



Forum on Rural Population Health

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ohsu.edu/orhforum



Nurturing Generations Together: A Collaborative Vision for Maternal and Child Health in Douglas County

Jessica Hand, MPH – Thrive Umpqua
Nicky Ulrich, MA MNM - Moore Institute at OHSU
Alyson Pinkelman, THW, YPSS - Aviva Health

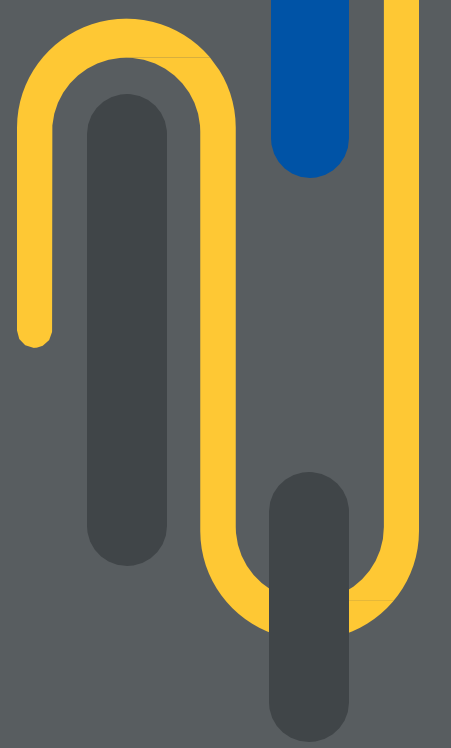


Hello!

- Welcome
- Objective
- Overview of the Collaboration
 - Thrive Umpqua
 - Aviva Health
 - Nutrition Oregon Campaign



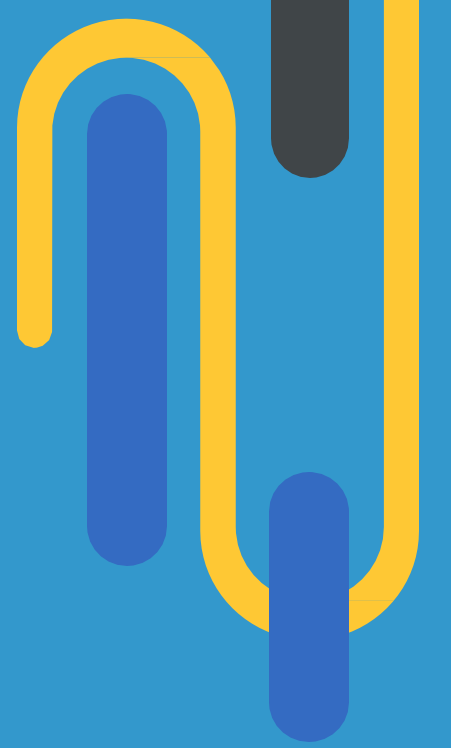
AVIVAHEALTH



Thrive Umpqua

Overview

- Launched in 2017 as Blue Zones Project-Umpqua
- Collective Impact Model continuing the transformative community well-being work of
- Blue Zones Project Focused on programs and policies that impact
- community health Community backbone organization for Douglas County Nutrition Hub



•Mission

•Thrive Umpqua is a community-led well-being initiative continuing the transformative efforts of Blue Zones Project, launched in 2017, in the Umpqua Valley. As a partnership of individual and organizational change-makers, we collaborate around a common objective, with measurable outcomes, that uses proven, evidence-based best practices inspired by the longest-living cultures around the world. We work together to make the healthy choice the easy choice across sectors and through implementing changes to the places where we spend the most time.

Aviva Health Overview

FQHC

- Federally Qualified Health Center
 - Able to serve all populations



Clinics

- 8 locations
 - Specialties
 - RH
 - Pediatrics
 - Dental
 - Behavioral Health
 - Family Medicine
 - SBHC
 - Pharmacy

Mobile

- 2 Units
 - Unit 1
 - 2 Clinic Rooms
 - Unit 2
 - 1 Clinic Room



OHSU Nutrition Oregon Campaign



- Statewide network of communities and organizations addressing chronic disease risk
- Focuses on systemic factors contributing to chronic disease
- Grounded in DOHaD science: early life environments influence lifelong health
- Recognizes intergenerational impact through gene-environment interactions
- Believes communities are experts in creating effective local solutions
- Combines education, intervention, advocacy, and capacity-building
- Partners with local leaders and organizations to co-develop community-specific goals and projects

Agenda Overview

01

The Science and the Vision

02

The Nutrition Oregon Campaign

03

Douglas County NOC Hub

04

Efforts in MCH

05


Priority Initiatives in Douglas County

06


Call to Action

OHSU Bob and Charlee Moore Institute for Nutrition & Wellness

- Founded in 2011
- Small, interdisciplinary institute with international reach
- Work is grounded in the science of Developmental Origins of Health and Disease (DOHaD)



The environment during the first
1,000 days – from conception to age
2 is the largest predictor of chronic
disease risk






The health of one generation impacts
the health of the next two
generations




From one generation to the
next.....

