



THRIVING WELD

A community where the healthy choice is the easy choice.

2015 PROGRESS REPORT

The aim of Thriving Weld County's Community Health Improvement Plan is two-fold: 1) to reduce people's risk for chronic disease and help them maintain a healthy body weight through nutrition, physical activity and obesity prevention strategies, and 2) to increase years of healthy life and reduce disparities among all Weld County residents through multiple social and emotional wellness strategies. To find out more about read on.

THRIVING WELD

2015 PROGRESS REPORT

This brief report addresses two related questions: Are we accomplishing our goals? and How are we doing? The original 2012-2016 Community Health Improvement Plan, which was initiated in December 2012 and is also called the CHIP, is now fully reflected in the Thriving Weld Website at www.thrivingweld.com. There are nearly 70 organizations across all sectors in the community working on fourteen key strategies and tracking progress on hundreds of measures. This report summarizes progress on 38 measures around the three priority areas of healthy eating, active living, and healthy mind and spirit activities.

Overweight and obesity rates and levels of social and emotional support are the main population outcome measures for all three community health improvement plan priority areas. Making positive improvements in these population health measures is expected to take time due to the complex nature of the individual and community factors that influence them. The overweight and obesity rate in Weld County adults was up slightly between 2010 and 2013 from 62% to 65%. The target goal is that no more than 51% of the population are overweight or obese. On the other hand, child overweight and obesity rates went down slightly from 29% in 2013 to 28% in 2014. The target goal for children is 10%. The proportion of adults who said they usually or always get the emotional or social support they need has remained about the same at about 83% with the target goal at 92%.

Taken together, among all three priority areas about 37 percent of the 38 key measures reported here have met or exceeded their target value, about 34 percent are with 20% of their target value, and about 29 percent are more than 20% from their target value. Nearly 50% of the measures with trend data are moving in a positive direction. For more information about the Community Health Improvement Plan key measures, go to <http://www.thrivingweld.com/Partners/Government/WeldCountyDepartmentofPublicHealthandEnvironment.html>

BRIGHTSPOT STORY:

As a community health organization, Sunrise Community Health is concerned not only about patient health, but also about the health of their employees. In order to encourage healthy choices for their employees, Sunrise tried many strategies such as removing sugary drinks and unhealthy snacks from vending machines, which were only marginally successful. The most effective strategy to date has been adding ice and water machines to all Sunrise locations. The ice and water machines are heavily used by staff every day. In this case, making an additional healthy choice available was far more successful than removing an unhealthy choice.

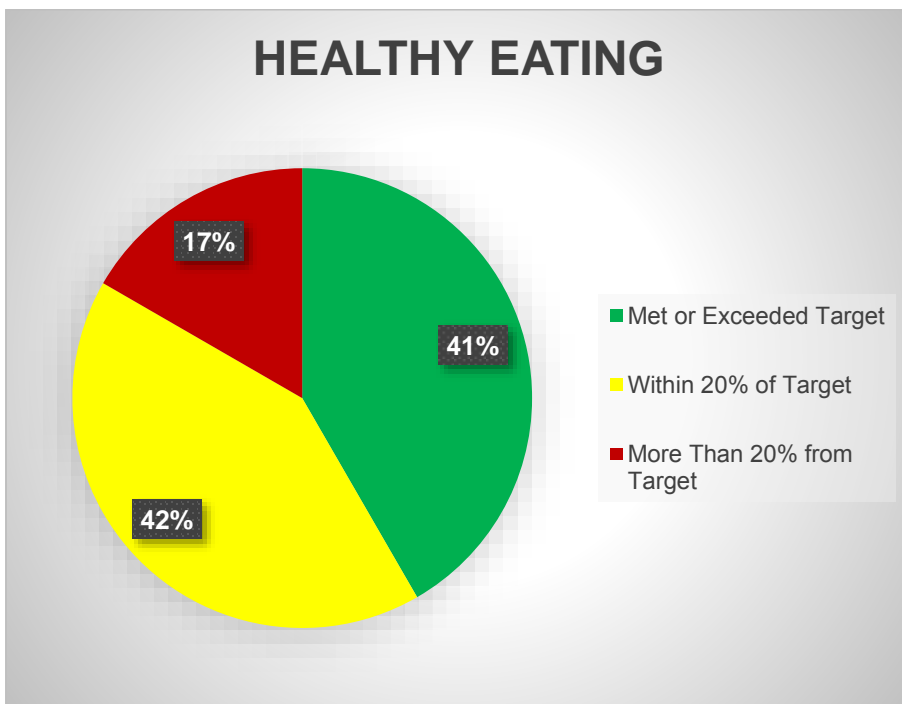


HEALTHY EATING

Increase access and consumption of healthy and affordable foods across the lifespan in Weld County.

