States Using *The Community Guide to Shape Policies*

1:30 – 2:30 p.m.

*Moderator: Sharon Moffatt*

*Panel: Karen Minyard, Jeff Lake, Chris Maylahn*
Community Guide Strategy Workshop

Austin, Texas
January 18 -20, 2012

Karen Minyard
Community Preventive Services Task Force

- Recommendations for the Community Guide
- Development of additional topics
- Review existing topics every 5 years
- Integrate with federal government health improvement goals
- Enhanced dissemination
- Technical assistance
- Annual report to congress on gaps
- Ongoing administrative, research, and technical support for the operations of the Task Force (dissemination, staffing, TA)
- Coordination with Prevention and Immunization
- Authorized to be appropriated such sums as may be necessary
Health Policy

A national, state, or local regulation or financial appropriation that creates a structure, environment, system, incentive, or penalty related to health. Typically the goal of a health policy is to make healthy choices easier.
Health Policy Examples

School Board Requirements for Physical Education
Zoning Laws
Medicaid and PeachCare Eligibility Requirements
Developer Incentives
Design of the Health Insurance Exchange
Public Health Funding Formula
Policy Vs. Program
Implementation of Policies*:

Laying the Groundwork

• Relationship-Based Communications
• Knowledge Brokers
• Connection of Solutions to Problems
• Support Among Opinion Leaders
• Actionable Messages
• Improvement in Knowledge Uptake Skills
• Improvement in Knowledge Transfer Skills
• Evaluation of Impact

Literature Review of: (Lavis, 2003, Brownson, 2006, Choi, Hanney; Choi, Gupta, & Ward, 2009); (Kingdon, Choi et al 2009); (Kingdon); (Rogers); (Lavis 2003)
Opening Policy
Windows
Open Policy Windows Can Occur When Policies*: 

• Are congruent with the national mood
• Have interest group support
• Lack organized opposition
• Fit the orientation of the ruling legislative coalition or administration
• Are technologically feasible
• Have budget workability

Source: Kingdon
Program for state lawmakers who want to improve their understanding of health and health care

Use systems dynamics and systems thinking to encourage broader and more systemic approaches to policymaking.

More than 75 Georgia legislators and staff have attended the course
Course Curriculum

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<th>Core Sessions</th>
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- Health policy content
- Systems thinking skills
- Application
High-Leverage Solutions for Health Care Financing:

- Framing Issues
- Systems Thinking
- Conversational Capacity
- Jazz Improvisation
Community Guide 2011

Breakthroughs and Opportunities

• Deep Evidence Implementation
• Power of Evidence
• Building on an Example in Place
• Involving the Business Community
• Wide Set of Stakeholders

Challenges

• How to Communicate – Messaging
• Stakeholders Questioning the Evidence
• Travel Restrictions
• Involving the Business Community
• Changes in Leadership
• Time and Resource Limitations
States Using *The Community Guide* to Shape Policies

Jeffrey L. Lake, MS
Evidence-Based Public Health in Action:

Strategies from New York
Prevention Agenda Toward the Healthiest State

The State Health Improvement Plan for New York
Prevention Agenda: 2008-2013

Focusses on:

- Determinants of health
- Return on investment in public health
- Primary and secondary prevention
- Reducing health disparities
- Evidence-based public health

Establishes 2013 goals and measurable objectives for ten priority public health areas

Collaborative community health planning led by local health departments and hospitals
Prevention Agenda Priority Areas

- Access to Quality Health Care
- Chronic Disease
- Community Preparedness
- Healthy Environment
- Healthy Mothers/Healthy Babies/Healthy Children
- Infectious Disease
- Mental Health/Substance Abuse
- Physical Activity/Nutrition
- Tobacco Use
- Unintentional Injury
Collaborative Community Health Planning Processes

- Local health departments described the community needs and programmatic initiatives in *Community Health Assessments* and *Municipal Public Health Services Plans for 2010-2013* and provided an update.

