



Tillamook County **WELLNESS**

Making Healthy Happen

2021 Year-End Summary

The Community Health Concern:

More than **12%** of adults in the U.S. are diagnosed with type 2 diabetes. Data shows that universal health screening could result in an additional **30%** of people being diagnosed as diabetic or prediabetic.

Why Here:

Like other rural counties in the U.S., Tillamook County suffers from high rates of poverty, obesity, chronic disease, tobacco and substance use disorders and other chronic mental health conditions. Working together, we can improve the conditions where people live, work, learn, play and age to reduce risk for type 2 diabetes and other preventable chronic health conditions.

Our Mission & Vision:

We envision that Tillamook County communities are places where:

- 1 Healthier choices are the norm,
- 2 Creating a healthy community is the responsibility of the community and not just the individual,
- 3 All health services care for the whole person, and
- 4 Individuals feel empowered by their community to engage in healthful lifestyles.



Working Upstream to Change the Context

Under the guiding principle of “health in all policy making,” Tillamook County Wellness is directed by the Tillamook County Board of Commissioners and its appointed Wellness Advisory Committee, made up of community leaders from across the region.

A framework for action developed in 2017 continues to focus coalition efforts toward addressing upstream

factors such as cultural norms, community environments, and systemic and structural factors that make healthier choices easier.



Accountability & Oversight: Established in 2015 by board order of the Tillamook County Board of Commissioners, Tillamook County Wellness (TCW) is a program of Tillamook County Public Health and Tillamook County Community Health Centers (TCCHC) which serve as “backbone” and fiscal agent. A memorandum of agreement between TCCHC, Oregon State University Extension Service (OSU), Oregon Health & Science University (OHSU), and Adventist Health Tillamook outlines further support, including dedicated project coordination from Adventist Health Tillamook.

Annually, the board of commissioners appoints community leaders from multiple sectors to serve on a Wellness Advisory Committee. This all-volunteer group collaborates with local and state partners to direct policies and collective work to improve population health and community well-being.

Resource Development & Support: A Resource Development workgroup of the advisory committee assists with technical assistance, provides leadership, oversight, policy guidance, advocacy, and aids in resource development, including support for grant applications. Since its inception, Tillamook County Wellness has benefitted from the time and talents of numerous AmeriCorps VISTA volunteers serving under Tillamook County Public Health.

Evaluation: OSU and OHSU are playing leading roles for evaluation to develop and oversee assessment strategies to measure short-term and long-term impacts of committee approaches. In addition, annual coalition membership surveys are conducted to measure the health of the TCW coalition as perceived by its members and from which processes of continuous improvement are implemented.

2021 Year in review:

A shared desire to collectively improve population health in Tillamook County continues despite the challenges of on-going global pandemic.

2021 Membership Wrap-up:

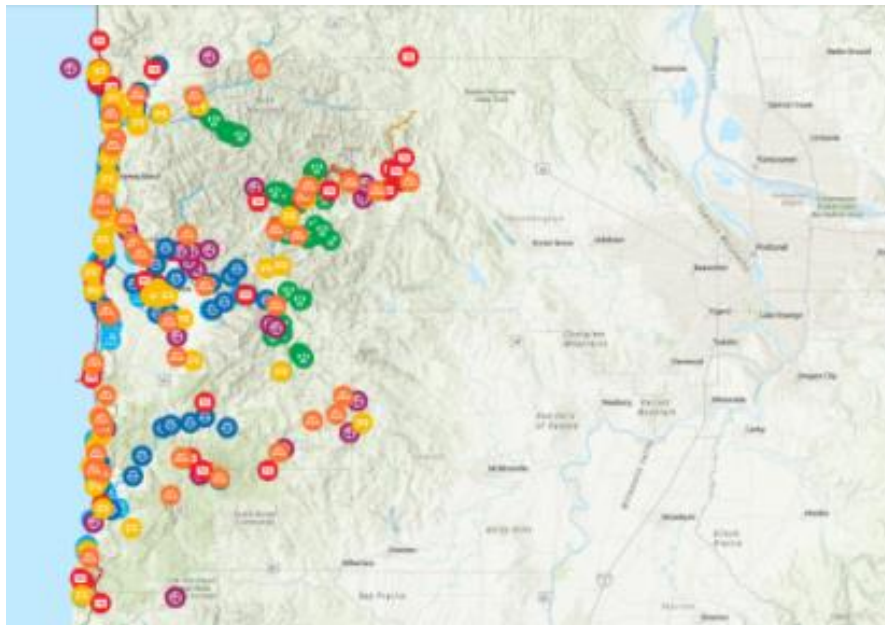
The vast majority of investments supporting Tillamook County Wellness are from the in-kind contributions of its many partner organizations and community volunteers.

