

Keynote Presentation



CO L O R A D O

Department of Public
Health & Environment

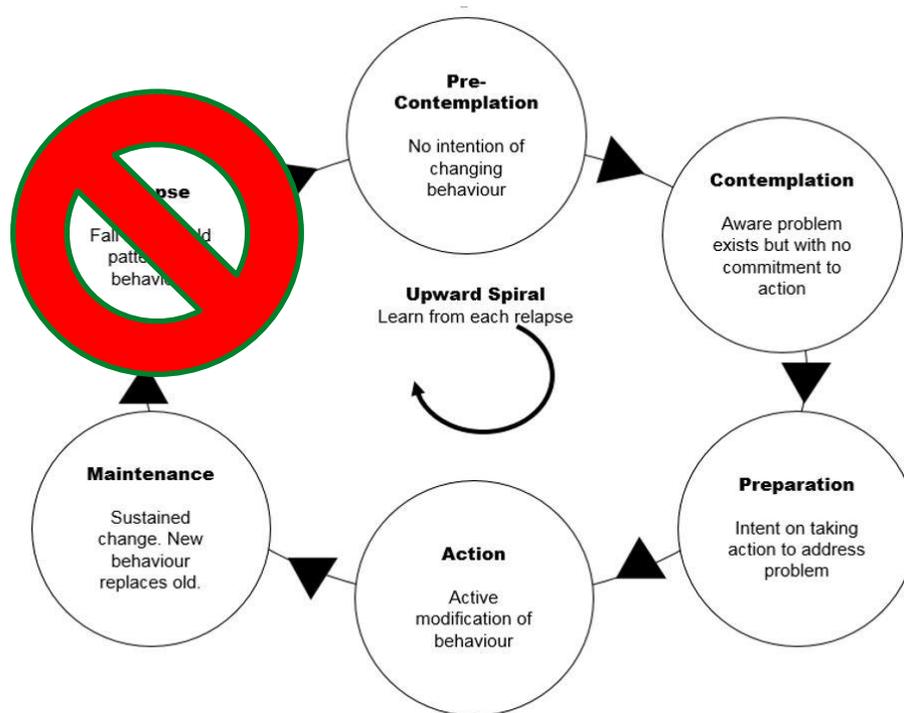
Gabriel Kaplan, Ph.D., MPA, Chief, Health Promotion and Chronic Disease Prevention Branch, Colorado Dept of Public Health and Environment; President, National Association of Chronic Disease Directors

Step 3: MACRO - Make the Case

- Speak Truth to Power
- Engage your audience with a call to action
- Commit to communication

Stages of Change Model

Policymakers
are an
audience that
doesn't know
we have a
problem



Mapping Disease by Neighborhood:

