



HealthPartners®

The Power of Community:

power^{UP}

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What is PowerUp?

- A community-wide initiative, to make ***better eating and physical activity easy, fun, and popular***, so that our youth can reach their full potential
- Lead organizations: Lakeview Health Foundation and HealthPartners
- Long-term, 10 year plan, launched broadly in 2013

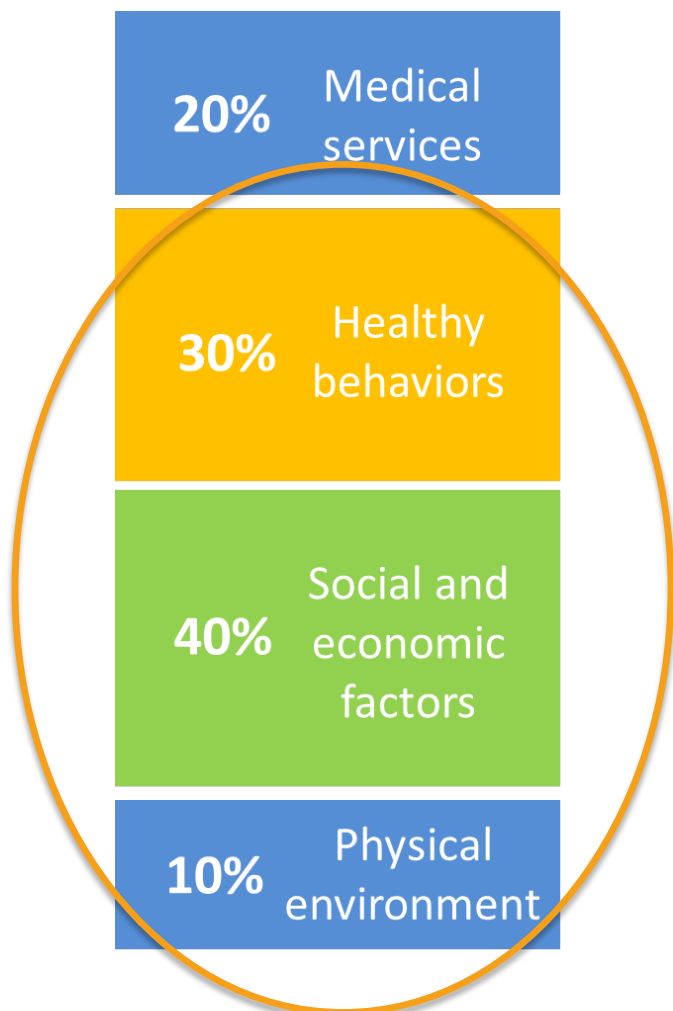


St. Croix River Valley Region

- Mixed suburban, small town and rural area outside St. Paul and Minneapolis, MN
- 2 states, 2 counties, 12 “towns”, 5 school districts.

