



CHOOSE HEALTH[®]:
A COMMUNITY INITIATIVE

Focus on Wellness – SAMHSA's Eight Dimensions of Wellness



Background

Need to improve life span of our members with SMI

- People with an SMI diagnosis die 25 years younger than the general public nationally...statistics are worse in AZ

Lead by example

- CI staff: Healthy Pathways
- Provider Staff: Health & Wellness Programs
 - Members: Health Coaches

Rolled out to Providers, Members and now the communities at large



Was Developed to:

-  Raise life expectancy
-  Improve quality of life
-  Give guidance to communities:
 - Local initiatives
 - Community forums
 - Programs and services individualized to member

Learning Objectives

- 📍 Understand Blue Zones and why they are important to the work we do for our members.
- 📍 Know where to find the tools to conduct a community needs assessment for healthy communities and how to empower coalitions to conduct that assessment.
- 📍 Identify key measures to demonstrate improved health of a community.

Blue Zones

- 🍎 Blue Zones are internationally recognized areas where the lifespan of those regions is longer than the average lifespan globally and regionally, whether the region is a hemisphere, country or state...even down to a community.
- 🍎 <https://www.youtube.com/watch?v=xLGf6fki4OU&index=4&list=PL50F6B383D841B552>
- 🍎 www.BlueZones.com
 - Subscription required: \$5 annually

Blue Zones

The five regions identified and discussed by Buettner in the book *The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest*:

- 🍷 Sardinia, Italy
- 🍷 The islands of Okinawa, Japan
- 🍷 Loma Linda, CA
- 🍷 Icaria, Greece

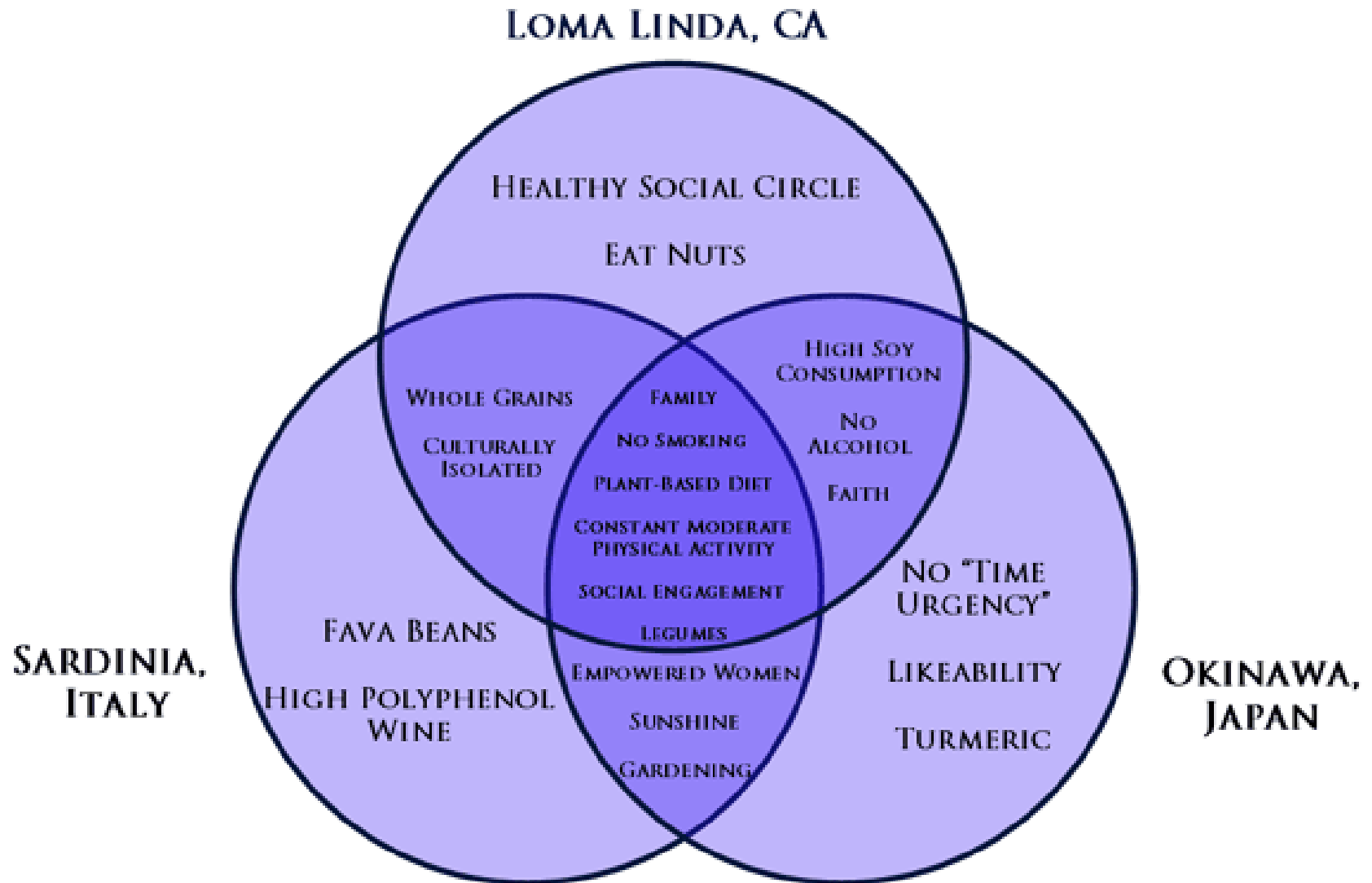
Residents of the first three places produce a high rate of centenarians, suffer a fraction of the diseases that commonly kill people in other parts of the developed world, and enjoy more healthy years of life.

