

Pathways to a Healthy Kansas Learning Session

April 28, 2021



Welcome

#bcbsksPathways

Zoom

- **Mute** during large group; unmute during small groups
- **Chat** in your ideas, comments, perspectives
- **Video** cameras on for connection
- **Rename** so we know who you are
- **Recording** for future reference and new coordinators



Blue Health
Initiatives

Invest in communities to create sustainable, healthy places where Kansans live, work and play in ways that improve the quality of their lives.

Chronic disease comes from...

3

Behaviors

1. Tobacco Use
2. Physical Inactivity
3. Poor Diet



4

Cause Chronic Diseases

1. Heart Disease
2. Type 2 Diabetes
3. Lung Disease
4. Some Cancers



80%

Death

Lead to 80% of death and disability and up to 86% of the costs of healthcare

Pathways to a Healthy Kansas

The *Pathways* initiative combines community-wide evidence-based solutions and promising practices for improving active living, healthy eating, and tobacco prevention to make a large impact across multiple sectors in communities. The program provides community coalitions with the tools and resources needed to engage their communities and remove barriers to healthy living.



PATHWAYS^{to a}
HEALTHY
KANSAS

What *Pathways to a Healthy Kansas* aims to achieve



- Increase awareness and community engagement in healthy lifestyles
- Make the healthy choice the default choice
- Increase consumption of (and access to) healthy foods
- Increase access to (and use of) safe environments for physical activity
- Support tobacco-free living
- Improve quality of life

How does Kansas fare in healthy eating, active living and tobacco use?



41.7%

Do not consume fruit at least once per day



22.9%

Do not consume vegetables at least once per day



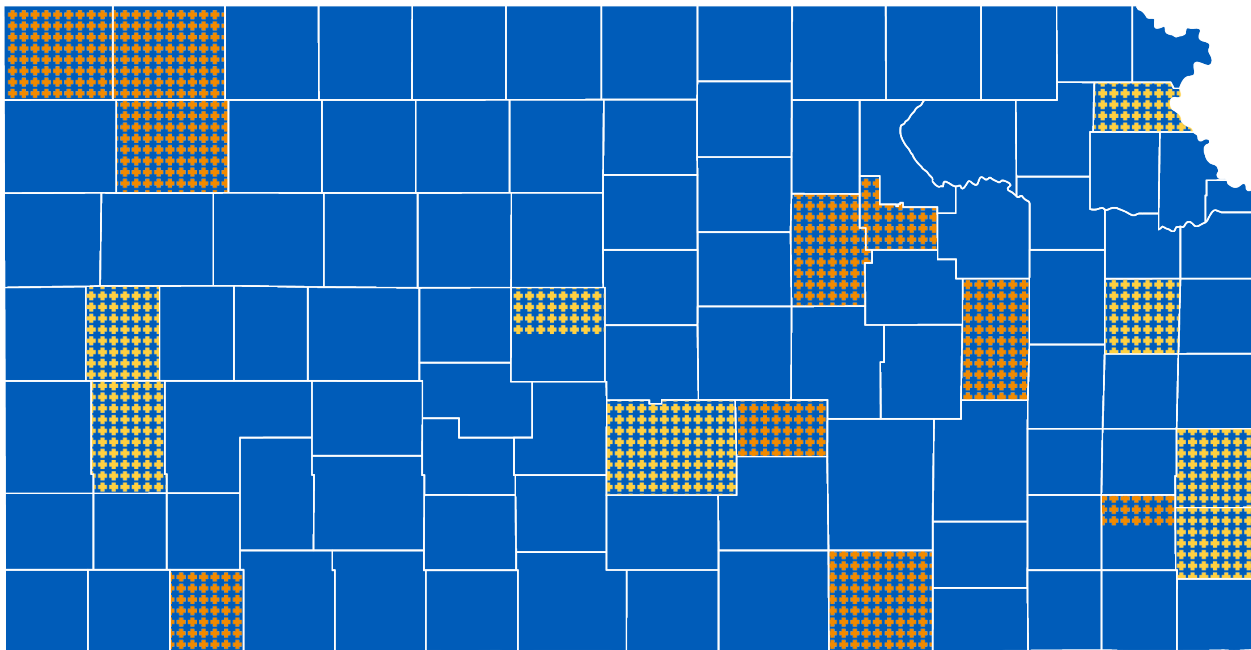
17.2%

Currently smoke cigarettes



82.1%

Of adults do not participate in the recommended physical activity (aerobic and/or strengthening)



