

Business as “Un-usual”

A Portland Vision for Fostering Health and Nature in our Increasingly Urban World



HIKE
.....
BIKE
.....
FLY A KITE



Jonathan Nicholas

Moda Health, Vice President Marketing

The Intertwine Alliance Board, Chair



HIKE
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BIKE
.....
FLY A KITE





Michael Wetter

The Intertwine Alliance, Executive Director



HIKE
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The Intertwine Alliance

Where Leaders Find Common Ground



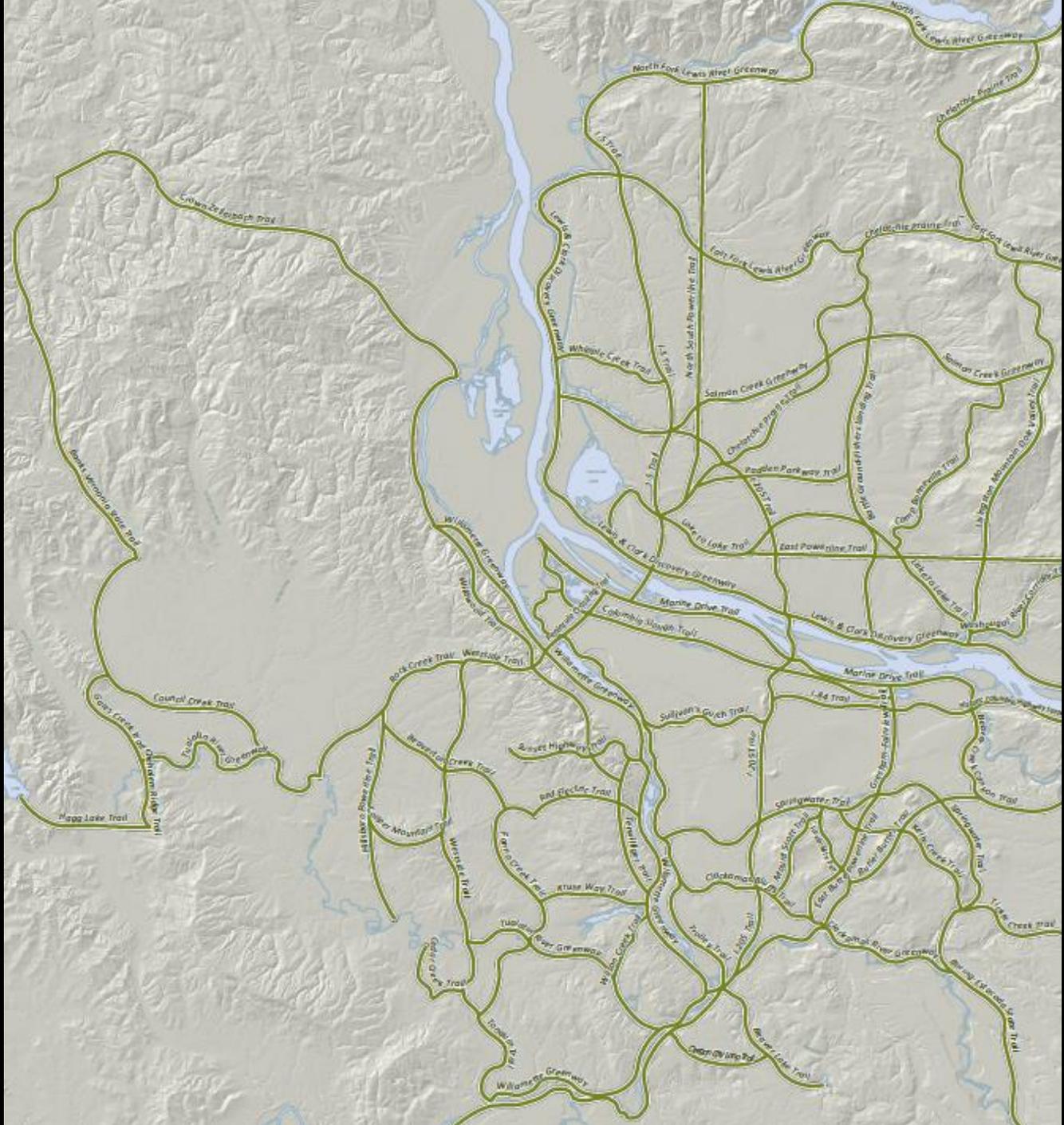
HIKE

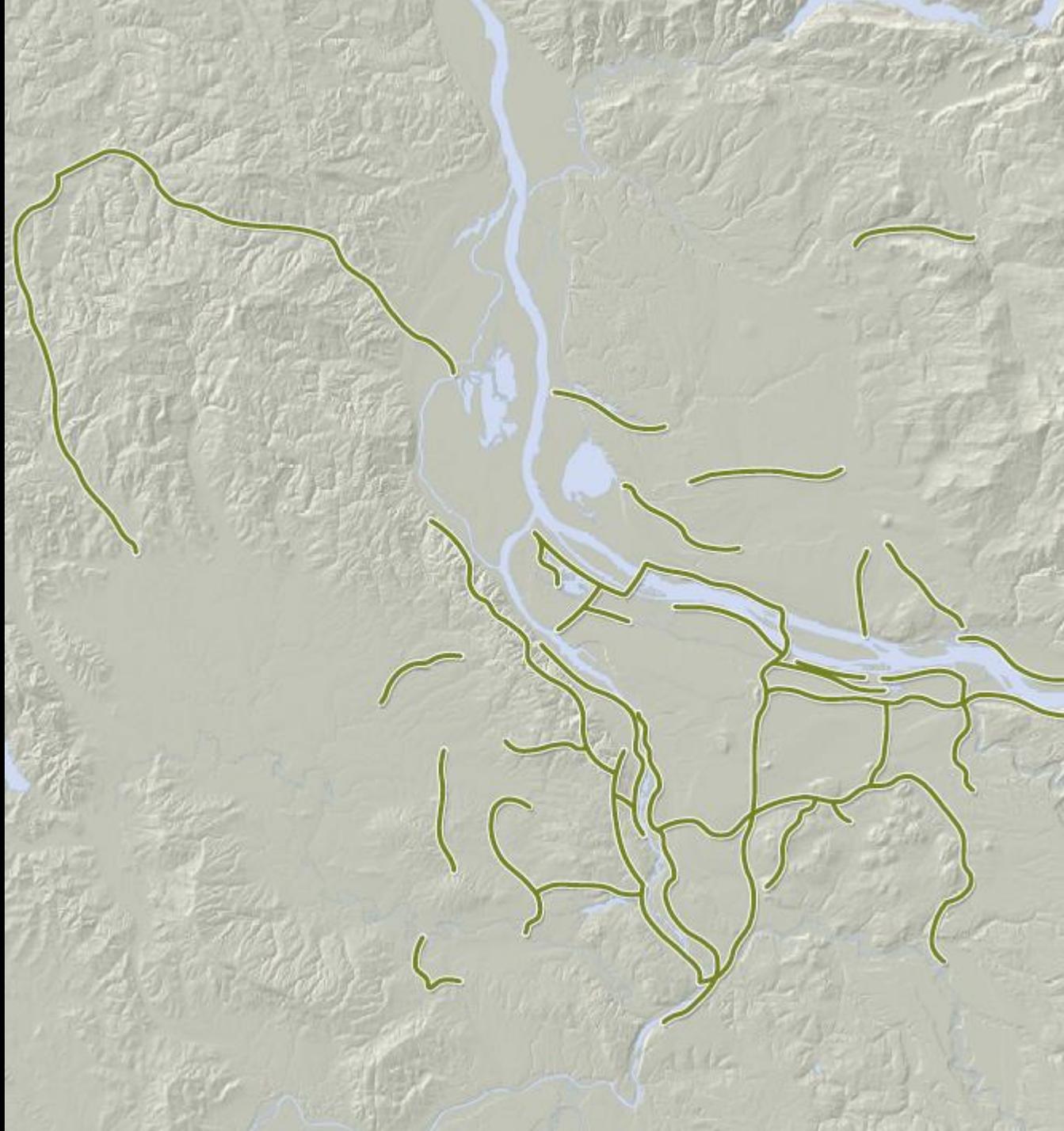
BIKE

FLY A KITE



THE
INTER
TWINE





MARVEL

ULTIMATE ALLIANCE





Initial State



Most Alliances are Unified
by a Common Foe



Our “Glue:”

- Social Capital
- Shared Purpose (Investment and Engagement)





