AAMC/CDC/Fullerton Sponsored
Population Health Improvement Leadership

Monday, January 5th, 2015
12:00-1:00 pm
Agenda

- Update and overview of the Practical Playbook  
  Lara Snyder

- Why partnering with the local public health system is important, and how to connect with public health  
  David T. Dyjack

- How to connect with your local public health system  
  Colleen Bridger
Population Health – Why and How?

Re-designing care with our communities
Timing is Everything

• Drivers
  – Changing burden of disease
  – The Affordable Care Act

• Supportive initiatives
  – IOM 2012 Report
  – ASTHO supported collaborative
  – 2013 CDC / NACCHO Conference
  – BUILD Health Challenge
  – CMS State Innovation Models
  – 2014 AAFP Position Paper
CMS State Innovation Awards
AAFP Position Paper

• “... for successful broad system change, Family Medicine within the Primary Care specialties must co-align with the public health sector...”

• Call to Action:
  – Physician Level
  – Practice Level
  – Leadership Level
  – Educational Level
Why Public Health as a Partner?

- Data/Analysis
- Reach
- Root Cause Impact
- Health Promotion
- Public Policy Influence
Taking an ‘Upstream’ Focus

Continuum of Health Determinants and Health Outcomes

UPSTREAM
- SOCIO-ECON. CONDITIONS
  - Income/poverty
  - Education
  - Race/ethnicity
  - Gender
  - Immigration status
  - Power
  - Community engagement
- NEIGHBORHOOD CONDITIONS
  - BUILT ENV'T
    - Transport
    - Land use
  - COMMUNITY
    - Networks
    - Peers
    - Segregation/isolation
- RISK BEHAVIOR
  - Smoking
  - Nutrition
  - Physical activity
  - Violence

DOWNSTREAM
- DISEASE & INJURY MORBIDITY
  - Infectious disease
  - Chronic disease (physical & mental/behavioral)
  - Injury
  - Impact on quality of life
- MORTALITY
  - Premature death

Adapted from "Framework for understanding and measuring health inequalities," Bay Area Regional Health Inequities Initiative

Health care
San Diego Partnership

2010 BMI Surveillance Project

Chula Vista Elementary School District
Obesity by School of Attendance, Parks, and Fast Food Restaurants

Legend
% Obese
11 - 14
15 - 19
20 - 24
25 - 29
30 - 33
Fast Food Restaurants
Parks

March 2011
What is the Practical Playbook?

The Practical Playbook is a stepping stone in the next transformation of health, in which primary care and public health groups collaborate to achieve population health improvement and reduced health care costs.

www.practicalplaybook.org
How Can The Practical Playbook Help?

How Can the Practical Playbook Help with Your Integration Project?

**LEARN**
Explore what integration is, what it is not, and the value of working together.

- The Principles of Integration
- The Value of Working Together

**DO**
Start an integrative project or move your project forward with guidance and tools.

- The Stages of Integration
- Topics for Your Project

**SHARE**
See how communities across the country are working together to improve population health.

- Success Stories
- Connect with Others
LEARN

Explore what integration is, what it is not, and the value of working together.

The Principals of Integration

The Value of Working Together
DO

Start an integrative project of move your project forward with guidance and tools.

The Stages of Integration

Topics for Your Project
SHARE

See how communities across the country are working together to improve population health.

Success Stories  
Connect with Others
Phase I Recap

• Guided by a National Advisory Committee
• Launched in March 2014
• Quick Stats
  – 100,000 page views
  – Over 16,000 unique users
  – 25,000 sessions
  – 34% Return Users
Phase II Overview

- Response to the interest / need from the field
- Timeframe: December 2014 to November 2017
- Phase II Major Work Products
Identifying your public health partner

- Your SACCHO
- NACCHO
- SHD
- LHD or Regional HD
- LBOH
- County Commission/Board of Supervisors
- WIC/FQHC/SNAP
Tips for connecting with your public health partner

- Professional Network
- Parity & Personal
- CHA-CHIP / CHNA Space
- Reciprocity
Questions? Thank you!

Twitter: @PracPlaybook

For more information, contact: practicalplaybook@duke.edu
How to Connect With Your Local Public Health System

Colleen M. Bridger, MPH, PhD
Orange County Public Health Director
Hillsborough, NC

cbridger@orangecountync.gov
Improving Population Health

- In one sentence:

- Know the burden of preventable illness in your community, and partner with community practices and agencies to prevent these illnesses
Public Health System

Essential Public Health Services
The 10 Essential Public Health Services

1. **Monitor health status** to identify and solve community health problems
2. **Diagnose and investigate** health problems and health hazards in the community
3. **Inform, educate, and empower** people about health issues
4. **Mobilize community partnerships** to identify and solve health problems
5. **Develop policies and plans** that support individual and community health efforts
The 10 Essential Public Health Services

6. **Enforce laws and regulations** that protect health and ensure safety

7. **Link people to needed personal health services** and assure the provision of health care when otherwise unavailable

8. **Assure a competent** public and personal health care workforce

9. **Evaluate** effectiveness, accessibility, and quality of personal and population-based health services

10. **Research** for new insights and innovative solutions to health problems
8 ways to connect with your local public health system

1. Google Them
   - Most HD have websites
   - Most HD have Community Health Assessments

2. Stalk Them
   - Follow them on Facebook and Twitter
   - Sign up for topic specific list serves

3. Appreciate Them
   - National Public Health Thank You Day
   - National Public Health week

4. Ask Them
   - For Data
   - Advice
8 ways to connect with your local public health system

5. Join Them
   - Existing HD-run community task force/advisory group
   - Boards of Health all need MD representation

6. Share With Them
   - “What do you think about this idea?”
   - “Look at this great collaboration. Can we replicate/improve it?”

7. Invite them
   - Lunch
   - Hospital/practice-based meetings

8. Collaborate with them
   - Start small, build relationships and grow
   - Many PHS are moving toward a Collective Impact model
Upcoming Webinars:

- Repeat of January 5, 2015 webinar on January 22, 2015 2:00-3:00pm EST

- February 2, 2015, 2:00-3:00pm EST
  Repeated February 17, 2015 3:30-4:30pm EST

Recordings of past webinars are available at:
http://cfm.mc.duke.edu/modules/cfm_resrc/index.php?id=1