

Healthy Hospital Practice to Practice (P2P)

Issue #13



Key Considerations

- *Leadership engagement at all levels is important in program success.*
- *Resource leveraging and partnerships help to expand and sustain programmatic initiatives.*

To learn more about community health needs assessments and their implementation visit: <http://www.cdc.gov/policy/chna/>

Addressing Community Health in Schools, Early Care and Education, and the Clinic

CDC supports making the healthy choice the easy choice in key community settings, including hospitals.

IN THIS ISSUE...

Read how Nationwide Children's Hospital in Columbus, Ohio, improved the health of its communities by conducting a community needs assessments, engaging partners across sectors, and supporting systems-level changes that provide community benefit.

Developing Community Strength

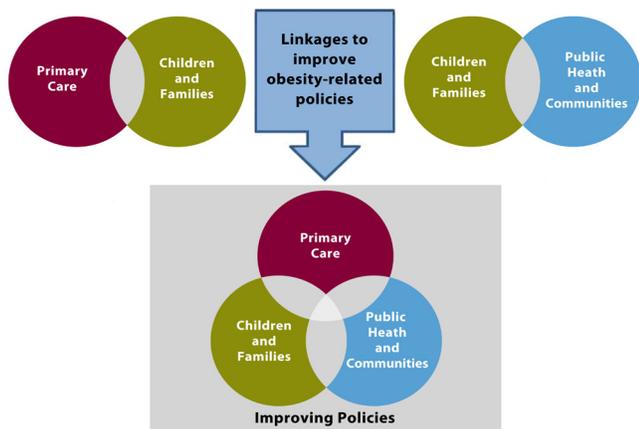
Nationwide Children's Hospital (NCH) in Columbus, Ohio, is a leader in its community's health efforts and has contributed to state health policy change. NCH has successfully addressed both state and federal community benefit requirements. These requirements include conducting a community health needs assessment (CHNA) with input and representation from the community, making the CHNA publicly available, and developing an implementation strategy that addresses the needs identified through the CHNA. NCH used local, regional, and national data to assess the health of the children that live in Franklin County. Starting with a community wide Behavior Risk Surveillance Survey augmented with data from primary care physicians and its managed Medicaid population, the hospital identified eight indicators of health including obesity as the focus of its community benefits strategy.

NCH collaborated with several public health agencies and organizations including Columbus Public Health, United Way of Ohio, American Lung Association, The Ohio Business Roundtable, Ohio Department of Health, The Ohio State University Medical Center, Central Ohio Hospital Association, and members of its Partners for Kids (PFK) Medicaid network in assessing and developing a comprehensive community benefit strategy. NCH created an implementation plan by forming working teams around each of the eight health areas. The teams were asked to complete an inventory of current services and identify their highest priority initiatives in the realm of policy, partnerships, and clinical care that would address community needs.

At the state level, the Healthy Choices for Healthy Children (HCHC) Ohio Bill, signed on NCH's campus, addresses the need to increase physical activity for children during the school day, reduce access to sugar sweetened beverages, and ensure that body mass index (BMI) screenings are available in schools. This Bill reflects areas prioritized by the CHNA teams including a focus on settings most likely to have the highest effect on childhood obesity and an emphasis on partnerships between health care, public health, and community organizations.

Dr. Ihuoma Eneli, pediatrician and Medical Director of the Center for Healthy Weight and Nutrition at NCH, emphasizes the importance of leadership buy-in and indicates that Steven Allen, MD, and chief executive officer (CEO) of NCH leads the charge to address childhood obesity at the hospital and the community level.

Addressing obesity through linkages between primary care, public health, and communities,* and families.



Linkages and collaborations between partners and across sectors can help improve policies related to obesity. *Public health and community efforts include schools, early care and education and after-school care.

“You have to engage your leadership first,” said Dr. Eneli. “I don’t think any of this would have been possible if we didn’t have a CEO, senior leadership, and a hospital board that identified childhood obesity as a particular area of interest.”

The Healthy Neighborhoods, Healthy Families Initiative is a public-private collaboration introduced by NCH in 2008 focusing on three low-income zip codes. This initiative ushered in an educational program called The Fitness and Nutrition (F.A.N.) Club.

The F.A.N. Club’s focus is improving healthy eating and physical activity among 3rd, 4th, and 5th grade students in Columbus City schools. The F.A.N. club achieves this goal by influencing curriculum development in after-school programming and working directly with the children. In the five years since it began, the program has grown to four schools. And through a partnership with Afterschool All-Stars, an academic and social development programming organization, it has expanded to 13 sites in Columbus, Dayton, and Toledo, Ohio, reaching approximately 600 children after the school day. The F.A.N. Club has provided guidance to the school district’s School Health Advisory Council, for example, on policy guidelines on the types of food offered during classroom celebrations.

NCH also partnered with Columbus Public Health as part of Ohio Healthy Programs (OHP). OHP grew from Columbus Public Health’s Healthy Children Healthy Weight Childcare (HCHW) initiative that worked with state child care and preschool programs, Headstart and independent child-care groups to develop nutrition, and provider training guidelines that comply with state regulations. As a result, the majority of NCH’s targeted child-care providers are compliant with OHP and state guidelines.

Changes in menu offerings, such as increasing fruit and vegetable offerings, at NCH’s targeted child-care facilities are a direct result of participation in the HCHW initiative. Douglas Wolf, Program Manager of the Community Health Initiative at NCH explains, “We’ve really leveraged our resources and positioned our organization in areas of community strength, including school health and wellness, and the structured administration and delivery of child-care programs.”

In the Primary Care Obesity Network established by the NCH Center for Healthy Weight and Nutrition, physicians are trained to take care of obese children and to understand healthy options for families in the community. With obesity prevention as the goal, NCH has partnered with grocery stores and community gardens to help increase physicians’ awareness of community services and programs. “The idea is to build a patient-centered medical neighborhood where we’re leveraging collaborations to translate them into real care for the patient and the family,” explained Dr. Eneli.

In addition, NCH was a pioneer in removing sugar-sweetened beverages from its campus in 2011. This effort, which was in support of the HCHC bill and a water-only vending initiative at Columbus City Schools, has now extended into a Columbus Public Health Department initiative called Water First for Thirst. NCH has also partnered with Columbus Public Health in campaigns around breastfeeding awareness, an area with potential to decrease the risk for future onset of childhood obesity. They have set a goal of 75% of mothers reporting breastfeeding at hospital discharge, and are steadily moving towards it.

For hospitals and other organizations looking to put into action successful community benefit programs and influence policies, NCH staff suggests that persistence is key.



Planting Day at the Nationwide Children’s Hospital Community Garden. Image reproduced with permission of Nationwide Children’s Hospital.