



2016 Annual Report

GOVERNOR'S FOUNDATION
FOR HEALTH AND WELLNESS

healthier  tennessee



ABOUT THE GOVERNOR'S FOUNDATION FOR HEALTH AND WELLNESS

The Governor's Foundation for Health and Wellness is a non-profit, 501(c)(3) corporation dedicated to enabling and encouraging Tennesseans to lead healthier lives. Based in Nashville, the Foundation brings together a statewide coalition of employers, health insurers, hospital systems, local governments, school systems and healthcare-focused foundations and community organizations to effect positive, measurable change. The Foundation's Healthier Tennessee initiative strives to increase the number of Tennesseans who are physically active, promote healthy eating, and reduce the number of people who use tobacco.

The Foundation is funded through a combination of public and private-sector sources and is guided by an independent board of directors. A staff of eight professionals has been assembled to lead the Foundation and implement the Healthier Tennessee initiative.



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Dear Fellow Tennesseans:

Our great state is made up of hundreds of communities—those of place and those of common interest. These communities play a large role in shaping our lifestyle and behaviors. In fact, research has shown that we are more likely to change our health-related behaviors and establish healthy habits when we are in community, being supported and encouraged by others.

Over the past year, the Governor’s Foundation for Health and Wellness has focused on making healthier living an integral part of communities across the state. We are currently partners with more than 65 cities and counties, and more than 2,000 workplaces and faith communities are using our Small Starts® tools. We also introduced this year a new program aimed at improving the health of the very youngest Tennesseans and their families.

While the rates of obesity and smoking in our state are still high and the rate of regular exercise is low compared to the national average, we have seen some improvement over the past two years. Data from the Centers for Disease Control show that obesity has declined, exercise has increased, and we have moved up in overall rankings compared to other states.

In the coming year, we will continue to cultivate healthier communities and healthier families through our Healthier Tennessee Communities and Small Starts for Families™ initiatives. We also remain committed to consistent communication, measurement, analysis, and reporting.

We are building a healthier Tennessee, community by community. It is an exciting and challenging mission, and one that is vital to this great place we call home. We can do this, one step at a time and with each other.

Thank you for your continued support and engagement.

RICHARD JOHNSON
CEO

PERFORMANCE MEASURES

The Foundation tracks its progress with a measurement continuum that begins with increasing awareness among Tennesseans of the direct connection between their health-related behavior and their health outcomes. We are consistently assessing changes in the number of Tennesseans who are physically active, eat healthy foods and control portion sizes, and abstain from tobacco.

We will monitor changes in the rates of behavior-related diseases such as Type 2 diabetes, hypertension and stroke, COPD and asthma, and cardiovascular diseases. If there are significant changes in the health-related behavior of more and more Tennesseans, we will see a reduction in related healthcare costs, decreased absenteeism, increased productivity, and improved quality of life in Tennessee in the years to come.

KEY GOALS AND INDICATORS

The Foundation has set long-term goals and short-term performance indicators to assess the impact and effectiveness of the Healthier Tennessee initiative. The long-term goals have a multi-year time horizon, while the short-term performance indicators gauge success in intervals over the next three years.

Long-Term Goals

Move Tennessee out of the bottom 10 states in rankings that measure:



Physical activity

aspirational goal of moving the rate of those getting regular exercise from **71 percent** to **76 percent** by the end of **2018**

Obesity

aspirational goal of moving the rate from **31 percent** to **28 percent** by the end of **2018**



Tobacco Use

aspirational goal of moving the rate from **25 percent** of adults who smoke to **22 percent** by the end of **2018**

SHORT-TERM INDICATORS

The Foundation evaluates its performance by measuring the effectiveness of our programs, tools and messaging. We are using independently conducted surveys and other data collected from participants, along with results from an annual survey, to measure changes in Tennesseans' awareness and actions related to health behaviors.

