



Promote Enhanced Physical Health Across Communities

Regional Health Improvement Plan Workgroup

Join Zoom Meeting

<https://us02web.zoom.us/j/188624791?pwd=emNBU2hueW9rRnAwQ2dXNG1Pc1IyUT09>

Join by phone:

+1 669 900 6833

Meeting ID: 188 624 791

Passcode: 450534

June 22, 2021

8:00-9:30am

Aim/Goal
Equitably and measurably support all Central Oregonians to prevent disease by improving health behaviors and reducing risk factors that contribute to premature death and diminish quality of life.
Future State Measures – Condensed
<ol style="list-style-type: none">1. Decrease asthma, cancer, cardiovascular disease, and diabetes rates2. Decrease obesity rates in adults3. Increase fruit/vegetable consumption and physical activity in youth4. Decrease risk factors for cardio-pulmonary and/or preventable disease5. Decrease sexually transmitted infections6. Increase individuals receiving both an annual wellness visit and preventative dental visit

AGENDA	
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8:00-8:20	Welcome & Announcements
8:20-9:25	Implementation Plan Development
9:25-9:30	Wrap Up & Next Steps

Working Document:

<https://docs.google.com/presentation/d/1j6LJR-ZPdww9qNpYLuuPVJs5wIUuFX5vNKKhIFjzD7I/edit?usp=sharing>



Promote Enhanced Physical Health Across Communities

Regional Health Improvement Plan Workgroup

Future State Measures – Full Detail			
1. By December 2023, decrease chronic disease rates by 10% in each County, age-adjusted:			
	Crook County	Deschutes County	Jefferson County
Asthma (%)	7.4	8.2	12.9
Cancer (%)	7.0	6.4	4.9
Cardiovascular Disease (%)	8.7	4.3	5.1
Diabetes	9.5	5.3	18.3
2. A.) By December 2023, reduce adult obesity rates in Central Oregon Region by 7% in each county:			
Crook County	Deschutes County	Jefferson County	
29.3%	19.9%	39.2%	
2. B.) By December 2023, increase the percentage of Central Oregon youth who meet the physical activity and fruit/vegetable consumption goals by 10 percentage points in each county to:			
8 th Grade Rates	Crook County	Deschutes County	Jefferson County
Percentage of students reporting 60 minutes or more of physical activity in the last 7 days.	47%	38%	32%
Index of 6 fruit and vegetable consumption questions, what percentage of youth are getting at least 5 servings of fruit or vegetables per day.	38%	33%	41%
11 th Grade Rates	Crook County	Deschutes County	Jefferson County
Percentage of students reporting 60 minutes or more of physical activity in the last 7 days.	39%	26%	30%
Index of 6 fruit and vegetable consumption questions, what percentage of youth are getting at least 5 servings of fruit or vegetables per day.	31%	26%	25%

3. By December 2023, decrease risk factors that contribute to Cardio-Pulmonary Disease and/or Preventable Disease by 7% in each county:

	Crook County	Deschutes County	Jefferson County
Age-adjusted % of adults who currently smoke	24.5%	16.1%	11.9%
The age-adjusted rate of persons hospitalized for stroke per 100k	196.0	190.0	319.0
The age-adjusted rate of persons hospitalized for diabetes per 100k	86.0	59.5	128.5

4. By December 2023, decrease 5-year rates and/or 5-year case counts of STIs by 20%:

	Crook County	Deschutes County	Jefferson County
The 5-year age-adjusted rate of gonorrhea per 100k	52.7	23.5	95.8
	Central Oregon		
5-year syphilis case count	37		
5-year HIV case count	21		

5. By December 2023, increase the percentage of PacificSource (Central Oregon CCO) Medicaid members, at any age, who received both an annual wellness visit by a Primary Care Provider and a preventive dental visit by a member of the Oral Health Care Team by 10 percentage points to:

Crook County	Deschutes County	Jefferson County
29.8%	32.75%	31.3%

Land Acknowledgement

We recognize and acknowledge the indigenous land of which we live, work, learn, play, and grow. This land of the Mololla, Paiute, Klamath, Modoc, Yahooskin Band of Snake Indians, Confederated Tribes of Middle Oregon, and Confederated Tribes of Warm Springs. We acknowledge them as the past, present, and future caretakers of this land. It is on their traditional land where we partner to improve the health and well-being of Central Oregonians. We aspire to be good guests honoring the concept in the Warm Springs culture: “This land is for you to know and live upon and pass on to the children.”



