

# Removing barriers to healthy living in non-urban communities

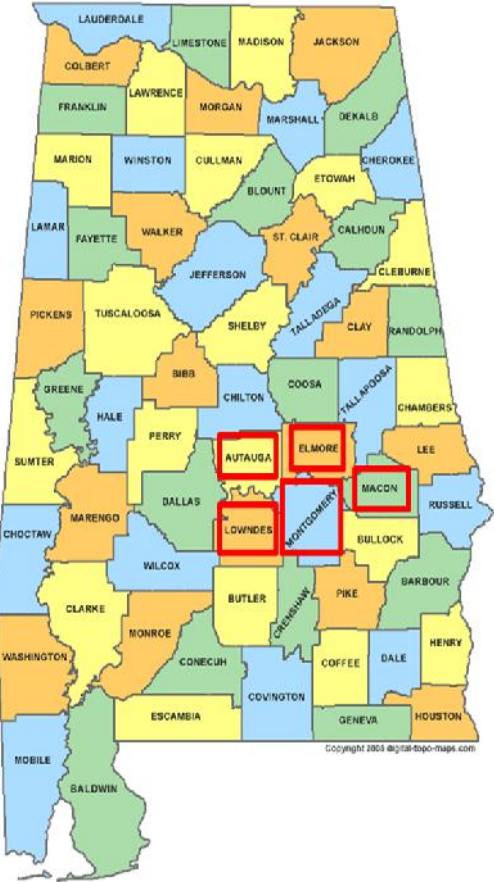
Presented by Eileen Knott  
Community Liaison of The Wellness Coalition

# The Wellness Coalition's mission

*To facilitate a coordinated, community-wide system to improve the health and wellness of people with limited or no health insurance through collaboration, services, and education.*

- Jackson Hospital
- Baptist Health
- Community Hospital
- Montgomery County Health Dept.
- MACH
- Health Services, Inc.
- Medical Outreach Ministries
- ADPH – East Central District
- Community Care Network
- Montgomery County
- MAMHA
- Joint Public Charity Hospital Board
- City of Montgomery

	Autauga	Elmore	Lowndes	Macon	Montgomery
% of adults 18-64 without health insurance	11%	11%	14.5%	12.9%	14.5%



Source: Community Commons: 2018 Community Health Needs Assessment

# Wellness Case Management Services

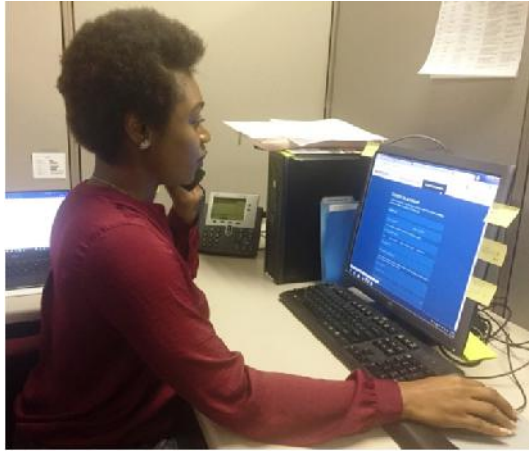
- ▶ Health-related guidance for those without insurance or medical home
- ▶ Embedded with TWC partners



- ▶ Case Managers are Community Health Workers
- ▶ Manage care transitions
- ▶ Assist with medication cost and literacy
- ▶ Provide education and referrals



# Health Insurance Assistance Services



- ▶ From Wellness Navigators and other TWC staff
- ▶ Help by phone and toll-free: 1-800-309-4941
- ▶ We also work closely with the Area Councils on Aging as resources

Health  
Care  
.gov



1-800-MEDICARE (1-800-633-42  
BENEFICIARY



ACCESSALABAMA  
AGING AND DISABILITY RESOURCE CENTERS

# Self-Management Education through CDSMP

- ▶ Chronic Disease Self-Management Program
- ▶ TWC calls it *Living Well*
- ▶ Wellness Navigators and TWC staff are certified to co-facilitate this evidence-based learning
- ▶ Same small group of 10-16 participants interact for six consecutive classes

