

# Strategies to Build a Culture of Health:

A Moment in Time Review of RWJF Culture of Health Prize-Winning Communities 2013-2017



## Purpose

The RWJF Culture of Health Prize (the Prize) recognizes communities that have come together around a commitment to health, opportunity, and equity, honoring places that are working to give everyone the opportunity to live well, including residents that are often left behind. Each year, communities are invited to apply for the Prize by showcasing their accomplishments that best represent how they are addressing the Prize's six criteria:

- Defining health in the broadest possible terms;
- Committing to sustainable systems changes and policy-oriented long-term solutions;
- Creating conditions that give everyone a fair and just opportunity to reach their best possible health;
- Harnessing the collective power of leaders, partners, and community members;
- Securing and making the most of available resources; and
- Measuring and sharing progress and results.

To learn more, visit [www.rwjf.org/prize](http://www.rwjf.org/prize).

This report describes the work of the thirty-five 2013-17 Prize winners and features how they apply two of the six Prize criteria—defining health broadly and committing to sustainable systems changes and policy-oriented solutions. It is intended to identify common priorities and strategies to facilitate connections with, and among, Prize-winning communities.

### Defining Health Broadly

To build a Culture of Health, Prize-winning communities act across multiple areas that influence health, such as the factors in the County Health Rankings model (see page 3). The following tables are organized around the four health factors in this model:

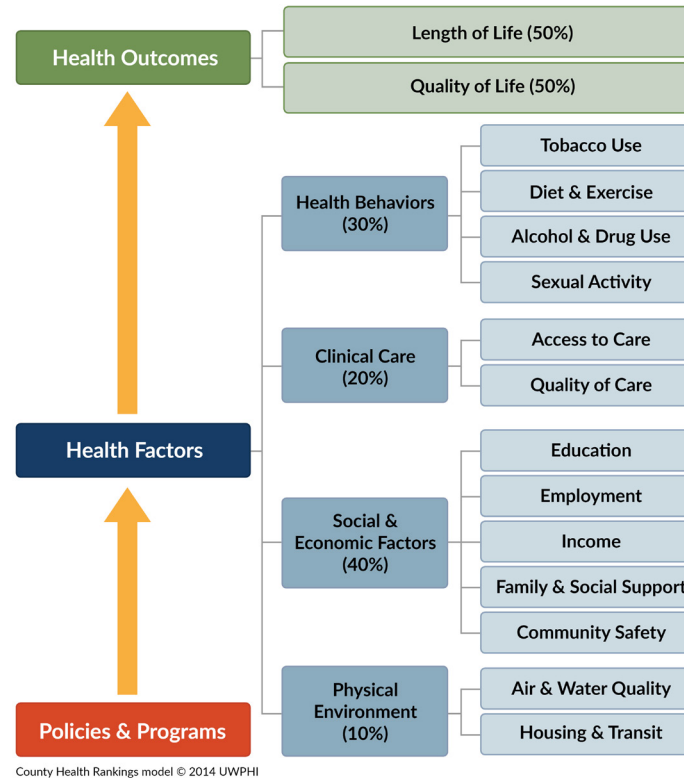
- Social and Economic Factors
- Health Behaviors
- Clinical Care
- Physical Environment

## Committing to Sustainable Systems Changes and Policy-Oriented Solutions

Residents, leaders, and organizations from Prize-winning communities collectively identify priorities and take coordinated action to implement evidence-informed solutions to address the health and equity challenges they face. The strategies featured in the following tables are organized by categories featured in What Works for Health, a collection of over 400 policies, programs, and systems changes that can be implemented in communities to improve health. To learn more, visit [www.countyhealthrankings.org/whatworks](http://www.countyhealthrankings.org/whatworks).

### Methods

To create the report, staff from the University of Wisconsin Population Health Institute conducted a retrospective review of Prize competition materials to identify strategies the community had shared as part of their application and community site visit. All strategies were categorized by health factor and matched with approaches and strategies in What Works for Health (WWFH). It is important to note that this report reflects only strategies shared when each community applied for and successfully competed to win the Prize. Thus, this report is not exhaustive of all efforts in a Prize-winning community, nor does it include efforts that have transpired since the initial application year.



