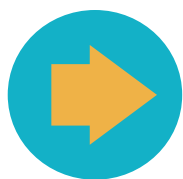


HEALTHY HOMETOWN COMMUNITY GUIDE

Assisting you on your community
health improvement journey





WHAT IS HEALTHY HOMETOWN?

Healthy HometownSM Powered by Wellmark uses proven strategies and techniques that help make the healthy choice the easy choice. At **NO COST**, you can work with Healthy Hometown experts to identify ways to make positive and lasting changes that enhance well-being in your community.

There are more than 100 proven ways you can help your community. Improvements can be made within several areas of focus. A few include:



eat well

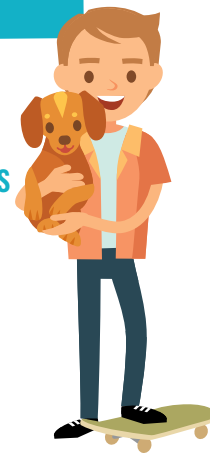
- Healthy concessions
- Community or school gardens and edible landscaping
- Drinking water access

move more

- Changes to streetscape to improve walkability and bikeability
- Safe routes to schools and parks
- Enhance greenspaces, trails, and parks

feel better

- Create volunteer opportunities
- Develop places for social interactions
- Establish nicotine-free areas

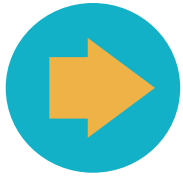


WHAT IT IS

- Making active transportation (walking and biking) safe and inviting.
- Ensuring healthy food options are readily available in vending machines and concession stands.
- Working with local food establishments to offer healthy options.
- Connecting individuals with volunteer opportunities and providing inviting places for people to gather to enhance social interactions.

WHAT IT ISN'T

- Encouraging people to go to the gym.
- Telling people what they should eat — it's not a diet.
- Taking away the choice of less desirable options.
- A wellness challenge program.



WHY IS IT IMPORTANT?

In nearly 30 years, obesity among adults has increased from 10–14 percent to more than 30 percent. Americans are experiencing more chronic health issues and are more overweight than ever before. In 1988, obese adults made up less than 15 percent of the population. Today, 2 out of 3 adults are overweight or obese.¹

It's not just about our pant size. It's about the health conditions that stem from obesity.

Experts indicate that obesity is a significant driver of more than 30, and some experts say up to 50, chronic diseases. Chronic disease is defined as a condition that lasts more than three months and cannot be prevented by vaccines or cured by medication — they are nearly impossible to reverse. And, our surroundings can aggravate these diseases.

Just think about your normal day. Is processed food easier to fit into your hectic schedule than a healthy, home cooked meal? How often are you on your phone or tablet? Do you drive to the store rather than walk? Our day-to-day activities and where we live impact our overall health.

Healthy choices need to be made easier and that starts with creating an environment that encourages and promotes a healthy lifestyle. Policy and built environment changes — whether changing vending options, creating a complete streets policy or implementing a nicotine-free initiative — have a big impact on creating sustainable changes in the community. And, those changes lead to healthier eating, greater physical activity, and social connectivity — making your community an attractive place to live, work and play.

WHO CAN PARTICIPATE IN HEALTHY HOMETOWN?

Healthy Hometown is available to all **Iowa and South Dakota** communities.

HOW MUCH DOES IT COST?

The tools and consultation provided by Healthy Hometown are **free**. Yes, free. You'll just need the motivation to do the work.



Children and teens spend
6–8 hours
on screen time

73%
decrease in number
of children who walk
to school since 1969



Only **7.1%**
of high school
students nationwide
met fruit consumption
recommendations
and **2%**
for vegetables

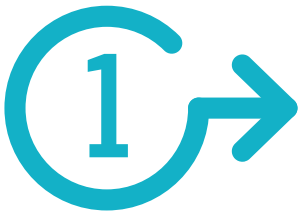
¹ Centers for Disease Control and Prevention



WHAT'S NEXT?

