

ACCELERATING HEALTH EQUITY CONFERENCE

**TOGETHER ON THE QUEST
FOR HEALTHY ECOSYSTEMS**

MAY 16-18, 2023 | MINNEAPOLIS

ORGANIZED BY



DETAILS AT [EQUITYCONFERENCE.AHA.ORG](https://equityconference.aha.org)

ACCELERATING HEALTH EQUITY
CONFERENCE

Strategies for Equitable Community Engagement

Heather Rudnik and Corey Smith

April Ennis Keippel and Melissa Henderson

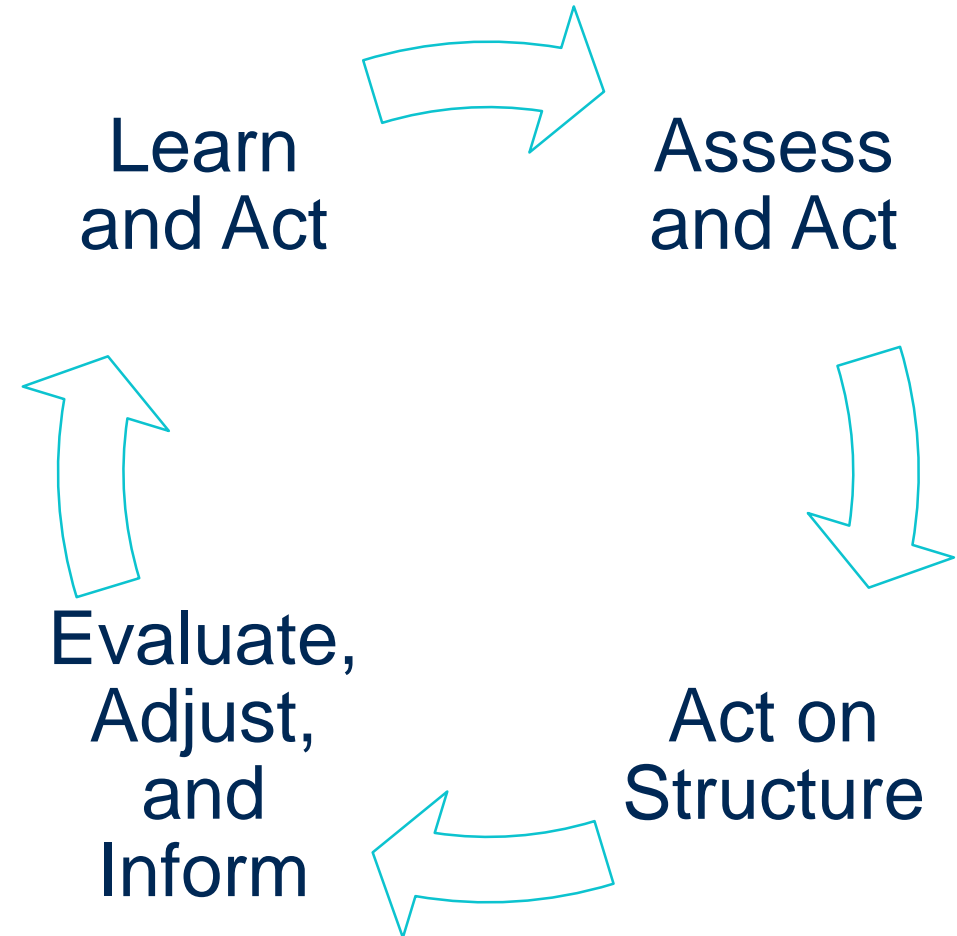


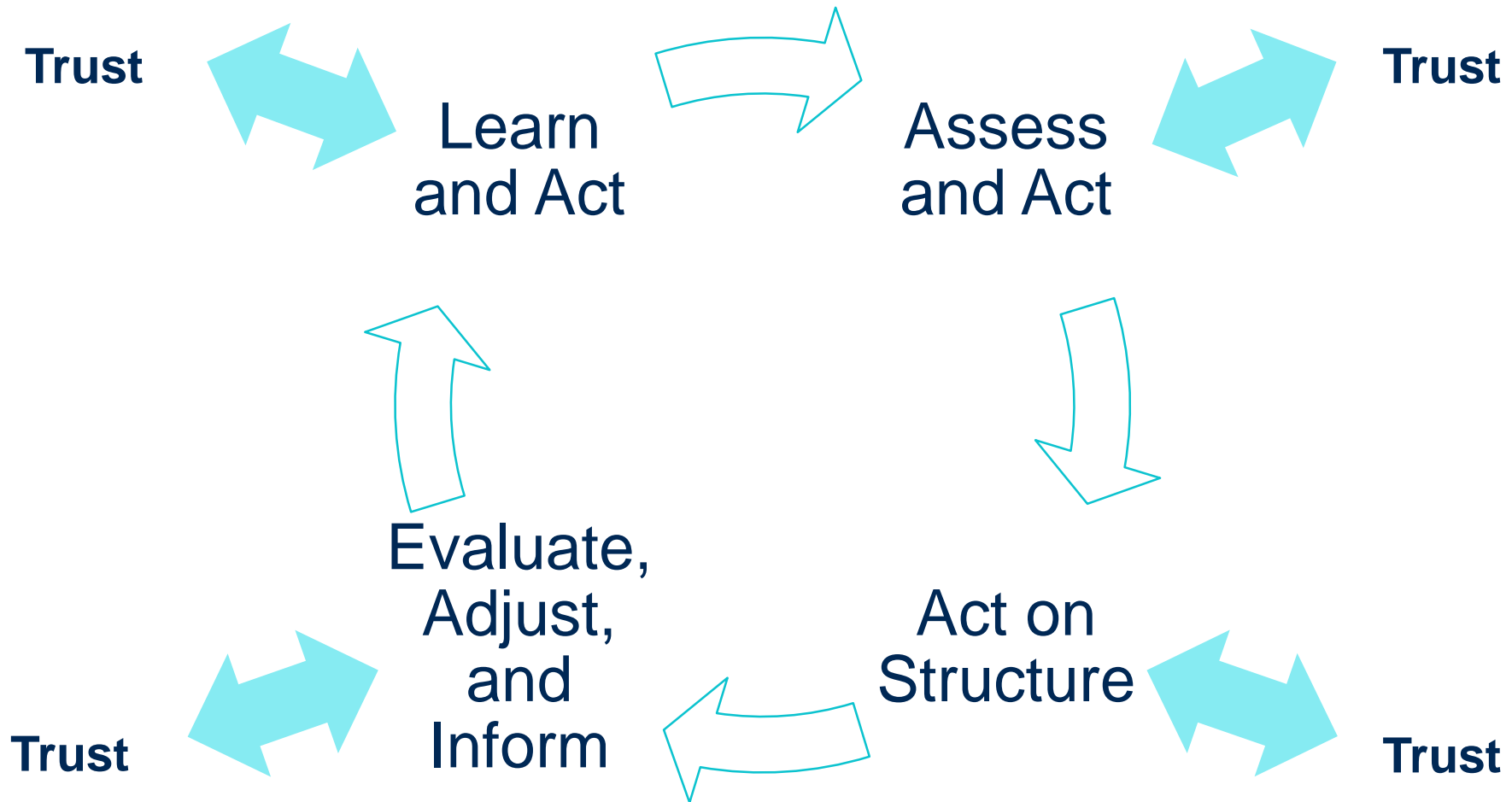
Strategies for Equitable Community Engagement