County Health Rankings Model of Health

# Social and Economic Factors

## Content Area Reported by Prize Winners During Year of Prize Competition\*

\*Not Exhaustive of All Efforts Underway in a Prize-Winning Community

	24:1 Community, MO	Algoma, WI	Allen County, KS	Bridgeport, CT	Bronx, NY	Brownsville, TX	Buncombe County, NC	Cambridge, MA	Chelsea, MA	Columbia Gorge Region, OR & WA	Durham County, NC	Everett, MA	Fall River, MA	Garrett County, MD	Kansas City, MO	Lawrence, MA	Louisville, KY	Manchester, NH	Manistique, MI	Menominee Nation	Miami-Dade County, FL	Minneapolis, MN	New Orleans, LA	Richmond, VA	San Pablo, CA	Santa Cruz County, CA	Santa Monica, CA	Seneca Nation of Indians	Shoalwater Bay Indian Tribe	Spartanburg County, SC	Spokane County, WA	Taos Pueblo	Vicksburg, MS	Waaswaaganing Anishinaabeg	Williamson, WV			
<b>Community Safety</b>																																						
Prevent neighborhood crime and violence (e.g. community policing, restorative justice, drug courts, violence reduction models)	•		•	•					•			•		•			•	•			•		•	•	•		•								•			
Reduce mass incarceration												•												•		•		•	•							•		
Assist youth involved with the justice system (e.g. trauma-informed juvenile justice system, juvenile justice reform efforts, youth courts)																					•					•									•			
Prevent child maltreatment (e.g. home visitation programs)	•			•								•				•		•	•							•							•					
Prevent intimate partner violence																	•						•															
Improve emergency preparedness and response																					•							•										
Support safe travel (e.g. traffic calming measures)			•	•		•		•	•		•										•	•	•	•			•											
Ensure sports and recreation safety								•						•																								
<b>Education</b>																																						
Create environments that support learning (e.g. school-community liaisons, community schools, trauma-informed schools)	•	•	•	•	•		•	•	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•		
Increase early childhood education (e.g. Head Start/ Early Head Start, family engagement, increased access to early learning)	•			•			•	•		•	•						•	•		•						•	•		•	•	•	•	•	•	•	•		
Improve quality of K-12 education (e.g. summer/after-school learning programs, culturally relevant education, project-based learning)	•			•		•		•		•			•	•			•	•	•	•		•	•	•			•		•	•	•	•	•	•	•	•	•	
Increase high school graduation rates (e.g. reducing truancy/dropouts, GEDs, job skills development, mentoring programs, teen parenting programs)		•	•	•	•								•		•						•									•	•				•	•		
Increase education beyond high school (e.g. college savings accounts, increasing underrepresented college students, college and career readiness, cradle to career initiatives, scholarship programs, college credit in high school)	•					•	•							•			•				•			•	•		•	•	•	•	•	•	•	•	•	•	•	
Parent Education Programs (e.g. Parents as Teachers)	•																																					

# Social and Economic Factors

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<b>Employment</b>																																					
Increase opportunities for employment and economic growth (e.g. job creation, business development, supporting entrepreneurship)	•		•	•	•	•			•	•		•		•	•		•		•	•			•	•	•			•	•				•	•	•	•	
Create supportive work environments (e.g. paid family leave, paid sick leave policies)												•																									
Increase worker employability (e.g. adult and youth work skills training)		•	•	•	•		•	•	•	•		•	•		•	•	•			•	•	•		•	•		•	•					•	•			
Ensure workplace safety									•																												
<b>Family and Social Support</b>																																					
Build social capital within communities (e.g. community centers, family resource centers, neighborhood associations, trauma-informed training, equity-focused initiatives)		•	•			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Build social capital within families (e.g. home visitation, family engagement in schools, back-to-school events, fatherhood initiatives)	•			•			•		•	•		•	•		•		•	•	•				•		•				•			•	•				
Increase social connectedness (e.g. leadership development, intergenerational learning, cultural programming, mentoring, youth development activities)		•	•	•		•		•	•	•	•	•	•	•	•	•		•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Ensure access to counseling and support (e.g. wraparound services, coordinated care, community navigators)		•	•		•		•	•	•	•		•		•	•		•	•		•	•		•		•	•		•				•		•			
<b>Income</b>																																					
Increase or supplement income (e.g. living wage efforts, Earned Income Tax Credit awareness, SNAP benefits for formally incarcerated, local hire policies)			•				•	•	•			•		•		•	•									•		•						•			
Support asset development (e.g. credit unions, city ordinances to address predatory businesses, free tax preparation services, micro lending)	•							•	•					•			•				•			•		•	•								•		

