April 30, 2014

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SUCCESS STORY

Florida Increases Colorectal Cancer Screening Rates Through Collaborative Partnerships

The Florida Department of Health partnered with the Health Foundation of South Florida and affiliated healthcare providers to support increased adherence to colorectal cancer screening. Through the use of electronic health records, individual tracking logs, patient navigators/health educators, and continuing medical education, this initiative nearly doubled screening rates at one of three participating centers in a three-month period. Read the full story.

PARTNER HIGHLIGHT

NNPHI Leads Efforts to Bridge Public Health and Healthcare

The National Network of Public Health Institutes (NNPHI) is a national membership network supporting multi-sector activities that result in measurable improvements of public health structures, systems, and outcomes. The 2014 NNPHI Annual Conference, Leading Change Through Innovative Solutions, will explore strategies, partnership opportunities, and innovative approaches related to population health improvement. NNPHI's portfolio involves projects with the CDC and the Robert Wood Johnson Foundation, such as the Leading through Health Systems Change planning tool, a baseline assessment of public health and health care integration activities for 19 State Innovation Model Initiative grantees, and upcoming state forums offering practical, innovative strategies for public health and healthcare collaboration.

QUICK LINKS

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<th>All Partners List</th>
<th>Recent Tweets Using #PCPHIntegration</th>
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<td>Capturing Successes Tool</td>
<td>Strategic Map</td>
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INTEGRATION RESOURCES

Integration of Oral Health and Primary Care Practice. This March 2014 Health Resources and Services Administration (HRSA) report describes three components of the Integration of Oral Health and Primary Care Practice initiative. It offers recommendations to serve as guiding principles and provides a framework for the design of a competency-based, interprofessional practice model to integrate oral health and primary care. Free full text
Rowing Together: How Public Health Supports the 'Upstream' Doctor. This April 2014 Huffington Post blog post by Brian Castrucci of the de Beaumont Foundation discusses the need to move "upstream" to improve health and reduce healthcare costs, such as working to prevent disease by addressing social and environmental determinants of health. According to Castrucci, The Upstream Doctors by Rishi Manchanda, MD, is a step forward in transforming how we see and respond to issues of health and disease in our communities, but he suggests that health departments also be included as partners in these efforts. Free full text available.

ASTHO Launches New Integration Success Stories Webpage. This new ASTHO webpage features primary care and public health integration success stories, including stories collected and published by ASTHO, stories from the Practical Playbook, and stories automatically generated from the online success stories form. Stories are organized by topic and serve as a resource for programs looking to integrate primary care and public health.

ANNOUNCEMENTS

HRSA is accepting applications for the following grant opportunities:
- Public Health Traineeship Program. Applications are due May 19. Learn more here.
- Regional Public Health Training Center Program. Applications are due June 9. Learn more here.
- National Coordinating Center for Public Health Training. Applications are due June 9. Learn more here.

IMPORTANT DATES

ASTHO-Supported Primary Care and Public Health Collaborative Meetings

Measures Track of Work Committee Meeting
May 5, 11:30 am - 12:30 pm ET
Phone: 866-740-1260; Access Code: 5273153

Resources Track of Work Committee Meeting
May 8, 3:00 pm - 4:00 pm ET
Phone: 866-740-1260; Access Code: 5273153

Communications Committee Meeting
May 9, 12:00 pm - 12:45 pm ET
Phone: 866-740-1260; Access Code: 3185413

Successes Track of Work Committee Meeting
June 16, 3:00 pm - 4:00 pm ET
Phone: 866-740-1260; Access Code: 5273153

Value Proposition Track of Work Committee Meeting
June 18, 4:00 pm - 5:00 pm ET
Phone: 866-740-1260; Access Code: 5273153
# Workforce Committee Meeting

June 25, 2:00 pm - 3:00 pm ET  
Phone: 866-740-1260; Access Code: 3185413

## Conferences, Meetings, Presentations, and Other Important Dates

### Is the Mind Part of the Body? The Challenge of Integrating Behavioral Health & Primary Care in a Reform Era Briefing

May 2, 12:15 pm - 2:00 pm ET  
Washington, DC  
[Learn more](#) or follow the event on [Twitter #BehavioralHealth](#)

### Interprofessional Education: Building a Framework for Collaboration

May 4 - 7  
Herndon, Virginia  
[Learn more](#)

### 2014 NNPHI Annual Conference

May 19 - 21  
New Orleans, Louisiana  
[Learn more](#)

### Academy Health Annual Research Meeting

June 8 - 10  
San Diego, California  
[Learn more](#)

### Council of State and Territorial Epidemiologists Annual Conference

June 22 - 26  
Nashville, Tennessee  
[Learn more](#)

### American Academy of Family Physicians National Conference

August 7 - 9  
Kansas City, Missouri  
[Learn more](#)

## ABOUT THE ASTHO-SUPPORTED PRIMARY CARE AND PUBLIC HEALTH COLLABORATIVE

The ASTHO-supported Primary Care and Public Health Collaborative is a partnership of more than 50 organizations that seeks to inform, align, and support the implementation of integration efforts. This initiative began with the creation of the Primary Care and Public Health Integration [Strategic Map](#), which filled the need for a strategic approach to integration in follow-up to the IOM report [Primary Care and Public Health: Exploring Integration to Improve Population Health](#). For more information on the strategic map and our integration efforts visit our [website](#).