

Working with Communities to Promote Health

Sharing our Experiences from the Community Stroke Prevention Project

Presented by:

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Overview

- Background & Goals of the Project
- Our Partner Communities
- Guiding Framework
- Community Achievements
- 6 Key Lessons
- Questions / Comments

Background

- Funded through the Alberta Provincial Stroke Strategy (APSS) received in 2006

www.strokestrategy.ab.ca

- Fits within Pillar 1 of the APSS Stroke Care Continuum, Health Promotion and Disease Prevention

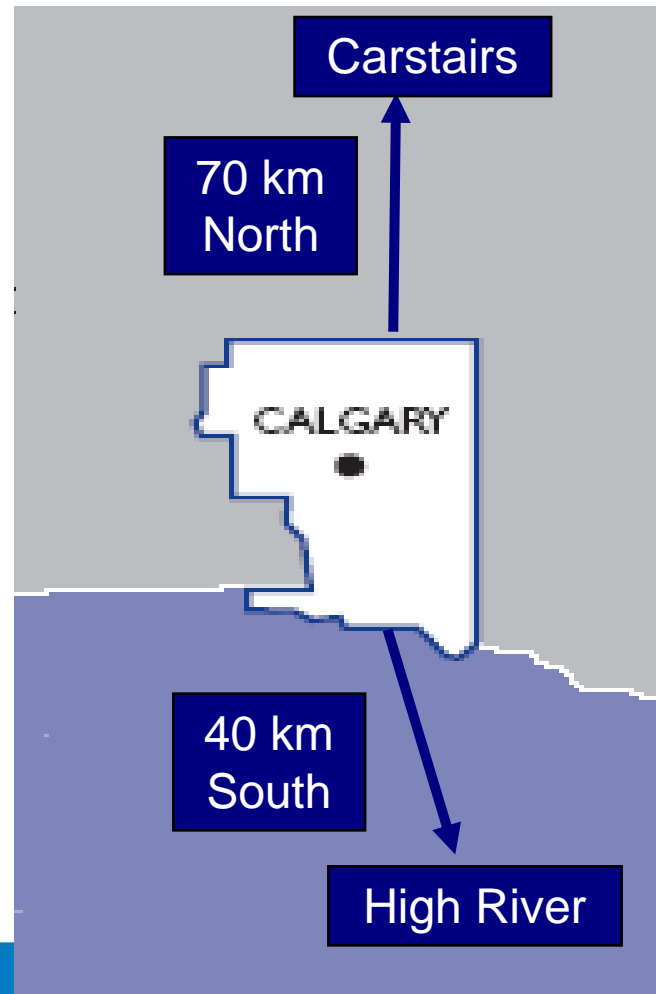
Goals of the Project

To create supportive physical and social environments that promote healthier lifestyle choices among adults

To enhance community capacity in each community to design, implement and sustain community initiatives for stroke prevention through a whole community approach

To reduce the risk of stroke and other cardiovascular disease by promoting active living and healthy eating

