Public Health in Transition: Embracing and Preparing for the Future

Joyce R. Gaufin, President
American Public Health Association
Zion National Park

Snow Canyon State Park

Dammeron Valley, UT
Supporting State Affiliates

We need to:

- develop more leaders and improve leadership ability to advance our work
- engage members in more robust and effective advocacy for public health
- reach out to new (and different) partners and build more effective collaborations
Continued Support by:

- Lifting the spirits of the public health workforce and serve as a champion for the work that they do
- Spend as much time as possible learning about their issues
- Translate their stories and experience into effective advocacy
APHA and NHPHA

• Partners in serving the public’s health
• A place where everyone knows what you do!
• International, national, regional, state and local perspectives
• Advocacy, professional development
• Health in all policies
• Focused on priorities
• Effective and sustainable organizations
APHA’s 2013 Overarching Priorities

- Creating health equity
- Ensuring the right to health and healthcare
- Building public health infrastructure and capacity
APHA Values – November 2013

- Community
- Science and evidence-based decision-making
- Health equity/Social justice
- Prevention and wellness
- Real progress in improving health
Global Health Equity

“Our most basic common link is that we all inhabit this planet. We all breathe the same air; we all cherish our children’s future; and we are all mortal.”

• U.S. President John F. Kennedy
IOM Report: U.S. is #17

- Compared U.S. data with statistics from 16 peer developed countries
- Lagging behind other countries in life expectancy and health; expressed the gravity of the situation

  *Institute of Medicine Report*, January 2013
Social and Economic Conditions

- Americans have higher average income
  - Higher levels of poverty (especially for children), more income inequality, and lower rates for social mobility

- Fewer safety net programs that can buffer the negative health effects of poverty and other social disadvantages
In health there is liberty. Health is the first of all liberties, and happiness gives us the energy which is the basis of health. -- Henri-Frederic Amiel
Serious Challenges in U.S. Health System

Where Does Your Health Insurance Dollar Go?

- Consumer Services, Provider Support, and Marketing
- Government Payments, Compliance, Claims Processing, and Other Administration
- Insurance Industry Profit
- Other Medical Services
- Cost of Medical Liability and Defensive Medicine

8c

$1

Where Does Your Health Insurance Dollar Go?

14c

- Drugs: 15c
- Physicians: 21c
- Hospitals: $2.35

86c

- Includes prevention, disease management, care coordination, investments in health information technology, and health support
- Includes the inpatient costs of hospitals and the outpatient costs of hospitals and free-standing clinics

Eliminating Health Inequity
PORTIONS HAVE GROWN
SO HAS TYPE 2 DIABETES, WHICH
CAN LEAD TO AMPUTATIONS

Make the healthy choice the easy choice!
Health Across the Lifespan
Social Injustice

“Of all the forms of inequality, injustice in health care is the most shocking and inhumane.”

-Dr. Martin L. King, Jr.
Changing Face of Our Nation

- Over half of all babies currently born in the U.S. are non-white.
- 40% of youth under 17 are people of color.
- By 2042, 1 of every 2 people living in the U.S. will be a person of color.
- TX, CA, DC, NM, and HI have minority populations greater than 50%. By 2020, AZ, FL, GA, MD, MS, NV, NJ, and NY are projected to join the list.
- The health of racial and economic minorities will determine the overall health status of our nation.

Source: U.S. Census Bureau; Joint Center for Political and Economic Studies.
Economic Costs of Health Inequities

• Additional costs of health care incurred because of the higher burden of disease and illness experienced by minorities—was nearly $230 billion in the four years between 2003 and 2006.

• When people are too sick to work, or die prematurely, there is loss of personal income, business productivity, and tax revenues—total cost to the U.S. was $1.24 trillion between 2003 and 2006.

• 30.6% of direct medical care expenditures for African Americans, Asians, and Latinos were excess costs due to health inequalities.

Source: Joint Center for Political and Economic Studies, The Economic Burden of Health Inequalities in the United States
Looking Upstream to Address Root Causes

A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES

SOCIAL INEQUITIES
- Class
- Race/ethnicity
- Immigration status
- Gender
- Sexual orientation

INSTITUTIONAL POWER
- Corporations & businesses
- Government agencies
- Schools
- Laws & regulations
- Not-for-profit organizations

LIVING CONDITIONS
- Physical environment
- Land use
- Transportation
- Housing
- Residential segregation
- Exposure to toxins
- Social environment
- Experience of class, race, gender, immigration status
- Culture, incl. media
- Violence
- Economic & Work Environment
- Employment
- Income
- Retail businesses
- Occupational hazards
- Service environment
- Health care
- Education
- Social services

RISK BEHAVIORS
- Smoking
- Poor nutrition
- Low physical activity
- Violence
- Alcohol & other drugs
- Sexual behavior

DISEASE & INJURY
- Communicable disease
- Chronic disease
- Injury (intentional & unintentional)

MORTALITY
- Infant mortality
- Life expectancy

EMERGING PUBLIC HEALTH PRACTICE

POLICY

CURRENT PUBLIC HEALTH PRACTICE
What is Health in all Policies (HiAP)?

