



CO-PRODUCING HEALTHY COMMUNITIES: INTEGRATING FEDERAL, STATE, AND LOCAL PSE STRATEGIES TO IMPROVE COMMUNITY HEALTH

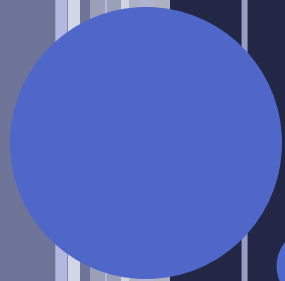
AzNN Contractor Meeting
May 4, 2016

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Arizona Department of Health Services

FOR TODAY

- Introduction
- Why is this important?
- How can we achieve this?
- Mini Case Study





INTRODUCTION

CO-PRODUCING HEALTHY COMMUNITIES

- What does “co-producing” mean?
- How do we define healthy?
- What are communities?
- Working together, allocating shared resources, creating measurable impact
- Bio-physical state to Holistic approach
- Where we live, work, learn, and play



INTEGRATING FEDERAL, STATE, AND LOCAL

- Public service, non-profit, volunteers
- Rely on various sources for resources
- Grants, awards, time
- Different than other organizations
- Prescriptive, time bound, re-apply
- Political environment
- Changes in priorities, competing interests
- Change = Normal



PSE STRATEGIES

- Policy¹
 - Written statement, binding, a general approach
 - Ordinances, state/federal laws, company policy
 - Breastfeeding
- Systems²
 - Changes that impact all elements of an organization, institution, or system
 - Transportation: mass transit, bike lanes, walking paths
 - Food: farm to school, community gardens
- Environment²
 - Physical or material changes to the economic, social, or physical environment
 - Walking paths, community gardens

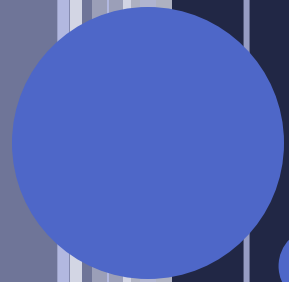
¹Fry, C. & Chen, L. (2013); ²Faricy, A. (2012)



...TO IMPROVE COMMUNITY HEALTH

- Assess change over time
- Process Measures
 - Community Assessment Committee
 - Establishing a Coalition
- Outcome Measures
 - Decrease number of individuals hit by cars
 - Increase number of folks buying fruits and vegetables
- Indicators
 - Meetings attended, annual conference (process)
 - Mortality, BMI, blood pressure (outcome)





WHY IS THIS IMPORTANT?

HEALTH = WHERE WE LIVE

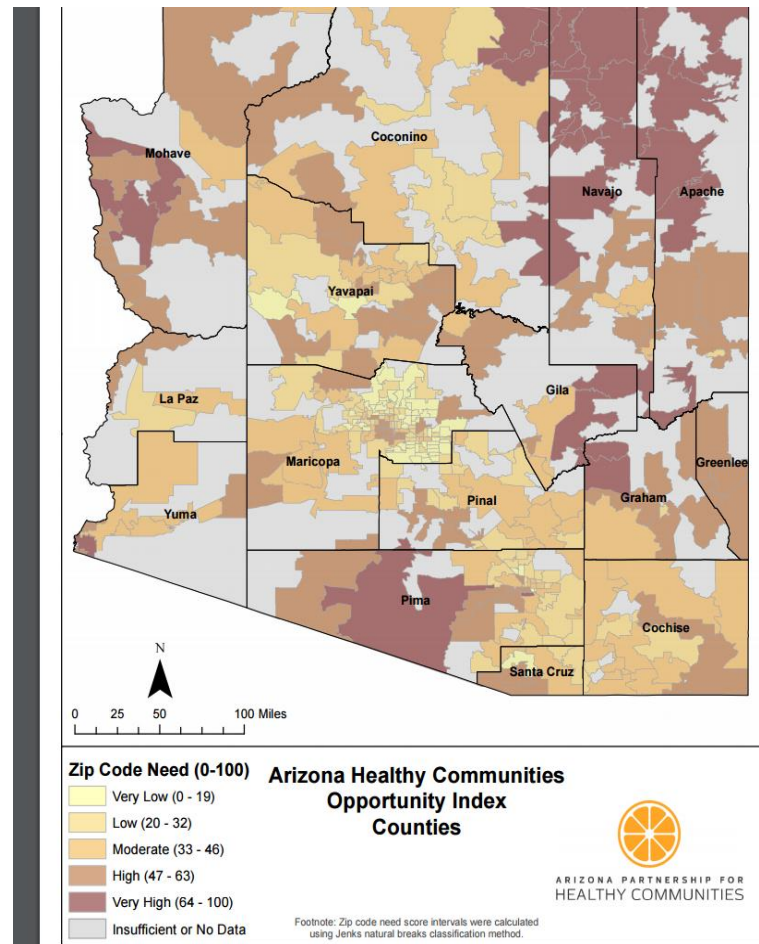
- Research shows that communities with smoke-free air laws, access to healthy foods, quality affordable housing, good schools and safe places to play are healthier than those that don't. In fact, the economic, social and physical environments that surround us can have a much greater impact on our health than how often we go to the doctor's office

