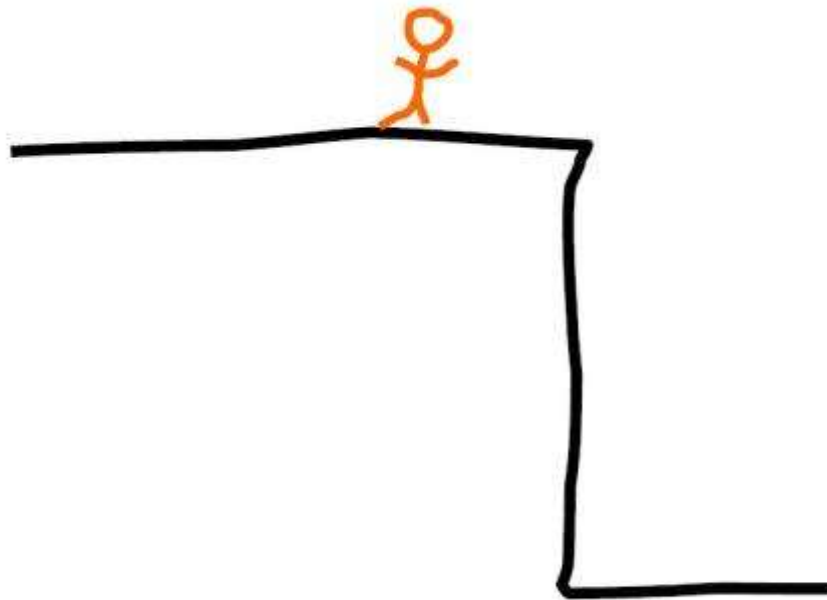


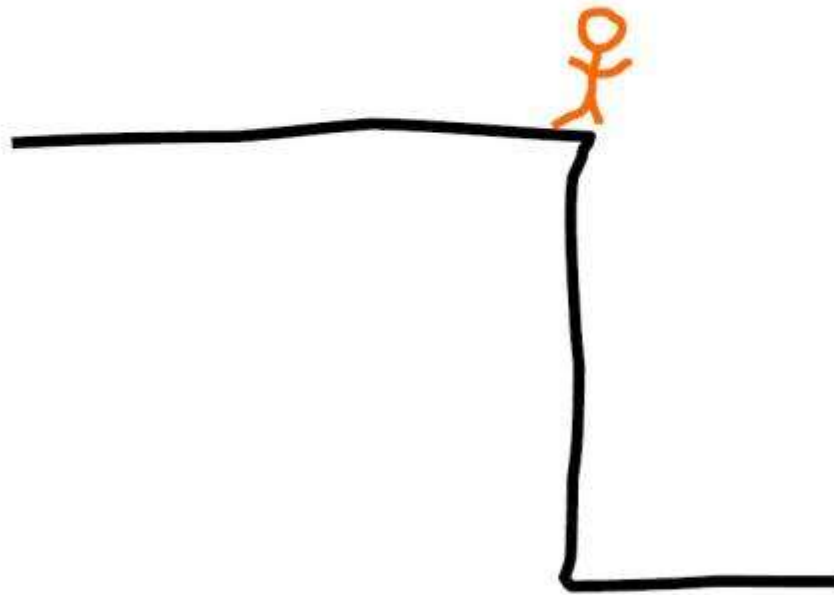
THE CLIFF OF GOOD HEALTH

The Cliff Analogy was developed by Camara Phyllis Jones at CDC to emphasize fact that non-health sector interventions are needed to improve health outcomes and achieve health equity