Many individual and collaborative successes occurred over the past year in the healthy eating priority area. Six healthy eating-related success stories, called “Bright Spots”, are highlighted on the Make TODAY Count! website at <http://www.maketodaycount.org/brightspots>. One story, from Sunrise Community Health is summarized in the right-hand side bar on page 1.

A lot of progress occurred in the healthy eating priority area with 50% of the measures trending in a positive direction. Of the twelve healthy eating outcome and strategy measures, 42% of the healthy eating measures are currently “in the green” meaning the targets have either been met or exceeded, 42% are within twenty percent of their target, and only 17% (2 measures) are more than twenty percent from their target (see chart below).



Among the healthy eating measures, children’s sugary drink consumption is more than 20% from its target. Also, the proportion of restaurants in Weld County that are fast food and children’s fruit and vegetable consumption are trending in a negative direction.

Other accomplishments in the healthy eating area include: additional organizations participating in Make TODAY Count! Campaign’s healthy beverage policy initiative, expansion of breastfeeding friendly worksites, the double value coupons program at the City of Greeley Farmer’s Market, School District Six’s hiring of a food hub manager, and North Colorado Health Alliance’s SCALE grant award focusing on childhood obesity.

BRIGHTSPOT STORY:

The student wellness team at Scott Elementary implemented the *Playworks* program in the spring of 2015. *Playworks* is an evidence-based program designed to increase physical activity on the playground, decrease behavior issues, and improve the transition from recess to the classroom. The team has the goal of increasing student involvement in active recess time by 50% and decreasing behavioral referrals by 50%. Recently, they noted they are right on track with this goal!

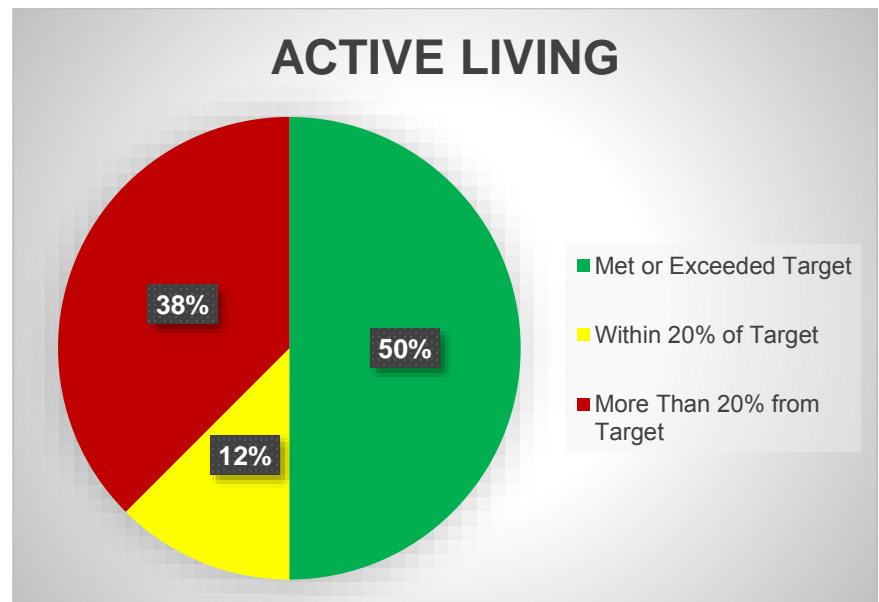


ACTIVE LIVING

Increase access and participation in physical activity among less active adults and children in Weld County.

A number of successes around active living also occurred in 2015 across the county. In addition to the Playworks Program which was implemented in Greeley-Evans School District 6 (see sidebar), the largest district in Weld County, the High Plains Library District, North Colorado Health Alliance, Department of Public Health and Environment, City of Greeley, and University of Northern Colorado made significant strides in increasing access and participation in physical activity among less active residents.

Of the eight active living measures reported here, four are “in the green”, one is “in the yellow”, and three are “in the red”. The areas farthest from their target values are: 1) the proportion of children spending too much time in front of a TV or computer screen, 2) the percent of adults who commute to work via biking or walking, and 3) the number of trail miles being built in the County. It appears adolescents and adults are getting recommended amounts of physical activity.



