



# Investing in Health: From Workplace to Community Well-Being



**Rachelle Bartnick**

American Heart Association, Missouri

Sr. Director, Community Impact

[Rachelle.Bartnick@heart.org](mailto:Rachelle.Bartnick@heart.org) | 314.692.5674



**American  
Heart  
Association®**

## **Who we are**

The American Heart Association/  
American Stroke Association is not  
just a charity. We are crusaders,  
innovators, scientists and partners.

## **Our Mission**

**To be a relentless force for a world  
of longer, healthier lives.**







# Life is why

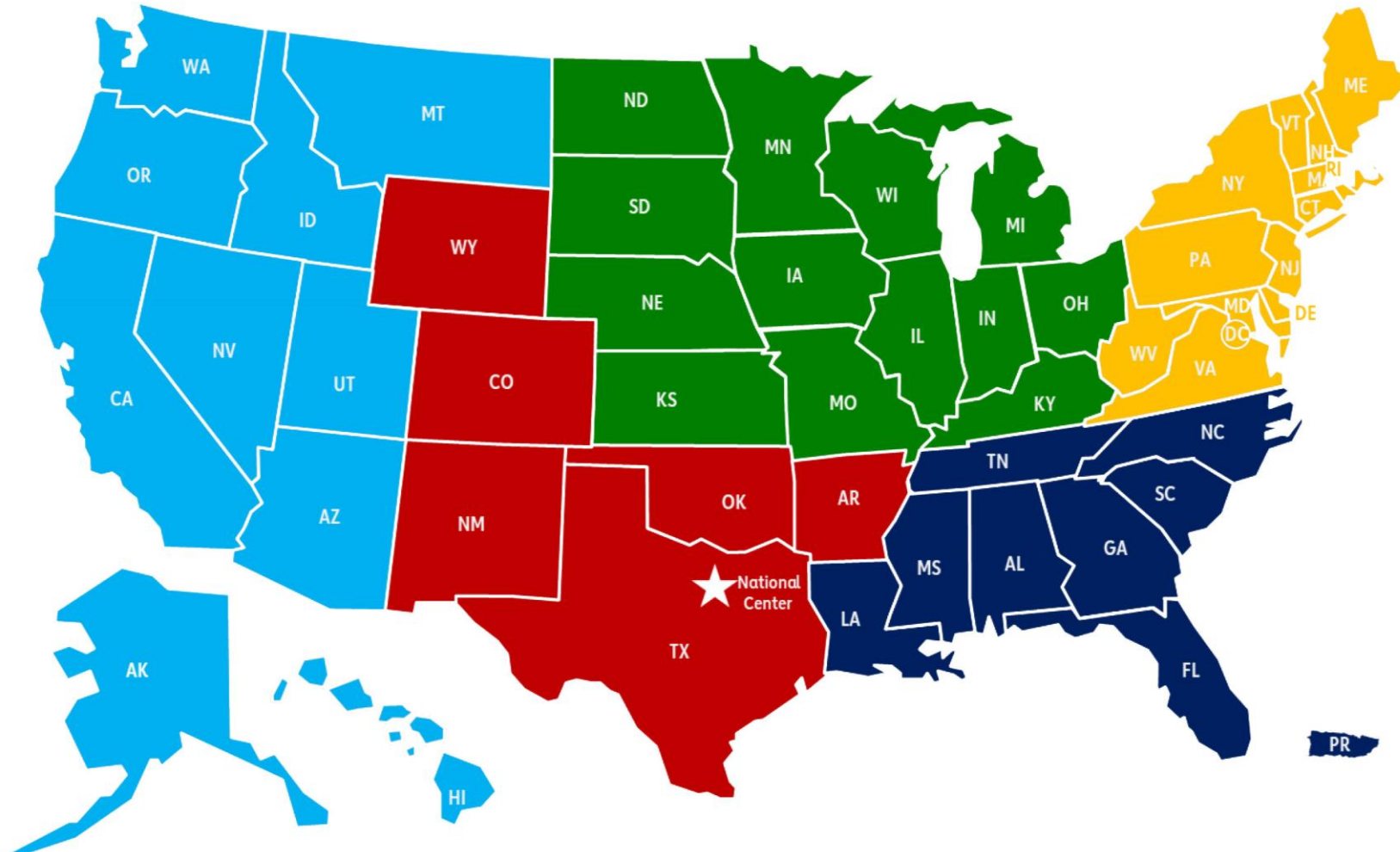
Keeping hearts beating is what keeps our hearts pumping.





American  
Heart  
Association.

# Our levels of work



## National – Dallas HQ

Education & awareness  
Research management  
Quality & science  
Advocacy agenda  
Strategic partnerships & alliances

## 5 regions

Activate advocacy  
State and affiliate education  
Quality improvement  
Regional projects

## Local

Grassroots advocacy  
Fundraising & education  
Building partnerships  
Recruiting volunteers  
Community health





American Heart Association.

# International Programs



We deliver lifesaving programs in 93 countries worldwide.

Go Red For Women works in 46 countries to raise awareness for women.

Professional education, quality improvement programs and more are making a global impact!





American  
Heart  
Association.

# The impact of our work

**1956**

AHA's first statement of smoking and heart disease issued

**1959**

Cholesterol inhibitors developed

**1960**

First successful pacemaker surgery

**1961**

First successful long-term artificial heart valve

**1961**

CPR techniques & standards developed

**1990**

Treatment for Infant Respiratory Distress Syndrome

**1998**

American Stroke Association formed

**2000**

Get With The Guidelines launched

**2003**

Drug-coated stents approved for use

**2004**

Go Red For Women launched

**2007**

Mission: Lifeline formed

**2014**

AHA launched its work with precision medicine

**2016**

One Brave Idea launched

**2017**

New blood pressure guidelines released

**2020**

COVID-19 response efforts



American  
Heart  
Association.

