

Healthy People 2020: Lessons for California

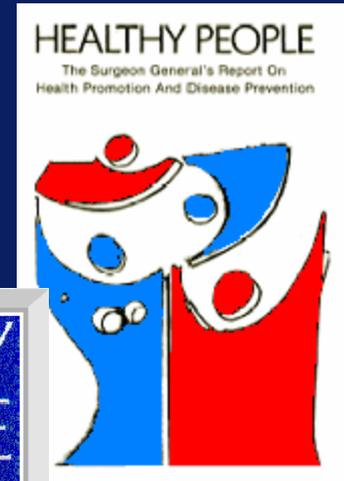
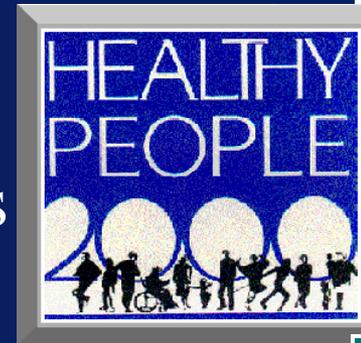
Public Health Advisory Committee
April 9, 2009

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Healthy People History

- Launched in 1979 with “Healthy People: the Surgeon General’s Report on Health Promotion and Disease Prevention”
- Updated every decade since then, each time with more priority/focus areas and health objectives
- Development process went from relying heavily on experts to a process that emphasizes public engagement at every step



Healthy People – A Historical Review and Lessons Learned

- Positive:
 - Extensive process of stakeholder & civic engagement
 - Cross-agency collaboration within Federal government
- Negative :
 - Not always easy to use
 - Difficult to navigate
 - Difficult to understand how some objectives/ targets were set
 - Not well advertised, lower utilization rates than desired
 - Limited accountability (who and for what?)
 - Challenge to interpret progress in achieving objectives
 - Primarily disease-oriented, more of a medical model with little focus on determinants/outcomes/interventions



The Healthy People 2020 Development Process

- Federal Interagency Workgroup
 - Charged with overseeing and coordinating the development process within the Federal government
- Trans-federal membership
 - ~50 members, representing 23 HHS agencies/offices
 - Expanding to include non-HHS Federal partners
 - DoEd, USDA, EPA, VA, DoJ, and others to come

The Healthy People 2020 Development Process

- Secretary's Advisory Committee membership
 - Chair: Jonathan Fielding, MD, MPH
 - Vice-Chair: Shiriki Kumanyika, PhD, MPH

Members:

William Douglas Evans, PhD

Vincent Felitti, MD

Everold Hosein, PhD

Lisa Iezzoni, MD, MSc

Abby King, PhD

Ronald Manderscheid, PhD

David Owen Meltzer, MD, PhD

Eva Moya, LMSW

Patrick Remington, MD, MPH

David Siegel, MD, MPH

Adewale Troutman, MD, MPH



HP 2020 Development Process: Charge to the Advisory Committee

The Committee was charged by the HHS Secretary to:

1. Provide advice and consultation to the Secretary to facilitate the process of developing and implementing national health promotion and disease prevention goals and objectives; and
2. Advise the Secretary about initiatives to occur during the initial implementation phase of the goals and objectives.

HP 2020 Development Process: Advisory Committee Workgroups

- Five subcommittees to allow in-depth discussion
- Members are both internal & external (subject experts)
 - Subcommittee on Health Equity and Disparities
 - Subcommittee on Priorities
 - Subcommittee on Environment and Determinants
 - Subcommittee on Life Stages and Developmental stages
 - Subcommittee on User Questions and Needs
- Two Ad-hoc groups to address special topics
 - Health IT
 - Graphic model for Healthy People 2020

Subcommittee Work for Phase I

Subcommittee	Times Met	Focus of Effort
Health Equity and Determinants	7	Definitions
Priorities	7	Principles for prioritization
Developmental/ Life Stages	2	Logic model
User Questions and Needs	7	Target audiences
Environment/ Determinants	3	Concrete applications of ecological approach
Health IT	5	Role of Health IT
Models	1	Integrated model



Healthy People 2020 Development: *Phase I Report*

Issues addressed include:

- Recommendations for the format (medium) of HP 2020;
- A vision statement;
- A mission statement;
- Overarching goals;
- A graphic model to depict key concepts;
- Guidelines and processes for implementation.

