

PUBLIC HOSPITAL DISTRICT NO. 2 OF SNOHOMISH COUNTY, WASHINGTON

SPECIAL MEETING/STUDY SESSION

March 21, 2013

Verdant Health Commission Board Room

Commissioners  
Present

Bob Knowles, President  
Fred Langer, Commissioner  
J. Bruce Williams, MD, Commissioner  
Deana Knutsen, Commissioner  
Karianna Wilson, Commissioner

Staff

Carl Zapora  
George Kosovich  
Lisa King  
Jennifer Piplic  
Karen Goto

Guests

Scott Forslund, Premera  
Brad Berg, Foster Pepper

Call to Order

The Special Meeting/Study Session of the Board of Commissioners was called to order by President Knowles at 5:45 p.m.

Study Session



Commissioners conducted a study session examining all programs funded to-date by Verdant and programs in development (E:15:13).

Scott Forslund presented the strategic plan of the Snohomish County Health Leadership Coalition.

Adjourn

The meeting was adjourned at 7:30 p.m.

Attest By:

  
\_\_\_\_\_  
President  
  
\_\_\_\_\_  
Secretary

E:15:13  
3.21.2013

## Public Hospital District #2 Board Special Meeting Agenda

MARCH 21, 2013  
5:30 to 7:30 PM

Verdant Health Commission  
Board Room

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- |   |                 |      |
|---|-----------------|------|
| 1. Call to Order                            | Bob Knowles     | 5:30 |
| 2. Catered Dinner                           |                 |      |
| 3. Program Discussion                       |                 |      |
| • Verdant programs funded to-date           | George Kosovich | 5:45 |
| 4. Upcoming Programs                        |                 |      |
| • Programs in development                   | George Kosovich | 6:15 |
| • Needs assessment development              | George Kosovich | 6:25 |
| • Verdant website                           | Jennifer Piplic | 6:27 |
| • 6 Weeks to a Healthier You                | Jennifer Piplic | 6:32 |
| Other Programs                              |                 |      |
| • Premera Blue Cross county-wide initiative | Scott Forslund  | 6:35 |
| • South County Sobering/Detox Center        | George Kosovich | 7:05 |
| 3. Commissioner Discussion                  |                 |      |
| • Legal Q&A with Brad Berg                  | All             | 7:15 |
| • Office building                           |                 |      |
| • Other                                     |                 |      |
| 4. Other Business                           |                 |      |
| • Media & Crisis training - April 29 or 30  | Carl Zapora     | 7:29 |

