in August and September, the Expert Team identified four gaps, and the assets that can be leveraged to close those gaps

Gap identified: People feel overwhelmed when they think about health.

Assets—

- African American Leadership Forum
- Better Choices, Better Health
- Center for Advocacy & Outreach, Blank Children's Hospital
- Central Place
- Corinthian Baptist Church
- Des Moines Health Center,
- Diabetic Clinic (education)()
- Dr. Raygene Curry
- Eyerly Ball
- Family Health Center, Broadlawns Hospital
- Holmes Murphy
- Hospice of Central Iowa
- IDPH contractors for substance abuse
- Iowa Acupuncture Clinic
- Iowa Hospice
- Iowa Hospital Association
- Iowa Sports Foundation
- Mercy Hospital
- Naturally Slim
- Polk County Health Services
- Primary Health Care, Inc.
- Steps to Wellness, A Guide to Implementing Physical Activity

Gap identified: Resources for holistic health are inadequate.

Assets—

- Chrysalis Foundation
- Community Foundation of Greater Des Moines
- Employee and Family Resources
- Meredith Corporation
- Free Clinics of Iowa
- Habitat for Humanity
- Interfaith Hospitality Network
- Iowa Healthiest State Initiative
- Iowa Department of Human Rights (Asian)
- Iowa Dept. of Public Health
- Telligon (formerly Iowa Foundation of Medical Care)
- Iowa Homeless Youth Center
- Mercy Clinics
- Mid-Iowa Health Foundation
- NAMI
- Pleasant Hill Parks and Recreation
- Polk Co. legislators
- Primary Health Care, Inc.
- Salvation Army
- United Way
- Wellmark Blue Cross Blue Shield
- Wellmark Foundation
- YESS

Gap identified: People don't understand the holistic nature of health.

Assets—

- Altoona Campus
- AMOS—A Mid-Iowa Organizing Strategy
- Ankeny School District (Karen)
- Art teachers
- Better Choices, Better Health
- CFUM
- Common Thread
- Community Adolescent Pregnancy Prevention subcontractors
- Des Moines Art Center
- Des Moines Meditation Group
- Des Moines Meditation Group
- Des Moines Parks and Rec
- Des Moines Pastoral Counseling Center (Ellery Duke)
- Des Moines University
- DMARC
- Employee and Family Resources
- EyesOpenIowa
- Family to Family
- Grandview University
- Grandview University
- Harmony Yoga + Wellness
- Health Literacy Iowa
- Hope Ministries
- I'll Make Me a World
- IDPH contractors for substance abuse
- InnerProsperity.com
- Iowa Acupuncture Clinic
- Iowa Chapter of American Heart Association (Jacquie Easley McGhee)
- Iowa Natural Heritage Foundation
- Johnston Public Schools Community Education
- La Clinica
- LGBT Center of Central Iowa
- Lutheran Social Services
- Islamic Center of Des Moines
- North Polk Community Schools
- Partnership for Better Health
- Passageway Clubhouse
- Powell Chemical dependency center
- Shakti Yoga Shop
- STD Outreach programs/clinic (Carmen Hutch)
- U of Iowa School of Social Work
- U of Iowa School of Social Work
- Universal Unitarian Church
- University of Iowa School of Social Work
- Urbandale Community Schools
- VisionWholistic.com
- Visiting Nurse Services
- Well Community Committee
- Wellness Council of Iowa
- West Des Moines Community Schools
- YMCA of Greater Des Moines Healthy Living Center
- Young Moms Program (YWRC)
- Youth Ministries

Gap identified: Neighborhoods and communities are not empowered to support and promote health.

Assets—

- Ankeny Art Center
- Blank Children's Hospital
- Blue Zones Project
- Broadlawns Medical Center
- CFUM
- Des Moines Public Libraries
- Dowling High School
- Employee Wellness Program
- Evelyn Davis Learning Academy
- Friends of the Des Moines Botanical Center
- Head Start
- HyVee Inc.
- Live Healthy America
- Mercy College of Health Sciences
- Mercy Hospital
- Meredith Publishing
- Mid-Iowa Health Foundation
- Neighborhood Associations
- Neighborhood Finance Corporation
- Polk County Extension Services
- Sixth Avenue Corridor
- United Way of Central Iowa Community Impact Health Cabinet
- Well Workplace University
- Wellness Program
- Women's Wellness programs
- YMCA
- YMCA of Greater Des Moines Healthy Living Center

Stakeholders decide what happens next



Facilitators (l to r) Dorenda Walters, Marcia Roth and Del Konopka work with stakeholders to decide how to begin the highest priority work.

