



HEALTHIER
**HAMPTON
ROADS**

Hampton Roads Health Literacy Community Leadership Forum

Friday, June 21, 2019
Old Dominion University

Welcome & Forum Opening

Nancy L. Grden

Executive Director

Strome Entrepreneurial Center

Old Dominion University



Old Dominion University Greeting

Austin O. Agho, PhD

Provost & Vice President for Academic Affairs
Old Dominion University



The Benefits of Improving Health Literacy

Thomas M. Chamberlain, PharmD

Founder & CEO

EdLogics





HEALTH LITERACY IN THE WORKPLACE

The missing piece of the puzzle.

Improving the health literacy of employees and family members...

SMARTER
DECISIONS = HEALTHIER
PEOPLE = FEWER
CLAIMS

DEFINITION OF HEALTH LITERACY

Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.



HEALTH LITERACY VIDEO





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CREATING A NATIONAL HEALTH LITERACY MODEL

HEALTHIER HAMPTON ROADS



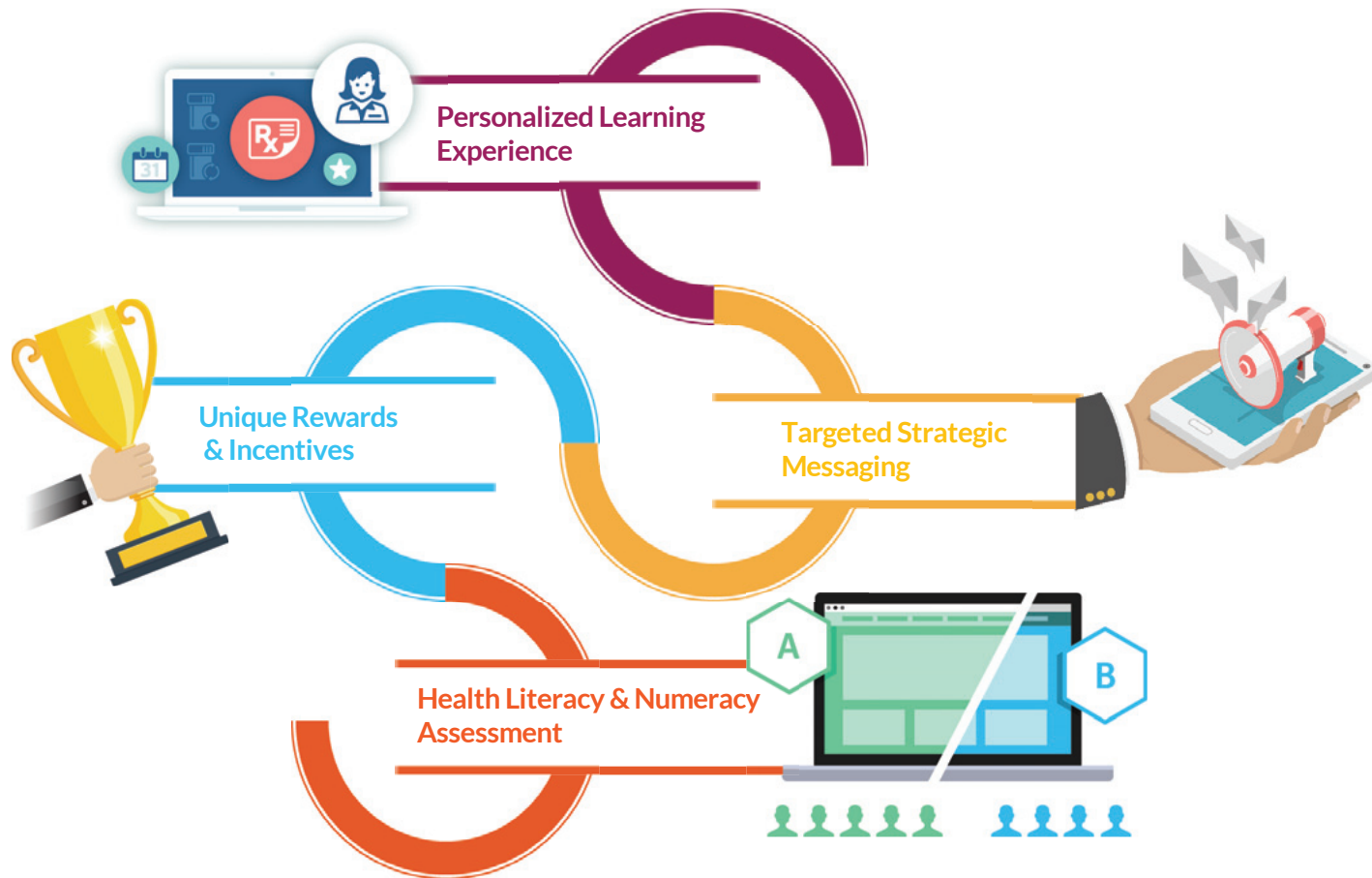
HEALTHIER NASHVILLE



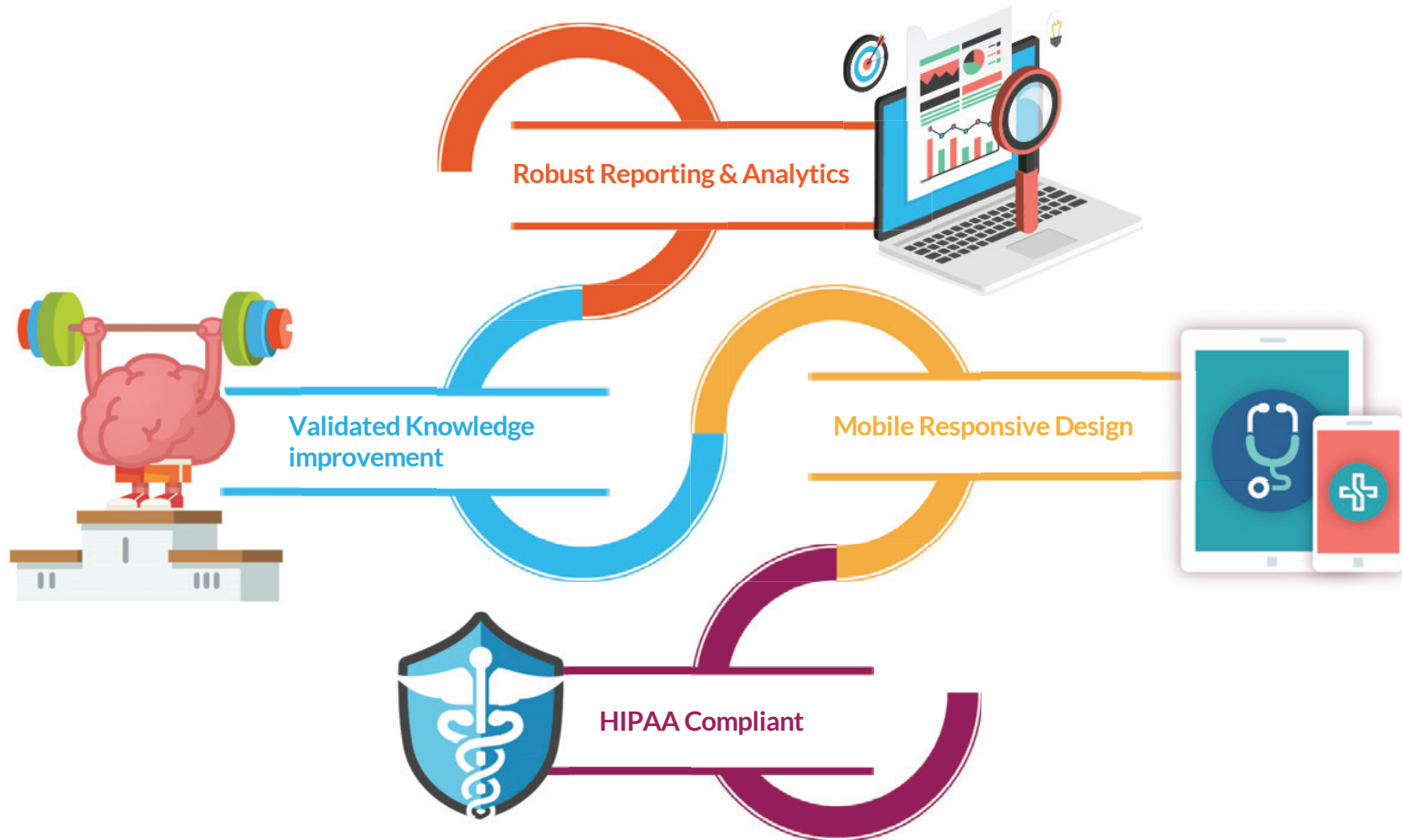
KEY ATTRIBUTES OF THE EDLOGICS SOLUTION



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PLATFORM STATS

DISEASE STATE	PERCEIVED KNOWLEDGE 1 = knows a little 5 = knows a lot			KNOWLEDGE IMPROVEMENT based on assessment scores of 0-100		
	PRE	POST	% Increase	PRE	POST	% Increase
Asthma	3.23	4.06	25.5%	76.0	97.1	27.8%
COPD	2.86	3.96	38.4%	76.0	98.4	29.5%
CAD	3.17	4.05	27.8%	81.8	97.7	19.4%
Depression	3.49	4.19	20.0%	94.7	99.2	4.8%
Diabetes	3.27	3.99	22.0%	82.3	97.8	18.8%
GERD	2.84	3.77	32.8%	67.6	96.6	42.8%
Health Insurance	2.97	3.61	21.5%	58.5	98.0	67.4%
Heart Failure	3.37	4.08	21.1%	79.5	97.9	23.2%
High Blood Pressure	3.54	4.18	18.1%	91.4	99.1	8.4%
High Cholesterol	3.20	4.06	27.0%	74.3	98.4	32.3%
Low Back Pain	3.17	4.02	26.9%	65.6	96.3	46.8%
Metabolic Syndrome	3.21	3.95	22.9%	91.1	98.7	8.4%
Sleep Apnea	3.01	4.12	37.3%	79.6	97.5	22.5%
Sleep Health	2.52	3.78	49.9%	72.9	97.8	34.0%
Stroke	3.17	4.14	30.4%	93.6	99.1	5.9%
	47.0	60.0		1,185.0	1,469.7	
	3.1	4.0	27.5%	79.0	98.0	24.0%



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The National Impact of Low Health Literacy

Governor Tommy G. Thompson

Former Secretary of Health & Human Services

Chairman, EdLogics



LOW HEALTH LITERACY: A MULTI-BILLION DOLLAR PROBLEM

patients with

POOR HEALTH LITERACY

- Are more likely to visit an emergency room
- Have more hospital stays
- Adhere less to treatment plans
- Have higher mortality rates

Reports show that literacy is one of the strongest predictors of an individual's health status and the cost of low health literacy to the U.S. economy is as high as **\$238 billion annually**

90
million



Americans are at risk for preventable health problems because they have difficulty understanding health information

