



**FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

# **Implementing Public Health Prevention Strategies for Obesity, Diabetes, Heart Disease and Stroke through Chronic Disease Coordinating Networks (MI 1422)**

**YMCA OF GREATER GRAND RAPIDS**

# Coordinated Health Impact Alliance

Purpose:

To implement approaches to prevent obesity, diabetes, heart disease and stroke among adults living in Kent County, with a priority focus on the population living in Grand Rapids' vulnerable Hope Zone neighborhoods.

Race and Ethnicity:	Kent County	City of Grand Rapids	Hope Zones
Hispanic/Latino	9.7%	15.6%	36.1%
African American	9.4%	20.1%	35.6%
White	76.0%	59.0%	24.4%
All Other Groups**	4.9%	5.3%	3.9%
<b>** (American Indian, Asian, Native Hawaiian, Multi-Racial, Other)</b>			

Indicator of need	Kent County	Grand Rapids	Hope Zones
Population density per square mile	711	4,236	6,200
Income below poverty level	14.3%	24.3%	37.0%
No High School diploma	12.1%	18.6%	37.1%
Unemployment Rate	10.2%	17.5%	25.6%

# COLLABORATION

## Coordinated Health Impact Alliance partners:

- YMCA of Greater Grand Rapids
- Cherry Health
- Kent County Health Department
- Ferris State University College of Pharmacy
- Spectrum Health Healthier Communities
- Priority Health
- United Way 2-1-1

# OUTCOMES

## **1) Increase consumption of nutritious food and beverages**

- Healthy Corner Store Initiative
- Nutrition policies at hospitals and workplaces

## **2) Increase physical activity**

- Improved walking routes and trails

## **3) Increase engagement in lifestyle change**

- Diabetes Prevention Program

## **4) Improve medication adherence for adults with high blood pressure**

- Using Electronic Health Records
- Promoting self-monitoring

# INCREASING ENROLLMENT IN DPP

- Implement a referral system that builds community-clinic linkages

# EDUCATING EMPLOYERS

The Y is working toward a system where employers agree to reimburse or incentivize employees to participate in DPP.

- Healthy employees are more productive and have lower health care costs
- Worksite programs are convenient for employees

# ENGAGING INSURERS

## Priority Health Partnership

- Scan Electronic Health Records to identify high risk members
- Refer high risk members through letters and phone calls

# THIRD PARTY REIMBURSEMENT

Y-USA has secured a number of third party payers across the country to reimburse participants based on the following formula:



United Health and many others currently reimburse.

Talks are in progress with Priority Health and Blue Cross Blue Shield of Michigan



# QUESTIONS

Kelly Hagemeyer  
YMCA OF GREATER GRAND RAPIDS

Director  
Grants & Evaluation

[khagemeyer@grymca.org](mailto:khagemeyer@grymca.org)

Julie Sielawa  
YMCA OF GREATER GRAND RAPIDS

Executive Director  
Community Outreach

[jsielawa@grymca.org](mailto:jsielawa@grymca.org)