



Partnerships for Healthy Communities



Vision

All New Hampshire residents enjoy health and quality of life through healthy eating and active living.

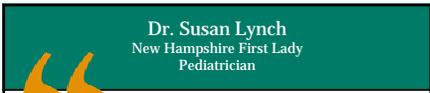
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Mission

HEAL works with its partners to inspire, advance and support policies, systems and environmental changes that promote healthy people in healthy places.

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Dr. Susan Lynch
New Hampshire First Lady
Pediatrician

"We need to create policy changes that make healthy choices the easy choices for our residents."

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Goals

- Increase the number and effectiveness of HEAL community coalitions.
- Build state-level partnerships to advance HEAL strategies.
- Promote consistent HEAL messages to stakeholders and citizens.

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Funding Partners

Funding is provided by:

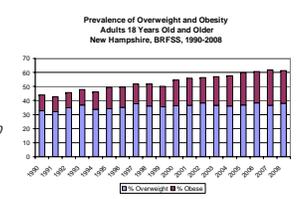
- HNH foundation
- Anthem Blue Cross and Blue Shield Foundation
- Endowment for Health
- Harvard Pilgrim Health Care Foundation
- NH Charitable Foundation
- NH Department of Health and Human Services

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Obesity Trends in NH Adults

17.4% Increase in combined prevalence of overweight and obesity from 1990 to 2008

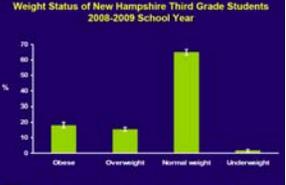


Prevalence of Overweight and Obesity Adults 18 Years Old and Older New Hampshire, BRFSS, 1990-2008

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Children in NH: Third Grade Healthy Smiles and Healthy Growth Survey



Weight Status of New Hampshire Third Grade Students 2008-2009 School Year

33.4% of third graders have a BMI in the overweight or obese ranges.

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Health Consequences of Being Overweight or Obese

"The steady rise in life expectancy during the past two centuries may soon come to an end."

New England Journal of Medicine 2005; 352:1138-1145

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heal Economic Consequences



Annual Health Care Costs of Obesity

US - \$147 billion - 2009
Finkelstein, Trognon, Cohen and Dietz, 2009
*Doubled in less than a decade

NH - \$302 million - 2004
Finkelstein, Fibelkorn, and Wang, 2004

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heal What's Causing These Trends?



Place Matters...

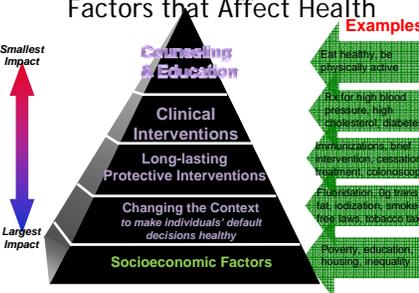


VS.



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heal Factors that Affect Health



Smallest Impact

Largest Impact

Examples

- Genetics
- Healthcare access
- High blood pressure, high cholesterol, diabetes
- Interventions, such as tobacco cessation, oral contraceptives
- Education, income, housing, transportation, food access
- Smoking, obesity, tobacco use
- Poverty, education, housing, inequality

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heal Healthy Communities




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heal Healthy Places Healthy Choices

Healthy places – neighborhoods, schools and workplaces – are essential to supporting healthy eating and active living choices and behaviors.

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heal Healthy Policies and Environments Support Healthy People



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heal Change is not Easy



"Eat less and exercise more? That's the most ridiculous fat diet I've heard of yet!"