133 MILLION or **41%** of AMERICANS

have at least **ONE** chronic condition account for

86% of total health care costs

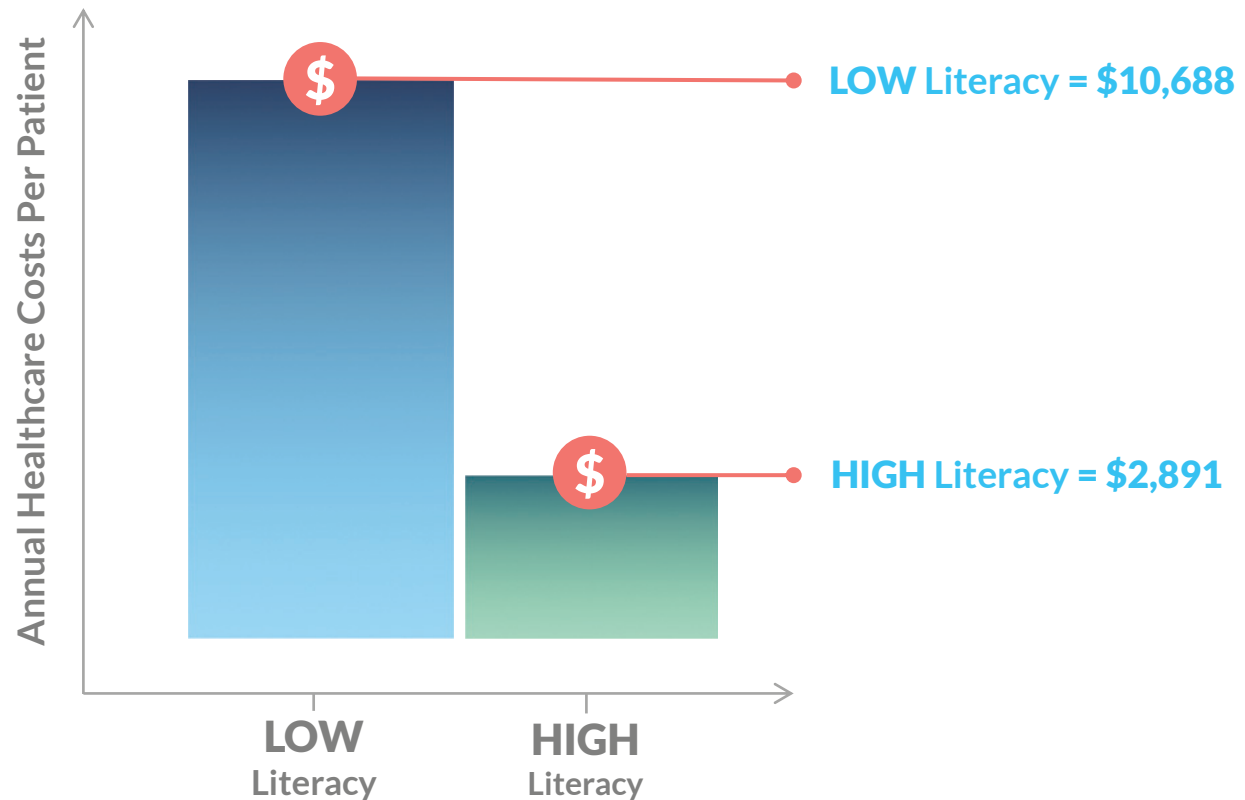
PATIENTS FORGET UP TO

80%

of what their doctor told them by the time they reached
THE PARKING LOT

HEALTH LITERACY MATTERS

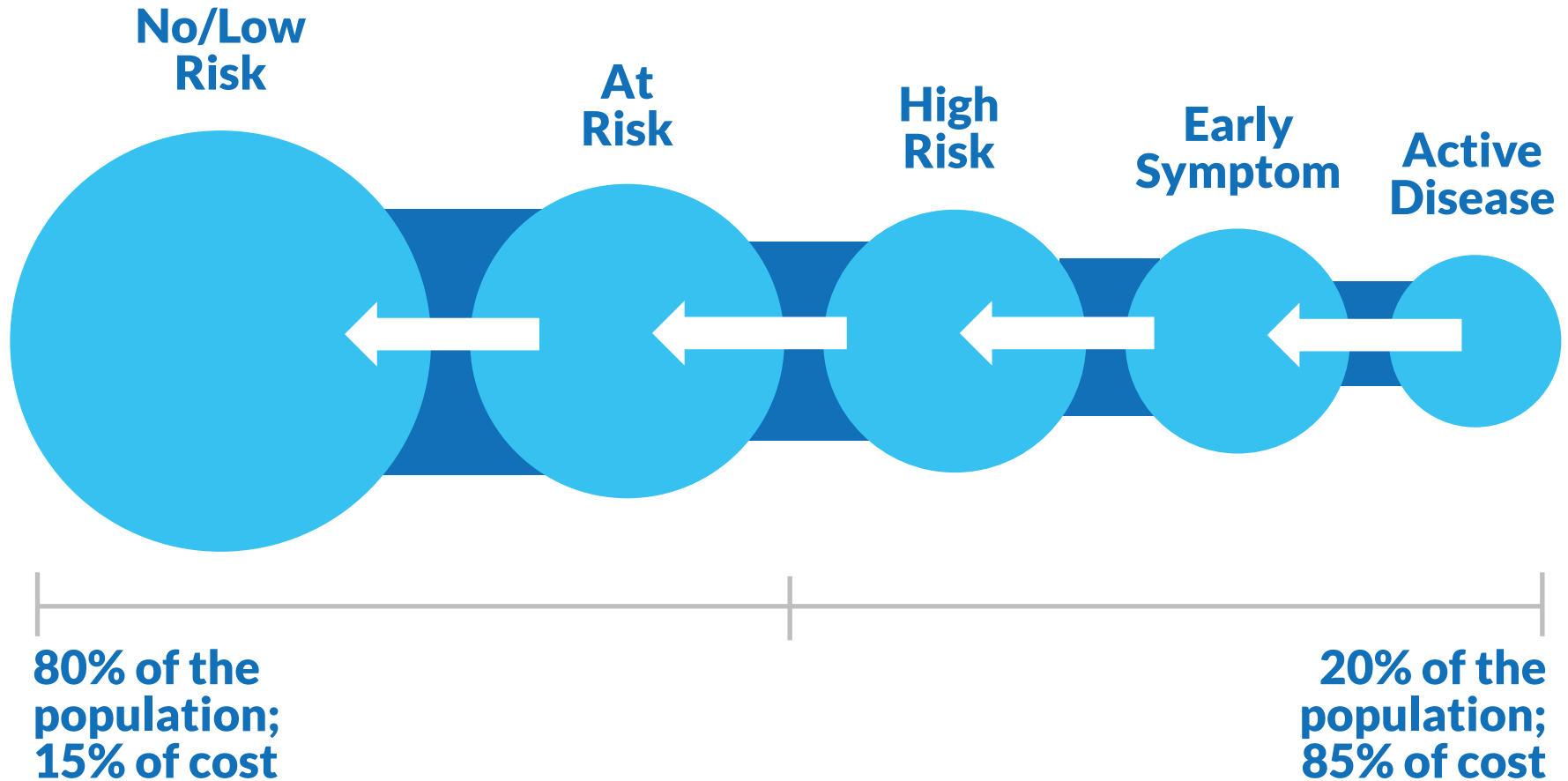
Patients with low health literacy cost up to \$8,000 per year more than patients with high health literacy



*Weiss BD, Palmer R. J Am Board Fam Pract. 2004;17:44-7



POPULATION HEALTH MANAGEMENT STRATEGY



Fighting the Obesity Epidemic through a Collaborative, Multi-Stakeholder, Integrated, Community-Based Model

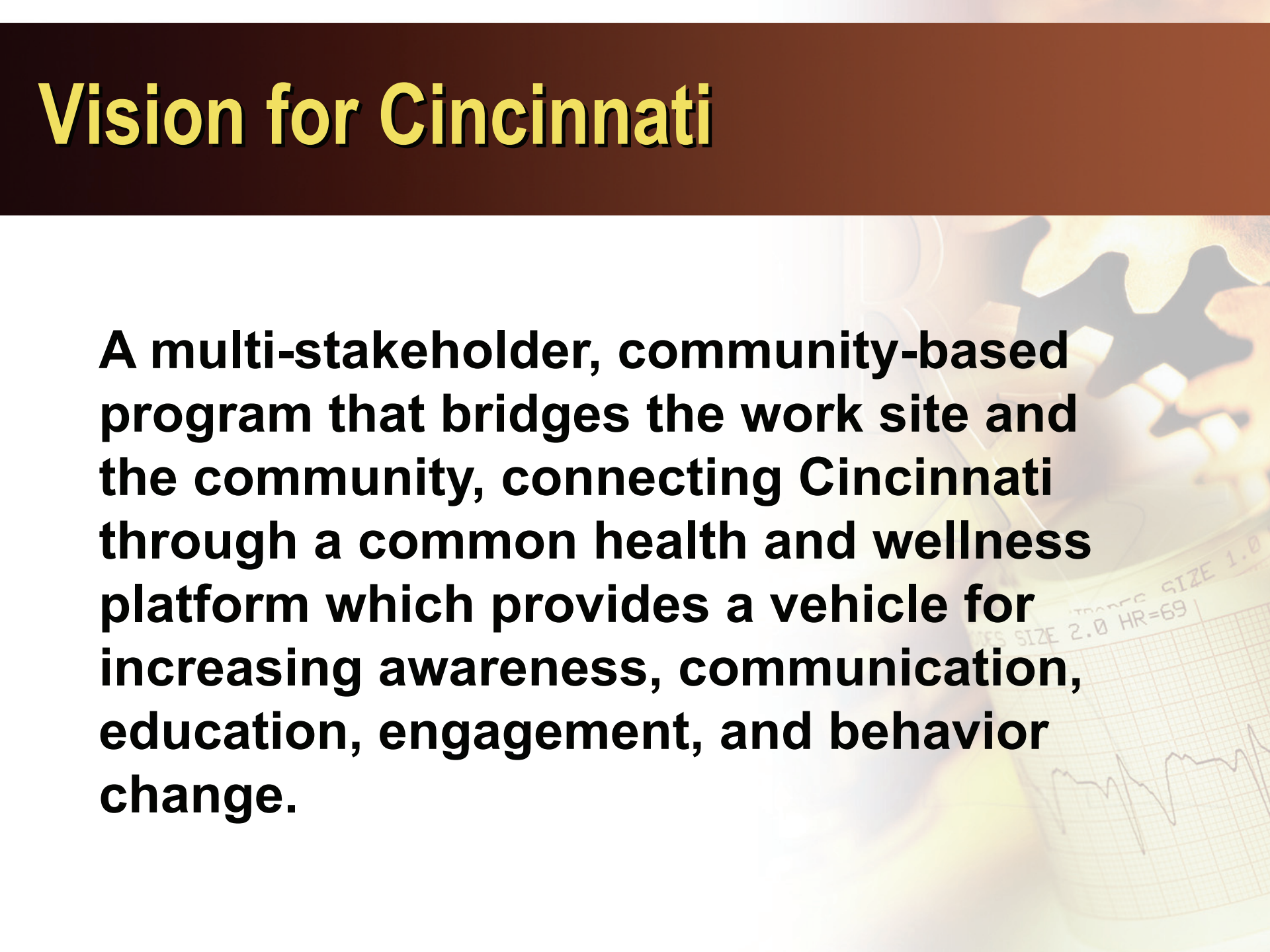
Tommy G. Thompson
Former Secretary of Health & Human Services

Presented to the City of Cincinnati
April 9, 2011

STANDARD SIZE 1.0 HR=30
STANDARD SIZE 2.0 HR=69

Vision for Cincinnati

A multi-stakeholder, community-based program that bridges the work site and the community, connecting Cincinnati through a common health and wellness platform which provides a vehicle for increasing awareness, communication, education, engagement, and behavior change.

The background of the slide features a conceptual image. On the right side, there are interlocking gears, one of which is highlighted in a lighter, semi-transparent yellow. Below the gears, there is a medical ECG (heart rate) strip. The strip has a grid and a line representing a heart rate. Text on the strip includes 'TRACE SIZE 1.0' and 'SIZE 2.0 HR=69'. The overall background is a warm, brownish-orange color.