Heather Rudnik and Corey Smith

MAY 17, 2023

Community Based Participatory Research is part of a cycle of engagement and action





Healthy By Design: A Decade of Evolution in Advancing Health Equity



Healthy By Design Coalition

- Mission is *to collaborate with partners across sectors of the community to promote and improve health.*
 - Purpose: Make the healthy choice the easy choice.
-





Yellowstone County, MT

2,635 Square Miles

- 83% Urban

Population: 160,390

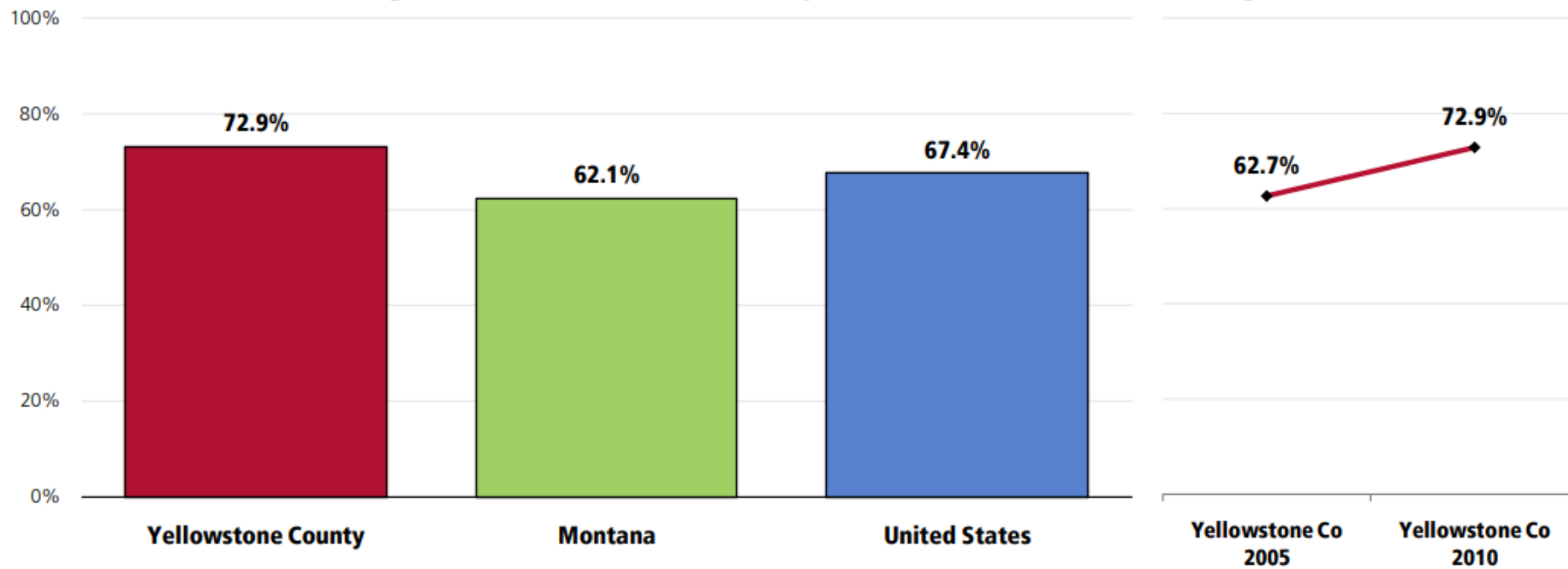
- 89% Caucasian
- 4% Native American/Alaska Native
- 3% Some Other Race
- 4% Multiple Races
- 6% Hispanic



The Problem

Prevalence of Total Overweight

(Overweight or/Obese Adults; Body Mass Index of 25.0 or Higher)



Healthy Weight Collaborative Project

Adult Prescription for a Healthy Weight

Name: _____ Date: _____

Current Weight: _____ Current BMI _____ Healthy Weight Range: _____

What is BMI? Body Mass Index (BMI) is a measure of health, based on your height and weight. This estimate is a good gauge of your risk for certain diseases such as heart disease and diabetes.

BMI Categories

Below 18.5 Underweight	18.5-24.9 Healthy Weight	25.0-29.9 Overweight	30.0 and Above Obese
----------------------------------	------------------------------------	--------------------------------	--------------------------------

My Goal Weight: _____, I will work to reach my goal weight by ____/____/____ (date).

Achieving a healthy weight and becoming more active would help me manage these health problems:

- | | | |
|--|--|---------------------------------------|
| <input type="checkbox"/> High cholesterol | <input type="checkbox"/> Heart disease | <input type="checkbox"/> Depression |
| <input type="checkbox"/> High blood pressure | <input type="checkbox"/> Diabetes | <input type="checkbox"/> Asthma/COPD |
| <input type="checkbox"/> Sleep apnea | <input type="checkbox"/> Arthritis | <input type="checkbox"/> Other: _____ |

5 or more fruits & vegetables **2** hours or less of screen time **1** hour of physical activity **0** sugary drinks, more water



www.healthybydesignyellowstone.org

Youth Prescription for a Healthy Weight

Name: _____ Date: _____

Current Weight: _____ Current BMI Percentile: _____ Ideal Weight: _____

What is BMI percentile? Body Mass Index (BMI) percentile helps health care providers determine if your child is at a healthy weight for his or her height compared to other children of the same age.