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heal National Policy Initiatives



- Access to Physical Activity
 - Federal Transportation Reauthorization
 - Joint Use of School Yards
 - Community Transformation Grants
- Access to Healthy Foods
 - Healthy, Hunger-Free Kids Act
 - Farmer's market access for those receiving federal food assistance
 - National Fresh Food Financing
 - Menu Labeling

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heal Health Starts Where We Live, Learn, Work and Play



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What it Takes to Build a HEAL Community

Community vision to create healthy places where people live, learn, work, and play

An understanding of **community needs** to improve access to healthy food and physical activity

Community partnership comprised of leaders and champions working together to effect change

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HEAL Community Coalitions

Over \$600,000 has been awarded to coalitions serving 47 NH cities and towns to create healthy eating/active living environments, including:

- Franklin/Three Rivers Region
- Cheshire County
- Manchester
- Lakes Region
- Upper Valley

HEAL Communities In Action:
<http://www.healnh.org/communitiesinaction/>

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Community Policy Strategies for New Hampshire

- Increase availability and access to safe sidewalks, bike paths, trails, parks, and recreational facilities
- Provide access to healthy, fresh and affordable foods at farmer's markets, restaurants, grocers and corner stores

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Upper Valley HEAL

Changing Wellness Policy – Ala Carte

Product Name	Units Purchased		% change
	Jan-Feb 2009	Jan-Feb 2010	
Sunny Delight 12 oz	144	0	-100%
Snapple Tea 20 oz	408	384	-6%
Snapple Juice 20 oz	624	384	-39%
Bottled Water 12 oz	203	595	193%
Snapple 100% Juice 12 oz	216	96	-56%
Snapple 12oz cans diet	48	0	-100%
Jones 24c	144	0	-100%
Poland Springs Water 24oz	0	312	100%
Otis 2.5 oz cookie	2304	0	-100%
Pop Tart	432	0	-100%
Cheez Snack Mix	180	120	-33%
Ritz Bits	120	0	-100%
Oreo Cookie 6 pk	120	0	-100%

Changes in sales, selected products, Jan-Feb 2009 vs. 2010.

The Change: Mascoma Schools changed Wellness Policy to eliminate high calorie, low-nutrition food and drinks from the ala carte menu.

The Impact: Low-nutrition sales decreased by 200+ calories/student per month. In a two-month period, students purchased 450,000 fewer low-nutrition calories and dramatically increased purchases of bottled water.

Revenues remained unchanged, and there were no student/parent complaints.

David R. Brooks
Senior Planner
City of Lebanon

"The Upper Valley HEAL program has been a terrific partner for the City and School District bringing much needed energy to our Safe Routes to School efforts."

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- Manchester HEAL Policy Committee**
- City of Manchester Health Department
 - City of Manchester Planning and Community Development
 - City of Manchester Economic Development
 - City of Manchester Highway Department
 - City of Manchester Parks and Recreation
 - City of Manchester Police Department
 - Seniors Count
 - NH Food Bank
 - Manchester residents/NWG Captains Development
 - Anthem BC/BS
 - Media Power Youth
 - NH Diabetes Program
 - American Heart Association
 - Catholic Medical Center
 - Elliot Health Systems

Manchester HEAL: Engage the Community

- Recognized value in engaging the community as an empowered partner in health improvement efforts from assessment to evaluation.

Captain Richard Reilly
Manchester Police Department

“With the partnerships we have with HEAL and other organizations, we’ve been able to have greater impact more efficiently and cost effectively.”

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Tools & Resources

HEAL helps communities and partner organizations create healthy places by providing:

- Tools and resources
- Convening and networking
- Shared best practices
- Technical assistance

HEAL Home
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Dr. Richard P. Lafleur, MD, FACP
Medical Director
Anthem Blue Cross Blue Shield in NH

“By connecting stakeholders, HEAL can ensure a healthier population and reduce the devastating economic and social costs of chronic diseases. Employers, communities, and other groups can benefit greatly from HEAL’s many resources.”

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For More Information

To learn how you can bring HEAL to your community or organization, go to www.HEALNH.org or contact:

Terry Johnson, HEAL Director
(603) 415-4273
tjohnson@healthynh.com

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