



3-4-50: A Primary Prevention Approach

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Vermont Department of Health

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3 BEHAVIORS

- No Physical Activity
- Poor Diet
- Tobacco Use

LEAD TO

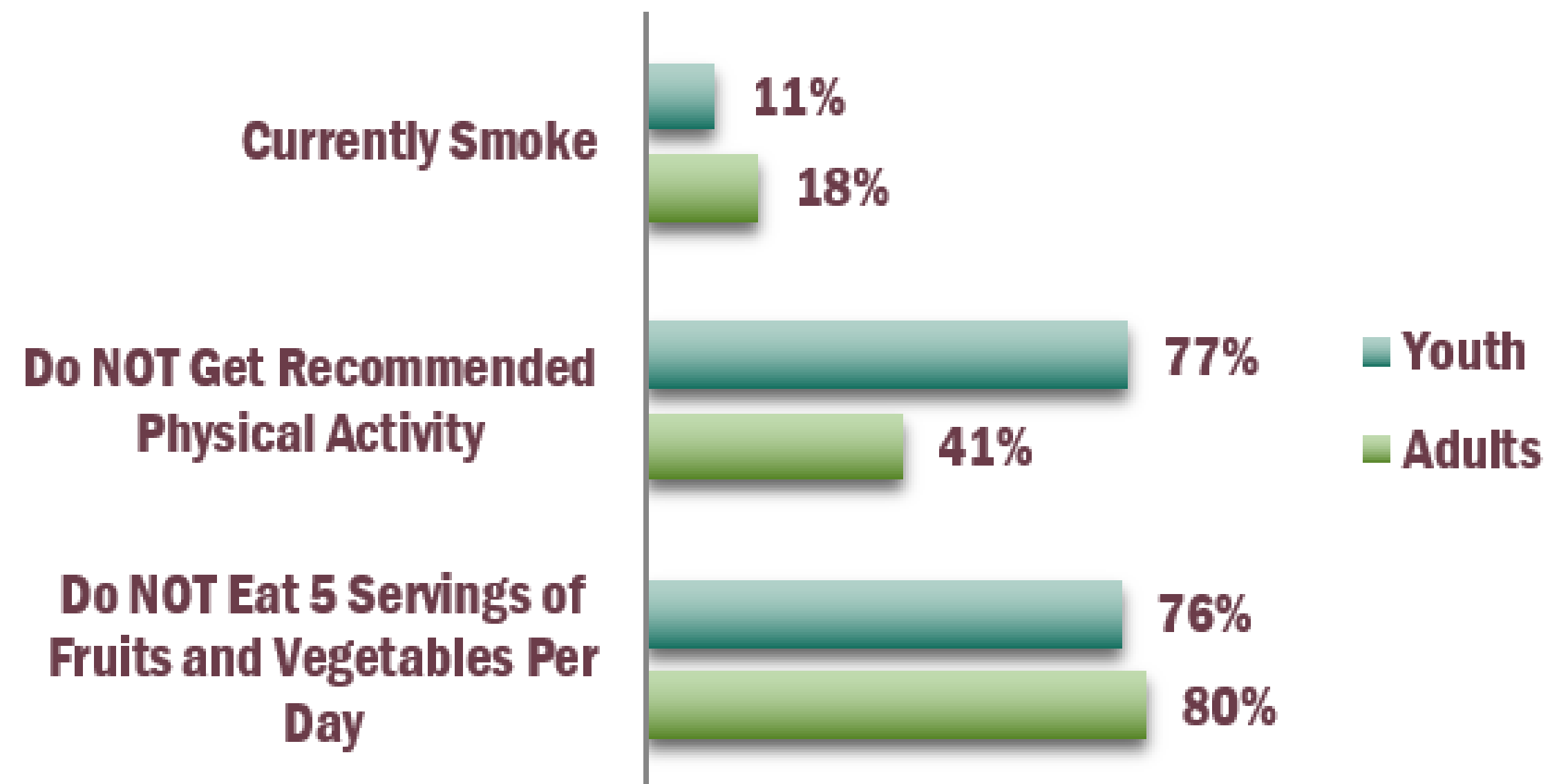
4 DISEASES

- Cancer
- Heart Disease & Stroke
- Type 2 Diabetes
- Lung Disease