PATHWAYS to a
**HEALTHY
KANSAS**

A Blue Cross Blue Shield
of Kansas Initiative

Round 1 (2016-2019)

- Atchison County, Bourbon County, Crawford County, Franklin County, Hoisington and northern Barton County, Kearny County, Reno County, Wichita County

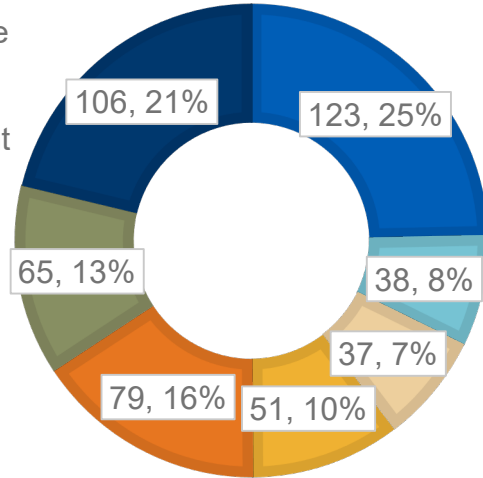
Round 2 (2017-2020)

- The city of Chanute (in Neosho County), Cowley County, Dickinson County, Geary County, Harvey County, Lyon County, Northwest Collaborative (Cheyenne, Rawlins and Thomas counties), Seward County

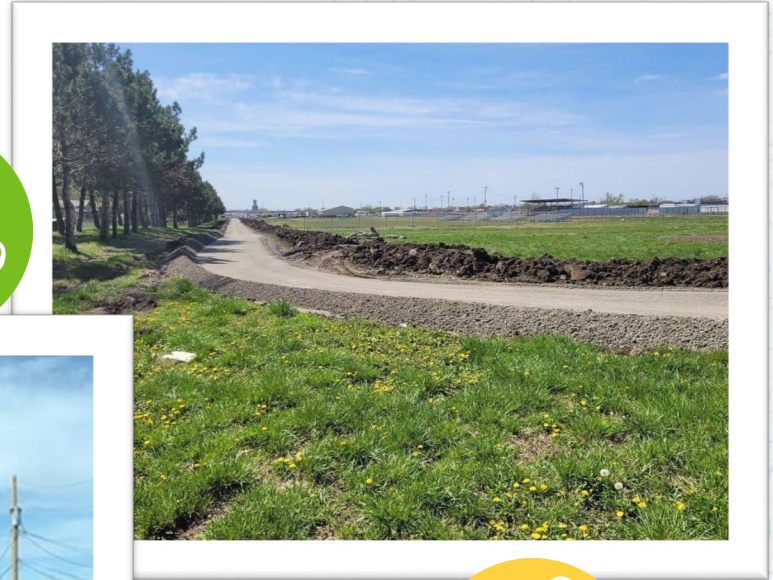
Community Supplemental Grants

GRANTS BY PATHWAY

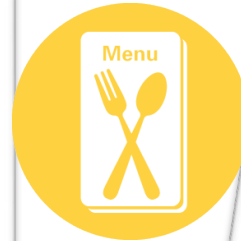
- Community-Resident Wellbeing
- Food Retail
- Healthcare
- Policy
- Restaurant
- School
- Worksite



