

Public Health 3.0: Key Players to Implement Public Health Programs

Michelle Carvalho, MPH, CHES
Region IV Public Health Training Center
Rollins School of Public Health, Emory University

National Delegate – GASOPHE
Delegate Trustee – Society for Public Health
Education (SOPHE)

GDPH Chronic Disease University - April 18, 2017



Region IV Public Health Training Center

A MEMBER OF THE NATION'S NETWORK OF PHTCs

Learning Objectives

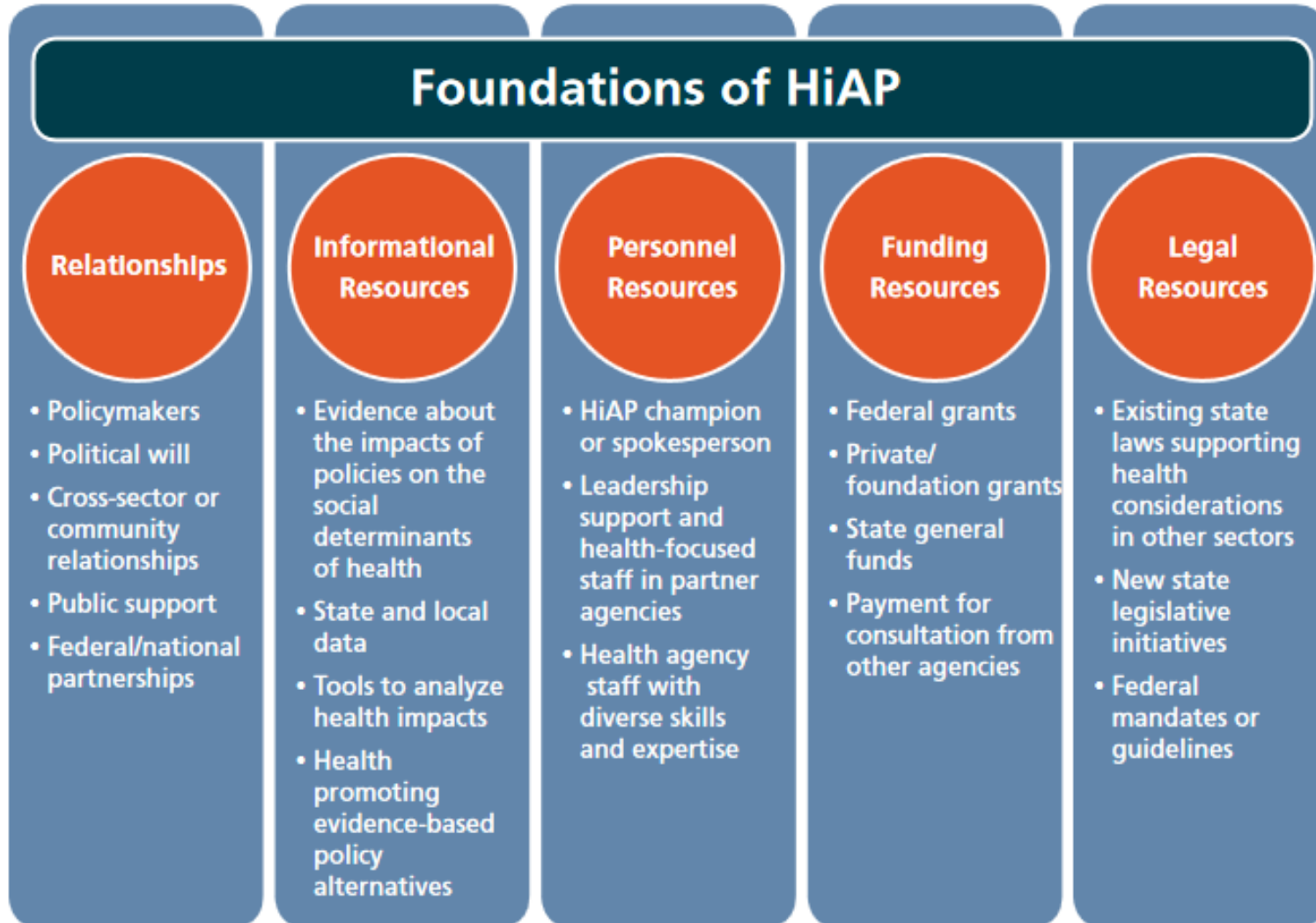
By the end of the presentation, participants will be able to:

- 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 3.0

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**.”