- 46 organizations
- 86 individual members
- 1640+ volunteer hours
- \$300,000+ total investment
 - TCCHC Backbone funding and support of more than \$120,000
 - AHTM in-kind coordination and support of \$60,000
 - OHA grant funding support \$70,000
 - In-kind volunteer hours valued at nearly \$50,000



Increased Access to Physical Activity

While members of the [Access to Physical Activity Committee \(APAC\)](#) had to postpone planning for a second youth trails day event due to covid, collaborative work between several organizations resulted in two major milestones: the [Tillamook County Recreation & Trails Map](#) and the newly created position of **Tillamook**



County Trails and Recreation

Coordinator. Since its launch, the TCW embedded map has had 415 views.

These two accomplishments ensure that investments from transient lodging tax (TLT) revenue prioritize the needs and interests of local residents for safe and inclusive access to outdoor recreation.

Since 2018, several volunteer-led **walking groups** have been meeting weekly throughout Tillamook County. It is noteworthy that groups continued to meet and follow pandemic related safety precautions throughout the year. This is important because being active and social are protective factors against viruses like covid-19. In 2021, the APAC committee expanded the total number of groups and increased participation, while also adding several group hikes led by guest walking guides.

In total during 2021, there were:

- 8 walking groups
- 35 average weekly walkers
- 70 walkers in all
- 4 guided group walks with an average attendance of 20 participants each



"Occasionally after walking the group gets together for coffee or lunch. This has enabled us to get to know each other better and explore some new places. We take turns coordinating the outings. Some of us walk more often or add longer distances to the walk. Nine of us are going to do the Astoria Bridge Crossing 10k."

– Kathy S.

Increased Access to Healthy Food

During the first half of 2021, the Access to Healthy Food Committee devoted their energies to ensuring equitable access to nutritious, locally sourced foods, including providing culturally relevant foods to underserved communities. In addition, the committee hosted a viewing of the [Racism is a Public Health Crisis](#) lecture presented to Oregon State University by Dr. Camara Phyllis Jones, followed by a guided discussion. Based on survey data from participants, they were able to advance the goal of broadening understanding of what equitable access looks like and what actions we might be able to take as a coalition to achieve that goal.

Expanded Access to local Health & Wellness Information

The Health Promotions committee continues to share relevant, localized health and wellness information through multiple channels, thanks in part to the generosity of local print and on-line media partners.

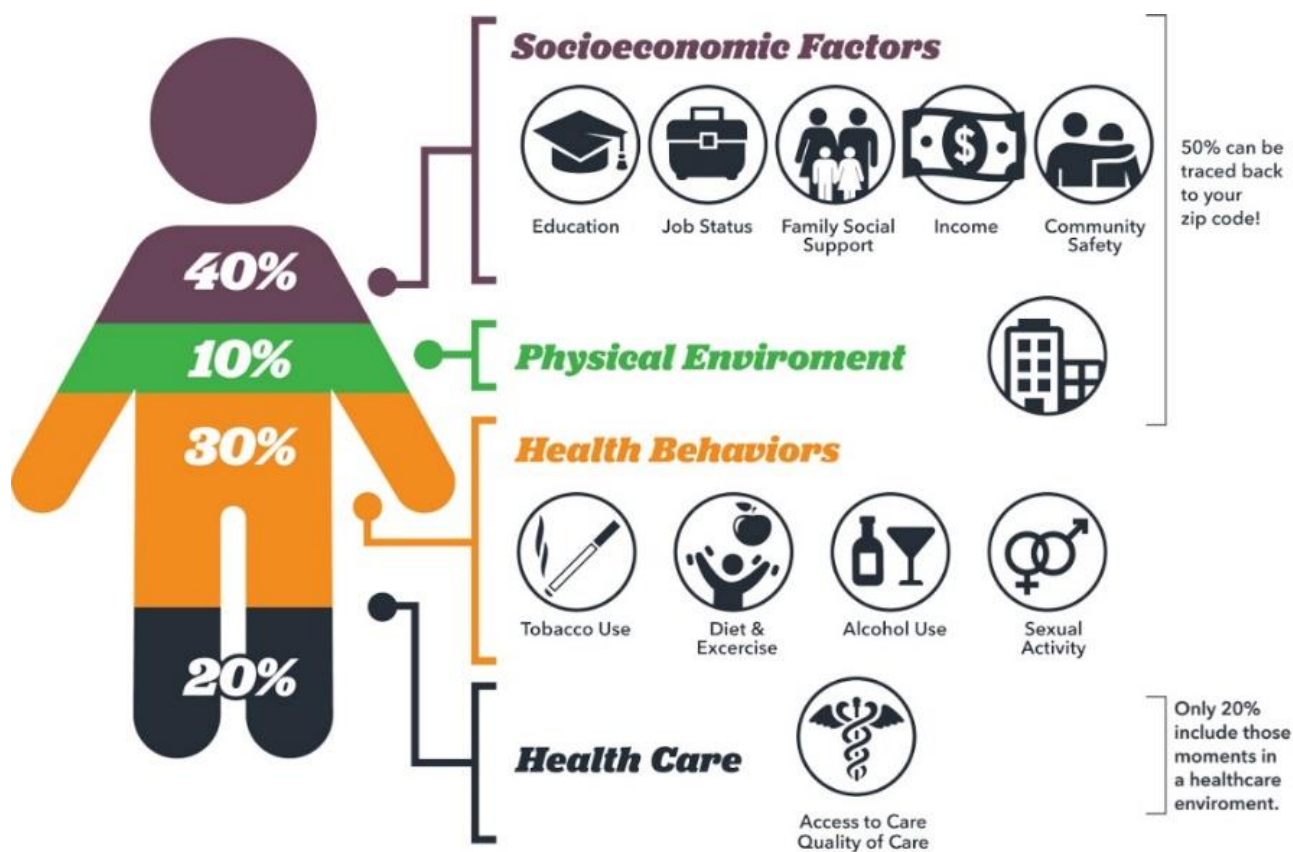
During 2021, various campaigns highlighted ways to stay mentally and physically balanced amidst an on-going pandemic. Resources, programs and activities tied to prevention of type 2 diabetes, substance use and mental health resonated with local audiences, as did weekly recipes featuring budget-friendly, simple and nutritious snacks and meals.



