

Building a Culture of Health: A Framework for Bridging Health and Social Services

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2017 Social Work & Health Convening

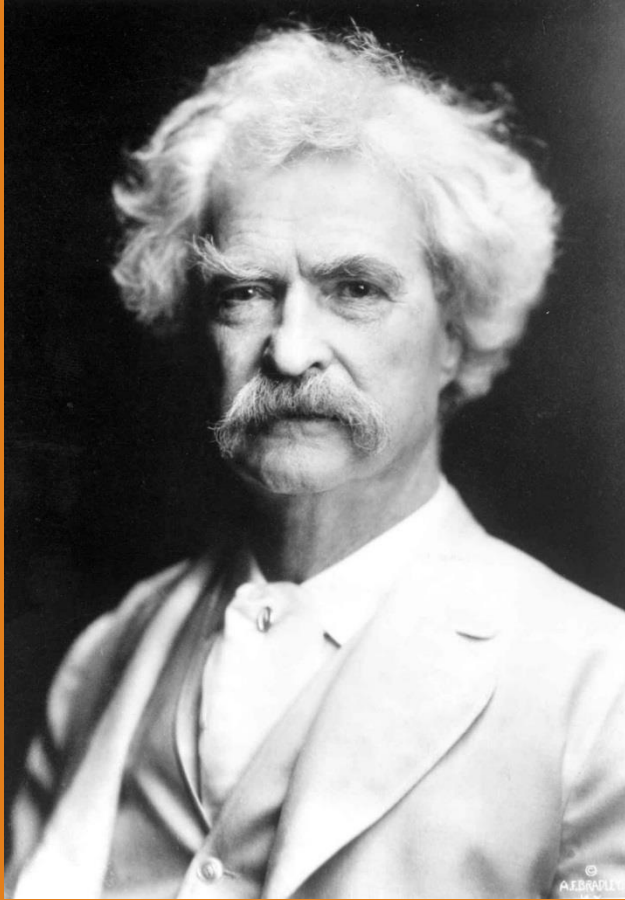


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Presentation Overview

- **Our current health & health care environment**
- **Culture of Health Vision & Action Framework**
- **Bridging Health and Social Services**





"The two most important days
in your life are the day you were
born and the day you find out
why."

-Mark Twain





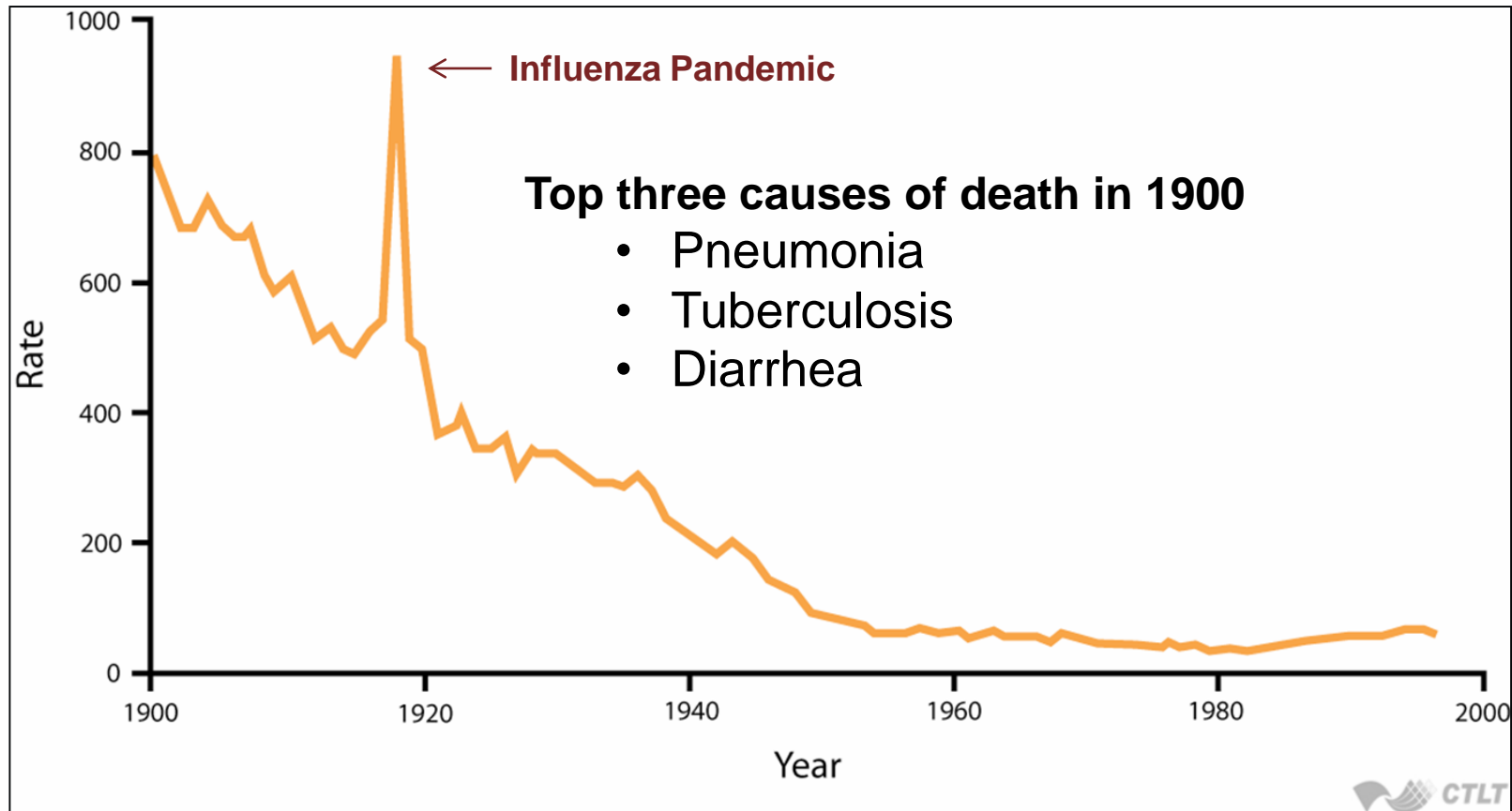
Helen Bruce, MD

1907 - 1994

- City of St. Louis Health Department
1947 – 1981
- Health Commissioner
1972 - 1981