Future grandchildren





The mother provides the environment
for the developing baby, but society
provides the environment for the
mother.



Nutrition Oregon Campaign



**A statewide network of connected
communities and like-minded
organizations challenging the
systemic factors that contribute to
chronic disease risk**



Nutrition Oregon Campaign's Collective Impact Framework

Common Agenda

Aligning stakeholders on reducing health disparities

Shared Measurement System

Tracking health outcomes

Mutually Reinforcing Activities

Coordinating efforts across organizations

Continuous Communication

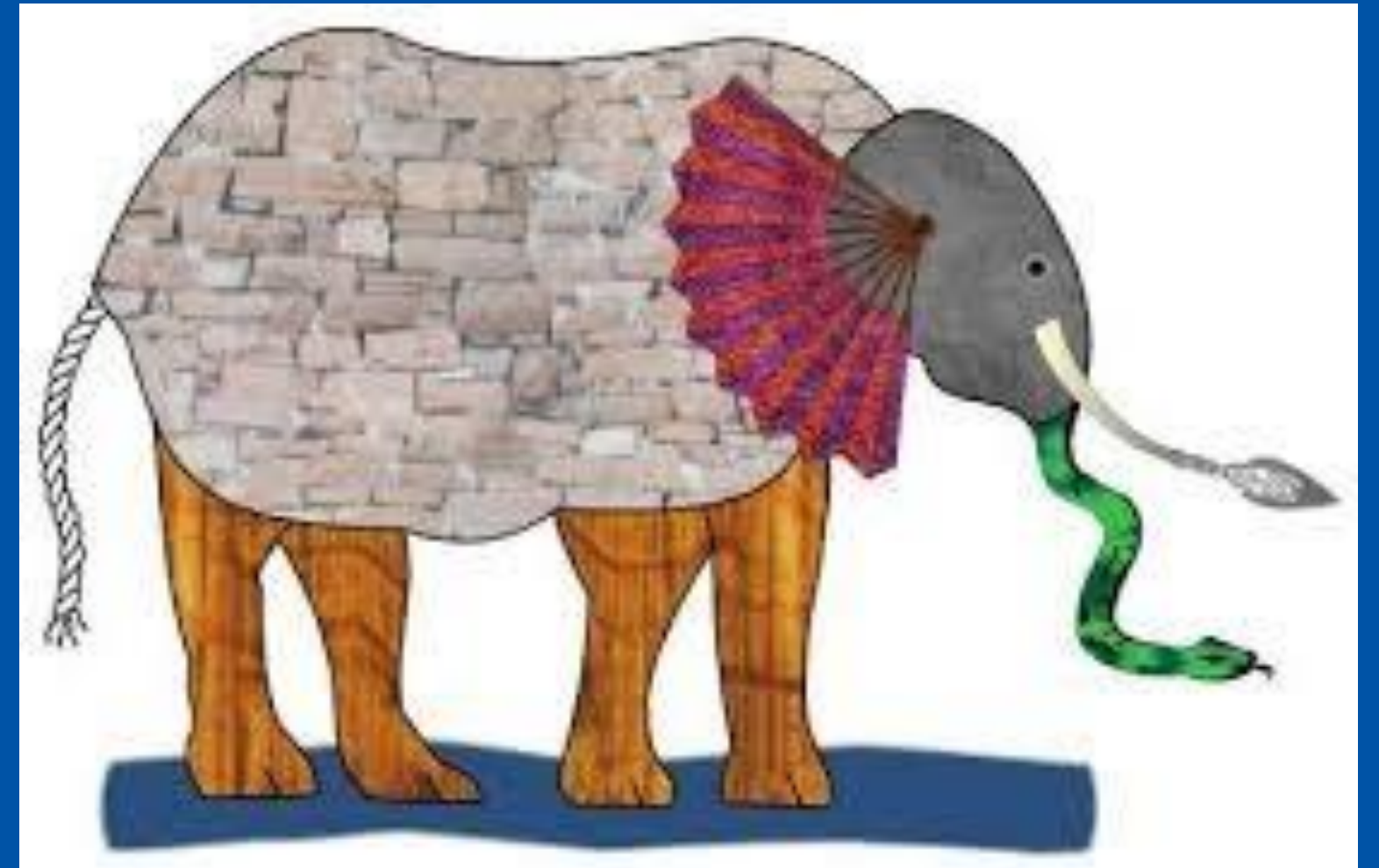
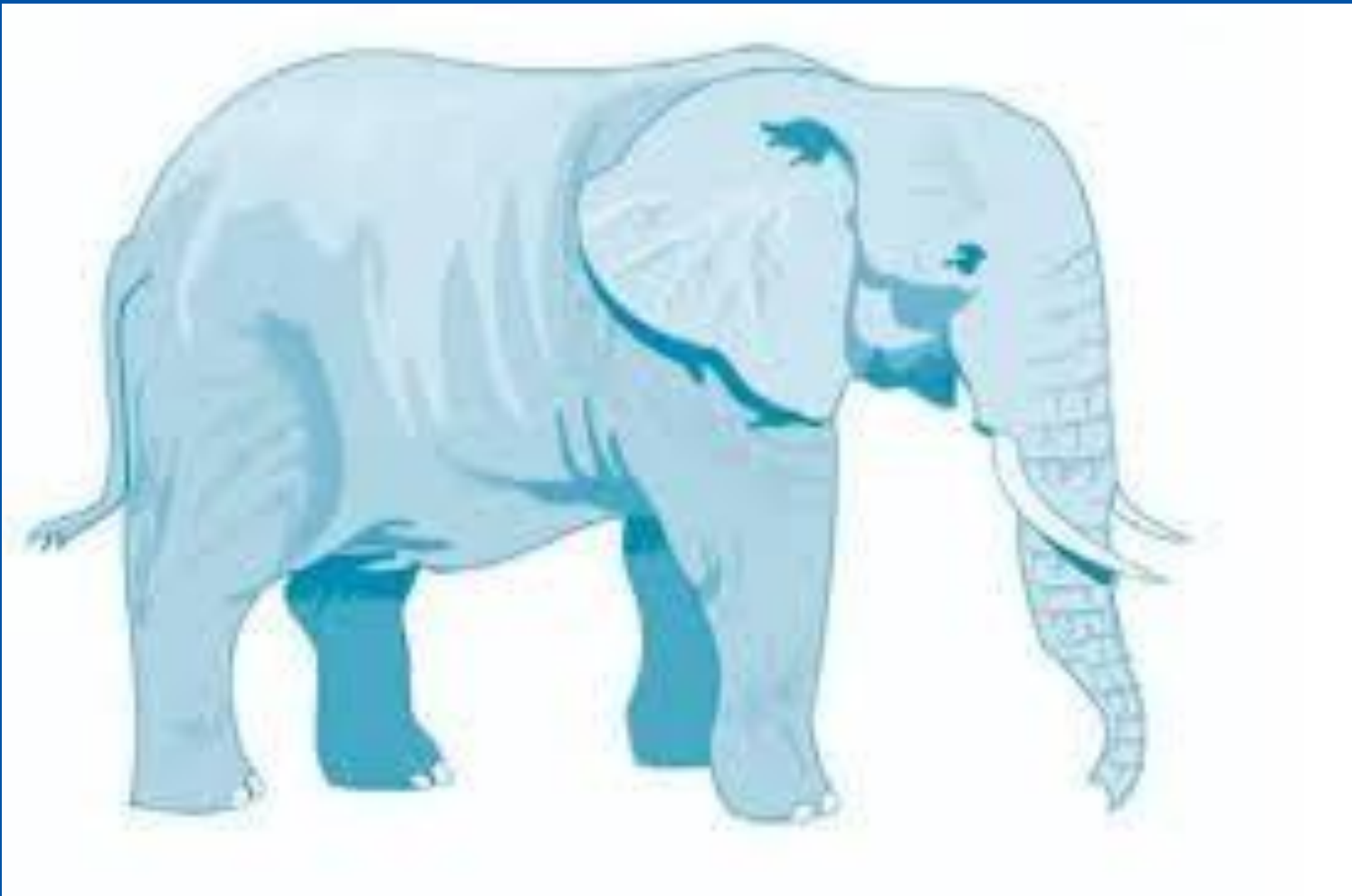
Regular collaboration and knowledge sharing

