Making the Case and Making It Work

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www.preventioninstitute.org
Why prevention?

Making the case for prevention

Tools to do prevention
Hardly the most original shot - but it's not that often we get such great weather in SF to shoot the bridge, either. This is a panorama made from 3 shots shot vertical at ~70 mm.
Born in West Oakland, an African-American person can expect to die almost 15 years earlier than a White person born in the Oakland Hills.

SOURCE: Life and Death from Unnatural Causes – Health and Social Inequity in Alameda County. Alameda County Public Health Department. August 2008
The health inequities we see...are not about just individual bad choices: they are about things not being fair.

Nancy Krieger, Harvard School of Public Health
What’s Health Got to Do With It?
BURRITOS AS BIG AS YOUR HEAD!
ES LA FUERZA.
No children allowed playing in court yard

Photo courtesy of Latino Health Access
EBT Accepted Here
HIKERS and BIKERS
Move to the side of the road when a vehicle approaches
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine
The Trajectory of Health and Health Inequities

A Key Opportunity for Prevention

ENVIRONMENT → EXPOSURES & BEHAVIORS → HEALTH CARE SERVICES → INJURIES, ILLNESS & INEQUITIES
QUALITY
Prevention is the Prescription
QUALITY
Prevention is the Prescription

- Comprehensive
- Aimed at the community environment
- Changes norms: Makes healthy options the default
Prevention

a **systematic** process that reduces the frequency and/or severity of illness or injury.

**Primary Prevention**

*Promotes healthy environments and behaviors to prevent problems from occurring before the onset of symptoms*
Writing and Framing Community Success Stories

Community prevention works. It builds healthier communities, saves money and supports equity. Here are our suggestions for capturing and reflecting the full impact of your community prevention efforts.

Keep it local.
A desire for local control and decision making is being reflected in our national conversation—people worry about someone making decisions for them, or taking their ability to make decisions away. It’s critical to emphasize that community prevention is local. No one is telling anyone what to do: community prevention is about helping neighborhoods to work together with local businesses, community groups and local health departments to figure out the best ways to build health where they live—whether that’s putting more fruits and vegetables on a child’s school lunch plate, or making the local park safer so a mom doesn’t have to put her kid in front of the tv. The essence of community prevention is about building health and supporting decision making in the ways that communities think will work best right where they live.

Data to include:
- Partnerships that have been strengthened or created, most particularly non-traditional and community-based partnerships, i.e. local business

Information available at [www.preventioninstitute.org](http://www.preventioninstitute.org)
ADDRESSING THE INTERSECTION:
Preventing Violence and Promoting Healthy Eating and Active Living

This document was prepared by Prevention Institute with funding from Kaiser Permanente.

Principal authors:
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Prevention Institute is a nonprofit, national center dedicated to improving community health and well-being by building momentum for effective primary prevention. Primary prevention means taking action to build resilience and to prevent problems before they occur. The Institute’s work is characterized by a strong commitment to community participation and promotion of equitable health outcomes among all social and economic groups. Since its founding in 1997, the organization has focused on injury and violence prevention, traffic safety, health disparities, nutrition and physical activity, and youth development. This, and other Prevention Institute documents, are available at no cost on our website.
Shut down 200 liquor stores in 3 years

Average 27% reduction in crime within a four-block radius of each closed liquor outlet

According to WHO: “Limitation on the number and placement of outlets will result in reductions in alcohol-related problems.”
Connect policy, projected health outcomes, and projected savings

Lincoln, NE

For every $1 investment in trails

There was a $2.94 medical savings due to the physical activity levels of trail users
Prevention for a Healthier America:
INVESTMENTS IN DISEASE PREVENTION
YIELD SIGNIFICANT SAVINGS,
STRONGER COMMUNITIES

Prevention for a Healthier California:
INVESTMENTS IN DISEASE PREVENTION
YIELD SIGNIFICANT SAVINGS,
STRONGER COMMUNITIES

JULY 2008
Preventing Epidemics.
Protecting People.

OCTOBER 2006
Preventing Epidemics.
Protecting People.

http://preventioninstitute.org/component/jlibrary/article/id-75/127.html
**Prevention for A Healthy America**

- **Savings at 5 years**
  - **$5.60 (US)**
  - **$4.8 (CA)**

**Return on Investment**

- **$1** Investment

**$16 Billion Annual Savings In 5 Years**

($1.7 Billion CA)

**SOURCE:** Prevention for A Healthy America: Investments in Disease Prevention Yield Significant Savings, Stronger Communities, Trust for America’s Health, July 2008
Claiming Health:

Front-of-Package Labeling of Children's Food
Take 2 Steps to Prevention
Causes of Death

- Heart Disease
- Cancer
- Stroke
- Diabetes
- Injuries & Violence
Medical Care Alone Cannot Reduce Injuries and Inequities

- Not the primary determinant of health
- Treats one person at a time
- Often comes late; can’t always restore health
The 1st step ...

Environment  
Exposures & Behaviors  
Health Care Services
Making Links to Exposures & Behaviors

Diet & Activity Patterns

Tobacco

Alcohol & Drugs

Heart Disease

Cancer

Stroke

Type 2 Diabetes

Injuries & Violence

Let’s take another step ...

Environment
Exposures & Behaviors
Health Care Services
- Root factors
- Compromised social & physical environments
Addressing the Intersection:
Preventing Violence and Promoting Healthy Eating and Active Living

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Safety & Preventing Violence

Healthy Eating & Physical Activity
Preventing Violence through Urban Farming

Denver, CO
Increasing Trails and Pathways

- Passed *city ordinances* to integrate new development with existing trails
- Working to *create a trail that circumnavigates Yellowstone and Grand Teton National Parks*
Cultivating Peace in Salinas:
A Framework for Violence Prevention
Health Impact Analysis

- The national Center for Healthy Housing is evaluating health outcomes of green building design.