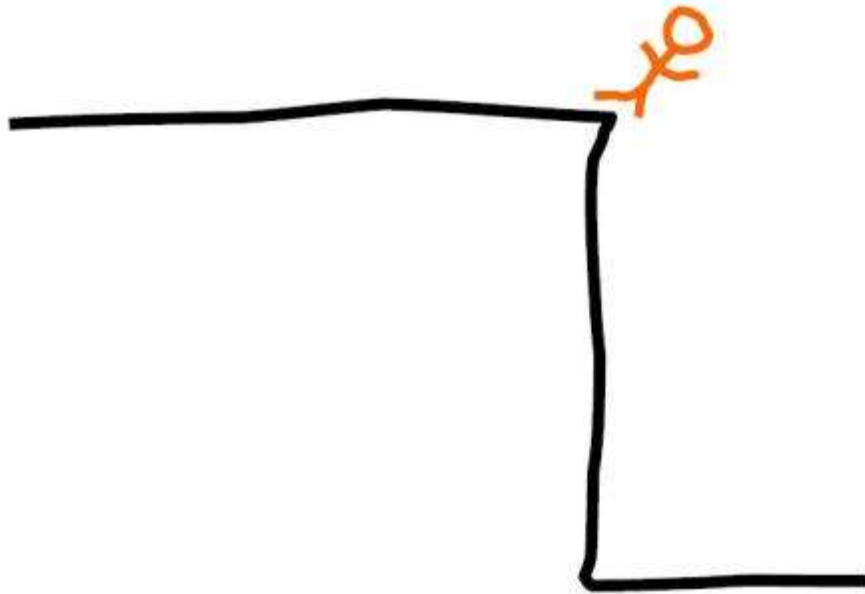




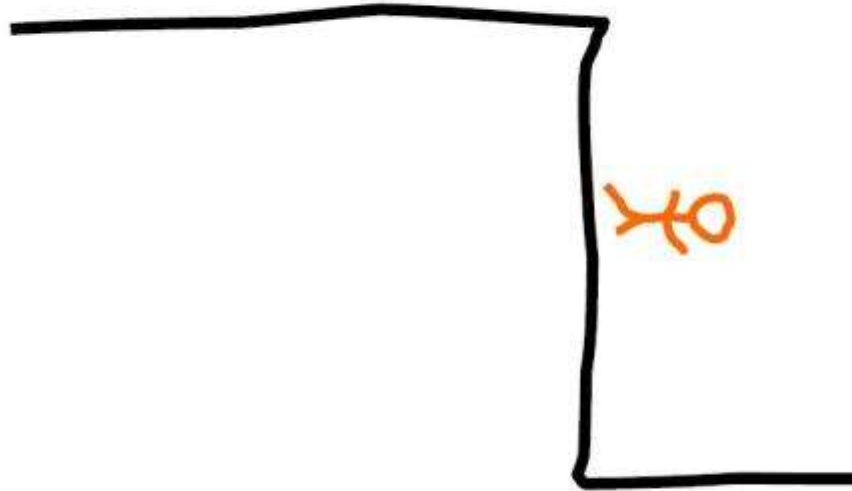
Camara Phyllis Jones, MD, MPH, PhD



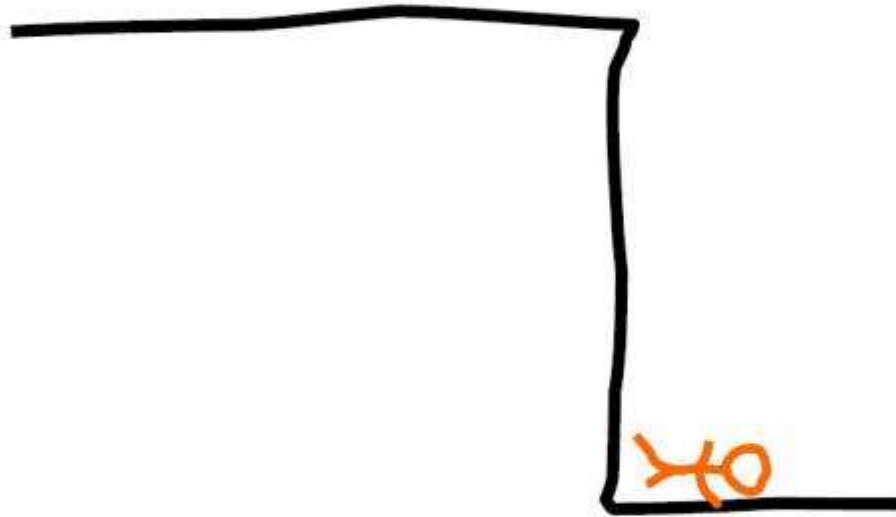
Camara Phyllis Jones, MD, MPH, PhD



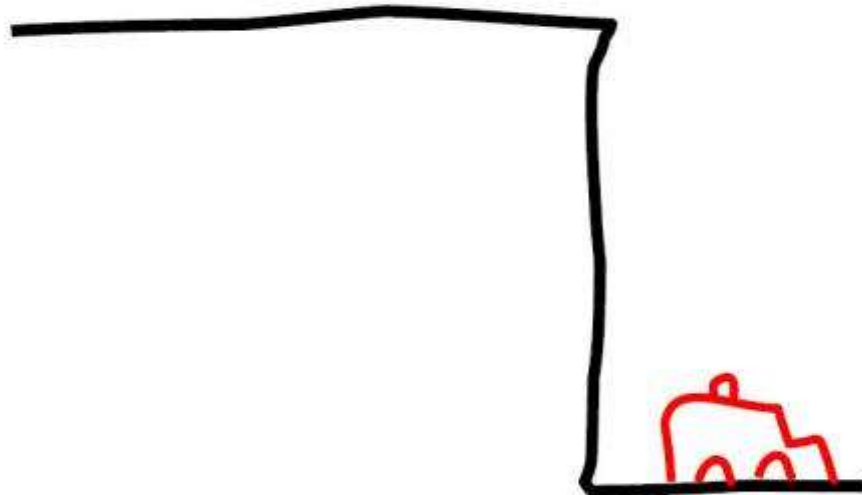
