

Model Hospital Initiative

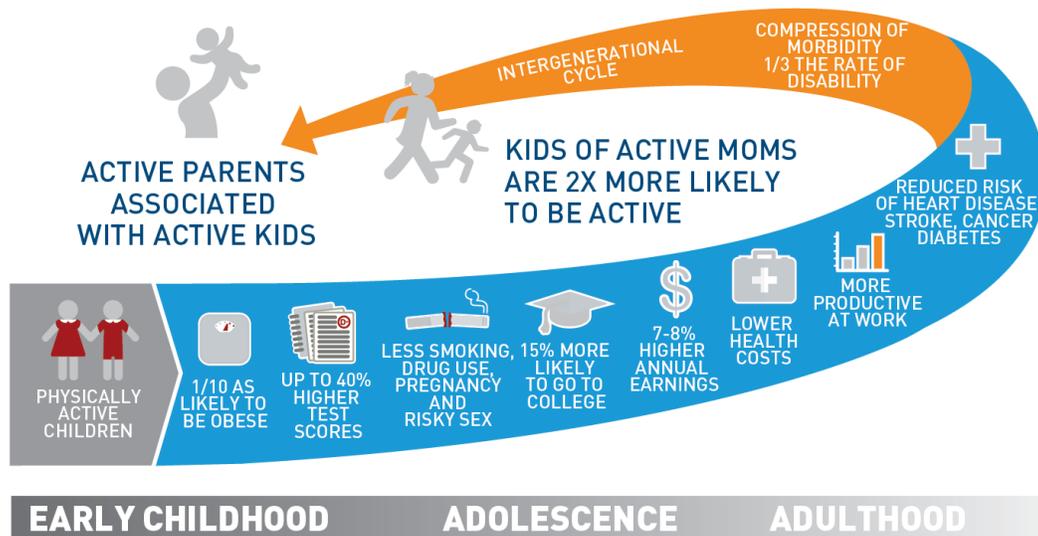
Draft Concept for Providence Health & Services/Swedish

This is a concept on how the Aspen Institute and Providence/Swedish can partner to pioneer a national model for hospitals to marshal their assets and leverage the power of sports in service of building healthier children and communities.

Background

Launched in 2013, Project Play provides stakeholders with tools to create healthy communities through sports. US Surgeon General Vivek Murthy, through our work, recently observed that sport participation is an “unexpected solution” to many public health issues – from obesity to cancer to mental health. Indeed, the benefits that flow to physically active youth are myriad, as shown in the below infographic vetted by the American College of Sports Medicine.

ACTIVE KIDS DO BETTER IN LIFE WHAT THE RESEARCH SHOWS ON THE COMPOUNDING BENEFITS



Like most hospitals, Swedish and other patient care facilities affiliated with Providence Health & Services are uniquely positioned to trigger the above virtuous cycle. A hospital is literally the first institution that most children are born into – the first institution to engage families. Providence/Swedish has the credibility, values and resources to provide parents and community stakeholders with the leadership necessary to make quality sport accessible to all.

How to Get There?

Step One is recognizing the local need. Take King County: Only 25 percent of students in grades 6-12 meet Physical Activity guidelines, the same as adults, according to the King County Community Health Needs Assessment. Further, 1 in 5 teens is already obese or overweight, and 1 in 5 people live in poverty, among the populations with the least access to sport programs.

Step Two is identifying the assets that Providence/Swedish can bring to bear in addressing gaps. Leveraging knowledge and opportunities developed through past Project Play roundtables with leaders of many medical organizations (ACSM, American Academy of Pediatrics, the Surgeon General's Office, et al), the Aspen Institute would work with Providence/Swedish to create a map of internal resources that could be deployed in areas related to sport. The inventory analysis would include consideration of staff expertise, sponsorships, technology, points of contact with families, and regional groups the hospital is engaged with, among other features.

Then, Aspen could help Providence optimize and develop those resources. Among the options:

- Educate staff on best practices in youth sports, as recognized in Project Play's seminal 2015 report, *Sport for All, Play for Life: A Playbook to Get Every Kid in the Game*. Help them think about intersection points and opportunities with the medical/health sector.
- Create a Providence/Swedish-branded toolkit that can be provided to parents, offering tips, ideas and resources to help them get and keep their children active through sports
- Guide the hospital on the creation of sponsorship and grant criteria for youth sport providers and other group that aligns with best practices in sport-for-healthy living
- Fortify its Community Health Needs Assessment through an analysis of the service area's recreation infrastructure, and work with the CNHA Advisory Council to add sports guidance to the preventive health toolkit for employees of collaborating organizations
- Construct a map of local recreation providers and sites that staff can use to connect families with specific opportunities to get their children physically active
- Foster opportunities to turn youth coaches into community health agents, positioning the hospital as a resource for the training of CPR, First Aid, and concussion management
- Identify cutting-edge opportunities for innovation – for instance, using data and partnerships with schools to create tailored “exercise prescriptions” for kids in need

Once the desired internal resources are developed, Aspen can help engage external audiences by convening local stakeholders on how to build healthy kids and communities through sport (as we are now doing in Baltimore in partnership with Under Armour). The resources also can serve as a foundation for a template that could be offered to other hospitals around the US, on how to make best use of their assets and leverage the power of sports in encouraging health.

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