OUR COMMON GROUND



MORE NATURE BENEFITS EVERYONE

THEINTERTWINE.ORG
PARKS, TRAILS & NATURAL AREAS



OUR COMMON GROUND



THE INTERTWINE CLEANS OUR WATER

THEINTERTWINE.ORG
PARKS, TRAILS & NATURAL AREAS



**THE
INTER
TWINE**



Fanno Creek Trail

NO ALCOHOL
THU 2.50.000
THU 1.00

NO CAMPING
THU 7.00.000

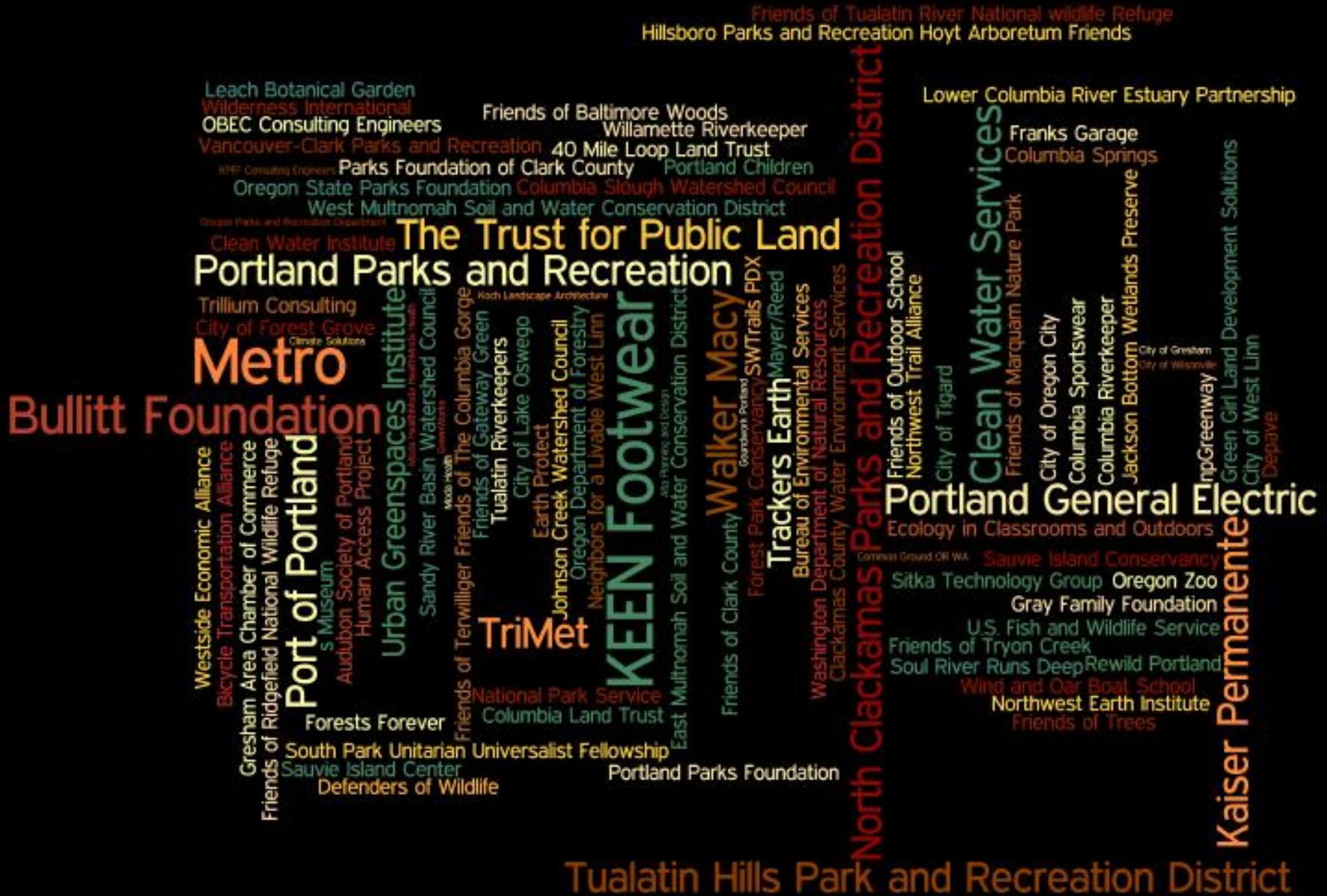
LEASH PETS
THU 6.00.000
PICK UP AFTER PET
THU 7.00.000

THE INTER TWINE

QR Code



The Intertwine Alliance



Trails Attract Talent



Don Cooper, Executive Search Recruiter
Intel Corporation



A Journey to Health

Philip Wu, MD
Kaiser Permanente Northwest Region

~

Board of Directors
The Intertwine Alliance



A Walk to Paradise Garden
W Eugene Smith
1946



NATURE

Encompasses all members of our plant and animal kingdoms; the land which surrounds us; water - our oceans, rivers, and lakes; the sky and its many transformations; and all the elements and processes that are a part of the complex community of life on Earth. Nature can be near or far; microscopic or monumental, managed or wild.



HEALTH

An optimal state of physical, mental, emotional, spiritual, and social well-being. It is not merely the absence of disease or infirmity but a state that creates opportunities for individuals to flourish.