Camara Phyllis Jones, MD, MPH, PhD



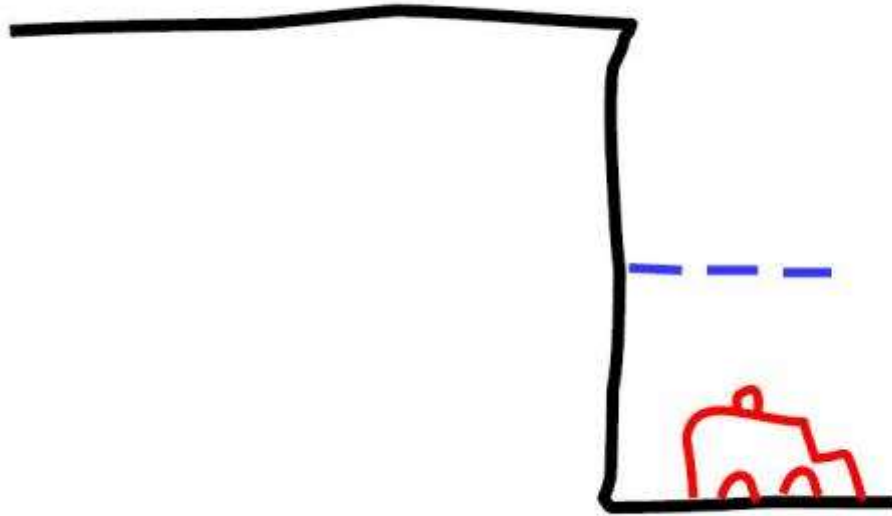
Camara Phyllis Jones, MD, MPH, PhD



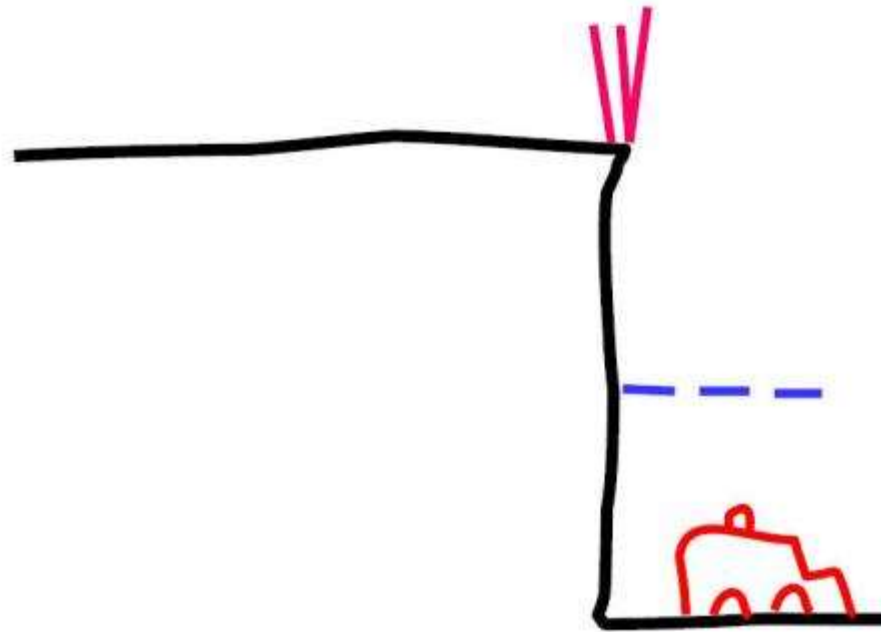
Camara Phyllis Jones, MD, MPH, PhD



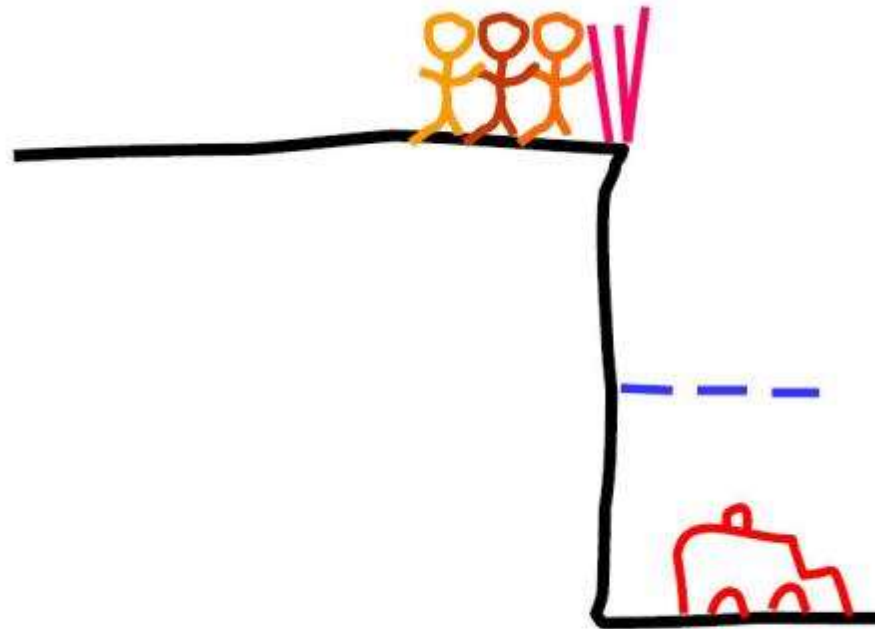
