

Public Health 3.0

KAREN B. DESALVO, MD, MPH, MSC

HEALTHIER TEXAS SUMMIT

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PUBLIC HEALTH

*What we do together as a
society to ensure the
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Cornerstone has been governmental public health

Public Health 1.0



(late 19th/most of 20th Century)

Comprehensive public health protection—from primary prevention through treatment—becomes possible for the first time in history.

Development of an astonishing array of health-protecting **tools** and **capacity** with increasingly sophisticated techniques for ensuring sanitation and food safety.

Public Health 2.0



(1980s to Present Day)

By late in the 20th century, there was *tremendously uneven* public health capacity at the local levels.

Health Departments strained to address new infectious disease challenges as well as the growing challenge of chronic disease prevention and preparedness.

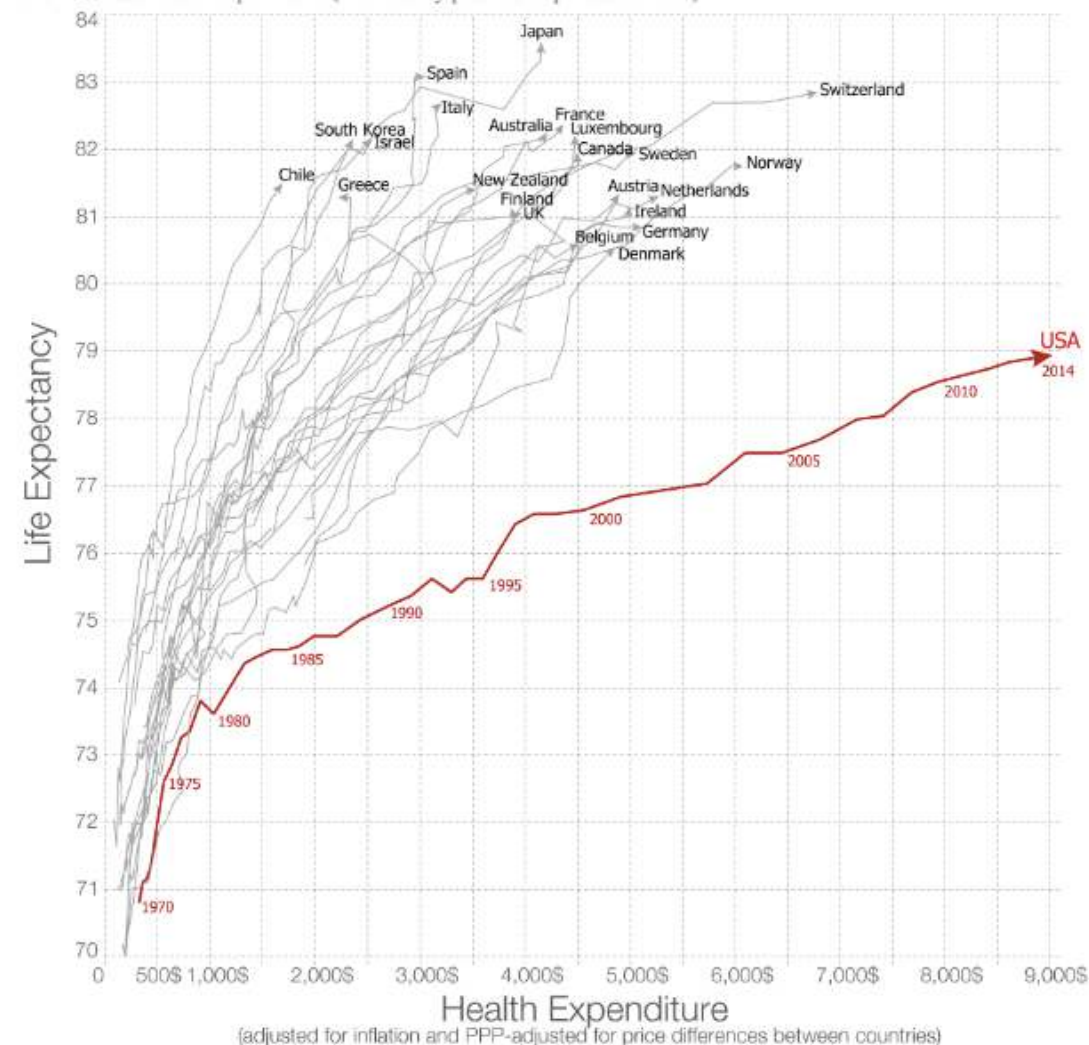
Governmental public health ‘came of age’ – culminating in today’s Health Department accreditation movement.

We are
losing the
battle for the
public's
health.