Economic
Opportunity



Housing



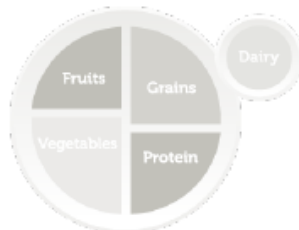
Environment



Education

Social Determinants of Health

are the conditions in which people are born, live, work and age.



Food



Safe Neighborhoods



Transportation

Local Public Health Leaders are the Chief Health Strategists!

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

ASTHO 2016 President's Challenge

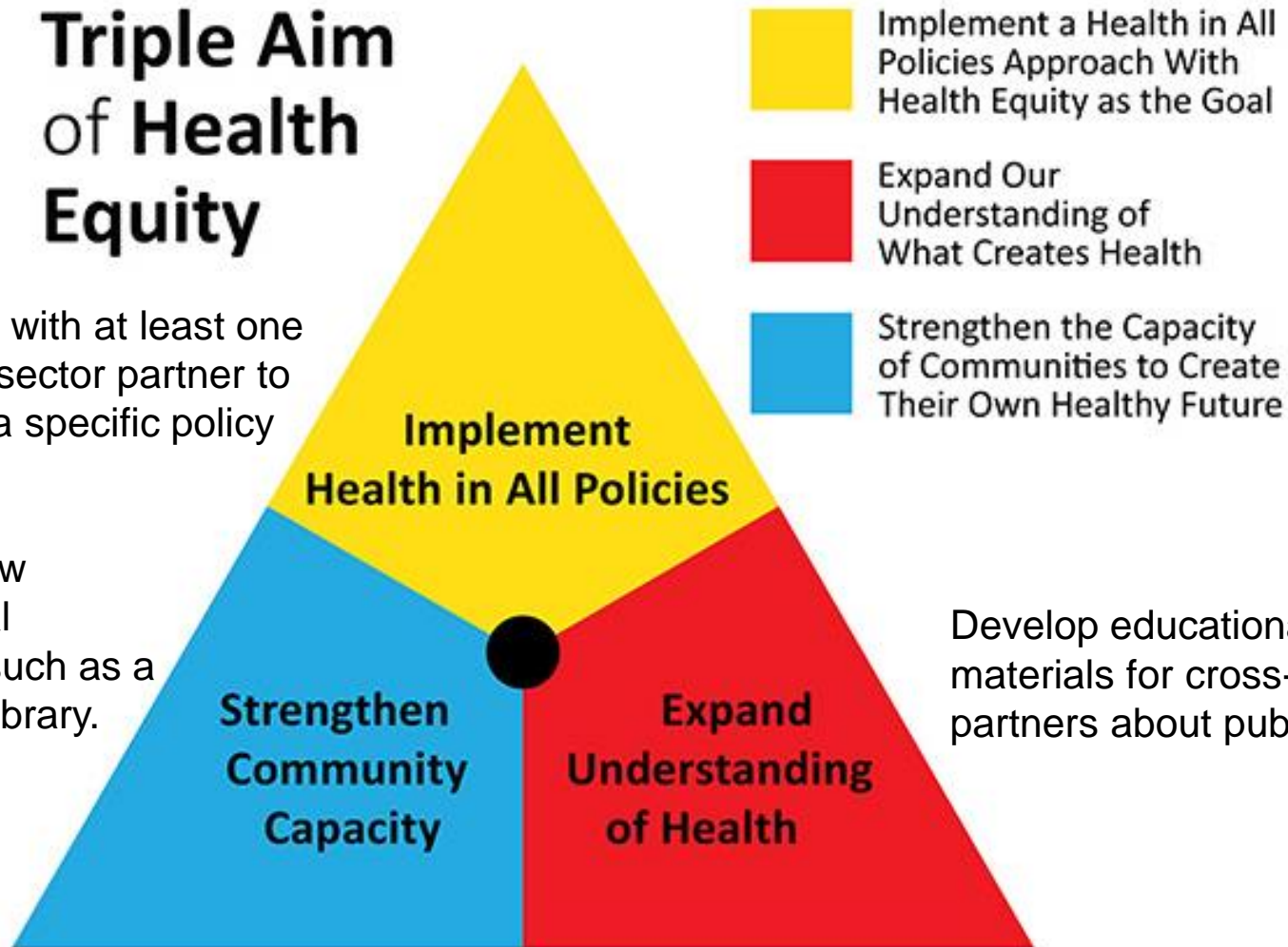
Association of State and Territorial Health Officials

Triple Aim of Health Equity

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.