**Central Oregon
Health
Council**

Regional Health Improvement Plan (RHIP) Workgroup

Guiding Principles

Shared Focus

We come together to improve the health and well-being of individuals living in various and diverse communities throughout Central Oregon region. We use the Regional Health Improvement Plan (RHIP) as our guide. It is our region's shared vision of current problems and our aims. As workgroup partners we develop agreed-upon actions to solve the issues and keep the needs of our communities as the main focus.

Shared Metrics

We measure progress, process and outcomes through a shared lens. We use the Regional Health Assessment (RHA), Regional Health Improvement Plan and community dashboard.

Involve Targeted Population

The individuals living in our diverse Central Oregon communities are the center of our work. We make every effort to include people from every part of the region in our workgroups, discussions, processes and decisions.

Collaborate to Solve Complex Issues

Inviting diverse perspectives from throughout the Central Oregon region deepens our shared understanding of complex issues and propels us toward better progress and outcomes. We practice frequent, structured, open communication to build trust, assure shared objectives, and create common motivation. We respect the privacy and sensitivity of information partners share.

Coordinate Collective Efforts

We are made up of diverse partner organizations and individuals with unique strengths, skills, and resources. We coordinate our efforts and use our unique strengths and skills to meet the goals of the RHIP.

Learn and Adapt Together

We embrace shared learning and a growth mindset. We create a space that allows for mistakes, failures, second changes, and a celebration of brave attempts. We adjust and apply our learnings to the complex and changing landscape of health and well-being in Central Oregon.

Promote Enhanced Physical Health Across Communities



Background: Why are we talking about this?	
1990s Rise in obesity rates Increased sugar consumption 2000s Decrease in recess time at school Increasing Aging Population Tech Advancement & Screen Time Vaping / E-cigarettes	Physical health is influenced by genes and biology, health behaviors, social environment, physical environment, and health services. Enhancing physical health throughout our communities improves quality of life and reduces the burden of healthcare and other costs to personal and public health. Access to healthcare is a challenge for residents in rural areas.

Current Condition: What's happening right now?
<ul style="list-style-type: none"> • Current rates of cardiovascular disease: Crook 9.7%, Deschutes 4.8%, Jefferson 5.7% • Current rates of diabetes: Crook 10.6%, Deschutes 5.9%, Jefferson 20.4% • Current adult obesity rates: Crook 31.5%, Deschutes 21.4%, Jefferson 42.2% • Fewer than 30% of 11th graders report 60 minutes or more of physical activity in 7 days • Fewer than 25% of 11th graders report getting 5 or more servings of fruits and vegetables per day • Adults who currently smoke: Crook 29.3%, Deschutes 17.3%, Jefferson 12.7% • Adults reporting high blood pressure: Crook 48.8%, Deschutes 24.8%, Jefferson 16.9% • New cases of syphilis have been steadily increasing in the entire region since 2012 • Percentage of Medicaid members who receive both annual wellness visit and preventive dental visit: Crook 17.8%, Deschutes 20.75%, Jefferson 19.3%
See RHIP for Full Current State Metrics

Goal Statement: Where do we want to be in 4 years?
Aim/Goal Equitably and measurably support all Central Oregonians to prevent disease by improving health behaviors and reducing risk factors that contribute to premature death and diminish quality of life.
Future State Metrics - By December 2023: <ol style="list-style-type: none"> 1. Decrease asthma, cancer, cardiovascular disease, and diabetes rates 2. Decrease obesity rates in adults 3. Increase fruit/vegetable consumption and physical activity in youth 4. Decrease risk factors for cardio-pulmonary and/or preventable disease 5. Decrease sexually transmitted infections 6. Increase individuals receiving both an annual wellness visit and preventative dental visit

