

Accelerating the Pace of Change within Employer-led Initiatives to Improve Community and Population Health



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Learning Objectives

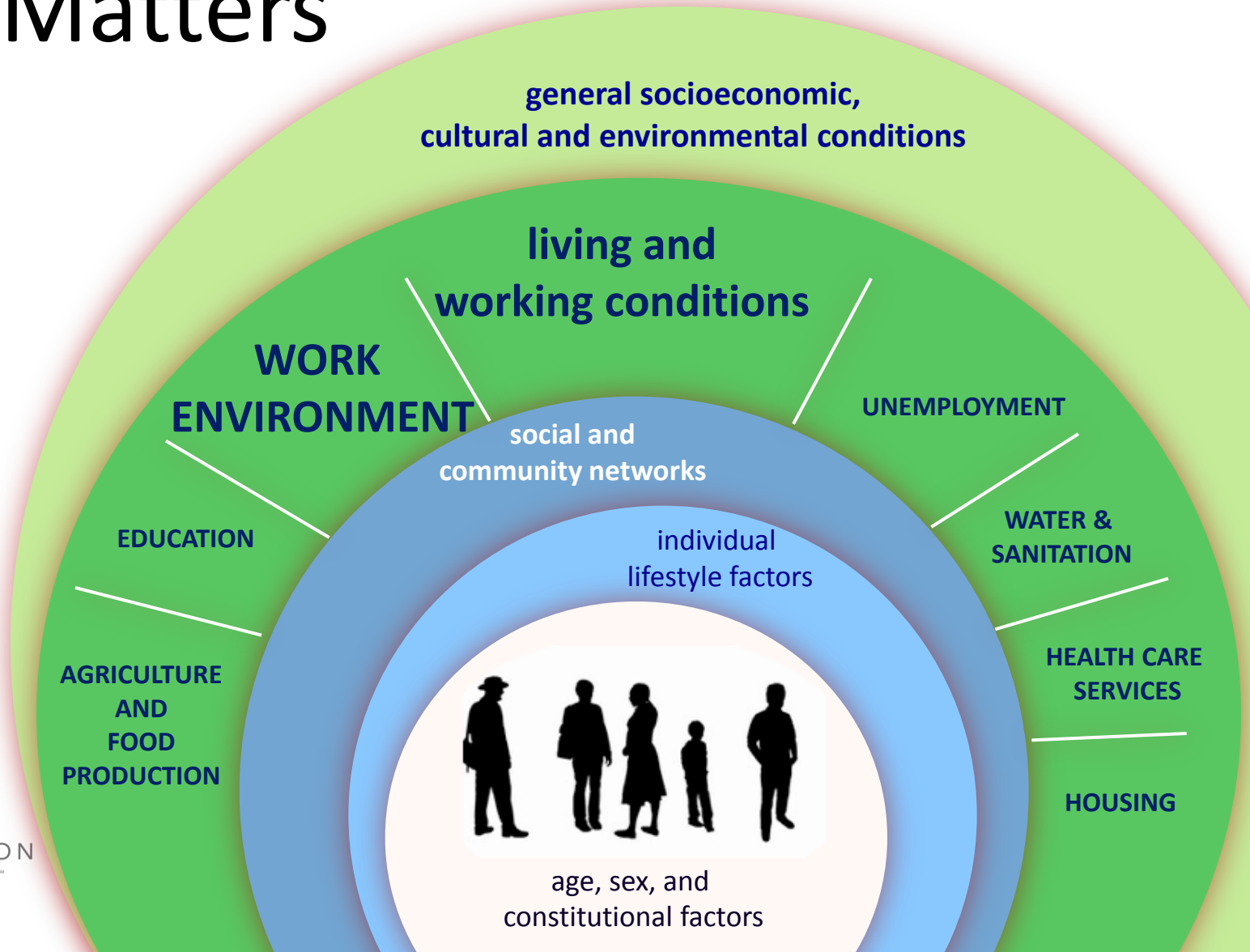
1. Present an innovative community-level change process to create healthy places based on the Diffusion of Innovation theory.
2. Describe critical characteristics of successful leaders (or conveners) of state and community-wide healthy workplace initiatives.
3. Discuss trends and lessons learned based on early data from LeadHealthy America and participants' experience.



