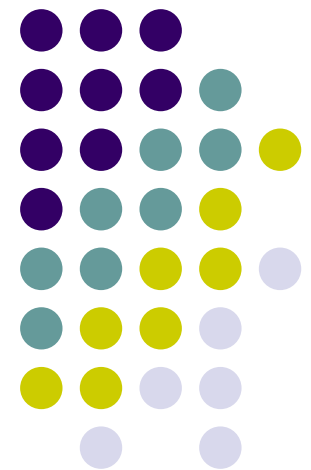


The Health Collaborative

Joan M. Miller, MHA
Executive Director
San Antonio, Texas

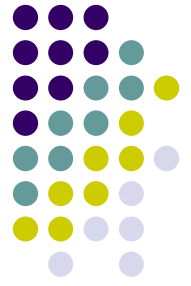


Background on the Health Collaborative



- ◆ **Not-for-profit**
- ◆ **Mission: Improve the health status of the community through collaborative means**
- ◆ **Priority issues:**
 - **Health assessment – 1998 and 2002**
 - **Fitness and nutrition – Fit City/Fit Schools**
 - **Youth depression**
 - **Fluoride**





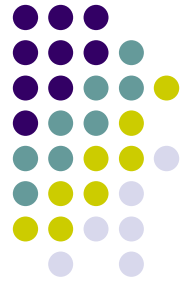
Funding Streams

- ◆ **Dues fund core organization (me and a phone)**

- ◆ **Initiatives are self-funded**
 - **Grants**
 - **Corporate sponsors**
 - **Fees for services**



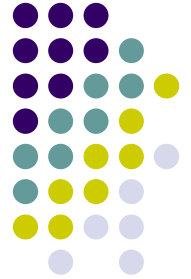
Health Collaborative Members



- ◆ **Baptist Health System**
- ◆ **Bexar County Medical Society**
- ◆ **CHRISTUS Santa Rosa Health Care**
- ◆ **Community First Health Plans**
- ◆ **Methodist Healthcare**
- ◆ **Methodist Healthcare Ministries**
- ◆ **San Antonio Metropolitan Health District**
- ◆ **Southwest General Hospital**
- ◆ **University Health System**
- ◆ **YMCA of Greater San Antonio**

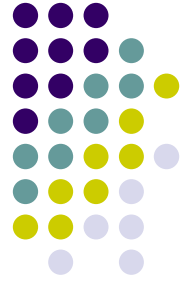


Other Financial Supporters



- ◆ **Federal appropriation – Congressman Charlie Gonzalez**
- ◆ **Humana Foundation**
- ◆ **Kronkosky Charitable Foundation**
- ◆ **United Way of Bexar County and San Antonio**
- ◆ **Junior League of San Antonio, Inc.**
- ◆ **Texas Beef Council**



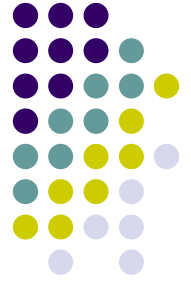


Staffing Structure

- ◆ **FT Executive Director**
- ◆ **Contract Staff**
 - **Walk San Antonio Coordinators and Secretary**
 - **Public Relations**
 - **Graphics**
 - **Grant Writing**
 - **Sales**
 - **Accounting**
 - **Legal**
- ◆ **Budget**
 - **\$400,000 to \$600,000/year**



Health Assessment/Health Profiles



- ◆ **Joint research with Metro Health's Health Profiles**
- ◆ **Primary and secondary research**
- ◆ **Morbidity, mortality and behavioral risk factor data**
- ◆ **100-question risk factor survey**
 - **1,000 telephone calls**
 - **210 door-to-door surveys**
 - **English and Spanish**
 - **Focus groups with 100 people**





The Sad Facts

- ◆ **56% sedentary**
- ◆ **63% overweight or obese**
- ◆ **32% get NO physical activity (up from 22% in 1998)**
- ◆ **11% diabetics vs. 6.6% nationwide**
- ◆ **CDC: No. 1 obesity ranking in 2001**





More Sad Facts

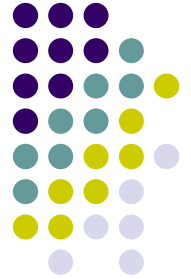
- ◆ Heart disease is No. 1 killer, followed by cancer
- ◆ 26% have high blood pressure
- ◆ 67% of those with high cholesterol are treated with drugs, up from 62%



San Antonio Dietetic Association at
Fit City Forum 2004



Fit City, Here We Come!





Fit City/Fit Schools Vision

- ◆ **Foster a healthy lifestyle culture in San Antonio**
- ◆ **Transition from the Fiesta-and-margarita mindset**
- ◆ **Incorporate community values of family and celebration**



SBC Walking Group





Fit City/Fit Schools -- Today

Six Components

◆ Healthy Vending

- Healthy snack and beverage guidelines
- Input from vending, snack and beverage companies
- Piloted in health systems, city, county
- Branching out to businesses, schools, churches, others

◆ Walk San Antonio

- 75 walking groups
- Incentives for exercising
- Monthly body composition analysis
- Current enrollment: 11,000





Fit City/Fit Schools (cont.)