Showing policymakers how place matters

Source: Cityhealthdashboard.com

500 Cities Project

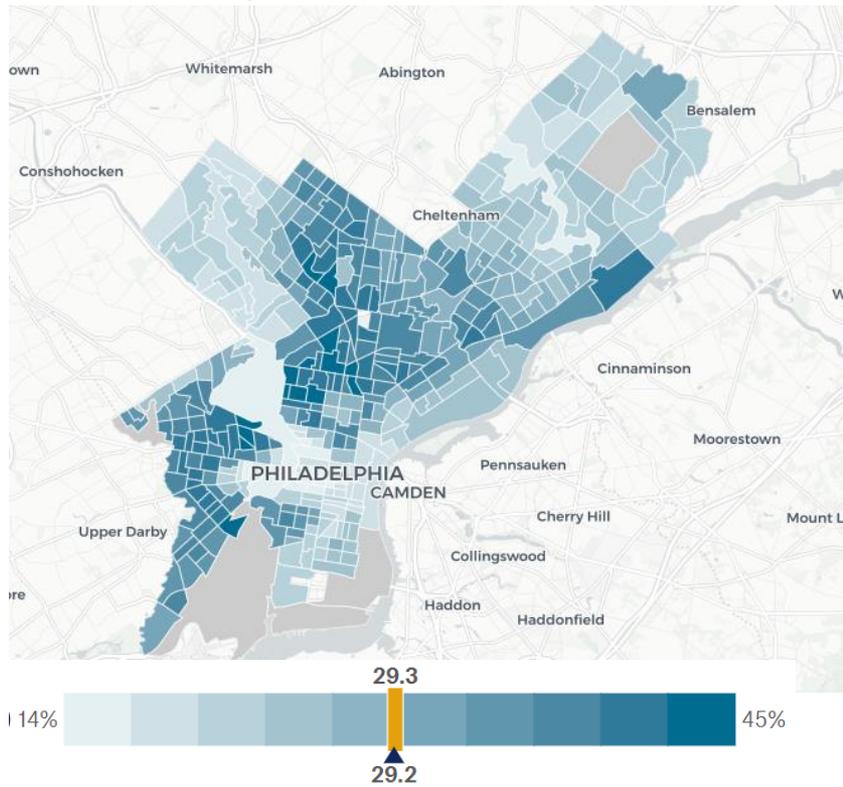


NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS

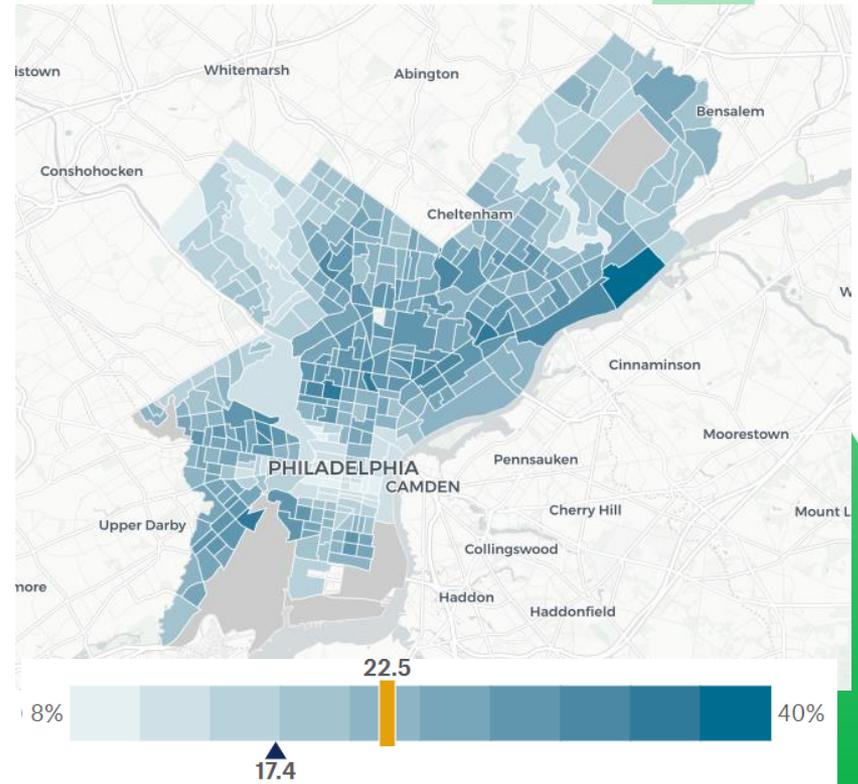
Promoting Health. Preventing Disease.

