

## Health Strategy Map

### GOAL: Increase the Well-Being Index Score from 61.5 in 2014 to 64.5 by 2020

In 2009, United Way of Central Iowa (UWCI) made a strategic decision to move from an organization that has been a traditional funding agency to an organization centered on collective community impact and change. United Way took the bold move of establishing Goals for 2020 in education, income and health. The audacious goals were established to move the Central Iowa community forward by focusing efforts and funding on evidence-based initiatives that align with strategies and expected results.

With extensive input from the community, the Health Goal for 2020 was established using the Gallup-Healthways Well-Being Index (WBI). The WBI is based on the World Health Organization's definition of health as not only physical health, but also mental and social well-being. The Index includes five elements based on research to track and understand the key factors that drive well-being:

1. **Physical:** Having good health and enough energy to get things done daily.
2. **Social:** Having supportive relationships and love in your life.
3. **Community:** Liking where you live, feeling safe and having pride in your community.
4. **Purpose:** Liking what you do each day and being motivated to reach your goals.
5. **Financial:** Managing your economic life to reduce stress and increase security.

The three elements of Physical, Social and Community Well-Being are the areas in which we believe the United Way Health investments can make the most impact and increase the Well-Being Index from 61.5 in 2014 to 64.5 in 2020. The Purpose and Financial elements are not included in the Health Strategy Map because other United Way and community investments/initiatives address these areas. However, the five elements are interrelated and interdependent, and improvement in one element influences the other four elements. To learn more about the Well-Being Index, please refer to: <http://www.well-beingindex.com/>

Note: United Way of Central Iowa uses Results Based Accountability to measure results.<sup>i</sup>

**Result 1: Physical Well-Being:** Central Iowans are physically healthy and increase behaviors associated with positive health outcomes

**Indicator 1:** Physical Well-Being Score

**Indicator 2:** Physical Well-Being Thriving/Suffering ratio<sup>ii</sup>

**Indicator 3:** Percent Obese

**Strategy 1.1:** Increase healthy food choices and fruit/vegetable consumption through system innovations that address financing, policy, and/or physical environments. (Note: Food insecurity is addressed in the Essential Needs Strategy Map)

*Program Performance Measures:*

## Health Strategy Map

1. *Number of families/individuals impacted*
2. *Number/percent of families/individuals who increase fruit and vegetable consumption as a result of the system innovation*
3. *Systemic improvements that increase healthy food choices and fruit/vegetable consumption*

### **Strategy 1.2:** Increase opportunities for physical activity and recreation for children and adults

#### *Program Performance Measures:*

1. *Number of individuals impacted*
2. *Number of Central Iowans participating in physical fitness activities that maintain or improve their physical health*
3. *Number/percent of Central Iowans who are exercising or participating in physical activities for 30+ minutes 3 times a week or more*
4. *Systemic improvements that increase opportunities to expand access to physical activity*
5. *Number/percent of organizations that incorporate one or more of the 10 strategies of Let's Go! 5210*

### **Strategy 1.3:** Increase access to health prevention and treatment by addressing barriers and supporting individuals to navigate systems

#### *Program Performance Measures:*

1. *Number of individuals impacted*
2. *Number of individuals completing health/dental treatment*
3. *Number/percent of individuals who are able to establish a medical home*
4. *Number/percent of individuals who have increased knowledge of the medical and social service systems*
5. *Number/percent of individuals who improve decision making skills related to healthy behaviors*
6. *Number/percent of individuals who achieve individual goals*

### **Result 2: Social and Emotional Well-Being:** Central Iowans have a positive outlook and engage in supportive relationships

**Indicator 1:** Social Well-Being Score

**Indicator 2:** Social Well-Being Thriving/Suffering ratio

**Indicator 3:** Percent who have someone in their life who encourages them to be healthy

**Indicator 4:** Percent who report feeling stress

### **Strategy 2.1:** Increase opportunities for vulnerable populations to reduce social isolation and increase positive, healthy social interactions and experiences

#### *Program Performance Measures:*

1. *Number of individuals impacted*
2. *Number of social opportunities provided*
3. *Number/percent of individuals who show improvement in emotional well-being*
4. *Number/percent of individuals who engage in multiple social opportunities*

## Health Strategy Map

**Strategy 2.2:** Support healthy brain development and build resilient children, families, and communities

**Program Performance Measures:**

1. *Number of individuals impacted*
2. *Number/percent of individuals who increase knowledge and awareness about the impact of healthy brain development*
3. *Systemic improvements that increase knowledge about brain development and resiliency of individuals and communities*
4. *Number/percent individuals that have received an introductory trauma or ACEs training*

**Strategy 2.3:** Improve access to behavioral health services for children and adults in alignment with the 2015 Behavioral Health in Central Iowa report

**Program Performance Measures:**

1. *Number of individuals screened for mental health*
2. *Number/percent of individuals screened for mental health who received an intervention*
3. *Number/percent of individuals who complete drug/alcohol treatment*
4. *Number/percent of individuals who avoid placement in a higher level of care*
5. *Number/percent of clients that are screened for toxic stress or history of trauma*

**Result 3: Community Well-Being:** Central Iowans live, work, and play in safe, healthy, and connected neighborhoods and communities

**Indicator 1:** Community Well-Being Index Score

**Indicator 2:** Community Well-Being Thriving/Suffering ratio

**Indicator 3:** Percent who always feel safe and secure in central Iowa

**Indicator 4:** Percent who are satisfied with the city or area where they live

**Strategy 3.1:** Strengthen neighborhoods to promote social engagement and social connectivity

**Program Performance Measures:**

1. *Number of individuals impacted*
2. *Number of neighborhoods impacted*
3. *Number/percent of activities to promote social engagement/connectivity in the neighborhood/community*
4. *Number/percent of increased social engagement/connectivity in the neighborhood/community*
5. *Number/percent of individuals/neighborhoods who increase social connectivity*

**Strategy 3.2:** Create safe and health-promoting environments (neighborhoods, workplaces, schools)

**Program Performance Measures:**

1. *Number of individuals impacted*
2. *Number of environments (neighborhoods, workplaces, schools) impacted*
3. *Number/percent of individuals who increase knowledge of the health and safety of the community*

## Health Strategy Map

### 4. *Systemic improvements that increase safety and wellness in the community*

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<sup>i</sup> Results Based Accountability (RBA) is a theory of change developed by Mark Friedman. To learn more about Results Based Accountability, please refer to <http://resultsaccountability.com/about/what-is-results-based-accountability/> and <http://raguide.org/index-of-questions/> for more information<sup>i</sup>. United Way of Central Iowa uses RBA as our theory of change and use the three different types of performance measures listed below to measure client progress.

<sup>ii</sup> The thriving/suffering ratio represents the percentage of Central Iowans thriving in an element verses the percentage of individuals suffering in that element. Gallup recommends a ratio of 5:1.