Community gathering

The stakeholders identified during the asset identification process were invited to a half-day community gathering on May 4, 2012. The goals of the gathering were to:

- Consider a proposed action plan, and take steps to implement it
- Share ideas, passion and commitment
- Celebrate the good work being done

Priority Setting

Thirty-one individuals participated in the community gathering. After a short get-acquainted period, the stakeholders were led through a process to prioritize the proposed initiatives (see below) by Pat Boddy, Stewardship Director of RDG Planning and Design. The process involved discussion and sharing around the categories of low hanging fruit, chronology, big impact and passion. Care was taken to involve each participant in the discussion.

The stated goal was to end this portion of the gathering with one or two pieces of the work that stakeholders prioritize most highly. The exercise took approximately 90 minutes, and concluded with the following pieces of work identified as key:

- 1) Develop a set of materials, including bullet points, and an elevator speech, so that champions can easily talk about this priority of Healthy Polk 2020, including the holistic nature of health.
- 2) Work with churches, workplaces, local ethnic grocery stores, and health facilities. Provide incentives for them to develop and promote in-person and on-line ways for members to stay connected and share information and support.



Stakeholders take a yoga break to clear their minds, and energize themselves.

Other initiatives that stakeholders identified as having a high priority, and likely crossover:

- 3) Develop and provide affordable, convenient, fun, enjoyable ways to communicate about enhancing health.
- 4) Develop advocacy training so that people can learn to speak up for equitable resources.
- 5) Work with employers to ensure that they develop their workforce as a community that supports holistic health.

New work launched

An ad hoc group of four stakeholders committed to beginning the process of developing culturally sensitive talking points that describe this Healthy Polk priority.

Discussion began on how to identify the needs of churches, workplaces, local ethnic grocery stores and health facilities. This discussion will continue at the next gathering. The group will re-gather on a quarterly basis.

Healthy Polk 2020 Priority #8 Gaps and Proposed Initiatives

“Empower more people to take responsibility for maintaining their health”

Identified Gaps

1. People feel overwhelmed when they think about health.
2. People don't understand the integrated dimensions of health.
3. Resources for all dimensions of health are inadequate.
4. Neighborhoods and communities are not empowered to support and promote health

Develop a community culture that supports people in developing positive attitudes about maintaining and improving all aspects of health

- 6) Work with insurance companies and other components of the health care system to develop and provide health and wellness incentives.
- 7) Design ways to refund the money saved in health care costs back to those who take good care of their health.
- 8) Identify strategies to reduce barriers for healthy behaviors , such as
 - a) Daycare reimbursement
 - b) Respite care
 - c) Wellness points
 - d) Funding For health care
 - e) Reimbursement for gym, trainer, league costs
 - f) Wellness bucks that can be used for shoes, equipment, massage, counselors
- 9) Develop and provide affordable, convenient, fun, enjoyable ways to communicate about enhancing health.

Optimize and increase resources for all dimensions of health, and ensure that such resources are equitably distributed and available.

- 10) Implement the practices of the Blue Zones—a program to create environments that increase well-being and longevity through behavior and lifestyle changes.
- 11) Develop advocacy training so that people can learn to speak up for equitable resources.

Develop a comprehensive and intensive campaign to educate and promote the concepts of health enhancement.

- 12) Develop a set of materials, including bullet points, and an elevator speech, so that champions can easily talk about this priority of Healthy Polk 2020, including the holistic nature of health.
- 13) Sponsor a holistic Health Expo to break down silos between alternative, medical, mental, physical and other health practitioners.
- 14) Incorporate the principles of the Blue Zones—a program to create environments that increase well-being and longevity through behavior and lifestyle changes—into local health and educational programming.
- 15) Publicize and expand programs such as “Better Choices. Better Health” that help people set and meet health goals and interface with health care resources.

Work with neighborhoods and communities to establish networks that support and promote the overall health of their citizens.

- 16) Work with churches, workplaces, local ethnic grocery stores, and health facilities. Provide incentives for them to develop and promote in-person and on-line ways for members to stay connected and share information and support.
- 17) Work with employers to ensure that they develop their workforce as a community that supports holistic health.
- 18) Encourage walking, biking, and use of public transportation by changing the built community. Create a publicly funded or volunteer public works program to build trails and parks.
- 19) Develop more school and community gardens.
- 20) Establish more fun, summer volunteer programs like *Youth In Parks*, in which middle-school aged youth engage in community service projects, recreation and field trips during the summer.