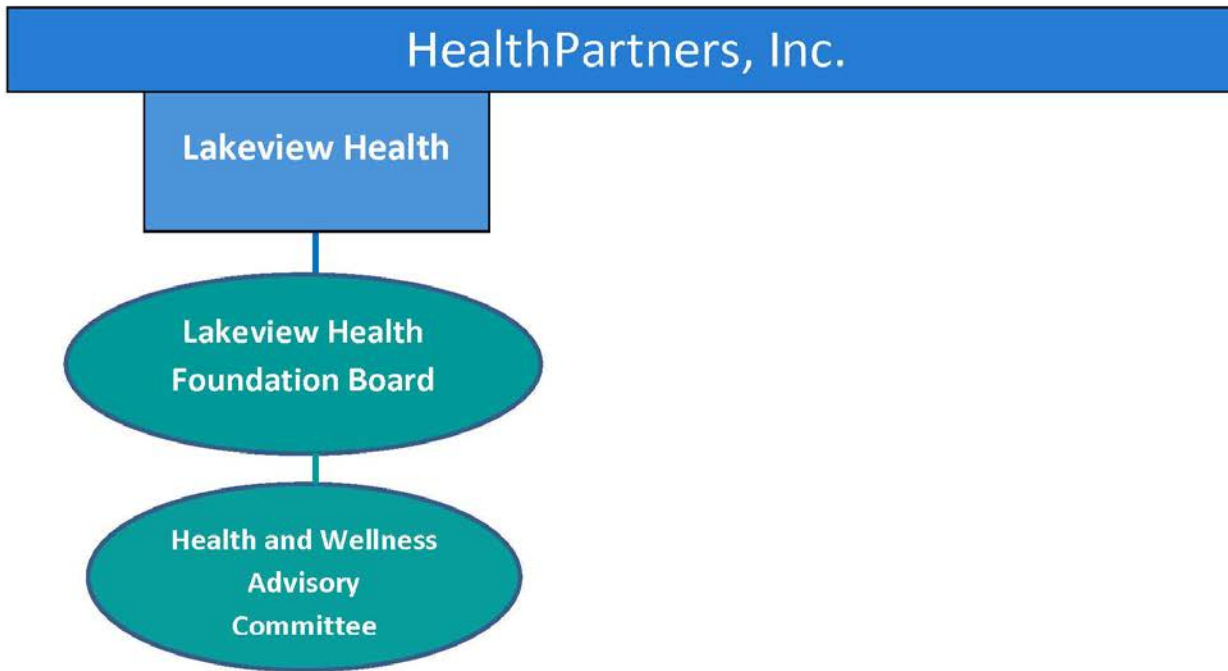


Multiple Determinants of Health



- Model to guide our work
- Complexity of obesity requires cross-sector collaboration
- Consistent with Community Health Needs Assessment (CHNA) Priorities
- Supports the need to work *in and with* the community

