The Clinical and Translational Sciences Institute Community Health Partnerships and Purdue Extension Partnership in Indiana: An Innovative and Generalizable Model to Change the Culture of Health

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Overview

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Indiana Health Statistics

- Overall health ranking: 41 / 50
- Obesity (32.2% in adults): 44
- Smoking: 44
- Physical inactivity: 41
- Vegetables consumed: 38
- Fruits consumed: 33
- Diabetes % adults: 32
- Cardiovascular deaths: 39
- Cancer deaths: 42
- Teen birth rate: 35
- Infant mortality: 36
- Air pollution: 47
- Public Health Funding: 48

Source: United Health Foundation 2015
What do we do to address these issues?

Work in our local communities to change our culture

• Education
  – Ensure that all children (and adults) receive education about healthy behaviors

• Economics
  – Move subsidies and supports to healthy food, particularly for the poor

• Policies
  – Make access to healthy foods, local foods, bike paths, walking paths, exercise programs and related policies a priority

• Environment
  – Create environments where the healthy choice is the easy choice
# Important Work vs. Urgent Work

## PLAN TO DO

**IMPORTANT GOALS**
- Advance your key goals
- Planning oriented
- Allow focused thinking and actions
- Improved success when not rushing
- Lead to most fulfillment

## DO IMMEDIATELY

**CRITICAL ACTIVITIES**
- Top of your To Do list
- Deadline driven
- Emergencies
- Cannot procrastinate
- Minimise these through planning
- Space created for unexpected crises

## AVOID / DISCARD

**DISTRACTIONS**
- May help goals of others but not yours
- Distractions that do not add value
- Get someone else to do them or simply take them off your list
- Procrastination activities

## DELEGATE / RESCHEDULE

**INTERRUPTIONS**
- Time wasters getting in the way of important activities
- Often caused by others
- Reschedule or to delegate
- Set boundaries
- Schedule times for interruptions and low value tasks e.g. email

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Adapted from Stephen Covey’s “The 7 Habits of Highly Effective People”
Indiana’s unique opportunity

• Build a collaborative medical, public health and land grant college initiative to engage local communities deliver health promotion efforts
  – Utilize the community-based strength of Purdue Extension
  – Utilize and grow the health promotion infrastructure in and partnerships in Indiana counties
  – Utilize the combined research and outreach infrastructure of IUSM, Purdue, IUPUI and ND
Why CHeP?

• Community Health Partnerships of the Indiana CTSI

• Provide a translational/community engagement program for NIH-Funded CTSIs

• Ultimately to utilize NIH-Funded research to improve the health of Hoosiers
CHeP’s Mission

• To improve the health of Indiana residents through community-university partnerships

• Involves:
  – collaboration
  – building sustainable partnerships
  – building community research capacity
Community Health Coalition Development Program (CHCDP)

• **Goal**: Improve health of Indiana through regionalized self-learning networks and community-academic partnerships

• **Stage 1**: Evaluate a successful coalition

• **Stage 2**: Experimental trial among 4 rural coalitions with controls

• **Stage 3**: Disseminate step-wise across Indiana
Stage 2: Pilot a Mentoring Program

- **Sample**
  - Rural counties in 4 regions: 4 “program” counties, 7 control counties

- **Program**
  - Mentoring by skilled coalition leader
  - Technical and other assistance from Purdue Extension

- **Measures**
  - Process: key informant interviews & coalition self-assessment survey

- **Outcomes: Coalition organization/structure, membership, leadership, resources, sustainability**
Results

- 4 coalitions operated in different ways
  - “Lunch and learn” model where members meet to hear about the activities lead by each member organization
  - “Lull in activity” where coalition had been active at one time but tapered off
  - Consistently meeting, changes in organizational structure
  - Interested, but no one has time to lead the work
Results

Coalition Self Assessment Survey

- Most participants have high loyalty and commitment to the coalition. However, many rated their satisfaction with how the coalition operates low (50% rated lower than 55).

- 50% of respondents rated “Coalition has clear and explicit procedures for making important decisions” at 55/100 or below, suggesting a need for communication around how group decisions are made.
Leadership- Coalitions struggle to keep strong leaders committed for extended periods of time.
• Strong leaders may have competing obligations.
• “Leadership has been barely sustainable. That might be the biggest challenge, to find someone to be the chair for a while. Two-three years is long enough.”

Resources- Financial resources and staffing may be limited.
• “Challenges: Officers, chairs, committee work... Everyone has full time plus jobs.”
• “Barriers? Enough people to take on the load of work. There are just 1-2 people trying to do everything. Also, there is impact measurements. What are people learning? What’s the impact?”
Results

Membership- Diversity and regular attendance

• “I don’t know if it’s really a barrier, but getting people to come on a regular basis and grow a coalition. And I don’t mean that nobody’s coming to the meetings, I just mean making sure we have adequate representation from as many different types of folks in the community as I can get, and that they feel valuable enough to come to every meeting if possible.”

Sustainability- Organization that supports long-term function

• In addition, plans for transitions in leadership may be lacking or nonexistent, leaving the coalition vulnerable.
Discussion

• In groups of 8-10, discuss:
  – Concerns about:
    • Leadership
    • Sustainability
    • Resources
    • Membership
  – How have you addressed these issues in the past?
  – What do you think is needed in moving forward?
Conclusion

• There are opportunities to provide support to improve coalition capacity, especially in the area of leadership, sustainability, membership, and resources.

• The collaborations between local communities, Purdue Extension and CHeP represent a powerful combination to improve health through Indiana.
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