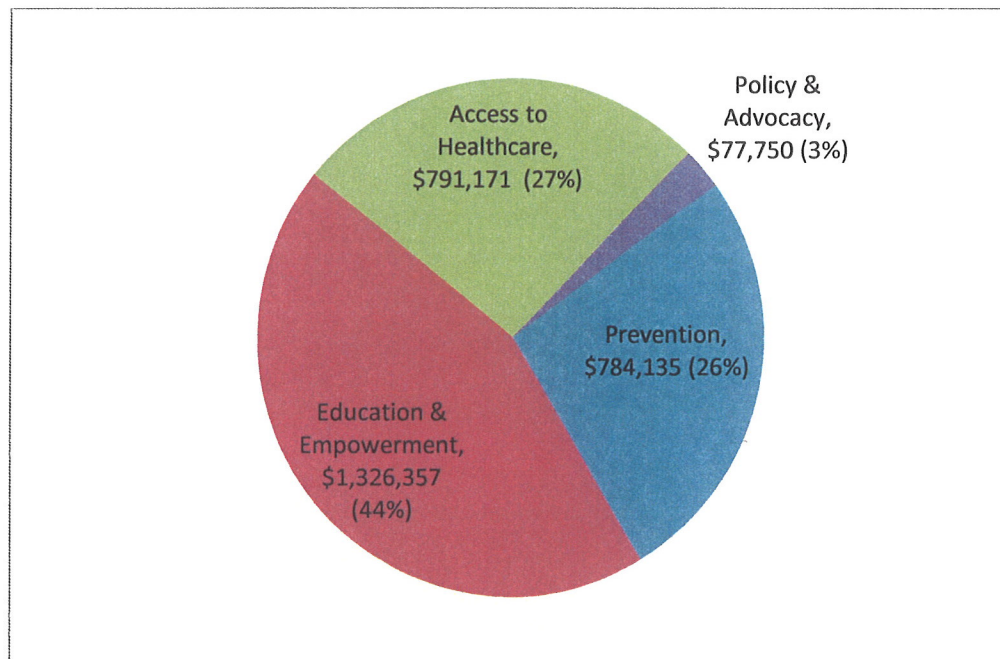
## Investment Summary Update March 2013

### 1. Program Payout Schedule

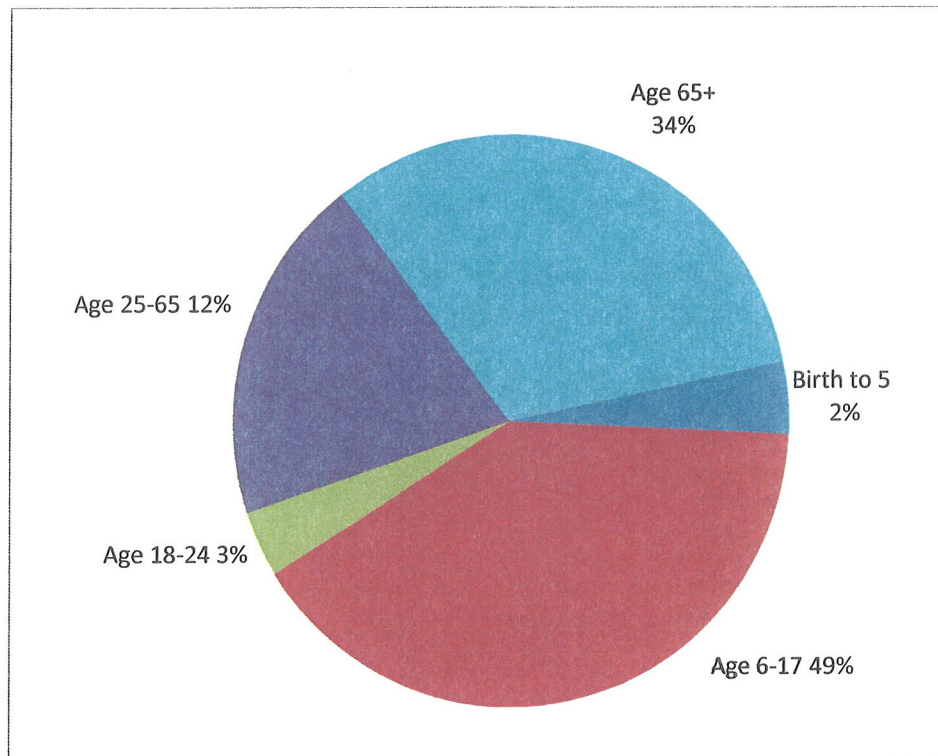
	2012	2013	2014
<b>External Programs</b>			
Total Committed	\$ 1,656,467	\$ 2,875,414	\$ 2,141,380
Not Committed (Available to Spend)*	\$ 2,114,918	\$ 2,872,436	\$ 2,352,120
<b>Total External Programs</b>	<b>\$ 3,771,385</b>	<b>\$ 5,747,850</b>	<b>\$ 4,493,500</b>
<b>Internal Programs</b>			
<b>Board Approved</b>			
Whooping Cough	\$ 113,331	\$ 24,000	\$ -
6 Weeks to a Healthier You	\$ 10,285	\$ 80,000	TBD
Community Needs Assessment	\$ -	\$ 133,150	\$ -
<b>Total Board Approved</b>	<b>\$ 123,616</b>	<b>\$ 237,150</b>	<b>\$ -</b>
<b>Superintendent's Discretionary</b>			
Total Committed	\$ 86,157	\$ -	\$ -
Not Committed (Available to Spend)	\$ 118,843	\$ 315,000	\$ 236,500
<b>Total Discretionary Programs</b>	<b>\$ 205,000</b>	<b>\$ 315,000</b>	<b>\$ 236,500</b>
<b>TOTAL</b>	<b>\$ 4,100,000</b>	<b>\$ 6,300,000</b>	<b>\$ 4,730,000</b>

\*Includes programs that are not yet under contract, but have been approved by board

