



# Using the Strategic Prevention Framework Beyond Substance Abuse

A summary of Be Well Buffalo County's experience with the Strategic Prevention Framework for their work in community wellness.



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Community Wellness Coordinator

- MPH in Health Communication and Social Marketing
- BA in Mass Communication and Biology
- Facilitate BCCP's work on Healthy Eating and Active Living
- Prior to nonprofit, worked in corporate wellness
- Grew up in the community we serve



# Who We Are

as a public health organization.



# Buffalo County Community Partners

Assess, promote and strengthen the health of Buffalo County.

We're a county-wide effort in Buffalo County, Neb. that started in 1996.

## The 2020 Vision

- Active Living and Healthy Eating
- Eliminate Health Disparities
- High Impact Prevention Services
- Healthy Homes and Sustainable Communities
- Injury-Free Living

We have over 15 groups working toward those strategic directions.



# Be Well Buffalo County

The collaborative was formed in 2015 with a core group of stakeholders interested in health and wellness.

## Mission

Advocate for a healthy community culture through infrastructure, education, and programs to support healthy choices.

## Vision

Build a culture of well-living where community support leads to unconscious lifestyle changes.



# Our Experience

with the strategic prevention framework.





# Challenges

Wellness is a **broad issue**.

Wellness presents **diverse needs** in a community.

Wellness brings **powerful opinions** to the table.



# Challenges

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# Opportunities

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# Problem Analysis

Wellness is a broad issue.

## Area for Improvement

“Healthy Lifestyles in Buffalo County”





# Problem Analysis

Wellness presents diverse needs.

- Different populations need different things and have different barriers when it comes to making healthy choices.
- We ultimately want to make the healthy choices easier in our community, but what choices are difficult?
- Data, data, data.



# Problem Analysis

Wellness brings powerful opinions.

Good Samaritan Hospital

Kearney Family YMCA

University of  
Nebraska Foundation

The University of  
Nebraska Buffalo  
County Extension

Two Rivers Department  
of Public Health

Region 3  
Behavioral Health

WellCare Health Plans

The City of Kearney

Kearney Public Schools

Cash-Wa

West Pharmaceuticals

New West  
Physical Therapy

Nebraska Public  
Power District

Community Action  
Partnership of Mid-Nebraska

University of Nebraska  
at Kearney

Monsanto

Uninet Healthcare  
Network



# Community Change Model

Wellness is a broad issue.



Be Well Buffalo County  
Root Causes and Local Conditions

November 28<sup>th</sup>, 2016

Area for Improvement: Healthy Lifestyles in Buffalo County

## Accessibility

- Access to fitness facilities
- Access in the north vs. the south sides of town
- Access to childcare during activities
- Access to health screenings and baseline health information
- Access to bike rentals
- Access to exercise equipment
- Access to quality trails in rural areas
- Access to exercise and food at work
- Access to public transportation
- Lack of facilities in rural areas
- Lack of transportation to fitness and food shopping
- No kitchens in dorm rooms
- Lack of healthy foods in convenient locations
- Access to fruits and vegetables
- Access to nutritionists
- Access to fresh foods
- Access to information about health

## Nutrition

- Lack of corporate support in workplaces
- Water in workplaces
- No corporate wellness example
- Farmers markets all year long
- *Abundance of fruits, vegetables and meat in the central region of Nebraska, and how that can impact healthy school lunches*
- *Large corporate food producers' impact on quality/health of foods cooked at home and in restaurants*
- Food is the go-to for everything
- Healthy cooking as opposed to "farm cooking"
- Farm culture—cooking how family cooks
- Cooking for oneself/by hand
- Access to fresh foods
- Lack of healthy foods in convenient locations
- Access to fruits and vegetables
- No kitchens in dorm rooms
- Access to nutritionists

Be Well Buffalo County  
Root Causes and Local Conditions

November 28<sup>th</sup>, 2016

Area for Improvement: Healthy Lifestyles in Buffalo County

- Cost of healthy food for lower incomes

## Affordability

- Medical and insurance costs
- Rising cost of living
- Services offered at facilities/gyms
- Sliding membership scale for health and wellness facilities
- Cost of a healthy infrastructure
- Don't get checkups because cost of insurance
- People working multiple jobs or more hours
- Cost of healthy food for lower incomes

