



# 6<sup>th</sup> Biennial Childhood Obesity Conference

Elizabeth Morris  
Healthy Communities of  
Bartholomew County, IN  
June 29, 2011



# Healthy Communities Initiative

**Mission:** Healthy Communities will achieve radical improvement in the long-term quality of life in Bartholomew County through local action. We will accomplish this by collaborating with a diverse network of partners to develop and respond to data-driven community priorities. In all of these activities, we are led by our guiding principles.

**History:** Launched in 1993. Led by a Council made up of community leaders from every sector. Community Health Assessment conducted every 3 years since 1996.

# Current Initiatives

- **Access to Care**

  - VIM

  - Medication Assistance

  - Proyecto Salud

- **Promoting Healthy Relationships**

  - Caring Parents

  - Domestic Violence

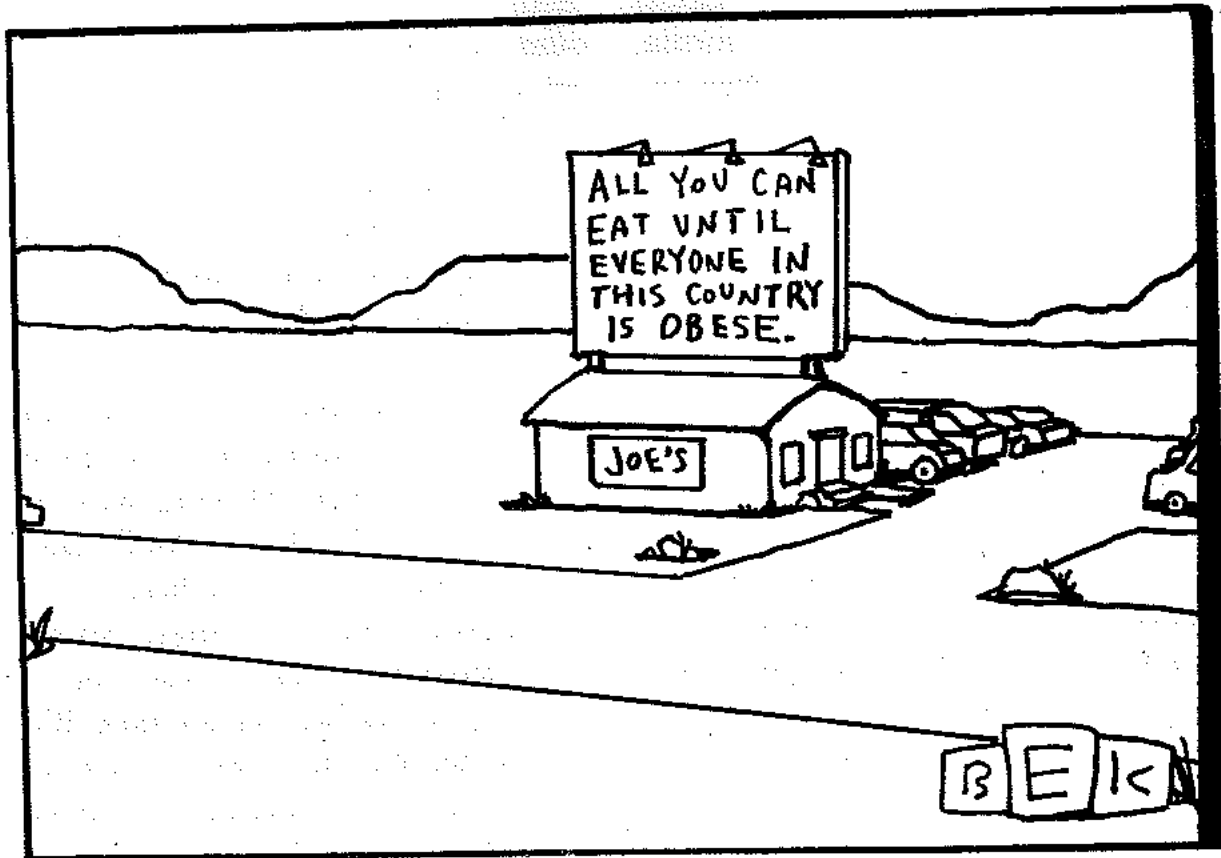
- **Promoting Healthy Lifestyles**

  - Tobacco Awareness

  - Breastfeeding Coalition

  - Healthy Lifestyles



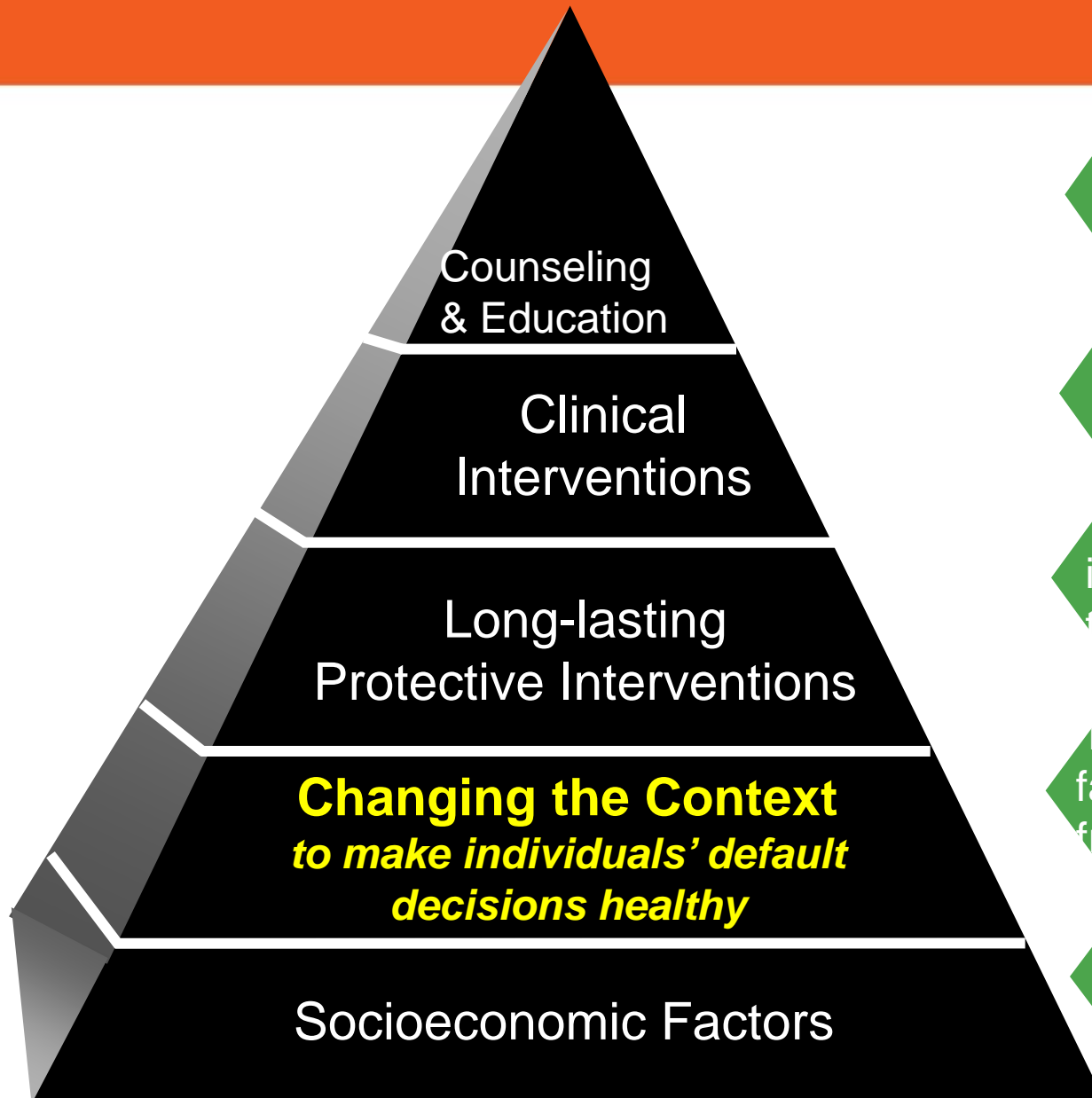


# CPPW Grant

- March 2010-March 2012
  - Obesity Prevention
  - Bartholomew County
    - Population 76,000
    - County Seat  
Columbus 45,000
  - 17 Initiatives
    - 9 related to nutrition
    - 6 related to physical activity
    - 2 cross-cutting
- Health Summit Kick-Off