### 2. Annual Funding by Health and Wellness Priority Area (2013)



### 3. Program Participants Served by Age (if known)



# One-Time Verdant Funded Programs

Updated 3/20/2013

A	B	C	D	E	F	G	H
Agency Name	Program Name	Funding \$	Date Funded	Outcomes Goals	Outcome Results	Budget	Comments
1 Edmonds Public Schools Foundation	2011 Street Stru 5k	\$ 7,500	Sep-2011	Registration goal of 500, recognition in promotion and advertising, provide information on newly funded youth programs	Exceeded goal with 831 participants, met promotion expectations	Event ran surplus of \$14k on \$31k revenue	Elected not to apply for funding in 2012
2 Cascade Bicycle Club Education Foundation	Advanced Basics of Bicycling - Edmonds	\$ 53,045	Sep-2011	Purchase equipment for new middle school program, train 600 youth, develop curriculum, assess training effectiveness	Nearly met goal with 597 youth trained, with ~90% passing tests, curriculum developed, equipment purchased	Budget spent as presented, one federal grant delayed	Multi-year support approved for 2013-2016
3 Edmonds Community College	2012 College Celebration of Food Festival	\$ 5,000	May-2012	Attendance goal of 1,000, promotion and event space for Verdant	Exceeded goal with 1,500 guests and 50+ vendors, 99% of attendees rated even at least 4/5, promotion expectations met	Funds spent	Approved for funding in 2013
4 American Red Cross Snohomish County Chapter	2012 CPR Saturday	\$ 8,000	Mar-2012	Attendance of 300, provide training in English & Spanish, promotion	Attendance at 275 (92% of goal), provided training in English/Spanish, met promotion expectations	Funds spent	Approved for funding in 2013 as smaller training sessions
5 Edmonds Senior Center	2012 Edmonds Senior Center - Healthy Living Fair	\$ 2,000	Apr-2012	Attendance of 500, screenings offered, 50 vendors, promoted as title sponsor	Exceeded goal: 600 attendees, 60 vendors, met promotion expectations	Funds spent	Approved for funding in 2013
6 Lutheran Community Services NW	2012 Back to School Resource & Health Fair	\$ 8,000	Jun-2012	Attendance of 400, health screening results, >20 vendors, promotion	Exceeded goal: 635 participants + 361 adults, 24 vendors, promotion expectations met	Funds spent, \$15k in kind donations collected	Back for funding in 2013
7 Senior Services of Snohomish County	2012 Elder Abuse Training	\$ 8,500	Jun-2012	Attendance of 200, post-conference survey, training pieces offered	Met: event sold out at 200 with 171 attending, 88% reported outcomes of training achieved, good acknowledgment of Verdant on web/at event	Funds spent	Interesting strategy to scholarship South County providers based on zip code, 20 took advantage
8 Lynnwood Fire Department	Lynnwood Fire Department - Emergency Cardiac Care	\$ 82,433	Oct-2012	Implement ECG transmission capability, track false negative and false positive ECG readings and walk in heart attack patients at Swedish Edmonds, Community education attendance	TBD	TBD	Second payment scheduled in 2013, 6 month report due May 2013
9 Catholic Community Services as Fiscal Sponsor for Fall Prevention Program	Fall Prevention Coalition	\$ 3,000	Pending	Number of training sessions held, brochures distributed	TBD	TBD	Pending fiscal sponsor signature
10 Snohomish County Medical Reserve Corps	2013 Health & Beauty Fair for Women and Girls of Color	\$ 2,625	Mar-2013	Attendance, number of vendors, number of screenings, promotion	TBD	TBD	Event held in March 2013
11 Cascade Bicycle Club Education Foundation	Helmets	\$ 5,600	Pending	Number of helmets distributed, survey of usage through programs	TBD	TBD	Pending signed contract
12 American Red Cross Snohomish County Chapter	CPR Training for vulnerable populations	\$ 10,000	Pending	21 trainings offered, post-training surveys	TBD	TBD	Pending signed contract
13 Edmonds Senior Center	2013 Edmonds Senior Center - Healthy Living Fair	\$ 2,000	Pending	Attendance of 500, screenings offered, 50 vendors, promoted as title sponsor	TBD	TBD	Pending signed contract

