

# **The Philadelphia Health Initiative: A Community Collaborative to Reduce Obesity**



**POPULATION HEALTH COLLOQUIUM  
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# Presenters



- **Alexis Skoufalos, EdD – Associate Dean for Professional Development, Jefferson School of Population Health**
- **Christine Juday – Director - Chronic Disease Prevention and Wellness, Sanofi, US**
- **Neil Goldfarb – President and CEO, Greater Philadelphia Business Coalition on Health**

# Agenda



- ***Stage Setting and Creation of Philadelphia Health Initiative (PHI)***
- ***Wellness Together – Community Activation***
- ***Philly First – Academic Medical Centers Taking A Leadership Role***
- ***Healthy Workplaces – Employers Seek Prevention and Wellness for Their Workforce***
- ***Impact Beyond Philadelphia***

# Steering Committee Members



**Michelle Foster**  
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**Christine Juday**  
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**Scott Kahan, MD,  
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# Mission Statement



Launch integrated, measurable community, workplace and healthcare efforts in Philadelphia that will touch the lives of individual community members, demonstrating that steps can be taken to prevent and treat obesity and its many costly consequences.



Be a model for how other communities can mobilize and coordinate their unique assets to improve health.

# Or More Easily Said...



## Philadelphia Health Initiative

Local leaders working together to prevent obesity and diabetes in Philadelphia



# Many Philadelphians Are Not as Healthy as They Could Be



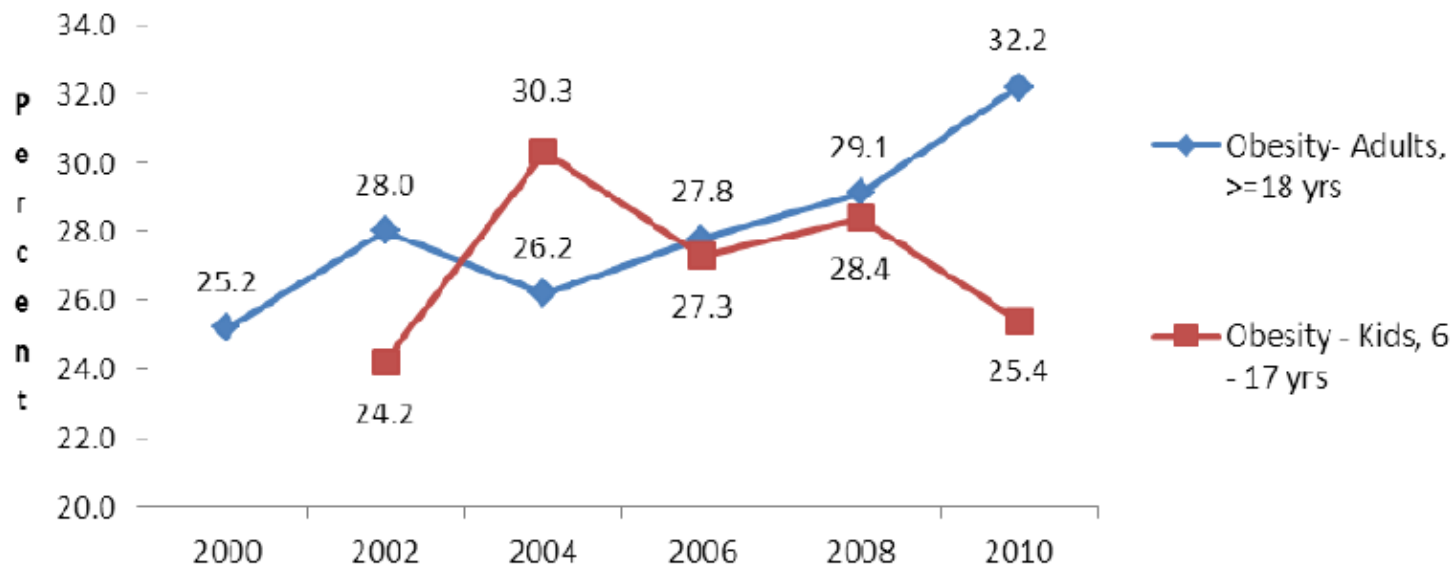
- Two of the city's Congressional Districts rank in bottom quartile for overall health (*Gallup-Healthways Well-Being Index<sup>®</sup>*)
  - PA-1 ranks 432 out of 436
  - PA-2 ranks 399 out of 436
- Among counties with 10 largest cities, Philadelphia ranks at top for weight-related chronic diseases<sup>1</sup>
  - Highest prevalence of hypertension (34.5%) and heart disease (4.5%)
  - Second highest prevalence of diabetes (10.7%) and obesity (29.3%)
- Individuals report room for improvement (*Household survey self-reported data*)<sup>2</sup>
  - 66.3% Overweight or obese
  - 13.3% Ever had diabetes
  - 35.8% Ever had hypertension



