

Creating the Healthiest Community in Wisconsin

- ▶ Fort HealthCare
- ▶ Service Area
 - ▶ Cambridge
 - ▶ Fort Atkinson
 - ▶ Jefferson
 - ▶ Johnson Creek
 - ▶ Lake Mills
 - ▶ Palmyra
 - ▶ Whitewater

RESPONSIVENESS **E**XCELLENCE **S**ENSITIVITY **P**ROFESSIONALISM **E**MPowerMENT **C**ULTURAL DIVERSITY **T**EAMWORK

OUR VALUES

OUR PARTNERS

Fort HealthCare
QUALITY · SAFETY · SERVICE · FINANCE · GROWTH

OUR MISSION { IMPROVE THE HEALTH AND WELL-BEING OF OUR COMMUNITY }

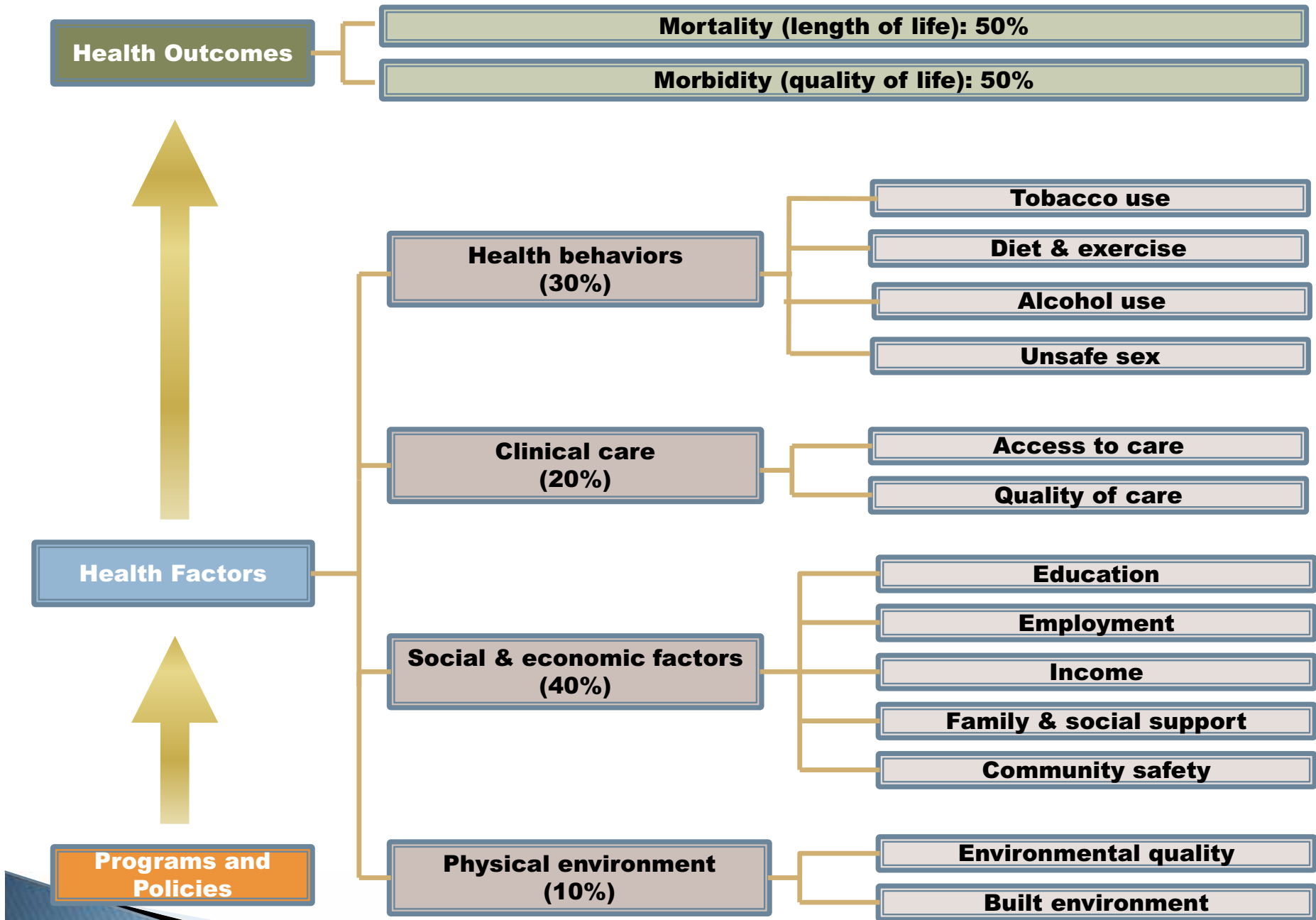
OUR VISION { BE THE HEALTHIEST COMMUNITY IN WISCONSIN }

Compass

FORT HEALTHCARE IS COMMITTED TO IMPROVING THE QUALITY OF LIFE THROUGHOUT THE COMMUNITIES WE SERVE. WE WILL ACHIEVE OUR MISSION BY FAVORABLY IMPACTING HEALTH BEHAVIORS, CLINICAL CARE, SOCIAL AND ECONOMIC FACTORS AND THE PHYSICAL ENVIRONMENT. WE WILL ACHIEVE OUR VISION BY ENCOURAGING EXERCISE AND NUTRITION, HEALTH EDUCATION, PREVENTION AND PERSONALIZED MEDICINE. OUR PARTNERSHIPS WITH AREA ORGANIZATIONS THAT SHARE SIMILAR GOALS WILL HELP TO ASSURE THAT EACH OF US WILL LEAD HEALTHY, PRODUCTIVE LIVES.

Population Health Model





DATA—Setting the Stage

- ▶ CDC—National
- ▶ Jefferson County
- ▶ Fort HealthCare Service Area
- ▶ Fort HealthCare Employees
- ▶ Fort HealthCare patients

- ▶ Data drives the priorities



	Jefferson County	Error Margin	National Benchmark*	Wisconsin	Rank (of 72)
Health Outcomes					33
Mortality					31
Premature death	5,959	5,375-6,542	5,466	6,124	
Morbidity					39
Poor or fair health	13%	10-18%	10%	12%	
Poor physical health days	3.2	2.3-4.0	2.6	3.3	
Poor mental health days	3.7	2.6-4.8	2.3	3.0	
Low birthweight	5.7%	5.2-6.3%	6.0%	6.9%	
