Our Vision

The Monadnock Region is the healthiest community in the nation by the year 2020.
Pre-conditions for Collective Impact

We want to be THE healthiest community in the nation.

VISION 2020
To ensure we live in the nation’s healthiest community

We love what we do and know that it matters.

“...As the new leadership team at Cheshire Medical Center in Keene, we are fortunate to live in this community served by social service organizations, education, beauty, and this organization of the highest quality physicians for this community. But our jobs go beyond our doors. We want to make certain our community is healthy and happy. We want to ensure we live in the best community in the nation.

—Dr. John Seabourn, President & CEO

Cheshire Medical Center
Dartmouth-Hitchcock Keene
| Common Agenda          | • Common understanding of the problem  
                          • Shared vision for change         |
|-----------------------|---------------------------------------|
| Shared Measurement    | • Collecting data and measuring results  
                          • Focus on performance management  
                          • Shared accountability            |
| Mutually Reinforcing Activities | • Differentiated approaches  
                                              • Willingness to adapt individual activities  
                                              • Coordination through joint plan of action |
| Continuous Communication | • Consistent and open communication  
                                           • Focus on building trust            |
| Backbone Support      | • Separate organization(s) with staff  
                                           • Resources and skills to **convene** and  
                                           **coordinate** participating organizations |

*2012, Stanford Social Innovation Review*
Shared Vision

What are we going to do collectively to improve the health of our community?
HM2020 Goals

1. Increase healthy eating
   \textit{TARGET: 50\% of adults will meet eat 5+ Fruits and veggies (27\%)}

2. Increase active living
   \textit{TARGET: 50\% of adults will meet PA recommendations (18\%)}

3. Increase educational attainment
   \textit{TARGET: 91\% of 9\textsuperscript{th} graders will graduate from HS in 4 years (86\%)}

4. Increase livable wages/jobs
   \textit{TARGET: Only 8\% of children will live in poverty (14\%)}

5. Improve mental well-being
   \textit{TARGET: Only 6\% of adults will report mental health distress (15\%)}
Action Strategies

Healthy Eating/Active Living Strategies

1. Build a robust local food system
2. Develop and implement a comprehensive 5-2-1-0 program and mess (all levels) and out of school settings
3. Improve access to healthful foods and beverages in school environments
4. Establish voluntary nutrition and physical activity policies in child care centers and incorporate standards
5. Adopt and implement policies/guidelines for labeling food (nutrition information, etc.) on restaurant menus; in cafeterias, convenience/grocery stores
6. Establish worksite wellness teams and plans (programs, projects and initiatives) to support healthy eating and active living
7. Ensure physical education and recess in all schools meets NASPE guidelines
8. Adopt Complete Streets policies in all Cheshire County towns
9. Implement Safe Routes to Schools programs in all schools (all levels)
10. Improve year-round access to both public and private recreational facilities (joint or multi-use agreements)
11. Establish policies and enhance infrastructure (sidewalks, signage, traffic calming measures) to support walking for all

Education Strategies

Community Strategies

1. Campaign of link between education and health
2. Early education models that work to make children ready for school
3. Policies that support students during transitions
4. Support affordability of higher education and job training
5. Strategies for making college affordable

Strategies

1. Poverty (debt and lack of access)
2. Social services – create one point of entry
3. Increase awareness among existing partners on unemployment
4. Entry points for people
5. Ages (campaigns, ordinances)

Being Strategies

1. Campaign to promote mental well-being and social connectedness
2. Programs and services that support mental well-being
3. Referral to appropriate services for children and youth
4. Collaboration between organizations to support strategies
5. Development (i.e., ability to self-regulate behavior) into all primary care

In 2013, more than 500 Cheshire County residents identified the following strategies to improve health outcomes for children, adolescents, and families in our community. Partners are currently implementing many of these strategies.

For more information about Healthy Monadnock 2020 visit www.healthymonadnock.org
## Evaluation at Three Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Types of Evaluation</th>
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</thead>
<tbody>
<tr>
<td>People</td>
<td>• Employee Interest Survey</td>
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<tr>
<td></td>
<td>• Biometric Screenings</td>
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<tr>
<td>Organizations</td>
<td>• <strong>CDC Scorecard Assessment</strong></td>
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<td></td>
<td>• School Champion Assessment</td>
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<td></td>
<td>• Backbone Organizational Assessment</td>
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<tr>
<td>Community</td>
<td>• <strong>Community Measures Dashboard National Sources</strong></td>
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<tr>
<td></td>
<td>• Community Readiness Survey</td>
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<tr>
<td></td>
<td>• Community Survey</td>
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CDC Worksite Health ScoreCard

Twelve Domains

- Organizational supports
- Tobacco control
- Nutrition
- Physical Activity
- Weight Management
- Stress management
- Depression
- High blood pressure
- High cholesterol
- Diabetes
- Signs and Symptoms of heart attach and stroke
- Emergency response to heart attach and stroke
<table>
<thead>
<tr>
<th>Healthy Monadnock Indicator</th>
<th>Target</th>
<th>Cheshire County</th>
<th>N.H.</th>
<th>U.S.</th>
<th>Cheshire vs. U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poverty rate (all ages) (2012)</td>
<td>8%</td>
<td>11.4%</td>
<td>9.7%</td>
<td>15.9%</td>
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</tr>
<tr>
<td>Children In Poverty (2012)</td>
<td>8%</td>
<td>15.3%</td>
<td>13.6%</td>
<td>22.6%</td>
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</tr>
<tr>
<td>Adults at healthy weight (2012)</td>
<td>50%</td>
<td>37.9%</td>
<td>37.0%</td>
<td>35.0%</td>
<td></td>
</tr>
<tr>
<td>Residents with health care coverage (2012)</td>
<td>100%</td>
<td>87.5%</td>
<td>84.2%</td>
<td>79.6%</td>
<td></td>
</tr>
</tbody>
</table>
Core Strategy: Alignment

Fragmented system

Integrated system

Source: Paul Epstein Results that Matter Team
Align Partners with Strategies

MRTMA

SWRPC

Active Living

Healthy Eating

Cheshire County Conservation District

Monadnock Farm & Community Coalition

Advocates for Healthy Youth

Cheshire Medical Center Dartmouth-Hitchcock Keene
10 Champion Partners
95 Org. Champions
21 School Champions
3000 Indiv. Champions
Road Map to Culture Change
Based on Logic Model from Anne E. Casey Foundation

BACKBONE ACTIVITIES:

- Coordinate community outreach
- Empower Champions to TAKE ACTION!
- Engage Partners to implement strategies
- Provide strategic guidance and leadership
- Advance policy in support of goals
- Recognize Partners and Champions
- Mobilize & leverage resources
- Engage the public
- Manage evaluation

Better Health Outcomes for Population
Health Status
- Health Behaviors
- Health Care Access & Quality
- Socio-Economic and Environmental
- Social Capital

Environmental Change
- Prevent leading causes of death
- Promote quality of life
- Promote health equity

Policy Change
- Match readiness
- Evidence-based
- Population level

Systems Change
- Community Engagement
- Cross-sector Alignment

Project Team

Healthy Monadnock
Region is the Healthiest Community in the Nation

Monadnock Region is the Healthiest Community in the Nation

Shared Vision & Goals

Road Map to Culture Change

Cheshire Medical Center
Dartmouth-Hitchcock Keene
In the Next Three Years . . . .

- Increase awareness and build public will
- Engage new Champions
- Create and implement a financing model for sustainability
- Increase “spread” of HM2020 strategies
- Create a Living Wage campaign