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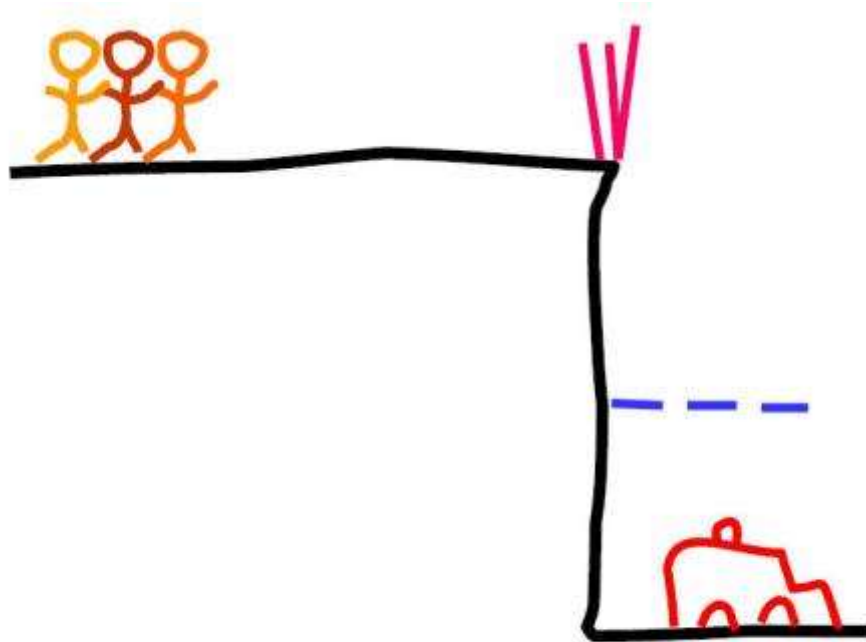
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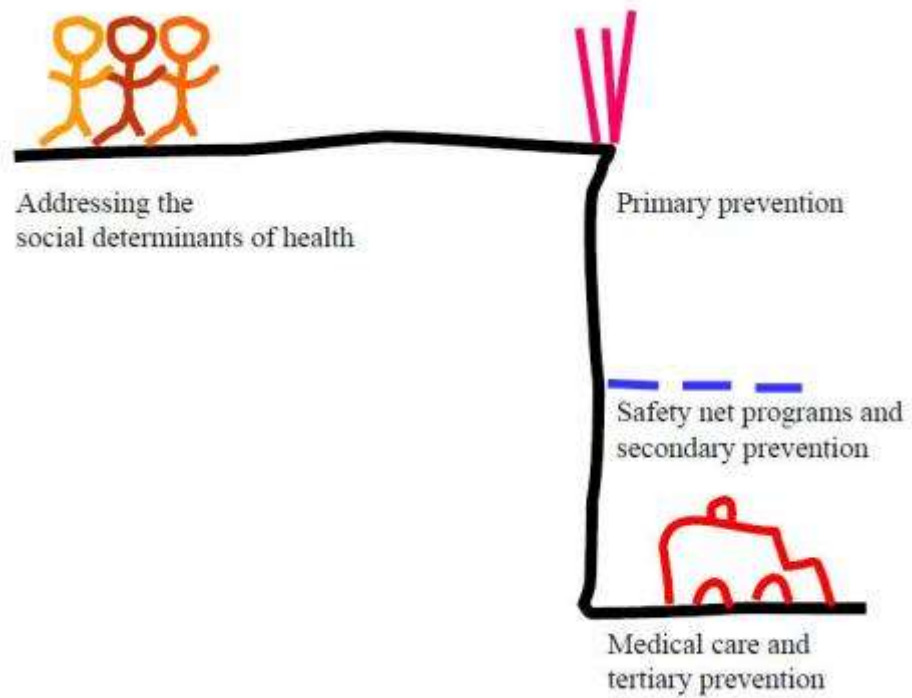
Camara Phyllis Jones, MD, MPH, PhD