Health Factors					34
Health Behaviors					44
Adult smoking	20%	16-25%	14%	20%	
Adult obesity	32%	27-38%	25%	29%	
Physical inactivity	22%	17-28%	21%	23%	
Excessive drinking	22%	18-28%	8%	24%	
Motor vehicle crash death rate	18	14-21	12	15	
Sexually transmitted infections	128		84	372	
Teen birth rate	22	20-24	22	31	
Clinical Care					35
Uninsured	11%	10-12%	11%	11%	
Primary care physicians	1,414:1		631:1	744:1	
Preventable hospital stays	56	51-61	49	59	
Diabetic screening	90%	83-97%	89%	89%	
Mammography screening	73%	66-80%	74%	73%	
Social & Economic Factors					30
High school graduation	90%			86%	
Some college	59%	56-62%	68%	63%	
Unemployment	9.2%		5.4%	8.3%	
Children in poverty	15%	12-18%	13%	19%	
Inadequate social support	16%	12-20%	14%	17%	
Children in single-parent households	23%	20-27%	20%	29%	
Violent crime rate	179		73	275	
Physical Environment					21
Air pollution-particulate matter days	5		0	5	
Air pollution-ozone days	0		0	1	
Access to recreational facilities	16		16	11	
Limited access to healthy foods	0%		0%	6%	
Fast food restaurants	41%		25%	41%	

* 90th percentile, i.e., only 10% are better

Note: Blank values reflect unreliable or missing data

2012

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Most & 2nd Most Important Issues

Care for Elderly Quality of Care/Doctors
Affordable Care/Cost Tobacco Use
Emergency Care (ER) Cancer
Preventative Care Screenings
Doctor-Patient Time & Communication Heart
Obesity/Weight Issues
Alcohol Use Easy to Get Appointments
Access to Care/Convenience Emotional/Mental Health
Physical Activity Specialty Doctors
Uninsured Access to Care
Drug Use Nutrition/Diet
Health Education/Communication Diabetes

