



Introduction

Over the last few decades communities across the country have experienced the overwhelming economic burden of treating obesity and related chronic diseases; diabetes, hypertension, high cholesterol, stroke, heart disease, cancer and arthritis. The financial costs alone have overwhelmed the budgets of towns and cities leaving few resources for investments in all that we share; our schools, parks, roads, libraries, public safety and more.

Together, the impacts of our poor health are an important reminder that we all share in the health of one another, our communities, and the health of our planet. And it is why physicians, nurses, citizens, community organizations, business leaders, elected officials, healthcare and others are coming together to help improve the health of their communities. Together they are working to support and emphasize incentives for health promotion and primary prevention throughout their communities.

The challenge is aimed at beginning a conversation, and sense of agency, with citizens and their communities about the development of healthcare model that extends beyond the walls of hospitals and begins with healthy people.

Models for Change

The Commons Health Hospital Challenge was developed to recognize and promote those hospitals that are leaders as institutions at linking clinical practice with health promotion and primary prevention.

It is also a call to action, because without the example from healthcare it becomes hard to imagine how our homes, businesses, schools and government might adopt similar simple prevention efforts. The Challenge does not suggest that our hospitals are solely responsible for solving our population health crisis. In fact, we are all responsible, but we need the expertise and model of hospitals to guide the way.

“Our patients and community look to our health care institutions as models of healing and wellness. We believe it is easier for providers to encourage better nutrition when these choices are being modeled by the local clinics and hospitals in which we serve.”

MN Chapter American Academy of Pediatrics excerpt
from Hospital Challenge Statement of Support

Organizational Supporters (6/6/2013)

Lake Superior Medical Society
American Academy of Pediatrics - MN Chapter
Carlton Cook Lake St. Louis Community Health Board
American Heart Association
Minnesota Cancer Alliance
Minnesota Academy of Family Physicians
Duluth Area YMCA
St. Louis County Public Health and Human Services
Northland Breast Feeding Coalition
Carlton County Public Health and Human Services
Northland Breast Feeding Coalition
Lake Superior Good Food Network
Public Health Law Center
PartnerShip 4 Health

Challenge Goals

Each of the Challenge goals is consistent with the policies of the American Medical Association, the American Nurses Association, and the American Academy of Pediatrics.

Moreover, many hospitals across the country have already accomplished these voluntary goals. For example, Seattle Children's Hospital, the internationally recognized Cleveland Clinic, and Chicago's Vanguard Health and more have eliminated sugary beverage sales.

As of June 2013, 161 hospitals are Baby Friendly. In Wisconsin, seven hospitals have achieved the Baby Friendly designation.

Nearly 100% of Michigan hospitals are purchasing at least 20% local foods. Vermont based Fletcher Allen Health Care is purchasing 50% local and sustainable food.

The Challenge Includes Three Initial Components:

- The Voluntary Phase-Out of Hospital Sugary Beverage Sales
- Adoption of the World Health Organization Baby Friendly Hospital Guidelines
- A Measureable Commitment to Source and Serve Local, Sustainable Food

The MMA should support efforts to encourage Minnesota physicians to use "5-2-1-0" as a guide to discuss healthy weight at every well visit. The numbers stand for five fruits and vegetables per day; two hours or fewer of computer or television time (no screen time for children under age 2); one hour of physical activity per day; and zero sugary beverages...

Minnesota Medical Association Resolution 205 (2012)

Get Involved

There are a variety of ways in which individuals, clinicians and/or organizations can get involved and help support models of health in Minnesota.

Organizational Endorsements

Medical, Public Health and Nursing Organizations, Churches and more can join the growing list of organizational supporters by endorsing the Challenge. Broadening the conversation helps demonstrate community wide support.

Organizational Newsletters

Draft an article for your organizational newsletter about why the Challenge is important or use one of the many templates the Challenge has available. Follow the great example of the MN Academy of Family Physicians.

Host an Educational Presentation

Create one of your own or use the many template presentations available from the Challenge.

Individual Endorsements

Click on the link "Add my Name in Support" and add your name to the many physicians, nurses and community members who believe a healthy Minnesota is helped by a hospital model.

Share your Story

Tell us your story about how you have helped make change at your facility and/or in your community!

Community Challenge

Many Minnesota hospitals have now adopted many of the Challenge goals. Hospital leaders can offer a friendly challenge to local employers to follow their example and create healthy workplaces.

Visit the Commons Health Hospital Challenge website at www.commonshospitalchallenge.org and download the various tools and resources available for community, healthcare and healthcare professionals. For more information call 218.525.7806 or email info@commonshospitalchallenge.org

