

# Building a Culture of Health in Communities

February 16, 2017

Communities Joined in Action National Conference



**We, as a nation, will strive together to build a Culture of Health enabling all in our diverse society to lead healthier lives, now and for generations to come.**



If we don't tell our story,  
someone else will.



# RWJF Culture of Health Prize

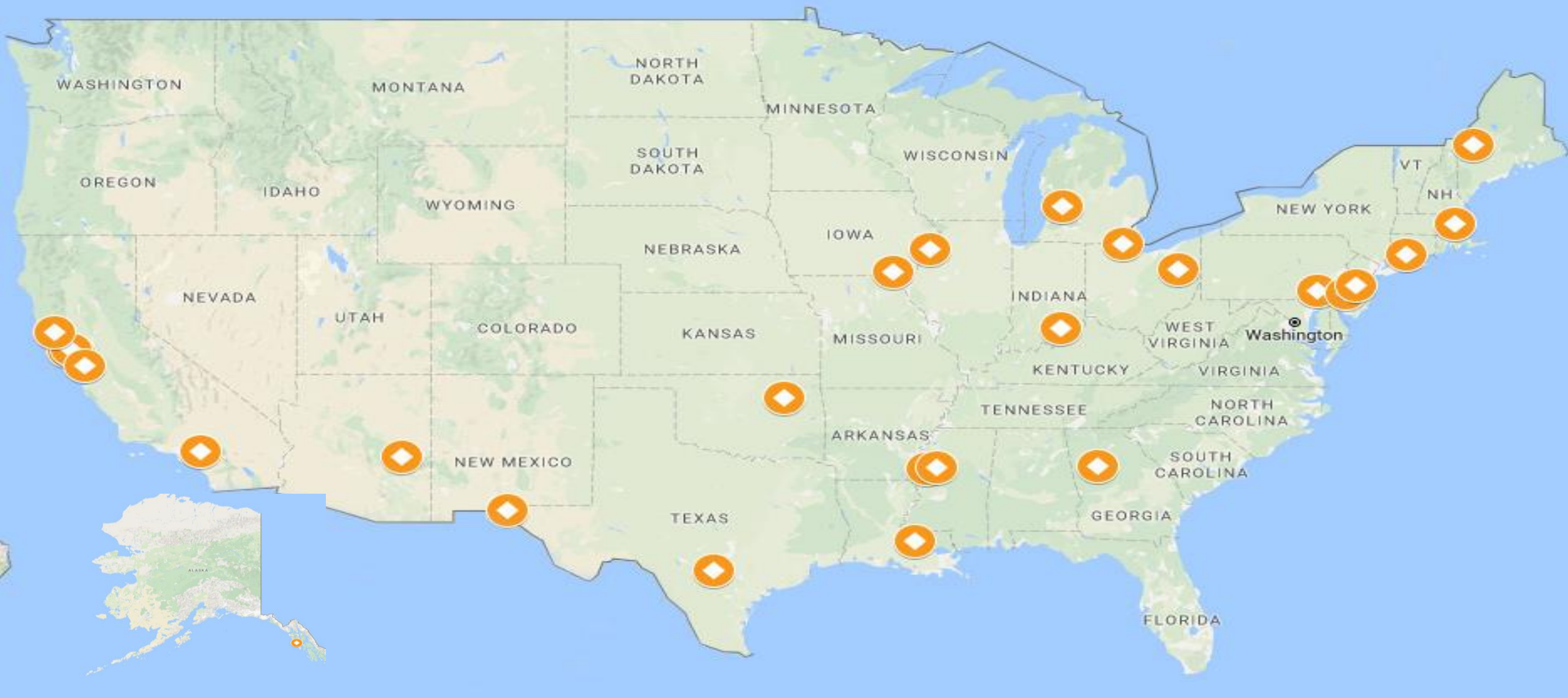




# RWJF Culture of Health Prize Winners



# Past Prize Finalists





# Past Prize Finalists

Bexar County, TX

Canton, OH

Clayton County, GA

East Baton Rouge Parish, LA

El Paso County, TX

Franklin County, ME

Grand Rapids, MI

Indianola, MS

Itta Bena, MS

Lancaster County, PA

Lucas County, OH

Marin City, CA

New Haven, CT

Oakland, CA

Philadelphia, PA

Quad Cities Region, IL & IA

Rancho Cucamonga, CA

Richmond, CA

Santa Clara County, CA

Scott County, IN

Sitka, AK

Somerville, MA

Sonoma County, CA

Trenton, NJ

Tulsa County, OK

Van Buren County, IA

White Mountain Apache Tribe (AZ)



# What Prize Winners Receive

- Receive a \$25,000 cash prize
- Have stories shared broadly to inspire others
- Engage with other leaders as ambassadors for building a Culture of Health
- Join the Prize Alumni Network to learn with other winners





# RWJF Culture of Health Prize Criteria



- ▶ Defining health in the broadest possible terms.
- ▶ Committing to sustainable systems changes and policy-oriented long-term solutions.
- ▶ Cultivating a shared and deeply-held belief in the importance of equal opportunity for health.
- ▶ Harnessing the collective power of leaders, partners, and community members.
- ▶ Securing and making the most of available resources.
- ▶ Measuring and sharing progress and results.

For more information about the Prize, visit: [www.rwjf.org/prize](http://www.rwjf.org/prize)

