



SKAGIT COUNTY PUBLIC HEALTH DEPARTMENT

- Skagit County is located approximately 60 miles north of Seattle, Washington
- Population 117,500
- Medium, predominately rural health department employing 47 FTEs with a budget of \$4,300,000.
- Skagit County is experiencing severe budget deficit resulting in a 23% reduction in staff for health and 33% reduction of staff for parks and recreation which included wellness staff on 2009.

Team Members

- Peter Browning, Director, Skagit County Health Department
- Liz McNett Cowl, Coordinator, Skagit County Healthy Communities Project
- Other participants:
 - ▣ **Western Washington University Social Marketing Team:** Amanda Howard, Annie Pankiewicz, Hannah Allely, Molly Daugherty; “Choose Your Day, Choose Your Way” social marketing campaign
 - ▣ **Westra Research:** Karen Westra and associates; assessment
 - ▣ **Skagit Valley Hospital:** Linda Wright, Health Educator and Deborah Martin, Director, Human Resources; worksite
 - ▣ **Active Community Task Force:** non-motorized transportation advisory group
 - ▣ **Skagit Bikes:** League of American Bicyclist certified league cycling instructors

Setting Up the QI Project

Increase the percentage of adults 18 years of age and older who engage in 30 minutes of moderate physical activity 5 or more days each week.

Behavioral Risk Factor Survey: (WA) 53.7 percent met the recommendations while 46.3 percent did not. The 2001 to 2007 data reflects a steady decline of adults meeting the minimum recommendations, from 55.5 percent in 2001 to 53.7 percent in 2007. Local, state and national data are similar.

Community Guide: recommends the creation of or enhanced access to places for physical activity based on strong evidence of their effectiveness in increasing physical activity and improving physical fitness.

Community Guide: recommends transportation and travel policies and practices can encourage walking and bicycling as a means of transportation by facilitating walking, bicycling, and public transportation use.

Community Guide: recommends community-wide campaigns on the basis of strong evidence of effectiveness in increasing physical activity and improving physical fitness among adults and children.

AIM Statement

| | Project goal | Measure 1 | Measure 2 | Measure 3 |
|----------------------|--|---|--|--|
| Statement of Measure | % of employees at Skagit Valley Hospital (SVH) that meet physical activity (PA) recommendations of at least 150 minutes per week | % of SVH employees that include active transportation to meet weekly PA recommendations | % of SVH employees that participate in SVH sponsored PA programs | % of SVH employees who increase their "Stage of Change" status related to PA |
| Source of data: | Baseline: 2009 SVH Employee Survey | Baseline: 2009 SVH Employee Survey | Baseline: SVH Health Education records | Baseline: 2009 SVH Employee Survey |
| Baseline: | 21% | 4% | TBD | 22%-Neutral 6%-Precontemplation 72%-Contemplation 4%-Active |
| Target or Goal: | Increase by 10 percentage points to 31% | 7% | TBD | 18%-Neutral 6%-Precontemplation 72%-Contemplation 8%-Active |