RESULT IN

MORE THAN
50
PERCENT
OF DEATHS
IN VERMONT

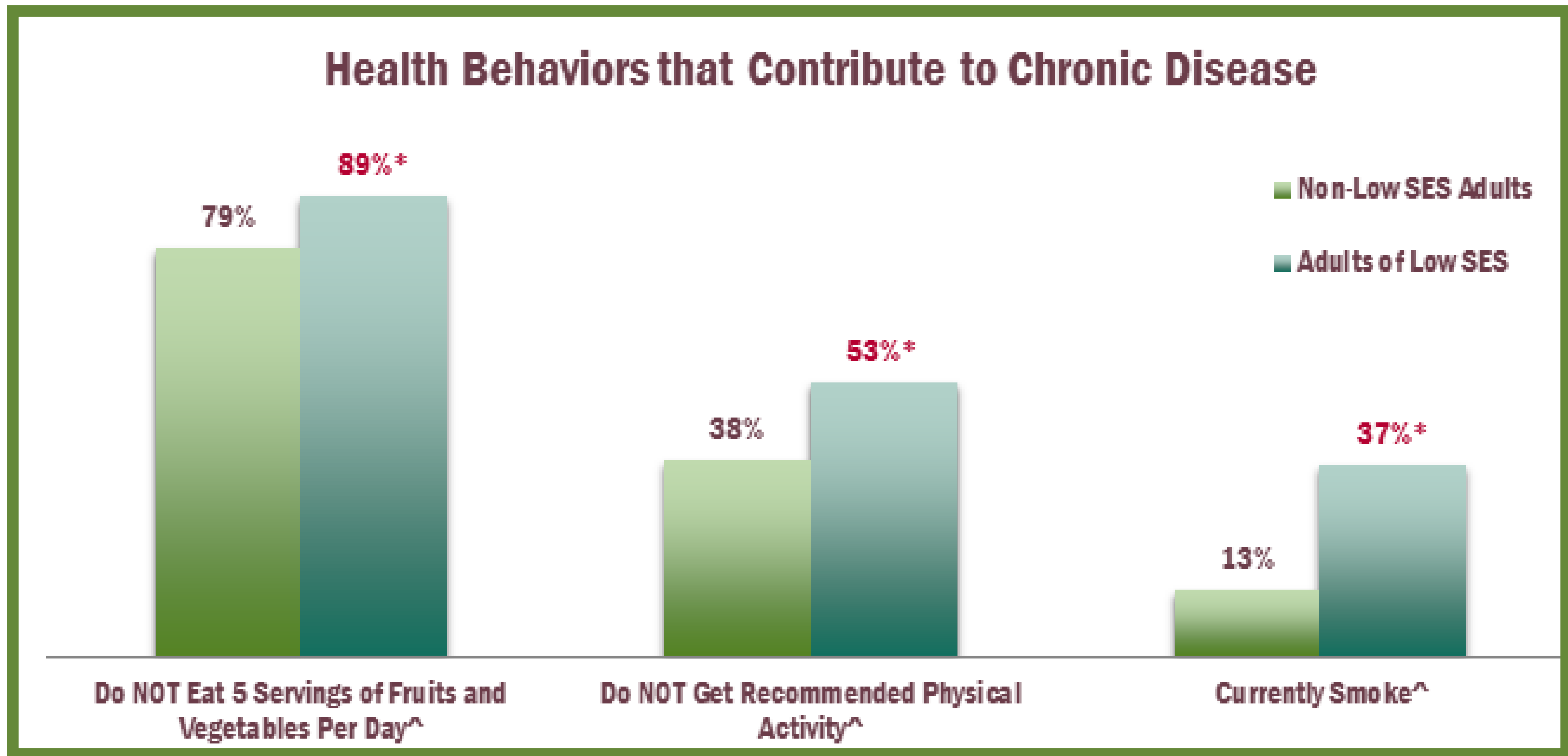
Health Behaviors that Contribute to Chronic Disease



*Data Source: 2016/2015 BRFSS and 2015 YRBS
Data are age-adjusted to the U.S. 2000 population*

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Data Source: BRFSS, 2015 and 2016
[^]Age-adjusted to the U.S. 2000 population