Philadelphia

Obesity

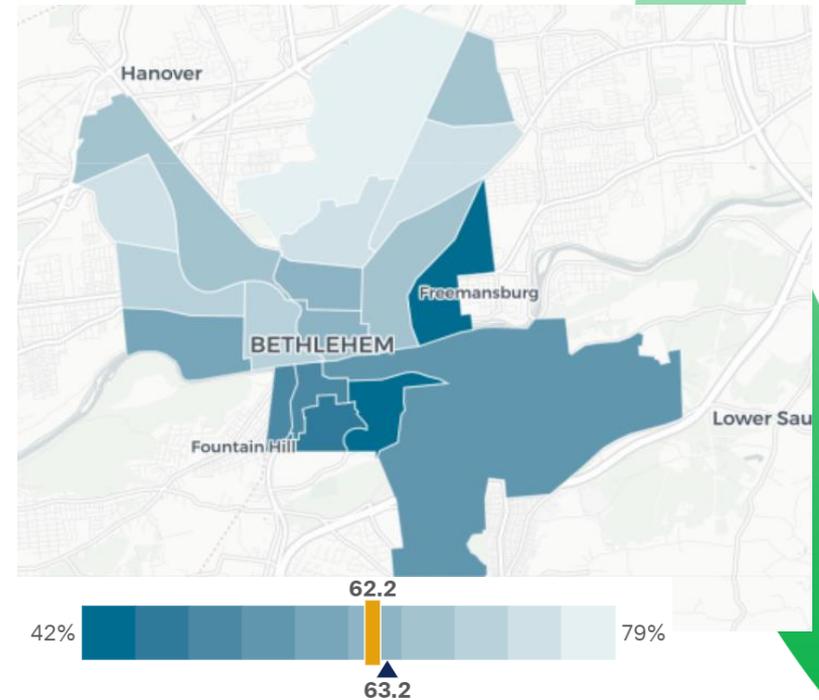
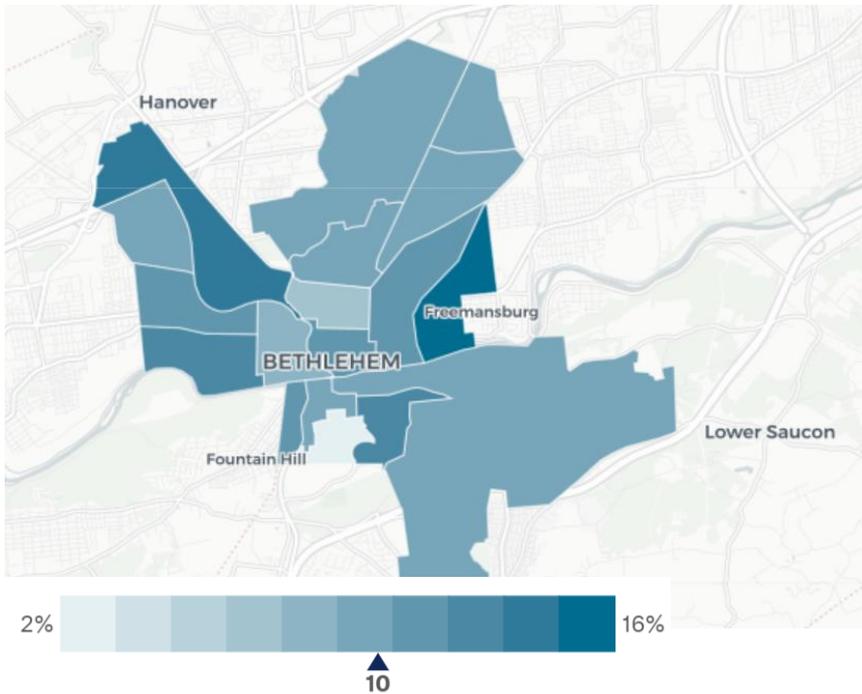


Smoking



Bethlehem

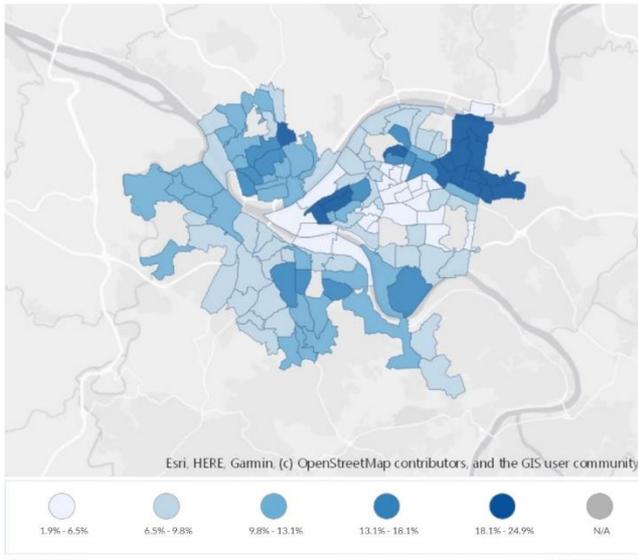
Diabetes, Adults 18+ Regular Dental Visits



Pittsburgh

Diabetes 18+

Comparison: Grouped
Measurement Period: 2016
Data Source: CDC - 500 Cities Project

