Live Healthy Lynchburg: The Thread That Ties
What is Live Healthy Lynchburg?

• ACHIEVE: Action Communities for Health, Innovation, and EnVironmental ChangE
• A Let’s Move City Initiative
• City of Lynchburg Endorsement
• Centra CHNA/Health Status Imprmt
• A Social Norms Movement
LYNCHBURG, VA – 2011 ACHIEVE
The health of a community is ultimately dependent on:

• **30% Health Behaviors**
  - Tobacco use
  - Diet & exercise
  - Alcohol use
  - Unsafe sex

• **20% Clinical Care**
  - Access to care
  - Quality of care

• **40% Social & Economic Factors**
  - Education
  - Employment
  - Income
  - Family & social support
  - Community safety

• **10% Physical Environment**
  - Environmental quality
  - Built environment

*County Health Rankings model ©2010 University of Wisconsin Population Health Institute*
Welcome to Live Healthy Lynchburg!!

Are you interested in being more healthy in 2013? We are here to help with ideas for how to eat, play, work, and learn healthy. Click on the tabs above for more information about all the wonderful local resources we have to assist you as you follow your resolutions to make healthy choices at home, school, work, church, and everywhere in our community. The essential building blocks for living healthy are a balanced diet and regular exercise. This website intends to help you and your family take advantage of the fresh foods and both indoor and outdoor places to exercise in our community. Click on the CHALLENGES button to find out about current and upcoming challenges! LIVE HEALTHY!
2011-2012 Needs Assessments

Purposed to:

1. Establish health policies and objectives
2. Distribute and allocate resources according to priorities and concerns with equity
3. Providing technical assistance
4. Maintain uniform data systems for monitoring progress and comparison
What else?

- Consciousness-raising, concern-arousing, action-stimulating for involvement and commitment to social change
- Relationship between behavior and environment in systems for social change
Maximizing public health impact in communities

**Impact** 🔄 Reach ✗ Exposure ✗ Potency

Focus on changing things that affect many people with frequent exposure in a comprehensive way
How do we change the context?

“Make the Healthy Choice the Easy Choice”

Figure 2. The Socio-Ecological Model

- **Public Policy**: national, state, local laws and regulations
- **Community**: relationships among organizations
- **Organizational**: organizations, social institutions
- **Interpersonal**: family, friends, social networks
- **Individual**: knowledge, attitudes, skills
Collective Impact

The commitment of a group of actors from different sectors to a common agenda for solving a complex social problem.

Collective Impact initiatives are used for a wide variety of global issues, such as education, healthcare, homelessness, the environment & community development.
Premises

1. No single organization can create large-scale, lasting social change alone.
2. No "silver bullet" solution exists for systemic social problems – they cannot be solved by simply scaling or replicating one organization or program.
3. Strong organizations are necessary, but not sufficient for large-scale social change.
5 Conditions of Collective Impact Success

1. **Common Agenda**: All participants have shared vision for change; common understanding of problem & joint approach to solving it through agreed upon actions

2. **Shared Measurement**: Collecting data & measuring results consistently ensures efforts remain aligned & participants hold each other accountable

3. **Mutually Reinforcing Activities**: Activities must be differentiated while still being coordinated through a mutually reinforcing plan of action

4. **Continuous Communication**: Consistent & open communication to build trust, assure mutual objectives & appreciate common motivation

5. **Backbone Organization**: A separate organization(s) with staff & specific skill set to serve as backbone that manages entire initiative.

Collaboration

- Convene around programs & initiatives
- Prove
- Adds to what you do
- Advocate for ideas

Collective Impact

- Work together to move outcomes
- Improve
- Is what you do
- Advocate for what works

Our Methods

• Cross-Sector Partnerships – Bustin’ Silos
• Policy and Systems Approach – Building relationships among organizations
• Environmental Strategies
• Shared Agenda & Merging Efforts
• Joint grant proposals and applications
Plans Going Forward

• Eat Healthy (Nutrition, Access to Healthy Foods)
• Play Healthy (Physical Activity, Exercise)
• Learn Healthy (Healthy Schools & Universities)
• Work Healthy (Employee Wellness)
• Pray Healthy (Healthy Faith Community)
Musts for Moving Forward

• Be open to new partnerships.
• Ensure health impact is considered in all decisions.
• Think hard on where you want to connect with people whose social determinants disengage them from believing they can do it.
• Decide how you will model and lead within the community.
widespread change...

within our grasp