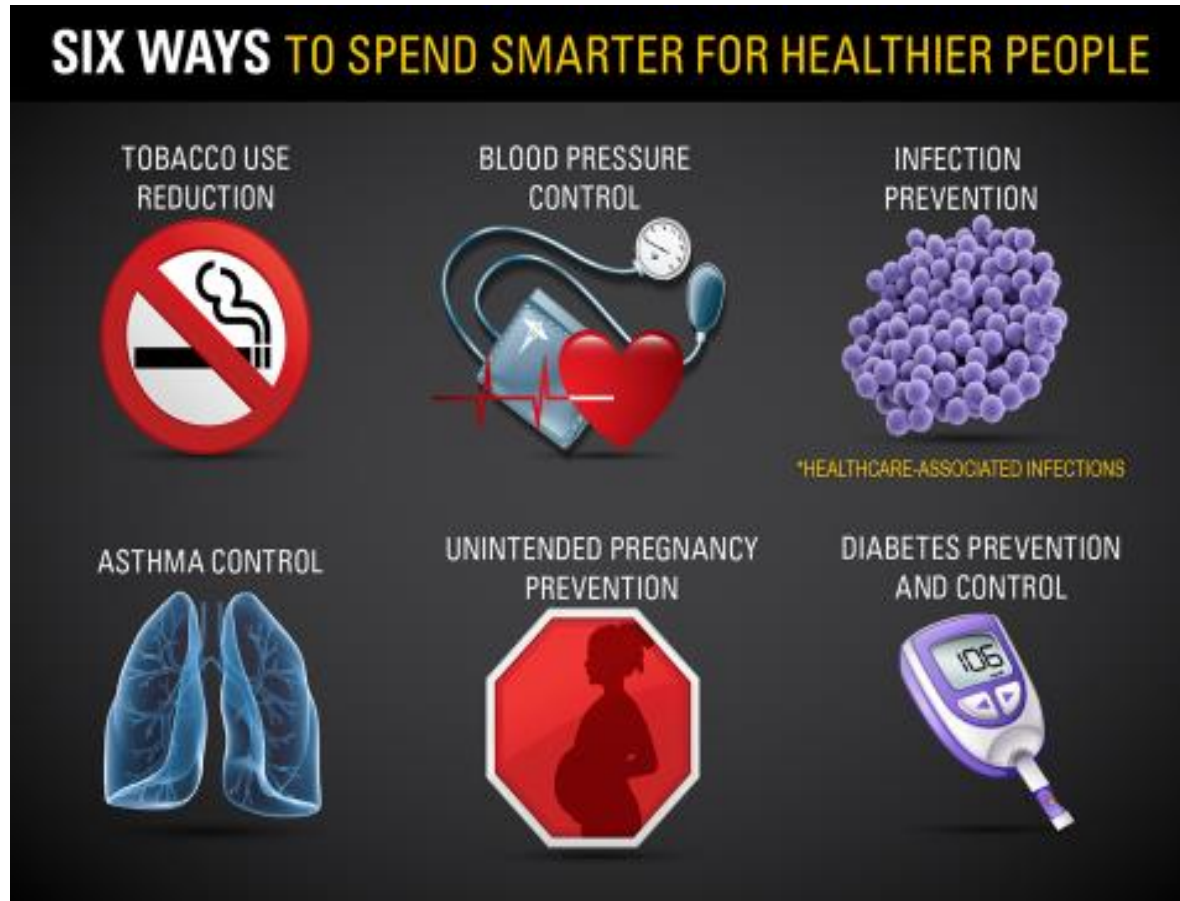


A Chief Health Strategist...

...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

Public Health and Primary Care

<https://www.practicalplaybook.org>



[PURCHASE THE PLAYBOOK](#)

[GET EMAIL UPDATES](#)

[ABOUT](#)

[BLOG](#)

[NATIONAL MEETING](#)

[FUNDAMENTALS](#)

[BUILDING A PARTNERSHIP](#)

[EXPERT INSIGHTS](#)

[RESOURCES](#)

[SUCCESS STORIES](#)

[What is Population Health?](#)

[Why Build a Partnership?](#)

[What Makes Partnerships Successful?](#)

THE PRACTICAL PLAYBOOK

Helping Public Health and Primary Care Work Together to Improve Population Health.

