



# **Health Promotion Like We Mean It: Policy and Population Health**

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**Healthiest County 2015  
La Crosse WI May 7 2010**



# A personal story





# All Policy is Health Policy

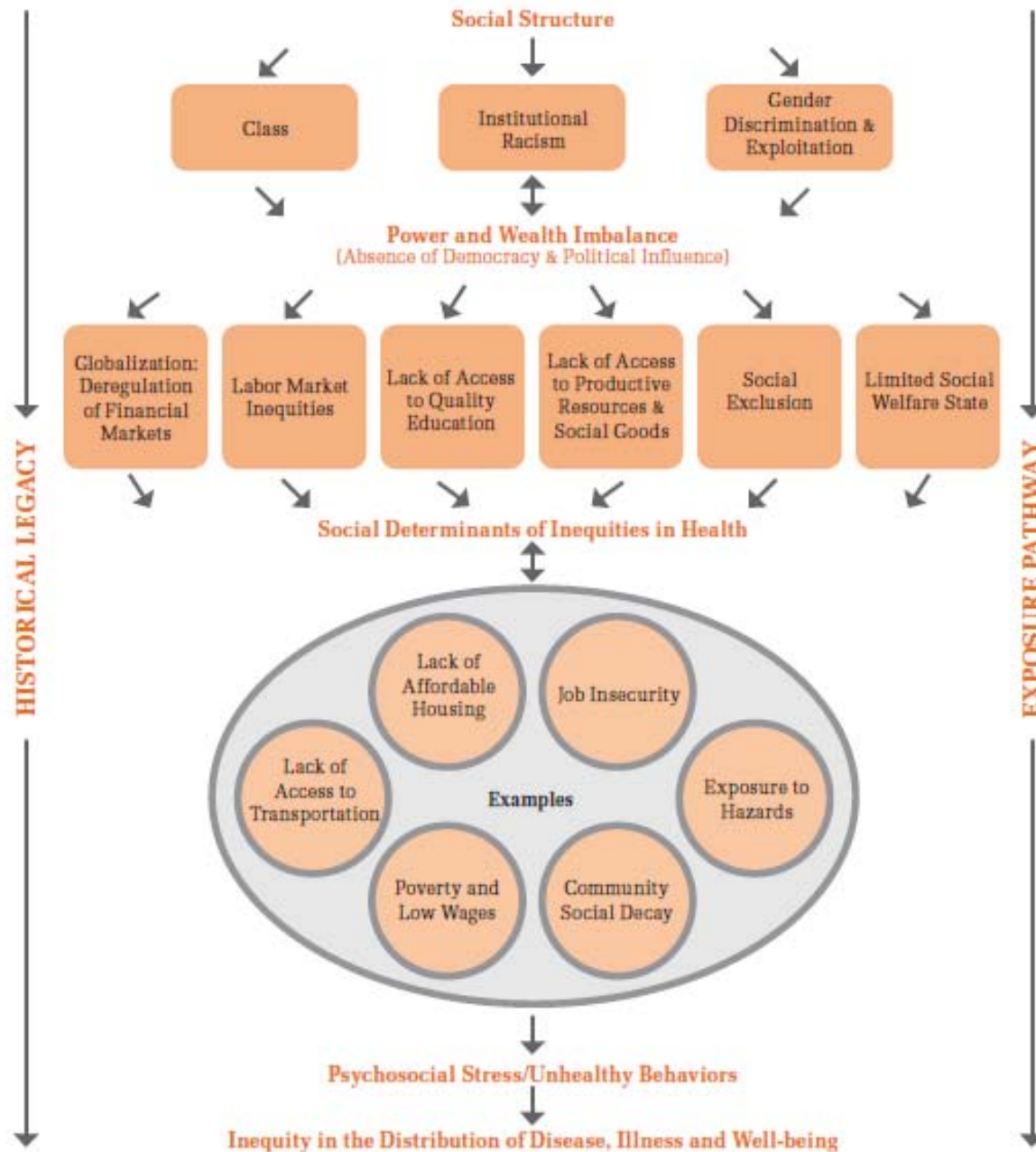




# Examples

- Welfare reform and community conditions, childcare, MA
- Banking, realty, liability and lead
- Transportation, zoning and obesity
- Education, voting and human services
- Marriage, wages and health
- Energy, transportation and environment

### 3. How Social Injustice Becomes Embodied in Differential Disease and Mortality Rates



Hofrichter R, ed,  
Tackling Health Inequities  
Through Public Health Practice:  
A Handbook for Action. 2006.  
NACCHO  
& Ingram County  
MI  
Health Dept.

