

# 2019-2020 ANNUAL REPORT



**PROMOTE**



**CONNECT**



**PREVENT**



West Virginia Department of Health and Human Resources, Bureau for Public Health

## Division of Health Promotion and Chronic Disease



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### We work hard every day to make it easier for people to be healthy in West Virginia.

The Division of Health Promotion and Chronic Disease (HPCD) takes a comprehensive approach to chronic disease management and prevention, working with communities, health systems, and decision-makers to make it easier for people to be healthy in the places they live, work, and play.

HPCD believes West Virginians must work together to make the greatest impact on improving quality of life. All West Virginians can model, promote, and advocate healthy behaviors and environments. Organizations also play a role in promoting overall well-being. Working together will help create a healthier, stronger West Virginia.

**The overall goals of HPCD are to:**

- Decrease the Prevalence of Obesity
- Improve Key Chronic Disease Indicators

# A HEALTHY VISION FOR WEST VIRGINIA



Progress is being made across the state to increase the health of West Virginians. The programs and initiatives highlighted in this report demonstrate the successes communities are making as they work to reduce the challenges and impacts caused by chronic disease.

West Virginia faces several health challenges that HPCD seeks to address through policy, systems, and environmental (PSE) changes to help people attain their best level of health possible. The mountainous terrain and rurality create challenges in areas such as transportation, healthcare, food, and Internet access.

In 2016, HPCD published **Addressing Obesity and Related Chronic Diseases: A Strategic Plan to Combat Obesity and Related Chronic Diseases in West Virginia**, where targets for 2020 around obesity and chronic disease prevention were crafted.

Work in this area focuses on PSE changes to make healthier eating a more convenient and accessible choice, as well as increasing opportunities for West Virginians to engage in safe, accessible physical activity.

HPCD also supports programming to help prevent and manage chronic diseases, and supports work to increase cancer screenings according to United States Preventive Services Task Force (USPSTF) recommendations.

These two charts point to a changing story in West Virginia. These wins and the positive momentum highlighted in this report show that West Virginia is on the path to a healthier future.

## Current Risk Factors

39.7%

PREVALENCE OF ADULTS IN WV WHO HAVE OBESITY

15.7%

PREVALENCE OF ADULTS IN WV WHO HAVE DIABETES

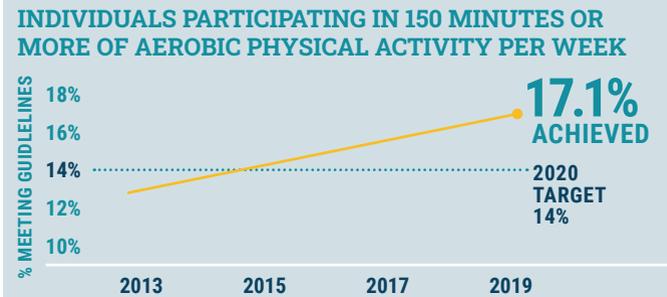
43.8%

PREVALENCE OF ADULTS IN WV WHO HAVE HYPERTENSION

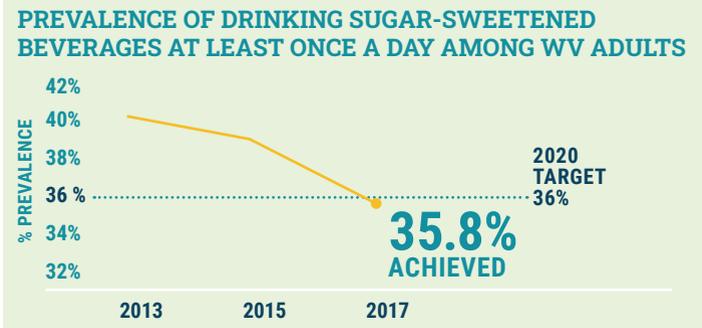
Source: Centers for Disease Control and Prevention, 2019 Behavioral Risk Factor Surveillance System (BRFSS)

## Positive Progress

### MEETING AND BEATING 2020 TARGETS



\*To fully meet guidelines, individuals participated in 150 minutes or more of aerobic physical activity per week, and participated in muscle strengthening exercises two or more times per week. Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System



Source: West Virginia Health Statistics Center, Behavioral Risk Factor Surveillance System. \*Sugar-sweetened beverage reporting is an optional BRFSS module and is not asked every year; 2017 represents the latest data

## PROMOTE

We focus on supporting policy, environment and systems changes that address equity so healthy behaviors and lifestyle choices are a social norm.