## Community Norms

- Rural roots and farm cultures
- Busy with lots of activities
- School activities and family expectations
- Don't look at all socioeconomic statuses
- College culture of fast food, etc.
- Rely on cars
- Food is the go-to for everything
- Healthy cooking as opposed to "farm cooking"

## Understanding of Health

- Mixed messages
- What does healthy look like in my life?
- Quality of information (bull s\*\*\* filter)
- Glamorization of celebrity "health"
- How to monitor the evolution of healthy change
- Access to information about health
- Farm culture—cooking how family cooks
- Healthy cooking as opposed to "farm cooking"
- Cooking for oneself/by hand
- Cost of healthy food for lower incomes

1. Please Rank the following local conditions related to **ACCESSIBILITY** in order of importance. 1 being most important.

⋮	<input type="text"/>	Access to Health Screenings and Baseline Health Information
⋮	<input type="text"/>	Access to exercise at work (is movement encouraged at work?, are there natural places for this to occur?)
⋮	<input type="text"/>	Access to information about health
⋮	<input type="text"/>	Rural access to fitness facilities (locations and availability unknown)
⋮	<input type="text"/>	Access to food at work (vending machine and breakroom offerings?)
⋮	<input type="text"/>	healthy foods in convenient locations (labeling and placement in grocery stores and gas stations)

2. Rank the following local conditions related to **AFFORDABILITY** in order of importance. 1 being most important.

⋮	<input type="text"/>	Sliding membership scale for health and fitness facilities
⋮	<input type="text"/>	Cost of healthy foods (farmers market, public assistance accepted, available at food banks)

3. Rate the following local conditions related to **COMMUNITY NORMS** in order of importance. 1 being most important

⋮	<input type="text"/>	School activities and family expectations (concessions offer healthier options, school activities promote movement amongst all participants)
⋮	<input type="text"/>	Food is the Go-To for everything (non-food support systems)
⋮	<input type="text"/>	Healthy Cooking as opposed to "farm cooking" (community meals model healthy cooking)

# Community Change Model

Wellness presents diverse needs.





## Be Well Buffalo County Root Causes and Local Conditions

### Area for Improvement: Healthy Lifestyles in Buffalo County

#### Examples of Strong Local Conditions (no “not” or “lack of” statements):

- Community events are centered on the service of unhealthy and fried foods.
- School concessions only offer candy bars, chips and soda.
- Crosswalks are located at busy intersections that are not highly visible.
- Convenience stores place healthy foods in inconvenient locations.

#### Accessibility

- Access to health screenings and baseline health information
    - Businesses assume screenings done at work do not have a positive ROI and/or that ROI cannot be measured.
    - Members of the community needs to have a medical home and know of their health condition. (Few relatively healthy community members have a primary care provider.; Few community members truly know their health status.)
    -
- Questions to consider: Are health screenings occurring? How often? Where? Costs? Are they available for everyone?
- Access to fitness facilities (specifically in rural areas?)
    - Many routes for walking or biking to school/work or accessing the trail system cross high-traffic roads where crosswalks may be ineffective.
    - Community fitness options available that are free or reduced in price are not highly advertised. (Free and reduced-price exercise options are poorly advertised.)

# Community Change Model

Wellness brings powerful opinions.

- Powerful opinions come from powerful people. Powerful people tend to be busy.
- We added an extra meeting to get back to basics and make sure we had a consensus with our model before moving on.
- We worked hands on with the information we had been discussing on and off for months.



ITY  
AS

Drivers believe  
roads are only  
for cars.  
Pedestrians feel unsafe

School concessions  
only offer junk  
food options.

A majority of  
people drive  
to work/school

KPS Wellness  
Policy only covers  
school hours (up  
to 30 min. after bell)

fear of  
taxes/fees

BILITY

Farmer's markets  
only accept regular  
currency.

Food pantries  
offer only  
unhealthy, non-  
perishable options.