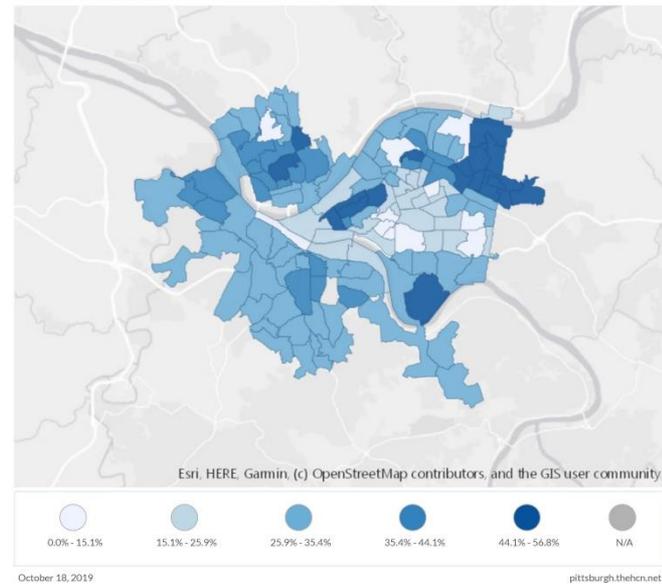


October 18, 2019

pittsburgh.thehcn.net

High Blood Pressure 18+

Data Source: CDC - 500 Cities Project

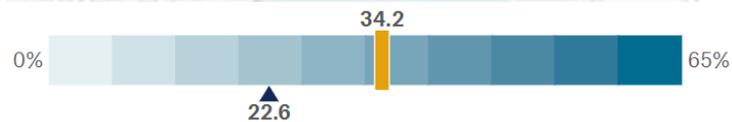


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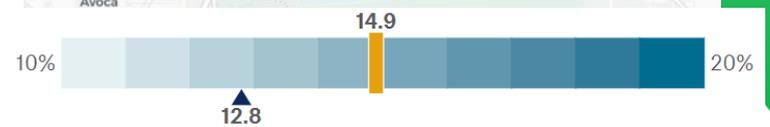
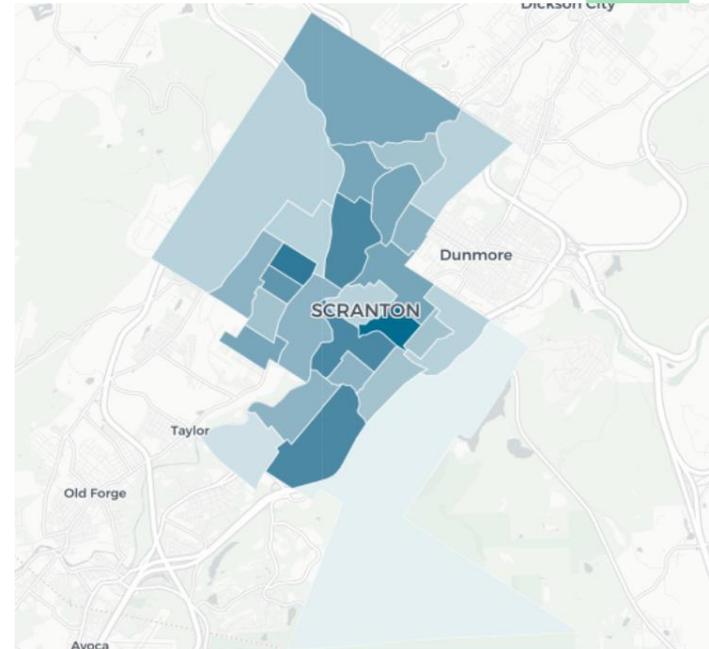
pittsburgh.thehcn.net

