

Preventing Chronic Disease through Policy, Systems and Environmental Change

Healthy St. Mary's Partnership 2019 Annual Meeting
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Institute for Public Health Innovation



Session Objectives

- ✓ Discuss the significance of policy, systems and environments (PSE) as influencers of individual and community health.
- ✓ Identify opportunities for PSE change to prevent chronic disease in St. Mary's County.
- ✓ Identify criteria for prioritizing PSE changes for action.
- ✓ Learn about several examples of PSE change efforts in other Maryland counties.



@MichaelERhein

@InstitutePHI

IPHI is the official public health institute serving Maryland and St. Mary's County

IPHI develops multi-sector partnerships and innovative solutions to improve the public's health and well-being across MD, VA and DC

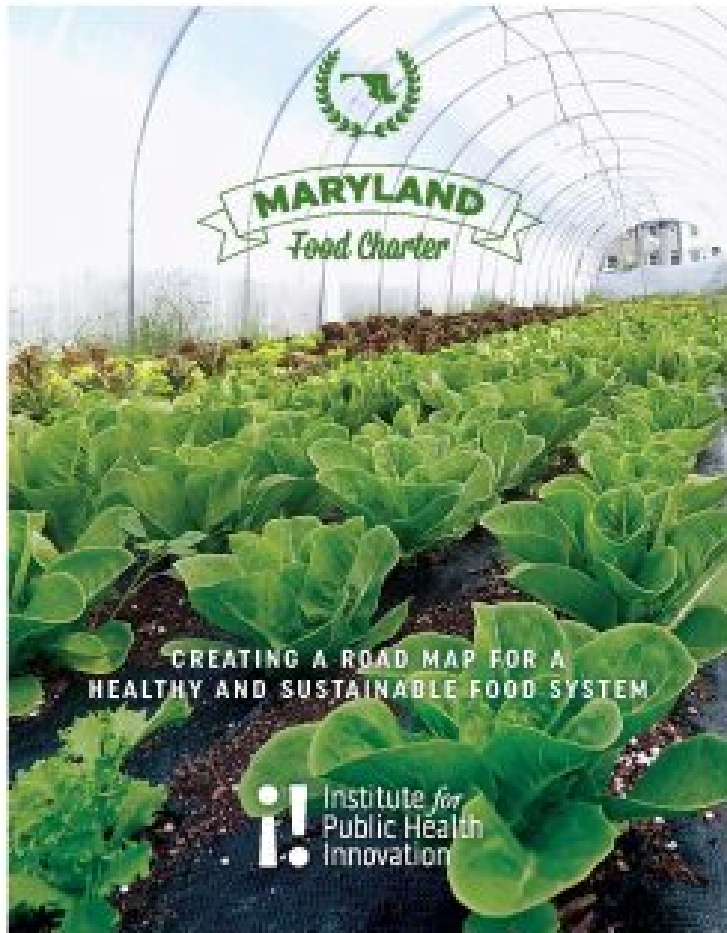


Our Action

- ❖ Facilitate multi-sector partnerships and collaborative action
- ❖ Provide technical assistance for community health improvement
- ❖ Design, implement and evaluate innovation public health interventions
- ❖ Develop the community health workforce

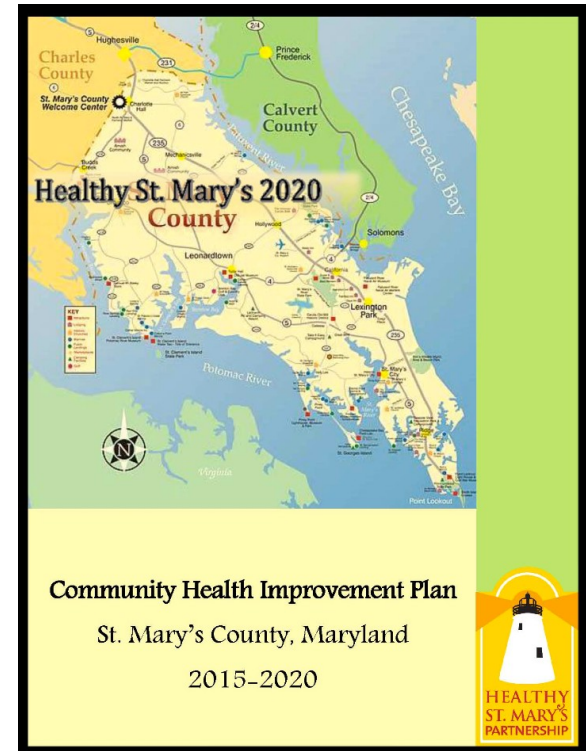


Our Impact



- ❖ Strengthen health systems and policy
- ❖ Build organizational and community capacity
- ❖ Enhance community environments and conditions
- ❖ Improve population health and health equity

Congratulations, St. Mary's County! You're well on your way!