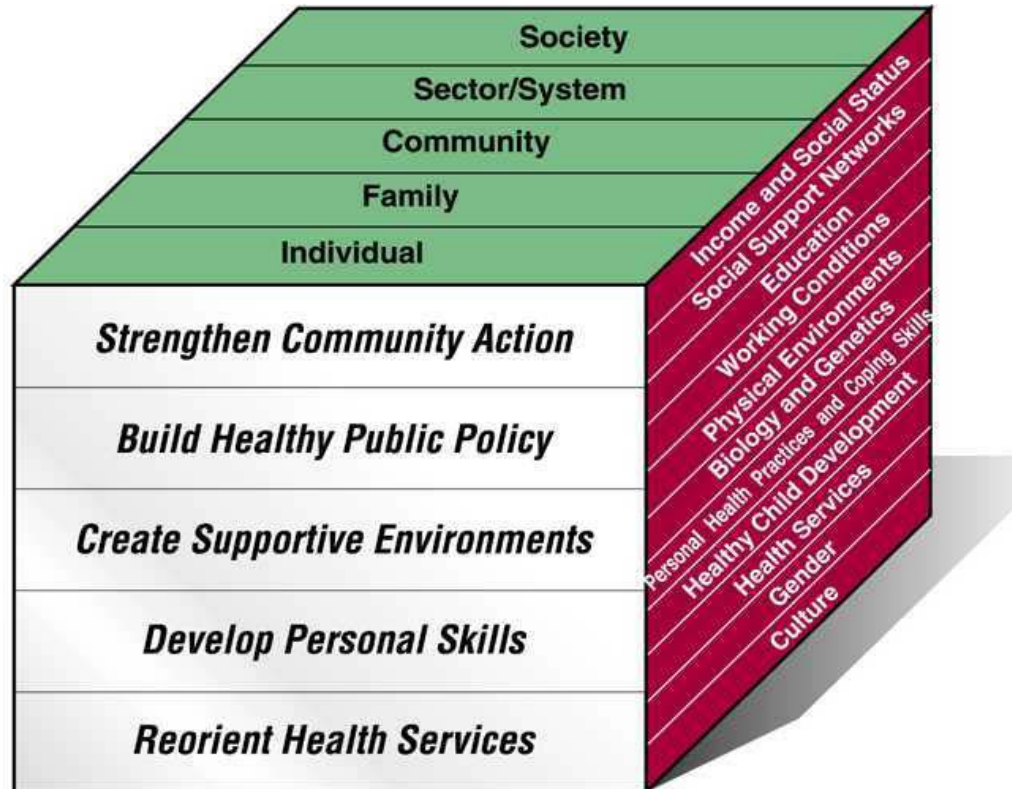
Two Rural Communities



Carstairs
Population:
2,655 - 2006

High River
Population:
11,345 - 2009

Population Health Promotion



Carstairs Achievements



Life Essentials alerts	}	Community Action
Community capacity baseline evaluation		
Community Development dinner		
Nominated for LG's leadership award for active communities	}	Supportive Environments
Healthy messaging signs at the arena walking track		
Neighbourhood Party partner since 2007		
Healthy Aging Fair partner since 2008	}	Personal Skills (Stroke Risk Factors)
Coffee House Music Series partner since 2009		
<i>Couch to 5 km</i> running group		
<i>Walk for the Health of It</i> walking group	}	Reorient Health Services
Summer Solstice Walk/Run for Heart & Stoke Foundation		
Healthy cooking demonstrations at 2008 Neighbourhood Party		
The Big Cook and Sensible Solutions healthy eating initiatives		
Summer family activity programs (basketball and rollerblading)		
Blood pressure clinic at Healthy Aging Fair		

High River Achievements



Community Capacity baseline evaluation

Community revitalization workshop

Establish branding for coalition

Provide input on Town's Pathways Plan

Presentation to Health Council on Stroke prevention

22 maps for outdoor walking path, Happy Trails

Partner with PCN for weekly free skate/swim

Partner with Heart & Stroke for BP for seniors

Collective kitchen training (rural workshop)

Sponsor member to attend Physical Activity conference

Monthly BP booth at Farmer's Market

Community Action

Public Policy

Supportive Environments

Personal Skills

Reorient Health Services



Lessons Learned



Lesson # 1

Start where the people are



Local Commitment

1. Healthy Community Coalitions

- High River 4C (2002) –
(Caring Citizens Committed to
Healthy Community)



- Carstairs Connection
(2006)