SIBILITY

Convenience &  
grocery stores  
incorrectly label &  
promote foods as  
"healthy."

Workplace vending  
machines only  
offer soda (...and  
chips, candy, etc.)

Businesses assume  
Skeptics don't  
have positive ROI &/or  
ROI cannot be  
measured.

Businesses leave  
exercise at work  
up to individual  
employees.

# Goals, Objectives and Priorities

Wellness is a broad issue.

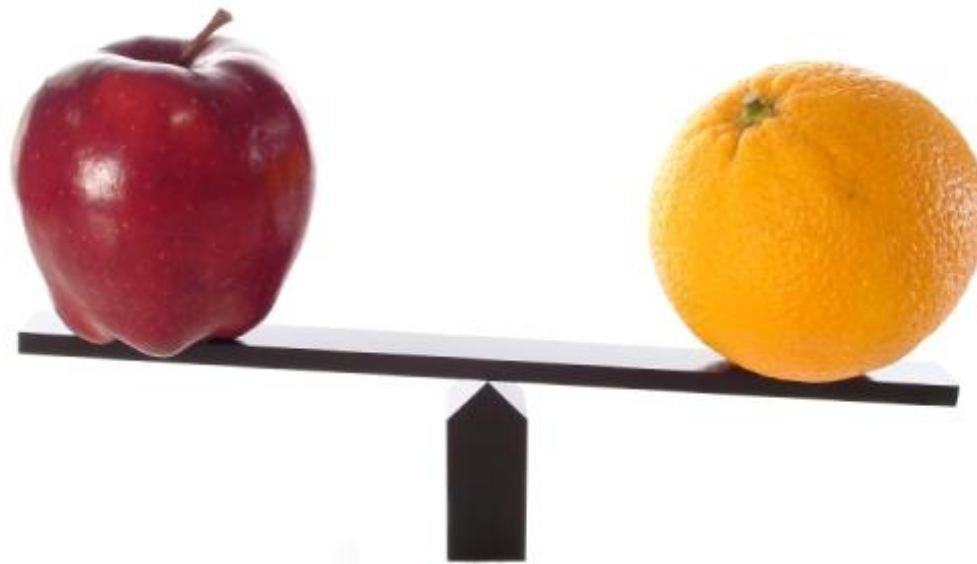




# Goals, Objectives and Priorities

Wellness presents diverse needs.

- Ultimately, we knew we needed to narrow down before we could create full, effective strategies.
- It was hard to compare our ideas one-to-one because they weren't always even.



# Goals, Objectives and Priorities

Wellness brings powerful opinions.

- Our organization is unique in that we're a partnership organization.
- We realized the county had a lot of work already being done by other organizations—why re-invent the wheel?
- We chose to prioritize only those areas in which work wasn't already being done.
  - Farmers markets
  - Food pantries
  - School wellness policies
  - School concessions stands



# Strategy Development

Wellness is a broad issue.

## Mission

Advocate for a healthy community culture through infrastructure, education, and programs to support healthy choices.

## Environmental Strategies

Prevention efforts aimed at changing or influencing community conditions, standards, institutions, structures, systems and policies that shape behavior.



