Coordinating action on shared goals to improve the health of ALL people in SC

October 25, 2016
General Meeting
9:30am – Networking Time

10:00am – Welcome and Introductions
10:10am – Chairman Updates
10:15am – Member Updates
10:30am – Health In All Policies Goals
10:45am – A Healthier SC Through Strong Economies
11:45am – Alliance Ambassadors Welcome

12:00pm – Networking time
Alliance Common Agenda for Health Improvement

HEALTHY BABIES
Improve the health of moms and babies from pre-conception to the first year of life.

HEALTHY CHILDREN
Improve the health and educational outcomes of children.

HEALTHY BODIES
Improve the physical health through healthy nutrition and physical activity.
Improve physical health through enabling access to high quality primary care.

HEALTHY MINDS
Improve behavioral health through improved access to appropriate behavioral health services and other necessary clinical and support services.

FOR ALL PEOPLE IN SC
Everyone with the same probability of attaining the best health status, independent of gender, race, sexual orientation, neighborhood, disability ethnicity, education attainment or socioeconomic status.

AT A LOWER PER-CAPITA COST
Reduce the per-person cost of healthcare in the state (when accounting for all public and private healthcare expenses).
Graph by Bill Barberg - Insightvision
Chairman Updates

- Alliance Staff Update
- Dues – December
- Reminder! You can make personal donations to the Alliance (see handout)
Carmen Wilson: Alliance Project Director!

- Spent 8 years at Providence Hospitals working on population health initiatives
- Clinical background as exercise physiologist
- Masters in Health Administration from MUSC
- B.S. in Exercise and Sport Science from USC
- Other involvements include serving on the board of directors for Columbia’s YMCA, SC Mission Leadership Team 2011, 2012, and 2014
Generous 2016 Donors: Thank You

- Blue Cross Blue Shield of SC—Additional $13,000
- SC DHEC—Additional $10,000
- SC Hospital Association—Additional $10,000
- Spartanburg Regional Healthcare System—Additional $5,000
- The Duke Endowment—Additional 10,000
- Tidelands Health—Additional $3,000
- Total Comfort Solutions—Additional $1,000
Member updates

- Teresa Arnold
  - Communications team has new liaisons
  - Plan for open enrollment period

- Rick Foster
  - Behavioral health initiatives; January meeting
  - Alignment Team

- Dr. Snyder
  - Dr. Foster published in Journal of the American College of Surgeons

- Melissa Watson, SC Thrive

- Other updates?
# Health in All Policies Goals

<table>
<thead>
<tr>
<th>Behavioral Health &amp; Telehealth</th>
<th>Access to Training &amp; Placements</th>
<th>Providing Access to Coverage Options</th>
<th>Connecting Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>With Alignment team, identify behavioral health goals of Alliance members; work with policy and advocacy team to come up with specific asks for remainder of the year; work with communications team to distribute info about those asks. Work with equity team to gather and analyze data regarding the parity of telehealth services for physical and behavioral health; Based on the above data, determine ways that the Alliance can work toward physical and behavioral health parity and compliance with federal laws.</td>
<td>Identify interested parties and stakeholders in the CHW training expansion conversation (Alignment team); convene a workforce to discuss what the Alliance might do to increase access to that training; establish asks. Collaborate with communications team. Identify who is already providing CHW training, bring them to the table. Identify stakeholders that are working toward increasing the availability of residency placements by February 2017, determine what the Alliance can do to support that work.</td>
<td>Use, promote, and provide for the functioning ACA/Medicaid/Medicare enrollment assistance and referral for vulnerable populations; align with groups already doing this work and see how we can be of assistance. Provide Alliance members with the tools to decrease the number of uninsured (already available webinars, information from navigation groups for HR departments). Continued collaboration between Equity and Communications teams to best distribute correct and clear information.</td>
<td>Team to determine how the Alliance can best assist its members in connecting and partnering with local community resources, such as FQHCS, as that has shown to be a continued desire of Alliance members. With Policy and Advocacy team, determine how the Alliance can support improved coordination of care between community partners (warm handoffs for vulnerable populations, ensuring that people are aware of the resources available to them).</td>
</tr>
</tbody>
</table>
Michelin North America

Barry Cross, Senior Director of Michelin’s North American Benefits
Why does Health Matter to Business?

Barry L. Cross
Sr. Director, Total Rewards
Benefits, Compensation and Retirement
Michelin North America
Greenville, SC
Before I get started.....

