

# Improving Community Health

*A Necessary Community Benefit*

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# Community Health Needs Assessment

- Group 1: Weight management, nutrition, & fitness
- Group 2: Diabetes prevention & management
- Group 3: Mental health  
(Wellness, suicide, mental health providers)
- Group 4: Barriers to access  
(Including Affordable care; Affordable health insurance; Transportation to and from appointments; Primary care providers availability; Affordable dental care)
- Group 5: Additional health education & screening programs (Excessive drinking and Illicit drug use; High cholesterol, Safe sex education, Education support programs ; Asthma; Skin cancer)



# CHNA – Guiding a “Get Well” Strategy

- **Group 1: Weight Management Fitness & Nutrition**
  - *Breast Feeding Classes*
  - *Weight Loss Challenge*
  - *Bariatric Support & Surgery Program*
  - *YEAH! (Youth Engaged in Activities for Health)*
  
- **Group 2: Diabetes Prevention & Management**
  - *Behavioral Health Services – Humphreys Diabetes*
  - *Don Scott Diabetes Family Camp*
  - *Diabetes Specialty Clinic*
  - *Pediatric Diabetes Awareness*



# CHNA – Guiding a “Get Well” Strategy

- **Group 3: Mental Health**

- *Allumbaugh House*
- *Employee Mental Wellness*
- *Children’s Hospital Neurobehavioral Medicine*
- *Psychiatric Wellness Services*

- **Group 4: Barriers to Access**

- *Support of Affordable Care providers (FMRI, Garden City Community Clinic)*
- *Integrated Care Transition Programs (hospital to home)*
- *Patient Transportation Assistance Fund*



# CHNA – Guiding a “Get Well” Strategy

- **Group 5: Additional Health Education, Screening & Prevention Needs**
  - *Asthma Day Camp*
  - *Skin Cancer Prevention*
  - *Risk Factor Screening*
  - *High Cholesterol Wellness*



# CHNA – Guiding a “Get Well” Strategy

## 2 Highlights:

**YEAH! Explorer Camp**

**<http://www.youtube.com/watch?v=LssLSEw28nE>**

**Star Track - Star, Idaho**



# *Star Demographics*

- **Star, Idaho**

- Rural community located West of Boise, Idaho – population 6,000 with approximately 2000 households and 1650 families residing in the city. 50% of these households have kids under the age of 18 living with them. The median age in the city is 33 years.
- Star Elementary – K-5, 500 students.
- 43% - Free & Reduced breakfast/lunch
- Star Parks & Recreation – 22 programs, 1200 participants each year and continues to grow.



# Proposal...



- St. Luke's Health System & Star Elementary – **partnership**
  - Build a Track 10'wide, 1/4mile – 26k
  - Improve health of the 6,000 residents in the community
    - Programming on Track – adults and kids
    - Education in Community
    - Free Health Screening Opportunities
    - Fund Raising efforts – maintenance of track
    - Access to Athletic Trainer/Health Coach

# *Our Built Environment...*



- Star Elementary Track
- Hunters Creek Sports Complex
- Star River Walk/Park
- West point Park – dog park
- Star City Hall Public meeting room

# *Year 1 implementation...*

- 10' wide, ¼ mile track – *August*
- Community kick-off event – *September*
- Jog-R-Walk Fundraiser – *September*
- Fall 8-week before school program – *October/November*
- Great Pumpkin Race – *October*
- Spring 8-week before school program – *April/May*
- Track Tuesdays – community meet-up, *April – ongoing*
- Wellness Wednesdays – community health seminars, *May, held every quarter*
- Star Striders
- Dream Mile



# Year 2 planning...

- Star Steppers - Fall/Spring – 8 week before school programming, turn-key
  - Wellness Wednesdays – community health seminars, quarterly
  - Parent committee
  - Local business participation
  - Track Tuesdays
  - Implementation of Fitness Gram
  - Increase opportunities for free health screenings
- \* *we will continue to strive to increase participation numbers in programs offered on the track as well as programs offered through the City of Star Parks & Recreation programs*



# Photos...



# Photos...



# CHNA – Guiding a “Be Well” Strategy

## St. Luke’s Community Health Initiatives

- Pop Up Produce (Global Gardens)
- Community Health Partners Booth – Capital City Public Market
- Sun Safety Pilot – Saint Al’s, St. Luke’s & the City of Boise
- Community Health Improvement Fund
- Creating Health Communities Summit
- 24-Hour Think Challenge
- FitOne



# Community Health Partners

Capital City Public Market





# FitOne + CHNA = Healthy Communities

As a platform for year-round fitness, it positively impacts obesity, diabetes, mental health, barriers to access, health education and screenings.

Community members are using FitOne – the Expo, the Event and the Movement - to connect with resources, celebrate community, AND move towards better health.



