

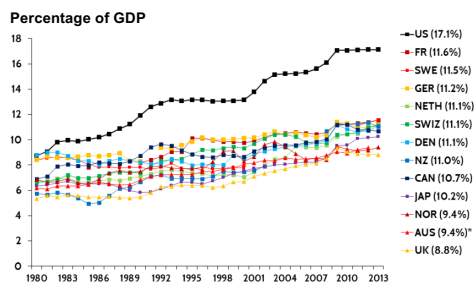
Association of Public Health Nurses Conference: Healthy Active Arkansas

Joe Thompson, MD, MPH

President and CEO, ACHI
Professor, UAMS Colleges of Medicine & Public Health



Healthcare Spending in High-Income Countries (1980-2013)

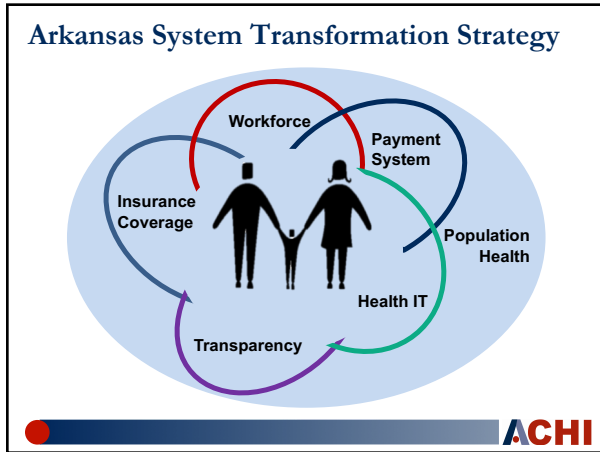


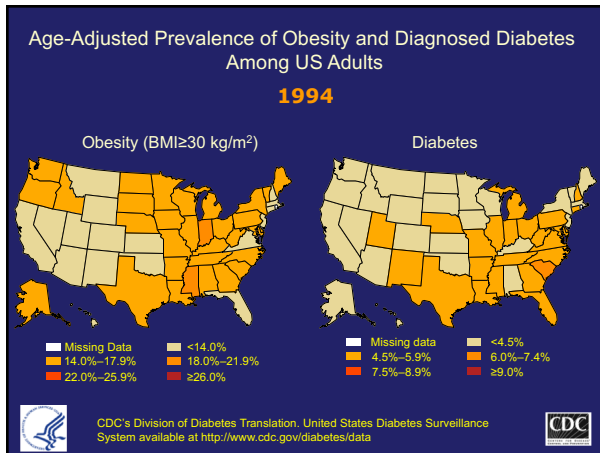
Despite High Spending, the U.S. Has Poor Population Health

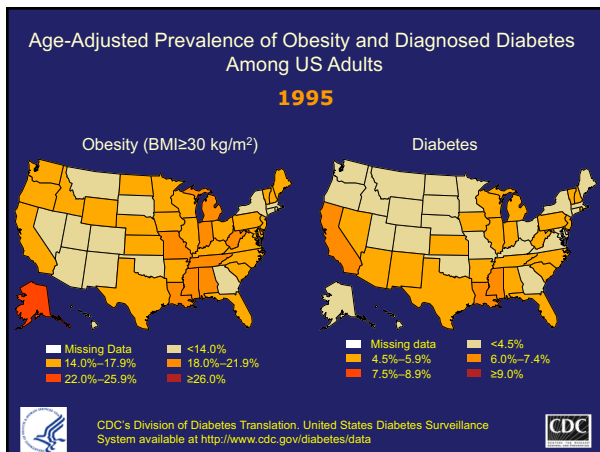
- Compared to 12 other high-income countries, U.S. has:
 - Highest infant mortality rate
 - Lowest life expectancy
 - Highest prevalence of chronic conditions
 - Highest rate of obese adults

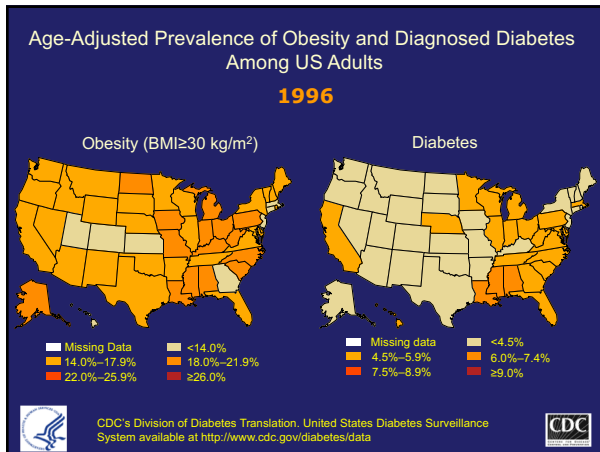
Source: Organization for Economic Cooperation and Development (OECD) Health Data 2015