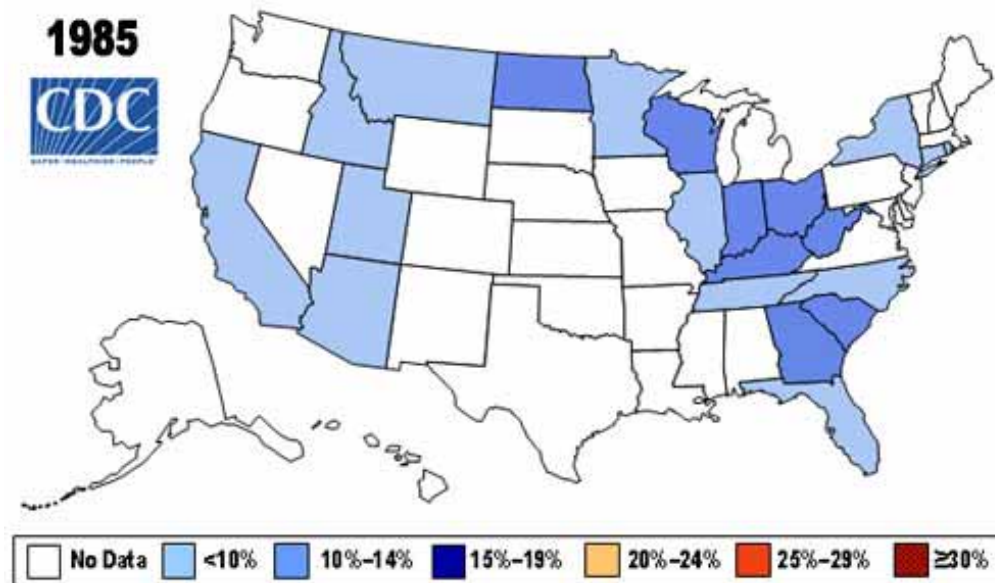
Data Drives Priorities

- ▶ Obesity
 - Nutrition
 - Physical Activity

National Data

- ▶ 72 million U.S. Adults are obese (worldwide, 1.46 billion overweight and 502 million obese–199 countries)
- ▶ No state has an obesity rate less than 15% of the national goal of 20%.
- ▶ Non-Hispanic black women and Hispanics have the highest rates of obesity 41.9% and 30.7%
- ▶ Considered a national epidemic
- ▶ 7 out of 10 deaths among Americans each year are from chronic disease.

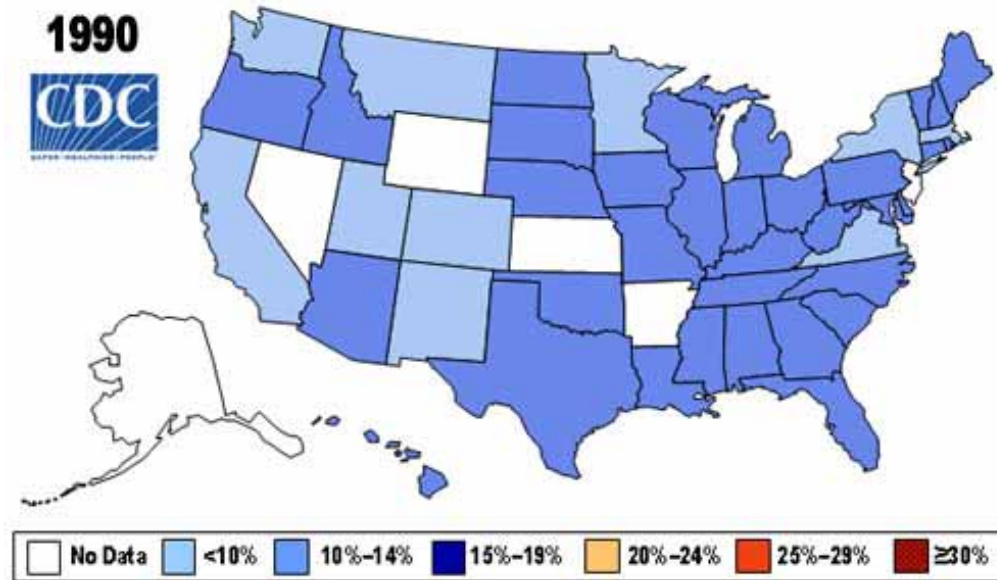
Percent of Obese (BMI ≥ 30) in U.S. Adults