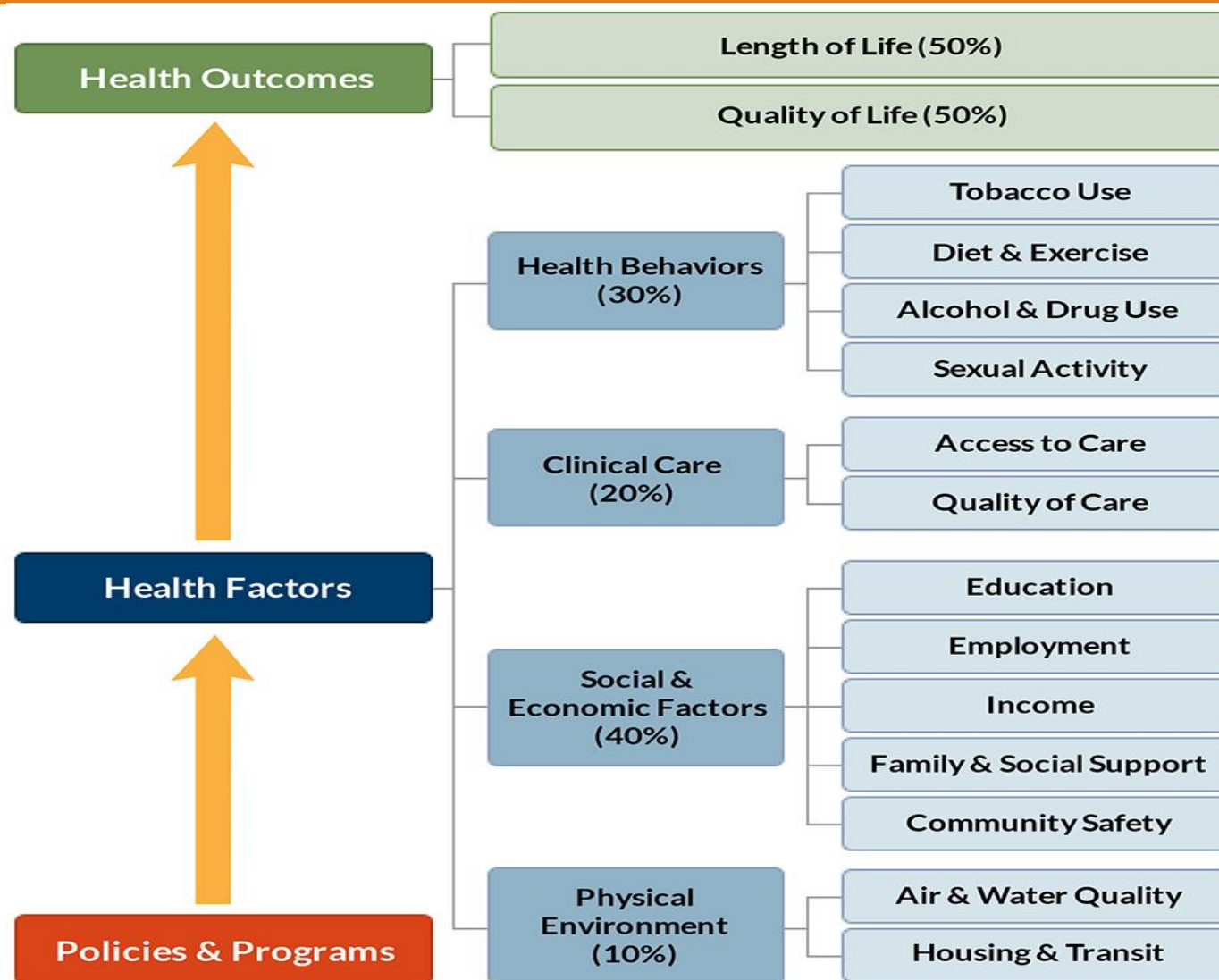


# 1. Defining health in the broadest possible terms



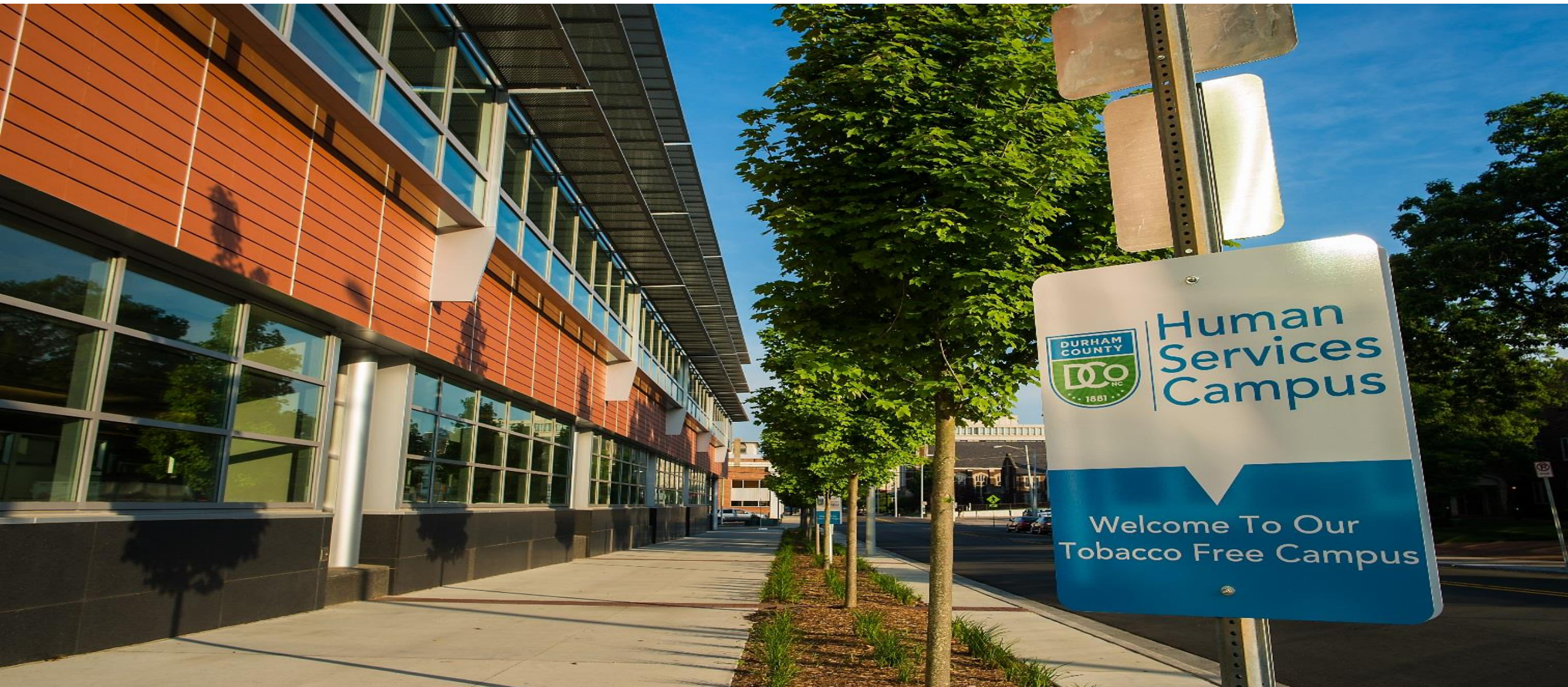


# County Health Rankings Model of Health





## 2. Committing to sustainable systems changes and policy-oriented long-term solutions





### 3. Cultivating a shared and deeply-held belief in the importance of equal opportunity for health





## 4. Harnessing the collective power of leaders, partners, and community members





## 5. Securing and making the most of available resources





## 6. Measuring and sharing progress and results



# County Health Rankings 2017 Release: March 29, 2017

[HEALTH RANKINGS](#) [ROADMAPS TO HEALTH](#) [RWJF CULTURE OF HEALTH PRIZE](#) [MORE](#)

## HOW HEALTHY IS YOUR COMMUNITY?

Search by county or select a state



Choose a state to begin

VT  
MA  
NH  
RI  
CT  
NJ  
DE  
MD  
DC

See what affects health

Select a Measure  Select your State

## HOW CAN ROADMAPS TO HEALTH HELP YOU?



GET STEP-BY-STEP GUIDANCE FROM THE ACTION CENTER

## RWJF CULTURE OF HEALTH PRIZE



LEARN MORE

[www.countyhealthrankings.org](http://www.countyhealthrankings.org)





# Upcoming Webinars on Using the Rankings

Mar 7, 2017  
3:00pm EST

Upcoming

## County Health Rankings 2017: Measures and New Features

In this webinar, we will share information about what is new in this year's *Rankings* release. Participants will learn about new measures, changes to existing measures, and new web site...

Series: Breaking Down the Rankings, Using the Rankings & Roadmaps Website

Feb 21, 2017  
3:00pm EST

Upcoming

## Leveraging the Rankings for Community Action

How might you use the *County Health Rankings* release as an opportunity to spur action in your community? Each year, the *Rankings* release receives media attention in national, regional and local media...

Series: Putting County Health Rankings into Action,  
Getting the Rankings Message Out to Your Community

[www.countyhealthrankings.org](http://www.countyhealthrankings.org)





# Building a Culture of Health with Partners

The *RWJF Culture of Health Prize* and *County Health Rankings & Roadmaps* are a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.



**Carrie Carroll**

**Deputy Director, RWJF Culture of Health Prize**

**University of Wisconsin Population Health Institute**

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# The Story of Brownsville, TX: Model of a Healthy Community

PRESENTED BY:

ARTURO RODRIGUEZ

CONTRIBUTORS:

ROSE Z. GOWEN, SISTER PHYLIS PETERS, BELINDA REININGER



# BROWNSVILLE, TX

Brownsville



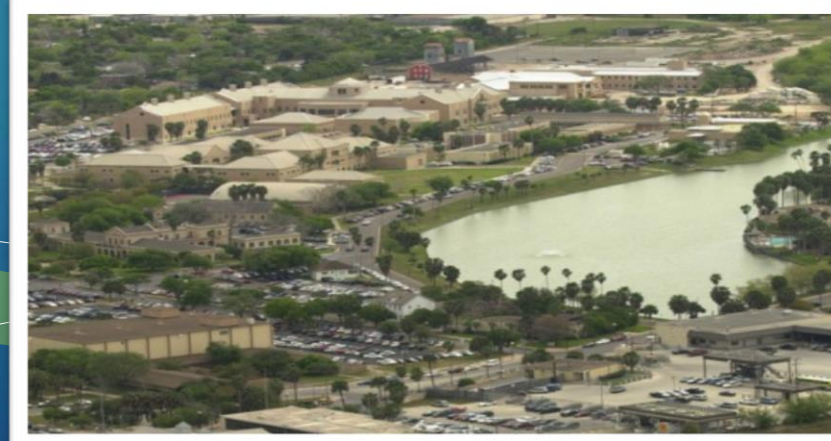
2001 / 2014



Texas

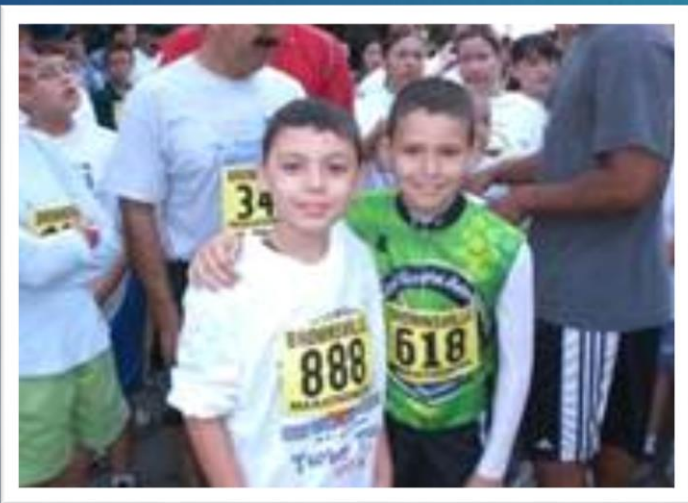


© 2005 Sperling's BestPlaces



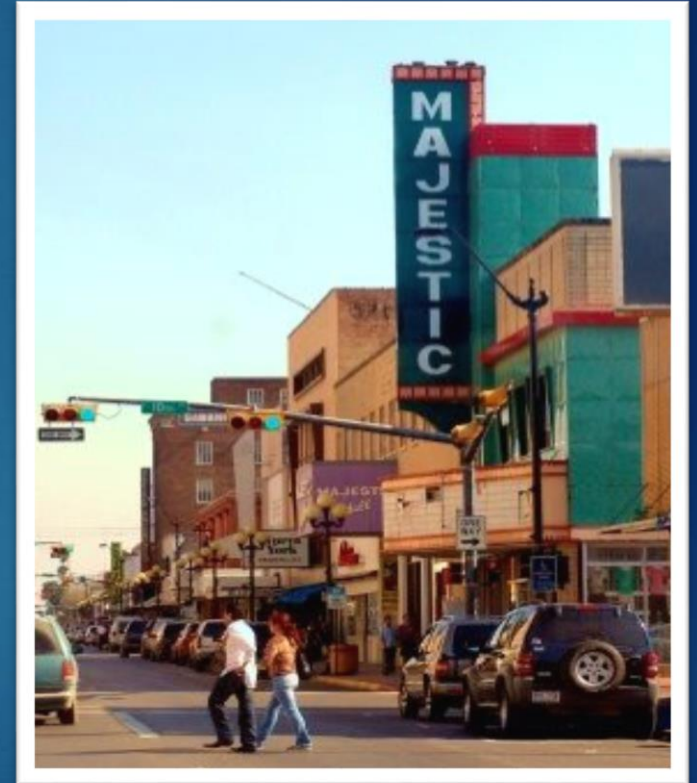


# Beautiful People and Wildlife

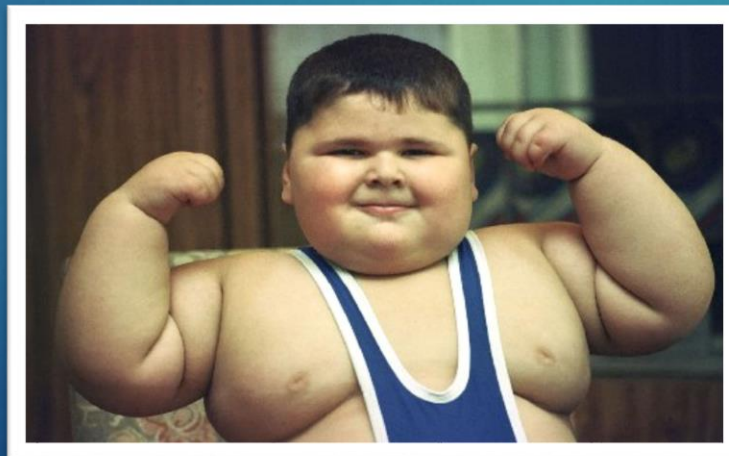
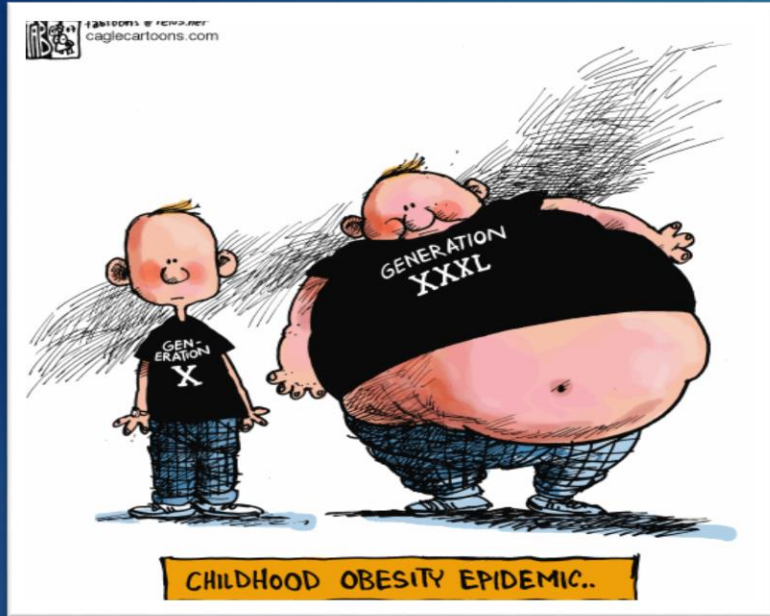