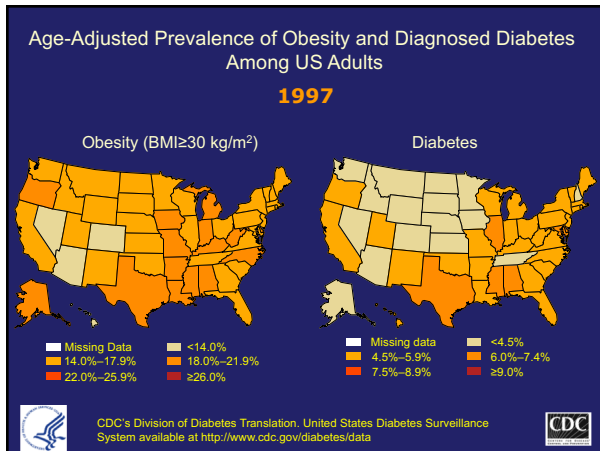


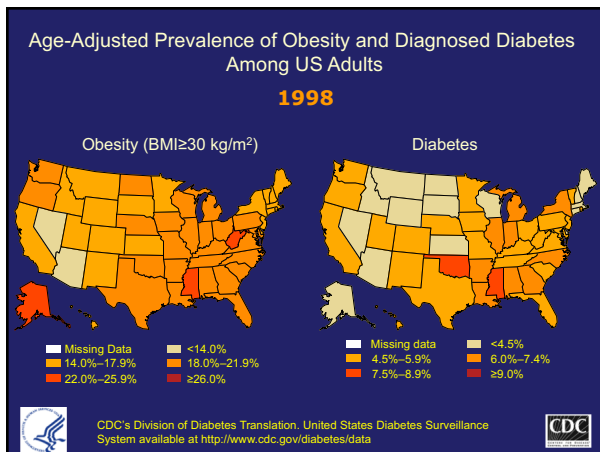


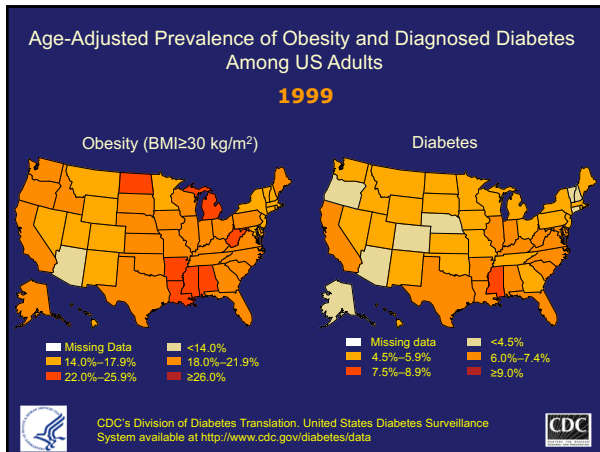


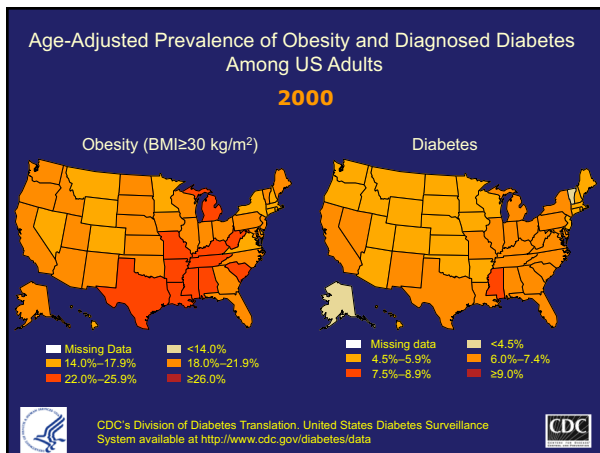


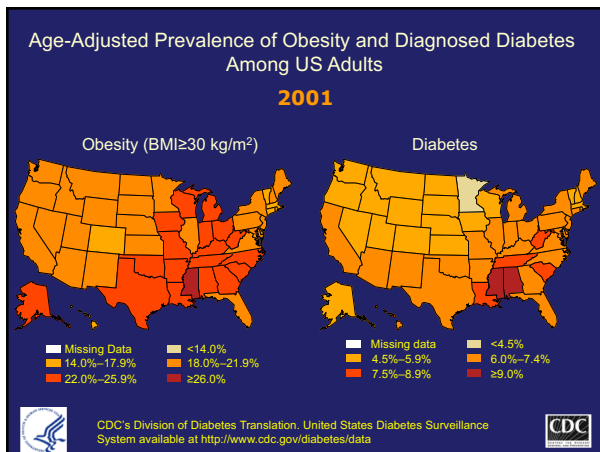


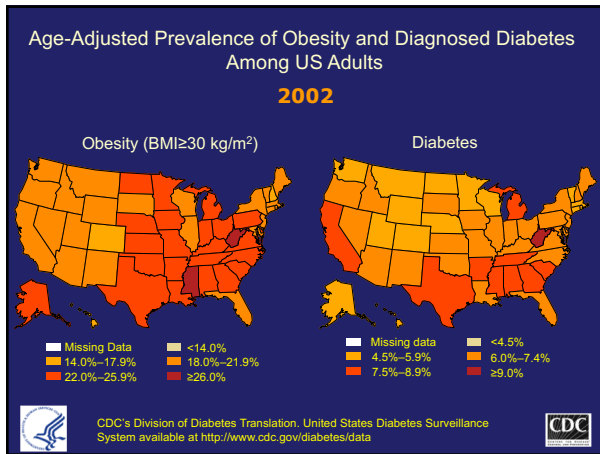


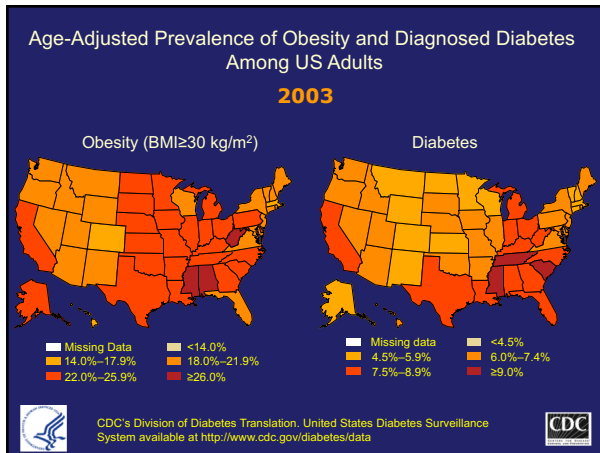


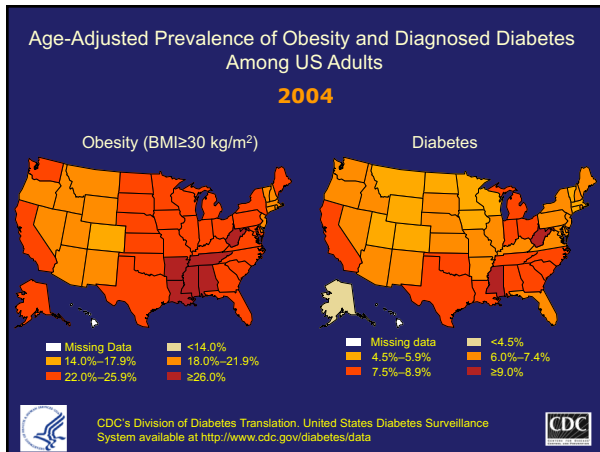


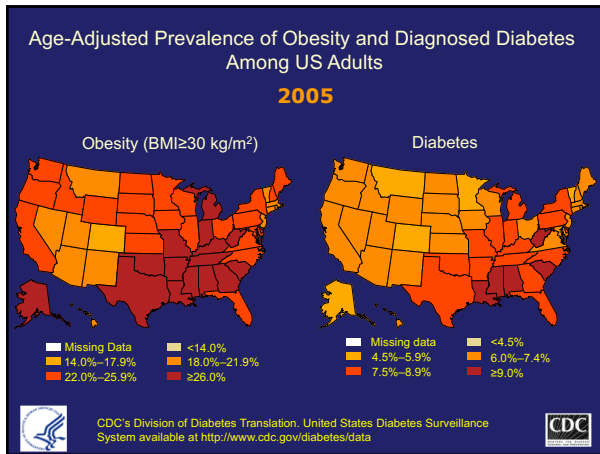


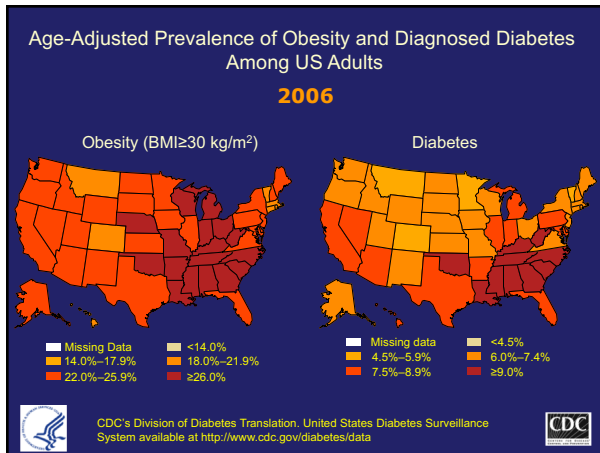


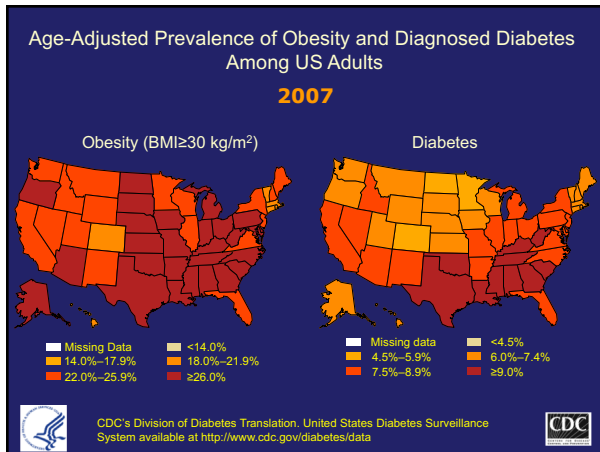


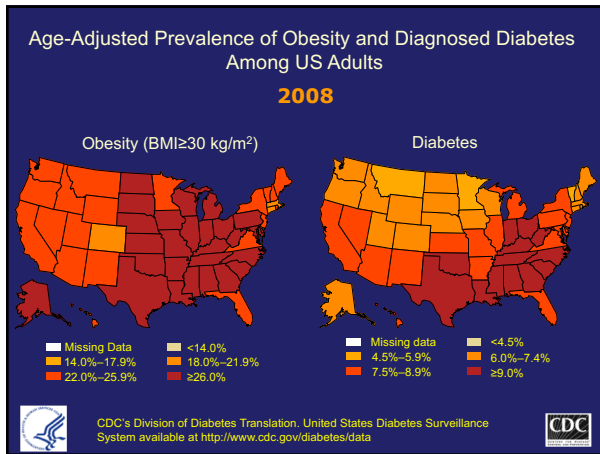


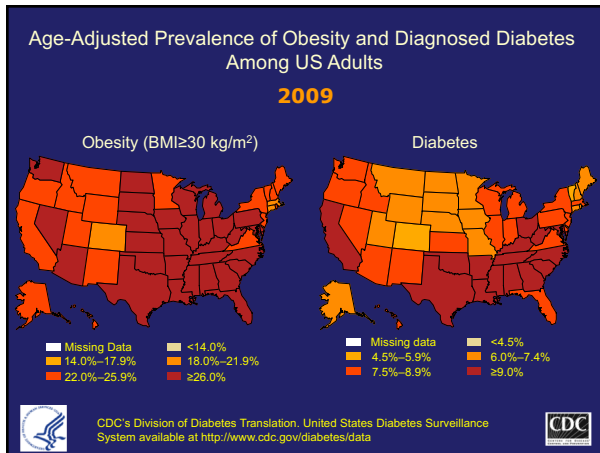


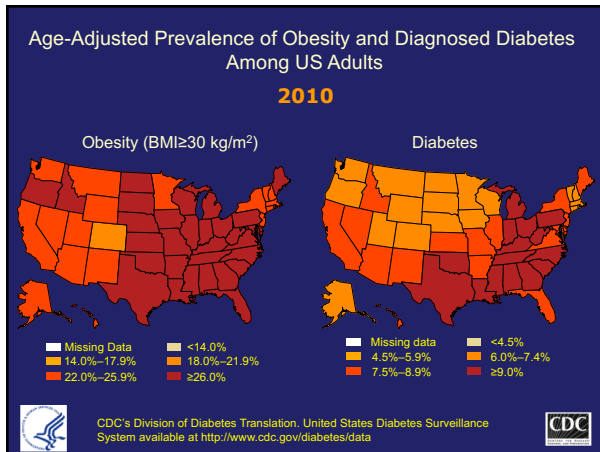


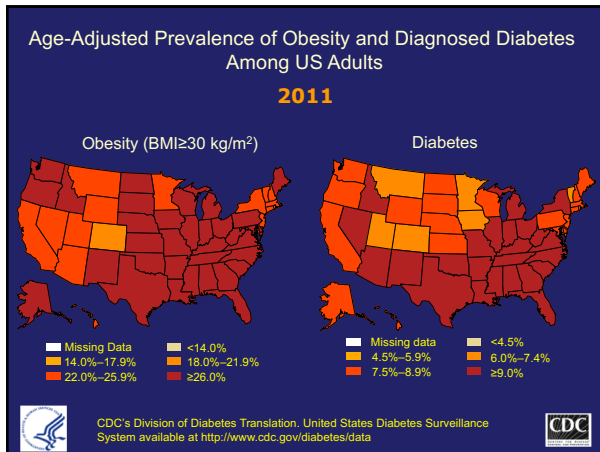


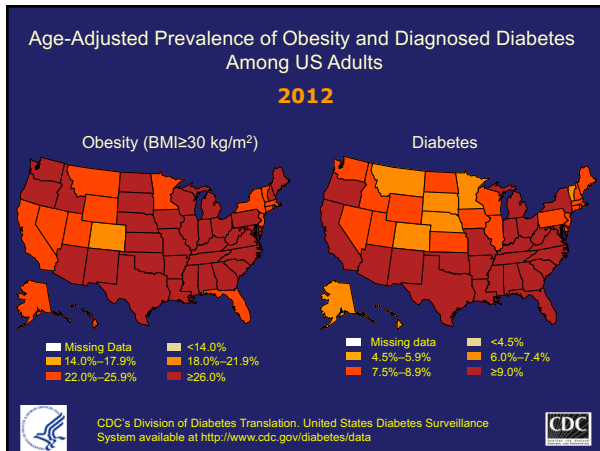


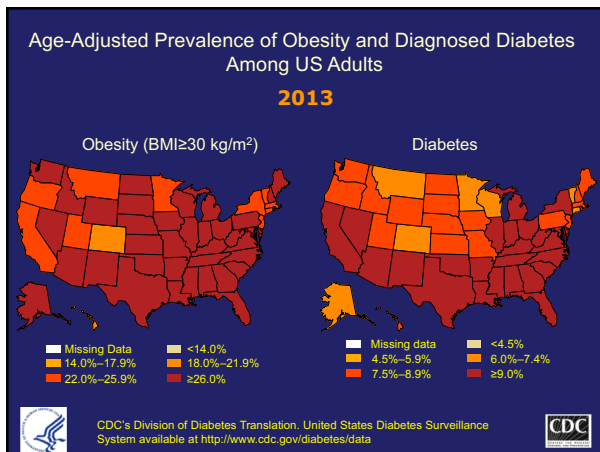


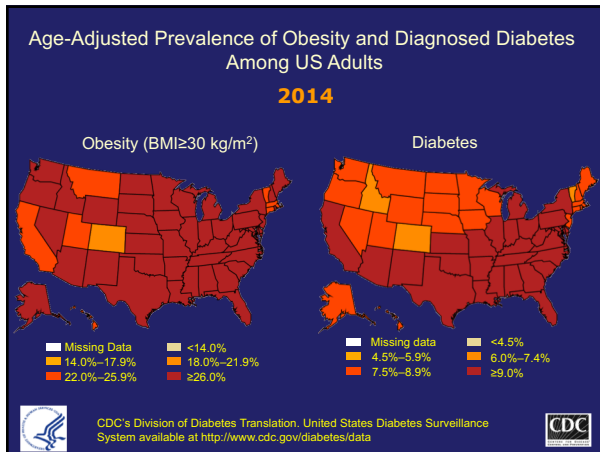


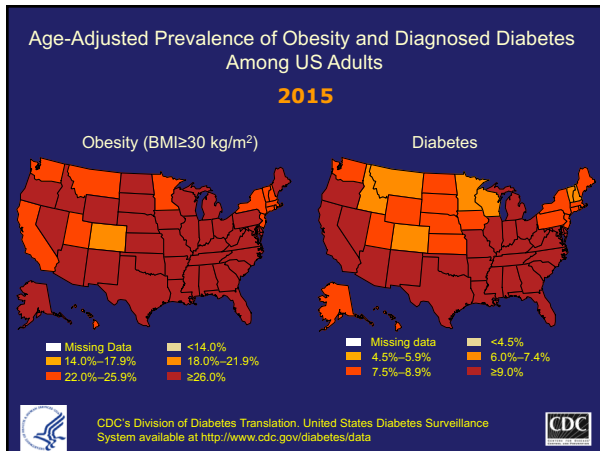


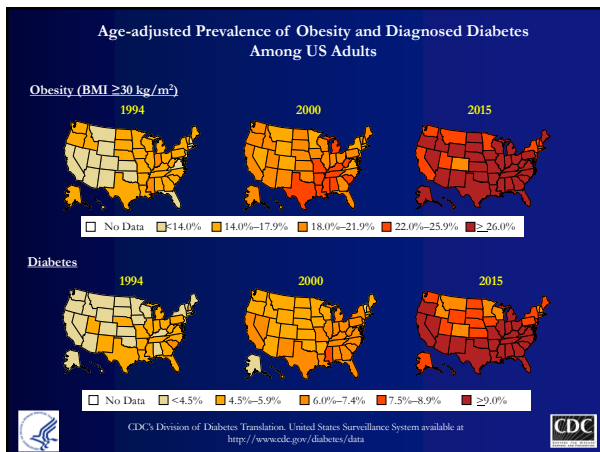


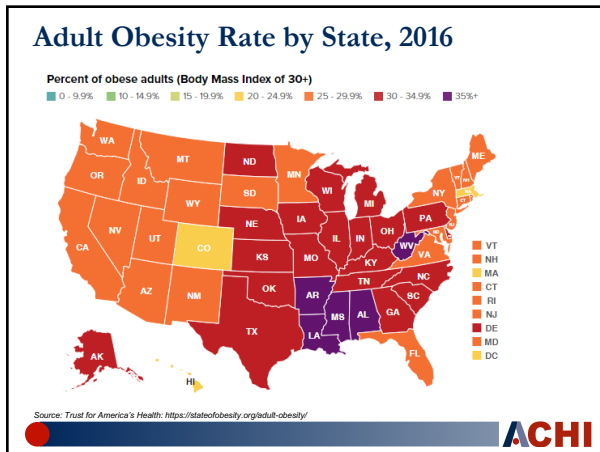