# Multi-year/Ongoing Verdant Funded Program Performance

A		B	C		D	E		F	G	H
Agency Name	Program Name	Annual Funding \$	Funding Start / Duration	Outcomes Goals	Outcome Results	Budget	Comments			
1 Edmonds Senior Center	Enhanced Wellness	\$54,216	Sept-2011 3 years	1st year goals: 60 participants, track improvement in 5 health measures including hospitalizations, depression, prescription usage	96 participated in program, on track with outcome goals; exceeded goals for decrease in hospitalizations and increase in physical activity; slightly lower % for depression and prescription usage	On track to expanded budget	Expanded funding in Feb. 2013			
2 Edmonds School District	Move 60!	\$334,100	Sept-2011 3 years	1st year goals: 600 participate in program, improvement in Fitnessgram assessments (run, strength, BMI)	Exceeded first year participation (800 vs. goal of 600), showed improvement in Fitnessgram with some pre/post measurement challenges	On track to expanded budget	Expanded program in Fall 2012. Next progress report on outcomes and pre/post measurements in April 2013			
3 Cities of Edmonds, Lynnwood, MLT	3rd Grade Swim Lessons	\$168,000	Sept-2011 3 years	Number of lessons provided (~2,400 eligible 3rd graders)	772 total lessons to 420 unique students in first year	Paid based on # of vouchers redeemed	Vouchers redeemed quarterly.			
4 City of Edmonds	Summer Intensive Health & Xfit Training Camp	\$69,300	March-2012 1 year	Participation in program (goal of 70), self reported behavior changes, health measures at least 6 months later	Participation lower than expected (32), positive results on self-reported measures like exercise, change in diet, program satisfaction. Results from 6 month labs not yet available	Because of lower enrollment, has \$37k surplus	Would like to use surplus funds to provide program in 2013 summer. Report to program committee.			
5 Boys & Girls Club of Snohomish County	Healthy Habits	\$111,939	Sept-2011 3 years	Participation in program, 340 participants meet activity guidelines and Fitnessgram standards	Exceeded: 399 met guidelines and Fitnessgram standards	Underspent against budget by \$18k				
6 Senior Services	Care Coordination	\$137,250	Oct-2011 2 years	Goal of 250 referrals per year from Fire District and hospital. Track follow up with primary care or other social service provider.	Referrals slower than planned but now at 21 per month. Follow-up rates trending slightly lower than 70% goal.	Underspent first year budget by \$27k				

# Multi-year/Ongoing Verdant Funded Program Performance

A		B	C		D	E		F	G	H	
Agency Name	Program Name	Annual Funding \$	Funding Start / Duration	Outcomes Goals	Outcome Results	Budget	Comments				
7 Community Health Center of Snohomish County	CHC /Swedish/Edmonds Emergency Room Diversion Project	\$100,000	Nov-2011 3 years	Goal to serve 200 referred patients from the ER, track ER repeat visits and establishment of primary or follow up care.	Exceeded referral goal (437 vs. 200), 96% of patients did not repeat use of ER for a non-acute reason, 88% of patients kept scheduled follow-up appointments.	Surplus of \$70k, expected to spend down	Even using conservative estimates for average ER visit (\$750), potential cost savings of \$327,000 per year.				
8 Project Access Northwest	Project Access Northwest	\$80,000	Nov-2011 3 years	Goal of 192 patients served with specialty care, 75 physicians actively taking patients.	Patient enrollment below goal (120 vs. 192), and physician recruitment also lower (39 vs. 75). Organization has struggled to find effective physician champion.	Underspent first year budget by \$33k.					
9 City of Lynnwood	City of Lynnwood Move 60: Teens!	\$77,468	Jan-2012 3 years	Goal of 260 participants, increased physical activity and improvements in nutrition habits	At 75% of goal for participation, activity improvements, and changes in self-reported nutrition behavior	Budget on track					
10 Little Red School House	Nurse Family Partnership	\$264,000	Jan-2012 2 years	Goal of 82 mothers participating, track immunizations, breastfeeding, screenings, and developmental goals for mothers.	Exceeded participation goal (126 mothers), breast feeding initiation (95.5%) and immunization rates (84.9%) at 24 months. 30% of mothers completed HS or GED (goal was 33%).	Budget on track (\$1,300 variance).					
11 Center for Human Services (Previously operated by Jeremiah Center)	Counseling Services	\$62,400	Jan-2012 1 year	Goal for Center for Human Services to serve 20 students, track 5 behavioral health outcomes from self-sufficiency matrix	Exceeded goal for participants (49), showed improvement in 60% of participants in at least one self-sufficiency measure.	Costs exceeded Verdant funds.	Program transferred from Jeremiah Center, expanded in Jan 2013 and extended to three years.				
12 City of Lynnwood	City of Lynnwood Get Movin'	\$52,250	March-2012 3 years	Promote summer activity program (Get Movin'), expand website ability to track actual activities and measures like BMI, provide summer activities to 100 participants	6 month report indicated website behind schedule, but moving forward, summer enrollment in camp programs lower than expected (30 vs. goal of 100)	6 month report showed program on track to underspend	First annual report due in May 2013. Asked to address plans to improve camps, status of website.				