Other accomplishments in the active living area include the expansion of wellness policies among several children’s programs, implementation of a successful trails conference, receipt of a Safe Routes to Schools grant, implementation of a summer Family Fun Program for low income families, acquisition of a bike fleet for family fun rides, and additional progress on trails development in the county.

BRIGHTSPOT STORY:

When health providers treat underlying behavioral health issues instead of just diagnosing physical conditions, people are happier, live longer, and require fewer healthcare services. Similarly, people being treated for a mental health condition should look for a primary care provider who understands how the mind and the body work together and helps them develop a wellness plan that supports “whole person health.” That’s why North Range Behavioral Health, Sunrise Community Health and North Colorado Health Alliance (NCHA) have partnered successfully to offer integrated care services, a collaboration that treats the whole person, mind AND body. Behavioral health staff are integrated into the care management model at the Sunrise Clinic. NCHA has two behavioral health staff on the care management team that work with the Medicare and Medicaid members. As a result of treating the whole person, individuals are stabilizing and becoming more independent, and getting hope back in their lives.

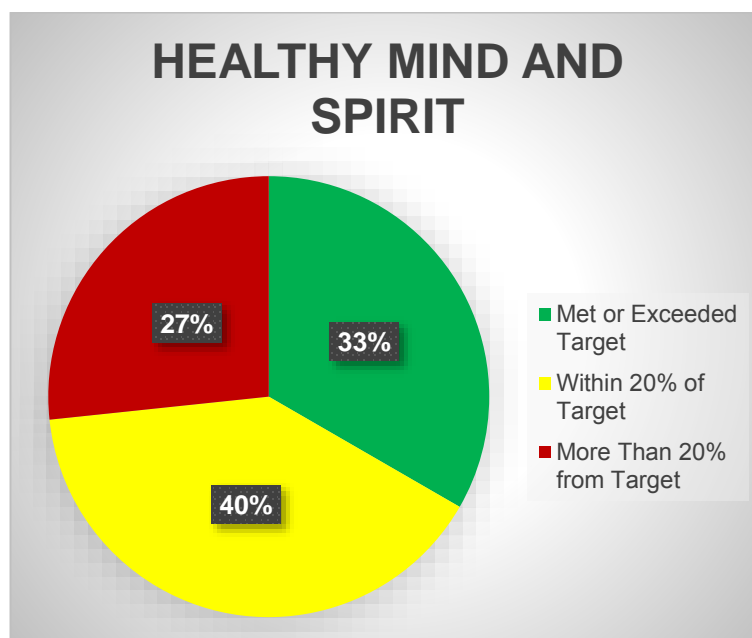
HEALTHY MIND AND SPIRIT

Promote positive mental and emotional well-being in homes, schools, workplaces, and neighborhoods.

Several successes have occurred in the healthy mind and spirit area as well. North Range Behavioral Health, North Colorado Health Alliance, and others have been working diligently to promote mental and emotional well-being in Weld County. In addition to further integrating physical and mental health care (see sidebar), these organizations have been working together to help reduce barriers to maintaining mental well-being for very vulnerable populations.

For the 15 healthy mind and spirit measures, about one-third of the measures are “in the green”, 40 percent are “in the yellow”, and 27 percent are “in the red”. Many of the healthy mind and spirit measures have remained the same or been trending in a negative direction. The measures furthest from their target values pertain to suicide deaths and adult poor mental health. Another area of concern is binge drinking in adults. On the positive side, adolescent alcohol, tobacco, and drug use has declined.

Other accomplishments in the healthy mind and spirit area include expansion of Mental Health First Aid trainings by North Range Behavioral Health, the successes of the Providers Advancing School Outcomes (PASO) Program and RISE Getting Ahead classes, and North Range Behavioral Health’s Suicide Education and Support Services Program and its Weld Prevention Partners Program.



MAKE TODAY COUNT!

