



California Wellness Plan, 2014

Moving Forward with Implementation

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Presentation Objectives

- Present the Summary of the Advancing Prevention in the 21st Century Meeting (P21)
- Review Activities to implement the P21 Strategies
- Share CDPH P21 Activity Commitments
- Display alignment between California Wellness Plan (CWP), P21 and other CDPH initiatives



California Wellness Plan Desired Outcomes

- Understanding of the multiple factors that contribute to chronic disease
- Increased transparency of CDPH prevention activities
- Roadmap for collaboration between CDPH and partner organizations
- Ability to measure improvements in chronic disease outcomes, inequities and costs



California Wellness Plan Goals

Overarching: **Equity in Health and Wellness**

1. Healthy Communities
2. Optimal Health Systems Linked with Community Prevention
3. Accessible and Usable Health Information
4. Prevention Sustainability and Capacity

Plan posted online February 28, 2014

<http://www.cdph.ca.gov/programs/cdcb/Pages/CAWellnessPlan.aspx>



Advancing Prevention in the 21st Century



Advancing Prevention in the 21st Century

- February 13-14, 2014 in Sacramento
- Co-sponsored by CCLHO-CHEAC Chronic Disease Prevention Leadership Project
- 222 attendees and partner organizations
- Strategy and Activities for each CWP Goal for 2014-2016
- Commitments from partner organizations



Goal 1 Healthy Communities

Focus Area

Create healthy, safe, built environments that promote active transport, regular daily physical activity, healthy eating and other healthy behaviors, such as by adoption of health considerations into General Plans



Goal 1 Healthy Communities

P21 Strategy

Implement formal mechanisms to engage all sectors and identify specific action for collective impact



Goal 1 Activities

1A

Convene a statewide Work Group to identify, collect and develop a compendium of best practices, including the methods and resources used, to engage the community planning and development sectors



Goal 1 Activities

1B

Assemble local and/or regional coalitions of stakeholders from health and non-health sectors to create a shared vision of a healthy community, using a health lens and a Health in All Policies (HiAP) approach



Goal 1 Activities

1C

Convene, via meetings or webinars, local and/or regional public health agencies and community planning agencies to provide a forum for mutual learning and network development about the inclusion of health elements into local General Plans



Goal 1 Sectors to Engage

- Community planning and development, economic development, transportation, housing, regional parks, water resources, environmental management



CDPH Commitment: Goal 1

- Create a Compendium of Best Practices to help local health departments engage community planning and development agencies
- Assist with the Governor's Office of Planning & Research local forums to increase integration of public health and the community planning and development sector



Goal 2 Optimal Health Systems Linked with Community Prevention

Focus Area

Build on strategic opportunities, current investments and innovations in the Patient Protection and Affordable Care Act, prevention and expanded managed care, to create a systems approach to improving patient and community health



Goal 2 Optimal Health Systems Linked with Community Prevention

P21 Strategy

Determine financing mechanisms that consider return on investment (ROI) and incentivize partnerships for prevention



Goal 2 Activities

2A

Convene a statewide Work Group to develop a Work Plan to delineate the action steps that public health and the health care sector can take to better integrate, such as convening local or regional meetings between public health departments health care systems, health care providers, health insurance plans, non-governmental organizations and community-based organizations

Goal 2 Activities

2B

Hire a health economist to lead the state effort to increase ROI analyses of public health interventions and oversee communication strategies, including storytelling, to showcase public health interventions with positive health outcomes and/or ROI



Goal 2 Sectors to Engage

- Local and state medical associations, public health associations, health care sector (health care systems, ancillary medical services such as pharmacies and laboratories, healthcare providers, health insurance plans, etc.), large employers, community-based organizations



CDPH Commitment: Goal 2

- Convene a statewide Workgroup to increase integration of public health and the health care sector
- Hire a health economist to perform ROI analyses of prevention activities
- Hire a Health Reform Coordinator



Goal 3 Accessible and Usable Health Information

Focus Area

Expand access to comprehensive statewide data with flexible reporting capacity to meet state and local needs



Goal 3 Accessible and Usable Health Information

P21 Strategy

Leverage health information exchanges (HIE), electronic health records (EHR), and Meaningful Use (MU)