# Reviewing Recent Outcomes, Some Mixed Results



Obesity among Philadelphia Adults & Children, 2010



## Questions to Consider

- Why the difference between outcomes for children and adults?
- What factors contributed to the improvements for children?
- How can we sustain improvements, extend to adults?



# Analysis of Feedback from Steering Committee



**Philadelphia is local – city of neighborhoods**



**City government is active**



**Initial environmental efforts have begun**



**Improved health is an economic imperative**

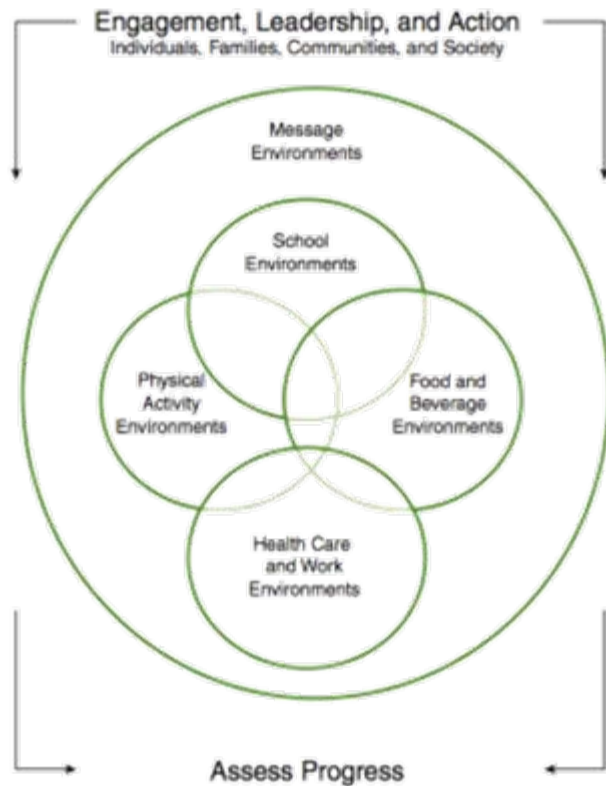


**There are elements of health and healthcare within our control**

**Bottom Line:  
More can be done to accelerate, integrate and sustain efforts**

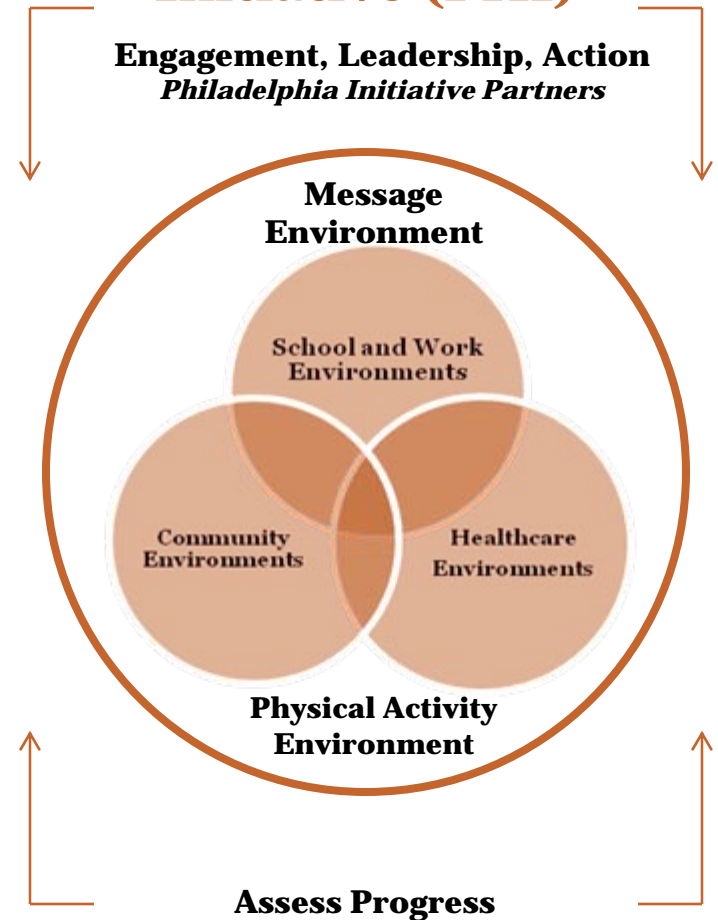
# Modifying IOM's "Accelerating Progress" Diagram for Philadelphia

