

healthier  tennessee

Governor's Foundation for Health & Wellness

Annual Report 2014



The Starting Line

STATE OF THE STATE'S HEALTH

Tennessee consistently ranks among the least healthy states in the nation.

- Type 2 diabetes and hypertension are at near-epidemic levels
- The rate of obesity has increased from 10 percent to 34 percent since 1988
- In addition, 35 percent of Tennesseans are overweight
- More than 37 percent of Tennesseans report getting no physical activity
- One in four adult Tennesseans smokes
- One in five Tennessee high school students smokes
- Children in Tennessee now have a shorter life expectancy than their parents

The result is a health crisis of our own making, one that is estimated to cost us more than \$6 billion every year in Tennessee and that causes human suffering, lower productivity, increased absenteeism, and diminished quality of life.

ABOUT

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 for at least 30 minutes five times a week, promote a healthy diet, and reduce the number of people who use tobacco.



THE
GOVERNOR'S
FOUNDATION
FOR
HEALTH
AND
WELLNESS

Dear Fellow Tennesseans:

The past year has been an incredible journey as we laid the groundwork for a successful organization, coalition, and programs to address one of the most important issues facing our state.

We have worked with a sense of urgency to develop plans, create partnerships, raise funds, assemble a team, launch a public awareness campaign, and design and introduce effective wellness tools.

Our work to-date has prepared us for long-term, sustained implementation at the local level, as well as ongoing communication, measurement, analysis, and reporting.

With this incredible Foundation and support network established, and more new developments on the way, I thought it appropriate to provide this status report.

Thank you for your continued engagement and guidance. We still have a long journey in front of us, and it is going to take all of us working together to achieve our mission, but, together, I know we can make this a healthier Tennessee.

Richard Johnson

CEO

TIMELINE



JANUARY 2013
Following the recommendations of a statewide taskforce, Governor Haslam makes improving the health of Tennesseans a top priority of his administration. Planning then begins for a long-term strategy to address the state's persistently low health ranking.

MARCH 2013
Advisory Groups convene

MAY 2013
Statewide coalition of stakeholders created



JUNE 2013
Governor's Foundation for Health and Wellness is formed

DECEMBER 2013
Statewide awareness and engagement study



SMALL STARTS

JANUARY 2014
"Small Starts" is launched to provide simple ways to be more physically active, eat better, and abstain from tobacco.



MARCH 2014
"Small Starts @ Work" is launched to encourage and enable workplace wellness initiatives.

JULY 2013
Foundation
staffing begins

JUNE 2013
Funding comes from
state government and
from private donors,
making Healthier
Tennessee a true
public-private
partnership.

AUGUST 2013
Board of Directors
is established

healthier > tennessee

AUGUST 2013
Governor announces
Healthier Tennessee
initiative

OCTOBER 2013
“Start Now” campaign
is launched, combining
key messaging with
television and digital
advertising, social
activation, and
community outreach.

SEPTEMBER 2014
Small Starts
@ Worship is
launched to
encourage and
enable wellness
initiatives in faith
communities.

STREAKS FOR SMALL STARTS

NOVEMBER 2014
Streaks for Small Starts
app is launched,
with convenient
reminders and
motivation to create
healthy habits.

JUNE 2014
Second statewide
awareness and
engagement study
is conducted.

APRIL 2014
Tennessee
Foundations
Health Summit
convenes to
explore ways to
create greater
alignment.

PERFORMANCE MEASURES

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 nearer-term performance indicators will gauge success in intervals over the next three years, beginning in 2015.

GOALS

The Foundation will judge its progress by evaluating changes in health behaviors and health outcomes in Tennessee. Our specific numerical targets are:

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

- physical activity – goal of moving rate of those who exercise from 63 percent to 76 percent by 2018
- obesity – goal of moving rate from 34 percent to 28 percent by 2018
- tobacco use – goal of moving rate from 24 percent of adults who smoke to 22 percent by 2018

Our specific numerical targets are as follows:

- 25,000+ Tennesseans using tools from the Healthier Tennessee website by the end of 2015
- 2,500+ workplaces with sustained health and wellness programs by the end of 2015
- 600+ faith communities with sustained health and wellness programs by the end of 2015
- 44,000 students in Extended Learning engaged in physical activity at least once during the 2014-15 school year (from current 37,000)
- 1,225,000 hours engaged in physical activity by students in Extended Learning during the 2014-15 school year (from current 981,369 hours)
- 250 school nutrition teams using training modules provided by the Foundation to improve taste and nutritional content of meals meeting USDA standards
- 250 schools utilizing promotional materials provided by the Foundation to make meals meeting USDA nutritional standards more appealing to students
- 165 schools providing breakfast in classrooms by the end of 2014-15 school year (from current 140)
- 49 percent of K-8 schools serving breakfast by the end of 2014-15 school year (from current 46 percent)
- Go Noodle Program (to enable more physical activity during the school day) used in at least half of all K-5 public school classrooms in the state by the 2016-17 school year.

GETTING TENNESSEE OUT OF THE BOTTOM 10



By 2018, increase
number of Tennesseans
exercising from

63% to **76%**



By 2018, lower the
percentage of Tennesseans
who are obese from

34% to **28%**



By 2018, lower the
percentage of Tennesseans
who smoke from

24% to **22%**

GETTING TENNESSEE OUT OF THE BOTTOM 10



44,000

students in Extended Learning engaged in physical activity at least once during the school year.



2,500+

workplaces with sustained health and wellness programs by the end of 2015



600+

faith communities with sustained health and wellness programs by the end of 2015

EARLY RESULTS

A statewide survey, conducted in June 2014 as a follow-up to the Foundation's baseline-setting survey of awareness and engagement conducted in Fall 2013, showed that 44% of the adult population of the state recalled seeing or hearing some type of message encouraging Tennesseans to "Start Now" to lead healthier lives. Of those, 22 percent specifically recalled seeing ads from Healthier Tennessee and the "Start Now" campaign, along with other content from our messaging and awareness campaign; 55 percent of them said they were motivated to eat healthier as a result of our messages; 55 percent of them said they were motivated to become more physically active; and 51 percent of smokers said they were motivated to reduce their use of tobacco. The survey was statistically representative of the total adult population of Tennessee. (Please note that there are some so-called "false positives" in the results; that is, some people told the surveyors that they recalled our messages, when they may have instead recalled a message that came from another source.)

The Foundation also surveyed current Small Starts users in July 2014. More than two-thirds of them said they noticed positive health changes since beginning Small Starts. About 68 percent of all users surveyed had used the tools for a month or more, and about 44 percent had used them for three months or more.

NEXT STEPS

Our focus in the coming year is on getting our programs implemented and proven tools put to use. We will aggressively promote our Small Starts tools and the Streaks app to encourage and enable positive change in health-related behavior individually and when people are at work, worship, and school.

We will employ a multi-layered approach, working with our established network and coalition partners, forging new relationships to broaden reach, conducting direct-marketing campaigns aimed at decision makers in workplaces and faith-based communities, and continuing our broad messaging and awareness campaign to maintain and grow awareness and engagement.

We are fully committed to the work ahead and convinced there will be positive near-term and long-term outcomes.

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