Backbone Support

Providing structure and accountability



Systems Approach



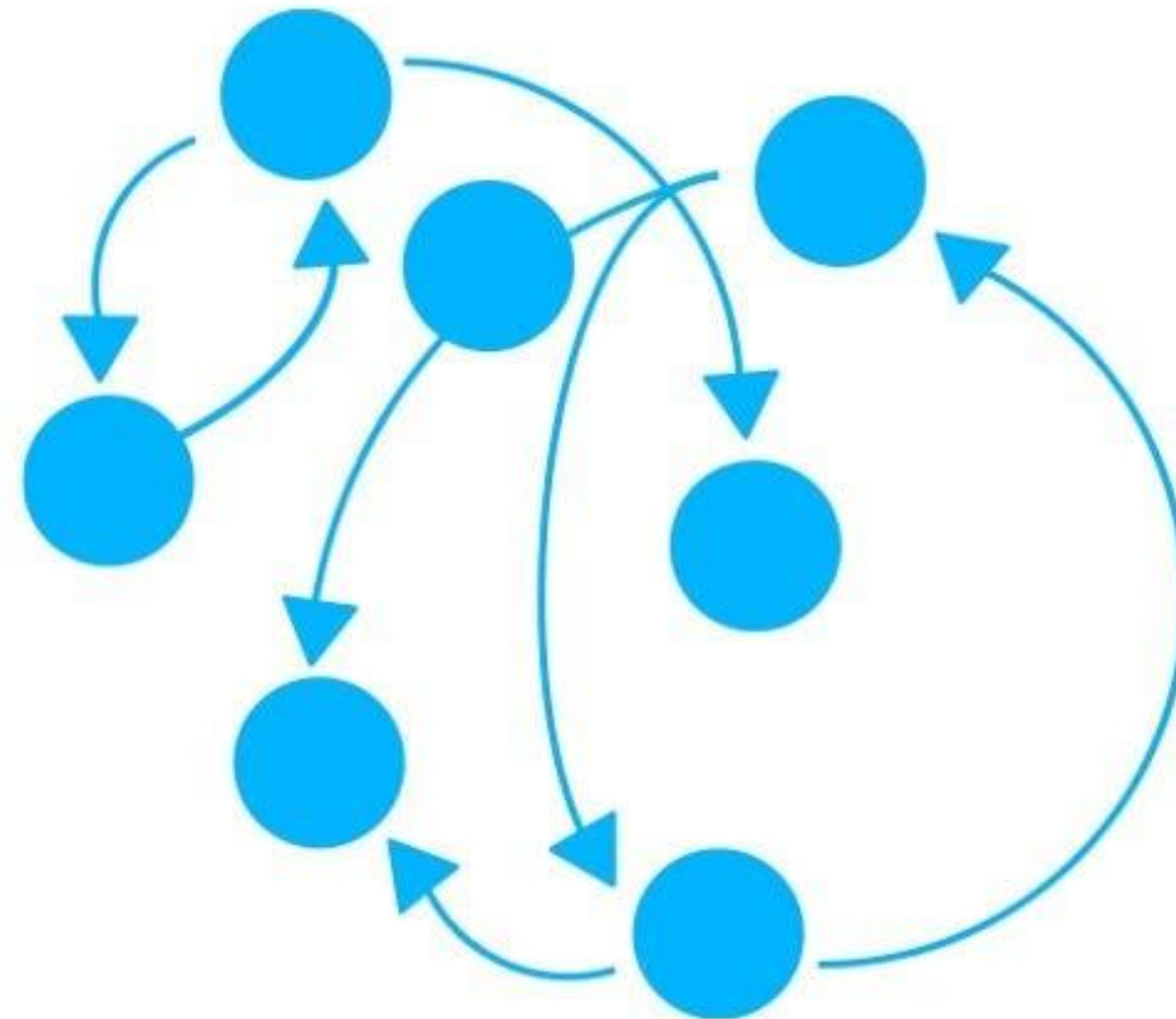
What is Systems

Thinking?

Traditional thinking



Systems thinking



Elements of Systems Change Strategies

**Better understanding
of the current
situation:** aligning or
overlaying existing data
sets or systems with
one another

Learning by trial:
identifying an
opportunity to start
small with willing
partners, learn from the
experience, and then
expand or replicate.