Analysis: What's keeping us from getting there?
<ul style="list-style-type: none"> • Inequitable measurement and approaches to weight and health management • Rigidity of time, funding/payment, availability of service and receiving service • Disparate funding and deceptive marketing • Siloed systems prevent coordination of care • Power dynamics adversely affect and create an underrepresentation in policy creation • Trauma without resilience skills negatively impacts health • Resource inequality exacerbates health disparity • Individual and collective health beliefs impact health literacy efforts • Restrictive and inequitable built environment impacts health

Date updated:	Workgroup:	Version:
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Strategic Direction: What are we going to try?
<ul style="list-style-type: none"> • Reducing financial barriers to health • Ensuring access and coordination of health services • Improving health & wellness communication, education & delivery • Partnering with underserved communities for equitable decision making • Ensuring policies that promote health and an equitable built environment

Focused Implementation: What are our specific actions? (who, what, when, where?)
{insert}

Follow-Up: What's working? What have we learned?
{insert}

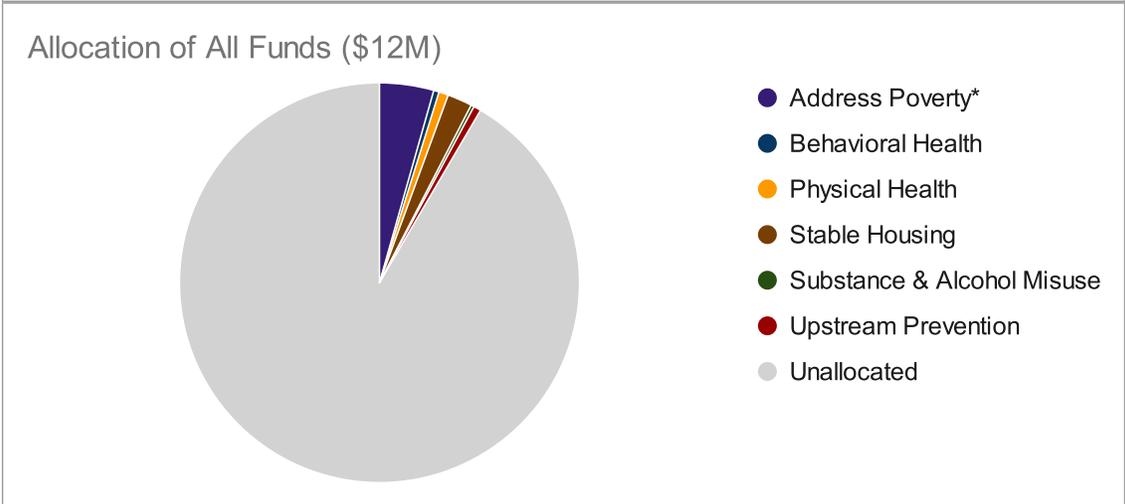
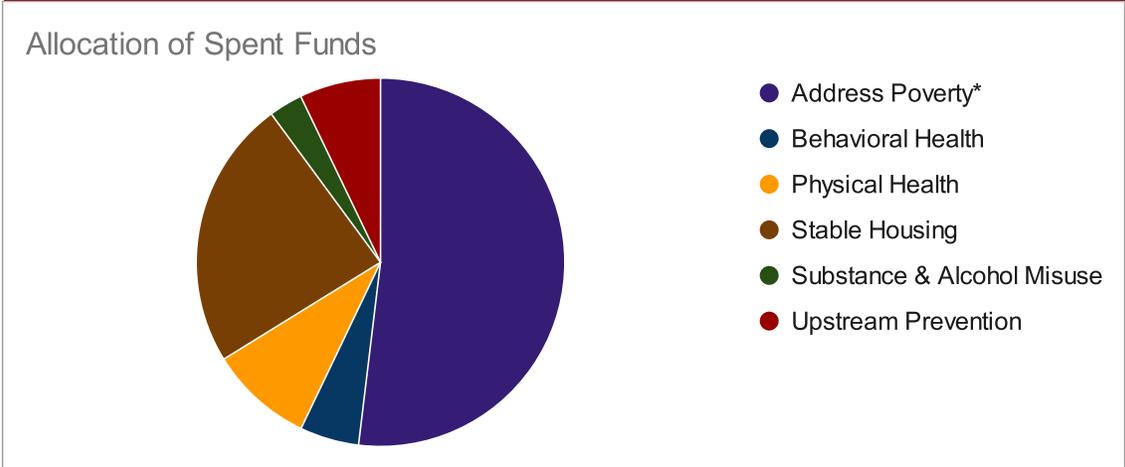
2020-2024 RHIP Workgroups