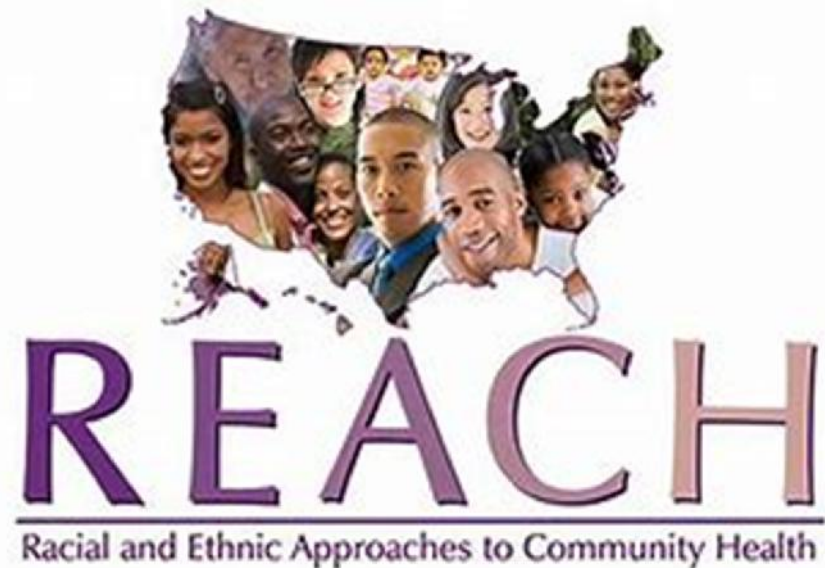


# Coaching Diabetes Prevention



# Expanding Community-Based Partnerships with Racial Equity Focus

- ▶ Racial and Ethnic Approaches to Community Health
- ▶ A cooperative agreement with the Centers for Disease Control to address racial health disparities
- ▶ An opportunity to bring health interventions within reach of those with the poorest health outcomes



# REACH: Focused Health Interventions

- ▶ Interventions to increase healthcare access
- ▶ Interventions to increase healthy food access
- ▶ Partners were equipped to institute interventions and make them sustainable
- ▶ Strategic communications to increase messages on health and healthy options





# Adding a Health Component to Non-profits

## Year 1

- Friendship Mission West
- Lowndes County Mental Health
- East Central Mental Health Center (Macon County)
- The Wellness Coalition

## Year 2

- Friendship Mission North
- Hope Inspired Ministries
- Family Guidance Center (Lowndes County)
- Lighthouse
- Young's Mentoring Program

## Year 3

- Central Alabama Aging Consortium
- Council on Substance Abuse
- Family Sunshine Center
- Montgomery Community Action

## Year 4

- Family Promise of Montgomery
- Heritage Training and Career Center
- Lending Families a Hand



2,605 CHW clients

# How the CHW Network was created

- ▶ CHW training from The Wellness Coalition
- ▶ Partner organizations added health-related questions to their intake process
- ▶ The case managers at partner organizations provide CHW assistance to their clients and follow-up over time



# Changes for CHW clients

## Healthcare Access

- An increase in the number who had health insurance and a medical home
- A decline in Emergency Room visits and days of reduced activity

## Medication Assistance

- An increase in the number taking prescribed medications
- An increase in the number taking medicines as prescribed

## Health Behaviors

- An average of 1.7 out of 3.6 goals were met
- Almost half of all clients wanted referrals to Living Well programs

# Embedding CDSMP within Health Ministries

## Year 1

- Mary Magdalene Baptist (Shorter)
- First Missionary Baptist Church (White Hall)
- Impact Christian

## Year 2

- Bethlehem Christian (Ft. Deposit)
- Washington Chapel AME (Tuskegee)

## Year 3

- First Missionary Baptist Church (Hayneville)
- Bethany Seventh Day Adventist
- Mobile Heights Baptist

## Year 4

- Resurrection Catholic
- Better Covenant Ministries
- Victory Through Faith

267 participants  
28 rounds



# Creating a CDSMP Network

- ▶ Lay Leader training from TWC
- ▶ Lay Leaders scheduled classes with time to advertise them
- ▶ New Lay Leaders were accompanied by certified Lay Leaders from TWC until they completed one round of the program



# Changes for CDSMP participants

## Exercise

- An increase in the amount of exercise for many and a beginning to exercise activity for some who did not exercise at all

## Diet

- Increased attention to salt intake for many
- Increased attention to the health of meals provided at church

## Action Plans

- Over 70% said that they would continue to create weekly action plans for themselves
- Walking groups and accountability partnerships formed

# Green Rx: Providers involved in Lifestyle Change

## Year 1

- Medical Outreach Ministries

## Year 2

- Health Services, Inc.

## Year 3

- Montgomery Area Mental Health Authority

**GREEN PRESCRIPTION**  
*Follow through for a healthier you!*

DATE GIVEN: \_\_\_\_\_ CHART #: \_\_\_\_\_

**Physical Activity** and **Proper Nutrition**

A good lifestyle includes physical activity and eating well. Both help in reaching, staying, and maintaining a healthy weight.