[GET STARTED](#)



Neighborhood Health Station in Rhode Island unites multi-disciplinary

[READ STORY](#)

Data-driven partnership addresses student homelessness in

[READ ST](#)

Degrees of Integration – Primary Care and Public Health



- 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

Counseling and Education

Clinical Interventions

Long Lasting Protective Interventions

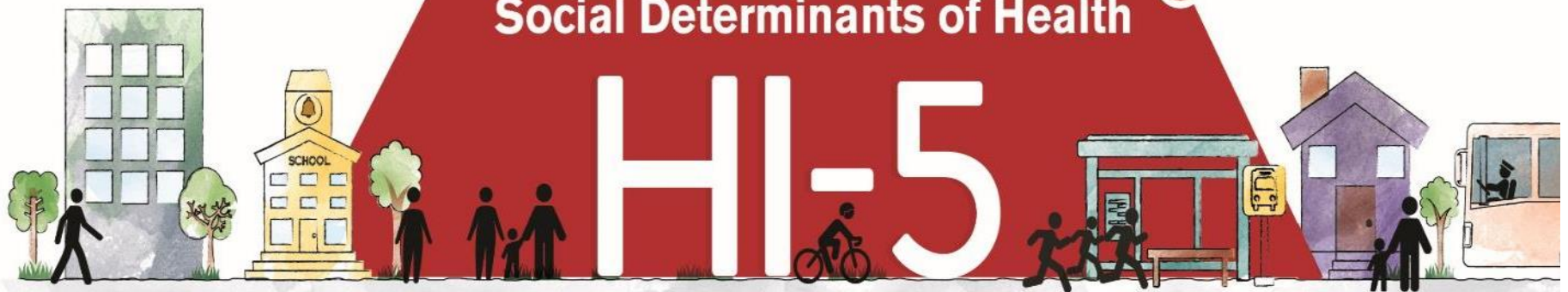
- Early Childhood Education
- Clean Diesel Bus Fleets
- Public Transportation System
- Home Improvement Loans and Grants
- Earned Income Tax Credits
- Water Fluoridation



