

# Public Health 3.0

## 21<sup>st</sup> Century Public Health Infrastructure

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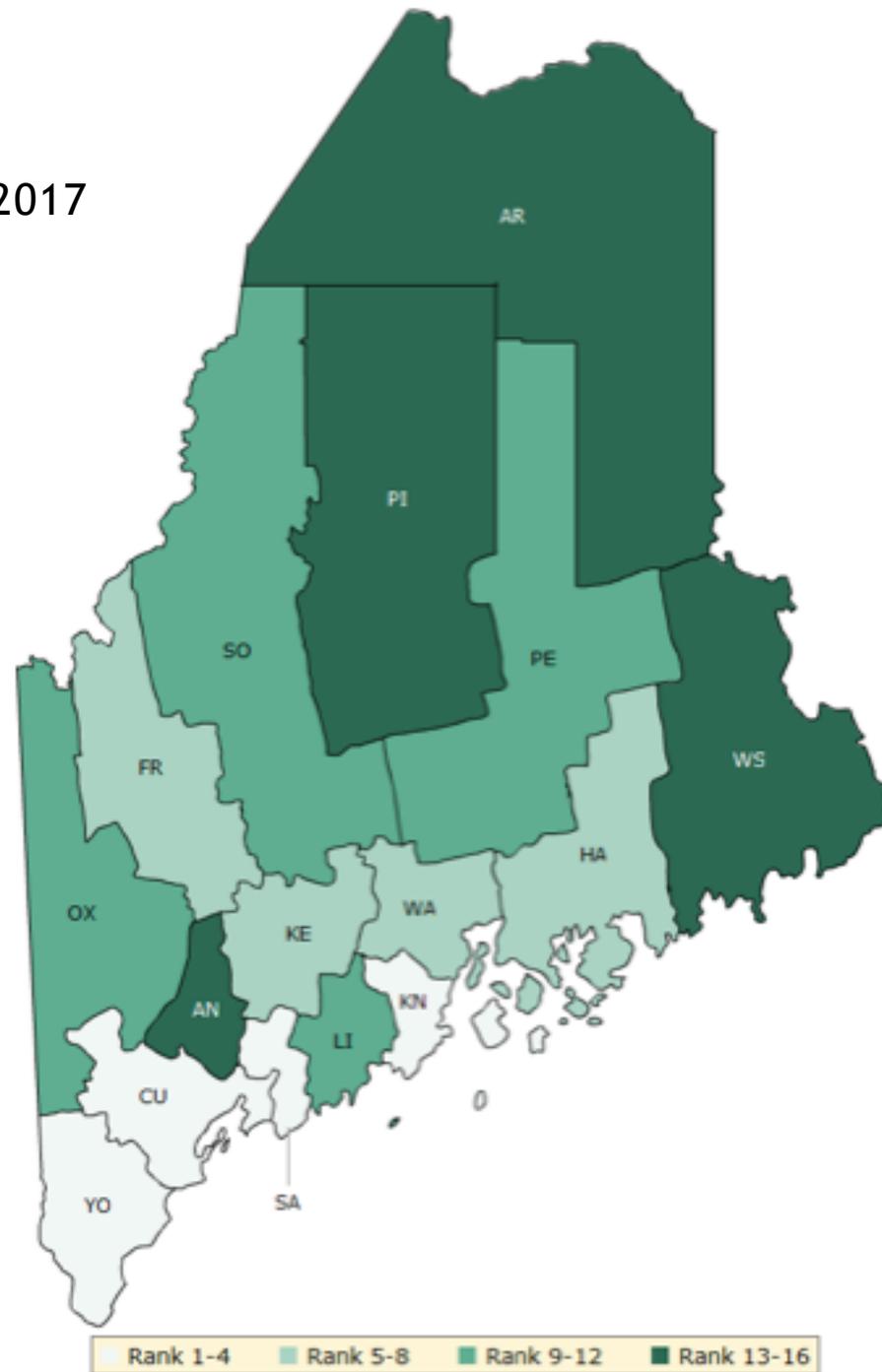
# Public Health 3.0 Learning Objectives

