



HEALTHY Armstrong

*A Rural Wellness Collaboration
Armstrong County, Pennsylvania*

*National Association of Counties
Washington, D.C.
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HEALTHY Armstrong

- Healthy Eating Active Lifestyles Together Helping Youth

An Armstrong County collaborative, HEALTHY Armstrong aims to improve the health of families and to help children maintain a healthy weight through improved nutrition and increased physical activity.



Armstrong County Demographics

- Armstrong County is located northeast of Pittsburgh, PA. The county has a total of 664 square miles with 44 townships and boroughs
- Total population: 66,966. Median age: 43.5
- 98% Caucasian
- Unemployment rate 9.1%
- Approximately 85% designated rural
- Uninsured adults: 14%
- High school graduates: 87%
- Some college: 47%

www.countyhealthrankings.org/pennsylvania/armstrong



Armstrong County's Health Rankings

The health of a community depends on many different factors; ranging from health behaviors, education and jobs, to quality of healthcare and to the environment

- Armstrong County ranks 52nd out of 67 counties in terms of health rankings in PA
- Poor or fair health: 16% (PA avg. = 14%)
- Adult smoking: 23% (PA avg. = 22%)
- Excessive drinking: 24% (PA avg. = 18%)
- Primary care providers: 1,850:1
- 35% of population 200% below poverty level
- Adult obesity – 30%
- 35% of Armstrong School District students are overweight or obese

Sources: 2002 Behavioral Health Risks of Armstrong County Adults – PA Department of Health
www.countyhealthrankings.org/pennsylvania/armstrong



Strategies

- School



- Community



- County



Armstrong School District (ASD)



- Predominate school district
- Covers 30 municipalities
- Serves approximately 6,200 students
- Seven elementary schools
- Five secondary schools



Partner Organizations

- HEALTHY Armstrong Key Partners:
 - ACMH Hospital
 - ACMH Hospital Foundation
 - Armstrong School District
 - Children’s Community Pediatrics – Armstrong
 - County of Armstrong
 - UPMC Health Plan
- Other partners include community groups such as the Armstrong Trail, Belmont Complex (county recreational facility), the Armstrong County YMCA, Penn State Cooperative Extension, the Environmental Learning Center, the PA Department of Health, F&M Bank, and parent representatives



Organizational Structure

- Executive Council includes members from each partner organization and leads the efforts of the initiative
- Steering Committee:
 - Meets monthly to lead the efforts of the program, based on decisions set forth by Executive Council
 - Includes Project Director, Health and Wellness Coordinator, and representatives from all partner organizations
- Each school in the district has its own In-School Facilitator who works with the Health and Wellness Coordinator to facilitate the **We Can!** program components.



Overall Goals

- **Improve nutrition:** Reduce intake of “junk” food and eat five servings of fruits/vegetables per day
- **Promote exercise:** 60 minutes of walking or other exercise per day
- **Limit screen time:** No more than two hours of screen time (computers, video games, TV) per day



School Strategies

- Each school identified a Wellness Facilitator, who plans in school and after school physical activities and nutrition programs
- ASD assigned a Physical Education teacher to be the District Wellness Coordinator
 - Oversees all wellness programs in the District and coordinates with the Project Director for HEALTHY Armstrong
- School District measures BMI's and Kid Minutes once a year
- Initial focus was elementary schools, programmed to add secondary schools. There is a comprehensive K-12 program
- County urged HEALTHY Armstrong to expand program to four additional school districts



ASD Cafeteria Modifications

- Removal of all fryers
- Eliminated candy & soda sales
- Increased chicken, fish and turkey choices on menu
- Switched to turkey lunchmeats and sausages
- Added more fruit & vegetable choices



ASD Cafeteria Modifications

- Offer daily yogurt fruit plates
- Offer daily meal salads
- Reduced the types and amounts of desserts on the menu
- Switched to whole wheat products (pizzas, rolls, breads, pasta)
- Added a daily soup choice at the high school
- Switched to one percent and skim milk



Promoting Healthy Snacks & Beverages in Vending Machines

- Cheese
- Yogurt
- Pretzels
- Granola bars
- 100% Juice
- Low Calorie Drinks

*Profit split with Wellness Club



School Strategies:



