

Heart ♥ Healthy Waukesha County

Community Breakthrough Collaborative

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REPORT TO SUPPORTERS *November 2004*

In September 2003, Heart Healthy Waukesha County (HHWC) entered the pilot phase of a vital community health initiative to decrease the risk of cardiovascular disease among adults who live and work in Waukesha County, WI. During the past year, thanks to the generous support of individuals like you and the organizations you represent, Heart Healthy Waukesha County successfully tested an innovative approach to community health improvement. HHWC touched the lives of more than 7000 people by empowering nine action teams as collaborators in selecting and implementing evidence-based interventions known to positively impact health risks related to nutrition, physical activity and tobacco use/exposure. As HHWC enters phase two, it is poised to make a significant, ongoing positive difference in the health of people in southeast Wisconsin. In the coming months, HHWC will build on the success of the pilot project by conducting a “Community Breakthrough Collaborative” that focuses on county workplaces as a strategic target for generating community involvement and for fostering ongoing leadership commitment to support health improvement.



VISION STATEMENT

Using our expertise in wellness and the Breakthrough Collaborative model, Heart Healthy Waukesha County will support system change to help working adults adopt healthier lifestyles. Focusing on three key determinants of health – physical activity, tobacco use/exposure and nutrition – HHWC will become known throughout Waukesha County as a champion and key resource for achieving healthy lifestyles as well as a role model for other community partnerships aimed at improving employee wellness.

OUR VISION OF A HEART HEALTHY COMMUNITY

Key components of a system of community heart health

Leadership. Leaders demonstrate visible commitment to heart health as a community and organizational priority. Leaders create policies and procedures that support improvements in cardiac health. They remove barriers to healthy lifestyles and provide incentives to adhere to heart healthy guidelines. Leaders model appropriate/desirable behaviors.

Policies. Policies exist at all levels – governmental, educational, workplace, and organizational – that foster healthy lifestyles. Heart healthy policies are evidence-based and supported by community data.

Community Alliances and Partnerships. Community alliances and partnerships maximize resources and enable communities to take an active role in heart health. Community organizations (e.g., churches, senior centers, fitness centers and others), work sites, health departments, clinics, and healthcare systems use partnerships to develop evidence-based programs and policies that support heart health.

Access. In a heart healthy community, everyone has access to screening, counseling and referral for heart disease risk factors as well as access to resources for safe physical activity; affordable, healthy food choices; and a tobacco-free environment.

Environment. Physical, social, and workplace environments throughout the community are conducive to improving and maintaining heart healthy lifestyles.

Self-management. In a heart healthy community, people take a central role in determining their own wellness. Health advocates, agencies, and providers work to foster responsible personal health decisions. They work with people to help them identify and define problems, set priorities, establish goals, create plans, and solve problems.

Information. Accurate information to support healthy decisions at all levels (individual, family, employer, community, etc.) is accessible to everyone in the community regardless of language, literacy, or educational or cultural background.

A Community Breakthrough Collaborative (CBC) is an innovative, community-based, prevention-focused adaptation of the Breakthrough Series Collaborative model that has been employed nationally in Health Disparities Collaboratives and in Improving Chronic Illness Care Collaboratives. In a Breakthrough Collaborative, action teams from many organizations work together to tackle a specific health problem from multiple perspectives. Sometimes called implementation teams, action teams vary in size, usually being comprised of a core team of five to eight people supported by an extended team within their sponsoring organizations. The teams are guided by evidence-based change concepts, experts knowledgeable about the problem, and process improvement advisors. Through the Collaborative network, teams share information about effective health interventions and strategies for overcoming implementation barriers. They use continuous quality improvement (CQI) methods to design, test, and implement site-specific, systemic change strategies. The “breakthrough” power of the Collaborative is the synergistic effect of combining multifaceted health interventions and multiple sites.



