



**TOWARD TOTAL
COMMUNITY HEALTH**

**KAISER PERMANENTE'S
HEALTHY EATING, ACTIVE LIVING OBESITY
PREVENTION INITIATIVE**

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American Public Health Association Annual Meeting
November 6, 2007





Today's Story

- About Kaiser Permanente
- Community health, obesity, and HEAL
- Leveraging all of our resources
- Elements of the HEAL initiative
- A look at Community Health Initiatives
- Healthcare organization and public health solutions



About Kaiser Permanente



- One of the nation's oldest not-for-profit health care delivery systems and a leader in quality
- 8.2 million members nationwide
- Prevention oriented
- Longstanding commitment to our communities



Community Health: Part of Our Mission for Nearly 60 Years

“..to improve the health of our members and the communities we serve...”



Why Healthy Eating, Active Living: Anatomy of an Epidemic

- Obesity: #2 cause of preventable deaths in U.S.
- Medical care alone not sufficient
- Major drivers of the obesity epidemic are environmental:
 - Built environment discourages physical inactivity
 - More food than we can eat
 - Much of what is marketed is high calorie, low in nutrients



Why Healthy Eating, Active Living

Comprehensive environmental and social change is *required* to turn down the epidemic

Because our members and community residents can't be healthy if they live and work in unhealthy communities



The Epidemic of Overweight Children



“The steady rise in life expectancy during the past two centuries may soon come to an end”

-- N Engl J Med 2005; 352:1138-1145



A Total Health Organization: Leveraging All of Our Resources

- Philanthropic resources
- A healthcare system with expertise in delivering evidence-based clinical interventions
- Established community partnerships
- Not-for-profit, dedicated to community benefit
- Clinical, public policy, and research units



Elements of KP's Approach to Healthy Eating, Active Living



- Clinical initiatives
- Community Health Initiatives
- Organizational policies & practice changes
- Public policy advocacy
- Media campaign
- Evaluation

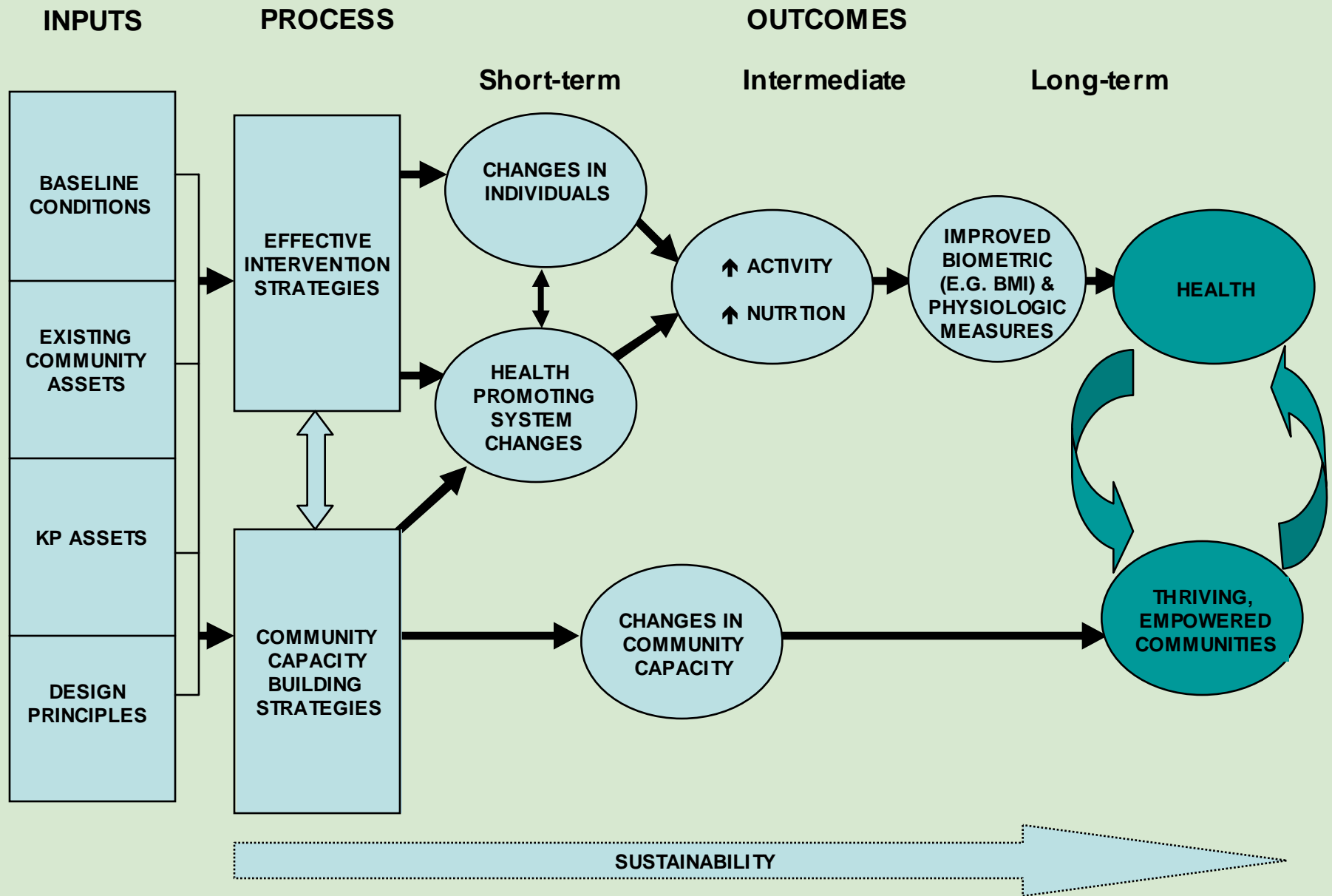


KP's Community Health Initiatives Strategy

A national initiative to impact community health:

- Geographic, place based focus
- Multi-level interventions
- Environmental and policy change
- Multi-sectoral collaboration
- Focus on racial and ethnic health disparities
- Community engagement
- Leverage assets & strengths of communities & KP
- Long-term partnerships (7-10 years)
- Evaluation and evidence-based public health

Kaiser Permanente's initiative-level CHI logic model



The Vision for Our Communities





How Does a Healthcare Delivery System Help Address Public Health Problems?

- Have a clear vision that matches the organization's mission
- Communicate the vision
- Find ways for different parties to engage
- Walk the talk and exhibit leadership
- Collect data to show impact and adapt



For More Information

<http://xnet.kp.org/communitybenefit/chi>

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