


ROWING UPSTREAM: HOW TO MAKE AMERICA HEALTHY

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BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES.

DE BEAUMONT FOUNDATION

We advance policy, build partnerships, and strengthen public health to create communities where everyone can achieve their best possible health.

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A Sea Change in Treating Heart Attacks

The death rate from coronary heart disease has dropped 38 percent in a decade. One reason is that hospitals rich and poor have streamlined emergency treatment.

By GINA KOLATA JUNE 19, 2015

“No city seemed more in need of improved heart care than Camden...42 percent of the population lives in poverty...Obesity is rampant, as are high cholesterol levels, high blood pressure, and smoking.”

A Sea Change in Treating Heart Attacks

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“[The local hospital’s] cardiology department has long felt pretty cocky about how it was doing. Heart care is the hospitals specialty, and without its revenue...[it] would have to close its doors.”

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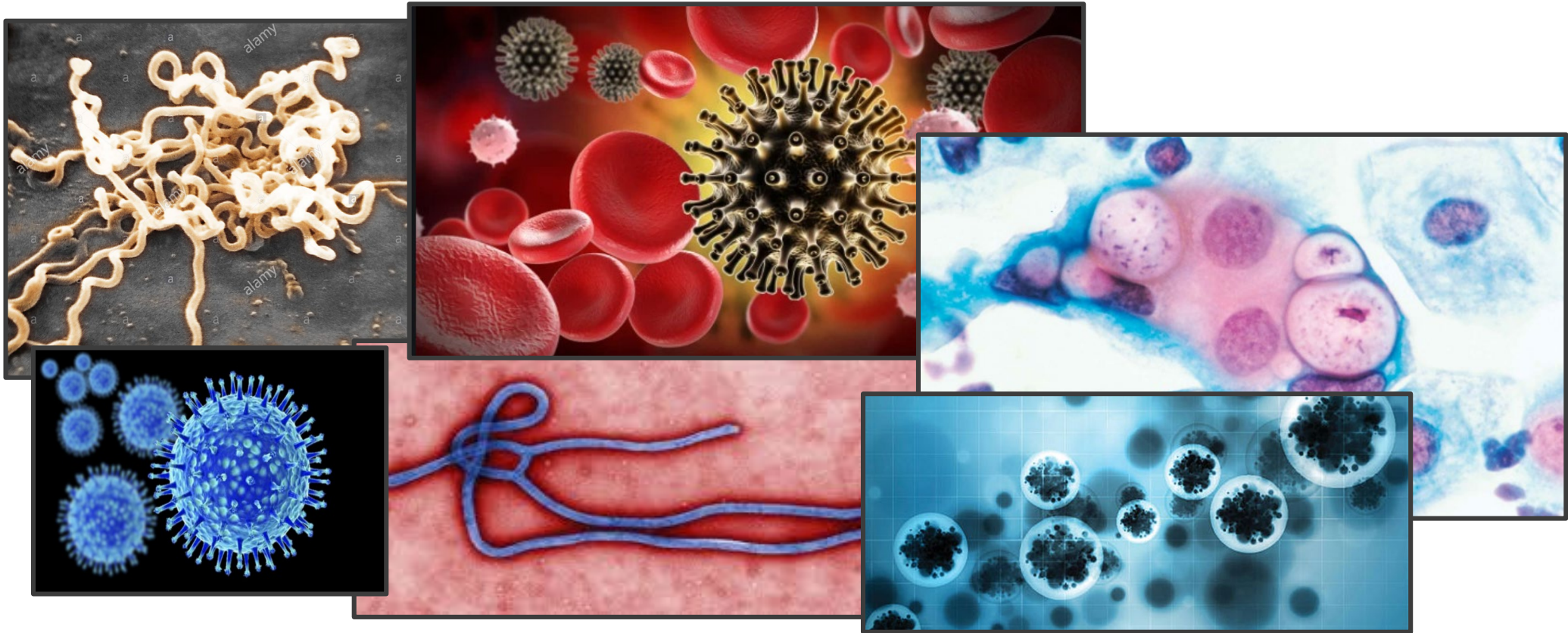
**Heart care is the
hospitals specialty, and without its
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WHAT MAKES US SICK?