Scranton

Children in Poverty

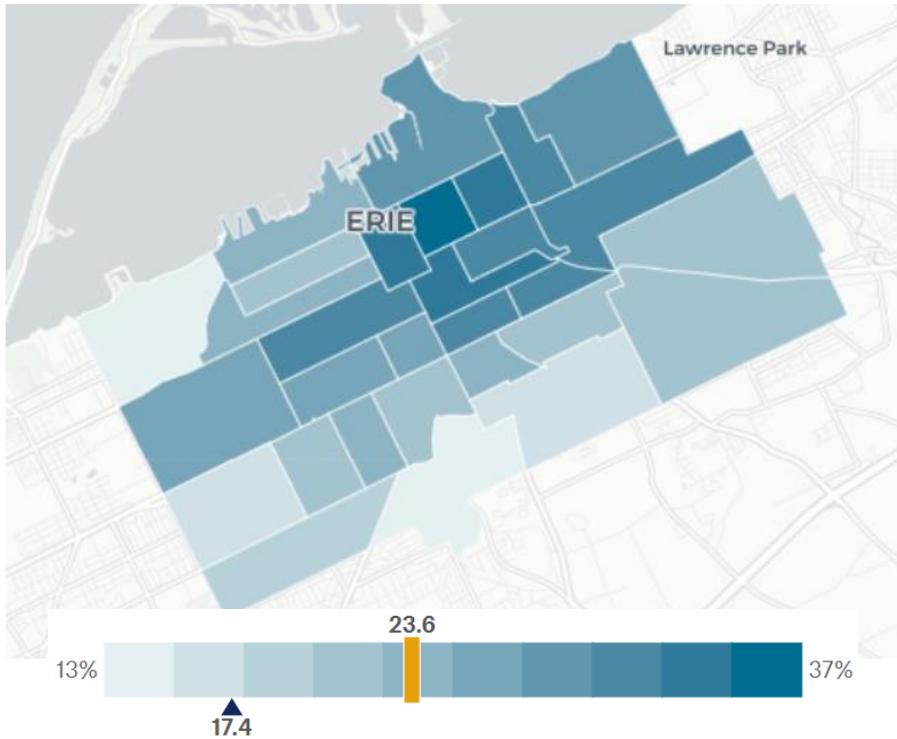


Frequent Mental Distress

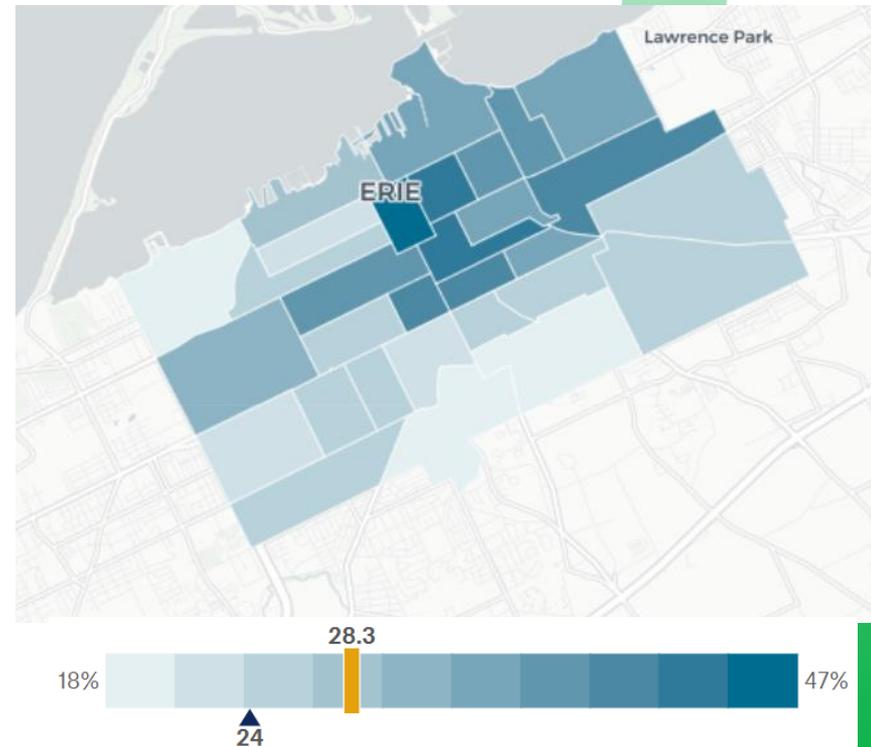


Erie

Smoking



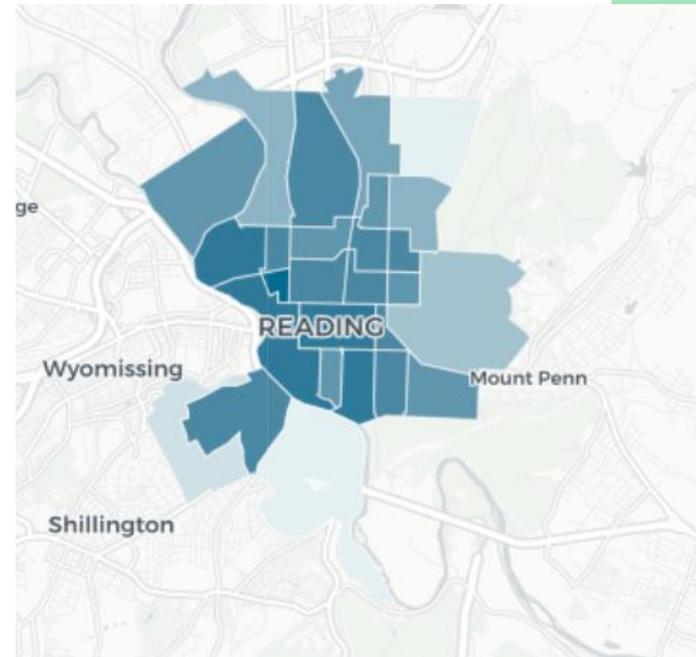
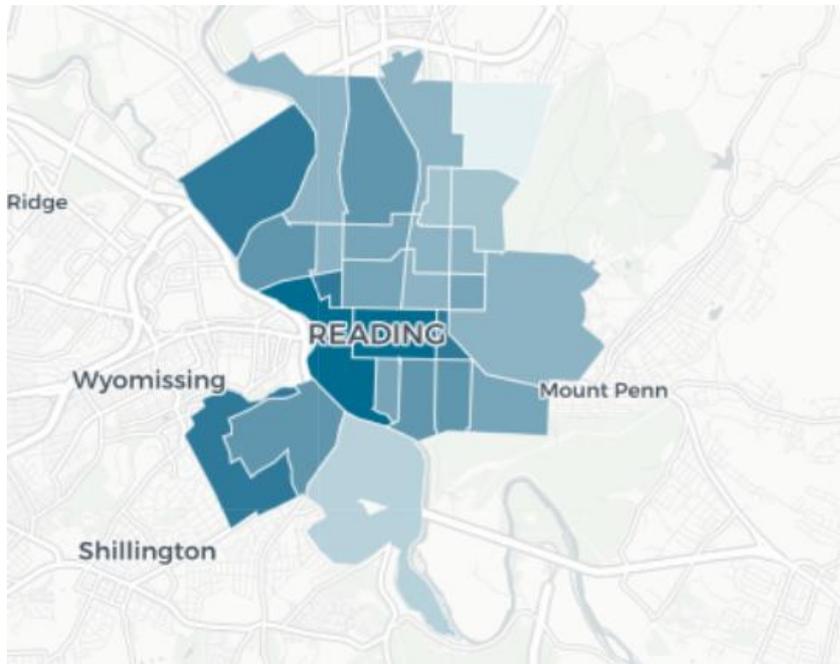
Physical Inactivity



High blood pressure

Reading

Obesity



Step 4: Begin with Data and Metrics

- Identify a simple and clear set of social, economic and political metrics
- Connect the metrics to your health outcomes
- Create a public facing dashboard to hold yourselves and others accountable for the work and the progress

Five Domains of the Social Determinants of Health

Healthy People 2020

View content related to:

All Domains



Economic Stability



Education



**Health and Health
Care**



**Neighborhood and
Built Environment**



**Social and
Community Context**

Measuring Determinants of Health



Domain	Determinant	Indicator
Integrated Healthcare	Healthcare Access	% adults in 2016 reported not seeking medical care due to cost by race/ethnicity
	Social Services	Ratio of # HH receiving to # HH eligible for SNAP (aka % of eligible HH receiving SNAP/benefits) (by city/town)
	Behavioral Health	RATIO: # of naloxone kits to # of overdose deaths (by city/town) (PORI)
Community Resiliency	Civic Engagement	% reg. voters participating in 2016 election (by city/town?)
	Social Vulnerability	CDC Social Vulnerability Index
	Equity in Policy	Ratio of # low-moderate income housing units to # low income families (by city/town)
Physical Environment	Natural Environment	Percentage of overall landmass with tree canopy cover (by city/town)
	Transportation	% of households reporting unsatisfactory or no public transportation in their neighborhood