# Multi-year/Ongoing Verdant Funded Program Performance

A		B	C		D	E		F	G	H
Agency Name	Program Name	Annual Funding \$	Funding Start / Duration	Outcomes Goals	Outcome Results	Budget	Comments			
13 Puget Sound Christian Clinic	Edmonds Mobile Medical Clinic	\$90,000	March-2012 ~2 years	Serve 240 patients through year and track improvement in chronic health conditions	6 month report showed clinic on track with 154 patients served, good initial data on follow-up for patients with diabetes, asthma and heart disease	Program running a \$5k surplus through six months				
14 Parent Trust	Parent Trust Continuum of Family Support Services	\$25,000	March-2012 3 years	Serve 201 district residents with parent support, track improvement in knowledge from education, and improvement in supports for families in recovery program	6 month report showed program on track to meet participation, support outcomes on track.	On track				
15 Providence Hospice & Home Care Foundation	Providence Hospice & Home Care Foundation	\$190,000	June-2012 3 years	Develop outreach program in district, track results of education efforts including number of patients and average length of hospice stay	6 month report showed slower start than expected, 102 education presentations made in district, outreach curriculum developed	On track to underspend by \$11k				
16 Domestic Violence Services of Snohomish County	Domestic Violence Services of Snohomish County	\$19,453	July-2012 3 years	Provide domestic violence education to 500 students in school district, establish 30 new partnerships to distribute DV prevention information	6 month report showed slower start than expected with 139 students trained and 13 new partners identified. Program still expects to hit annual goals.	On track to underspend by \$5k				
17 YWCA	YWCA Children's Domestic Violence Program	\$25,000	May-2012 3 years	Serve 20 families in district, provide 10 week support/counseling program, track improvement in support and coping skills	6 month report showed program on track to meet participation, support outcomes TBD.	On track				
18 Medical Teams International	South Snohomish County Mobile Dental Program	\$48,000	Aug-2012 3 years	Hold 60 clinics, serve 600 uninsured patients, establish at least two non-church sites	6 month report showed 230 patients served, but still expect to meet goal, established sites at EdCC, Lynnwood Rotary Senior Apartments	On track				



## Wage Adjustments

### State of Washington Non-Profit Data

- 2011 – 22% of organizations gave increases
- Those reporting a % averaged 2.9%

### General Estimates – reviewing multiple sources

- 2012: Averages range from 1.5% to 3%
- 2013: Projected to be similar to 2012

MORGAN CONSULTING RESOURCES  
YOUR RESOURCE FOR HUMAN CAPITAL STRATEGIES

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## Survey Findings All Participating WA Employers

	Low Rate	High Rate	Weighted Average	75 <sup>th</sup> Percentile
<b>Comparative Averages</b>				
Revenue \$5- 10 M	\$72,322	\$255,840	\$136,308	\$146,822
Revenue \$10 M+	\$52,499	\$328,640	\$169,252	\$201,599

MORGAN CONSULTING RESOURCES  
YOUR RESOURCE FOR HUMAN CAPITAL STRATEGIES

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## Summary of Verdant Program Funding Requests in the Pipeline

Access to Healthcare Programs
<p>1. <b>Community Health Center (CHC) of Snohomish County - Dental Program:</b> CHC is establishing a program that will use University of Washington dental residents to serve uninsured adults at its South Everett clinic location. CHC is exploring ways the program could target South County residents, particularly those individuals served by their Lynnwood location and new Edmonds clinic that will open in 2014.  <b>Status:</b> CHC developing concept.</p>
<p>2. <b>Dawson Place – Program to decrease ACES:</b> Dawson Place Child Advocacy Center is a non-profit serving child victims of sexual or physical abuse in Snohomish County. In 2012 Dawson Place applied for funding from Verdant. Dawson Place is interested in reworking an application more focused on healthcare access for childhood victims of abuse, and to focus on reducing Adverse Childhood Experiences (ACES).  <b>Status:</b> Rework previous application.</p>
<p>3. <b>South County Sobering Center/Detox Program:</b> A program to serve South County patients dealing with acute alcohol or drug intoxication or withdrawal. A committee including insurers, EMS, police, Snohomish County Human Services, Swedish/Edmonds and others is developing an alternative sobering center and detox facility concept where individuals could be served and referred to treatment options and other social services.</p> <p>The 12-16 bed facility would be located in South Snohomish County and Verdant is being asked to consider providing a commitment to the facility within the range of \$300,000-\$400,000 per year for a period of five years. Snohomish County Human Services is considering a similar funding level, and other participants like insurers and medical providers are being asked for support. The program would be managed by a non-profit service provider through an RFP process.  <b>Status:</b> Concept paper submitted with \$300,000-\$400,000 annual request.</p>
<p>4. <b>Snohomish County Fire District 1 – Community Paramedic Program:</b> a pilot project that would dispatch a single paramedic to handle non-emergency calls made to 9-1-1 and use the paramedic to make prevention visits to frequent 9-1-1 callers.  <b>Status:</b> Application for funding expected within next few months.</p>

