

# **THE BUSINESS CASE FOR LIVE WELL OMAHA MEMBERSHIP**

Members of Live Well Omaha are the critical investors that fuel the team needed to keep the coalition moving forward. Our vision is that our community is the healthiest place because each of us has equitable opportunity to live well.

Live Well Omaha connects diverse partners with a common passion for health to advocate for policy, systems and environmental change to eliminate health disparities.

This work is accomplished by aligning stakeholders across the community that are tackling basic needs, influencing health behaviors, or saving lives – all to improve quality of life and reduce the deaths linked the top 4 chronic diseases.

Over time, this work will deliver on a triple bottom line:

1. Saving health care costs
2. Reducing duplication of community resources
3. Strengthening individual and business tax base, thus bolstering economic viability of our community

## **WHY DOES COALITION WORK MATTER?**

No one organization can accomplish this policy, systems and environmental change alone. In order to impact large-scale change, organizations must work together.

## **WHAT ARE THE PRIORITIES?**

The coalition has selected 1) access to health foods, 2) access to preventive care, 3) safe communities and 4) healthy housing to tackle collaboratively from now until 2025.

## **WHAT DOES LIVE WELL OMAHA DO TO SUPPORT THIS WORK?**

Live Well Omaha's expertise lies in the communication of health issues, cultivation of data and strategic convening of diverse partners.

## **WHAT DO MEMBERS RECEIVE?**

Members select health priorities and then work collectively to improve the conditions that impact the health of our neighbors. Members meet quarterly at Member Council meetings to analyze current data and advance cooperative action.

Members have the opportunity to serve on Live Well Omaha Board committees including the Nominating Committee, which selects and leads the Board selection process. Members also set the agenda of the quarterly "Member Council" meeting and annual "Health Summit." Members are publicly recognized via organizational spotlight stories, an annual Midlands Business Journal special issue on community health and via our website/social media channels.

**FACTS:**

As an employer, you invest in health benefits and programs for your employees. Employee health is also significantly impacted outside of the office – where we live, learn, and play.

- According to a 2015 survey, more than 94,000 people in Douglas County are limited in their daily activities due to a health issue. That's enough people to fill the Centurylink Center three times. How productive are employees who are reporting their health is "fair or poor"? <sup>1</sup>
- Nationally, employers lose \$153B per year in absenteeism linked to employees who are managing chronic disease(s). <sup>2</sup>
- Multi-sector coalitions have a greater impact on preventing deaths.
- Over a 16-year study, communities that invested in a multi-sector public health planning and implementation coalition saw a decrease in preventable deaths linked to several chronic diseases including cardiovascular, influenza and diabetes. (Mays et al, 2016).<sup>3</sup>

**REFERENCES**

1. (2015) PRC Douglas County Community Health Needs Assessment
2. (2012) Gallup Healthways, 2012
3. Mays, G.; Mamaril, C; Timsina, L.. Health Affairs, 2016. 35.11 Preventable Death Rates Fell Where Communities Expanded Population Health Activities Through Multisector Networks