HEART HEALTHY WAUKESHA COUNTY

Action Teams in HHWC Pilot Collaborative

September 2003 - June 2004

Organizations represented on team	Area of focus	Results
Community Memorial Hospital	Worksite fitness	Conducted employee health assessments. Tested fitness program with 40 inactive employees. Extended initiative company-wide using Active for Life program developed by American Cancer Society. Have 300 employees participating and 20 employees trained as Active for Life team leaders.
Pro Health Care	Worksite fitness	Conducted employee health assessments. Provided health tips and self-management support to employees in pilot program. Expanding program across the hospital employee population.
Waukesha County Technical College* Jazzercise	Worksite and school site fitness	Hosted campus-wide health fair. Conducted fitness and BMI assessments for employees and students. Sponsored 2 employee fitness campaigns during pilot. Continues to sponsor employee fitness campaigns.
Wisconsin Walks Wisconsin Department of Transportation	Community environment for fitness	Hosted 4 public educational seminars on making communities more walkable. Continues to offer public programs on walkable communities.
Waukesha County Government Quad Graphics	Worksite nutrition	Increased the number of healthy choices on menu in cafeteria in county government complex. Monitored sales, which demonstrated steady increases in consumption of healthy menu items.
Hispanic Community Health Resource Center Waukesha County Public Health Division UW-Extension Food Pantry of Waukesha County Hispanic Collaborative Network La Casa de Esperanza WCTC English as a Second Language Program	School site nutrition, Hispanic population	Piloted a program incorporating nutritional information into the English as Second Language course offered by WCTC. Program became a standard part of the course offering starting in June 2004.
Waukesha County Technical College* Food Services Inc. Waukesha Memorial Hospital	Worksite and school site nutrition	Hosted 4 noon hour "label logic" informational programs for employees. Provided food vendor with recipes for healthier menu items. Increased number of healthy choices on menu in campus cafeteria and on catering menu for WCTC conference center. Provided food vendor with a method for monitoring sales of healthy items in cafeteria. Posted nutritional information at point of purchase in cafeteria.
Elmbrook Memorial Hospital Wisconsin Tobacco Council	Worksite tobacco use and exposure	Surveyed smokers regarding readiness to quit. Provided smoking cessation information. Linked smokers to community smoking cessation resources.
Waukesha County Tobacco Free Coalition Addiction Resource Council American Cancer Society Quad Graphics Washington County Tobacco Free Coalition	School site tobacco use and exposure	Surveyed students in WCTC Emergency Medical Technician program regarding smoking habits and readiness to quit. Provided smoking cessation information. Linked smokers to community smoking cessation resources.

* Waukesha County Technical College (WCTC) sponsored two teams, one focused on nutrition, the other on fitness.

WCTC received \$24,784 for HHWC from the Preventive Health and Health Services Block Grant of the Centers for Disease Control. This federal grant represents 46% of funds received for project operations in 2004. This publication was made possible by the PHHS Block Grant

Phase one

The Waukesha County Health Council launched Heart Healthy Waukesha County in January 2003 in partnership with the Center for Quality and Innovation of Waukesha County Technical College (WCTC). Representatives of sixteen county organizations collaborated to plan and implement project activities. Together they created the vision of a heart healthy county that appears in this report. From January 2003 through June 2004, HHWC designed and conducted a series of events related to improving cardiovascular health.

Phase one activities

- two half-day community awareness events,
- three 2-day training events for HHWC action teams, and
- three 2-hour informational workshops for organizational leaders.

In addition to the initial sixteen HHWC partners, numerous other community, county and state organizations have provided advice, informational materials, feedback, and speakers for HHWC activities. Today, Heart Healthy Waukesha County is an active, growing partnership of healthcare providers, educational institutions, businesses, government, and community-based organizations with a shared mission to improve the cardiovascular health of Waukesha County.

Supporters include:

AARP Wisconsin
Addiction Resource Council, Waukesha
Advanced Healthcare
American Cancer Society
American Heart Association, Wisconsin
American Lung Association
Aurora Health Care
Carroll College
Center for Tobacco Research and Intervention
Covenant Healthcare System, Inc.
Covenant Quad - West Allis
Froedtert and Community Health
Laureate Group
Linden Grove
Nutrition Coalition, UW-Extension
ProHealth Care
The W. Edwards Deming Institute
United Way in Waukesha County
Waukesha County Chamber of Commerce
Waukesha County Economic Development Corporation
Waukesha County Executive's Office
Waukesha County, Department of Senior Services
Waukesha County, Division of Public Health
Waukesha County Technical College (WCTC)

Phase two

As HHWC enters phase two, the overarching goal remains the same: to impact positively three principal behaviors that adults can adopt to improve their heart health:

- Eliminate tobacco use and exposure.
- Exercise 20 minutes or more most if not all days of the week.
- Eat healthy. (Eat 5 or more servings of fruits/vegetables each day; limit fat to 20 - 35 percent of total calories per day; increase fiber intake; decrease sodium and cholesterol intake.)