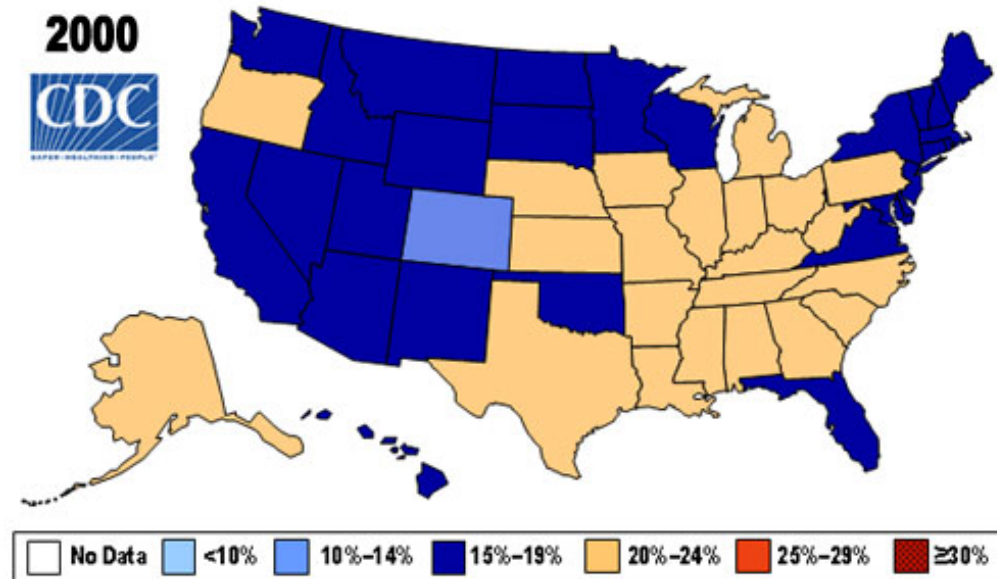
Source: Centers for Disease Control and Prevention



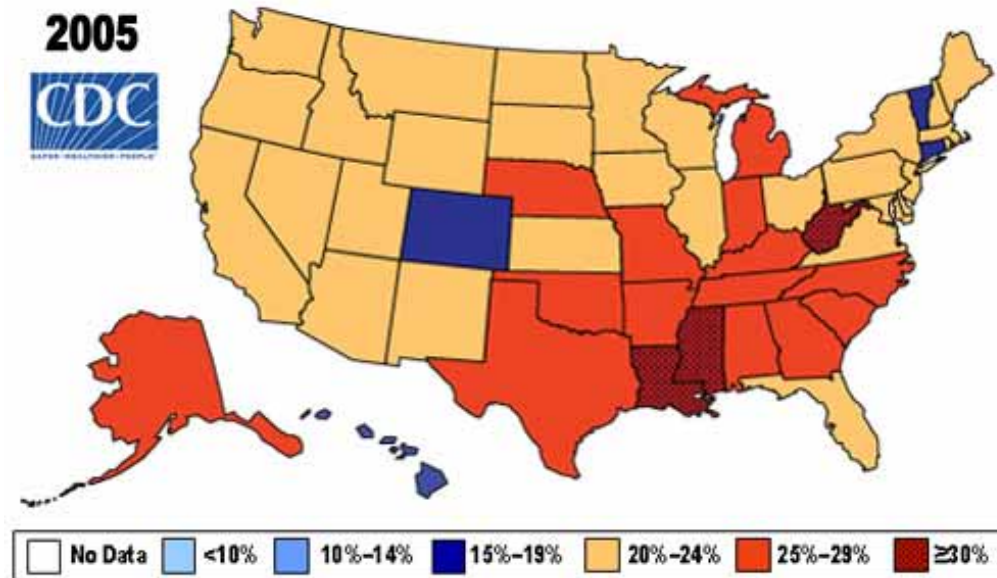
Percent of Obese (BMI \geq 30) in U.S. Adults



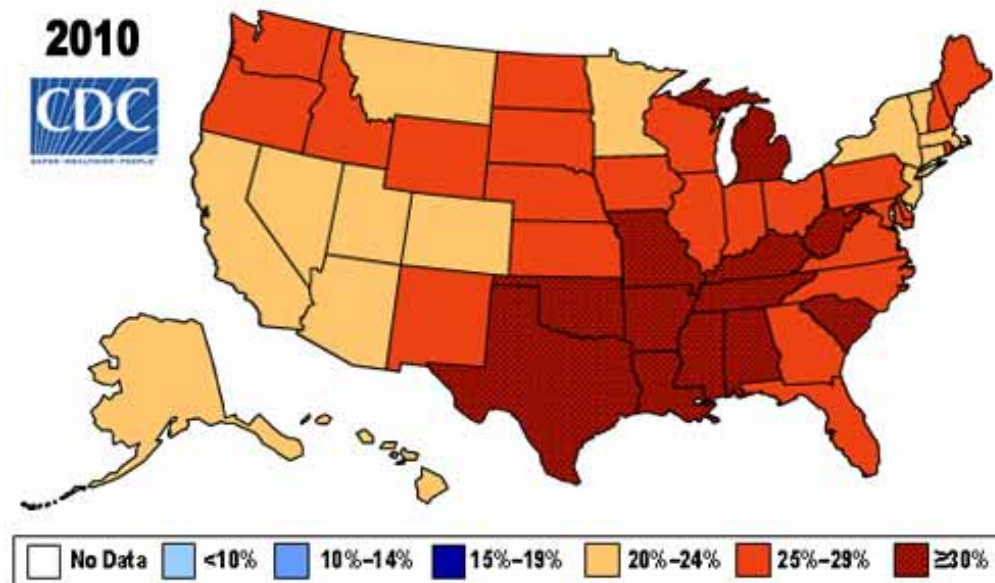
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Why an Epidemic?