# The Problems

The World is Facing Today



American  
Heart  
Association.

# Facts about heart disease

Heart disease is the No. 1 cause of death in the U.S. and in the world.



## Risks

- 83%** believe that heart attacks and strokes can be prevented, but aren't motivated to do anything.
- 72%** of Americans don't consider themselves at risk for heart disease.
- 58%** put no effort into improving their heart health.

Statistics from the American Heart Association/American Stroke Association.  
American Heart Association. 4/12DS5479



## Facts

- 1 of every 3 deaths in the United States is caused by heart disease or stroke.
- Every year, an estimated 785,000 Americans will have their first heart attack, and 470,000 will have another.
- Heart attacks affect more people every year than the population of Dallas, Texas.



# The Problems We're Facing Today



Compared to data from last year, we're seeing **50 more people** die every day from cardiovascular disease.



Compared to data from last year, we're seeing **12 more people** die every day from stroke.



Only **1 in 4 U.S. adults** meet the physical activity guidelines.



# The Problems We're Facing Today



**Nearly half** of U.S. adults have high blood pressure.



E-cigarette use among middle and high school students is reaching **epidemic levels**.



By 2035, **nearly half** of the U.S. population is expected to have some form of cardiovascular disease.



American  
Heart  
Association.

# The long-term effects of COVID-19

While the need for medical equipment and supplies to fight COVID-19 is urgent, the effects and subsequent needs will be with us for years to come.



More people with heart disease, diabetes or hypertension are at risk.

- Fear of going out to get treatment/calling 911
- Hospitals at max treatment capacity
- Limited access to healthy food options/supplies
- Patients not able to get prescriptions



Increases in unhealthy stay-at-home habits.

- High stress/stress eating
- Eating more unhealthy meals
- Not being as physically active
- Higher BMI due to new lifestyle
- Future potential cases of obesity, high blood pressure and diabetes



Individuals with the greatest need.

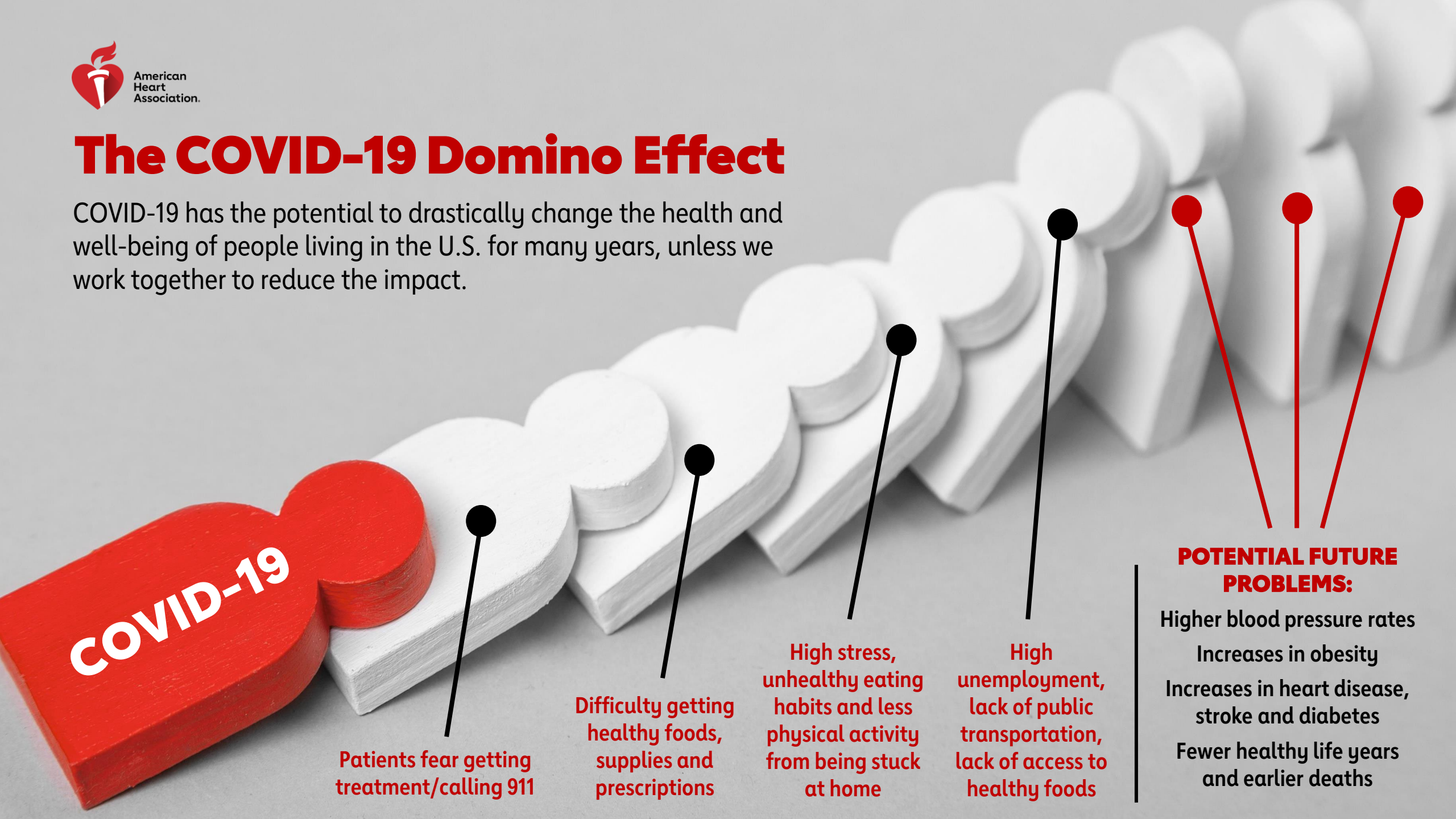
- Limited income due to furloughs/layoffs
- Lack of savings to fall back on
- Families not able to rely on free school meal program
- Restricted access to public transportation to get healthy foods/supplies