5 Year Budget

Updated May 1, 2021

Funds Available	\$10,988,059
Initial Funds (spread over 5 years)	\$12,000,000
Funds Spent	\$1,011,941

Amount Invested by Workgroup	
Address Poverty*	\$525,262.79
Behavioral Health	\$52,500.00
Physical Health	\$91,994.06
Stable Housing	\$240,000.00
Substance & Alcohol Misuse	\$30,000.00
Upstream Prevention	\$72,184.00

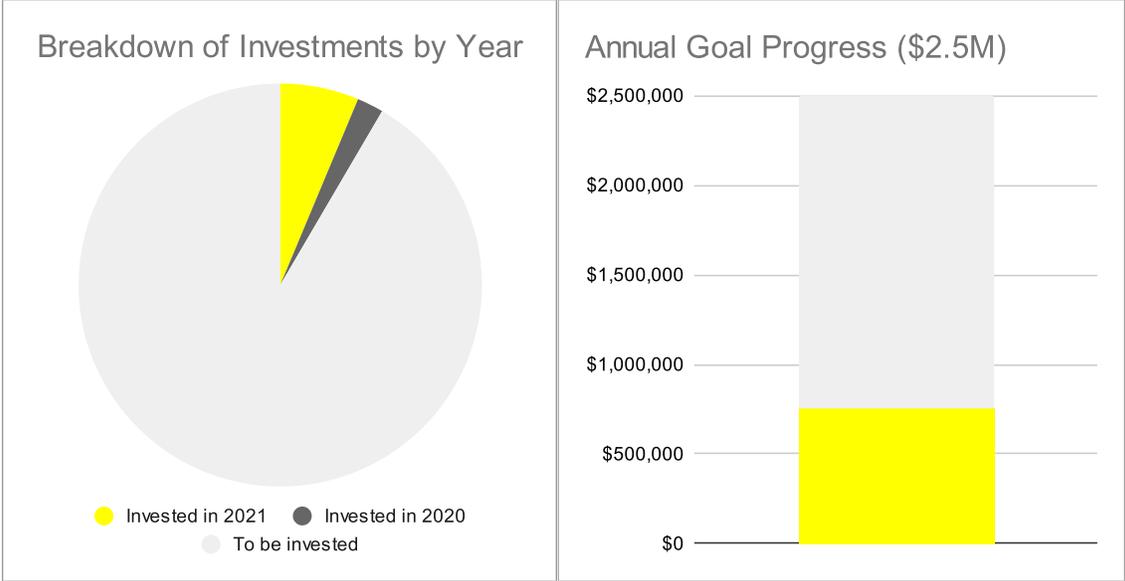


*Poverty workgroup is still in the process of awarding these funds for their Graduation Rates RFP

2020-2024 RHIP Workgroups

2021 Budget

2021 investment goal	\$2,500,000
Amount remaining to invest toward 2021 goal	\$1,743,010
Invested in 2021	\$756,990
Invested in 2020	\$254,951



For the 2021-2024 funding years, each workgroup's annual investment goal is a minimum of \$500,000. The Central Oregon Health Council is required by law to invest a total of at least \$2.5M each year through the workgroups. Each workgroup is expected to do their part in helping to reach this \$2.5M annual commitment.