# Urban and Rural Areas



# And Obesity



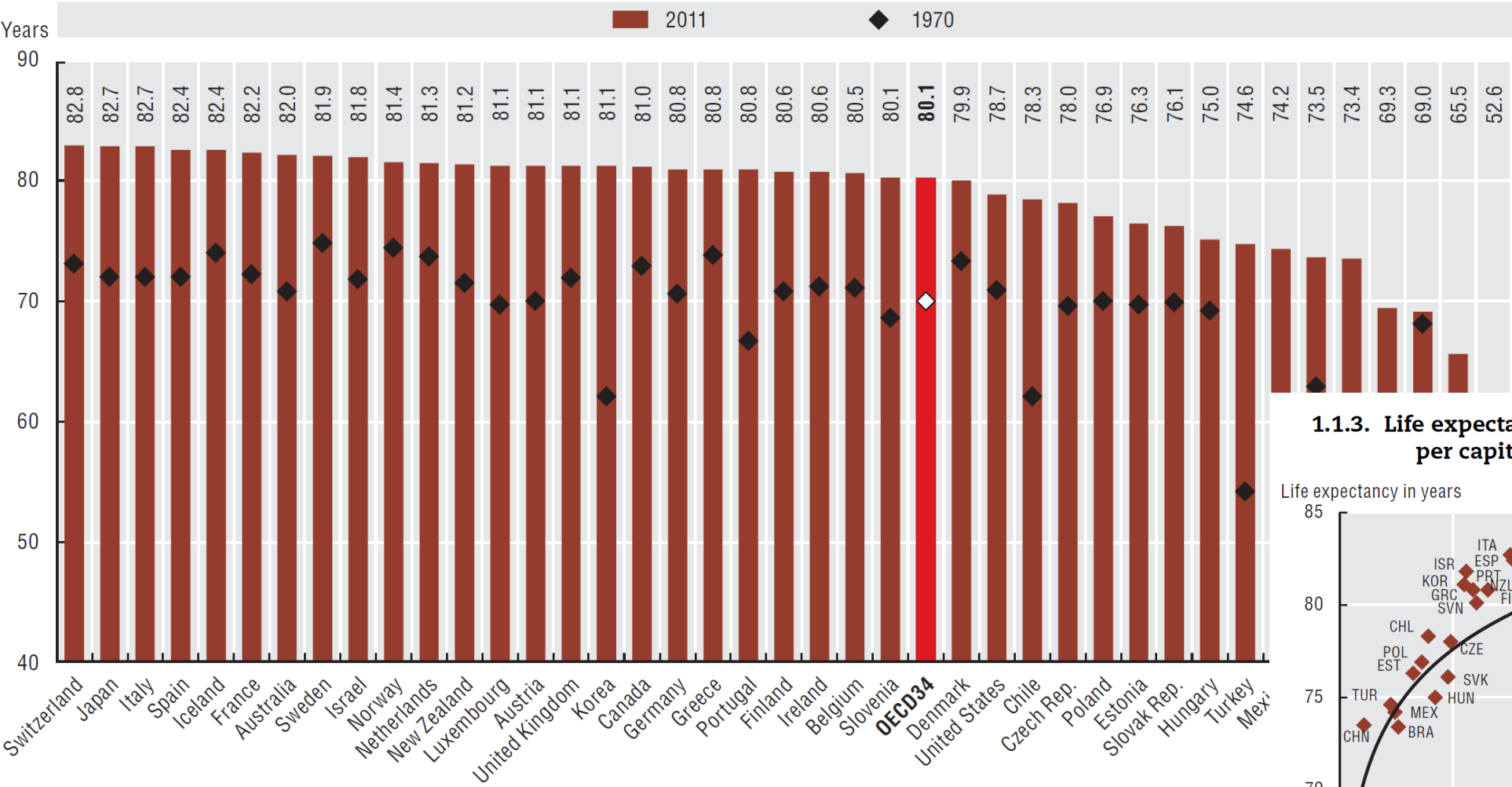


# And Diabetes





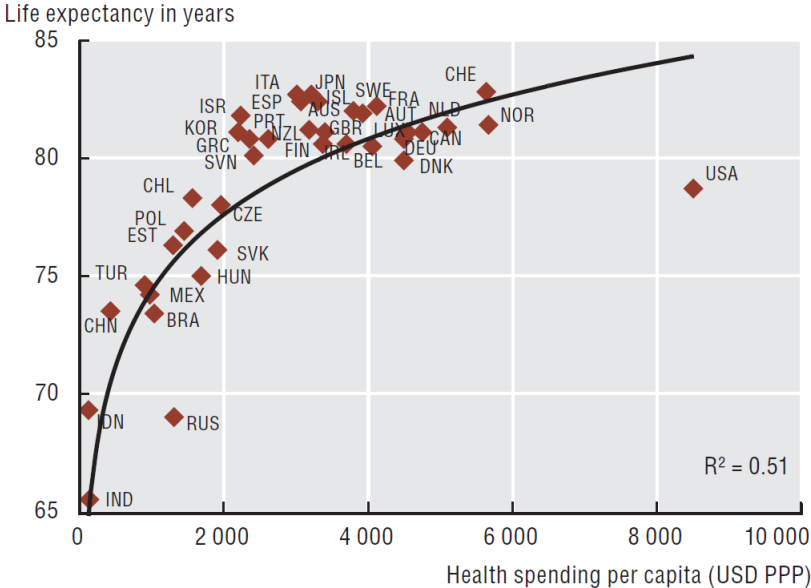
1.1.1. Life expectancy at birth, 1970 and 2011 (or nearest year)




Source: OECD Health Statistics 2013, <http://dx.doi.org/10.1787/health-data-en>; World Bank for non-OECD countries.

StatLink  <http://dx.doi.org/10.1787/health-data-en>

1.1.3. Life expectancy at birth and health spending per capita, 2011 (or nearest year)



Source: OECD Health Statistics 2013, <http://dx.doi.org/10.1787/health-data-en>; World Bank for non-OECD countries.

StatLink  <http://dx.doi.org/10.1787/888932916040>

# Brownsville, Texas:

## Winner of 2014 Culture of Health Prize

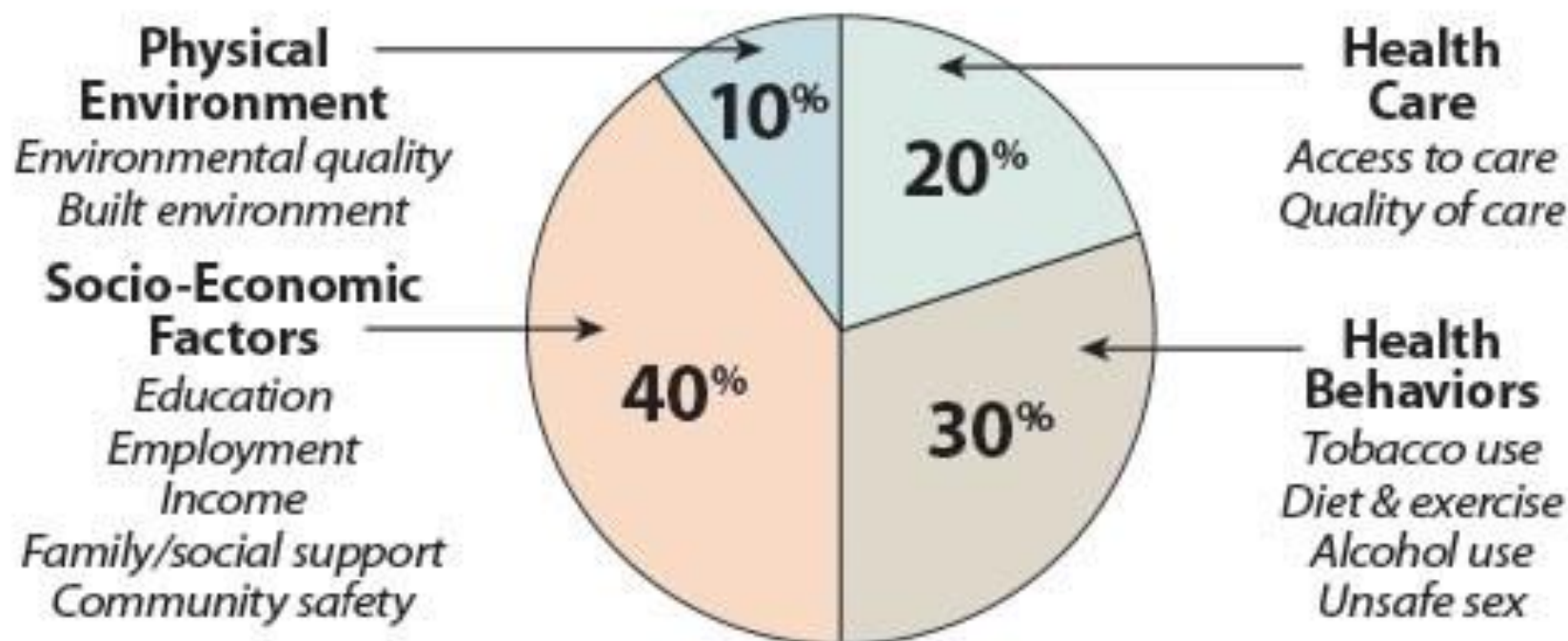
Meet the *RWJF Culture of Health Prize* Winners



These six communities are beacons of hope and progress for healthier people and families. They were selected from more than 250 applicants, and are leading some of the nation's most innovative efforts to build a national Culture of Health.

# Social Determinants of Health

## Population Health



Source: Authors' analysis and adaption from the University of Wisconsin Population Health Institute's *County Health Rankings* model ©2010, <http://www.countyhealthrankings.org/about-project/background>



# Community Advisory Board

- ▶ Community based participatory research approach
- ▶ Large and active community advisory board
  - ▶ Over 10 years old
- ▶ Every major employer in Brownsville participates and have created internal wellness programs
- ▶ Health Champion Awards
- ▶ Support policy changes programs



# Implementation Timeline of Components of Community-Wide Campaign

2003 - 2005

- Community advisory board established
- Quantitative and qualitative needs and baseline assessment
- Daily TV morning show segments begin
- TV news segments begin
- Distribution of monthly newsletters begin
- Community health worker outreach begins

2006 - 2007

- TV news segments end (2006)
- TV morning show segments become weekly
- Weekly newspaper articles begin in Spanish and English in largest Brownsville city newspaper (2007)

2008 - 2009

- Surveys of CWC exposure begins with cohort (2008)
- Farmers' Market begins (2008)
- Spanish language radio segments begin airing on 3 stations during drive time hours (2008)
- Walking trail built in low income neighborhood
- Free exercise classes begin in partnership with community organizations

2010 - 2011

- TSSC website launched
- Brownsville's Biggest Loser annual events begins (2010)

2012 - 2014

- Weekly newspaper articles begin in English in neighboring city largest newspaper (2012)
- CycloBia quarterly events begin (2012)
- Better Block Events (2012)
- Community gardens begin (2013)
- TSSC Facebook (2013)



# Evidence Based Community-Wide Campaign

- ▶ “...large-scale campaigns deliver(ing) messages that promote physical activity by using **media** such as television, radio, newspaper columns and inserts, and trailers in movie theaters. They use many components and include **individually focused efforts** such as support and self-help groups; physical activity counseling; risk factor screening and education at worksites, schools, and community health fairs; and **environmental and policy change activities** such as community events and the creation of walking trails.”

# Your Health Matters!

## Tu Salud ¡ Si Cuenta!





# Mass Media: TV, Radio & Print



- ▶ **TV:** Channel 7 Vallevisión broadcasts every Thursday morning segment featuring role models, experts, cooking & exercise demonstrations. Reaches audience of over 20,000.
- ▶ **TV:** The City of Brownsville and the Brownsville Independent School District's channels promote & cover events.



- ▶ **Radio:** Segments are presented daily across three popular Spanish language stations:



- ▶ **Newspaper:** A weekly health column reaches 19,000 every Sunday—focusing on policy and environmental changes.



