

Partnering to Improve Health: UnitedHealthcare, National 4-H Council and Alcorn State University



Eat4-Health



The Eat4-Health national initiative is designed to **empower youth** to tackle the nation's nutrition and obesity epidemic while making personal commitments to their health.

Over the past three years through Eat4-Health, UnitedHealthcare and National 4-H Council with land-grant university partners have built a foundation for an innovative and sustainable relationship supporting key partnership goals:

- Helping youth live healthier lives
- Reinforcing 4-H and UnitedHealthcare as leading advocates for personal health responsibility for youth and their families
- Engaging key constituents, including employees and local health plans (community-based organizations, community providers and members)
- Positioning teens as leaders and spokespeople in these efforts
- Shaping key programs and events to benefit underserved communities
- Highlight the significance of the program and its healthy living objectives through national and local media



Impact



Nutrition Knowledge

- 94.4% learned the foods they should eat every day.
- 93.5% learned why it is important for them to eat a healthy diet.

Nutrition Choices/Behaviors

- 89.9% drink more water.
- 87.2% eat fruit for a snack.



Physical Activity Attitudes

- 95.3% reported “being active is good for me.”
- 94.6% reported “physical activity will help me stay fit.”

Physical Activity Behaviors

- 83.1% report they “always” or “usually” do moderate physical activities like walking, helping out around the house, raking leaves, or using the stairs.
- 67.8% report they “always” or “usually” exercise 60 minutes every day.

Mississippi's Eat 4-H Program



Dr. Health E. Hound & Smoothie Bike

The Eat 4-Health Program in Mississippi has served over 10,000 youth and families

In local...

- School
- Churches
- Youth centers

Programs were implemented through....

- Day camps
- Residential camps
- Health Fairs, community festivals
- Field days



Youth Health Ambassadors

- 120 trained Youth Health Ambassadors

Motivation



Our Mission: Help people live healthier lives.

Our Values:

** Integrity * Compassion * Relationships * Innovation * Performance*

The Need:

- 14 percent of U.S. households were food insecure at some time during 2014.
 - In Mississippi the estimated rate is 22 percent, USDA
- Mississippi ranks 47 for fruit consumption and 50 for vegetable consumption among adults, America's Health Rankings
- The youth obesity rate in Mississippi is 15.7, America's Health Rankings

Our Goals:

- Improved health outcomes of our members
- Improved member satisfaction
- Healthier communities to live and work in

Program Summaries



UHC/4-H Partnership:

Eat4-Health Programming, 2011-2015, 10 states
Empowering youth to tackle childhood obesity through individual and community change.

Outcomes:

- In 2014-2015 in Mississippi, 12,682 youth and their family members were educated about healthy food and fitness choices.
- Programming led middle school participants to drink more water (93%), eat more fruits and vegetables (88%) and whole grains (83%).

Food Smart Families Program

Experiential, multi-session education program, led by trained youth mentors to tackle hunger and obesity.
Goal: Educate youth and their families about eating well on a budget.

Launched: AZ, FL, LA, MS, NE, NY, TN, WI in Sept 2015

Farm-to-Fork (MS):

Free, organic vegetables from designated facilities throughout the state to MSCAN members. The distribution points started in the MS Delta and extended to the Jackson Metro area.

Just Have a Ball (MS):

Kick balls provided to fourth and fifth graders.



Farm-to-Fork



Partnership between UnitedHealthcare Community Plan of Mississippi and Alcorn State University Extension

- Program began in 2012. UnitedHealthcare distributes free, locally grown, organic vegetables from designated facilities throughout the state to MSCAN members.

Key objectives:

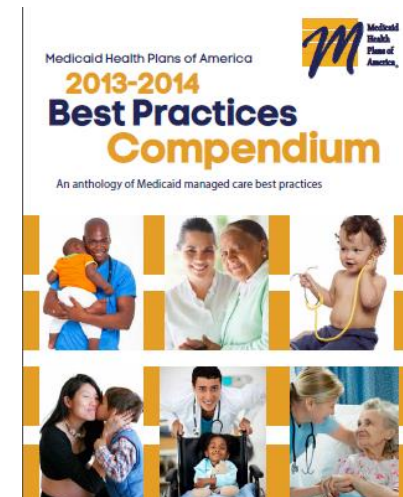
- Improve the health of the population
- Control or reduce the per capita cost of care or increase efficiency
- Improve delivery of benefits
- Reduce disparities in care of racial and ethnic minorities

Actions taken:

- The distribution points started in the MS Delta and extended to the Jackson Metro area.
- Members were notified through various advertisements of distribution times and locations.
- Upon arrival to distribution points, members were required to show their member identification cards in order to receive the food at no cost. All other community residents or those not enrolled in UnitedHealthcare were able to purchase a bag for \$5.
- Program has served almost 4,500 community members and distributed more than 4 tons of fresh produce.

Awards:

2013-2014 Medicaid Health Plans of America Outreach Best Practice Award



Food Smart Families



Food Smart Families Program

Empowers families with nutrition education, cooking skills and food budgeting skills to bring more affordable, nutritious foods into their households and connects families with nutrition assistance resources in their community.

- 10 hours of program engagement for youth.
- 2 events that include families (i.e. open house, mid-program meal or snack, health fair, celebration event). Provide participants a minimum of one set of ingredients for two healthy dishes to encourage replication at home.



“UnitedHealthcare is proud to have been a strong supporter of 4-H for the past five years. We are helping to create unique, engaging programs that give our young people important tools to help families in their communities make healthy decisions and live healthier lives.”

Austin Pittman, Community & State CEO, National 4-H Council Board Trustee

Just Have a Ball



- Established in 2010 by the Partnership for A Healthy Mississippi. In 2014, UnitedHealthcare and Subway joined the Partnership.
- The program has given more than 20,000 pieces of sports equipment to elementary-aged children throughout the state.
- The purpose of the Just Have a Ball® program is to educate elementary school children on the advantages of play as a way to be physically active.



A program of The Partnership for a Healthy Mississippi

In 2014-2015 school year, the program visited 24 schools in 22 counties with a 30 minute presentation on proper diet and exercise. Just Have a Ball presentations, UHC Health information, Subway coupons, and red rubber playground balls to 6,000 kids. (4th and 5th graders).

Lessons Learned



1. Program must align with each partner's core mission and values
2. Agreement on and understanding of the goals and objectives of the shared program – a clear view of how “success” will be measured
3. Open communication
4. Strong youth - adult partnerships where youth have authentic roles in planning, implementing, and evaluating the program
5. Opportunities such as these have a snow ball effect by providing youth the chance to gain knowledge and life skills necessary to promote programs in homes, schools and communities while preparing them to work in effective youth and adult partnerships
6. Active programming with hands-on experiential learning



Questions? Comments... Ideas!