Key Attributes of a Successful Community-based Model

- Broad engagement of all stakeholders
- Multipronged approaches that are sustained over several years
- Use of incentives to maximize engagement
- Effective use of social media to create a movement
- Establish clear and specific goals and have the ability to measure progress against those goals

Key Challenges

- **Avoiding the silo mentality**
- **Data integration and measurement**
- **Pressure for short-term financial results**
- **Need for long-term infrastructure investment**
- **Support of local government and community organizations**

VISION FOR “HEALTHIER HAMPTON ROADS”

A multi-stakeholder, integrated, community-based program that bridges the work site and the community, connecting Hampton Roads through an interactive digital health platform which provides a vehicle for increasing awareness, communication, education, engagement, and behavior change.





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Nashville & Hampton Roads: Creating a National Health Literacy Model

Scott T. Massey, PhD

Chairman & CEO

Global Action Platform



What is Global Action Platform?

Global Action Platform is the leading international university-business alliance advancing scalable, sustainable solutions for abundant food, health, and prosperity.



Platform Program Areas

Global Action Platform operates through four connected program activities - Convene, Challenge, Connect, and Communicate.



Convene

Global Action Summit

Hosted by Fareed Zakaria, annual event sets agenda with elite global leaders

United Nations Forum

Hosted during UNGA week at the UN to launch the annual Global Action Report

World Bank Forum

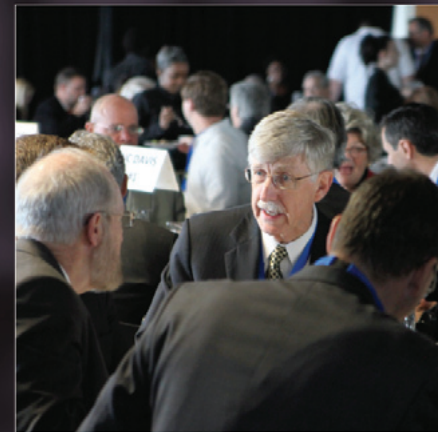
Banking, investment, corporate leaders review strategies to improve global food, health, and prosperity

National Press Club

Media, journalists, and government leaders review recommendations for action to scale food, health, and economic solutions

Summit Fellows

Young professionals and graduate students participate, network, and propose initiatives at the annual Summit.



Challenge

Impact Investment

Impact Investment Funds for transformative innovations and businesses that scale solutions for food, health, and economic growth.

The Fund advances solutions at the Intersection of strong ROI and ESG.

\$9M invested
and counting!



Connect

Online Work Groups and Collaboration Tools

Connect: comprehensive database and search engine to increase university-business joint research and commercialization.

Using technology and data analytics to keep partners, researchers, investors, and Fellows connected.

Innovation Hub Network

A growing network of innovation campuses around the US and the world.



Communicate

Online Work Groups and Collaboration Tools

Connect: comprehensive database and search engine to increase university - business joint research and commercialization.

Using technology and data analytics to keep partners, researchers, investors, and Fellows connected.

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5 ELEMENTS OF COLLECTIVE IMPACT



STRATEGIC PARTNERS



CREATING A NATIONAL HEALTH LITERACY MODEL

HEALTHIER HAMPTON ROADS



HEALTHIER NASHVILLE



Improved Health Literacy as an Economic Development Strategy

James K. Spore

President & CEO

Reinvent Hampton Roads



REINVENT HAMPTON ROADS



- Established January 2016
- A frame for game-changing work that will fundamentally alter the region's economic profile and performance over time
- Funded by:
 - Hampton Roads Community Foundation
 - Go Virginia (Commonwealth of Va.)
 - Port of Virginia
 - Hampton Roads Business Roundtable
 - Individual Support



BOARD OF DIRECTORS



JOHN O. “DUBBY” WYNNE (CHAIR) G. ROBERT ASTON, JR. (VICE CHAIR)

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HOWARD KERN

ALAN WITT



REINVENT HAMPTON ROADS

Our mission:

- To create and grow more higher paying jobs in Hampton Roads
- By creating a strategy that embraces both the traditional and emerging employment sectors in Hampton Roads, we will improve the region's economic profile by attracting new entrepreneurs, innovative industries, and high-paying employment opportunities.



Our approach:

- Be comprehensive: Region is a system of systems
- Partner with others: Stress alignment
- Focus on actionable solutions

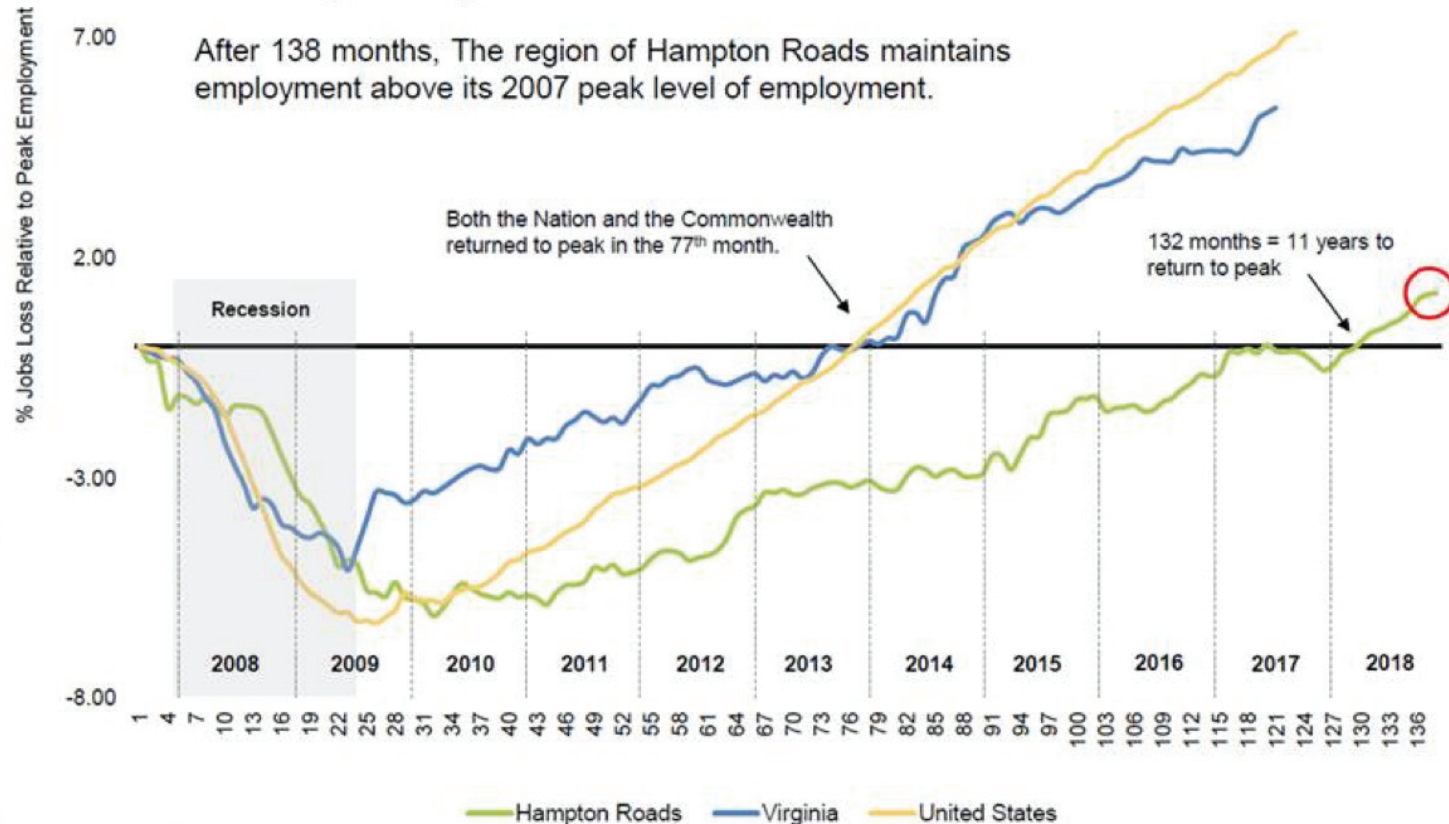


Road to Recovery – Return to Peak

Nonfarm Payroll Employment

Returning to pre-recession peak employment is one key benchmark of recovery following an economic downturn.