INDICATORS AND PROGRESS TO DATE:

Goal:

80,000+ Tennesseans using tools from the Healthier Tennessee website by the end of 2017.

To date:

More than 78,000 Tennesseans are currently using Healthier Tennessee web and app tools.

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Goal:

2,500+ workplaces with sustained health and wellness programs by the end of 2017.

To date:

1,738 Tennessee workplaces are currently using Small Starts for Work, Healthier Tennessee's workplace wellness tools, making them accessible to more than 165,000 employees and their families.

Goal:

400+ faith communities with sustained health and wellness programs by the end of 2017.

To date:

303 Tennessee faith communities are currently using Small Starts for Worship, Healthier Tennessee's congregational wellness toolkit.

Goal:

95 communities, at least one in every county, participating in the Healthier Tennessee Communities program by the end of 2019.

To date:

More than 65 cities or counties in the state are currently seeking the Healthier Tennessee Communities designation, and 15 have been officially designated Healthier Tennessee Communities by Governor Bill Haslam and the Foundation.

Goal:

90 percent of all K-5 public schools in the state using the GoNoodle activity-based learning tool.

To date:

Currently, every public elementary school in Tennessee has at least one classroom using GoNoodle, and more than half are using it in all classrooms.

STATEWIDE ATTITUDE AND BEHAVIOR STUDY

Each year, the Foundation conducts a statewide behavioral survey to gauge residents' awareness of how behavior has an impact on health and evaluate the degree to which they are taking steps to live healthier based on self-reported information about tobacco use, exercise, and eating habits. Survey respondents provide their actual height and weight, allowing us to track their body mass index (BMI) over time. The survey is statistically representative of the total adult population of Tennessee and is conducted by an independent research firm.

This year's survey showed a continued decline in obesity.

Obesity levels were at 35 percent in 2014, 33.1 percent in 2015, and 32.7 percent in 2016.



In the 2016 study, when asked how many times respondents exercised each week,

18% of them said none, 29% said one to two days per week, and 59% of respondents said they exercise three or more days a week.

The numbers have stayed consistent over three years. We continue to work to increase the number of Tennesseans engaged in regular physical activity.



25% of survey participants aged 18 and older reported using tobacco.

An area of concern in this year's results is a significant increase in tobacco and e-cigarette usage. Twenty-five percent of survey participants aged 18 and older reported using tobacco. That's up from 19 percent in 2015 and 16 percent in 2014.

9% of survey respondents report using e-cigarettes in 2016.

E-cigarette usage has steadily increased over the past three years. Nine percent of survey respondents report using e-cigarettes in 2016. That number was six percent in 2015 and four percent in 2014. The use of e-cigarettes is of concern because the devices deliver nicotine in unregulated amounts, and they may be a gateway to a greater increase in tobacco use, especially among children and teenagers.

THE ROAD AHEAD

The Foundation launched its Healthier Tennessee Communities initiative in March 2015 with nine pilot locations. Today, there are more than 65 communities participating in the program. This initiative has laid the groundwork for sustained health promotion efforts in all 95 counties of the state.

As we move into 2017, we will remain focused on cultivating healthier communities through improved rates of physical activity, healthy eating, and tobacco abstinence. By involving local citizen leaders and providing regionally based support and guidance, the Foundation will work to make health and wellness an integral part of life in cities and counties across the state.

We will continue efforts to improve the health of young children and families through our Small Starts for Families™ initiative. Improving the health of our youngest citizens will make a positive difference now and in the years to come, and it can also have a positive impact on their academic performance, social behavior, and life-long success.

Fostering more workplace and faith-based wellness programs will remain a priority for the Foundation next year. We will continue to offer our effective Small Starts® tools and Streaks™ app to encourage and enable healthier living for individuals, workplaces, faith communities, and families.