Dr. Bruce's 20th Century Public Health Legacy

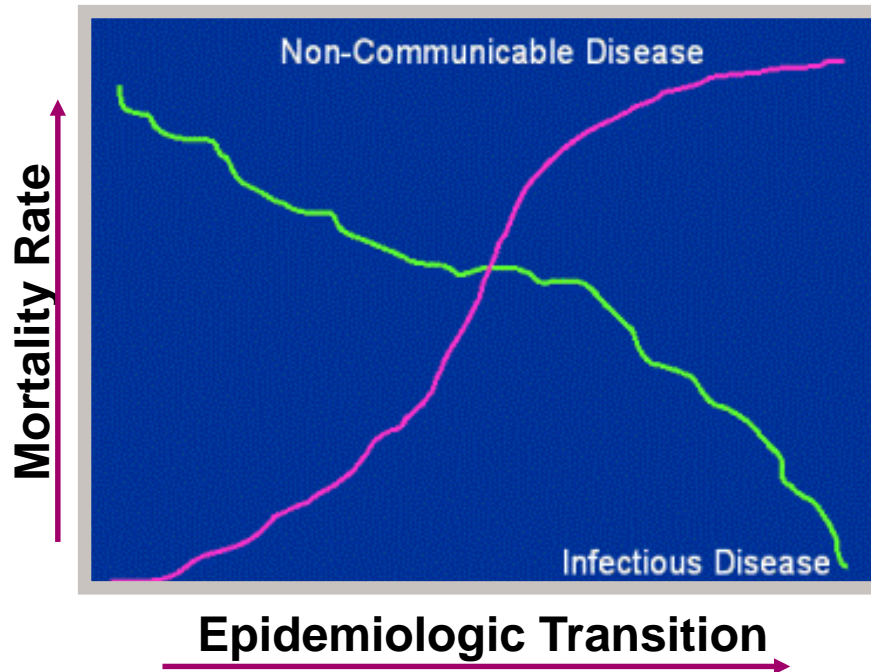
Deaths from Infectious Disease 1900-2000, US



Our 21st Century Public Health Problem

1900

**Pneumonia
Tuberculosis
Diarrhea**

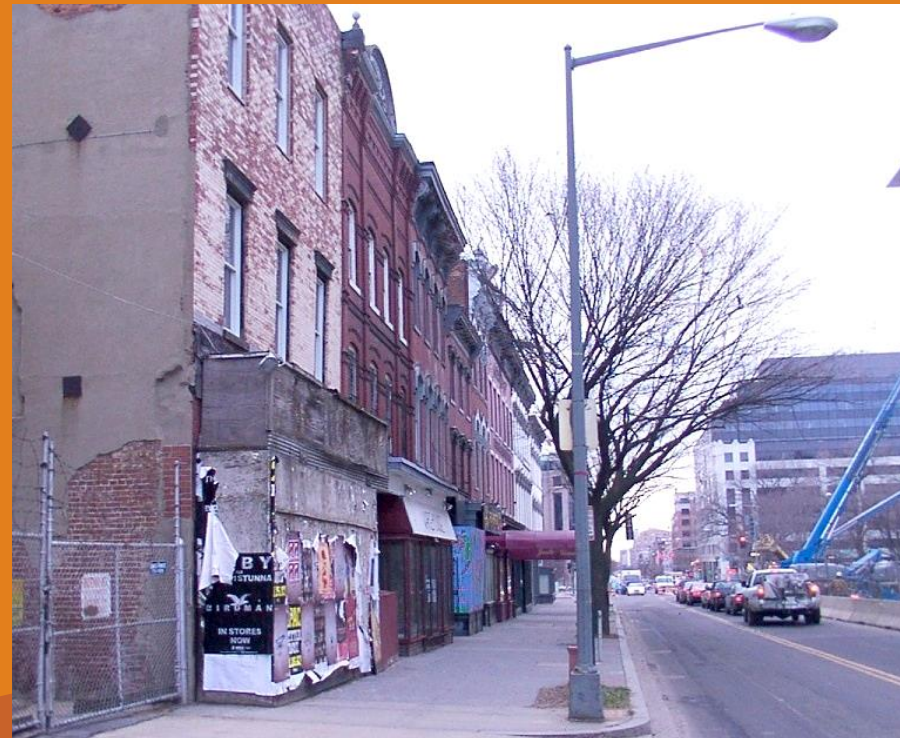


2010

**Heart
Disease
Cancer
Stroke**



Are
'Shorter, sicker lives'
our legacy??





School drop outs

Drug addiction

Prison

A group of five young adults, three men and two women, are running up a set of white stadium bleachers. They are wearing light blue t-shirts and camouflage pants. Each person has a black tactical vest or harness on. The person in the foreground is a young woman with brown hair tied back, looking down with a determined expression. Behind her are two more young women, and further back are three young men. The background shows a green football field with white yard lines. The overall scene suggests a physical training exercise or a military-style drill.

70%

More than
of 17- to 24-year-olds are
ineligible to serve in
the military.

1/3

**of kids are
overweight or
obese**





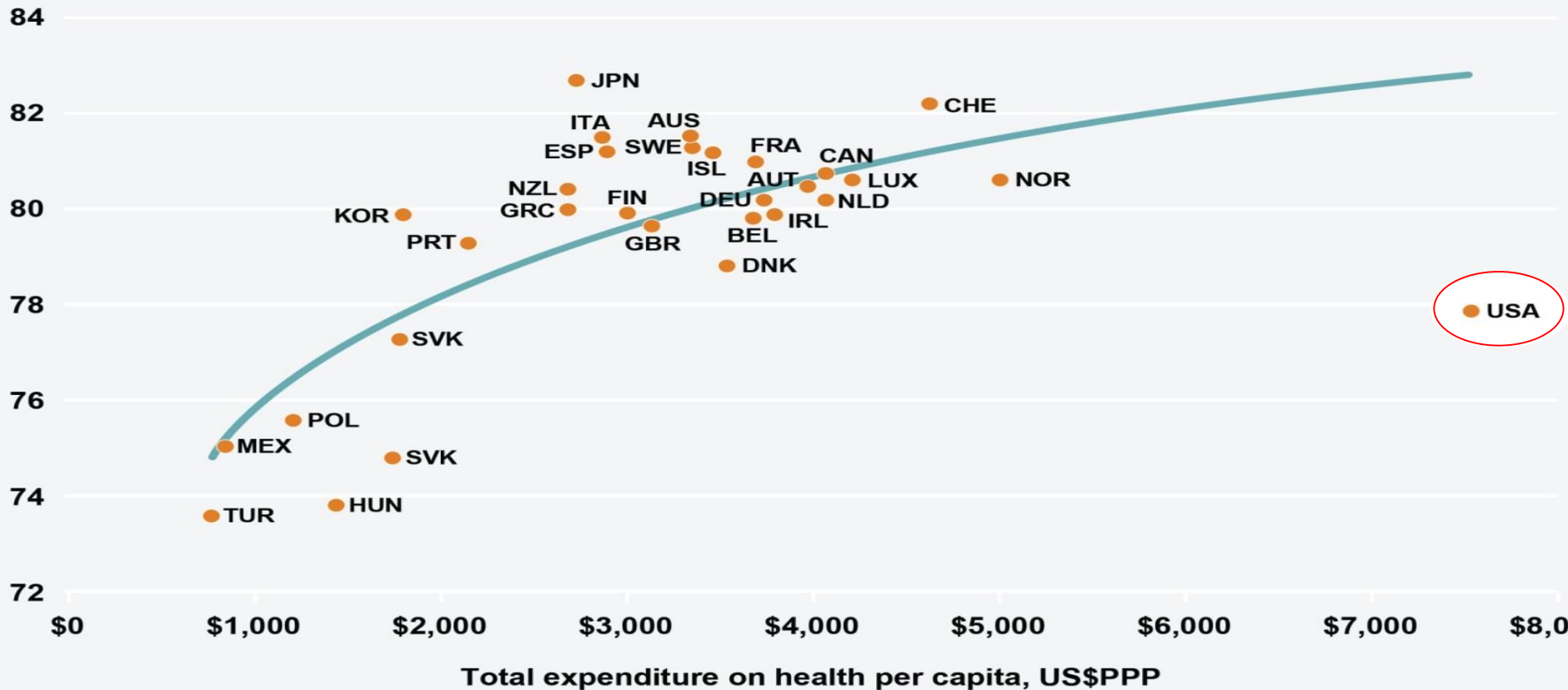
Nearly **one-fifth** of all
Americans live in neighborhoods that
make it hard to be healthy.