BMI Categories

Below 5th percentile Underweight	5th-85th percentile Healthy Weight	85th-95th percentile At-Risk	95th percentile and Above Overweight
--	--	--	--

Choose at least one goal from each category for your family to accomplish:

5 or more fruits & vegetables
 Include at least one fruit or vegetable with every snack or meal
 Fill 1/2 your plate with colorful fruits and vegetables at most meals
 Add extra vegetables to tacos, stews, burritos, soups

2 hours or less of screen time
 Remove TV and computers from bedrooms
 Plan a week of activities without TV or computers
 Turn off TV during meals

1 hour of physical activity
 Walk or bike to school (or at least the last 5 blocks)
 Spend family time hiking, playing a sport, biking on trails in the city
 Play outside daily—invent games, jump in leaves, build snow forts

0 sugary drinks, more water
 Drink nonfat milk, water, or water flavored with fresh fruit
 Save money: do not buy soda, sports drinks, fruit drinks
 Reduce amount of soda, sports drinks, fruit drink to ____/week

5 or more fruits & vegetables

2 hours or less of screen time

1 hour of physical activity

0 sugary drinks, more water



healthy
by
design

Worksite Wellness

Worksite Physical Activity Checklist

	Already Doing	Plan to Do	N/A
Provide incentives for gym memberships (discounts, reimbursement, cost-sharing)			
Provide trail maps or a map of walking routes and destinations around your business			
Promote use of alternative modes of transportation, such as bus or bike riding			
Provide locker rooms with showers for employees			
Incorporate movement into meetings, such as walking or stretching			
Offer on-site exercise classes			
Participate in community sponsored health challenges			
Encourage use of stairs by making stairwells clean, well-lit and appealing			

Worksite Nutrition Checklist

	Already Doing	Plan to Do	N/A
Remove candy from waiting room/reception area			
Provide a clean, well-lit break room with microwave and refrigerator			
Discourage people from eating at their desks			
Provide healthy meal options at meetings held during breakfast, lunch, or dinner			
Provide healthy snack options at meetings held between meals			
Follow a healthy birthday celebration plan			
Follow a "No Dumping" policy for break rooms, to discourage people from bringing large quantities of food from home			
Provide healthy vending machine options			



Complete Streets Policy



PASSED by the City Council and APPROVED this 22nd day of August, 2011.



THE CITY OF BILLINGS:

BY: Thomas W. Hanel
Thomas W. Hanel, Mayor

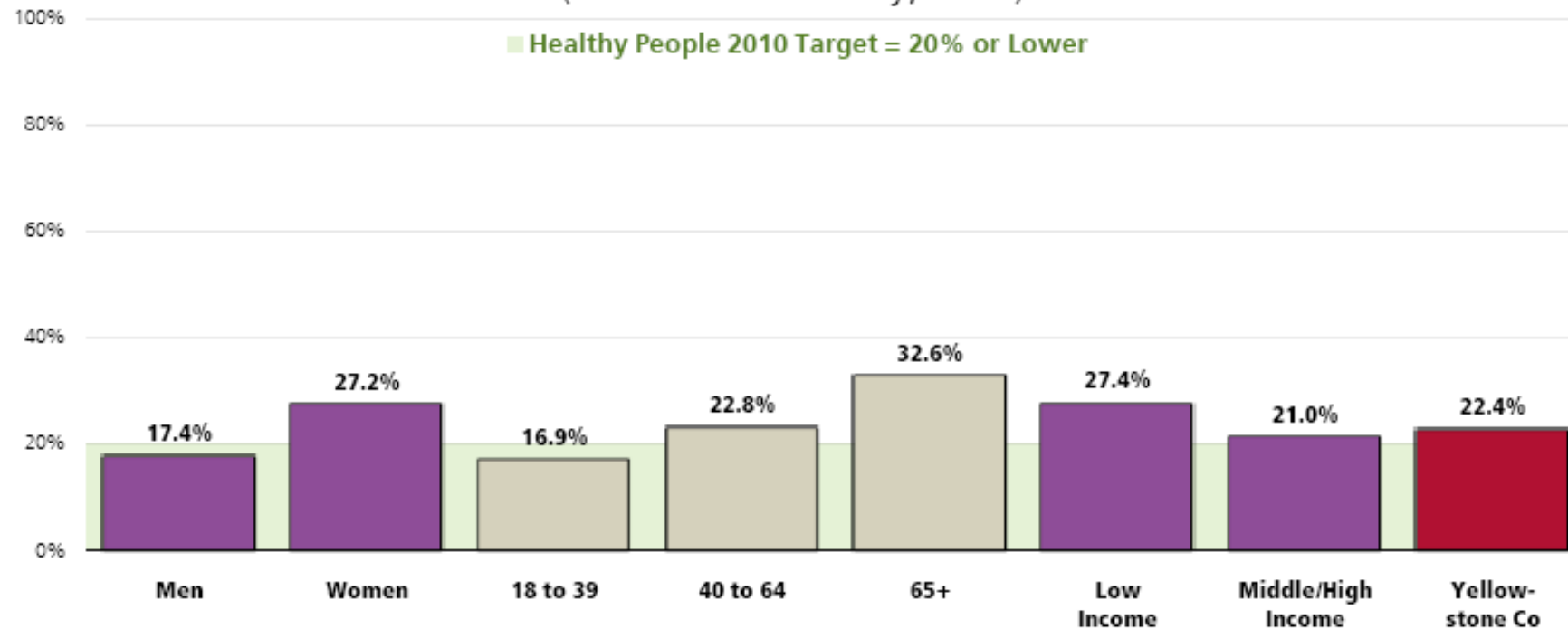
ATTEST:

BY: Cari Martin
Cari Martin, City Clerk



Sex Based Disparity

No Leisure-Time Physical Activity in the Past Month (Yellowstone County, 2010)



healthy
by
design

Gender-Based Social Marketing



Weightlifting doesn't always require barbells.

One hour of physical activity every day boosts your health and your mood. Best of all, it doesn't require any special equipment. Activities like carrying in groceries, playing tag with your kids and raking leaves count, too.



It ALL Adds Up: 1 HOUR of Physical Activity



healthy design

Make the healthy choice every day...

- 5 or more fruits & vegetables
- 2 hours or less of screen time
- 1 hour of physical activity
- 0 sugary drinks, more water

