

Join the Movement

Blue Zones Project Dodge County

FOR HEALTHIER COMMUNITIES



OBJECTIVES

- Articulate an understanding of the Blue Zones Project as a population health strategy
- Identify and understand the unique challenges in Dodge County as identified in a recent health assessment
- Understand and appreciate the progress made in Dodge County by utilizing the Blue Zones model



BDC H BEAVER DAM COMMUNITY HOSPITALS, INC.

for all of us



OUR MISSION AND VISION

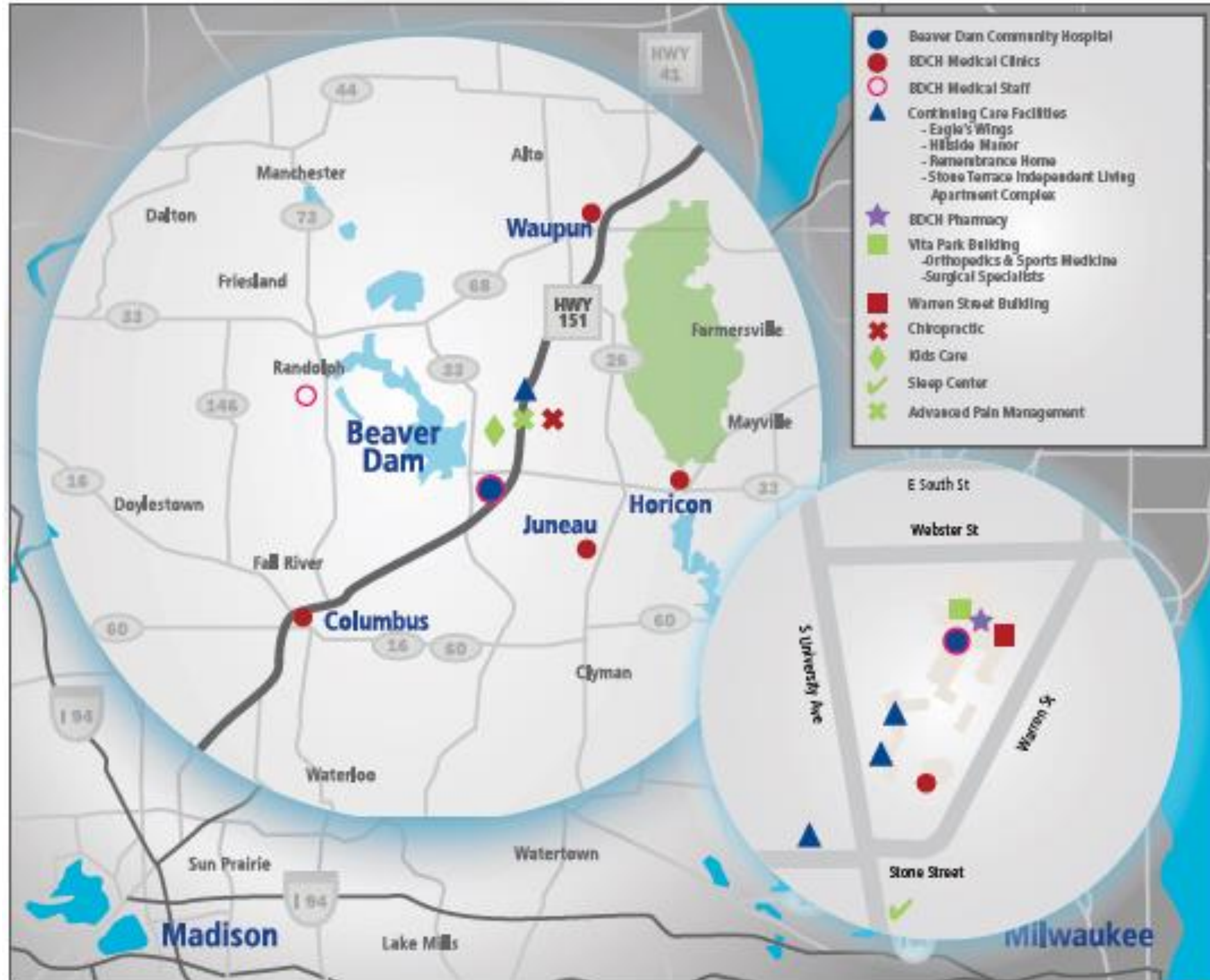
Vision: Be the regional destination for health care by cultivating an engaging work environment in which our care team delivers unprecedented quality, safety and service at a competitive price.

Mission: Deliver excellence across a continuum of services.



for all of us

SERVICE AREA



BDC H

INTEGRATED HEALTHCARE SYSTEM... MORE THAN A COMMUNITY HOSPITAL

On February 28, 1972, Beaver Dam Community Hospital (BDCH) became one of the first hospitals to merge a Catholic hospital and a Lutheran hospital.

