



Case for Support

*Your case for support helps you clearly communicate **what** Living Well is, **why** it matters, what **impact** it makes, and **how** sustainable funding will make it even more effective.*

Personalize the yellow highlighted sections in this case for support with specific information about your program, then use it as the basis for your outreach, presentations and funding requests. Pair it with the talking points and issue briefs for specific audiences (hospitals, employers, insurers) (Appendix C) to be sure you're addressing their unique needs.

The Problem: Chronic Diseases are on the Rise

Chronic diseases—heart disease, stroke, cancer, diabetes and arthritis—are among the most common, costly, and preventable of all health problems in the U.S, according to the Centers for Disease Control and Prevention. Half of all Americans have at least one chronic disease, and seven in ten U.S. deaths each year are from chronic diseases.¹

Every year in Oregon, chronic diseases claim the lives of 19,219 people and result in \$1.4 billion in hospitalization costs.² In addition, they cause countless missed work days.

[Add local data here from *Keeping Oregonians Healthy*, Appendix C.³]

Much of this could be prevented or lessened by creating communities where everyone can eat well, move more, avoid tobacco use and obtain regular health screenings. In the meantime, for the many people who already have chronic diseases, and for those diseases we can't entirely prevent, we must help Oregonians live better with their health conditions.

A Solution: Helping People Live Well with Chronic Conditions

Living Well with Chronic Conditions is a workshop that helps people learn to take good care of themselves, creates a supportive environment and builds community. The goal is to help them avoid unnecessary hospitalizations, make medical treatments more effective and improve their health.

The six-week, evidence-based program was developed by Stanford University and is supported by the Oregon Health Authority. There's also a culturally appropriate, Spanish-language version called Tomando Control de su Salud, and a seven-week version for people living with HIV/AIDS called Positive Self-Management.

¹ <http://www.cdc.gov/chronicdisease/overview/index.htm>

² Oregon Department of Human Services. *Keeping Oregonians Healthy*, 2007.

<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/Documents/healthor.pdf>

³ *Keeping Oregonians Healthy* (see note 2 above).



Participants learn how to deal with issues such as fatigue, frustration, pain and isolation. They learn exercises that help maintain strength and flexibility. They gain information on properly using medications, communicating with health care providers, and evaluating new treatments.

Dozens of organizations offer Living Well workshops around the state, and more than 5,600 Oregonians have participated in the program so far. Workshops are available in 27 counties, and an online version is being piloted.

Here in XXX county/city/town/area, Living Well is offered [insert specifics about number of classes, locations, how long the program has been offered, etc.]⁴

Return on Investment and Health Care Savings

Living Well works. Participants have less pain, more energy and fewer hospitalizations. Relationships with fellow participants last beyond the workshops, creating a support system across the community. Entire families often benefit, too, as participants bring home new ideas and integrate healthy behaviors into their routines.

A review by Dr. Viktor Bovbjerg, associate professor of public health at Oregon State University, estimated that the program has helped participants avoid more than \$7 million in medical costs due to emergency room visits and hospitalizations. Dr. Bovbjerg recommends making Living Well accessible to more Oregonians and incorporating it into health reform efforts.

Help Expand this Successful Program

It is with this potential for better health and lower health care costs in mind that we ask for your help in making the Living Well program a standard, funded part of our health care system. Our vision is that Living Well will be covered and available just like clinic visits or hospitalization.

Currently, the Oregon Health Authority and Oregon Department of Human Services (DHS) support leader training through funding from the Centers for Disease Control and Prevention and the Administration on Aging. However, delivery of local programs like ours is underwritten locally, through grants and in-kind support from community organizations.

Here in XXX County, most of our funding comes from [annual grants from XXXX, etc.] This short-term, patchwork approach to funding means there is little financial stability to the program and a strong need of more long-term partners to support it.

To ensure that Living Well is accessible to all Oregonians with chronic diseases, please consider [adding classes to your standard offerings, adding Living Well to your covered benefits, providing Living Well to all patients, etc.].

⁴ Living Well county-level reports:

<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/LivingWell/Pages/pubs.aspx>



With your support, the Living Well program can help make it possible for individuals with chronic health problems to live successfully, for communities to embrace health and disease prevention, and to reduce the demand on our health care system.

[Close with a testimonial from a program participant saying what an impact Living Well had on his/her quality of life, and/or from a health care provider talking about how much the program helps patients and makes his/her work more effective]

For More Information

You can find more information by visiting our website at [insert your website or OHA's website⁵] or by calling [phone number].

⁵ <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/LivingWell/Pages/Index.aspx>