Spending more...Getting less

Health spending and life expectancy*

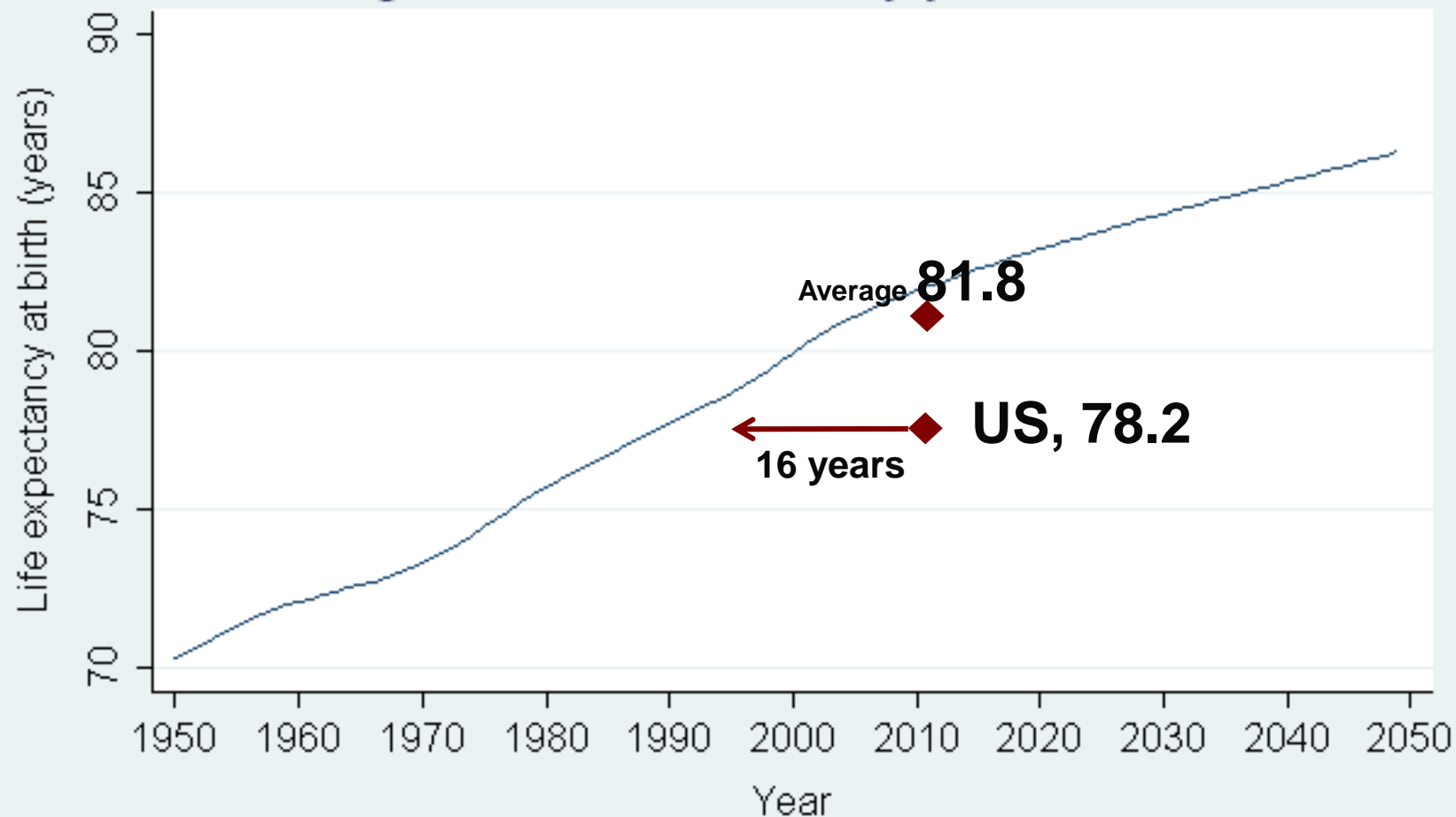
Health care spending in the United States lies outside the typical projections for life expectancy and other health indicators

Life expectancy at birth, years



*2008 data, or latest year available. Source: OECD Health Data 2010.

Historic and projected life expectancy of the longest-lived countries, by year, 1950 to 2050



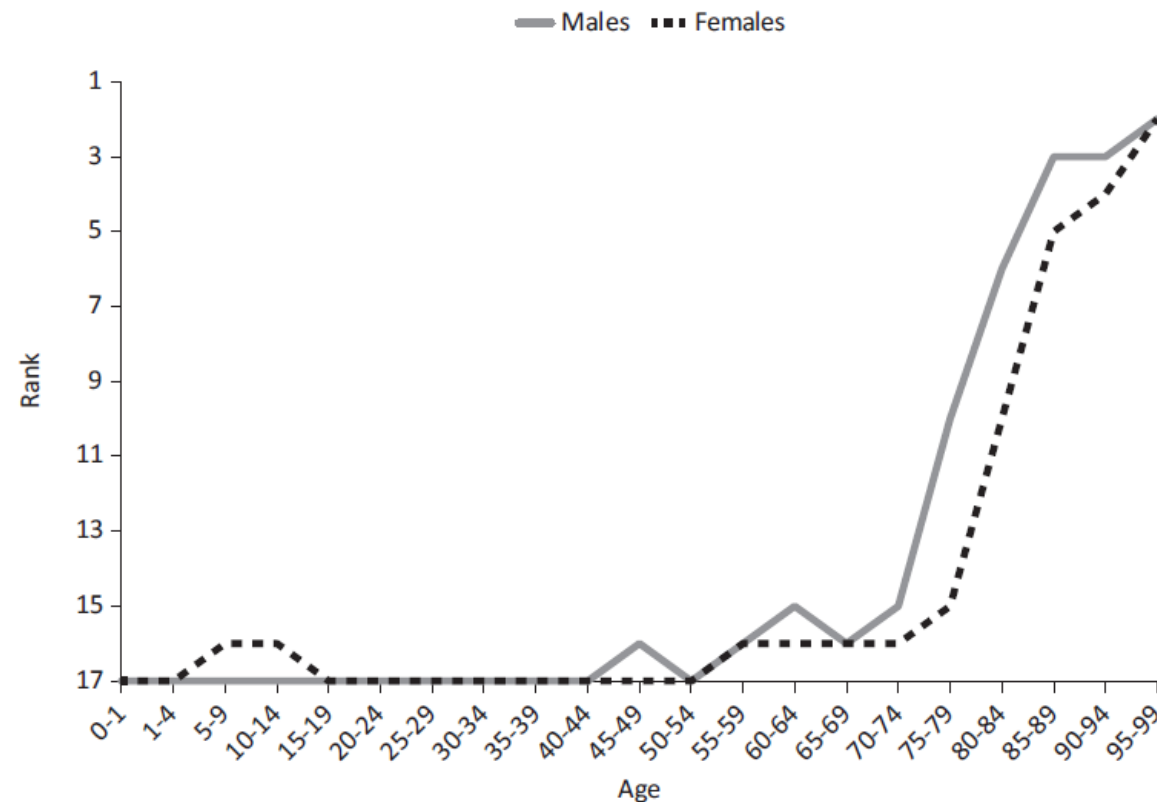
Source: Institute for Health Metrics and Evaluation, University of Washington and Public Health - Seattle & King County, APDE

2009

Australia
Canada
Finland
France
Hong Kong
Iceland
Israel
Italy
Japan
Macao
Norway
Spain
Sweden
Switzerland

Low Life Expectancy at Every Age

Ranking of US Mortality Rates by Age Group vs. Peer Countries, 2006-2008



- For both sexes, the US never ranks higher than 15 out of 17 countries before age 75.