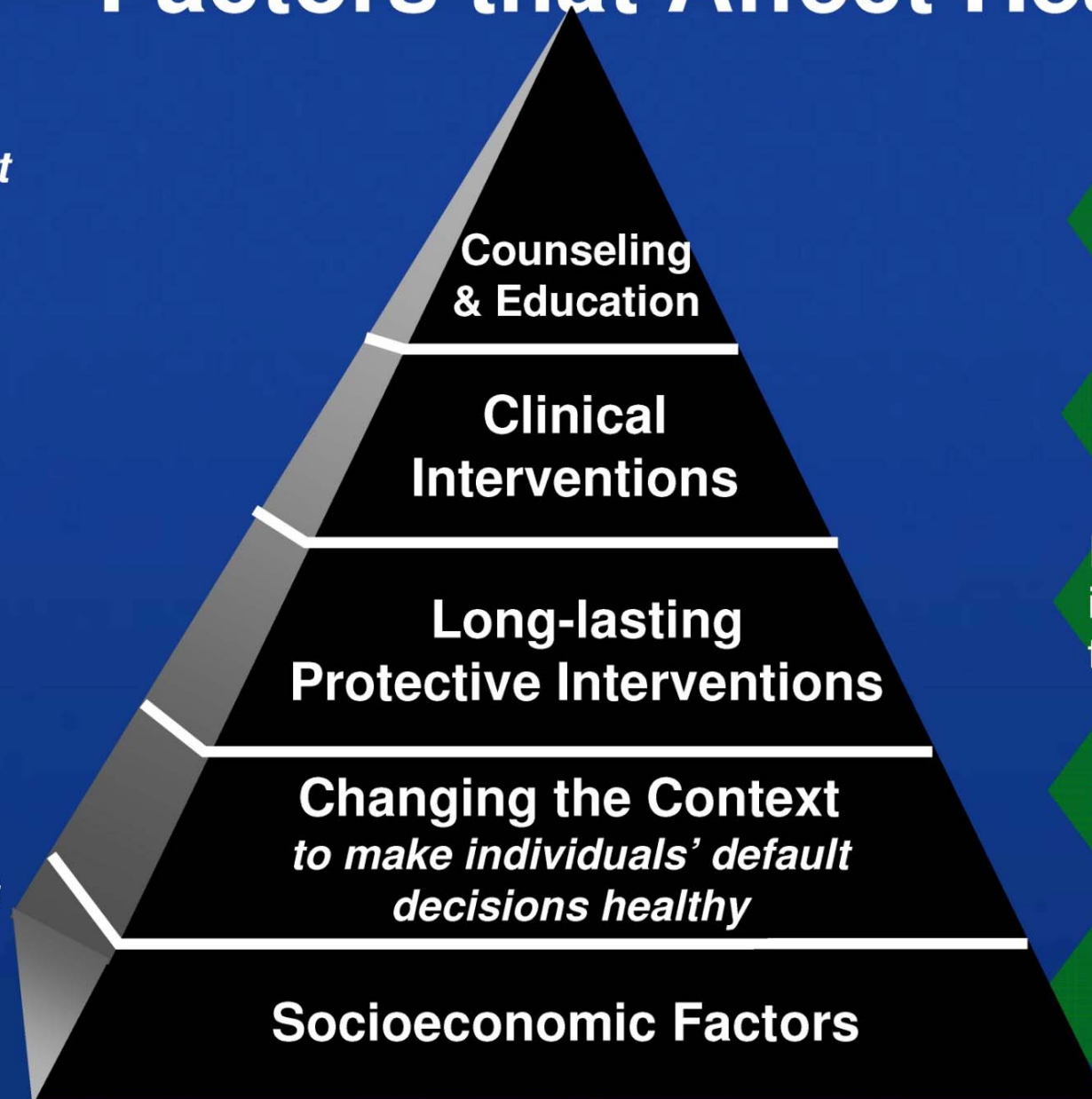
# Factors that Affect Health

## Examples

*Smallest Impact*



*Largest Impact*



Eat healthy, be physically active

Rx for high blood pressure, high cholesterol, diabetes

Immunizations, brief intervention, cessation treatment, colonoscopy

Fluoridation, 0g trans fat, iodization, smoke-free laws, tobacco tax

Poverty, education, housing, inequality



# Health INTERDEPENDENCE vs Economic and Lifestyle INDEPENDENCE





# Impact on Healthiest Wisconsin 2020

- Pillar objectives include:
  - Policies to reduce poverty to minimal levels
  - Policies to reduce discrimination and increase social cohesion
  - Policies to improve performance of education system
  - Tracking and funding elimination of health disparities





# Impact on Healthiest Wisconsin 2020

- Community design fostering health and social networks
- Capacity to evaluate the health impacts of major policy change