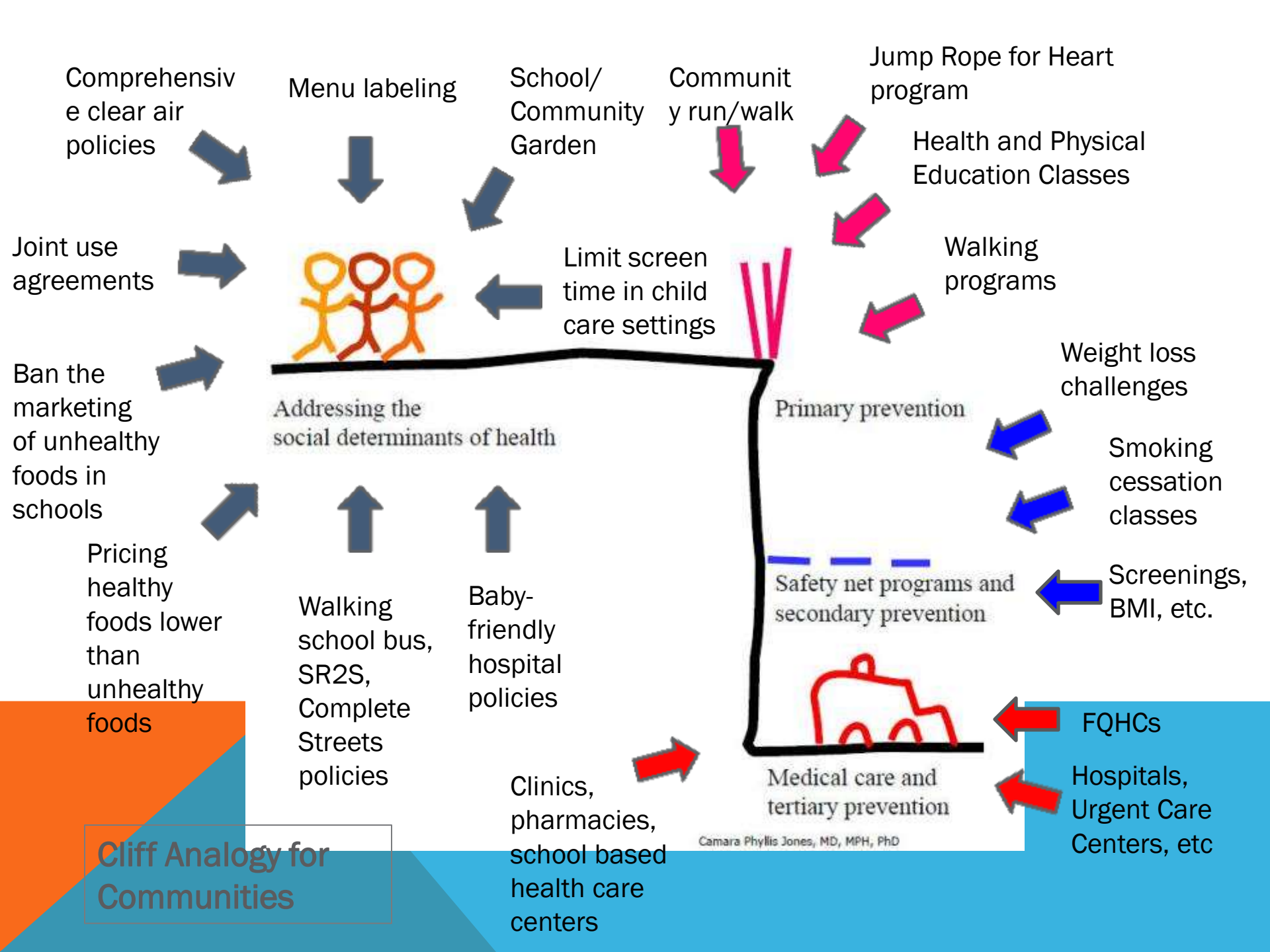
Camara Phyllis Jones, MD, MPH, PhD



Camara Phyllis Jones, MD, MPH, PhD



Corra Phyllis Jones, MD, MPH, PhD



Comprehensive clear air policies

Menu labeling

School/Community Garden

Community run/walk

Jump Rope for Heart program

Health and Physical Education Classes

Joint use agreements

Limit screen time in child care settings

Walking programs

Ban the marketing of unhealthy foods in schools

Addressing the social determinants of health

Primary prevention

Weight loss challenges

Pricing healthy foods lower than unhealthy foods

Walking school bus, SR2S, Complete Streets policies

Baby-friendly hospital policies

Smoking cessation classes

Safety net programs and secondary prevention

Screenings, BMI, etc.