Promote Enhanced Physical Health

2020-2024 RHIP Workgroup Budget

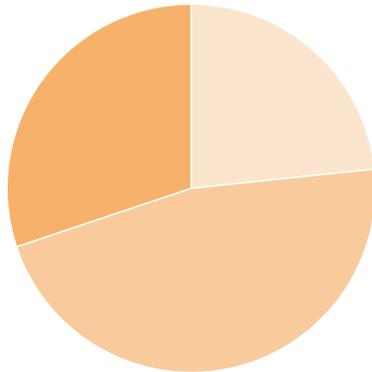
Updated May 1, 2021

Funds Available	\$1,908,006
Initial Funds (spread over 5 years)	\$2,000,000
Funds Spent	\$91,994

Amount Invested by Future State Measure

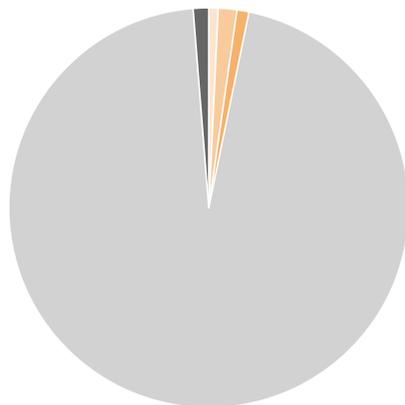
Reduce asthma, cancer, cardiovascular disease, and diabetes rates	\$15,048.81
Increase fruit/vegetable consumption and physical activity among youth	\$30,000.00
Decrease risk factors of preventable disease (smoking, stroke, and hospitalizations for diabetes)	\$19,445.25
Reduce adult obesity rates	\$0.00
Decrease Gonorrhea, Syphilis, and HIV rates or case counts	\$0.00
Increase individuals who receive both an annual wellness visit and a preventative dental visit	\$0.00

Allocation of Funds by Measure



- Reduce asthma, cancer, cardiovascular disease, and diabetes rates
- Increase fruit/vegetable consumption and physical activity among youth
- Decrease risk factors of preventable disease (smoking, stroke, and hospitalizations for diabetes)

Allocation of All Funds (\$2M)