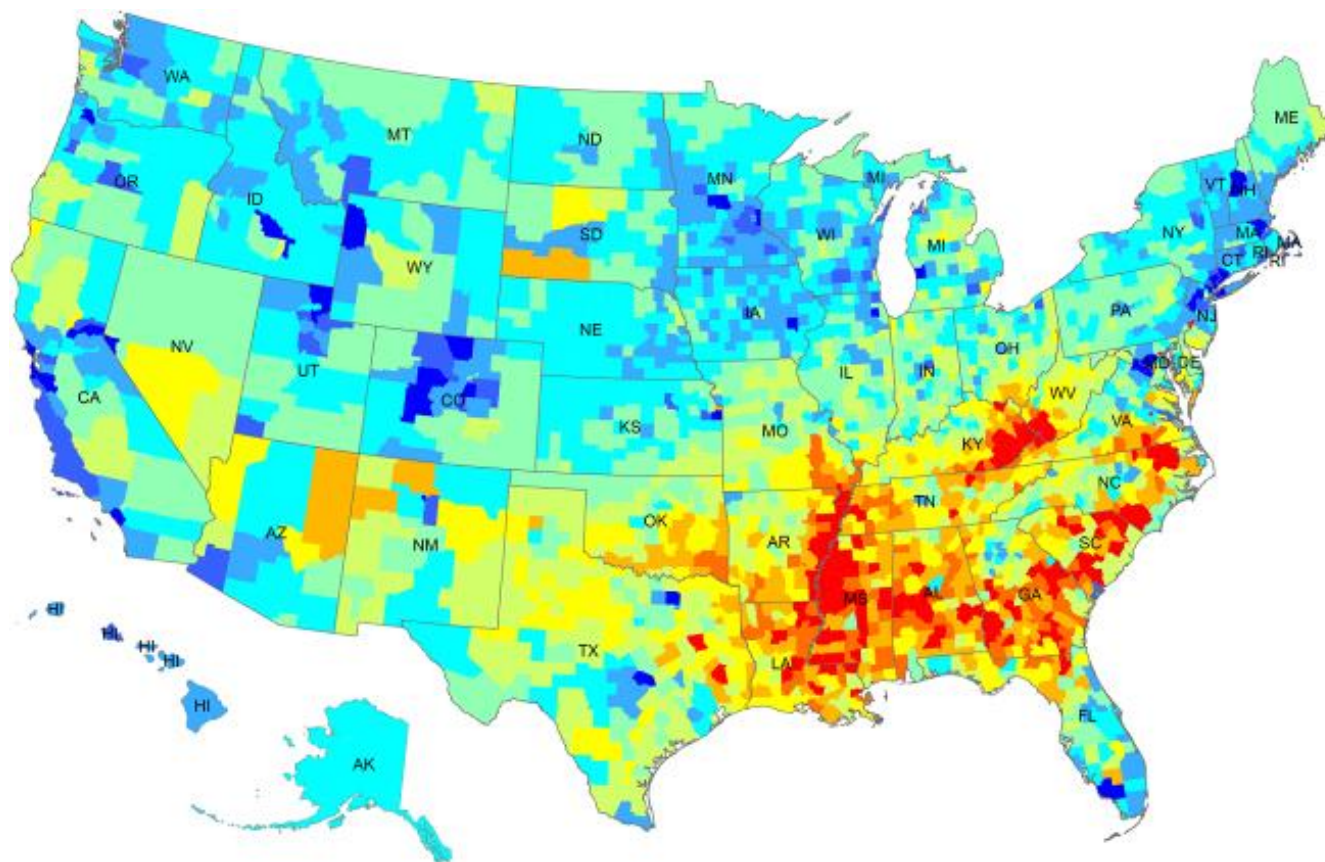
Source: IOM Report, Shorter Lives, Poorer Health. 2013





WHERE YOU LIVE AFFECTS
HOW LONG YOU LIVE

Life expectancy, by county, compared to the world's 10 best countries



Murray, C JL and Ezzati, M. "Falling behind: life expectancy in US counties from 2000 to 2007 in an international context," Population Health Metrics, June 2011