Life expectancy vs. health expenditure over time (1970-2014)

Our World
in Data

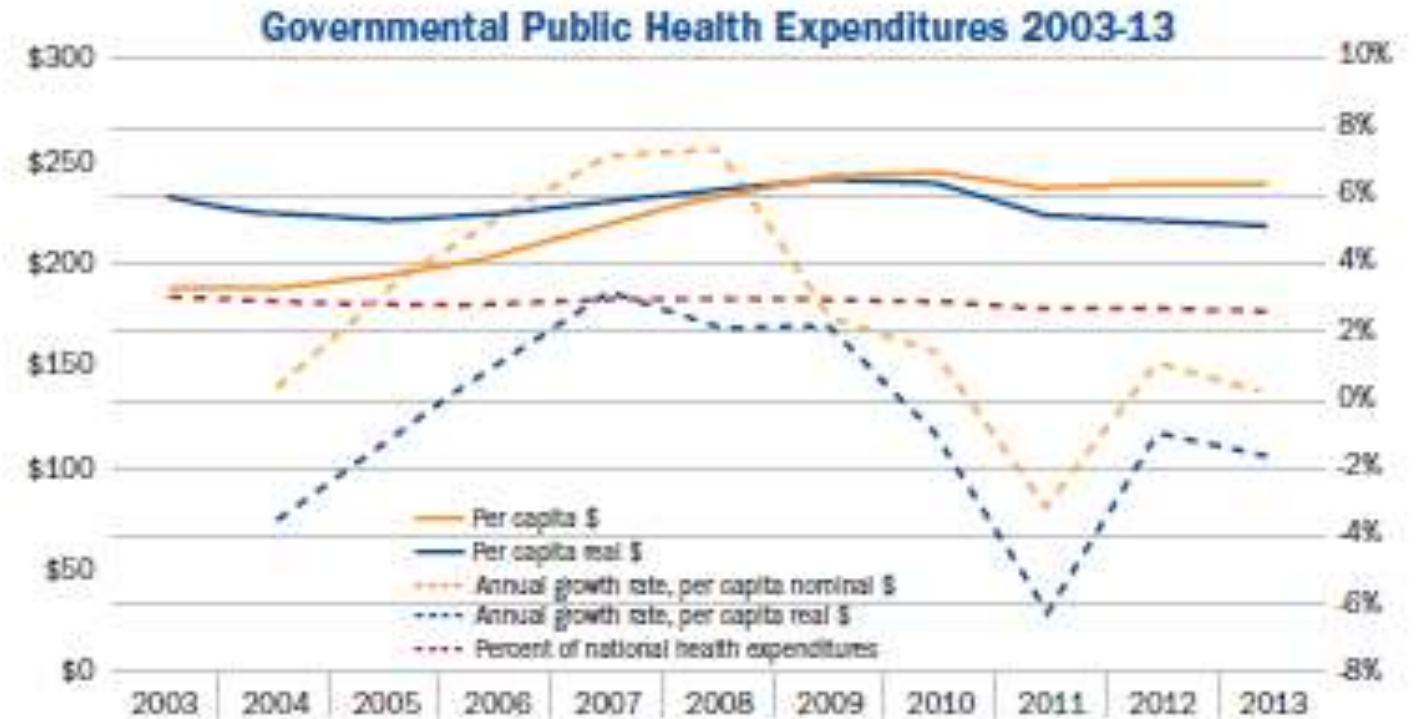
Health spending measures the consumption of health care goods and services, including personal health care (curative care, rehabilitative care, long-term care, ancillary services and medical goods) and collective services (prevention and public health services as well as health administration), but excluding spending on investments. Shown is total health expenditure (financed by public and private sources).



Data source: Health expenditure from the OECD; Life expectancy from the World Bank. Licensed under CC-BY-SA by the author Max Roser. The interactive data visualization is available at [OurWorldinData.org](https://ourworldindata.org). There you find the raw data and more visualizations on this topic.