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

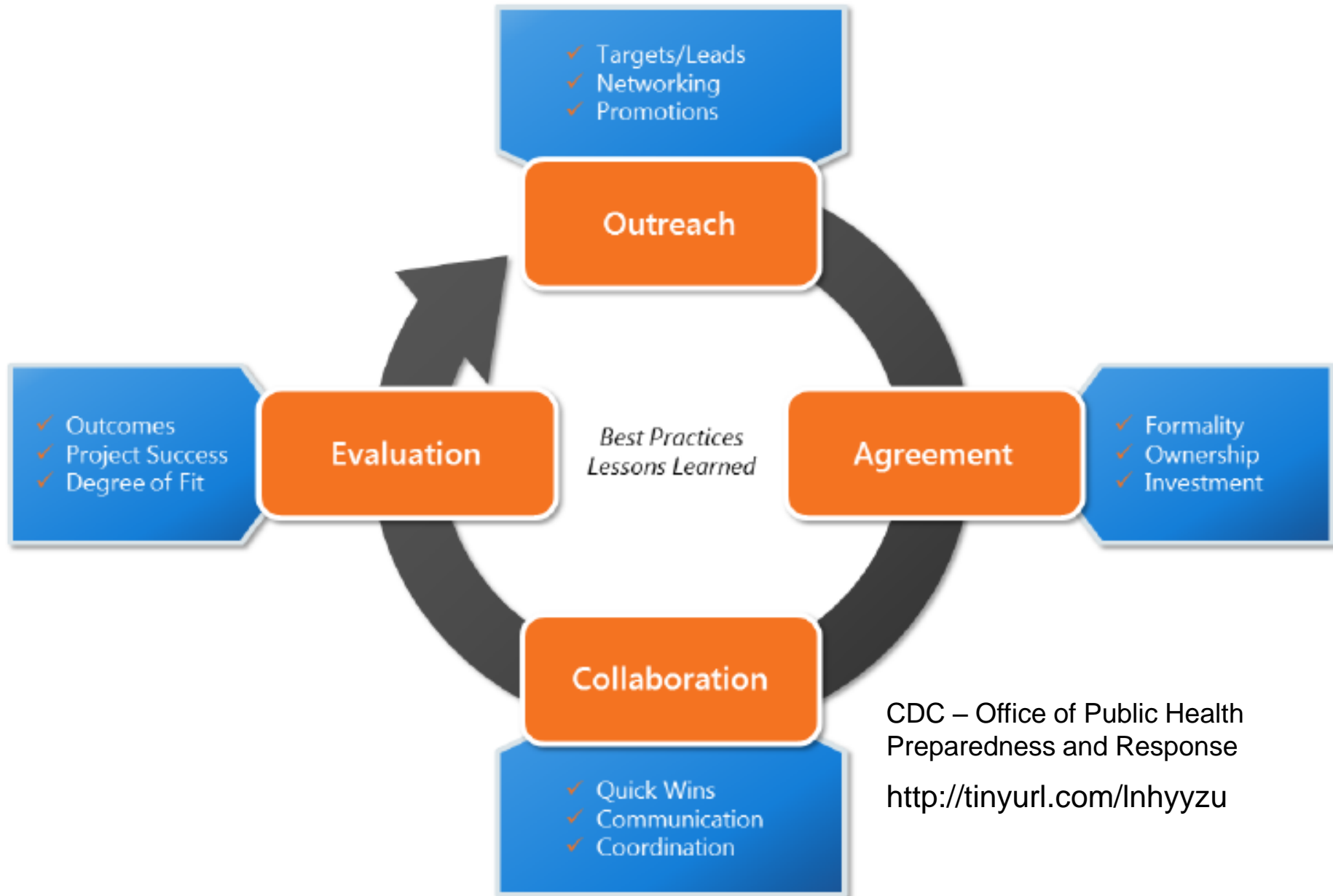
<http://tinyurl.com/lnhyyzu>

Figure 1: Partnership Program Considerations



Source: OPHPR OPPE

Figure 2: Partnership Engagement Cycle



CDC – Office of Public Health Preparedness and Response
<http://tinyurl.com/lnhyyzu>

Source: OPHPR OPPE

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

Partners for a Healthy Georgia

Emory joins with rural communities in Southwest Georgia to promote practices that prevent disease and improve health