Consistent with these goals, HHWC has a three-year plan that focuses on workplaces as a strategic target for generating community involvement and fostering ongoing leadership commitment to support health improvement. The plan is closely aligned with the state health plan, *Healthiest Wisconsin 2010*, with the national health plan, *Healthy People 2010*, and with the worksite objectives expressed in *Healthy Workforce 2010*.

The focus on workplaces recognizes that work sites are leverage points which offer an opportunity to affect the daily sociocultural environment of large numbers of people and where employers' concern about healthcare costs and productivity offer an opportunity to foster leadership commitment to health improvement. The Collaborative model which is the centerpiece of the HHWC approach is particularly appropriate for workplace environments because it employs continuous quality improvement methods to carry out systemic health programs and interventions in much the same way that managers use quality improvement tools to make organizational changes.

Phase two objectives

- Increase the number of Waukesha County employers that offer employee health promotion programs related to nutrition, physical activity and tobacco use and exposure that include:
 - health education,
 - supportive social and physical environments,
 - integration of the worksite program into the organizational structure, and
 - processes for supporting individual behavior change.
- Increase the number of county employees who participate in employer-sponsored health promotion activities related to nutrition, physical activity and tobacco use/exposure.

Key strategies

- Create sustainable, systemic changes in the sociocultural environment of Waukesha workplaces that promote adoption of the healthy behaviors related to nutrition, physical activity and tobacco use/exposure.
- Develop leadership commitment to providing environments and programs that promote healthy behaviors related to nutrition, physical activity and tobacco use/exposure.
- Foster worker participation in planning and implementing evidence-based health interventions that promote and support healthy behaviors related to nutrition, physical activity and tobacco use/exposure.

Note: Although HHWC's three-year strategic plan targets work sites, action teams that are not workplace-focused will be welcome to participate. In particular, HHWC is committed to providing continuing support to the community-based action teams who participated in the pilot Collaborative. Several pilot teams have indicated they will continue be part of the HHWC Collaborative network.

Next steps

In April 2004, HHWC formed a provisional academic partnership with David B.Schubot, Ph.D., evaluation advisor with the Medical College of Wisconsin. The move is part of an effort to secure major funding for Heart Healthy Waukesha County under the Healthier Wisconsin Partnership Program. To date, the work of Heart Healthy Waukesha County has been made possible through generous volunteer efforts, in-kind donations, and grants from the following supporters:

American Society for Quality
Aurora Health Care
Covenant Healthcare System, Inc.
Froedtert and Community Health
GlaxoSmithKline Pharmaceuticals
Pfizer Pharmaceuticals
ProHealth Care
The W. Edwards Deming Institute®
Wisconsin State Department of Health and Family Services
Prevention Block Grant Program

The grants provided sufficient funds to temporarily secure the services of a part-time project coordinator, clerical support, and supplies. Additional funding is needed to carry

out the work of phase two on a scale sufficient to have ongoing impact on county health and on the county's capacity for continuous health improvement. If funded under the Healthier Wisconsin Partnership Program, Heart Healthy Waukesha County will require an additional \$46,000 per year to fully implement its 3-year plan.

Into the future

The Community Breakthrough Collaborative that HHWC plans to conduct over the next three years with Waukesha County employers will (1) improve the health environment of the county's workplaces and at the same time (2) demonstrate positive outcomes to business leaders thereby enabling HHWC to generate donations and fee-for-service programs that will sustain the partnership as an ongoing initiative to improve community health.

