Public Health in a Time of Change: Factors That Affect Health

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National Trends in Health System Transformation

- Increased access to health insurance
- Value-based payment model
- Innovative care models
- Demographic changes
- Evolving role of public health

Adopt and adapt strategies to combat the evolving leading causes of illness, injury, and premature death.
Key Practices of the Chief Health Strategists of the Future

Develop strategies for promoting health and well-being that work most effectively for communities of today and tomorrow.
Key Practices of the Chief Health Strategists of the Future

Build a more integrated, effective health system through collaboration between clinical care and public health
Key Practices of the Chief Health Strategists of the Future

Collaborate with a broad array of allies—including those at the neighborhood-level and the non-health sectors—to build healthier and more vital communities.
Meet Fran Edwards

• Newly insured
• At MD for first physical in 5 years
• 55 years old, married, smokes, overweight, little exercise
• Asthmatic, high blood pressure
• Stopped taking medications in past due to cost

A Reminder About the Issues . . .
Insurance and Quality Care Help . . .

But the Following Also Contribute to Her Health

- **Income**—Low-income family of 5
- **Barriers to fitness**—Rising crime rate, few parks, no nearby supermarket
- **Under stress**—Child with behavioral health concerns, worried about money
- **Sub-par housing**—Mold and ventilation problems
Questions we have heard

I work for a governor who only wants health initiatives that will lead to positive results before she runs for re-election? Got any of those?

How do I make the business case for my “community benefits” health proposals to a hospital board?

I lead a small health department. How do I address the social determinants of health?
The 3 Buckets of Prevention

1. Traditional Clinical Prevention
   - Increase the use of clinical preventive services

2. Innovative Clinical Prevention
   - Provide services that extend care outside the clinical setting

3. Community-Wide Prevention
   - Implement interventions that reach whole populations
SIX WAYS TO SPEND SMARTER FOR HEALTHIER PEOPLE

- Reduce Tobacco Use
- Control Blood Pressure
- Prevent Healthcare-Associated Infections (HAI)
- Control Asthma
- Prevent Unintended Pregnancy
- Control and Prevent Diabetes
Reduce Tobacco Use: *Proposed Payer Interventions*

- Expand access to tobacco cessation treatments (e.g., individual, group, and telephone counseling and all FDA-approved cessation medications)
- Remove barriers that impede access to covered cessation treatments (e.g., cost sharing and prior authorization)
- Promote utilization of covered benefits by tobacco users
Control Asthma: Proposed Payer Interventions

• Promote strategies that improve access and adherence to asthma medications and devices.
• Expand access to intensive self-management education for individuals
• Expand access to home visits by licensed professionals or qualified lay health workers to improve self-management education and reduce home asthma triggers
HI-5

HEALTH IMPACT IN 5 YEARS

Changing the Context
Making the healthy choice the easy choice

Social Determinants of Health

→ School-Based Programs to Increase Physical Activity
→ School-Based Violence Prevention
→ Safe Routes to School
→ Motorcycle Injury Prevention
→ Tobacco Control Interventions
→ Access to Clean Syringes
→ Pricing Strategies for Alcohol Products
→ Multi-Component Worksite Obesity Prevention

Counseling and Education
Clinical Interventions
Long Lasting Protective Interventions

→ Early Childhood Education
→ Clean Diesel Bus Fleets
→ Public Transportation System
→ Home Improvement Loans and Grants
→ Earned Income Tax Credits
→ Water Fluoridation
HI-5 Health Outcomes Addressed

- Anxiety and Depression
- Asthma
- Blood Pressure
- Bronchitis
- Cancer
- Cardiovascular Disease
- Child Abuse and Neglect
- Cognitive Development
- Infant Mortality
- Liver Cirrhosis

- Motor Vehicle Injuries
- Obesity
- Dental Caries
- Pneumonia
- Sexually Transmittable Infections
- Sexual Violence
- Teenage Pregnancy
- Traumatic Brain Injury
- Type II Diabetes
- Youth Violence
Helping people quit tobacco.

**Description**
- Tobacco price increases
- High-impact anti-tobacco mass media campaigns
- Comprehensive smoke-free policies

**Health Impact**
- Reduced smoking initiation and use among adults and youths
- Increased quitting among adults/youths
- Reduced hospitalizations (asthma and heart attacks)

**Economic Impact**
- Smoke-free indoor policies reduce hospital admissions by 5-20%
- Mass-media campaigns have benefit-to-cost ratio up to 74:1
- Raising prices of tobacco products by 20% generates healthcare savings up to $90 per person per year
Description

- Home improvement loans and grants provide funding for low-income families to repair their homes, make improvements, and remove health and safety hazards.

Economic Impact

- Overall benefits can be 1.5 to 2 times the magnitude of the costs of installing insulation in the homes.

Health Impact

- Improvement in general health status
- Improvement in respiratory health
- Improvement in mental health
- Reduction in visits to general practitioners

Financial supports for low-income homeowners to ensure safe and habitable homes.
How Can A Three-Bucket Approach Help Ms. Edwards?

**Bucket 1:**
- No co-pay for hypertension (HTN) meds
- Tobacco cessation meds & counseling
- Screening for abnormal blood glucose

**Bucket 2:**
- Home visits to reduce asthma
- Team-based approach to HTN control
- Diabetes Prevention Program if pre-diabetic

**Bucket 3:**
- Statewide tobacco approaches
- Workplace obesity program
- Home improvement loans & grants