A word from *my* sponsor...
A better way forward

Dedicated to the improvement of sustainable mobility, Michelin has been a leader in the tire and travel-related services market for more than 127 years. Michelin designs, manufactures and sells tires for every type of vehicle, from airplanes to automobiles to earthmovers, and publishes a range of world-renowned travel guides, dining guides and maps.
Key Figures

Michelin Group
- Headquarters in Clermont-Ferrand, France
- 111,700 employees
- Net sales of €21.2 billion
- More than 180 million tires produced
- 68 (soon to be 69) production facilities in 17 countries

Michelin North America
- Headquarters in Greenville, S.C.
- More than 22,000 NA employees
- 20 (soon to be 21) production facilities in three countries

80
J.D. Power & Associates Original Equipment Tire Satisfaction Awards—over four times more than all other tire manufacturers combined
Why does Health Matter to Michelin?
Six SUSTAINABLE Development PRIORITIES

Our Company’s world-wide Foundation

1. Focus on All Elements of Customer Satisfaction

2. Ensure Well-being and Development of our People

3. Strengthen Product and Service Leadership through Innovation

4. Commit to Responsible Industrial Operations

5. Live in Harmony with our Communities

6. Provide Sustainable Financial Performance
Well Being - Emotional, Physical, Financial and Social
The reasons are simple, basic and powerful....

1) Employee’s are one of the most important assets that *appreciates* over time...
2) At Michelin, Safety is good business.... *Personal wellness* is the ultimate best business
3) Michelin invests in Well-being, to
   a) Create a positive work environment
   b) Reduce stress surrounding Benefits, Total Compensation and Career development that creates wealth for Retirement
   c) Facilitate engagement, innovation and Company dedication
The reasons are simple, basic and powerful....

To preserve Michelin’s viability and competitive position around the world....

- Michelin needs diverse, healthy, educated, energized, and innovative women and men to sustain and propel its mobility mission

- The Alliance for a Healthier SC can assist in making the desires a reality.
With all of this emphasis...

How is Michelin doing?
Choose Well - Live Well Strategy

The goal is to create a **sustainable culture of health that yields long-term positive ROI** through:

- Keeping *healthy people* healthy
- Ensuring people *get the care* they need
- Improving *access* to and *quality of care*
- Increasing *personal responsibility* for healthy choices and financial responsibility for health care spending
- Improve *productivity* by reducing health-related absence days while improving presenteeism
- Ensure the *health care budget fits* within the company constraints for health care spending
Michelin employees are engaged!

- Attrition is less than 3.5% annually
- Annual employee surveys show continuous improvement on many fronts
- Four generations in action
- Profitability is strong
Michelin employees are healthier!

In three years, we have reduced Metabolic Syndrome by 12% meaning that over 250 Michelin lives have reduced their personal risk.
Michelin employees and dependents have improved access!

Investment in Michelin Family Health Centers continues… Better medical outcomes with cost management

More than $12 million capital invested with annual operating budgets of $5 million
Improve access and quality of care

Headquarters Campus
Greenville, S.C.
December 1, 2010

Donaldson Campus
Greenville, SC
November 1, 2011

Ardmore Manufacturing
Ardmore, Okla.
August 1, 2012

Lexington Manufacturing
Lexington, SC
June 3, 2014
Michelin employees are preparing for the financial future..

- Savings participation is at +93%
- Awareness is growing YOY
- Vanguard is a strong partner
- Targeting 80% retirement income
Latest Cost Trends

Programs & Employee Engagement have bent the curve
Key Takeaways

• We want our Michelin lives to be as healthy as genetically possible… **it is good business**

• Employee **engagement**, measured annually, has been **improving YOY** for the last three years.

• Michelin is controlling costs by investing in wellbeing; we are able to calculate an **ROI**
Why does Health Matter to Business?

