Improving the Health of the Chippewa Valley

GO Chippewa Valley.com
(MOVE 15 MINUTES A DAY.)

St. Joseph's Sacred Heart
How We Got to (GO)

- 2010-2015 Wisconsin Comprehensive Control Plan
- 2012 Community Needs Assessment
- Community Wellness Focus in Response to the Affordable Care Act
- Cancer Registry Data on Obesity-related Co-morbidities in Cancer Patients
Chronic Illnesses

INCLUDES CONDITIONS SUCH AS:

• Diabetes
• Heart Disease
• Obesity & Obesity Related Conditions
• Pulmonary Disease
• Cancer
• Stroke
• Arthritis
2010-2015 Wisconsin Comprehensive Cancer Control Plan

Prevention Priority II: Decrease the rate of obesity

Strategy A: Increase Physical Activity

• Improve safe, built environments to encourage physical activity

• Improve access to & utilization of programs that promote physical activity within targeted populations in communities, workplaces, & schools
Continued...

• Develop and promote planning, zoning, and transportation policies that build physical activity into daily routines

• Develop a social marketing campaign that emphasizes the benefits of sustained physical activity

• Adopt, implement, and enforce standards for physical activity in childcare, after school care, and schools
County Health Ranking

Chippewa County = #26
Eau Claire County = #17

(*Out of 72 counties)
Targets for Change

• Reduce the percentage of adults who are obese
• Reduce the percentage of obese high school students
• Reduce the percentage of 2-4 year olds in WIC who are overweight
Prevention Saves Lives and Money

• 75% of US health spending goes to treating chronic conditions
• 7 in 10 deaths in the US each year are caused by chronic conditions
• $10 a person per year invested in prevention could save billions
Brainstorming

• Obesity is a factor not only in cancer, but a common thread among many other conditions
• How do we make the biggest impact
• Must be a reasonable demand on time & resources so that many people will participate
GO Chippewa Valley.com
MOVE 15 minutes a day
Sacred Heart and St. Joseph’s Hospitals are committed to changing the health of this entire region!
2012 Community Needs Assessment
Positive Impact on Our Hospital’s & Communities
Top 3 Health Priorities:
• Mental Health
• AODA
• Chronic Diseases & Related Conditions
THE NEED

Nearly 2 in 3 people in our region are clinically overweight...

IT’S TIME...
Our childrens life expectancy is now shorter than ours...

31% of Wisconsin children ages 2 – 4 are reported as being over weight or obese...

GET READY...
50% of American’s live with at least 1 chronic illness

56% of people in Wisconsin have a chronic disease

GET SET...
A pledge by Sacred Heart Hospital in Eau Claire and St. Joseph’s Hospitals in Chippewa Falls to get the Chippewa Valley moving.
GO is about living more, doing more, having more fun and becoming a healthier your way.
30 second teaser commercial
30 second teaser commercial
60 second commercial
Metabolic Syndrome Series

WHEN RISK FACTORS COLLIDE:
1. Waistline = 35 inches or greater
2. High triglycerides = 150 mg/dL or higher
3. Low HDL (good) Cholesterol = 50 mg/dL or lower
4. High blood pressure = 130/85 or higher
5. High fasting blood sugar = 100 mg/dL or higher
Metabolic Syndrome Series...

Ongoing monthly free education events averaged 120 participants!

1. Nutrition 101
2. Back to Basics
3. Food & Mood
4. Exercise 101
5. Personal Live Inventory
6. Pre & Post Screenings
2013 City of Eau Claire – Approval of New Comprehensive Plan

Inclusion of a health chapter in the cities comprehensive plan related to the promotion of public health in those places built by man.

Making healthy choices the easy choice.
Sacred Heart and St. Joseph’s Hospitals are introducing a FREE, FUN and INSPIRING online tool to help you get healthier YOUR WAY.

Sign up today to participate in the following ways:
• Set goals
• Manage your workout
• Track your diet
• Sign up for classes
• Receive health tips, reminders and alerts
• Form teams and encourage others
GO My Way Campaign commercial
My Way Campaign commercial
Practicing in my professional life what I live in my personal life!
Contact Us:

Georgia Smith, RN, BSN, MHA, OCN
Director of Cancer Care Services
Sacred Heart Hospital /Regional Cancer Center
900 W. Clairemont Ave
Eau Claire, WI 54701
715-717-4090
Georgia.smith@hshs.org

Marcia Arneson, B. S., CWPC / CWPM
Supervisor Wellness Services
Sacred Heart Hospital / Center for Healthy Living
900 W. Clairemont Avenue
Eau Claire, WI 54701
715-717-1400
marcia.arneson@hshs.org