



Ball Memorial Hospital

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Dawn Brand Fluhler
Public Relations
Office: 765.747.8483
Cell: 765.228-8946
defluhler@iuhealth.org

For Immediate Release:

Alliance seeks to improve health through collective impact

Hartford City, Ind. – A new local initiative called the Healthy Community Alliance of Delaware and Blackford Counties is bringing together a diverse group of community partners in an effort to change the culture of health in a two-county area.

To date, 69 area organizations have joined the Healthy Community Alliance (HCA) of Delaware and Blackford Counties in order to make our communities healthier places to live, work and play.

The Alliance was initiated by IU Health Ball Memorial and Blackford Hospitals to reduce the overall impact of chronic disease such as diabetes, cancer and heart disease. Efforts are centered on three healthy lifestyle areas- improved nutrition, increased physical activity and reduced tobacco use.

The HCA is guided by a steering committee composed of stakeholders from across the community. “What’s unique about the HCA is that it has been designed so that any organization, not only health and wellness entities, can participate and make an impact in one or more of these three areas,” notes Steven West, HCA Steering Committee member and President of IU Health Blackford Hospital.

Partners in the Alliance utilize a collective impact model where member organizations reach out to their customers, employees and other audiences with mutually reinforcing healthy lifestyle messaging and programming.

West points out that with enough participation, the aim is to get to a point when people are consistently encountering opportunities and hearing messages about making healthy choices throughout the course of their day.

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In addition to the Healthy Community Alliance, IU Health Blackford Hospital has also initiated healthy lifestyle programs for community members, such as Families at the Farmers Market, IU Health Day of Service, and Active Afterschool. Hospital professionals also make smoking cessation resources available to those who are ready to quit.

“We recognize that culture change, and change in personal habits will not happen overnight,” says West. “This is a long term initiative, but one well worth the effort.”

To learn more about how your organization can participate in the Healthy Community Alliance, please visit www.healthycommunityalliance.org.

About IU Health Blackford Hospital

IU Health Blackford Hospital serves as a 15-bed critical access hospital for Hartford City and the surrounding communities. IU Health Blackford Hospital is accredited by the Joint Commission and is home to a specialty clinic, outpatient surgical services, a paramedic-level ambulance service as well as an outpatient physician practice and pharmacy. Steven West is President. Learn more at iuhealth.org/blackford

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