The Intertwine Alliance



Fanno Creek Trail

HEALTH AND NATURE AN OPPORTUNITY

Change the narrative

Address community health
challenges

Mobilize new and
existing stakeholders

Align organizations and
programs around shared
objectives

Support future research;
disseminate information

Attract new funding and
investments

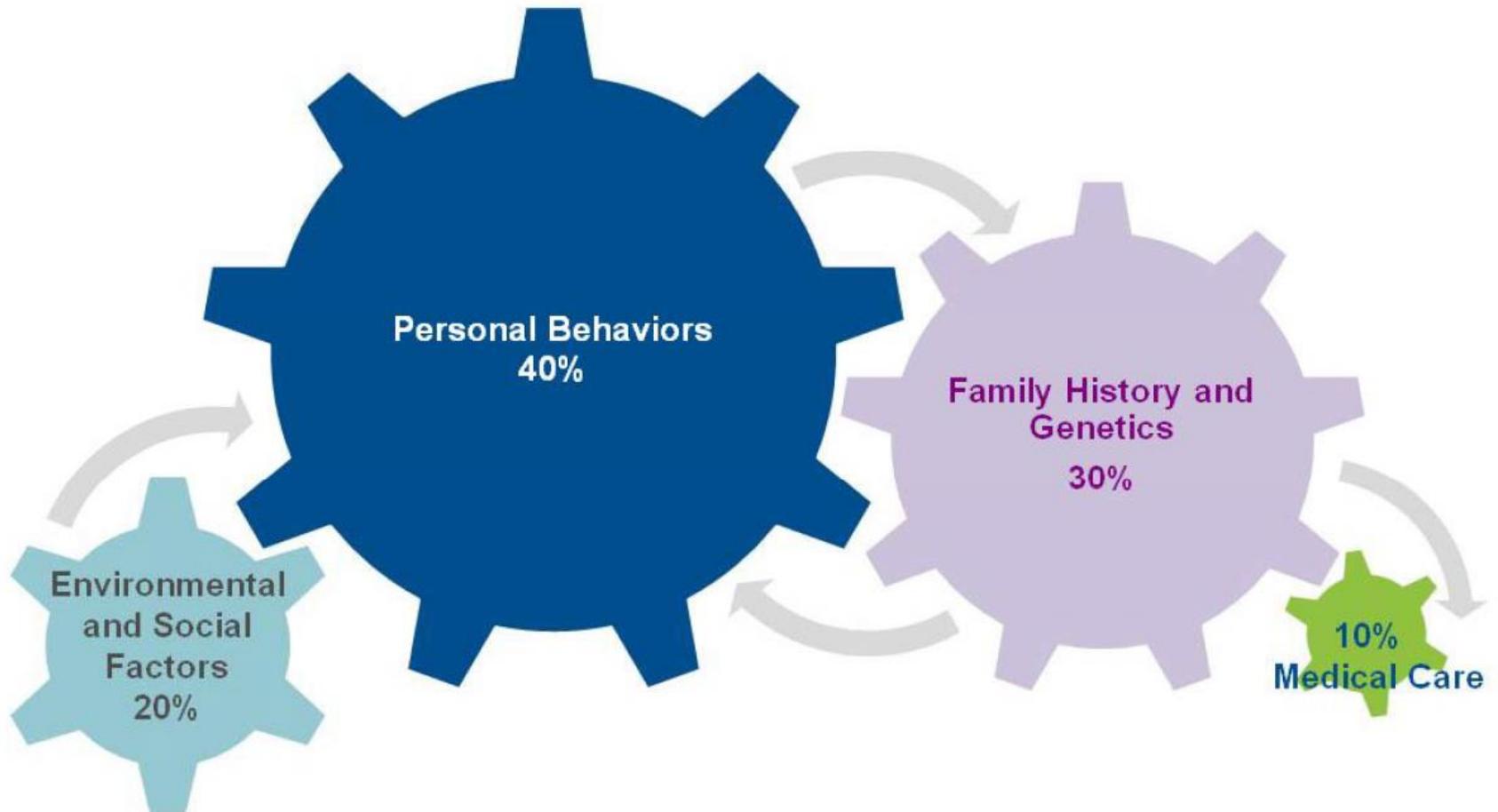
HEALTH AND NATURE

THE EQUITY MANDATE

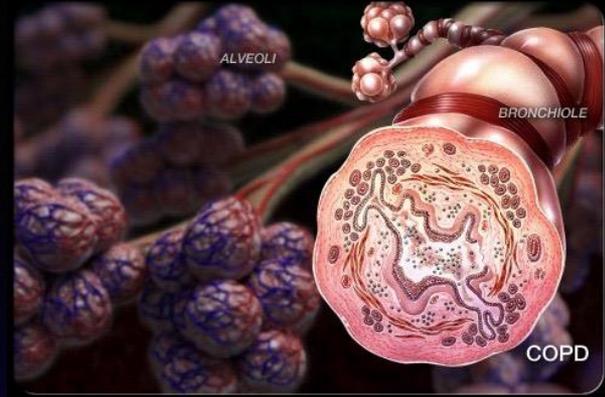
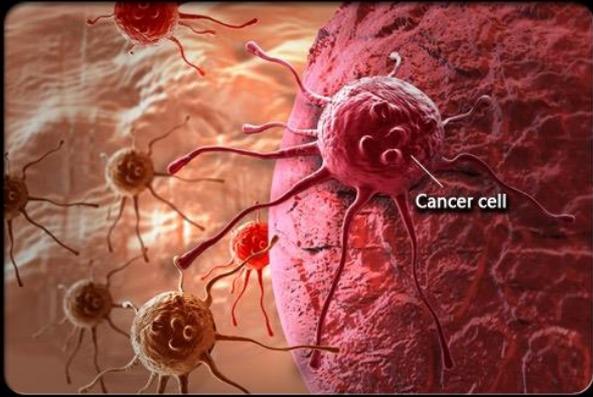


Low-income communities and communities of color deserve the same opportunities as other communities to enjoy clean land, air, water, publicly accessible parks, and protected natural areas....Prioritize the development of a healthy environment where they live, work, play, and pray.