## IOM Accelerating Progress Diagram

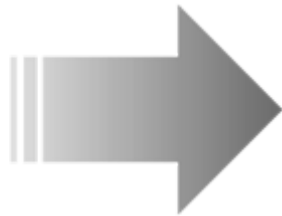


## Philadelphia Health Initiative (PHI)

**Engagement, Leadership, Action**  
*Philadelphia Initiative Partners*



# Integrating Local Assets to Help Prevent and Treat Obesity and its Many Costly Consequences





# Wellness Together



Activate kids and families to take advantage of existing Philadelphia resources

- *Weigh In Guide* – conversation starter and “bridge” to action

- ✦ Facilitator’s guide delivers “meeting in a box” ease for grass roots efforts
- ✦ Local Philadelphia appendix links to “Get Healthy Philly” programs
- ✦ Opportunity to engage a host community partners and integrate tool to other efforts

A New, Free Guide Helps Parents Answer Tough Questions About Weight



“Weigh In – Talking with your children about weight and health”

- Conversation guide geared to parents and caregivers
- Offers practical information on how to compassionately respond to real-world scenarios about weight and health including:
  - BMI Confusion
  - Weight Bias
  - Cultural Differences
  - Inter-family Weight Differences
  - Body Image
  - Bullying
  - Parental Obesity
- Get guide for free at [www.WeighInOnObesity.org](http://www.WeighInOnObesity.org)

Alliance for a Healthier Generation STOP OBESITY

# Helping Families Responsibly Address Weight and Health



“ The guide, promotes compassion and a spirit of cooperation without pity, condescension, criticism or guilt.” - *The Washington Post*

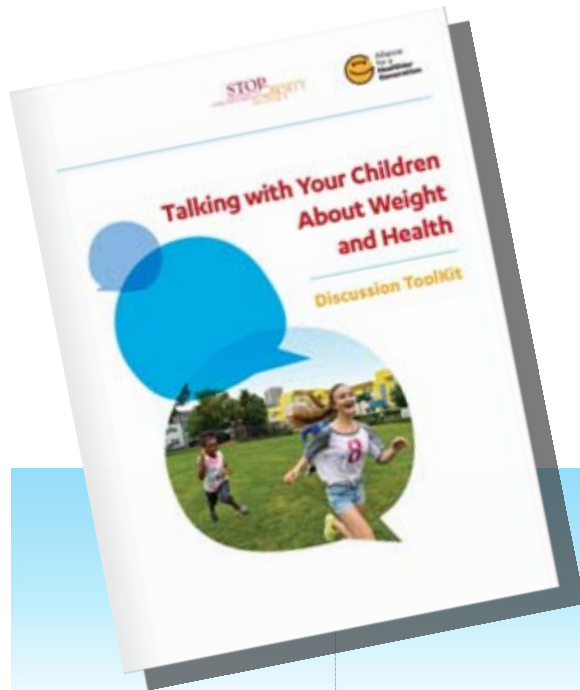
## Strategic Approach

- Formed partnership with Alliance for Healthier Generation
- Grounded all content in academic research
- Hosted expert roundtable to outline purpose and content
- Assembled review panel from cross-section of fields including academia, pediatrics, obesity research and psychology

## The Resulting Tool: *Weigh In*, Talking with your children about weight and health

- A free e-guide for parents of children 7-11 years old
- Fills an information gap for parents struggling with how to discuss weight and health with their children
- Offers parents “real-world” situations and plain language responses
- Rather than laying blame, the guide offers ways to responsibly and compassionately respond to the following real-world scenarios:
  - BMI confusion
  - Cultural differences
  - Body image
  - Bullying
  - Weight bias
  - Inter-family weight differences and parental obesity