2. Healthy Community Resolutions

Local Events

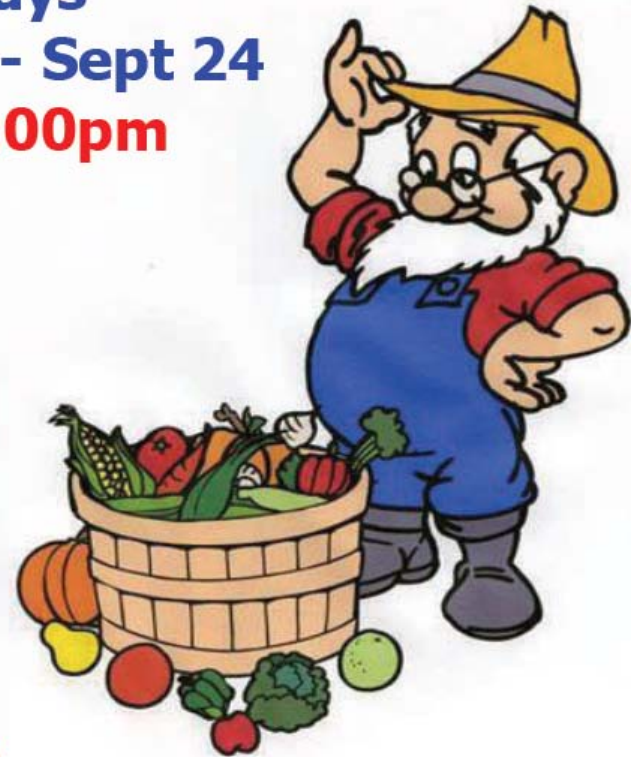
Town of High River's

2009 Farmers Market
at Rec. Complex

Thursdays

Jun 18 - Sept 24

4:00-7:00pm



**Last Thursday
Of every month
Blood Pressure Clinic**

Learnings

- Needs to be community readiness and willingness
- Community coalitions in place
- Healthy community resolutions passed
- Need to take the initiative to the people
- Build on existing community events



Lesson # 2

**It takes time...
months and years, not days and
weeks**



High River

1905

2005

TIMES

Celebrating A Century Of News

Friday, October 9, 2009

Founded in 1905 by Charles Clark

Happy Trails to you



Photo by Alyssa Burnham

Representatives from High River Town Council, staff, Alberta Health Services and the 4-C Coalition admire the first of 22 marker signs to be installed along the Happy Trails at a small ceremony Wednesday afternoon.

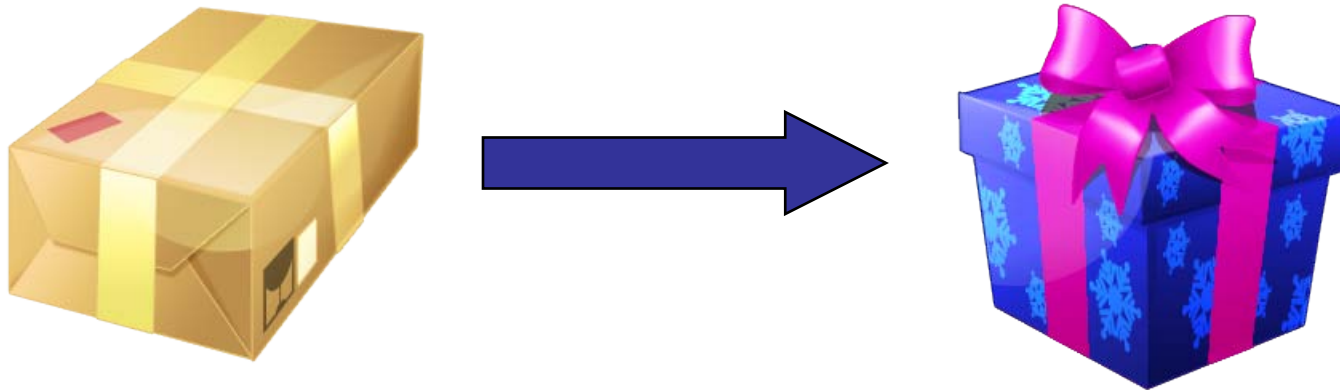
Learnings

- Take the time to build trusting relationships
- Give the community the time it needs to embrace the concept
- Let the community set the direction and the pace
- Timing is everything



Lesson # 3

Repackage the 'issue'



Stroke Prevention or ???

Life Essentials Alert



Do you have a winning number?

In the great lottery of life you can increase your chances of "winning" with a blood pressure number of 120/80.