# Factors that Affect Health



## Examples

Eat healthy, be physically active

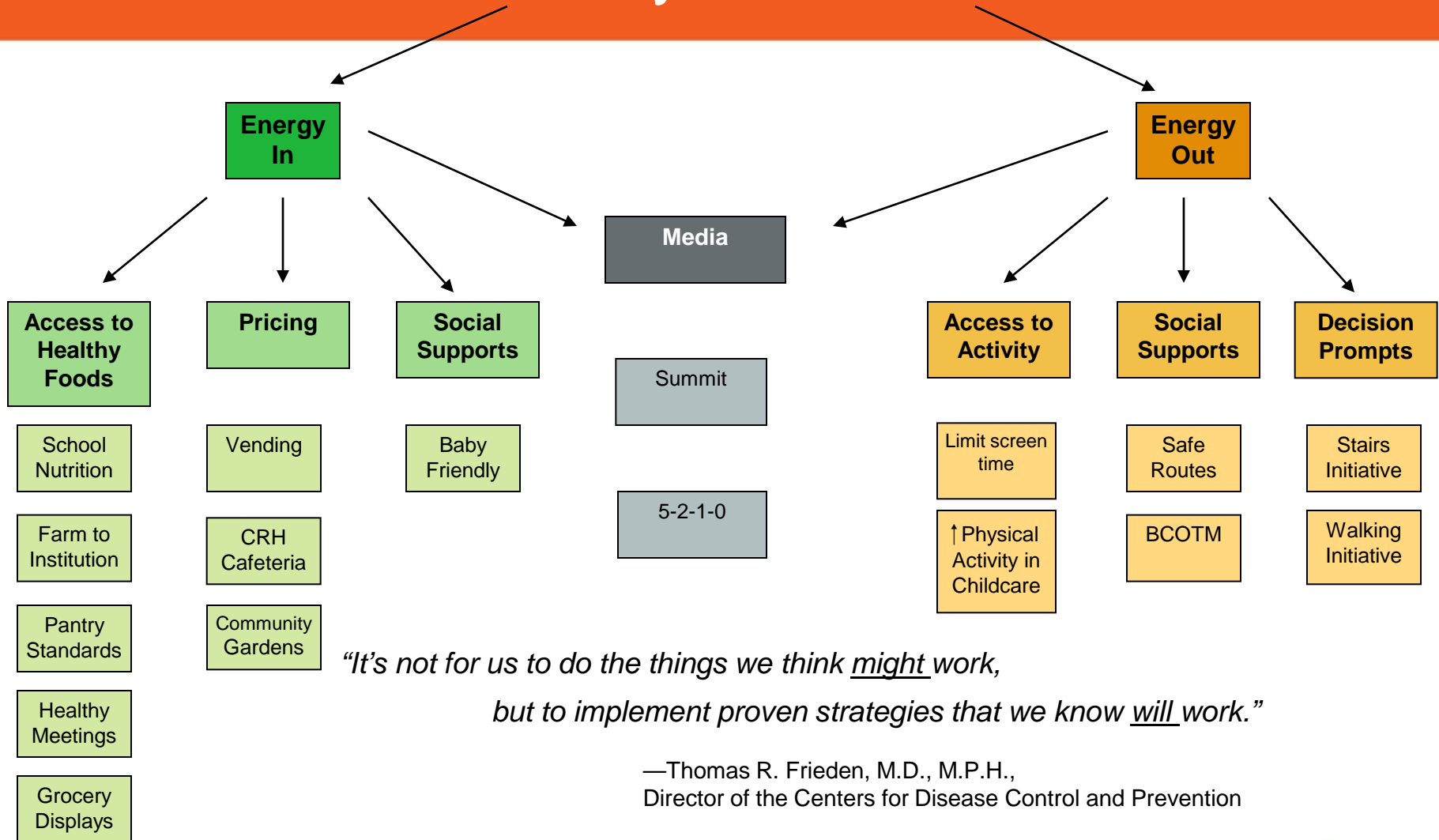
Rx for high blood pressure, high cholesterol, diabetes