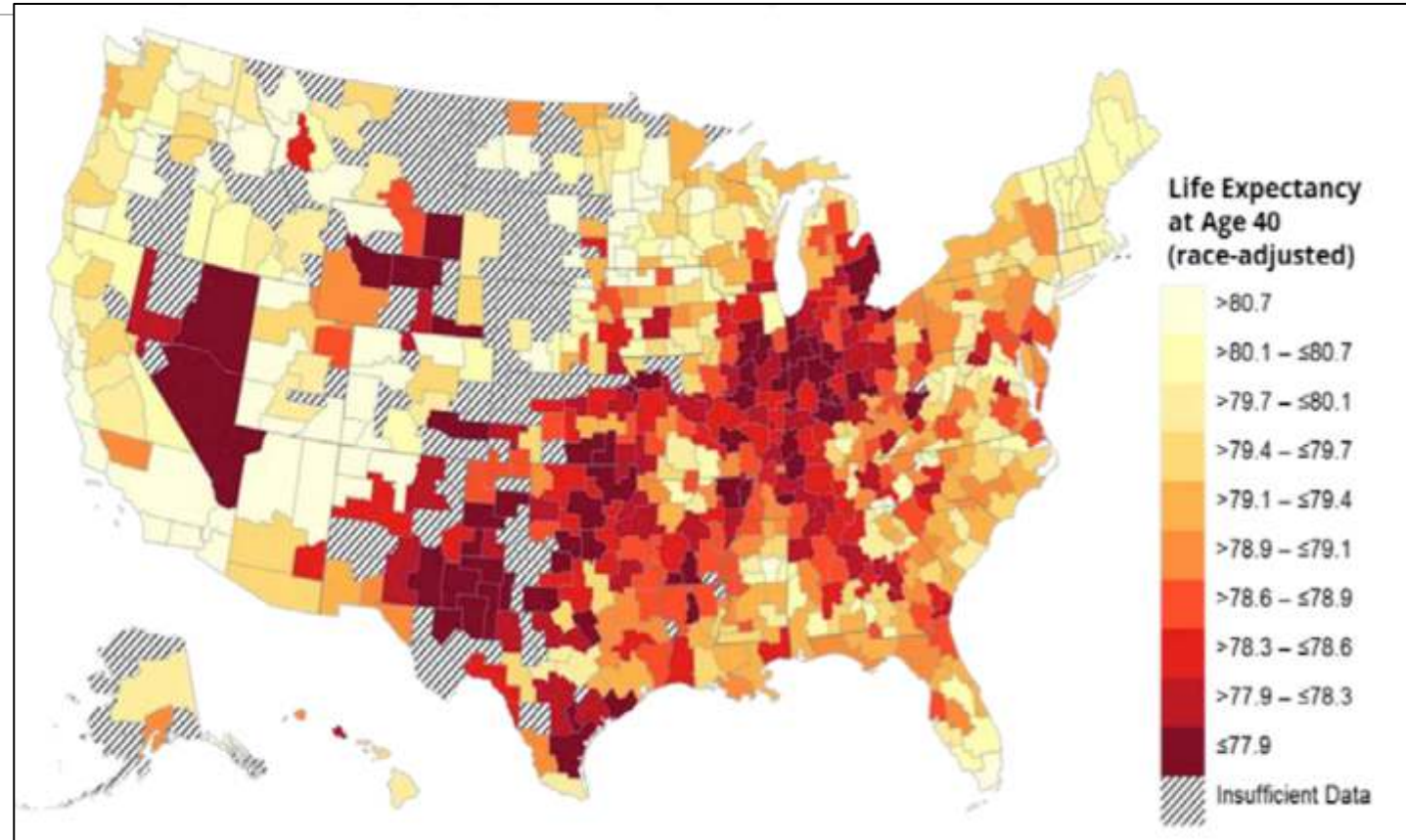
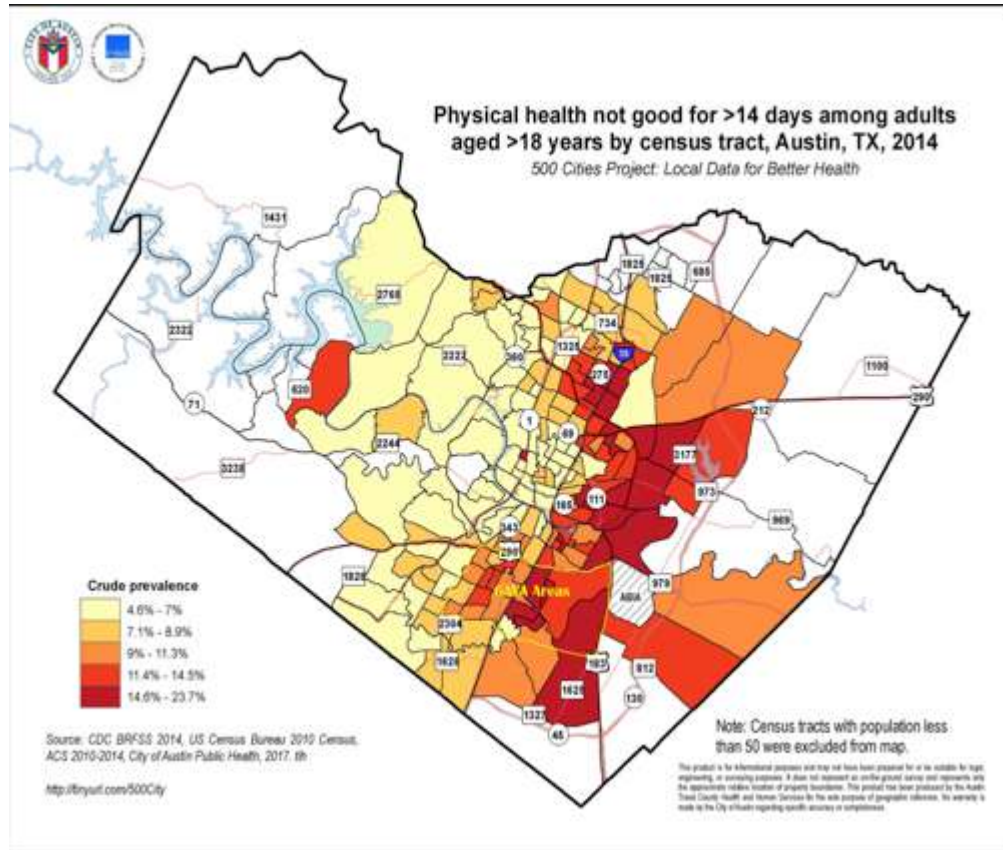
External Pressures on Public Health