### Prevention and Education/Empowerment Programs

1. **Alzheimer's Association:** funding to support and education programs for families and individuals suffering from Alzheimer's. Program ideas include support programs for individuals in the early stage of the disease, caregiver support, promotion of healthy behaviors that decrease risk factors, and policy/advocacy work.  
**Status:** Application for funding expected within next few months.
2. **American Cancer Society - Workplace Wellness:** a worksite wellness program run in partnership with the University of Washington that targets small employer groups. The program would provide the employer with a wellness assessment and builds on work ACS and the UW have completed in other WA communities.  
**Status:** Application for funding expected within next few months.
3. **City of Mountlake Terrace/ Mountlake Terrace Youth Sports Association – facilities improvement:** the Youth Sports Association is interested in seeking funding for field improvements, including the installation of field turf on underutilized spaces within the city.  
**Status:** Application for funding expected within next few months.
4. **North Sound Church [Faith Based] Wellness Program:** a pilot project to provide wellness programming, including biometrics, health risk assessments, and biometric testing through [houses of worship].  
**Status:** Application for funding expected in April.
5. **Wonderland Development Center:** early intervention programs and parent support for children with developmental delays or disabilities.  
**Status:** Application for funding expected within next few months.

Shoreline

### Policy and Advocacy Programs

1. **University of Washington - Promoting Community-Based Walking for older adults:** the University's Health Promotion Research Center is interested in promoting neighborhood-based walking, whether in walking groups or through independent walking. The concept is to provide walking maps that highlight safe and pleasant routes for walking near homes and other destinations, such as senior centers, training older adults to become advocates for built environment change, and organizing walking groups.  
**Status:** Application for funding expected within the next few months .



**Program Payout Schedule (March. 2013)**

	A	B	C	D	E
1		2012	2013	2014	Contract Ends
2	<b>External Programs</b>				
3	<b>Committed</b>				
4	Edmonds Senior Center Enhanced Wellness	\$ 24,075	\$ 61,695	\$ 40,662	Aug-14
5	Edmonds School District Move 60!	\$ 313,445	\$ 382,188	\$ 315,467	Aug-14
6	3rd Grade Swim Lessons	\$ 49,685	\$ 146,000	\$ 126,000	Aug-14
7	City of Edmonds Xfit Training Camp	\$ 69,300	\$ -	\$ -	Dec-12
8	Boys & Girls Club Healthy Habits	\$ 102,601	\$ 111,939	\$ 74,626	Aug-14
9	City of Lynnwood Move 60: Teens!	\$ 77,468	\$ 77,468	\$ 77,468	Dec-14
10	City of Lynnwood Get Movin'	\$ 52,250	\$ 52,250	\$ 52,250	Dec-14
11	Senior Services Care Coordination	\$ 138,625	\$ 100,875	\$ -	Oct-13
12	Little Red Nurse Family Partnership	\$ 264,000	\$ 264,000	\$ -	Dec-13
13	Center for Human Services Youth Counseling	\$ 62,400	\$ 162,284	\$ 162,284	Dec-15
14	Project Access Northwest	\$ 80,000	\$ 80,000	\$ 66,667	Oct-14
15	CHC-S/E Emergency Room Diversion Project	\$ 100,000	\$ 100,000	\$ 83,333	Oct-14
16	Edmonds Mobile Medical Clinic	\$ 62,500	\$ 75,000	\$ -	Dec-13
17	Parent Trust Continuum of Family Support Services	\$ 20,834	\$ 25,000	\$ 4,166	Feb-14
18	Domestic Violence Services of Snoh Co	\$ 9,726	\$ 19,453	\$ 19,453	Jun-15
19	Providence Hospice & Home Care Foundation	\$ 90,417	\$ 155,000	\$ 155,000	May-15
20	YWCA Children's Domestic Violence	\$ 16,667	\$ 25,000	\$ 25,000	Apr-15
21	Mobile Dental Program	\$ 20,000	\$ 48,000	\$ 48,000	Jul-15
22	Lynnwood Fire Department	\$ 66,807	\$ 15,625	\$ -	Dec-15
23	Program for Early Parent Support (PEPS)	\$ -	\$ 40,000	\$ 40,000	Dec-14
24	YWCA Mental Health Counseling	\$ 4,167	\$ 25,000	\$ 25,000	Dec-15
26	Cascade Bicycling Club Policy Proposal	\$ -	\$ 45,000	\$ 25,000	Dec-14
27	American Diabetes Association	\$ -	\$ 50,000	\$ 50,000	Dec-15
28	Snohomish County Fall Prevention	\$ -	\$ 3,000	\$ -	one-time
29	Cascade Bicycling Club Helmets		\$ 5,600		one-time
30	Snohomish County MRC Health & Beauty Fair		\$ 2,625		one-time
31	2012 One-time Programs	\$ 31,500	\$ -	\$ -	one-time
32	EdCC Student Health & Wellness Program*	\$ -	\$ 153,047	\$ 144,389	TBD
34	Prescription Assistance*	\$ -	\$ 50,000	\$ 50,000	TBD
35	Team Child Policy/Advocacy Project*		\$ 32,750		TBD
36	American Red Cross CPR Training*		\$ 10,000		TBD
37	<b>Total Committed</b>	<b>\$ 1,656,467</b>	<b>\$ 2,875,414</b>	<b>\$ 2,141,380</b>	
38	<b>Not Committed (Available to Spend)</b>	<b>\$ 2,114,918</b>	<b>\$ 2,872,436</b>	<b>\$ 2,352,120</b>	
39	<b>Total External Programs</b>	<b>\$ 3,771,385</b>	<b>\$ 5,747,850</b>	<b>\$ 4,493,500</b>	
40	<b>Internal Programs</b>				
41	<b>Board Approved</b>				
42	Whooping Cough	\$ 113,331	\$ 24,000	\$ -	
43	6 Weeks to a Healthier You	\$ 10,285	\$ 80,000	TBD	
44	Community Needs Assessment	\$ -	\$ 133,150	\$ -	
45	<b>Total Board Approved</b>	<b>\$ 123,616</b>	<b>\$ 237,150</b>	<b>\$ -</b>	
46					
47	<b>Superintendent's Discretionary</b>				
48	<b>Committed</b>				
49	Sobering Center Feasibility Study	\$ 3,000	\$ -	\$ -	
50	6 Weeks to a Healthier You	\$ 78,157	\$ -	\$ -	
51	Whooping Cough Postcard Mailing	\$ 5,000	\$ -	\$ -	
52	<b>Total Committed</b>	<b>\$ 86,157</b>	<b>\$ -</b>	<b>\$ -</b>	
53	<b>Not Committed (Available to Spend)</b>	<b>\$ 118,843</b>	<b>\$ 315,000</b>	<b>\$ 236,500</b>	
54	<b>Total Discretionary Programs</b>	<b>\$ 205,000</b>	<b>\$ 315,000</b>	<b>\$ 236,500</b>	
55					
56	<b>TOTAL</b>	<b>\$ 4,100,000</b>	<b>\$ 6,300,000</b>	<b>\$ 4,730,000</b>	
57	*Pending agreement on grant agreement terms.				

