

The background of the slide features a photograph of several metal mailboxes mounted on a wooden post. The mailboxes are weathered and have "U.S. MAIL" and "APPROVED BY THE POSTMASTER-GENERAL" embossed on them. Some have numbers like "37" and "153" on white labels. In the upper right corner, the "Rural Health Resource Center" logo is displayed in a blue, serif font with a stylized wave graphic above the text. The overall scene is set against a clear blue sky.

Rural Health
Resource Center

Creating a Culture of Wellness: How 6 CAH are Making Health a Community Effort

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Objectives

- Identify health as a community asset
- Learn steps to engage rural community members in strategic and sustainable wellness planning
- Discover top health priorities identified by community members
- Gain tips and lessons learned for making health a community effort



Creating a Culture of Wellness

Grant funded by the Northwest Area Foundation

- 6 CAH are making health a community effort
- Communities chosen based on CAH status, population, diversity, CAH leadership towards wellness
- Purpose of the Culture of Wellness initiative is to establish sustainable, community health goals
- Communities identify the link between a healthy community and a healthy economy
- Increase community's access and support to local health services



Lessons Learned from 6 CAH

1. Identify health as a community asset
2. Get Leadership buy-in: Identify a CAH Wellness Team
3. Conduct a Community Health Assessment
4. Establish a representative Community Council
5. Define what a local Culture of Wellness means; create a vision
6. Set community health goals
7. Create sustainability measures
8. Make health a community effort

Health is a Community Asset

Calculate the Return on Investment for focusing on health goals

- Increased productivity
- Decreased work/school absenteeism
- Individuals are more invested in personal health, the community, and demonstrate a greater loyalty to the local CAH
- Improved health outcomes = decreased medical expenses
- Healthy community = Healthy economy



How to get Leadership Buy-in

- Explain the benefits for making health a community effort
- Understand the Levels of Engagement



Conduct a Community Health Assessment

Overall Top Health Concerns:

1. Alcohol/substance abuse and cancer
2. Heart disease
3. Obesity

Overall Top Criteria for a Healthy Community:

1. Access to healthcare
2. Good jobs/healthy economy
3. Healthy behaviors and lifestyles

Results of aggregate data from Community Health Surveys 2008; Rural Health Resource Center
1,224 Surveys returned out of 4,045 mailed; 30% response rate



Establish a Community Council

- Recruit local representatives from each facet of the community
- Build buy-in and identify community champions
- Create urgency by scheduling planning meetings weekly or monthly: be consistent
- Share ownership and responsibility of health goals and outcomes



Create a Vision

- Define what a Culture of Wellness means and create a shared vision
- Assemble a strategy map: use a systems approach
- Move from Talk to Action: Task, Why, Who, When

Set Community Health Goals

- Utilize Community Health Assessment results as a guide for determining health goals
- Prioritize health goals with the Community Council
- Make SMART goals:
 - Specific
 - Measurable
 - Achievable
 - Resource-able
 - Time-bound



Create Sustainability Measures

Create a Community Health Scorecard to identify strengths and opportunities

- Utilize Community Assets (learning and growth)
- Build upon Community Services (internal processes)
- Support Healthy Living (customers and partners)
- Create a Healthy Economy (financial)



Make Health a Community Effort

- Highlight community strengths in health goals: natural resources, diverse population, etc.
- Engage your community to participate in health goals (smoke-free event, 5k, farmers market)
- Measure and monitor results of health goals
- Make progress and results public
- Consistently evaluate for opportunities to engage all community members in health



Have Fun



The image features a background of several metal mailboxes mounted on a wooden post. The top mailbox is open, and the one next to it has the number '9' on it. The bottom row of mailboxes shows numbers '37' and '153'. The text 'Rural Health Resource Center' is overlaid in the top right corner in a blue, serif font with a decorative swoosh underneath. The overall scene is set against a clear blue sky.

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