

# BUILDING A HEALTHIER MICHIGAN



State Alliance of Michigan YMCAs

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

#MIYMCA

THE LATEST INFORMATION ON EVIDENCE-BASED PROGRAMS AND PARTNERSHIPS



## BLOOD PRESSURE MANAGEMENT TAKING IT TO HEART

Y-USA, one of several partners in the Million Hearts® campaign launched by the U.S. Department of Health and Human Services, is committed to addressing the urgent health crisis of hypertension and preventable strokes and heart attacks in the U.S. The goal of the campaign is to prevent one million heart attacks and strokes by 2017 through heart disease prevention activities. The Y has spent the past two years creating and testing a model aimed at helping adults with hypertension lower and control their blood pressure through regular blood pressure self-monitoring.

Blood pressure is the force of blood pushing against the walls of the arteries. High blood pressure, also called hypertension, means the heart is pumping harder to move blood through the body. This can weaken blood vessels and damage major organs.

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### ENJOY THIS ISSUE?

Please share this newsletter with anyone who may find it useful.

### QUESTIONS, COMMENTS, IDEAS?

Contact Jennifer Nicodemus, Director of Health Innovations, at [jnicodemus@michiganymca.org](mailto:jnicodemus@michiganymca.org) or 734-660-0443

- Use **#MIYMCA** to connect your Michigan YMCA on Social networks
- Visit the State Alliance of Michigan YMCA's website at **[www.michiganymca.org](http://www.michiganymca.org)**

More than 78 million adults have high blood pressure in this country, and less than half have it under control.

Hypertension is directly connected to three critical social issues affecting our communities: high rates of chronic disease, needs associated with an aging population, and health inequities among people of different backgrounds.

### **Heart disease is responsible for 1 of every 4 deaths in the United States.**

In 2014, the Y tested a simple Self-Monitoring Blood Pressure Practice aimed at helping adults with hypertension lower and manage their blood pressure, through the process of regulated home monitoring of one's blood pressure. The result and learnings from this practice informed further development of an evidence-based Blood Pressure Management Program model that was tested in 43 sites across seven Y's in 2015. The Blood Pressure Management Program model aimed to achieve the same outcomes. The refined model combined self-monitoring with elements of individualized support, physical activity and nutrition education to produce a well-balanced program. Evidence shows that regular physical activity and proper nutrition are both essential elements for effective blood pressure management.

To date, more than 70 trained Healthy Heart Ambassadors have served over 1,400 persons with high blood pressure across 7 YMCAs.

In phase 3 of this work the Y will test an even further refined, but simpler program model aimed to achieve the same outcomes as previous years. The Blood Pressure Self-Monitoring program will be tested across more than 10 Y's in 2016.

Find out how to get involved in this work and learn about grant opportunities: search "blood pressure" on [yexchange.org](http://yexchange.org).

## **UPCOMING EVENTS**

- **Blood Pressure Management Program Deadline Approaching**  
Grant applications are due on Monday, March 7th!
- **Michigan Diabetes Prevention Network Meeting**  
Thursday, March 31 1-4pm at the Michigan Public Health Institute  
2436 Woodlake Circle Suite 300 Okemos, MI 48864
- **YMCA's Diabetes Prevention Program Transition Webinars**  
March 30th at 3pm: Sustainability: Payors & Performance  
Contact your technical advisor for call in information
- **Moving For Better Balance Training**  
April 8 & 9 at the Ann Arbor YMCA in Ann Arbor, MI
- **EnhanceFitness Trainer Academy**  
April 12 & 13 at the Jackson YMCA in Jackson, MI
- **YMCA's Diabetes Prevention Lifestyle Coach Training**  
April 28 & 29 at the Ann Arbor YMCA in Ann Arbor, MI
- **Statewide EnhanceFitness Conference**  
June 8th at Lansing Community College West in Lansing, MI  
Registration information to come!

## **PROGRAM UPDATES**

### **Ann Arbor YMCA:**

In 2007, the Ann Arbor YMCA began their first healthy living program: LIVESTRONG at the YMCA. This program has served over 300 cancer survivors and their families since its inception, and averages 5 classes per year. Success in this program can be attributed to the few, but consistent referrals. The greatest challenges are brand compliance and funding.

The YMCA's Diabetes Prevention Program, EnhanceFitness, and Pedaling for Parkinson's were launched in 2013. EF made an easy transition into the Y as it replaced another older adult program. Success in this program is based on promotion via word of mouth and the retention of participants.

The YMCA's Diabetes Prevention Program began slowly but since a partnership with the University of Michigan, they've more than doubled their classes. Understanding the contract language, negotiating terms, and updating internal policies were the biggest challenges faced in this partnership.

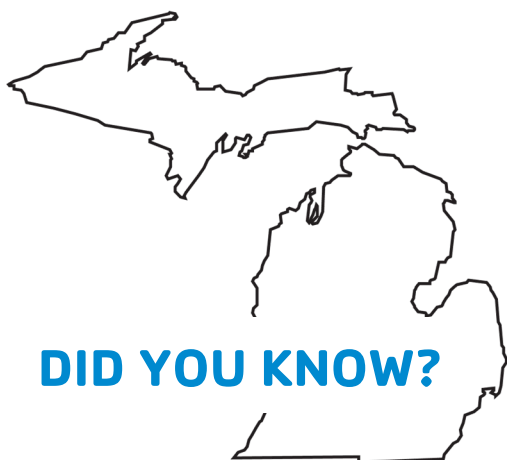
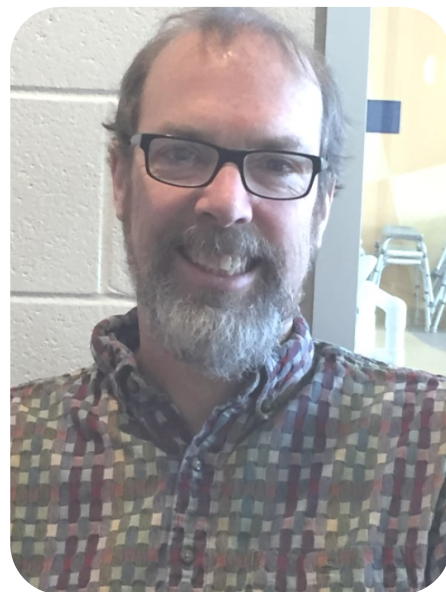
Pedaling for Parkinson's classes meet 3x/week and help participants decrease symptoms of the disease. Support groups and word of mouth have had the biggest impact on enrollment. Using bikes that display workload, heart rate and RPMs are beneficial.

