

NASHVILLE *Health*

**Collaborating
for Better Health
2016-2019**





NASHVILLEHEALTH.ORG

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Chairman's Letter

U.S. Senator Bill Frist, M.D.
NashvilleHealth Founder
& Chairman

Nashville is a thriving, energetic city in the midst of an economic boom. Known globally as an innovative healthcare center, it's home to a \$70 billion healthcare services industry made up of more than 250 related companies, yet the health of our people is poor. Left unaddressed, this threatens our long-term economic and social vitality.

Three short years ago we set out to change the trajectory of Nashville's health and its people's well-being by establishing a robust community initiative to build a countywide, collaborative health movement. NashvilleHealth was born.

With your support, NashvilleHealth is leading the charge to address our community's most pressing health issues by serving as a convener to open dialogue, align resources, and build smart strategic partnerships to forge a dynamic plan to improve the health of Nashvillians.

Together, we are creating a bold culture of health and well-being in Nashville. The collaborative work underway is impressive and our momentum is strong, but we still have much to accomplish. Please join us in securing a healthier future for our city.

Best Regards,

U.S. Senator Bill Frist, M.D.
NashvilleHealth Founder & Chairman

NASHVILLE Health

Mission

Substantially improve the health and well-being of Nashvillians.

Strategy

Collaboratively identify major population health challenges, propose transformative solutions, and facilitate and ensure execution to improve overall health.

Goal

Make Nashville one of the healthiest places to live in the state and nation by achieving measurable gains in the health of all residents.



The Need for Change

Known as an “it” city, Nashville has a thriving economy, is experiencing unprecedented growth and remarkably low unemployment, and is regularly ranked among the best cities to live. Home to more than 250 healthcare companies, including 16 publicly-traded headquarters, Nashville takes the provision of health seriously. Yet, the population is unhealthy.

When compared to similar cities, the poor health of Nashville residents is evident. Nashvillians smoke at rates higher than Charlotte. The city's blood pressure rates exceed those in Austin and the obesity rate surpasses Cincinnati's. Nashville babies are more likely to die in their first year of life than in countries like Cuba, Serbia, and Qatar.

Recognizing in 2016 that his hometown—despite its reputation as a healthcare capital—ranked far behind peer cities in community health, physician and former U.S. Senate Majority Leader Bill Frist, M.D. established a robust, collaborative health movement: NashvilleHealth.



“The goal is to make Nashville one of the healthiest places to live in the state and the nation by achieving measurable gains in the health of its residents. It’s a tall order, but one that we honestly believe is achievable through a focused, sustained effort grounded in action and implementation ...”

*U.S. Senator Bill Frist, M.D.
Health Affairs Blog*

The Plan



Convene a diverse group of key local stakeholders.



Identify specific and measurable community health indicators where improvement will be most impactful.



Develop a comprehensive and practical roadmap for clearly defined action to improve health.



Leverage and **align** Nashville's social and health resources and dollars to successfully execute the roadmap.



Strengthen integration and alignment of health services.



Scale evidence-based, county-wide success to state and national level.



Engage academic partners to measure and monitor outcomes to maximize progress and effectiveness of the implementation plan.

Collaborating for Better Health

In 2016, NashvilleHealth partnered with the Vanderbilt University Department of Health Policy (VUHP) to convene diverse groups of key local stakeholders and national experts to identify specific and measurable community health indicators where improvement would be most impactful. Through this collaboration and community engagement, NashvilleHealth identified **child health, hypertension and tobacco cessation** as initial priority areas. In 2018, the organization added **environmental health** to its work.

Child Health

Davidson County ranks 91st out of 95 Tennessee counties for child well-being according to the Tennessee Commission on Children and Youth. A child's health plays a vital role in their academic achievement and future well-being. That's why NashvilleHealth is working to improve the health of children in our community.

Initiatives

NashvilleHealth partnered with the Metro Public Health Department (MPHD) and Meharry Medical College to launch the Nashville Infant Vitality Collaborative (NIVC) in 2016. The collaborative, made up of more than 70 organizations, worked to identify ways to support women's health before, during and after pregnancy; create conditions that end racial inequities for babies and their families; and address housing needs for pregnant women and families with infants.

Through NIVC conversations, NashvilleHealth learned sleep-related deaths represent approximately one-fourth of all infant deaths in Davidson County. In 2018, NashvilleHealth led efforts to research effective messaging around safe sleep and launched a safe sleep awareness campaign in partnership with the 20,000+ member Mt. Zion Baptist Church.

