

SUMMARY



8Acknowledged as our starting point with further work to be done with priorities, partners, and timetables for each goal.

## Overview

On November 28, 2017 Morgantown City Council approved the ordinance to establish the Health & Wellness Commission (HWC), the ordinance follows in *Addendum #1*. Background on public meetings that led the City Council to this decision follows in *Addendum #2*. The first HWC Commission meeting was held on April 5<sup>th</sup>, 2018. New commission members appointed were Colleen Harshbarger, Christine Wallace, Ryan Wallace, David Loomis, Meghan Kline, Lauri Andress, and Dan Shook. At this meeting the first order of business was to elect officers for this newly formed Commission. Colleen – Chair, Dan – Vice Chair and Meghan - Secretary. And, on May 3<sup>rd</sup>, 2018 at the second meeting, two additional Commission members were added - Abigail Riggs, a Morgantown High student, as a youth representative, and Patrick Hathaway from BOPARC.

## Planning Process

The City of Morgantown Health & Wellness Commission met on August 10<sup>th</sup>, 2018 to formulate a five (5) year strategic plan, “Looking Ahead to the Next Five Years. . . .” The planning session was held at the West Virginia Botanic Garden and attending were Colleen Harshbarger, Christine Wallace, Ryan Wallace, Dan Shook, David Loomis, and Patrick Hathaway. The planning was facilitated by Terri Cutright and Paula Martinelli of Terri Reed Cutright & Associates. The Health & Wellness Commission continued to work on and revise the plan until it was finalized and approved at the November 1, 2018 meeting.

## Strategic Plan

The Health and Wellness Commission adopted the Robert Wood Johnson Foundation’s Culture of Health Action Framework from the RWJF Vision to Action report as the guiding model for the strategic plan (see Charts 1 & 2).

Chart 1.

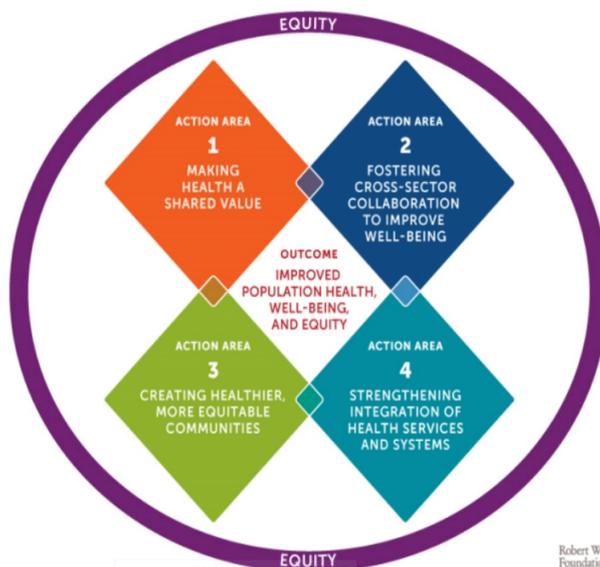


Chart 2.

## CULTURE OF HEALTH ACTION FRAMEWORK

ACTION AREAS	DRIVERS	MEASURES
<b>1</b> MAKING HEALTH A SHARED VALUE	<b>MINDSET AND EXPECTATIONS</b>	Value on health interdependence Value on well-being Public discussion on health promotion and well-being
	<b>SENSE OF COMMUNITY</b>	Sense of community Social support
	<b>CIVIC ENGAGEMENT</b>	Voter turnout Volunteer engagement
<b>2</b> FOSTERING CROSS-SECTOR COLLABORATION TO IMPROVE WELL-BEING	<b>ENUMERATION AND QUALITY OF PARTNERSHIPS</b>	Local health department collaboration Opportunities to improve health for youth at schools Business support for workplace health promotion and Culture of Health
	<b>INVESTMENT IN CROSS-SECTOR COLLABORATION</b>	U.S. corporate giving Federal allocations for health investments related to nutrition and indoor and outdoor physical activity
	<b>POLICIES THAT SUPPORT COLLABORATION</b>	Community relations and policing Youth exposure to advertising for healthy and unhealthy food and beverage products Climate resilience Health in all policies
<b>3</b> CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES	<b>BUILT ENVIRONMENT/PHYSICAL CONDITIONS</b>	Housing affordability Access to healthy foods Youth safety
	<b>SOCIAL AND ECONOMIC ENVIRONMENT</b>	Residential segregation Early childhood education Public libraries
	<b>POLICY AND GOVERNANCE</b>	Complete Streets policies Air quality
<b>4</b> STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS	<b>ACCESS</b>	Access to public health Access to stable health insurance Access to mental health services Dental visit in past year
	<b>CONSUMER EXPERIENCE AND QUALITY</b>	Consumer experience Population covered by an Accountable Care Organization
	<b>BALANCE AND INTEGRATION</b>	Electronic medical record linkages Hospital partnerships Practice laws for nurse practitioners Social spending relative to health expenditure
OUTCOME	OUTCOME AREAS	MEASURES
<b>IMPROVED POPULATION HEALTH, WELL-BEING, AND EQUITY</b>	<b>ENHANCED INDIVIDUAL AND COMMUNITY WELL-BEING</b>	Well-being rating Caregiving burden
	<b>MANAGED CHRONIC DISEASE AND REDUCED TOXIC STRESS</b>	Adverse child experiences Disability associated with chronic conditions
	<b>REDUCED HEALTH CARE COSTS</b>	Family health care cost Potentially preventable hospitalization rates Annual end-of-life care expenditures