PREMEDICAL



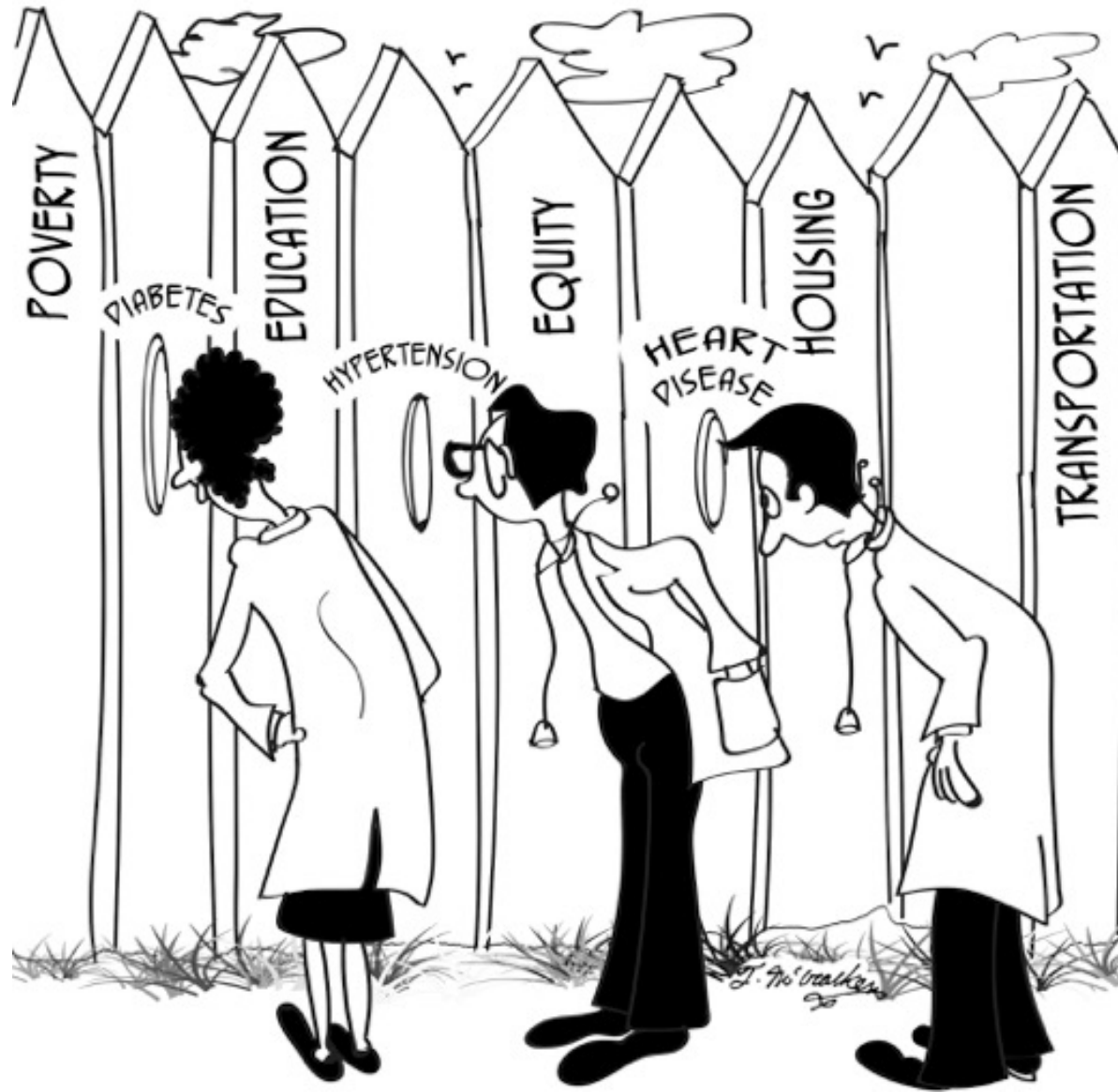
MEDICAL



POSTMEDICAL



MOVE FROM PROGRAMS TO POPULATION



MOVE FROM PATIENTS TO POLICIES

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TOPICS JOURNAL BLOG ADVANCED SEARCH