Identified HSMP Priorities

HSMP Priorities

- ❖ Access to Healthcare
- ❖ Healthy Eating, Active Living & Healthy Weight
- ❖ Tobacco Use & Exposure
- ❖ Behavioral Health

Leading Causes of Premature Death in St. Mary's County

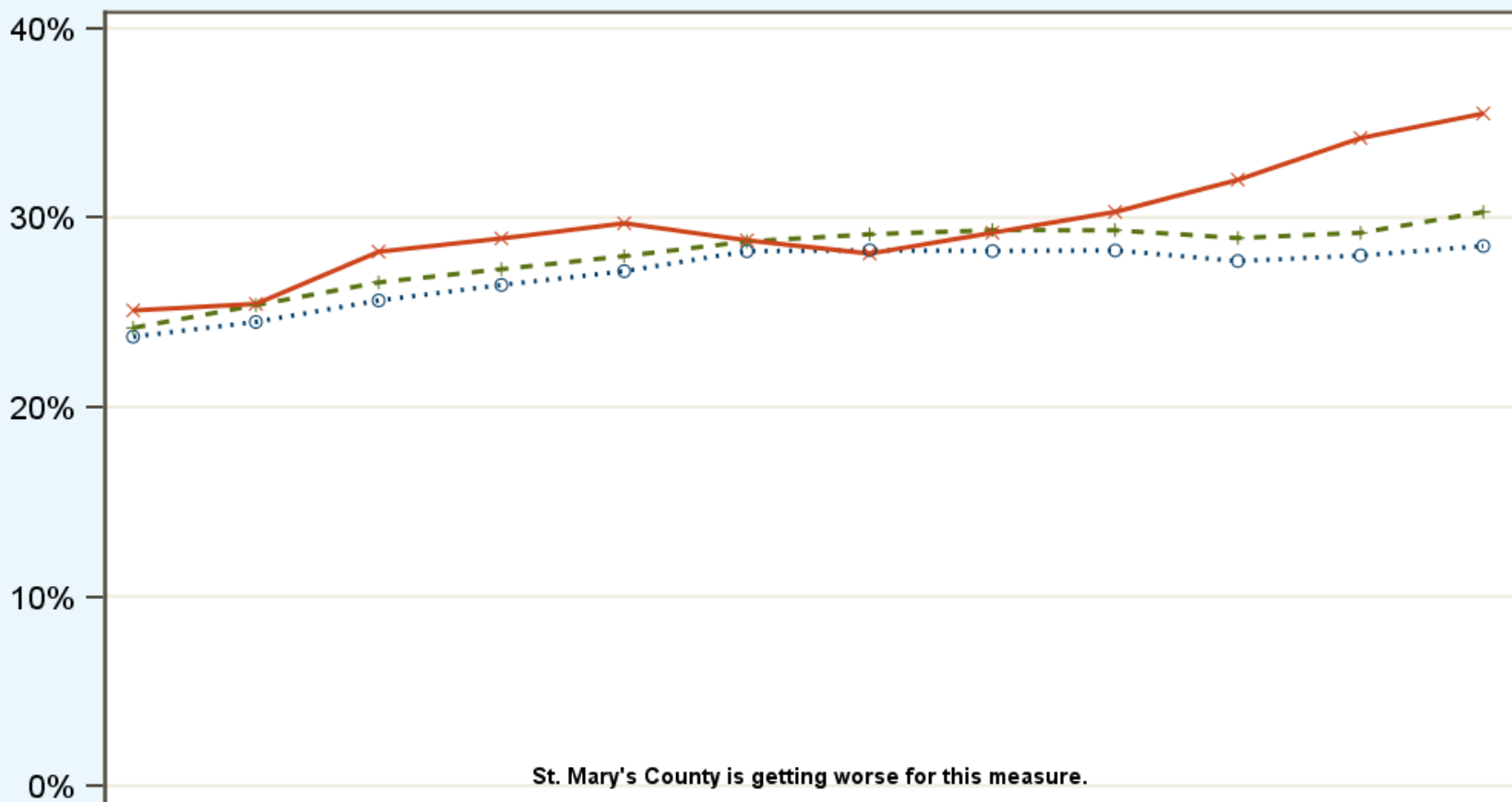
- Cancer
- Heart Disease
- Diabetes
- Stroke
- Lower Respiratory Disease