Barry L. Cross
Sr. Director, Total Rewards
Benefits, Compensation and Retirement
Michelin North America
Greenville, SC
Eat Smart Move More SC

• Beth Franco, Executive Director
• Hannah Walters, Let’s Go! South Carolina Project Manager
Stronger Economies through Active Communities

Beth Franco, MBA
Hannah Jones Walters, MPH
Eat Smart Move More SC
www.esmmusc.org
Mission - Advance community-led change to reduce obesity by making the healthy choice the easy choice for every South Carolinian.
Our Three Focus Areas

- Youth Engagement
- Advocacy
- Community Action
Partners

- Over 2,500 partners statewide
- Agencies, businesses, organizations, churches, schools, communities, cities, parks/recreation & individuals
- SC Dept. of Health, SC Dept. of Education, SC Dept. of Transportation, SC Dept. of Agriculture
- Local ESMM Chapters
- Other local coalitions
S.C. Community Action

Upstate  Midlands  Pee Dee  Lowcountry

Eat Smart Move More
Allendale County
Andover County
Anderson County
Barnwell County
Charleston County (Charleston, Berkeley, Dorchester)
Chester County
Chesterfield County
Clarendon County
Colleton County
Dorchester County
Edgefield County
Lee County
Orangeburg County
Orangeburg County
Pickens County
Richland County
Saluda County
Sumter County
Union County
Williamsburg County
York County

Community Groups
Bamberg County Partnership for Prevention
Chesterfield County Coordinating Council
Childhood Obesity Task Force (Springfield)
Healthy Bamberg Market (Springfield)
LiveWell Greenville
Partners for Active Living (Springfield)
Pioneering Healthier Communities (Dorchester, Chesterfield)
Sumter County at the Lifeslines
Wellnesswater (Berkeley)
Wellness Work (Orangeburg, Colleton)
## Let’s Go! SC

### Communities
- Anderson
- Barnwell
- Hampton
- Kershaw
- Laurens
- York

### Priorities
- Schools
- Community
- HYPE (Youth)
- Let’s Go! Marketing
Stronger Economies through Active Communities

The Economic Impact of Walkable, Bikeable Communities in South Carolina
The Economics of Walking & Biking Infrastructure

- Spurs activity-related spending
- Creates new jobs & businesses
- Raises property values
- Encourages private investment
- Promotes tourism
- Reduces injuries & health care costs
Communities Featured

- Beaufort
- Charleston Area
- Columbia
- Easley & Pickens
- Florence
- Greenville & Travelers Rest
- Hartsville
- Rock Hill
- Spartanburg
- Walterboro
Beaufort
Spanish Moss Trail

At a Glance

City Profile
- Population: 113,306
- Demographics: 66% white, 26% African American, 7% Hispanic/Latino, 3% other
- Median Household Income: $46,915

Fun Facts
The Port Royal Railroad ran through the City of Beaufort until 2004. There is a large military presence, due to nearby Parris Island and the Marine Corps Air Station. As a coastal town, tourism is a large part of Beaufort’s economy.

Overview
Through public-private partnerships, the 6.5-mile Spanish Moss Trail was created along the old Port Royal Railroad line. This $3.5 million project served 36,500 residents and visitors in 2015 and has become a popular tourist attraction. The city advertises the rail trail in its marketing campaigns, and local hotels lend bikes to guests for use on the trail. The local outfitters store has also seen an increase in sales.

Changes Made
The City of Beaufort planned for the Spanish Moss Trail, a 1-mile concrete walking and biking pathway. Currently, four out of nine planned installations have been completed, totaling 6.5 miles. The 12-foot wide, landscaped trail follows the old rail line, linking Beaufort to Port Royal. The trail runs through residential, retail, commercial, and wooded areas, offering shade and views of the marsh to cyclists and walkers. The trail currently connects to the Technical College of the Lowcountry and, this spring, will be connected to Beaufort Memorial Hospital by a lighted sidewalk. Eventually, the trail will connect to various shopping centers, movie theaters, and the Marine Corps Air Station. The city has installed signage to direct tourists on the trail to local attractions.

Economic Benefits
The trail has become a popular destination in this tourism-driven town. In 2015, more than 36,500 residents and visitors used the Spanish Moss Trail. On most weekends, there are recreational cycling and running groups who choose the trail as their choice for group activity. Beaufort’s Chamber of Commerce Convention Bureau features the trail prominently in their advertising campaigns to attract tourists. Local hotels have seen many visitors using the trail, and some have started providing bike rentals for guests to use.

Beaufort hopes that the Spanish Moss Trail will support the growth of other local businesses. Because the trail does not run directly into the historic downtown areas, there are way-finding signs along the trail that direct users off the trail and to nearby attractions, such as City Hall, shopping centers, movie theaters, the community college, and the local hospital. In the future, the city would also like to see the growth of businesses along the trail itself. The city changed zoning laws on the properties surrounding the trail from light industrial to trail-oriented retail to allow for the creation of restaurants, cafes, artists studios, and other small businesses that will be frequented by trail users and spur economic growth in the community.