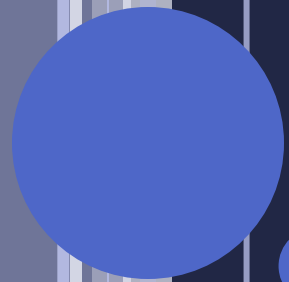
(Robert Wood Johnson Foundation, 2011)



ARIZONA HEALTHY COMMUNITIES INDEX

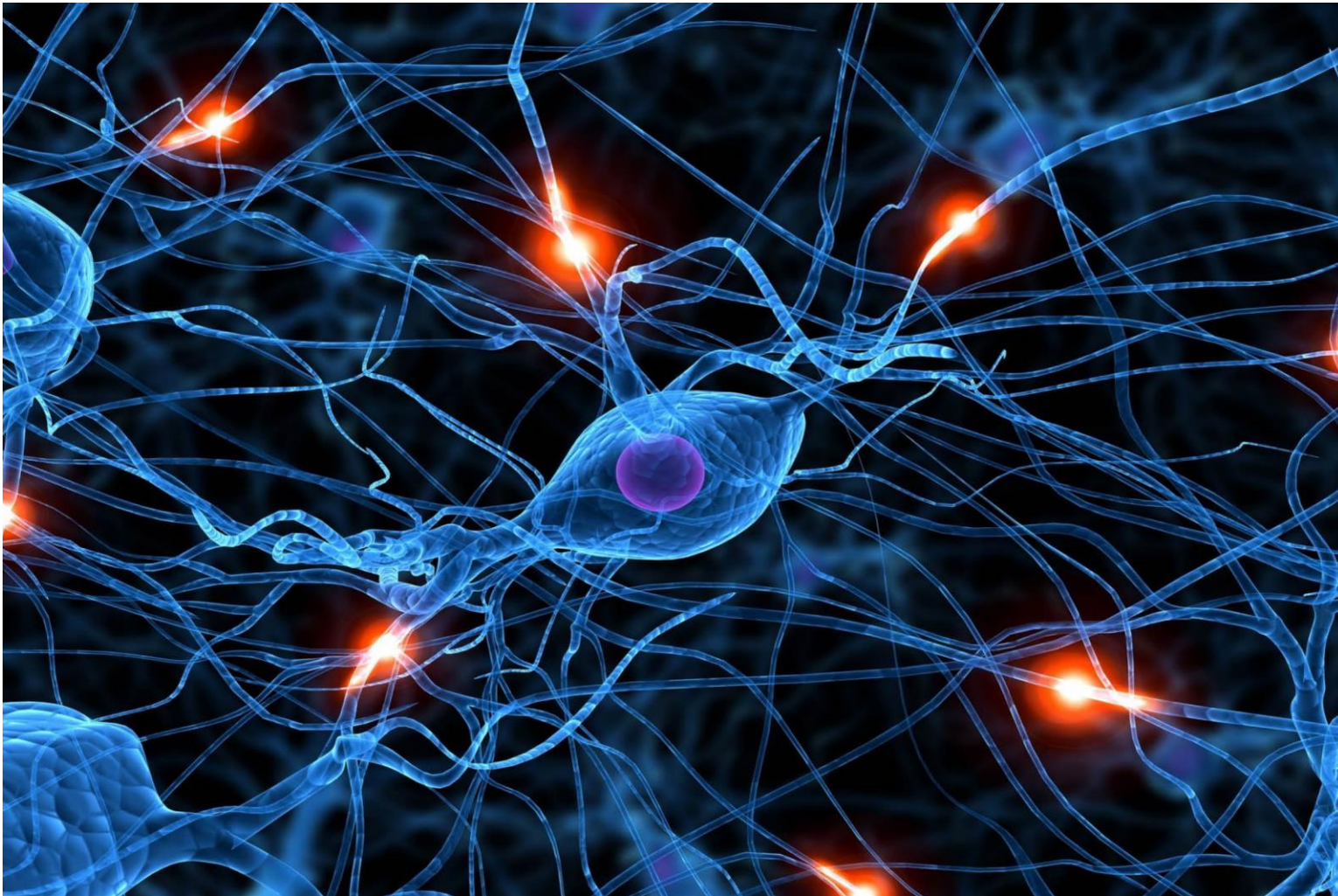
- Data for every single zip code in Arizona
- 15 cross-sector indicators
- Arizona Healthy *Community Opportunity* Index Maps
- 1-piece of information