Prevention Partners

The nonprofit Prevention Partners is a nationally recognized leader in bringing evidence-based prevention practices to organizations and communities.

Place Matters



Place Matters





Healthy places change lives

4
products



reaching
31
states



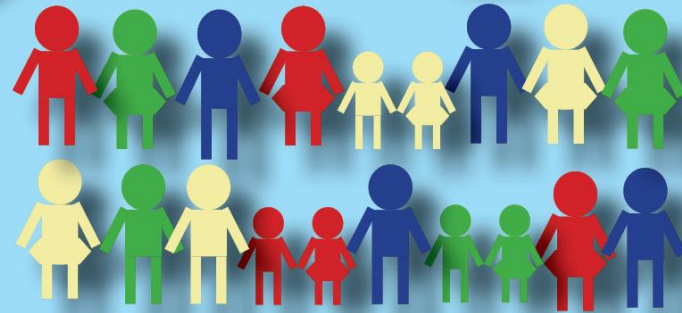
and
26
countries



supporting
802
organizations



impacting the lives of
1,488,367
employees, students & patients



Ever numbers as of August 31, 2015



PREVENTION
PARTNERS™

Our Approach to Healthy Places

WORK



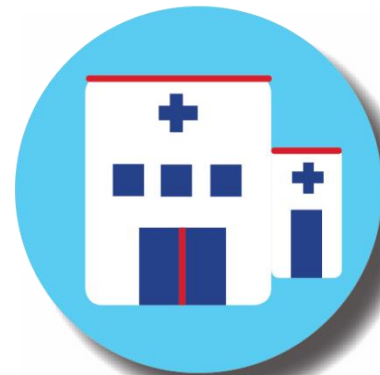
WorkHealthy America is a web-based strategic planning tool that guides employers to adopt and implement policies and change environments that improve **employee health**

LEARN



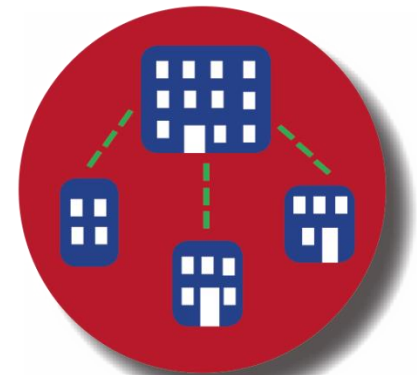
LearnHealthy America provides an evidence-based standard and plan to increase **student** access to healthy food, physical activity, and health education during the school day

CARE



Patient Quit-Tobacco System provides solutions for healthcare leaders to implement evidence-based system and policy changes to improve **tobacco cessation treatment for patients**

