



HLC Wellness Frontiers Award

Objective: To promote best practices and draw attention to existing wellness initiatives that demonstrate excellence and quality.

Recipients: Eligible applicants are non-HLC member organizations of any size from the governmental, public, or private sectors (or a partnership that combines multiple sectors) that are implementing an evidenced-based wellness program that prevents disease and improves the well-being of a population. Community groups with multi-group support are especially encouraged to apply. The program or intervention must demonstrate:

- Cost-effectiveness
- Evidence-based foundation
- Measurable results (outcomes metrics are preferred, but process metrics will also be considered)
- Replicability

Interested organizations should contact Teresa de Vries (tdevries@hlc.org) for more information on how to apply.

Awards to Date

Since its inception, HLC has bestowed the Wellness Frontiers Award seven times. Additional awards are planned for 2015.

B'More for Healthy Babies (BHB) was recognized on October 15, 2014, for its work to incorporate prevention and wellness into the lives of pregnant women in Baltimore, particularly low income women in minority populations. Co-led by the Baltimore City Health Department and Family League of Baltimore City, BHB partners with more than 100 organizations to implement a range of programs, including exercise classes for women with young children as well as nurses making home visits encouraging parental health literacy. With each additional year of implementation, BHB sees more significant results. In 2012, the infant mortality rate dropped to its lowest point ever in Baltimore City: 9.7 deaths per 1,000 live births. This is the third year in a row that the infant mortality rate has dropped. Up until 2009—the year BHB was launched—the city had one of the highest infant mortality rates in the U.S. Additionally, health disparities between African American and White infants decreased by 40 percent from 2009 to 2012.

The **Lake Nona Institute** was recognized on September 8, 2014, for its efforts to build health into every facet of the environment. The Lake Nona Institute is a non-profit, community-focused organization that incubates, activates and measures the impact of innovative technologies and programs that can become global models for building healthy, sustainable and inspired communities. The Institute focuses on programs based on three pillars: health and wellness, education and sustainability. The award was presented as part of a panel discussion on how Lake Nona fits into the broader healthcare model at the STREAM Health conference.

WeViva was recognized on June 3, 2014. WeViva is a nonprofit organization that provides accessible and affordable fitness and nutrition programs to people in low-income communities near Austin, TX. Low-income minority individuals, especially Hispanic adults, have significantly higher rates of obesity and diabetes than the general population. By encouraging healthy eating and fitness in at-risk communities, WeViva aims to reverse that trend.

North Carolina Farm Bureau was recognized April 15, 2014 for its “Healthy Living for a Lifetime Program,” which provides screenings and funds follow-up care to people in rural areas of North Carolina. The Farm Bureau is a private, non-profit, grassroots organization that has been actively promoting farm and rural issues since 1936. Healthy Living for a Lifetime™ is the Farm Bureau’s innovative approach to addressing immediate health care needs. The initiative provides rural North Carolinians with free health screenings, educational materials and a path towards a healthier lifestyle. It succeeds through close collaboration with local rural health care providers, including hospitals and clinics, in a manner that will strengthen their capacity to serve their communities.

Oklahoma City was recognized December 17, 2013, for successful efforts to elevate the fitness of its citizenry. After receiving negative press about its overall health, the Oklahoma City/County Health Department began Wellness Now, a campaign to bring together the capacities of the community to tackle obesity, tobacco use, mental health, maternal care, and teenage pregnancy. Wellness Now partnered with businesses, schools, and nonprofit partners to dramatically impact health as well as build support for county-wide investments in health initiatives that make the healthy choice the easy choice. Mayor Mick Cornett challenged his residents to lose a total of one million pounds by tracking progress and being accountable to each other. The program, “This City is Going on a Diet,” attracted nearly 50,000 to a website to track their efforts and by January 2012, the city met its goal. The city is now regarded as one of the nation’s healthiest, and hundreds of cities and organizations have contacted Mayor Cornett to hear more about the transformation.

Community Care of North Carolina was recognized on April 3, 2013, for its commitment to wellness in serving the state’s Medicaid population, particularly the high quality of care it delivers to patients in rural areas. Community Care of North Carolina (CCNC) is a public-private partnership uniting regional networks of physicians, nurses, pharmacists, hospitals, health departments, social service agencies and other community organizations. These professionals work together to provide cooperative, coordinated care through a medical home model. CCNC’s Informatics Center supplies care alerts and real-time patient data, and its community-based, population management approach has yielded significant health improvements and cost savings.

U.S. Office of Personnel Management was recognized February 14, 2013, for innovative work in elevating the health status of the federal workforce. WellnessWorks is an integrated wellness and well-being program for employees at the Washington, D.C., campus of the Office of personnel Management (OPM). WellnessWorks offers OPM employees a Healthways Well-Being Assessment that goes beyond standard health risk assessments to include productivity and scientifically defined areas of well-being; biometric testing; individualized coaching; programs to encourage healthy behaviors; and health education resources.