



# Crossing sectors for public health:

*tackling tough questions & messy stuff*

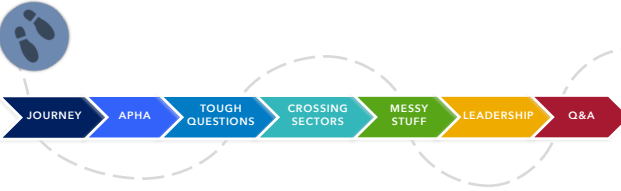

**Hawaii Public Health Association Annual Meeting**  
Lisa M Carlson, MPH, MCHES  
President-elect, American Public Health Association




# MAHALO


## OVERVIEW

## GREETINGS FROM EMORY



EMORY - 4  
EBOLA - 0



## GREETINGS FROM APHA:

*the voice of public health*



## The value of strong affiliates

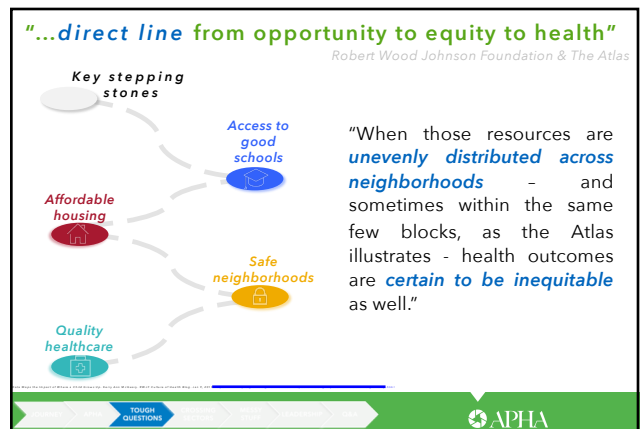
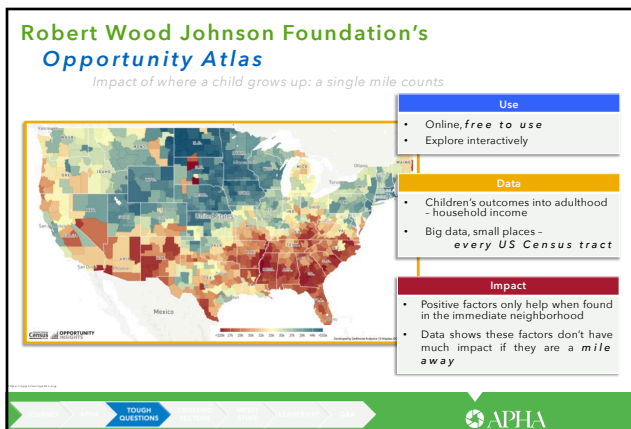
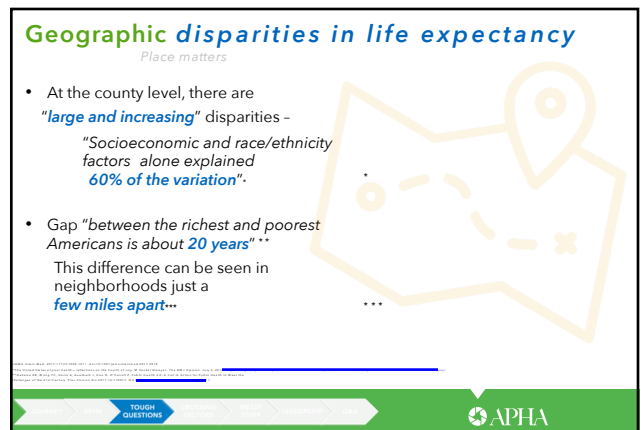
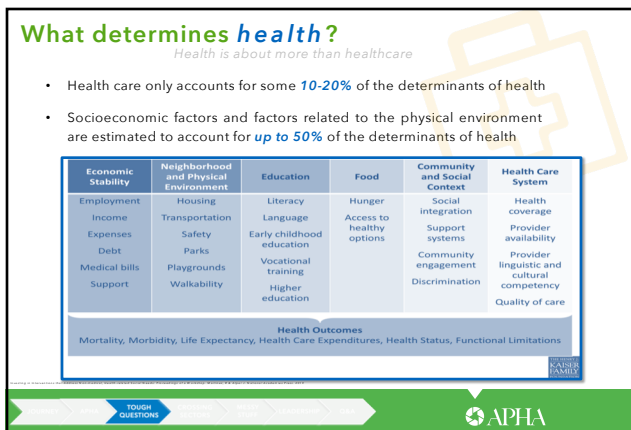
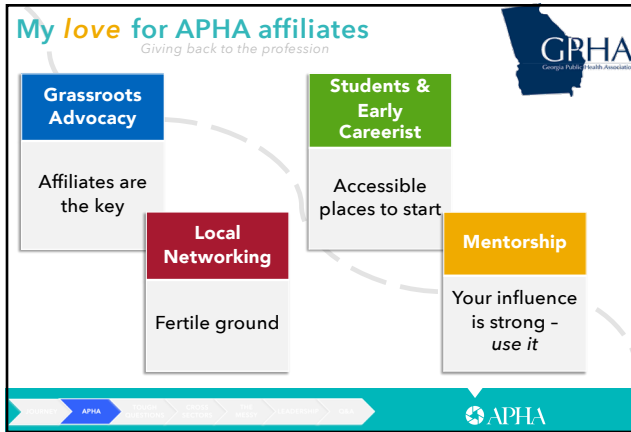
*APHA and Affiliates*