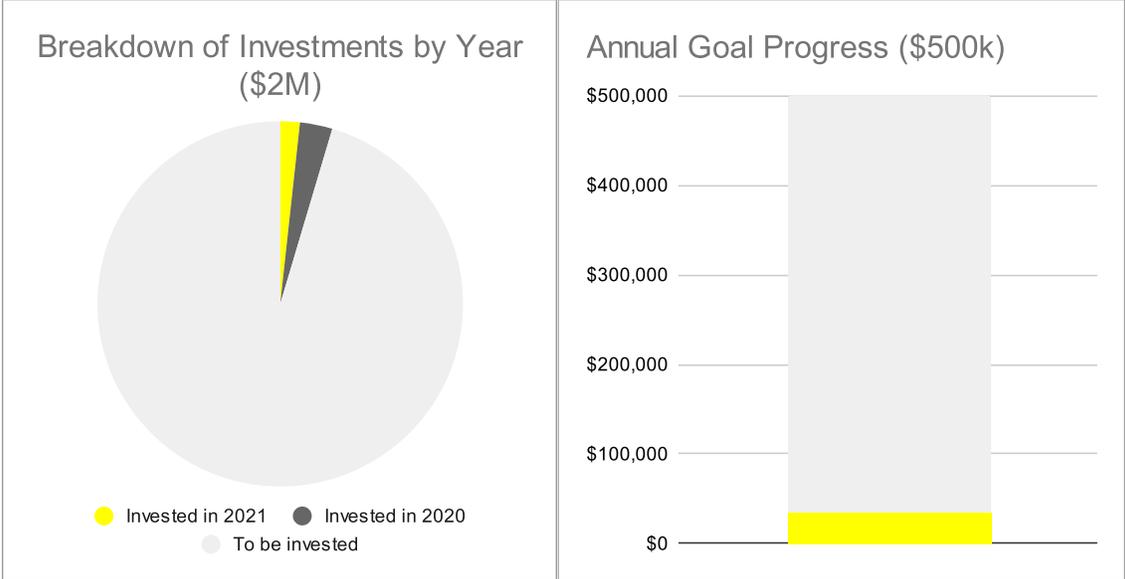


- Reduce asthma, cancer, cardiovascular disease, and diabetes rates
- Increase fruit/vegetable consumption and physical activity among youth
- Decrease risk factors of preventable disease (smoking, stroke, and hospitalizations for diabetes)
- Unallocated
- COVID-19 (\$25k pooled funds)

Address Poverty & Enhance Self-Sufficiency

2021 RHIP Workgroup Budget

2021 investment goal	\$500,000
Amount remaining to invest toward 2021 goal	\$465,457
Invested in 2021	\$34,543
Invested in 2020	\$57,451



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Request for Letters of Interest (LOI) 2020-2024 Regional Health Improvement Plan

Project Name: Improving Youth Physical Activity and Fruit/Vegetable Consumption

Access Code: YOUTH2021

Company Name: Central Oregon Health Council; Regional Health Improvement Plan (RHIP)
Promote Enhanced Physical Health Across Communities Workgroup

Contact Person: Renee Wirth

Email: Renee.Wirth@cohealthcouncil.org

Phone Number: 541-306-3523

About the Central Oregon Health Council

The [Central Oregon Health Council](#) (COHC) is a nonprofit public and private community governance organization. We partner with our communities to guide and align vision, strategy, and activities across industries for a healthier Central Oregon

Central Oregon Health Council champions diversity, equity, inclusion and belonging in our work culture, grant making and community partnerships. Inequalities based on geography, age, sex, race, ethnicity, national origin, language, culture, disabilities, immigration status, faith, gender identity and sexual orientation, along with income and wealth inequalities, prevent us from fully realizing our vision of creating a healthier Central Oregon. Therefore, we aim to build capacity in communities experiencing health disparities caused by oppression.

The Central Oregon Health Council is responsible for funding projects that improve the health priorities of the [Regional Health Improvement Plan](#). These priorities were decided by the diverse people of our region before COVID-19.

We recognize that when we invest in long-term, preventative solutions we build a Central Oregon that is better able to respond to present and future crisis. Therefore, we reserve most of our funds for projects whose impact can be measured over decades. The goal of this request is to support long-term, system level change.

We also provide smaller funding opportunities for \$5,000 or less called mini grants [HERE](#).

Description of Grant Opportunity

The RHIP Promote Enhanced Physical Health Across Communities Workgroup is accepting Letters of Interest for projects focused on improving health and wellness communication, education and delivery by reducing financial barriers to address the following [Future State Measure of the Regional Health Improvement Plan](#) (RHIP):

By December 2024, increase the percentage of Central Oregon youth who meet the physical activity and fruit/vegetable consumption goals by 10 percentage points in each county to:

8th Grade Rates	Crook County	Deschutes County	Jefferson County
Percentage of students reporting 60 minutes or more of physical activity in the last 7 days.	47%	38%	32%
Index of 6 fruit and vegetable consumption questions, what percentage of youth are getting at least 5 servings of fruit or vegetables per day.	38%	33%	41%
11th Grade Rates	Crook County	Deschutes County	Jefferson County
Percentage of students reporting 60 minutes or more of physical activity in the last 7 days	39%	26%	30%
Index of 6 fruit and vegetable consumption questions, what percentage of youth are getting at least 5 servings of fruit or vegetables per day.	31%	26%	25%

Source: OHA, Oregon Healthy Teens Survey, 2019

Why are these efforts needed?

Several factors increase a person’s risk of developing chronic disease, including eating healthy, becoming more physically active and making healthy choices at work, school and in the community (2019 Regional Health Assessment, p. 77). Increasing protective behaviors such as adequate physical activity and fruit/vegetable consumption in youth, will develop healthy habits across the life span, reducing related chronic health conditions. This request seeks to increase access to sports and recreation AND/OR increase healthy eating among youth.