Drivers of Health



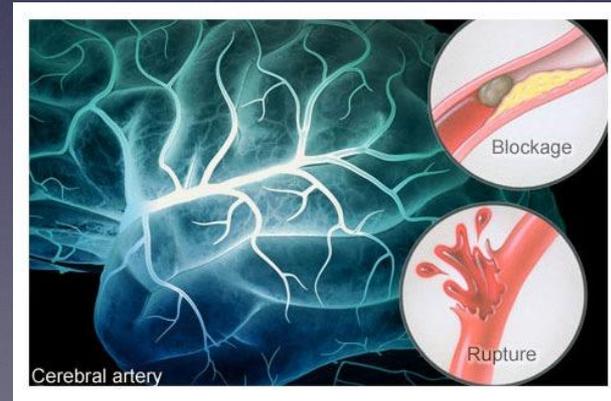
Source: Determinants of Health and Their Contribution to Premature Death, JAMA 1993



66% of deaths under
80 years of age...



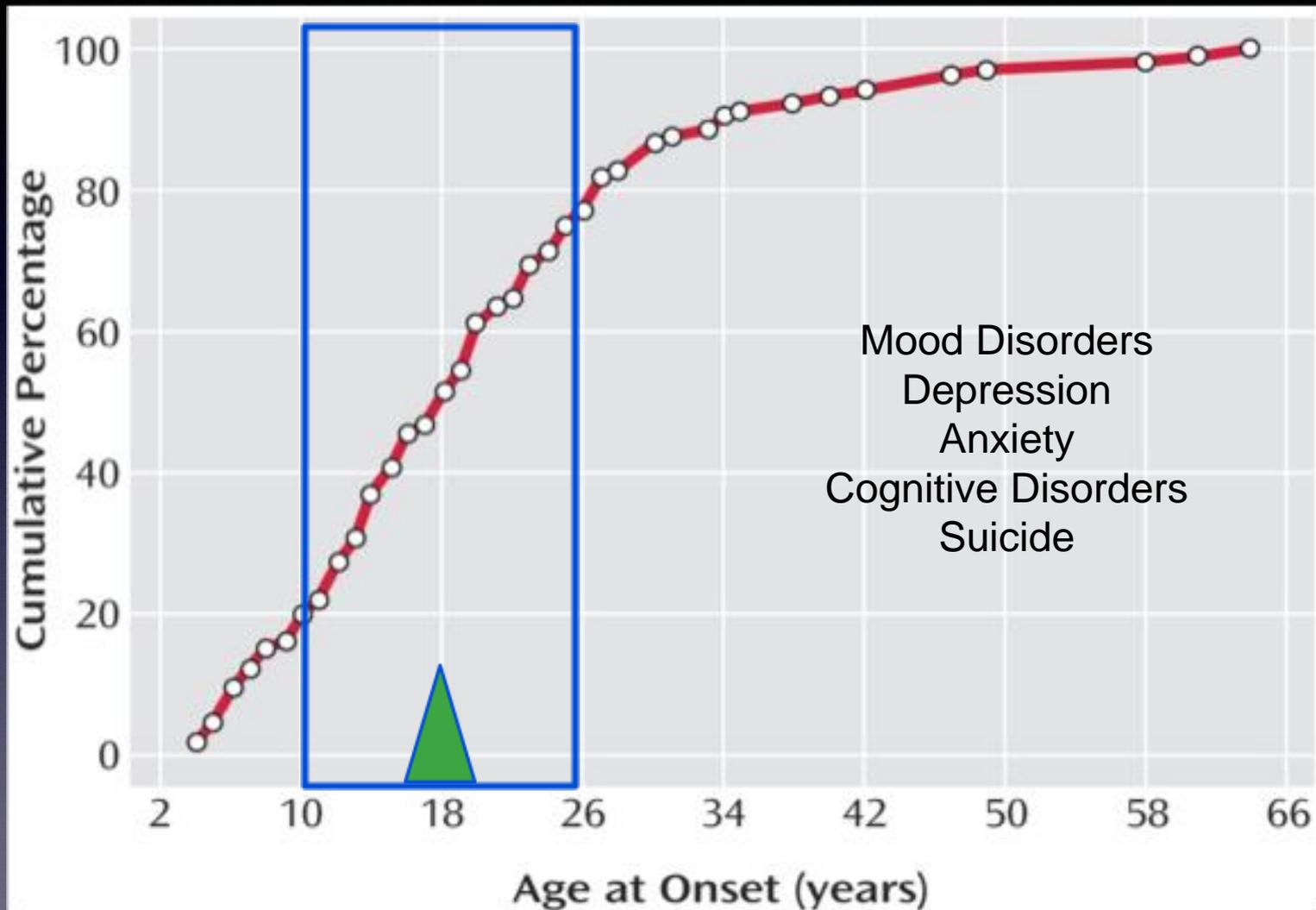
...ARE PREVENTABLE



LACK OF PHYSICAL ACTIVITY



Trajectory of Mental Health Disorders



Almost 80% of mental disorders are diagnosed before 26 yrs of age

Chronic Disease is Biggest Cost Driver

- 75% of nation's health care spending due to 10% of people with chronic disease
- Entire increase in Medicare spending over the past 15 years is due to people with multiple, chronic conditions
- Chronically ill people will double by 2020

Health Transformation

- Yesterday
 - Saving lives through acute care, emergency and rescue care, public health safety
- Today
 - Prolonging life, decreasing disability through chronic disease management and secondary prevention
- ***Tomorrow***
 - ***Optimizing health and well being through primary prevention, health promotion, and community integrated delivery systems***

Affordable Care Act

The Vision

- Equitable access to a minimum standard of health care coverage
- Reward health outcomes over health care volume or productivity
- *Investment of resources to address upstream social and environmental determinants of health*



THE EVIDENCE MOUNTS



AMERICAN PUBLIC HEALTH ASSOCIATION
For science. For action. For health.