HEALTH AFFAIRS BLOG

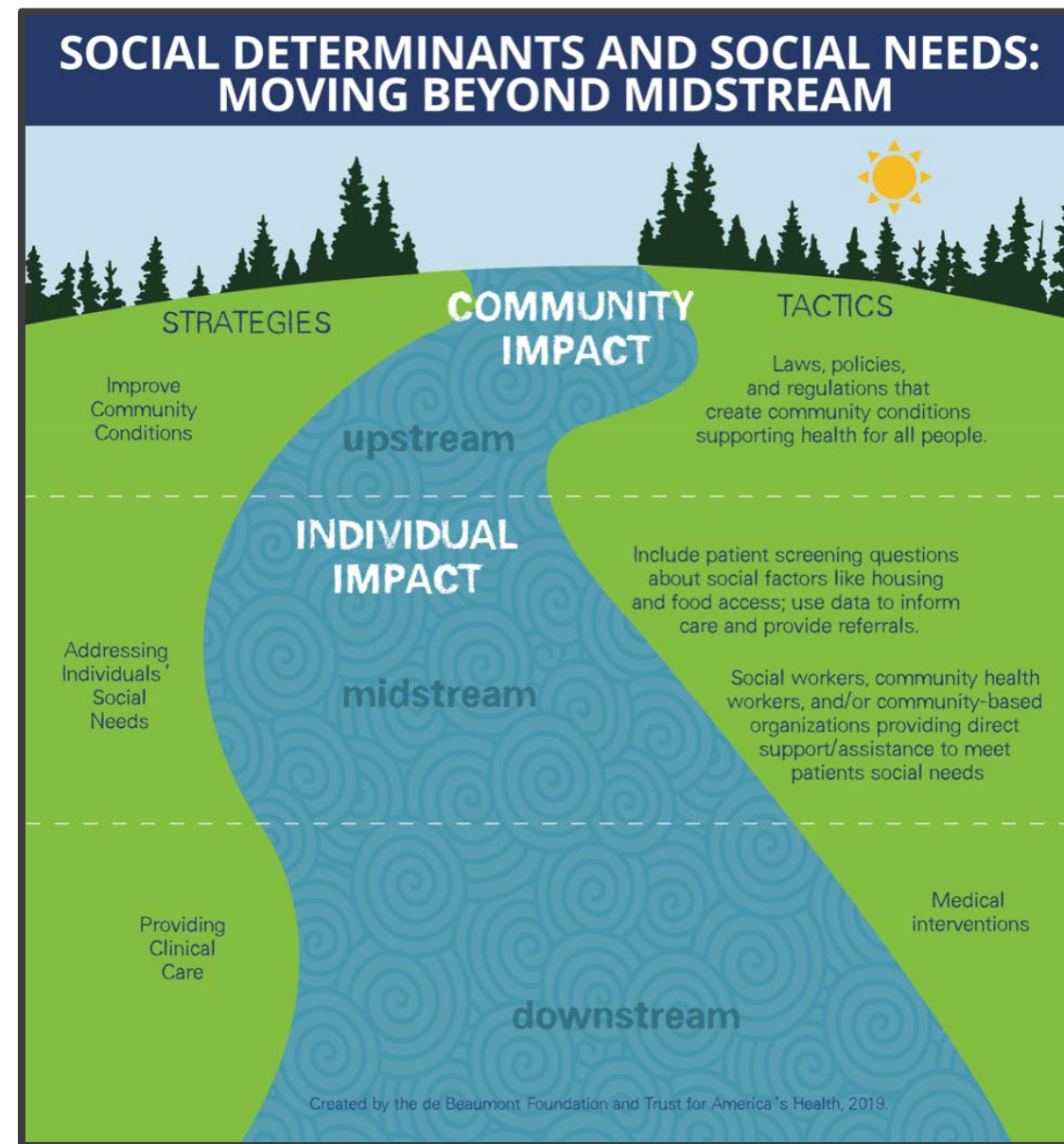
RELATED TOPICS:
 SOCIAL DETERMINANTS OF HEALTH | ACCESS TO CARE | COSTS AND SPENDING | SYSTEMS OF CARE

Meeting Individual Social Needs Falls Short Of Addressing Social Determinants Of Health