Medical care and tertiary prevention

FQHCs

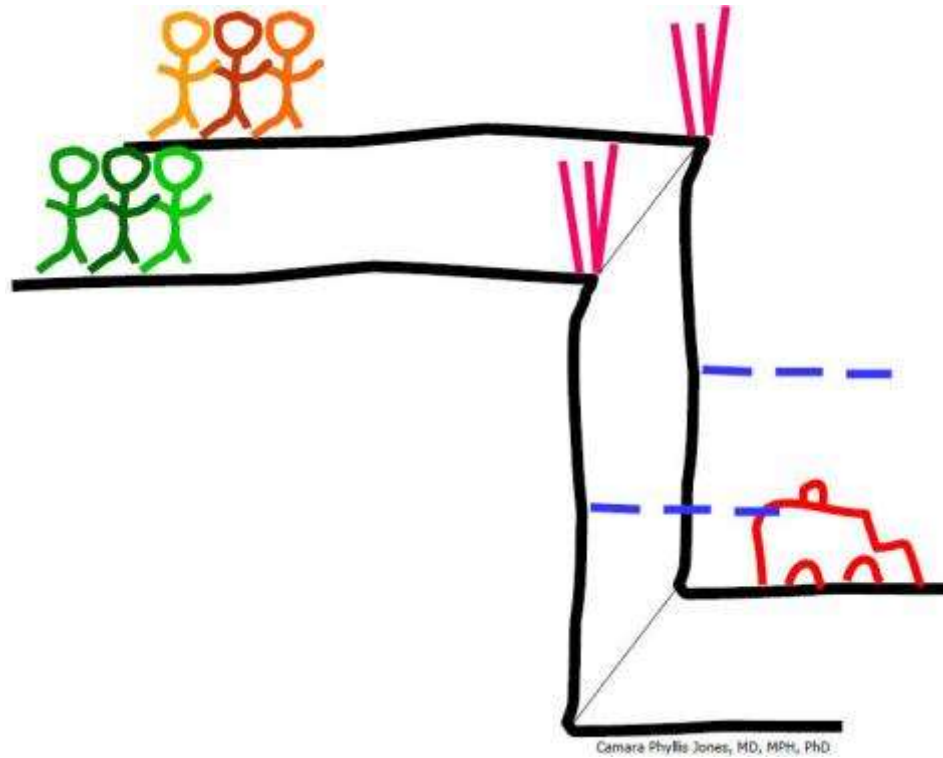
Hospitals, Urgent Care Centers, etc

Clinics, pharmacies, school based health care centers

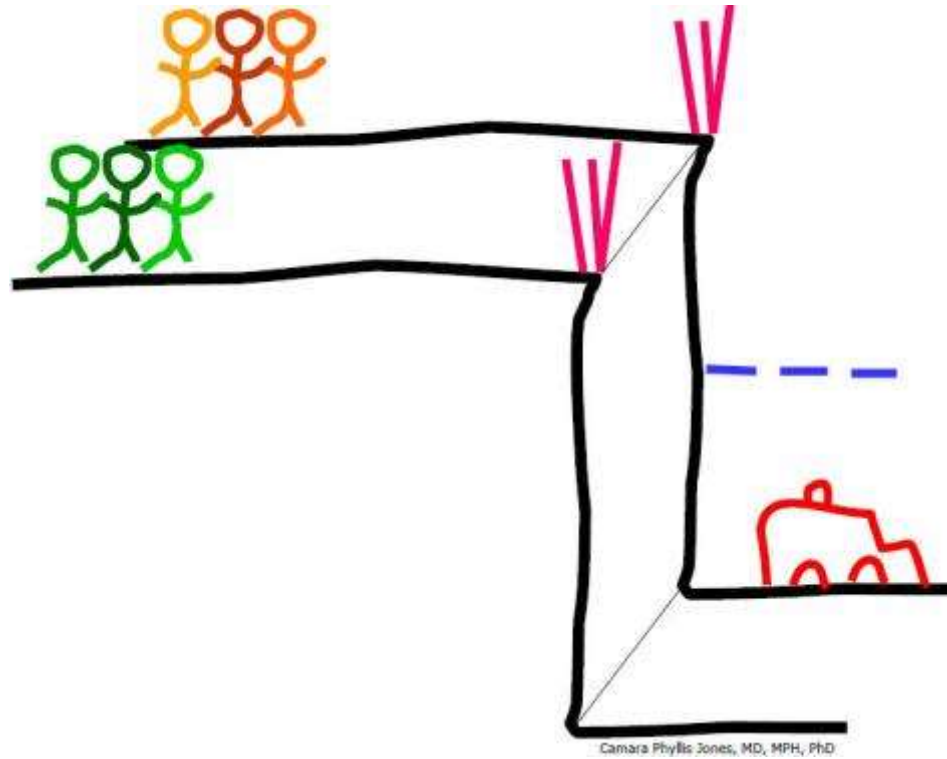
Cliff Analogy for Communities

Camara Phyllis Jones, MD, MPH, PhD

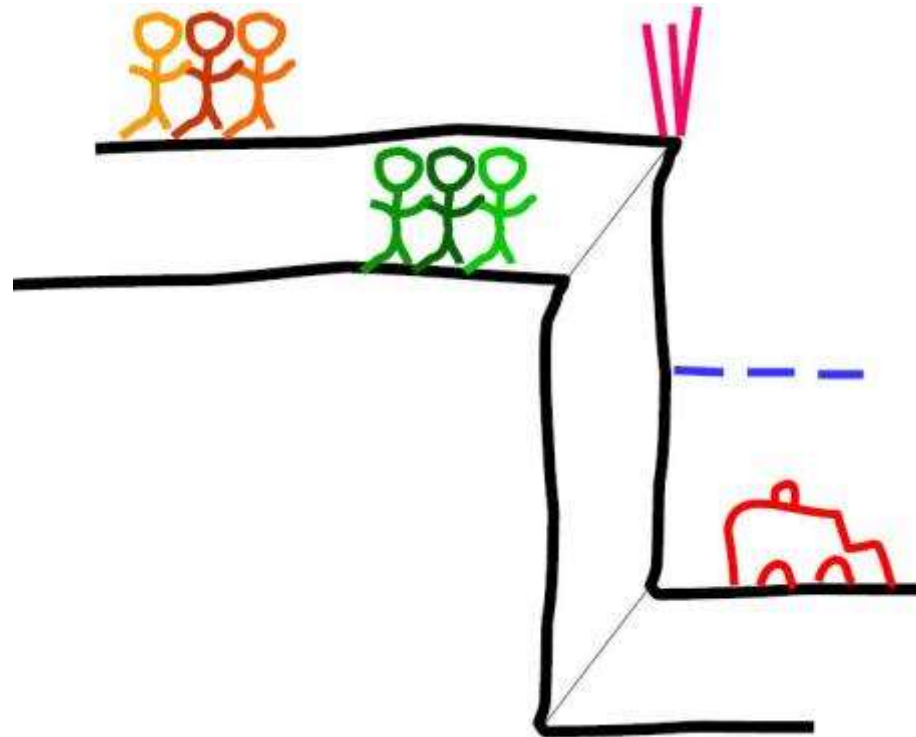
NOT ALL COMMUNITIES HAVE ACCESS TO HEALTH CARE SERVICES...



