



The Healthy Workplaces Healthy Communities Committee (HWHC) is a national employer-community collaboration initiative through the Health Enhancement Research Organization (HERO) that provides business and community leaders with practical tools and strategies for building support and investing in shared priorities. Since 2013, HERO has focused on building the business case for employer engagement in community-wide population health initiatives. With support from the Robert Wood Johnson Foundation, the Get-HWHC.org website was created to be a dynamic resource in defining the business case for employers to invest in community health improvement initiatives, sharing case studies and best practices and providing tools to assist in building multisector partnerships.

ORGANIZATIONAL INFORMATION

Name of Organization:	Get Healthy Utah
Organization Description: (Mission/Vision)	<p>The mission of Get Healthy Utah is to create a culture of health through engaging multi-sector stakeholders, building partnerships, providing resources, and connecting efforts that support healthy eating and active living.</p> <p>We do this by:</p> <ul style="list-style-type: none"> • Engaging high level leaders • Partnering with public and private entities • Addressing health equity • Collecting, developing, and sharing best practices • Promoting systems level change • Providing funds and other resources
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COMMUNITY HEALTH ENHANCEMENT (CHE) STRATEGY

Title of CHE Strategy	Utah Health Values Study
Please list any implementation and funding partners	<p>University of Utah Intermountain Healthcare Utah Department of Health Governor’s Office of Economic Development</p>
Populations Served (e.g., employees, families, community participants, vulnerable populations)	Our target audience is high level leaders in key sectors which include schools, workplaces, communities, governments, healthcare, and faith-based organizations.
Location(s) (city/town and state)	Utah

What need/challenge are you addressing?	Increasing rate of obesity in Utah
Goal(s) of CHE Strategy	<ol style="list-style-type: none"> 1. Share the findings of the Utah Health Value Study with key leaders throughout Utah 2. Work toward a unified message about healthy behaviors that addresses the barriers (lack of time, energy, and convenience) and motivations (productivity, family, wellness, etc) from the Utah Health Values Study
Description of strategy and tactics used for implementation	<p>In 2016, Get Healthy Utah contracted with Envision Utah and Heart+Mind Strategies to conduct the Utah Health Values Study. This study is the first of its kind to examine values related to healthy behaviors. The values research process began with in-depth interviewing that explored thought patterns and associations related to health and healthy behaviors. This process was followed by laddering, which peels back the layers of importance in decision making to identify the most significant attributes, the emotional benefits of those attributes, and the driving personal values they feed. Using the results from these interview results, an online survey was developed, randomly distributed, and completed by over 1,000 Utahns. The survey results highlight priorities, strategies, and messaging concerns.</p> <p>In Utah, we have begun to utilize the Utah Health Values Study as a tool to help reframe and rethink how we approach the complex problem of increasing rates of obesity, and to help create a culture of health for all Utahns. The findings support the idea that investing in communities can improve health and prosperity. Value Study results showed that Utahns view a lack of time, energy, and convenience as major barriers to eating well and being physically active. Many Utahns want to be healthy, but most also spend the majority of their time at school, work, or in their community. How these places impact Utahns' health is determined by the decisions community and business leaders make, the policies they enact, and the values and culture they promote.</p>
Date of initial implementation?	April 2017
Is the CHE Strategy: <ul style="list-style-type: none"> • In Process? • Complete with measurable outcomes? 	In process

<ul style="list-style-type: none"> • Complete with measurable outcomes and on-going? 	
<p>If CHE Strategy is complete, did you achieve what you set out to achieve? If no, state challenges or issues encountered.</p>	
<p>Do these efforts tie into your corporate social responsibility standards or are they separate? Please explain.</p>	<p>These efforts are aligned with our Mission/Vision stated above.</p>

METRICS CAPTURED AND LESSONS LEARNED

<p>How do you measure your success?</p>	<p>Success will be measured by:</p> <ol style="list-style-type: none"> 1. A more unified message around health behaviors 2. More partnership engagement that addresses the barriers and motivations found in the Utah Health Values Study: <ol style="list-style-type: none"> A. Work environments that provide access to healthy food options and that encourage physical activity throughout the workday B. Communities that ensure that residents have adequate access to fresh, healthy groceries and that neighborhoods are structured to provide opportunities for physical activity. C. Schools support physical activity and health food options for all students
<p>Outcomes: What key metrics and areas of impact are being captured (e.g. stakeholder engagement, social, physical, environmental, including economic impact)</p>	<ul style="list-style-type: none"> • Utah Health Values Study presentations • Toolkit distribution • Stakeholder engagement • Tracking Healthy Communities Initiatives
<p>Additional Lessons Learned</p>	<p>Addressing complex problems related to health behaviors is extremely difficult. Strong, multi-sector partners are essential. The Utah Health Values Study provides a tool for partners to use when working together.</p>



SUSTAINABILITY AND REPLICABILITY

Describe your sustainability plan	We are continuing to look for additional partners and we are adding metrics to the Values Study in 2019.
Please provide a few specific recommendations for replicating your CHE.	While the results of the Utah Health Values Study are specific to Utah, the idea of using values to influence behavior is not. The concepts and lessons learned can be used in other populations.
Additional comments are encouraged and welcome! Please consider writing one to two paragraphs to accompany your case study that personalize your work or provide details not captured in the questions above.	You can learn more about the Utah Health Values Study and download a copy of the Small Steps for Better Health Toolkit here: www.gethealthyutah.org/toolkit