Cost & Funding
$4.5 million has been spent building the completed 6.5-mile section. Primary investors for the Spanish Moss Trail include: Beaufort Jasper Water & Sewer Authority, James M. Cox Foundation, Beaufort County, BlueCross BlueShield of SC, City of Beaufort, Town of Port Royal, Beaufort Memorial Hospital, and a network of private foundations, businesses, and individuals.

John Feerer
Owner, Lowcountry Bicycles

“Beaufort has created in years and years. The Spanish Moss Trail has done so much to support local cycling.”

Lowcountry Bicycles, Beaufort’s only bike shop, has benefited from the trail. The shop sells a range of bikes (from cruisers to racing bikes), provides bicycle rentals, and offers bike repairs. Owner, John Feerer reports that the creation of the Spanish Moss Trail increased his business, estimating that about 50 percent of his customers come to Lowcountry Bicycles for trail-related purchases. The trail has especially spurred accessory sales and bike repairs, as people decide to fix up old bikes to ride on the trail and buy new bikes, lights, and helmets. In terms of bike sales, Lowcountry Bicycles now sells more cruisers and other recreational bicycles rather than racing or road bicycles, suggesting that the majority of the new bikes purchased are being used on the trail.
The Doodle Trail

- Changes Made
  - 7.5 mile trail connecting Pickens & Easley

- Cost & Funding
  - ~$3 million
  - Shared between the two cities, hospitality tax, grants

- Economic Benefits
  - New businesses
  - Increased revenue in existing businesses
  - Hospitality tax revenues rose 12%
  - Increase in property values
  - Rapid home sales
Questions?

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SC Association for Community Economic Development

- Bernie Mazyck, President and CEO
- Sarah Pinson, Healthy Insights Coordinator
SCACED’s Healthy Insights Initiative

Robert Wood Johnson Foundation

MITRE

South Carolina Association for Community Economic Development
Background on SCACED

- Through our network of members and partner organizations, SCACED strives to improve the quality of life for low-wealth families and communities by advancing the community economic development industry in South Carolina.
Partners

- For more than 40 years, the Robert Wood Johnson Foundation has worked to improve health and health care. The Foundation is working with others to build a national Culture of Health enabling everyone in America to live longer, healthier lives.
  - New emphasis on connection between community development and health

- The MITRE Corporation is a not-for-profit company that operates multiple federally funded research and development centers (FFRDCs) providing innovative, practical solutions for some of the nation's most critical challenges in defense and intelligence, aviation, civil systems, homeland security, the judiciary, healthcare, and cybersecurity.
  - Built the Healthy Insights data visualization tool
Background - Problems in South Carolina

- 7th most **obese** state in the country and lags behind the rest of the nation in overall health measures\(^1\)
- Ranks 42nd in standard **public health** measures, including the prevalence of obesity, heart disease, and diabetes\(^2\)
- Ranks 4th in the nation for adult population with **diabetes** and 3rd for African American adults with diabetes\(^3\)
- Spends **$1.2 billion** on care of patients with conditions related to obesity\(^3\)

If South Carolina could halt the increase in obesity and simply maintain today’s levels, it would save the state approximately **$3B** by 2018\(^3\) (avoided costs)

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According to USDA, 118 Census Tracts in South Carolina - or 11% of the state - are classified as "low-income" and "low access".
Health vs. Healthcare

Source: Bipartisan Policy Center
Healthy Insights

- As a response, SCACED & MITRE launched the **Data for Healthy Insights** initiative
  - increase **access to a healthy lifestyle** in economically underserved, low-access communities
  - “Access to a healthy lifestyle” = food, physical activity, education, and economic opportunity

- RWJF awarded SCACED a $300,000 grant over 2 years:
  3 deliverables:
  - Develop data visualization tool (with MITRE)
  - Conduct community workshops
  - Execute grant program to make investments in community health

- Goal = utilize public data sources to guide initiatives that improve health in SC communities
Data Visualization Tool

- MITRE built the tool, **Healthy Insights**, by collecting various population data and “local capacity data”
  - Visually displays areas of SC with greatest health challenges and greatest need for investment in community health
  - 32 different sets of population data (MITRE)
  - 10 sets of “local capacity data” (SCACED)