LEAD



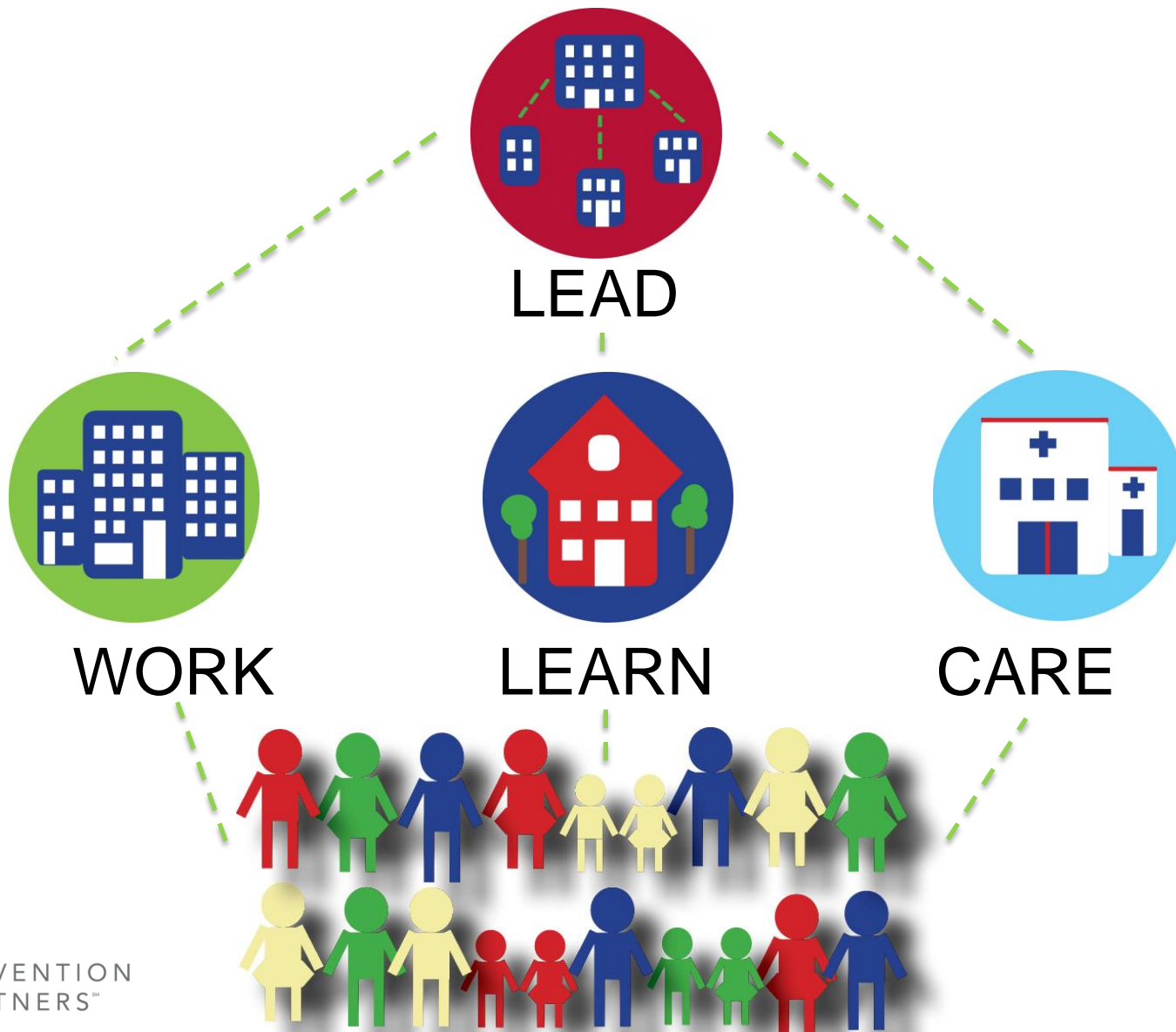
LeadHealthy America supports community, statewide or multi-site initiatives to create **healthy communities** through strategic planning, data sharing and analysis with leadership teams

Q1. How can we accelerate the pace of creating healthy places?



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Using Diffusion to Create a “Ripple Effect”

Innovations are adoptable when they have:

- Relative Advantage
- Compatibility
- Low complexity
- Observability
- Trialability

How we applied the theory in real life:

- ✓ Tailored pitch (CEO, CFO, HR, Wellness)
- ✓ Work with existing leadership & critical decision makers
- ✓ Tailored and detailed action plans
- ✓ Case studies, Centers of Excellence, best practice sharing
- ✓ Demos, pilots/planning phase, highly tailored approach



Using Diffusion to Create a “Ripple Effect”

Steps for Adoption

- Planning/ Persuasion
- Commitment to initiate
- Implementation
- Maintenance



How we applied the theory in real life:

- ✓ Strong local, trusted leadership
- ✓ Competition/ celebration
- ✓ CEO Commitment form
- ✓ Completion of assessment
- ✓ Tailored action plan, toolbox
- ✓ Work through wellness team
- ✓ Evaluation, re-assessment
- ✓ Consumer demand

Early Results

From the Jan/Feb 2010 NC Medical Journal

Hospital, Heal Thyself:

PHILANTHROPY
PROFILE

**North Carolina Hospitals Make Prevention a
Priority to Support Health of their Workforce, Patients,
and Communities**

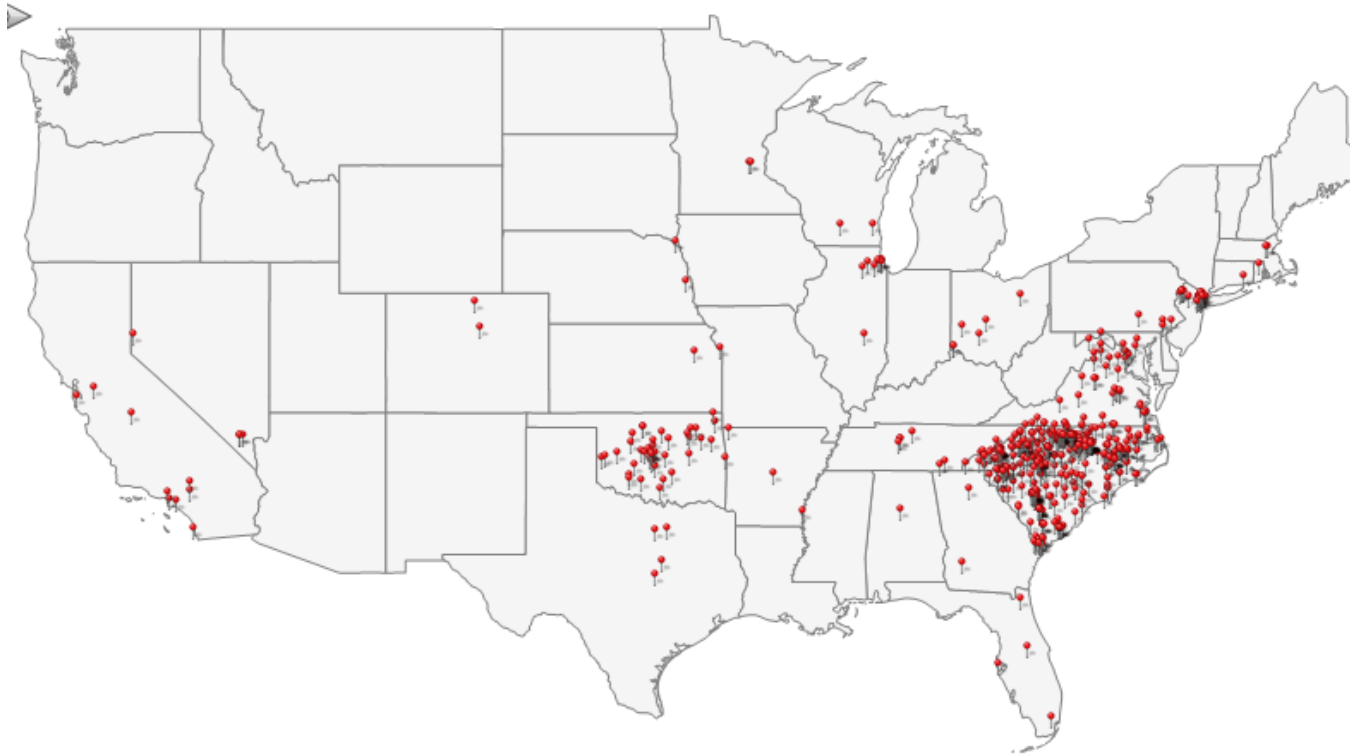
Melva Fager Okun, DrPH; Anne Thornhill, MPH; Meg Molloy, DrPH, MPH, RD