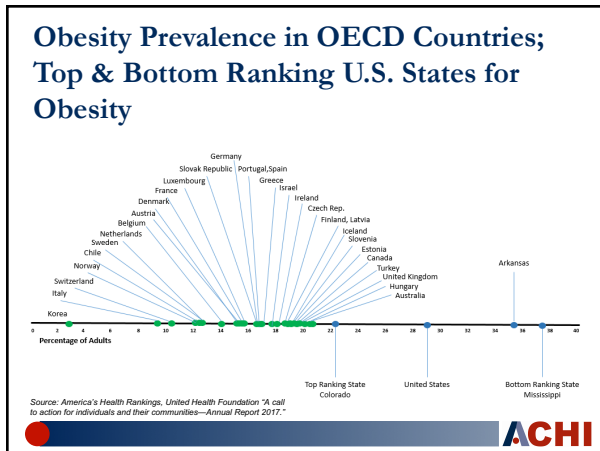


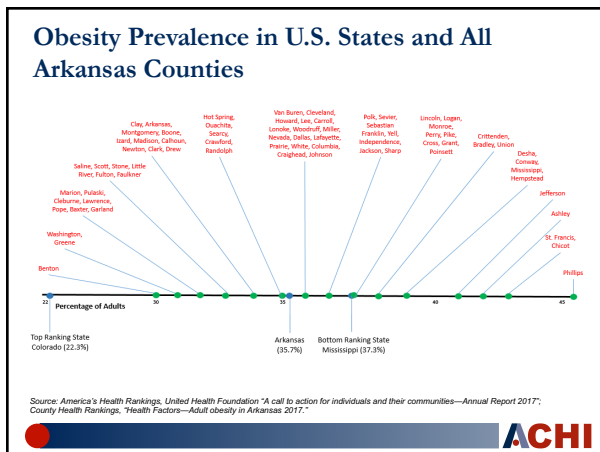


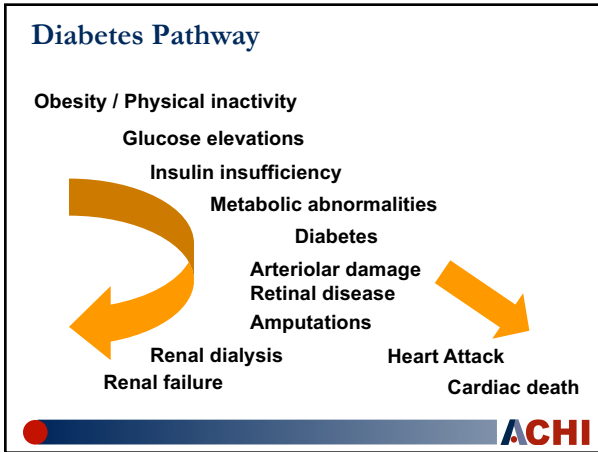
















Healthy Active Arkansas: The Plan

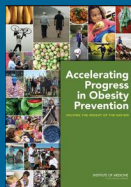
- Framework to encourage and enable healthier lifestyles:
 - Physical and Built Environment
 - Nutrition Standards in Government, Institutions & Private Sector
 - Nutrition Standards in Schools – Childcare Through College
 - Physical Education and Activity in Schools – Childcare Through College
 - Healthy Worksites
 - Access to Healthy Foods
 - Sugar-Sweetened Beverage Reduction
 - Breastfeeding
 - Public Marketing Campaign






Healthy Active Arkansas 10-Year Plan

- Overarching goal: Increase the percentage of adults, adolescents, and children at a healthy weight
- Reducing BMI of Arkansans by only 5% will:
 - Prevent thousands of cases of diabetes, stroke, coronary heart disease, hypertension, and cancer
 - Lead to savings of more than \$2B in 10 years
- 2-, 5- and 10-year goals in each priority area
- Why it matters and what you can do



Healthy Active Arkansas

- Launched by Governor Hutchinson in 2015
- Board of Directors:
 - Arkansas Blue Cross and Blue Shield
 - Arkansas Center for Health Improvement
 - Arkansas Children's Hospital
 - Arkansas Coalition for Obesity Prevention
 - Arkansas Department of Health
 - Arkansas Department of Human Services
 - Arkansas Minority Health Commission
 - Baptist Health
 - CHI St. Vincent
 - Governor's Office
 - University of Arkansas for Medical Sciences
 - Winthrop Rockefeller Institute
- Operations and Communications Teams
 - www.healthyactive.org



Healthy Active Arkansas Progress and Partner Accomplishments

- Four baby-friendly Arkansas hospitals
 - Three additional hospitals in final phase
- Annual Breastfeeding Awareness Day at the Capitol
- Highway Department pedestrian bike plan
- Blue & You Fitness Challenge
- Statewide Learning Network
- Arkansas General Assembly joint resolution
- CapitalGO! Challenge
 - Steps Challenge, 2017
 - Hydration Challenge, 2018



Baby-Friendly Hospitals






Statewide Learning Network (SLN)



2017 SLN Summit





STATEWIDE LEARNING NETWORK



Additional dates and locations coming soon!

RSVP: sln.arkhcnr.net or 505.526.2295

May 8 Don Tyson School of Innovation Innovation Hub 2567 Hyatt Road Springdale, AR 72764	May 18 Arkansas State University Mountain Home Vicki Broad Community Development Center 1600 South College Street Mountain Home, AR 72553
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join us for:

- LEARNING ABOUT HEALTHY ACTIVE ARKANSAS, A GOVERNOR-LED INITIATIVE TO INCREASE THE PERCENTAGE OF ARKANSANS AT A HEALTHY WEIGHT