- ▶ * Eat too much, too little physical activity
- ▶ Some Americans have less access to stores that provide healthy, affordable food
- ▶ Too much sugar in our diet. Six out of ten adults drink at least one sugary drink per day.
- ▶ Easier and cheaper to get less healthy foods and beverages
- ▶ Foods high in sugar, fat and salt are frequently marketed and advertised
- ▶ Societal and community changes

Consequences of Obesity

- ▶ 7 out of 10 deaths among Americans each year are from chronic disease including type 2 diabetes, hypertension, heart disease, stroke and some cancers.
- ▶ Every additional 5 kg/m² in BMI increases a man's risk of oesophageal cancer by 52% and colon cancer by 24% and for women endometrial cancer by 59%, gall bladder cancer by 59% and postmenopausal breast cancer by 12%. (The Lancet Vol 378 August 27, 2011)
- ▶ 1 in 3 adults is obese and almost 1 in 5 youths between the ages of 6 and 19 is obese
- ▶ More than one-third of all adults do not meet recommendations for aerobic physical activity
- ▶ In 2005, more than 1/3 of Americans did not consume the recommended daily fruits and vegetables

The Cost of Obesity

- ▶ The health cost of obesity in the US is \$147 billion annually (10% of the national medical budget).
- ▶ Estimates show an additional increase of \$28 billion in cost to obesity related chronic conditions by 2020 and \$66 billion by 2030 (The Lancet, Vol 378 August 27, 2011)–Top contributors are arthritis, coronary heart disease and diabetes.
- ▶ The proportion of all annual medical costs that are due to obesity increased from 6.5% in 1998 to 9.1% in 2006.
- ▶ Overall, persons who are obese spent \$1,429 (42%) more for medical care in 2006 than did normal weight people. These estimates were compiled using national data that compare medical expenses for normal weight and obese people.