Brian Castrucci, John Auerbach

JANUARY 16, 2019 10.1377/hblog20190115.234942

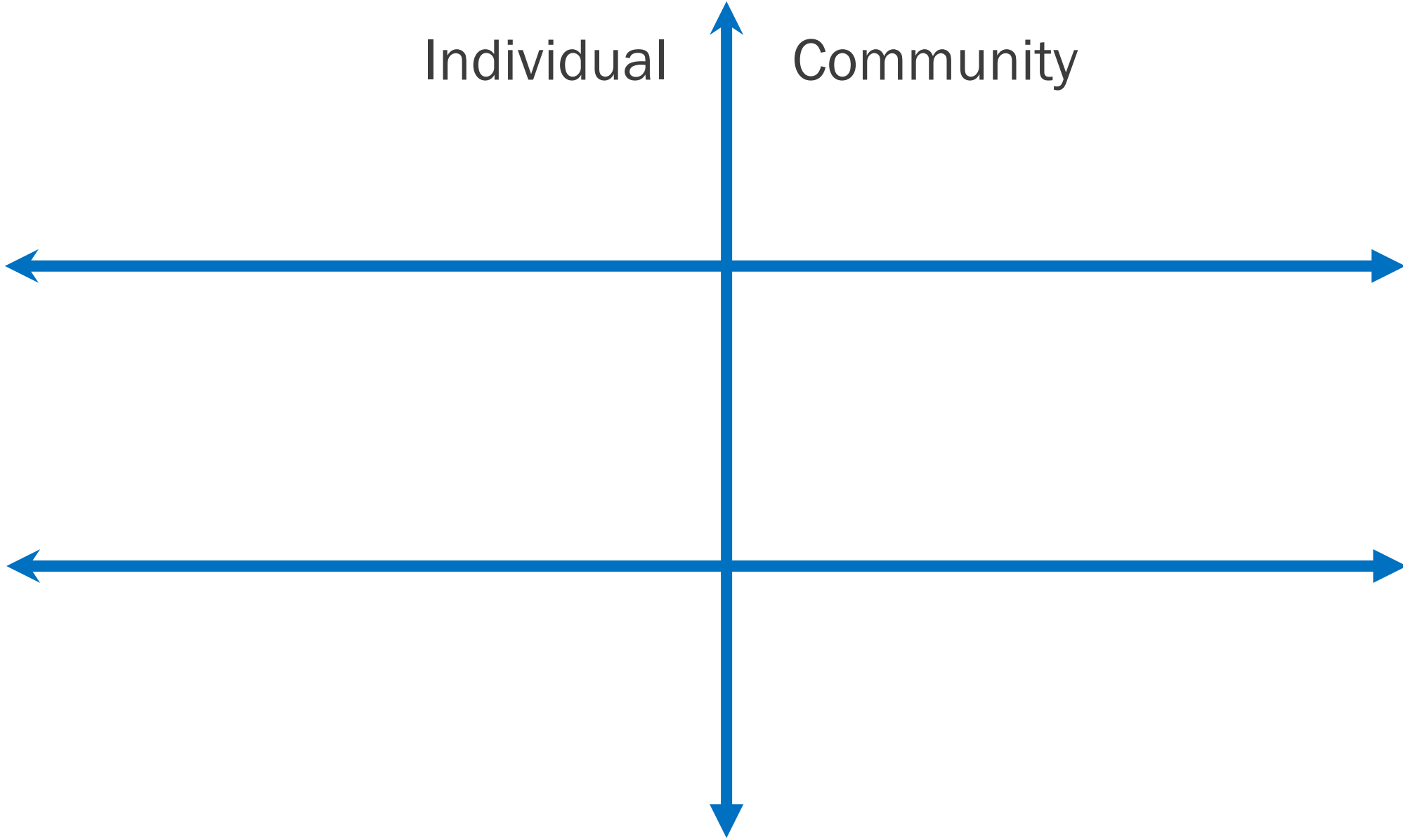