- 60 Bed Hospital Facility
- 115 Bed Skilled Nursing Facility
- Eagles Wings Assisted Living Facility (20 beds)
- Remembrance Home Assisted Living Facility for Memory Care (19 beds)
- Independent Senior Living Apartments (30 apartments)
- BDCH Medical Clinics
 - Primary Care and Specialty Clinics
- Retail Pharmacy
- Home Health/Hospice
- Medical Office Building
- Kids Care Day Care Center
- Sleep Lab (4 beds)
- Interventional Radiology
- Reference Laboratory
- Robotics
- Wound Care/Hyperbarics
- Joint Venture for Pain Management
- Residential Independent Living
- Over 900 Employees
- 240 Medical Staff
- 275 Active Volunteers



ACCOMPLISHMENTS & CELEBRATIONS



Top 50 Rural Hospitals
CEO's To Know



BDCH Rehab &
Wellness - Outcomes
Excellence Award



WAVE Award 2014



COMMUNITY HEALTH ASSESSMENT

Dodge Jefferson Healthier Community Partnership

Community Health Assessment



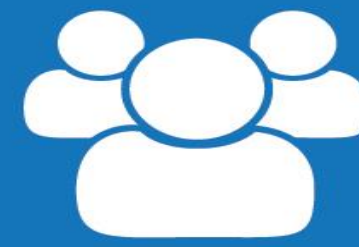
2013

OUR REGION BY THE NUMBERS

30%

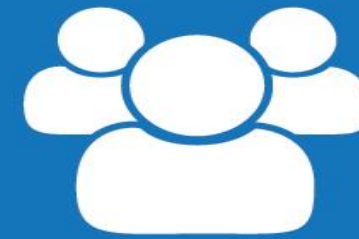
BINGE DRINKING

30% of adults in Dodge and Jefferson county report binge drinking once in 30 days or heavy daily drinking.



88,759

DODGE COUNTY POPULATION



84,509

JEFFERSON COUNTY POPULATION

>20%

EXERCISE

More than 20% of adults aged 20 and over in Dodge and Jefferson county report no leisure time physical activity

>30%

OBESITY

More than 30% of adults in Dodge and Jefferson county have a BMI greater than or equal to 30

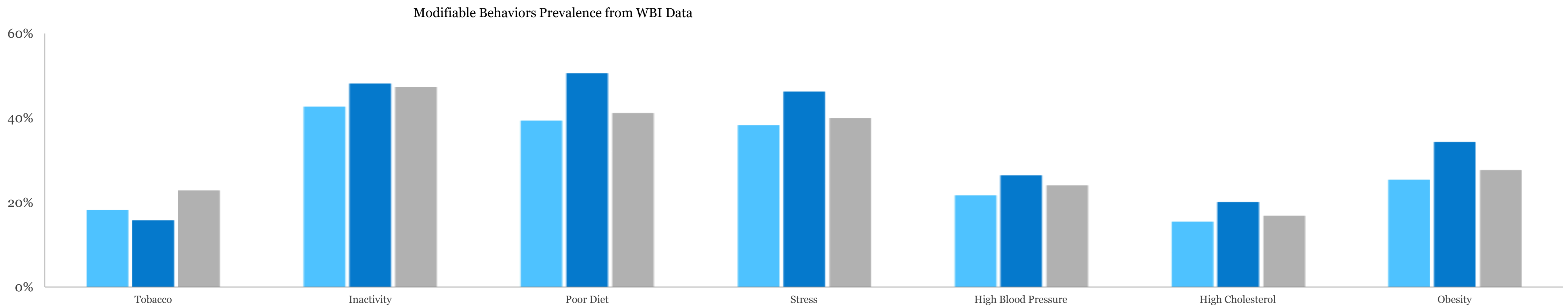
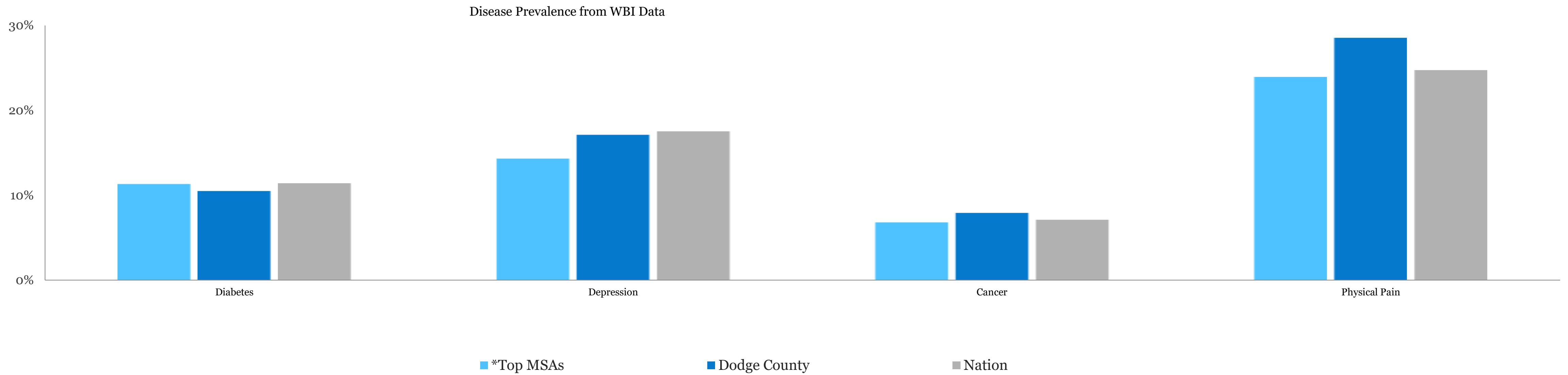
15-20%