After 138 months, The region of Hampton Roads maintains employment above its 2007 peak level of employment.

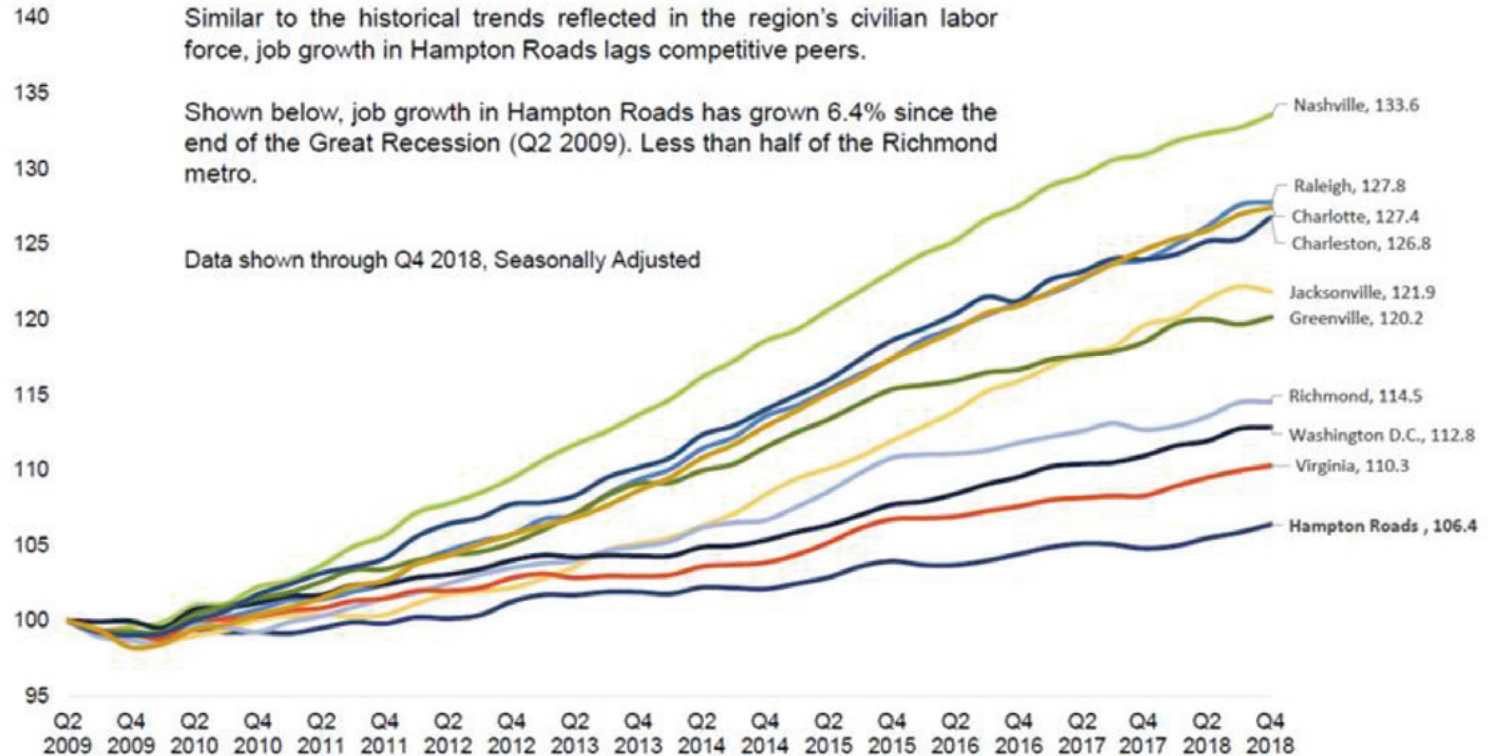


Source: U.S. Bureau of Labor Statistics, December 2018 seasonally adjusted Note: Jobs data will be revised March/April 2019

Quarterly Job Growth

Comparative Regional Trends, Nonfarm Payroll Employment

Indexed Growth



Source: U.S. Bureau of Labor Statistics, City names represent metro areas

Migration by Metro Areas – 1 to 3 Million

Total Change

50,000

40,000

30,000

20,000

10,000

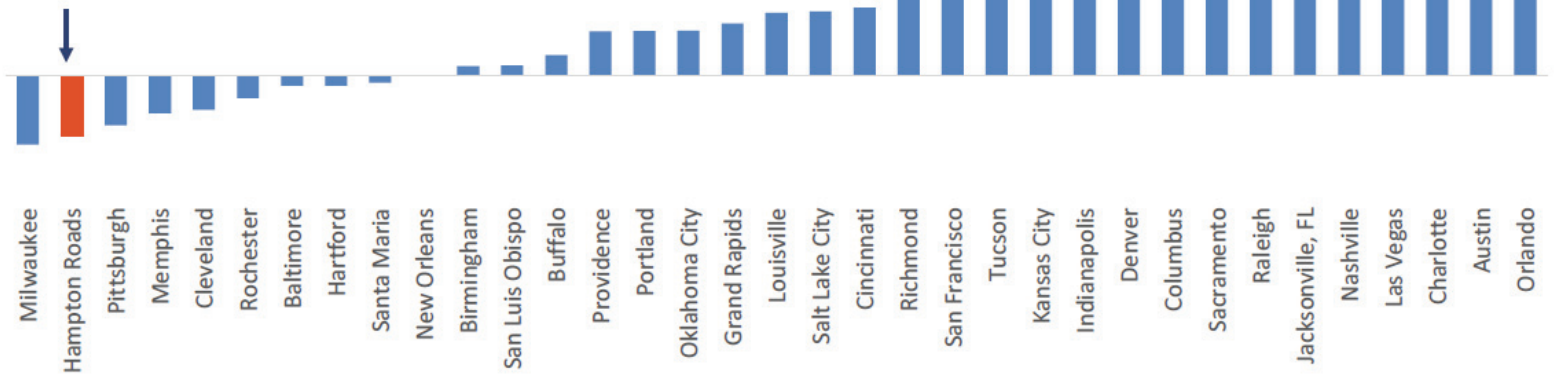
(10,000)

