Health Literacy and Integrative Health: Powerful Tools to Prevent Chronic Disease

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Canyon Ranch Institute

July 31, 2015



THE POWER & POSSIBILITY OF A HEALTHY WORLD



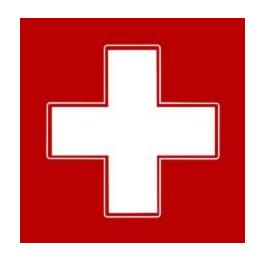
Health literacy is the tool that can help people live a life of health and wellness regardless of socioeconomic status.



What is Health?



What is Health?



"Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

-World Health Organization Health is a resource for everyday life, not the objective of living.

- Ottawa Charter for Health Promotion



What is Literacy?



What is literacy?

- Learning to read?
- Acquiring numeracy skills?
- Reading to learn?
- The ability to change the world?



What, then, is Health Literacy?



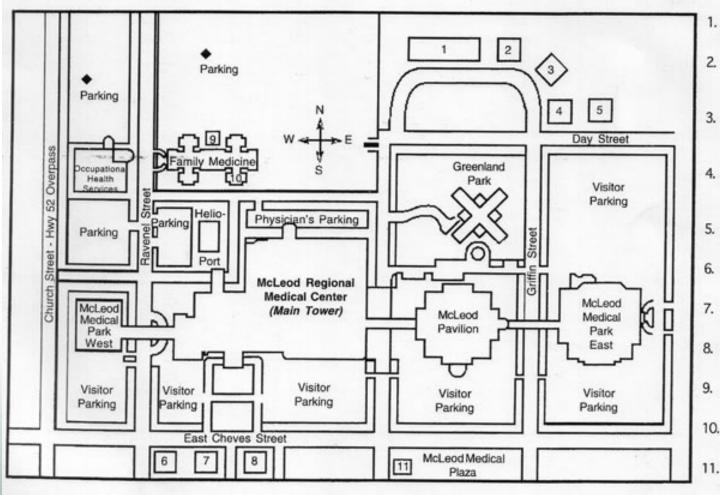
At the most basic level ... Everyday problems and skills

- Take 1 pill 3 times daily
- 245 mg sodium
- Trans fat 3g
- Radiography





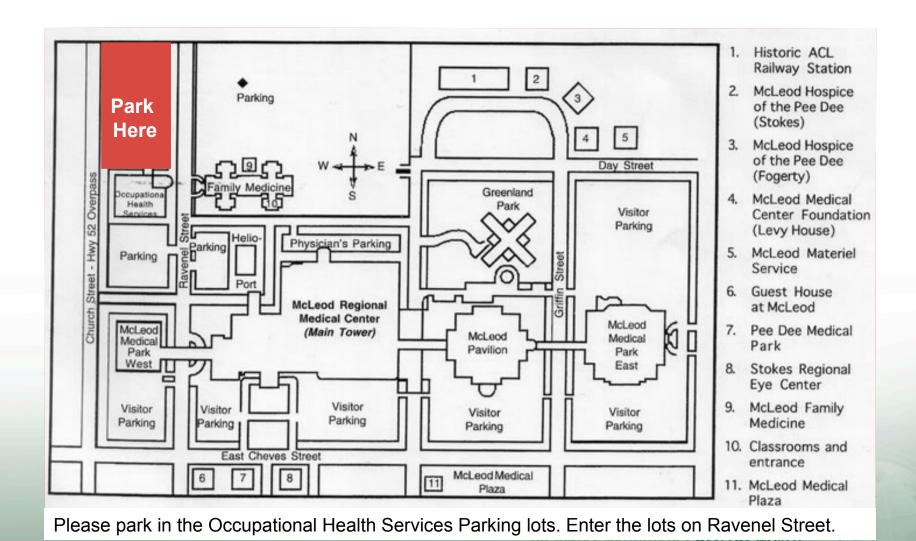
Health literacy: Complexity is easy to find