Common Characteristics₁

People who live in the Blue Zones identified all have some common characteristics:

- 🍎 Family is first priority
- 🍎 Fewer smokers
- 🍎 Semi-Vegetarian diets
- 🍎 Moderate and constant physical activity
- 🍎 Social engagement
- 🍎 Legumes are commonly consumed

Venn Diagram



Venn Diagram created by the Quest Network to illustrate longevity clues in Blue Zones.

Cenpatico's Choose Health® Initiative

- 🍎 Supports local, established wellness coalitions
- 🍎 Helps interested communities without existing coalitions start them
- 🍎 Provides tools, resources, research and staff to assist in planning
- 🍎 Asks coalitions to become “Choose Health® Coalitions”

Choose Health Coalitions

Coalitions will review or develop:

-  Community Stats
-  Community definition
-  Connectivity
-  Health and wellness activities
-  Checklist of Potential Issues
-  Healthy Arizona Worksites
-  Healthy People 2020
-  Blue Zones
-  Community Audit Walk
-  Health Literacy

Coalition Development

Started with existing coalitions:

- AJ Wellness Partnership
- Yuma Health and Wellness Coalition
- Let's Move Casa Grande (pending)
- Healthy La Paz Coalition (pending)

Will expand in 2015:

- Prioritizing by community interest
- Adding staff
 - Choose Health Manager, Community Specialist and Researcher
- Sponsoring Wellness Events

AJ Wellness Partnership

A Choose Health® Coalition

Two Ton Transformation

- Website for info and registrations
- Collaborated with CVS and Walgreens
- Prizes awarded for various groups

Health and Wellness Fair

- Used SAMHSA's 8 dimensions of wellness to structure fair
- Had workshops and presentations on all 8 dimensions

Yuma Health & Wellness Coalition

A Choose Health® Coalition

🍎 Reviewing needs of the community

- Reviewing audit tools in July
- Reviewing past Community Needs Assessment

🍎 Will be identifying :