- NETWORKING WITH STATE LEADERS & NEARLY 250 NETWORK MEMBERS
- TECHNICAL ASSISTANCE
- COLLABORATION & TRAINING

11 a.m. to 1 p.m.
LUNCH PROVIDED

funded by:  **Blue & You FOUNDATION**
the national foundation for healthy active arkansas

supported by:  **ACHI**



Case Studies

2017 CapitolGO! Steps Challenge

Capitol GO! Challenge Weekly Update

Team	Average Steps Per Participant	Top Performers
GOVERNOR'S OFFICE	4,556	Amy Fecher
HOUSE	5,140	Rep. Richard Womack
SENATE	6,743	Sen. Larry Teague

supported by:

AR General Assembly Joint Resolution

1 State of Arkansas

2 71st General Assembly

3 Regular Session, 2017

4

5 By: Senators Ivin, T. Comer

6 By: Representatives Warden, Vaughn, L. Fair

7

8 **SENATE CONCURRENT RESOLUTION**

9 SUPPORTING THE EFFORTS OF HEALTHY ACTIVE ARKANSAS IN

10 COMBATING OBESITY.

11

12 **Subtitle**

13 SUPPORTING THE EFFORTS OF HEALTHY ACTIVE

14 ARKANSAS IN COMBATING OBESITY.

15

16

17

18

19

20

21 WHEREAS, Healthy Active Arkansas is a comprehensive plan to address

22 these areas in a systematic manner that was initiated by leaders in the

23 public and private sector and was officially endorsed and launched in 2015 by

24 Governor Asa Hutchinson; and

25

26 WHEREAS, Healthy Active Arkansas offers a framework for encouraging and

27 enabling healthier lifestyles in Arkansas with a "health in all policies"

28 approach that encompasses eight (8) priority areas: physical and built

29 environment; nutritional standards in government, institutions, and the

30 private sector; nutritional standards in schools; from early child care

31 through college; healthy workplaces; access to healthy foods; sugar-sweetened

32 beverage reductions; breastfeeding; and a marketing program.