Visit healthybydesignyellowstone.org to learn more. ///



It ALL Adds Up: 1 HOUR of Physical Activity

Cardio: No Treadmill Required

healthybydesignyellowstone.org ///



It ALL Adds Up: 1 HOUR of Physical Activity

The most fun cardio workout ever

healthybydesignyellowstone.org ///

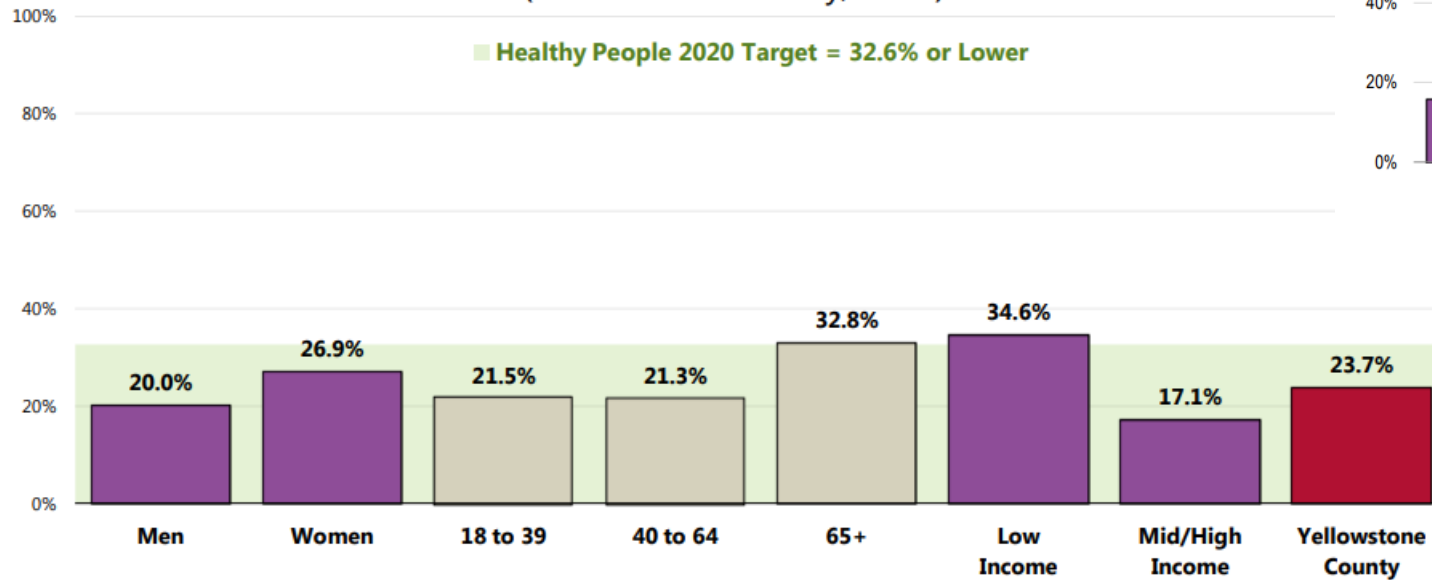
Gender Based Social Marketing



https://youtu.be/jWtc7L_d52Y

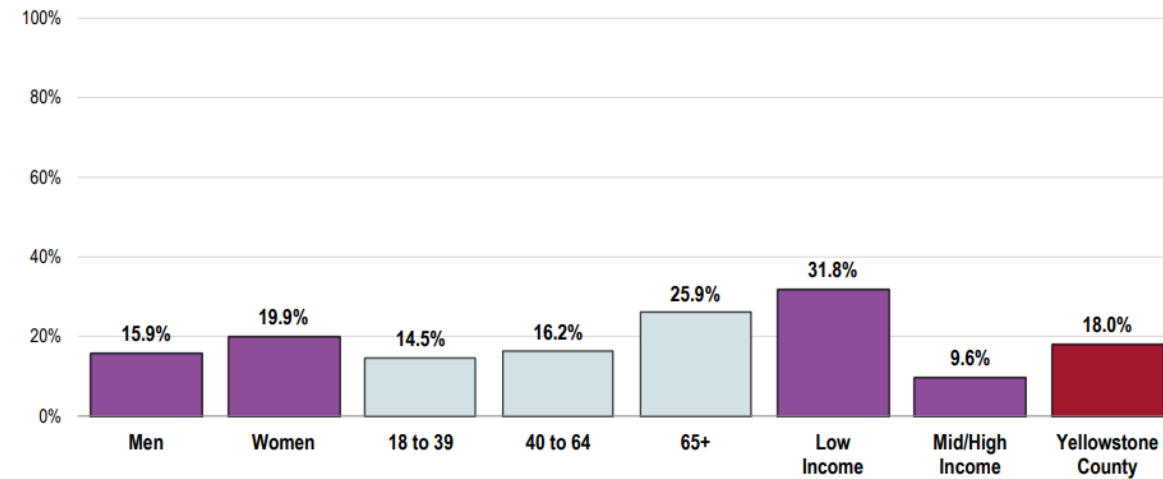
Making Progress

No Leisure-Time Physical Activity in the Past Month (Yellowstone County, 2014)



No Leisure-Time Physical Activity in the Past Month (Yellowstone County, 2017)

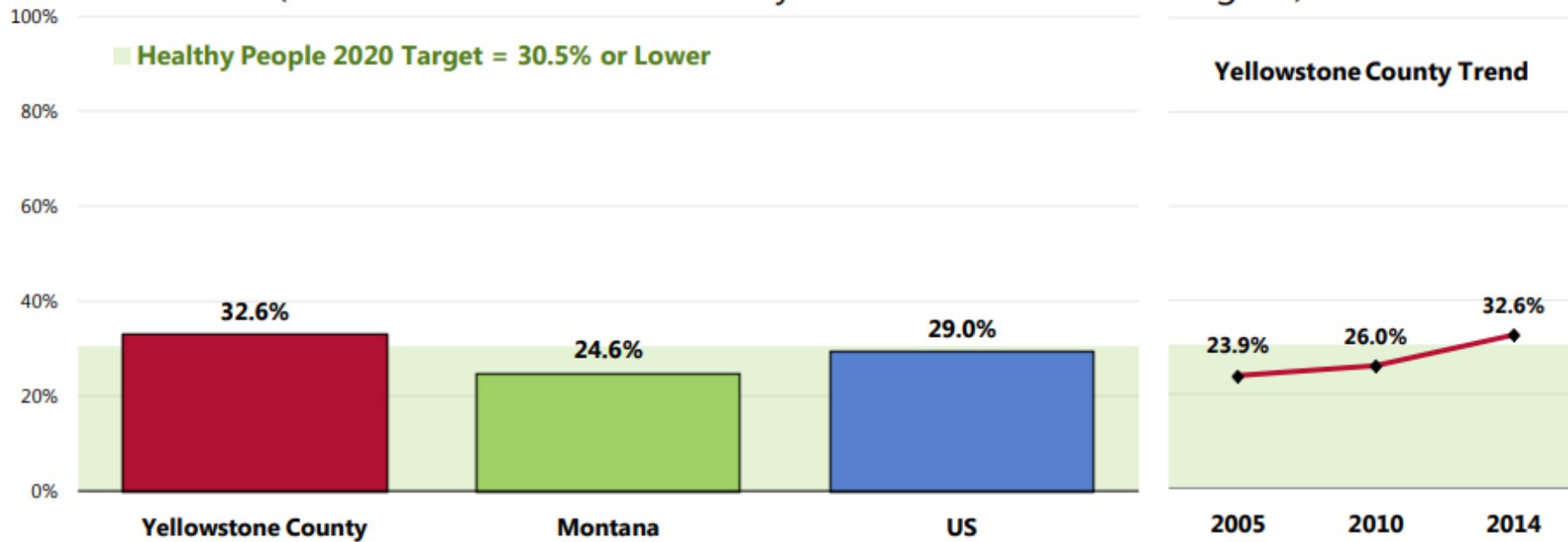
Healthy People 2020 Target = 32.6% or Lower



A Persistent Problem

Prevalence of Obesity

(Percent of Adults With a Body Mass Index of 30.0 or Higher)



ACEs Social Marketing

What do you carry?