- Incorporated components of the **We Can!** program into the school curriculum to promote wellness in schools as well as after-school programs that include parents
- Developed **We Can!** wellness guide to share with all in-school facilitators for consistency
- Teachers participated in the online **We Can! Energize Our Families** training as part of an In-service day.
- Developed marketing materials for HEALTHY Armstrong that included mention of **We Can!**



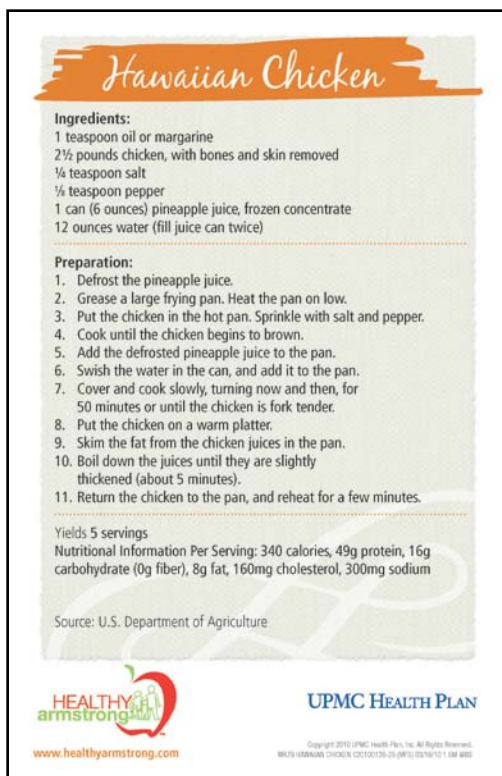
Community Strategies: **We Can!** Ways to Enhance Children's Activity & Nutrition

- HEALTHY Armstrong is the national model for youth obesity prevention projects in federal legislation: Healthy Communities Act of 2009
- This legislation was passed with the National Health Reform Act of 2010
- Recognized as the first **We Can!** County in the United States by the National Institutes of Health



Key Community Initiatives

Healthy Recipe of the Week



Hawaiian Chicken


Ingredients:
1 teaspoon oil or margarine
2½ pounds chicken, with bones and skin removed
¼ teaspoon salt
¼ teaspoon pepper
1 can (6 ounces) pineapple juice, frozen concentrate
12 ounces water (fill juice can twice)


Preparation:

1. Defrost the pineapple juice.
2. Grease a large frying pan. Heat the pan on low.
3. Put the chicken in the hot pan. Sprinkle with salt and pepper.
4. Cook until the chicken begins to brown.
5. Add the defrosted pineapple juice to the pan.
6. Swish the water in the can, and add it to the pan.
7. Cover and cook slowly, turning now and then, for 50 minutes or until the chicken is fork tender.
8. Put the chicken on a warm platter.
9. Skim the fat from the chicken juices in the pan.
10. Boil down the juices until they are slightly thickened (about 5 minutes).
11. Return the chicken to the pan, and reheat for a few minutes.

Yields 5 servings
Nutritional Information Per Serving: 340 calories, 49g protein, 16g carbohydrate (0g fiber), 8g fat, 160mg cholesterol, 300mg sodium

Source: U.S. Department of Agriculture


www.healthymstrong.com


UPMC HEALTH PLAN

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HAWAIIAN CHICKEN C0210126-25 (PTE) 03/10/10 1 8M 888

- Healthy Recipe of the Week
- HEALTHY Lifestyle Extravaganza
- Hike and Bike Events
- Armstrong County Commissioners proclaimed April as “Healthy County Month” based on coalition’s efforts and includes **We Can!** in its proclamation



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We Can!™

We Can!™

Armstrong County has joined the *We Can!* movement as the first *We Can!* County in the United States. *We Can!* stands for "Ways to Enhance Children's Activity and Nutrition." *We Can!* is a national program designed for families and communities to help children maintain a

More in ...

About

We Can!™

Events

Working with the National Institutes of Health to promote healthy weight, healthy children

HEALTHY armstrong

County Strategies

Why Health and Wellness?