# The COVID-19 Domino Effect

COVID-19 has the potential to drastically change the health and well-being of people living in the U.S. for many years, unless we work together to reduce the impact.



COVID-19

Patients fear getting treatment/calling 911

Difficulty getting healthy foods, supplies and prescriptions

High stress, unhealthy eating habits and less physical activity from being stuck at home

High unemployment, lack of public transportation, lack of access to healthy foods

## POTENTIAL FUTURE PROBLEMS:

- Higher blood pressure rates
- Increases in obesity
- Increases in heart disease, stroke and diabetes
- Fewer healthy life years and earlier deaths



American  
Heart  
Association.

Breaking Down the

# Barriers that Exist



American  
Heart  
Association.

# WHAT MAKES UP A HEALTHY COMMUNITY?



OPPORTUNITIES TO  
LIVE HEALTHY



STRONG EDUCATION  
AND TECHNOLOGY



A HEALTHY  
ENVIRONMENT



A STRONG  
ECONOMY



A SOLID CITY  
INFRASTRUCTURE



AFFORDABLE AND  
SAFE HOUSING





# How to improve a person's healthy years

## Social Determinants of Health: 80% - 90% of factors



**Clinical Care 20%**

Access to Care  
Quality of Care



**Health Behaviors 30%**

Tobacco Use  
Diet & Exercise  
Alcohol & Drug Use  
Risky Sexual Behavior



**Physical Environment 10%**

Air & Water Quality  
Housing & Transit



**Social & Economic 40%**

Education  
Employment  
Income  
Family & Social Support  
Community Safety

\* Figure adapted from County Health Rankings model



American  
Heart  
Association.

# U.S. healthy years are affected by these trends



## Trends working in our favor

- Lower smoking rates in adults
- Increased physical activity in adults
- Improved dietary habits in adults and youth
- Lower total cholesterol in adults and youth
- Improved blood sugar in adults



## Trends working against us

- Increases in blood pressures
- Lower physical activity in youth
- Increases in BMI among adults and youth
- Worsening overweight/obesity in adults and youth





## Social factors and location influence our health

**50 million** Americans have to choose between paying rent and purchasing medicine, healthy foods and medical care.

**26 million** Americans live without access to healthy foods.

**7.3 million** people who suffer from cardiovascular disease are uninsured.



**EXAMPLE: ACCESS TO HEALTHY FOOD CAN IMPACT A FAMILY'S HEALTH.**



# AVERAGE LIFE EXPECTANCY

ST. LOUIS  
18 YEAR  
DIFFERENCE IN  
LIFE EXPECTANCY

ZIP codes & Life Expectancy







American  
Heart  
Association.

## The need around social determinants

- Continue our support for affordable, accessible and quality health care.
- Keep advocating for access to healthy food for everyone in America, especially kids.
- Ensure everyone has safe places to be physically active.
- Support partners in housing, banking, education and employment.
- Invest in more research.
- Continue our community transformation work.







American  
Heart  
Association.

# Examples of Rural Barriers to Health



## Individual Health Factors

Tobacco & Nicotine Use  
Physically Inactive  
Diabetes, Obesity &  
Cholesterol  
Depression, suicide &  
substance abuse



## Social Determinants of Health

Lower income & poverty  
Education  
Unemployment  
Housing inequities  
Transportation  
Food insecurity



## Barriers to Medical Care

Rural hospitals struggle  
Hospital distance  
Lack of outpatient &  
post-acute care  
Health care hiring  
Uninsurance



American  
Heart  
Association.

# Health equity is better

## Equality



## Equity



© 2017 Robert Wood Johnson Foundation.  
May be reproduced with attribution.





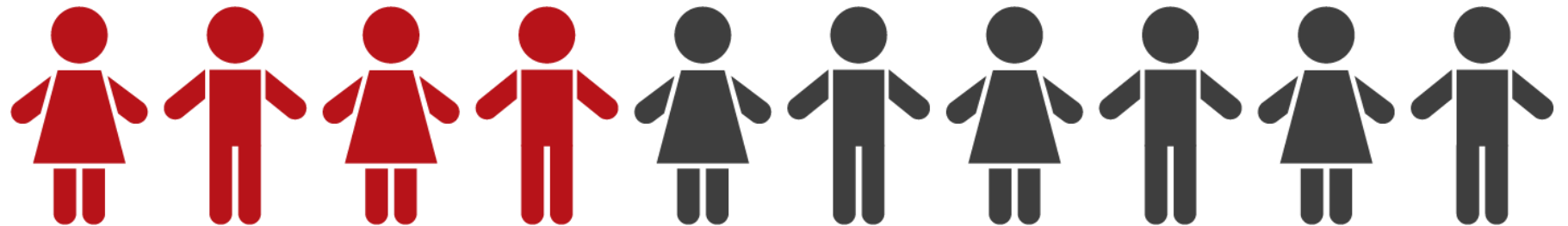
# Well-being

**Well-being is more than just the absence of disease.**

**It includes:**

- Being satisfied with life
- Not being overly depressed or anxious
- A feeling of fulfillment
- Being able to function well

**Even before COVID-19, 4 in 10 Americans were struggling or suffering with low well-being.**



**Those with lower well-being are more likely to have a higher risk of cardiovascular disease or other illness.**





American  
Heart  
Association.