Years behind

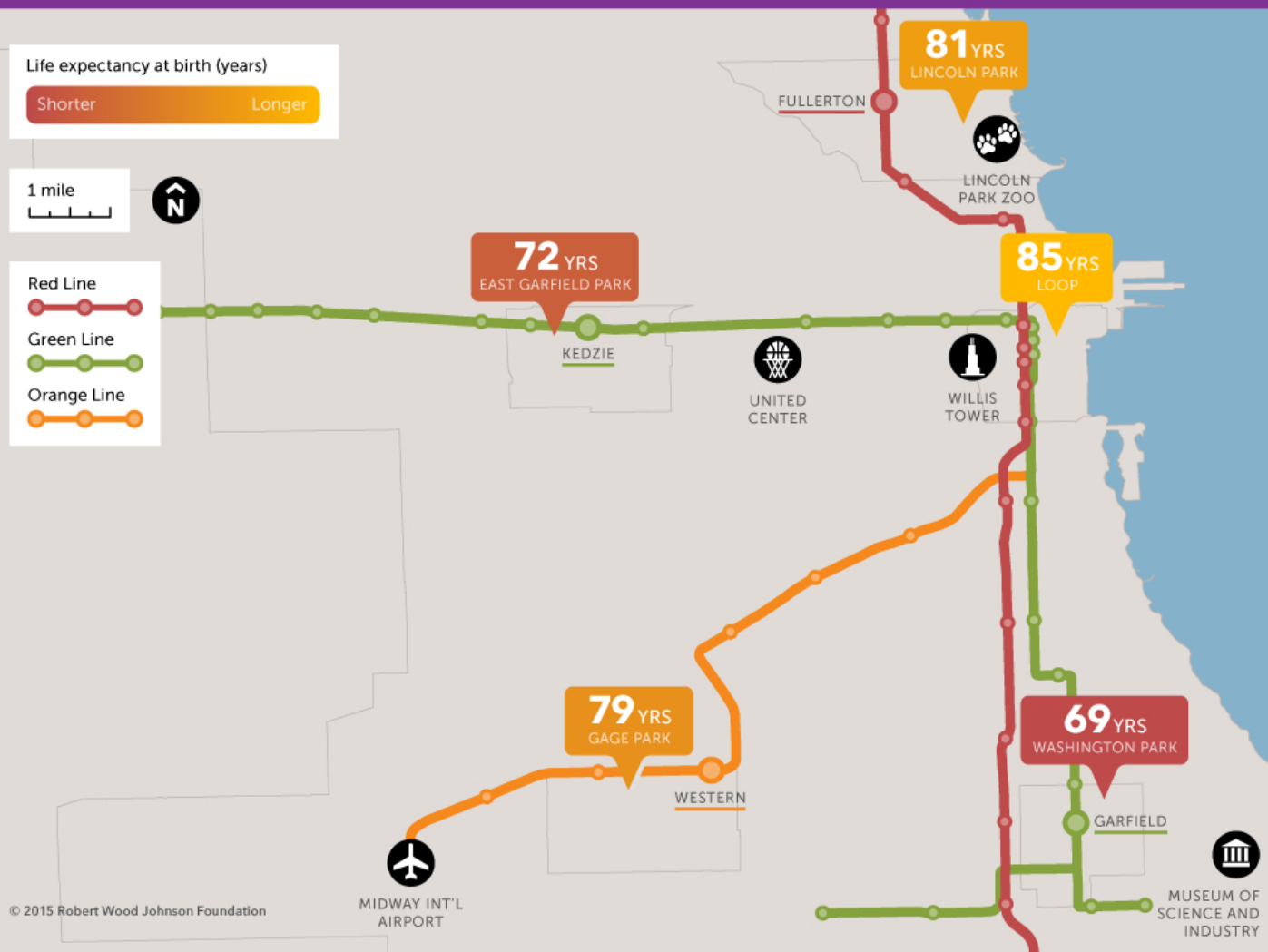


CHICAGO, ILLINOIS

Short Distances to Large Gaps in Health

Follow the discussion

#CloseHealthGaps

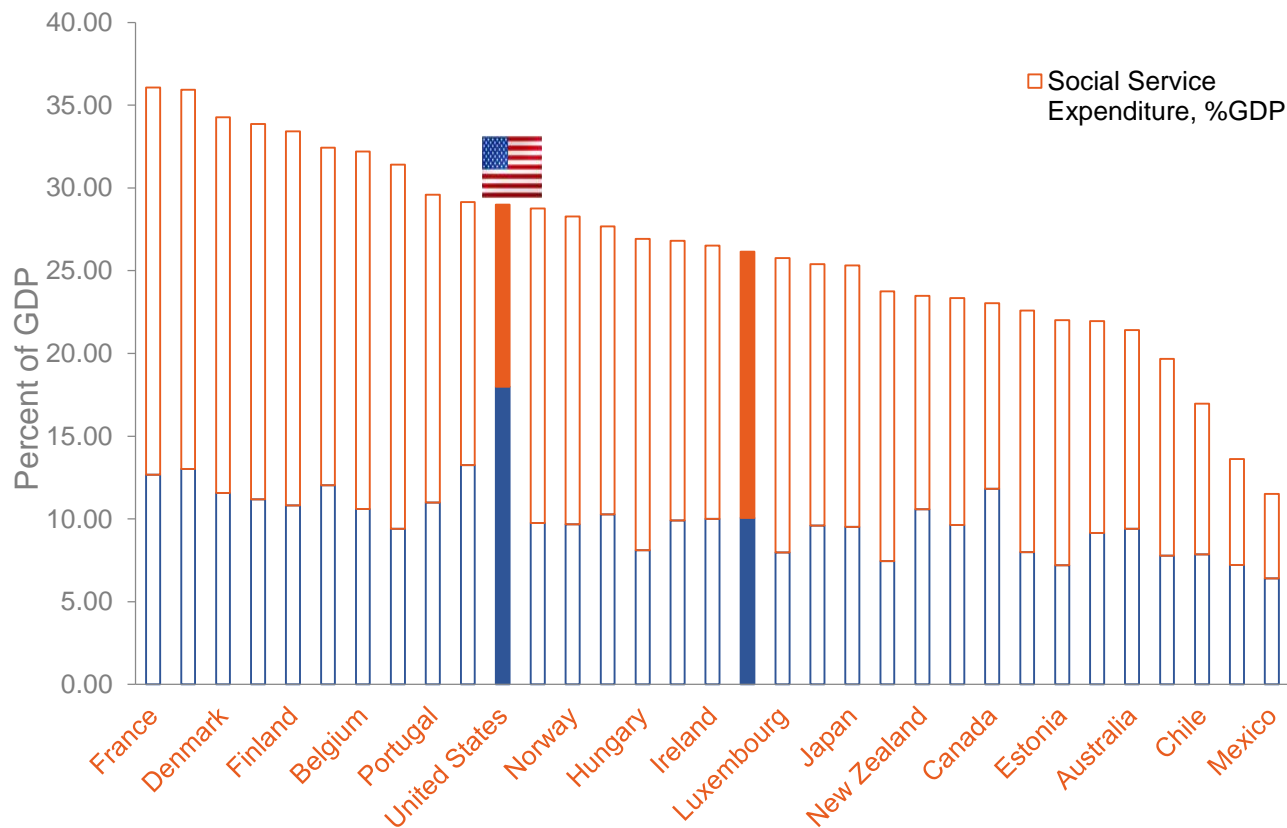


Particularly perplexing

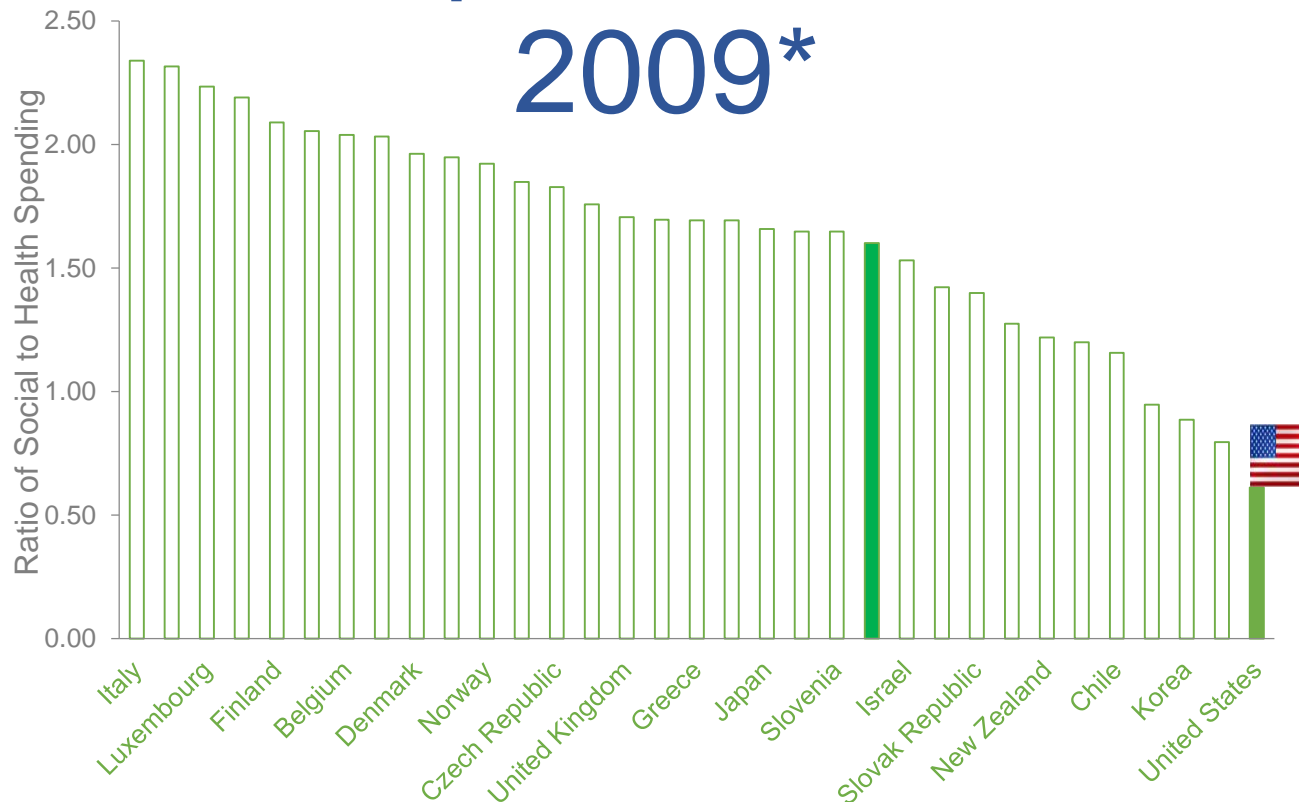
IF

HEALTHCARE = HEALTH

Total Expenditures as a % GDP, 2009*



Ratio of Social to Health Expenditures, 2009*



Source:
Bradley & Taylor
The American Healthcare Paradox

*Switzerland and Turkey are missing
data for 2009



In the US, for \$1 spent on
health care,