Advisory Committee's Guiding Principles

- What is Healthy People 2020?
 - A national health agenda that communicates a vision and strategy for the nation
- Healthy People 2020 Vision:
 - A society in which all people live long, healthy lives

Healthy People 2020: Draft Organizing Framework

- Focus areas
 - Primary: Risk factors, determinants of health, outcomes
 - Secondary: Diseases and disorders
- Emphasis on Public Health Priorities
 - Health IT
 - Preparedness
 - Prevention

Healthy People 2020 Mission

To improve health through strengthening policy and practice, Healthy People will:

- Identify nationwide health improvement priorities;
- Increase public awareness and understanding of the determinants of health, disease, and disability and the opportunities for progress;
- Provide measurable objectives and goals that can be used to set priorities and monitor progress at the national, state, and local levels;
- Engage multiple sectors to take actions that are driven by the best available evidence and knowledge;
- Identify critical research and data collection needs.

HP 2020 Overarching Goals

1. Eliminate preventable disease, disability, injury, and premature death.
2. Achieve health equity, eliminate disparities, and improve the health of all groups.
3. Create social and physical environments that promote good health for all.
4. Promote healthy development and healthy behaviors across every stage of life.

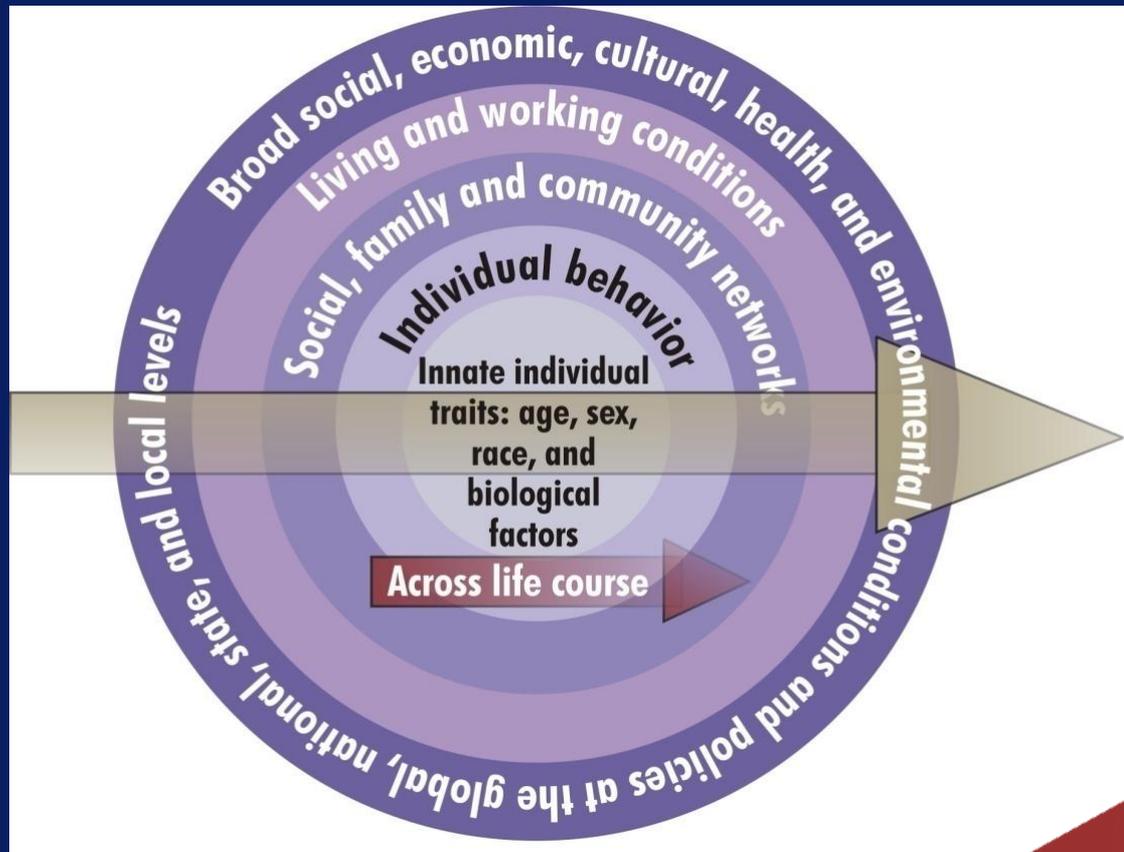
Reducing Disparities

- Disparities are differences due to social or economic disadvantage
- Achieving health equity requires eliminating disparities
- Identifying disparities should be explicit part of each objective
- Where they exist, specific efforts should be directed to reduction
- Tracking changes over time should include tracking disparities



Action Model to Achieve Healthy People 2020 Overarching Goals

Determinants of Health



Interventions

- Policies
- Programs
- Information

Outcomes

- Behavioral outcomes
- Specific risk factors, diseases, & conditions
- Injuries
- Well-being & health-related Quality of Life
- Health equity

**Assessment, Monitoring,
Evaluation & Dissemination**

HP 2020 Development Process: Timeline

- 2007, 2008, 2009
 - Development of framework and overarching goals
 - Continued public input
- Late 2008, early 2009
 - Framework and overarching goals released
 - Begin development of objectives
 - Continued public input
- 2010
 - Final 2020 objectives released with baselines and targets

HP 2020 Development Process: Stakeholder Input

