WHAT IS CHRONIC DISEASE?

• Heart disease, stroke, diabetes, lung disease, liver disease...
• Most costly, most common, most preventable
• More than 50% of adults have at least one
• 82% of U.S. health care dollars are spent on chronic diseases
• Heart disease alone cost $315 billion in 2012
LEADING CAUSES OF DEATH IN CLARK COUNTY

<table>
<thead>
<tr>
<th>Cause of death (per 100,000)</th>
<th>Clark County</th>
<th>Washington State</th>
</tr>
</thead>
<tbody>
<tr>
<td>All cancers</td>
<td>173.3</td>
<td>157.1</td>
</tr>
<tr>
<td>Lung, trachea, bronchus cancer</td>
<td>45.5</td>
<td>39.1</td>
</tr>
<tr>
<td>Major cardiovascular disease</td>
<td>182.3</td>
<td>187.9</td>
</tr>
<tr>
<td>Heart disease</td>
<td>139.9</td>
<td>138</td>
</tr>
<tr>
<td>Stroke</td>
<td>30.5</td>
<td>34.7</td>
</tr>
<tr>
<td>Diabetes</td>
<td>22.7</td>
<td>21.4</td>
</tr>
<tr>
<td>Unintentional Injury</td>
<td>50.2</td>
<td>40.5</td>
</tr>
<tr>
<td>Alzheimers</td>
<td>46.2</td>
<td>44.1</td>
</tr>
<tr>
<td>Respiratory disease</td>
<td>41.7</td>
<td>38.3</td>
</tr>
<tr>
<td>Alcohol related</td>
<td>14.4</td>
<td>12.9</td>
</tr>
<tr>
<td>Drug overdose</td>
<td>13.7</td>
<td>14.6</td>
</tr>
<tr>
<td>Influenza/pneumonia</td>
<td>7.3</td>
<td>9.5</td>
</tr>
</tbody>
</table>

CDC: Eliminating three risk factors – poor diet, inactivity, and smoking – would prevent 80% of heart disease and stroke, 80% of type 2 diabetes, and 40% of cancer.
2014 CLARK COUNTY HEALTH STATISTICS

• 70% of adults are overweight or obese (23% of 10th Graders)
• 76% of adults engage in no or minimal exercise
• 81% of adults consume inadequate amounts of fruits and vegetables
• 17% of adults smoke tobacco

CHALLENGE + COURAGE = OPPORTUNITY
Where is “upstream”?
KAISER PERMANENTE HEAL GRANT

- $250,000 over three years beginning in 2016
- Collaborative approach involving multiple community partners and multiple strategies
- Focus on reducing chronic disease in our most vulnerable community by increasing active living and/or healthy eating for adults and kids

CLARK COUNTY PUBLIC HEALTH RECEIVED A PREVIOUS GRANT FROM KAISER PERMANENTE THAT FUNDED OUR WORK TO INCREASE HEALTHY FOOD ACCESS FROM 2012 - 2015
FOURTH PLAIN CORRIDOR

- AREA OF HIGH NEED
- AREA OF HIGH DIVERSITY
- AREA OF HIGH POTENTIAL
- AREA OF OVERLAPPING PARTNER FOCUS
IN THE FOURTH PLAIN CORRIDOR

• Median household income is 61% of the city-wide median income.
• 2014 free and reduced lunch rate was 75 -- 82% compared with the district’s overall rate of 48%.
• 75% of residents live in rental properties.
• 57% pay more than 30% of their income for housing.
• 65% of residents are non-hispanic white, compared with 82% in Clark County.
• More than 30 different languages are spoken.
HEALTH DISPARITY

• Nearly 15% of African Americans and 14% of Latinos have diabetes compared with 8 percent of non-Hispanic whites. Black/African American, American Indians and Latinos groups are at least 50% more likely to die of diabetes than non-Hispanic whites.

• Black/African Americans and White groups have higher death rates for heart disease and cancer

• One in five Latinos report not seeking medical care due to language barriers.

• In comparison to other racial and ethnic groups, Native Hawaiians and Pacific Islanders have higher rates of smoking, alcohol consumption, and obesity. They are 30 percent more likely to be diagnosed with cancer compared to non-Hispanic whites

• Thirty-one percent of Native American men and 26 percent of Native American women aged 18 years and over smoke.

Toxic stress/trauma correlates to higher risk of chronic disease, mental illness, drug/alcohol abuse. Historical trauma is most easily described as multigenerational trauma experienced by a specific cultural group.
KAISER PERMANENTE
HEAL COMMUNITIES INITIATIVE

HEAL Communities Funded Projects

- **HEAL in School Settings**
  - **Goal**: Elementary students consume more fruits and vegetables.

- **Fourth Plain Forward!**
  - **Goal**: Youth will increase physical activity before, during, & after school. Residents will engage in more physical activity.

- **Asians Building Livable Environments (ABLE)**
  - **Goal**: Asian residents will engage in more physical activity.