# Strategy Development

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# Strategy Development

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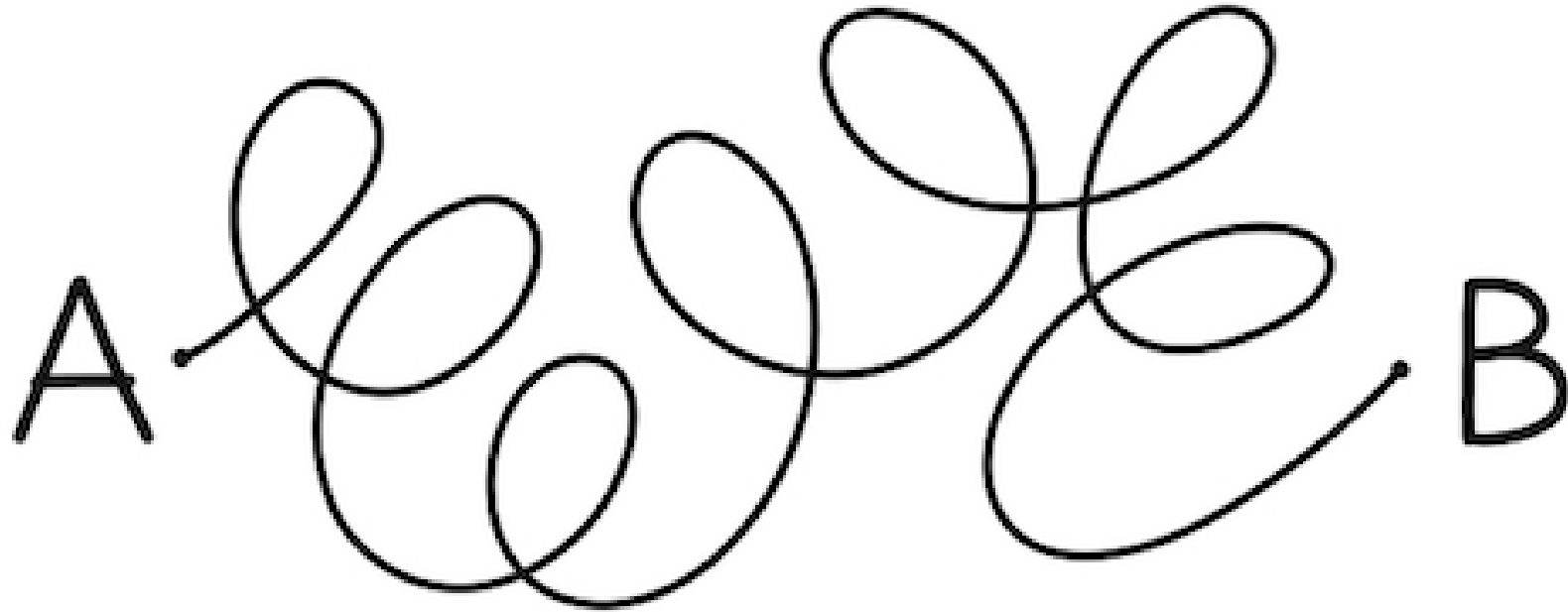
- We've always had a great group of visionaries.
  - Mayor of the City of Kearney
  - Director of Parks and Recreation
  - Associate Superintendent for KPS
  - Wellness Directors of all kinds
- We ended up with a great list of strategies—almost all of which pointed to environmental changes.



# Action Planning

Wellness is a broad issue.





# Action Planning

Wellness presents diverse needs.

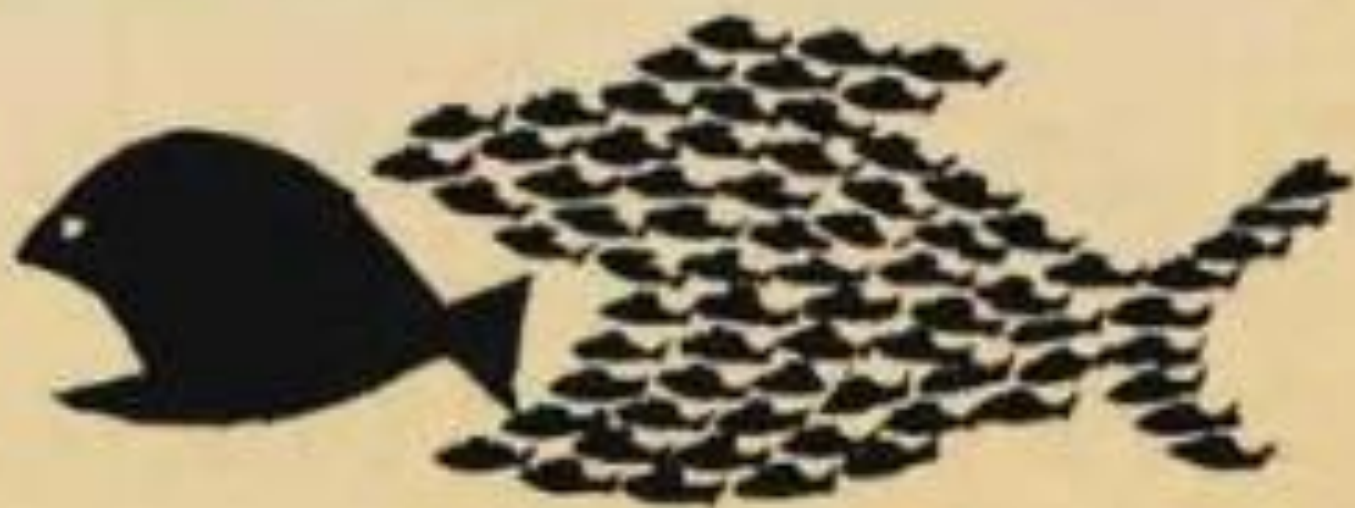
- One of the biggest conversations we've put off is about the people who need to be involved.
  - Who will be impacted?
  - Who has useful data?
  - Who can help us implement?
- More people involved usually means more people impacted.