In addition, the principles below demonstrate the conditions that we strive to help Morgantown foster.

## **10 PRINCIPLES FOR A CULTURE OF HEALTH**

ROBERT WOOD JOHNSON FOUNDATION

1. Good health flourishes across geographic, demographic, and social sectors
2. Attaining the best health possible is valued by our entire society
3. Individuals and families have the means and the opportunity to make choices that lead to the healthiest lives possible
4. Business, government, individuals, and organizations work together to build healthy communities and lifestyles
5. No one is excluded
6. Everyone has access to affordable, quality health care because it is essential to maintain, or reclaim, health
7. Health care is efficient and equitable
8. The economy is less burdened by excessive and unwarranted health care spending
9. Keeping everyone as healthy as possible guides public and private decision-making
10. Americans understand that we are all in this together

### **Mission Statement**

*The Health and Wellness Commission strives to advance a culture of wellbeing and vibrant quality of life in Morgantown, West Virginia.*

### **Vision Statement**

*Morgantown is a place where West Virginians work together to achieve optimal wellbeing for all.*

### **Goals**

#### *I. Preserve resources that promote a culture of health and increase utilization*

##### ACTION STEPS:

- Identify current resources (facilities/programs/organizations)
- Assess utilization programs & facilities (inventory, identify the gaps)
- Facilitate collaboration between resource providers
- Promote programs and facilities (a clearinghouse for information)
- Advocate for preservation of programs & facilities (maintenance dollars)

#### *II. Make health a shared value*

##### ACTION STEPS:

- Website
- Calendar
- Health summit
- Multi-media (branding and social marketing campaigns)
- Engage local employers

#### *III. Address effects of substance use*

##### ACTION STEPS:

- Educate the public on the impact of substance use
- Evaluate and promote policies that mitigate risk
- Support the establishment of a detox center in Morgantown

#### *IV. Highlight the connection between health and economic factors*

##### ACTION STEPS:

- Promote the interconnected relationships of health, environment, and economy
- Address health equity across the socio-economic spectrum
- Determine incentives for promoting positive health -related business practices

# Health & Wellness Commission Strategic Plan

Project Dates: 2018 -2023

Goal Task or Sub-task	Timetable	Programs & Partners	Priority	Action Items
Preserve resources and increase utilization				<ul style="list-style-type: none"> <li>• Identify current resources (facilities or programs that promotes better health and well-being)</li> <li>• Assess utilization programs &amp; facilities (inventory, identify gaps)</li> <li>• Facilitate collaboration between resource providers</li> <li>• Promote programs and facilities (a clearinghouse for information)</li> <li>• Advocate for preservation of programs &amp; facilities (maintenance dollars)</li> </ul>
Make Health a Shared Value			1*	<ul style="list-style-type: none"> <li>• Website</li> <li>• Calendar</li> <li>• Health summit</li> <li>• Multimedia (branding and social marketing campaigns)</li> <li>• Engage stakeholders</li> </ul>
Address effects of substance use				<ul style="list-style-type: none"> <li>• Educate the public on the impact of substance use</li> <li>• Evaluate and promote policies that mitigate risk</li> <li>• Support substance use treatment and detox centers</li> </ul>
Highlight the connection between health and economic factors				<ul style="list-style-type: none"> <li>• Promote the interconnected relationships of health, environment and economy</li> <li>• Address health equity across the socio-economic spectrum</li> <li>• Determine incentives for promoting positive health-related business practice</li> </ul>