about **\$0.90** is spent on
social services.

In OECD, for \$1 spent on
health care,
about **\$2** is spent on social
services.



There's More to Health than Health Care



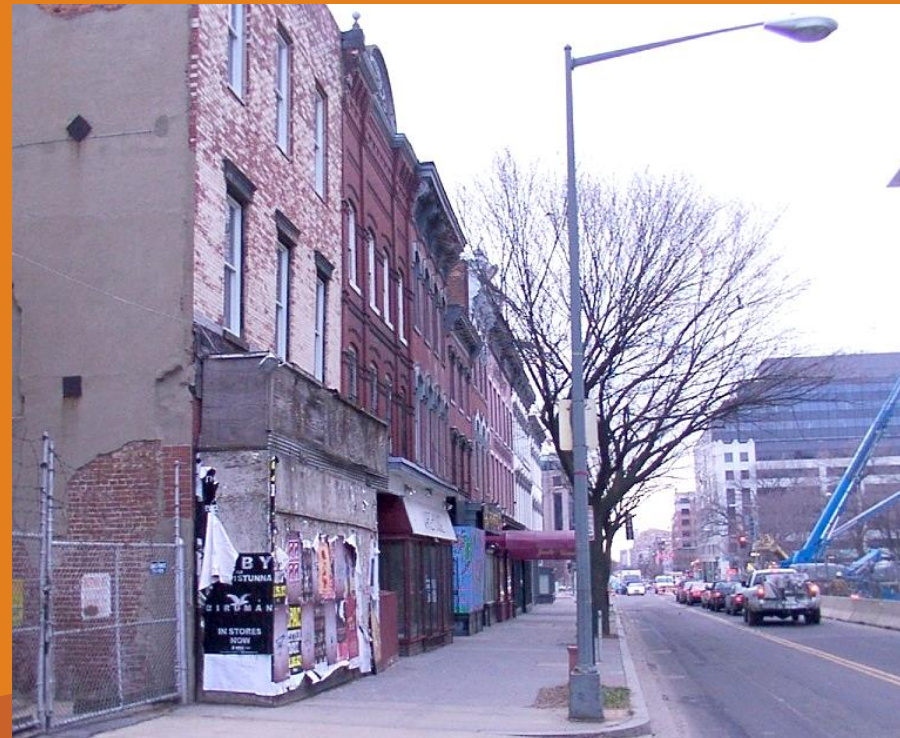
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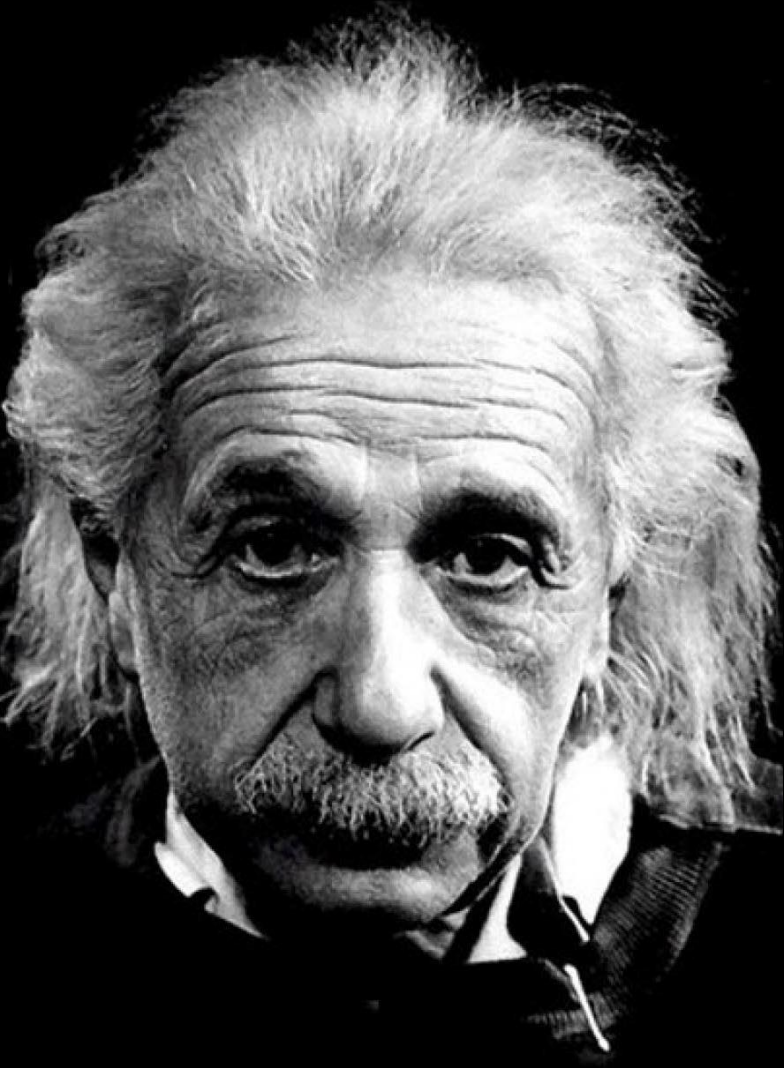


**Every System is
perfectly designed
to get the results it gets**

- Don Berwick

Are
'Shorter, sicker lives'
our legacy??





Microsoft
Windows

We can't solve problems
by using the same kind
of thinking we used
when we created them.