# Opportunities to Engage Employees & Communities



American  
Heart  
Association.

# Healthy For Good

Healthy For Good inspires individuals to create lasting change in health and life, one small step at a time.

We focus on four key areas:



**EAT  
SMART.**



**ADD  
COLOR.**



**MOVE  
MORE.**



**BE  
WELL.**







American  
Heart  
Association.

# Improving Health



## Check. Change. *Control.* & Target: BP

Nearly 86 million  
Americans have high blood  
pressure.

500,000 +

People have participated in  
Check. Change. *Control.*  
program to lower their blood  
pressure



## Check. Change. *Control.* Cholesterol

40% of Americans have  
high cholesterol.

Our goal is to move

9 million

Americans to healthier  
cholesterol levels by 2020.



## Heart-Check Mark

More than 900 products  
carry the Heart-Check mark





# Know Diabetes By Heart

We're working alongside the American Diabetes Association and others to combat the growing threats from diabetes and cardiovascular diseases.

**30 million American adults** have diabetes, including 7.2 million who are undiagnosed.

Cardiovascular disease is the **leading cause of death** For people living with type 2 diabetes.







# Together to End Stroke

Every

**40 seconds** someone has a stroke.

**We Prevent Stroke:** by empowering Americans to live healthier lives.

**We Treat Stroke:** by empowering Americans to live healthier lives and protect their brains.

**We Beat Stroke:** by enhancing support for survivors, loved ones and caregivers.



# You're the Cure - Advocacy

**Through our advocacy efforts:**

**3.8 million**

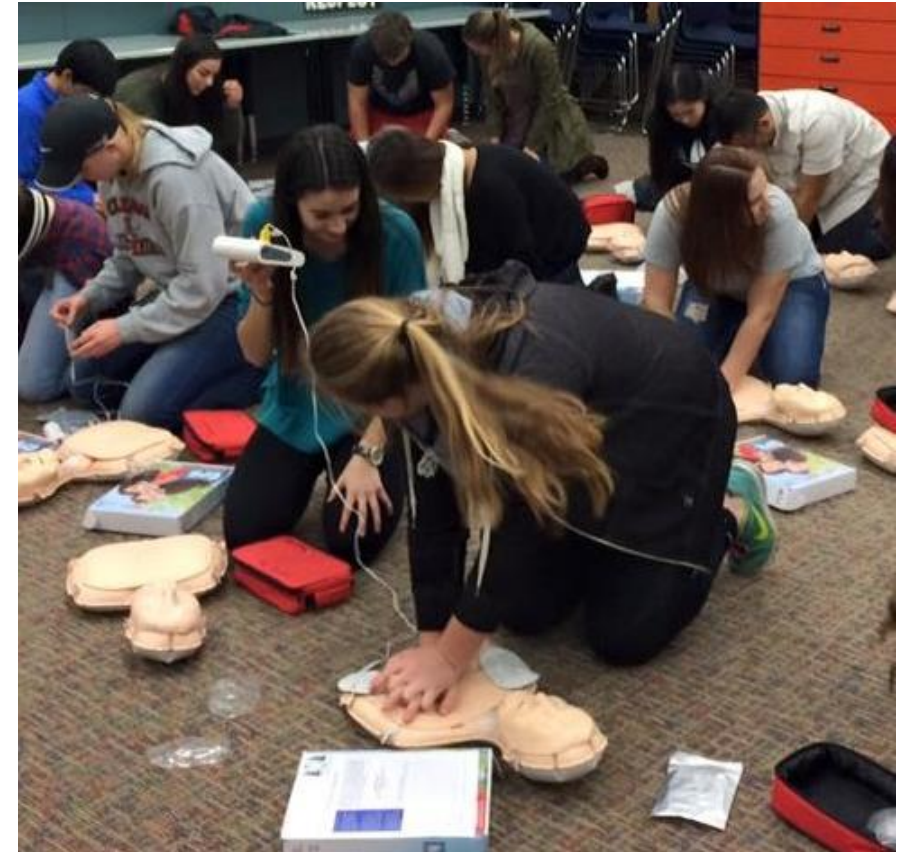
babies are screened for congenital heart defects.

**210 million**

Americans live in smoke-free communities.

**2.5 million**

students are trained in CPR every year.







American  
Heart  
Association.

# What can employers do?



American  
Heart  
Association.

# Why Workplace Wellbeing?

155 million  
working age  
adults in the  
U.S.

7.6 average  
hours spent at  
work, 2<sup>nd</sup> only  
to sleeping

Working age  
adults account for  
67% of cost of  
treating chronic  
conditions

The workplace is an ideal setting to engage adults in health and wellbeing promotion.



American  
Heart  
Association.