# Health Behaviors

## Content Area Reported by Prize Winners During Year of Prize Competition\*

\*Not Exhaustive of All Efforts Underway in a Prize-Winning Community

	24:1 Community, MO	Algoma, WI	Allen County, KS	Bridgeport, CT	Bronx, NY	Brownsville, TX	Buncombe County, NC	Cambridge, MA	Chelsea, MA	Columbia Gorge Region, OR & WA	Durham County, NC	Everett, MA	Fall River, MA	Garrett County, MD	Kansas City, MO	Lawrence, MA	Louisville, KY	Manchester, NH	Manistique, MI	Menominee Nation	Miami-Dade County, FL	Minneapolis, MN	New Orleans, LA	Richmond, VA	San Pablo, CA	Santa Cruz County, CA	Santa Monica, CA	Seneca Nation of Indians	Shoalwater Bay Indian Tribe	Spartanburg County, SC	Spokane County, WA	Taos Pueblo	Vicksburg, MS	Waaswaaganing Anishinaabeg	Williamson, WV			
<b>Alcohol and Drug Use</b>																																						
Implement broad initiatives to reduce alcohol and drug use (e.g. addressing the opioid epidemic, drug courts, school-based social norming: alcohol consumption)												•		•						•						•	•	•									•	
Improve access to substance abuse counseling and treatment			•					•						•				•												•	•							•
Reduce availability of alcohol and other drugs								•	•					•									•											•				
Support responsible marketing and provision of alcohol and other legal drugs							•	•				•														•												
<b>Diet and Exercise</b>																																						
Promote healthy eating (through education and standards, e.g. school-based nutrition education, school nutrition standards, breastfeeding promotion programs, nutrition prescriptions)	•	•		•	•	•		•	•	•			•							•	•	•	•	•		•		•	•	•				•		•		
Increase access to healthy food options (e.g. community kitchens, farm to school programs, Electronic Benefit Transfer payment at farmers' markets)	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Reduce access to unhealthy foods (e.g. sugar sweetened beverage taxes, school fundraiser restrictions, competitive pricing for healthy foods)								•	•											•											•							
Create opportunities for active living (e.g. Complete Streets, bike share programs, trails, parks)	•	•	•	•	•	•	•	•		•	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Promote broad approaches to increasing physical activity (e.g. zoning regulations, community weight loss challenges, community-based social support for physical activity)	•	•		•	•	•		•				•					•			•	•		•		•				•			•	•	•		•		
Provide physical activity information and education	•		•	•		•		•		•	•	•			•	•				•	•		•						•	•	•	•	•		•			





# Clinical Care

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<b>Access to Care</b>																																						
Adopt alternate care delivery models (e.g. community health workers, mobile clinics, Federally Qualified Health Centers, school-based health centers, behavioral health in community schools, worksite wellness, Healthcare for the Homeless)	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Reduce barriers to care (e.g. health insurance enrollment and support, expansion of clinic services)		•	•	•	•			•		•	•		•		•				•	•	•		•		•		•		•	•	•	•	•	•	•	•	•	
Recruit providers to underserved areas			•												•															•								
Increase preconception, prenatal, and interconception care	•							•				•			•					•	•									•						•		
Increase opportunities for oral health care			•	•						•		•						•		•	•								•							•		
Increase access to vision services	•																			•	•					•											•	
<b>Quality of Care</b>																																						
Improve patient safety (e.g. home-based assessments, chronic disease self-management programs)						•						•				•	•																				•	
Improve quality of care (e.g. access to high quality health care)				•		•				•													•		•													
Increase coordination of care (e.g. medical homes, behavioral health and primary care integration, electronic health information exchange)			•	•	•	•	•						•					•		•	•	•	•						•	•		•				•		
Increase patient engagement (e.g. health literacy)									•																				•									
Provide culturally competent care (e.g. culturally adapted health care, patient navigators)	•		•	•	•	•	•	•	•	•	•	•	•	•		•		•		•									•		•		•		•			
Reduce unnecessary spending and overtreatment									•																													