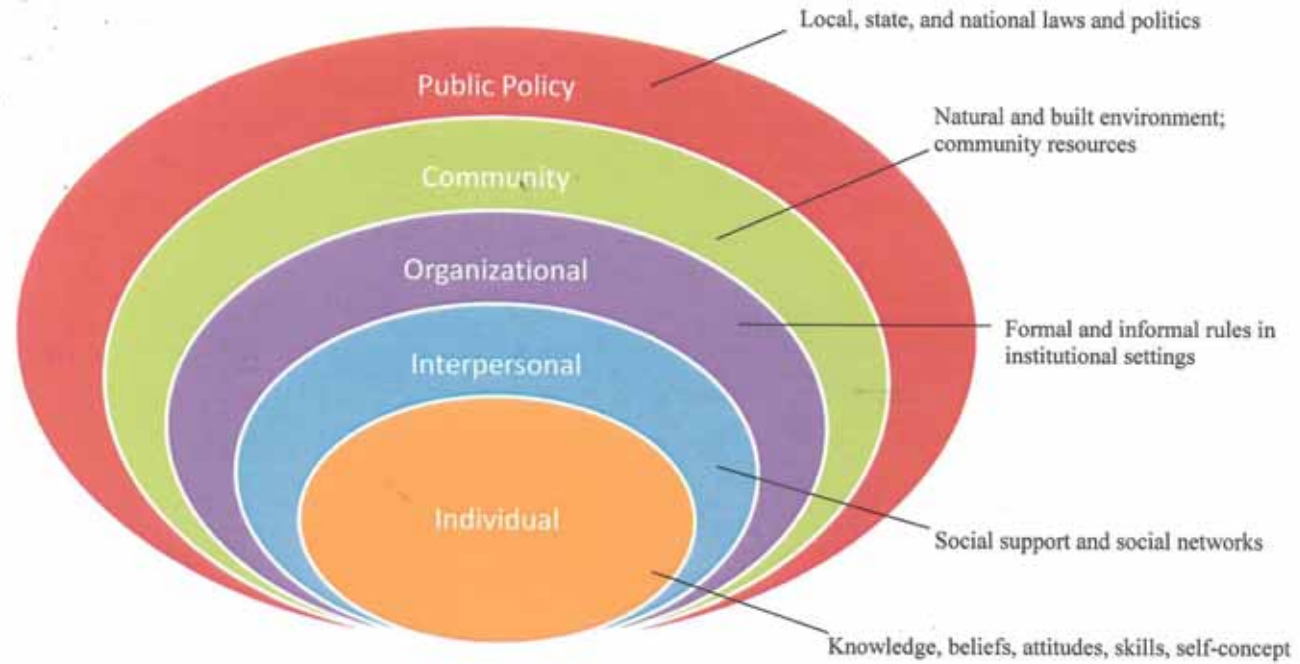
The Cost of Obesity

- ▶ In 2000, health care costs associated with physical inactivity topped \$76 billion. IF 10% of adults began a regular walking program \$5.6 billion in heart disease costs could be saved.
- ▶ A sustained 10% weight loss will reduce an overweight person's lifetime medical costs by \$2,200 – \$5,300 by lowering costs associated with hypertension, type 2 diabetes, heart disease, stroke and high cholesterol

Centers for Disease Control and Prevention (CDC)

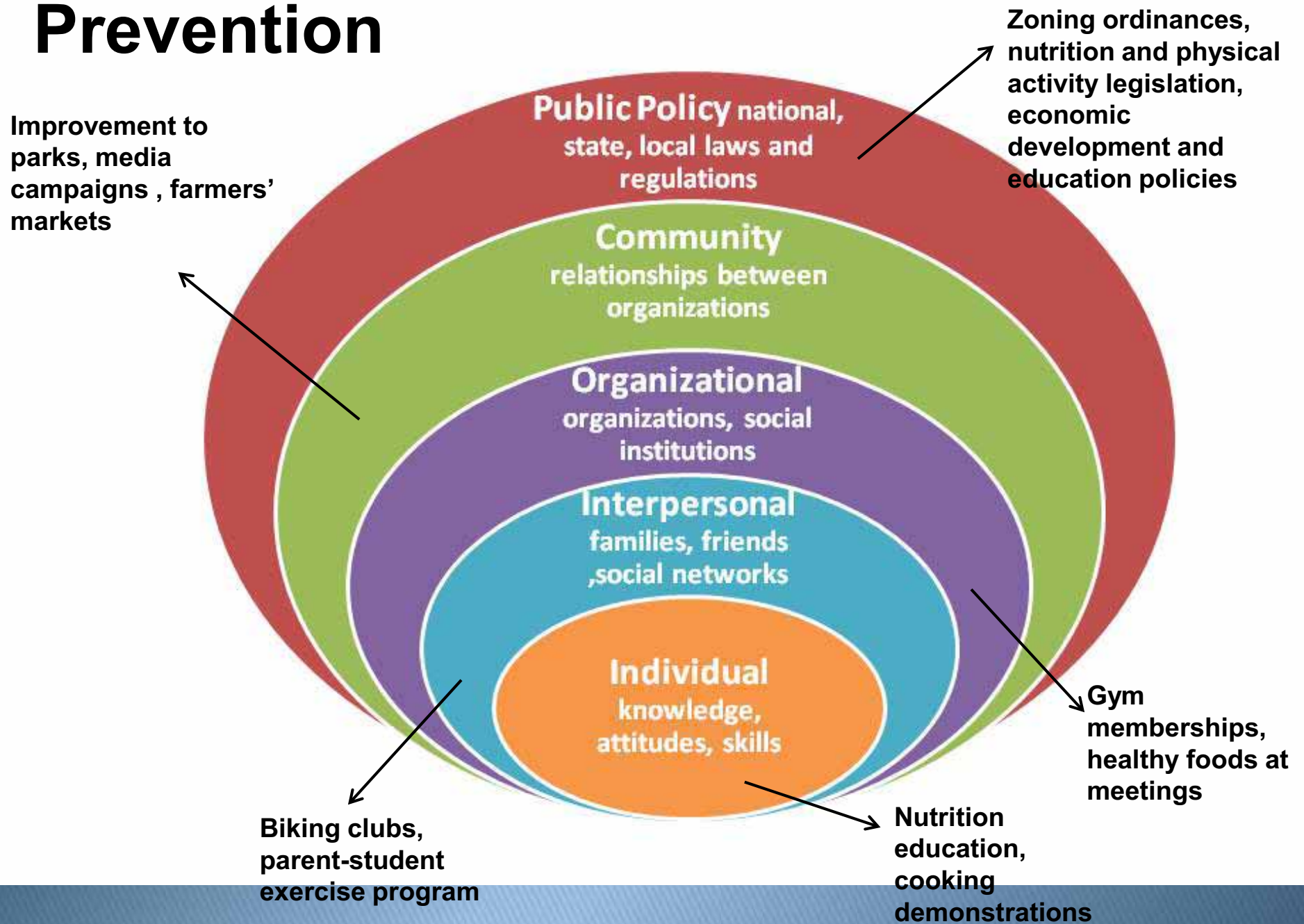
- ▶ “Obesity is a risk for a number of chronic disease, including diabetes, cardio vascular disease and some cancers” states William H. Dietz, MD, PhD, director of CDC’s Division of Nutrition, Physical Activity and Obesity.
- ▶ “Reversing this epidemic requires a multifaceted and coordinated approach that uses policy and environmental change to transform communities into places that support and promote healthy lifestyle choices for all people.”

