

# Keynote Presentation



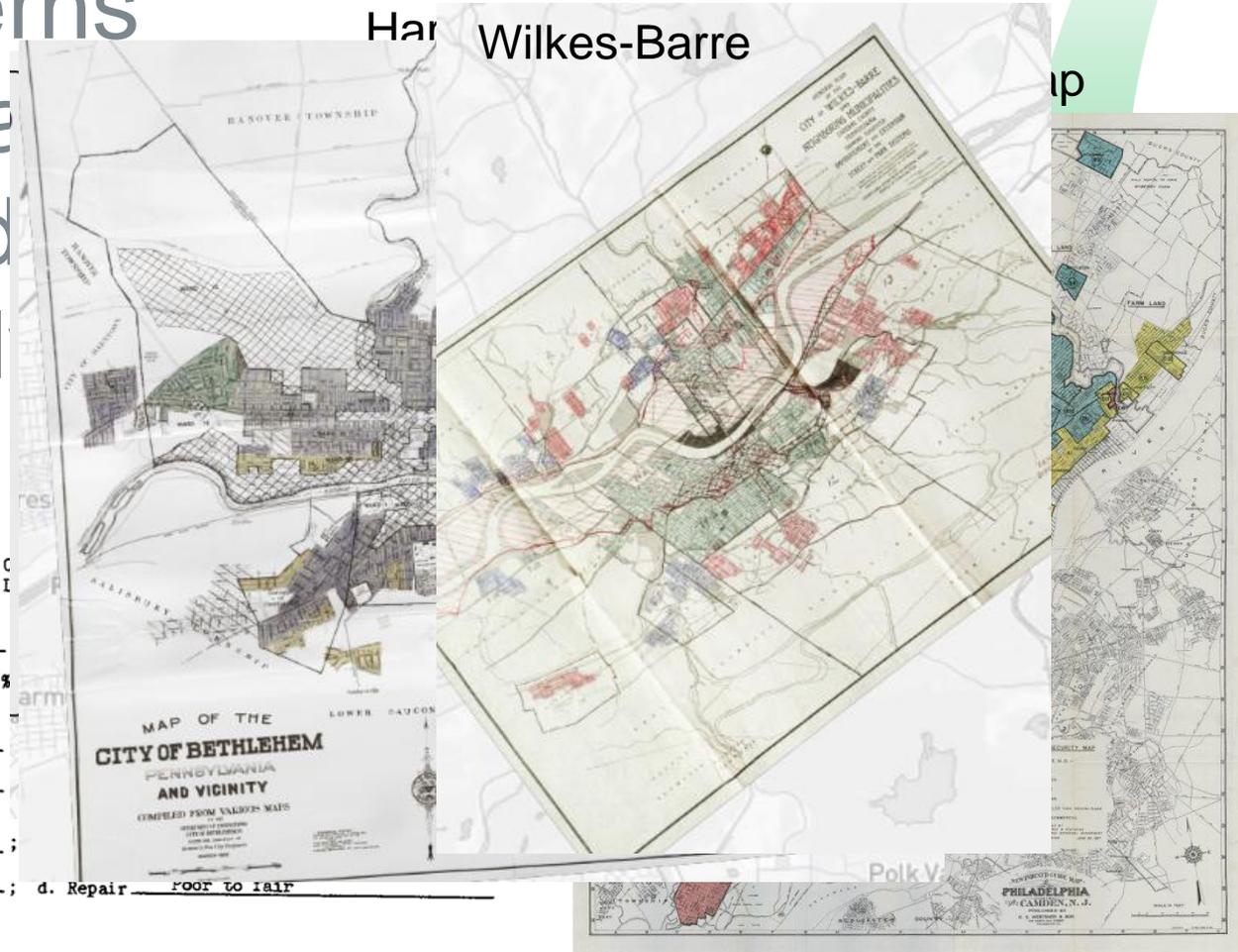
CO L O R A D O

Department of Public  
Health & Environment

**Gabriel Kaplan**, Ph.D., MPA, Chief, Health Promotion and Chronic Disease Prevention Branch, Colorado Dept of Public Health and Environment; President, National Association of Chronic Disease Directors