For many young people, cost is the number one barrier to participation in sports and recreation. This request seeks to identify and support organizations that reduce the barriers for youth participation in sports and recreation, by providing funding for registration fees, equipment, and transportation. Additionally, it seeks to identify gaps in access to facilities and groups working to address this potential barrier.

Fruit and vegetable consumption among youth is affected by knowledge, access, cultural norms, and preferences. This request seeks to identify and support organizations that increase level of knowledge and behaviors related to healthy eating and among youth, through education and financial supports that lead to increased consumption of fruits and vegetables.

Examples of potential projects:

- *Programs that increase/provide/implements school and or community gardens*
- *Organizations that provide or increase access to youth recreation programs, particularly for youth with limited access to physical activity*
- *Organizations that provide education related to nutrition and physical activity*
- *Programs that have partnerships in place with underserved or underrepresented populations, including Latino/a/x and tribal communities*

Proposal Requirements

Projects must meet the criteria below:

- 1) Applications must be submitted by an organization with an EIN/Tax ID. Both non-profit and for-profit organizations are welcome to apply.
- 2) Projects must take place within Central Oregon:
 - Crook, Deschutes and Jefferson Counties
 - The Confederated Tribes of Warm Springs
 - Northern Klamath County, limited to:
 - Gilchrist, Chemult, Crescent, Crescent Lake Junction
- 3) Projects must directly impact one or more specified Future State Measures of the Regional Health Improvement Plan (see above).
- 4) Projects should address the needs of one or more communities whose youth experience barriers to physical activity and/or fruit and vegetable consumption. These include:
 - Rural Communities
 - City neighborhoods that experience economic oppression
 - Youth who identify as Black/African American, Native American/Alaskan Native, Latino/a/x, Asian/Pacific Islander, multiracial, or live with a disability
 - Youth who are migrant, runaway or in the foster care system
 - Students who are eligible for free or reduced-price lunch
- 5) Projects must be culturally and linguistically relevant for prioritized students and families.
- 6) Projects are strongly encouraged to include policy change as a way to decrease unhealthy food, increase nutritious foods and support sustainability of physical activity programs.

Restrictions:

Regional Health Improvement Plan grants cannot be used for:

- Any product or service that can be billed to any health insurance plan (durable medical equipment, screenings, medicines, etc.)
- Rental assistance, housing assistance, housing construction, and utilities
- Projects benefiting a single individual or single household

- Projects that do not address the specified Future State Measures of the RHIP
- Projects *only* serving undocumented community members

Evaluation Criteria:

The Promote Enhanced Physical Health Across Communities Workgroup will review your Letter of Interest using this [scorecard](#). We encourage you to use it to help build your proposal.

Funding Details and Important Information

Grants Awarded: \$5,000 to \$125,000

Available Funds: \$250,000

Funding Duration: Single and multi-year projects will be considered. Multi-year projects may be subject to re-approval/revision after the year one report has been reviewed.

Anticipated Selection Schedule:

Letter of Interest Request Released: June 15, 2021

Letter of Interest Submission Closes: July 29, 2021, noon

Invitation to Apply: September 1, 2021

Full Grant Application Deadline: November 1, 2021, noon

Notification of Award: November 30, 2021

How to Apply

This Request for Letters of Interest is posted [HERE](#).

Instructions on how to submit your Letter of Interest are [HERE](#).

Instructions on how to access this application are [HERE](#).

Please use this code to gain access to this application once in the grant platform: **YOUTH2021**

Support

If you have questions about this Request for Letters of Interest, please contact:

Renee Wirth, Project Manager at renee.wirth@cohealthcouncil.org

If you have questions about the application or using the grant platform, please contact:

Rebeckah Berry, Grant and Metrics Manager at rebeckah.berry@cohealthcouncil.org

Resources

2019 Regional Health Assessment [HERE](#)

2020-2024 Regional Health Improvement Plan [HERE](#)

Central Oregon Health Data website [HERE](#)