- Public Comment Web site:
www.healthypeople.gov/hp2020/comments
- Secretary's Advisory Committee on National Health Promotion and Disease Prevention Objectives for 2020
- Healthy People Consortium
- Regional Meetings in 2008 and 2009
- Federal Interagency Workgroup

Question to Consider:

Who Are the Intended Users of HP 2020?

- A wide range of user groups in both the public and private sectors
- An expanded audience base, including:
 - Federal, state and local health departments
 - The general public;
 - Voluntary organizations;
 - Businesses;
 - Faith-based organizations;
 - Health care providers;
 - Elected and appointed decision-makers;
 - Researchers;
 - Community-based organizations;
 - Grassroots advocates;
 - Other sectors whose actions have health consequences.

Question to Consider: *What Form Should HP 2020 Take?*

- No longer primarily a print-based reference book
- Also a web-accessible database that:
 - Offers improved capacity to deliver information tailored to the needs of users
 - Can organize information by interventions, determinants, outcomes of interest
 - Would be successful to the extent that it has a user-friendly interface, accessible to all levels of users
 - Engages users in an interactive, action-oriented process

Question to Consider: *How to Develop Objectives/Targets?*

- Define processes for developing, evaluating, and narrowing objectives
- Significant Issues:
 - Number of objectives
 - Cost considerations
 - Ambitious or achievable target
 - Surveillance of measures that have met their targets
 - Flexibility of objective selection and review processes to allow changes to objectives in order to match current scientific evidence
 - Interventions available? Effectiveness of available interventions?

Question to Consider:

Which Criteria Will Help Users Prioritize Objectives?

- Overall burden
- Preventable/reducible burden
- Cost-effectiveness
- Net health benefit
- Synergy
- Timeframe
- Reduced health inequities
- Accepting accountability and working together

Question to Consider:

What Do Users Need to Know About How Targets Are Determined?

- Users need to know how targets for objectives are set and who has formulated them. For example:
 - Extrapolated from recent trends;
 - Based on expert opinion of what is achievable over 10 yrs
- In the absence of reliable, valid, current data, targets can be set by:
 - Using the best estimate of current burden, and then
 - Assuming that existing interventions could be used to reduce that burden by a certain percentage.