*Contributing factors:
Diet, exercise, tobacco use,
mental health and wellness*

Source: County Health Rankings

Adult obesity in St. Mary's County, MD County, State and National Trends

—x— St. Mary's County - - + - - Maryland o..... United States

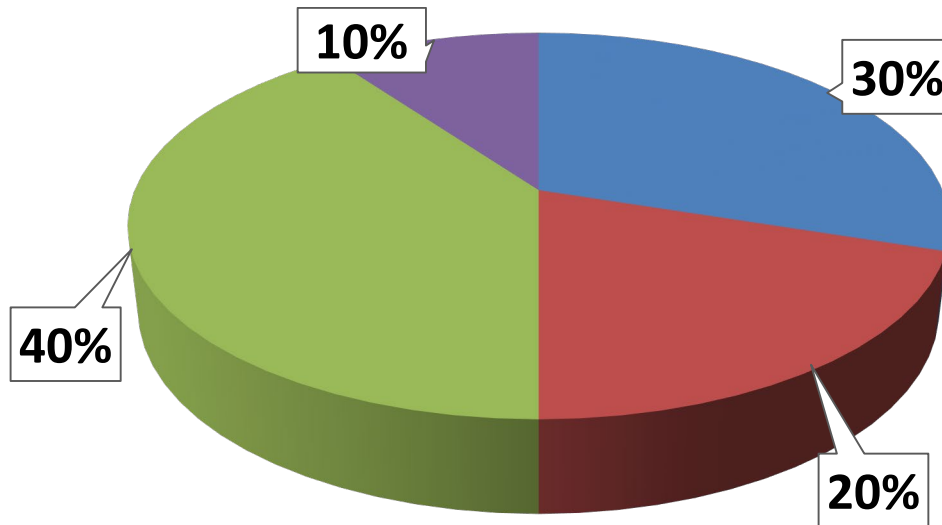


3-year Average	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
United States	24%	24%	26%	26%	27%	28%	28%	28%	28%	28%	28%	29%
Maryland	24%	25%	27%	27%	28%	29%	29%	29%	29%	29%	29%	30%
St. Mary's County	25%	25%	28%	29%	30%	29%	28%	29%	30%	32%	34%	36%

Please see Measuring Progress/Rankings Measures for more information on trends. Trends were measured using all years of data.

Note: Starting with the 2011 data, a new BRFSS methodology was introduced that included cell phone users. Data from prior years should only be compared with caution.

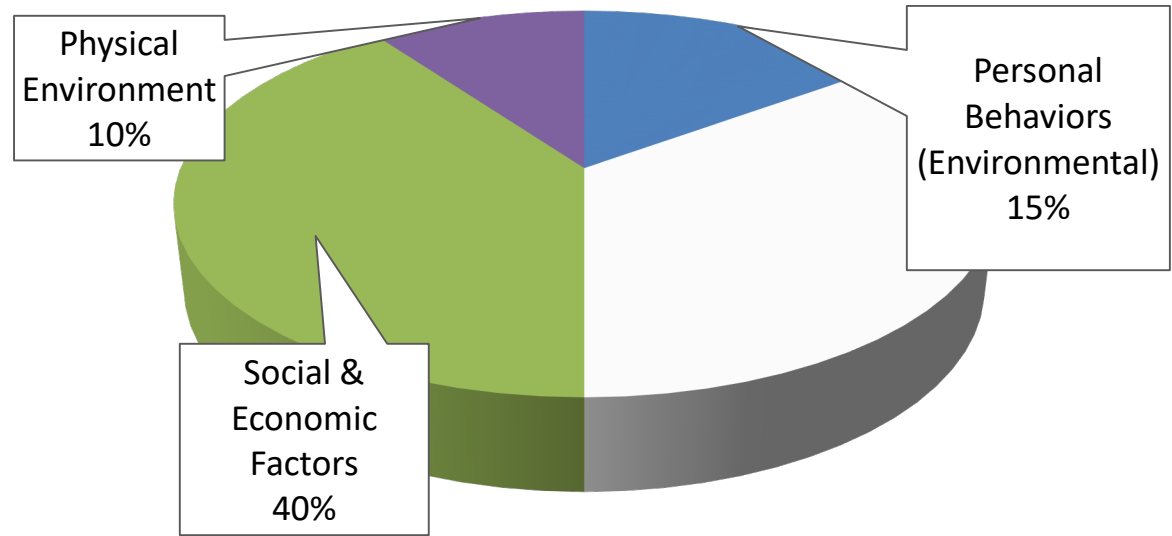
What Influences Health?



- Personal Health Behaviors (30%)
- Clinical Care, Genes and Biology (20%)
- Social & Economic Factors (40%)
- Physical Environment (10%)

Based on County Health Rankings Model

How Much Does Environment and Context Influence Health?