- Reduce Healthcare Costs
- Healthier & Happier Employees
- Lower Absenteeism
- Earlier Detection



County Strategies

Wellness for County Employees

- Began with a “Biggest Loser Contest” (2006)
 - 65 Participants
 - 4-5 members per team
 - 10-12 week contest
 - Weekly Weigh-In by Team Leaders
 - Minimal Fees (enrollment & participation)
- Tailored Highmark’s Lifestyle Returns Program
- Implemented \$250 Incentive for Completion



Additional Components

- Memorandum of Understanding with Unions
- Verification Forms
- Dedicated Site for Forms and Information
- Bi-monthly Wellness Newsletter
- Multiple Venues for Communication



What's New in 2011?

- Wellness Committee
- Revised Wellness Incentive
- Reports from HRA's
- More Wellness Education Programs
- Wellness Blog on County's INRAnet



School Outcomes

- There are three ongoing measures that are used to evaluate the program:
 - BMI data
 - Physical activity time during the school day – Kid Minutes
 - Impact the program has had on cafeteria sales of unhealthy foods



Kid Minutes

- Physical activity is assessed in “Kid Minutes”
- This measure is a global measure of minutes spent in structured physical activities (other than PE classes) across multiple schools that are doing varied activities
- Kid Minutes = Minutes of activity x # of times the activity occurred x # of kids participating each time

Example: Exercises during morning announcements
in a certain month

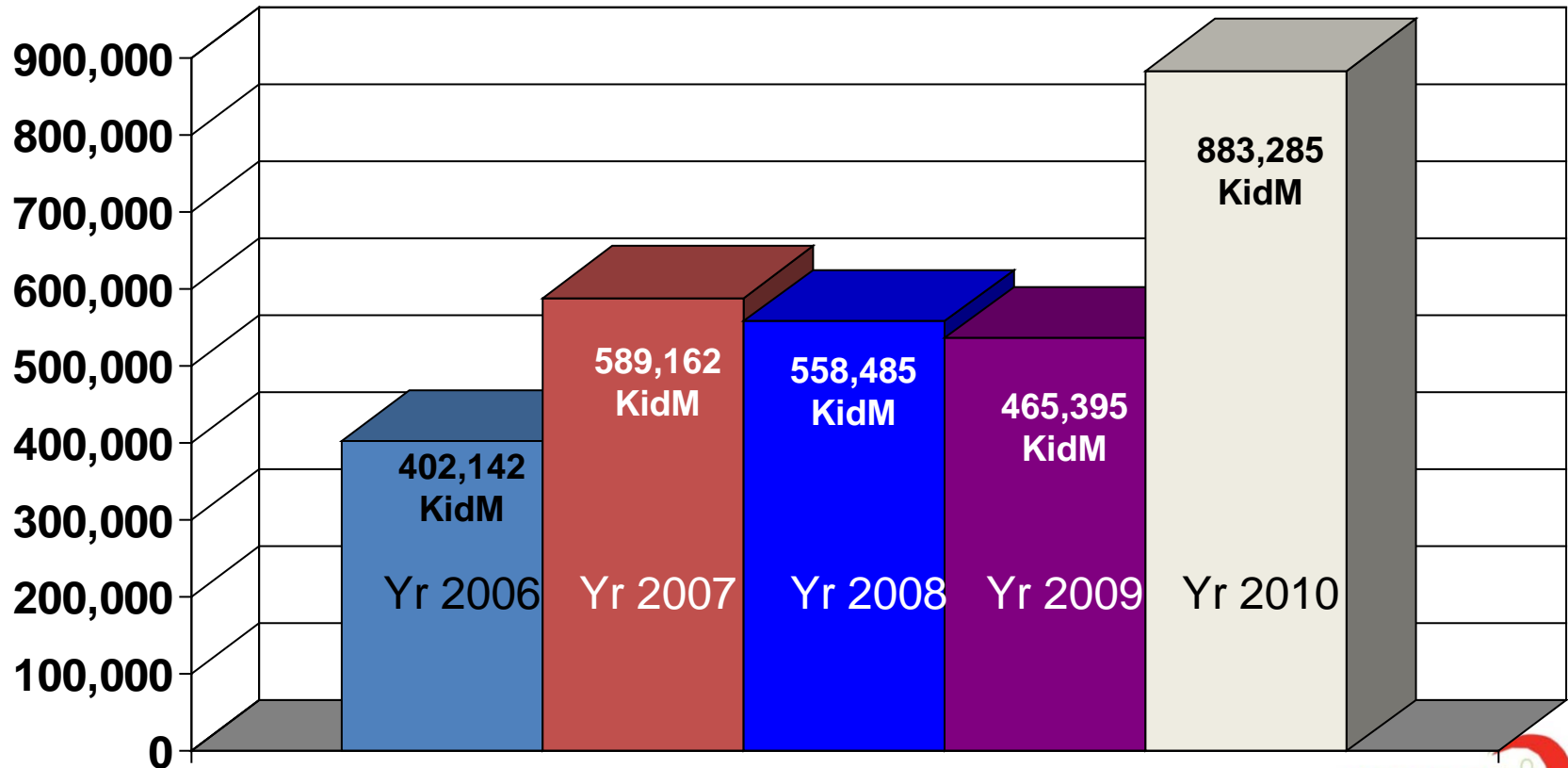
- How many minutes does the activity take: 3
- How often: 5 school days/week (or 23 days that month)
- How many kids each time: 270