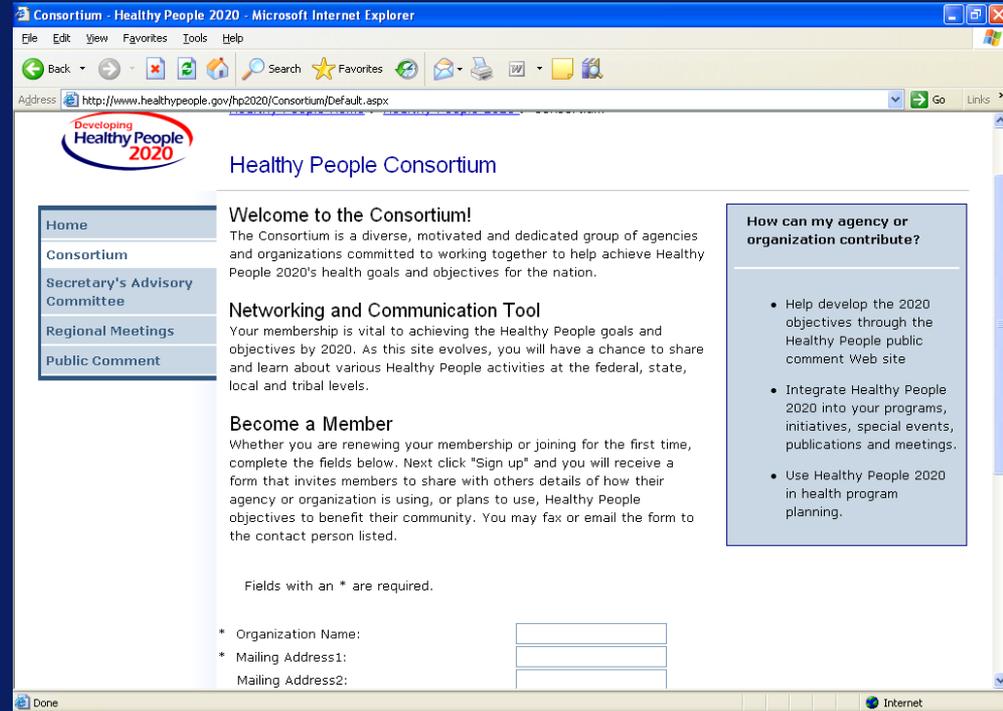
Question to Consider:

How Best to Engage Stakeholders?

- Stakeholders can stay informed about HP 2020 by:
 - Joining Healthy People listserve
 - Checking www.healthypeople.gov for updates
 - Visiting Public Comment Website
 - Attending Advisory Committee Meetings
 - Join Healthy People Consortium
 - Attend regional meetings (summer 2009)

How to Engage Stakeholders: Healthy People Consortium

- Consortium has over 350 member orgs.
 - States & LHDs
 - Voluntary orgs.
 - Private sector orgs.
 - Advocacy groups
- Consortium will play an active role in development of HP 2020 objectives



HP 2020: Initiatives for States

- State Coordinators Workshop: April, 2009
 - Coordinators serve as liaisons with ODPHP and is the Department's contact for Healthy People-related State programs
- State Action: Evaluating the Healthy People 2020 Agenda
 - RFA out for states/territories/tribal health offices to conduct participatory strategic planning to support use of HP 2020 components and concepts
 - National evaluation of 1-year project to assess how awarded states translate and operationalize HP 2020 framework

HP 2020: What We Need Moving Forward

- Better data, especially at local level
- Better dissemination and promotion of HP 2020
- Increased accountability for those responsible for prevention and health promotion
- More partnerships
 - With private sector
 - With schools
 - With faith-based organizations (FBOs)
- Continue identifying effective prevention strategies

Next Steps: HP 2020 Development, Phase II

- Advisory Committee will provide ongoing advice on topics such as:
 - Revised List of Topics
 - Principles for formatting and writing objectives
 - Methods to set and track progress towards quantified targets
 - User needs for Healthy People 2020
 - Implementation strategies to be included
 - A set of system requirements for the proposed database

Please visit the Healthy People website at:

<http://www.healthypeople.gov/hp2020>



Suggestions for Healthy California 2020

- Collaboration of state and county
- Public health in coordination role
- Involve all stakeholders as key partners
- Adopt national objectives
- Special attention to underlying determinants and risk factors
- Focus on ameliorable disease/ injury burden