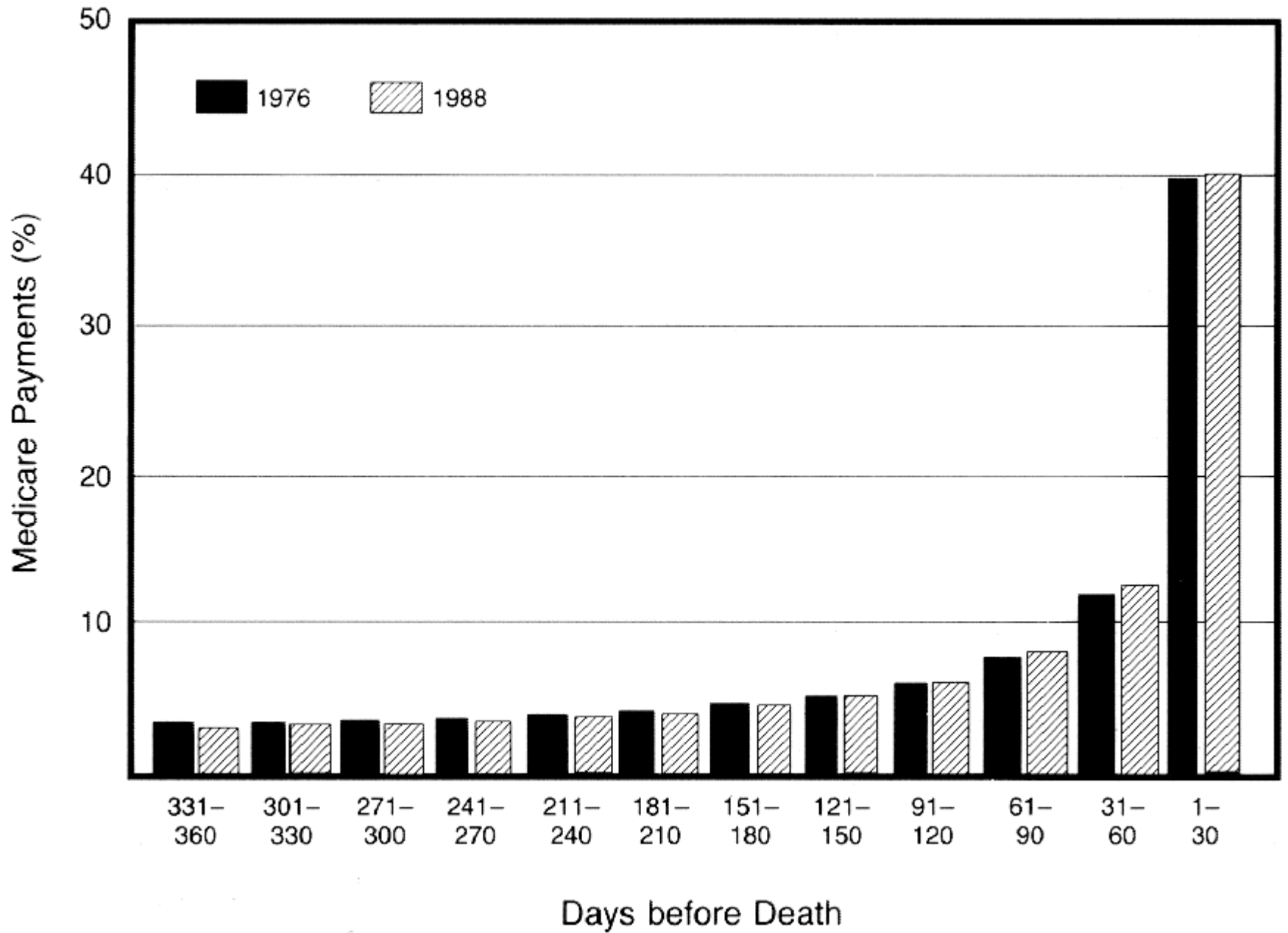
**Health is not a commodity**