HOW DO WE DO THIS?

SYSTEMS, NETWORK APPROACH



HEALTHY PEOPLE HEALTHY COMMUNITIES IGA

- 5 program areas
- 5 years
- \$11.5M year
- 14 Counties
- 100+ strategies
- Year 1 → Year 2
- Health in Arizona Policy Initiative (HAPI)
- Procurement
- Healthy Community Design
- School Health
- Worksite Wellness
- Clinical Care
- CYSHCN
- Chronic Disease



ARIZONA NUTRITION NETWORK

- Food Systems
- Active Living
- School Health
- Early Childhood, Early Care & Education
- Education
- Breastfeeding
- Worksite Wellness



HAPI + AzNN

HAPI

- Procurement
- Community Design
- School Health

AzNN

- Food Systems
- Active Living
- School Health
- Early Childhood, Early Care



HAPI + AzNN

HAPI

- 3.2.4 Establish sites for community gardens in institutional settings and/or underserved areas
- Create shared work plan
- Add activity on Action Plan and funding on Budget Template
- Revise/Modify over time

AzNN

- Strategy 2: Encourage participation in community, home, school, and child care gardens



CDC 1305

- State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health
 1. Improve environments in worksites, schools, early childhood education services, state and local government agencies, and community settings to promote healthy behaviors. Also, to expand access to healthy choices for people of all ages related to diabetes, cardiovascular health, physical activity, healthy foods and beverages, obesity, and breastfeeding.
 2. Improve the delivery and use of quality clinical and other health services aimed at preventing and managing high blood pressure and diabetes.
 3. Increase links between community and clinical organizations to support prevention, self-management and control of diabetes, high blood pressure, and obesity.



HAPI + AzNN + CDC 1305

HAPI

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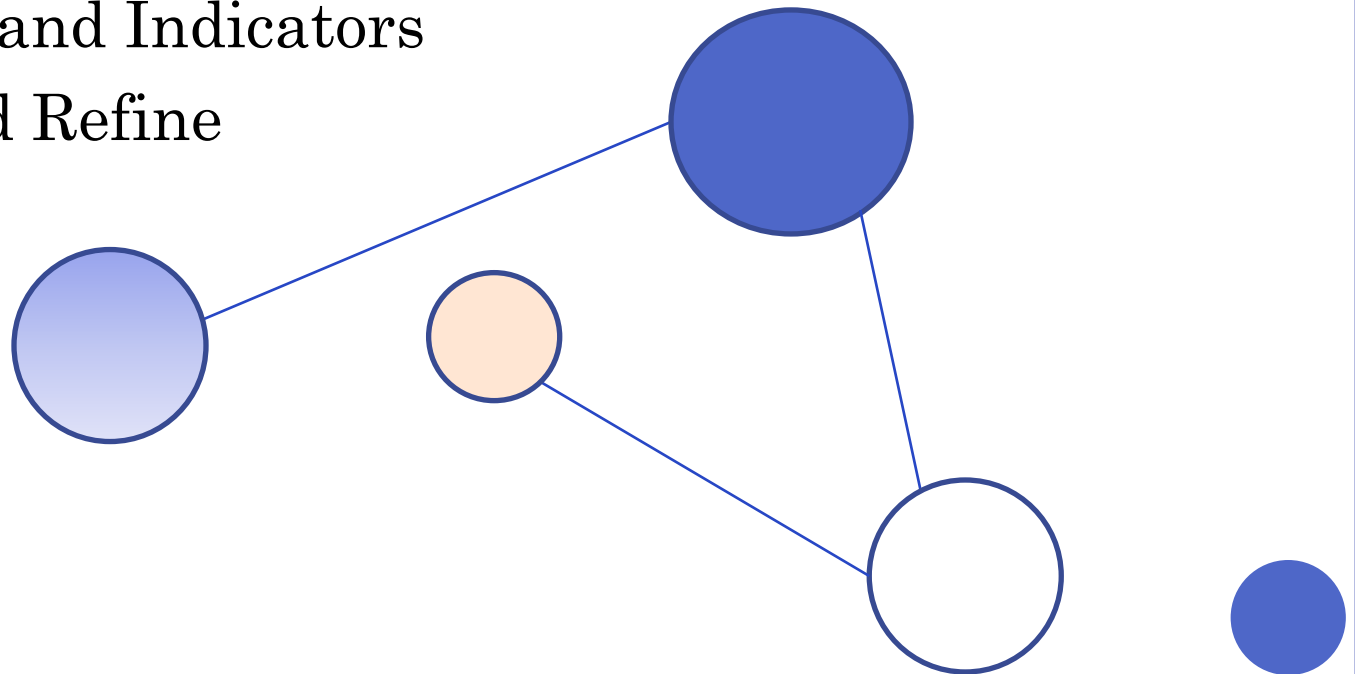
AzNN

