

Last to First Together

West Virginia communities becoming healthy and strong

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West Virginia
Health Innovation Collaborative
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Alignment with SIM core elements

1. Plan for improving population health
2. Health care delivery system transformation plan
 3. Payment and/or service delivery method
 4. Leveraging regulatory authority
5. Health Information Technology
6. Stakeholder engagement
7. Quality measure alignment
8. Monitoring and evaluation plan
9. Alignment with state and federal innovation

Agenda

1. A **goal** for West Virginia
2. A **plan** to reach the goal
3. Your thoughts

Goal for West Virginia

Within ten years, rank **First** in:

- Healthy eating
- Tobacco use
- High BMI
- Preventable injuries
- Physical activity
- Alcohol abuse
- Drug abuse

Agenda

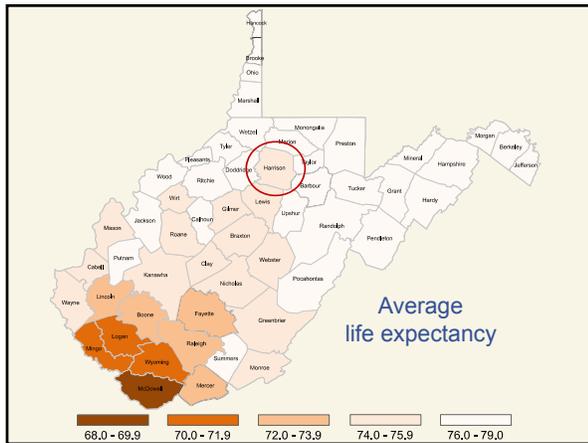
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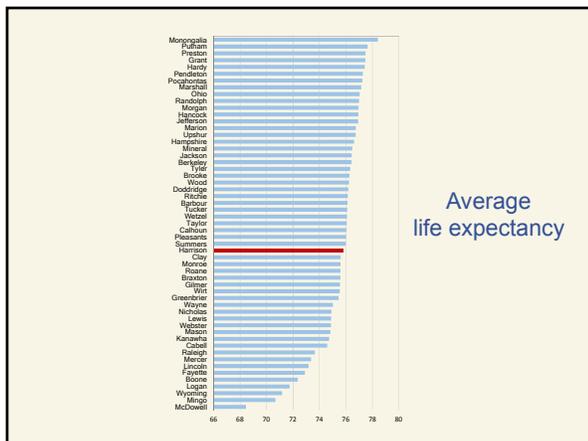
The plan: Last to First Together

1. Start with **one county**
2. Get to know it
3. Train **Community Health Workers**
4. Support their work
5. Repeat for other West Virginia counties

Selection criteria for the first county

- Average ranking for the State
- Significant number of people
- Good healthcare infrastructure
- Good cellphone and internet connectivity
- Accessible
- Good support from the county's leaders





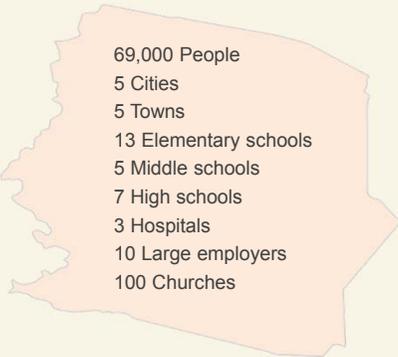
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Getting to know the community

- School principals, teachers and students
- Church leaders and congregations
- Employers and employees
- Hospitals and healthcare workers
- City mayors
- Data analysis

Harrison County



69,000 People
5 Cities
5 Towns
13 Elementary schools
5 Middle schools
7 High schools
3 Hospitals
10 Large employers
100 Churches

Data analysis

- Consolidate data
- Determine:
 - the extent of health problems
 - the relative impact of each problem on quality and length of life, and on the economy
 - relationships between underlying conditions in the county and its health problems
 - how the health problems match up with services provided by the county's healthcare system

Purpose

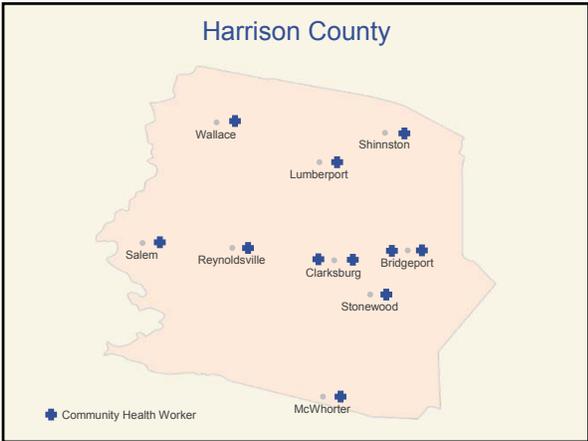
- Understand and rank the county's health problems
- Engage the community and its leaders
- Learn about the community's social networks

The importance of social networks



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Community Health Workers

- Work with schools to help children form healthy habits
- Help pregnant women make healthy choices
- Help people navigate the healthcare system
- Provide informal counseling and education
- Provide biometric screening
- Organize health fairs and other events
- Raise awareness about community health problems
- Help people form "Work crews" to adopt healthy behaviors

The importance of social groups



Community Health Workers



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Support

- Provide ongoing training
- Build a "County Hearth"
- Provide incentives for "Work crews"
- Monitor and report progress
- Provide cutting-edge support technology and analytics
- Improve the county's social infrastructure
- Integrate current policies and programs
- Provide accessible medical backup
- Engage State and community leaders
- Provide world-class expertise
- Launch a media and social networking campaign

Having fun together



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Expanding to all West Virginia

Year 1: 1
Year 2: 2
Year 3: 4
Year 4: 8
Year 5: 16
Year 6: 24
55 counties

Organization, Timing, Funding

- Cooperation, not competition
- Starting now
- WVU funding initially
- Seeking foundation funding
- Designing for sustainability

How Last to First Together is different

1. Starts small
2. Focuses on wellness
3. Employs a local resource, the Community Health Worker
4. Creates a hub for wellness, the County Hearth
5. Builds close relationships with people
6. Leverages small groups ('Work crews') and fun
7. Provides broad, deep and sustained support
8. Empowers communities

Last to First Together



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- ③ Your thoughts

Thank you

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