



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

March 29, 2023





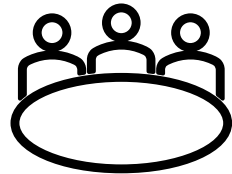
A few housekeeping reminders...



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

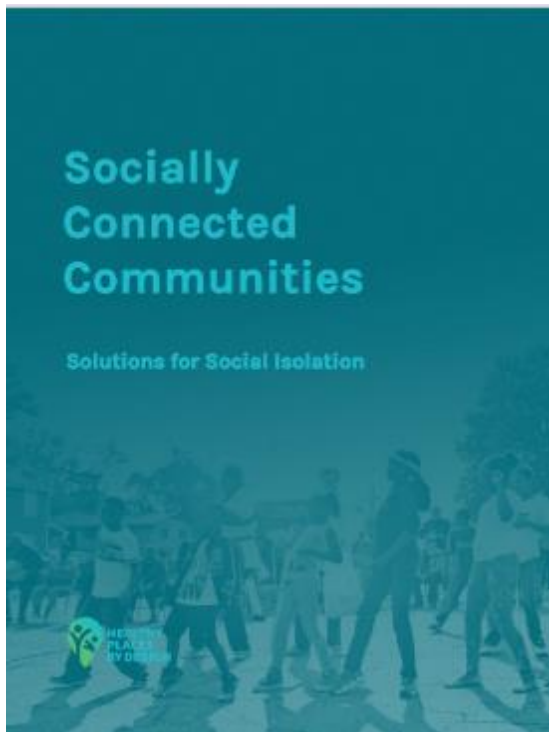
Select Community-level Examples

- 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



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





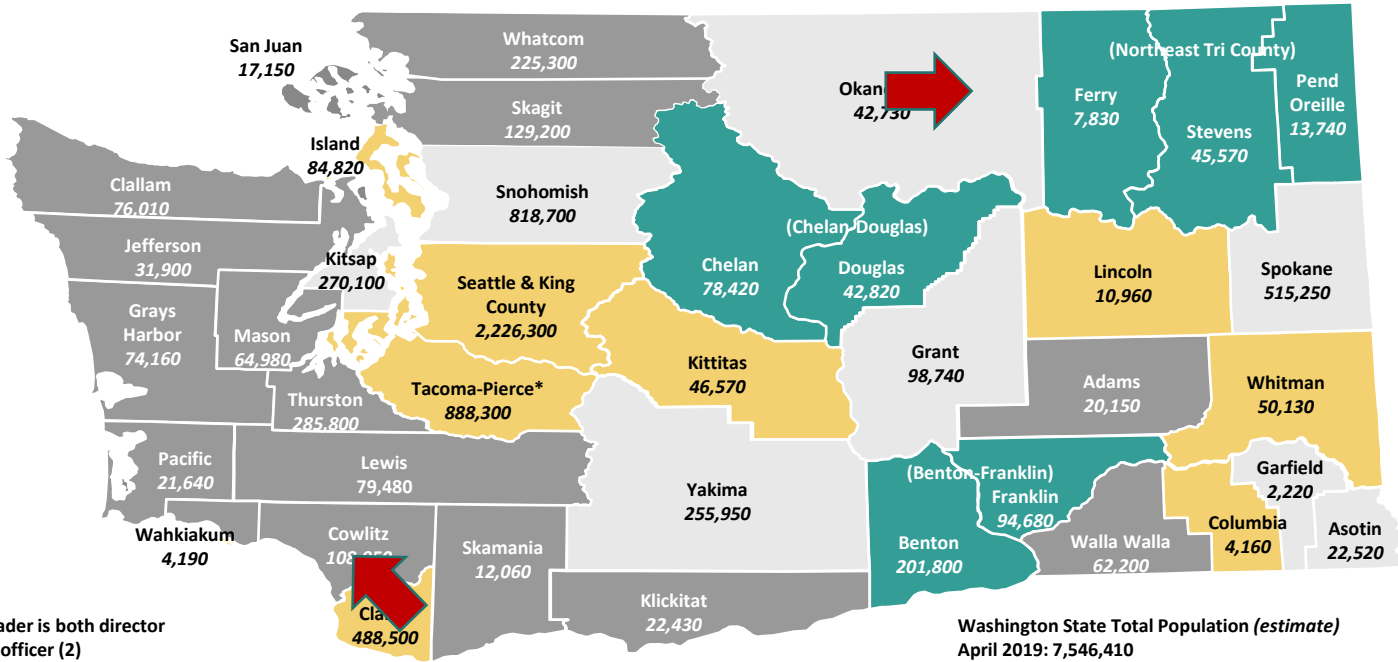
**INTEGRATING BRIC STRATEGIES:
SOCIAL CONNECTEDNESS &
NUTRITION SECURITY**

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

Counties of WA



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

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



- Departments that have combined public health with human services (16)
- Single County District (8)
- Public Health Department (8)
- Multi County District (3)

Wahkiakum County

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.