SMOKING

15 to 20% of adults in Dodge and Jefferson county currently smoke every day or most days and have smoked at least 100 cigarettes in a lifetime

Wisconsin County Health Rankings (Out of 72 Counties)		
	2016	2013
Mortality	20	37
Morbidity	40	57
Overall Health Outcome Ranking	22/72	50/72
Health Behaviors	33	60
Clinical Care	25	22
Social & Economic Factors	26	27
Physical Environment	63	36
Overall Health Factors	32	37

THE OPPORTUNITY FOR DODGE COUNTY: CURRENT STATE – MODIFIABLE BEHAVIORS AND DISEASE



2014 Gallup-Healthways Well-Being Survey

*The top metropolitan statistical areas are: North Port-Sarasota-Bradenton, FL Urban Honolulu, HI
Raleigh, NC Oxnard-Thousand Oaks-Ventura, CA El Paso, TX

HEALTHY COMMUNITIES, HEALTHY LIVES

- Began with a small group of volunteer community leaders in February 2014 in response to the 2013 Dodge and Jefferson Healthier Community Partnership's Community Health Needs Assessment
- Formed 4 sub-groups:
 - Healthy Eating
 - Walking/Biking Trails
 - Healthy Challenges
 - Public Awareness



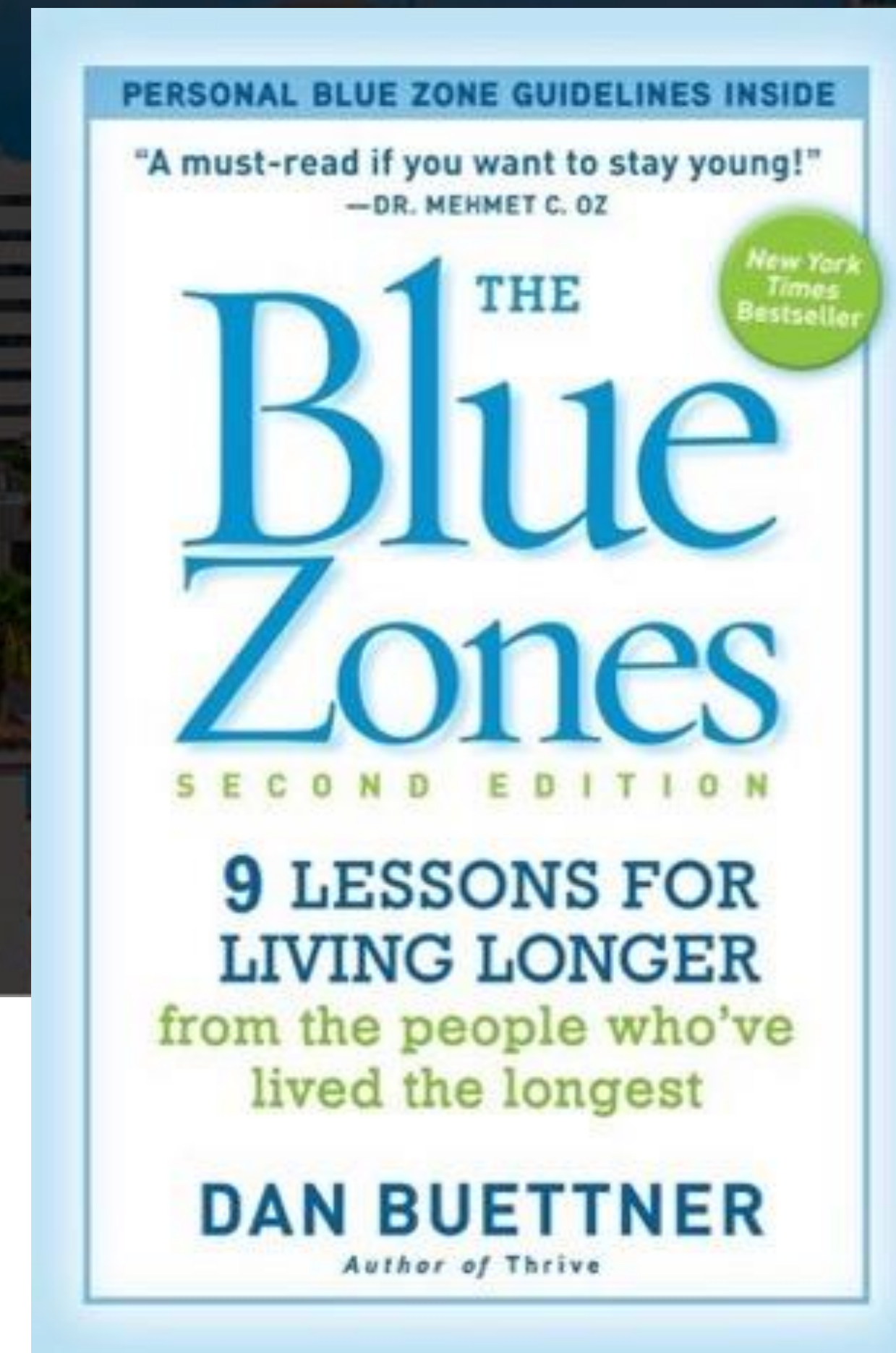
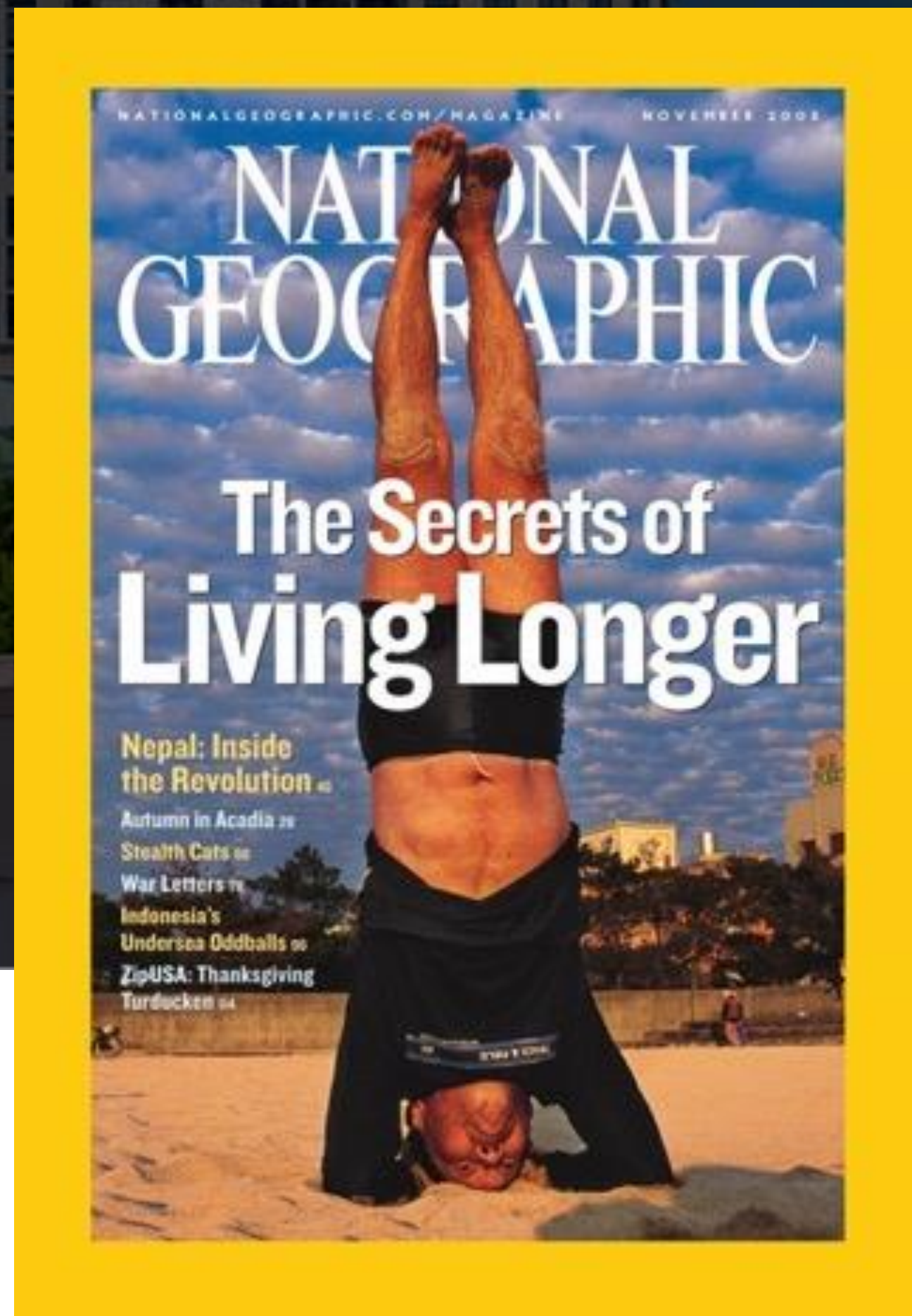
BLUE ZONES PROJECT DODGE COUNTY