Healthy Eating and Drinking

Physical Activity

Tobacco Prevention

Healthy People  
Healthy Places

Mountains of Hope  
Cancer Coalition

## CONNECT

We link and facilitate initiatives, ideas, and organizations to create collective impact to improve key health and chronic disease indicators.

## PREVENT

We focus on reducing and eliminating the issues, indicators and lifestyle choices that create chronic disease in people's lives and reduce the burden that these health challenges create in communities.

Pre-Diabetes / Diabetes

High Cholesterol

Hypertension

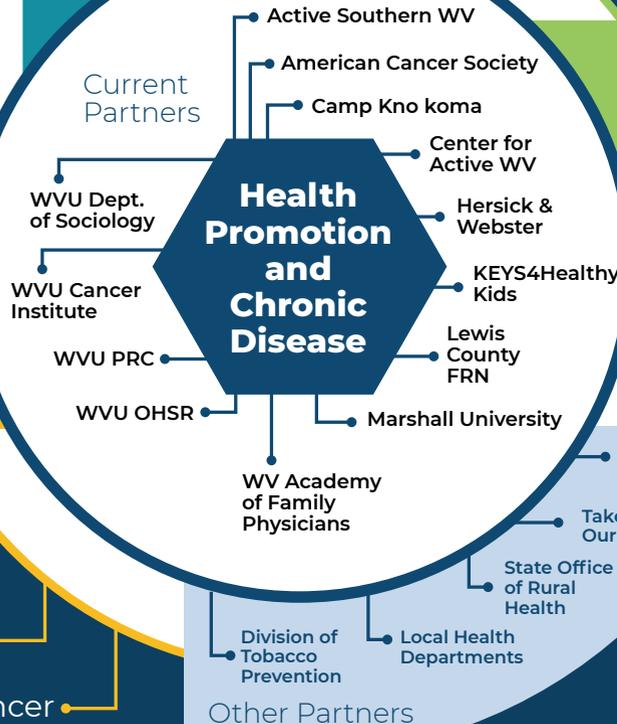
Cancer

Try This WV

WV Health  
Connection

# Health Promotion and Chronic Disease

Current Partners



# OUR IMPACT ECOSYSTEM

Our collaborative model connects and empowers organizations across West Virginia allowing us to align initiatives and efforts to maximize impact and accelerate implementation of successful outcomes.

# PROMOTE

The West Virginia Division of Health Promotion and Chronic Disease focuses on supporting policy, systems, and environmental changes that address equity so healthy behaviors and lifestyle choices are a social norm.

## Mini-grants are making a big impact across West Virginia

HPCD provided funding to five organizations to facilitate mini-grants across the state – the **Primary Care Association, Try This West Virginia, Active Southern West Virginia, Center for Active West Virginia**, and the **Mountains of Hope Cancer Coalition**.

The mini-grants funding is used to support projects that promote healthy eating and drinking, increase physical activity and prevent tobacco use in communities, schools and worksites. HPCD works with partner organizations to facilitate the mini-grants.

Grant recipients work to implement policy, systems and environmental changes that promote healthy lifestyles.

- There were a **total of 105 policy, systems and environmental changes** through the Active Southern West Virginia and the Center for Active West Virginia mini-grant awards.
- West Virginia Primary Care Association facilitated mini-grant funding for **environmental changes in 21 schools** by installing water stations that reach approximately **7,100 students**.
- West Virginia now has **31 worksites that have Well@ Work certified employees** that develop and implement annual wellness action plans.

Grant recipients incorporate health equity into their planning so that all individuals have an opportunity to attain his or her full health potential and no one is disadvantaged from achieving this potential of social position or other socially determined circumstances.