The logo features a stylized circular graphic on the left, composed of three concentric arcs in black, red, and grey. To the right of this graphic, the word "Wahkiakum" is written in a large, bold, red, italicized sans-serif font. Below it, the words "On The Move" are written in a large, bold, black, italicized sans-serif font.

Wahkiakum ***On The Move***

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 v
15.9% WA state of average

Poverty: **17.8%** Ferry v 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



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**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

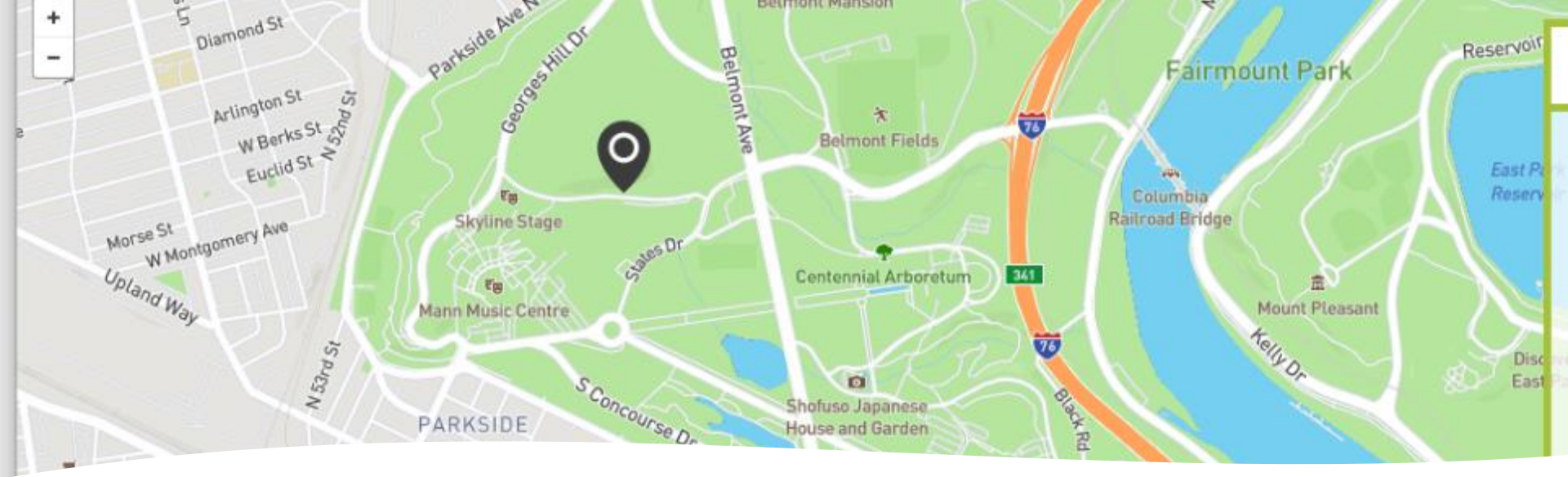
Margaret.Chaykin@doh.wa.gov



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



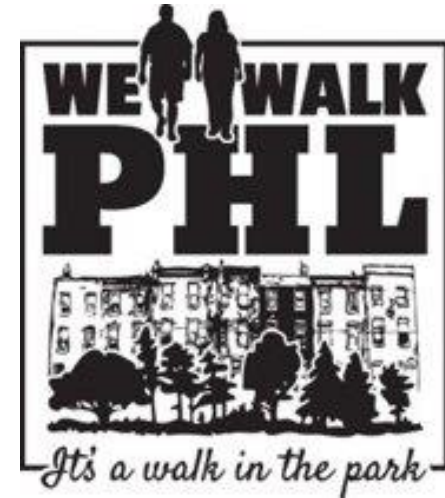


Social Connectedness Strategy

- 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!





THANK YOU!

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/>

