

## Health & Wellness Task Force

### Vision

#### **VISION AT A GLANCE**

In 2025, Greenville County ranks among the healthiest places to live. Residents reversed the trend in obesity, in part due to the supportive environment for recreation, exercise, and healthy lifestyles. Through active disease prevention and intervention strategies, Greenville residents live longer with less chronic disease, injury or accidental or premature death. When disease occurs, the Greenville health care system is the first choice to provide the full continuum of quality medical care for individuals of all ages and resources.

#### **Healthy People**

Greenville promotes wellness through an array of community health initiatives aimed at encouraging the adoption of healthy lifestyle choices. These community-wide health education programs enhance the quality of life through the development of all dimensions of wellness -- physical, mental, emotional, social and spiritual. Businesses, industries, schools, churches and the media play a vital role in promoting Greenville's health. Education, exercise programs and support for chronic disease management are affordable, accessible, and convenient. Smoke-free public places have reduced tobacco use and eliminated the hazards of secondhand smoke.

*A free, safe place to exercise (walking paths, exercise trail, open shopping mall) is easily accessible to 75% of Greenville County residents, and the use of these facilities is promoted through a public awareness campaign.*

Greenville is nationally recognized as one of the most physically active communities in the country. Recreation and entertainment programs that involve physical activity are offered in various neighborhoods and townships all year-round. Accessible sidewalks, walking trails and bike paths are safe and convenient to residents in all areas of the county. These environmental and cultural features facilitate and encourage well-being.

While acknowledging and respecting cultural differences, including our southern heritage, the importance of adopting healthy behaviors is communicated and reinforced for all, including minority and underserved populations. People are knowledgeable about how to prepare healthy recipes and keep the traditional southern-style meals to a minimum. People in Greenville County choose healthy selections from grocery stores and restaurants, where there are a variety of healthy, affordable foods.

*By 2015, increase the proportion of persons who visit the dentist or a dental clinic within the last year for any reason to 90%.*

#### **Health Care Services and Systems of Care**

While the cultural and environmental supports for health and wellness contribute to Greenville being a strong and vibrant community, access to affordable, accessible, and convenient health care services is a critical element of good health. Greenville has worked hard to develop a comprehensive and coordinated system of care that ensures all of its citizens access to health care services appropriately. Through a variety of local programs, special populations (seniors, children, chronically ill, etc.) are given specific consideration and focused service to fully support our most medically vulnerable citizens.

High quality healthcare facilities support the full continuum of healthcare services needed for the entire population. Every resident has a primary care doctor or "medical home." Greenville has an integrated healthcare delivery system through which health care professionals address physical and behavioral health in a coordinated and collaborative manner. The system includes community-based programs for prevention and care and ensures effective mental health and substance abuse services. Hospitals and health care providers also emphasize prevention and wellness as a component of healthy living and offer programs and support services to promote optimal health.

#### **Medical Training, Excellence and Innovation**

Greenville is recognized locally and nationally for healthcare excellence, quality and innovation. With its acclaimed services and full spectrum of specialty care, Greenville is the first choice for education, residency, and continuing education for healthcare professionals. Greenville is also recognized for its medical and health related research and innovation, contributing to both medical advancements and a strong economy.

*By 2015, residents leaving Greenville for treatment elsewhere is reduced to 10 %.*

## **ASSETS, BARRIERS & OPPORTUNITIES**

### Community Assets

There are many organizations and initiatives that play a critical role in improving the health of residents in Greenville County. Schools teach children about good health and encourage healthy behaviors; health clubs, fitness programs and recreational facilities offer environmental supports for prevention of disease; private and non-profit health care providers offer additional education, support, prevention and primary care; and hospitals offer advanced care services to those in need. The community is recognizing the need for additional behavioral health services and improved coordination of care. All of these individual assets collectively contribute to the vision. However, more and more organizations are recognizing that greater impact may be achieved through the power of collaboration, defined by Arthur Himmelman as "recognizing that some partners have special expertise or unique capability in certain services or among certain populations and is characterized by an openness and willingness to enhance this capability for mutual benefit. It involves sharing risks, responsibilities, and rewards. It also means possibly giving up one area of business in return for another" (*The Collaboration Primer – Proven Strategies, Considerations and Tools to Get You Started*, Health Research and Educational Trust).