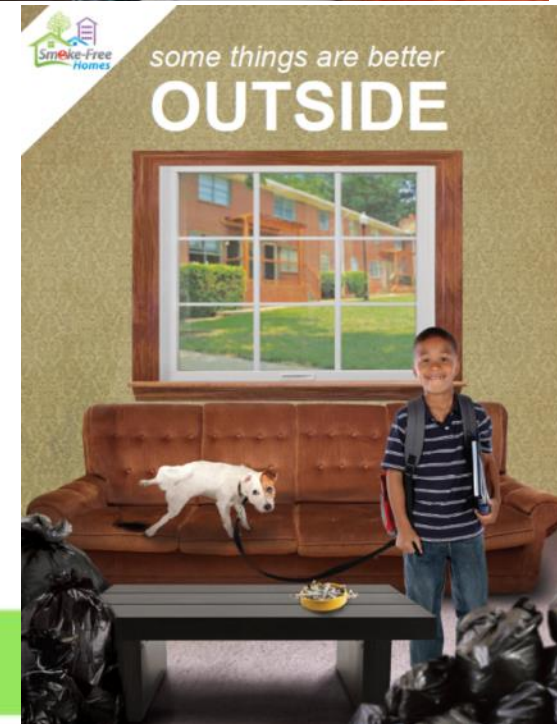
Seeds of a Fruitful Partnership

- 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





Community Cancer Screening Program

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

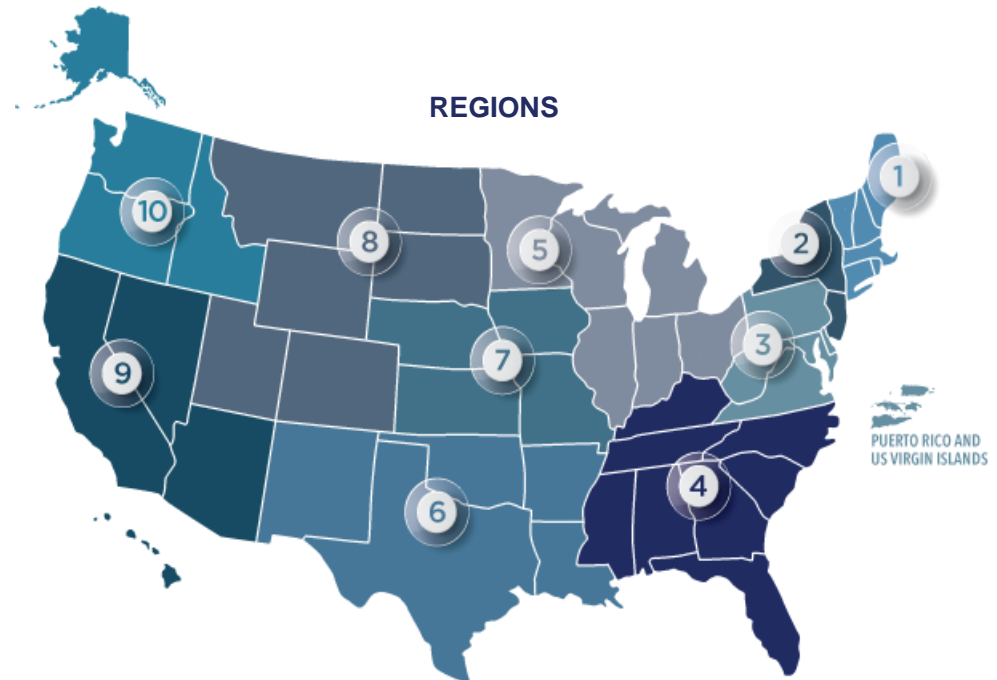
Funded in 2014 through a cooperative agreement from the Health Resources and Services Administration (HRSA)

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 .

Region IV Public Health Training Center

- **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



Community Engagement Training

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>

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

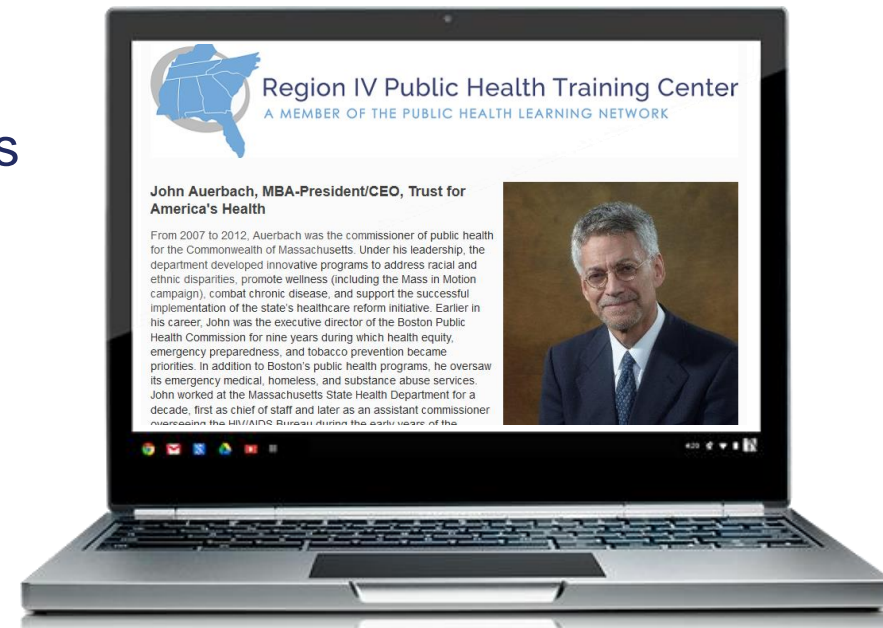


with

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



Region IV Public Health Training Center
A MEMBER OF THE PUBLIC HEALTH LEARNING NETWORK

[ABOUT THE CENTER](#) [TRAININGS](#) [FIELD PLACEMENTS](#) [INFECTIOUS DISEASE](#) [NEWS AND EVENTS](#) [RESOURCES](#) [CONTACT US](#) [SEARCH](#)

R-IV PHTC Training Database

The Region IV PHTC offers competency-based trainings for public health professionals throughout the region and nation. Most trainings are free and many offer continuing professional education credits. The PHTC's trainings for professionals consist of **webinars** (live and archived), **interactive lectures** (includes satellite, archived, and in-person), and **skill-based trainings** (virtual and in-person). You may search the Training Database by clicking on any of the categories below.