## ADDENDUM #1

### **AN ORDINANCE CREATING A NEW ARTICLE 179 IN THE CITY CODE ESTABLISHING A HEALTH AND WELLNESS COMMISSION**

WHEREAS, the health and wellness of Morgantown residents is an integral component of maintaining a vibrant and attractive community; and

WHEREAS, the City of Morgantown economy benefits from a healthy and physically active populace in that city residents are more energetic and productive employees and place fewer demands on the healthcare system; and

WHEREAS, research shows a positive link between community design and increased physical activity in that even those who dislike being active are more active when they live in compact, walkable areas, as are children that live close to parks and to their school; and

WHEREAS, according to the 2015 report of America's Health Rankings, West Virginia ranks 49th in the nation for the combined health determinants of smoking, obesity, excessive drinking, physical inactivity, and drug deaths; and

WHEREAS, mental health is essential to everyone's health, productivity, and well-being; and

WHEREAS, a critical step towards a healthy and active populace is making walking and cycling safe within our communities by adopting appropriate street standards for transportation infrastructure to be used in new developments and in street reconstruction; and

WHEREAS, our land use decisions impact the location, availability, and accessibility of healthy foods and we can improve our citizens' access to healthy foods by working proactively to position stores, markets, gardens, and farms within our communities; and

WHEREAS, our decisions also impact the ease and safety with which our residents can walk or bicycle to and from school, work, the local grocery store, and to other daily activities and recreation; and

WHEREAS, we recognize that many locally-grown foods place fewer demands on the natural environment and have significant economic benefits to our local economy; and

WHEREAS, as elected officials we shape the communities that shape our lives; and

WHEREAS, City Council has conducted information sessions seeking input on how the City can best promote health and wellness in the community; and

WHEREAS, these information sessions have demonstrated broad community interest in the creation of a Health and Wellness Commission to promote this important community interest;

NOW, THEREFORE, the City of Morgantown hereby ordains that a new Article 179 entitled "Health and Wellness Commission" is established within the City Code as follows:

**179.01. ESTABLISHED.**

There is hereby established a Health and Wellness Commission for the City, the official name of which shall be the “Morgantown Health and Wellness Commission.”

**179.02. PURPOSE.**

The purpose of the Commission shall be to advise and recommend to the City Manager and City Council such plans, programs, and projects which in the opinion of the Commission would improve the health and well-being of City residents. The Commission shall review and make timely recommendations on all health and wellness plans or projects pursued by the City. The Commission shall support, promote, and develop community resources in nutrition, physical activity, and community wellness events. The Chair of the Commission shall lead the Commission and serve in an advisory capacity to the City Manager and City Council.

**179.03. MEMBERSHIP.**

The Health and Wellness Commission shall consist of eleven members:

one having expertise in physical activity or outdoor recreation, one having expertise in food access and security, one having expertise in nutrition, one having expertise in community health and wellness event planning, two having expertise in public health, health promotion, or health policy, and grant-writing, one having expertise in medical care, one having expertise in mental health or substance abuse, one having expertise in community safety, one being a member of City Council, and one being a member of the Board of Parks and Recreation Commissioners.

All members shall be residents of the City. The City Manager may appoint a member of the City Administration to serve as an ex-officio member of the Commission. The Commission members shall be appointed by City Council.

**179.04. TERM.**

Each member of the Commission, with the exception of the members representing City Council and the Board of Parks and Recreation Commissioners, shall serve a term of three years each and shall continue in office until replaced by a successor unless the office is vacated by death, resignation, or removal of the member; provided that, in order to stagger the terms of members and promote continuity in the Commission, the initial membership of the Commission prescribed by this Ordinance shall be appointed as follows:

3 members to 3-year terms beginning January 1, 2018  
3 members to 2-year terms beginning January 1, 2018

3 members to 1-year terms beginning January 1, 2018

The members representing City Council and the Board of Parks and Recreation Commissioners shall serve for a term consistent with the term for which each was elected or appointed to office. If a Commission position becomes vacant prior to the completion of its term, City Council shall appoint a replacement Commission member at its earliest convenience to serve the remainder of the vacated term. To ensure the continued functioning of the Commission, the quorum and majority requirements for Commission meetings shall be reduced proportionally for the duration of any such decrease in Commission members.