Social Ecological Model

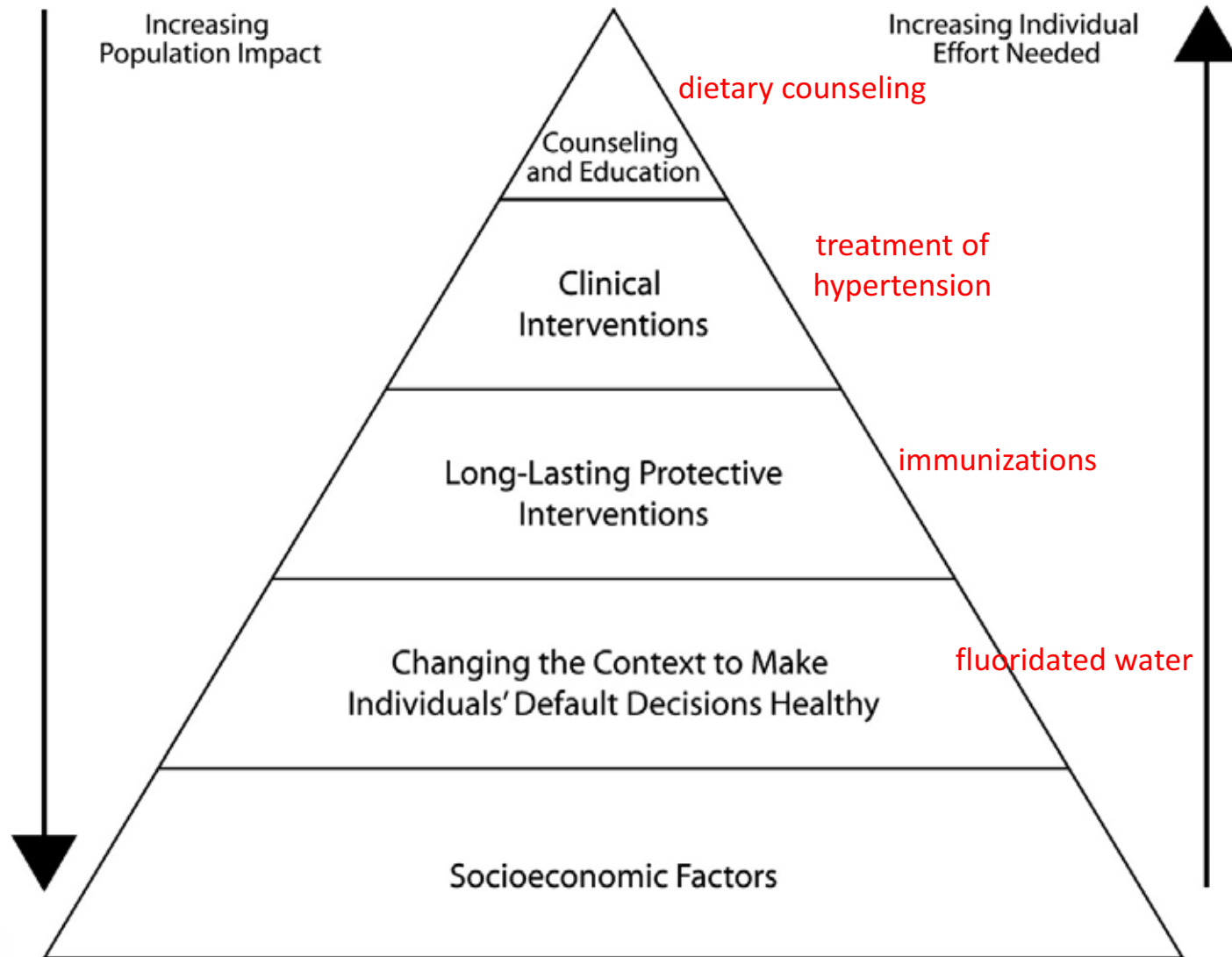


Adapted from McLeroy, K. R., Bibeau, D., Steckler, A., & Glanz, K. (1988). An ecological perspective on health promotion programs. *Health Education Quarterly*, 15(4), 351-377.

