



Hometown Health Improvement



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Topics

- History
- Structure
- Accomplishments
- Funding Streams
- Future Directions

HHI History

- ASPIRE – Arkansas Strategic Planning Initiative for Results and Excellence (1996)
 - A team developed a plan for community health improvement
- Pilot – Boone County (1998)
 - Led by Debbie Johnson and Sara Eichmann
 - Identified 4 subcommittees – Adult Health, Child and Adolescent, Community/Workforce, and Environmental Health



Community Health Promotion Specialists

- Funding from Act 1220 in 2004
- Housed in one coop per region (2 in NW) and one CHPS to serve Pulaski County schools
- Support Coordinated School Health with emphasis on wellness committees, healthy eating and activity

Growth

- HHI has reached all 75 counties in 10 years
- Dedicated HHI support staff – 57
- Not including the administrators in each county and many other indirect support staff all across the state

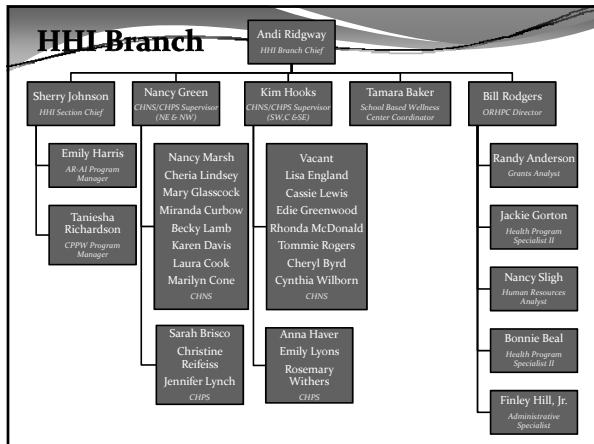
Continued Focus on Data

- County Youth Health Survey (CYHS)
 - Modified from the YRBS
 - 7th thru 12th grades
 - Completed in 39 counties
- County Adult Health Survey (CAHS)
 - Modified from the BRFSS
 - Completed in 61 counties with 5 currently in progress; 8 counties have been re-surveyed

Structure

Current HHI Regional Managers

- Southwest – Janet McAdams
- Southeast – Kaye Murry
- Central – Julie Harlan
- Northeast – Joy Laney
- Northwest – Linda Thompson
- Report to the Regional Directors
- Regional Support Staff to support activities



Accomplishments

HHI Section

- MI Survey and Focus Groups
- MI HRSA Clinic grant (TA to NW)
- Sustainability Conference x 3 years
- QM tool for 7 years
- NPHPSA – implemented state and local instrument in 2006

Hometown Health Improvement

Sustainability 2010

global national state community

Arkansas Coalition on Obesity Prevention (ARCOP)

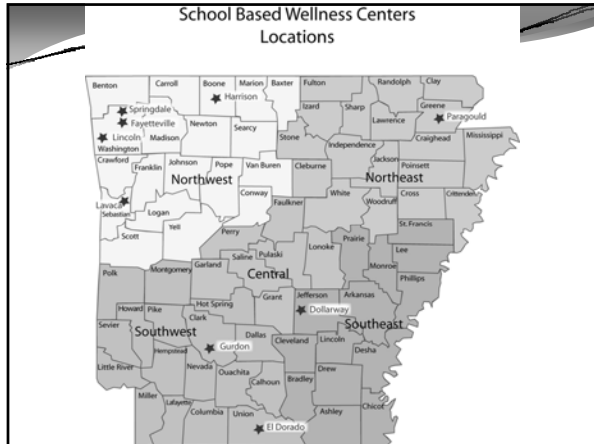
- **Growing Healthy Communities**
 - Central Region-Arkansas Baptist College (Pulaski County)
 - Northwest Region-North Arkansas Partnership for Health Education-Harrison (Boone County)
 - Northeast Region-UAMS Area Health Education Center, North Central-Batesville (Independence County)
 - Southeast Region-UAMS Area Health Education Center, Delta-Helena/West Helena (Phillips County)
 - Southwest Region-HEALTH in Columbia County-Magnolia (Columbia County)
- Worksite Wellness summits provided in conjunction with ADH Life Stage Health in each region.
- Now in second year of local funding for communities

HHI Section – Coordinated School Health focus

- Development and implementation of Act 1220
- School personnel continuing education and training; hearing, vision, scoliosis
- BMI and School flu clinics
- SCOPE (School Nurse Childhood Obesity Prevention Education)
- NAPSACC (Nutrition and Physical Activity Self Assessment in Child Care Centers)

School Based Wellness Centers

- \$750,000 Funding awarded to 9 school-based Wellness Centers to develop school clinics. CLPH will house and supervise the coordinator that will provide TA. Locations include:
 - NE Region - Paragould School District
 - NW Region - Springdale School District, Fayetteville School District, Lincoln Consolidated School District, Lavaca School District, and Harrison School District
 - SE Region - Dollarway School District
 - SW Region - Gurdon School District and El Dorado School District



Funding Streams

- ### HHI Section
- Arkansas Assessment Initiative – CDC grant for \$1.15 m for 5 years (year 4)
 - Healthy Communities – CDC grant for \$200,145 for 5 years (year 2)
 - Communities Putting Prevention to Work – CDC grant for \$2.6 m for 5 years
 - State General Revenue, Federal Family Planning, Preventive Health Block
 - Delta Hills MOU, Wellness Center MOU

Communities Putting Prevention to Work (CPPW)


- Funded through Affordable Care Act (ACA)
- Start date: 9/30/2010 for a full 2 years
- \$2.6 million with at least 75% going to the communities
- To support public health efforts to reduce obesity, increase physical activity and improve nutrition through community based policy and environmental changes
- CPPW Program Manager will be located in CLPH to provide TA to communities

City of North Little Rock


- Improve way-finding in and near elementary schools, parks and farmers markets
- Improve access for community use of neighborhood elementary schools by providing subsidies for utilities and other facility costs
- Improve access to outdoor recreational facilities for students, faculty and neighborhood residents to the extent that a high percentage of residents are within ½ mile of a least one (1) outdoor recreational facility
- Provide and increase interest in fresh fruits and vegetables in system-wide elementary schools (13) in the NLRSD

Independence County

- Implement CATCH program in schools.
- Include families and communities in teaching children how to be healthy for a lifetime.
- Reinforce behaviors in the classroom, cafeteria, physical education, and at home.




Future Direction



HHI Strategic Direction

- Support and promote local efforts to implement strategies to increase nutrition and physical activity and reduce obesity in Arkansas.
- Support and promote local efforts to implement strategies to promote tobacco prevention and cessation.
- Support and promote local efforts to develop school based wellness centers
- Support and promote local and statewide efforts to increase access to fluoridated water supplies.
- Support and promote local efforts for trauma system implementation and injury prevention activities.



Vision for the Future

- Creating opportunities for Arkansans to live longer, better, and healthier
- Identifying practical tools and additional resources for communities
- Linking health and education to promote healthy learners and develop future community leaders.