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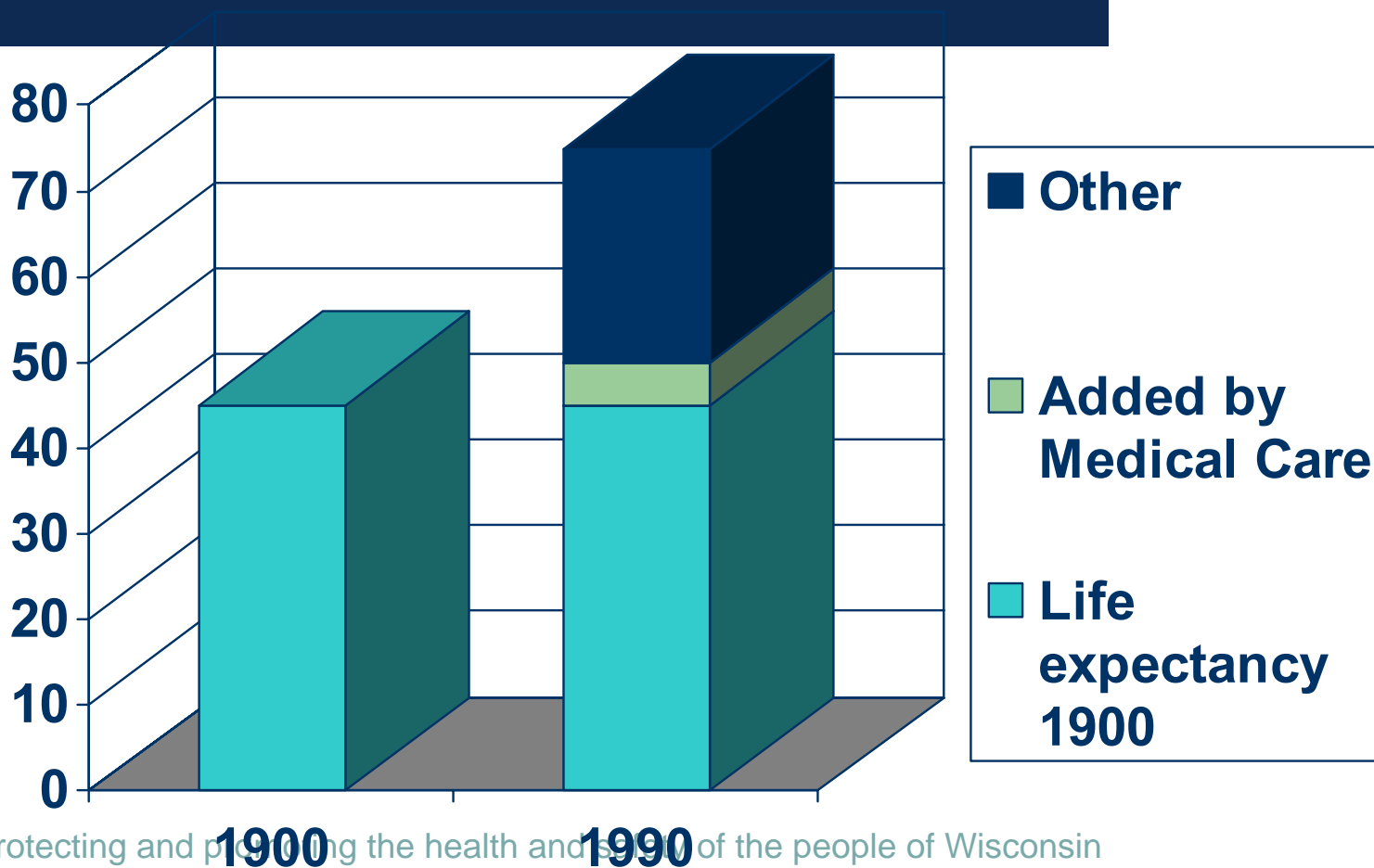
# Health and the Market

