



HEALTH MEANS

BUSINESS



Champions Handbook



U.S. CHAMBER OF COMMERCE FOUNDATION
Corporate Citizenship Center

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have begun the process of applying for their designation as healthy communities and meeting the criteria to receive it. In an exciting development, two communities are already close to meeting the expectations necessary to receive the healthy community designation by September 2016.

The Wellness Council utilizes research conducted by multiple sources throughout the world and specifically identifies the Gallup Well-Being 5,⁴ Aaron Antonovsky's Saltogenesis model,⁵ Halbert Dunn's wellness definition,⁶ and Robert Wood Johnson Foundation's collective impact⁷ criteria as the basis for how to deliver a comprehensive wellness strategy at work and in the community. The Wellness Council assists members by providing the tools to allow their wellness programs to grow and meet the criteria to provide a comprehensive program. One way to accomplish these goals is through hosting roundtable meetings called IdeaShare across the state. These are open to members and guests to connect and collaborate on how to deliver programs that have been successful in Indiana. More than 50 IdeaShare events have occurred in the last 16 months. The Wellness Council provides businesses with the information to assist them in getting started on building a culture of health at a worksite or in their communities. To date, the Fundamental's member benefits (all members have free access) include hundreds of program ideas, dozens of program templates, policy templates, job descriptions, and turnkey programs that meet the criteria of the reasonable alternative standards for the Affordable Care Act.

Training for the champion within an organization is also critical. The Wellness Council provides multiple training opportunities throughout the year. Over 400 people have been trained through the Wellness Council of Indiana to understand what it takes to manage wellness at their places of business and in their communities. Each year, the Wellness Council is host to the Indiana Health and Wellness Summit. With over 500 participants, the Wellness Summit offers an opportunity to learn and grow. The Summit also provides a forum to recognize AchieveWELL (35 recognized in 2015) and Indiana Healthy Community recipients (first year of recognition).

Finally, the Wellness Council has a student scholarship program named after Phil Huffine, one of the founders of the Wellness Council. In 2016, over 50 applications were received for the two scholarships. Further, two scholarships are awarded each year to professionals seeking more training in wellness. This scholarship is named after Mike Campbell, who guided the Wellness Council for over a decade.

The Wellness Council's mission is to work collaboratively in order to positively impact the economic vitality of the State of Indiana, by evaluating and guiding workplaces and communities through the development of their own comprehensive health and wellness strategies. Wellness encourages active living, community engagement, and corporate social responsibility.

For more detail and to learn how to create a wellness council, visit www.wellnessindiana.org.

⁴ The Gallup Well-Being 5 are career, social, physical, financial, and community well-being. These indicators are based on international research conducted by Gallup scientists. See <http://www.gallup.com/businessjournal/126884/five-essential-elements-wellbeing.aspx>.

⁵ Saltogenesis is an approach focusing on factors that support human health and well being, rather than on factors that cause disease. See <http://heapro.oxfordjournals.org/content/11/1/11.full.pdf>.

⁶ Dr. Halbert Dunn defines wellness as "integrated method of functioning which is oriented toward maximizing the potential of which the individual is capable. It requires that the individual maintain a continuum of balance and purposeful direction within the environment where he is functioning." See <http://www.hasc.org/briefs-focus/high-level-wellness-organizations-and-individuals-why-wellness-matters>.

⁷ Collective impact refers to community health outcomes that are the result of "broad-based cross-sector collaboration that recognizes that better health drives a healthier economy." See http://www.rwjf.org/en/culture-of-health/2013/03/supporting_community.html.



We've learned many things over the last few years, which has informed our strategy as we've gone from Denver to Durham. Throughout it all, the County Health Rankings and Roadmaps have anchored our approach. The roadmaps help us know which interventions have evidence to back up their effectiveness and tools like this one, which identifies life expectancy by zip code, helps us continually sharpen our focus.

As we partner to build healthier communities, we are contributing to system-level change with local-level results, and living the GSK mission in the process. Our wish has been that more businesses would engage with us in this important work. Needless to say, it is with a great deal of enthusiasm that the US Chamber of Commerce Foundation Corporate Citizenship Center is leading the *Health Means Business* campaign. Through community conversations across the country and the new online portal, it is that much easier for businesses of all sizes to join us in building healthier communities.

— Katie Loovis, Director of Corporate Responsibility, GSK



IX. Breakthrough Story: Oklahoma City

Synopsis

In the early 1990s, Oklahoma City was a finalist in United Airlines’ bidding process to site a maintenance facility in the community. In a surprise outcome, Oklahoma City lost the bidding process.

City leaders turned that loss into a long-term win by developing cross-sector support for a more vibrant and healthy built environment downtown, using an innovative community investment tool called MAPS (Metropolitan Area Projects).

In the early 1990s, Mayor Ron Norick and city business leaders were excited to attract United Airlines to Oklahoma City. They put together the most lucrative package they could, judged by the company to be the most competitive on the table. Feedback from United was good and it was looking like Oklahoma City would win the facility. However, in a surprise move, Indianapolis won the bid. Mayor Norick was astounded and called United’s CEO. The United Airlines CEO confided that executives flew in and explored the city, particularly the downtown. They felt they ‘just couldn’t see themselves or their families living there.’

The United Airlines loss served as an important rallying point for our city. The mayor and business leadership, including the chamber of commerce, rallied the community. The Mayor said, ‘If our efforts attract other companies—great—but it will make our quality of life better nonetheless.’ Out of this came a new way to approach economic development and enrich our community called MAPS, or Metropolitan Area Projects, leading to almost \$1B in public/private investment and a completely revitalized downtown, school, cultural, and wellness facilities, including parks, playgrounds, and an Olympic rowing center. MAPS funding is generated by a voter-approved increase to the city sales tax of one penny that has been renewed several times during the past 23 years.

This experience, which started out as a failure, turned into great success for our community. The process made Oklahoma City a regional and national hub for recreation, dining, business conventions, the arts, physical activity centers, and more. We invite the *Health Means Business* network to reach out to our Chamber, tour the city and take whatever learning would be useful for their own chambers of commerce or communities.

— Dave Lopez, former chair of the Oklahoma City Chamber of Commerce; Executive Counsel, Schnake Turnbo Frank



X. Conclusion

The cycles of good community health and good business are intertwined. Business engagement in community health can help make our country healthier, better educated, and more prosperous. Businesses of all sizes have a role to play, along with nonprofit and government sectors, to create healthier communities.

This handbook and the *Health Means Business* campaign online resource center offer easy-to-use tools and network engagement to help business and community partners work collaboratively to create a shared vision about the future of the community.

The need is urgent, but there is enormous power and creativity in the business sector that can be harnessed to meet the challenges. Businesses and their partners in public health, community development, and other sectors can and must work together to transform the ways that people live, work, and play, in order to make communities healthier and more economically vibrant.

For more information or to join the national network of champions and share stories and ideas, go to uschamberfoundation.org/health-champions.