COMPETENCY

View trainings by Competency

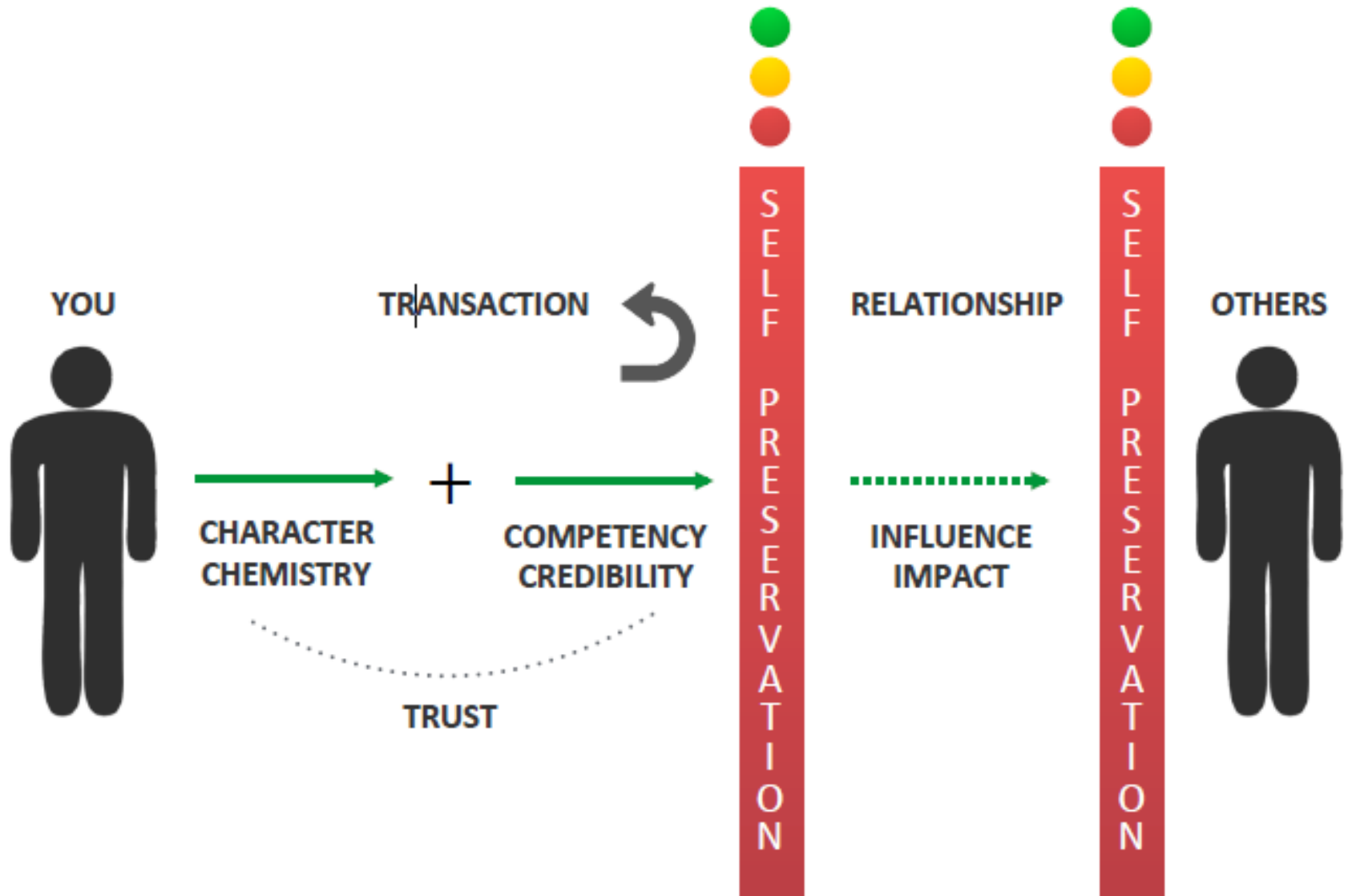


TOPIC

View trainings by Topic



THE INFLUENCE MODEL



**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?



Contact Information

Michelle Carvalho, MPH, CHES
Program Manager/Coordinator
mlcarva@emory.edu

Laura M. Lloyd, MPH, MCHES
Director of Programming
lmloyd@emory.edu

Hilary Merlin, MEd
Training & Communications Specialist
hilary.merlin@emory.edu

Moose Alperin, EdD, MPH, MCHES
Director of Operations
malperi@emory.edu

Region IV PHTC Website:

<http://www.sph.emory.edu/r4phtc>



Public Health Learning Network:

<https://nnphi.org/phln/>