	Environmental Hazards	# and % of children with lead blood levels >5mg/dL
Socioeconomics	Housing Burden	COMPOSITE: % Cost burdened renters AND owners by City/Town
	Food Insecurity	% of pop. 18+ reporting how often in past 12 months worried or stressed about having enough money to buy nutritious meals
	Education	% of students graduating with a regular diploma within four years (by city/town)
Community Trauma	Discrimination	% of women who experience discrimination right before or after a pregnancy by race/ethnicity AND % of adults reporting racial discrimination in HC settings in the past 12 mo. by race/ethnicity
	Incarceration	COMPOSITE: # of non-violent offenders under RI probation and parole PER 1,000 residents age 18
	Public Safety	Violent crime rate and non-violent crime rate (per 100,000 people) (by city/town)

Step 5: Institutionalize your commitment to Equity

- Statutory office dedicated to equity
- Inequity is more than disparities
- Get creative - push the boundaries of public health work

Colorado Office of Health Equity

- Established in statute as the Office of Health Disparities - 2005
- Renamed in statute - Office of Health Equity - 2013
 - “the purpose of the office is to serve in a coordinating, educating, and capacity-building role for state and local public health programs and community-based organizations, promoting health equity in Colorado by implementing strategies tailored to address the varying complex causes of health disparities, including the economic, physical, and social environment. The office shall work collaboratively within the department and with affected stakeholders to set priorities, collect and disseminate data, and align resources within the department and across other state agencies.”