# Action Planning

Wellness brings powerful opinions.





# Benefits

- The process is data-driven.
- The model is comprehensive.
- The plan is sustainable.



# Benefits

- The process is data-driven.
- The model is comprehensive.
- The plan is sustainable.



# Life-Savers

- The process is data-driven.
- The model is comprehensive.
- The plan is sustainable.



# Data-Driven Process

Epiphany started by digging into the data we already had, and gave us back an honest report.

## Things We Love:

- Every claim had to be supported by data.
- Every goal had to be measured by data.
- Every activity will create more data.



# Comprehensive Model

- We created Be Well to be the visionary team for all the wellness work we do. They're job is to be comprehensive.
- Our model captures things:
  - Being worked on by multiple coalitions.
  - Housed in different agencies.
  - Supported by multiple data sources.
- We created objectives that clearly relate back to our overall goal.



# Sustainable Plan

- The comprehensive model encourages:
  - Responsible parties to take and report on their actions.
  - Clear evaluation and monitoring.
  - Detailed breakdown of tasks, objectives and goals.
- All of this makes it easier to seek and find relevant funding.



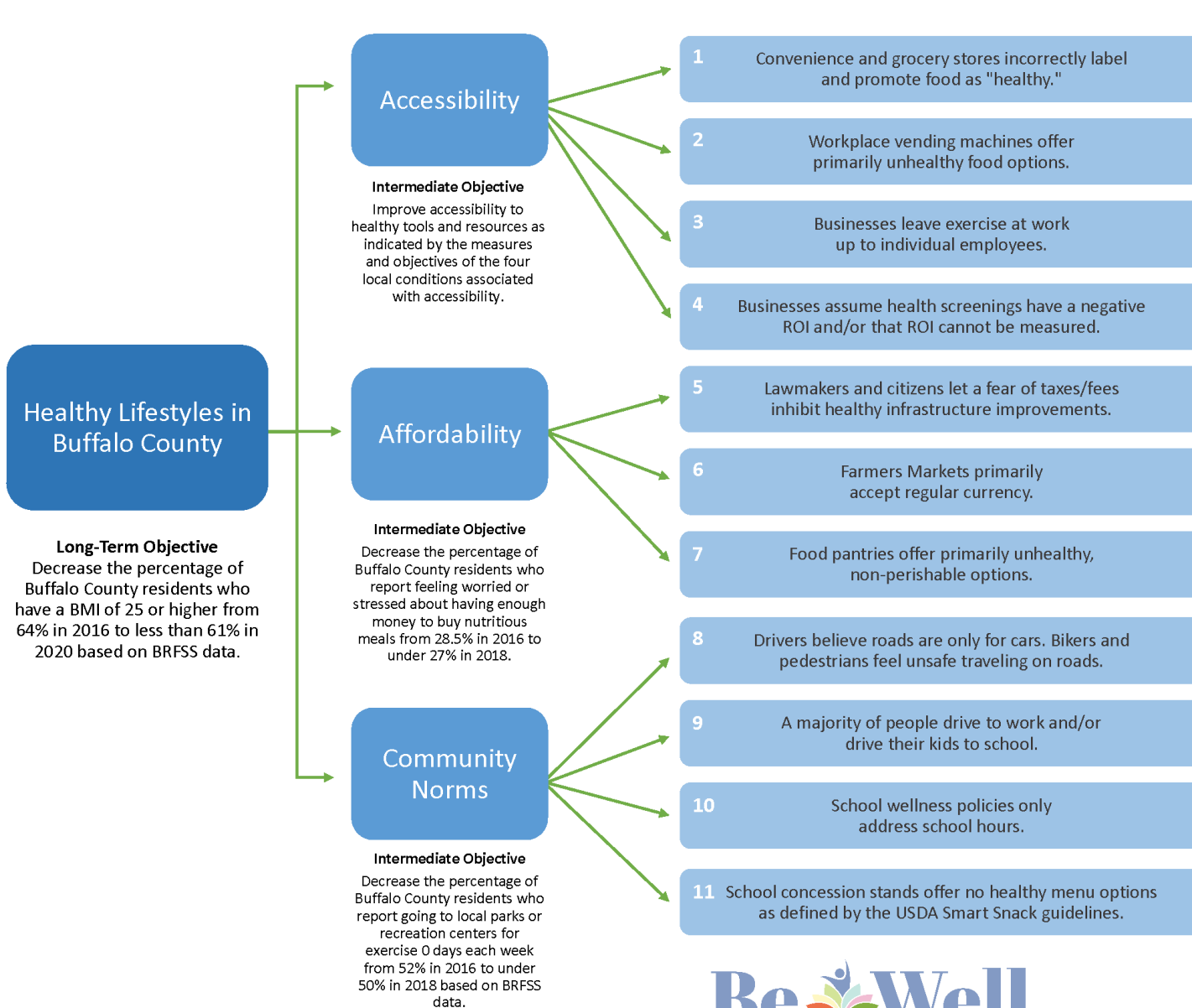
# Our Final Product



**Vision:** Build a culture of well-living where community support leads to unconscious lifestyle changes.

**Mission:** Advocate for a healthy community culture through infrastructure, education, and programs to support healthy choices.

**Project Goal 1:** Increase activity level of Buffalo County residents. **Project Goal 2:** Increase consumption of fruits and vegetables by Buffalo County residents.



Short Term Objectives	
