State of the State

Tennessee is one of the best places in America to live, work, and raise a family, but it has ranked among the least healthy states in the nation for the last 20 years.
The Path We Are Taking

A Public-Private Partnership for a Healthier Tennessee

• Formed in 2013 by Governor Bill Haslam
• Non-profit, 501(c)3 corporation based in Nashville
• Funded by the State of Tennessee and major employers, private foundations, and institutions
• Statewide coalition of employers, health insurers, hospital systems, and community organizations
• Encourages and enables thousands of people to change their health-related behavior
Tools & Programs for a Healthier State

STREAKS FOR SMALL STARTS

SMALL STARTS FOR EVERYONE
SMALL STARTS FOR WORK
SMALL STARTS FOR WORSHIP
SMALL STARTS FOR FAMILIES
Small Start: a simple, yet effective healthy behavior change that can be easily incorporated into your daily life.

Healthier Tennessee’s Small Starts tools are an interactive approach to healthy behavior change spanning three categories:

- Move More.
- Eat Smarter.
- Cut Out Tobacco.
Unique and visually engaging Tennessee-focused health app for iOS and Android devices

- Nearly 50 daily Small Starts that can become Streaks
- Daily, customizable, healthy push reminders
- Small group challenges
- Motivation in the form of:
  - achievements and badges
  - user-generated high-fives
Created with input from pediatric physicians and specialists around the state.

- More than 60 small starts
- Dozens of additional resources: articles, videos, graphics, etc.

All across five categories:
Food, Activity, Sleep, Tobacco, Dental Hygiene
Community Program for a Healthier State

- March 2015 launch
- 46 designated Healthier Tennessee Communities
- 7 college campuses
- 4 urban neighborhoods
From Nine Pilot Communities to 100+ (and growing)
HTC: Statewide Impact
What’s Next

Grow Healthier Tennessee Communities

• Increase the number of communities, campuses, and neighborhoods both participating and designated.

Explore Involvement in Policy and Advocacy

• Possible to leverage newly formed wellness caucus and existing executive and legislative influence to advance preventative health legislation?

Continue to build upon Small Starts® user base

• Engage user base and refresh program content and processes to better meet the needs of Small Starts users.

#LiveBetterTN
healthier<tn enterprise
Governor’s Foundation for Health & Wellness