Website Content Follow-up  
Board of Commissioners Study Session  
March 2013

## Background

We plan to incorporate tips and information on health topics and issues on our new website, currently under development. This type of information will be posted within our website categories of **Stay Well**, **Get Active**, **Eat Better** and **Stress Less**. This information will not be written by Verdant staff. It will be contributed by experts in the fields from our partners and from professional content providers, as needed.

We also will have an **Access Health Care** section of the site, with links to services, agencies, eligibility checks, listings of physicians and dentists, and more. These pages will serve as portals to additional information already available on other websites.

We will have an **About Us** section, with details about Verdant, our programs and our community. The site will also feature an **event calendar**, including wellness classes and programs offered by other partners within our district.

## Sources

The following community partners have expressed an interest in sharing content that they develop for the **Stay Well**, **Get Active**, **Eat Better** and **Stress Less** sections on our website:

American Diabetes Association	PCC Natural Markets
American Heart Association	Snohomish County Health & Human Services
Boys & Girls Clubs of Snohomish County	Snohomish Health District
City of Lynnwood	Swedish/Edmonds
Domestic Violence Services of Snohomish County	UW Bothell Nursing & Health Studies
Edmonds Community College	YMCA of Snohomish County

This contributed content may include:

- Healthy living articles (tips and tricks)
- Tools and quizzes
- Learning modules
- Blog posts
- Research results and/or commentary on research findings
- Recipes
- Events, classes and trainings

Additionally, we may be interested in supplementing this partner content with materials from free or paid services.

### **Frequency of Updates**

We will add new tips and information to our site weekly, at minimum. Because we will be relying on these partners to develop content, and they may not produce content as frequently as we would prefer, free or paid service providers could be utilized to make sure our site is regularly providing new resources to our community.

### **Content Topics**

Our partners may not be able to provide content on all of the topics we would like our community to learn about. Free or paid content providers could fill in these gaps as needed.

### **Target Audiences**

- Residents working to improve their health
- Residents who need help connecting to available services
- Residents interested in learning more about Verdant
- Partners interested in applying for funding

### **Next Steps**

1. Confirm partners interested in providing information and identify in more detail the type of articles they can provide.
2. Identify which, if any, content providers we would like to utilize.
3. Consult with legal counsel regarding this plan as needed.