# AHA's CEO Roundtable

Leadership Learning Collaborative: 45 of nation's largest employers with >11m reach



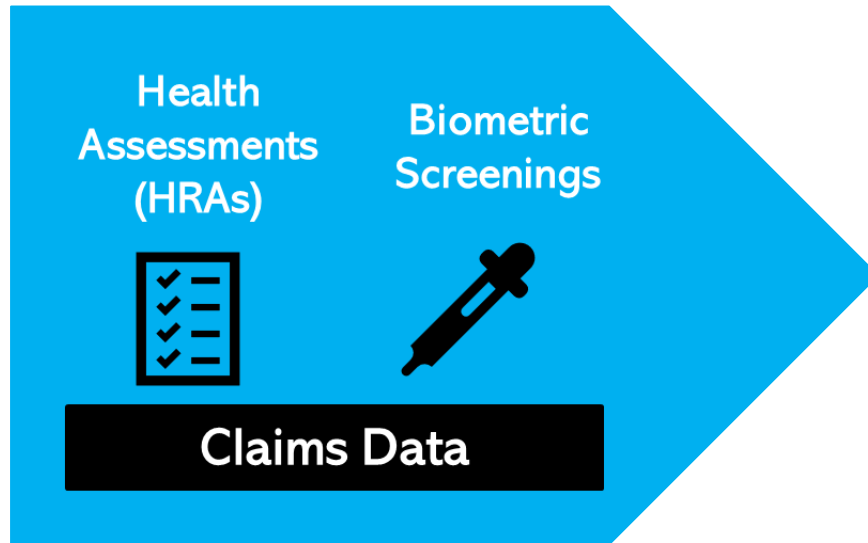




American Heart Association.

# Traditional Wellness Programs

## Risk Identification



## Wellbeing Support



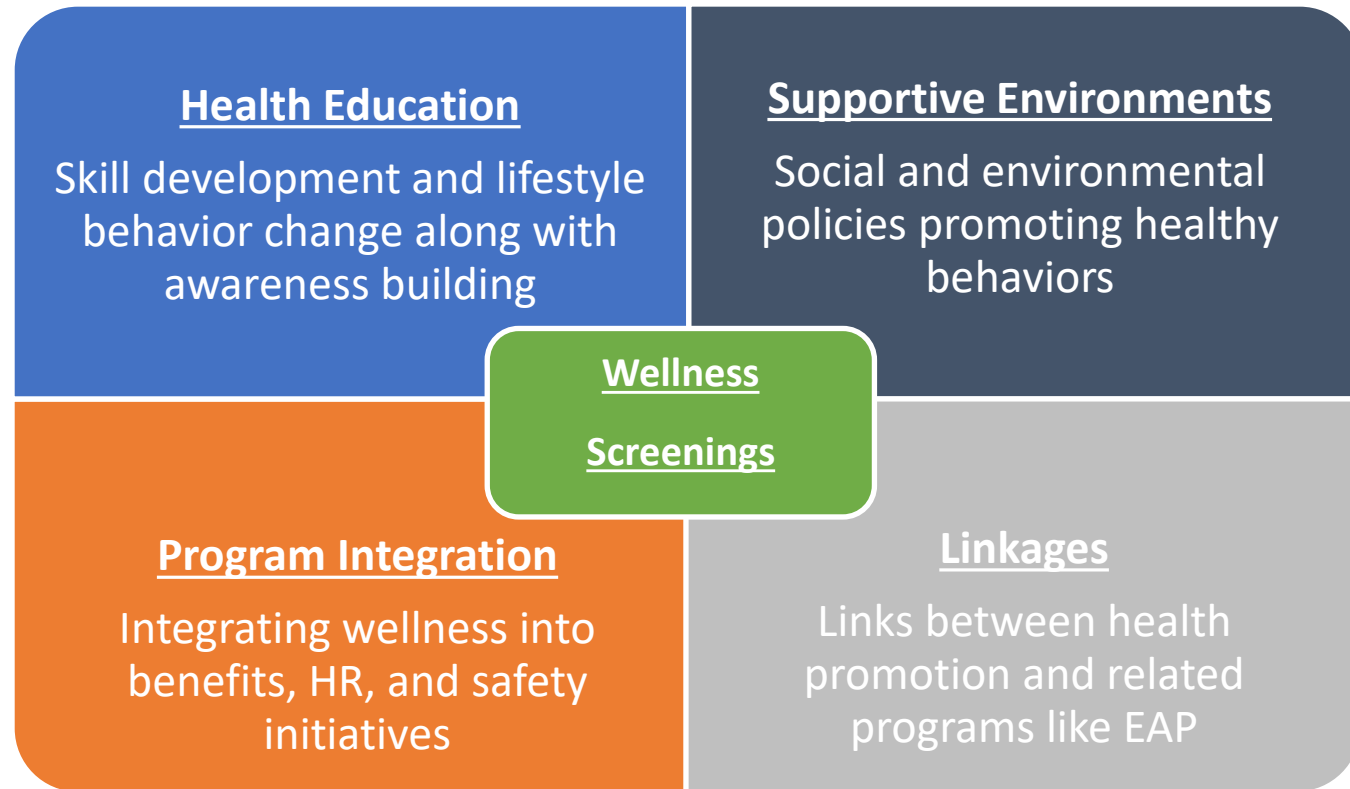
There has been a shift from “wellness” (physical and mental health) to holistic “wellbeing” (addressing the broader context)



American  
Heart  
Association.

# Comprehensive Design

Percent of companies that have comprehensive wellbeing programs:  
Rose from 6.9% in 2004 to 17.1% in 2017.







# Life's Simple 7<sup>®</sup> Journey to Health<sup>™</sup>

## Workplace Health

We work with thousands of employers to help them improve the health of their *workplace* and their *workforce*.