High blood pressure is the silent killer that can double or even triple your risk of heart disease & stroke. Stop the silent killer -- get a winning number. Talk to your doctor or pharmacist.

*This health alert brought to you by Carstairs Connection.
Contact us at 403-337-3341 ext. 244*

Learnings

- What you call it matters!
- Listen to your community and what resonates with them
- Be creative
- Focus on the positive outlook instead of the negative outcome



Lesson # 4

Use the community lens



Ask your community



Whose perspective is more valid?



Learnings

- Remember who your audience is
- Make sure to validate with the community
- Don't recreate the wheel: Adapt and adjust existing resources for your community



Lesson # 5

Money matters



Free is good

12 Tuesday, January 20, 2009 • HIGH RIVER TIMES •

COMMUNITY

Free swimming, skating targets residents' inactivity



Photo by Alyssa Burnham

Individuals and families can enjoy free swimming and skating at the Bob Snodgrass Recreation Complex in High River each Sunday thanks to the Local Primary Care Network, 4-C coalition and other partners. Karen LaValley (left), Dr. Brian Jensen, Marianne Dickson, Lise Brisbois-Blouin and Darren Goldthorpe unveil promotional banners Monday.

■ Cost often a barrier to physical fitness

BY ALYSSA BURNHAM
TIMES REPORTER

High River and area residents have one less excuse to prevent them from being physically active.

Thanks to the collaborative efforts of the Healthy High River (4-C) Coalition, the Local Primary Care Network, and the Town of High River, swimming and skating at the Bob Snodgrass Recreation Complex will be free for a few hours every Sunday afternoon.

"This is really a good thing for our community," said Debbie-Layne MacLeod, a member of the 4-C Coalition.

A survey conducted by Heart Healthy High River revealed cost was one of the

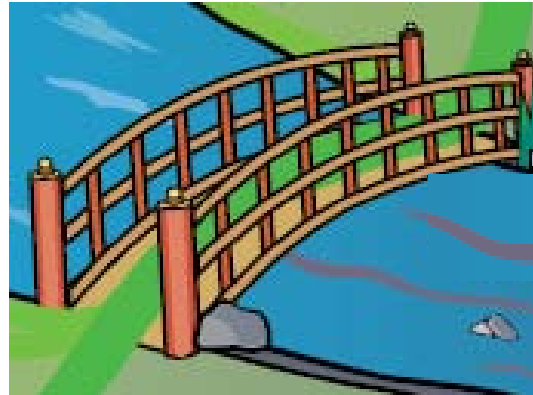
Learnings

- Take away the barrier of cost
- Collaborate with others and do more
- Value in-kind contributions as real money!
- Be flexible with funding
- Ensure budget aligns with goals



Lesson # 6

Barriers lead to bridges



The Stroke Survey

Staying Healthy in High River



- 1. What do you do to stay healthy?**
- | | Always/Mostly | Sometimes | Not Really |
|---|--------------------------|--------------------------|--------------------------|
| I am physically active for 30 to 60 minutes a day, 3 to 5 times a week. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I eat healthy meals with low fat food, fruit and vegetables. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I am a healthy weight. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I deal with stress in a healthy way. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I have a check-up at least once a year. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I do not smoke. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Anything else: _____ | | | |

- 2. If you answered "Sometimes" or "Not Really" for any of the above, why not? What makes it hard for you to do these things?**
- | | | | | |
|-------------------------------------|--|--|---|---------------------------------------|
| <input type="checkbox"/> cost | <input type="checkbox"/> transportation | <input type="checkbox"/> not feeling well | <input type="checkbox"/> not knowing about it | <input type="checkbox"/> childcare |
| <input type="checkbox"/> safety | <input type="checkbox"/> lack of services | <input type="checkbox"/> getting health care | <input type="checkbox"/> doesn't concern me | <input type="checkbox"/> lack of time |
| <input type="checkbox"/> motivation | <input type="checkbox"/> anything else _____ | | | |