## Adjusted Odds Ratios for physical activity guidelines by exposure to CWC component

Exposure	CWC, n(%) <sup>a</sup> n=1400	<sup>b</sup> PA Guidelines, n(%)		<sup>c</sup> AOR (95% CI)	p value
		No n=993 (71.65)	Yes n=393 (28.35)		
Had ever read, seen, or heard any health messages from the TSSC campaign	514(37.33)	346(35.41)	166(42.56)	1.70(1.30,2.22)	0.0001
CHW Discussion	200(14.71)	133(13.78)	66(17.14)	1.72(1.22,2.44)	0.0023
Radio	75(5.51)	43(4.45)	31(8.07)	2.32(1.39,3.87)	0.0014
TV	233(17.41)	159(16.75)	74(19.47)	1.51(1.08,2.11)	0.0152
Newsletter	366(26.93)	242(25.08)	122(31.77)	1.80(1.35,2.40)	<0.0001
Web	16(1.20)	10(1.06)	6(1.59)	2.04(0.71,5.92)	0.1877
CHW Discussion & Radio	30(2.18)	16(1.64)	13(3.34)	3.83(1.28,6.21)	0.0099
CHW Discussion & TV	81(5.90)	50(5.13)	31(7.99)	2.31(1.41,3.79)	0.0010
CHW Discussion & Newsletter	185(13.46)	123(12.63)	61(15.64)	1.73(1.21,2.48)	0.0029
Newsletter & TV	147(10.72)	97(9.97)	50(12.89)	1.75(1.19,2.59)	0.0050
Newsletter & Radio	50(3.64)	28(2.87)	21(5.43)	2.61(1.41,4.83)	0.0024
CHW Discussion, Newsletter & TV	77(5.59)	48(4.91)	29(7.44)	2.23(1.34,3.70)	0.0021
CHW Discussion, Newsletter & Radio	28(2.03)	15(1.54)	12(3.08)	2.75(1.21,6.24)	0.0156

<sup>a</sup>29 subjects with total MET adjusted minutes>7680 excluded

<sup>b</sup>Participants met physical activity guidelines if engaged in at least 150 minutes of moderate and vigorous exercise in the past week

<sup>c</sup>Adjusted Odds Ratio: Calculated using mixed logistic regression models adjusted for marital status, age, years in school, language, gender, and diabetes

PA, physical activity; CWC, community-wide campaign; TSSC, Tu Salud ¡Sí Cuenta!; CHW, community health worker.



## Adjusted Relative Rate (ARR) for F&V consumption by CWC component, (n=1481)

Exposure	F&V, <sup>b</sup> estimated mean(SE)		<sup>b</sup> ARR (95% CI)	p value
	Not exposed	Exposed		
Have ever read, seen, or heard any health messages from the TSSC campaign	2.26(0.07)	2.38(0.10)	1.05(0.96,1.15)	0.2522
CHW Discussion	3.00(0.07)	2.33(0.14)	1.01(0.89,1.15)	0.8479
Radio	2.27(0.07)	2.70(0.24)	1.19(1.00,1.41)	0.0543
TV	2.26(0.07)	2.42(0.13)	1.07(0.96,1.20)	0.2353
Newsletter	2.29(0.07)	2.36(0.11)	1.03(0.94,1.14)	0.5091
Web	2.29(0.07)	1.54(0.36)	0.67(0.42,1.07)	0.0925
Radio & TV	2.28(0.07)	2.97(0.36)	1.30(1.02,1.66)	0.0338

<sup>a</sup>12 subjects with total F&V consumption>10 excluded

<sup>b</sup>Adjusted Rate Ratio: Calculated using mixed Poisson regression models adjusted for age, years in school, and gender .  
F&V, fruit and vegetable; CWC, community-wide campaign.

# Individually-Focused Activities



# FREE Community-Wide Exercise Classes





# Our stories better told by role models than by experts

“Before I came to the exercise class, I had high blood pressure and my sugar was out of control. I had never exercised. At the walking group the other women encouraged me and even called me if I didn’t come. I realized by moving even a little bit more each day I have more energy and feel better! Now the doctor says I don’t have to take medication any more because I am controlling my diabetes with the changes I have learned through the walking group. My blood pressure is down too!”