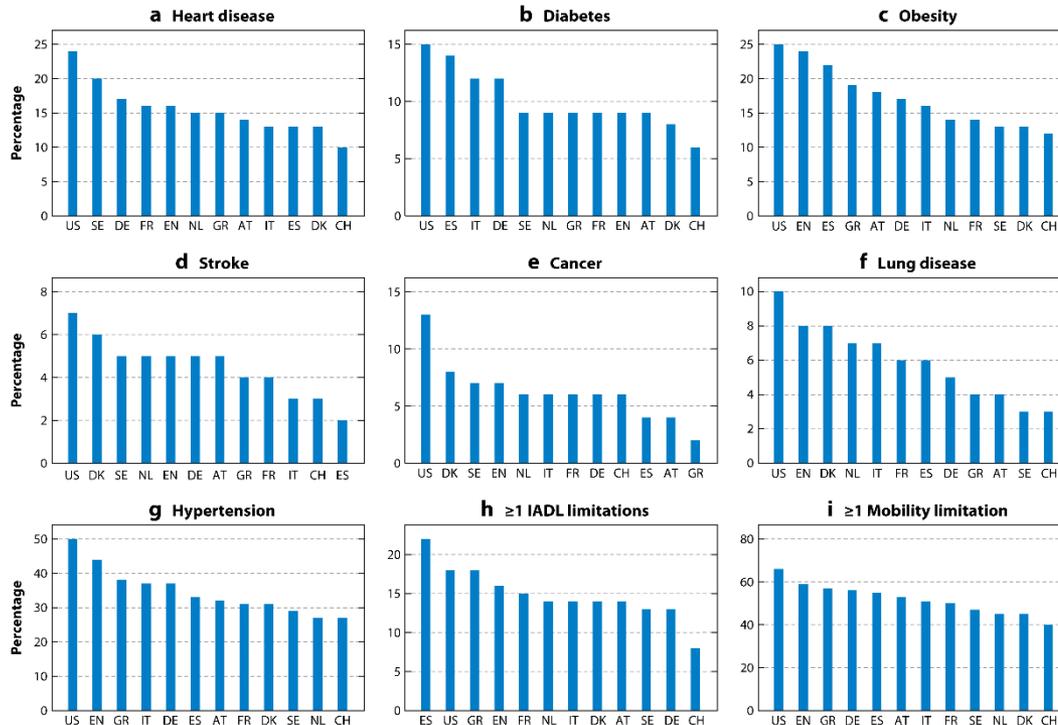
These patterns  
were political  
socially, and  
economically  
engineered