$$3 \times 23 \times 270 = 18,630 \text{ Kid Minutes}$$



Total Kid Minutes

in one school month

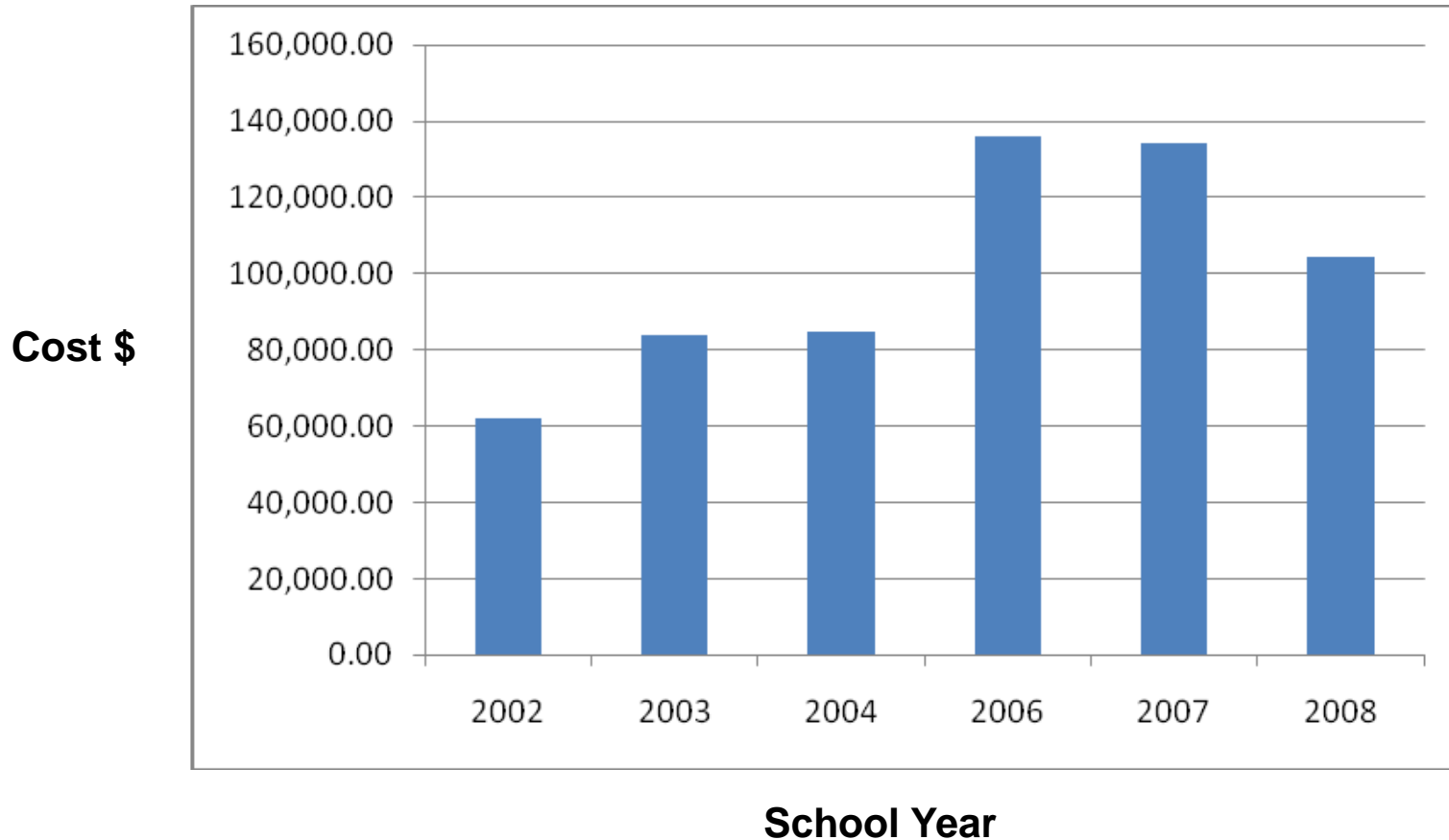


(Does not include PE classes)



