

# California Strikes Gold with New Health Promotion Approach

Lora Connolly, California Department of Aging  
Stephanie Keith, Partners in Care Foundation  
June Simmons, Partners in Care Foundation  
March 16, 2009



California Evidence Based Older  
Adult Health Promotion Initiative



## Compelling Statistics

- 12 million older adults have chronic conditions like arthritis, diabetes and heart disease
- More than 13, 700 people over age 65 die each year from fall related injuries (30%-40% of which could have been prevented)



California Evidence Based Older  
Adult Health Promotion Initiative



## Compelling Statistics

- Older adults are disproportionately affected by chronic diseases
- These conditions account for 7 out of 10 deaths
- These conditions account for  $\frac{3}{4}$  of all health care expenditures
- They negatively impact quality of life & older adults' ability to live independently



California Evidence Based Older  
Adult Health Promotion Initiative



## Co-occurrence of Chronic Health Conditions

- Of Californians with diabetes, 46% also have arthritis
- Of Californians with heart disease, 46% also have arthritis
- Of Californians with high blood pressure, 41% also have arthritis



California Evidence Based Older  
Adult Health Promotion Initiative



# Arthritis Prevalence

- 22% of CA population impacted (5.6 million)
  - 3.4 million are women
  - 2.2 million are men
- Among CA adults, 39% have arthritis related activity limitations
- Total cost of care = over \$12 billion



California Evidence Based Older  
Adult Health Promotion Initiative



# Evidence-Based Programs

“Promising  
Practice”



“Best  
Practice”



Evidence-  
Based Model

- Refers to a program that closely replicates a specific intervention that has been tested through randomly controlled experiments with results published in peer-reviewed journals
- Clear, structured, detailed program descriptions
- Have measurable outcomes
- If implemented consistently have predictable outcomes



California Evidence Based Older  
Adult Health Promotion Initiative



# AoA Evidence-Based Health Promotion Grants

- Opportunity for states to implement evidence-based health promotion programs targeting older adults
- Required partnership between state departments of health and aging services
- Required Chronic Disease Self-Management Program (CDSMP) & could include other evidence-based programs
- 27 states now funded



California Evidence Based Older Adult Health Promotion Initiative



# California Evidence-Based Programs

## COMMUNITY BASED

- Chronic Disease Self-Management Program
- A Matter of Balance
- Savvy Caregiver

## CARE MANAGEMENT

- Healthy Moves for Aging Well
- Medication Management Improvement System



California Evidence Based Older  
Adult Health Promotion Initiative



# Participating California Counties

## ★ Original 5 Counties

Los Angeles, Fresno, Madera,  
San Diego, Sonoma

## ★ Additional 9 Counties

Kern, Orange, Riverside,  
Sacramento, San Bernardino,  
San Francisco, Santa Clara,  
Ventura, Yolo



California Evidence Based Older  
Adult Health Promotion Initiative



# Target Sectors for Program/Engagement



California Evidence Based Older Adult Health Promotion Initiative



## California *CDSMP* *aka "Healthier Living"*

- Being implemented in 12 counties:  
Fresno, Kern, Los Angeles, Orange,  
Riverside, Sacramento, San  
Bernardino, San Diego, San Francisco,  
Santa Clara, Ventura and Yolo
- Southern California Kaiser Permanente  
major partner in implementation



California Evidence Based Older  
Adult Health Promotion Initiative



# California *CDSMP*/"Healthier Living" The Background

- Developed in the early 1990s by the Stanford Center for Research in Patient Education
- A credible, "evidence-based" program with broad experience and demonstrated results in a variety of settings, populations, and chronic conditions
- Now used internationally in 15 countries and most U.S. states



California Evidence Based Older  
Adult Health Promotion Initiative



# California *CDSMP*/"Healthier Living" The Basics

- Six, 2 ½ hour workshops, held once per week
- A practical, interactive curriculum including:
  - Exercise and nutrition
  - Medication usage
  - Stress management
  - Talking with your doctor or health professional
  - Dealing with emotions and depression
- Highly scripted and led by two trained "Lay Leaders"
- Opportunities for discussion and problem solving
- Mutually supportive setting



California Evidence Based Older  
Adult Health Promotion Initiative



## California *A Matter of Balance*

- Being implemented in 8 counties: Contra Costa, Los Angeles, Orange, Sacramento, San Diego, San Francisco, Sonoma, Stanislaus
- Major regional partners include Silver Age Yoga (San Diego), Eskaton (Sacramento) and health care systems in Sonoma.



