Integrating Social Connectedness into Nutrition and Physical Activity Strategies across the Lifespan

March 29, 2023
A few housekeeping reminders...

Use Chat for questions, comments and reactions, and to ask for help.

We will share recording and chat notes/resources.

We encourage you to share.

Please take a moment to complete the survey, at end of the webinar.
Ice Breaker

IN THE CHAT:
What has been a key social connectedness take-away for you and your teams as a result of BRIC? A success or challenge?
Today’s Flow – 90 minutes

• Context with BRIC
  – Where are we with BRIC?
  – Social Connectedness and Social Isolation

• State and Community Presentations: Washington, Pennsylvania and Philadelphia

• Large Group Discussion and Q&A

• Group Reflection Question

• What’s Next and Close
BRIC and Sustainability

What are we hoping to sustain...

- Relationships
- Partnerships (formal/informal)
- Community/state capacity
- Health equity integration (all stages of planning and implementation)
- Policy, systems, environmental impacts
The What - Key Terms

• **Social Connectedness:**
  The degree to which individuals or groups have and perceive a desired number, quality and diversity of relationships that create a sense of belonging and being cared for, valued and supported.

• **Social Isolation:**
  Having objectively fewer social relationships or roles and infrequent social contact. Can lead to feelings of loneliness.
The Why?

IMPORTANT REMINDERS

• Loneliness was an important problem before COVID-19; prevalence approximately 25-45% nationally in 2018)

• During COVID-19 there is evidence of increased prevalence and severity of social isolation

• People with mental health conditions and chronic conditions more likely to be socially isolated

MORE REMINDERS:

• Biggest risk factors for loneliness is chronic disease and mental illness
  – Linked to inequality when broader socioeconomic, political and cultural structures create conditions where some people are denied access to systems that support inclusion and belonging

• Mortality impact of social isolation is similar to smoking 15 cigarettes per day

• Social isolation and loneliness have been estimated to shorten a person’s life span by as many as 15 years

Operationalizing SC through BRIC

- Progress towards policy, systems and environmental (PSE) change approach

- Not a standalone issue – it’s the glue
Operationalizing SC through BRIC

State Level Examples
• Integrating SC strategies (PSE and programmatic) into their State Health Improvement Plans and State Plans on Aging
• Engaged in Age-Friendly Public Health Systems (Trust for America’s Health)
• Statewide training and technical assistance
• Creation of new task forces/coalitions – multi-sector partners
Operationalizing SC through BRIC

Select Community-level Examples

- Assessing who, what, where related to social connectedness, social support, etc
- Engaging with community residents and community partners to support co-creation/development. THIS IS THE CENTER
- Creating new local coalitions/task forces or integrating SC into existing structure
Operationalizing SC through BRIC

Select Community-level Examples

• Training meal delivery volunteers on social connectedness while delivering nourishing meals (More Than A Meal)

• Intergenerational partnerships and initiatives through technology, community gardening, art, and other activities

• Creating Inclusive Spaces (indoor and outdoor) while thinking about social connectedness – creative placemaking

• Integration social programs into existing referral systems
Select SC Resources

Socially Connected Communities
Solutions for Social Isolation

Foundation for Social Connection
SOCIAL Framework

POPULATION HEALTH
Leading the way to a healthier future.
Select SC Resources

Others?

Drop in chat
Meet Today’s Speakers

Margaret Chaykin, MPH, CHES, CDN, RDN, CD
Team Lead, BRIC and Physical Activity Counseling Project Manager
Washington State Health Department

Tiffany Bransteitter, MSW
Obesity Prevention & Wellness Section Chief
Pennsylvania Department of Health

Jennifer Aquilante, MPH, RDN, LDN
Food Policy Coordinator
Philadelphia Department of Health
INTEGRATING BRIC STRATEGIES: 
SOCIAL CONNECTEDNESS & 
NUTRITION SECURITY 
WA DOH | OSHC | PCH | HEAL TEAM |
Agenda

• Overview of Communities in the Spotlight

  • Wahkiakum, WA
    • Social Connectedness
    • Nutrition Security

  • Ferry County, WA
    • Social Connectedness
    • Nutrition Security
Whatcom 225,300
Skagit 129,200
Snohomish 818,700
Seattle & King County 2,226,300
Tacoma-Pierce* 888,300
Kitsap 270,100
Island 84,820
San Juan 17,150
Clallam 76,010
Jefferson 31,900
Grays Harbor 74,160
Mason 64,980
Thurston 285,800
Pacific 21,640
Lewis 79,480
Wahkiakum 4,190
Cowlitz 106,000
Skamania 12,060
Clallam 76,010
Jefferson 31,900
Grays Harbor 74,160
Mason 64,980
Thurston 285,800
Pacific 21,640
Lewis 79,480
Wahkiakum 4,190
Cowlitz 106,000
Skamania 12,060

Departments that have combined public health with human services (16)

*Agency leader is both director and health officer (2)

Single County District (8)

Public Health Department (8)

Multi County District (3)

Washington State Total Population (estimate)
April 2019: 7,546,410
Source: Office of Financial Management

*Note: Figures are estimates and subject to change.
33% of Wahkiakum residents are 65+ v 15.9% for WA.

59% are 50+, indicating an incoming swell of seniors.