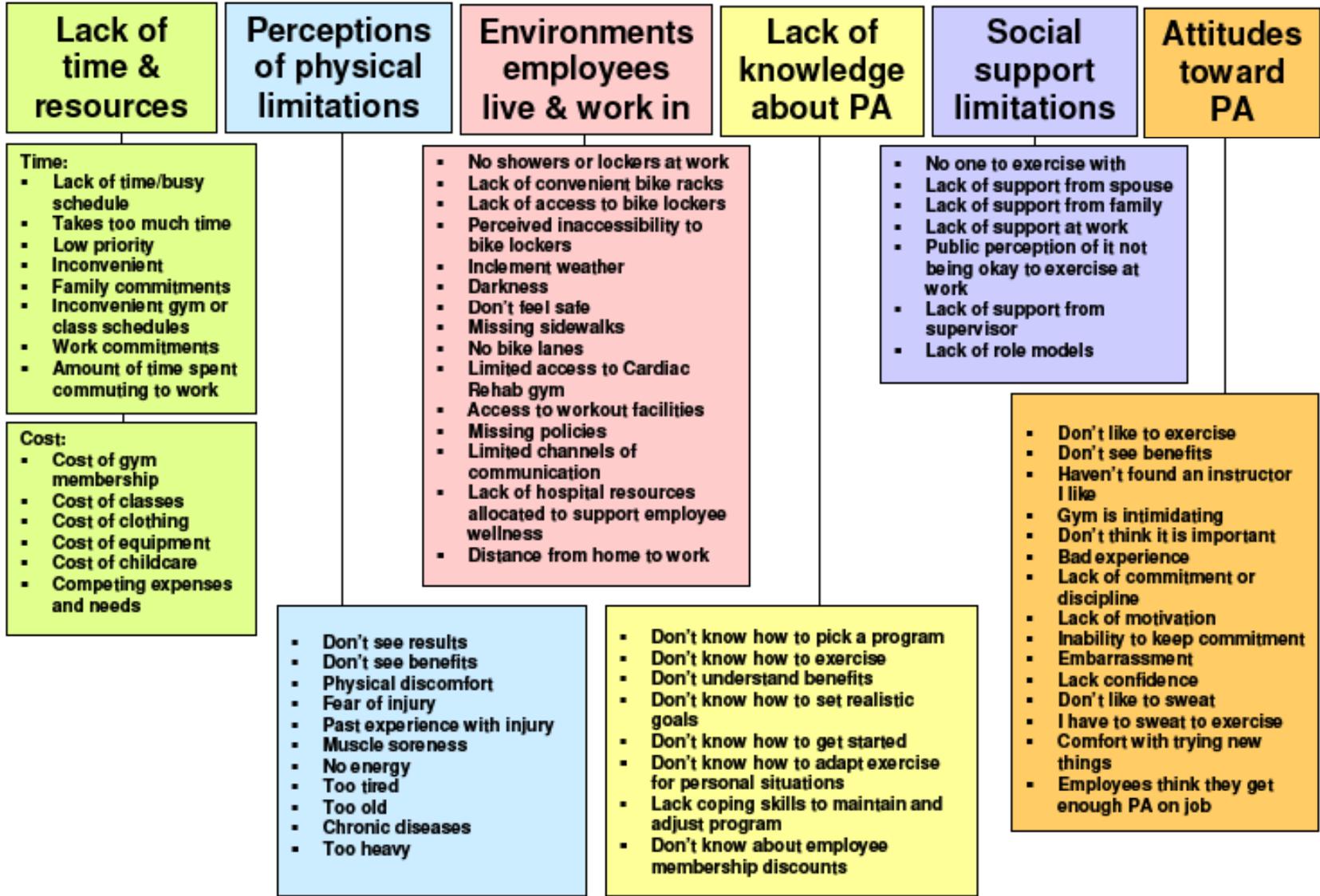
AIM Statement

Analyze the causes

- **Data sources:** BRFSS, Washington State Department of Health BRFSS, 2002 Skagit County BRFSS-like survey, 2008 Skagit County Employee Wellness Survey, 2009 SVH Employee Survey
- **CQI tools:** Affinity diagram

Affinity Diagram

Why don't most Skagit Valley employees meet physical activity recommendations?



PDSA

AIM: To increase the percentage of Skagit Valley Hospital (SVH) employees who engage in 30 minutes of moderate physical activity 5 or more days each week from 21% to 31% by December 2010.

| Cycle 1 | Promote walking and biking to work or in combination with transit to SVH employees |
|----------------|---|
| P1 | Create and plan a promotional campaign |
| D1 | Recruit WWU Health Education Social Marketing class team for campaign project |
| S1 | Research literature for worksite active transportation campaigns and social marketing campaigns |
| A1 | Develop action plan and timeline for developing campaign |
| P2 | Determine what information is needed to develop campaign |
| D2 | Meet with SVH Health Education and HR to gather support and input for conducting employee survey |
| S2 | Review survey methodology and determine way to reach employees |
| A2 | Develop and test survey |
| P3 | Conduct employee survey |
| D3 | Promote survey to employees |
| S3 | Analyze survey |
| A3 | Brainstorm possible messages and images for marketing campaign and get help analyzing employee survey |
| P4 | Develop social marketing campaign materials |
| D4 | Create sample campaign materials and test them with employees |
| S4 | Select messages and images based on employee responses |
| A4 | Create "Choose your day. Choose your way" campaign materials |

Results



Employee Survey:

- 30% of SVH 1 273 employees completed survey
- 21% indicated that they “always” meet recommended levels of PA; 29% said they do frequently
- 100% indicated that they believe physical activity is important; 74% indicated that they do not meet recommendations; 72% expressed interest in increasing their activity level.

Results

- 4% reported that they walk or bike to work
 - ▣ Only 25% of these always meet PA recommendations
 - ▣ 50% frequently meet PA recommendations
- 75% judged that they live too far away to consider walking and biking to work; 21% have considered it.
- Stage of Change:
 - ▣ 72% of Contemplators are interested in increasing physical activity
 - ▣ Interest in biking or walking to work and Contemplation Stage of Change:
 - 10% thinking about it, 5% interested, 2% intend to in next 6 months
 - ▣ Of 81 in Active-Contemplation stages 18 people said a walking commute education class would influence the likelihood that they would walk to work; 23 people indicated that a bicycle education class would increase the likelihood that they would bike to work.

Lessons Learned

What Worked:

- Being flexible
 - Budget cuts
- Moving to a decentralized team
- Bike Education Team recruitment and training
- Skagit Bikes pilot classes
- Employee survey: data and conclusions takes us in new directions
- External outreach to partners for involvement and resources:
 - Hiring assistance with data analysis

What did Not Work:

- Skagit County Team
- Employee survey design

Next Steps



- Finish employee survey analysis
 - Continue with promoting biking and walking to work element of plan
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- **Revise work plan**
 - Conduct a worksite wellness audit
 - Study successful worksite wellness structures and programs
 - Study alternative worksite programs for increasing employee physical activity