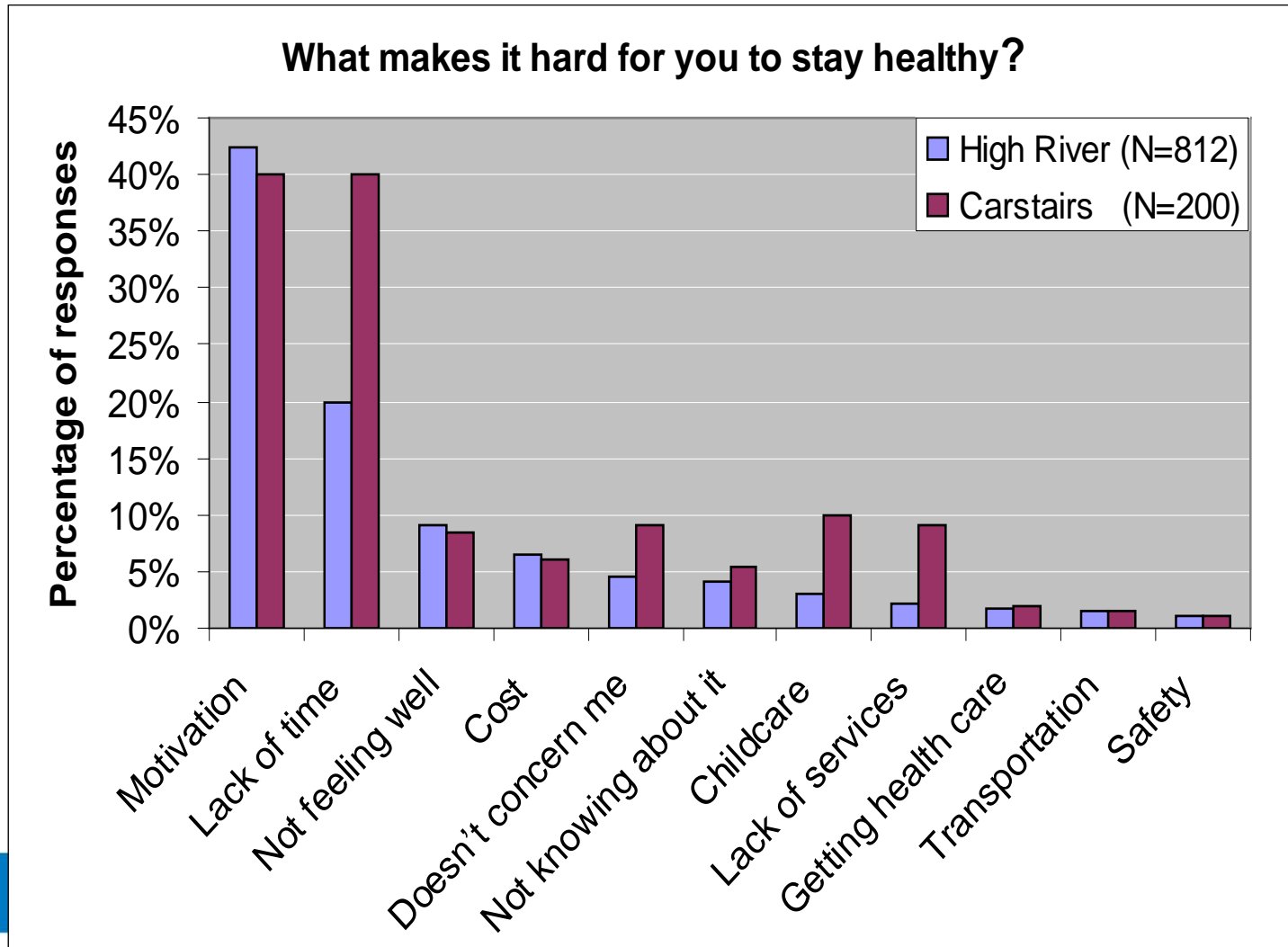
- 3. Which community facilities or programs have you used over the last year to help you stay healthy?**
(e.g. walking trails, arena, pool, recreation, weight management, stress management, local gyms, fitness centres, family or adult support, social support, or others)
- _____

- 4. What changes/suggestions in the community would make it easier for you and others in High River to take better care of your health?**
- _____

About Stroke

- 5. Myth or fact?**
- | | | |
|--|------|-------|
| | True | False |
|--|------|-------|

Survey says...