- Historic ACL Railway Station
- McLeod Hospice of the Pee Dee (Stokes)
- McLeod Hospice of the Pee Dee (Fogerty)
- McLeod Medical Center Foundation (Levy House)
- McLeod Materiel Service
- Guest House at McLeod
- Pee Dee Medical Park
- Stokes Regional Eye Center
- McLeod Family Medicine
- Classrooms and entrance
- McLeod Medical Plaza

Parking (Please park in Occupational Health Services parking lot)

Sometimes it is easy to fix



Sometimes it is difficult and complex



TARP - Troubled Asset Relief Program - 2008-2010









Application for TARP Capital Purchase Program (CPP)

Please complete the following information and follow the submission instructions as described on your Federal banking agency's website. In addition to completing the information on this form, please provide a description of any mergers, acquisitions, or other capital raisings that are currently pending or are under negotiation and the expected consummation date (no longer than

In the event the applicant files an application with the appropriate Federal banking agency prior to the availability of the investment agreement, the applicant must file an amended application which includes updated responses to any items in the application that required prior review of the investment agreement.

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Address of Institution:	
Primary Contact Name:	
Primary Contact Phone Number:	
Primary Contact Fax Number:	
Primary Contact Email Address:	
Secondary Contact Name:	
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Secondary Contact Email Address:	

RSSD, Holding Company Docket Number and / or FDIC Certificate Number, As Relevant:	
Amount of Preferred Shares Requested:	
Amount Of Institution's Authorized But Unissued Preferred Stock Available For Purchase:	
Amount Of Institution's Authorized But Unissued Common Stock:	
Amount Of Total Risk-Weighted Assets As Reported On The Holding Company's Or Applicable Institution's Most Recent FR-Y9, Call Report, Or TFR, As Relevant:	
Institution Has Reviewed The Investment Agreements And Related Documentation On Treasury's Website (Yes/No):	
Describe Any Condition, Including A Representation Or Warranty, Contained In The Investment Agreements And Related Documentation, The Institution Behieves it Cannot Comply With By November 14, 2008 And Provide A Timeline For Reaching Compliance ¹ :	
Type of Company ² :	
Signature of Chief Executive Officer (or Authorized Designee):	
Date of Signature:	

¹ May be provided as an attachment, no longer than 1 page
² Publicly Traded Stock Company: Stock Company Without Publicly Traded Shares: Other (please specify)

KanCare Application Form – 16 pages (Medical only)





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Company Middress				
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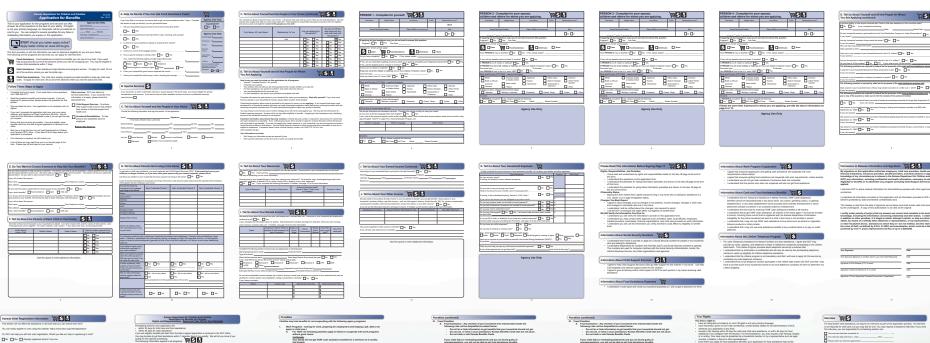


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Kansas SNAP Application – 23 pages













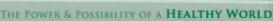
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	Do not use your TANF cash assistance benefits to buy alcohol, digareties, tobacco products or tobary tickets.





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Pennsylvania Med/SNAP - 26 pgs.