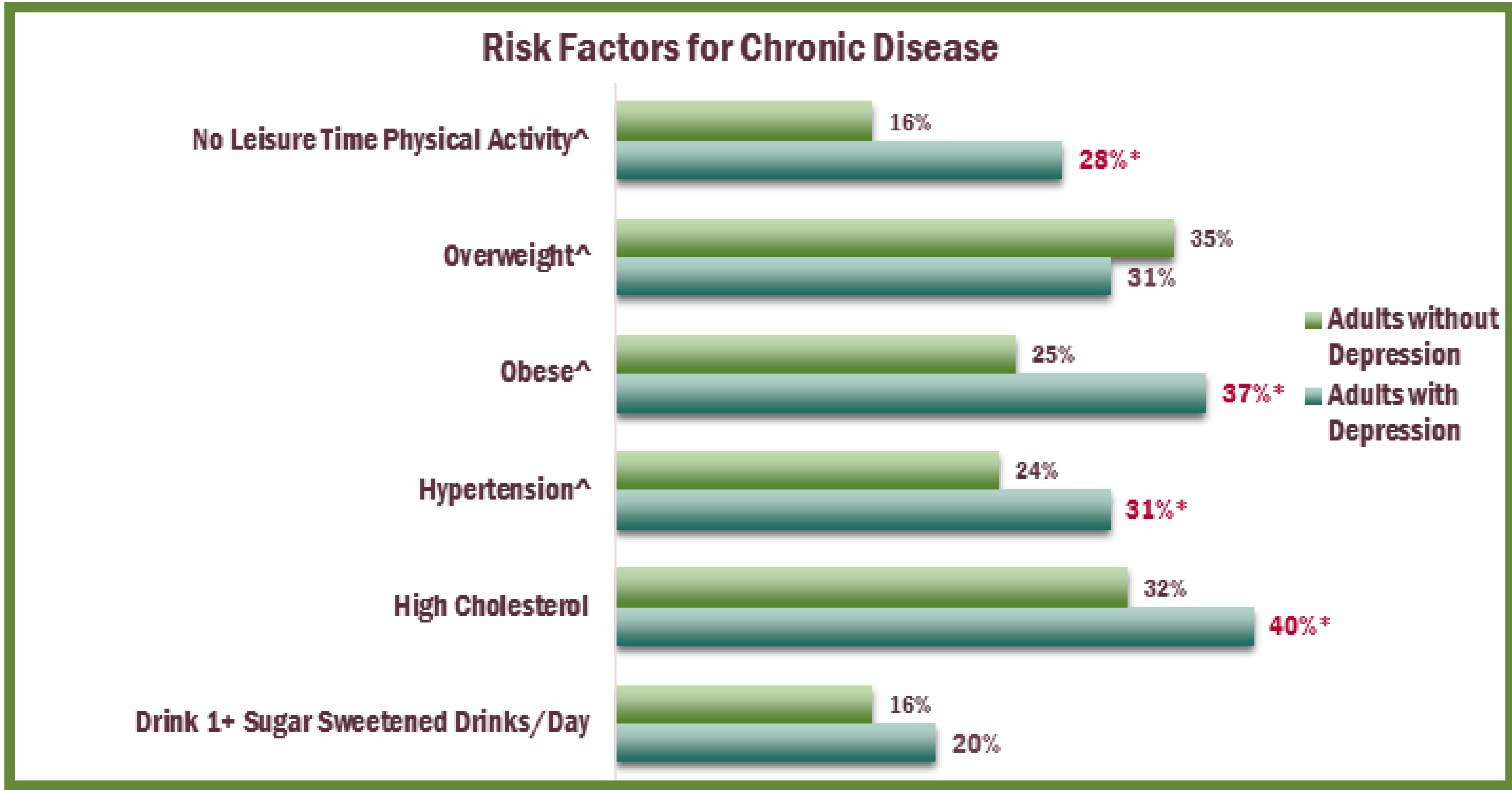
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Chronic Disease Diagnosis	Adults without a Disability	Adults with Disabilities
Lung Disease (Asthma/COPD)	10%	26%*
Diabetes	6%	18%*
Cardiovascular Disease	5%	19%*
Cancer	6%	15%*