Access to Physical Activity



Access to Healthy Eating



Commercial Tobacco Prevention

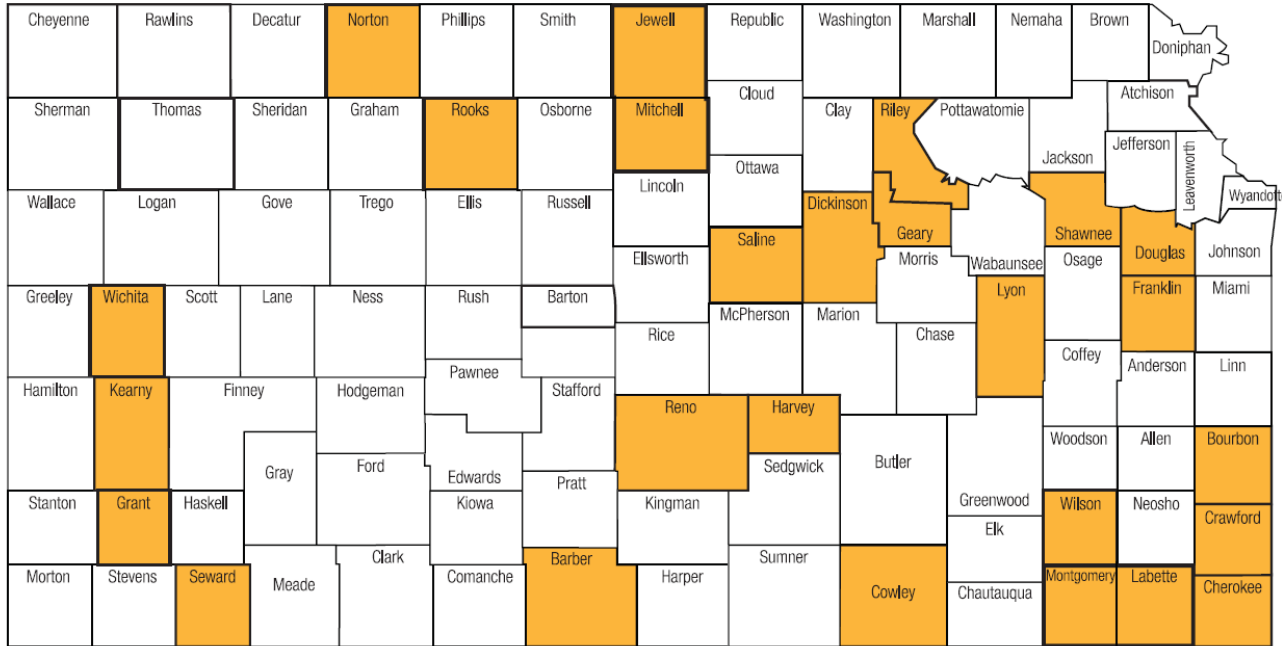




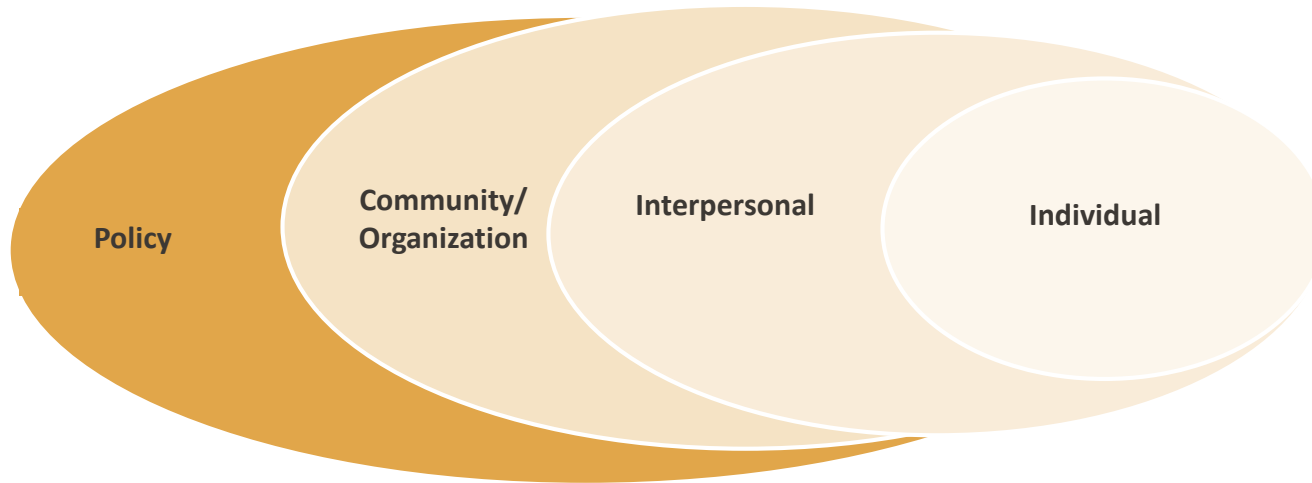
“The pathway that started from a seed...all these improvements, made possible in part by the BCBSKS *Pathways* grant, have allowed us to promote health in Newton in ways other landlocked hospitals cannot.”