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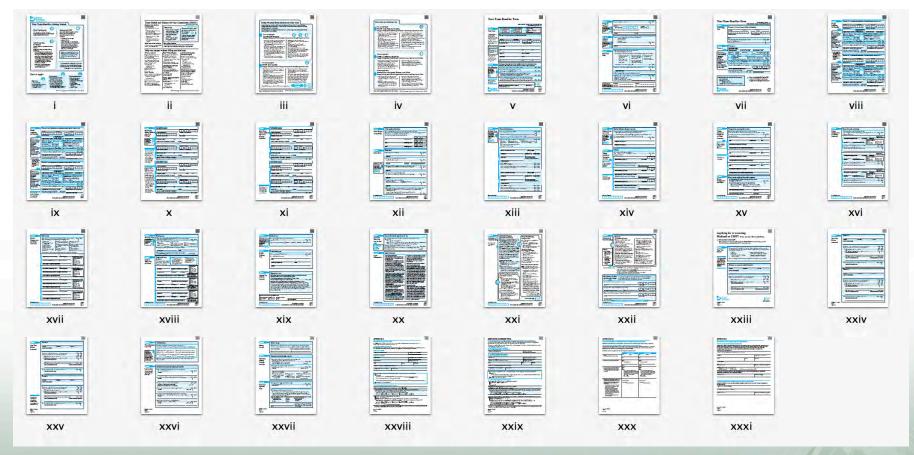
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Texas – two forms in one file – 31 pages (SNAP – 19 pages)





Biggest burden, smallest payback

TARP - Over \$200 million per page

SNAP <u>per page</u> benefit:

Kansas - \$47.48 per page

Pennsylvania - \$42 per page

Texas - \$37.65 per page

Based on U.S. average food stamp payout per person - \$1,092 annually

(http://www.foodstampchallenge.com/)



Why health literacy? Why now?

- Increasingly complex health care system
- Effective chronic disease prevention and self-management require health literacy skills to successfully:
 - Follow self-care plans
 - Make informed decisions and healthy behavior change
 - Follow increasingly complex medication regimens,
 - Communicate with health professionals
 - Escalate issues requiring further medical attention



Increasing evidence of link to poorer health Multiple studies reporting ...

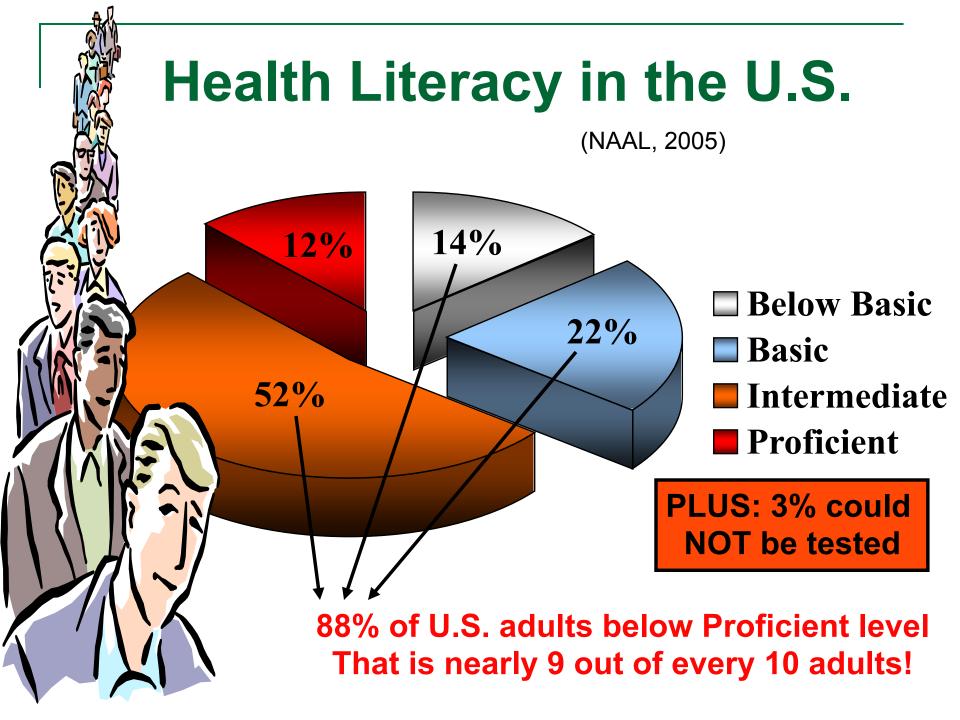
- Poorer overall health
- Less likely to make use of screening and preventive services
- Present for health care in later stages of disease
- More likely to be hospitalized
- Poorer understanding of treatment and their own health
- Lower adherence to medical regimens
- Increased health care costs
- Lower referrals to kidney transplants
- Die earlier