Poverty: 11.7% Wahkiakum v 9.8% in WA.
Socially Connecting through Physical Activity

“We have a wonderful program that combines socializing with a delicious meal” – CAP Website
Connecting at the community garden infuses local food banks with nutrient-dense foods grown by neighbors.
Wahkiakum on the Move, commuter service local to the area, hosted routes that could accommodate produce transfer. Totes were purchased and produce was dispersed equitably throughout the county.
Ferry County

65+ population: 28.2% Ferry vs 15.9% WA state of average

Poverty: 17.8% Ferry vs 9.8% WA State

Needs are even more disparate amongst population not captured by data, such as those living on the reservation of the Confederated Tribes of Coleville – and particularly Inchelium.
Nutrition and Heritage Security Site
Social Connection Site
Smokehouse and slab for game processing on the grounds of Rural Resources Community Action Victim Services Site.
Intersectionality
Why is it important
to understand
trauma in
relationship to
health?

BECAUSE IT LITERALLY
TOUCHES EVERYTHING.

IT WILL INFORM HOW
YOUR CLIENT RECEIVES
HEALTH INFORMATION
AND HOW YOU
COMMUNICATE IT

IT WILL CHANGE
CONNECTION.

IT WILL SAVE
SOMEONE'S LIFE.
Looking forward to staying connected!

Margaret Chaykin (she/her)

MPH, CHES, RDN, CD

Margaret.Chaykin@doh.wa.gov
BRIC Webinar: Integrating Social Connectedness into Nutrition and Physical Activity Strategies across the Lifespan

Philadelphia Department of Public Health
Division of Chronic Disease and Injury Prevention
Jennifer Aquilante, MPH RD LDN
Social Connectedness Strategy

- Intertwined with nutrition security and physical activity strategies
- Farm Philly Program & We Walk PHL program- Parks and Recreation and Fairmount Park Conservancy
- Linked to promoting & enhancing community garden network and We Walk PHL walking groups already happening in parks across the City
- Mainly focused on West Fairmount Park & surrounding neighborhood
Social Connectedness
Action Steps

• Community garden network- installed raised garden beds to promote accessibility (70 at 15 sites) & new signage (19 sites) to promote awareness

• We Walk PHL training and outreach- trained 57 walk leaders, with a focus on outreach to older adults & being inclusive of all; surveys

• Outreach at community sites to connect older adults to gardens & We Walk sessions, distributed flyers, garden workshops
Social Connectedness
Action Steps

• Launched farmers market in Parkside-connected to We Walk group
• Carousel House Farm- donated 4,000# produce to community
• Connect to community resources- added We Walk sessions to findhelp.org
• AARP Livable Community Network
Community engagement

- Parkside Edge pedestrian improvements (runs alongside Parkside Ave near West Farimount Park)
  - Hosted listening sessions with gardeners & walkers, feedback from gardening work
  - Improvements: walkways, seating areas, ADA access, lighting

- Mantua Traffic Safety Improvements (Mantua Ave to Girard Ave & 34th St)
  - Worked with community liaisons, held listening sessions to get input on engineering/design plan to improve traffic safety (pavement markings, protected bike lane & signage)
Social Connectedness Action Steps

• PPR's Agriculture Resource Center- space for learning, growing food; tool library, accessible features, workshops; connect to other Farm Philly programs

• Plan and make connections to enhance produce distribution from the gardens to food pantries, older adult centers, and other sites in the community to address nutrition security (PHA service member)

• Pedestrian safety improvements in Hunting Park

• Alignment with AARP's Livable Community Plan & including them in our CDC SDOH grant leadership team
Challenges and Lessons Learned

• Challenges
  • COVID presented challenges with in-person walking groups, used virtual ambassadors via Facebook page
  • Engagement with partners- AARP
  • Multiple partners/funding mechanisms

• Lessons learned
  • Community input is key
  • Staying on point with process/timeline to make sure things happen
Thank you!

- Any questions, please reach out: Jennifer.aquilante@phila.gov
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Pennsylvania Building Resilient Inclusive Communities

Tiffany Bransteitter, MSW
Obesity Prevention and Wellness Section Chief

August 30, 2022
BRIC – Social Connectedness

PA State Plan on Aging

- Identified intersection points
- Built relationships
  - Collaboration calls
- Dept. of Aging participation in State Health Improvement Plan
- Dedicated BRIC funding to support common goals to advance social connectedness and health equity
Area Agencies on Aging

- Health & Wellness Program Teams
- Training and 1:1 technical assistance on effective outreach and engagement practices to marginalized populations and those at increased risk for social isolation
PA State Health Improvement Plan (SHIP)

- 2021 – Messaging
- 2022 – New 2023-2028 SHIP
- 2023 – SHIP annual work plan development and implementation
BRIC – Social Connectedness

Challenges
- New executive leadership
- SHIP leadership turnover
- Power dynamics

Lessons Learned
- Flexibility
Thank you!

Tiffany Bransteitter, MSW
Obesity Prevention and Wellness Section Chief
tistrickle@pa.gov
Audience Q & A with our Speakers
Reflection: What’s Next for You?
Reminder!

Please take a moment to complete the survey at the end of this meeting!
SAVE THE DATE!

BRIC Peer Exchange
*The Heart of the Matter - Relationships, Partnerships and Coalitions*
April 26, 2023 | 2:00 – 3:00 pm ET

BRIC Webinar
Tentative Topic: Placemaking in Rural Communities
May 24, 2023 | 2:00 – 3:30 pm ET

https://chronicdisease.org/bric/bric-webinars/