– Vallerie L. Gleason, President and CEO, Newton Medical Center – *Pathways to a Healthy Kansas Initiative*

2020 - 2024 Pathways to a Healthy Kansas Communities



Socio-Ecological Model



Concurrent interventions are most likely to be effective

Figure 1

Social Determinants of Health

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment	Housing	Literacy	Hunger	Social integration	Health coverage
Income	Transportation	Language	Access to healthy options	Support systems	Provider availability
Expenses	Safety	Early childhood education		Community engagement	Provider linguistic and cultural competency
Debt	Parks	Vocational training		Discrimination	Quality of care
Medical bills	Playgrounds	Higher education		Stress	
Support	Walkability				
	Zip code / geography				

Health Outcomes

Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations



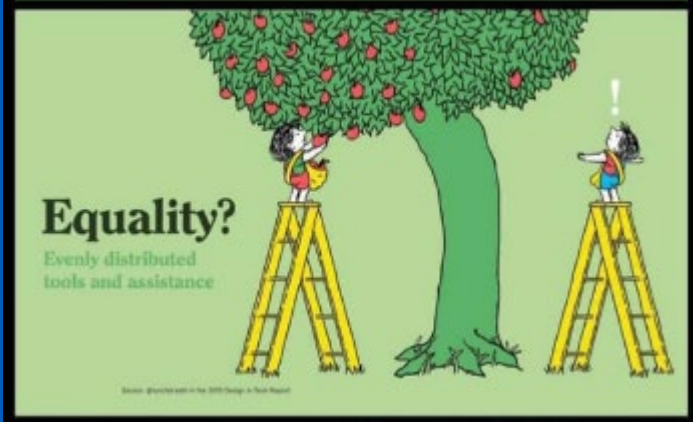
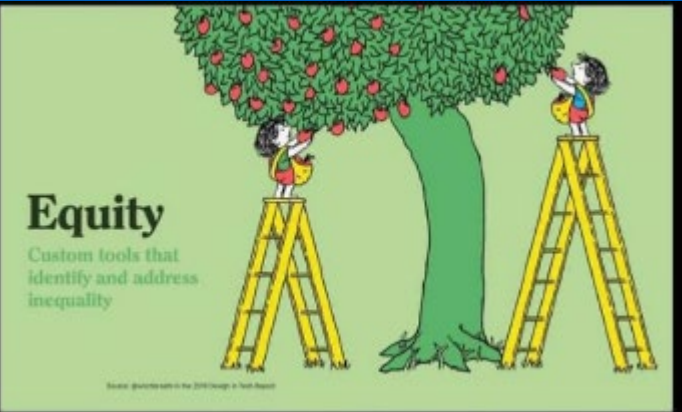
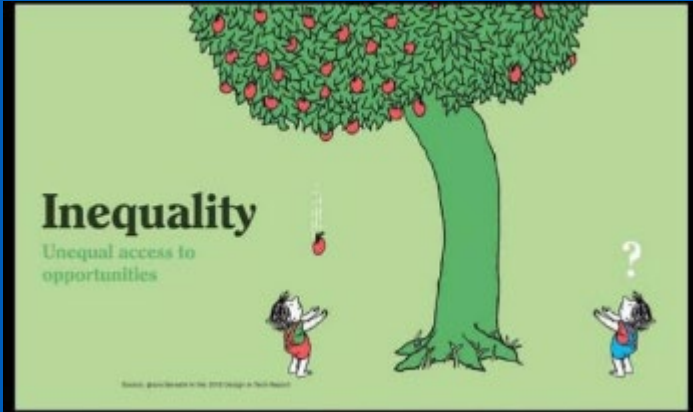
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SOCIAL DETERMINANTS AND SOCIAL NEEDS: MOVING BEYOND MIDSTREAM