Make TODAY Count! is a community health campaign that was initiated in 2013 by the North Colorado Health Alliance in collaboration with the Weld County Community Health Improvement Plan Joint Implementation Committee and with generous funding from Kaiser Permanente of Colorado. Currently, Make TODAY Count! is powered by a growing collaboration and commitment of individuals, agencies, and businesses throughout Weld County. The goal of the campaign is to engage people in making simple choices every day that together will make Weld County thrive. The campaign works closely with its partners to achieve the three goals of the community health improvement plan – improve well-being, increase healthy eating, and increase physical activity. The campaign conducts a variety of activities including supporting and expanding community gardens and farmer's markets, encouraging organizations to adopt healthy beverage policies, promoting consistent health messaging with the 5210 campaign for youth and their families, working to make Weld County more bike and walk-friendly, and supporting the Little Free Libraries Project and Community Murals Projects. For more information about the campaign, go to www.maketodaycount.org

In 2015, a comprehensive independent evaluation of Make TODAY County! found that the campaign was successfully implemented, with strong leadership, committed partners, and conducted a multitude of activities. The campaign directly reached nearly 50,000 adults and children in a variety of community events. More than 100 volunteers and 70 partner organizations collaboratively engaged in Make TODAY Count! activities. In terms of systems change, nearly 30 children's programs and 16 other organizations adopted wellness and/or healthy beverage policies last year. In addition to the widespread local marketing organized by the campaign, campaign staff collaborated with partners on several successful community-oriented projects including the double-value SNAP program, the Family Fun Program, and community gardens. Overall, it was estimated that the population penetration rate for the campaign was 19 percent.

Achieving behavior and culture change takes time. Make TODAY Count! did not aim or expect to achieve population behavior and culture change within its first three years. However, in order to coordinate efforts and resources in order to achieve change, Make TODAY Count! 1) identified and published measurable community goals; 2) engaged an ever-widening network of individuals and organizations in the common effort; 3) inspired efficient and committed work; 4) tracked, supported, and incentivized individual and organizational progress toward goals; and 5) continuously reminded all partners in plain terms of the urgency of achieving these goals within a decade. Using innovative communication channels and messages, in English and in Spanish, Make TODAY Count! increased awareness and knowledge and inspired individual and organizational action. Make TODAY Count! consists of social media, billboards, bus shelter advertising, community gardens, behavior change incentive programs, Little Free Libraries, and hundreds of campaign-related activities, events, and communications. Make TODAY Count! and its partners made commitments to community health improvement and to taking deliberate, measured, and coordinated steps toward a Thriving Weld.

THRIVING WELD DASHBOARD



The **Thriving Weld Dashboard** is a collaborative effort to facilitate data sharing for **collective impact** in Weld County. It is a shared goal-setting and management system with specific data about how our community is doing in the following areas: Access to Care, Active Living, Education, Healthy Eating, Healthy Mind and Spirit, and Livelihood. The two main

components of the Thriving Weld Dashboard are: **Strategy Maps**, which show the plan for how the community will achieve a shared goal in each of the focus areas, and **Scorecards**, which are an easy way to organize and display data to track performance in the focus areas. All organizations that contribute to the health of the community are encouraged to add data to the dashboard and place their activities into the strategy maps so that Weld County as a whole can see how the efforts of various organizations are fitting into the bigger picture. For more information about the dashboard contact Tyler Payne with the North Colorado Health Alliance at 970-346-5057, tpayne.alliance@nocooha.org or Cindy Kronauge with Weld County Department of Public Health and Environment at 970-304-6470, ext. 2221, ckronauge@weldgov.com

One of the most vital tools of the Community Health Improvement Plan and Make TODAY Count! campaign is the Thriving Weld Dashboard. The Dashboard gives partners and the public the ability to see at a glance the county's areas of focus regarding health, and now the just as important health-related areas of education and livelihood improvement. Like the dashboard of a car, the device facilitates navigation in order to accelerate progress toward and help guarantee arrival at predetermined goals. Leaders and partners use the Thriving Weld Dashboard to set common goals, to measure progress, and to gather data for program analysis, research, and grant writing. Contributing partners upload their own program and target data, automated reporting and analysis help gauge impact and rate of progress, and facilitate course corrections and acceleration. An important milestone for the Thriving Weld Dashboard was its adoption by United Way of Weld County in 2015 as the exclusive platform for project reporting for all grantees.

As of the end of 2015, there were 86 partners and programs on the dashboard including over 40 partners of the United Way of Weld County. In addition to the North Colorado Health Alliance Community Impact Coordinator, there is now a United Way Community Impact Coordinator that provides training and technical assistance to partners and program on the collective impact approach and use dashboard. This past year, over 150 hours of trainings and/or technical assistance were provided by North Colorado Health Alliance Collective Impact Coordinator and 23 presentations about our collective impact work using the dashboard were given to health and human service colleagues across Colorado. The web-based dashboard has undergone several upgrades and improvements over the past year that continues to make the dashboard more useful.

