Walk the Talk: A Coalition Laces Up and Steps Out

September 14, 2017

National Walking Summit 2017
St. Paul, MN
Putting Our Best Feet Forward
A Coalition from all Walks of Life

- 60+ CBOs, 2 LHDs, 23 hospitals, 5 academic institutions, 5 health plans, NYS Parks Regional Office, local municipalities, physicians, business partners
- Began as voluntary partnership 2013 in response to NYS Prevention Agenda mandate
- Momentum and enthusiasm led to Long Island Health Collaborative (LIHC)
- Funded by NYSDOH Population Health Improvement Program (PHIP) since 2014
- Managed by the Nassau-Suffolk Hospital Council
- Improve health of Long Islanders – chronic disease management and prevention
Finding Common Ground

Walking speaks a universal language
Three-pronged Approach

Policy Change

Programming

Public Outreach
Are You Ready, Feet?™
Engaging Providers

- Walking Recommendation
- Visual prompt
- Pads mailed to PCP practices with JAMA article
- One hospital embeds in EMR
www.LiHealthCollab.org
Stats

• 527 portal subscribers, since April 2016
• 60,500 total miles walked to date
• 3,400 visitors to the “Walking Opportunities” page since
• Of the site’s almost 60,000 unique pageviews, over 22% of those views were on our 3 most popular blog posts
  – Some of the Best Dog-Friendly Destinations on Long Island
  – 7 Long Island Adventures You Need to Take This Summer
  – Kid-Approved Outdoor Fun on Long Island
Noteworthy Activities

• Six walks for the public, since 2015
• Two Complete Streets policy projects completed, emphasizing safe walkable communities for exercise and good health
• AYRF platform used by CBO for its Healthy Schools initiative
• Kohls Cares for Kids grant – lead grantee using AYRF platform for school-based initiative to combat obesity
Public Outreach Activities

• Social Media efforts #ReadyFeet
• Earned media placements
  – “Easy as a Walk in the Park”
  – “Long Islanders put their best foot forward”
• PSA
• Partners’ health fairs and public events
• Library partnerships
N.Y. / REGION | Things to Do on Long Island, July 8 Through July 17


CRAIN'S | BEACH STROLL: The Long Island Health Collaborative is sponsoring a two-mile beach stroll at Jones Beach on July 21 at 6 p.m. to highlight the importance of walking as exercise. Joining in the walk will be State Health Commissioner Dr. Howard Zucker, State Senator Kemp Hannon, Suffolk County Health Commissioner Dr. James Tomarken, and Dr. Tavora Buchanan, Director of Quality Improvement, Epidemiology and Research and Director of Tuberculosis Control for the Nassau County Department of Health. It's all part of the collaborative's public exercise initiative called "Are You Ready, Feet?"
Public Outreach

- Sunset Stroll at Jones Beach, July 21st 2016
Narratives Tell Compelling Stories
Steps Ahead

• Wag and Walk for Health – Canine Companion Walk – Walk Your Dog Week™ October 2018
• School partnership mailing - December 2017
• Pedestrian Safety Day in partnership with local county health department - Spring 2018
• #ReadyFeet Rally – team-based competition between 23 hospitals (pilot this December)
• Embed ‘Rx’ slip in 3 more hospital EMRs - 2018
• Fitbit sync on website
Thank You

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www.lihealthcollab.org