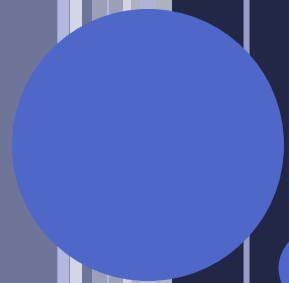
- Strategy 2: Encourage participation in community, home, school, and child care gardens
- CDC 1305
Enhanced 1: Increase access to healthy foods and beverages-provide access to farmers markets



THINGS TO KEEP IN MIND...

- Change takes time
- Be clear with your shared vision
- Develop work that enhances and strengthens
- Measures and Indicators
- Revise and Refine



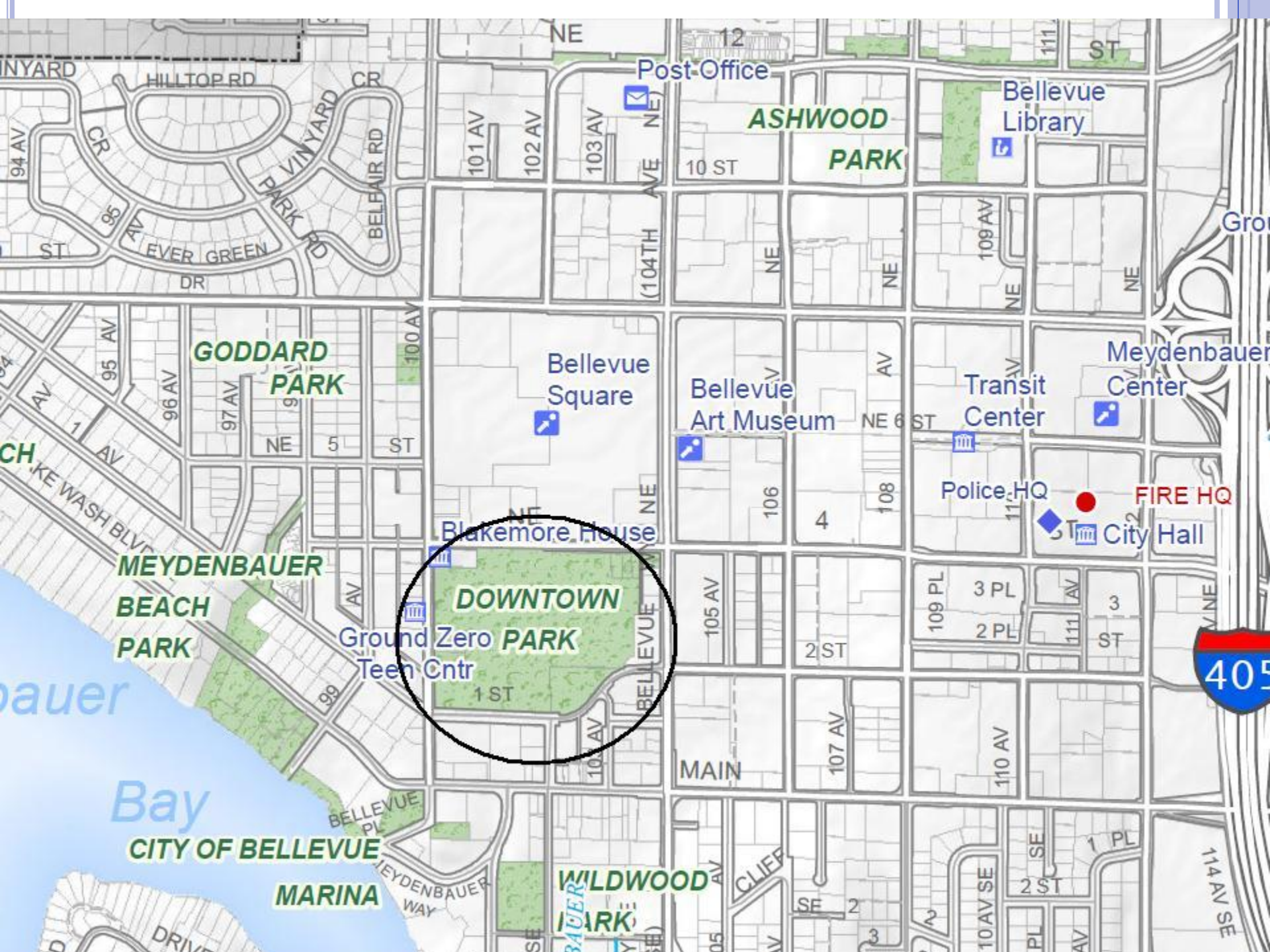


MINI CASE STUDY

MINI CASE STUDY

Over the past 10 years a city in Arizona has built 3 parks about 4 miles apart from each other. Two of the parks are located on opposite sides of the downtown district while the third is located next to a lake. City council and public health folks would like to connect the parks. What options are there for them to use HAPI, AzNN, CDC 1305 or other program strategies to achieve this? What might the end result look like?





INTEGRATED STRATEGIES

- AzNN

- Strategy 6: Build capacity to implement active living policy at the community level and by community organizations

- HAPI

- 3.2.1: Establish community design standards to make streets safe for all users, including pedestrians, bicyclists, and users of public transit

- CDC 1305

- Enhanced 4: Increase physical activity access and outreach, design streets and communities for physical activity



PSE

- Policy
 - Transportation, street lights, bike and walking paths, bike-share
- Systems
 - Transportation
 - Parks and Recreation
 - Social Networks
- Environment
 - Perceived and Built
 - Environment Assessment



ACTIVITIES