- Comparing health status of occupants before, immediately after housing rehabilitation.

- Results will inform local zoning decisions and building codes.

Integrated Approach

Prevention

Health Services
Community-Centered Health Homes

Bridging the gap between health services and community prevention

This document was prepared by Prevention Institute with funding from the Community Clinics Initiative (a joint project of Tides and The California Endowment).

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Shared Goals: Community Prevention & Health Care

1. Improve health outcomes overall
2. Advance equity
3. Reduce health care demand and costs
Existing Clinician Skills

**Patient Intake** → ** Diagnosis** → ** Treatment**

**Transferable to Community Prevention**

**Inquiry** → **Assessment** → **Action**

- **Inquiry**: Capture and identify population level health trends
- **Assessment**: Analyze and prioritize relevant community conditions
- **Action**: Engage in advocacy and translate clinic priorities into action
Overarching Systems Change Recommendations

- Structure health care payment systems to support CCHHs

- Leverage current opportunities for government, philanthropy, and community benefits to support CCHHs

- Consistent metrics for evaluation and continuous quality improvement

- Networks to support peer-to-peer learning

- A cadre of health professionals prepared to work in CCHHs
Opportunities for Prevention

1.) Community Transformation Grants
2.) National Prevention Strategy
3.) Center for Medicare and Medicaid Innovation
Center for Medicare & Medicaid Innovation

Patient Care Models

Community & Population Health Models

Seamless & Coordinated Care Models
Center for Medicare & Medicaid Innovation

Improved Quality of Care

Reduced Costs
National Prevention Strategy

Strategic Directions

- Healthy & Safe Community Environments
- Clinical & Community Preventive Services
- Empowered People
- Elimination of Health Disparities

Image Credit: National Prevention Strategy, June 16, 2011
National Prevention, Health Promotion, and Public Health Council

- Agriculture
- Housing and Urban Development
- Labor
- Department of Defense
- Health and Human Services
- Transportation
- Education
- Homeland Security
- Office of Management and Budget
- Environmental Protection Agency
- Veterans Administration
- Federal Trade Commission
- Drug Control Policy
- Interior for Indian Affairs
- Domestic Policy Council
- Corporation for National and Community Services
Coalitions and Networks

Partnerships Among Systems

- Health
- Justice
- Education
Claiming Health:

Front-of-Package Labeling of Children's Food

Push the Envelope

MyPyramid.gov

STARTMAKINGCHOICES.com

Sensible Solution™

• Low sodium
• Low calories
• 0g carbs per serving

100% Whole Grain

Nutrition Highlights

Calories Saturated Fat Sodium Sugars Calcium Vit. D
110 6g 0g 170mg 10g 100mg 40g

Amount and % Daily Value per serving

© January 2011

Prevention Institute
Claiming Health
Claiming Health
Claiming Health

Kid Cuisine

All-Star Chicken Breast Nuggets

Meal Facts

Made with White Meat Chicken

Excellent Source of Protein

No Artificial Colors or Flavors
Claiming Health

Kid Cuisine

ALL-STAR Chicken Breast Nuggets

Meal Facts

MADE WITH PARTIALLY HYDROGENATED SOYBEAN OIL (TRANS FAT)

EXCELLENT SOURCE OF ADDED SUGAR

38% OF CALORIES FROM FAT

WARNING: ONLY VEGETABLE IS CORN
We’re Not Buying It
We Need All Our Voices to Build a Movement

Photo Credit: http://www.historycooperative.org/journals/jah/91.4/images/hall_fig01b.jpg
www.preventioninstitute.org
The Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills
Developing Effective Coalitions: The 8-Step Process

1. Analyze program objectives, determine whether to form a coalition
2. Recruit the right people
3. Devise preliminary objectives and activities
4. Convene the coalition
5. Anticipate necessary resources
6. Develop a successful structure
7. Maintain coalition vitality
8. Improve through evaluation
Links Between Violence and Health

FACT SHEET
Violence and Chronic Illness

- Adults with asthma who had witnessed violence in their neighborhoods were twice as likely to be hospitalized for asthma than those without exposure.

Asthma

- Youth with past exposure to interpersonal violence (as a victim or witness) have significantly increased risk for Post-Traumatic Stress Disorder (PTSD), major depressive episodes, and substance abuse/dependence (1).

- Women who experience Intimate Partner Violence are 3 times more likely to display symptoms of depression, 4 times more likely PTSD, and 6 times more likely to have substance use disorders (2).

FACT SHEET
Violence and Mental Health

- One in four middle and high school students from around the country report being a victim of violence at or around school (2).

- Fear of danger at school and in the community have measurable effects on school attendance, behavior, and grades (3,4).

- Children in early elementary school with a history of exposure to violence and/or are victims of violence are significantly more likely to drop out (3).

FACT SHEET
Violence and Learning

- At the individual level, violence:
  - Affects the emotional health of parents, influencing their ability to attend to school issues (9).
  - Creates stress and anxiety among children, affecting their ability to concentrate and focus on learning (in some cases related to Post-Traumatic Stress Disorder, PTSD) (10,11).
  - Leads to decreased attendance related to fear.
THRIVE

Tool for Health and Resilience In Vulnerable Environments

http://preventioninstitute.org/thrive/index.php
WE'RE NOT BUYING IT