Harlem Wilkes-Barre



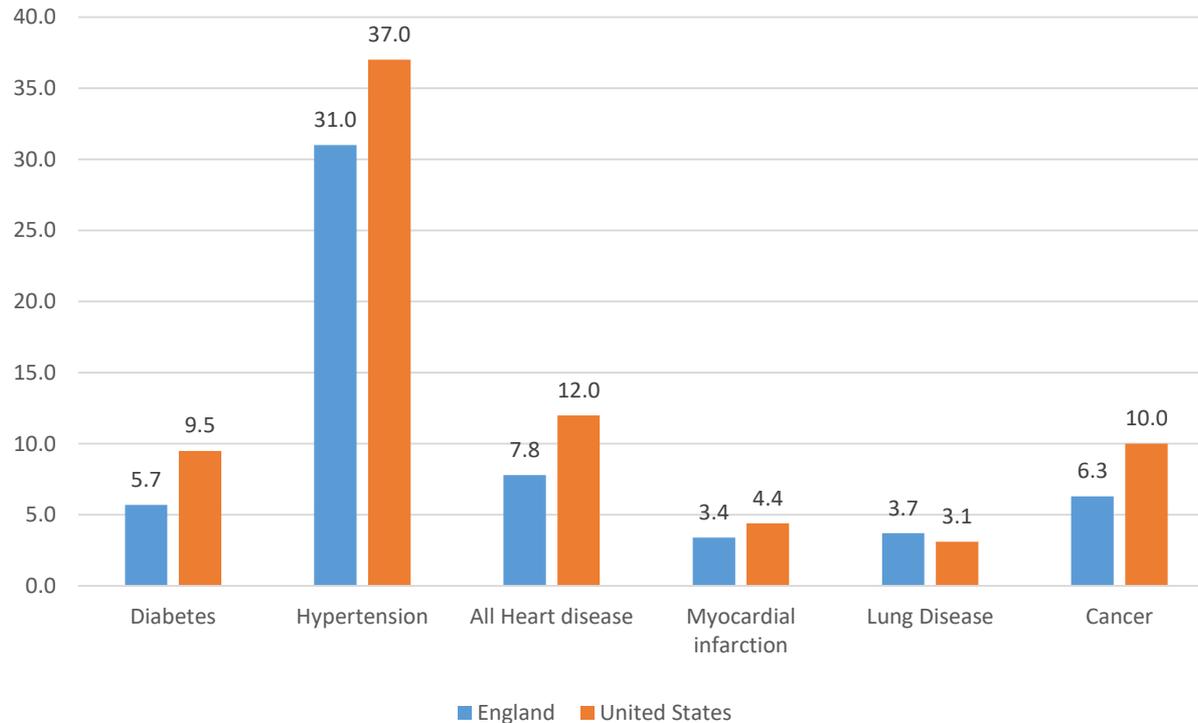
4. DETRIMENTAL INFLUENCES.
5. INHABITANTS:
  - a. Type Laborers - Relief
  - c. Foreign-born Italian ; 50 %  
(Nationality)
  - e. Infiltration of Negro
  - g. Population is increasing
6. BUILDINGS:
  - a. Type or types 2 story rows ;
  - c. Average age 10 - 30 yrs. ;
  - d. Repair POOR TO FAIR

# Inequities Harm Us All



Americans are Sicker Across the Board

# Chronic Disease Prevalence US vs England, High Income



Wealthiest third of the income distribution in each country