Regardless of where we practice, *we all live locally*  
- ultimately, strong APHA affiliates, united  
with strong APHA sections - *strengthen our collective voice*

**THIS IS OUR GREATEST STRENGTH**

We can build on where *we have a shared vision*





### Your zip code determines your health?

"Today, a person's **zip code** may be a **stronger determinant** of health than his or her **genetic code**."\*

90210

It shouldn't be true that circumstances such as zip code predict a child's future – or an adult's.

& yet...

"Your zip code determines the quality of and access to:

- schools,
- jobs,
- housing,
- grocery stores,
- community safety, and
- green space"

\*Source: The Robert Wood Johnson Foundation, "The Role of the Social Determinants of Health in the Health of the Nation," 2010. \*\*Source: The Robert Wood Johnson Foundation, "The Role of the Social Determinants of Health in the Health of the Nation," 2010. \*\*\*Source: The Robert Wood Johnson Foundation, "The Role of the Social Determinants of Health in the Health of the Nation," 2010.


TOUGH QUESTIONS

APHA

### Your zip code determines your health?

*Lower-income communities can be 10 degrees hotter than wealthier ones*

- Speaking of **green space**... trees impact heat, which **impacts health**
- Tree cover **varies by income level** in neighborhoods
- Trees can be a destination and **they need to be close to home** – everyone's home.



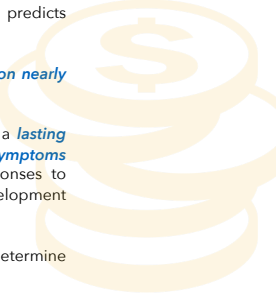
TOUGH QUESTIONS

APHA

### Effect of **poverty** on our genes

*New research*

- Long known that socioeconomic status predicts health outcomes
- Recent evidence: "**poverty leaves a mark on nearly 10% of the genes in the genome**"
- This matters because: "Poverty can have a **lasting impact on a wide range of physiological symptoms and processes**...related to immune responses to infection, skeletal development and development of the nervous system"
- Future research is needed to determine implications for health



TOUGH QUESTIONS

APHA

### Dr. Bill Foege

*Former CDC Director and public health hero*

- Played a key role in the **global eradication of smallpox** in the 1970s
- Increased **rates of immunization** in developing countries in the 1980s
- Still changing the world through **public health**

Asked at the Decatur Book Festival – If he had it to do all over again, what would he focus on?

**"Poverty"**

Because of its **dose-response relationship to health**

APHA  
AMERICAN PUBLIC HEALTH ASSOCIATION

## We cannot do this alone

APHA  
AMERICAN PUBLIC HEALTH ASSOCIATION

## Public Health 3.0:

*Crossing sectors for public health*

APHA  
AMERICAN PUBLIC HEALTH ASSOCIATION

### "Primary *primary* prevention"

*Social determinants of health*

*IF*

- avoiding smoking,
- avoiding obesity,
- increasing physical activity, and
- improving nutrition

are *primary prevention*...