**Increasing
coordination:** finding
ways to realign
existing programs,
protocols, and
stakeholders to work
together differently to
maximize efficacy

Enhancing services:
adopting a previously
unnoticed proven
practice from inside or
outside the
community to enhance
existing services or
programs

**Identifying policy-
change opportunities:**
looking for
opportunities at local
or state levels

Hub

Objectives

Understand What's Happening: System awareness & key existing conditions

Understand and Implement Systems Approach: Shift thinking from individual level outcomes to collective for coordinated community action

Link and Leverage: Community initiatives are linked, coordinated, and leveraged for increased efficiency and impact

Engage and Educate: Engage and broker connections among leaders and community members to broadly share translated science

Community Response: Based on systems context, design relevant community action

Thrive Umpqua Timeline of Activities

Nov 2020

Virtual Nutrition and
Wellness Consortium
Forum in Douglas County_
Introduction to DOHaD

May-Oct 2022

DC invited to participate as a
hub community; conversations
with local partners to
determine organizational
home and collab. opp w/
Klamath

Feb - May 2023

Interim PC identified and MOU
signed; LT development, small
round of stakeholder interviews
to test resonance with LBW goal

Jan-May 2022

Ongoing Professional
Development opportunities for
providers: Headstart All Staff
Meeting, 5-week virtual Book
Club on Nutrition in the Womb

Jan 2023

Hub Leadership Team
formed as a subcommittee
of TU Food System
Committee; LT kick off
meeting

May 2023

Community kick off
events to present the
science and map root
causes that impact this
goal and current
assets/gaps in County

Thrive Umpqua Timeline of Activities

June 2023

Finalized our "Northstar Goal" and started to divert energy to working on the "Focus and Frame"

