Public Health 3.0: Key Players to Implement Public Health Programs

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GDPH Chronic Disease University - April 18, 2017
By the end of the presentation, participants will be able to:

- Articulate the importance of Public Health 3.0 in implementing evidence-based prevention initiatives

- Discuss examples of cross-sector collaboration with a specific focus on chronic disease prevention and management

- Describe evidence-based practices in Georgia and across the country
Health in All Policies (HiAP)

A collaborative approach that integrates and articulates health considerations into policymaking across sectors and at all levels to create a culture of health and safety nationally.

http://www.astho.org/HiAP/Framework/
A Call to Action to Create a 21st Century Public Health Infrastructure
Public Health Timeline

Public Health 1.0
Tremendous growth of knowledge and tools for both medicine and public health
Uneven access to care and public health

Public Health 2.0
Systematic development of PH (public health) governmental agency capacity across the U.S.
Focus limited to traditional PH agency programs

Public Health 3.0
Engage multiple sectors & community partners to generate collective impact
Improve social determinants of health

Late 1800s
1988 IOM Future of Public Health Report
Recession
Affordable Care Act
2012 IOM For the Public’s Health Reports

www.healthypeople.gov/ph3
“Public Health 3.0 is a major upgrade in public health practice to emphasize cross-sectoral environmental, policy, and systems-level actions that directly affect the social determinants of health and advance health equity.

Social Determinants of Health

are the conditions in which people are born, live, work and age.
It represents a challenge to business leaders, community leaders, state lawmakers, and Federal policymakers to incorporate health into all areas of governance.”

(https://www.healthypeople.gov/2020/tools-resources/public-health-3)
Thinking Outside the Box

Public Health 3.0 expands public health to address all aspects that promote health and well-being, including:

- Economic development
- Education
- Transportation
- Food
- Environment
- Housing
- Safe neighborhoods
Making the Business Case: Community Health Investments Yield Results

https://www.youtube.com/watch?v=Cl-3FGAqoa4&feature=youtu.be
ASTHO cross-sector projects and program partners

Medicaid and Medicare Programs
Private Insurance Payers
Hospital Systems
Federally Qualified Health Centers
Local Public Health
Labor Unions
Parks and Recreation Departments
Housing Agencies
Transportation Agencies
Education Agencies
Veterans Affairs
Military
Corrections Agencies

Law Enforcement
Substance Abuse Agencies and Organizations
Behavioral Health Agencies and Organizations
State Legislatures
Governors’ Offices
Food Industry
Medical Examiners
Provider Groups
Faith-based Institutions
Agriculture Industry
Emergency Management
Academia
Collaborate with at least one non-health sector partner to implement a specific policy initiative.

Form one new nontraditional partnership such as a church or a library.

Develop educational materials for cross-sector partners about public health.

http://www.astho.org/Health-Equity/2016-Challenge/
A Chief Health Strategist…

…possesses the responsibility to use the best available quality evidence to plan and implement public health programs that will improve the health and well-being of the community.
The 6|18 Initiative: Accelerating Evidence into Action

CDC is collaborating with purchasers, payers, and providers to

- Target 6 common and costly health conditions
- Initially using 18 proven specific interventions

https://www.cdc.gov/sixeighteen/
• Integration - linkage of programs and activities to promote overall efficiency and effectiveness
• Degrees on a continuum ranging from isolation to merger
• Focused on mutual awareness, cooperation, collaboration, and partnership

Institute of Medicine (March 2012)
From Montero webinar – March 20, 2017
→ School-Based Programs to Increase Physical Activity
→ School-Based Violence Prevention
→ Safe Routes to School
→ Motorcycle Injury Prevention
→ Tobacco Control Interventions
→ Access to Clean Syringes
→ Pricing Strategies for Alcohol Products
→ Multi-Component Worksite Obesity Prevention

Changing the Context
Making the healthy choice the easy choice

Social Determinants of Health

HI-5

Health Impact in 5 Years
A Structured Approach to Effective Partnering
Lessons Learned from Public and Private Sector Leaders

Figure 1: Partnership Program Considerations

- **Program Components**
  - Developing a Strategic Partnership Plan
    - Define the role of partners
    - Outline partner selection criteria
    - Determine engagement strategies
  - Investing in the Program
    - Align staff and funding
    - Develop staff training and tools
  - Fostering a Collaborative Culture
    - Establish leadership support
    - Provide program visibility
  - Marketing the Program to Stakeholders
    - Define value propositions
    - Align propositions with partners
    - Develop marketing materials
  - Measuring Progress, not Participation
    - Develop outcome-related measures

- **Associated Activities**
  - Estimate resources required
  - Establish evaluation criteria
  - Provide resources to encourage collaboration
  - Establish a common language
  - Promote ongoing communication
  - Engage targeted partners
  - Establish a process for developing and sharing partnership successes
  - Reassess program over time

Source: OPHPR OPPE

CDC – Office of Public Health Preparedness and Response

http://tinyurl.com/lnhyyzu
Emory Prevention Research Center
Community Advisory Board (CAB)

• Represents the SW Georgia region
• Members (23) come from local organizations
• Includes 2 local health department districts covering 23 counties, commerce, media, non-profits, healthcare
• Facilitates connections to potential partners in the region
Partnership History

• The Coalition, including the local health districts, approached Emory to be their research partner in the preparation of a comprehensive cancer control proposal for state funding.

• Emory then approached the Coalition to be its community partner in applying for a Prevention Research Center.