# 2014 VIDEO

[VIMEO](#) / [YOUTUBE](#)



# KEY STATISTICS

## 2013

<b>5,000</b>	Participants
<b>8,000+</b>	Expo Attendees
<b>\$70,000</b>	Raised for St. Luke's Children's
<b>23M</b>	Estimated Media / Marketing Impressions (Print, Radio, Television, Outdoor, Collateral, Signage, Online, On-site)
<b>\$289K</b>	Sponsored Media Value-In-Kind

## 2014

<b>10,000</b>	Participants
<b>10,000+</b>	Expo Attendees
<b>\$90,000</b>	Raised for St. Luke's Children's
<b>25M</b>	Estimated Media / Marketing Impressions (Print, Radio, Television, Outdoor, Collateral, Signage, Online, On-site)
<b>\$310k</b>	Sponsored Media Value-In-Kind



# 2014 DEMOGRAPHICS – GEOGRAPHY

STATES	
Idaho	80.3%
Utah	7.2%
Oregon	3.4%
California	2.5%
Washington	1.9%
Colorado	0.6%
31 Additional States	4.1%
One (1) International	

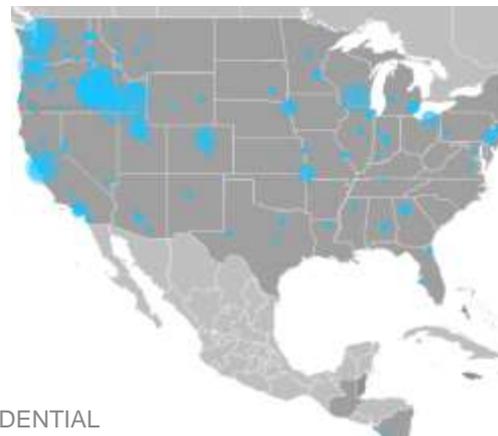
FitOne experienced a 15% gain in out-of-state participation in 2014.

37 total states represented.

The St. Luke's Women's Fitness Celebration had consistent out-of-state participation of 5%.

## 20% out-of-state registrations

- 19% of all 5K registrations
- 18% of all 10K registrations
- 21% of all Half Marathon registrations



# 2014 EXPO HEALTH SCREENING STATISTICS

## 1,151 Health Screenings

- BMI: *52% overweight or obese*
  - 3% Underweight (<18.5)
  - 45% Acceptable (18.5-24.9)
  - 29% Overweight (25-29.9)
  - 23% Obese (30- >40)
- Blood Glucose:
  - 35 people identified as pre-diabetic
  - 7 people identified as diabetic
- Blood Pressure: *58% pre-hypertension or above*
  - 41% Desirable
  - 40% Pre-hypertension
  - 15% Stage 1 Hypertension
  - 3% Stage 2 Hypertension

## 79 one-on-one visits with a Health Coach

### Health Screening Exit Survey Data

(60 Surveys completed)

- 86% Female / 14% Male
- 56% FitOne Participants / 44% Non
- 39% Returning Participants / 25% New
- 73% Set a Personal Health Goal



# WHERE WE'VE COME, AND WHERE WE'RE HEADED

**2013** FitOne introduced as the evolution of the Women's Fitness Celebration

**2014** National Running Day Registration Launch – Kick-Off Your Healthy Summer  
Doubled participation – including men, women & children of all ages and abilities  
New 10K Course & Inaugural Half Marathon  
Kids 12 & Under FREE  
Community Outreach & Partnerships

**2015** Refine existing elements and grow corporate and community collaboration and partnerships



# ST. LUKE'S AT FITONE EXPO





# Community Health Improvement Fund Investing in Our Communities

- Annual grant program – Events and Programs
- Provide financial support in programs and event sponsorships for local, regional and national nonprofits demonstrating their positive impact on our CHNA significant needs.
- Strategic investment, activating partnerships toward improving the health of people in our region.





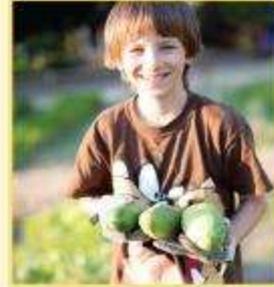
## Lifetime Movers

### St. Luke's + BPS | Community Health Partners

This program is an organized and structured noontime physical activity program targeting elementary students enrolled in Title I schools in the Boise School District. The ten week program (per semester) provides activities three days per week, adding 90 minutes of organized and structure physical activity per week for those students most in need. It provides schools with the necessary resources to help students adopt physical activity behaviors key in combating obesity and promoting lifetime physical activity.



Community Health Improvement  
Fund Investment: \$4,000  
Impact: 800 students served



## Health-Based Youth Education Programs

### St. Luke's + BUGS | Community Health Partners

BUGS engages youth in their classrooms and communities through organic gardening, creating a learning environment that promotes health and nutrition. Students learn the science behind gardening, skills in the kitchen, and how to create healthy lunches with food they've grown. They experience small business practices and utilize math skills in the farm stand where they price, market, and sell produce from the garden. "Just Add Water" was offered this year as a manual to provide schools with the tools and resources to create and maintain a school garden program.



Community Health Improvement  
Fund Investment: \$3,000  
Impact: 4,000-4,500 students



WOMEN'S & CHILDREN'S  
ALLIANCE



## Free Counseling for Adults and Children

### St. Luke's + WAC | Community Health Partners

This program provides free counseling to adults and children who have suffered the trauma of domestic violence. The therapy is a critical component of breaking the cycle of abuse. It is the only provider of free counseling sessions provided by master's level clinicians for children in our community.



Community Health Improvement  
Fund Investment: \$10,000  
Impact: 300 child counseling sessions

# Questions and Answers

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