- **CSA Prescriptions for Health**
  - **Goal**: Increase servings of fruits and vegetables, and decrease sugar consumed by CSA prescription recipients.

- **Woodburn Community Health Initiative**
  - **Goal**: Latino/Hispanic families increase physical activity and meet more USDA nutrition guidelines, and students at Washington Elementary increase healthy breakfast consumption.

- **Screen and Intervene**
  - **Goal**: Food insecure high school students access food services. All students increase consumption of fruits and vegetables & decrease sugary drink consumption.

**Project Key:**
- **Nutrition Goal**
- **Physical Activity Goal**
- **County Funding**
- **Non-Profit Funding**
Kaiser Permanente NW presents an emerging list of principles to guide place-based initiatives. These guiding principles are informed by place-based initiatives implemented in other Kaiser Permanente regions, the research/wisdom literature, and funded partners.

**LEADERSHIP**
- Develop a shared vision for clearly defined goals and outcomes in a place, and prioritize and make decisions.
- Collaborate with organizations and individuals to turn the vision into reality.

**COORDINATION**
- Assure skilled staff to coordinate initiative efforts including communications within partnership, and external “brand” of initiative to the community.
- Engage in intentional learning via data, personal experiences, and wisdom from others to continually adjust strategies.

**PARTNERSHIPS**
- Authentic community engagement with the most affected to generate and execute community-driven solutions.
- Focus on root causes and identify overlapping motivators between partners and community.

**COMMUNITY ENGAGEMENT**
- Secure adequate resources including long-term funding, technical assistance, and leveraging partner assets.
- Establish processes for collecting evidence about changes occurring in the place and contributions of the initiative to those changes.

**RESOURCES**
- Execute multiple strategies aimed at multiple levels in multiple sectors and places using a dose lens.

**MILESTONE TRACKING**

**EQUITY**

Effective Place-Based Initiative
COMMUNITY PARTNERSHIPS

- Clark County Public Health
- City of Vancouver – Planning and Economic Development
- Parks and Recreation
- Fourth Plain Business Community
- Vancouver Public Schools
- Bike Clark County
- Healthy Neighborhood Coalition
- SW Washington LULAC
- Americans Building Community
- Healthy Living Collaborative
- Faith Partners
THE POWER OF PARTNERSHIP
CONNECTING ISSUES: ALIGNED GOALS

- Physical and mental health
- Community resilience
- Accessibility
- Environment/Beauty
- Inclusivity
- Economic development
- Safety
- Reduced absenteeism
- Suicide prevention
- Gang prevention
- Neighbor connection
DESIRED CHANGE:
MORE KIDS AND ADULTS IN CENTRAL VANCOUVER ARE PHYSICALLY ACTIVE EVERY DAY

CHALLENGE:
HOW TO MAKE ACTIVITY
• SAFE
• AFFORDABLE
• ACCESSIBLE
• APPEALING
• CULTURALLY INCLUSIVE
PLACE-BASED INITIATIVES REQUIRE MULTIPLE STRATEGIES AT EVERY LEVEL OF CHANGE
Safe Streets Ordinance;
Lower speeds near parks/schools
Safe Streets Ordinance; Lower speeds near parks/schools

Access and safety improvements (lighting, sidewalks, signals)
WHERE IS THE POTENTIAL FOR MAKING THE CORRIDOR:

- Safer
- More accessible for all users
- Walkable and bike-able to schools, services, businesses
- More attractive
Safe Streets Ordinance; Lower speeds near parks/schools

Access and safety improvements (lighting, sidewalks, signals)

Community-based park clean up; street murals; swim access

Worksite wellness; Fourth Plain Multicultural Fest
Safe Streets Ordinance; Lower speeds near parks/schools

Access and safety improvements (lighting, sidewalks, signals)

Community-based park clean up; street murals; swim access

Worksite wellness; Fourth Plain Multicultural Fest

Increase social connection for physical activity: Walking groups, physical activity at movie nights and community events, bike/walk to school promotion, Bike to Leadership, soccer clubs.
Safe Streets Ordinance; Lower speeds near parks/schools

Access and safety improvements (lighting, sidewalks, signals)

Community-based park clean up; street murals; swim access

Worksite wellness; Fourth Plain Multicultural Fest

Increase social connection for physical activity: Walking groups, physical activity at movie nights and community events, bike/walk to school promotion, Bike to Leadership, soccer clubs.

Educate community members about PA benefits and options. Increase individual physical activity options in partnership with schools, Parks Dept., faith partners, worksites.
Keys to Resilience

**CAPABILITY**
- Skills
- Knowledge
- Self-regulation
- Mindfulness
- Focus
- Discipline

**ATTACHMENT AND BELONGING**
- Family bonds
- Caring adults
- Relationships
- Inclusion
- Intrinsic and extrinsic value

**COMMUNITY CULTURE FAITH**
- Faith
- Hope
- Meaning
- Traditions
- Network of services
- Belonging