# Family and Community Health



- **Created and Launched “Weigh In” Discussion Toolkit that includes:**
  - **Facilitator Handbook** with step-by-step meeting guide
  - **Local guide for Philadelphia families** – Places to go and things to do to improve nutrition and physical activity
- **Hosted May 15<sup>th</sup> discussion at Thomas Jefferson University with expert panel including:**
  - **David B. Nash, MD, MBA**, Jefferson School of Population Health
  - **Barbara Connors, DO, MPH**, Center for Medicare & Medicaid Services - Region III
  - **Giridhar Mallya, MD, MSHP**, Philadelphia Department of Public Health
  - **Scott Kahan, MD, MPH** and **Allison May Rosen**, STOP Obesity Alliance
  - **Neil Goldfarb**, Greater Philadelphia Business Coalition on Health



# Philly First



Align Philadelphia's "Birthplace of Medicine" designation with marked and improved health of Philadelphia's healthcare workforce, the communities they serve and the providers of tomorrow



- Address and improve the health of the healthcare workforce
- Address and integrate earlier interventions for patients
- Address and update medical training curriculum to reflect greater need for risk management for diabetes and obesity

# Weigh In as Jefferson Employee Initiative



- Incorporated Weigh In Guide into employee wellness initiative (targeting obesity)
  - Family orientation appeals to employees, can help them become engaged and aware of their own behaviors and habits that could be contributing to obesity
- Introduced via Lunch & Learn programs
  - Offered in Center City and South Phila campuses; recorded archive available for staff working overnights
  - Attendance worth 5 points toward wellness incentive
  - Working with clinical areas as a support to nutrition and weight management classes
- Follow-up surveys and questionnaire to identify gaps
- Working to create a roadmap for employee outreach



# Healthy Workplaces - Diabetes Prevention Learning Collaborative (DPLC)



- **11 Philadelphia area employers engaging in 18-month effort to pilot diabetes prevention efforts in their populations**
  - Customized Action Plans (CAP) developed and implemented by each employer
  - Regularly scheduled meetings to evaluate, share and provide for rapid-cycle implementation and idea sharing
  - Common metrics established for data aggregation, analysis & publication
- **Sustainability and Scalability**
  - Model for other employers (locally and nationally)
  - Validation of evidenced-based principles for employers and insurers when designing benefit coverage (i.e. coverage of DPP)

# Companies Participating in DPLC



- Astra Zeneca
- Children's Hospital of Philadelphia (CHOP)
- City of Philadelphia
- Independence Blue Cross
- Nutrisystem
- Philadelphia Gas Works (PGW)
- SEPTA
- Severn Trent
- Stradley Ronon
- Wawa
- WL Gore

# Next Steps



- Continue CAP process with support
- Annual measurement to assess progress
- Support PHI in seeking resources and developing infrastructure for sustainability
- Identify and disseminate best practices within DPLC and with broader employer audiences (GPBCH/NBCH)
- Expand GPBCH participation in creating a regional culture of health and physical activity
- Engage provider community in partnerships

# Progress



- Coalition formed and first year plan implemented
- Weigh In Guide “meeting in box” community launch 5/15/13
- IOM briefing 6/5/13
- 11 employers participating in DPLC; currently drafting sub customized action plans and common metrics
- Academic Medical Center plans – partner with National Association of Chronic Disease Directors on NDPP efforts to explore aligned community health benefit across the region
- Obesity Panel presentation at DVHC – GPBCH meeting 7/17/13

# Progress



- PHI briefing PA House Democratic Policy Committee 7/29/13
- Strategic planning session (2 year+) & long-term coalition management efforts discussed 8/12/13
- PHI briefing PA House Republican Policy Committee and Diabetes Caucus 10/21 – 10/22/13
- Media coverage: (2) Philly.com blogs; Philadelphia Inquirer piece, Philadelphia Business Journal
- National Business Coalition on Health - National Health Leadership Council's Combating Obesity Conference 1/31/14

# Key Learnings To Date



- Seek out multiple stakeholders early.
- Be flexible in identifying new partners and refining goals
- Develop a core advisory team
- Think big, start small
- Some stakeholders (e.g. Academic Medical Centers) are not as nimble; prepare for longer lead times
- Stakeholders recognize the problem is complex; work to simplify
- Be intentional about integration; encourage stakeholders

# Impact Beyond Philadelphia



- ***“Weigh In Guide”***
  - Materials available online
  - Sharing of key learnings
- **Diabetes Prevention Learning Collaborative**
  - Publication
  - Employer/Health Plan benefit design changes
  - Connecting to national conversation – national partners
- **Academic Medical Centers**
  - Curriculum changes – state and national implications

# Discussion