- Hospitals worked with local health departments and other community partners to assess the community’s health and identify local priorities as part of their *Community Service Plan for 2010-2012*. 
Prevention Agenda Toward the Healthiest State

Public website

www.nyhealth.gov/prevention/prevention_agenda/
Prevention Agenda Toward the Healthiest State

The New York State Department of Health developed the Prevention Agenda as a call to action to local health departments, health care providers, health plans, schools, employers, and businesses to collaborate at the community level to improve the health status of New Yorkers through increased emphasis on prevention.

Priorities

The Prevention Agenda identifies ten priorities for improving the health of all New Yorkers and asks communities to work together to address them.

- Access to Quality Health Care
- Chronic Disease
- Community Preparedness
- Healthy Environment
- Healthy Mothers, Healthy Babies, Healthy Children
- Infectious Disease
- Mental Health and Substance Abuse
- Physical Activity and Nutrition
- Tobacco Use
- Unintentional Injury

Prevention Works

A goal of the Prevention Agenda is to prevent health problems before they occur, or before they worsen.

The things we do, the food we eat, the air, water around us, and the design of our communities contribute to the majority of deaths in New York and the nation.

And, believe it or not, that's good news, because health promotion and disease prevention can help us eat healthier foods, successfully quit smoking, and enjoy living in safe environments with clean air and water.

Health promotion and disease prevention activities might include investigating disease outbreaks, labeling foods that are high in fat, counseling and drug treatments to help people quit smoking, and testing water supplies to make sure they are free from chemicals or other pollution. Laws such as the Clean Indoor Air Act that bans smoking in public buildings, bars and restaurants protect people's health.

Keeping people healthy by preventing illness in the first place makes much more sense than having to treat them when sick. Community-based prevention can yield a return on investment through savings in health care and Medicaid budgets.
Principles of Design and Content

- A ‘one-stop shop’ for information
- Links to content elsewhere
- Follows EBPH framework
- Accessibility compliant
- Redundancy
- Regularly updated with program input
Outline of website

Prevention Works
Community Health Planning Approach
Tracking Public Health Priorities
Objectives
County Strategies and Partners Matrix
Priorities
From *Prevention Agenda* menu bar

- Links to each priority
- Summary of activities in each county to address priority area
- Link to data clearinghouse
- Link to partner organizations

Five topic areas make up the priority
Priority Area

- Objectives
- Indicators for Tracking Public Health Priorities
- Data and Statistics
- NYS Department of Health Programs
- Evidence Base for Effective Interventions
- Reports and Resources
- Return on Investment
- Partners
- More Information
Community Health Planning Approach

Another goal of the Prevention Agenda is to involve a wide range of organizations and community members in developing community health plans that identify and address problems that affect the health of New Yorkers.

The Prevention Agenda calls on local health departments and hospitals to identify two or three of the ten Prevention Agenda priorities and to work with community providers, insurers, community based organizations and others to address them. Statewide program and policy initiatives will complement local efforts.

In 2009, local health departments and hospitals joined together to conduct community health planning and develop improvement plans. The Department of Health has information about programs and strategies that have been shown to promote health and prevent illness. Some of this comes from actions taken right here in New York’s cities, towns and villages, or in similar communities elsewhere. Recommendations from national public health groups will also be shared. The use of this information in planning and conducting effective programs is called evidence based public health.

Prevention Agenda Toward the Healthiest State - Evidence Based Public Health

Evidence Based Public Health

Evidence based public health is “the development, implementation and evaluation of effective programs and policies in public health through application of principles of scientific reasoning, including systematic uses of data and information systems and appropriate use of program planning models.” (Brownson RC, Gurney JG, Land G. 1999. Evidence-based decision making in public health, Journal of Public Health Manag Pract. 5: 95-97.)

To be effective, public health and health care agencies should use the best available evidence in selecting programs and actions that can address the Prevention Agenda priorities in their communities.