(*) notes statistical difference

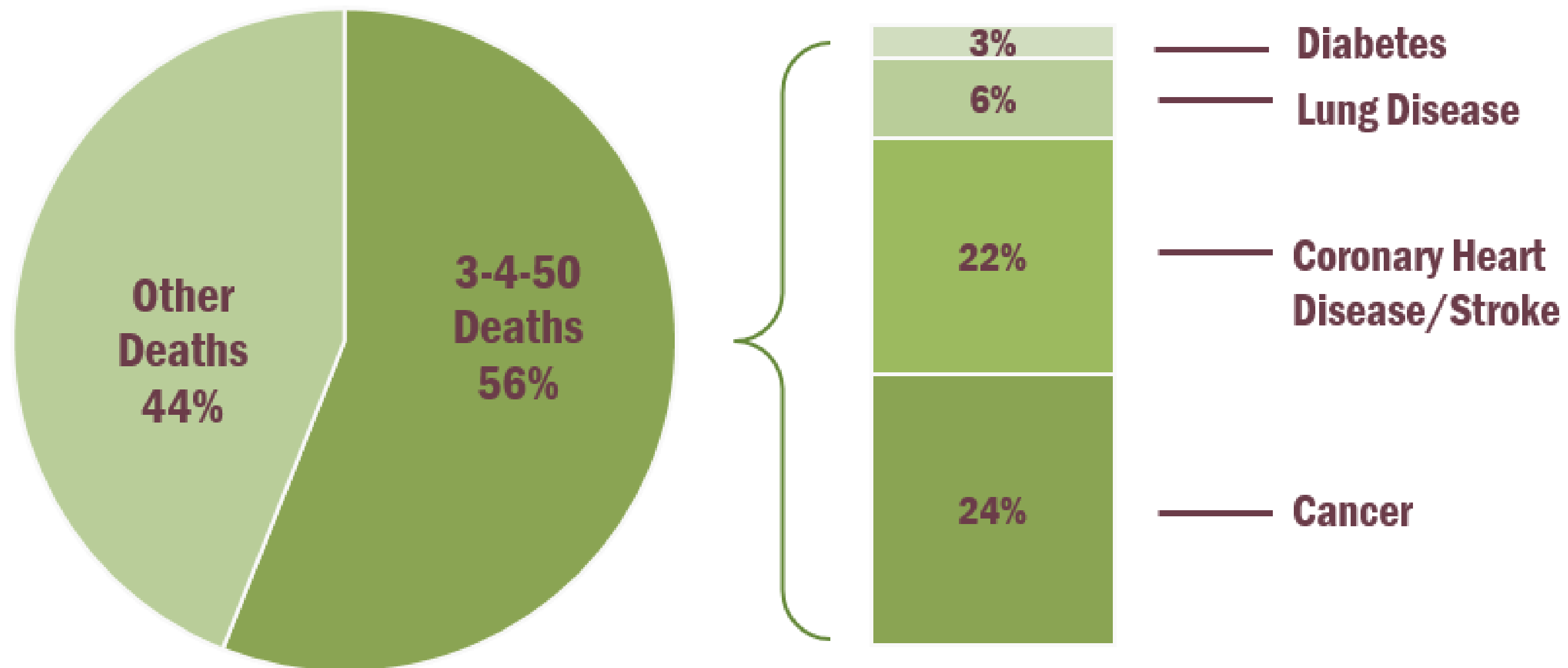
Data Source: 2016 BRFSS



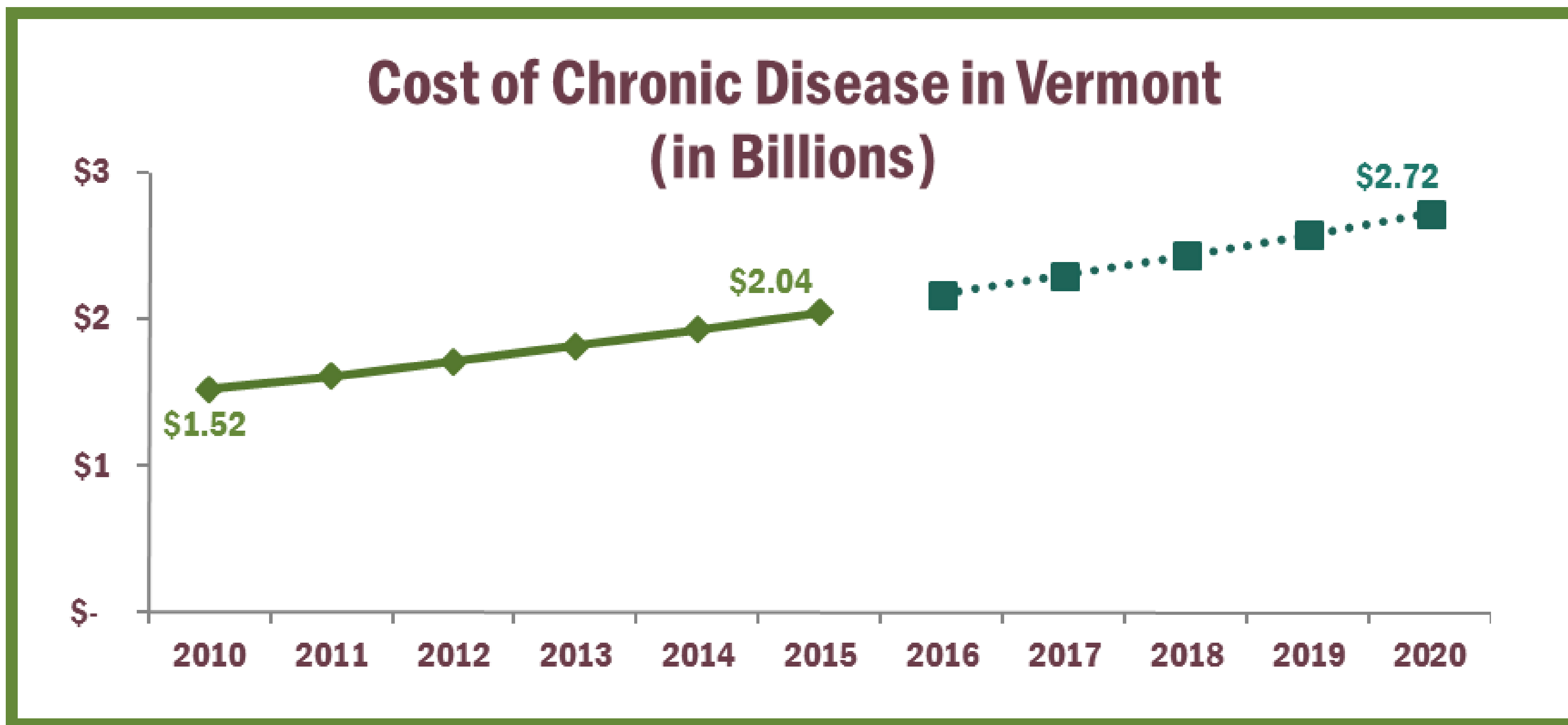
(*) notes statistical difference

Data Source: 2013, 2015 and 2016 BRFSS
[^]Age-adjusted to the U.S. 2000 population