INTERVENTIONS...

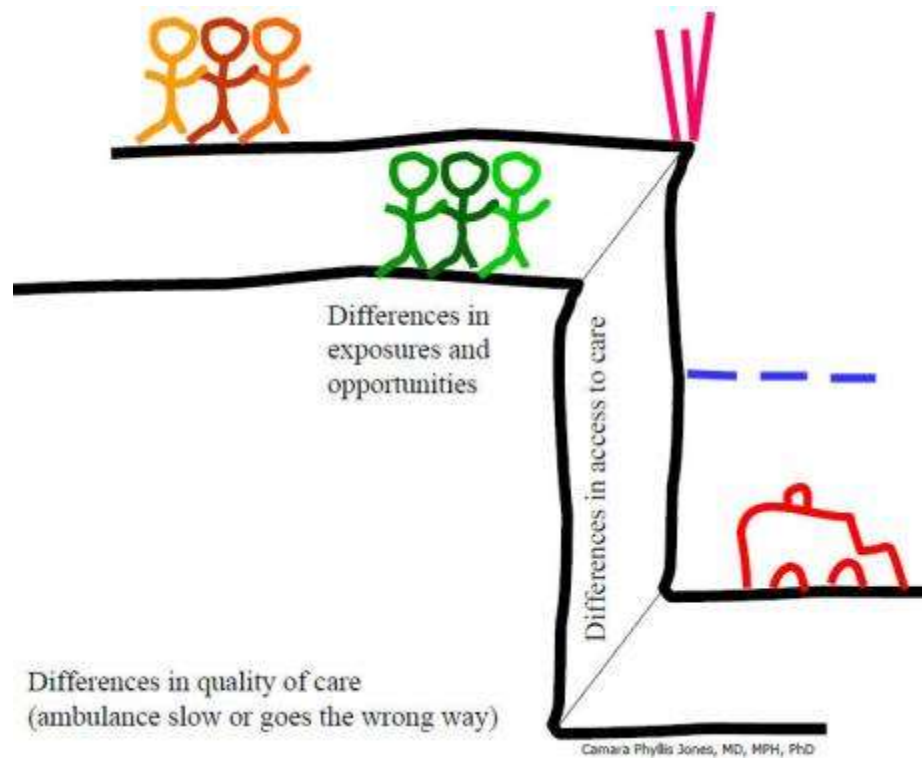


PREVENTION PROGRAMS...



Camara Phyllis Jones, MD, MPH, PhD

WHAT HAPPENS WHEN THESE KIDS FALL OFF THE CLIFF?



HEAL IDAHO NETWORK

Began June 2010

- State and Regional meetings
- Sponsored Workshops

Over 350 individuals and organizations strong

- Non profits
- Health Care Providers
- City Planning and Zoning
- Education
- Insurance Providers
- Foodbanks