- 2013
 - Dodge Jefferson Healthier Communities Partnership Community Health Needs Assessment
 - Blue Zones Project first on our radar
- 2014
 - Healthy Communities Healthy Lives Coalition Formed
- 2015
 - Blue Zones Project assessment and coalition building
- 2016
 - Dodge County joined the Blue Zones Project movement
 - Created a team of 6 individuals to lead Dodge County through the movement
- 2017
 - BDCH goes through validation process to be the 1st approved worksite – 66% of employees pledged participation (565 pledges signed)
 - BDCH Café goes through validation process to be the 2nd approved restaurant



SOLUTION: BLUE ZONES PROJECT Dodge County





Dan Buettner embarked on a fifteen-year longevity study to discover the world's healthiest, longest-lived people

The Power 9: Lessons for Living Life Longer, Better

Move Naturally

Right Outlook

- Downshift
- Sense of Purpose

Eat Wisely

- Wine @ 5
- Plant Slant
- 80% Rule

Connect

- Loved Ones First
- Belong
- Right Tribe

We impact community members in their life radius.



Human Capital

1. Full time staff
2. Trained coalition of volunteers
3. Industry expert consultants
4. National corporate oversight
5. Best in class training process

Engagement

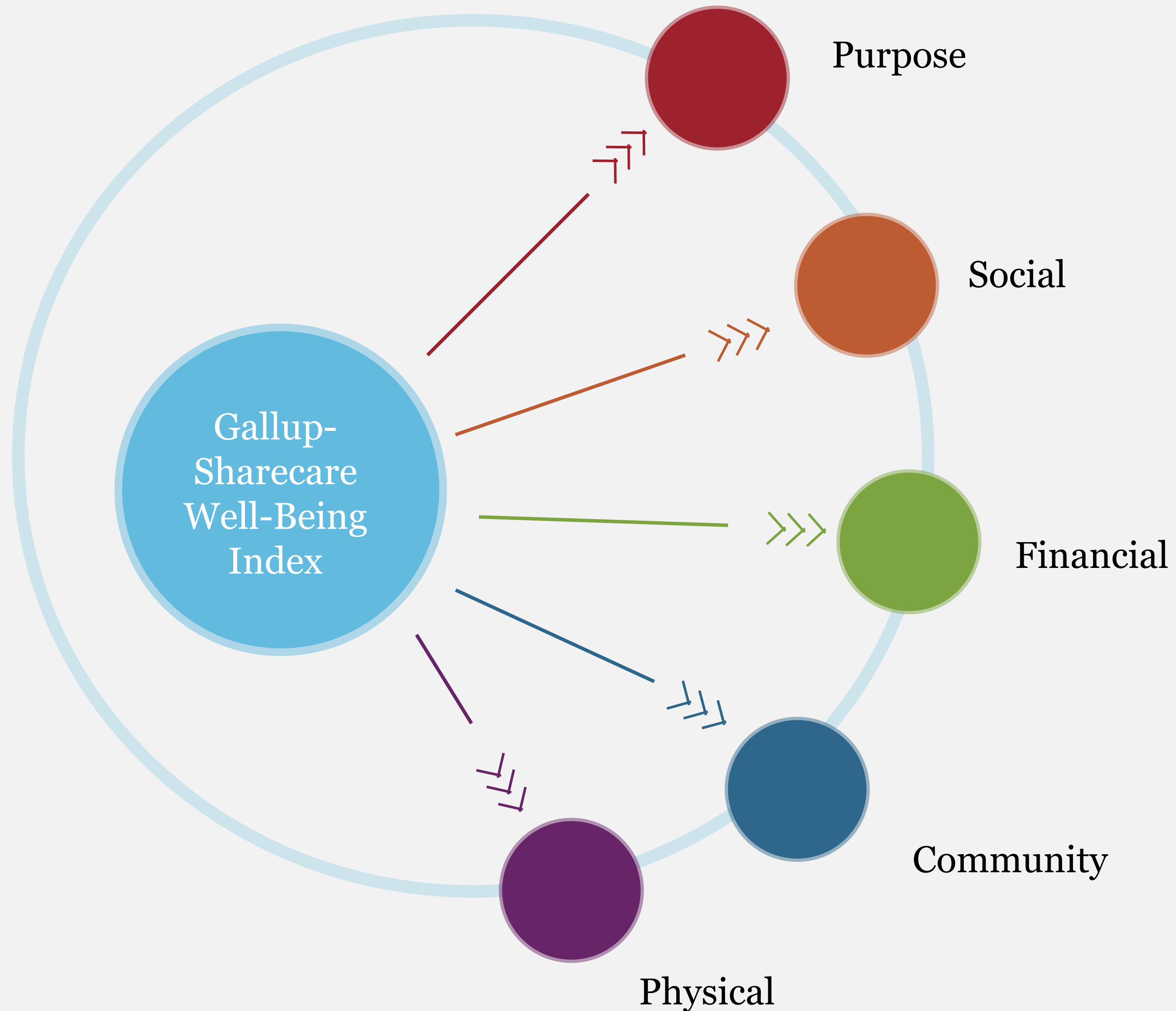
1. Marketing & PR plan
2. Suite of collaterals and signage
3. Event management
4. Social media

Innovative Products

1. Sector pledges and playbooks
2. Website & digital platform
3. Tools for individuals

Measurement

1. Gallup Healthways WBI
2. Well-Being 5 for Employers
3. Vitality Compass



We measure success with the Gallup-Sharecare Well-Being Index™.