3-4-50 Deaths Account for Majority of All Deaths



Data Source: 2015 Vermont Vital Statistics (preliminary)



Data Source: Center for Disease Control and Prevention Chronic Disease Cost Calculator

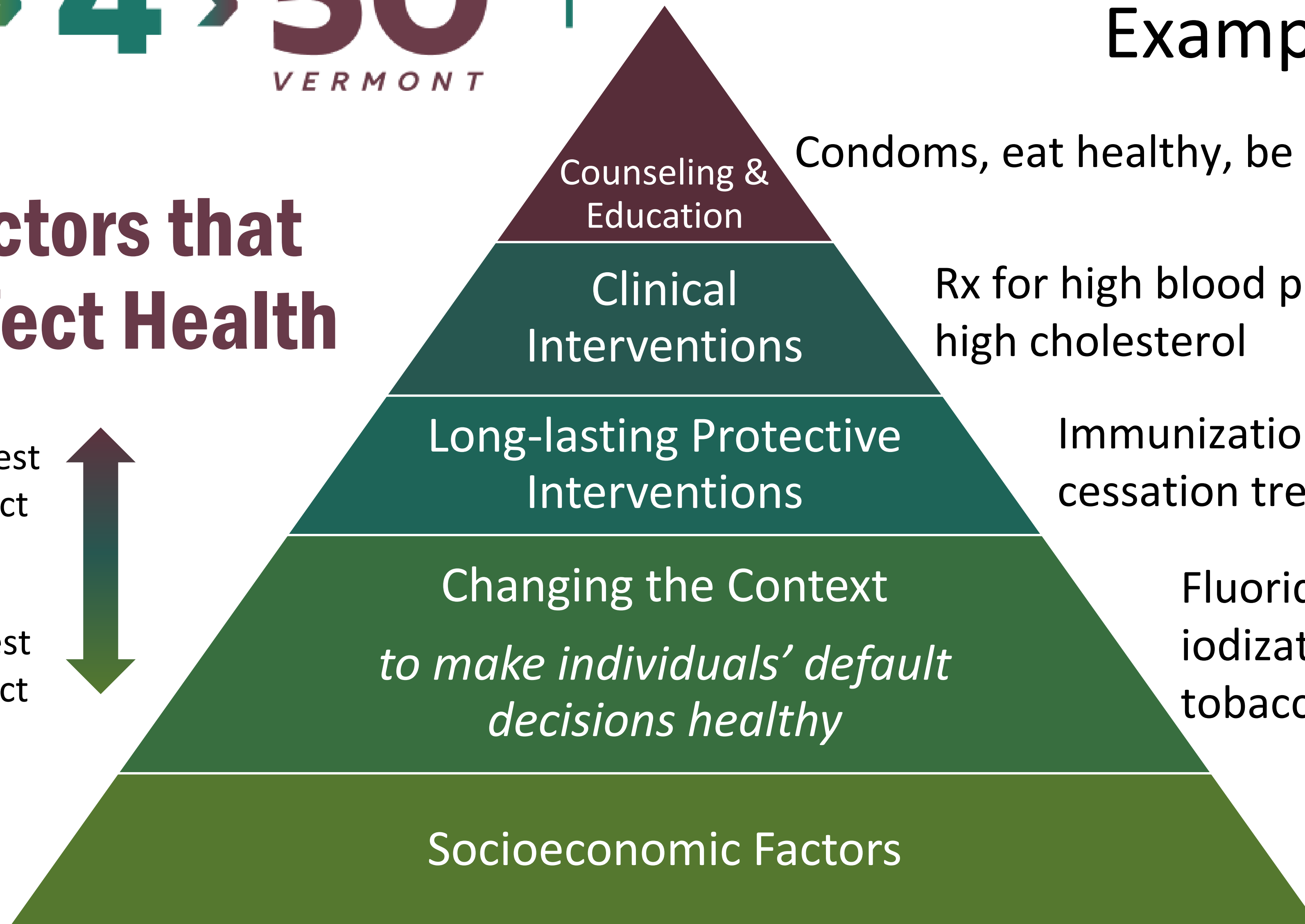
Examples

Factors that Affect Health

Smallest Impact



Largest Impact



Condoms, eat healthy, be physically active

Rx for high blood pressure, high cholesterol

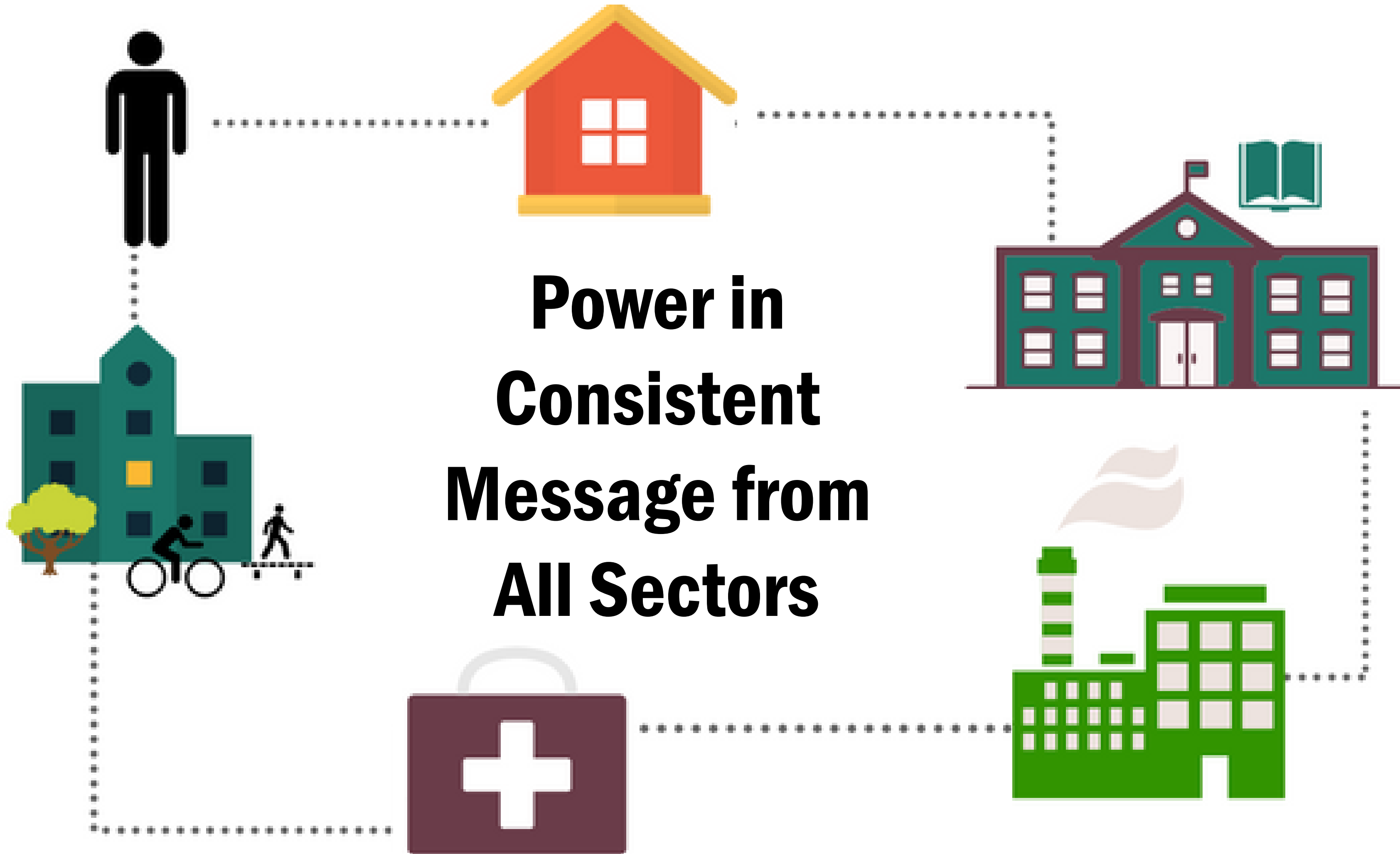
Immunizations, brief interventions, cessation treatment, colonoscopy

Fluoridation, 0g trans fat, iodization, smoke-free laws, tobacco tax

Poverty, education, housing, inequality

Source: N Engl J Med 2008;357:1221-8.

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- Brings in clinical partners and hospital systems to **engage the public**, including individuals, employers, schools, childcare providers, and municipalities to provide opportunities in adopting healthier lifestyles.
- Engages people through traditional and social media.



- Uses an accountable community for health framework to **mobilize community leaders** and work collectively to improve community health outcomes.
- Includes partners from the health care system, social and community services, public health, local planning, and other sectors.



- Focuses on **environmental and policy strategies** with retailers, schools, municipalities, faith-based organizations, and worksites to promote population health.
- Examples include promoting physical activity by developing town plans that include Complete Streets, and healthy schools via Farm-to-School and Safe Routes to School.

All three efforts:

- Recognize the importance of the **social determinants of health**.
- Engage partners – clinical and community -- in **primary prevention**.
- Seek to place **data at the center** of decision-making.
- Utilize somewhat **different strategies** of community engagement and mobilization.
- Differ in how they play out in each community based on existing relationships, community-identified needs and priorities from the Community Health Needs Assessments, and the readiness of community members to act.





75 partners from across the state have committed to taking steps to increase physical activity, improve nutrition, and decrease tobacco use.