• PRC officially started in 2004 with:
  • Letters of support from southwest Georgia partners
  • Commitment from Emory to subcontract with the Coalition
Seeds of a Fruitful Partnership

• Personal connections
• In-person meetings
• Willingness to share
• Commitment
• Adapting (collaboratively) when necessary
• Communication, communication, communication
Types of Collaborations in SW GA

- Research & Programs
  - Healthy Rural Communities
  - Healthy Homes Healthy Families
  - Smoke Free Homes
- Evaluation of Practice-Based programs
  - Colorectal Cancer Patient Navigation
- Serving on boards and committees
- Training workshops
- Academic linkages and other partnerships
The Community Cancer Screening Program™ is recognized as a model program for reducing colorectal cancer screening disparities. Recent awards include:

- 2015: National Cancer Institute - Research-tested Intervention Program (RTIP)
- 2014: Agency for Healthcare Research and Quality - innovative model of care
- 2014: Awarded the Healthcare Georgia Foundation’s sole Joseph D. Greene Community Service Collaborative Award
- 2013: Recognized by the Centers for Disease Control and Prevention as a best practice model in the Guide to Community Preventive Services
- 2013: Mutual of America Foundation’s national Community Partnership Award
Mutual Benefits in Partnerships

• Research and practice-based evidence can inform both community practice and future research

• Mutual capacity building:
  • academics can learn from local expertise and cultural competence of health departments
  • health departments can partner to build capacity in evaluation and use of evidence in practice

• Strengthen infrastructure of research and practice for sustainability and grant proposals

• Mutual learning and sharing of resources and partnerships
National Public Health Training Center Program

Funded in 2014 through a cooperative agreement from the Health Resources and Services Administration (HRSA)

10 Regional Public Health Training Centers
(1 in each HHS Region)

National Coordinating Center for Public Health Training

Collectively known as the Public Health Learning Network (PHLN)

Purpose of PHLN: Improve the nation’s public health system by strengthening the knowledge and skills of the current and future public health workforce.
Region IV PHTC Mission

The mission of the R-IV PHTC is to:

1. Strengthen competence of the current and future public health workforce in HHS Region IV
2. Develop a learning community within the Central Office and the Local Performance Sites (LPSs)
3. Expose public health students to the value of working in underserved areas
4. Advocate for public health systems and policies
5. Contribute to the work of the national Public Health Learning Network.
GASOPHE – Trainings: Community Assessment, Social Marketing, Health Literacy, Leadership, Community Engagement

GDPH – Workforce Training Needs Assessment, Trainings, Faculty-Student Collaborative on HIV MSM, Epi Intern for Savannah Smoke-Free Ordinance

Louisville Metro Health & Wellness – KY – Policy Briefs on Health Equity Impacts of Medicaid Expansion for Boards of Health

South Carolina Dept Health and Environmental Control – Workforce Training Needs Assessment, Trainings, & PHAB/CHA Intern

Area Health Education Centers (AHECs):
• Migrant Farmworker Programs
• Thrive Alabama – local businesses to host HIV mobile testing units

Tennessee Dept. of Public Health – resource integration of home visiting programs with health department and community health centers
June 16 @ 9am – 4:30pm: "Nothing About Us, Without Us, Is For Us" - Community Engagement for Public Health Planning

Location: Emory Rollins School of Public Health (Free CE credits)

Register at [http://www.cvent.com/d/v5qzs4](http://www.cvent.com/d/v5qzs4)

Covers practical strategies to identify and engage diverse stakeholders and gather community input; facilitation and participatory planning techniques; and organizational models for collaborative decision-making (from advisory groups to coalitions).

Objectives

- Explain how to conduct a stakeholder analysis
- Describe the benefits and challenges of various information-gathering and engagement strategies
- Describe the benefits and challenges of various collaborative decision-making structures
- Use basic facilitation planning techniques
- Develop a basic community engagement plan
Upcoming Trainings: Skill-based Workshops

**IN PERSON WORKSHOP**

Developing Cultural Competence

with
Stephanie Ray, MA
April 26, 9am-4:30pm • Brunswick, GA

**IN PERSON LECTURE**

2017 Georgia Legislative Update & the Impact on Public Health

with
Governmental Affairs Consultant Scott Maxwell
May 19, 2017, 12-1:30pm • Emory University
Upcoming Trainings & National Webinars

• May 22: Future Directions to Promote Health Equity - Camara Jones
• June 12: Cultural Humility: The Key to Cultural Competence - Jann Murray-Garcia
• June 19: A "One Health" Approach to Managing and Preventing Animal Bites - Dr. Peter Rabinowitz
• June 26: Strategies to Stop Disease Transmission Among People Who Inject Drugs - Dr. Hannah Cooper and Sasha Mital
• Summer 2017: Putting Evidence into Action (virtual workshop)
• Summer 2017: Questionnaire Design (virtual workshop)
Recorded Webinars: (See past calendar entries or search database)

Public Health in a Time of Change: Charting the Course for Health Policy, Population Health, and Evidence-Based Prevention – March 6, 2017 – John Auerbach

The Interface of Public Health and Health Care: Population Health through Improved Infectious Disease Prevention and Management – March 20, 2017 – Jose Montero – CDC Deputy Director
Training Workshop - July 13 @ 10am – 2pm: “Leadership and the Power of Self and Other-Awareness”
Location: Emory Rollins School of Public Health
Questions and Discussion

• Who are the strategic partners you should be working with to ensure the health of your community?

• Given your realities, what are the training priorities for you and your partners?

• What are your next steps?
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Region IV PHTC Website:
http://www.sph.emory.edu/r4phtc

Public Health Learning Network:
https://nnphi.org/phln/