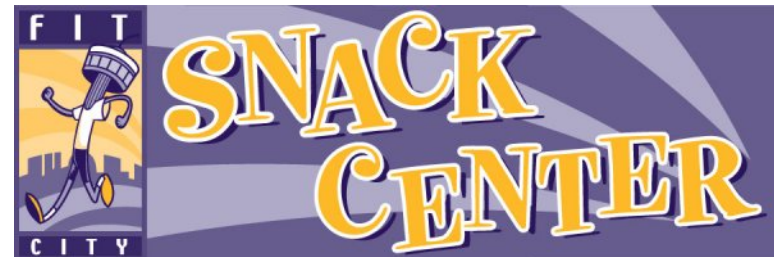
- ◆ Fit City Messages
 - Increasing awareness
- ◆ Fit City Corporate Wellness
 - ◆ \$10/person/year
 - ◆ Data on enrollment, retention, BMI change, minutes
- ◆ Body-Mass Index
 - Adding BMI to vital signs
- ◆ Fit Schools
 - ◆ Nutrition policies



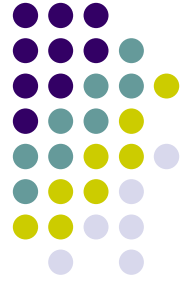
Walking is good for everyone!



Logos/Signage



How Can You Start This in Your Community?



- ◆ **Get the smart people in the room**
 - **Baseline research**
 - Critical to obtaining funding, tracking progress
 - **Develop a plan**
 - Vision
 - Strategies
 - Tactics – Don't be tempted to jump to this first!
 - **Evaluation**





Advice

- ◆ **Identify a lead organization**
- ◆ **Be committed for the long haul**
- ◆ **Name/logo/newsletter/website/email lists**
- ◆ **Funding is there!**
- ◆ **Check egos at the door**
- ◆ **Build from small successes**





Lessons Learned

- ◆ **Players come and go**
- ◆ **Discipline, discipline, discipline**
 - **Select a FEW tactics**
- ◆ **Roll with the punches**
- ◆ **Help will come where you least expect it**
- ◆ **The public is ready for this!**
- ◆ **A day without politics is like a day without sunshine**

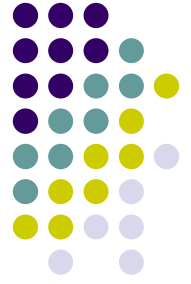




Three Keys to Success

- ◆ 1. Persistence
- ◆ 2. Persistence
- ◆ 3. Persistence

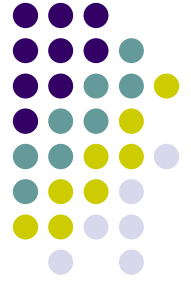




Forewarned is Forearmed

- ◆ If you start a Fit City campaign, you can never eat a cookie in public again....





Youth Mental Health Council

- ◆ **Monthly networking meetings**
- ◆ **Speakers**
- ◆ **Proactive media awareness**
- ◆ **Community forums**
 - **Suicide prevention**
 - **Emotional eating**





Communications Tactics

- ◆ **Two newsletters**
- ◆ **Quarterly media value reports (\$670,000 in 2004)**
- ◆ **Proactive media**
- ◆ **Great Day SA**
- ◆ **Monthly Fit City messages**
- ◆ **Medical society magazine column**
- ◆ **Member public relations directors**





Challenges

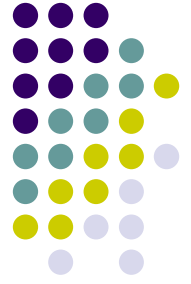
◆ Initial (1997-99)

- Trust among members

◆ Mid-Course (2000-2003)

- Figuring out what the heck we're going to do
- Establishing a presence
- Retaining ownership
- Connecting the successes to individual members





Challenges, continued

◆ Current (2004)

- Green stuff (\$\$\$)
- Battling mission fatigue
- Broadening membership beyond healthcare
- High dues
- Potential merger: perception of disproportionate influence of health systems



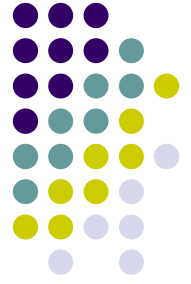
Words of Wisdom



“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

- ***Margaret Mead***

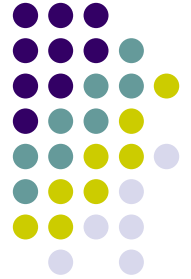




Questions

- ◆ **Funding streams beyond dues, grants, user fees and corporate sponsorships?**
- ◆ **Communication tactics and how to measure them?**





Contact Info

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