- Great Recession
- Affordable Care Act
- Delivery System Reform
- Data and Technology
- Epidemiology shifts



Source: Public Health Economics, 2015

Our Zip Code Affects Our Health More Than Our Genetic Code...



DEATHS OF DESPAIR



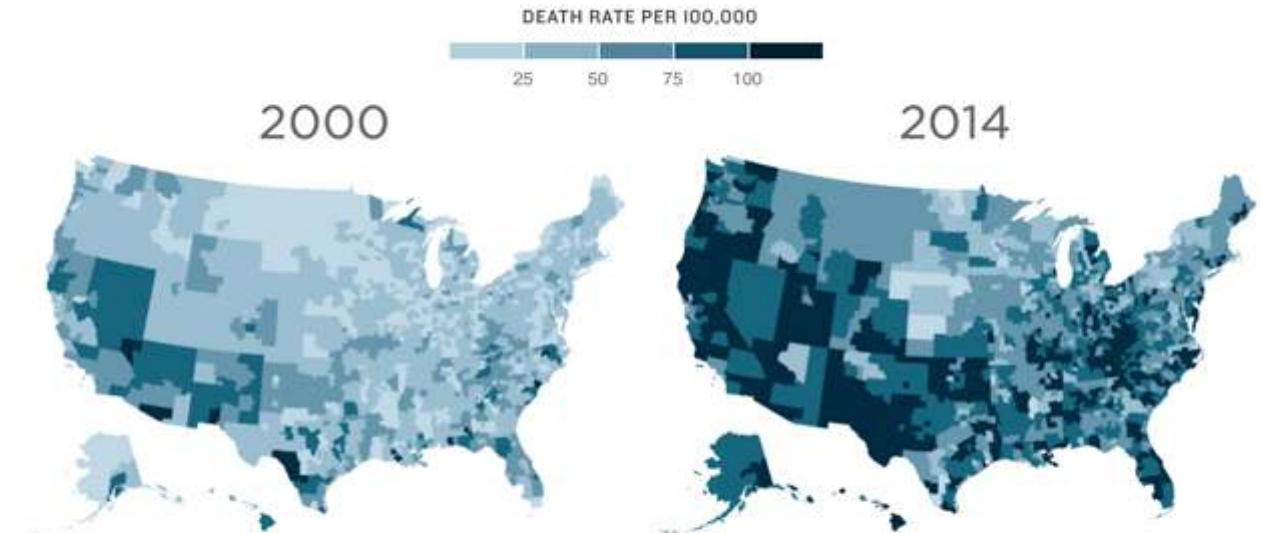
BROOKINGS NOW

**Working class white Americans
are now dying in middle age at
faster rates than minority groups**

Allison Burke · Thursday, March 23, 2017

Midlife 'Deaths Of Despair' In The U.S., 2000 and 2014

Deaths by drugs, alcohol and suicide among non-Hispanic whites, ages 45-54



Notes

The geographic units represented are a blend of county boundaries and Public Use Microdata Areas.