Children do not leave their poor health at the school entrance. Their physical, emotional and behavioral needs must often be addressed within school settings, where school nurses play a critical role. NashvilleHealth supported expansion of the school nurse program within Metro Nashville Public Schools (MNPS). The first phase successfully added 17 new nurses in the 2017-2018 school year. With this addition, nurses are now available to every school in the MNPS system.



Senator Bill Frist moderates a discussion with Richard Besser, M.D. (Robert Wood Johnson Foundation); Lillian M. Lowery, Ph.D. (The Education Trust); and Holly Hunt (Centers for Disease Control and Prevention) during the Better Health, Better Learning Summit.



NashvilleHealth proudly supported passage of the "Tom Cronan" Physical Education Act. The law requires all Tennessee elementary students to participate in an hour-long physical education class at least twice per week.

To further explore the connection between student achievement and health, NashvilleHealth joined with the State Collaborative on Reforming Education (SCORE) to host the *Better Health, Better Learning Summit*. Nearly 500 education, health, government and community leaders attended.

Building on this work, in 2018 and 2019 NashvilleHealth partnered with MNPS to present Wellness Week. In 2019, nearly 80 elementary, middle and high schools across the county

participated, engaging students and staff in healthy eating, physical activity, and emotional well-being.



Students at Big Picture High School learn to make healthy fruit smoothies during MNPS Wellness Week.

Hypertension

Despite a hypertension rate of 38 percent and a high incidence of comorbidities associated with uncontrolled hypertension, Nashville has lacked targeted citywide hypertension programming. Because of this, NashvilleHealth has prioritized creating a learning collaborative, bringing proven national programs to the city and establishing clinical-community linkages.

Initiatives

In partnership with American Heart Association and American Medical Association, NashvilleHealth supports Target BP, a learning collaborative among providers for shared protocols and interventions around hypertension. In just two years, the program has engaged 16 clinics and hospitals with a reach of more than 680,000 patients across the area.



NashvilleHealth has partnered with the YMCA of Middle Tennessee to address heart health and chronic disease prevention in the city. Together, the organizations hosted three health summits focused on applying national best practice and clinical learnings in the community.

NashvilleHealth helped to champion the city as a Women's Heart Alliance (WHA) Cities with Heart location. The program focused on women's heart health awareness, screening and diagnosis. More than 600 Nashville women were screened at these events, and former Saint Thomas CEO Karen Springer received a national award from Woman's Day magazine for her lead role in the campaign.



"Not only do we depend on Nashville to be a site of implementation of evidenced-based strategies, we also look to NashvilleHealth to advise us on the direction we should take because the best lessons come from those who are actually doing the work."

Janet Wright, M.D., Former Executive Director, Million Hearts



Kerri Cavanaugh, M.D. (Vanderbilt University School of Medicine) and Lonnell Matthews (Davidson County Juvenile Court Clerk) discuss Nashville's launch of the Barbershop Hypertension Project.

NashvilleHealth, Vanderbilt University Medical Center, Cedars Sinai Medical Center, and the Tennessee Pharmacists Association collaborated to bring the NIH-funded Barbershop Project to Nashville. The unique project focuses on hypertension management among black men, employing a collaboration among barbers, pharmacists, physicians, and academic research partners.

Tobacco Cessation

More than 22 percent of adults in Davidson County smoke, compared to the national rate of 14 percent and the Centers for Disease Control's goal rate of 12 percent. NashvilleHealth is working to decrease the number of tobacco and e-cigarette users in Davidson County and Tennessee.



Initiatives

NashvilleHealth serves as the administrator and convener for the statewide Tobacco-Free Tennessee Coalition. A collaborative organization, the coalition and its more than 20 members are working to achieve freedom from tobacco through policy change and education. Under NashvilleHealth's guidance, the coalition has completed a strategic planning session, formalized a

governance structure and launched a communications strategy.

NashvilleHealth partnered with the Campaign for Tobacco-Free Kids and CityHealth, an initiative of the de Beaumont Foundation and Kaiser Permanente, to commission a statewide tobacco and e-cigarette policy opinion poll. Garnering national attention, findings showed Tennesseans strongly support tougher tobacco and e-cigarette legislation.

Additional NashvilleHealth policy efforts included supporting legislation to enable Nashville to prohibit smoking at its Ascend Amphitheater. The policy change was enacted in 2017. NashvilleHealth also partnered with Vanderbilt and other local organizations to actively encourage TennCare to exempt proven cessation drugs from monthly drug limits for enrollees. TennCare approved the change in 2016, broadening access for those who want to quit.



Caroline Young (NashvilleHealth), State Senator Shane Reeves, Hilary Tindle, M.D. (Vanderbilt University School of Medicine), Chris Sherwin (Campaign for Tobacco-Free Kids), and Jim Hobart (Public Opinion Strategies) discuss tobacco policy during a panel hosted by Vanderbilt University's Department of Health Policy and NashvilleHealth.