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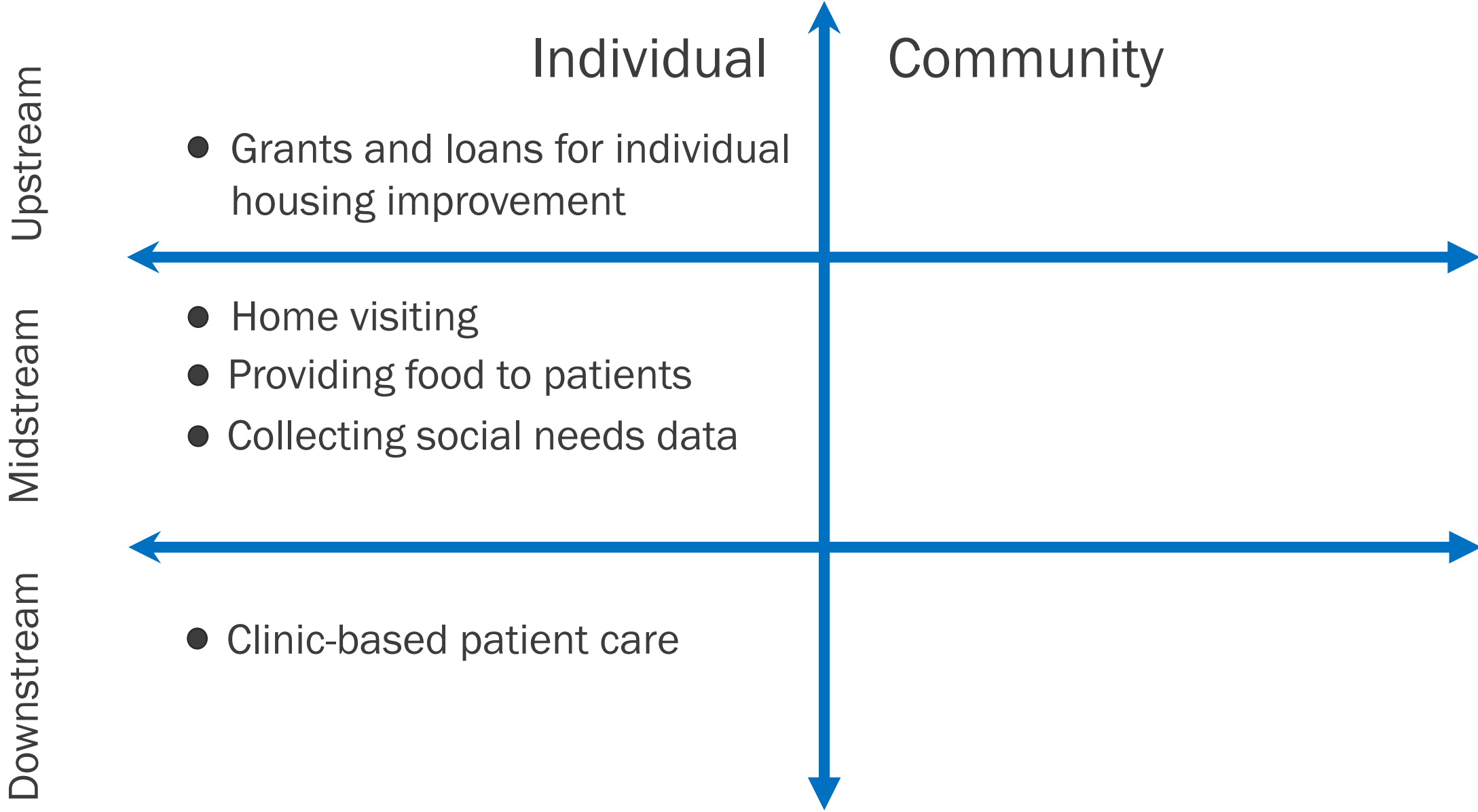