All of these programs have two common challenges: staffing and referrals. Maturity, tact, listening skills, empathy, and reliability are desired traits in staff. Referral networks take time to develop and regular communication to maintain.

# PARTICIPANT SPOTLIGHT

Mark Tucker of Ann Arbor, MI, was not a gym-goer, not a Y member, and not receptive to his wife's entreaties to take care of himself. That changed when, after a doctor's visit, his bloodwork came back showing that his blood sugar level was high and that he was at risk for developing diabetes. As a result of the test, Mark was able to enroll in the evidence-based YMCA's Diabetes Prevention Program, which is an employee benefit for University of Michigan Premier Care members. National Institutes of Health research has shown that programs like the YMCA's Diabetes Prevention Program reduce the number of new cases of type 2 diabetes by 58% overall and by 71% in people over 60. Since September Mark has lost 14 pounds and kept them off!

Mark is the first to say that his participation in the program has been life-changing. He has learned to read nutrition labels, is more conscious of serving sizes and appreciates the value of daily exercise. "Since I've started exercising I have more energy, I sleep better and I feel less 'cloudy'. I would never have imagined myself doing a program like this, but the support of the group, the social aspect has really made it OK. I like that there is no one telling me what to do: everyone can choose how he or she would like to fit into the guidelines. I appreciate that the program has led me to incremental changes that I can adopt successfully as I feel comfortable, but that will last me for the rest of my life."



- A food desert is an area in which there is no access to fresh, healthy, affordable food, and more than 20% of the neighborhood falls below the poverty line.
- More than 23 million Americans live in food deserts—areas that are more than a mile away from a supermarket.
- Food deserts typically have many fast food restaurants and convenience stores that offer cheap, quick, and unhealthy options.
- Barriers associated with living in a food desert are transportation, access, and cost.

[www.fitness.gov](http://www.fitness.gov)  
<http://msue.anr.msu.edu/>

## HEPA STANDARDS

**Fried and Pre-Fried Foods:** Do not provide any fried foods. Fried foods include items like potato and corn chips, as well as foods that are pre-fried and reheated (e.g., pre-fried French fries that are then baked, chicken patties, chicken tenders, chicken nuggets, fish sticks, Tater Tots®, etc.).

### WHY FOCUS ON FRIED AND PRE-FRIED FOODS?

- The saturated and trans fats often used to prepare fried food increase the risk of cardiovascular disease and contribute significantly to a high-calorie diet.
- Regular consumption of fried foods has been associated with higher body mass index, after taking into account other dietary and lifestyle factors.



Harvard Gazette  
US Department of Agriculture  
US Department of Health and Human Services

# BUILD CONNECTIONS

Understanding contract terminology is an important first step toward sustainability. Here are some of the basic agreements you may see as you develop partnerships:

**Master Service Agreement:** a contract that spells out most but not all of the terms between the signing parties. Its purpose is to speed up and simplify future contracts. These agreements usually spell out payment terms, delivery requirements, intellectual property rights, warranties, limitations, dispute resolutions, confidentiality and work standards. Another important clause involves indemnification or how risk is divided among all signatories if any party is sued by an outside entity.

**State of Work:** defines the tasks to be accomplished (and/or the services to be delivered) by the selected contractor. SOW's are unique to each contract and can vary significantly depending on the type of work required, the duration and the contract being established. The operational, financial, legal, contractual and reputational risks of a poor SOW can be very serious.

**Memorandum of Understanding:** is an agreement between two or more parties. Companies and organizations can use MOUs to establish official partnerships. MOUs are not legally binding but they carry a degree of seriousness and mutual respect, stronger than a gentlemen's agreement. MOU's can be perfect in situations where a contract is too formal, but a handshake isn't enough.

**Business Associate Agreement:** is a contract between a HIPAA covered entity and a HIPAA business associate. The contract protects personal health information (PHI) in accordance with HIPAA guidelines.

**Supplier Security Assessment:** a preliminary assessment of the security provided as part of the MSA and SOW - think digital and physical HIPAA compliance. This document is usually a precursor to a formal, on-site, security assessment by a qualified professional, and is used to help allocate resources and prioritize site visits.

## Y-USA HEALTHY LIVING STRATEGIC PLAN

### IMPROVING THE NATION'S HEALTH & WELL-BEING

- Preventing and managing chronic conditions including youth and adult obesity
- Addressing the needs of an aging population
- Addressing the health inequity among people of different populations

## LEARN TOGETHER

Connect with colleagues across Michigan: join our monthly network call and learn about EnhanceFitness, Moving For Better Balance, LIVESTRONG at the YMCA and the YMCA's Diabetes Prevention Program. Whether your YMCA is in the planning phase for these programs or well into delivery, we can all learn together.

**2nd Thursday of each month at 11am**

**Call-in information:**

**1-877-528-0783**

**Code: 931 008 9853#**

One call covers it all! Be ready to discuss all four health management programs, share stories and ask questions.