California Evidence Based Older  
Adult Health Promotion Initiative



# California *A Matter of Balance* The Background

- Based upon research conducted by the Roybal Center for Enhancement of Late-Life Function at Boston University
- Designed to reduce the fear of falling and increase the activity levels of older adults who have concerns about falls



California Evidence Based Older  
Adult Health Promotion Initiative



# California *A Matter of Balance* The Basics

Consists of eight, 2-hour workshops,  
where participants will learn to:

- View falls and fear of falling as controllable
- Set realistic goals for increasing activity
- Change their environment to reduce fall risk factors
- Exercise to increase strength and balance



California Evidence Based Older  
Adult Health Promotion Initiative



# California EBHP Enrollment

## 1/31/09

Program	# of Sites	# of Workshops	# of Participants Enrolled	# of Master Trainers	# of Leaders
CDSMP	65	143	1821	25	84
Matter of Balance	65	84	1221	20	87
<b>TOTAL</b>	<b>130</b>	<b>227</b>	<b>3042</b>	<b>45</b>	<b>171</b>

<b>GOAL</b>	<b>60</b>	<b>294</b>	<b>3562</b>
-------------	-----------	------------	-------------



California Evidence Based Older  
Adult Health Promotion Initiative



# Challenges in Implementation

- Recruitment and retention of participants
- Lay Leader challenges
- Master Trainer challenges
- Fidelity to the model
- Other challenges:
  - Sites
  - Data collection,
  - Material availability in other languages



California Evidence Based Older  
Adult Health Promotion Initiative



# Scaling Up! Initiative at the Crossroads

June Simmons



California Evidence Based Older  
Adult Health Promotion Initiative



# Initial Lessons Learned

- Evidence-based health promotion programs are labor intensive
- Need a coordinating entity to provide technical assistance, oversee program fidelity, coordinate training opportunities & share resources
- Need organizational program sponsors with the infrastructure to support this long term



California Evidence Based Older  
Adult Health Promotion Initiative



# Transforming Health Care

- Goal is individual & organizational investment in self empowerment in avoiding/managing chronic health conditions
- Mainstreaming access to health promotion tools
- Building a platform to disseminate programs that transform health and quality of life
- This is a **MISSION**, not a **PROJECT**



California Evidence Based Older  
Adult Health Promotion Initiative



# Launching Lasting Change

- Current grants are “seed money” to launch a new movement
- Need to identify and involve many “investors” in order to take this to scale
- Scale = creating a new norm for healthy living
- Scale = new norms for widespread ready access to proven programs and services



California Evidence Based Older  
Adult Health Promotion Initiative



# Sustainable Systems Grant

- In Spring 2008, the Atlantic Philanthropies awarded \$300,000 Sustainability grants to California and 7 other states to expand and sustain access to the CDSMP
- California's approach: Expand CDSMP to 60% of older adults by creating "mini-networks" comprised of physician groups, community colleges, and county public health departments
- California Goal: Make CDSMP accessible to 9,525 older adults by 2011



California Evidence Based Older  
Adult Health Promotion Initiative



# Core Implementation Strategy

Partner with Key Organizations that:

- Potential for Scale/Impact
  - Directly/Indirectly
- Mutual Benefit/Aligned Incentives
- Aligned Mission/Vision
- Product Champion
- Has Relevant Resources



California Evidence Based Older  
Adult Health Promotion Initiative



## CDSMP—Importance of Physician

- CDSMP developers found that a referral from a physician had a powerful impact on the individual actually enrolling in and completing the program



California Evidence Based Older  
Adult Health Promotion Initiative



# California CDSMP Sustainability Approach

Merge CDSMP expansion efforts into the following 3 networks to produce the greatest impact and reach major populated areas:

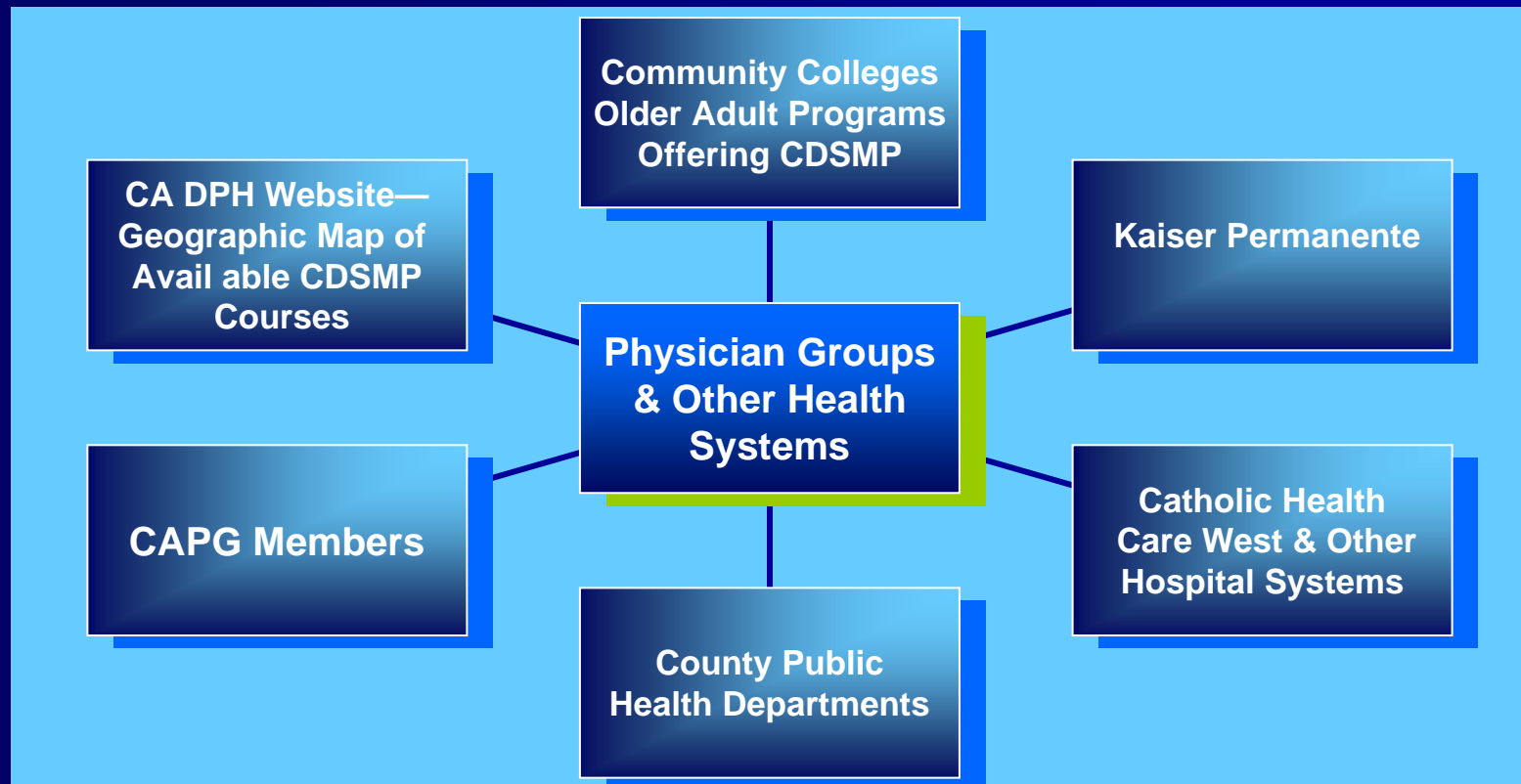
1. Leading Physician Groups
2. Community College Older Adult Programs
3. County Public Health Departments



California Evidence Based Older  
Adult Health Promotion Initiative



# Core Strategy Being Tested



California Evidence Based Older Adult Health Promotion Initiative



# California Association of Physician Groups (CAPG) Background

- Nation's largest state physician association - 150 leading physician groups
- Physicians under CAPG provide care to over 15 million Californians – more than 50% of California's health care



California Evidence Based Older Adult Health Promotion Initiative



# California Association of Physician Groups (CAPG) Role

- CAPG and state leadership work together to identify physician groups to participate
- Collaboration on tools to utilize with physician groups interested in adopting the program:
  - Readiness assessment
  - Patient screening and referral criteria
  - Education tools for office/clinical staff
  - Referral forms
  - Feedback form for community-based organizations in external model



California Evidence Based Older  
Adult Health Promotion Initiative



# California Community Colleges

- Will partner with physician groups to assure close collaboration and effective referral process
- Instructors paid as faculty for leading CDSMP
- Have relationships with community organizations serving older adults
- Have strong marketing capacity
- Familiar resource for aging Boomers
- Some have linked with the CDPH California Arthritis Partnership Program (CAPP) to cross market CDSMP & AF programs