Cafeteria Results

Fresh Fruit & Vegetable Consumption



Note: The School District received an additional \$22,272 in 2006 and \$22,372 in 2007 to run the fresh fruit and vegetable pilot program.



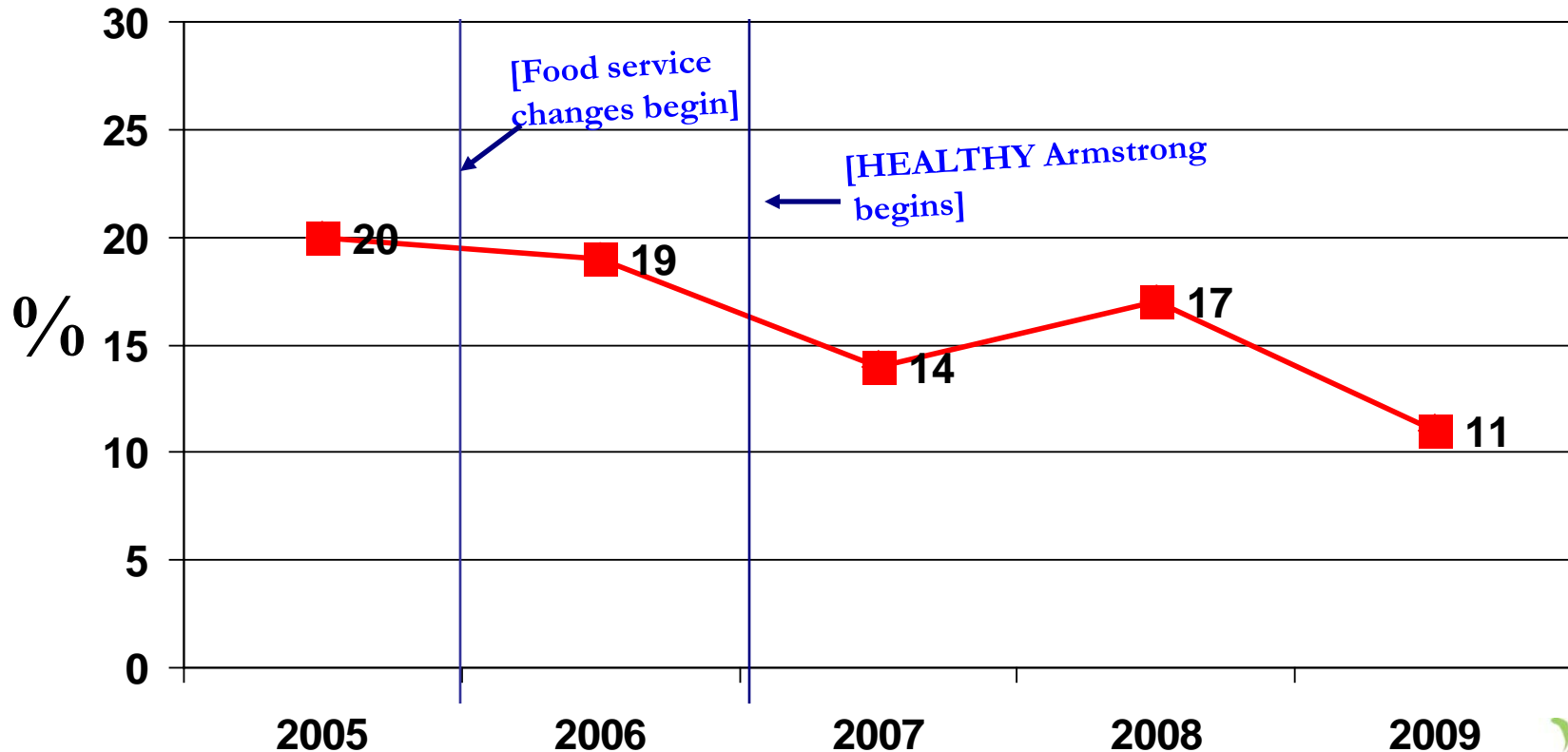
School Cafeteria Whoa Slow Go! Foods

