

Allina Health

Community Engagement and Health Promotion Initiatives

June 28, 2012

Allina Health - Community Engagement

- Allina Health – mission driven, non-for-profit organization
- Viewing healthcare as more than just sick care
- Focusing on prevention strategies and promoting wellness in the community
- Community Engagement and Wellness as part of organization's strategic focus

Community Benefit & Engagement Goals & Objectives

Improve the health of the communities Allina Health serves and foster a culture and reputation as a trusted, compassionate community partner

- Optimize health of community in areas that link to Allina's mission and strategy and demonstrate community benefit
- Enhance the quality and depth of Allina's relationships with the general public and key stakeholders in the communities we serve
- Develop an internal culture that celebrates, recognizes and supports employee volunteerism and working in partnership with communities

Community Engagement Key Activities

- Community Benefit
- Community Health Improvement
- Employee Volunteerism
- Public Affairs
- Charitable Contributions

Community Benefit Investment

| | | 2011 | 2010 |
|--|----|-------------|-------------|
| Cost of providing charity care (charges forgone of \$94,052 and \$102,919, respectively) | \$ | 34,600 | 37,200 |
| Costs in excess of Medicaid payments | | 60,400 | 51,900 |
| Medicaid surcharge | | 21,600 | 19,500 |
| MinnesotaCare tax | | 38,600 | 37,700 |
| Community services | | 7,700 | 7,400 |
| Subsidized health services | | 2,000 | 2,500 |
| Education and workforce development | | 20,600 | 18,900 |
| Research | | 7,500 | 5,600 |
| Cash and in-kind donations | | 3,900 | 3,100 |
| Community building | | 800 | 900 |
| Other community benefit cost | | 8,400 | 2,000 |
| Total cost of community benefit (as defined by CHA/VHA guidelines) | | 206,100 | 186,700 |
| % of net revenue | | 6.4% | 6.1% |

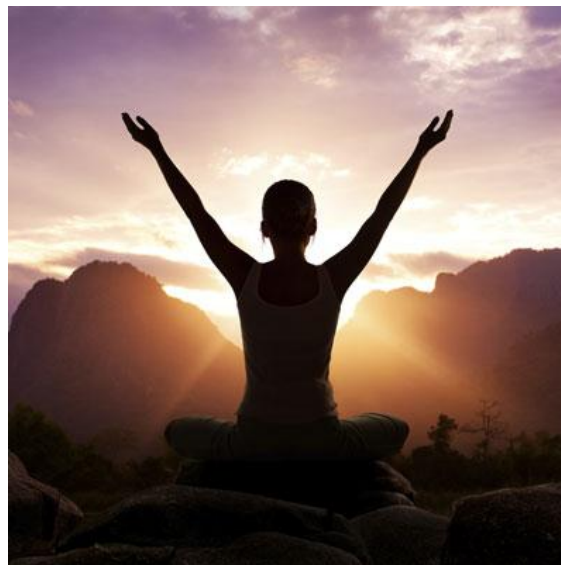
System-Wide Community Health Improvement Focus Areas: 2011-2013



Active living



Healthy Eating



Life Balance

Key Community Health Improvement Initiatives

- Backyard Initiative
- Heart of New Ulm
- Neighborhood Health Connection
- Power by the Hour
- Anoka/Hennepin Healthy Student Partnership
- Free Bikes for Kidz
- Health Promotion & Prevention Partnership (HP3)

The Backyard Initiative

The primary goal of community health improvement is healthier communities. In the Backyard Initiative, health is achieved through:

- Needs assessments planning, and action that is generated by the community so that the community determines the change.
- Strengthening social networks to promote health
- Understanding community capacity for health promotion
- Building locally defined measurement to measure the effectiveness of health promotion
- Understanding the community's unique contribution to health promotion

The Backyard Strategy

- In partnership with the Cultural Wellness Center, Allina's Backyard Initiative supports residents as they draw upon their own knowledge, skills, and cultural values to care for themselves, their families, and their neighbors.
- Prevention-driven approach to health and is focusing on promoting health, in addition to treating sickness.



Free Bikes for Kidz

- Partnership with Free Bikes for Kidz and over 110 community based organizations to increase physical activity among low-income children and families
- Collect, refurbish & distribute gently used bikes with new helmets and safety information to 5,000 children and families
- Community wide bike collection: Saturday, October 13, 2012
- Distribution events: Saturday, December 8, 2012

Heart of New Ulm

- A population based approach to preventing heart disease.
- Initiative goals:
 - Long-term: reduce (age/sex-adjusted) attack rate of acute myocardial infarctions over 10 years.
 - Moderate-term: improve the proportion of residents with controlled modifiable heart disease risk factors over 5 years.
- Promising results- improvement in multiple health behaviors and biometrics from 2009 to 2011

Health Promotion & Prevention Partnership (HP3)

- Three year investment in 13 non-metro communities
- Baseline community health screening & connection to community resources
- Key Outcome Measures:
 - Biometric health markers
 - Patient health behaviors
 - Patient activation measures
 - Patient perception of local organization and Allina Health
 - Physician behaviors in addressing preventive care
 - Utilization of community wellness resources



We're looking for a few good neighbors.

Neighborhood Health Connection™

presented by Allina Health

Allina Health 

What is Neighborhood Health Connection?



- A community program that helps people to create stronger connections with their neighbors
- Offers fun and creative ideas to make communities healthier
- Goal is to make new personal connections & strengthen existing ones

Program details



- Health screenings in your community
- Pedometer fitness challenge
- Money to support your healthy ideas
- Virtual toolkit

Local Initiative – Let’s Talk Wellness

- Let’s Talk Wellness is an interactive educational series designed to introduce balanced living and general wellness concepts in the form of hands-on active learning.
- Developed based on the results of the community needs assessment.
- Extremely flexible – content and supporting materials.
- Applicable to any group setting – from business environment to senior centers.
- Fun, interactive, “short’n’sweet” learning.

Program Structure

- Short pre- and post-series health assessment and evaluation.
- 6 topic based group discussions with a health and wellness specialist.
- Discussions are site-based (your worksite, community center, school, etc.).
- Each discussion includes a short presentation (10-15 minutes) and interactive learning (Q&A and addressing concerns specific to the group).
- Discussions are held weekly, or bi-weekly.
- Offered to the community **free of charge**.

Community Feedback

- Laureen Bodin, assistant city administrator, City of Buffalo “The presentations by the Buffalo Hospital representatives were energetic, interesting and motivating...People made big lifestyle changes... It was great having presenters come to our site from Buffalo Hospital. They were credible, fun and their only agenda was to help us become healthier. No one was selling anything — **it was an example of the hospital reaching beyond its walls for the health of the community.**”

How Do We Measure Success?

- Self-perceived general health markers rose in “good” category and dropped in “fair” category post-program
- Consumption of fruits and vegetables rose significantly post-program
- Amount of self-reported exercise increased significantly post-program
- Positive shifts in readiness to change in all three categories (exercise, eating habits, stress management) post-program
- Average aggregate BMI drop by 2 points post-program
- Aggregate normal range BMI increase by 8% post-program
- Aggregate extremely obese range BMI decrease by 3%, obese range BMI decrease by 10%.

Questions?