Upstream
Midstream
Downstream

Individual

Community





Upstream

Individual

- Grants and loans for individual housing improvement

Community

- Rental inspection policy
- Paid sick leave policy

Midstream

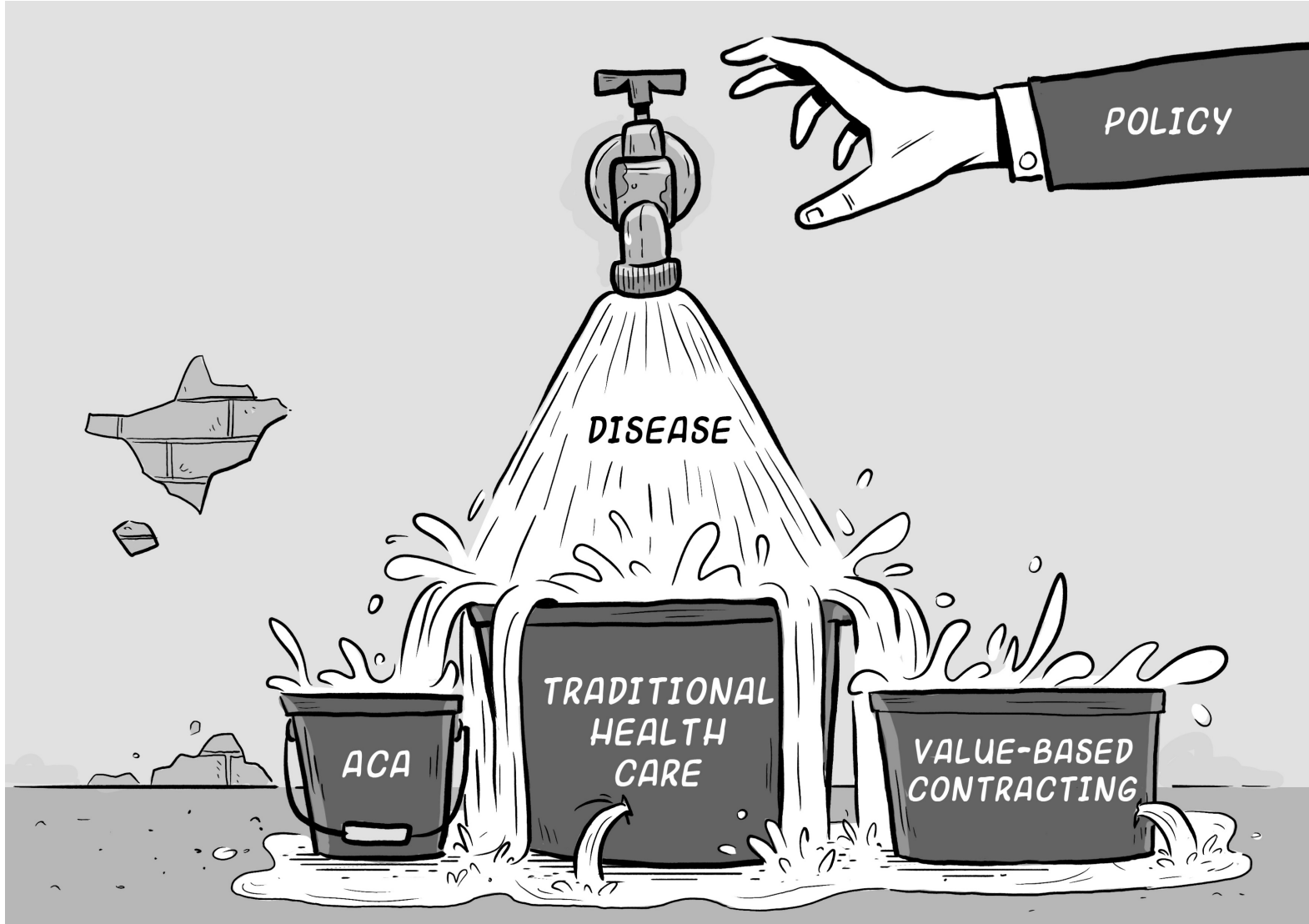
- Home visiting
- Providing food to patients
- Collecting social needs data