2005-2009

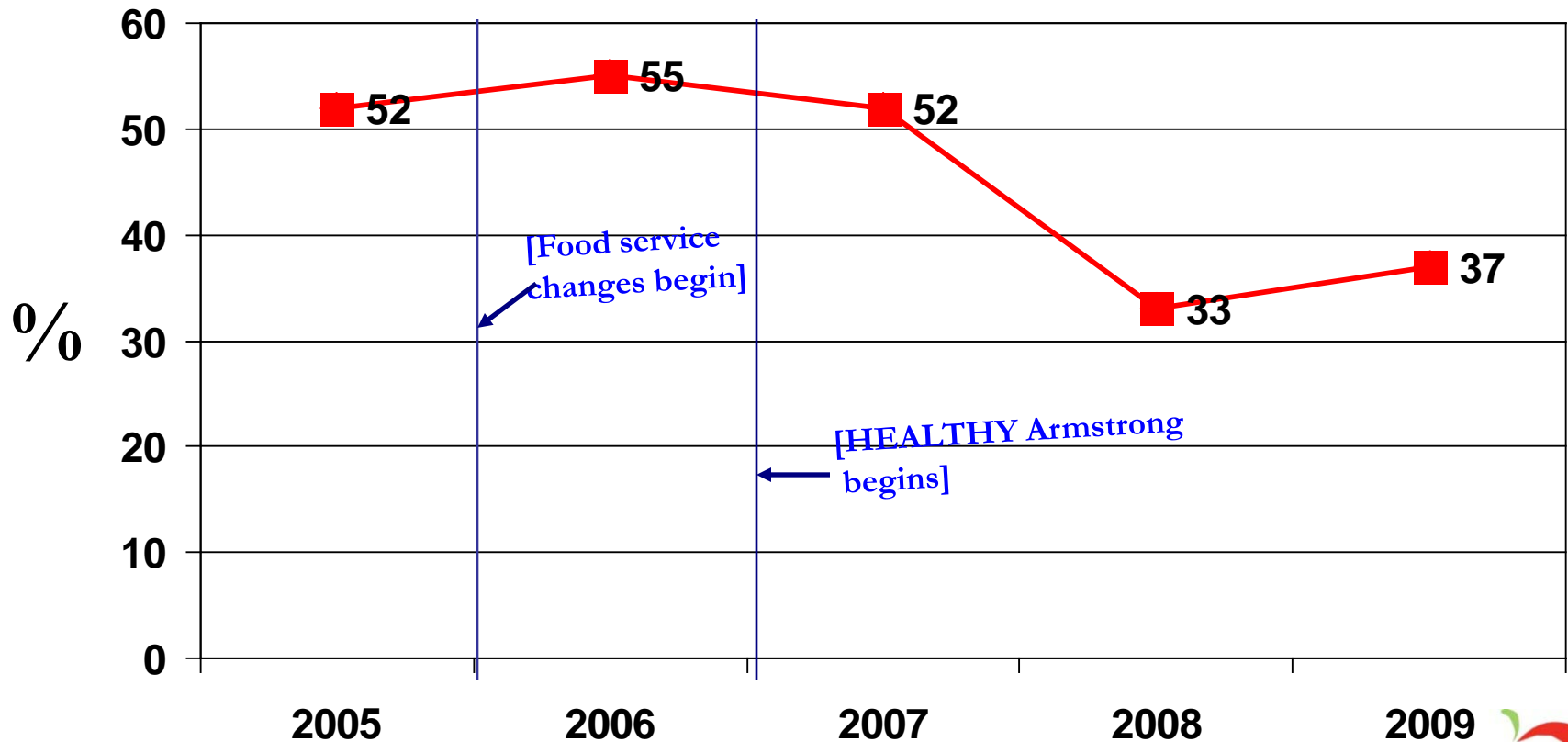
- **WHOA:** High in calories, low nutrition
- **SLOW:** Middle range of calories, good nutrition
- **GO:** Low in calories, high in nutrition
- Foods items were tracked during the same one-week period from 2005 to 2009