HEALTH PROMOTION & CHRONIC DISEASE

3-4-50: PREVENT CHRONIC DISEASE

LADIES FIRST FOR MEMBERS

LADIES FIRST FOR PROVIDERS

WORKSITE WELLNESS

PHYSICAL ACTIVITY & NUTRITION

TOBACCO

ORAL HEALTH

CANCER

DIABETES

HEART DISEASE

ASTHMA & LUNG DISEASE

OTHER CHRONIC CONDITIONS

PLANS & REPORTS

CONTACT:
Health Promotion & Disease
Prevention Division
108 Cherry Street
Burlington, VT 05401
Phone: 802-863-7330

3-4-50 PARTNERS

Thank you to the organizations that have signed-on to 3-4-50 - recognizing the important role they play in promoting health and reducing the risk of chronic disease. These dedicated partners have identified wellness measures that they currently employ or will accomplish within 12 months of signing-on.

There are three commitment levels - Bronze, Silver and Gold - based on the number and scale of the wellness measures selected.

Gold Level

ORGANIZATION	COMMUNITY SECTOR	TOWN
Aqua ViTea	Worksite	Middlebury
Bellows Falls Middle School	School	Bellows Falls
Bellows Falls Union High School	School	Westminster
Canaan Schools	School	Canaan
Central Elementary School	School	Bellows Falls
Central VT Home Health & Hospice	Worksite	Barre
Chroma Technology	Worksite	Bellows Falls
Ciderhouse Bar & Grill	Worksite	Newport
City of Barre	Community	Barre
Community Restorative Justice Center - St. Johnsbury	Worksite	St. Johnsbury
Copley Hospital	Worksite	Morrisville
Crafton Elementary School	School	Crafton

Healthy steps for businesses

- Create a tobacco-free campus.*
- Provide refrigerators, microwaves and break areas.*
- Encourage and support employees to get 30 minutes of physical activity a day.*
- Make healthy foods more available.*
- Establish breastfeeding policies.^
- [Creating a Healthier Worksite](#) toolkit.



Healthy steps for schools and childcare settings

- Ensure schools meet Nutrition Standards.*
- Implement school-based gardening interventions.*
- Employ enhanced school-based physical education*.
- Get kids outside and moving for at least 30 minutes every day.^
- [School Wellness Policy Implementation](#)



Healthy steps for municipalities

- Establish policies to prohibit smoking in designated public areas.*
- Design “complete” streets and roadways.*
- Build and maintain places where people can be active.*
- Make it easier for people to find healthy foods.
- [Healthy Community Design Resource](#)



In The News

Barre Mayor Lucas Herring said he is honored, but not surprised, that Barre is the first community to achieve Gold Level status. “Our residents and businesses are committed to ensuring healthy programs are in place,” said Mayor Herring. “That’s why we met the Silver standard leading up to this year. I’m just hoping that the Health Department creates a Platinum level that we can aspire to!”

“Mt. Ascutney Hospital is helping to lead an Accountable Community for Health,” said Lord. That means bringing together partners from across the healthcare field with state agencies, local nonprofits, and others to integrate services, support prevention efforts like 3-4-50, and bolster education efforts. It’s part of our Hospital Strategic Plan, our Windsor HSA Community Collaborative, and it’s simply the right thing to do—for kids and our communities.”

VERMONT DEPARTMENT OF HEALTH DESIGNATES JAY PEAK AS GOLD-LEVEL PARTICIPANT IN 3>4>50 INITIATIVE AIMED AT MAKING VERMONT THE HEALTHIEST STATE IN U.S.

March 16, 2018 (Jay, VT)- Jay Peak Resort today announced it has been recognized as a Gold-level status in the 3>4>50 initiative, a statewide Vermont Department of Health program with the goal of helping people understand and address the impact of chronic disease in Vermont. 3>4>50 represents three behaviors—lack of physical activity, poor diet and tobacco use—that lead to four chronic diseases—cancer, heart disease/stroke, type 2 diabetes and lung disease. These diseases result in more than 50 percent of all deaths in Vermont each year. The initiative aims to unite businesses, schools and communities around a common goal, to make the healthy option the easy option where people live, work, learn and play. Jay Peak is the only ski resort in the state of Vermont to have received the Gold-level designation.

“If we’re going to have a happy and vibrant team up here where everyone feels valued, it’s crucial that we address our employees most basic needs,” said Jay Peak’s general manager Steve Wright. “The 3>4>50 initiative gets right to the heart of that desire. One has to make healthy choices if one is to have a healthy life.”

Jay Peak’s Gold-level designation is the result of the resort offering more than a dozen wellness measures designed to enable employees to live a healthy life. In the last year alone the resort has rolled out three new programs. Last summer Jay Peak began a partnership with Berry Creek Farm, a local organic CSA in neighboring Westfield, to offer employees easy access to healthy food along with a monthly stipend to help offset a portion of food costs. Yoga and meditation classes became available to all employees last fall. Those three benefits were in addition to a suite of offerings that include free memberships to the resort’s fitness facility, biometric screenings, health fairs, healthy cooking classes and free alpine and Nordic season passes.