6 Weeks to a Healthier You Follow-up  
Board of Commissioners  
March 21, 2013

**Organization Promoting to Members/Employees**

- 1 Angel of the Winds
- 2 AT&T
- 3 Boys & Girls Clubs
- 4 Charter College of Lynnwood
- 5 City of Edmonds
- 6 City of Lynnwood (customers)
- 7 City of Lynnwood (staff)
- 8 City of Mountlake Terrace
- 9 Dale Turner Family YMCA
- 10 Edmonds Chamber of Commerce
- 11 Edmonds Community College
- 12 Edmonds Family Medicine/PSFP
- 13 Edmonds Presbyterian Church
- 14 Edmonds Rotary
- 15 Edmonds School District
- 16 Edmonds United Methodist Church
- 17 Fairwinds-Brighton Court
- 18 Fedelta Care Solutions (clients)
- 19 Fedelta Care Solutions (staff)
- 20 Good Shepherd Baptist Church
- 21 Harbor Square Athletic Club
- 22 Holy Rosary
- 23 Hope Family Medical Clinic
- 24 Lynnwood Chamber of Commerce
- 25 Main Street Barber Shop
- 26 Molina
- 27 Nelson, Langer, Engle LLC
- 28 PCC
- 29 Premera (associates)
- 30 Premera (members)
- 31 Prime Pacific Bank
- 32 Providence
- 33 Rally Marketing Group
- 34 Refuge Church
- 35 Snohomish County
- 36 Swedish/Edmonds
- 37 Town of Woodway
- 38 United Way Snohomish County
- 39 Verdant Health Commission
- 40 Work Opportunities
- 41 YMCA of Snohomish County

**Program Dates:**

- Monday, May 13 (overview)
- Monday, May 20 (nutrition)
- Tuesday, May 28 (exercise)
- Monday, June 3 (stress)
- Monday, June 10 (kids/families)
- Monday, June 17 (cooking)





## 6 Weeks to a Healthier You with Joe Piscatella

### **Event Description**

The purpose of this program is to help South Snohomish County residents improve their health and well-being. In 2012, nearly 500 people took part, and our goal in 2013 is to reach even more people and to demonstrate a measurable improvement in participants' health. In 2012, participants who did biometrics dropped an average of 13 points for their total cholesterol and increased self-reported exercise time. The program will be facilitated by Joe Piscatella, one of the country's leading experts on lifestyle and health issues. Joe brings his unique perspective as a 30+ year survivor of cardiac bypass surgery, and he has conducted similar programs around the U.S. with great success. Held over a period of six weeks, the sessions are structured as a series of seminars led by Joe and local subject experts such as dietitians, chefs and exercise physiologists.

### **Basic Program Outline**

April 30-May 4	Biometrics, including triglycerides, cholesterol, blood pressure, glucose, BMI
May 13 / Week 1	Session #1 (Overview) Make Your Health Last as Long as Your Life
May 20 / Week 2	Session #2 (Nutrition) Eating Healthy in a Doubleburger.com World
May 28 (Tues.) / Week 3	Session #3 (Exercise) Move It or Lose It
June 3 / Week 4	Session #4 (Stress) Take A Load Off Your Heart
June 10 / Week 5	Session #5 (Impact on Family) Healthy Kids in a Fast World
June 9-12	Biometrics
June 17 / Week 6	Session #6 (Cooking) Healthy Cooking at Home

### **Cost**

The six-week program will cost \$49 per person, however, the value of the biometric health screenings alone is \$100. Scholarships are available, as is a discounted rate of \$39 per person for groups of 10 or more. Childcare will be offered free of charge.

### **Timing and Location**

The program begins Monday, May 13 from 6:30-8 p.m. at the Lynnwood Convention Center. It runs one night per week for six consecutive weeks, ending Monday, June 17. See the chart above for a complete list of dates.

### **Partners**

Swedish/Edmonds, PCC Natural Markets, City of Edmonds, City of Lynnwood, City of Mountlake Terrace, Edmonds Boys & Girls Club, Edmonds Community College, Edmonds School District, Fairwinds-Brighton Court, Fedelta Care Solutions, Harbor Square Athletic Club, Molina Healthcare, Premera Blue Cross, YMCA of Snohomish County and Dale Turner Family YMCA.

### **About Joe Piscatella**

Joe Piscatella is one of the country's leading experts on lifestyle and health. The author of 13 best-selling books, Joe is also the president of the Institute for Fitness & Health, host of three PBS programs, frequent guest on national news programs, and serves as the only non-medical member of the NIH Expert Panel on Cardiac Rehabilitation. More than 2 million people nationwide have attended his seminars.

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