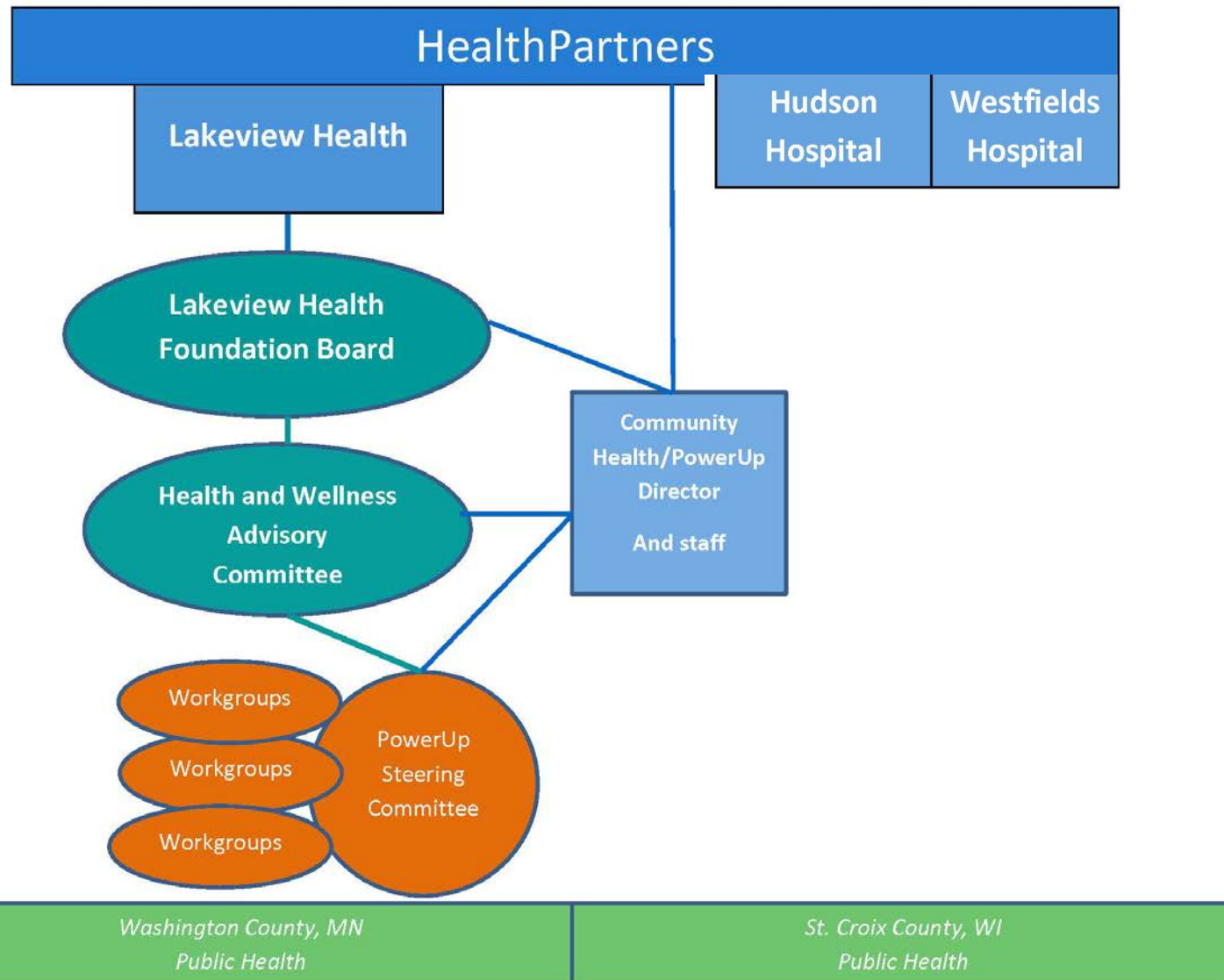
Health and Wellness Advisory Committee



*Washington County, MN
Public Health*

*St. Croix County, WI
Public Health*

PowerUp Committee and Structure



PowerUp Stakeholders and Sectors

Total Sectors =13

Stakeholders/Advisors=130+

Involved through:

- Committees
- Workgroups
- Advising
- Partnerships
- Outreach
- Volunteering
- Advocate for change in their own community



PowerUp Stakeholders and Sectors



PowerUp Key Lessons Learned- Shared Leadership

- Essential for authenticity, momentum and sustainability
- Shared “ownership” strengthened by “local” stakeholders
- A strong and collaborative lead organization to convene and guide the collective work



PowerUp Framework

Community-based

Within the community

Multi-level

Environment

Engagement

Programs

Clinical

plus

Engage & Transform Zones



PowerUp Communications

- Strength of the lead organization
- Tied to community vision for change
- Positive & kid-friendly
- Consistent with 5-2-1-0
- A “super-hero”... Chomp!
- Shared across sectors



PowerUp Partnerships-Community

- Local Health Departments
- Restaurants/Chefs
- Hospital/clinic cafeterias
- Worksites
- Early Childhood
- Non profits
- *Community Education-Open gyms and pools*



PowerUp Partnerships-Schools

- School boards, leaders and Health Councils
- PEP Grant
- Food Service and After School Programs
- PTO/PTAs
- Athletics/Booster Clubs
- *PowerUp School Challenge*
Reaching 8255 kids (95% of elementary schools)



PowerUp the Food Shelf: Equity

Better Shelf for Better Health

- Partner project with Valley Outreach food shelf
- Mutual goals to create better food environment for clients
- Partnership opportunity: *“What can we do together?”*



Before PowerUp Partnership

- Client-centered
- “Choice” model
- Arranged based on past practice
- *Bonus Fridays* with additional fresh produce