Make the healthier choice easier by getting your community involved with Healthy Hometown. To make this happen, you will need the support of your community and key stakeholders. And, to get that support, you will need to be able to explain the Healthy Hometown framework and process. You can use the following as a guide to help stakeholders know what will be expected.

Form steering committee



Before you begin working with Healthy Hometown, you will need to assemble a steering committee. This committee will connect the right leaders in the community to help make your community health improvement journey successful.

The steering committee will set the direction for the community and oversee the implementation of selected tactics, working to alleviate any roadblocks that may arise. Committee members are recognized leaders in the community who know how to get things done and can add credibility to your cause. Sometimes there may be an existing coalition or group that has an aligned vision that can serve this purpose. Successful communities have active involvement from city leadership such as the mayor, city council and city manager on their steering committee. Other influential leaders from the following organizations are potential steering committee members:

- ▶ Community health coalition
- ▶ Economic development, chamber, main street
- ▶ Business leaders
- ▶ Health system
- ▶ Public health
- ▶ School
- ▶ YMCA or rec center
- ▶ Civic and nonprofit groups
- ▶ County government
- ▶ Retail food representatives



Develop master plan



The community Healthy Hometown master plan will develop by:

- Steering committee subcommittees will use the Healthy Hometown framework of Eat Well, Move More, and Feel Better plus evidence-based tactics to discuss improvement ideas for the places where health and well-being can be positively impacted — community, school, retail food, health care, and worksite (where applicable for your particular community).
- The steering committee will review recommendations from the subcommittees and determine the highest priority ideas for implementation.

► Tactics — how to get there.

To help you achieve the vision and outcomes selected by the steering committee, Healthy Hometown consultants will assist you in identifying and prioritizing the proven tactics from the Healthy Hometown toolkit your community may consider implementing.

► Champion(s) — who will keep you going?

Each tactic needs to have a person responsible for making sure an action plan is developed and followed, progress is tracked while each tactic is implemented.

► Measurable goals and outcomes — how you define success.

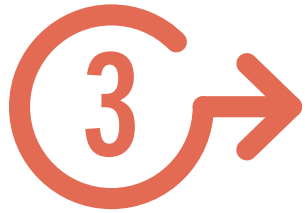
What measures are available to determine if you are making progress on the vision for your community? The master plan will capture data aligned with the projects you choose that the steering committee will track over time to monitor success.

TIP

The entire steering committee is involved in the master plan development. To get a good representation of members at your meetings, be sure times don't conflict with other community events or meetings. Also, provide a way for members to RSVP. That way you know ahead of time if you have the representation needed to do the work.



Build action plan and implement



Champions help pull together action planning groups **to develop and implement** specific community improvement tactics. There can be multiple action planning groups. Each one focuses on one area of work. It's ideal to have members who've worked in or are knowledgeable about the subject matter. It's also ideal to include people from your target audience who may be subject matter experts in the action planning group. Group members should be enthusiastic about the work and able to regularly attend meetings. The groups should include both a cross section of people and reflect the diversity of your community

TIP

To avoid losing momentum, successful communities quickly move to action planning once the master plan is complete. As part of the action plan, Specific, Measurable, Achievable, Realistic and Time-bound (SMART) objectives are identified; these help keep the action planning work focused.

Ensure ongoing success



Once your community gets busy implementing tactics to achieve your vision, keeping track of it all is important. The steering committee should plan to meet **at least** quarterly to get updates on tactic implementation and determine if there are roadblocks they can help alleviate. This keeps everyone informed about what is going on across the community and leads to additional collaboration and efficiency. The steering committee will also want to ensure the measurable goals and outcomes are being tracked to monitor successes that can be shared with the entire community. Plus, before long, it may be time for the steering committee to identify additional tactics to tackle!





GET PEOPLE INVOLVED

Once you've identified who you want to communicate with, you'll want to do outreach. This guide will help you explain why Healthy Hometown is important and help you have crucial conversations about how it will work in your community.

➔ Email/letter template

Need help in rallying support from your community leaders? These are people in your community who can enact or help spur policy changes. An email/letter template is available to get you started.