Goal 3 Activities

3A

Create and distribute an online toolkit to guide local public health agency access to online population health data



Goal 3 Activities

3B

Develop a Strategic Plan to create and maintain a statewide system for reporting chronic disease health data to local and/or state public health departments, including the data analytics available and/or desired, and resources for information technology infrastructure, data transmission and data usability



Goal 3 Activities

3C

Submit public comment to the Office of the National Coordinator on Meaningful Use Stage III that recommends the inclusion of indicators which measure the social and environmental determinants of health



Goal 3 Sectors to Engage

- Local and state medical associations, public health associations, health care sector (health care systems, ancillary medical services such as pharmacies and laboratories, healthcare providers, health insurance plans, etc.), large employers, community-based organizations



CDPH Commitment: Goal 3

- Create an online toolkit to guide local access to online population health data
- Maintain and expand the Health Information Exchange (HIE) Gateway
- Continue the Open Data Initiative



Goal 4 Prevention Sustainability and Capacity

Focus Areas

- Collaborate with health care systems, providers and payers to show the value of greater investment in community-based prevention approaches that address underlying determinants of poor health and chronic disease



Goal 4 Prevention Sustainability and Capacity

Focus Areas

- Explore dedicated funding streams for community-based prevention
- Align newly secured and existing public health and cross-sectoral funding sources to support broad community-based prevention



Goal 4 Prevention Sustainability and Capacity

P21 Strategy

Create Wellness Trust(s) to dedicate streams of funding for community-based prevention at the local, regional and state levels



Goal 4 Activities

4A

Convene a Work Group of state and local representatives to establish a California Wellness Trust Model

(Sub-activities detailed in P21 Summary)



Goal 4 Sectors to Engage

- Health care (health care systems, healthcare providers, health insurance plans, local and state medical associations, etc.), business (large employers, chambers of commerce, etc.), banking, tax policy, philanthropy



CDPH Commitment: Goal 4

- Participate in California State Innovation Model Implementation Workgroups, if federal funding is awarded and as requested by CHHS Secretary



CWP and P21 Sustainability and Capacity

New Program: CWP Implementation

Preventive Health and Health Services Block Grant 2014 Award

- Director of Coordination for CWP and P21
Jessica Nunez de Ybarra, MD, MPH, FACPM
- Health Economist *TBD*
- BRFSS Adverse Childhood Experience assessment every two years



Coordination within CDPH

- Policy Forums
- Data and Information Forums
- Communications Workgroup
- Evaluation Workgroup
- Health Systems Linked with Community Prevention Workgroup
- Monitor CWP Objectives and P21 Activities



Coordination with Partner Organizations

- Communicate regularly with partner organizations
- Convene partner organizations annually to report on CWP Objectives
- Convene regular or ad hoc Workgroups to complete specific projects
- Participate in state and national initiatives



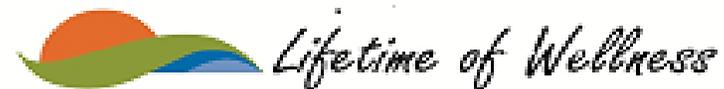
Example: Chronic Disease Prevention Messaging Toolkit