Purpose: Liking what you do each day and being motivated to achieve your goals

Social: Having supportive relationships and love in your life

Financial: Managing your economic life to reduce stress and increase security

Community: Liking where you live, feeling safe and having pride in your community

Physical: Having good health and enough energy to get things done daily

A background image of a busy city street. In the foreground, a woman with long blonde hair, wearing a white tank top and shorts, is taking a photo with her smartphone. To her left, a man in a light-colored shirt and shorts is walking. Further back, a man with a backpack is walking, and another person is taking a photo. A bicycle is leaning against a tree on the left side of the frame. The scene is outdoors with trees and buildings in the background.

Lower Healthcare Costs

+

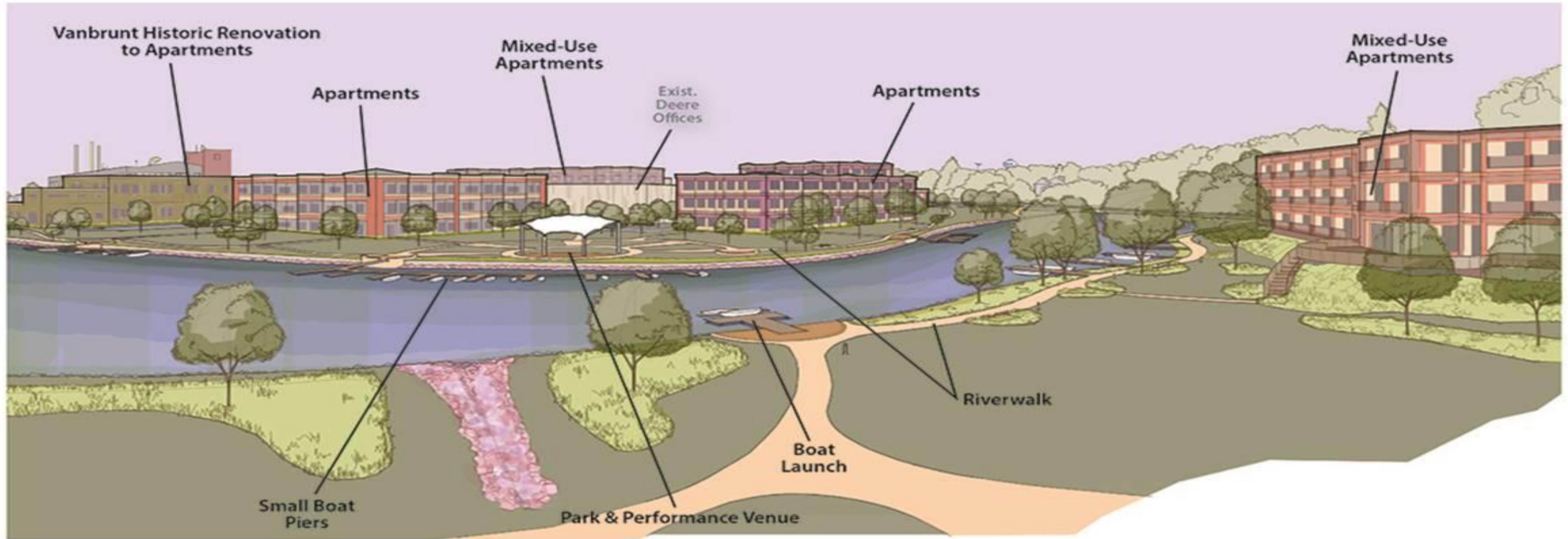
Higher Productivity

=

Great Place to Live, Work & Play

(boosts your community's recognition, too)

22 BUILT ENVIRONMENT POLICIES PASSED



Obesity down .4%, 30 minutes of daily exercise up .4%

12 Food Environment Policies Passed

Brought to Dodge County by



BEAVER DAM
COMMUNITY
HOSPITALS, INC.



BLUE ZONES PROJECT®

TOBACCO FREE

10 TOBACCO POLICIES PASSED

**SMOKING HAS DROPPED FROM 14.7% TO
13.1%, BELOW THE NATIONAL AVERAGE OF
14.6%**

Alcohol Policy is a national pilot program in Dodge County.

Place of Last Drink Policy implemented throughout cities and county. We are also in the process of implementing SBIRT.



**2 COUNTY WIDE ALCOHOL
POLICIES PASSED TO DATE**

CONFRONTING CRISIS

DODGE COUNTY'S MISSION TO TRANSFORM THE STATE
OF ALCOHOL ABUSE.