Early Results *From the Jan/Feb 2010 NC Medical Journal*

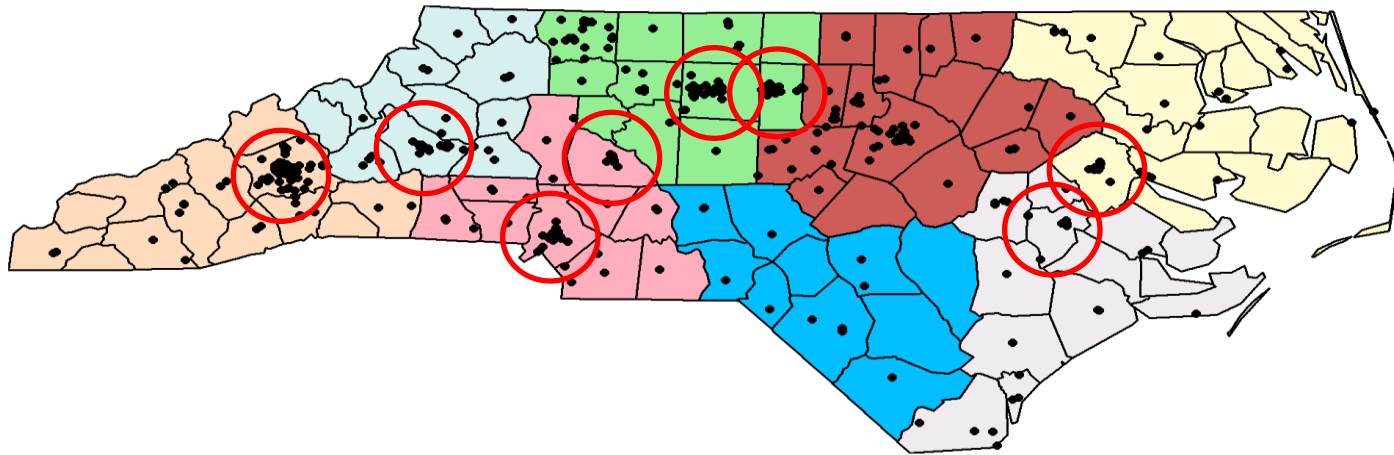
Table 2.
Impact of the Healthy NC Hospital Initiative,
July 2006-December 2009

Key Process Measures	<ul style="list-style-type: none">▪ 134 hospitals have implemented 100% tobacco-free environments on campus▪ 23 hospital clinical services now fax-refer patients to QuitlineNC▪ 48 hospitals have implemented healthy food environments on campus▪ 52 hospitals have action plans for healthy food environment implementation in 2010
Health Impacts	<ul style="list-style-type: none">▪ 210,000 hospital employees are protected from exposure to secondhand smoke while at work▪ 900 hospital patients and employees who use tobacco were given access to the NC Quitline▪ 15 million patient visits to North Carolina hospitals are secondhand smoke-free▪ 80,000 hospital employees have daily access to affordable healthy food

Application of this model in state-wide/corporate initiatives



Application of this model in NC communities



Q2. What are the characteristics of initiatives that make them likely to succeed?



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Methods

1. Developed an informal survey to measure the extent to which initiatives have certain “key characteristics”
2. Collected survey results for 13 initiatives
 - Pulled data about workplaces participating in each of the initiatives from our WorkHealthy database
3. Conducted analysis to look at correlation between having key characteristics vs performance of workplaces in the initiatives

Characteristics of interest

- A cohesive “leadership team” exists
- Leadership team has:
 - *the right members (i.e. are well-respected by the target audience or organizations we are trying to reach)*
 - *established lines of communication with key decision makers in organizations being recruited*
 - *dedicated staff (either hired for the project or existing staff who see this as a part of their responsibilities or meeting their job goals)*
- Leadership team owns the recruitment, outreach, implementation, improvement, and recognition process
- Local events/trainings to focus planning and recruitment efforts
- Identified early leaders and/or best practice sites
- Leader organization(s) are walking-the-walk