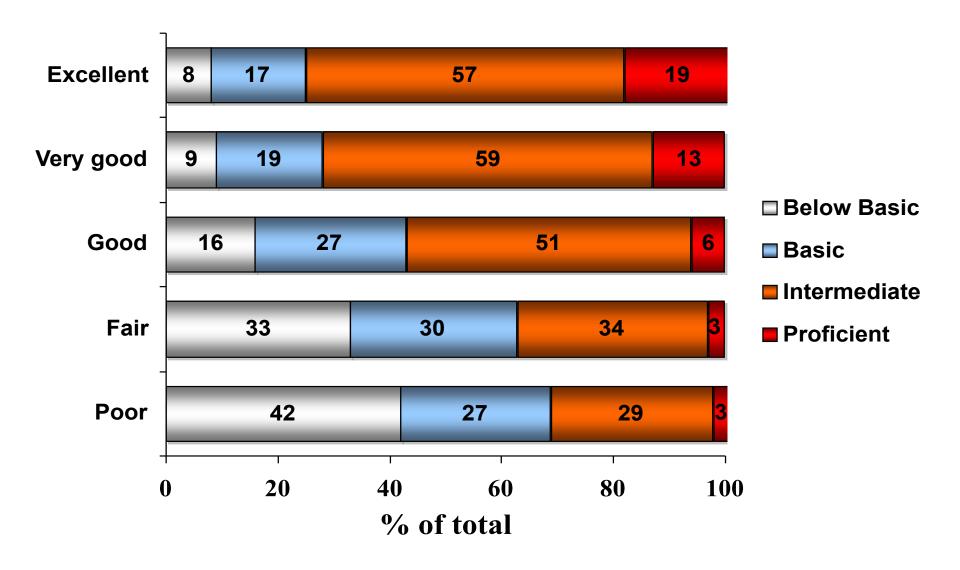
Health literacy is ...

- Health literacy is a powerful behavior change tool that can help us to:
 - Improve health
 - Improve public perceptions of your organization
 - Create ROI through prevention
 - Create ROI through improved service delivery
 - Foster innovation
 - Give your organization a competitive advantage





Correlates to health status ...



... And it looks like this



Calgary Charter on Health Literacy



Always build this logic model on a foundational awareness of:

- Fundamental literacy if your language fails, you fail.
- Scientific literacy if you remove the science, you fail.
- Cultural literacy if you ignore culture, you fail.
- Civic literacy if you don't engage and empower people, you fail.



Health literacy in action: The Canyon Ranch Institute Approach

Health Literacy: Golden rule

Engage people early and often

Integrative Health

Include their whole lives

Prevention of Chronic Disease

To achieve prevention



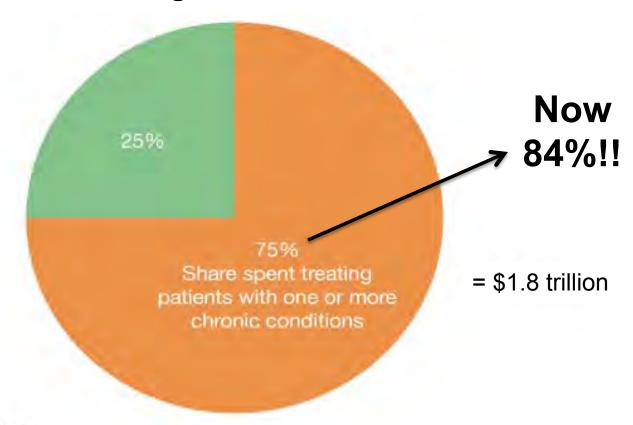
CRI Mission

Canyon Ranch Institute catalyzes the possibility of optimal health *for all people* by helping educate, inspire, and empower every person to prevent disease and embrace a life of wellness.