### Barriers

Like the rest of the nation, Greenville faces the challenge of modifying poor health behaviors that have led to an epidemic of inactivity, obesity, high blood pressure, strokes, certain types of cancer and type II diabetes. Reversing this national trend requires environmental and cultural supports that facilitate and encourage wellness behaviors. Physical and public policy changes are necessary for modifying the environment that influences health. Success in promoting the adoption of healthy lifestyles will only come in an environment conducive to those behaviors.

The cultivation of individual health-related habits is strongly influenced by family, peer groups, schools, churches and community. Greenville must educate those who are the sources of these cultural influences on the health consequences that stem from lifestyle choices. While acknowledging and respecting cultural differences, we need to communicate and instill the importance of adopting healthy behaviors for all. Developing programs and strategies for promoting healthy behaviors to minority and underserved populations is paramount in Greenville's goal of developing a healthier community.

Our population will continue to grow creating pressures on our healthcare system, schools, senior services, and those providing mental health and substance abuse treatment services. Today, there are inadequate resources in the community, as well as a lack of understanding, for those facing mental health and substance abuse issues. There is a healthcare crisis; technology and medical advancements are producing significant life-saving products and procedures, but few can afford them; the number of uninsured and underserved residents is increasing; people use health care services inappropriately; unhealthy lifestyles are the norm; and health care costs are increasing at unprecedented rates. Health system redesign is necessary.

## STRATEGIES/TACTICS

In order to reach the vision for health and wellness in Greenville County, numerous bold and innovative strategies must be initiated.

### Healthy People

Substance abuse and related risky behaviors are reduced.

- All middle and high schools in Greenville County offer at least 5 hours of prevention education during the school year to its students.
- 50% of Greenville County's top 100 employers and 75% of Greenville County high schools have smoking cessation programs on site.
- No cigarette sales through vending machines can be found in public places.
- There is a significant decline in sales of cigarettes and alcohol to teens.
- There is a higher cigarette tax.

Obesity among residents of all ages is reduced.

- No soft drinks, candy or other junk food is available through vending machines in Greenville County schools.
- 75% of elementary schools offer exercise promotion programs, such as jump rope, walking or team sports.
- A free, safe place to exercise (walking paths, exercise trail, open shopping mall) is easily accessible to 75% of Greenville County residents, and the use of these facilities is promoted through a public awareness campaign.
- At least five restaurants in each county zip code offer heart-healthy menu items, which are promoted through a public awareness campaign.
- At least three grocery stores in each county zip code highlight heart-healthy products, which are promoted through a public awareness campaign.
- 50% of commercial insurance providers and Medicaid provide education on exercise and diet to **insured individuals and provide incentives for reducing body mass.**

Accidental injuries and deaths by vehicular accidents are significantly reduced.

- All of Greenville County schools will offer one program each school year on safety, to include use of seat belts, bike helmets, and (for driving age) adhering to speed limit.
- South Carolina has passed a primary seat belt law and strict law enforcement results in higher ticketing for lack of seat belt use.
- There is a 5% increase in the number of deputies on the road, and an increase in the number of tickets issued for moving violations.
- Professionals are educated on health prevention strategies.

### Health Care Services and Systems of Care

Every resident has a medical home and access to affordable health care.

- A variety of health care is geographically available throughout Greenville.
- Medical clinics are available 24 hours a day - seven days a week.

Health care plans include coverage of educational programs about healthy lifestyles and illness prevention.

ONE central service system for medically underserved (e.g. such as Cook County Hospital, Chicago) is present.

- A regional 211 (Health and Human Service telephone referral) system directs clients to services that they need.
- A "medical home" referral system helps medically underserved residents find providers for the services that they need.

Needed health care services are available for the general population and for special populations such as pediatric and geriatric

- 95% of specialized services are available in the metropolitan area.

- Urgent care facilities are readily available in convenient locations across the county.
- Sufficient, affordable and accessible medical homes are available for the geriatric population.
- Consulting geriatric specialists are present in sufficient numbers to meet the needs of the frail elderly.
- 100% of children with special medical needs have a medical home.
- All pediatric medical subspecialties are present in the community.
- Family support---including strengthening of connections among families---is a part of all well child care.