**179.05. VACANCIES.**

Vacancies shall be filled subject to the conditions set forth in Section 179.03 and for the unexpired term only. The office of a member of the Health and Wellness Commission shall become vacant upon the member's death, resignation, or removal from office. Should a member fail to attend more than one-half of the regular meetings of the Commission in a consecutive twelve-month period, the Chairperson shall be authorized to remove that member from office. All members shall serve without compensation.

**179.06. OFFICERS.**

At the regular Commission meeting of July in each year, the Health and Wellness Commission shall select from its own membership a Chairperson, Vice-Chairperson, and Secretary. These Commission positions shall be for one year.

**179.07. MEETINGS.**

The Health and Wellness Commission shall meet in regular meetings, as often as it may deem necessary by its members, and may conduct special meetings upon call of the Chairperson or a majority of the members. The Commission may adopt its own rules of procedure for the purpose of transacting its business.

**179.08. APPROPRIATION OF FUNDS.**

City Council may appropriate any funds that it deems necessary to carry out any of the proposals set forth by the Health and Wellness Commission. The Commission may apply for federal and state financial aid in grants or other forms of financial assistance through the City Administration to assist in carrying out any of such proposals or projects. The Commission may also seek financial assistance from other organizations or individuals for such purposes in consultation with the City Administration. Any request for funding that obligates expenditure of City funds shall require approval by the person or body authorized to expend such funds. All Commission funding shall be received and managed by the office of the City Manager.

**179.09. SEMI-ANNUAL REPORT.**

City Council may request a semi-annual report from the Health and Wellness Commission regarding its services provided throughout the previous year. This report may include information, statistics, financial data, and recommendations which may be deemed of interest to City Council.

This ordinance shall be effective from the date of adoption.

FIRST READING:

\_\_\_\_\_  
Mayor

ADOPTED:

FILED:

\_\_\_\_\_  
City Clerk

RECORDED:

## ADDENDUM #2

### Background on the City of Morgantown Health & Wellness Commission

A public meeting was held on August 4<sup>th</sup>, 2017 to discuss the need for a Health and Wellness Commission (HWC). It was identified that in the City of Morgantown there was no existing public commission to focus on the health and wellbeing of city residents. Christine Wallace researched, prepared, and presented a plan for a municipal health and wellness commission to City Council. City Council authorized Councilman Ryan Wallace to spearhead this initiative, stressing that public engagement is crucial to its success and public input would be needed throughout the process to help identify needs and opportunities, ensure relevancy to all residents, increase ownership and volunteerism, and ensure sustainability.

The purpose of the public planning meeting was to share the vision, provide information, obtain public input and identify key stakeholders and resources. It was identified that although various gyms or other athletic facilities are available in the area, there is a lack of coordinated community health emphasis. The city can help improve quality of life for residents by providing a healthier environment and beneficial programming.

It was determined that current support for Health and Wellness as a shared value comes from municipal commissions and boards (Morgantown Board of Parks and Recreation (BOPARC), the Morgantown Bike Board, the Pedestrian Safety Board, Green Team, Traffic Commission, Morgantown Monongalia Metropolitan Planning Organization, etc.) and community entities related to Health and Wellness (WIC/SNAP, Generation Morgantown, WV Land Trust, Farmers' Market Association, Safe Cities, Safe Streets Morgantown, WVU Department of Agriculture and Extension Services, WVU and Mon Health Medical Center, United States Department of Agriculture, WVU iServe, American Red Cross, Monongalia County Schools and numerous local churches and non-profit organizations, etc.)

Ideas generated included the following:

- Collaborating with, and promotion of a Greater Morgantown Chamber of Commerce Health Summit
- Work with local media to advertise health events on a community calendar
- Use social media to promote these health events
- Maintain a webpage on city website
- Maintain and regularly update a calendar of health and wellness events
- Monthly contact with health and wellness entities to ensure accurate calendar listings
- City garden plots – access to fresh produce/better nutrition
- A Community Recreation Center
- A “greenbelt” around Morgantown

- A Health and Wellness Newsletter
- A track that will be accessible and open to the public
- An annual Health Expo – use High Street as an exposition area
- Walking Club – indoor or outdoor, year-round
- Par course / fitness trail / outdoor gym

Further, the commission identified nutrition, physical activity, and community events as immediate areas of focus while others could be added as health and wellness becomes a more broadly accepted shared value.

Nutrition incorporates such ideas as community vegetable gardens, healthy cooking classes, nutrition workshops, and food donations from restaurants and stores (i.e., “sell-by” foods don’t have to be thrown away). It also requires partnerships with local entities like the Monongalia County Health Department, WVU Extension, the farmers’ market, and food pantries.