



# Wellness and Prevention Update:

## **Healthiest Maryland**

Maryland Health Quality and Cost Council

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# Wellness and Prevention Workgroup Recommendations

Implement Healthiest Maryland for All...

A statewide movement to create a culture of wellness—an environment that makes the healthiest choice an easy choice through statewide policy and environmental change.

- Healthiest Maryland Businesses
  - includes the Workplace Wellness for State Employees pilot
- Healthiest Maryland Communities
- Healthiest Maryland Schools



# Healthiest Maryland

Peer-to-peer campaign to engage leadership:

Recruiting “grasstop” leaders across Maryland to complete an organizational health policy self-assessment, which assists in identifying organizational readiness for change and areas of needed improvement

Referring Healthiest Maryland partners to appropriate technical assistance resources to facilitate changes and assist with implementation

Recognizing Healthiest Maryland partners for success in implementing policy and environmental change



# Healthiest Maryland Businesses

Recruitment will be accomplished via:

- Governor and Lieutenant Governor
- Ambassadors
- Greater Baltimore Committee
- Mid-Atlantic Business Group on Health
- UnitedHealth
- Maryland Chamber of Commerce
- DHMH Office of Chronic Disease Prevention



# Healthiest Maryland Businesses

Pre and post assessment will capture:

- \* Company demographics, eg, location, size, industry type, etc.;
- \* Level of leadership's commitment to health and wellness;
- \* Knowledge of leading health conditions among employees;
- \* Types of health insurance offered and services covered;
- \* Availability of programs for disease prevention and management;
- \* Current environment's conduciveness to wellness; and
- \* Efforts to evaluate internal success; and
- \* Submission of success stories with projected financial savings.



# Healthiest Maryland Businesses

Refer to Educational Resources and Technical Assistance provided via Healthiest Maryland web site and:

- Ambassadors
- Mid-Atlantic Business Group on Health
- Greater Baltimore Committee
- Insurance providers
- Nonprofit health organizations
- Hospitals
- Maryland Chamber of Commerce
- Partnership for Prevention
- DHMH Office of Chronic Disease Prevention



# Healthiest Maryland Businesses

Businesses will implement at least 3 policies, impacting 75% of their workforce:

## Eating

- \* Increasing availability of onsite healthy food and beverage choices to employees; or
- \* Providing/supporting opportunity for purchasing foods produced at local farms.

## Moving

- \* Enhancing infrastructure supporting walking; or
- \* Encourage and incentivize extracurricular physical activity outside of work.

## Accessing

- \* Providing health benefits that support prevention, risk reduction, and disease management; or
- \* Offer onsite or time from work for smoking cessation classes, in combination with coverage for nicotine replacement medications and treatment.



# Healthiest Maryland Businesses

Recognize ambassadors and partners through media events and professional gatherings.



# Healthiest Maryland Communities

Specific statewide policies and environmental changes:

- Enhancing community access to healthy foods through expansion of Baltimore Healthy Stores
- Prioritize health policies within Plan Maryland and local comprehensive plans
- Aligning community benefits to support prevention & wellness



# Healthiest Maryland Schools

Specific statewide policies and environmental changes:

- Support school wellness policy implementation
- Expand wellness policies to licensed child care with a voluntary Quality Rating Improvement System
- Facilitate active transportation to school



# Measurement

- Healthiest Maryland Businesses  
75 businesses  
50,000 employees



# Timeline

- Phase 1: Engage professional organizations to assist with recruitment, referral and recognition of participating companies (Fall 2009-Spring 2012)
- Phase 2: Pilot, launch, and analyze companies' assessment (Fall 2009-Spring 2012)
- Phase 3: Develop and secure educational tools and resources for companies (Spring 2010-Spring 2012)
- Phase 4: Initiate recognition program for participating businesses (Summer 2010-Spring 2012)
- Phase 5: (dependent on funding availability): Expand to schools and community organizations.



# Potential Resources: ARRA

- **Communities: Communities Putting Prevention to Work**
  - 2 Rural applications
    - Howard & Carroll counties (\$8 million)
    - Frederick & Cecil counties (\$8 million)
  - 4 Large City applications
    - Baltimore City (2), Prince George's County, and Montgomery County (\$4 to \$10 million each)
- **Statewide: Communities Putting Prevention to Work**
  - 6 Applications (\$9.2 million)



# Estimated Costs: Medium

- Implementation of Healthiest Maryland dependent on American Recovery and Reinvestment Act funding
- Leveraging of current resources and partnerships will be used to launch Healthiest Maryland Business
- Campaign will leverage free publicity from the Lieutenant Governor's and Governor's offices; additional funding will be required for broader outreach.