After PowerUp Partnership



Food Lists: Before and After





Fruits and Vegetables

- Quantity-5+ servings
- Variety
- Positioning

Highly processed/low nutrient foods

- Grouped with others
- Less prominent

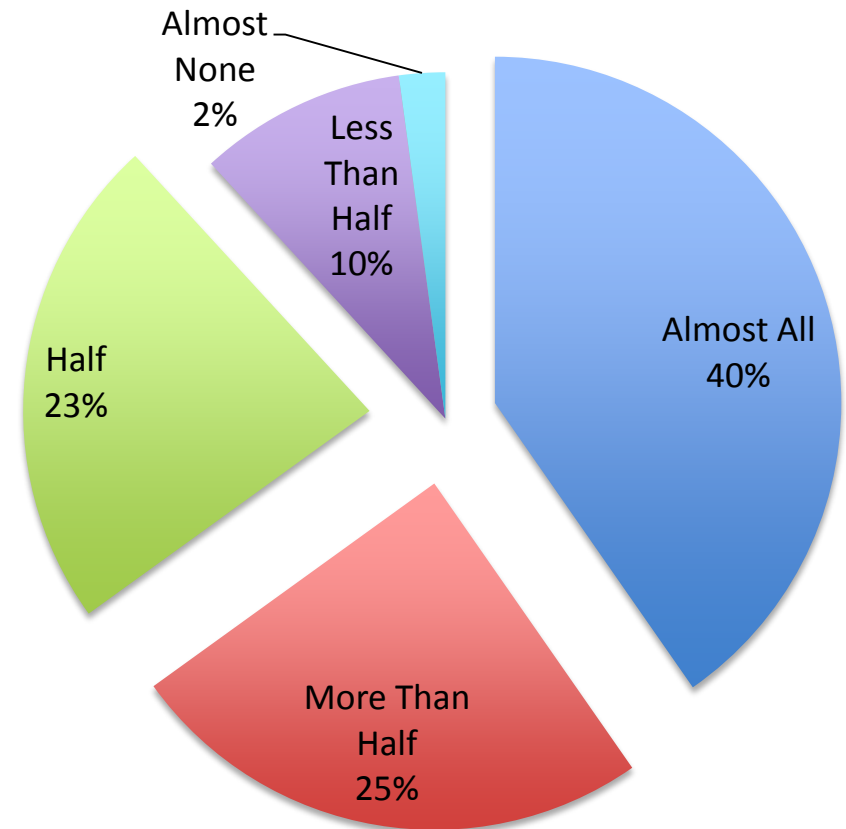
Family of 4			
NO Substitutions (unless approved by staff)			
1	Pancake Mix	1	Macaroni & Ch
1	Pancake Syrup	2	Spaghetti Sau
1	Baking Ing		
1	Oil		
-4-	Large Fam		
If oka			
2	Cold Cere		
1	Hot Cereal		
1	Juice		
1	Shelf Stab		
1	Peanut Bu		
1	Jelly		
4	Ramen/Dry		
2	Meal Soup		
7	Soup (Con		
See Sign			
All Can Use			
2	Helper Me		

Family of 3 - 4			
No Substitutions (unless approved by staff)			
			
 FRUITS AND VEGETABLES			
2	Frozen Fruit -OR- Vegetables		
All You Can Use	Fresh Produce (Shelf and Cooler)		
5	Canned Vegetables		
2	Canned Corn -OR- Potatoes		
1	Canned Pumpkin/Sweet Potatoes		
4	Canned Fruit		
1	Dried Fruit		
2	Spaghetti Sauce		
4	Canned Tomatoes		
1	powerUP Featured Produce		
 DELI AND DAIRY			
See Sign	Deli Items		
See Sign	Yogurt		
See Sign	Cheese		
1	Margarine/Butter		
2	Milk		
 PROTEIN FOODS			
1	Dozen Eggs -OR- Egg Substitute		
1	Large Meat		
3	Small Meat		
See sign	Frozen Bonus		
1	powerUP Feature Meal		
3	Canned Meat/Fish		
OTHER "COMBINA"			
6	Condimen		
2	Baking Sup		
5	Sides (Mac		
8	Soups/Car		
HOUSEHOLD SPEC			
-0-	Large Fam		
See Client Form	Special Die		
See Client Form	Pet Food		
See Client Form	Baby Food		
SNACKS			
5	Large Snac (Popcorn/		
3 per person	Single Serv		
BEVERAGES			
2	Large Beve		
2 per person	Single Serv		
See Sign	Comple		
See Sign	Bread and		

Food Shelf Change: Equity

“How many of the fruits and vegetables in your home come from the food shelf?”

- **79%** are very interested in eating more healthy foods.
- **88%** get half or more of their fruits and vegetables from Valley Outreach.