Why Prevention? Numbers we can't ignore

Total U.S. Health Care Spending in 2010 = \$2.6 trillion Percentage of GDP = 17.9%



Current CRI Activity Sites



Partnerships

Through partnerships, Canyon Ranch Institute is achieving unprecedented outcomes with health care organizations, universities, companies, individuals, and non-profit organizations.







The region's leading provider of comprehensive health care services























LIVESTRONG



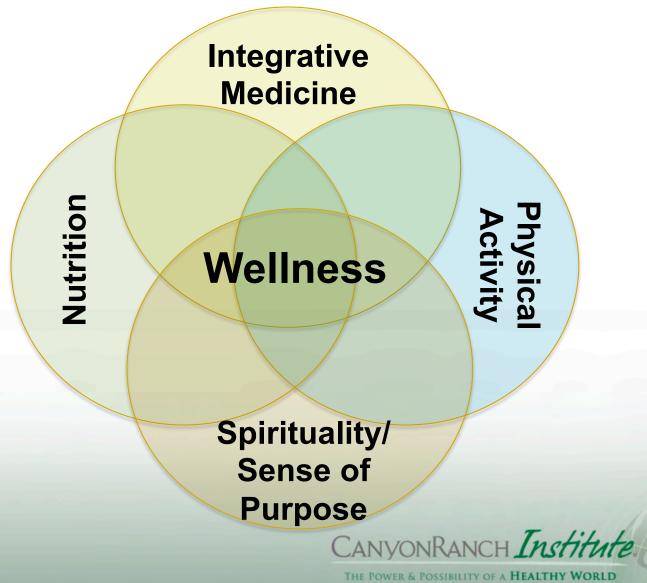


Canyon Ranch Institute partnerships – Total reach - 2014

CRI Program participants	CRI Program & Policy Reach	Audience of Mass Media coverage of CRI
5,526 people - more than 1,000 organizations	319,025,975	11,706,930



Integrative Health



The integrative process is:

- How a team of specialists can be trained and structured to create a generalist/ ecological approach – health literacy at work.
- The logical outcome of focusing on preventing chronic disease versus waiting to treat chronic disease.
- Thus, a guide to converting our 'sick care' system into a true health care system.



CRI LEP Partners

- Established health care organizations
 - Serve low-income population, who are underserved and at high risk for chronic disease
 - Connected to their community
 - Facilities: classroom, food preparation and fitness area, and relaxation space







CRI LEP Core Team

- Champion
- Core Team Lead
- Cultural and linguistic capacity
- Integrative: medicine, nutrition, exercise, behavioral health, spirituality & pharmacology
- Credentialed



Training:

 At Canyon Ranch and
 at partner's site by CRI



CRI LEP Participants

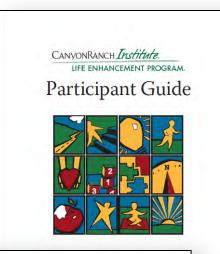
- High risk for chronic disease, such as diabetes, heart disease, stroke, and cancer
- From low-income and traditionally underserved communities
 - Race & ethnicity
 - Lower education & literacy
 - Social determinants of health
 - Urban & rural
- Access and availability

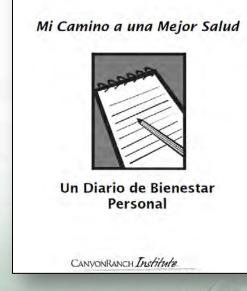




CRI LEP Components

- Program tailored to community
- At least 40 hours in group: food demos, grocery store visit, exercise, finding joy, & learning
- Participant assessments
- Four One-On-One consultations:
 - 1. Integrative Health
 - 2. Behavioral Health
 - 3. Nutrition
 - 4. Exercise
 - Optional:
 - Medication & Supplements
 - Spirituality







CRI LEP: Seven Core Elements

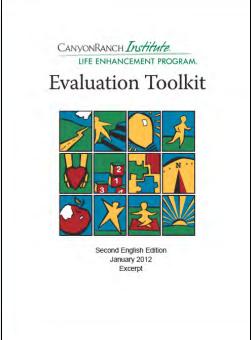
- 1. Behavior Change
- 2. Integrative Health
- 3. Nutrition
- 4. Physical Activity
- 5. Sense of Purpose
- 6. Spirituality
- 7. Social Support and Follow-up





