



Success Stories

Breathe Well, Eat Well, Feel Well, Move Well: The Live Well Sioux Falls Initiative

In collaboration with our many partners, we have used nationally recognized tools and data, along with local community feedback, to plan for community level changes that are sustainable, impact infrastructure, and aid in shifting social norms related to important health topics. One of the most exciting things that is happening is the recognition of the Live Well Sioux Falls name and the “value” being associated with this initiative. From April 1-August 30, 2013, we have garnered more than 5.6 million media impressions through print, radio, social media and television. The more awareness we can create in the community, the more residents we can engage in efforts to build a healthier community.

Challenges

Through Live Well Sioux Falls, we are addressing several health issues including nutrition, physical activity, tobacco use, and chronic disease. We know that chronic disease accounts for 7 in 10 deaths, and the increasing burden of chronic disease and unhealthy lifestyles requires immediate and sustained action from all community members. If we do not address these challenges, we will continue to see the negative effects of chronic disease. Access to high quality and affordable tools for healthy living is essential to save lives, reduce disabilities, and lower costs for medical care. Aside from health challenges in the community, there are also external challenges that impact our work in public health. For example, 75 percent of our healthcare costs are related to preventable conditions, and yet we spend only 3 percent of our healthcare dollars on prevention. This is one reason why funding through programs such as the Community Transformation Grant are so important.

Solution

Sioux Falls has taken a proactive approach in addressing its public health issues. Live Well Sioux Falls engaged a coalition of more than 24 organizations to utilize the CDC’s Community Health Assessment and Group Evaluation (CHANGE) tool to collect and organize data concerning community assets and needs regarding policy, systems, and environmental change strategies. In addition to the coalition-led CHANGE tool assessment, we also distributed a resident survey to gain insight from Sioux Falls residents regarding health issues. This was distributed as an online survey as well as in paper form as we tried to ensure representation from different populations groups in the community. We are using that data to make informed decisions and to guide our efforts as we work to improve community health and wellness.

As we look to the next year, we will focus on how to make being a part of Live Well Sioux Falls more meaningful for coalition members, engaging them in leadership roles as we work towards implementation of future projects. It is essential to have broad-based support in your community and to engage individuals, businesses, and organizations with whom you can partner to form a common vision and common goals.



Results

Results of our work so far through Live Well Sioux Falls:

- Completed community health needs assessment with the help of a broad-based coalition.
- In partnership with Parks & Recreation, implemented a policy in parks related to tobacco use and youth recreation.
- Parks & Recreation is using the Live Well Sioux Falls logo mark to indicate “healthy lifestyle” programs in its seasonal guidebooks.
- Held our first Healthy Community Design Summit to talk about the built environment and its impact on health
- Held a workshop for Multi-unit Housing property owners and managers about how to go smoke-free. Within two weeks, we had our first call from a property owner who intended to go smoke-free.
- Launched our Live Well Sioux Falls social media accounts (Facebook, Twitter, You Tube), with a new website currently in development.
- Completed The Big Squeeze 2013, a month-long blood pressure awareness project where we screened nearly 8,000 area residents (our goal was 7,500).
- The first Live Well Work Well event on worksite wellness is taking place on September 11.
- Engaged our colleagues throughout City government in efforts to consider health in all decisions, which will result in additional policy, systems, and environmental changes.

“Live Well Sioux Falls is having a positive impact on our community in many aspects. At the Sioux Falls School District we recognize the relationship between students’ health and their ability to learn. We also know that student health is related to the health of their parents and the health of the community as a whole. This initiative addresses health on all levels. We are happy to be part of such a positive step toward greater health in our community!”

- Molly Satter RN, MSN, Health Services Supervisor, Sioux Falls School District

Future Direction

Short-Term Goals

- Implement the Commute Active! grant funded by the Wellmark Foundation to encourage residents to engage in active transportation
- Develop LiveWellSiouxFalls.org as a community resource for healthy living
- Increase the number of residents who participate in 2014 The Big Squeeze blood pressure awareness screenings to 10,000
- Form a Food Policy Council to explore issues of access/affordability related to healthy foods

Long-term Goals

- Develop/Implement recommendations from the Food Policy Advisory Group to ensure residents have access to affordable healthy foods



- Maintain a division of public health prevention and promotion within the City of Sioux Falls Health Department
 - Public education on water quality testing procedures and action steps for residents for discolored water
 - Completion of the Community Event Center
 - Increase cancer screenings and access to specialists through the hospital
 - Continue outreach program between School District and Brookings Domestic Abuse Shelter