California Evidence Based Older  
Adult Health Promotion Initiative



# California Department of Public Health California Arthritis Partnership Program (CAPP)

Received CDC Grant Funding 2008-2012  
Funded Evidence-based Interventions

## **Self-Management**

- Chronic Disease Self-Management Program  
(English + Spanish)
- Arthritis Foundation Self-Help Program  
(English + Spanish)

## **Physical Activity**

- Arthritis Foundation Exercise Program



California Evidence Based Older  
Adult Health Promotion Initiative



# CAPP and County Public Health

- CAPP will work with five county public health departments to implement CDSMP within their jurisdictions
- CAPP will collaborate with CDA, Partners in Care, AAAs, coalitions, task forces and other state-based programs to maximize number of delivery sites
- Implementation includes training, information dissemination and communication strategies



California Evidence Based Older  
Adult Health Promotion Initiative



# California Department of Public Health Website Expansion to Include All CDSMP sites

1-800-510-2020 ~ links to AAA I&A

Step #1

Target desired geographic area

Step #2

Generate a detailed report of program locations and contact information

California Arthritis Partnership Program - Microsoft Internet Explorer

Address: http://www.calarthritis.com/index.cfm

Search: --Search Type--

Selected 16 Objects

16 CAPP Programs 2006

- Burbank Family YMCA - E Magnolia Blvd
- CSUN Brown Center - Nordhoff Street
- E. Valley Senior Multipurpose Center
- E. Valley YMCA
- Enino-Tarzana Regional Medical Center
- Goleta YMCA Lexington Cent
- Joslyn Adult Center - Burbank
- Mid-Valley Family YMCA - Lennox Ave
- North Valley Family YMCA
- Pierce College - Winnetka Avenue
- Enino-Tarzana Regional Medical Center
- Valley Storefront - Victory Blvd

Map (2): 16 'CAPP Community Programs 2006' selec 1 : 703,508 56.3 x 56.8 (mi)

http://www.calarthritis.com - California Arthritis Partnership Program - Microsoft Internet Explorer

CAPP\_Programs\_2006 Report

Map > Reports > CAPP\_Program\_2006 Report

database | results

Data Results

Records Returned: 16  
Fields Retrieved: 9  
Layers: CAPP\_Programs\_2006  
Key Field: CONCAT\_ID  
Sort Order: CONCAT\_ID

View Another Report  
Export Results to Excel  
Display Linear Report  
Printer-Friendly Format

Zoom	CAPP Community Programs	Program	Chapter	Address	City	Zip Code	Phone	2000 U.S. Census Tract
	Burbank Family YMCA - E Magnolia Blvd	AQ	CS	321 E MAGNOLIA BLVD	BURBANK	91502-1132		06037310701
	CSUN Brown Center - Nordhoff Street	AQ	CS	18112 NORDHOFF ST	NORTHridge	91330-0001		06037115202
	CSUN Brown Center - Nordhoff Street	EXER	CS	18111 NORDHOFF ST	NORTHridge	91330-0001		06037115202
	E. Valley Senior Multipurpose Center	EXER	CS	5000 COLFAX AVE	NORTH HOLLYWOOD	91601-3602		06037125200
	E. Valley YMCA	AQ	CS	5142 TUJUNGA AVE	NORTH HOLLYWOOD	91601-3742		06037125400
	E. Valley YMCA	EXER	CS	5142 TUJUNGA AVE	NORTH HOLLYWOOD	91601-3742		06037125400
	Joslyn Adult Center - Burbank	EXER	CS	1301 W OLIVE AVE	BURBANK	91506-2217		06037310600
	Mid-Valley Family YMCA - Lennox Ave	AQ	CS	6901 LENNOX AVE	VAN NUYS	91405-4002		06037127810
	North Valley Family YMCA	AQ	CS	11336 CORBIN AVE	PORTER RANCH	91326-4142		06037108200
	Pierce College - Winnetka Avenue	EXER	CS	6201 WINNETKA AVE	WOODLAND HILLS	91371-0001		06037134902
	Enino-Tarzana Regional Medical Center	EXER	CS	18321 CLARK ST	TARZANA	91356-3501		06037139400
	Valley Storefront - Victory Blvd	EXER	CS	12821 VICTORY	NORTH HOLLYWOOD	91606-2217		06037123700

This report was generated for the following CONCAT\_ID keys: 5119AQ2006, 5201AQ2006, 5201EXER2006, 5204AQ2006, 5204EXER2006, 5204AQ2006, 5204EXER2006, 5208AQ2006, 5208EXER2006, 5208AQ2006, 5211AQ2006, 5211EXER2006, 5222AQ2006, 5222EXER2006, 5222AQ2006, 5222EXER2006

GIS is an effective tool in locating self-management and physical activity programs in the most advantageous sites to reach the target population and to identify geographic gaps in coverage.