Immunizations, brief intervention, cessation treatment, colonoscopy

Fluoridation, 0g trans fat, iodization, smoke-free laws, tobacco tax

Poverty, education, housing, inequality

# Obesity Prevention

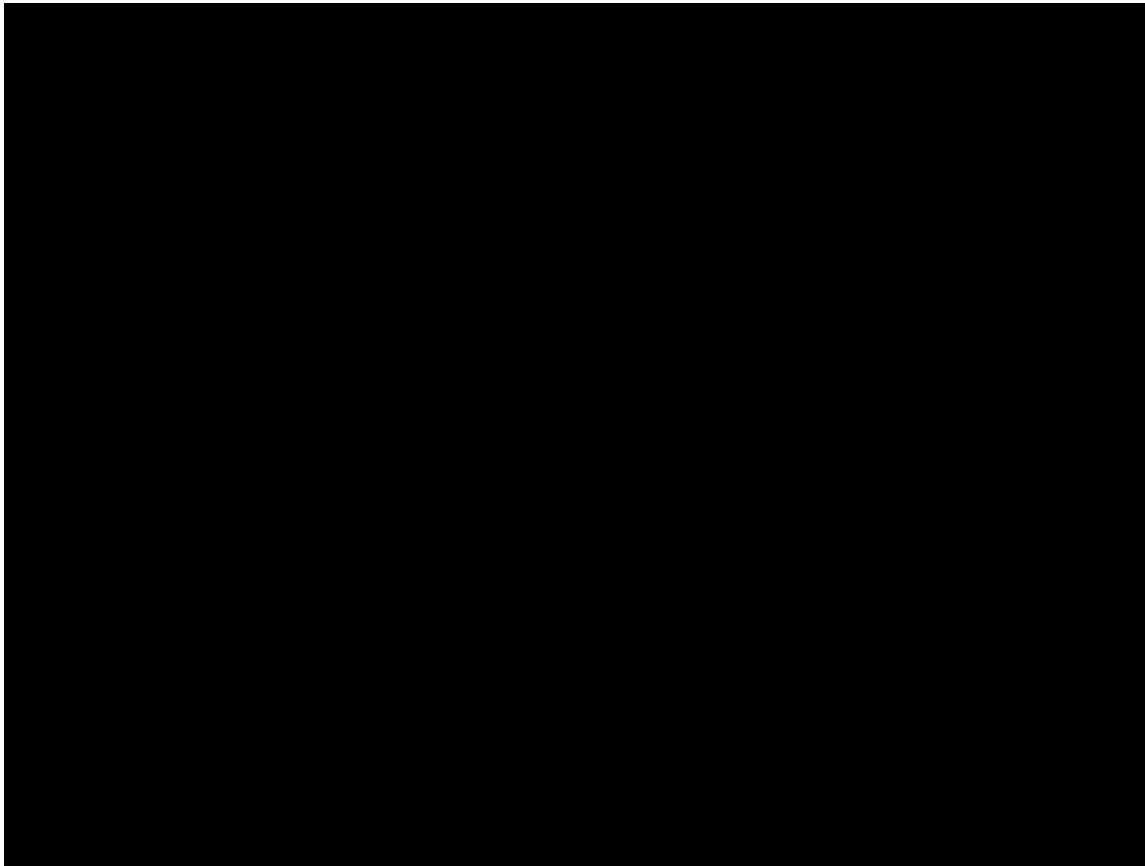


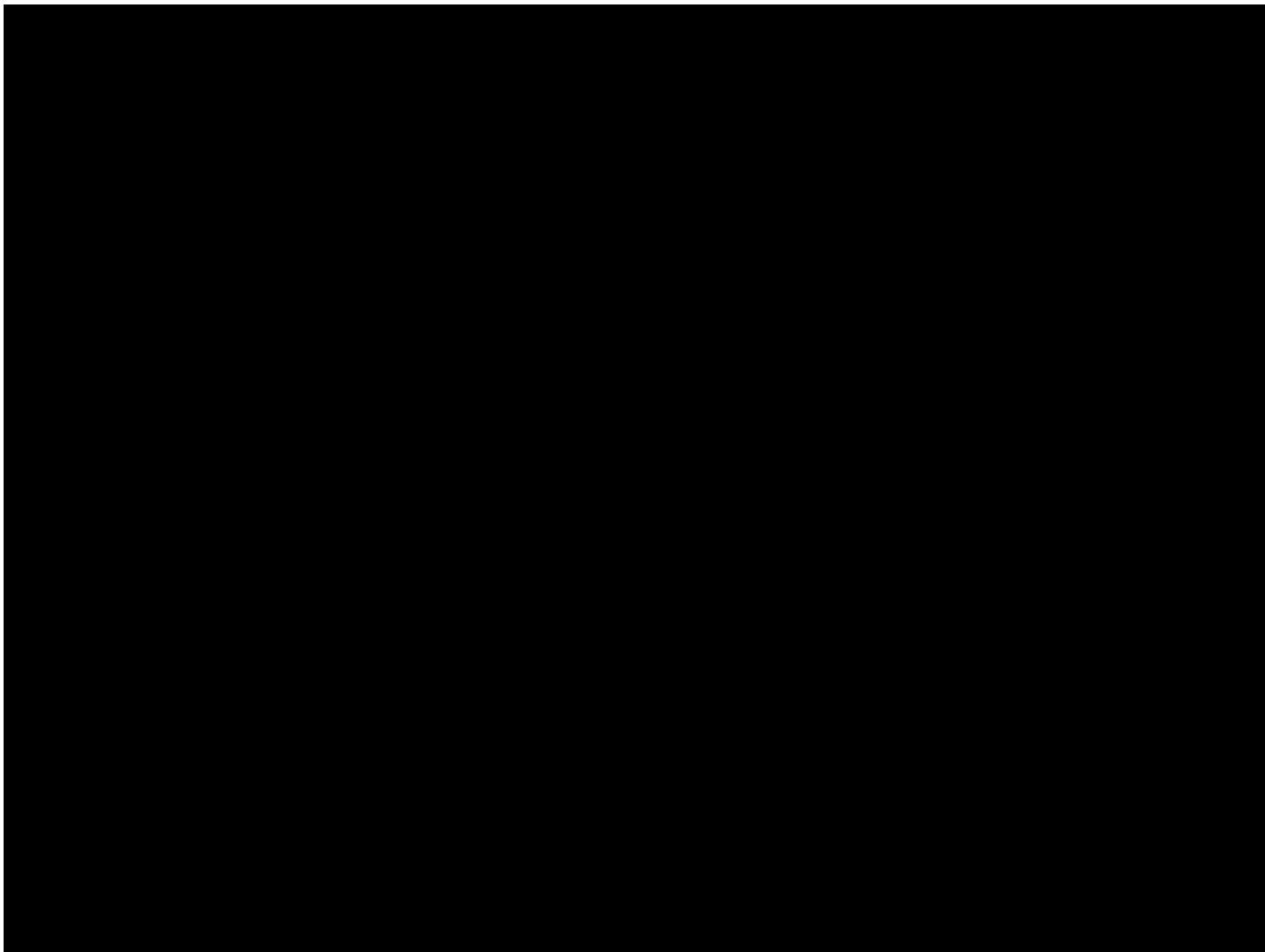
*“It’s not for us to do the things we think might work,  
but to implement proven strategies that we know will work.”*

—Thomas R. Frieden, M.D., M.P.H.,  
Director of the Centers for Disease Control and Prevention

# Lessons Learned

- Get People's Attention
  - National experts
  - Media





# Lessons Learned

- Appreciation of Diversity and Uniqueness
  - Each city, town, organization has its own unique context
  - Each has its own assets, strengths, liabilities, norms, governance structure and politics that help define its culture
  - Working together requires patience, understanding, and looking at the world through their eyes
  - Use resources to help support mutual goals



# Lessons Learned

- The Complexity of Interdependency
  - Working with a growing number of partners places a premium on exacting communication to maintain relationships & creditability.
  - Learning to confront our own mistakes and adjust our actions requires courage.
  - There is always a bottleneck in complex systems.
  - Solutions are rarely permanent and long term; they are often the source of the next set of challenges.
  - A sense of humor is essential!

# Lessons Learned

- The Potential and Challenge of Collaboration
  - Collaboration is a process
  - Being clear where you are with partners is important
  - It is hard work to go the extra mile, but it is essential in building trust and demonstrating commitment.
  - When collaboration works well, it produces results that could not have been achieved alone.



# Lessons Learned

- Shared Leadership
  - Everyone has leadership qualities, strengths that are available for specific situations.
  - In this kind of work, you can't make others do anything; looking for and finding mutual interests create the motivation to work together.
  - In helping others get what they want, you may get what you want.



# Lessons Learned

- Create Short-Term Wins
  - Change is a long journey. There is a need for renewal and motivation to avoid burnout.
  - Short term wins can be created that are visible and clearly related to the change effort.
  - With collaboration, these wins can occur from multiple sources.
  - Over time, others must see progress and compelling evidence that the journey is producing expected results.
  - Progress in process alone isn't enough. There must be end results.





**“Everyone knows food is bad for you,  
but I don’t know what else to eat!”**

# Sustainability

- Sustainability Is On-Going
  - Funding
  - Resources
  - Adding value
  - Developing succession plans

# Contact Information

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[www.WhatsYourReach.org](http://www.WhatsYourReach.org)