Hampton Roads Trails Similar Sized Metros in Migration In-Flow

Net Migration includes both Domestic and International

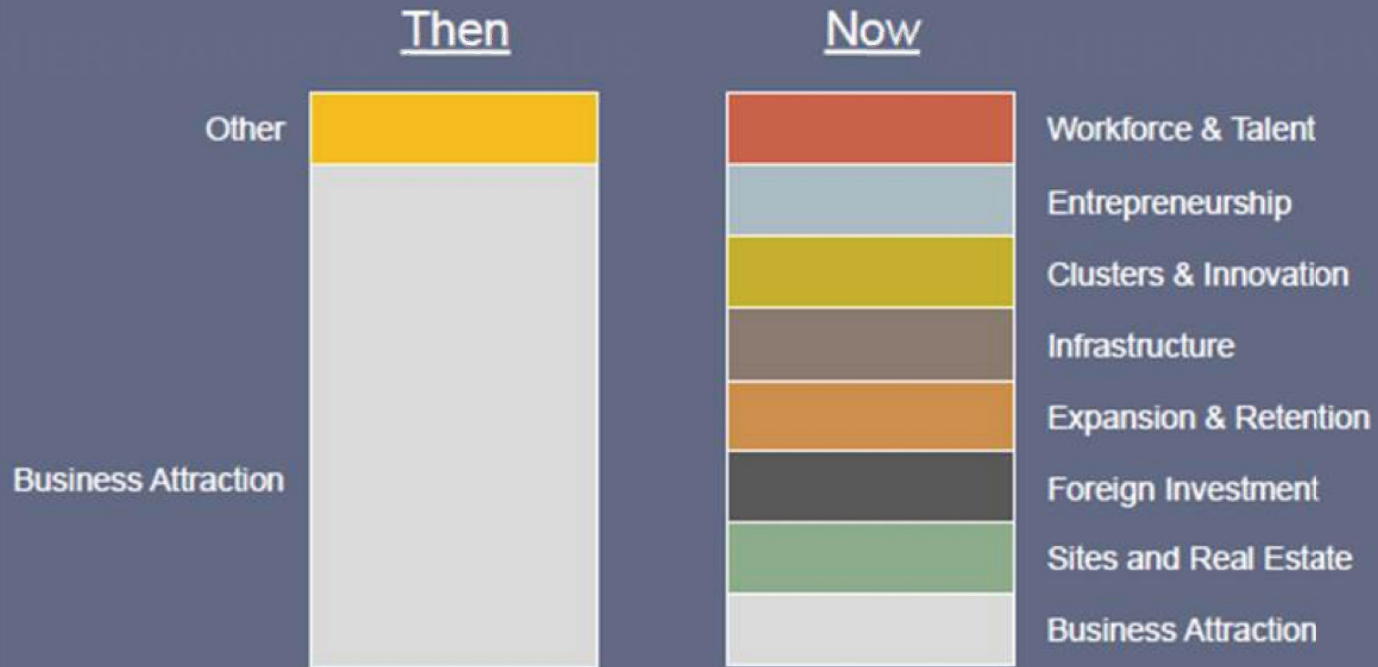
Hampton Roads

(5,244) in Net Migration
2016-2017



EMERGING ECONOMIC MODEL

Economic Development Priorities



IT'S ALL ABOUT WORKFORCE

- Quantity
- Availability
- Quality
 - ✓ Skills
 - ✓ Productivity
 - Health



BUSINESS AND HEALTH

- 79% of businesses cite a healthy workforce as a key factor in guiding location choices for new facilities and choices for deeper investments¹
- 98% of businesses responded that knowledge of an at-risk population (above average incidence of chronic conditions, etc.) would prevent them from building new facilities¹
- An “unhealthy” employee costs a new company about three times what a “healthy” employee does²
- Only 3% of the federal health budget is spent on public health measures – local municipalities MUST carry the weight³

1) The Council for Adult & Experiential Learning

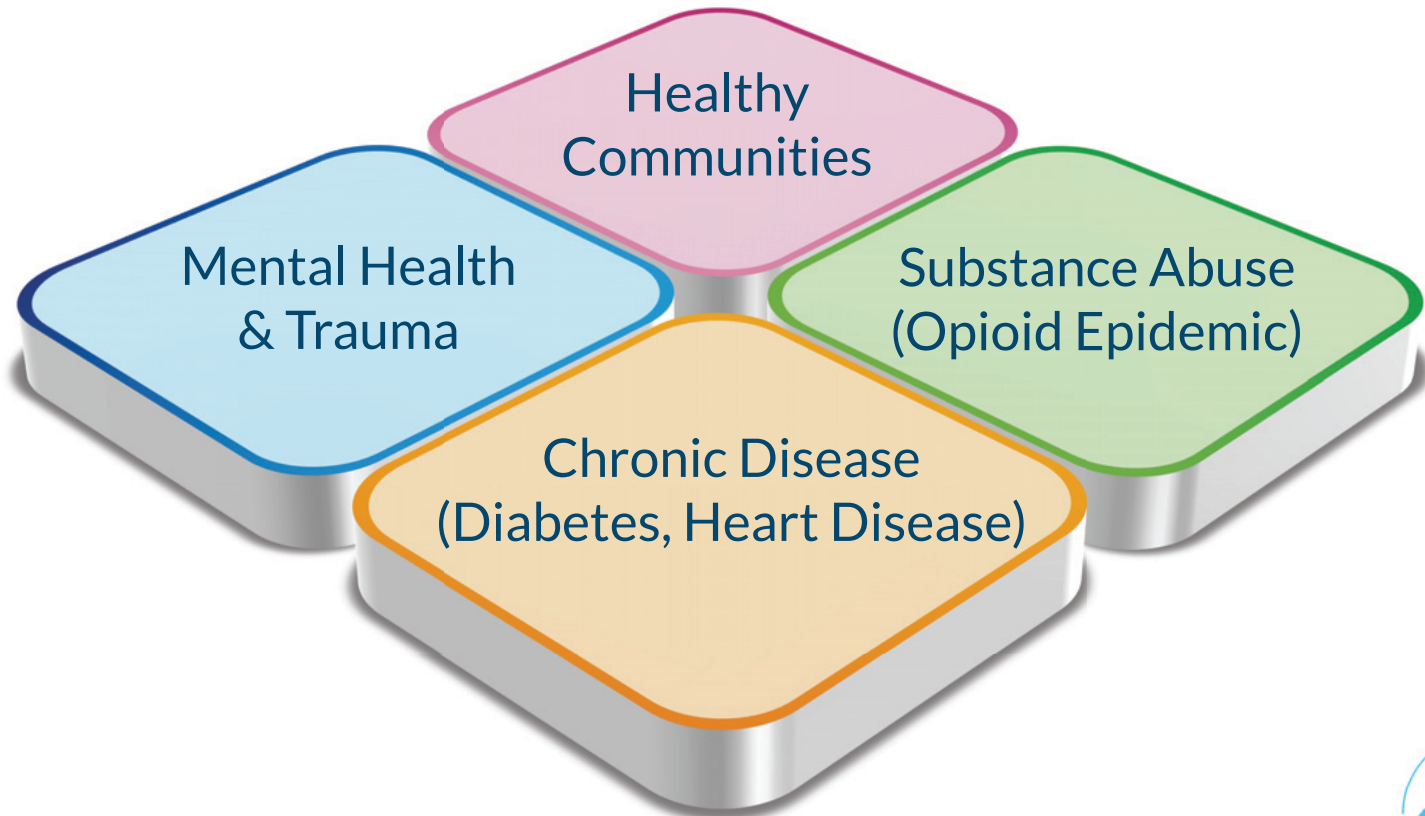
2) American Medical Association

3) Harvard T.H. Chan School of Public Health



THE HEALTH OF OUR REGION

Key topics identified by healthcare representatives from
Chesapeake, Eastern Shore, Hampton/Peninsula, Portsmouth,
Virginia Beach and Western Tidewater



HOW DO WE STACK UP?