“As the largest employer in the Northeast Kingdom, we have a vested interest and certain duty to promote a healthy lifestyle,” continued Wright. “Our employees are the heart of Jay Peak. We need them healthy and happy.”

Jay Peak’s Human Resources staff plans on working with officials from the Vermont Department of Health—the agency charged with managing the 3>4>50 initiative—on a new suite of offerings to be rolled out in the coming months.

FOR THE LATEST RESORT INFORMATION VISIT: jaypeakresort.com

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DEPARTMENT OF HEALTH

Clinical & Community Strategies to Improve Adult BMI Screening and Follow Up

The following table highlights evidence-based strategies to improve adult BMI screening rates and follow up in clinical and community settings.

ACO Measure: Core-20: Adult Weight Screening and Follow-Up

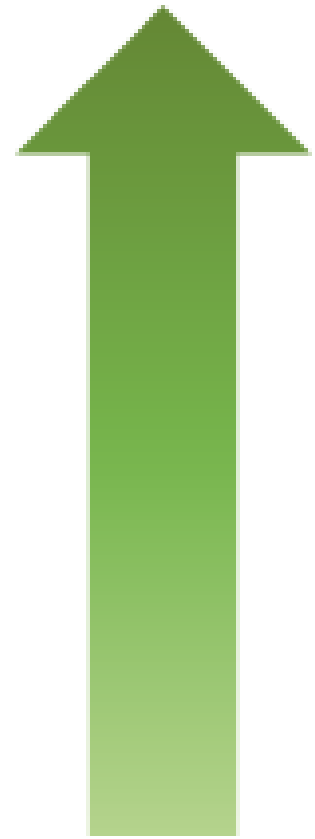
Screen for obesity in adults 18 years or older. Patients with body mass index (BMI) of 30 or higher should be offered or referred to intensive, multicomponent behavioral interventions. Those with BMI of 25-30 should also be referred for nutrition and physical activity interventions.

Clinical Approaches	Innovative Patient-Centered Care and/or Community Linkages	Community Wide Prevention Strategies
<p>Screen all adults for overweight or obesity.</p> <ul style="list-style-type: none"> Calculate BMI using BMI calculator (available online) Use motivational interviewing to discuss BMI findings with patient <p>For obese patients: Intensive, multicomponent behavioral interventions include the following:</p> <ul style="list-style-type: none"> Behavioral management activities, such as setting weight-loss goals Improving diet or nutrition and increasing physical activity Addressing barriers to change Self-monitoring Strategizing about how to maintain a lifestyle change <p>For overweight patients: Learn about current diet and physical activity patterns and counsel on changes to encourage weight loss</p> <ul style="list-style-type: none"> Offer nutrition counseling to increase the daily recommended servings of fruits and vegetables. Screen for physical activity habits and offer 	<p>Use motivational interviewing: Providers should be trained in these techniques to best assist patients.</p> <p>Provide referrals to community-based YMCA Diabetes Prevention Programs or one of the other self-management programs: MyHealthyVT.org</p> <p>Adopt technology-supported multicomponent coaching or counseling interventions intended to reduce weight such as:</p> <ul style="list-style-type: none"> apps to track food intake and physical activity supportive texts one-to-one counseling tracking of food intake and physical activity. <p>Create or refer patients to social support interventions in community settings:</p> <ul style="list-style-type: none"> Weight Watchers Curves TOPS (Taking off Pounds Sensibly) <p>Distribute fruit and vegetable prescriptions to encourage patients to eat more fruits and vegetables.</p> <p>Provide park prescriptions to encourage patients to be more physically active</p>	<p>Support Healthy community design and food access projects that support physical activity and healthy eating.</p> <p>Promote increased healthy eating and physical activity option in worksites including:</p> <ul style="list-style-type: none"> Use the Vermont Department of Health's "Creating a Healthier Workplace" resource to implement policies such as: <ul style="list-style-type: none"> health insurance coverage with no or low out-of-pocket costs for medications Healthy Food policies for meetings Increased healthy eating and physical activity options at worksites Worksite gardens Flex time for physical activity Paid time off for preventive screening Healthy food incentives (Smoothie day, veggie platter) Aim for at least 30% healthy items in vending machines Include healthy choices at snack bars, cafeterias and events <p>Encourage increased availability of healthy foods</p>

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10 YEAR IMPACT



Vermont reduction in chronic disease & closing gap in chronic disease health disparities.

Rates of tobacco use, poor nutrition & lack of physical activity among key groups are improving.

Worksites, schools & towns across Vermont prioritize health through systems-level change.

How are we measuring progress?

More resources online: healthvermont.gov/3-4-50

- Data briefs by special populations
- [Prevention Change Packets](#)
- Guides and toolkits by sector
- Connect to existing State resources
- Sign-on forms to make a commit to 3-4-50