Healthy California 2020

- Use logic models for each priority opportunity
- Determine points of maximum leverage
- Review evidence based interventions
 - Policies
 - Programs
 - Practices/ Processes
- Emphasis on chronic disease and preventable injury



Healthy California 2020

- Compile relevant data on state and counties
- Supplement with CHIS, expansion of NHIS
- Determine locus of responsibility for each priority intervention
 - State
 - County
 - City
 - Community



Healthy California 2020

- Targets based on California baseline and evidence based interventions when available
- Targets for shorter periods - e.g. 3 and 5 years
- Tie targets to natural data collection cycles
- Transparency in how targets were set: all assumptions explicit
- Flexibility to modify based on new data



Healthy California 2020

- More involvement of elected leaders
 - Legislative
 - Executive branch
- Develop lists of opportunities for governmental action at all levels
 - State
 - County
 - City
 - Other e.g. ports, sanitary/air quality districts



Healthy California 2020 Actions to Initiate Now

- Attend web-based Fed Advisory Group meetings
- Develop broad based planning committee
- Review past experience: positive and negative
- Develop plan and timetable for Healthy CA 2020
- Determine priority objectives
- Identify possible private sector funding



Healthy California 2020

- Obtain media coverage with elected leaders and public health organizations
 - Highlight past progress (last 10 years)
 - Identify highest priority opportunities
 - Identify quantifiable objectives over 3-5 years
 - Seek success stories in health improvement and disease prevention/ protection and link to Healthy CA 2020



Healthy California 2020

- Develop back-up plan for management of & access to key data if HHS does not develop web-based system in timely manner
- Build accountability for local health depts to move towards 2020 objectives when receiving state funding
- Identify roles of state and local public health departments against accreditation standards
- Identify opportunities for economic incentives



Extra Slides



Working Definition: *Social Environment*

Includes:

- Interactions with family, friends, coworkers, and others in the community
- Societal attitudes, norms, and expectations
- Social relationships and policies within settings such as schools, neighborhoods, workplaces, businesses, places of worship, health care settings, recreation facilities, and other public places
- The social aspects of health-related behaviors in the community
- Social institutions, such as law enforcement and governmental as well as non-governmental organizations
- Economic policy is an important component of the social environment



Working Definition: *Physical Environment*

Includes:

- The natural environment
 - Plants, the atmosphere, weather, and topography
- The built environment
 - Buildings, spaces, transportation systems, and products that are created, or modified, by people



Working Definitions: *Health Disparity* *and Health Equity*

Health Disparity:

- A particular type of health difference between individuals or groups that is unfair because it is caused by social or economic disadvantage

Health Equity:

- A desirable goal/standard that entails special efforts to improve the health of those who have experienced social or economic disadvantage
- Oriented toward achieving the highest level of health possible for all groups
 - Requires efforts to eliminate health disparities
 - Requires continuous efforts to maintain equity after particular health disparities are eliminated



Goal 1- Eliminate preventable disease, disability, injury, and premature death

- WHAT?
 - Emphasize the importance of **prevention** and health promotion.
 - Address “all hazards preparedness” as a public health issue.
- HOW?
 - Multi-sectoral approach
 - Strong public health workforce
 - Public health infrastructure



Goal 2 - Achieve health equity, eliminate disparities, & improve the health of all groups

- WHAT?

- Reduce group differences in health, health risks, and disease

- HOW?

- Measuring health equity and health disparities
- Identifying effective ways to reduce differences between groups
- Monitoring differences over time



Goal 3 - Create social & physical environments that promote good health for all

- WHAT?
 - An ecological approach to health promotion
- HOW?
 - Addressing the social and physical environments
 - Encouraging a focus on “upstream” interventions



Goal 4 - Promote healthy development and healthy behaviors across every stage of life

- WHAT?

- A life course approach to health promotion

- HOW?

- Population metrics to assess Healthy Development
- Identifying interventions that change trajectories of health and development in health and other (non-health) sectors