Healthy Eating, Active Living (HEAL) Idaho

Nutrition and Physical Activity Framework 2011 – 2013



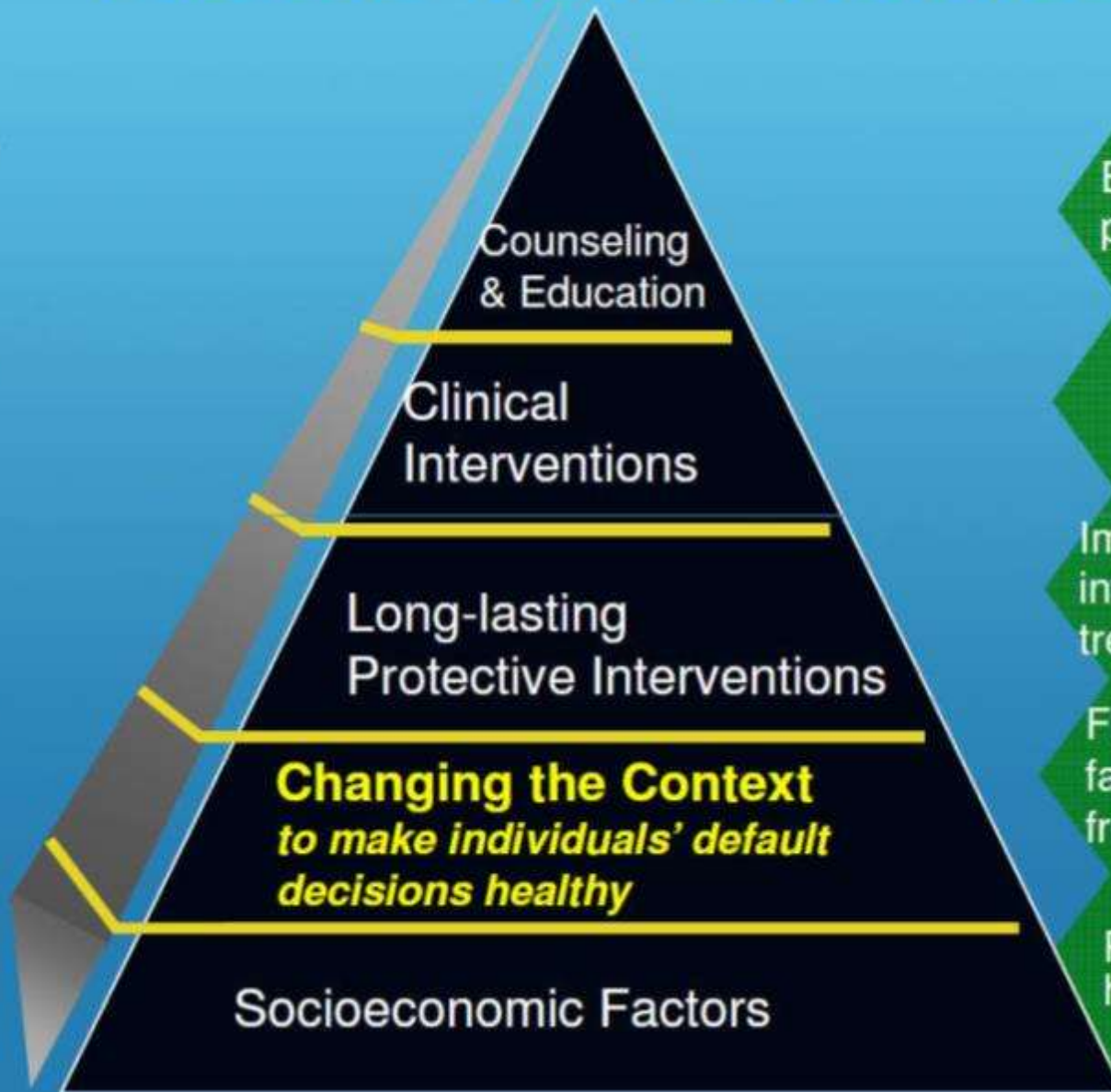
HEAL Idaho A Framework for Success

Factors that Affect Health

Smallest
Impact



Largest
Impact



Examples

Eat healthy, be physically active

Rx for high blood pressure, high cholesterol, diabetes

Immunizations, brief intervention, cessation treatment, colonoscopy

Fluoridation, 0g trans fat, iodization, smoke-free laws, tobacco tax

Poverty, education, housing, inequality

EVENTS AND PROGRAMS VS. POLICY, SYSTEMS AND ENVIRONMENTAL CHANGE

CHARACTERISTICS OF EVENTS AND PROGRAMS

One time

Additive: often results in
only short-term
behavior

Individual level

Not part of ongoing plan

Short term

Non-sustaining

CHARACTERISTICS OF PSE CHANGE

Ongoing

Foundational: often
produces behavior
change over time

Policy level

Part of an ongoing plan

Long term

Sustaining

EXAMPLES FOR WORKSITES

Programs/Events	Policy, Systems and Environmental Changes
Conduct a worksite farmer's market to exchange produce	Establish healthy meeting and fundraising standards for foods; provide fresh produce in break rooms
Host a worksite weight loss challenge	Establish a policy to allow staff flex time to work out; provide shower facilities; establish a walking path/route around the workplace and provide staff with maps
Send out monthly employee newsletters with healthy eating tips	Adopt nutrition standards for healthy vending and work with vendors to supply healthy options for purchase; mark healthy options in machines
Promote May in Motion	Provide facilities for staff to lock/store bicycles; provide changing/showering facilities
Promote the Great American Smokeout	Establish a smoke free campus policy; promote cessation classes

HEAL FRAMEWORK

Developed by the network

Goals for infrastructure/capacity building, nutrition and physical activity

Recommended actions

- Build Capacity
- *Environmental Change*
- *Advocate, Adopt and Implement Policies*
- Individual Education through Communication

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USING THE FRAMEWORK TO SELECT COMMUNITY HEALTH PRIORITIES

Creating Healthier Communities Summit – April 2014

- St. Luke's, St. Al's, Blue Cross of Idaho Foundation for Health, HEAL, etc.
- Two day summit of community partners and organizations statewide
- Held presentations and created working groups around prioritized areas
 - Healthy Active Kids
 - Active Transportation
 - Equity
 - Access to Care
 - Access to Healthy Foods
- Can use the framework to determine best practices, specific setting strategies, and data
- Will continue this work through the next summit in April 2015
- Model can be replicated at a local level with appropriate health care and public health partners

NETWORK BENEFITS

Networking

Education

Access to Model Policies and Best Practices

How to Get Involved

- Like the HEAL Facebook page
- Attend a Meeting
- Get on the Listserv
- Submit a success story



Healthy Eating, Active Living (HEAL) Idaho

Nutrition and Physical Activity Framework 2011 – 2013



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Facebook: “Healthy Eating,
Active Living, HEAL Idaho”

Future Annual Summit:
April 20th-21st Boise