

3-4-50 Vermont: Standing Together to Reduce Chronic Disease

Transcript

Opens into a hazy, sunny field with mountains in the background. The Vermont Department of Health Logo is shown in the center of the scene.

Elizabeth Walters (Green Mountain Support Services Clinical Director): “Truthfully, we’ve known for a long time what we need to do to keep ourselves healthy. I get so worried when I look around Vermont and I see people struggling with obesity and with addiction to tobacco, and it’s not just the health of Vermonters it’s the health of the state, it’s the health of the economy. When we’re well we can do better, for ourselves, for one another, for the places we work.”

Lucas Herring (Barre City Mayor): “Unless you’re looking at the whole system your really not looking at it through all the lenses that you should.”

Brenda Donley (Green Mountain Support Services Program Manager): “Vermont is getting older and we really need to take care of ourselves better, and model that for our children.”

Craig Roach (Townshend Elementary School Principal): “We have diabetes, we have heart disease, we have cancer, and we have lung disease.”

Chris Parker (Townshend Elementary School Food Service Director): “And they all start in the same spot and that's what we’re putting into our bodies.”

A green to purple ombre chart is shown on a white background reading:

“3 behaviors; no physical activity, poor diet, and tobacco use lead to 4 diseases; Cancer, Heart Disease and Stroke, Type 2 Diabetes, Lung Disease, that result in more than 50% of deaths in Vermont.”

The screen fades back to a blank white with the Vermont Department of Health logo centered at the top where two sentences fade in and say, “Improving just three behaviors can reduce chronic disease. Together we can create an environment of better health where Vermonters live, work, learn and play.”

We see the outside of the Green Mountain Support Services building and then an employee walks in with her baby in a baby carrier. Elizabeth begins describing her feelings on the 3-4-50 program in relation to her company. As Elizabeth and Brenda talk we see employees socializing over one of the monthly staff healthy lunches.

Elizabeth Walters (Green Mountain Support Services Clinical Director): “We are really pleased to be a gold level partner of the 3-4-50 campaign because it’s been helping our employees to feel better about themselves and to be better contributors to our agencies important work.

It’s a win-win right because when you take better care of your body you feel better, and if you’re doing something to feel better with people you work with then there’s a synergy to it right, you feel better as an individual, you feel better as a team member, and the team gets stronger all around.”

Brenda Donley (Green Mountain Support Services Program Manager): “We understand that our wellness impacts the clients that we support because if we’re out sick a lot or we’re needing to be in the hospital for whatever reason we can’t do our work.”

Elizabeth Walters (Green Mountain Support Services Clinical Director): “The truth is that wellness initiatives aren’t purely altruistic. Yes we want our employees to feel good, they’re more productive they’re happier, they’re nicer to be around, but when we take better care of ourselves we also drive down health care costs and that’s good for the corporate bottom line no matter who you are.”

As Brenda speaks we see a list of services offered by Green Mountain Support Services. These come up as titles on the screen.

“Green Mountain Support Services has:

On-site quit smoking classes
Weekly staff healthy lunches
Incentivized Fitbit competitions”.

Then we follow Brenda into the local supermarket where she chooses healthy options like hummus and vegetables. We hear her speaking as we see her shopping.

Brenda Donley (Green Mountain Support Services Program Manager): “You have less staff turnover. People want to be a part of a culture like that where there is no stress and there’s things to support their personal health goals. It makes a difference for the people that we support, it really does.”

As Elizabeth talks, we see close-up footage of fruits and vegetables offered at the monthly healthy lunch. Then we see an outside seating area with a “This is a Tobacco Free Property” sign posted by a picnic table.

Elizabeth Walters (Green Mountain Support Services Clinical Director): “It gave us an easy way to talk with other people about a big number of things, right, the behaviors, the diseases, the outcomes, and people don’t want the lecture but if they can look at that list, okay there's three behaviors and say can I tackle one of these things this year, can I just make this small change this year? Then they’re one step further on in their journey toward health.”

Brenda Donley (Green Mountain Support Services Program Manager): “I think that helps us be a strong agency for the community and the people that we support.”

We see a time-lapse of a car than a truck driving through the cities and towns of Barre, VT. As Lucas talks, we catch a glimpse of the Barre Bike Path committee meeting where participants are actively sharing their thoughts and ideas around a small table.

Lucas Herring (Barre City Mayor): “The program itself really just took what we are already working on and gave us the time to evaluate what we are doing making sure that we did live up to a higher expectation. When you have a chance for someone to come in and basically give

you an audit of what your doing it does give you an alternative perspective and see how it's impacting something differently.”