- Tax credits for grocery store construction
- Dignity Health's impact investment in housing

Downstream

- Clinic-based patient care

- Community-based resources like food banks







Food Safety and Restaurant Inspection High-quality, Universal Pre-Rating



High-quality, Universal Pre-Kindergarten



Tobacco 21



Paid Sick Leave



Clean Indoor Air



Complete Streets



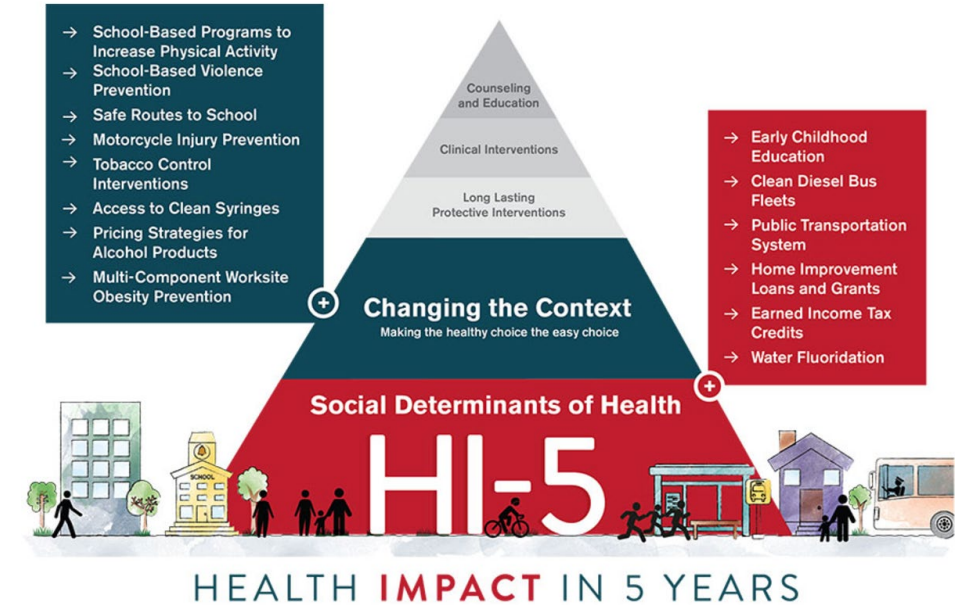
Alcohol Sales Control



Healthy Food Procurement



Affordable Housing/Inclusionary Zoning



The New York Times

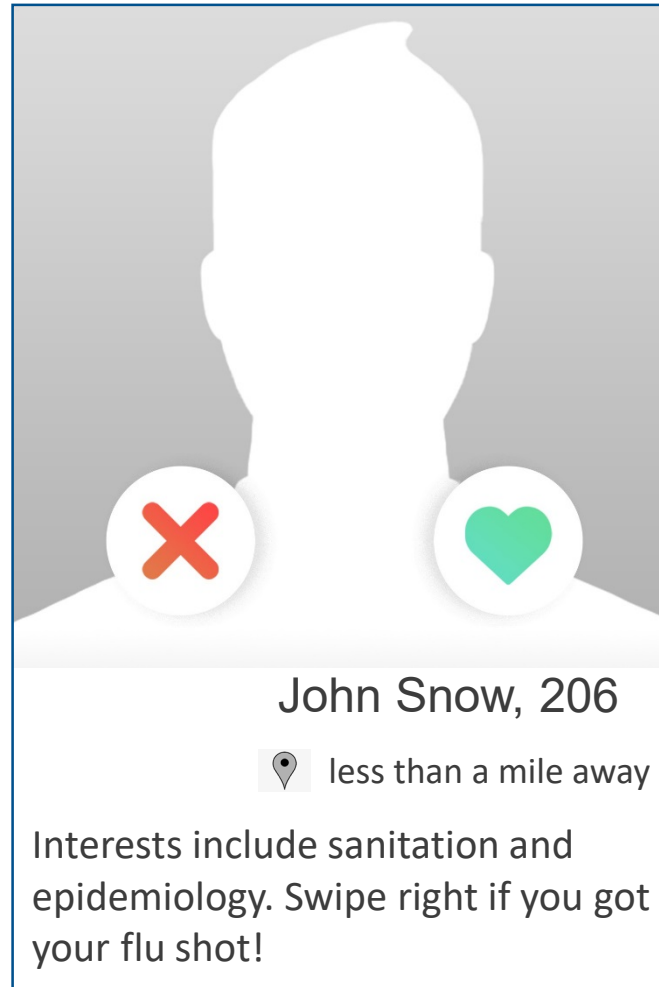
● **TheUpshot**

California, of All Places, Has Banned Soda Taxes. How a New Industry Strategy Is Succeeding.

The bill to pre-empt taxes is part of a wider industry effort to skip cities and go straight to the states.

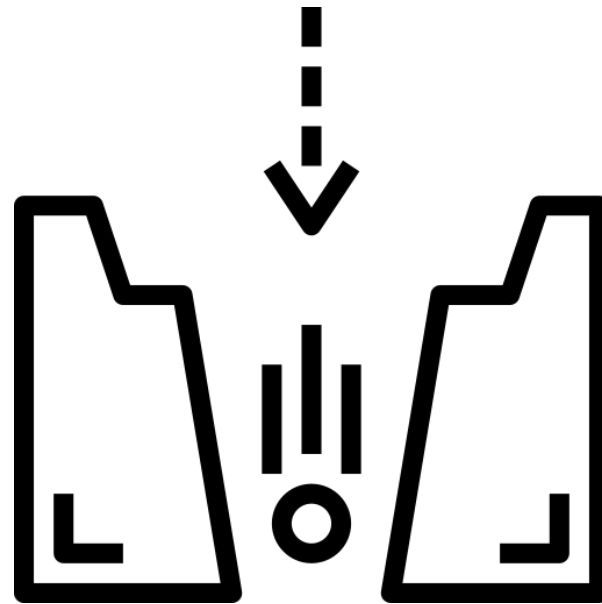
CREATE PARTNERSHIPS

PUBLIC HEALTH: MORE THAN A GREAT PERSONALITY



MAPPING THE GAPS HEALTH AS A GENERAL CONCEPT IS UNDERSTOOD AS...

**Experts in
Public Health**
A positive state
of integrated
wellbeing

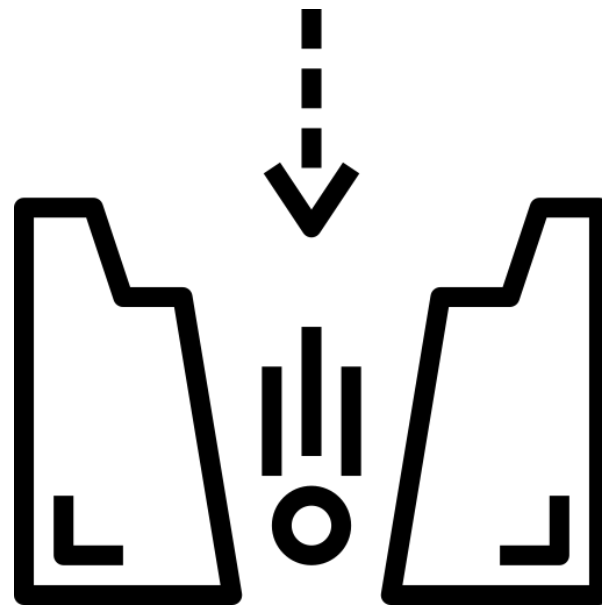


**Leaders in
Other Sectors**
The absence of
illness

MAPPING THE GAPS

CROSS SECTOR COLLABORATION IS VIEWED AS...