What are the activities before these?

"Primary *primary* prevention" =  
Social determinants

Source: A. P. S. & S. D. (2015). Social determinants of health: A conceptual framework for public health practice. *Public Health Reports*, 130(1), 1-10.

CROSSING SECTORS

APHA

### Intervening at the *community* level

*Making use of the data*

Communities have to determine how to use the data in their own backyards

"The right solution often depends on *very specific*

- local conditions,
- resources, and
- preferences."\*

Public Health 3.0

Capacity building to address the social determinants of health as well as other traditional public health challenges

Source: A. P. S. & S. D. (2015). Social determinants of health: A conceptual framework for public health practice. *Public Health Reports*, 130(1), 1-10.

CROSSING SECTORS

APHA

### Public Health 3.0

A *call to action* for public health to meet the challenges of the 21st century

Public health is what *we do together* as a society to ensure the conditions in which everyone can be healthy."

Source: A. P. S. & S. D. (2015). Social determinants of health: A conceptual framework for public health practice. *Public Health Reports*, 130(1), 1-10.

APHA  
AMERICAN PUBLIC HEALTH ASSOCIATION

### Public Health 3.0 - at the core

- Local public health *has the capacity* to address policy, environmental and system-level drivers of health challenges
- Public health *brings stakeholders* to the table – or to many tables\*

Convening cross-sector stakeholders to increase access to positive social determinants\*\*

Education  
Employment  
Housing  
Healthy Food  
Transportation  
Healthcare

Source: A. P. S. & S. D. (2015). Social determinants of health: A conceptual framework for public health practice. *Public Health Reports*, 130(1), 1-10.

CROSSING SECTORS

APHA

### Making the healthy choice the *easy* choice

"Not about supporting a single individual - as important as that is - it's about *creating a healthier context* that allows a person to make healthy choices"

Source: A. P. S. & S. D. (2015). Social determinants of health: A conceptual framework for public health practice. *Public Health Reports*, 130(1), 1-10.

APHA  
AMERICAN PUBLIC HEALTH ASSOCIATION

### Cross-sector synergy

- Education
- Technology
- Business
- Faith
- Housing
- Health systems

Creating the conditions in which everyone can be healthy

HOW DO WE DO IT?

Source: A. P. S. & S. D. (2015). Social determinants of health: A conceptual framework for public health practice. *Public Health Reports*, 130(1), 1-10.

CROSSING SECTORS


APHA



### Achieving PH 3.0

*Recommendations*

1. Form **unexpected** cross-sector partnerships with community stakeholders
2. Embrace the role of **Chief Health Strategists** throughout communities (from PH or from partners)
3. Build **infrastructure**: From PH dept accreditation to umbrella structures that share funding and governance
4. Enhance and modify **public health funding**
5. Make **available** timely, reliable, and actionable data for communities



**APHA**

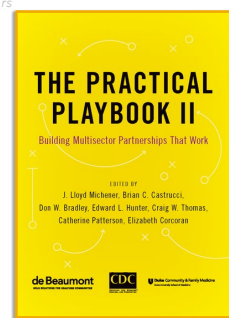
### De Beaumont Foundation

*Standing on the shoulders of others*

The Practical Playbook II:  
Building Multisector Partnerships That Work

*"A roadmap for health-improving partnerships"*

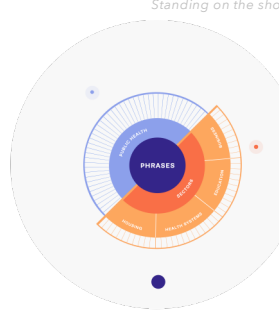
[PracticalPlaybook.org](http://PracticalPlaybook.org)



**APHA**

### De Beaumont Foundation

*Standing on the shoulders of others*



Public Health Reaching Across Sectors (PHRASES)

Supports an "all-hands-on-deck" approach

[PHRASES.org](http://PHRASES.org)

**APHA**


### AIR Louisville

*Creating healthier contexts*

- Gov't, non-profit, **and** tech
- Electronic **inhaler** sensors
- Crowd-sourced, **real-world** data
- Created a **heat map** of areas of concentrated pollution
- Changed **care plans**