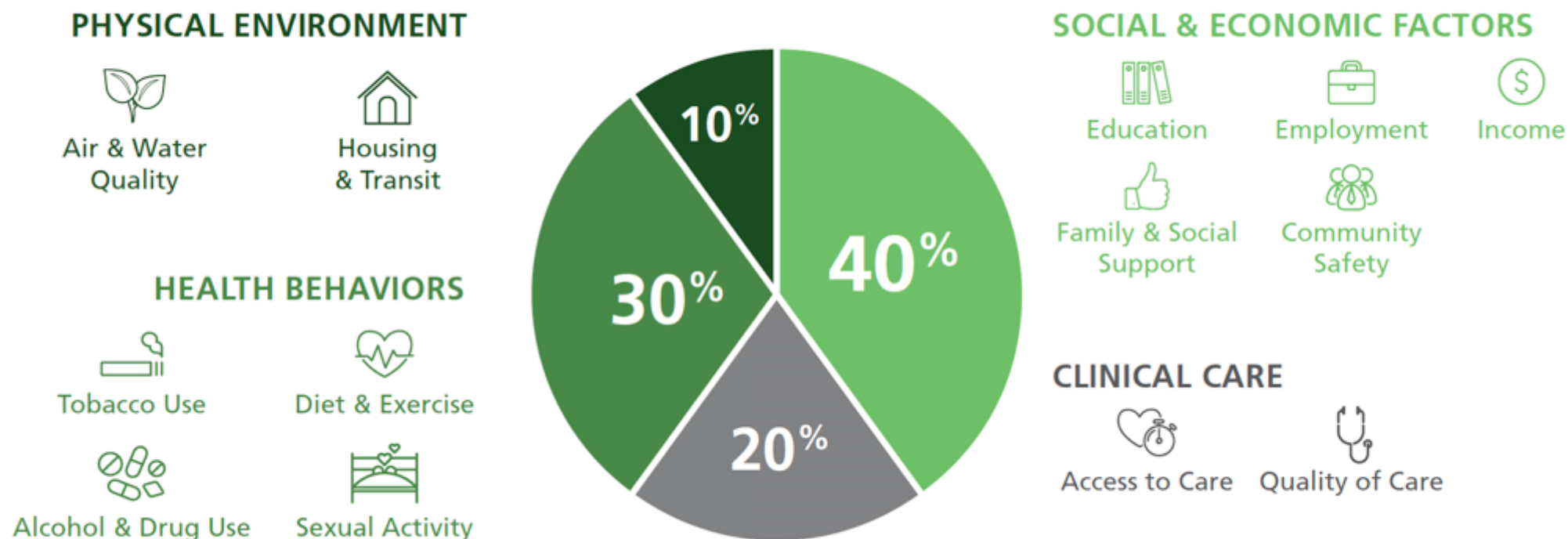
Source: Anne Case and Angus Deaton, *Brookings Papers on Economic Activity*

Credit: Brookings, adapted by NPR

SOCIAL DETERMINANTS

“conditions in the environments in which people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.”

- *Healthy People 2020*



PUBLIC HEALTH 3.0

THE
VISION

A significant upgrade in public health practice to a modern version that emphasizes **cross-sectorial** environmental, policy- and systems- level actions that directly affect the

social determinants of health.
Local Public Health

Leaders

as the **Chief Health Strategist**



LEARN MORE ABOUT THE NEW ORLEANS SMOKE-FREE ORDINANCE

Health Department

- Behavioral Health
- Community Health Improvement
- Data and Publications
- Emergency Preparedness
- Women, Infants, and Children (WIC)
- Bicycle and Pedestrian Safety
- Fit NOLA
- Health Care for the Homeless
- Health Care Access
- Lead
- Smoke-Free Ordinance**
- Complaints
- Hotel Smoke Free Guidance

Smoke-Free Ordinance

New Orleans has joined almost 700 cities nationwide in going smoke-free. In January 2015, the New Orleans City Council unanimously passed and Mayor Landrieu signed into law a new, comprehensive smoke-free ordinance. The City's new ordinance went into effect on April 22, 2015. In addition to smoking restrictions that already exist under state law, there will be new restrictions on smoking and vaping (use of electronic smoking devices) in many locations across the City.

Why This Ordinance is Important

- This ordinance protects the public's health by reducing exposure to secondhand smoke and encouraging smokers to quit. Tobacco use is the leading preventable cause of death in the United States. It causes cancer, heart disease, stroke, lung diseases (such as emphysema), and diabetes.
- More than 20 million people in the United States have died from smoking-related diseases since 1964, including 2.5 million nonsmokers as a result of exposure to secondhand smoke.

Report a Violation

[Please click here to report a violation of the Smoke-Free Ordinance.](#)

Contact Us

For more information, contact the New Orleans Health Department.

Phone: 311 or toll-free: (877) 286-6431
E-mail: smokefree@nola.gov

Resources to Quit Smoking

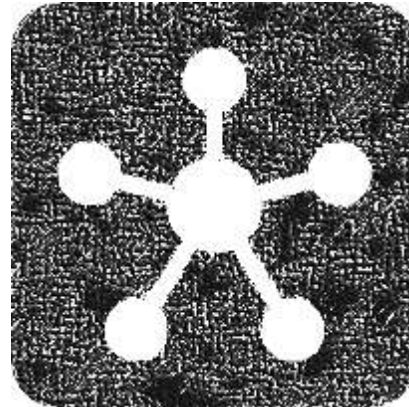
- [Louisiana Tobacco Quitline](#)
- [Smoking Cessation Trust](#)
- [Ochsner Smoking Cessation](#)