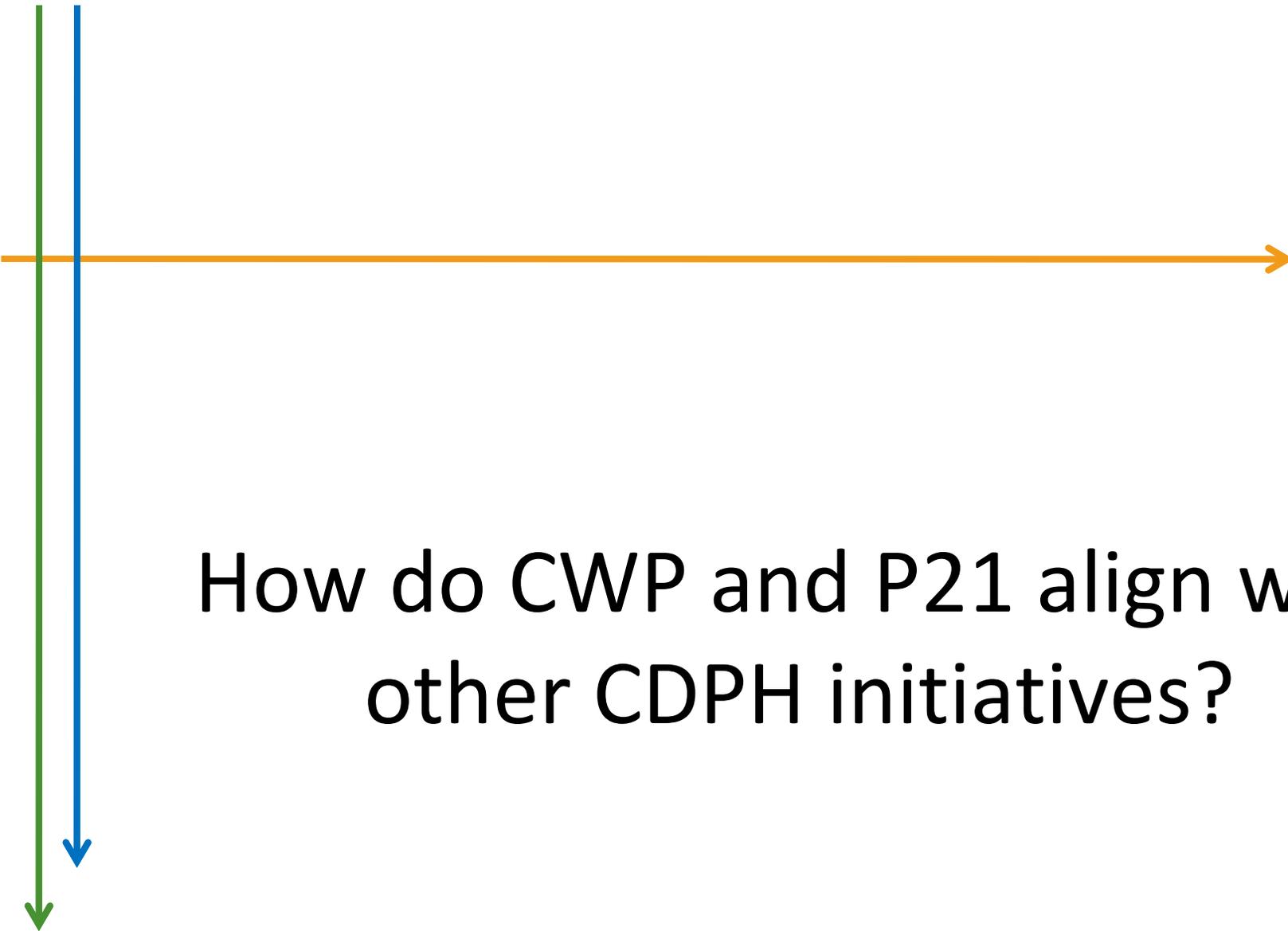
- Created with input from CDPH programs and partner organizations
- Contains instructions to craft compelling messages
 - Social Media
 - Reports
- Storytelling Templates
 - Success Stories



Toolkit Unifying Tagline: *Lifetime of Wellness*

- Captures our public health vision that can be shared with non-public health partner organizations
- Defines our shared commitment to achieve equity in health and wellness
- Created for, with input from, local health departments, and other partner organizations





How do CWP and P21 align with
other CDPH initiatives?



Office of Health Equity

- California Statewide Plan to Promote Health and Mental Health Equity
 - To be released August, 2014
- CWP Overarching Goal: Equity in Health and Wellness
 - If possible, will monitor disparate group outcomes in addition to overall outcomes



Office of Quality Performance and Accreditation

- CDPH Accreditation Application
 - Let's Get Healthy California Taskforce Report
 - Quality Improvement Plan/System
- PHAB Site Visit August 2014
- CWP Objectives detail how CDPH programs are working on Let's Get Healthy California Task Force Report Priorities



Director's Office

- Health Reform Coordinator: Dana Moore, MPH
 - Make public health a key priority for California
 - Exploratory phase: gather information and conduct informational interviews
 - Communicate and collaborate internally and externally
- CWP Goal 2: Optimal Health Systems Linked with Community Prevention
 - Work Group to increase integration of public health and the health care sector
 - Health economist



Questions?

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Thank You!