Led to -

1. Policy changes
2. Planted trees
3. Changed zoning
4. Re-routed trucks



**APHA**

### The future of public health

*For the common good*

Working with people **outside of traditional** public health to frame and address community concerns

Working cross-sector on commonly shared concerns - with everyone doing the part they do best

Bringing together those responsible for the **different parts** of the social determinants of health to talk about how it's **all linked**

**APHA**  
AMERICAN PUBLIC HEALTH ASSOCIATION

**APHA**  
AMERICAN PUBLIC HEALTH ASSOCIATION

### Building a cross-sector public health workforce

**APHA**  
AMERICAN PUBLIC HEALTH ASSOCIATION

## Public health *workforce and trainees*

Current state

### Workforce

- About 200k people in local and state public health
- PH workforce median age = 47 (US median age = 42)
- > people than the general public eligible to retire in the next few years
- 24% thinking of leaving for reasons other than retirement  
*Low wages, bureaucracy*

### Formal trainees

- The MPH isn't the entryway to the PH workforce—  
*Half do not have an MPH*
- Only 14% of governmental PH have formal PH training
- Schools of Public Health graduate 30k PH students/year  
— *most aren't going into governmental roles*

CROSSING SECTORS



## Where are our public health grads *going*?

Academia  
Hospitals  
Not-for-profits  
For-profits  
Technology



## Cross-sector public health workforce?

What this means for the future

Cross-sector means folks who don't live and breathe public health  
(or don't know that they do...)

Public health trainees working in sectors where we desire partnership



Shared concerns



Cross-sector workforce (shared public health lens)

CROSSING SECTORS



## Be a "connector"

Mining non-traditional partners - expanding the public health team

Public health is **collaborative** -

We should reach out to departments of religion, political science, psychology, and others, and ask:

1. Are you interested in social justice?
2. Are you interested in applying science for practical solutions to problems?
3. Have you thought about a career in public health? or about partnering with people in public health?

I understand *how to reach out* to non-traditional partners:

- I'm a public health person working in a *school of medicine*
- I'm a practitioner working in an *academic environment*
- I'm often the *non-researcher* working to steer good research

Where are your connections in *your* community?

Be the organization that *connects* all kinds of people to public health.



Speaking of working cross sector:

*tough questions and messy stuff*



## My *vision* for public health

APHA President-elect

- Universal *access to quality* healthcare
- Strong, well-funded and responsive *public health infrastructure*
- Protection of our *natural resources*
- Mental health recognized as *essential* to public health

MESSY STUFF



## Public health is *not* easy

Obligated to talk about the hard things?

We got into public health *knowing* there may be messy work to be done.

"A career in public health ought to come with a *trigger warning*."  
(Dr. Alan Hinman)



## No health *without* mental health

"Median years of potential *life lost* [due to mental disorders] was *10 years* (n = 24 studies)"

*Estimate: 14.3% of deaths worldwide (8 M per year) are attributable to mental disorders*



## Mental health and physical health are *connected*

Health is not a single factor

HALF A CENTURY AGO

"Without mental health there can be *no true physical health*"

TODAY

Strong evidence of the *link (bidirectionally)* between mental health and physical health outcomes



MESSY STUFF



## Highly *stigmatized* health concerns

Mental health

A physical health diagnosis like cancer "might garner *sympathy*"

A mental health diagnosis "might elicit *judgment, fear and avoidance*"

"8 in 10 workers with a mental health condition don't get treatment because of the shame and stigma associated with it"



## Yet... Most of us know someone who's struggled

- > 20% of US of adults experience *mental illness* in a year\*
  - 42 million living with anxiety disorders
  - 16 million living with major depression
  - < 5% have *severe problems* like bipolar disorder or schizophrenia
- 15% of US adults struggle with a *substance abuse disorder*\*\*
  - Number *on par with* those who have *diabetes*
  - Incidence is > 1.5x annual prevalence of *all cancers* combined

The impact is even larger when we include impact on communities, families and society

MESSY STUFF



## Why I am *passionate*

Like many others, *I have family experience* with:

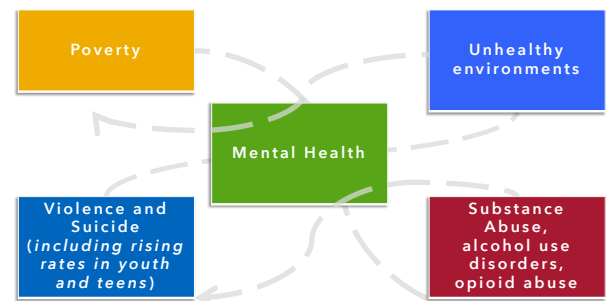
*you are  
allowed  
to struggle  
with your  
mental health*  
@gmf.designer

- mental health challenges;
- the *inequity* of our health care system with regard to mental health;
- and *the stigma* that unfortunately and unjustly often surrounds mental health issues.



## Why public health should be *passionate*

*The hard things ... are interconnected*



MESSY STUFF



## Maximizing physical and mental health

*Mental health in all policies*

- Mental and physical health are *impacted positively and negatively by the same factors*

These same factors are involved in creating contexts in which everyone can be healthy - both physically and mentally



MESSY STUFF



## The *same* social determinants...

*What can public health do?*

- The *same factors and social determinants* are the concerns of *mental health and physical health alike*.
  - *#ThisIsPublicHealth*
- Public health *is the right group* to promote discussions about these links and initiate *cross-sector partnerships*.

THIS IS OUR LANE.

MESSY STUFF



## The Call to Leadership in 2020:

*Everyone is a leader.  
How will you lead?*



## How do *we* lead?

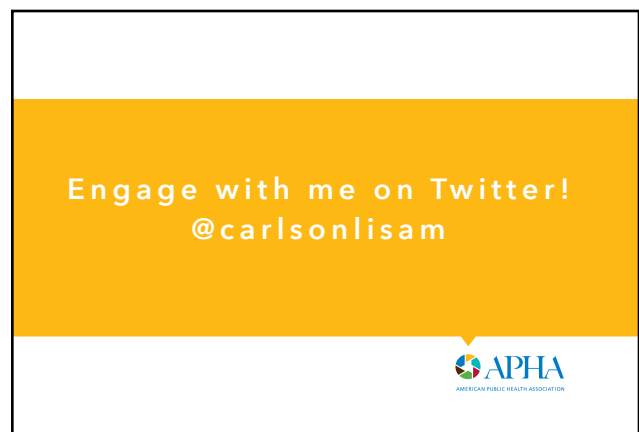
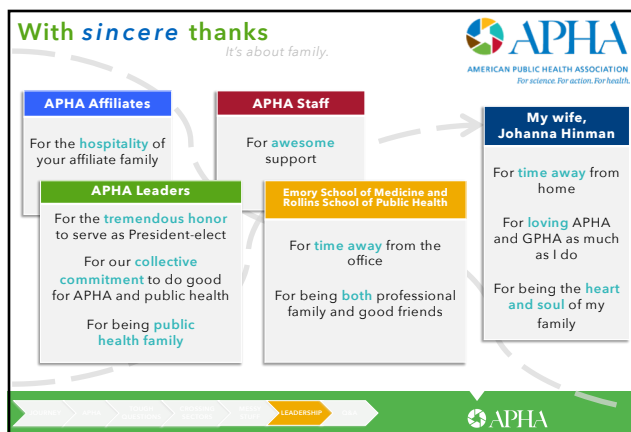
*Applying life lessons to our work in public health*

- Expect the *unexpected*
- Trust that it's *never too late* to change
- Own* your mistakes
- Seek *mentors and get help* when you need it
- Explore your *options*
- Become a *good communicator*
- Find *joy* at work
- Push *boundaries*

...and cross sectors for public health!


LEADER STUFF





**About APHA**

The American Public Health Association champions the health of all people and all communities. We strengthen the public health profession, promote best practices and share the latest public health research and information. We are the only organization that combines a nearly 150-year perspective, a broad-based member community and the ability to influence policy to improve the public's health. Learn more at [www.apha.org](http://www.apha.org).



800 I Street, NW  
Washington, DC 20001-3710  
202-777-2742  
[www.apha.org](http://www.apha.org)

Lisa M Carlson, MPH, MCHES  
President-elect, APHA  
[Lisa.Carlson@emory.edu](mailto:Lisa.Carlson@emory.edu)