Public Health 3.0 Components



**LEADERSHIP &
WORKFORCE**

**DATA, ANALYTICS
& METRICS**



**ESSENTIAL
INFRASTRUCTURE**

**FLEXIBLE &
SUSTAINABLE
FUNDING**



**STRATEGIC
PARTNERSHIPS**

Learn From Field



Allegheny, PA	April 4, 2016
Santa Rosa, CA	April 12, 2016
Nashville, TN	June 14 ,
Kansas City, MO	2016
Spokane, WA	June 21 ,
	2016



Live Well Allegheny

Improving the health and wellness of Allegheny County residents

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[LIVE WELL PARTICIPANTS](#)

[SEARCH LOCAL RESOURCES](#)

[START LIVING WELL](#)

[EVENTS](#)

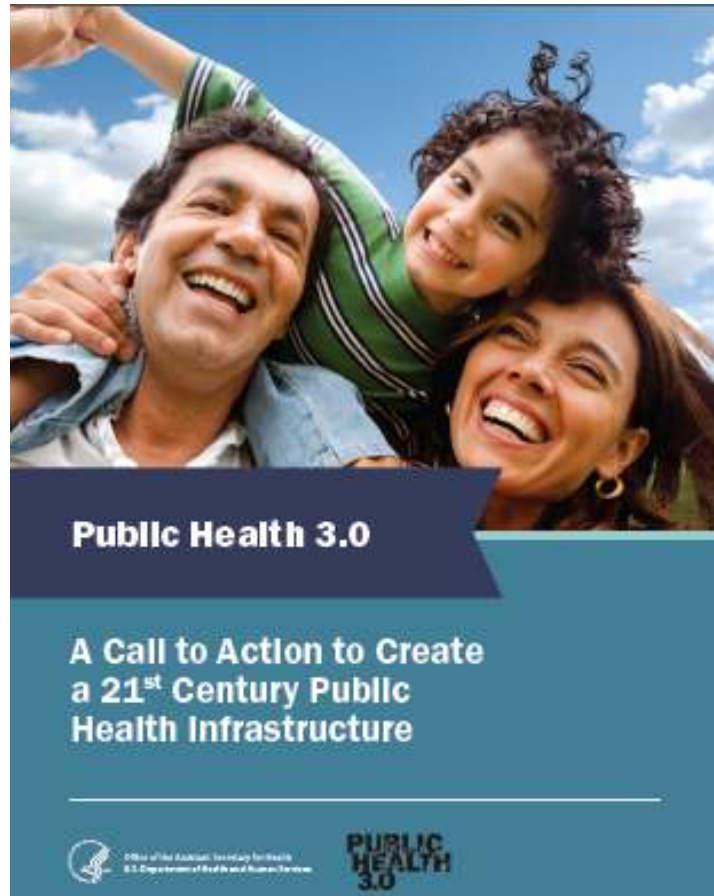
[JOIN US](#)

GAIN LIVE WELL STATUS FOR YOUR RESTAURANT OR WORK- PLACE

Our new electronic commitment forms take just minutes to complete. [Click here](#) to be recognized with other restaurants and workplaces working to build a healthier Allegheny County!



Public Health 3.0 Recommendations



1. Adopt the chief health strategist model
2. Seek accreditation and efficiency
3. Acquire actionable data and establish clear metrics
4. Enhance and de-silo funding for public health
5. Establish structured, cross-sector partnerships

Five Strategic Moves to get there...

From programs *to populations*

From small data *to big data*

From clinic *to community*

From patients *to policies*

From regionalization *to rationalization*

What success looks like by 2025...

- Every state health department and half of all local health departments have a **health strategist** at the helm
- 100% of the US is supported by an **accredited** health department
- 100% of health departments have access to timely, actionable **data**
- **Funding** available to support core public health functions
- Vibrant public private **partnerships** support 50% of the US population

I. Chief Health Strategist

Public health leaders should embrace the role of chief health strategist for their communities, working with all relevant partners so that they can drive initiatives, including those that explicitly address upstream social determinants of health.

Qualities:

- Work strategically

- Take appropriate risk

- Work outside of comfort zone

- Entrepreneurial

Nimble :

- Ready to lead or follow, but always at the table

de Beaumont Foundation and the Aspen Institute Launch the PHRASES Initiative

FOR IMMEDIATE RELEASE
July 13, 2017

Contact: Avalon Swindell Jones
avalon@prcollaborative.com, 202-339-9598

de Beaumont Foundation and the Aspen Institute Launch the PHRASES Initiative

Former Acting Assistant Secretary for Health Karen DeSalvo and Longtime News Anchor Soledad O'Brien to Co-Chair Project Advisory Committee

Washington, D.C. – Today, the de Beaumont Foundation and the Aspen Institute's Health, Medicine and Society (HMS) Program are launching the **Public Health Reaching Across Sectors (PHRASES) Initiative**, a multiyear project designed to provide the tools and training public health practitioners need to effectively engage, communicate, and work with local partners, like mayors, housing commissioners, hospital executives, and school superintendents.