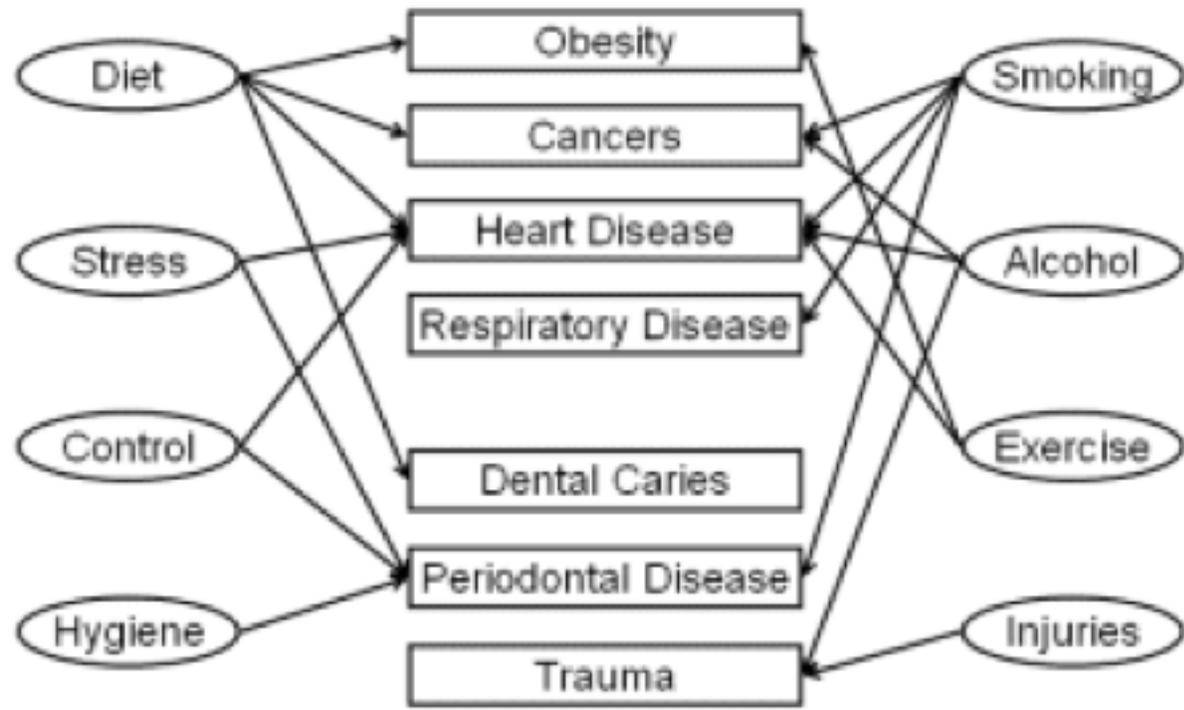
1. Explain the difference between Public Health 1.0, 2.0 and 3.0
2. Describe the factors that led to a call for Public Health 3.0
3. Understand the implications for Public Health managers working in a PH 3.0 environment.

# Why We Need Public Health 3.0\*

- ▶ ZIP codes remain a more accurate determinant of health than our genetic codes
- ▶ Public Health has the responsibility improve the health of ALL members of our communities
- ▶ Silos result in missed opportunities to leverage critical knowledge of communities

# Health Outcomes Ranking 2017





(Sheiham & Watt, 2000)

# Public Health 1.0, 2.0 and 3.0

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, layered effect. A thin, light gray line also extends from the bottom right towards the center of the slide.