- Short and long term goals
- Events and activities

🍎 Million Hearts Event

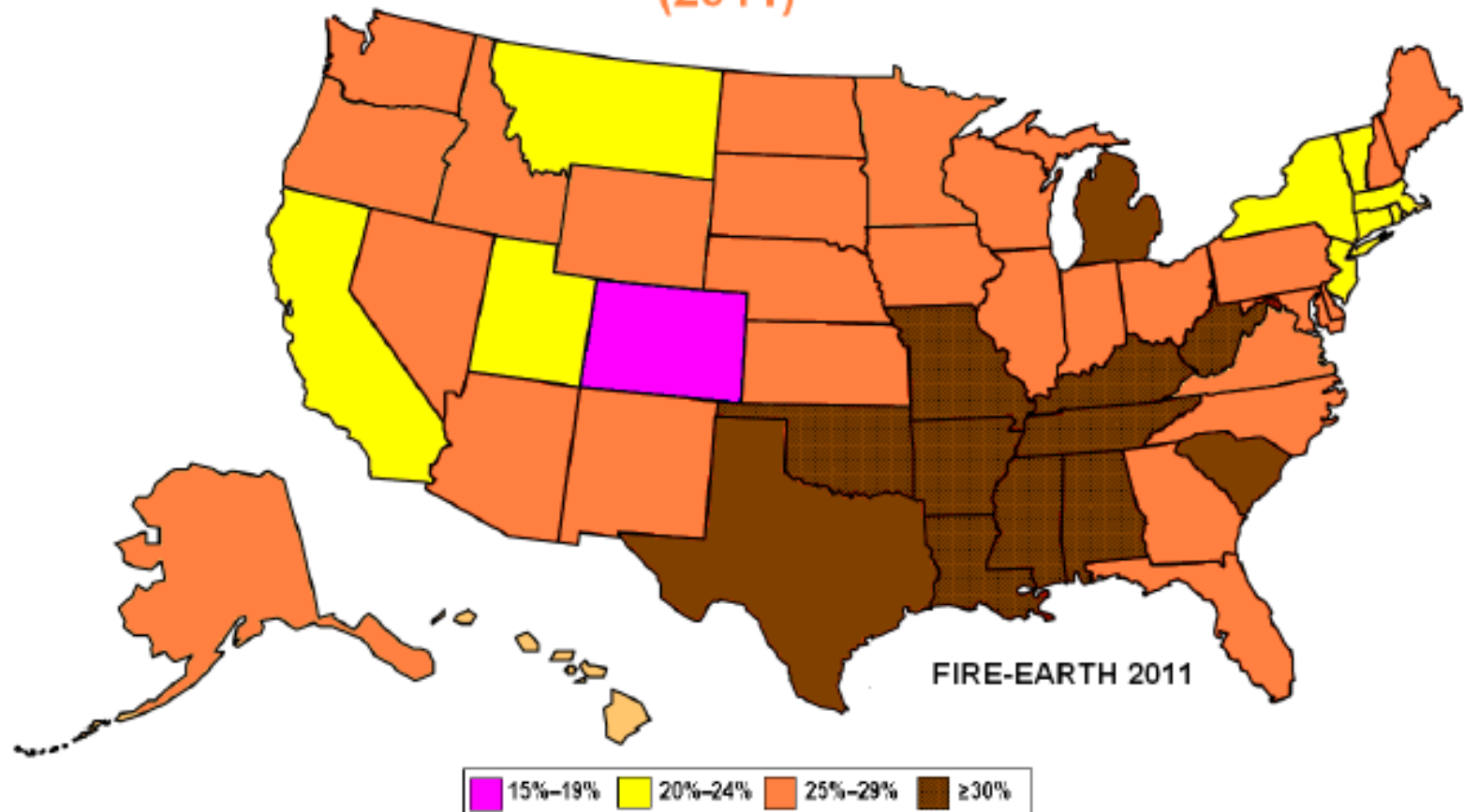


Help us prevent
1 million heart attacks
and strokes by 2017.

Why Most Start with Diet and Nutrition

Obesity Trends Among U.S. Adults

Percent of Obese (BMI > 30) in U.S. Adults
(2011)



Beginning a New Coalition

- 📍 Identify interested and passionate stakeholders
- 📍 Review toolkit and identify audit tool(s) for your community
- 📍 Assign sections and set target completion date
- 📍 Don't take on more than you can handle

Next Steps

- 🍎 Review audit results
- 🍎 Identify short term and long term goals for improving the health of the community
- 🍎 Identify how you will measure improvements and gather baseline data
- 🍎 Develop a work plan and make assignments
- 🍎 Identify funding needed and fund raising options
- 🍎 Present plans to community leadership for support and cooperation

Strategic Development of Assessments and Initiatives

<http://www.plymouth.gov.uk/brsustainableneighbourhoodassessments.htm>



PLYMOUTH
CITY COUNCIL



**PAY
APPLY
REPORT**

**SOCIAL
MEDIA**



Current location: [Environment and planning](#) > [Planning](#) > [Planning policy](#) > [Local Development Framework](#) > [Background Reports/Evidence Base](#) >

SUSTAINABLE NEIGHBOURHOOD ASSESSMENTS

The purpose of these assessments is to review the role of local and neighbourhood centres in creating sustainable communities. To do this we need to gain a clearer understanding of how Plymouth's 43 neighbourhoods function in terms of social, community and environmental issues. The assessments form only the first layer of assessment in reviewing Plymouth's neighbourhoods.

You can view the Sustainable Neighbourhood Assessments by clicking on the relevant neighbourhood links below.

- [Methodology](#)
- [Barne Barton](#)
- [Beacon Park](#)
- [Chaddlewood](#)
- [City Centre](#)
- [Colebrook and Newnham](#)
- [Crownhill](#)

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CONTACT

01752 305477
planningpolicy
@plymouth.gov.uk

The Choose Health[®] Vision











Cenpatico will work as partners with the communities we serve to improve the health and wellness of all residents of the counties in our service area.

This work will look different in each community and will be determined by the community.

WHY?

- 🍎 Improving the health and wellness of a community helps everyone who lives in that community
- 🍎 Costs are reduced in areas of medical and behavioral services which reduce insurance costs
- 🍎 Costs are reduced in uncompensated care as well as fire and jail costs
- 🍎 It's the right thing to do

Toolkit

-  [AARP Sidewalks and Street Survey](#)
-  [AARP Sidewalks and Streets Survey Guide](#)
-  [B.E.A.T.Neighbourhood_Assessment](#)
-  [Community Arts Audit tool](#)
-  [Community Audit Beginners Guide](#)
-  [CommunityAssessmentToolkit](#)
-  [environmental-assessment-of-neighbourhood-plans](#)
-  [Healthy_Community_Design_to_CLT](#)
-  [Sample Assessment barne_barton PlymouthCityCouncil](#)
-  [walkability_audit_tool](#)



QUESTIONS???

Melinda Vasquez

Chief Officer of Cultural & Community Affairs

480-317-6505