State Senators Richard Briggs, Joey Hensley, Shane Reeves and Rosalind Kurita join Representative Bob Ramsey to announce the filing of tobacco 21 legislation during the 2019 legislative session.

What do Tennessee voters think?

63% of Tennessee voters support increasing the age for tobacco sales from 18 to 21.

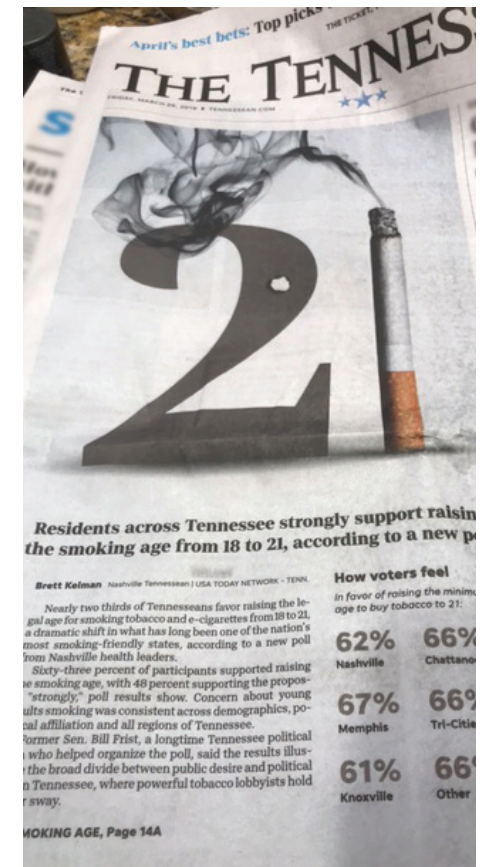
86% believe vaping products & e-cigarettes should be included.

80% support dedicating at least \$4 million of the state's tobacco revenue funds to tobacco prevention programs.

78% favor a state law to make all indoor public spaces smoke-free.

7 in 10 Tennessee voters are concerned about smoking and other tobacco use among young people.

Source: 2019 Tennessee Tobacco Opinion Poll



Environment + Health

Trees and green space are vital components of a healthy community. Studies have shown how their proximity reduces stress and chronic health conditions like diabetes, stroke and cardiovascular disease. Tree-lined streets and parks promote physical activity and improve mental health and social cohesion.

Initiatives

In 2018, NashvilleHealth partnered with Metro Government and The Cumberland River Compact (CRC) to launch Root Nashville, a campaign to plant and care for 500,000 trees by 2050. The campaign is designed to increase the city's tree canopy and create a more equitable distribution of the health and sustainability benefits of urban trees.



Senator Bill Frist, M.D., joined Nashville Mayor David Briley, Councilmember-At-Large Sharon Hurt, Reverend Edwin Sanders, Philanthropist Martin Brown and CRC's Mekayle Houghton to launch Root Nashville.



"We're proud to help launch the Root Nashville campaign, which places people and public health at its heart and will bring cleaner air and cooler neighborhoods to all Nashvillians. This campaign puts Nashville among the leading cities taking on urban heat and air quality issues."

*Adam Freed
Principal, Bloomberg Associates*

Partnering for Better Health

Collaboration is at the core of NashvilleHealth's mission. Partnering with like-minded organizations across the county, we are working together to build a bold culture of health in Nashville.



NashvilleHealth partnered with the VUHP, led by Melinda Buntin, Ph.D. to identify specific and measurable community health indicators where improvement would be most impactful.

Communicating for Better Health

Special events and targeted communications raise awareness of NashvilleHealth's unique work and help forge relationships with key stakeholders and the community to further the organization's mission and aid in achieving goals.



In 2018, NashvilleHealth and MPHD launched *All In: Conversations on Health in Nashville*, a speaker series focused on Nashville's most critical health issues. The series features national experts and local leaders discussing implementable solutions to the health disparities Nashville faces.

"We need to change the narrative in Nashville. Inequities lead to disparities, disparities to chronic stress, and chronic stress literally changes genetic expression which transforms generations."