### **An integrated solution with one-stop shopping:**

- ✓ A simple way for employers to target and implement best-practice strategies for improved health.
- ✓ Easy-to-use online aggregate data reporting to see the health of your workforce.
- ✓ Seamless data flow from health screenings to health assessments to the Workplace Health Achievement Index.
- ✓ Opportunity for national recognition from the American Heart Association.





# Workplace Health Achievement Index

- Structure & Process

1. Leadership
2. Organizational Policies & Environment
3. Communications
4. Programs
5. Engagement
6. Community Partnerships
7. Reporting Outcomes

- Performance

- Life's Simple 7®
  - My Life Check®
  - AHA Health Screening Services w/ My Life Check Enhance
  - Aggregate Data Upload

“Workplace culture of health”  
Do we have a healthy **workplace**?

Do we have a healthy **workforce**?







American  
Heart  
Association.



# Case Study



- **Business:** Insurance
- **Founded:** 1956
- The Starr Group offers a comprehensive approach to supporting the health of its employees with resources, regular health events and ongoing opportunities for employees that include:
  - Annual biometric testing and health risk assessments: These results determine aggregate areas of risk, which informs wellness programming.
  - Health coach review and ongoing health coaching: Anyone who scores below “Good” on the annual biometric testing, or who is considered to be at a pre-disease state, is required to have individual health coaching to be eligible for a reduced medical premium.
  - Lunch and Learns and challenges: Approximately 15 to 18 Lunch and Learns and six to eight challenges each year focus on providing tools and education to help minimize the primary areas of risk for the group, which include sedentary lifestyle, BMI, high cholesterol, hypertension, diabetes, breast cancer, accidents and injuries.
  - Lunch and Learn topic examples include:
    - Eat Right for Life
    - Preventable Diseases
    - Diabetes Prevention
    - Stroke Awareness
    - Healthy Cooking Demo
    - Dance Your Way to a Healthy Heart
    - Meditation Techniques
    - CPR
  - Challenge examples include:
    - American Heart Association’s Check. Change. Control.®
    - Healthy Cooking Challenge
    - 12 Week Step Equivalent Challenge
    - Rest and Restore
    - Gratitude Challenge



American Heart Association.

# New Approach: Shared Value

Creating Shared Value = Competitive Advantage Through Social Impact



## BEYOND THE FOUR WALLS:

Why Community Is Critical to Workforce Health



WORKSITE HEALTH PROMOTION

## The Role of a Trusted Convener in Building Corporate Engagement in Community Health Initiatives

by Nico P. Pronk, Ph.D., FACS, FAWHP

*“Change moves at the speed of trust.”*  
—Gary Gunderson

### INTRODUCTION

Improving the health of large populations is increasingly being recognized as a shared responsibility. No single entity, organization, or sector in the community has complete ownership, accountability, or capacity to improve population health and well-being by themselves. Rather, it requires broad stakeholder engagement, multisector participation, and the creation of multiple social forces to generate meaningful progress toward successful outcomes.

and well-being of their employees and the communities in which their business operates. However, they are less clear about how to affect, influence, or impact on the factors that may be causally related to community's overall well-being. For this to occur in a coordinated and effective manner, companies are recognizing the important role a convener of such efforts plays.

### WHAT IS MEANT BY A CONVENER?

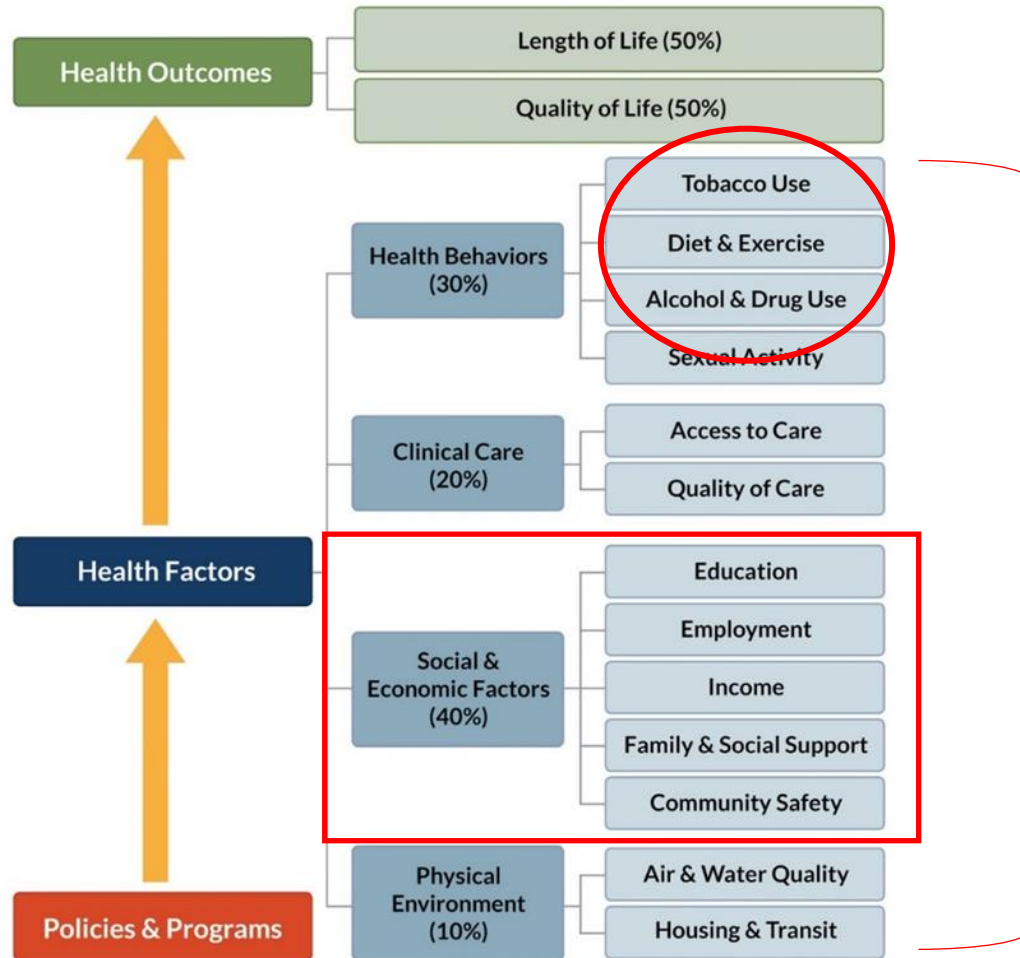
A convener, or sometimes referred to as an *integrator*, is a person, company, or entity that commands mutual respect, has established a substantial level of trust, and is able to bring