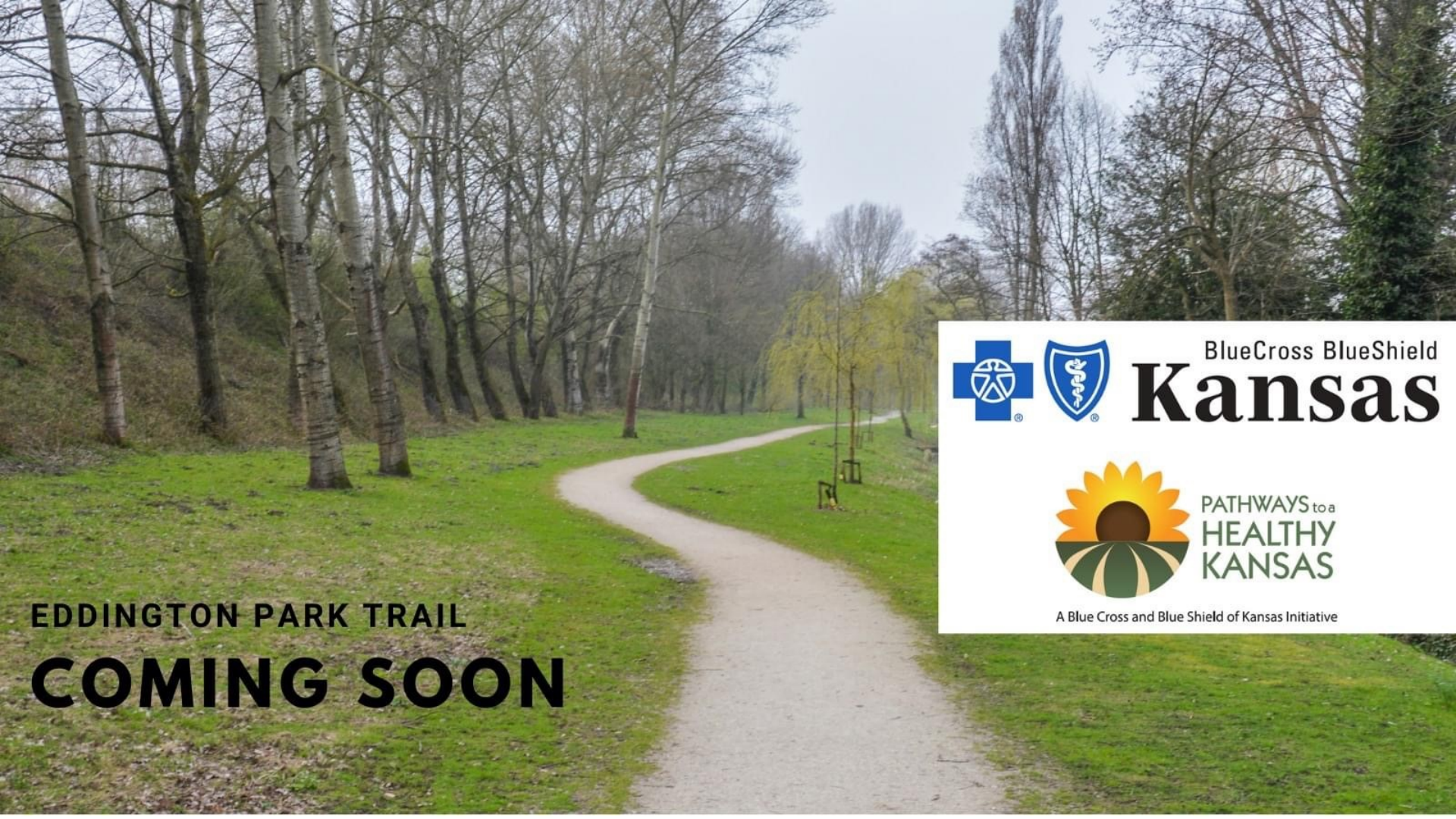
You are Here 

Pathways to a Health Kansas Phase 2



4 Years at a glance





**EDDINGTON PARK TRAIL
COMING SOON**



BlueCross BlueShield
Kansas



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Purpose of the Day

Keynote Introduction



Shelia Reich, MSW
Director, Racial Equity and
Healthy Communities
Blue Cross and Blue Shield of
North Carolina Foundation