Stephanie Quaranta (City of Barre Assistant Director of Communities and Building Services): “These are all healthy options that teach you to de-stress, eat healthier, and just take more pride in yourself but overall pride in the community that everyone’s working together to make it a healthier place to live.”

As Lucas and Elizabeth speak, we see an out-of-focus shot from the committee meeting as white text appears on screen:

(highlighted in purple) “The city of Baree has begun:
Renovating their parks and pool
Designing a bike path network
Free lunch programs in parks”

Lucas Herring (Barre City Mayor): “You’re gaining that input from your community and you get to know more about your community and what their needs are.”

Stephanie Quaranta (City of Barre Assistant Director of Communities and Building Services): “I think it’s made us all stronger because we’ve all counted on a little bit of everyone's expertise to help make a big difference.”

The screen cuts back to the bike path committee meeting where they pass around important financial documents.

Lucas Herring (Barre City Mayor): “We have a limited budget here just like any other community they provide added resources to us as a city.”

We see a young boy and a young girl swaying in slow motion on a black tire swing in a blue and teal colored playground on a sunny afternoon.

Stephanie Quaranta (City of Barre Assistant Director of Communities and Building Services): “I would love for other communities to know how easy it is and how simple it is. They’re going to

be able to get assistance you know from The Health Department from other people in the community to connect the dots to have a bigger impact.”

We see a young boy in a blue t-shirt, grey sweatpants, and red Nike shoes scaling a small climbing wall at the same playground.

Lucas Herring (Barre City Mayor): “Being with 3-4-50 and working with The Department of Health has just been a great asset to us and to the Barre community.”

Music changes pace to a slower somber feel. We catch a glimpse of the outside of Townshend Elementary school district on a warm summer day highlighting the water fountain outside the front door.

Craig speaks to a room of teachers who are meeting in the library to discuss healthy initiatives.

Craig Roach (Townshend Elementary School Principal): “I really do think it’s important for schools and administrators like myself to help with these small policy changes. Because really at the end of the day if you don’t have your health, you don’t really have anything. When the Vermont Department of Health reached out to me as I was looking through the list I thought, ‘Oh, we’re already doing that.’ And then the other ones it was like ‘Oh, I can take that one and make that a little bit better.’”

Chris Parker (Townshend Elementary Food Service Director): “If we don’t teach these kids how to eat healthy now, later on somebody’s going to have to pick up that insurance bill because they now have diabetes or because they’re obese, they have heart failure, they have these things going on in their life because they didn’t learn how to eat healthy.”

As Craig talks the screen changes to footage of out-of-focus children playing as white titles appear on the screen and read:

(Highlighted in purple)“Townshend Elementary has:

Free breakfast and lunch for all students

Produce grown by students in meals

Partnered with RiseVT on wellness initiatives”

Craig Roach (Townshend Elementary School Principal): “And if we just make those small changes and we just sort-of let kids explore and investigate them starting as early as PreK, 3 and 4-year-olds, they’re going to grow up to be healthy adults.”

As Craig and Chris talk we see the children of Townshend Elementary bustling with joy outside on their school field day, playing in the sun on a lush, green, grassy field. Then we see two older women and a young girl getting a piggyback ride as they all walk towards a white building in the center of town.

Chris Parker (Townshend Elementary School Food Service Director): “And that’s really what we’re hoping, is to just to expose them to these things so that they can make the right decisions.”

Craig Roach (Townshend Elementary School Principal): “You know if we can provide food, we can provide exercise, we can provide space and activities, we’re going to have a stronger community through it.”

Chris Parker (Townshend Elementary School Food Service Director): “We can teach them Math, we can teach them Science, we can teach them all of those things but if we’re not teaching them how to live healthy then the other stuff is really not as important at the end of the day.”

As Stephanie from Barre City appears again and begins to speak, we see a close-up of the Barre town pool sign.

Stephanie Quaranta (City of Barre Assistant Director of Communities and Building Services): “Most of the communities you have all of these facilities out there already and you’d be amazed at how many healthy options are out there that you just weren’t aware of.”

Brenda from the Green Mountain Support Services appears on screen again as well for the final word.

Brenda Donley (Green Mountain Support Services Program Manager): “It’s incredibly important to the longevity of all Vermonters.”

Titles appear on screen over an out-of-focus shot of children playing in the background. These titles read: “Learn more and become a 3-4-50 partner at healthvermont.gov/3-4-50.”