



The Role for Nutrition Programs in Implementation of the California Wellness Plan

California Conference of Local Health Department Nutritionists
2014 Annual Meeting *Public Health Nutritionists: Leadership Through Action*
April 29, 2014



Learning Objectives

- Become acquainted with the California Wellness Plan (CWP), its purpose and format.
- Learn about ways in which the CWP can be used as a framework for planning within a variety of nutrition/PA programs (i.e., WIC, SNAP-Ed, MCAH, other);
- Learn about potential wider partnerships that could be formed based on the CWP and its perspective of wellness (as opposed to obesity prevention).

Coordinated Chronic Disease Prevention Program

CDC Planning Grant 2011-2014

- Outcomes
 - Robust public health department infrastructure for coordination of programs that address chronic disease and its risk factors
 - Statewide coalition (s) that address chronic disease prevention broadly
 - Burden Report and a statewide Plan for Action for government and partners



California Wellness Plan Development



- Many partners contributed to the Plan over a two year period
- Plan implementation is for partners statewide; government cannot achieve the Goals and Objectives alone

Let's Get Healthy California Task Force Report 2012

Framework for the California Wellness Plan

1st Strategic Direction - Health Across the Lifespan

2nd Goal - Living Well: Preventing and Managing
Chronic Disease

26 Priorities and Performance Measures concerning
chronic disease prevention are included



California Wellness Plan Goals

Overarching: **Equity in Health and Wellness**

1. Healthy Communities
2. Optimal Health Systems Linked with Community Prevention
3. Accessible and Usable Health Information
4. Prevention Sustainability and Capacity

Identified Criteria for Selecting Priorities

- **BROADEST IMPACT** on population health
- **ADDRESSES HEALTH EQUITY/Social Determinants of Health**
- **FEASIBLE** & realistic to tackle; we collectively have the right skills and resources
- **CATALYZES** the efforts of multiple, diverse stakeholders
- **SUSTAINABLE**, building on/leverages existing investments
- **ALIGNS** with State priorities in LGHCTF, California Wellness Plan, and others






GOALS

2014-16 FOCUS AREAS


*Advancing Prevention in the 21st Century,
Commitment to Action 2014 (P21)*

P21 2014-16 PRIORITY STRATEGIES

Goal 1 Healthy Communities



Focus Area: Create healthy, safe, built environments that promote active transport, regular daily physical activity, healthy eating and other healthy behaviors, such as by adoption of health considerations into General Plans



Strategy: Implement formal mechanisms to engage all sectors and identifying specific action for collective impact

Goal 2 Optimal Health Systems Linked with Community Prevention

Focus Area: Build on strategic opportunities, current investments and innovations in the Patient Protection and Affordable Care Act, prevention, and expanded managed care, to create a systems approach to improving patient and community health

Strategy: Financing/return on investment: funding mechanisms, incentivizing partnerships, prevention

Goal 3 Accessible and Usable Health Information

Focus Area: Expand access to comprehensive statewide data with flexible reporting capacity to meet state and local needs

Strategy: Leveraging health information exchanges (HIEs), electronic health records (EHRs), and Meaningful Use

Goal 4 Prevention Sustainability and Capacity

Focus Areas: Collaborate with health care systems, providers and payers to show the value of greater investment in community-based prevention approaches that address underlying determinants of poor health and chronic disease; Explore dedicated funding streams for community-based prevention; Align newly secured and existing public health and cross-sectoral funding sources to support broad community-based prevention

Goal 4 Prevention Sustainability and Capacity (continued)

Strategy: Wellness Trust creation; dedicated streams of funding for community-based prevention at the local, regional and state levels



California Wellness Plan Outcomes

- Improved understanding of the multiple factors that contribute to chronic disease
- Increased transparency of government chronic disease prevention activities
- Roadmap for government and partner collaboration on chronic disease prevention
- Ability to measure progress in chronic disease outcomes, disparities and costs

Questions?

Thank you

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