# Physical Environment

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	24:1 Community, MO	Algoma, WI	Allen County, KS	Bridgeport, CT	Bronx, NY	Brownsville, TX	Buncombe County, NC	Cambridge, MA	Chelsea, MA	Columbia Gorge Region, OR & WA	Durham County, NC	Everett, MA	Fall River, MA	Garrett County, MD	Kansas City, MO	Lawrence, MA	Louisville, KY	Manchester, NH	Manistique, MI	Menominee Nation	Miami-Dade County, FL	Minneapolis, MN	New Orleans, LA	Richmond, VA	San Pablo, CA	Santa Cruz County, CA	Santa Monica, CA	Seneca Nation of Indians	Shoalwater Bay Indian Tribe	Spartanburg County, SC	Spokane County, WA	Taos Pueblo	Vicksburg, MS	Waaswaaganing Anishinaabeg	Williamson, WV					
<b>Air and Water Quality</b>																																								
Improve environmental restoration and preservation				•			•		•					•			•																							
Increase water conservation and preservation		•				•							•																											
Reduce agriculture's environmental impacts																																								
Reduce emissions from mobile sources					•				•																															
Reduce exposure to environmental toxins				•																			•																	
<b>Housing and Transit</b>																																								
Support affordable housing options (e.g. land trusts, land banking, financing options, zoning policies)	•		•		•		•		•	•		•					•				•		•				•													
Ensure access to housing (e.g. rent subsidies, Housing First, supportive housing, homelessness prevention)	•			•	•		•		•	•			•	•	•	•	•	•			•			•		•	•	•	•	•										
Improve housing quality (e.g. lead paint abatement, housing rehabilitation loan and grant programs, healthy home environment assessments)	•			•	•				•			•	•		•			•			•			•		•														
Support shared transportation (e.g. bus/light rail service)				•		•		•	•					•						•				•	•		•	•												
Support active travel (e.g. bike and pedestrian master plans, mixed use development, Safe Routes to Schools, bike share programs, Complete Streets)	•		•	•	•	•	•	•	•		•	•			•			•	•		•	•	•	•	•		•													





*Seneca Nation of Indians, 2017 Prize Community*



*Vicksburg, MS, 2017 Prize Community*



*Allen County, KS, 2017 Prize Community*



## Credits

**For more information about the RWJF Culture of Health Prize winners and for details on the annual competition, please visit [rwjf.org/prize](http://rwjf.org/prize). Please email: [info@cohprize.wisc.edu](mailto:info@cohprize.wisc.edu) if you have questions.**

### Lead authors

Carrie Carroll, MPA; Olivia Little, PhD; Devarati Syam, PhD;  
Julie Willems Van Dijk, PhD

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Matthew Call  
Lindsay Garber, MPA

### RWJF Culture of Health Prize Alumni Network

In addition to a cash prize, customized communications materials, and widespread promotions of their stories and successes, Prize-winning communities are presented with opportunities to build knowledge with other national and community leaders. The Prize Alumni Network, comprised of more than 500 leaders from all 35 winning communities, provides a platform to expand connections locally, regionally, and nationally. Based on their demonstrated capacity for and dedication to creating lasting change, Prize alumni serve as ambassadors—sharing their stories and lessons learned, and adding their critical voices to the movement to build a Culture of Health.

The RWJF Culture of Health Prize is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.



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Durham, NC, 2014 Prize Community