○ Year 1

- Plan and conduct environment assessment
- Establish coalition
- Conceptualize strategic plan (measures, indicators)
- Write annual report

○ Year 2

- Build coalition, identify champions
- Develop strategic plan (activities, measures, indicators)
- Update annual report

○ Year 3

- Expand coalition, steering committee, working groups
- Revise and modify strategic plan
- Update annual report



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RESOURCES

- [How to Implement Policy, System, and Environment \(PSE\) Strategies: Helpful Tips, Tools, and Resources](#)
- [Understanding Policy, Systems, and Environmental Change to Improve Health](#)
- [Healthy Communities, Healthy Behaviors: Using Policy, Systems, and Environmental Change to Combat Chronic Disease](#)
- [PSE 101: A Webinar on Building Healthier Communities through Policy, Systems, and Environmental \(PSE\) Change](#)



RESOURCES

- Arizona Partnership for Healthy Communities
Arizona Healthy Communities Index Webinars

- **Northern Arizona regional webinar**

Date: Wednesday, May 11th

Time: 10-11am Arizona time

Register: [Here](#)

- **Central Arizona regional webinar**

Date: Wednesday, May 18th

Time: 10-11am Arizona time

Register: [Here](#)



REFERENCES

- Faricy, A. (2012). *Understanding policy, systems, and environmental change to improve health*. Minnesota Department of Health. St. Paul, MN: Author.
- Fry, C. & Chen, L. (2013). *PSE 101: Building healthy communities through policy, systems, and environmental (PSE) change*. ChangeLab Solutions. Oakland, CA: Author.