Needed mental health and substance abuse services are available.

- Mental health facilities and practitioners are available in sufficient number to meet the full need of the community.
- A special focus is placed on ensuring that schools, child care centers, and other settings serving children are humane environments that promote mental health for all children and that offer help to troubled children.
- Substance abuse facilities and practitioners are present with sufficient capacity to meet the full need of the community.

Medical Training, Excellence and Innovation

Well-respected medical centers of excellence are found throughout Greenville.

- By 2010, there are Medical Centers of Excellence for cardiovascular, oncology, women’s health, pediatrics, orthopedics, and acute rehabilitation and preventive medicine.

Greenville’s Medical Centers of Excellence are in ongoing collaboration with the finest national Centers of Excellence.

- By 2010, Greenville’s Medical Centers of Excellence have established relationships with the nation’s best academic and clinical Centers of Excellence.

Residents access whatever care they need right here in Greenville.

- By 2010, residents leaving Greenville for treatment elsewhere is reduced to 10 percent.

Research and biotechnology organizations choose Greenville as a preferred location for expansion.

Greenville is seen as a location ripe for breakthrough research and the creation of product innovations to address a wide variety of health conditions.

- By 2010, 5 firms or organizations have built facilities in the Greenville area.

Promotion and recruitment efforts continue to build on success.

- Increased educational options and resources are present to attract the brightest minds to careers in research and health-related fields.
- A statewide medical school is present.
- By 2025, a new medical education facility and faculty exist. High quality education is available in each healthcare profession from technical programs to dental education to medical fellowships.

OTHER OBJECTIVES:

	<u>Greenville County ('05)*</u>	<u>2025 Target</u>
<b>Health Care Access/Coverage</b>		
Increase the percentage of the population with health care access/coverage	85%	100%
<b>Physical Activity</b>		
Increase the proportion of adults who engage in moderate physical activity for at least 30 minutes per day 5 or more days per week or vigorous physical activity for at least 20 minutes per day 3 or more days per week	33.5%	50%
<b>High Blood Pressure</b>		
Reduce the proportion of adults with high blood pressure	27.8%	14%

<b>Diabetes</b> Reduce the overall rate of diabetes that is clinically diagnosed	85/1000 (8.5%)	25/1000 (2.5%)
<b>Obesity in Adults</b> Reduce the proportion of adults who are obese	24.5%	15%
<b>Healthy Weight in Adults</b> Increase the proportion of adults at a healthy weight	37.4%	60%
<b>Adult Tobacco Use</b> Reduce tobacco use by adults aged 18 years & older	22.3%	12%
<b>Physical Education Requirement in Schools</b> Require daily physical education for all students	0%	100%
<b>Binge Drinking</b> Reduce the proportion of persons engaging in binge drinking of alcoholic beverages	12.8%	6%
<b>Homicides</b> Reduce the number of homicides	8.25/100,000 pop.	2.8/100,000 pop.
<b>Deaths from Motor Vehicle Crashes</b> Reduce deaths caused by motor vehicle crashes	23.5/100,000 pop.	8.0/100,000 pop.
<b>Motor Vehicle Crash Deaths and Injuries</b> Reduce deaths and injuries caused by alcohol and drug-related motor vehicle crashes	50/year	4.8/year
<b>Immunizations</b> Increase the proportion of adults aged 65+ who have had a flu shot within the past year	68.1%	
<b>Oral Health</b> Increase the proportion of persons who visit the dentist or dental clinic within the past year for any reason	70.2%	
<b>Women's Health</b> Increase the proportion of women aged 40+ who have had a mammogram within the past two years	71.5%	
Increase the number of women aged 18+ who have had a pap test within the past three years	86.1%	
<b>Nutritional Health</b> Increase the proportion of adults who consistently eat five or more servings of fruits and vegetables per day	21.1%	
<b>Dermatological Health</b> Increase the proportion of persons who always or nearly always use sunblock when going outside on a sunny summer day for more than one hour	14.7%	

\*Behavioral Risk Factor Surveillance System, National Center for Chronic Disease Prevention and Health Promotion, Greenville, SC SMSA