What we heard:

- Develop a regional initiative that promotes a healthy community for its residents.
- Promote the social and economic benefits of living in a healthy and productive community.
- Examine and Explore the components that contribute to a healthy community:
 - ✓ Regular physical activity
 - ✓ Good nutrition and access to healthy foods
 - ✓ Tobacco and substance abuse prevention
 - ✓ Mental health and well-being
 - ✓ Public safety
 - ✓ Access to quality health care
 - ✓ Poverty reduction
 - ✓ Access to functional and affordable housing

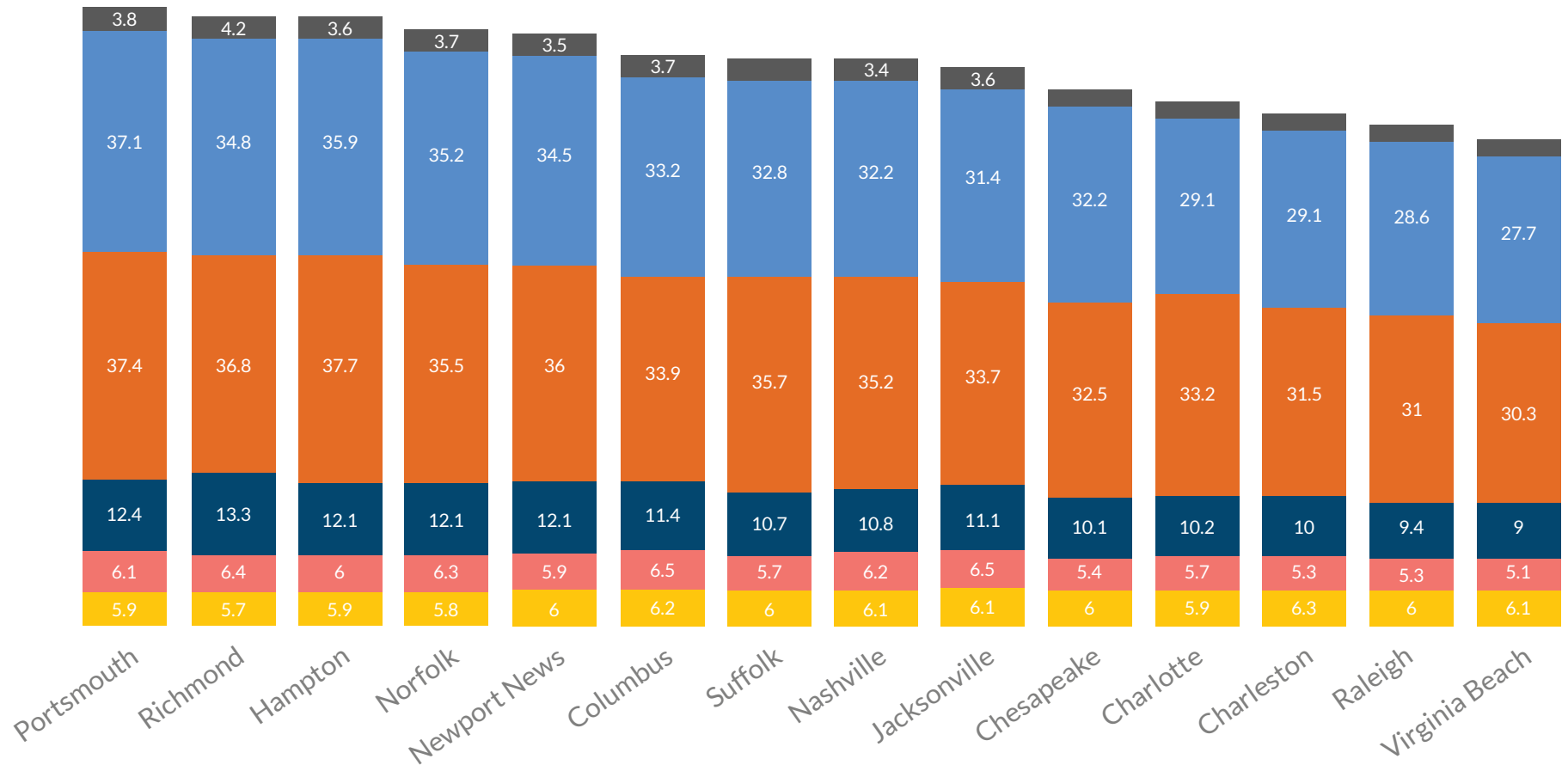


Aspiration:

All Hampton roads residents are provided an opportunity to live healthy lives with access to recreational activities, healthy food, quality housing choices, and programs and services that maintain and improve their wellbeing.



CHRONIC DISEASE AND POOR HEALTH OUTCOME PREVALENCE IN COMPARABLE CITIES



■ Cancer (excluding skin cancer) among adults aged ≥18 years
■ Coronary heart disease among adults aged ≥18 years
■ Diagnosed diabetes among adults aged ≥18 years

■ High blood pressure among adults aged ≥18 years
■ Obesity among adults aged ≥18 years
■ Stroke among adults aged ≥18 years

Data values represent the % of the total adult population affected by the associated health outcome

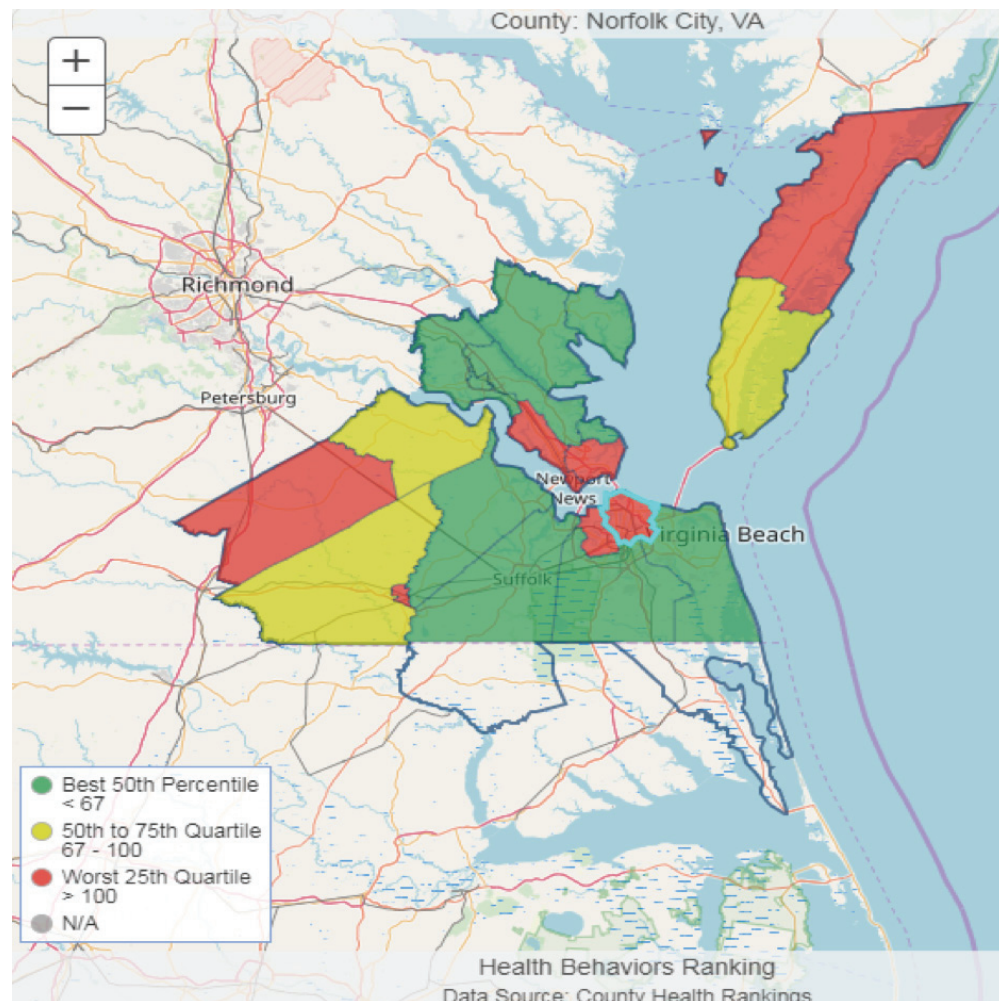


COUNTY RANKINGS FOR HEALTH BEHAVIORS

Out of 133 Locations in Virginia
Norfolk City, Virginia

129

This indicator shows the ranking of the county in overall health behaviors according to the County Health Rankings. The ranking is based on a summary composite score calculated from the following measures: adult smoking, adult obesity, physical inactivity, access to exercise opportunities, excessive drinking, alcohol-impaired driving deaths, sexually transmitted infections, teen births, and a food environment index.