CONCLUSIONS/NEXT STEPS

This year great strides were made in all priority areas. The partnership continues to be strong and has expanded. More people and organizations are doing things that are aligned in each priority area. The idea of collective impact is continuing to take hold. The use of the dashboard to facilitate the collective impact approach expanded to three more areas: Access to Care, Education, and Livelihood. Our shared backbone organization partnership is strong as well.

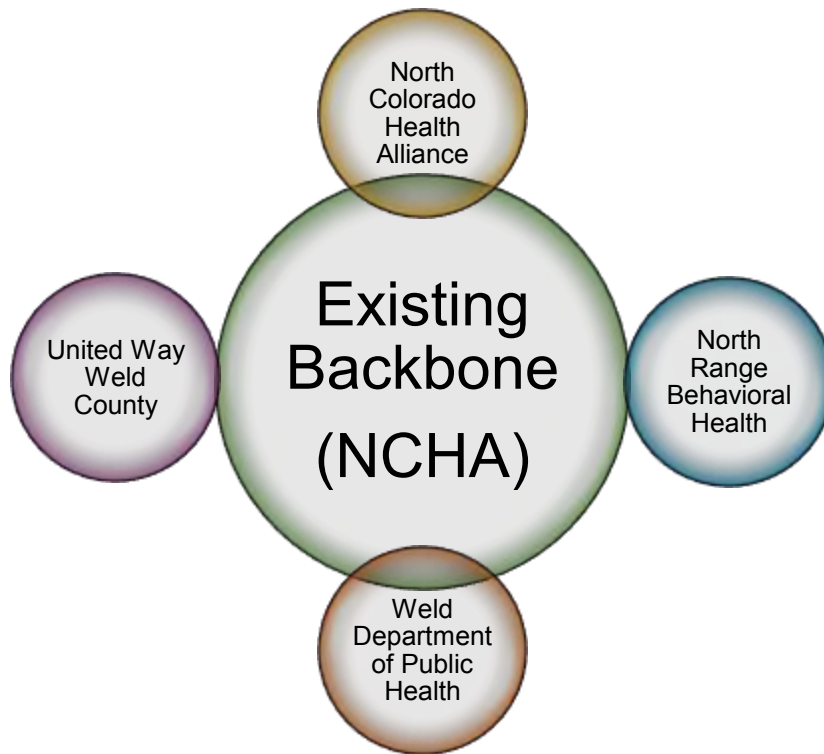
An ongoing question for the leadership group and priority area groups is: How can we improve in the areas of leadership, partnership, alignment, and action? And finally, how can we reach out to others who are not involved yet to join us? These questions and more will help drive the continued work and learning process.

HOW WE WORK TOGETHER

Our Collective Impact Motto - SMILE!



Our Structure



How the Work Gets Done



OUR PARTNERS

ABC Daycare Centers	Aims Community College
Alternative Homes for Youth	American Lung Association in Colorado
ARC of Weld County	Area Agency on Aging
Banner Health	Banner Health / NCMC Paramedic Services
Boys and Girls Club of Weld County	Catholic Charities
Centennial Area Health Education Center	Christ Community Church
City of Greeley	Color Our World
Colorado Access	Colorado School of Public Health
Colorado State University	Community Foundation Serving Greeley/Weld County
Connections for Independent Living	CSU Weld County Extension
Family of Christ Presbyterian Church	Greeley Police Department
Greeley Trails: Open Space Foundation	Greeley Transitional House
Health District of Northern Larimer County	Herbies Auto
High Plains Library District	Integrated Nutrition Education Program
Junior Bulldogs	Kaiser Permanente
Milliken Police Department	North Colorado Medical Center Foundation
North Range Behavioral Health	North Colorado Medical Center Foundation
Northeast Behavioral Health Partnership	Our Lady of Peace Church
Real Food Colorado	Right to Read of Weld County
Salvation Army	Sexual Assault Victim Advocate Center
SEVA	Sunrise Community Health
The Children's Garden	Thompson Rivers Parks & Recreation District
Touchstone Health Partners	Town of Mead
Turn Around Bikes	Ubuntu Community Garden
University of Colorado Health	University of Northern Colorado
United Way of Weld County	Weigh and Win
Weld County Commissioners	Weld County Department of Public Health & Environment
Weld County Department of Human Services	Weld County Medical Society
Weld County Prevention Partners	Weld County School District 6
Weld County School District Re-1	Weld County School District RE- 4
Weld County School District RE 2	Weld County School District RE 3J
Weld Food Bank	West Greeley Baptist Church
WiseAcres Greenhouse	Women, Infants, & Children (WIC)
Workout West	