***(Rosa, Brownsville)***



# FREE Nutrition Classes



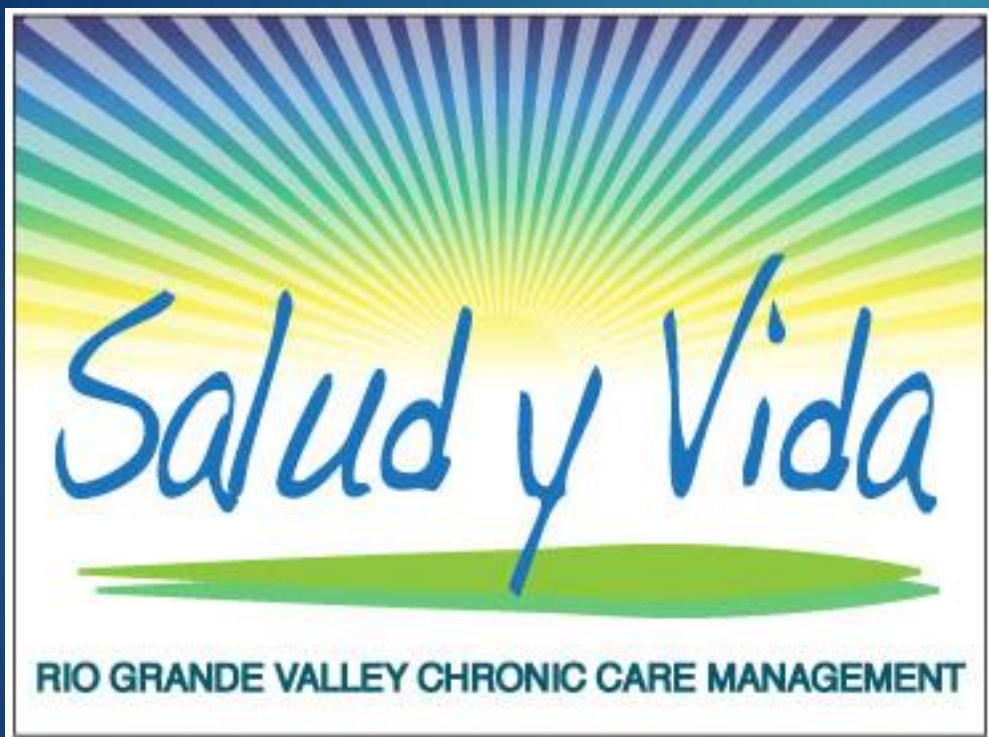


# Health Screenings

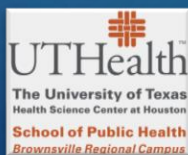




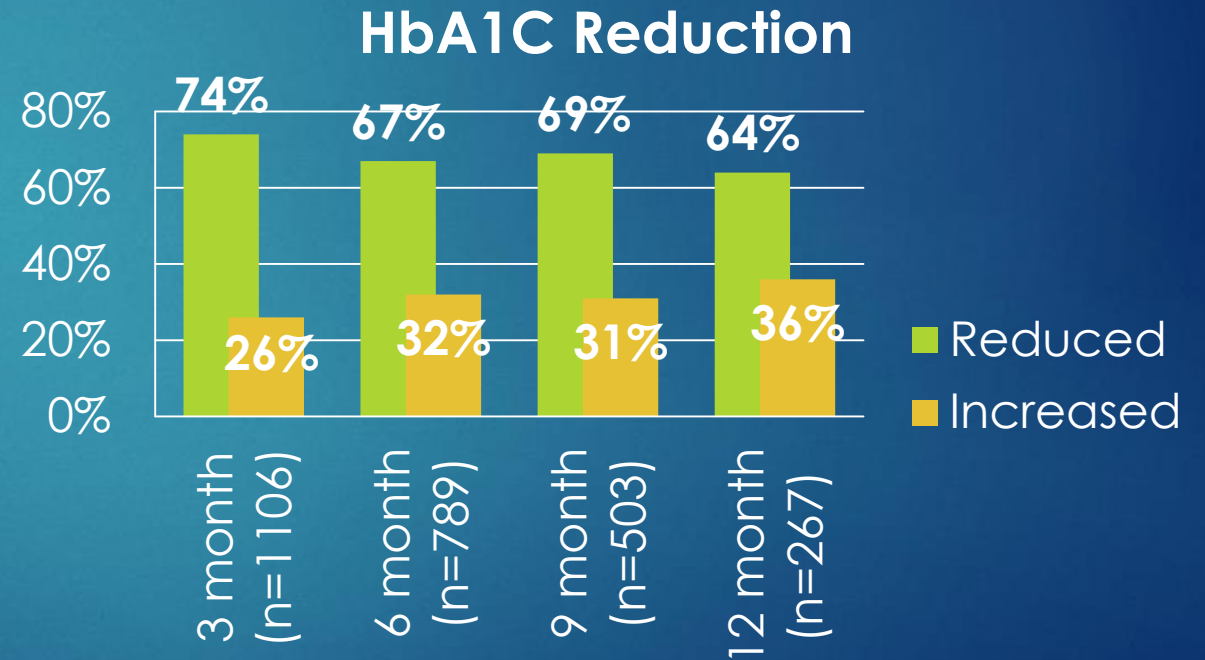
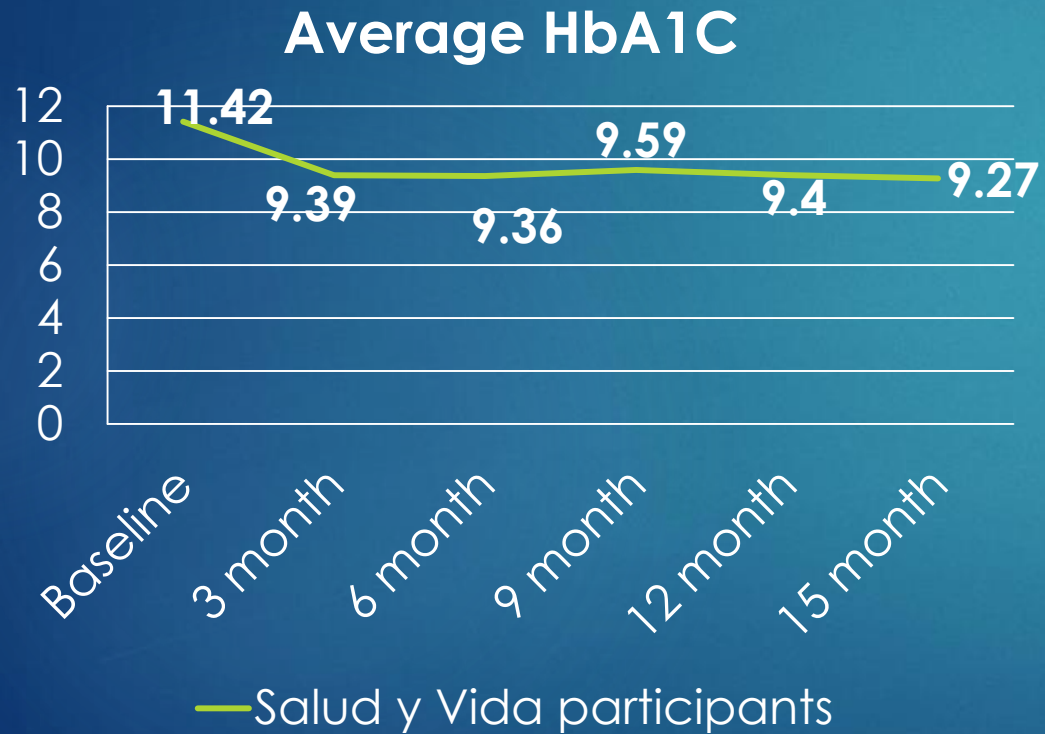
# Implemented diabetes treatment and control services



- ▶ Evidence based Wagner CCM model
  - ▶ Helpful discussions with Steve Conti, Seton Healthcare Family
- ▶ Regional partnerships for implementation
- ▶ Diabetes management program funded by 1115 waiver
- ▶ Served over 1800 clients
- ▶ Free DSME education
- ▶ CHW home visits
- ▶ Case management review
- ▶ Re-engagement with medical home
- ▶ Referrals and services for behavioral health
- ▶ Results show average A1c decreasing



# HbA1C Metrics





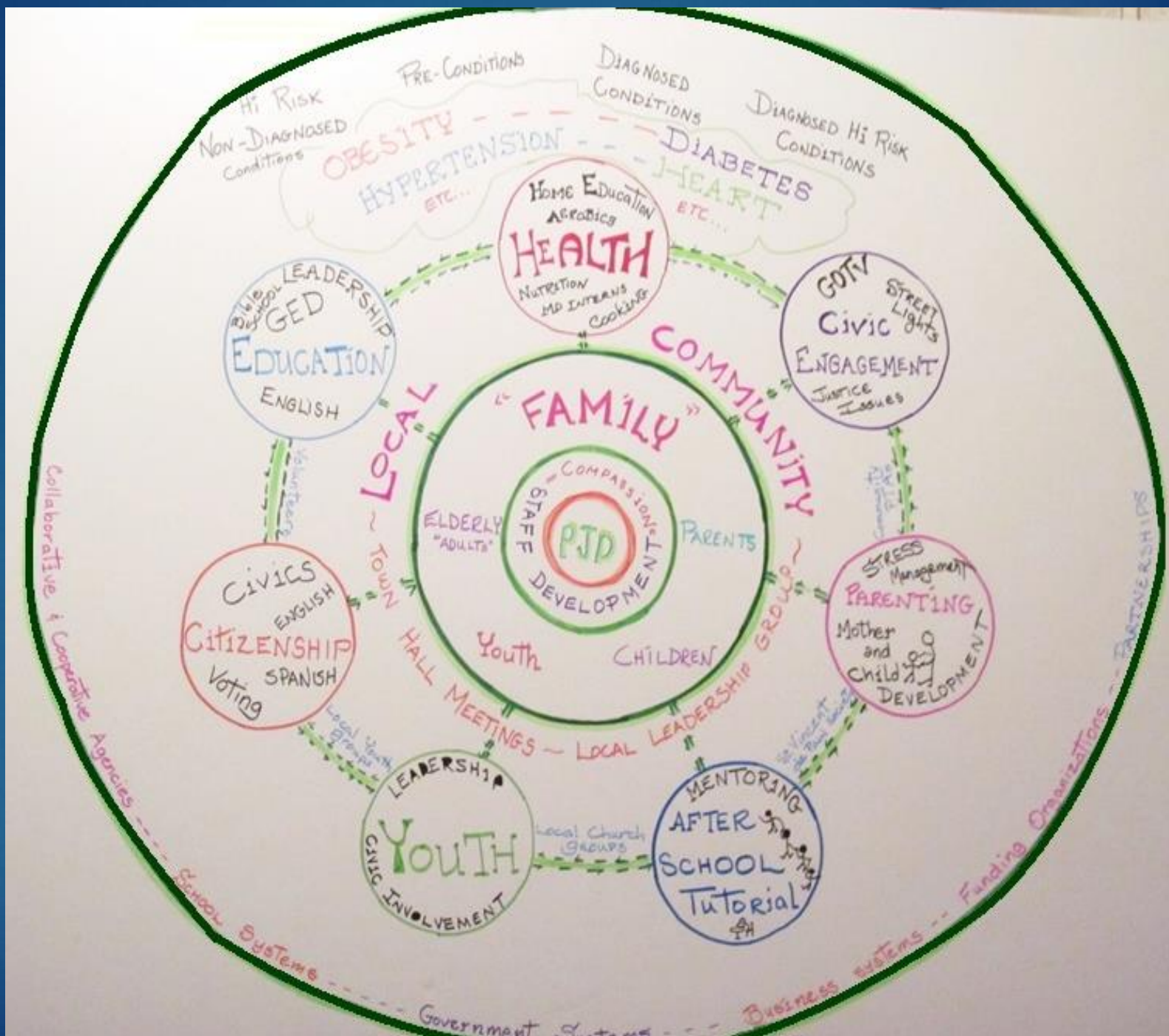
# Implemented Obesity Prevention Program



mind exercise nutrition do it!



- ▶ Evidence based program
- ▶ For youth and at least one family member
- ▶ Funded through private foundation and 1115 waiver
- ▶ Served over 200 families already
- ▶ Partnered with schools, churches for referrals
- ▶ Results show children maintaining weight and parents losing weight







# Environmental and Policy Changes

# Brownsville Farmers' Market



- ▶ October 2008: Weekly Texas-certified farmers' market established
- ▶ Initial funding from Texas Department of State Health Services
- ▶ Local farmers sell produce, strict focus on healthy foods and produce
- ▶ Between 300 – 600 people attend each market
- ▶ **Over 80%** report eating more fruits and veggies and a wider variety of produce since shopping at market





# CATCH Curriculum in Schools







- ▶ River Rockets Bike Ride; Free Yoga Class at Linear Park
- ▶ Healthy Communities, Bicycle to Recycle!
- ▶ Charro Days Fiesta 5k/1 mile run/walk
- ▶ BISD Mini-triathlon at Aquatic Center
- ▶ Brownsville Community Health Center Free Health Fair w/ karate demos
- ▶ PUB & HEB's FREE Cooking and Exercise Classes





# **Guinness World Records® Largest Zumba® Class: April 30, 2011 with 1223 participants**





# Guinness World Records® Largest Zumbatomic® Class: 383 Youth - April 28, 2012





EAT WELL. LOSE WEIGHT. LIVE HEALTHY.