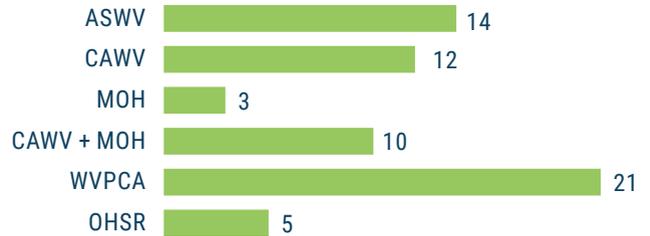
# 65

## MINI-GRANT RECIPIENTS

## \$196,369

### TOTAL FUNDING

#### RECIPIENTS BY GRANT-FACILITATING ORGANIZATIONS



#### ABBREVIATIONS:

HPCD – Division of Health Promotion and Chronic Disease  
 ASWV – Active Southern West Virginia  
 CAWV – Center for Active West Virginia  
 MOH – Mountains of Hope Cancer Coalition  
 WVPCA – West Virginia Primary Care Association  
 OHSR – WVU Office of Health Services Research

**“PSE changes help to create permanent, sustainable environments in which the healthy choice is the easy choice”**

– Jessica Wright, HPCD Director.

#### MINI-GRANT RECIPIENTS BY SECTOR



# CONNECT

## Mountains of Hope

HPCD provides support and funding for the Mountains of Hope (MOH) Cancer Coalition. MOH is a group of individuals and organizations in West Virginia working to reduce the impact of cancer by addressing prevention, early detection, and survivorship across the state. MOH is the author of the West Virginia Cancer Plan and the creators of the Cancer Resource Guide for West Virginians who have been diagnosed with cancer and need assistance with finances, transportation and support. Over the past year, MOH launched the Living Beyond Cancer Podcast and an online cancer support group and donated \$5,000 to provide nutrition and transportation to cancer patients impacted by COVID-19.



West Virginia  
**HEALTHY PEOPLE  
HEALTHY PLACES**



## Health Connection

West Virginia Health Connection is a collaborative effort led by HPCD. West Virginia Health Connection is a system for patients to discover community wellness programs that are convenient and accessible. To do this, West Virginia Health Connection links healthcare providers to local chronic disease prevention services and connects patients to health promotion programs.

## Healthy People Healthy Places

HPCD initiated the Healthy People Healthy Places Community Recognition Awards Program acknowledging exceptional communities that are improving healthy eating and water consumption, physical activity and implementing tobacco prevention strategies by working with community leaders to implement policies, creating supportive environments and linking their healthcare providers to address obesity prevention as a social and cultural norm. The inaugural awards were released in February 2020. Gold level awardees included Greenbrier County, Wirt County, Mingo County, the City of Martinsburg, and the City of West Hamlin. Silver awardees included the Cities of Huntington and Wheeling.

## Try This West Virginia

HPCD is a founding member of Try This West Virginia whose mission is to knock West Virginia off the worst health lists. Expertise on building community capacity to assess, plan and partner for obesity prevention initiatives has resulted in communities obtaining a \$15 dollar return on investment for every \$1 spent. This past year, 11 communities received funds to support fruit and vegetable consumption and increasing physical activity.

# PREVENT

At HPCD, our programs and initiatives focus on reducing and eliminating the issues, indicators and lifestyle choices that create chronic disease in people's lives and reduce the burden that these health challenges create in West Virginia's communities. Below are some highlights from this year's efforts.

## National Diabetes Prevention Programs (National DPPs)

**July 2020 Diabetes Prevention Recognition Program Report.** Prevention programs for adults for preventing or delaying type 2 diabetes:

- CDC reported **West Virginia had 15 recognized National DPP organizations** at this time, and five Medicare Diabetes Prevention Programs, and overall there were **2,035 cumulative enrolled participants**.
- Eight of these programs **met the 5% weight loss goal** on average.
- **Eight of these programs had Full Recognition status.**



## Diabetes Self-Management Education and Support (DSMES) Programs, American Diabetes Association (ADA) and Association of Diabetes Care & Education Specialists (ADCES) Sites

- Education and support programs for adults to manage their type 2 diabetes and prevent complications.
- **Six ADCES-accredited** Diabetes Education Accreditation Programs (DEAP) in West Virginia.
- **25 ADA-recognized** Education Recognition Programs (ERP) in West Virginia.



## West Virginia Cancer Control Program Work

- **Contract with the WVU Cancer Institute to facilitate the West Virginia Mountains of Hope Cancer Coalition** and the MOH mini-grants for cancer prevention, management, and survivorship.
- Partner with WVU Office of Health Services Research (OHSR) for **advancing health information technology (HIT) usage in cancer prevention and management**, including to assess the use of evidence-based interventions like reminder/recall systems for HPV vaccination and colorectal cancer screening in partnering health systems, and to improve the usage of electronic health records (EHRs) for patient care.