American Heart Association.

# What Affects Community Health?

## County Health Rankings Model



**Work-related Health & Social Factors**

County Health Rankings model © 2016 UWPHI





American Heart Association.

# Case Study: Food Insecurity



**Business:** Manufacturer of organic packaged foods

**Founded:** 1987

**Sales:** \$200m annually

**Employees:** < 1,000

**Community:** Portland, OR

**Community mission:**

*"We believe that everyone deserves access to delicious, healthy foods"*

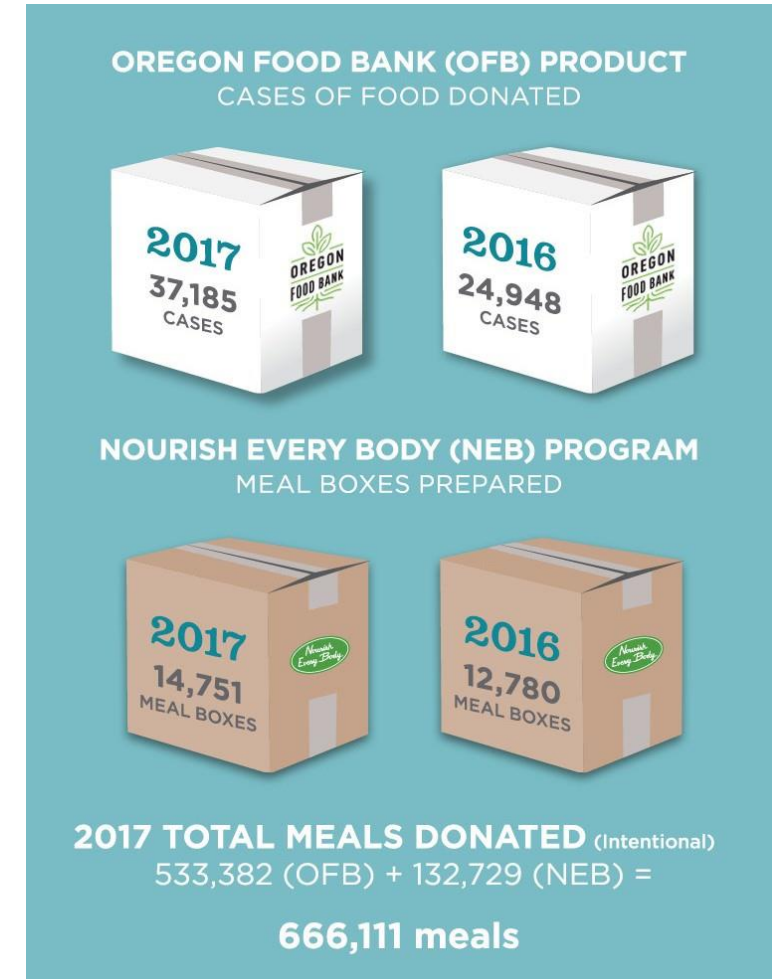
## Social Factor: Poverty and Food Insecurity

### Internal Strategy:

- Created community store to provide company products at cost
- Provided all new employees with \$75 food voucher to purchase food

### External Strategy:

- Discover that 81% of a local elementary school were too hungry to learn
- Employees volunteer to pack food boxes to provide free meals (100k in 2017)
- Partnered with Oregon Food Bank to provide meals to food insecure families (\$1m in food donated)



# Other Examples

## Froedtert is latest health care system to target \$15 minimum wage

Email Share in Share Tweet Save Print Order Reprints Unlock Article



## Facebook Matches Google's \$1B Housing Donation

Facebook is donating \$1 billion during the coming decade for California affordable housing, on the heels of Google's announcement earlier this year of a \$1 billion housing stipend to help with the affordability crisis.

By Lisa Brown | October 24, 2019 at 04:00 AM

Portland

## Kaiser Permanente will donate \$5.1 million to help homeless people with disabilities find stable housing in 2020

Updated Jan 20, 2020; Posted Jan 20, 2020



Advertisement

FILE — A homeless tent camp is seen in Portland on September 16, 2015. Kristyna Wentz-Graff/Staff

# Determinants vs. Needs

## Social Determinants of Health

- A wider set of forces, systems and structures that shape the conditions of daily life
- E.G. food policy, housing policy
- Society-level and community-level