33

34 NOW THEREFORE,

35 BE IT RESOLVED BY THE SENATE OF THE NINETY-FIRST GENERAL ASSEMBLY OF THE

36 STATE OF ARKANSAS, THE HOUSE OF REPRESENTATIVES CONCURRING THEREIN:

37

38 THAT the General Assembly recognizes the importance of preventing

39 childhood and adulthood obesity and supports Healthy Active Arkansas and the

40 eight (8) priority areas to address the obesity epidemic.

41

42 BE IT FURTHER RESOLVED THAT the General Assembly encourage a "health

43 in all policies" approach with specific goals and activities aimed at

44 promoting healthy eating and physical activity and increasing awareness of

45 Arkansas obesity rates among all ages and walks of life.

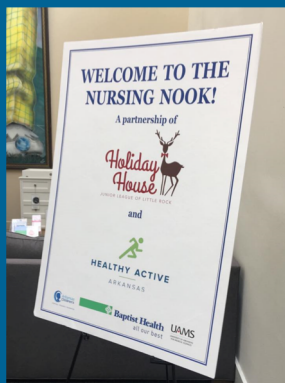
2018 CapitolGO! Hydration Challenge



Breastfeeding Awareness Day



Nursing Nook



Why should prevention and outreach to address childhood obesity matter to a private industry leader?

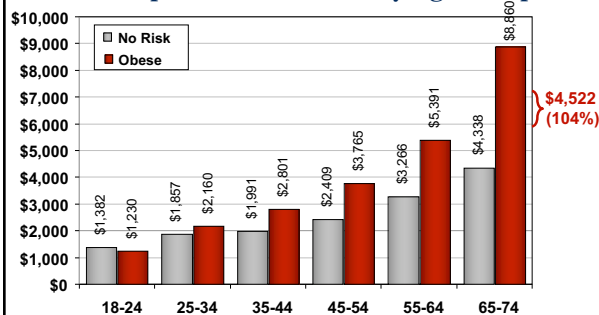


Business Case for Private Sector Support of Obesity Prevention & Interventions

- Businesses need a healthy workforce
- Obesity leads to chronic health conditions, such as type 2 diabetes, asthma, and sleep apnea.
- Unhealthy children become unhealthy adults
- On average, an obese employee costs 31% more in healthcare utilization costs (see next slide)
- This is in addition to other costs, like absenteeism due to obesity-related health conditions and “presenteeism” (employee is physically at work, but health problems cause lag in ability to perform job duties effectively)



Avg Annual Total* EBD Costs Linked to Obesity Compared with No Risk by Age Group




*Includes medical (inpatient and outpatient) and pharmacy costs for state employees. ACHI Analyses 2008.



Healthy Active Arkansas Resources

Resources: Rethink Your Drink Educational Campaign Toolkit

Resources: Action Plan


ACTION PLAN

Step 1: Outcome and Success

What is our desired outcome?

To get at least five key community members informed and supportive of integrating the healthy active Arkansas plan in my community or sphere of influence.

How will we know we are successful?

1) At least one of my contacts will indicate that they own HAA Action Plan and share their plans with ACHI staff to be recognized later this year at the Accountability Summit.

Step 2: Considerations

What are my opportunities/challenges?

People in my sphere of influence working to achieve small steps forward will ultimately improve the overall health of the community in big ways.

What are my barriers?

Some people can feel overwhelmed by the slow progress and don't want to bother making the effort to improve things.

Step 3: Key Stakeholders

Who is the strategic lead?

YOUR
List their contact information.

Who do we need to inform?

1) At least two colleagues or key stakeholders in your organization or sphere of influence.

Who are the resistors?


2) Those who are reluctant to learn and change for the good of the community.

Step 4: Final Strategic Plan (High-level)

I will take at least two key members of my organization (or community members in my sphere of influence) out to lunch, for coffee, or for a walk and give them a summary of the healthy active Arkansas plan.

I will then challenge each of them to initiate at least one action plan of their own and share the results with me and with ACHI staff.

This action will filter down and become a great positive force moving through my community and my state.



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