2. Accreditation and efficiency

70% of US supported by an accredited health department

Mostly at state level and in large cities

Linked to better organizational performance

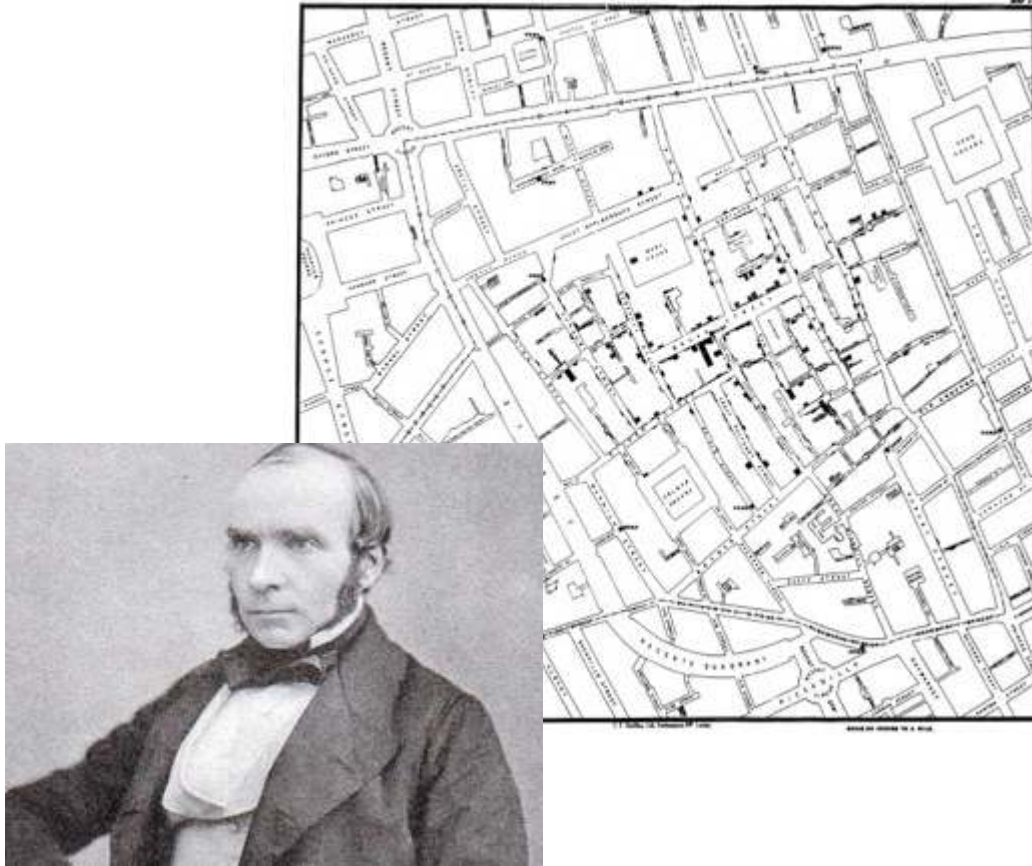
Also, rational approach to shared services, consolidation, regionalization

New models?

- Academic health departments



3. Data and Metrics



Foundational for public health

Leverage new data sources

Perfect as the enemy of the good

3. NYC Macroscopic Project

- Partnership between governmental & academic PH
- Leverage data from primary care EHR on nearly 700,000 New Yorkers
- Correlate prevalence with NYC HANES and validated with chart review
- Strong correlation with key chronic disease indicators

3. Community Level Metrics



Paid Sick Leave

Paid sick leave laws reduce the spread of contagious illnesses, increase employment and income stability, and save cities money in health care costs.



High-quality, Universal Pre-Kindergarten

Children who attend high-quality pre-k are more likely to succeed in school, go on to stable jobs and earn more as adults—all of which are linked to better health and stronger communities.



Affordable Housing/Inclusionary Zoning

As cities grow, it's important that residents of all income levels have access to affordable housing that sets them up for good health.