- Health in All Policies is a collaborative approach to improving the health of all people by incorporating health considerations into decision-making across sectors and policy areas.
- Engages diverse governmental partners and stakeholders to work together to improve health and simultaneously advance other goals.
- An approach, NOT a formula.
What is the Goal of HiAP?

- Ensure decision makers are informed about the health, equity, and sustainability consequences of policy options during the policy development process.
- Policy outcomes reflect those consequences.
- Improve population health and equity.
Intersectoral Collaboration

Bring together partners from the many sectors that play a major role in shaping the economic, physical, and social environments in which people live:

- Health and Human Services
- Parks and Recreation
- Hospitals
- City Planning
- Human Resources
- Food
- Housing
- Transportation
- Education
- Environmental Protection

- Interagency collaboration requires strong relationships that are built on a foundation of trust, mutuality, and reciprocity.
- Focus on deep and ongoing collaboration.
“The challenges are great....”  
- Remarks by Donald Berwick, MD

- Lack of confidence in science
- Need to use our global brains
- Innovations that do not help
- A lack of creativity for new ways to make effective and cost effective change
- Defending the poor—not popular
- The “miracle” of prevention
This will require leadership!

“Today the need for leadership is too great to leave its emergence to chance.”

Leading Through Personal and Organizational Advocacy

- Find ways to support your organization’s goals *without breaking rules or policies*
- Join professional public health associations because they support your advocacy efforts
- Get to know your own elected officials; contact them outside of the legislative session and on your own time
- Inform to educate and persuade people by sharing personal stories
Imagine what would be possible if:

- We had the right messages
- Delivered in the right way
- To the right people
- At the right time
- A strong, unified voice can make an impact!
People don’t fall in love with a population!
Anyone can be a leader

- Leadership is about the ability to influence others through relationships – not a title
- Leaders are not born – they are developed
- Important to “build your bench”
- Effective leaders are evaluated on their ability to develop leadership in others
Essential skills necessary to serve as a competent leader

- Relationships
- Passion
- Vision
- Lifelong learning
Importance of Relationships

- Most fundamental of all human needs
- Trust, respect, good communication
- Amplify the voice of individuals
- Learn to reach out to those who do not think and feel the same as you
Passion for your work and service

- Reflect on the time when you first started working in public health...what motivated you?
- Nurture your passion
- “A small group of thoughtful people could change the world. Indeed, it’s the only thing that ever has.”
  --Margaret Mead
Vision

- Vision moves people forward
- Requires creativity, innovation, imagination
- You must engage others in the process
- Who are the ‘imagineers’ in the New Hampshire PHA?
- Story telling about how you will make a difference
- “Healthiest Nation in One Generation”
Creating a Shared Vision

“The best way to predict the future is to create it.”

-Peter F. Drucker
Lifelong Learning

- Ecological model for leadership development (Rowitz)
- Thinking critically, with an open mind
- Bringing others to the table by using all of your skills
- Much of this is more “art” than “science”
The Future is Ours to Create

- Thinking 10, 20, 30 and more years ahead
- Manage the power, the policies, and lead people toward a better, healthier future
- Leadership is **not for the timid**
- Let people see the leader in you!
“Leadership is like a relay race—make sure you pass the baton to the next person.”

Dr. David Satcher
Former U.S. Surgeon General
Public Health Champions

- Part of almost 500,000 strong
- Best secret that no one has ever heard of (outside of our world)
- We make a difference every day, every where, all the time
- Need to share our stories
- Need to celebrate success!
“The Nation’s Health”

- Please tell me about successes that you and your colleagues have had:
  - Examples of exceptional leadership
  - Tales of effective advocacy
  - Stories of successful and unusual partnerships

- Receive a “shout out” for your achievements

Send to: gaufin646@gmail.com
Developing the Right Type of Leaders for the Future

- Leaders need **resilience, courage, and creativity**
  - Building the stomach for the journey (Heifetz and Lewinsky)
  - Model the way (Kouzes and Posner)
  - Create an environment that encourages innovation and creativity
  - Make time to “practice” creative thinking
  - Change your perspective (go to the balcony)
Joyce R. Gaufin, President

American Public Health Association (APHA)

Email: gaufin646@gmail.com

Office phone: 435-574-2015

Cell phone: 435-632-0911

With Special Appreciation to:

Regina Davis Moss, PhD, MPH, MCHES
Associate Executive Director

Public Health Policy and Practice
E-mail: regina.davis@apha.org