Unhealthy lifestyles are shaped by social determinants. Education and self-motivation are necessary but insufficient by themselves to maintain lifestyle changes. Sustaining health improvements over time among large segments of the population requires a shift in emphasis from a focus on individual-level health improvement activities to a focus on organizational practice-and-policy level interventions. The HHWC Collaborative is a sound, innovative approach that has the potential to transform Waukesha County's capacity and processes for continuous health improvement by strengthening an underdeveloped capacity for systemic health improvement in workplace environments and developing leadership commitment to health improvement within workplaces.

By engaging workers and employers as collaborators in selecting and implementing evidence-based interventions known to positively impact health risks related to nutrition, physical activity and tobacco use/exposure, HHWC has selected an improvement approach designed to empower working men and women to become active participants in their own health improvement and, ultimately, to reduce their risks of heart disease, cancer and stroke.

Contact information

For information about Heart Healthy Waukesha County, contact Co-chairs: Herb Rosenberger, 262-928-2708, herb.rosenberger@phci.org and Bob Speer, 414-465-3609, bspeer@covhealth.org; or Project Director, March Jacques, 262-691-5152, mjacques@wctc.edu.

Heart ♥ Healthy Waukesha County

Community Breakthrough Collaborative

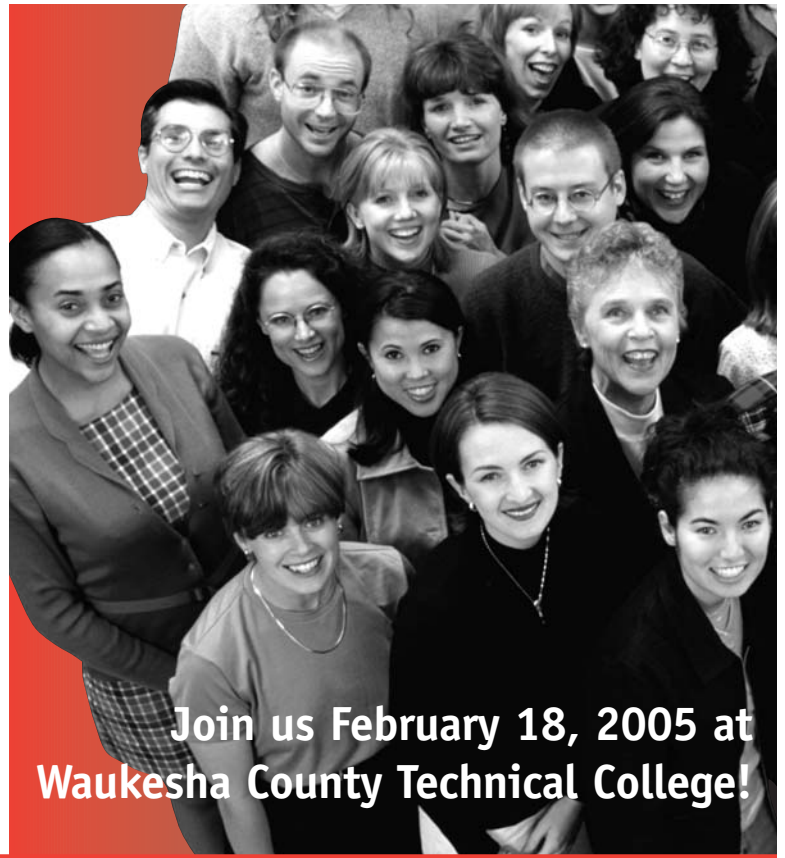
Heart healthy leaders walk the talk!

Make a date for heart health. Join us February 18, 2005, as Phase 2 of Heart Healthy Waukesha County gets underway in the Richard T. Anderson Education Center on the Pewaukee Campus of Waukesha County Technical College.

Keynote speaker Robert Sweetgall set the pace for walking to improve health. He covered America on foot seven times. (He is the only person we know to walk in all 50 states in 365 consecutive days!)

Sweetgall educates and energizes with stories of life on the road and of stepping up to the challenges of building healthier communities – more vigorous workplaces – and a stronger, revitalized you.

Take a step toward a healthier Waukesha County. Join us February 18 as Phase 2 of Heart Healthy Waukesha County hits the road.



**Join us February 18, 2005 at
Waukesha County Technical College!**

Waukesha County Technical College
Center for Quality and Innovation, Room A102
800 Main Street
Pewaukee, WI 53072

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