1	Increase the number of convenience stores scoring higher than a 3 on the NEMS analysis from 0 in 2015 to 3 in 2018 based on the TRPHD NEMS analysis data.
2	
3	Increase the percentage of businesses that report offering policies encouraging fitness from 39% in 2016 to 49% in 2018 based on the BCCP Worksite Wellness Survey.
4	Increase the number of businesses invested in worksite wellness ROI strategies from 8 in 2017 to 10 in 2018 based on Be Well's ROI project
6	Increase the number of vendors who accept EBT benefits at farmer's markets in Buffalo County from 1 vendor in 2016 to 5 vendors in 2018 based on federal EBT data.
7	
8	Decrease the percentage of parents who report not allowing their children to walk or bike to school due to heavy traffic from 48.5% in 2015 to less than 45% in 2018 based on SRTS data.
8	Decrease the percentage of parents who report not allowing their children to walk or bike to school due to speed of traffic from 43.9% in 2015 to under 40% in 2018 based on SRTS data.
9	Decrease the number of students who ride to school in a vehicle from 85.5% in 2015 to 83% in 2018 based on SRTS data, and ride home from school in a vehicle from 74% in 2015 to under 70% in 2018 based on SRTS data.
9	Decrease the number of students who have made 0 trips to school on a bike from 85.4% in 2016 to 83% in 2018 based on YRBS data.
9	Decrease the number of Buffalo County residents who ride to work alone in a car from 79% in 2017 to 78% in 2018 based on County Health Rankings data.
10	Increase the number of schools in our county that extend the wellness policy to include all extracurricular activities from 0 in 2017 to 1 in 2018 based on BCCP wellness policy data.
11	Increase the number of school concession stands with a menu that consists 30% of healthy options per USDA guidelines from 0 in 2017 to 1 in 2018 based on BCCP concessions data.

Questions?