BOARD OF DIRECTORS

Bill Carpenter, CEO, LifePoint Health

Agenia Clark, CEO, Girl Scouts of Middle Tennessee

Reginald W. Coopwood, M.D., CEO, Regional Medical Center at Memphis

Steve Corbeil, CEO, HCA Tri-Star Hospitals

Cynthia Gibson, Executive Vice President and Chief Legal Officer, Scripps Networks Interactive

Richard Johnson, CEO, Governor's Foundation for Health and Wellness

Bryan Jordan, Chairman, President & CEO, First Horizon National Corporation

Larry Martin, Commissioner, Tennessee Department of Finance and Administration

C. Wright Pinson, M.B.A., M.D., Deputy Vice Chancellor for Health Affairs, CEO, Vanderbilt Health System

Perry Stuckey, Senior Vice President, Eastman Chemical Company

Andrea Willis, M.D., Chief Medical Officer, BlueCross BlueShield of Tennessee

Jamie Woodson, CEO, Statewide Collaborative on Reforming Education (SCORE)

ADVISORY COUNCIL

For the past three years, the Foundation has benefitted from three advisory councils—scientific, workplace and children's—as it went about the work of developing and introducing effective wellness tools and beginning the work of changing health-related behaviors in the state. The councils have provided guidance, expert advice, and evaluation of the programs and tools the Foundation selected, encouraged, and enabled. They have played a significant role in the formation and direction of the Foundation and its initiatives.

With much of the groundwork established, the Foundation will now operate with a consolidated advisory council that will continue to act as a resource for staff and the board of directors and as a sounding board for those engaged in our work.

COUNCIL MEMBERS

Elyse Adler, Assistant Director for Community Engagement, Nashville Public Library

Kevin Anton, Retired Vice President and Chief Sustainability Officer, ALCOA

Shari Barkin, M.D., Professor of Pediatrics, Vanderbilt Children's Hospital

Phil Belcher, U.S. Health & Welfare Plans Manager, Eastman Chemical

Scott Bowers, Regional President, Evolent Health

Rebecca Carter, Associate Director, Community Impact, United Way of Middle TN

Jim Dickson, President, YMCA of East Tennessee

Kimberly Eck, PhD, Director, Research Development Team, University of Tennessee, Knoxville

Ben Elrod, Managing Director, Human Resources, CoreCivic

Jason Guess, Manager, Health and Wellness, Volkswagen Group of America

Joan Han, Director, Pediatric Obesity Program, Le Bonheur Children's Hospital

Bob Higgins, President and CEO, Barge, Waggoner, Sumner and Cannon, Inc.

Gene Hoover, Market Pharmacy Director, Tennessee Market, Walgreens Co.

Patricia Kirkpatrick, Vice President, Quality Management, Amerigroup of Tennessee

Randy Kostiuik, Manager, Wellness Education and Nutrition, Church Health

Jack Lacey, M.D., Former Chief Medical Officer, UT Medical Center

Marian Levy, Interim Associate Dean, School of Public Health, University of Memphis

Beth Malow, M.D., Professor of Neurology and Pediatrics, Vanderbilt University

Michele Molden, Senior Vice President, The Advisory Board Company

Ed Pershing, Co-Founder and President, Pershing Yoakley & Associates

Kenneth Robinson, M.D., President and CEO, United Way of the Mid-South

Carol Ross-Spang, Chief Human Resources Officer, Methodist Le Bonheur

Tyler Sanderson, Director, Total Rewards, BlueCross BlueShield of Tennessee

Vicki Shepard, Vice President, Government and Industry Relations, Healthways

Kyle Spurgeon, President and CEO, Jackson Chamber of Commerce

Cristie Travis, CEO, Memphis Business Group on Health

Jude White, Director, Governor's Children's Cabinet, State of Tennessee

Randy Wykoff, M.D., Dean and Professor, East Tennessee State University School of Public Health

Dave Yarmuth, Director of Benefits, Bridgestone Americas

Caroline Young, Executive Director, NashvilleHealth

FUNDING PARTNERS







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