Source: Banks, Marmot, Oldfield, Smith. **Disease and Disadvantage in the United States and in England.** JAMA, May 3, 2006—Vol 295, No. 17

# The Future of Public Health is NOW

## Public Health 1.0

- Infection control through treatment - TB
- Clinical preventive measures – immunizations

## Public Health 2.0

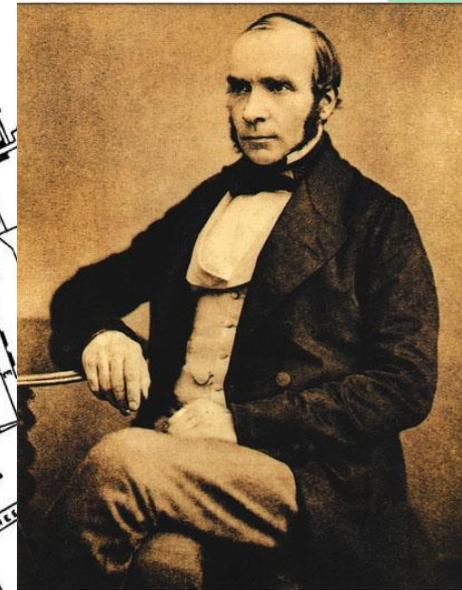
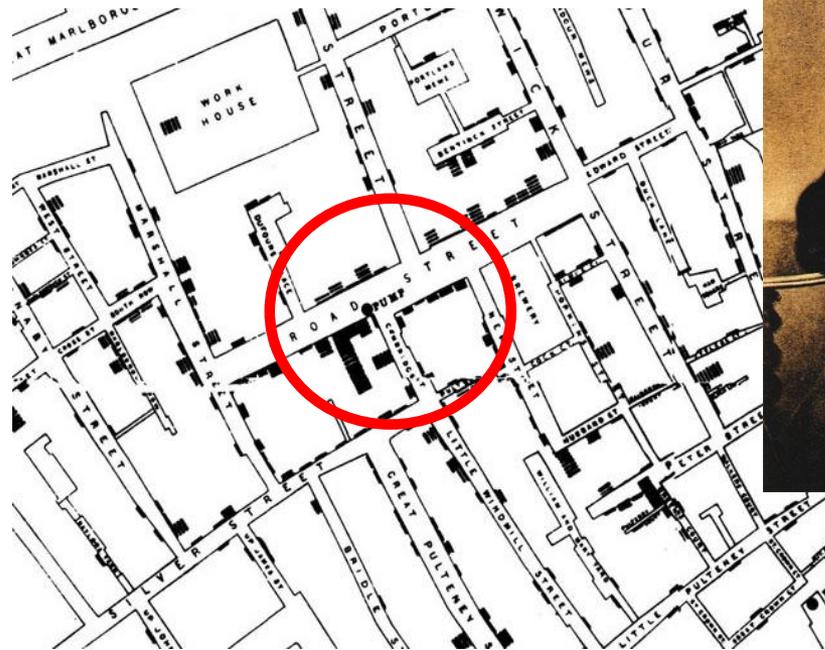
- Policy and environmental change – Seatbelts, tobacco tax
- Systems building – Diabetes Prevention Program