CULTURE OF HEALTH VISION

WE, **AS A NATION**, WILL STRIVE
TOGETHER TO **BUILD A CULTURE**
OF HEALTH ENABLING ALL IN
OUR DIVERSE SOCIETY TO **LEAD**
HEALTHIER LIVES, NOW AND
FOR GENERATIONS TO COME.

Being healthy
and staying
healthy is an
**esteemed
social value**



**health of the
population
guides public
and private
decision-making**





geography and demographics
do not serve as barriers to good health.

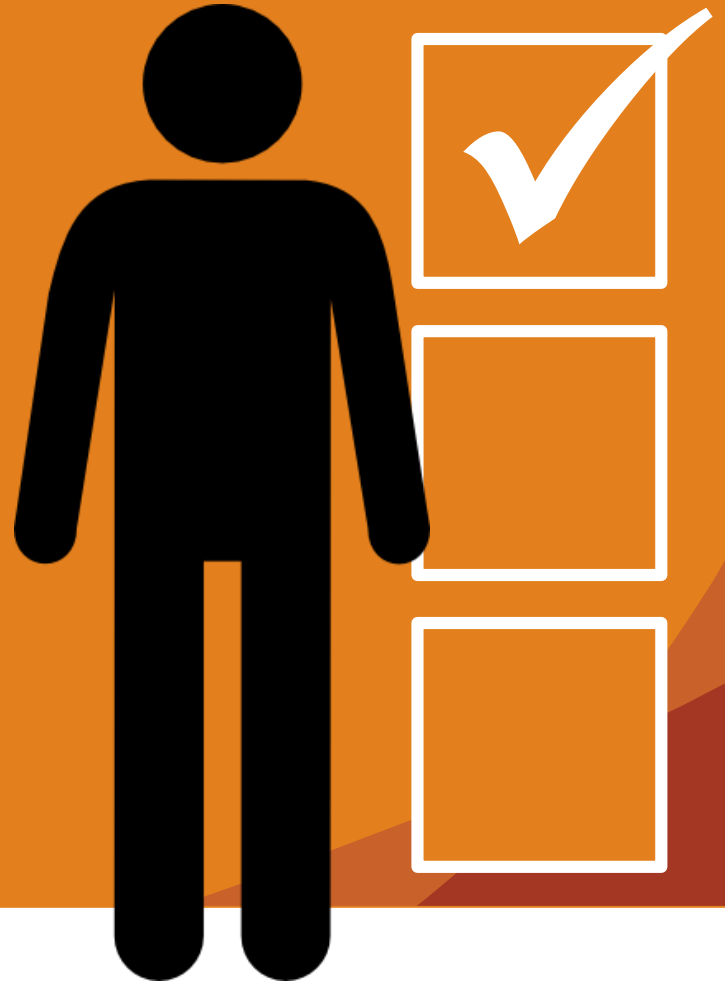




individuals,
businesses and
governments
work collectively
to foster healthy
communities and
lifestyles.



we are all
supported to make
proactive choices
that will improve
our health.



CULTURE OF HEALTH VISION

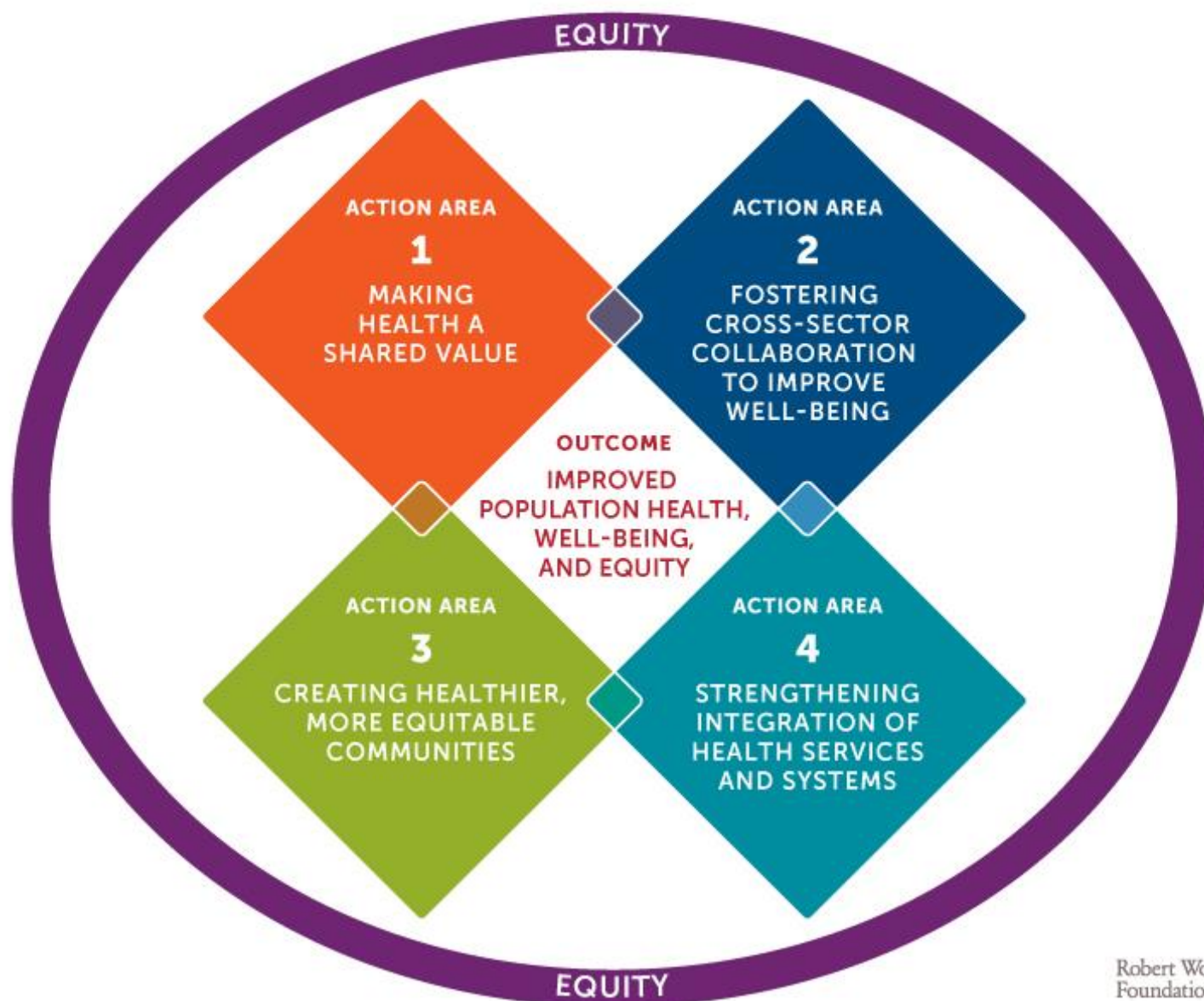
WE, **AS A NATION**, WILL STRIVE
TOGETHER TO **BUILD A CULTURE**
OF HEALTH ENABLING ALL IN
OUR DIVERSE SOCIETY TO **LEAD**
HEALTHIER LIVES, NOW AND
FOR GENERATIONS TO COME.

That's all very nice, but.....