# Public Health 1.0

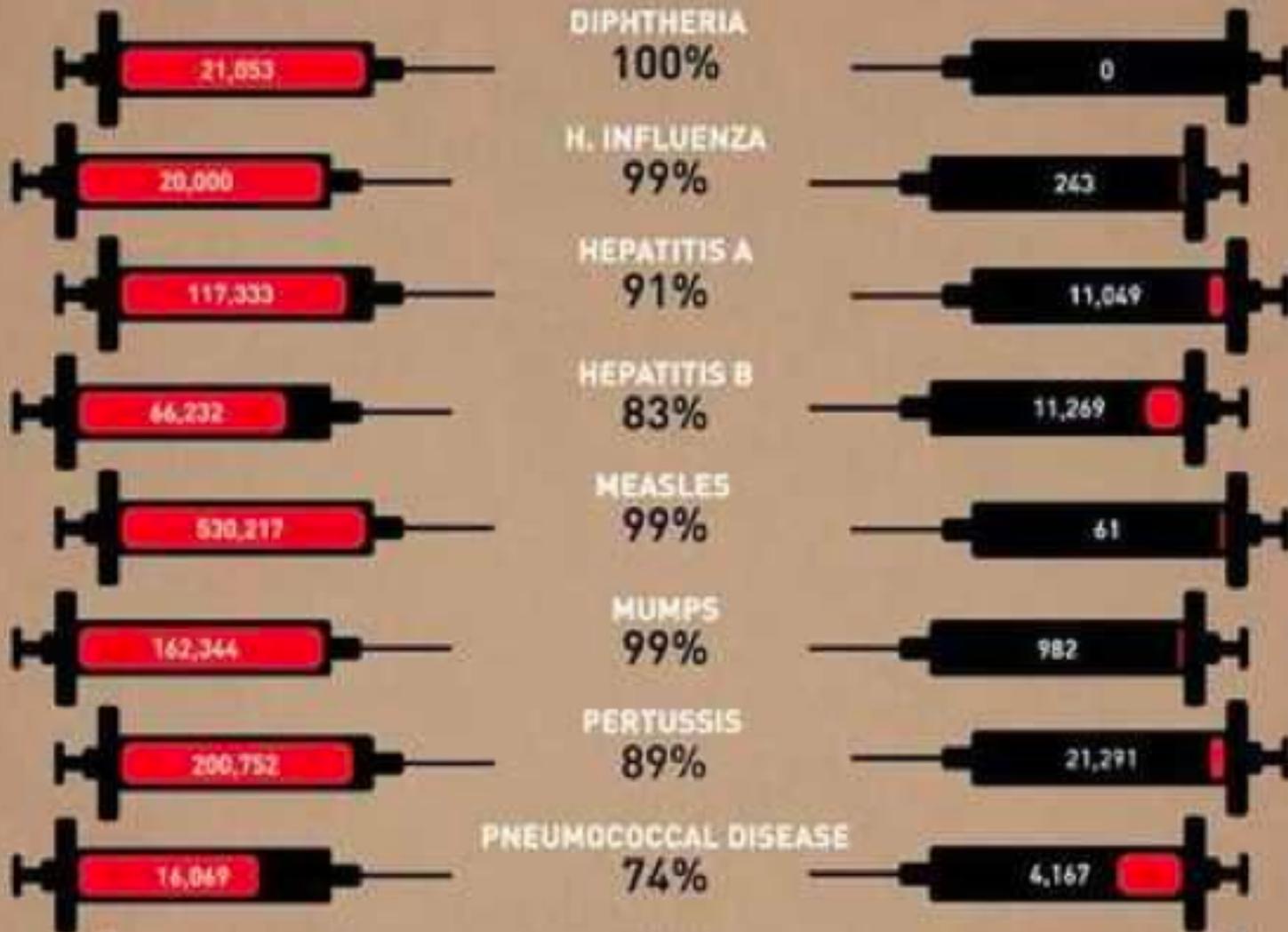
- ▶ Late 19<sup>th</sup> Century - much of the 20<sup>th</sup> century
- ▶ Public health became an essential governmental function
- ▶ Systematized sanitation, improved food and water safety, expanded our understanding of diseases, developed powerful new prevention and treatment tools such as vaccines and antibiotics
- ▶ Expanded capability of epidemiology and laboratory science
- ▶ All this led to comprehensive public health prevention

PRE-VACCINE ERA  
ESTIMATED ANNUAL  
MORBIDITY IN THE U.S.

%

MOST RECENT  
REPORTS OF  
CASES IN THE U.S.