We carry our childhood experiences with us into adulthood.

Everyone's experiences are different. Some are good, others are bad and can affect us negatively — they're called **Adverse Childhood Experiences**, or ACEs.

Most people aren't aware that ACEs can increase your risk for chronic diseases, social and emotional issues and more.

You can control your future. Helpless then...HOPEFUL now.

Get your ACE score and learn about resources at HBYC.ORG/ACE



We carry our childhood experiences with us into adulthood.

Everyone's experiences are different. Some are good, others are bad and can affect us negatively — they're called **Adverse Childhood Experiences**, or ACEs.

Most people aren't aware that ACEs can increase your risk for chronic diseases, social and emotional issues and more.

You can control your future. Helpless then...HOPEFUL now.

Get your ACE score and learn about resources at HBYC.ORG/ACE



IS YOUR HEALTH AT RISK?

ADVERSE CHILDHOOD EXPERIENCES CAN AFFECT US LATER IN MANY WAYS. KNOWING YOUR ACE SCORE IS THE FIRST STEP.

GET YOUR FREE ACE SCORE >



WHAT DO YOU CARRY?



ACEs Social Marketing



Helpless then...

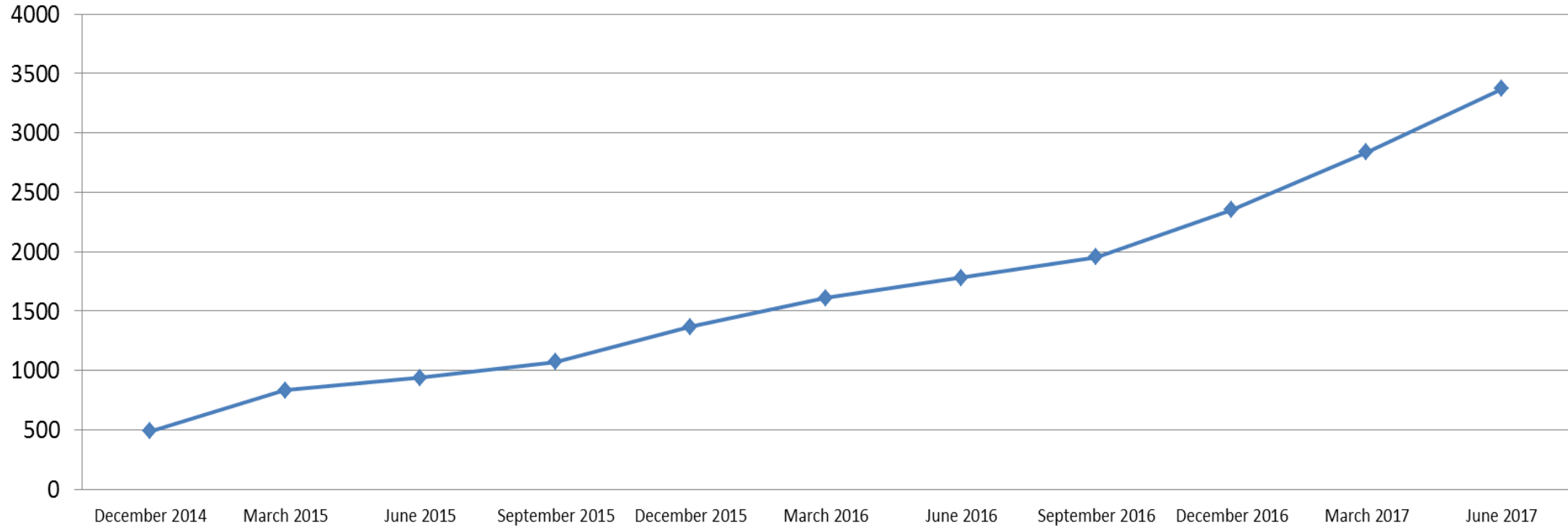
HOPEFUL NOW.