## Public Health 3.0

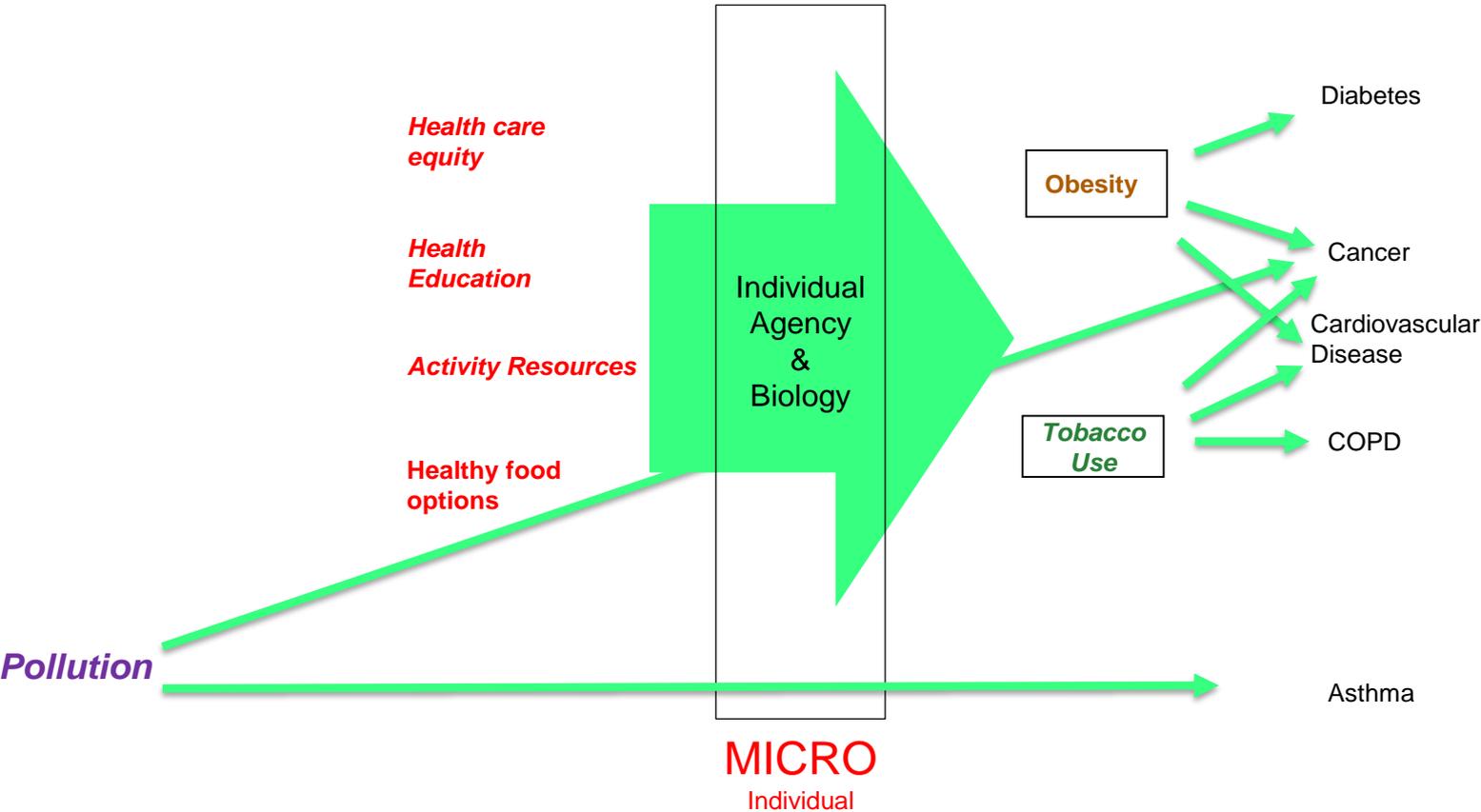
- Social determinants of health – food, housing, transport
- Partnerships – Education, Human Services, Transportation, Housing, Revenue....