PowerUp Key Lessons Learned- Partner and Measure

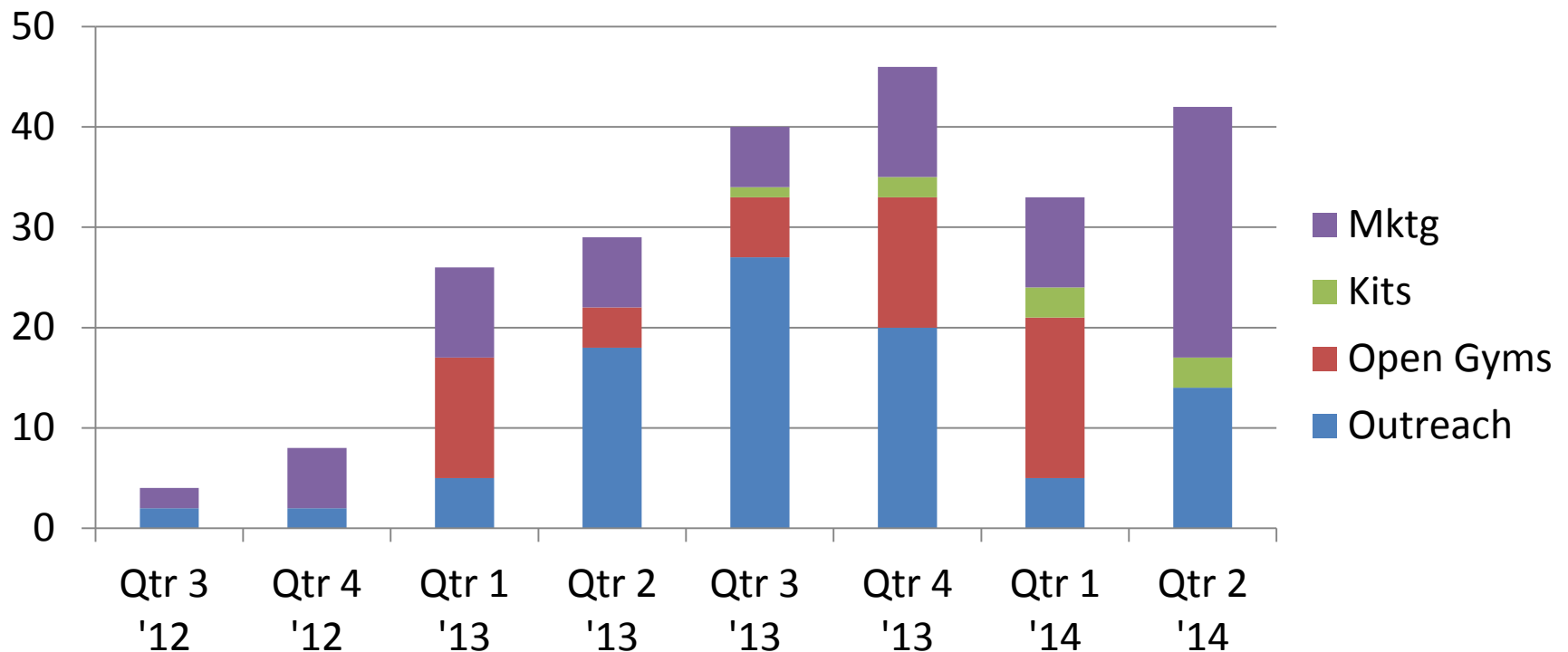
- Each partner brings unique contributions to the work
- Authentic partnerships and collaborations take time
- Practical, meaningful measures are needed



Two Kinds of Measures

#1 What PowerUp is Doing

Number of Outreach Efforts by Type 2012-2014



Two Kinds of Measures

#2 The Difference PowerUp is Making

Surveys

- **External**
- **Internal: Family Survey**
 - Awareness/Value
 - Parent Priorities
 - Key Behaviors over time

Stories

- *“I didn’t think a healthy school carnival would work, but it was great!”*
- *“PowerUp has done what I have been trying to do for 9 years, get my son to eat fruits and vegetables.”*
- *“I can eat better now with all the fruits and veggies.” (food shelf)*

We PowerUp in the St. Croix Valley!