HBDYC.ORG/ACE

<https://vimeo.com/204389471>



ACE Assessments Taken

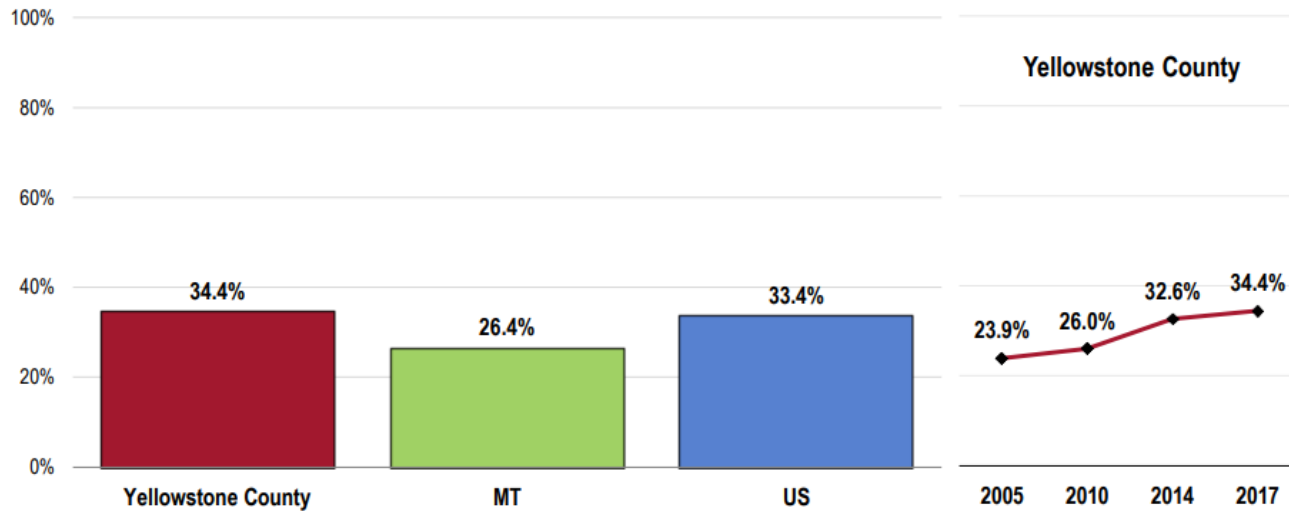


A Persistent Problem

Prevalence of Obesity

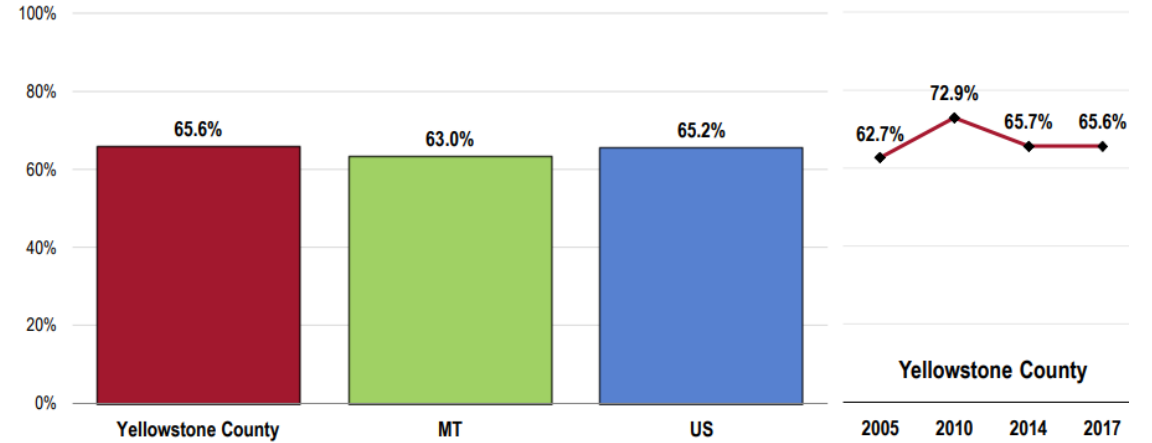
(Percent of Adults With a Body Mass Index of 30.0 or Higher)

Healthy People 2020 Target = 30.5% or Lower



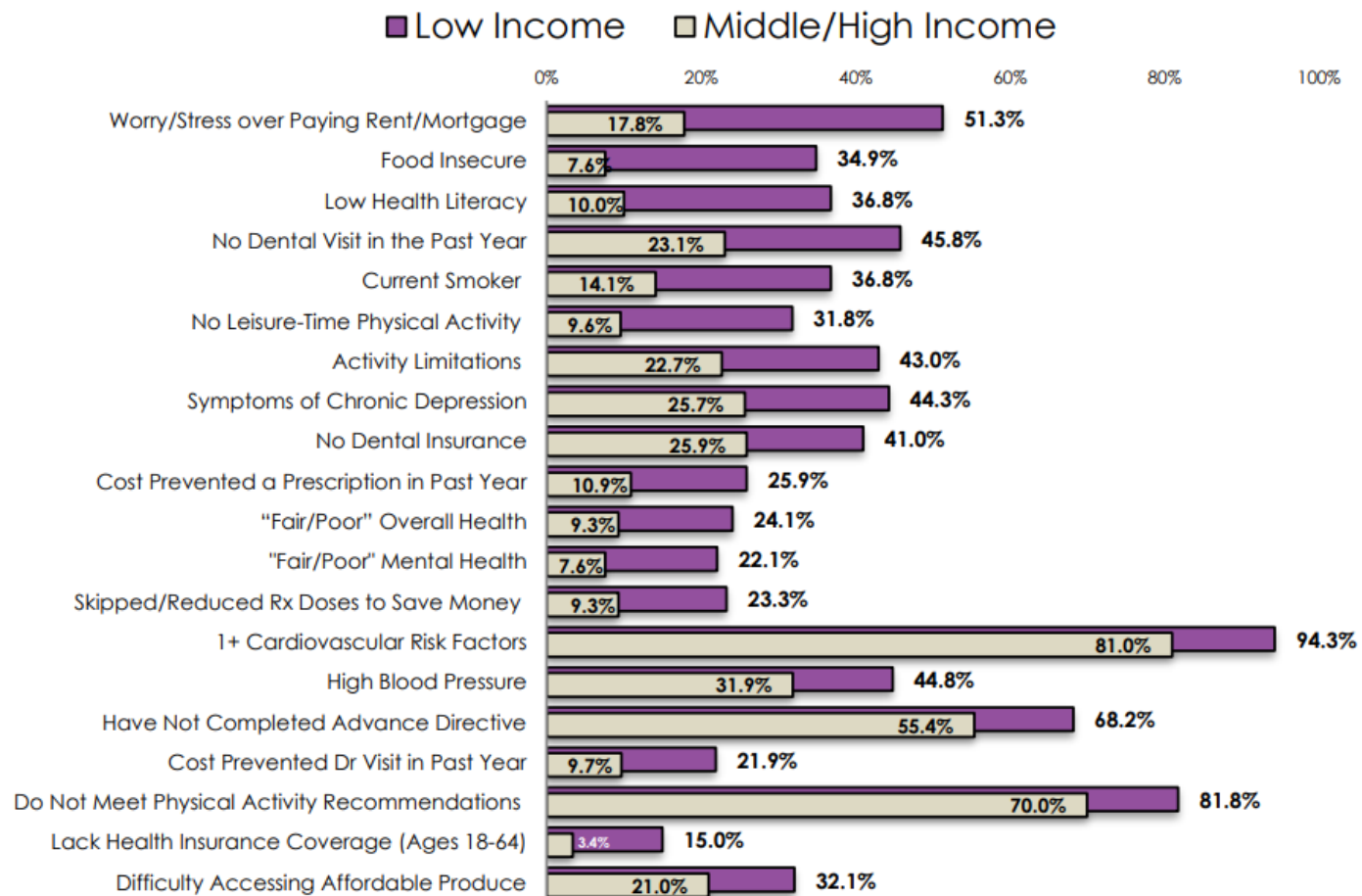
Prevalence of Total Overweight

(Percent of Adults With a Body Mass Index of 25.0 or Higher)