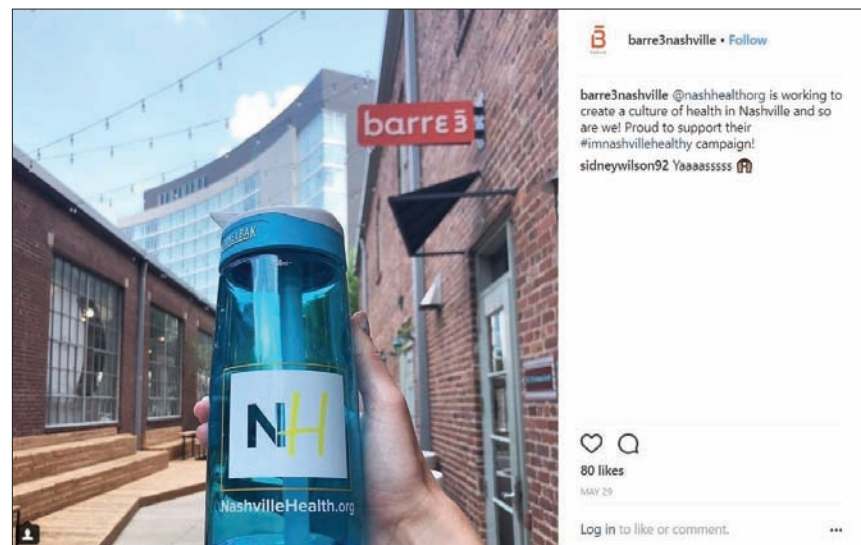
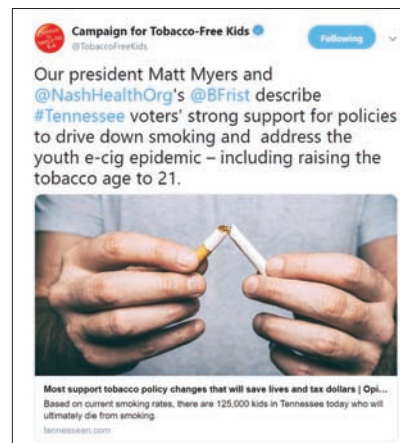
Tony Iton, Senior Vice President,
The California Endowment



NashvilleHealth's social media channels are aimed at encouraging and empowering citizens to live healthier. Warner Music Recording Artists Blake Shelton, Brett Eldridge, RaeLynn and Michael Ray along with pro-athletes and community leaders have joined the organization in promoting healthier living as part of NashvilleHealth's #ImNashvilleHealthy campaign.



NashvilleHealth and MPHD launched a speaker series, *All In: Conversations on Health in Nashville*, designed to bring together Nashville's business and community leaders to learn about social determinants of health and how the city can secure a healthier future.



Measuring Our Work

Community Health Data

NashvilleHealth is evaluating its interventions utilizing the Healthy People 2020 goals. Established by U.S. Health and Human Services and the Office of Prevention and Health Promotion, Healthy People 2020 identifies nationwide health improvement priorities and engages multiple sectors to take actions to strengthen policies and improve practices.

Healthy People 2020 Goals



Infant Mortality

Current rate: 7.5 per 1,000
(Healthy Nashville 2017)
HP2020 goal: 6.0 per 1,000



Hypertension

Current rate: 38.7%
(BRFSS 2017)
HP2020 goal: Prevalence rate: 26.9%



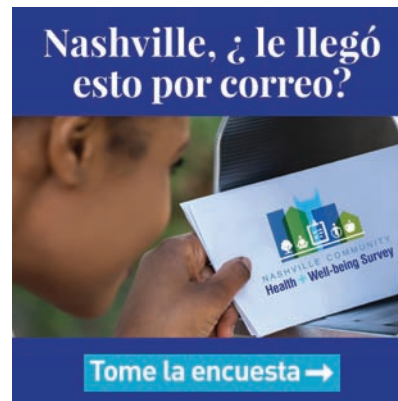
Tobacco Use

Current rate: 22.6%
(BRFSS 2017)
HP2020 goal: Prevalence rate: 12%



Accurate data is the foundation for effective allocation of health resources by government, business and community groups. To ensure our community has the most accurate data NashvilleHealth and MPHD launched the Nashville Community Health + Well-being Survey, a foundational, county-wide survey of the health of Nashville residents. This first-of-its-kind, collaborative effort sent surveys to more than 12,000 residents and will provide us with a more precise picture of health in our city. Survey findings will allow non-profits, businesses, governments and other organizations to better allocate resources and funding to serve the needs of the community. They will also provide a baseline from which to measure the city's progress.

To raise awareness of the survey and the importance of responding, NashvilleHealth and MPHD employed grassroots marketing and promotional activities. More than 300 organizations in the city including non-profits, businesses, and local government shared information about the survey to nearly 60,000 Nashvillians via email and 600,000+ on the web.



"Only with a comprehensive assessment like this will we know the challenges and opportunities to the health and well-being of Nashvillians. This survey will give us data to better serve our residents."

David Briley, Nashville Mayor



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Our Partners

Special thanks to these foundational partners.





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