**How do we go
about building a
*'Culture of Health'***



CULTURE OF HEALTH ACTION FRAMEWORK





ACTION AREA



MAKING HEALTH A SHARED VALUE

DRIVERS

MINDSET AND EXPECTATIONS

Value on health
interdependence
Value on well-being
Public discussion on
health promotion and
well-being

SENSE OF COMMUNITY

Sense of community
Social support

CIVIC ENGAGEMENT

Voter participation
Volunteer engagement



ACTION AREA



FOSTERING CROSS-SECTOR COLLABORATION TO IMPROVE WELL-BEING

DRIVERS

NUMBER AND QUALITY OF PARTNERSHIPS

Local health
department collaboration
Opportunities to improve
health for youth at schools
Business support
for workplace health
promotion and
Culture of Health

INVESTMENT IN CROSS-SECTOR COLLABORATION

U.S. corporate giving
Federal allocations for
health investments
related to nutrition and
indoor and outdoor
physical activity

POLICIES THAT SUPPORT COLLABORATION

Community relations
and policing
Youth exposure to advertising
for healthy and unhealthy
food and beverage products
Climate adaptation and mitigation
Health in all policies
(support for working families)





ACTION AREA



CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES

DRIVERS

**BUILT ENVIRONMENT/
PHYSICAL CONDITIONS**

Housing affordability
Access to healthy foods
Youth safety

**SOCIAL AND ECONOMIC
ENVIRONMENT**

Residential segregation
Early childhood
education
Public libraries

**POLICY AND
GOVERNANCE**

Complete Streets policies
Air quality





ACTION AREA



STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS

DRIVERS

ACCESS

Access to public health

Access to stable
health insurance

Access to mental
health services

Routine dental care

CONSUMER EXPERIENCE AND QUALITY

Consumer experience

Population covered
by an Accountable
Care Organization

BALANCE AND INTEGRATION

Electronic medical
record linkages

Hospital partnerships

Practice laws for
nurse practitioners

Social spending relative
to health expenditure





OUTCOME

IMPROVED POPULATION HEALTH, WELL-BEING, AND EQUITY

OUTCOME AREAS

ENHANCED INDIVIDUAL
AND COMMUNITY
WELL-BEING

Well-being rating
Caregiving burden

MANAGED CHRONIC
DISEASE AND REDUCED
TOXIC STRESS

Adverse child experiences
Disability associated
with chronic conditions

REDUCED
HEALTH CARE COSTS

Family health care cost
Potentially preventable
hospitalization rates
Annual end-of-life
care expenditures



Where does Social Work fit?





ACTION AREA



STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS

DRIVERS

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Social Work & Bridging

Care Coordination

- Multiple chronic conditions, socially complex
- Perinatal
- Aging in place

Advocacy

- Policy
- Systems
- Funding

Community Partnerships



Building blocks for Bridging Partnerships

- Relationships are foundational
- Define health in the broadest possible terms.
- Commit to sustainable systems changes and policy-oriented long-term solutions.
- Cultivate a shared and deeply-held belief in the importance of equal opportunity for health.
- Harness the collective power of leaders, partners, and community members.
- Measure and share progress and results.



We need your input!

Partnership for Healthy Outcomes:

**Bridging Community-Based Human Services and
Health Care**

Please Complete RFI by 1-27-17

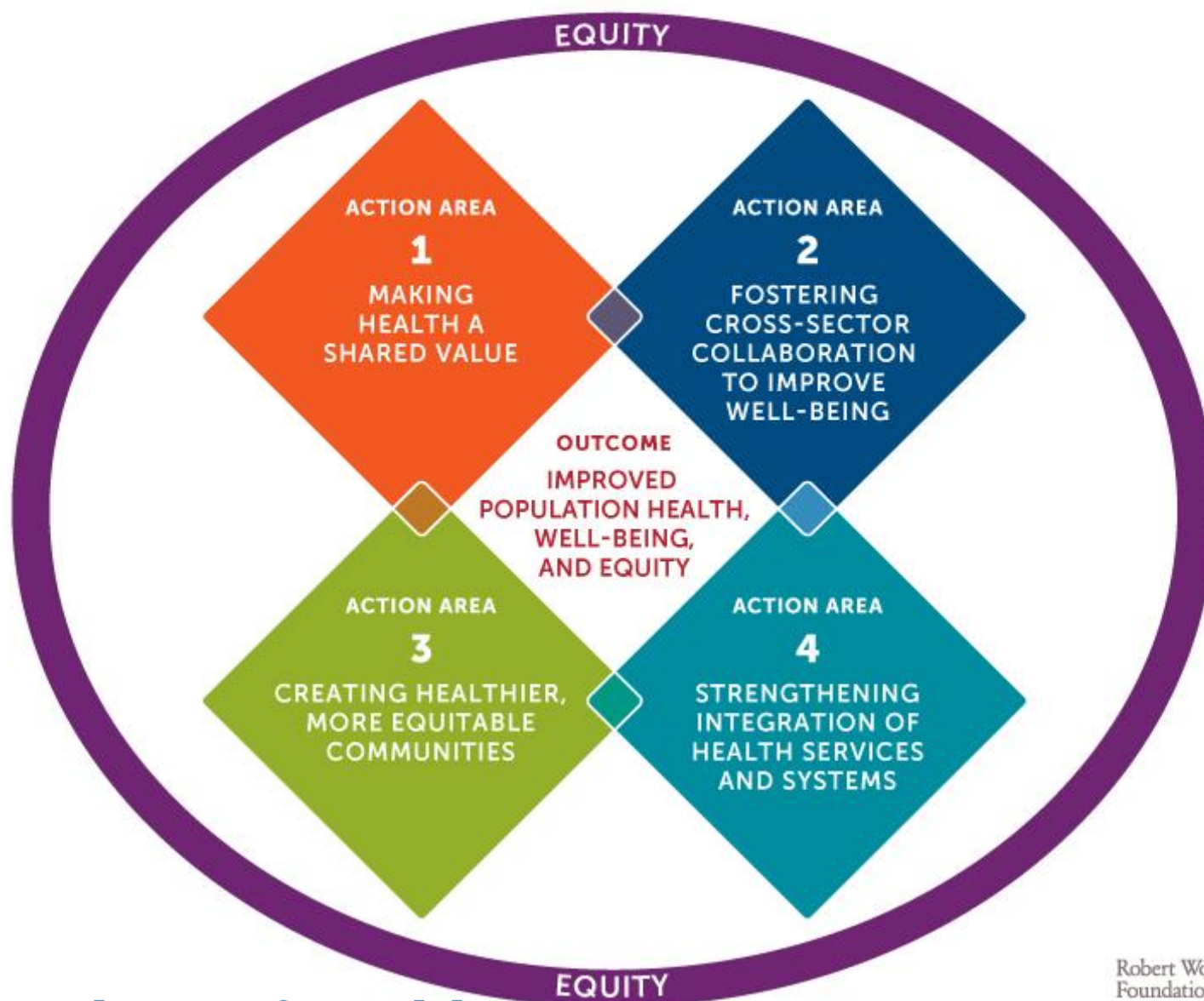
https://survey.qualtrics.com/SE/?SID=SV_22X2meRNQkl23lz



“The best way to predict the future is to create it.” -Peter Drucker



CULTURE OF HEALTH ACTION FRAMEWORK



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