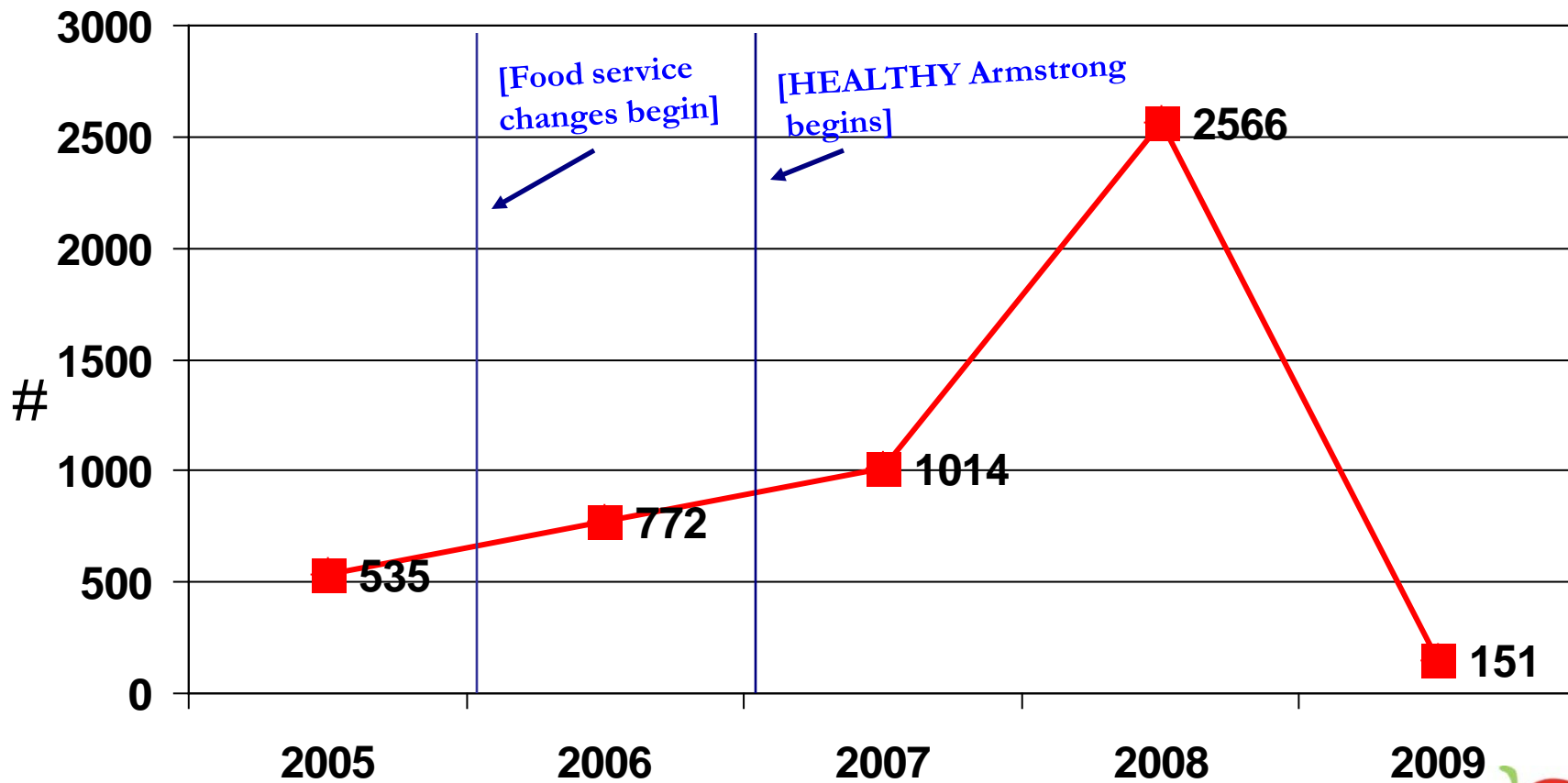
Percent of all foods purchased that were WHOA foods



Percent of all entrees purchased that were WHOA entrees



Number of WHOA snacks purchased



Stats for Armstrong's Program

- 2008
 - 43 completed Step 1 of the Program; 60% of them completed the entire program
- 2010
 - 76 completed Step 1; 64.5% of them completed the entire program.
- ▶ 2011
 - 123 completed Step 1 and Step 2; Final Completion Rate TBD. 2012 Health Insurance renewal is <9%



Stats Continued...