DECREASE



# Public Health 2.0

- ▶ Emerged in second half of 20<sup>th</sup> century
- ▶ Shaped by the 1988 IOM report “The Future of Public Health”
- ▶ Recognized that public health was unprepared to address the rising burden of chronic diseases and new threats such as HIV/AIDs.
- ▶ Led to development of core functions and essential services of public health

# 10 Essential Services of Public Health



Public Health Functions Project, U.S. Dept. of Health and Human Services

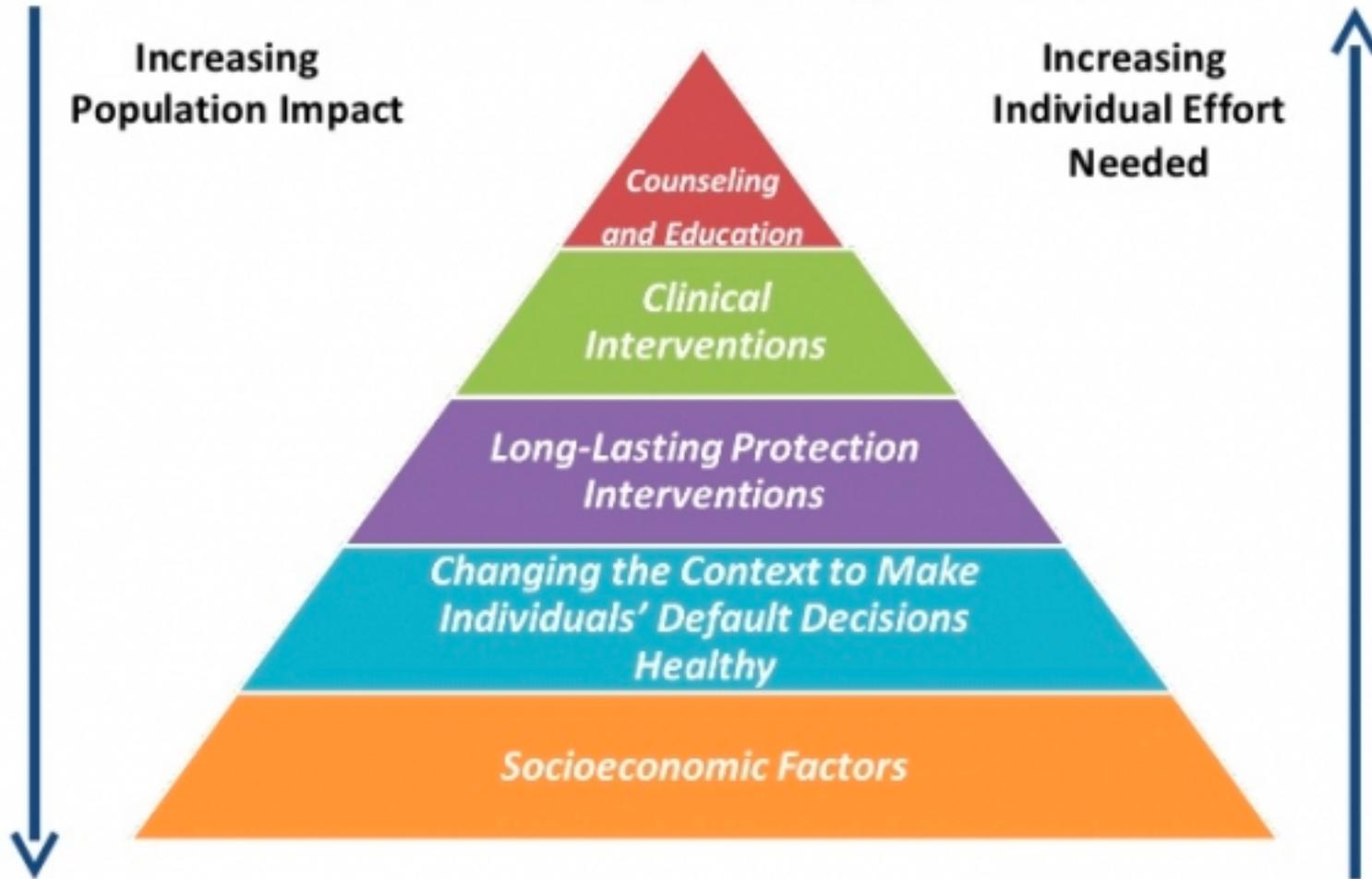
# Public Health 3.0

- ▶ In October 2016, the US Dept of HHS Office of the Assistant Secretary for Health released a set of recommendations to achieve Public Health 3.0
- ▶ PH3.0 recommendations seek to shift the responsibilities of public health upstream

# PH 3.0 Transforming Public Health

- ▶ Public health faces extreme public health funding challenges, changing population health demands, ACA, mounting data on disparities
- ▶ New model of public health will build on historic success at health improvement by adding **greater attention to the social determinants of health in order to achieve health equity**
- ▶ This will happen through **deliberate collaboration across both health and non-health sectors**