- Cannot sell health as widgets
- Normal economic behavior does not apply



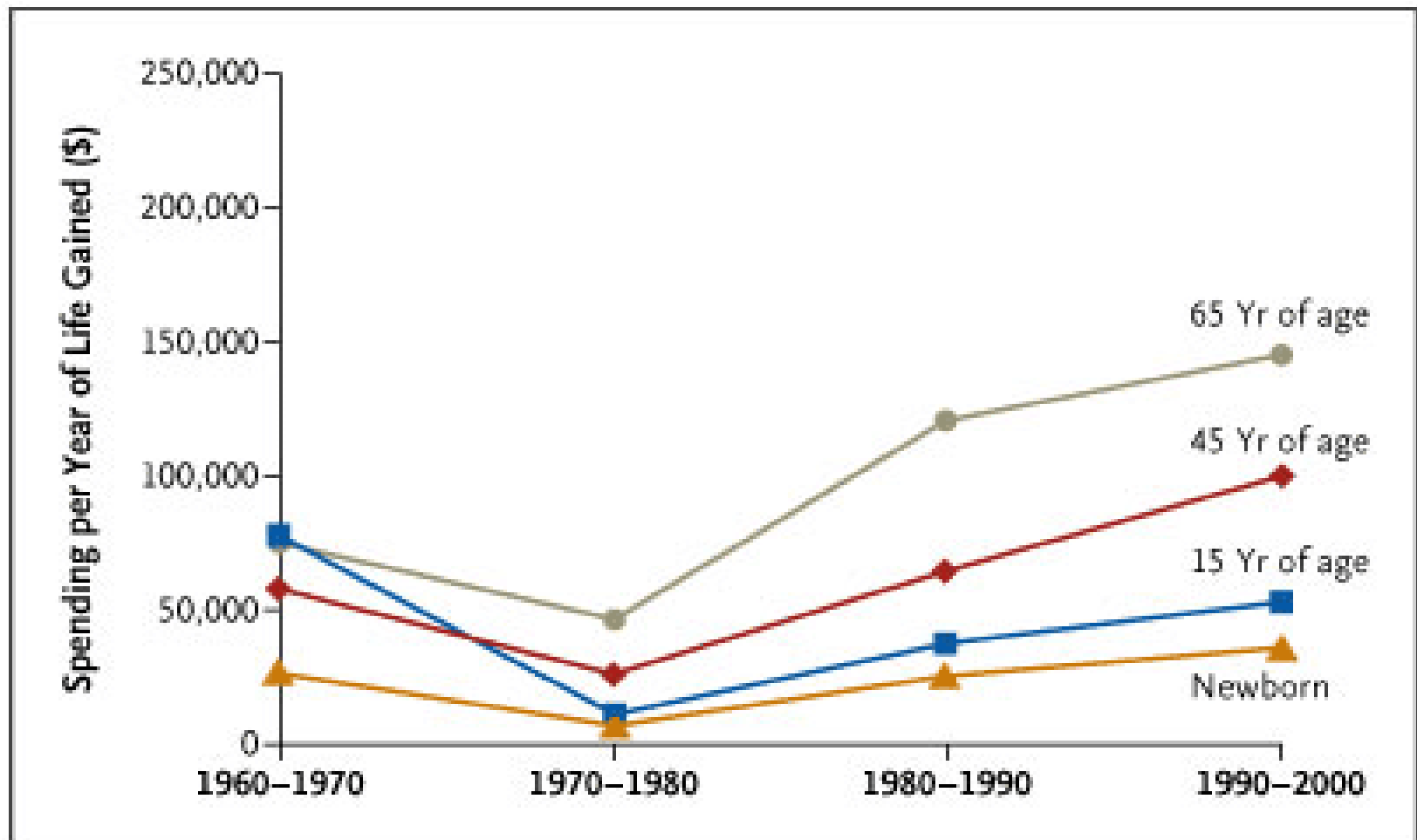


# Increased Life Expectancy 1900-1990





# Medical Spending per Life-Year Gained





## Compared to this:

- Early 20th century water filtration and chlorination responsible for
  - nearly  $\frac{1}{2}$  of total urban mortality reduction
  - $\frac{3}{4}$  of urban infant mortality reduction
  - $\frac{2}{3}$  of all urban child mortality reduction
- Cost per person-year saved by clean water about \$500 in 2003 dollars.

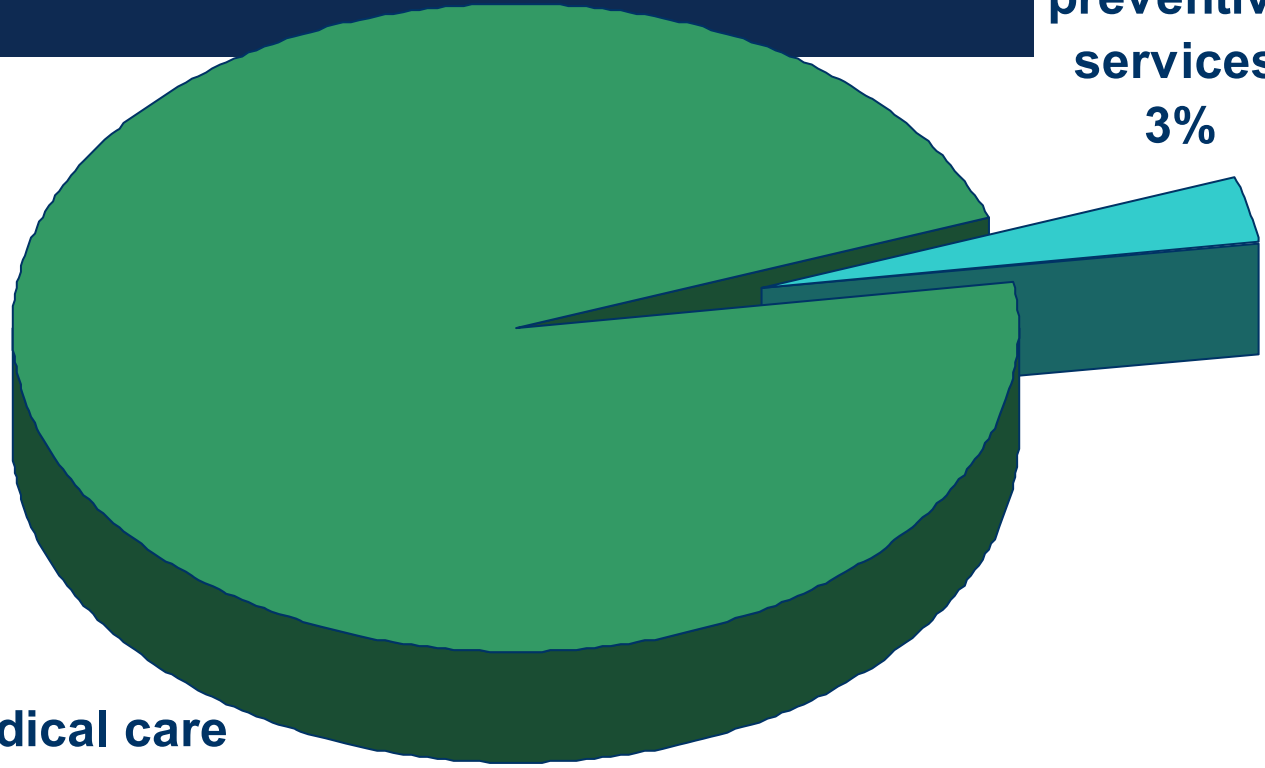
Cutler, D. and G. Miller. "The Role of Public Health Improvements in Health Advances:

The Twentieth Century United States." *Demography*. 2005. 42:1-22.



# Public health's share of national spending

**Public health  
and  
preventive  
services  
3%**



**Medical care  
treatment,  
rehab, and  
LTC  
97%**

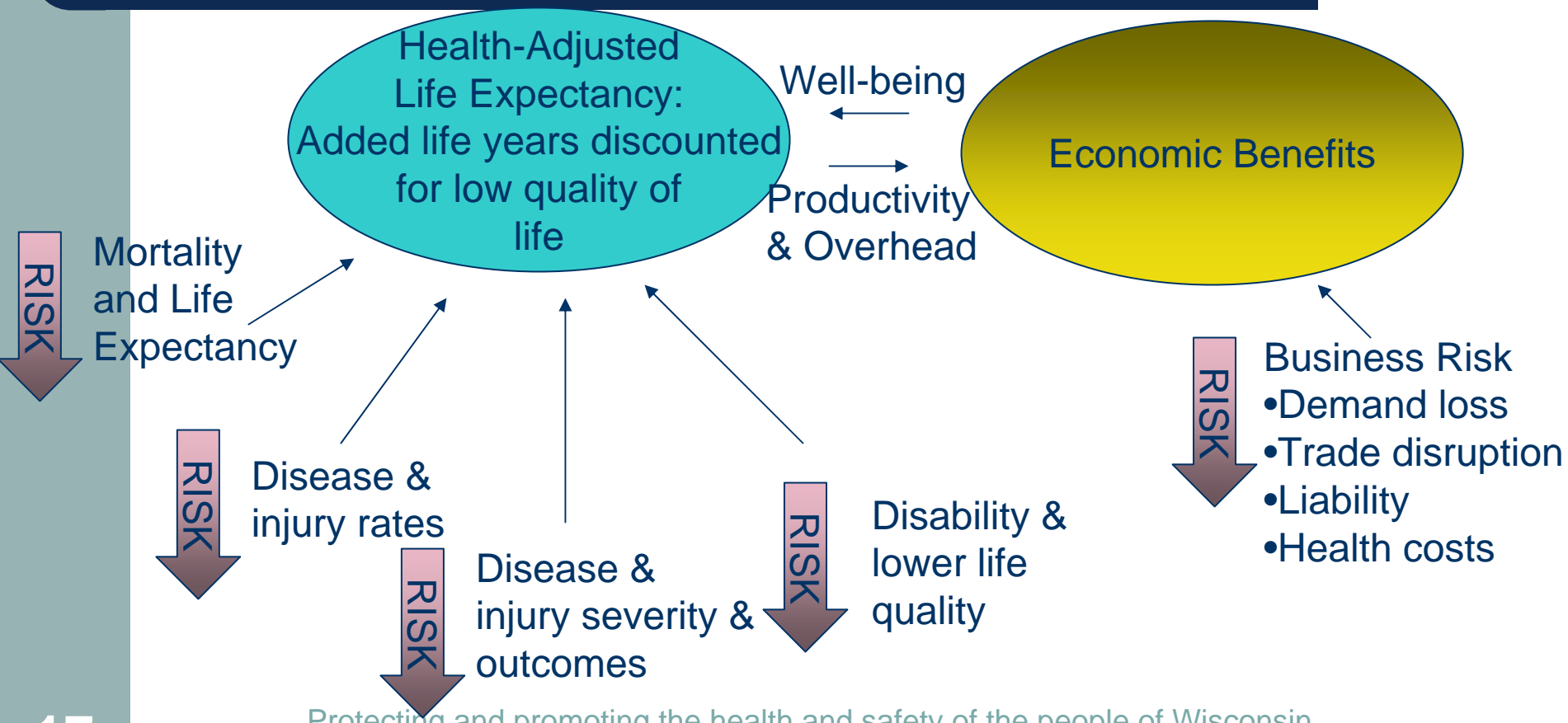
Batelle 1993,  
CMS 2005,  
NASBO 2005

Protecting and promoting the health and safety of the people of Wisconsin

From Mays GP, AcademyHealth 2007



# The Business Case for Prevention



Protecting and promoting the health and safety of the people of Wisconsin



# Infrastructure





# Accountable and capable PH Depts.

- Funding
  - Professionals
  - Plans
  - Partnerships
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- HW2020: increased funding, CQI, workforce
  - Health Care Reform: infrastructure funding