# Biggest Loser Challenge Results

	SPRING 2010	SUMMER 2010	SPRING 2011	SPRING 2012	SPRING 2013	SPRING 2014	TOTAL
LENGTH OF CHALLENGE	17 weeks	6 weeks	17 weeks	17 weeks	17 weeks	13 weeks	AS OF 4/7/2014
ALL PARTICIPANTS							
Number that registered	410	137	919	1,023	1,274	1,363	<b>5,126</b>
Number at final weigh-in	122	84	207	291	236	327	1,267
% that completed the Challenge	29.8%	61.3%	22.5%	28.4%	18.5%	24.0%	24.7%
Total lbs lost	939.8	613.4	2,030.1	2,388.3	1,892.7	2,289.9	<b>10,154.2</b>
% weight lost	4.1%	3.6%	4.7%	4.1%	3.8%	3.8%	<b>4.01%</b>
Average lbs lost at finale	7.7	7.3	9.8	8.2	8.0	7.0	8.2
% gained Weight	18%	8%	14%	16%	17%	15.0%	
% lost Weight	78%	89%	86%	84%	81%	83.5%	
No Change in Weight	4%	2%	0.5%	0.3%	1.7%	1.5%	

# Recent Efforts include:



Sidewalk ordinance....done



Complete streets ordinance....done



Safe passing .....done



Smoke free ordinance.....done



Bicycle/Pedestrian Coordinator.....in progress



Dedicated funds for bike/pedestrian infrastructure.....ongoing



Leveraging Dollars



Healthy concessions.....in progress



# Shared Resources and Grant Finding Efforts

- ▶ Examined the City of Brownsville's (COB) grant funding efforts and compared it to other midsize cities.
- ▶ Today, the COB has a Grants Department that has secured in last 5 years \$8.5 million and leveraged \$1.5 million to get it.
- ▶ Community Advisory Board (CAB) Mini-Grants
- ▶ Public/Private Partnership Grants
- ▶ 1115 Waiver



# Community Gardens

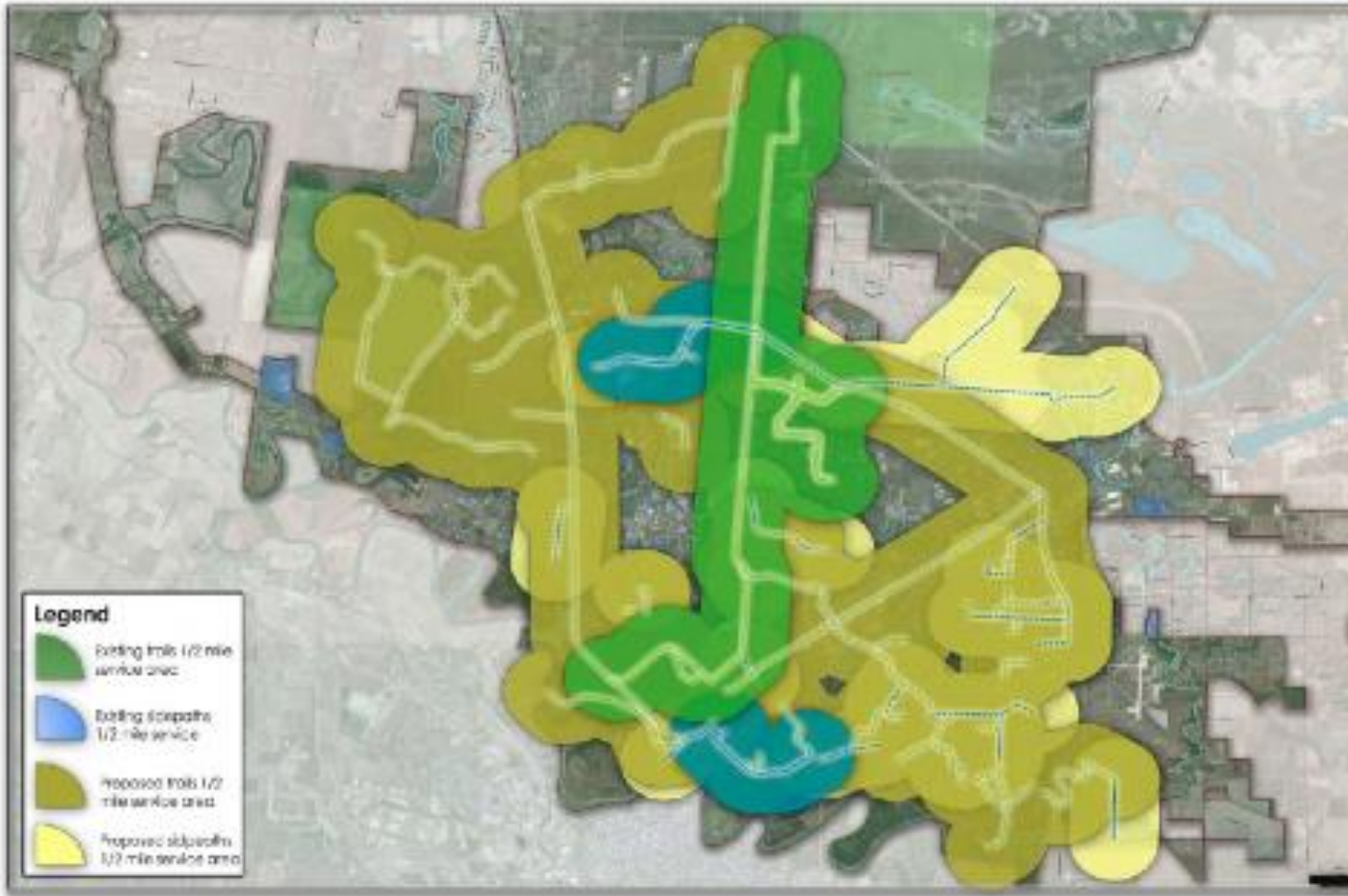
- ▶ Grant awarded from Texas Department of Agriculture to the Brownsville Farmers' Market in Partnership with the City
- ▶ Now established six fully subscribed community gardens





# City of Brownsville Award Winning Master Hike & Bike Plan

## ULTIMATE PROXIMITY TO TRAILS AND SIDEPATHS



Miguel Roberts/The Brownsville Herald

Brownsville Police Chief Orlando Rodriguez, left, and Brownsville Fire Chief Lenny Perez ride down a bicycle trail near Ruben Torres Boulevard. They have joined a cycling group to stay fit and take advantage of Brownsville's bicycle trails.



# CycloBia – Open streets family event to encourage physical activity





# CycloBia – Open streets family event to encourage physical activity

Change in Physical Activity After Attending CycloBia Each Week



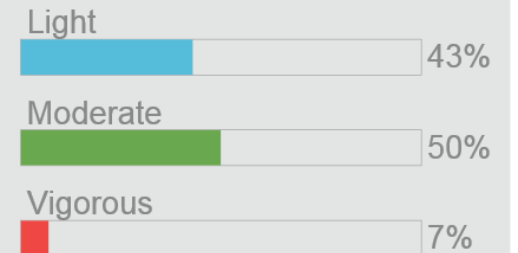
**48% of respondents got MORE physical activity each week after attending CycloBia**

- Got MORE physical activity (48%)
- Got the SAME physical activity (49%)
- Got LESS physical activity (3%)

Average amount of time attendees were physically active at CycloBia:

**108 MINUTES**

Intensity of that Physical Activity



## Type of activity CycloBia attendees would be doing if they were not at CycloBia on June 6

**73%**



**SEDENTARY ACTIVITY** like sleeping, watching TV, on the computer or eating

**13%**



**LIGHT ACTIVITY** like yoga, fishing, bowling, golf, or easy walking

**10%**



**MODERATE ACTIVITY** like fast walking, baseball, tennis, or dancing

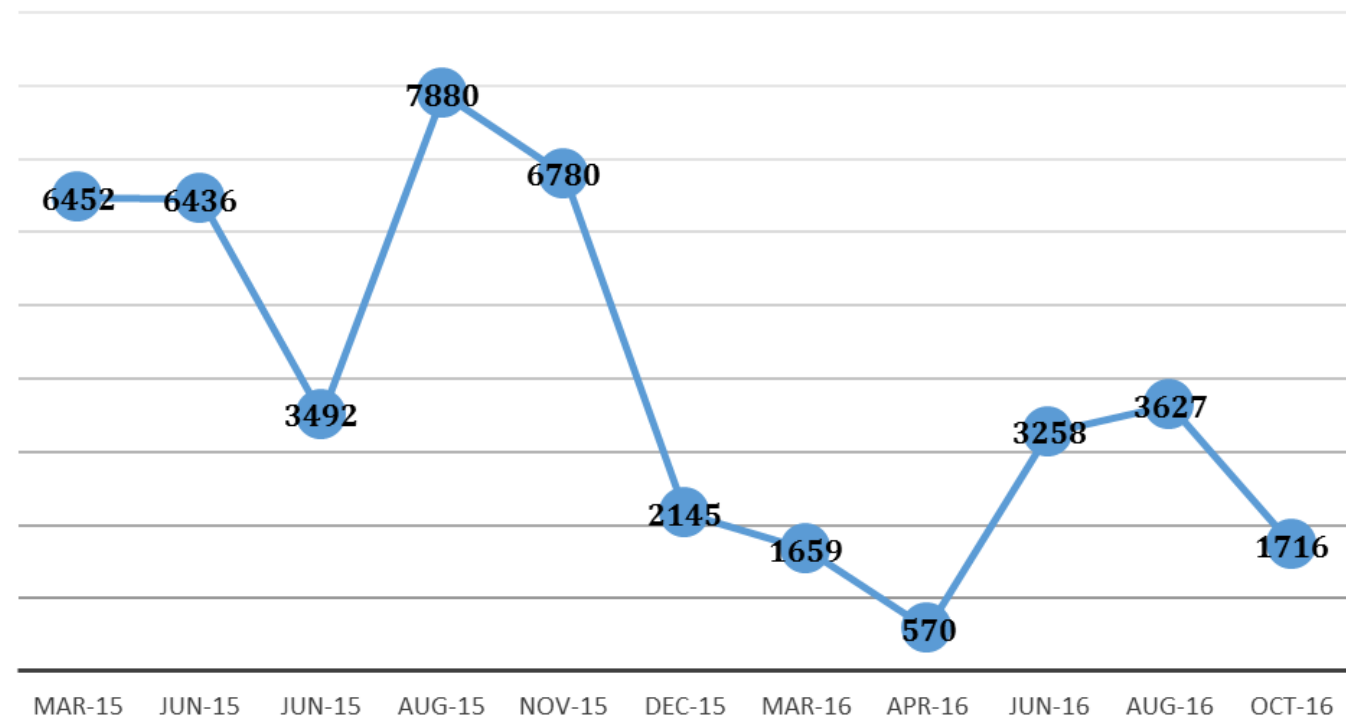
**4%**



**VIGOROUS ACTIVITY** like running, jogging, football, soccer or basketball

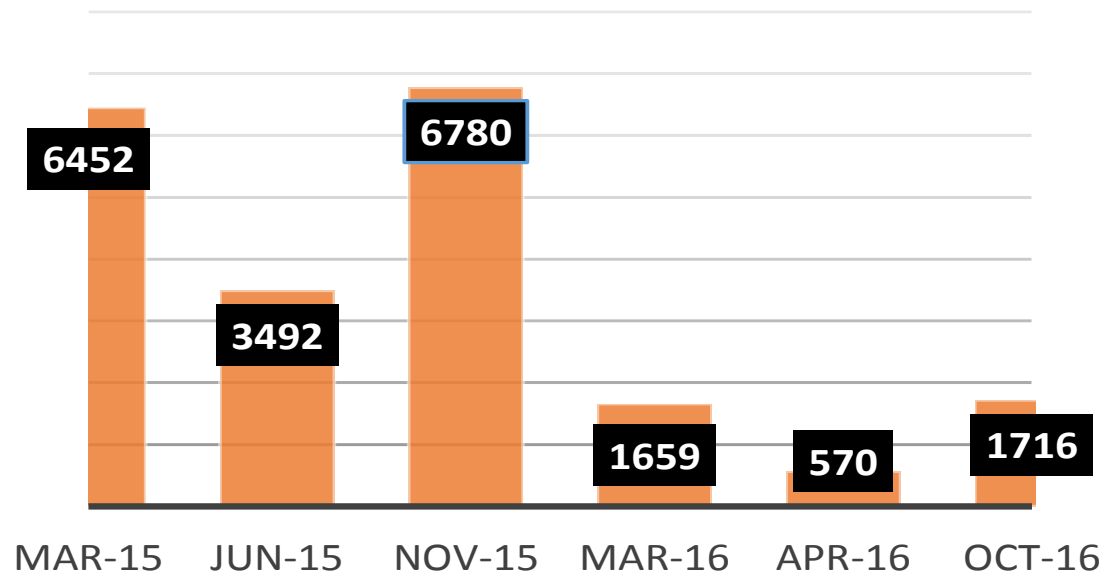


### 2015-2016 CycloBia Attendance Estimates

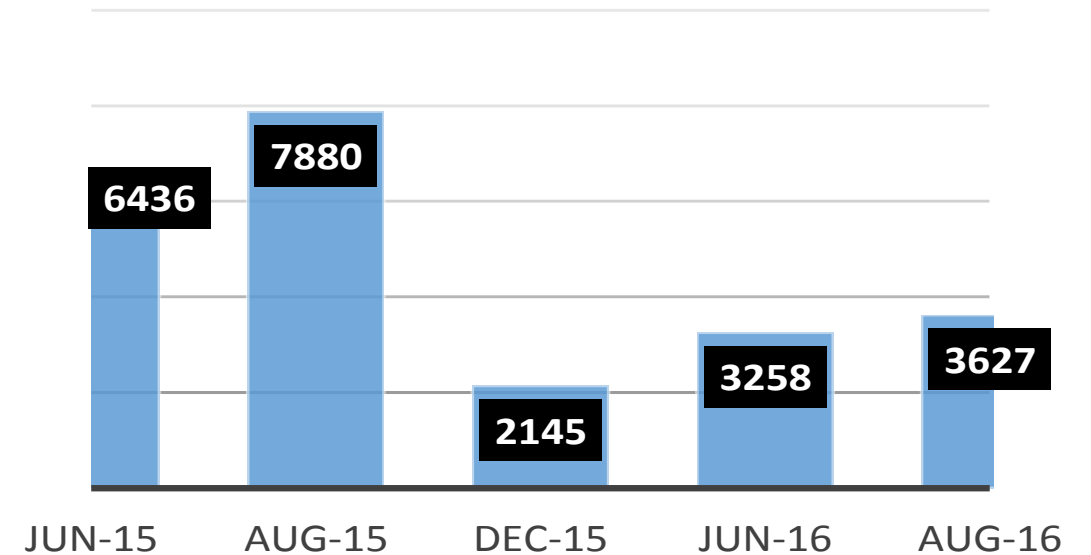




## CycloBia Attendance: Day CycloBias



## CycloBia Attendance: Night CycloBias



**Note: March 2015, June 28, 2015 (Day), and November 2015 events were CycloBias 2 U**

# The Approach Can be Replicated!

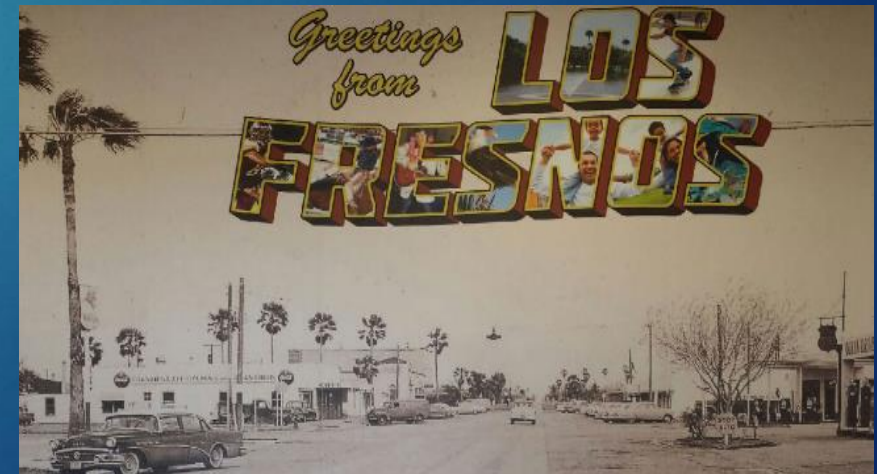
## Town of Combes



City of  
Rio Hondo



Los Indios





What can

**WE**



do together?



# We can...

## 1. Think Multimodal



## 2. Become Multilingual







# Questions?

# Our Contact Info

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