American Academy
of Pediatrics



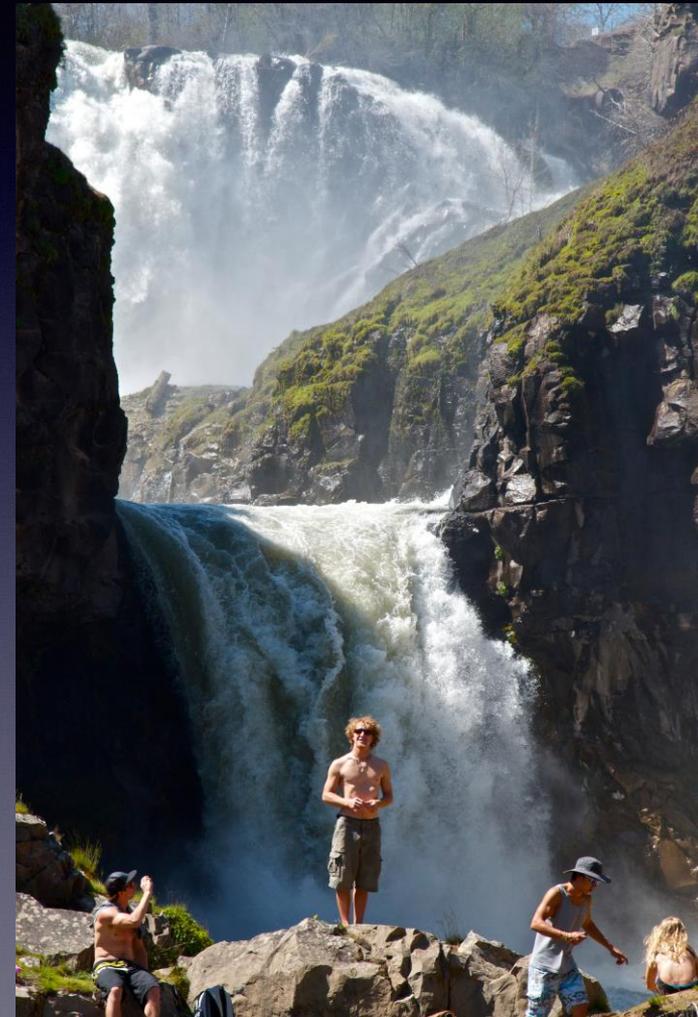
DEDICATED TO THE HEALTH OF ALL CHILDREN™

Health and Nature Initiative

The Process

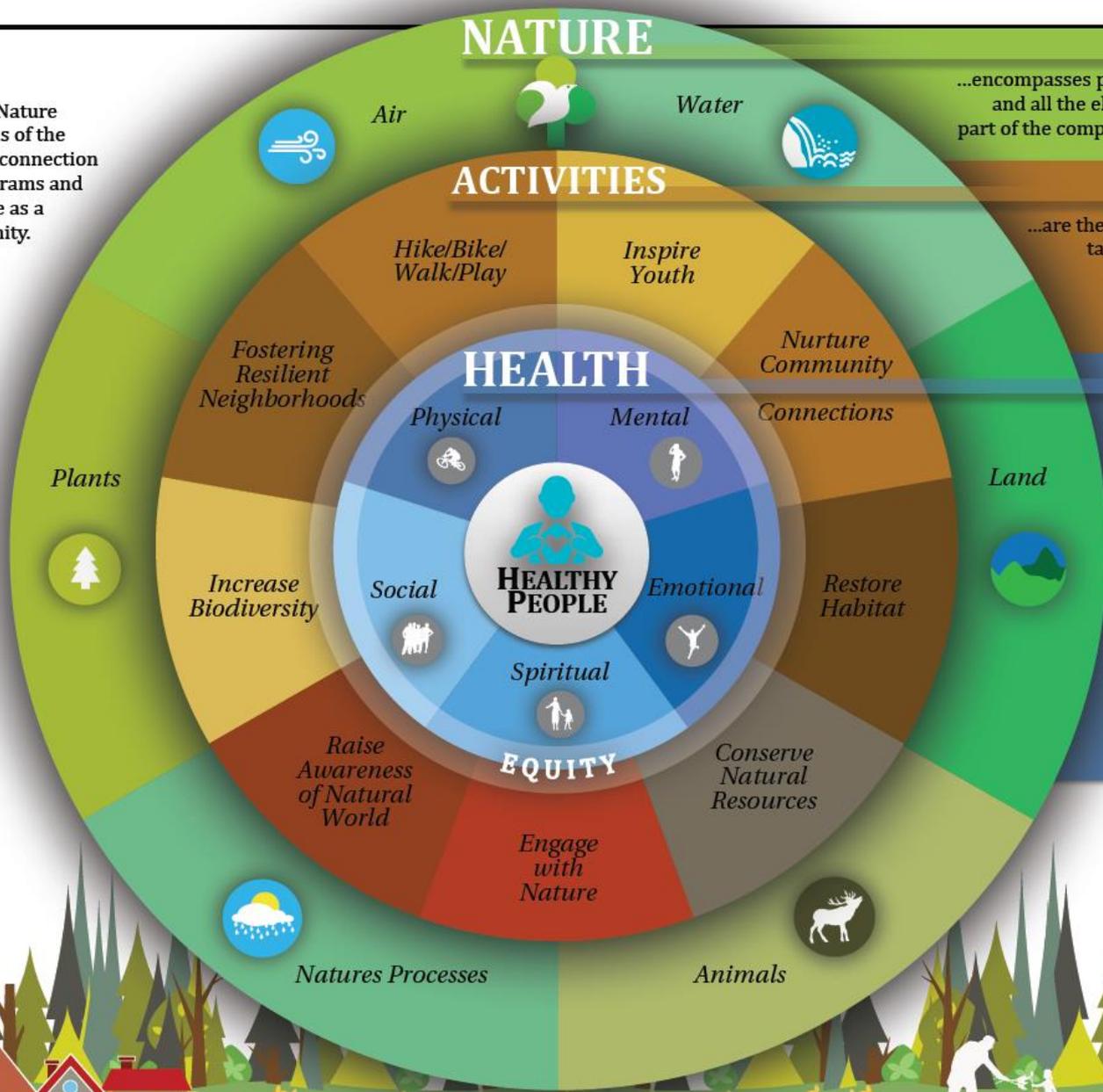
- Develop a work plan
- Build a shared language
- Identify desired outcomes tied to projects
- Create a “change model” to depict the initiative
- Mobilize available resources
- Know the research
- Leverage projects and develop metrics
- Communicate what we learn