- 2011
 - 17 employees completed Eat Well For Life I
 - 6 week course
 - 29 employees completed Personal Nutrition Counseling
 - Discover Relaxation Within I – Upcoming Program
 - 6 week course



Other Successes

Grants Received

- **Carol M. White Physical Education Program (PEP)**, a U.S. Department of Education that funds local education agencies (LEAs) and community-based organizations (CBOs) to initiate, expand, or enhance physical education programs, including after-school programs, for students in kindergarten through 12th grade
- 2010 Three-year grant, \$1 million (payable over three years)
- 2011 Three-year grant, \$700,000 (payable over three years)
- Funds that will be used at elementary and secondary schools in Armstrong School District to create a fitness-based education model by:
 - Purchasing new equipment
 - Implementing curriculum changes
 - Conducting professional development



Other Grants Received

- **Active Schools Grant** – Pennsylvania Department of Health
 - \$15,000 from UPMC Health Plan (\$10,000) and PA Dept of Health (\$5,000)
- **Armstrong County Community Foundation**
 - \$3,200 grant (\$2,000 Foundation, \$1,200 County Commissioners)
- **PA Department of Education**
 - \$109,718 over the past two years for fruit and vegetable grants



Healthcare Advertising Awards (National)

Sponsored by Healthcare Marketing Report

GOLD AWARD

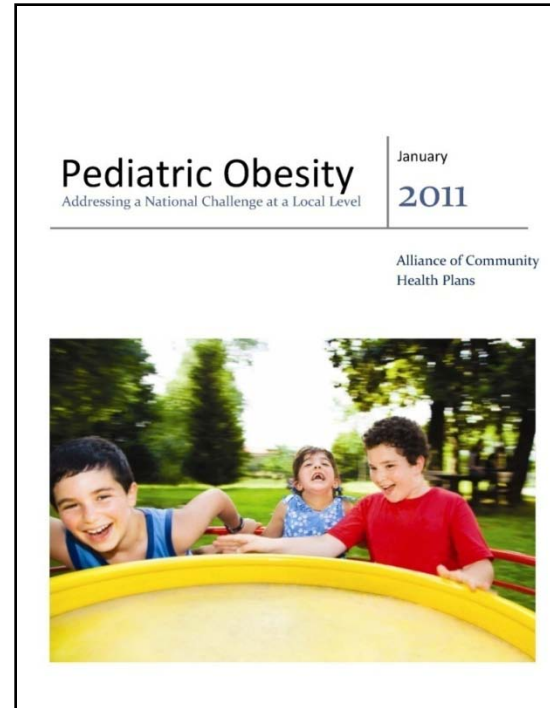
Public relations program:
HEALTHY Armstrong

Awards were based on creativity, quality, message effectiveness, consumer appeal, graphic design, and overall impact.



ACHP Pediatric Obesity 2011 National Publication

- HEALTHY Armstrong is highlighted in the 2011 ACHP publication *Pediatric Obesity: Addressing a National Challenge at a Local Level*
- It is featured as an example of successful “Community Engagement” and “Provider Engagement” initiatives



HEALTHY Armstrong

Key Philosophies for Program Success

- Start small and build out program
- Each partner brings similar value with diverse offerings
- More nutrition education and low-cost fitness activities—both in and after school—are essential for success
- Parental involvement is crucial
- Provide the community with ongoing wellness events



County of Armstrong: Keys to Organizational Success

- Support from key personnel and stakeholders
- Create an internal Wellness Committee
- Health & Wellness is a Gradual Process
- Know Your Employee Demographics
- Set Measurable and Attainable Goals
- Review Program's Effectiveness Annually
- Education – Education - Education



Keys to Organizational Success

- Partnership that includes key community organizations
- Commitment to an organized group to lead efforts of the program (Executive Council and Steering Committee)
- Usage of proven, effective program content (***We Can!***)
- Ongoing publicity and communications
- Securing appropriate funding from multiple resources
- Focus on mutual respect and responsibility
- Heavy involvement from the county including community-focused walks and special events