4. Funding for Public Health

- Most focus on CDC funding including of the Prevention Fund
- State level advancement of the notion of funding foundational capabilities
- Nationally working on a bipartisan effort to define the baseline needs and gap
- Innovation in blending and braiding funds in PPP

Foundational Capabilities

Assessment (including Surveillance, Epidemiology and Laboratory Capacity)

All Hazards Preparedness

Policy Development/Support

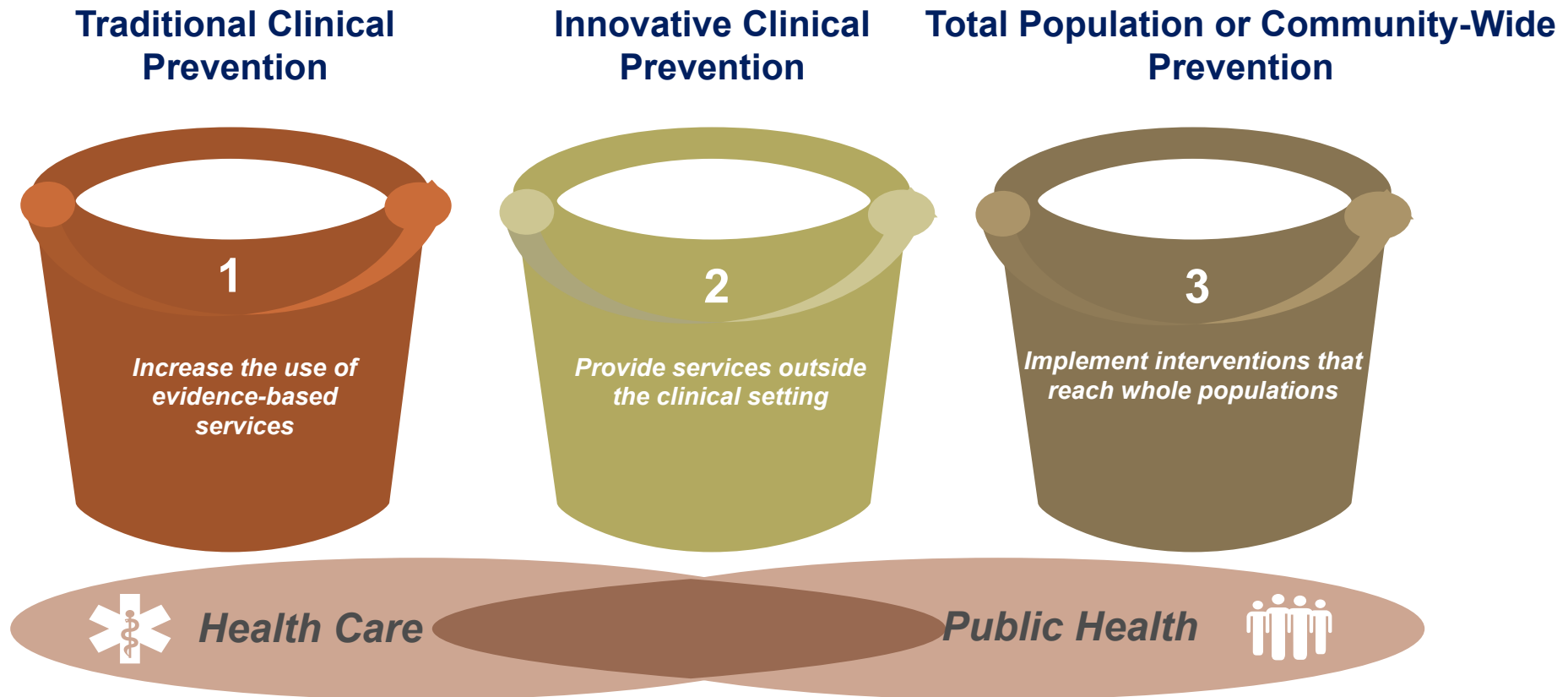
Communications

Community Partnership Development

Organizational Competencies (Leadership/ Governance; Health Equity)

Accountability/Performance Management (Quality Improvement; Information Technology; Human Resources; Financial Management; Legal)

The 3 Buckets of Prevention



To read more: <http://journal.lww.com/jphmp/toc/publishahead>



5. Cross Sector Partnerships



Our call to action

- ❖ We are losing the battle for the public's health
- ❖ Reversing these trends will require systematically and strategically addressing all the determinants of health
- ❖ Bigger than any one sector
- ❖ Requires strong, modernized public health
- ❖ In partnership with others
- ❖ PH3.0 is blueprint for this future world of collective action

PUBLIC HEALTH

*What we do together as a
society to ensure the
conditions in which
everyone can be healthy.*

TEXAS IS BEST WHEN TEXANS ARE HEALTHY

Join us for access to free tools, resources, and community support.
Together, we'll make living healthy easier in Texas and beyond!

[JOIN OUR CAUSE](#)

A light-colored dog, possibly a Weimaraner, is sitting in a field of tall, green grass. The dog's head is turned to the left, and its pink tongue is hanging out. It is wearing a dark collar with a small tag. The background is a vast field of similar grass under a clear blue sky.

Thank you!
@kbdesalvo