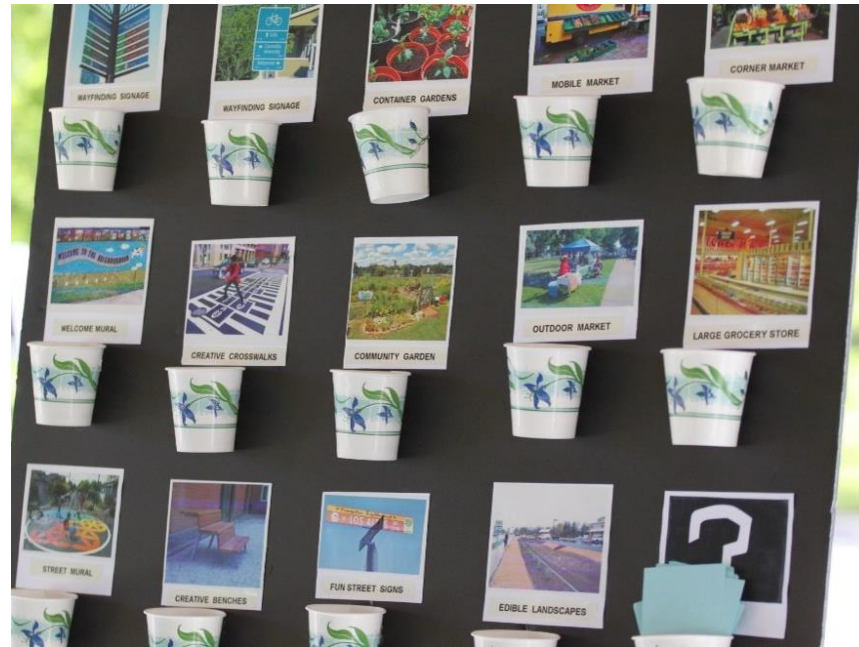


Persistent Income Disparity

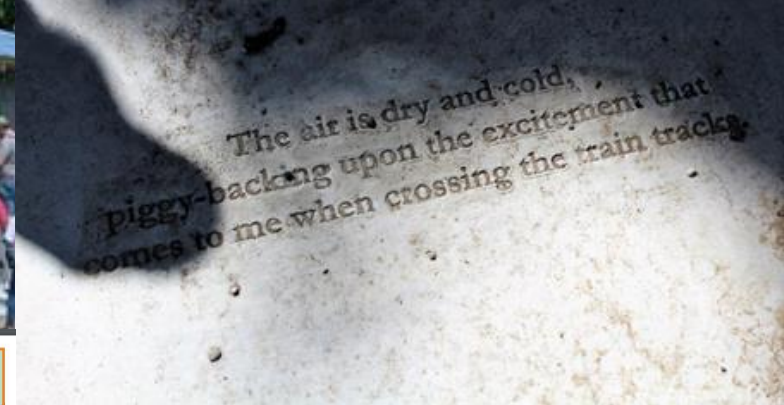
Income Disparity in Selected Yellowstone County Health Indicators



Community Led Neighborhood Project

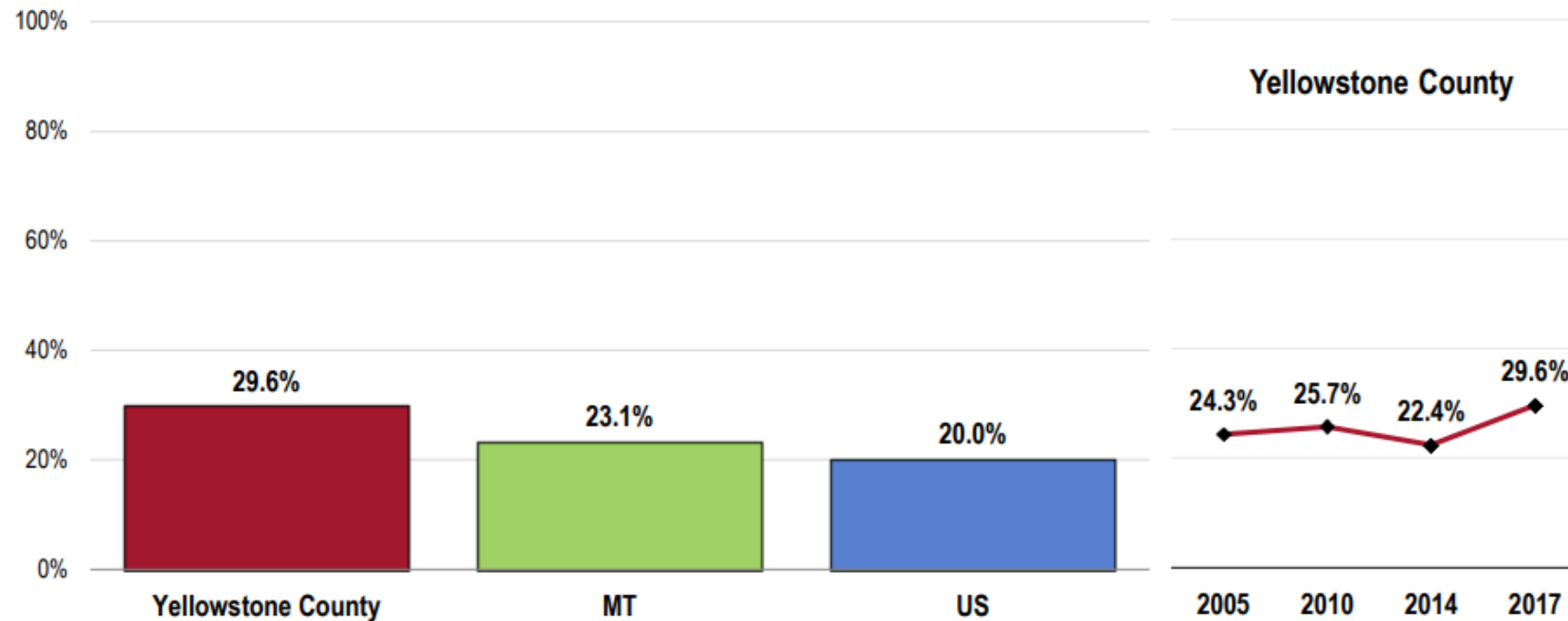


The Bright Side of the Tracks




A Growing Concern

Limited in Activities in Some Way Due to a Physical, Mental or Emotional Problem




Community Led: Accessibility Audits



This Pioneer Park Rx map was created by members of the Healthy By Design Coalition including Billings Parks, Recreation, and Public Lands and Living Independently For Today and Tomorrow (LIFTT).


Made possible with a grant from the Public Health and Safety Division of the Montana Department of Public Health and Human Services.




Pioneer Park Trail Loops

Big and Short Steep Loops 
 Distance: (Big) 1 mile, (Short) 1/2 miles
 Walk Time: (Big) 30 minutes, (Short) 22 minutes
 Surface Types: Varies from smooth sidewalk to gravel
 Hazards: Worn surface area, steep incline/decline on East side of park
 Unique Features: Hills, trees, shade, stream nearby on West side of park, view of various park activities

Southern Loop 
 Distance: 1/2 miles
 Walk Time: 15 minutes
 Surface Types: Sidewalk and asphalt
 Hazards: Small incline past playground, asphalt trail in some locations, small gap in bridge
 Unique Features: Bridge crossing, creek side stroll, loops around playground

Southern Loop • Zimmerman Center Path 
 Distance: 7/10 miles
 Walk Time: 20 minutes
 Surface Types: Gravel, sidewalk, asphalt
 Hazards: Gravel path to Southern loop, small incline past playground, asphalt trail in some locations, small gap in bridge
 Unique Features: Bridge crossing, creek side stroll, loops around playground

Tennis Court Loop 
 Distance: 1/4 miles
 Walk Time: 5-10 minutes
 Surface Types: Flat sidewalk
 Hazards: None
 Unique Features: View of various park activities, shaded walk