➔ Healthy Hometown website

Share the Healthy Hometown website with examples of community success stories. Go to **[Wellmark.com/HealthyHometown](https://www.wellmark.com/HealthyHometown)**.

WE'RE HERE TO HELP

Please know your community health manager will be with you to help with master planning and action planning sessions. Their job is to help guide you, your team and the community with their expertise through the Healthy Hometown process. They are also there to advise, facilitate and assist you as you rally your community. We are ready to work together to make your hometown a Healthy Hometown.





Wellmark Blue Cross and Blue Shield is an independent licensee of the Blue Cross and Blue Shield Association.

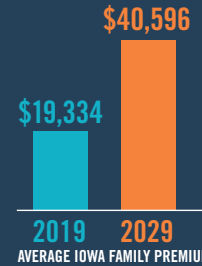


Wellmark®



A SUSTAINABLE HEALTH CARE SYSTEM AT RISK DUE TO RISING COSTS

If health insurance costs continue to increase at the current pace, **by 2029, 58%** of Iowan's family household income will be spent on health care insurance premiums



Source: David P. Lind Benchmark

2/3

OF IOWANS AND SOUTH DAKOTANS are either overweight or obese

BMI > 25% = overweight
BMI > 30% = obese

34%

of Iowans are obese



33%

of South Dakotans are obese

Source: Centers for Disease Control and Prevention; Behavioral Risk Factor Surveillance System, 2019



MORE THAN 30 CHRONIC CONDITIONS are linked to obesity

Source: State of Obesity

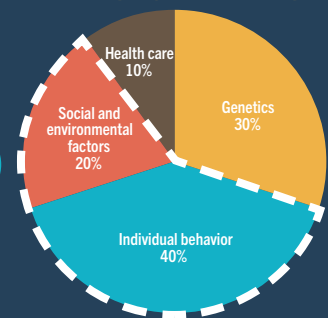
90%

OF HEALTH CARE DOLLARS ARE SPENT ON CHRONIC DISEASES AND MENTAL HEALTH

Source: Centers for Disease Control and Prevention

INDIVIDUALS CAN CONTROL

60% of the factors impacting their health



Source: Henry J. Kaiser Family Foundation, November 2015 Issue Brief

OUR ENVIRONMENT HAS CHANGED HOW WE LIVE AND IS AFFECTING OUR HEALTH

Wellmark Blue Cross and Blue Shield combed through public sources to find evidence-based initiatives that positively impact health.

This information is used in a toolkit to help communities through the process to facilitate actionable changes.

The Healthy HometownSM Powered by Wellmark team provides expert consultation in areas such as policy, transportation planning, dietetics, tobacco policy and community development.

MAKING THE HEALTHY CHOICE THE EASY CHOICE

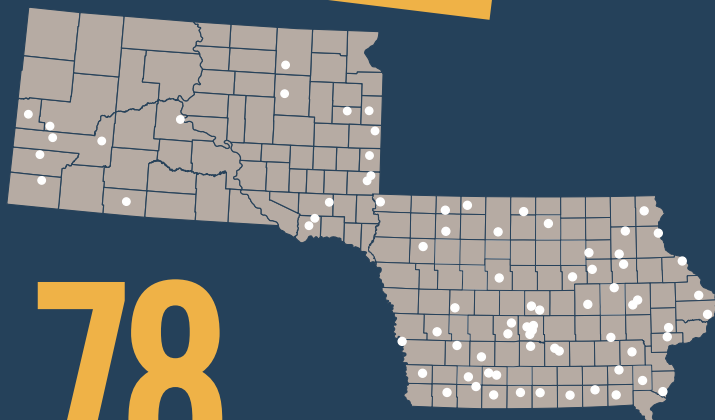


- Built environment solutions for sustainable change
- Proven strategies and techniques
- Meet communities where they are
- Community owned and driven
- Free tools and consultation

OUR STATEWIDE partnerships



Learn more at Wellmark.com/HealthyHometown



78
communities
ENGAGED
FROM 2017–2020

Healthy Hometown has helped communities deliver

- **71 MASTER PLANS**
- **55 WALKING AUDITS**

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