Intervention Examples: Obesity Prevention



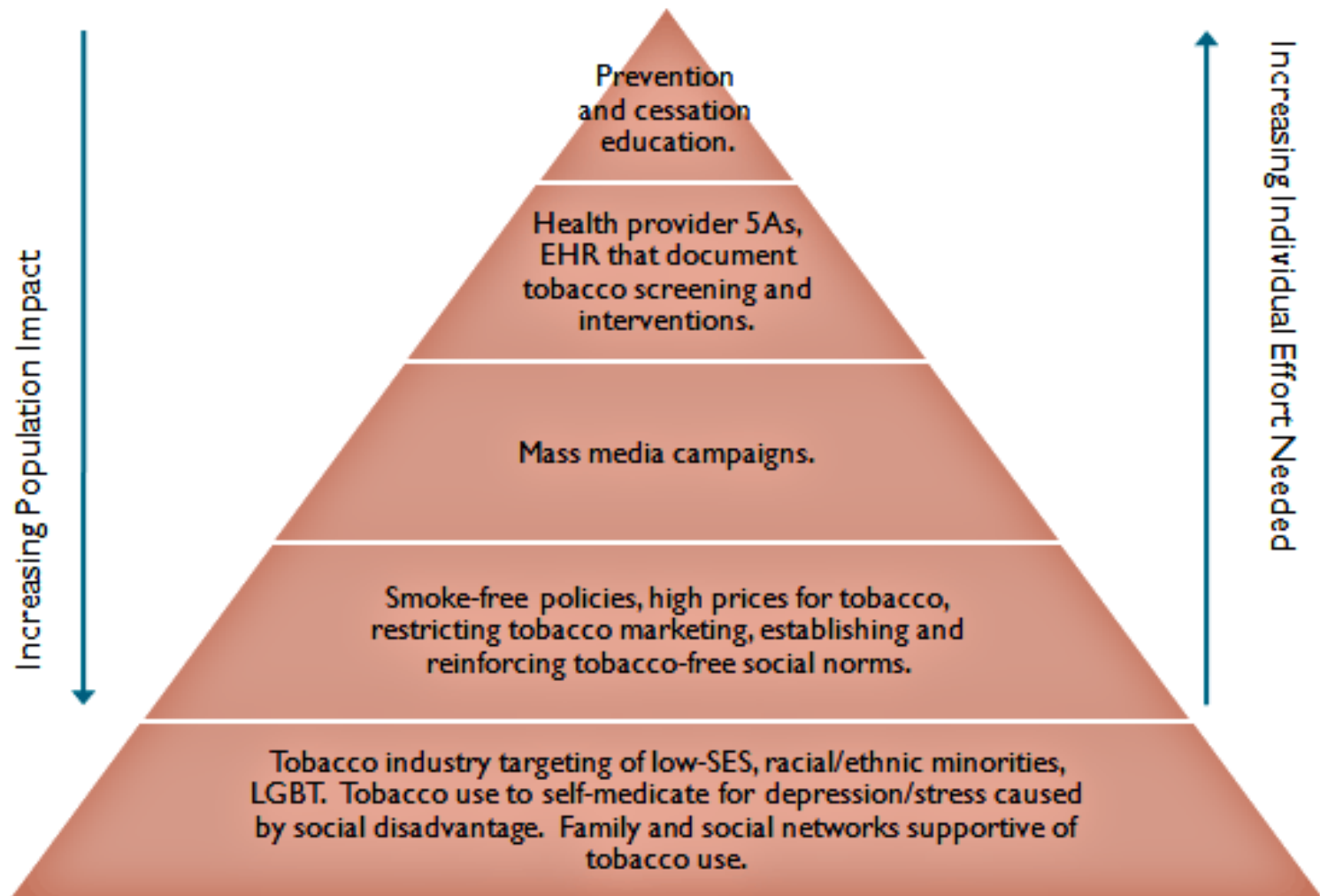
The Health Impact Pyramid



Frieden, T. R. Am J Public Health 2010;100:590-595



NYS Tobacco Control Program Health Impact Pyramid



TAKE ACTION

WORK TOGETHER



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