August 2023 - April 2024

Refined Focus and Frame

Shifted from Stakeholder interviews to Empathy Interviews

June 2024- Present

Shift Groups Launched
Prototype, Test, and Pilot Solutions

Project Implementation and Refinement

July 2023

New program coordinator onboarded

May 2024

Community Action Meeting to select critical shifts



Douglas County Hub: A Multi-Stakeholder Approach

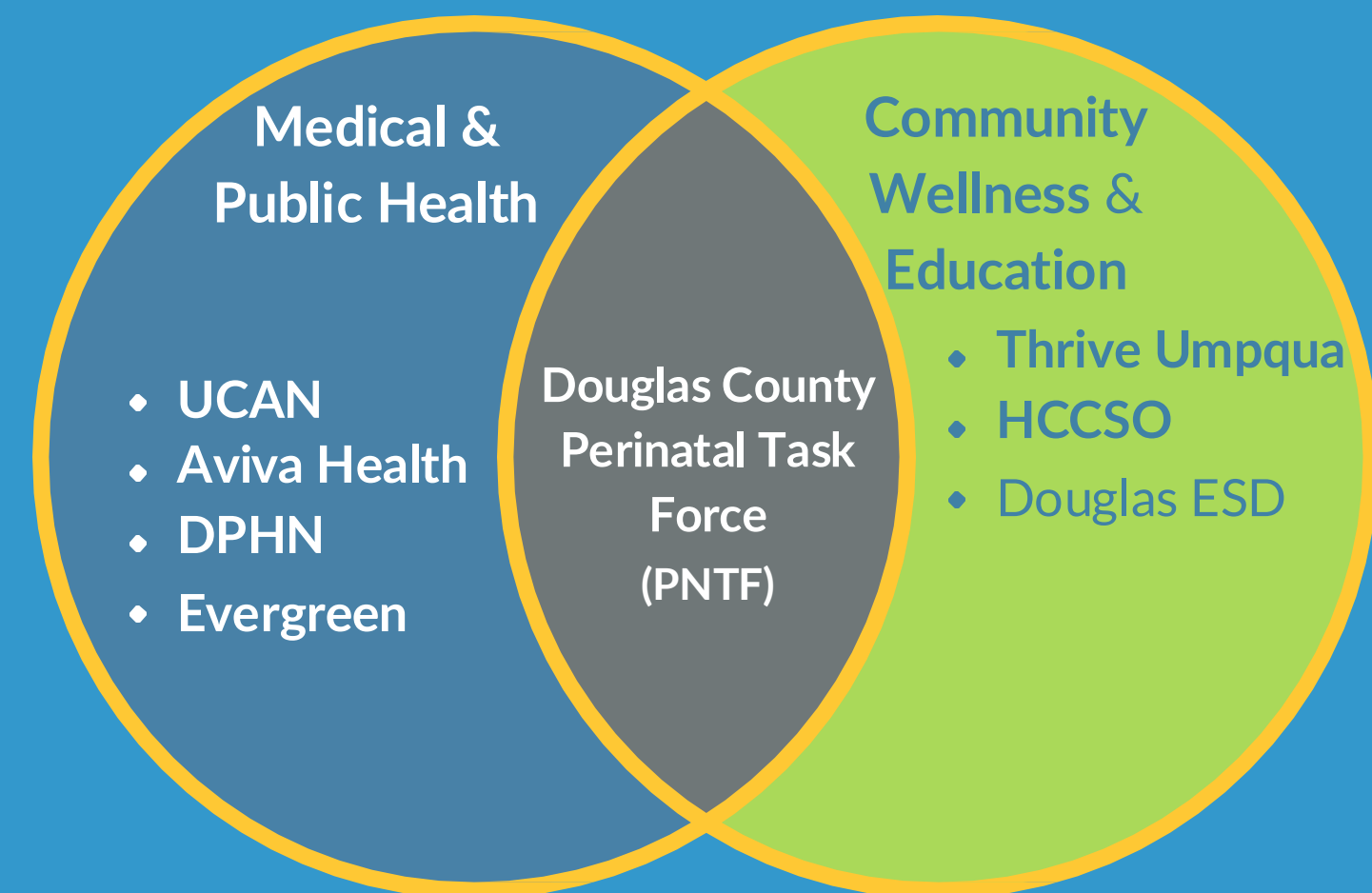
Key Participating Organizations

- Thrive Umpqua
- Aviva Health
- Douglas ESD Take Root Parenting Hub
- Douglas Public Health Network
- Health Care Coalition of Southern Oregon
- Reedsport Collective
- Umpqua Community Action Network including WIC, Headstart, Healthy Families
- Umpqua Health Alliance
- Umpqua Valley Breastfeeding Coalition
- Nurturely
- Other public health agencies, nonprofits, and community leaders



Collaborative Efforts in Maternal and Child Health

- Thrive Umpqua's Contributions
 - Community-based nutrition and lifestyle programs including VeggieRx Produce Prescription Program, Cooking Classes and Nutrition Workshops (family-oriented), Community Garden and Gardening Workshops, UC-VEG's Food as Medicine Program
- Aviva Health's Contributions
 - Healthcare and social services integration
 - Resources: Birthing classes, Family Support Advocate, IBCLC, Oregon Mother's Milk Bank
 - Lifestyle Nutrition and VeggieRx
- Perinatal Taskforce
 - Community Baby Shower
 - OutGrown Program

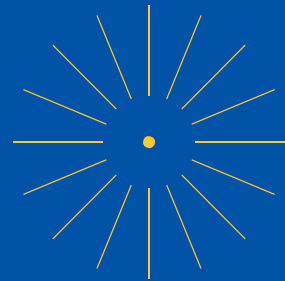


Priority Initiatives in Douglas County

1. **Breastfeeding Support and Education**
 - Expanding accessibility and awareness
 - Partnerships with local artist
 - NOC awareness campaign
2. **Understanding the Importance of Healthy Birth Weight**
 - Community education & expert-led presentations
 - Medical student involvement & practitioner collaboration
3. **Additional Areas of Focus**
 - Educating Youth on Nutrition and Health
 - Expanding Access to Healthy Food
 - Advocacy for Nutrition Policy

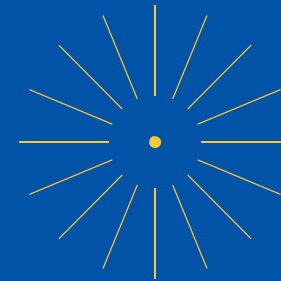


Call to Action & Next Steps

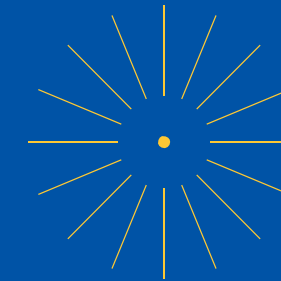


How Stakeholders & Community Members Can Get Involved

- How you can create a NOC hub in your community



Opportunities for Collaboration within NOC



Future Vision: All Babies Born at a Healthy Weight by 2033

Questions?





Thank you to the 2025 Forum partners!

Forum on Rural
Population Health