Playground Loop 
 Distance: 1/10 miles
 Walk Time: 3-5 minutes
 Surface Types: Flat sidewalk
 Hazards: Children playing
 Unique Features: View of playground

Parks Rx maps available at: www.hbdyc.org

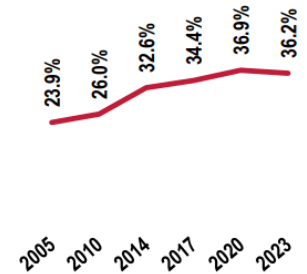
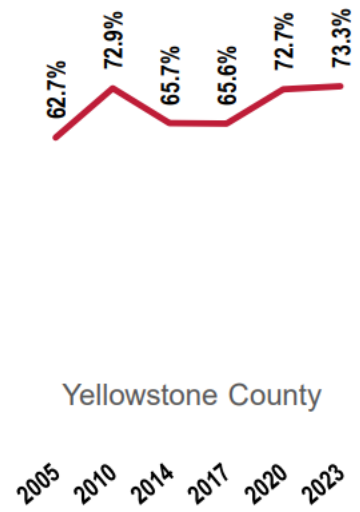
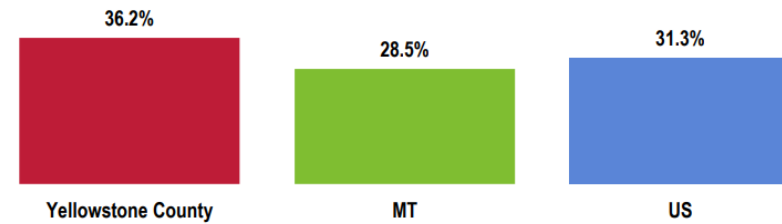
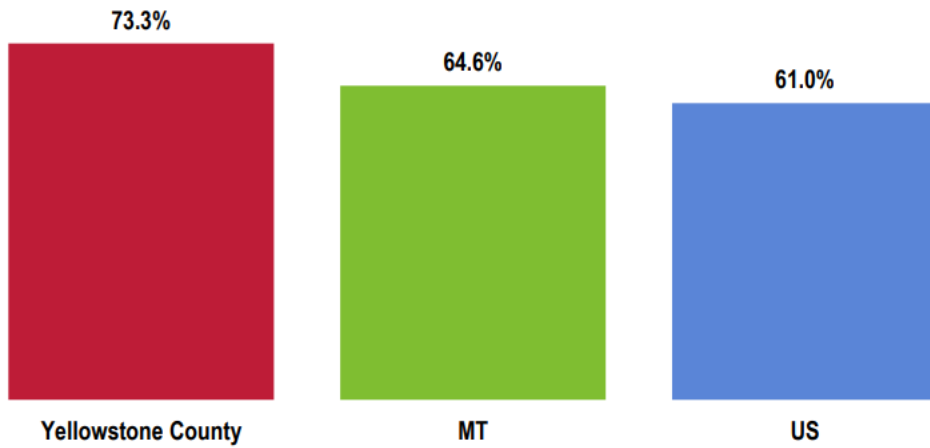


Making Progress

Prevalence of Obesity
Healthy People 2030 = 36.0% or Lower

Yellowstone County

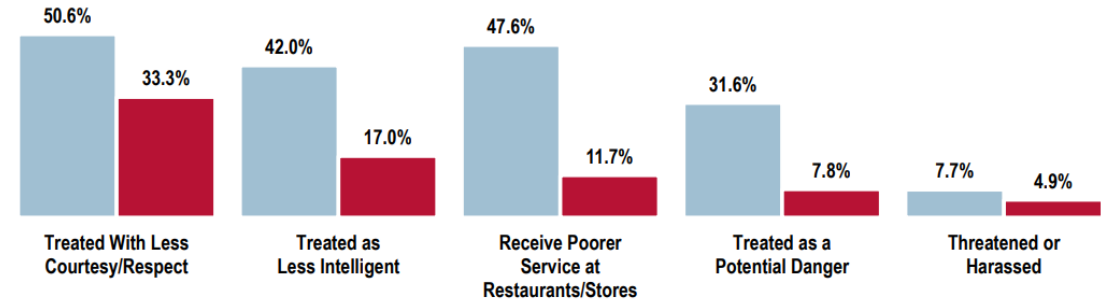
Prevalence of Total Overweight (Overweight and Obese)



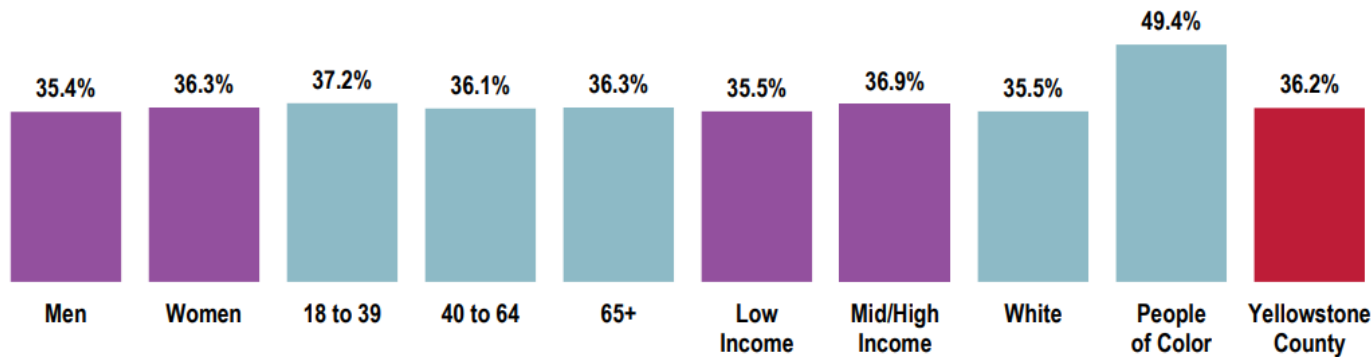
Disparities for People of Color

Perceptions of Unfair Treatment in Day-to-Day Life
(Yellowstone County, 2023)

■ People of Color ■ Yellowstone County Overall



Prevalence of Obesity
(Yellowstone County, 2023)
Healthy People 2030 = 36.0% or Lower



Overarching Strategies

Strategies



Healthy Neighborhoods



Healthy Connections



Healthy Investments

Strengthening Partnerships



healthy
by
design



Everyone Plays a Role in Advancing Health Equity

Contact Us

For additional information and resources,
visit us online:

www.hbdyc.org

<https://www.facebook.com/HBDyellowstone>



ACCELERATING HEALTH EQUITY CONFERENCE

Thank You!

Please provide feedback on this session.

In the mobile app, navigate to
Agenda → Session → Survey