The screenshot displays the California Arthritis Partnership Program (CAPP) website interface within a Microsoft Internet Explorer browser. The browser's address bar shows the URL <http://www.calarthritis.com/index.cfm>. The website header includes the CAPP logo and navigation links such as "Site Feedback", "Edit Settings", "Logout", and "User: jtompkin".

The main content area is divided into several sections:

- Search:** A search box with a dropdown menu for "--Search Type--" and a "SEARCH" button.
- Welcome:** A message to "Jacqueline" and instructions on how to use the map.
- Map Legend:** A list of program types and geographic features with corresponding colored markers and checkboxes:
  - CAPP Community Programs 2006
  - Arthritis Foundation Self-Help Program (ASHC)
  - Chronic Disease Self-Management Program (CDSMP)
  - Arthritis Foundation Exercise Program (EXER)
  - CAPP Community Programs 2005
  - CAPP Community Programs 2004
  - Licensed Healthcare Facilities
  - California Local Health Departments
  - California Rheumatologists
  - Cities
  - Major Roads
  - CA Assembly Districts
  - CA Senate Districts
  - Northern California Chapter
  - Southern California Chapter
  - San Diego Area Chapter
  - Northeastern California Chapter
- Map:** A map of California showing the locations of various programs. Major cities like Eureka, Redding, Alturas, Sacramento, Stockton, San Francisco, San Jose, Fresno, Bakersfield, Los Angeles, and San Diego are labeled. The map also shows state boundaries for Oregon, Idaho, Nevada, Utah, Wyoming, and Arizona.

The bottom of the browser window shows the Windows taskbar with the "start" button and several open applications: "10 Microsoft Office...", "AOA Meeting - June 08", "CDPH Integration Me...", and "California Arthritis Pa...". The system clock shows "10:45 AM".

# Kaiser Permanente

- Original research site for Stanford
- System-wide commitment
- Generous community benefit to support and expand CDSMP
- T-Trainer (CDSMP), Master Trainer (Matter of Balance)
- Ongoing trainings to certify new English and Spanish Lay Leaders
- Technical assistance to new and current collaborative partners
- Assist in marketing and presentations to recruit new partners
- Program materials and licensing assistance to non-profit partners



California Evidence Based Older  
Adult Health Promotion Initiative



# Catholic Healthcare West (CHW)



- 8th largest health system in the nation
- Largest hospital provider in California
- Six CHW hospitals in California currently offering *CDSMP*
- Has 20 *CDSMP* Master Trainers and Lay Leaders representing 10 hospitals in 7 counties



California Evidence Based Older Adult Health Promotion Initiative



# California Will Seize the Opportunity

- A time of potential transformation
- Must rise to the occasion
- Going to scale is key
- This will take more time than we planned
- Need commitment at all levels
- It is well worth the journey



California Evidence Based Older  
Adult Health Promotion Initiative



## Join the Evidence-Based Health Promotion Initiative – Outside California

Please visit the National Council on Aging (NCOA) Center for Healthy Aging website to find your state partner:

[www.healthyagingprograms.org](http://www.healthyagingprograms.org)



California Evidence Based Older Adult Health Promotion Initiative



# Join the Evidence-Based Health Promotion Initiative – Within California

For more information, please contact:

Stephanie Keith  
Project Manager  
Partners in Care Foundation  
[skeith@picf.org](mailto:skeith@picf.org)  
818-837-3775 x 117



California Evidence Based Older  
Adult Health Promotion Initiative



## Please Visit Partners in Care's Booth

Be sure to visit us at Booth #310  
for more information and a chance  
to win a free copy of our brand new  
*Healthy Moves* DVD!



California Evidence Based Older  
Adult Health Promotion Initiative



## Conference Presentations Online

- Conference presentations will be available online at [www.picf.org](http://www.picf.org)
- Select EVENTS>PRESENTATIONS AFTER MARCH 23, 2009



California Evidence Based Older  
Adult Health Promotion Initiative

