Opportunities for Prevention in Health Reform

Larry Cohen

www.preventioninstitute.org
A Time of Opportunity:
Federal Leadership
Opportunities for Prevention in Health Reform

- Prevention and Public Health Fund
  - Community Transformation Grants

- National Prevention, Health Promotion, and Public Health Council

- National Prevention Strategy

- Community Clinic Expansion

- Center for Medicare and Medicaid Innovation
National Prevention Strategy

- Developed by the National Prevention, Health Promotion, and Public Health Council
  - Chaired by the Surgeon General
  - 17 cabinet members and key officials
Louisville, KY:
Healthy Corner Stores
National Prevention Strategy

Targeted Priorities

- Tobacco-Free Living
- Preventing Drug Abuse & Excessive Alcohol Use
- Healthy Eating
- Active Living
- Injury & Violence Free Living
- Mental & Emotional Wellbeing
- Reproductive & Sexual Health
“from a focus on sickness and disease to one based on prevention and wellness”
Strategic Directions

Healthy & Safe Community Environments

Image Credit: National Prevention Strategy, June 16, 2011
BEAT DIABETES
BUY 5 JR FROSTYS
FOR $1
Complete Your Meal With A Mega Jug

pepsi

for only

$2.99

And KFC Will Donate $1.00 To

JDRF

Help Us Find A Cure!
Claiming Health:

Front-of-Package Labeling of Children’s Food
Back Up Ideas with Research
Strategic Directions

Elimination of Health Disparities

Image Credit: National Prevention Strategy, June 16, 2011
Born in West Oakland, an African American person can expect to die almost 15 years earlier than a White person born in the Oakland Hills.

SOURCE: Life and Death from Unnatural Causes – Health and Social Inequity in Alameda County. Alameda County Public Health Department. August 2008
The Trajectory of Health Inequities: Two Steps to Prevention

A Key Opportunity for Prevention

1. Environment
2. Exposures & Behaviors
3. Medical Care
4. Injuries, Illness & Inequities

Environment → Exposures & Behaviors → Medical Care → Injuries, Illness & Inequities
Strategic Directions

Empowered People

Image Credit: National Prevention Strategy, June 16, 2011
Empowered People

Recommendation 3:

“Engage and empower people and communities to plan and implement prevention policies and programs.”

Source: National Prevention Strategy, June 16, 2011
Reducing Violence and Crime through Liquor Store Closures

South Los Angeles, California

- Zoning ordinance → Shut down 200 liquor stores in 3 years.
- An average 27% reduction in crime within a four-block radius of each closed liquor outlet.
Strategic Directions

Clinical & Community Preventive Services
Preventive Clinical & Community Efforts

“Clinical and prevention efforts need to be mutually reinforcing”

Recommendation 6:

“Enhance coordination and integration of clinical, behavioral, and complementary health strategies.”

Source: National Prevention Strategy, June 16, 2011
Integrated Approach

Prevention

Health Services
Community Centered Health Homes

Community-Centered Health Homes

Bridging the gap between health services and community prevention

This document was prepared by Prevention Institute with funding from the Community Clinics Initiative (a joint project of Tides and The California Endowment).

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Prevention Institute is a nonprofit, national center dedicated to improving community health and well-being by building momentum for effective primary prevention. Primary prevention means taking action to build resilience and to prevent problems before they occur. The Institute’s work is characterized by a strong commitment to community participation and promotion of equitable health outcomes among all social and economic groups. Since its founding in 1997, the organization has focused on injury and violence prevention, traffic safety, health disparities, nutrition and physical activity, and youth development. This, and other Prevention Institute documents, are available at no cost on our website.
A Different Way to Think about Health Care
“The last time we looked in the book, the specific therapy for malnutrition was food.”

Jack Geiger, MD
Targeted Priorities

- Tobacco-Free Living
- Preventing Drug Abuse & Excessive Alcohol Use
- Healthy Eating
- Active Living
- Injury & Violence Free Living
- Mental & Emotional Wellbeing
- Reproductive & Sexual Health
Addressing the Intersection:
Preventing Violence and Promoting Healthy Eating and Active Living

Safety & Preventing Violence

Healthy Eating & Physical Activity
“Reality and perception of violence are justifications for people not being outside or letting children outside, and not walking to places that they normally would”

-Community Leader
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**Collaboration Multiplier**

- **Shared Outcomes**
- **Partner Strengths**
- **Joint Strategies/Activities**
Louisville, KY: Healthy Corner Stores

Louisvilleky.gov
Targeted Priorities

- Tobacco-Free Living
- Preventing Drug Abuse & Excessive Alcohol Use
- Healthy Eating
- Active Living
- Injury & Violence Free Living
- Mental & Emotional Wellbeing
- Reproductive & Sexual Health
A good solution solves multiple problems.

Prevention Institute
Pushing the Wave
Advocates, Not Just Applicants
"We can either be victims of change or we can plan for it, shape it, and emerge stronger from it. The choice is ours."

(Sonaran Institute)
Resources on our website
www.preventioninstitute.org

- Making the case: talking points, data
- What you can do: Action
- Publications and other resources