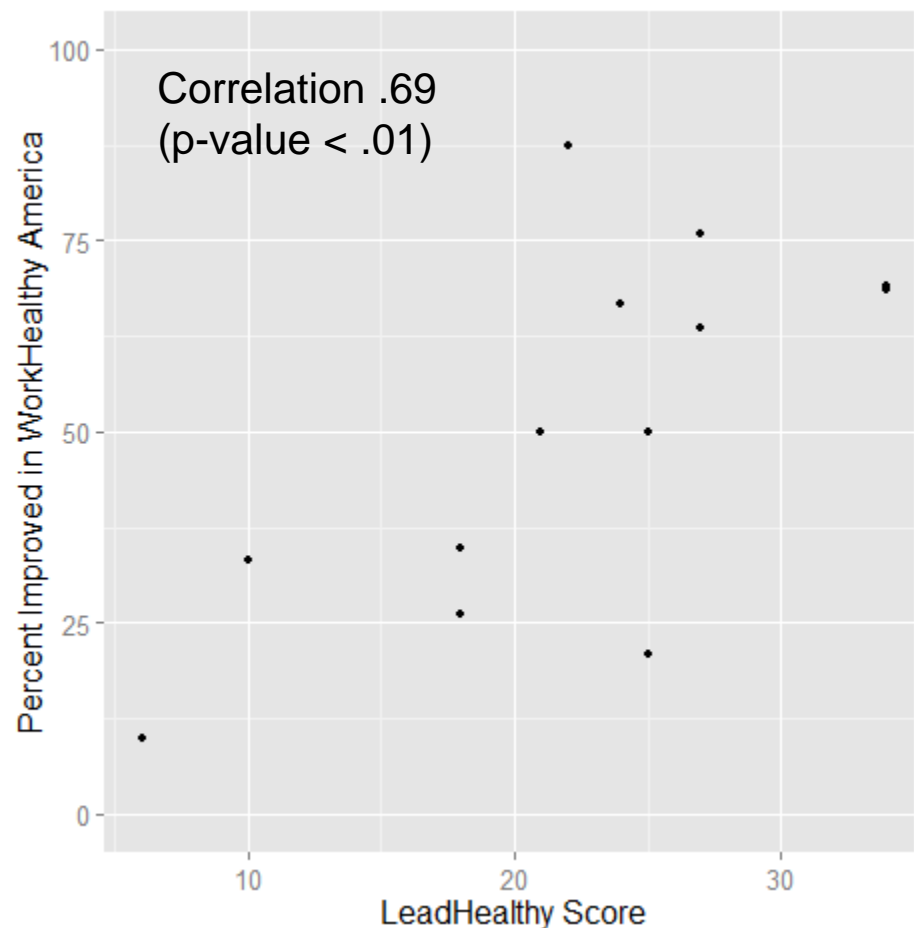
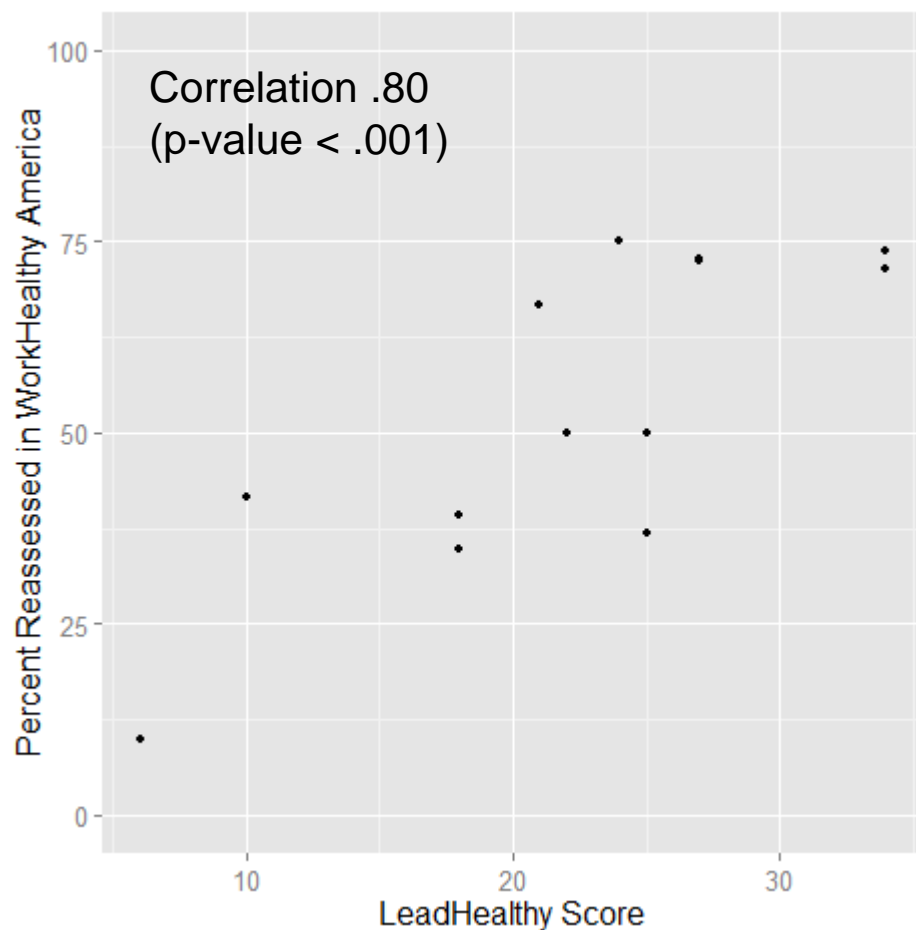