This site gives links to scientific studies and published reports that provide practical guidance to local health departments, health care providers, community leaders, employers and others on ways to spend limited health care dollars for improving community health.

Agency for Healthcare Research and Quality

Electronic Preventive Services Selector

Offers a practical tool to assist clinicians identify appropriate preventive, screening, and counseling services for patients.

Association of State and Territorial Health Officials

Presents evidence-based public health highlights initiatives and research focused on increasing the evidence base supporting healthy interventions.

Centers for Disease Control and Prevention

Guide to Community Preventive Services

Provides a summary of effective community interventions that promote health and prevent disease.

The Cochrane Collaboration

Contains a library of systematic reviews of the effects of health care interventions.

E-Roadmap to Evidence-based Public Health Practice

Comprehensive database of evidence-based public health practice programs and a learning tutorial that teach skills to identify and use...
Strategies – The Evidence Base for Effective Interventions

Emerging Answers 2007, Dr. Douglas Kirby, the National Campaign to Prevent Teen and Unplanned Pregnancy

This report identifies 15 programs with strong evidence of positive impact on sexual behavior or pregnancy or sexually transmitted diseases (STD) rates. These programs include curriculum-based sex and STD/HIV education programs; mother-adolescent programs, clinic protocols and one-on-one programs; and service learning and multi-component programs with intensive sexuality and youth development components.

What Works, 2009

The 24-page report includes a listing of 30 effective programs evaluated using experimental and quasi-experimental designs. These programs use one or more of the following five approaches: curriculum-based education that encourages both abstinence and contraceptive use; service learning programs whose primary focus is keeping young people constructively engaged in their communities and schools; youth development that takes a very broad approach; parent programs that involve both parents and adolescents; and community-wide programs such as educational activities and public service announcements.

Science and Success, Second Edition: Sex Education and Other Programs that Work to Prevent Teen Pregnancy, HIV and Sexually Transmitted Infections, Advocates for Youth

This 2008 publication highlights 26 U.S.-based programs that have been proven effective at delaying sexual initiation or reducing sexual risk taking among teens. Fourteen of the 26 programs demonstrated a statistically significant delay in the onset of sexual activity. Forty programs helped sexually active youth to increase condom use and nine programs demonstrated success at increasing use of other contraception. Thirteen programs showed reductions in the number of sex partners and/or increased monogamy. Seven programs assisted sexually active youth to reduce the frequency of sexual intercourse and ten programs helped sexually active youth to reduce the incidence of unprotected sex.

Reports and Resources


Describes the Promoting Science-Based Approaches Using Getting to Outcomes (PSBA-GTO) planning framework. The PSBA-GTO model provides a ten-step framework for four phases of program planning outcomes including: 1) setting goals; 2) designing programs; 3) evaluating programs; and 4) sustaining good outcomes, using seven science-based approaches.

Guiding Principles for Adolescent Sexual Health Education – New York State Department of Health Adolescent Sexual Health Workgroup, 2008

Describes 10 guiding principles supported by the NYSDOH.
Community Health Assessment Clearinghouse

The Community Health Assessment Clearinghouse is a "one-stop" resource for community health planners, practitioners, and policy developers.

Data
- New York Community Health Data Set (CHDS) (Updated October 2010)
- County Health Assessment Indicators (CHAI) (October 2010)
- County Health Indicators by Race/Ethnicity (CHIRE) (Updated September 2010)
- County Health Indicator Profiles (Updated October 2010)
- Vital Statistics of New York State
- New York State Department of Health data links
- New York State Data Partners’ program data
- Data for states including New York
- National public health data sets

How-To Guide
- New York State Community Health Assessment Guidance Documents
- 10-step assessment process with worksheets

Examples
- Evidence-based public health resources
- Promising Practices Resources
- Examples of community health assessments and report cards.

Training
- Training links to strengthen assessment-related skills and practice.

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