Beaver Dam Community Hospital Café



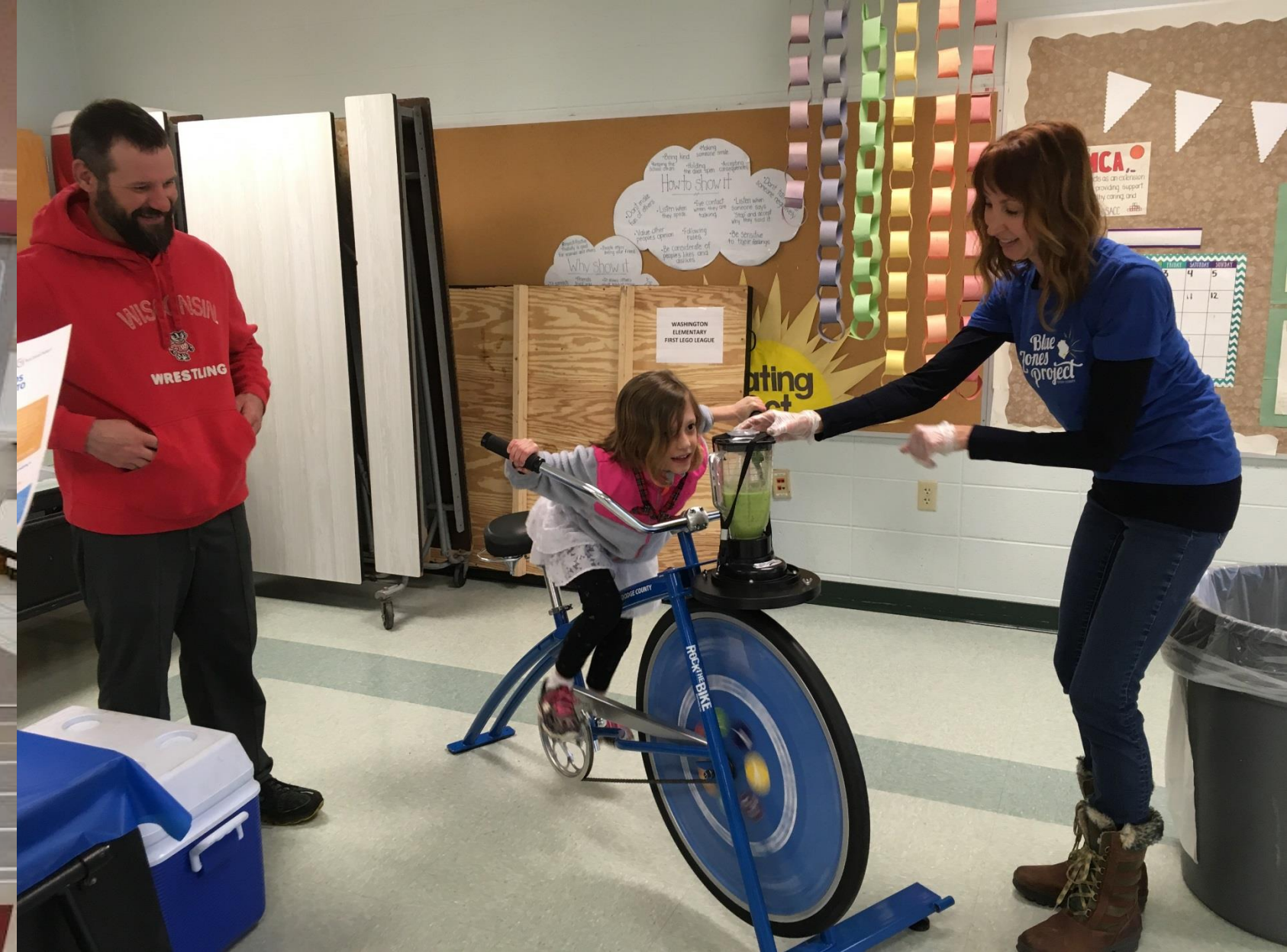
Healthy Entrees and Sides
Water

25% of monthly sales
6% of monthly sales



Brought to Dodge County by





SCHOOLS



Wayland Academy Cafeteria Consumption September – December 2016 vs 2017

Fruit Consumption	+15%	
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Vegetable Consumption	+25%	
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Flavored Water (sugary)	-46%	
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Soft Serve Ice Cream	-22%	
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Worksites

Gleason Reel Corporation



Clearview



YMCA OF DODGE COUNTY

GOOD KARMA BRANDS



Beaver Dam Community Hospitals, Inc. - Blue Zones Certified Worksite

Wellness Program Participation

- 100% increase in walking moai participation
- 31% increase in 10k a day step challenge participation
- 160% increase in weight loss program participation
- 17% increase in participation in exercise classes offered on campus
- 23% increase in participation of lunch and learn programs



Brought to Dodge County by

BDC **H** BEAVER DAM
COMMUNITY
HOSPITALS, INC.