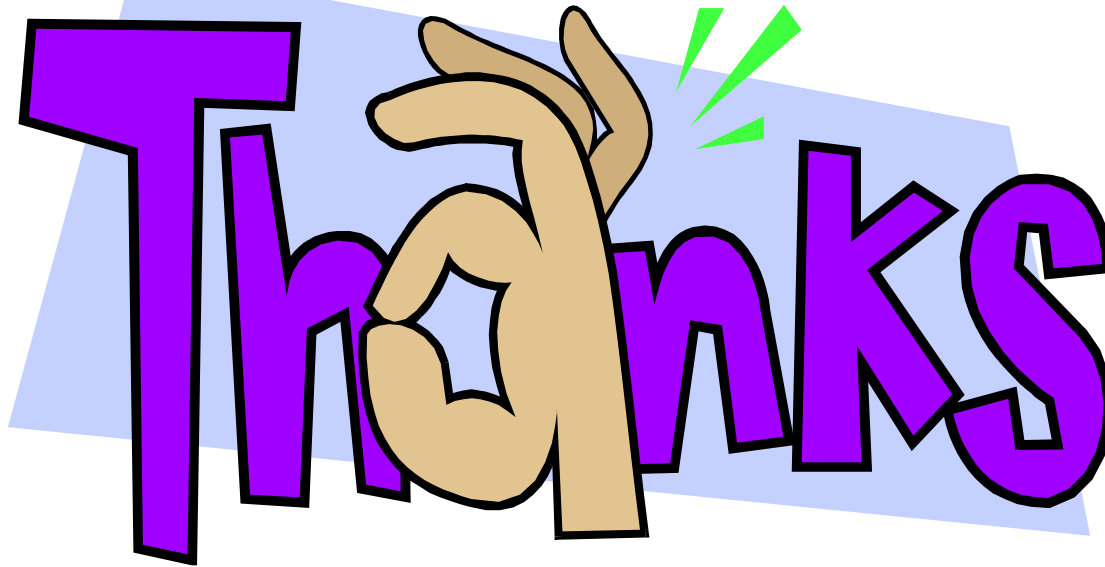
Learnings

- The way communities work doesn't always align with the way that organizations work
- Barriers force you to stop, reflect and refocus on the community
- Be aware that organizational priorities can impact progress

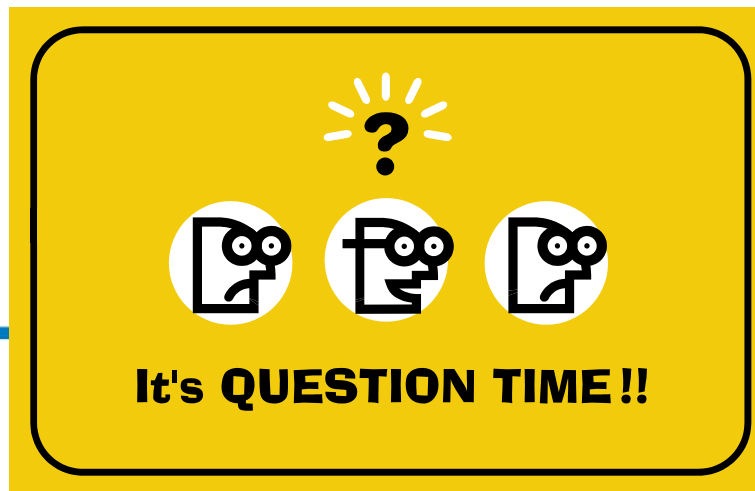
Upstream Approaches to Stroke Prevention

Healthy Living in Healthy Communities Prevents Stroke





A big thanks to Carstairs and
High River for working with us!



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