# Leverage



# Dr. John Snow - Cholera 1854



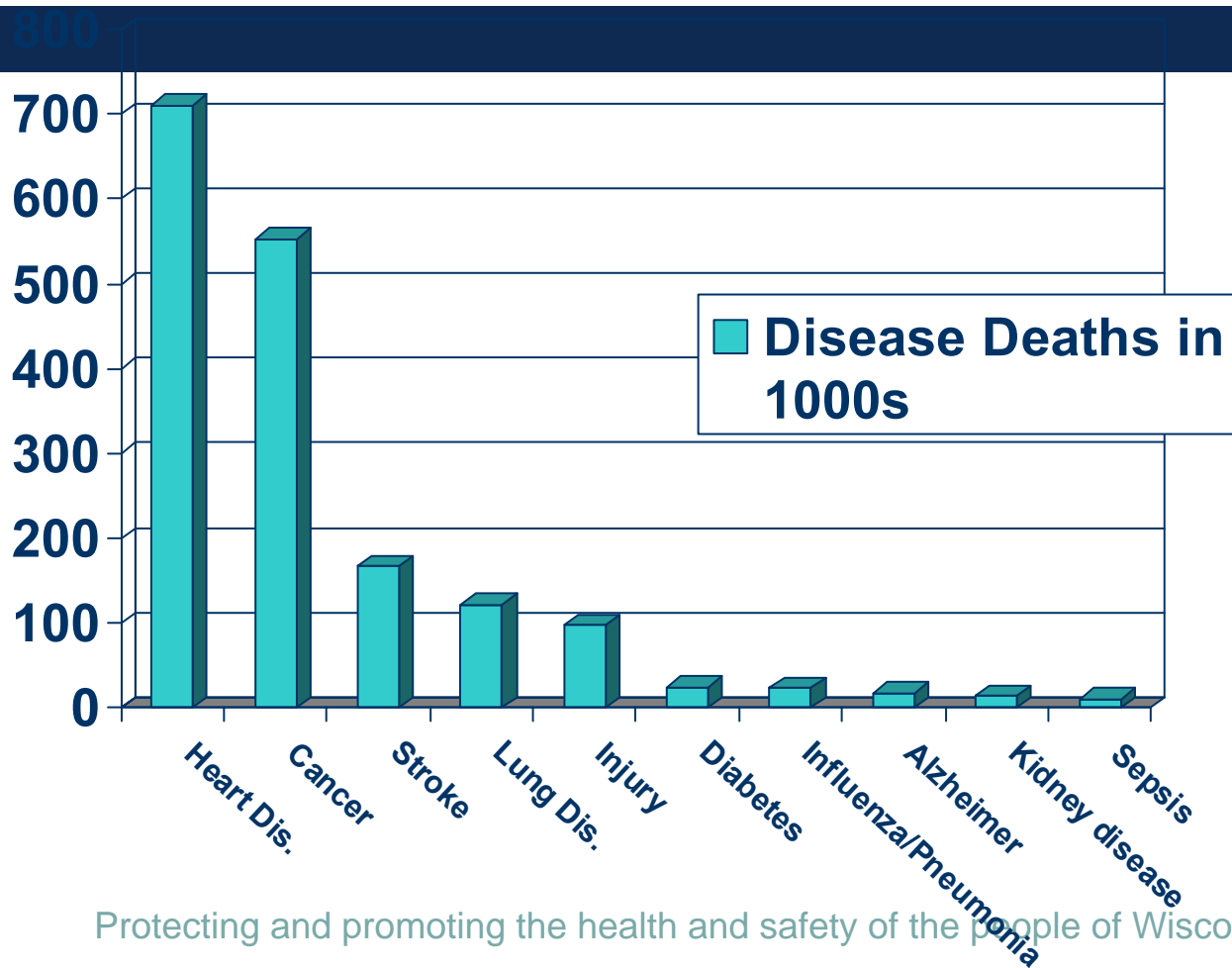
Well Water

Broad Street Pump (River Water)