White River Falls, Mt. Hood Loop



HEALTH & NATURE INITIATIVE

The purpose of the Health & Nature Initiative is to raise awareness of the benefits of the nature-health connection to develop collaborative programs and increase investment in nature as a means to a healthier community.



...encompasses plants, animals, land, water, sky and all the elements and processes that are part of the complex community of life on earth.

...are the actions that organizations can take to improve the health of the community by engaging and supporting nature.

...is an optimal state of physical, mental, emotional, spiritual and social well-being. It is not merely the absence of sides or infirmity, but a state that crates opportunities for individuals to flourish. Healthy people, communities and cultures are resilient, adaptable, and experience an enhance quality of life.





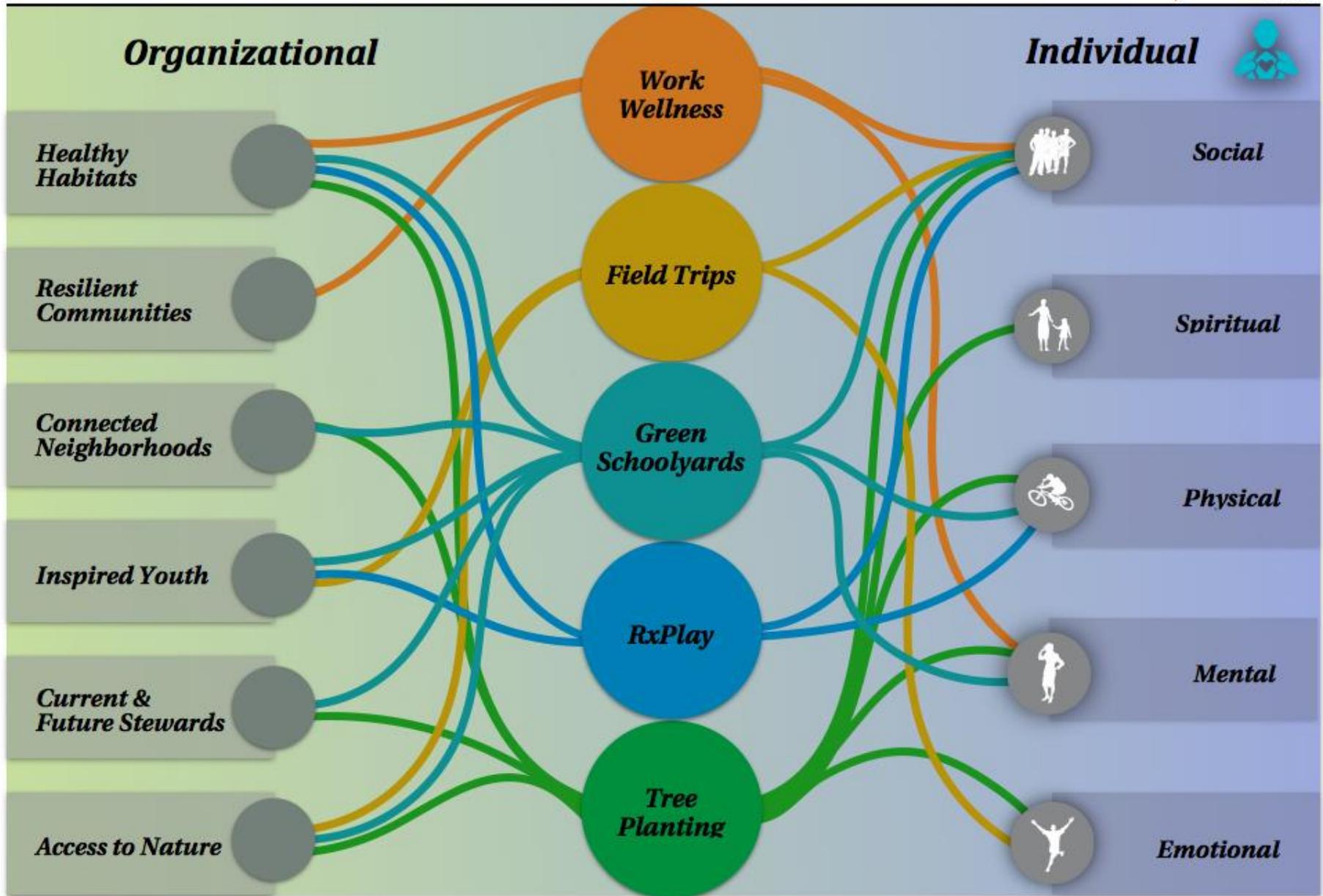
Health and Nature Prescription Play





Health and Nature Workplace Wellness





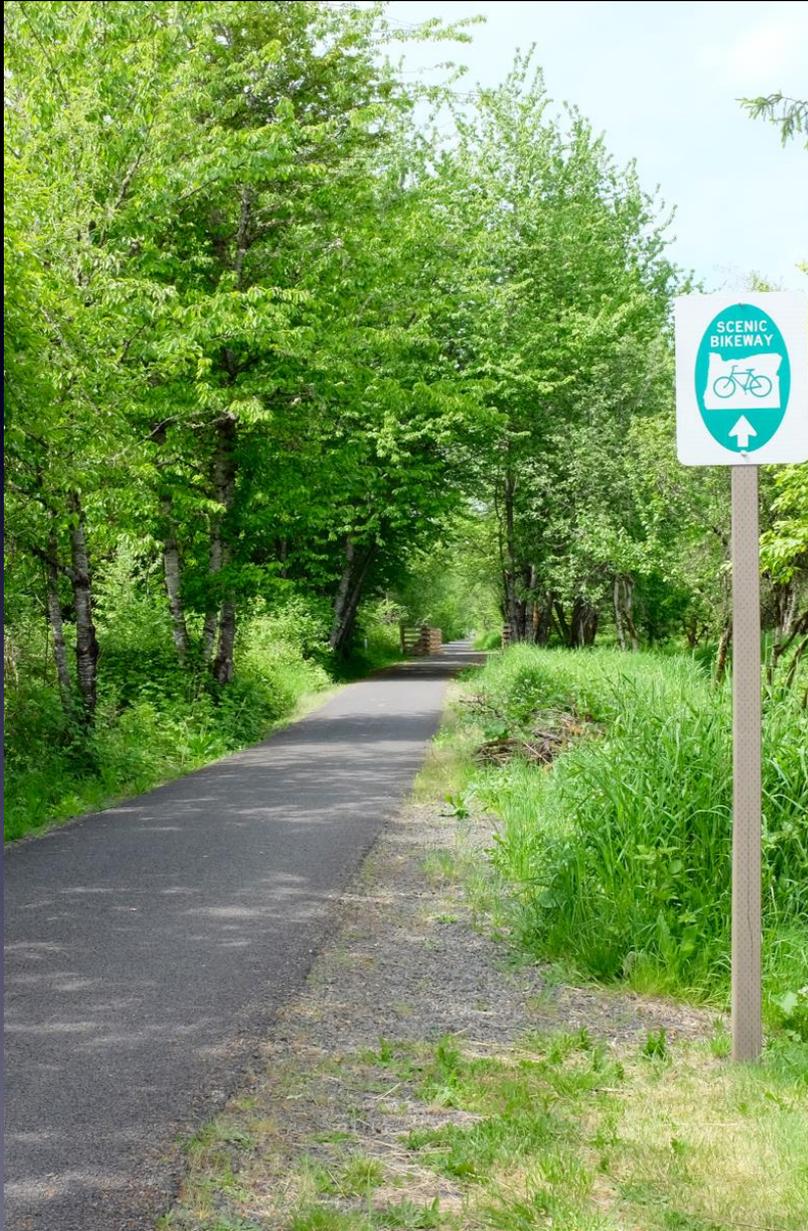


Tualatin Hills Wildlife Refuge



Smith Rock State Park

Banks Vernonia Linear State Park





Latourell Falls
Columbia Gorge



Waterfront Trail
Vancouver



Marine Drive Trail
Portland



The Intertwine Alliance

www.theintertwine.org



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