Consistent **engagement** rates for articles and recipes on the TCW website and social media pages **average 8%**, which is exceedingly high by industry standards. In late 2021, a print option was added to the website to improve user experience downloading and sharing recipes. Weekly recipes and blog articles are also shared through the e-newsletter and workplace wellness listserv, which are further distributed through multiple networks. Monthly radio spots and PSAs round out TCW’s robust health promotions outreach.

Connected Community Members Supports Holistic Health

Recognizing that health and well-being are influenced by many factors, the Connect & Screen Committee has focused its efforts on local expansion of the **Connect Oregon Network** and the **CDC’s National Diabetes Prevention Program (NDPP)**.



Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014)

Brought to the region by CareOregon, the Connect Oregon Network is a secure, electronic platform that allows patient referrals between clinical and community-based organizations covering a broad array of services, such as food security, housing assistance, health and wellness programs, as well as support for substance use, intimate partner violence, early childhood and veteran’s services.

Since its launch in February 2021, nearly **20 local organizations** and health care systems have joined the network and more are in the process of joining.

Based on exceptional program success rates, the committee is especially focused on increasing referrals to the NDPP program. Thanks to the efforts of multiple partners, the YMCA has expanded free access to NDPP, increasing the number of trained instructors for classes in English and Spanish.

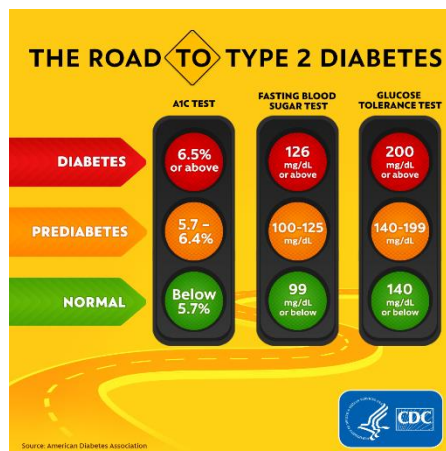
During 2021, a total of **33 people took part in NDPP**, which included eight Spanish speaking participants. Despite having to transition to virtual programming, **participants lost an impressive total of 345 pounds**, averaging over 10 pounds per person.

For most individuals, these results are sustained over time, leading to longer, healthier lives and significant healthcare cost savings over a person's lifetime.

By screening for social needs and ensuring people are connected to programs and services that meet their most immediate needs in ways that are meaningful to them, local partners are helping individuals build self-agency and resilience, leading to overall improvements to their quality of life.

"The market out west on third street is a favorite of ours. Before DPP, I would hand my wife the money and wait while she went up and down the hill to shop. It makes me very happy that now I don't have to give her the money and wait. I can make the trip with no problem."

-Jim H.



Supporting Wellness in the Workplace



Businesses have suffered greatly during the covid-19 pandemic. Closures, workforce shortages and uncertainty, made it challenging for the Workplace Wellness committee to pursue many of its planned activities.

Despite those challenges, for the second year in a row, this committee coordinated a "Grow Well" vegetable seed distribution program, with the special addition of TCW branded hand trowels.

The program saw a four-fold participation increase over the prior year with **86 participants in 2021**. Vegetable gardens were flourishing this summer with one lucky gardener winning a locally made ceramic garden gnome.



"I had a garden win this summer! My first year with an in-ground garden and it was an amazing learning tool for my homeschool 1st grader and me! Check out our latest bounty! #tcwgrowwell2021" – Bree S.

Recognizing that employees are the foundation of every business and that employee well-being is more important than ever before, this committee has regrouped and even expanded its membership. In the future, they will be looking at ways to support healthy workplace cultures that promote community and connection to local resources.

Get Involved

Current and future success depends on the contributions of community members and partners. Collective work requires dedicated project support, and constant outreach and engagement opportunities to help people get connected to activities, programs, and services that help them live their healthiest and best life.

If you would like to donate, volunteer, or contribute, please contact us!

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