List of Initiatives	Number Participating Organizations	Sector	Geographic Level	Time Period
Alamance County, NC	23	Multi-sector	County	2010-2013
Asheville County, NC	19	Multi-sector	County	2010-2013
Burke County, NC	12	Multi-sector	County	2013-2014
Charlotte, NC	20	Multi-sector	County	2010-2013
DOD Hospitals	6	Hospital	Multi-State	2013 - present
Greensboro, NC	23	Multi-sector	County	2010-2013
Greenville, NC	11	Multi-sector	County	2013-2015
Lenoir County, NC	12	Multi-sector	County	2013-2014
New York City Hospitals	16	Hospital	State	2011 - present
WorkHealthy Hospitals OK	42	Hospital	State	2012 - present
Rowan County, NC	12	Multi-sector	County	2012-2015
Virginia Hospitals	29	Hospital	State	2012 - present
WorkingWell SC	118	Multi-sector	State	2010 - present

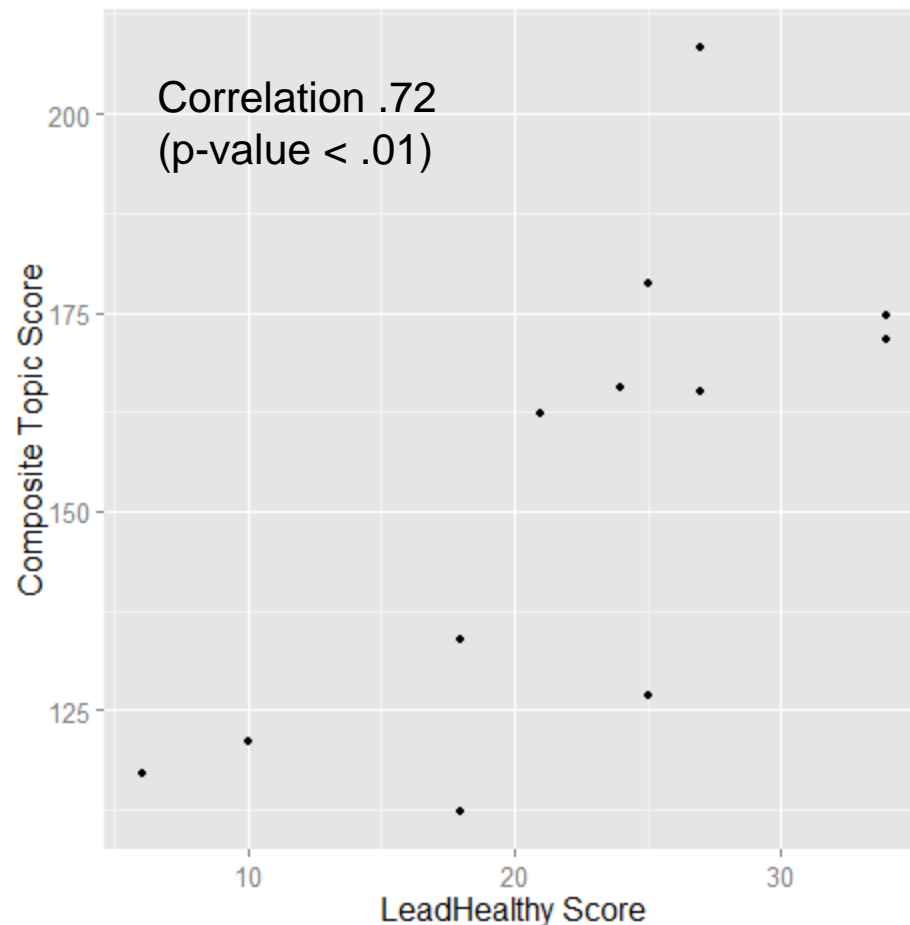
Measures & Data Sources

- LeadHealthy score (possible points = 0-34)
 - Source: LeadHealthy America assessment
- Organization engagement & performance as measured by:
 - % of orgs reassessed
 - % of orgs improved by at least one letter grade
 - Score per topic (nutrition, physical activity, tobacco)
 - Total composite core of all three topics
 - % of orgs achieving an A grade
 - Source: WorkHealthy America assessment

Results - Significant positive correlation between an initiative's LeadHealthy score and % of worksites that reassessed (left); and % improved by letter grade (right)



Results - Significant positive correlation between an initiative's LeadHealthy score and WorkHealthy composite score



Results — Still trying to understand the importance of individual characteristics

- Does the initiative publically recognize organizations who have achieved the highest standards of success