**Physical Activity**

- 5 minutes per day 3 days per week
- 10 minutes per day 3 days per week
- 15 minutes per day 3 days per week
- 20 minutes per day 3 days per week
- 25 minutes per day 3 days per week
- 30 minutes per day 3 days per week
- 35 minutes per day 3 days per week
- 40 minutes per day 3 days per week
- 45 minutes per day 3 days per week
- 50 minutes per day 3 days per week
- 55 minutes per day 3 days per week
- 60 minutes per day 3 days per week
- None (no exercise at all)

**Proper Nutrition**

- Eat five a day (fruit and vegetables)
- Eat vegetables (broccoli, spinach, etc.) or an vegetable soup 1 time per day (fruit and vegetables do not count)
- Drink one low sugar beverage (orange juice) per day
- Eat 1 low serving of fried foods per day
- Drink one 16-oz bottle of water per day

**Assistance**

Contact The Wellness Coalition and ask for information:

- Wellness Case Management
- Patient Support
- Living Well with Chronic Illness

For more information about the difference between eating healthy and not, visit [www.wellnesscoalition.org](http://www.wellnesscoalition.org) or call 800-458-5234.

Weight reduction goal: \_\_\_\_\_ lbs by \_\_\_\_\_



4.374  
Prescriptions

# How Green Rx was integrated into care

- ▶ TWC provided paper prescriptions and interview forms related to health behaviors
- ▶ Provider kept track of health indicator readings for each Green Rx patient at baseline and follow-up visits
- ▶ Provider interviewed patient about their health behaviors at baseline and follow-up visits
- ▶ Providers offered other self-management resources to their patients





# Change in Green Rx patients after 90 days

## Weight

- More classified at normal weight
- Fewer classified as overweight

## Blood pressure

- Fewer classified with Stage 1 High BP
- Fewer with Pre-hypertension

## Cholesterol

- Fewer with high risk cholesterol
- Fewer with borderline cholesterol

## Diabetes

- Fewer classified with diabetes
- More classified with normal A1C readings

# Community Garden Training Program

## Year 1

- Snow Hill Christian (Ft. Deposit)
- Restoration Baptist
- Greenwood Missionary Baptist (Tuskegee)



## Year 2

- Washington Chapel AME (Tuskegee)
- First Missionary Baptist (White Hall)
- St. Peter AME



## Year 3

- St. Paul CME (Hayneville)
- Notasulga UMC
- First Tuskegee SDA
- Stonetank Antioch Baptist
- The Episcopal Church of the Holy Comforter



120  
participants

## Forming the Gardening Training Program

- ▶ Partnerships with Central Alabama Regional Planning Commission (CARPDC) and EATSouth provided training expertise
- ▶ Partner churches formed garden leadership committees to be trained
- ▶ Community surrounding each church was invited to learn about gardening at seasonal gardening events



# The Influence of Gardening Training

## Health behaviors

- A majority reported that they and/or their households were eating more fresh fruits and vegetables

## Action plans

- Close to half reported that they planned to plant a home garden
- More than half said that they planned to garden in 2019

# Healthy Corner Store Program

## Year 1

- Kwik Shop #107
- Kwik Shop #124
- Petro Mart
- Kwik Shop (Ft. Deposit) (now Petro)
- Chevron (Notasulga)

## Year 2

- BJ's Grocery
- Raceway #700
- Citgo on W Blvd
- Texaco #87 (Tuskegee)
- Casey's (Lowndesboro)

## Year 3

- Chevron (Eagle Express)
- Shell at Coliseum
- Shopper Stop (Lowndesboro)
- The Yellow Store (Tuskegee)
- Variety Mart



20,188 pieces of  
fresh produce  
sold

# How Healthy Corner Stores Formed

- ▶ Partnerships with CARPDC provided training expertise and connections with distributors
- ▶ Partner stores agreed to stock three fruits and three vegetables weekly and to post designed advertisements of these offerings
- ▶ Partner stores monitored their weekly sales



# Learnings from Healthy Corner Stores

## Choice Matters

- Given the opportunity, patrons will purchase F/V at corner stores

## Choice is profitable

- Corner stores grossed profits of 25–36% from these sales

# Communicating Constant Reminders

- ▶ A communications director provides for partner and public messaging
- ▶ Highly visible ads on tv, radio, billboards, and buses, as well as social media and direct mail



43,601,043  
Total number of times  
REACH messages  
were seen/heard





# Next Steps

- ▶ TWC's collaborative mode will continue
- ▶ A second REACH grant presents an opportunity to expand partnerships even further
- ▶ Existing CHW and CDSMP networks will be engaged and these connections maintained
- ▶ Attention will be paid to other regional efforts towards healthcare accessibility





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