Assessment at Pre, Post, 3 months and + 1 year

- Knowledge Attitude Behavior (KABB) Survey
 - Depression, self efficacy, knowledge
- Fitness assessment
 - o push up, sit up, treadmill test
- Physical assessment
 - BMI; Waist & Hips Circumference; Height & Weight;
 Pulse, Blood Pressure; Flexibility; Strength
- Blood work
 - Cholesterol; HbA1c; C-Reactive Protein



Key Strategy

Based on proven best practices of health literacy:

- Assessment results are provided to, explained, evaluated, communicated, and used by participants to make informed decisions about their health through direct engagement with core team.
- Goal = informed behavior change
- Effects extend across partner's culture and into entire community.



CRI LEP Outcomes – all sites to date

Measure	Change	Measure	Change
Depression (PHQ-9)	-45.6%	Days ment/phys healthy	+39.9%
Depression (If 10+ at Pre)	-54.9%	Blood pressure – Systolic (120+ at Pre)	-6.3%
C-Reactive Protein (1.0+ at Pre)	-21.5%	Blood pressure – Diastolic (80+ at Pre)	-7.2%
Total Cholesterol/HDL	-10.5%	Stress	-22.8%
Hba1c (5.7+ at Pre)	-1.5%	Health knowledge	+26.7%
Satisfaction with life	+14.6%	Health literacy	+11.9%

Note: Results statistically significant (Matched pair Pre/Post)



CRI LEP Outcomes – all sites to date

Measure	Change	Measure	Change
# Push-ups	+36.7%	Exercise self-efficacy	+19.1%
# Sit-ups	+22.5%	Nutrition self-efficacy	+13.3%
Strenuous exercise	86.9%	Water per day	-22.3%
Moderate exercise	74.1%	Soda per day	-53.5%
Mild exercise	28.2%	Diet Soda per day	-41.8%
ВМІ	-4.0%	Flavored Bev. per day	-21.1%
Serving at least 2 vegetables in main meal	+13.0%	Resting Heart Rate (if 67+ at Pre)	-4.6%

Note: Results statistically significant (Matched pair Pre/Post)



Cost efficient

- Using change in QALY (Pre/ Post) as basis:
 - Over 100 participants, improved health status is occurring at an average cost of \$234,445 <u>lower</u> than average cost of other interventions to produce similar outcomes.
 - Based on accepted range of the average cost of producing a QALY in the United States
 - Calculation based on using CDC's healthy days index to predict EQ-5D scores (Haomiao, et al. 2011)



Participant story – shared with permission



Monserrate Perez and UHP trainer Luis Vasquez work out at the Canyon Ranch Institute Health & Wellness Center at Urban Health Plan community health center in the South Bronx, NY.

"There are three things I learned to do from this program: exercise for 30 minutes every day, eat healthy and take my medication."

"I wish someone had told me how to live this way. I would have done this years ago. ... I'm controlling the diabetes, it doesn't control me."

Monserrate Perez

Monserrate has lost 53 pounds, and upon physician advice stopped taking insulin and blood pressure medication. He has returned to school to become a teacher - his life's dream.



Calgary Charter on health literacy: A valid, tested, reliable model

- Find On average, attend over 60% of all sessions
- Understand over 20% increase in health knowledge
- Evaluate between 9% to 20% increase in domain specific self-efficacy
- Communicate On average, participants report sharing information with over 10 other people
- Use Multiple statistically / clinically significant behavior changes (e.g. -37% soda consumption)
- Improve health/ change the world Statistically significant healthy improvements in blood indicators, depression, stress, and civic engagement



BHS CRI LEP – A quick look (3:08)



CANYONRANCH Institute.
THE POWER & POSSIBILITY OF A HEALTHY WORLD

A closing note

Health literacy is one of the strongest determinants of health and wellness regardless of socioeconomic status.



Thank you!!!

Help someone help themselves to better health and wellness – everyone benefits.



For more information

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