Experts in Public Health
Valuable, needed, and “natural”, given different sectors’ many overlapping functions and goals



Leaders in Other Sectors
Inevitably strained and difficult, given that different sectors are fundamentally distinct from one another and occupy different worlds



When You Say...

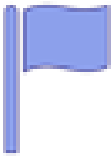
The public health field has a wide range of skills and expertise to draw on when working with other sectors. For example, we can help identify health issues that are driving key challenges in other sectors, and advise community leaders and organizations on best practices for promoting health.



They Think...

This is *our* job, not the job of public health professionals. We know best how the spaces and systems we're responsible for can be improved and optimized, and we don't need regulators or other outsiders coming in and telling us what to do.

- What's triggered in their minds?**
- Different professional sectors occupy completely distinct worlds.
 - Health is primarily about providing medical services/health care.
 - The field of public health represents (big) government.
 - Public health is largely siloed from other sectors and unable to contribute anything but book smarts.



What Helps...

- Demonstrate how collaboration and cross-sector partnerships can be empowering.
- Choose words like "energize," "fuel," "boost," "strengthen," and "enhance" to convey public health's interest in supporting, rather than dictating, the work of other sectors.

THE FOUNDATIONS OF COMMUNITY HEALTH

The health of our community is like a building—it depends on a strong and stable foundation. Things like quality education, safe and affordable housing, access to healthcare, and employment opportunities structure positive health outcomes for everyone in important ways. As public health professionals, it's our mission to build thriving communities, so we work closely with many other sectors to assemble a solid foundation that supports long-lasting good health for us all.



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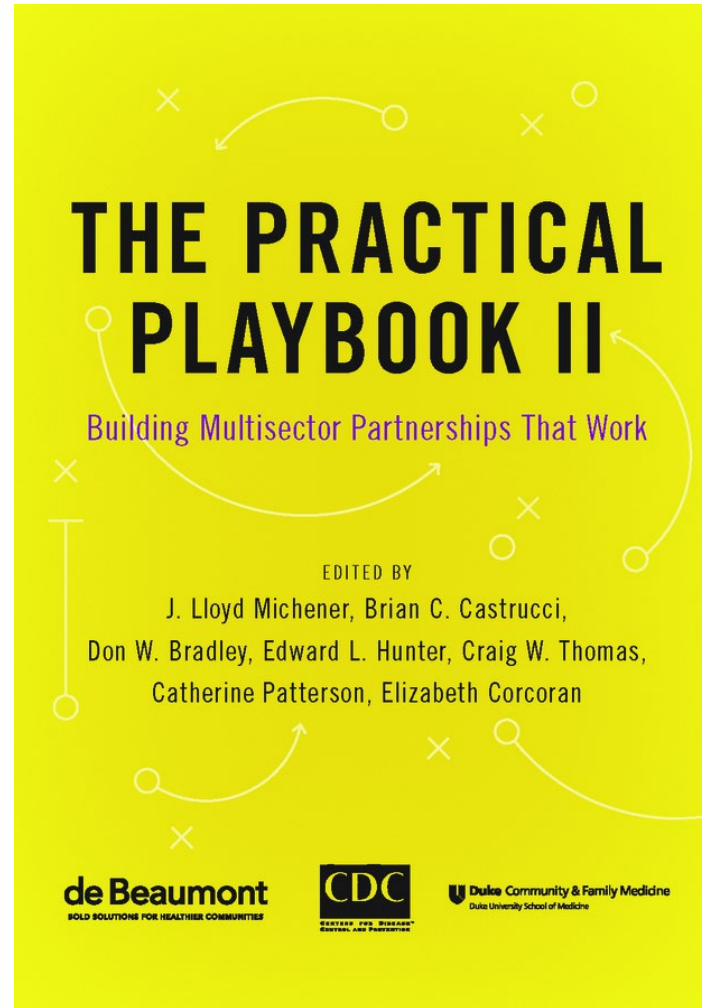


Achieving health goals requires engagement by public health officials with partners in key sectors like education, housing, transportation, and business. When leaders in these sectors align with public health officials, action to improve our health is attainable. However, finding

Launch February 2020

<https://bit.ly/200afq0> (Oxford Univ Press)

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