	Public Recognition	No Public Recognition
High LeadHealthy Score	7	0
Low LeadHealthy Score	0	5

Results in real people language

- This community-change model based on Diffusion of Innovation is effective and replicable in a variety of “communities”.
- There is a relationship between the presented “key characteristics” of an initiative and the engagement and performance of their target organizations to create healthy places.
- There may not be a magic bullet or one single critical characteristic; rather, it’s the combination of the characteristics together that are important to the success of the initiative.



Group Discussion

- What are your reactions to the model based on your experiences?
- What are your experiences engaging state/community-wide change for healthy workplaces?
- Are there other characteristics that are critical to predicting success?



Data to support the effectiveness of this approach

- Application of the model in NC, through 2009 – *Hospital, Heal Thyself* – <http://classic.ncmedicaljournal.com/wp-content/uploads/NCMJ/Jan-Feb-10/Profile.pdf>
- Application of the model in NC and SC, through 2014 – *The Carolina's: Leading the Nation in Hospital Wellness* – <https://www.forprevention.org/HospitalLeadingWay>
- Application of the model across a variety of sectors – *2015 Profile of Healthy Workplaces* – <https://www.forprevention.org/2015HealthyWorkplaces>

Ways to Get or Stay Connected

- ✓ Email me with any questions or if you have an interest in collaborating –
whitney@forprevention.org
- ✓ Learn more about Prevention Partners:
 - www.forprevention.org
 - Twitter (@prevention_org), blog, Changing Lives e-bulletin

Questions?

Thank You!



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