



RHIP Clinical Cardiovascular Disease Workgroup
PacificSource (Moraine Lake 4th Floor)
2965 Conners Ave, Bend

Agenda: May 15, 2019 from 7:00-8:00am

Goals

Clinical Goal: Improve hypertension control

Prevention Goal: Increase awareness of the risk factors for cardiovascular disease including tobacco use, uncontrolled hypertension, high cholesterol, obesity, physical inactivity, unhealthy diets, and diabetes.

Health Indicators by 2019	QIM Measure	State Measure	Healthy People 2020
1. Increase the percentage of OHP participants with high blood pressure that is controlled (<140/90mmHg) from 64% to 68% (Baseline: QIM NQF 0018 - Controlling high blood pressure, 2014).	√		√
2. Decrease the prevalence of cigarette smoking among adults from 18% to 16% (Baseline: Oregon BRFSS, 2010-13; QIM Cigarette Smoking Prevalence).	√		√
3. Decrease the prevalence of smoking among 11 th and 8 th graders from 12% and 6%, respectively to 9% and 3%, respectively (Baseline: Oregon Healthy Teens Survey, 2013).			√
4. Decrease the prevalence of adults who report no leisure time physical activity from 16% in Crook County, 14% in Deschutes County and 17% in Jefferson County to 14%, 12%, and 15 % respectively (Baseline: Oregon BRFSS, 2010-13).			
5. Decrease the prevalence of 11 th graders and 8 th graders who 0 days of physical activity from 11% and 6% to 10% and 5%, respectively (Baseline: Oregon Healthy Teens, 2013).			

1. **7:00-7:05** **Introductions - All**

2. **7:05-7:55** **Blood Pressure Marketing Campaign - All**
 - **Marketing Message/Tag Line - proposals, discussion, decision (20min)**
 - **Creative Executions – (20min)**
 - **Time Frame - proposal, discussion, decision (5min)**
 - **Budget - proposal, discussion, decision (5min)**
 - **Finalize support team, role, logistics (5min)**
 - **Tina Ricketts, Rob Ross, Sheila Stewart, Divya Sharma, Mark Backus, Karen Ard**

3. **8:00** **Action Items & Announcements - All**

Next Meeting: 6.11.2019 from 7-8am, PacificSource: Moraine Lake



Cardiovascular Disease: Clinical (11)	Organization
Karen Ard	Deschutes County Health Services
Mark Backus, MD, FACP	Cascade Internal Medicine Specialists
Brenna Francis	La Pine Community Health Center
Maria Hatcliffe, RN, MPH	Mosaic
David Huntley, MPH	Epidemiologist - Community Member
Alison Little, MD, MPH	PacificSource
Ann Ottesen	Community Member
Katie Plumb	Crook County Health Department
Robert Ross, MD, MScED, FAAFP	St. Charles Health System/St. Charles Medical Group
Divya Sharma, MD, MS	Mosaic & Central Oregon IPA
Shiela Stewart, RN, BSN	Central Oregon IPA

MESSAGE FOCUS:

- (a) motivating adults to know their blood pressure,
- (b) what is healthy and high blood pressure, and
- (c) what to do if their blood pressure is high.

AUDIENCE:

- All adults in Central Oregon
- Our region is defined as:
 - Crook Co.
 - Deschutes Co.
 - Jefferson Co. (including the Confederated Tribes of Warm Springs)
 - Northern Klamath Co. (Chemult and Gilchrist)

COHC Spring 2019 RHIP Updates

Behavioral Health Identification & Awareness

AIM: Identify and engage 100% of individuals in Central Oregon that have a behavioral health need, and ensure an effective and timely response.

Recent Activities

- Reviewing summary outcomes from “Advancing Integrated Care” project. “Building Bridges between Behavioral Health and Primary Care” had over 100 engaged participants.

Behavioral Health Substance Use & Chronic Pain

AIM 1: All Central Oregonians with an SUD that enter the hospital system including the ED will receive engagement, treatment, or harm reduction services.

AIM 2: Every Central Oregonian with chronic pain will have access to comprehensive, evidence-informed pain management.

Recent Activities

- **INITIAL REPORT** received from embedded SUD coordinator and Recovery Mentor in Bend hospital
- Exploring tertiary pain clinic programs

Cardiovascular Disease & Diabetes Prevention

AIM 1: Cost will never be a barrier to participate in a variety of physical activities for students.

AIM 2: By 2019 0% of adults in Central Oregon will have a diet-modifiable disease, specifically CVD and/or type 2 diabetes.

Recent Activities

- **FUNDING** Prevent Diabetes Central Oregon (formerly the Diabetes Prevention Program)
- **FUNDING** Nutrition Education Program Volunteer Coordinator
- **FUNDING** Jefferson County Public Health & Warm Springs partnership for culturally appropriate strategies to increase nutrition and physical activity efforts (partnered with HVT)

Cardiovascular Disease Clinical

AIM 1: Reduce the rate of youth tobacco use in Central Oregon from 17.3% to 15% in 8th graders, and 23.2% to 20% in 11th graders.

AIM 2: 80% of Central Oregon adults will have their blood pressure in control (<140/40mmHg)

Recent Activities

- **FUNDING** Dr. Mark Backus in a blood pressure presentation for the general public to compliment previous presentations made to Primary Care Practitioners
- **ENGAGED** Eclipse Marketing for 18-month Hypertension public awareness campaign

Diabetes Clinical

AIM: 95% of Central Oregonians with Type 2 Diabetes will have an HbA1c of < 9%

Recent Activities

- **FINAL REPORT** received from Veggie Rx, High Desert Food & Farm Alliance
- Strategic planning coming up for investing remaining funding before year's end

Oral Health

AIM 1: Improve oral health and keep children cavity free.

AIM 2: Improve oral health during the perinatal period and keep children cavity free

AIM 3: Decrease the number of seniors at-risk of dental disease by ___% (data pending) in Central Oregon

Recent Activities

- **SUPPORT MORECare** Program participants for integration Oral Health into Primary Care

Reproductive Maternal Child Health

AIM: Prevent Unintended Pregnancies

Recent Activities

- **FUNDING** AFIX for continued immunization education
- **FUNDING** Developmental Pathways (Phase II) (partnered with Milestones and HVT)
- **FUNDING** Perinatal Care Continuum (Phase II) (partner request out to Board)

SDOH: Housing

AIM 1: Central Oregon communities have sufficient, actionable data to guide direction, establish priorities, support regional solutions, and bring a call to



action to mobilize citizens to create a healthier Central Oregon.

AIM 2: The approximately 200 chronically homeless and/or high utilizers in Central Oregon will be stabilized and supported to achieve well being.

Recent Activities

- **FUNDING** Sagewood Sanctuary (Phase II) (warming shelter in Bend)
- **FUNDING** Habitat for Humanity La Pine & Sunriver survey for critical home repairs

SDOH: Milestones to Health & Education

AIM 1: Central Oregon children become more resilient

AIM 2: Every Central Oregonian thriving in the face of diversity

AIM 3: Children in Central Oregon have lifelong health and learning challenges due to lack of early identification and access to services

AIM 4: Every child in kindergarten has the early literacy skills to be ready to learn

Recent Activities

- **FUNDING** Developmental Pathways (Phase II) (partnered with RMCH and HVT)
- **FUNDING** Friends of the Children