# Health Impact Pyramid



Frieden T. American Journal of Public Health | April 2010, Vol 100, No. 4

# Health Equity\*

- ▶ “In order to solve the fundamental challenges of population health, we must address the full range of factors that influence a person’s overall health and well-being. From education to safe environments, housing to transportation, economic development to access to healthy foods—the social determinants of health are the conditions in which people are born, live, work, and age.”
- ▶ “Resolving the fundamental challenges of population health will require shifts further upstream to integrate narratives and actions that confront institutionalized racism, sexism, and other systems of oppression that create the inequitable conditions leading to poor health.”



**EQUALITY**



**EQUITY**

# SOCIAL DETERMINANTS

## FACTORS THAT INFLUENCE YOUR HEALTH

The conditions in which you live, learn, work and age affect your health. Social determinants such as these can influence your lifelong health and well-being.

### HOUSING



### HEALTHY FOOD

6.5 million children live in low-income neighborhoods that are more than a mile from a supermarket.



### LITERACY



### INCARCERATION

The incarceration rate in the U.S. grew by more than 220% between 1980 and 2014, though crime rates have fallen.



### ENVIRONMENT



### ACCESS TO CARE



### POVERTY



### GRADUATION



### HEALTH COVERAGE



More than 89% of U.S. adults had health coverage in 2014. But 33 million Americans still lacked insurance.

The **NATION'S HEALTH**

A PUBLICATION OF THE AMERICAN PUBLIC HEALTH ASSOCIATION

[www.thenationshealth.org/sdoh](http://www.thenationshealth.org/sdoh)

# Strategies to Achieve PH3.0

- 1. Public health leaders should embrace the role of Chief Health Strategist for their communities.**
- 2. Public Health Departments should engage with community stakeholders—from both the public and private sectors—to form vibrant, structured, cross-sector partnerships.**
3. Public Health Accreditation Board (PHAB) Accreditation for public health departments should be strengthened to ensure that every person in the United States is served by nationally accredited health departments.
4. Timely, reliable, granular-level (i.e., sub-county), and actionable data should be made accessible to communities throughout the country, and clear metrics should be developed to document success in public health practice.
5. Funding for public health must be enhanced and substantially modified.

- 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

Counseling and Education

Clinical Interventions

Long Lasting Protective Interventions



## Changing the Context

Making the healthy choice the easy choice

- 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

# Public Health Managers in a Public Health 3.0 Environment

- ▶ Draw on leadership from both the public and private sectors that impact community health—
  - ▶ for example, housing, education, and economic development.
- ▶ Empower local leaders to be the chief health strategists in their communities. (That means you!)

# 1. Public Health Leaders Should Embrace The Role Of Chief Health Strategist For Their Communities.

## ► Chief Health Strategists:

- Can be a public health agency, the elected official, the hospital, major business employer, etc. in the area
- Should work with all relevant partners to address environmental, economic, and social determinants of health
- Must acquire and strengthen their knowledge base, skills, and tools in order to meet the evolving challenges to population health
- Must be skilled at building strategic partnerships

## 2. Public Health Departments Should Engage With Community Stakeholders—From Both The Public And Private Sectors—To Form Vibrant, Structured, Cross-Sector Partnerships

### ► These partnerships should:

- Share a vision for creating health, equity, and resilience in a community over the long term
- Include employers and payers among the key partners
- Organize in order to share governance, set shared vision and goals, blend and braid funding, and capture savings for reinvestment upstream.

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# HI-5



HEALTH **IMPACT** IN 5 YEARS

# Activity - 10 minutes

- ▶ You are pulling your team together to begin action on public health 3.0 by addressing 2 of the HI-5 Initiatives:
  - ▶ Early Childhood Education
  - ▶ Home Improvement Loans and Grant
- ▶ Discussion:
  - ▶ For each initiative who are the partners that you know would need to be part of this initiative? Who will you need to meet?
  - ▶ What would bring them to the table?
  - ▶ What are some potential barriers and/or opportunities to collective action
- ▶ Brief Report Back - great idea; interesting observation; concern; insightful strategy

# Acknowledgements

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