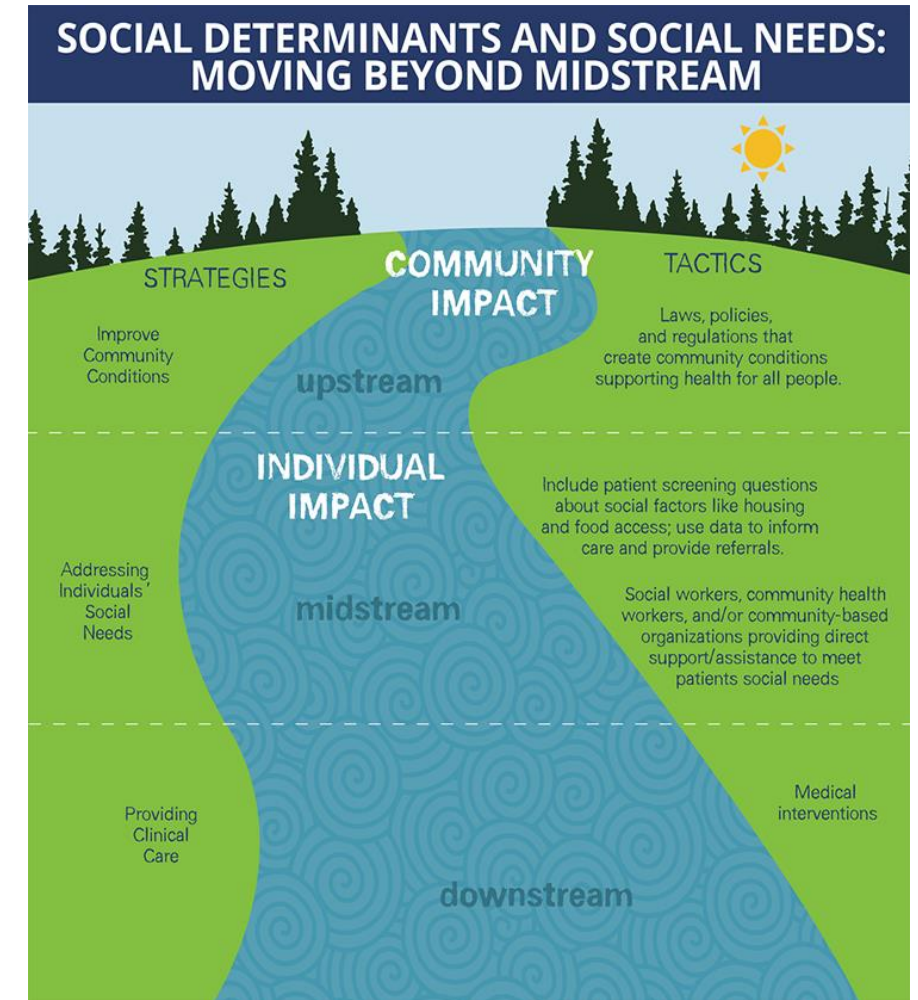
## Social Risk Factors

- Adverse social conditions associated with poor health
- E.g. food insecurity, housing instability
- Community-level

## Social Needs

- Immediate needs based on poor health
- E.g. Lack of sufficient food, lack of stable housing
- Individual level

Source: Adapted from Green and Zook, Health Affairs, 2019



Source: Castrucci and Auerbach, Health Affairs, 2019





American  
Heart  
Association.

# Employer Programs & Approaches

Root Cause	Worksite Interventions
1. Un(under)employment	Change management / downsizing policies
2. Poor built environment	Complete streets / food financing partnerships
3. Food insecurity	Subsidized healthy foods / Food Bank partnerships
4. Housing insecurity	Community housing initiatives
5. Adverse early life experiences	Stress and resiliency tools
6. Social exclusion	Social support programs (employee resource groups)
7. Poverty / income	Living wage policy / student debt relief programs
8. Poor education	Worksite training / career development programs
9. Discrimination	Diversity and inclusion
10. Gender inequality	Flexi-time for women and men; female leadership and mentoring programs



# Employers and Community Health

Community Health - Employer Strategies and Tactics	Percentage
<b>Social events in the community</b>	<b>75%</b>
Mission or business objectives include references to improving community health	45%
Technological improvements and infrastructure development	43%
Health fairs for disease prevention e.g. blood pressure check ups etc.	39%
General education programs e.g. tutoring, college counseling	23%
Early childhood development programs	21%
Assess the impact of your health and well-being programs on community health	21%
Affordable housing development	10%

Sample = 1,017 national companies

Source: Kyle et al. Milbank Quarterly, 2019



American  
Heart  
Association.

# Role of Employers

1. Promote leadership awareness of social needs and health equity
2. Use data to understand employee challenges and design interventions
3. Train all employees on health equity
4. Listen and learn about employee financial challenges
5. Review employee pay schedules based on work location
6. Review employee health care benefit offerings
7. Help employees become financially literate and self-sufficient
8. Promote higher education attainment and additional skill building
9. Require more of Employee Assistance Programs
10. Measure and evaluate employee health equity annually
11. Address social risks through community-based initiatives
12. Advocate for social determinants of health policies at local, state and federal level





# Key Take Aways:

- The workplace is an **ideal setting for health and wellbeing promotion**
- Social risk factors create immediate social needs for employees
- Larger social determinants of health impact community health
- Employers have an opportunity to work across levels **using different strategies**
- Employers can address **individual social needs** through **company policies, programs, and benefits design**
- Employers can **partner with community organizations** to address **social risk factors** that negatively impact health and productivity
- Employers can use their influence to advocate for local, state, and federal policies to address **social determinants of health** that can promote community health and well-being



American  
Heart  
Association.

**Thank you.  
Questions?**

Rachelle.Bartnick@heart.org



American  
Heart  
Association.

**Thank you!**

[www.heart.org](http://www.heart.org)