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
Factors that Affect Health

Examples

- 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

Smallest Impact

Counseling & Education

Clinical Interventions

Long-lasting Protective Interventions

Changing the Context to make individuals’ default decisions healthy

Largest Impact

Socioeconomic Factors
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
Health and the Market

- Cannot sell health as widgets
- Normal economic behavior does not apply
Increased Life Expectancy 1900-1990

Life expectancy added by Medical Care

Medical Spending per Life-Year Gained

Cutler et al. NEJM 2006. 355 (9): 920-27
Compared to this:

- Early 20th century water filtration and chlorination responsible for
  - nearly ½ of total urban mortality reduction
  - ¾ of urban infant mortality reduction
  - 2/3 of all urban child mortality reduction

- Cost per person-year saved by clean water about $500 in 2003 dollars.

Public health’s share of national spending

- Medical care treatment, rehab, and LTC: 97%
- Public health and preventive services: 3%

Batelle 1993, CMS 2005, NASBO 2005
From Mays GP, AcademyHealth 2007
The Business Case for Prevention

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

Health-Adjusted Life Expectancy: Added life years discounted for low quality of life

Mortality and Life Expectancy

Disease & injury rates

Disease & injury severity & outcomes

Disability & lower life quality

Well-being

Productivity & Overhead

Economic Benefits

Business Risk
- Demand loss
- Trade disruption
- Liability
- Health costs
Infrastructure
Accountable and capable PH Depts.

- Funding
- Professionals
- Plans
- Partnerships

- HW2020: increased funding, CQI, workforce
- Health Care Reform: infrastructure funding
Leverage
Dr. John Snow - Cholera 1854

Each Horizontal Bar Represents Case (Incident) Of Cholera

Well Water

Broad Street Pump (River Water)
US Disease Leading Causes of Death 2000

- Heart Dis.
- Cancer
- Stroke
- Lung Dis.
- Injury
- Diabetes
- Influenza/Pneumonia
- Alzheimer
- Kidney disease
- Sepsis

Disease Deaths in 1000s
US Risk Factor Deaths 2000

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

JAMA 2004;291(10):1238-1245 and correction JAMA 2005;293(3):293
Ineffective practice/policy = limp lever

- Need more research, evaluation
- Need more comparative outcomes
- Need access to evidence
- Need tools for fidelity

- 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

Functional and Clinical Outcomes

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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