DIGITAL HEALTH OPPORTUNITIES IN HAMPTON ROADS

Our region is also well-poised to utilize digital health literacy resources. Hampton Roads has high rates of internet access and household computing devices (computers, phones, and tablets). Using technology, our residents can find ways to manage chronic diseases, access community resources, and build health behaviors to ultimately improve health outcomes.



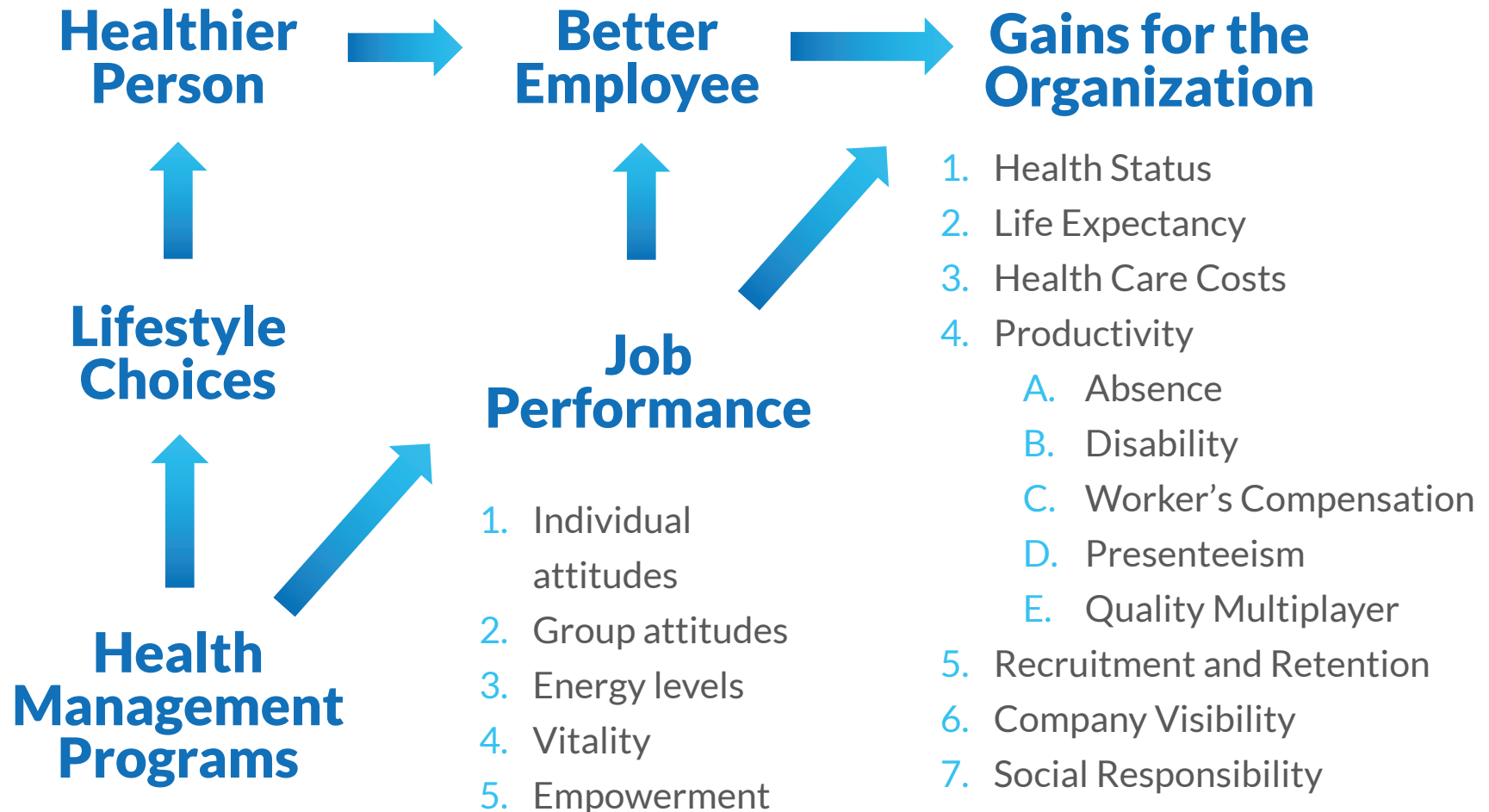
ACCESS TO COMPUTING DEVICES

Owning a computing device and being able to access the Internet can be useful for maintaining one's health. Healthcare consumers can obtain data regarding physicians and hospitals in their area. Individuals can also learn best practices regarding wellness, fitness, and diet to maintain their health.

Percent of Households with 1 or More Types of Computing Devices

92.0% COUNTY: Chesapeake City, VA	80.9% COUNTY: Franklin City, VA	87.5% COUNTY: Gloucester, VA	89.3% COUNTY: Hampton City, VA	85.6% COUNTY: Isle of Wright, VA	91.6% COUNTY: James City, VA
86.4% COUNTY: Mathews, VA	88.9% COUNTY: Newport News, VA	88.2% COUNTY: Norfolk City, VA	75.4% COUNTY: Northampton, VA	90.8% COUNTY: Poquoson City, VA	84.5% COUNTY: Portsmouth City, VA
80.9% COUNTY: Southampton, VA	88.8% COUNTY: Suffolk City, VA	83.1% COUNTY: Surry, VA	93.6% COUNTY: Virginia Beach, VA	90.8% COUNTY: Williamsburg City, VA	94.2% COUNTY: York, VA

HEALTH MANAGEMENT IN THE WORKPLACE



Edington DW. University of Michigan Health Management Research Center.



HEALTHY COMMUNITIES = A HEALTHY REGION

Facilitating health literacy in Hampton Roads can be a personal (quality of life) and economic development game changer

Classic win-win

Let's work together to become and be known as a healthy region





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**HAMPTON
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Panel Discussion

Dimi Barot, MD

President & CEO
Arima Health, Inc.

Les Hall

Founder & President
Allfirst
Sentara Board of Directors

Angela Reddix, PhD

Founder, CEO, and President
ARDX

Bonnie Van Lunen, PhD

Dean, Old Dominion University
College of Health Sciences





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Q & A / Closing Comments

Thomas M. Chamberlain, PharmD

Founder & CEO
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Nancy L. Grden

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Scott T. Massey, PhD

Chairman & CEO
Global Action Platform

James K. Spore

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Reinvent Hampton Roads



WELCOME TO

REWARDS FOR HEALTHY LIVING

POWERED BY
EdLogics™



What is Rewards for Healthy Living?

With fun, engaging games - and real rewards - Rewards for Healthy Living will transform the way you learn about your health. Get the knowledge and tools to help you make healthier choices and handle sickness when it comes...and maybe even save you a trip to the doctor's office! The more you play, the better your odds of winning.

Play for your health. Play to win.

What can you do on Rewards for Healthy Living?



ANSWER YOUR DAILY
HEALTHSCRATCH
QUESTIONS



COMPLETE YOUR
WEEKLY WORKOUT



PLAY GAMES



COMPETE WITH
FRIENDS



WATCH VIDEOS



SPIN THE WHEEL



EARN POINTS



UNLOCK BADGES



TAKE QUIZZES



GET ON THE
LEADERBOARD



COLLECT SCAVENGER
HUNT ITEMS



COMPLETE
CHALLENGES



INCREASE YOUR
HEALTH GPA



LEARN FROM
A VIRTUAL
PHARMACIST



WIN CASH &
OTHER PRIZES



Start playing today!

Ready to start increasing your odds of winning?

REGISTER

Already registered?

[SIGN IN](#)



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KEY ATTRIBUTES OF A SUCCESSFUL COMMUNITY-BASED MODEL

- Broad engagement of all stakeholders
- Multipronged approaches that are sustained over several years
- Use of incentives to maximize engagement
- Effective use of social media to create a movement
- Establish clear and specific goals and have the ability to measure progress against those goals
- Support of local government, universities, and community organizations
- Adequate funding to support program deliverables, incentives, and long-term infrastructure investments





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