- The tool
  - Original User Interface (UI) that allows users to run “queries” and visualize maps
    - Open, publicly available data
    - Open source software
    - Available to the public at:
      - [www.healthyinsight.org](http://www.healthyinsight.org)
Primary Data Sources

- Census
  - American Community Survey (ACS)
- RWJF County Health Rankings
- USDA SNAP retailers (*classification through detailed analysis*)
- Farmer’s Markets and CSAs
- “Let’s Go!” South Carolina Physical Activity Locations
- “Local Capacity Data”
  - SCACED members and stakeholders
  - Churches
  - Other Community Resources:
    - YMCAs
    - Credit Unions
    - CAP Agencies
    - Schools
## Correlations

<table>
<thead>
<tr>
<th>Factor</th>
<th>Correlation with Obesity in South Carolina</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median household income</td>
<td>-0.81</td>
<td>Less than 0.001</td>
</tr>
<tr>
<td>High school graduation rate</td>
<td>-0.72</td>
<td>Less than 0.001</td>
</tr>
<tr>
<td>Percentage of college graduates</td>
<td>-0.80</td>
<td>Less than 0.001</td>
</tr>
<tr>
<td>Percentage of single mothers</td>
<td>0.58</td>
<td>Less than 0.001</td>
</tr>
<tr>
<td>Miles to nearest grocery store</td>
<td>0.61</td>
<td>Less than 0.001</td>
</tr>
<tr>
<td>Miles to nearest farmer’s market</td>
<td>0.38</td>
<td>0.0092</td>
</tr>
<tr>
<td>Miles to nearest junk food retailer</td>
<td>0.48</td>
<td>0.0008</td>
</tr>
<tr>
<td>Number of nearby junk food retailers</td>
<td>0.22</td>
<td>0.1415</td>
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</table>

Income and education are more strongly correlated with obesity than distance to nearby retailers.
Data Tool

Household Distance to Healthy Food Retailer

Average household distance to nearest grocer or supermarket that accepts Supplementary Nutrition Assistance Program (SNAP) benefits (excluding convenience stores, gas stations, and other retailers selling predominantly low-nutritional quality food)

<table>
<thead>
<tr>
<th>Region Type</th>
<th>County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Set</td>
<td>USDA SNAP Retailer Data</td>
</tr>
<tr>
<td>Median</td>
<td>3.3 (mi)</td>
</tr>
<tr>
<td>Max</td>
<td>Colleton County: 6.2 (mi)</td>
</tr>
<tr>
<td>Min</td>
<td>Charleston County: 1.3 (mi)</td>
</tr>
</tbody>
</table>

Obesity % compared to Household Distance to Healthy Food Retailer

Sort by Household Distance to Healthy Food Retailer | Sort by name
Data Tool Capabilities

- **Drill down to community scale**
  - Can view data on county scale or census division scale
  - Use community-level data to drive local investment in policies and programs

- **Predictor modeling**
  - Connecting diabetes and obesity with social determinants: median income, high school and college graduation rates, and commute times

- **Identify and Mobilize Local Capacity**
  - Map out resources: healthy food retailers, healthy activity locations, schools, credit unions, churches, SCACED members, and more
  - Inform investment decisions based on local partnerships
Grant Program

- $100,000 in grant capital available in 2017
  - At least 4 projects (1 per region) will be selected @ up to $25,000 each
  - Competitive grant process w/ independent grant review committee

Eligible Entities:

- Be a nonprofit organization that is tax-exempt under Section 501(c)(3) of the Internal Revenue Code
- A private entity can partner with a 501(c)(3) to develop project
  - Premium placed on partnerships and collaboration

Eligible Activities:

- Projects or programs that increase “access to a healthy lifestyle”
  - Food, physical activity, education, and economic opportunity
  - Must improve the economic or health conditions of low-wealth communities
Thank You!

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Sarah Pinson
Healthy Insights Coordinator
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Meetings

2017 Alliance Meetings

- January 24, 2017 - Alliance General Meeting
- April 25, 2017 - Alliance General Meeting
- June 20, 2017 - Alliance General Meeting
- October 24, 2017 - Alliance General Meeting

Alliance Team Meetings

- November 4 – Communications Team Meeting
- November 15 – Policy and Advocacy Team Meeting
- December 6 – Equity Team Meeting
- 2017 Team Meetings TBA