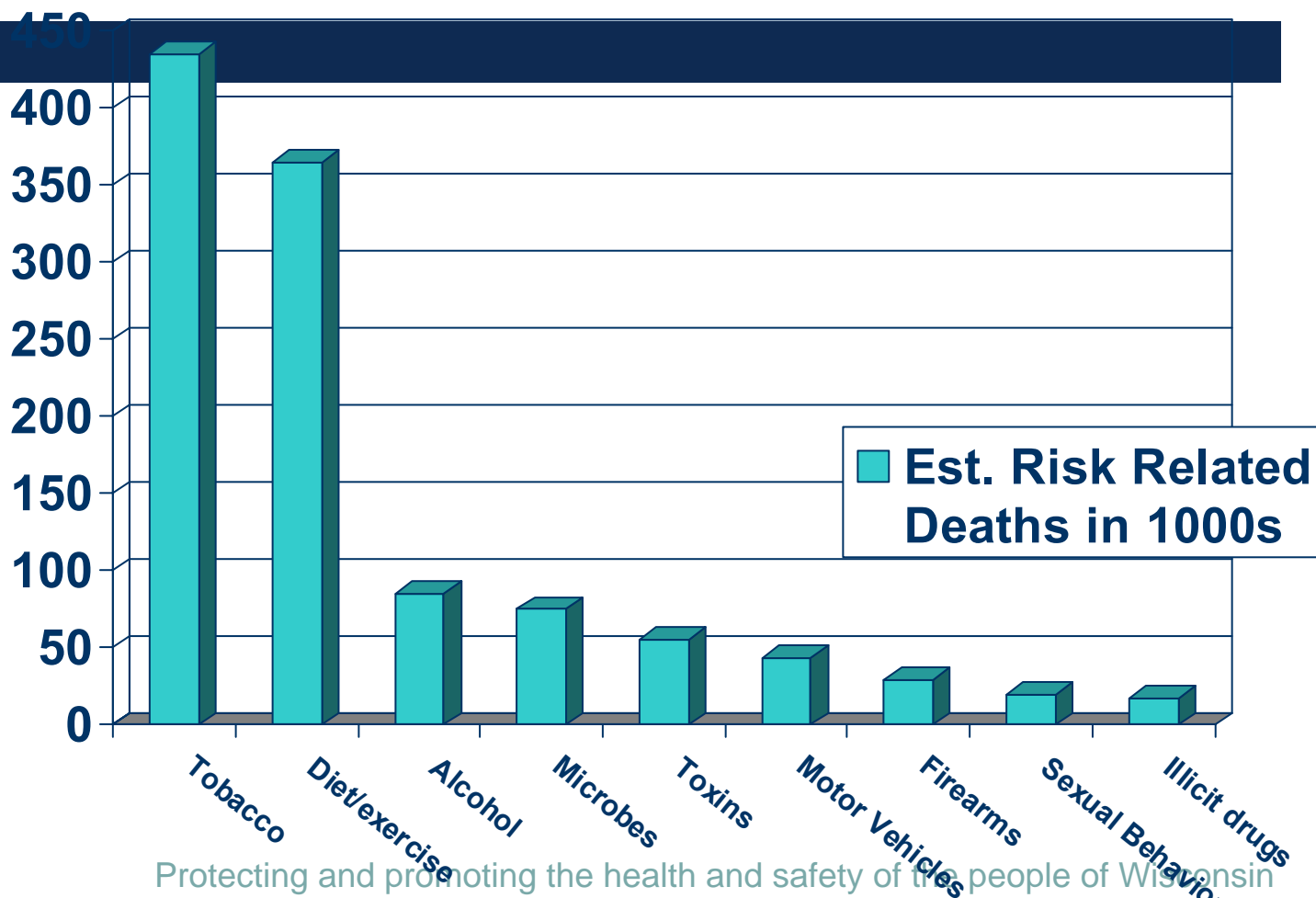
Each Horizontal Bar Represents Case (Incident) Of Cholera



# US Disease Leading Causes of Death 2000



# US Risk Factor Deaths 2000









# Ineffective practice/policy = limp lever

- Need more research, evaluation
  - Need more comparative outcomes
  - Need access to evidence
  - Need tools for fidelity
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- HW2020 calls for research and evaluation agendas and collaboration
  - HW2020 calls for access to evaluation resources and evidence-sharing



# Science ≠ Winning the Argument

- Evidence + stories + passion = victory
- Votes, not evidence, creates policy



# Making a lever longer...

- Alignment of policies
- Complementary action by multiple sectors
  - E.g. immunization, obesity
- Healthy defaults
- Incentives – making the sale
- Industrial scale
  - HW 2020: Childcare and schoolhouse for health
  - Prevention-oriented health care
  - Information systems supporting health decisions



# Health Reform

- Health reform promotes effectiveness assessment and comparison
- Health reform promotes practice quality measurement, reporting and incentives
- Novel models like Community Health Teams, Accountable Care Organizations
- HITECH/WIRED for Health promotes information and alerts for quality and prevention

# The Chronic Care Model: Together



Changes in the health system will only improve chronic illness care if active, informed patients work together with provider teams.



# Contact

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