14 COMMITTEES FORMED
341 VOLUNTEERS
3,393 VOLUNTEER HOURS
346 COMMUNITY EVENTS

***56% OF RESIDENTS AWARE OF BLUE ZONES,
19% ENGAGED, 18% AGREE IT HAS POSITIVELY
IMPACTED THE COMMUNITY**

(2017 GALLUP SHARECARE WELL-BEING INDEX).

Brought to Dodge County by

BDC H BEAVER DAM
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 BLUE ZONES PROJECT®

RECOGNITION = SILVER LEVEL AT 2018 WI HEALTHIEST STATE
SUMMIT

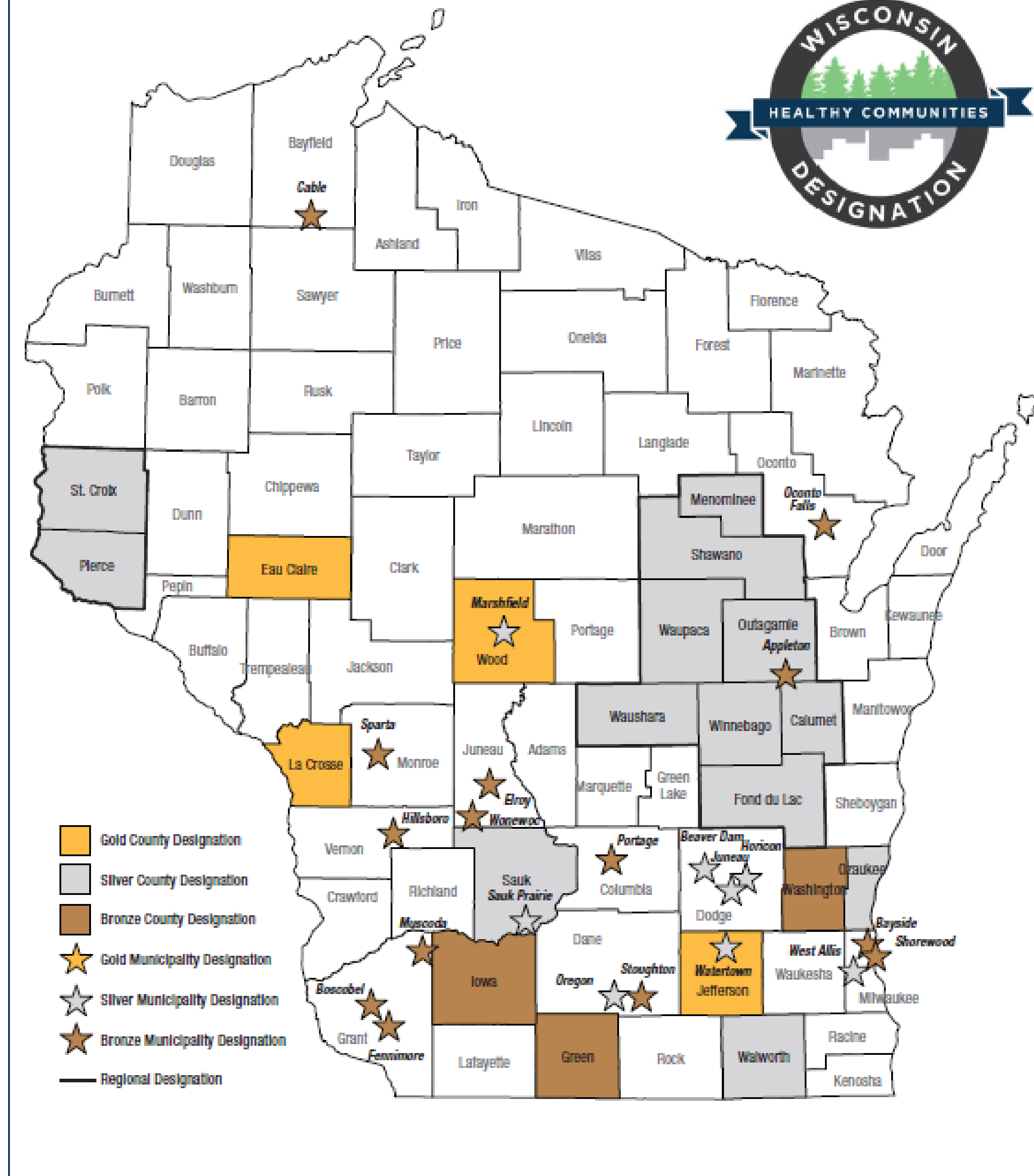


WISCONSIN
HEALTHIEST STATE
— SUMMIT —

HEALTHY COMMUNITIES DESIGNATION



- **Gold Designation – 4 counties**
- **Silver Designation – 6 counties, 8 cities, 1 region**
- **Bronze Designation – 3 counties, 8 cities, 2 regions**



A blue aluminum canoe is positioned in the foreground, floating on a calm body of water. The water is still, reflecting the surrounding dense green forest and a white house with a dark roof and a wooden shed on the opposite shore. The scene is peaceful and scenic, with the canoe's interior and a rowlock visible. The word "QUESTIONS" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

QUESTIONS