# John Snow: Icon of Public Health 1.0

- Father of modern epidemiology
- London Cholera epidemic of 1854
- Closing down the Lambeth Well



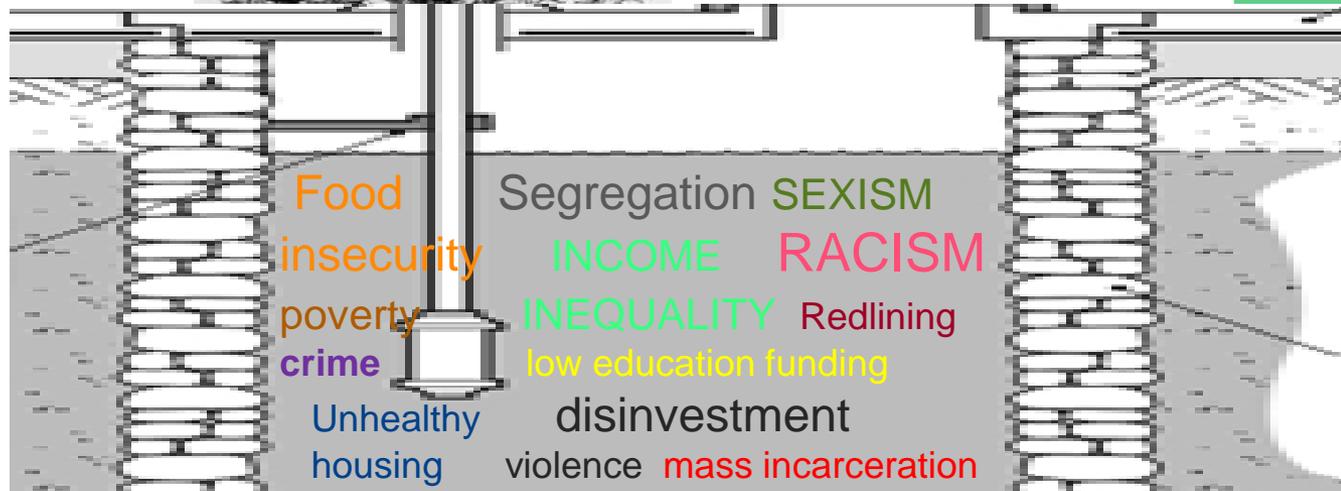
# Public Health 2.0



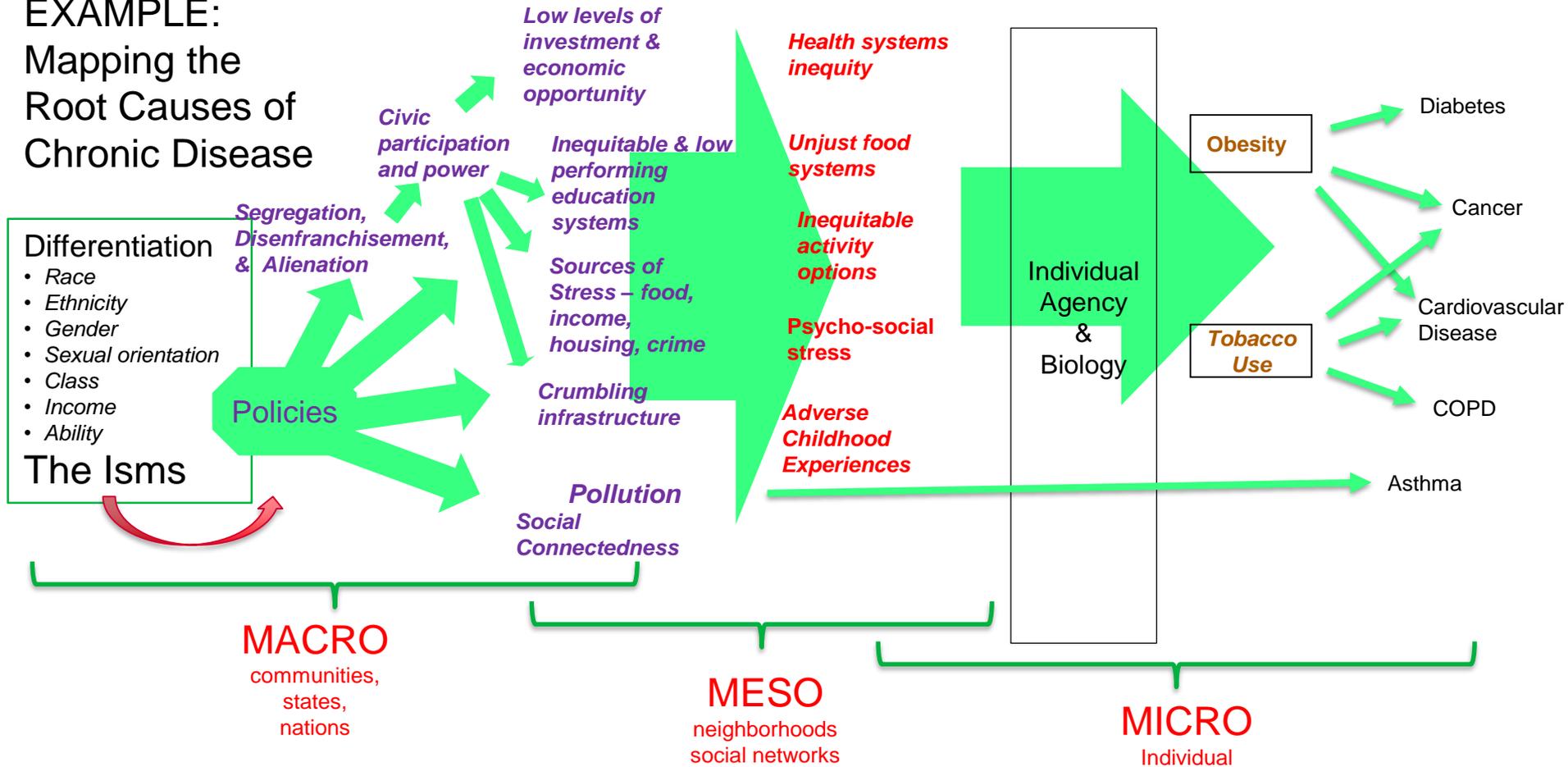
# Public Health 3.0



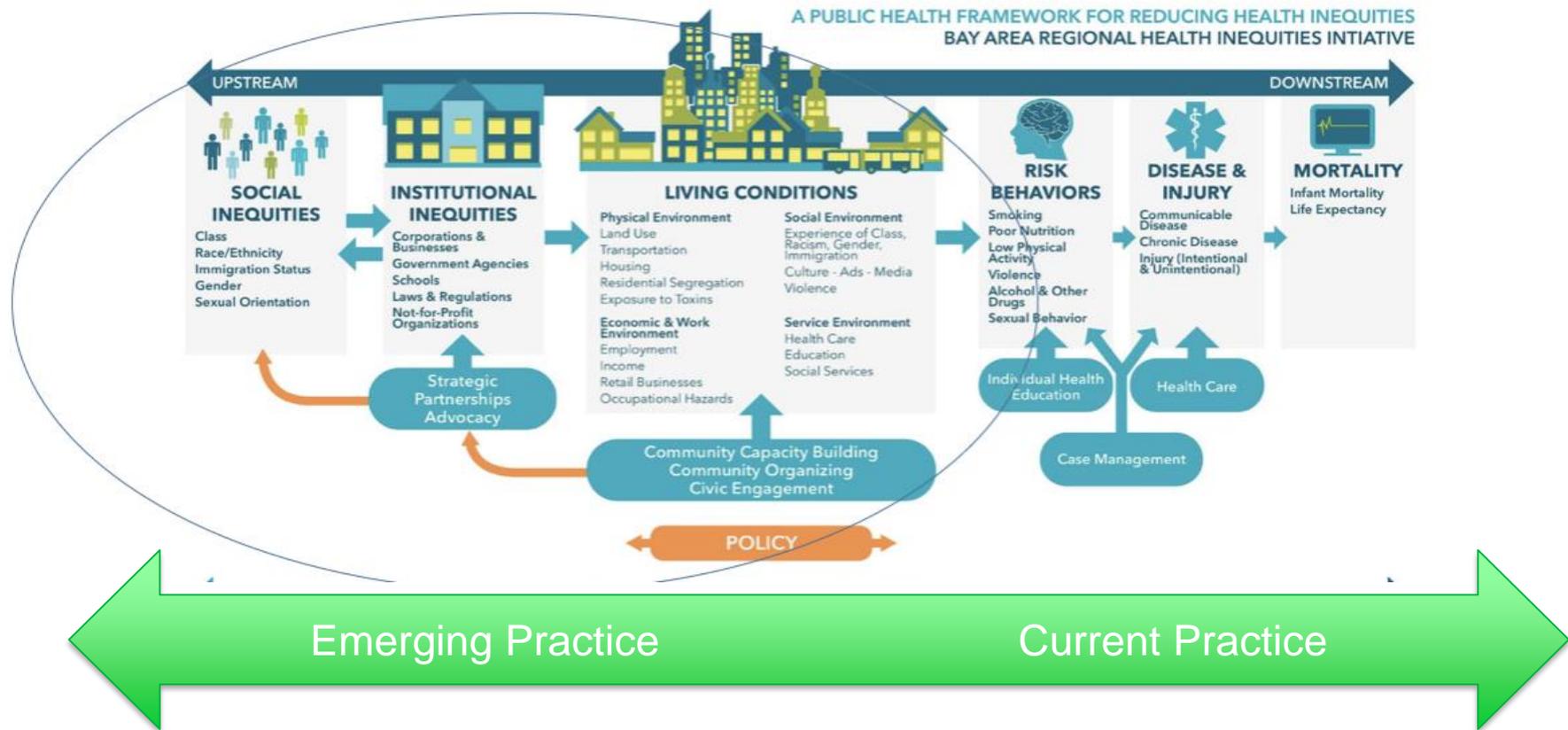
We are all drinking from a poisoned well



# EXAMPLE: Mapping the Root Causes of Chronic Disease



# BARHI Model



# The Lessons for Public Health 3.0 Action

- **Some Steps We Can All Follow**

# Step 1: Build Public Health 3.0 on public health principles

- Don't stop doing what you're doing, add to it
- Don't reinvent the wheel, learn from others
- Use your training
  - Adhere to the evidence-base
  - Engage others/ Work through partnerships

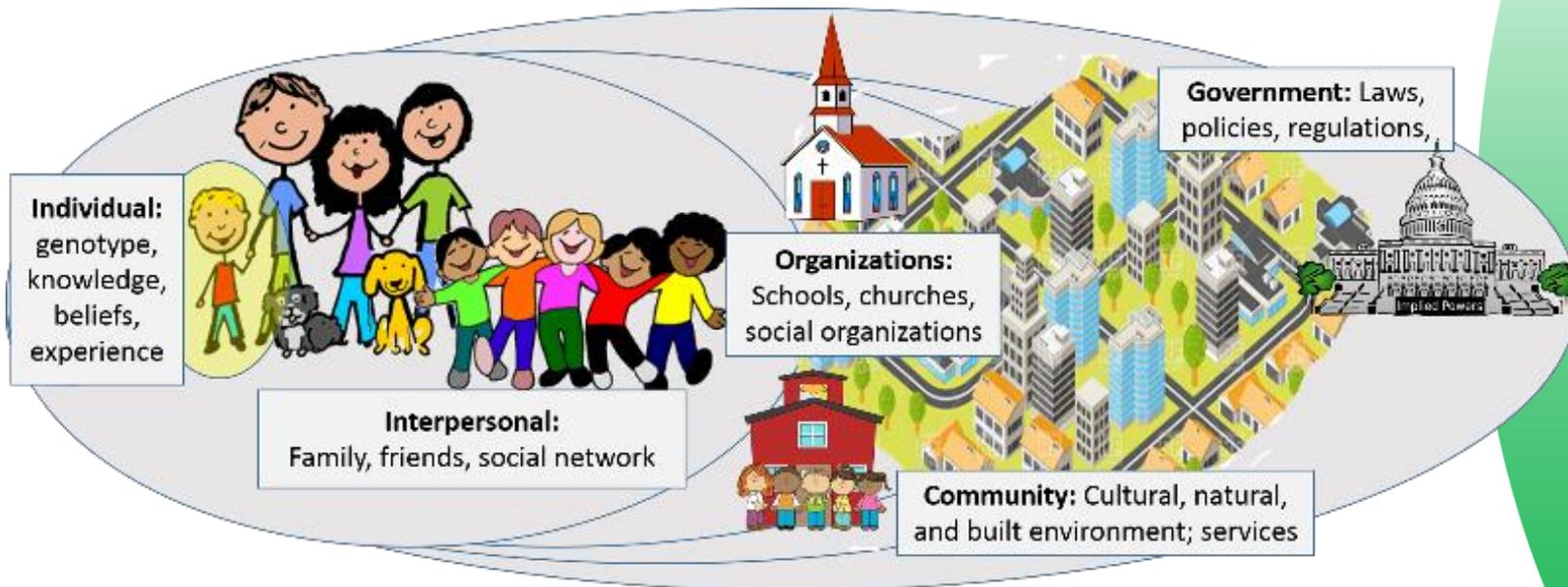
## Step 2: Work across three levels

- Policy & systems change – particular focus on food, income, & housing security
- Community based geographic environmental change
- Interpersonal relationships

# Public Health's Challenge

- **MACRO**
- **MESO**
- **MICRO**
- **Deconstruct** the *policies of oppression*
- **Reconstruct** *neighborhoods & communities*
- **Co-construct** systems that *let everyone achieve health*

# Socio-ecological model



Source: Wayne W. LaMorte, MD, PhD, MPH, Boston University School of Public Health

[http://sphweb.bumc.bu.edu/otlt/MPH-Modules/QuantCore/PH717\\_ExposureAssessment/PH717\\_ExposureAssessment2.html](http://sphweb.bumc.bu.edu/otlt/MPH-Modules/QuantCore/PH717_ExposureAssessment/PH717_ExposureAssessment2.html)

Date accessed: 7/25/2018. Date last modified: January 30, 2018.