- Environmentally Influenced Health Behaviors (15% - rough estimate)
- Social & Economic Factors (40%)
- Physical Environment (10%)

Interventions to Influence Health

Individual-Level Examples

Education about healthy eating, physical activity, and risks of smoking

Screening and Rx for high blood pressure, high cholesterol, diabetes

Immunizations, smoking cessation treatment

Policy, Systems, Environmental Change

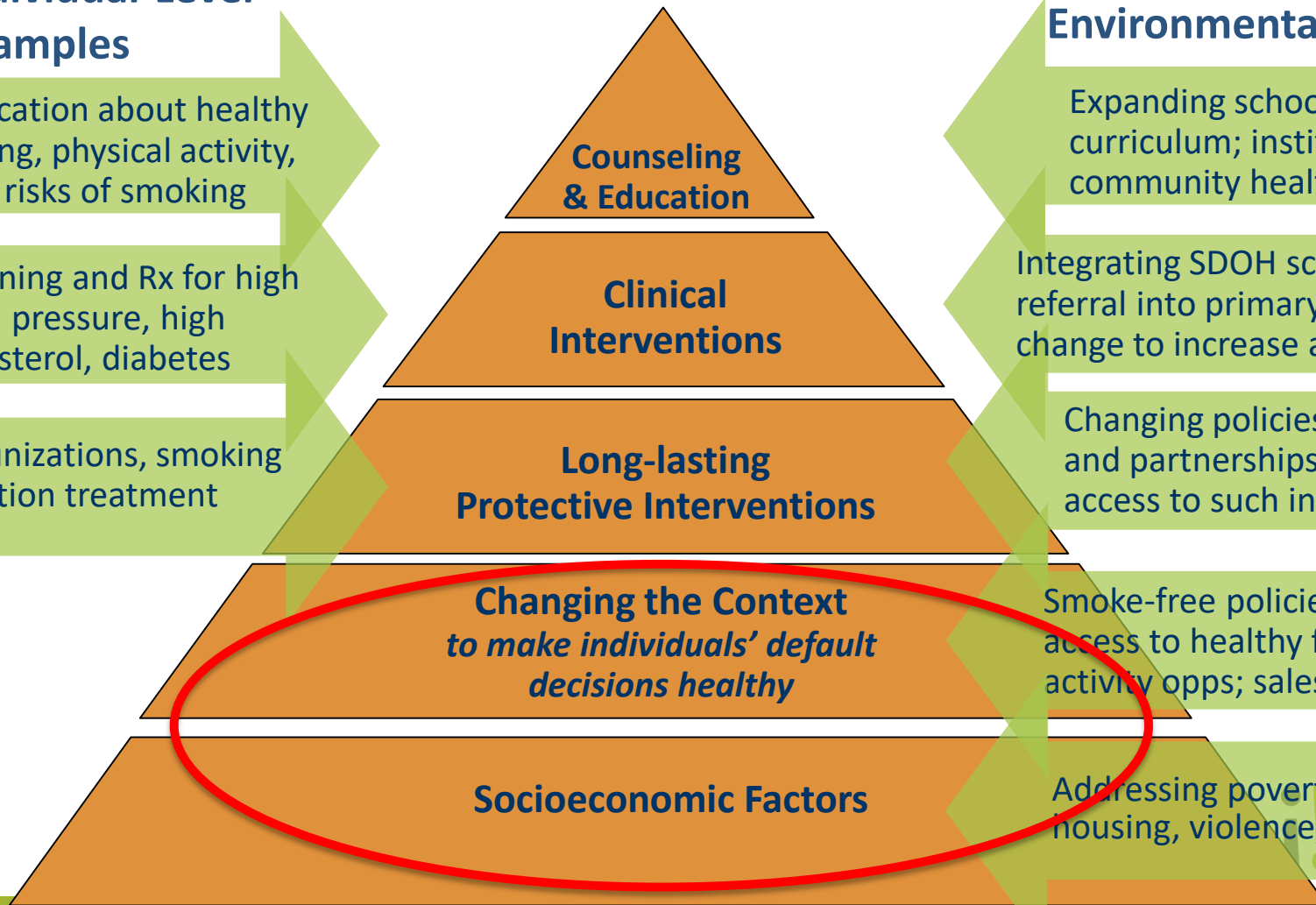
Expanding school health curriculum; institutionalizing community health workers

Integrating SDOH screening and referral into primary care; policy change to increase access to care

Changing policies, procedures and partnerships to increase access to such interventions.

Smoke-free policies; increasing access to healthy food & physical activity opps; sales restrictions

Addressing poverty, education, housing, violence, inequality



What is Policy, Systems and Environmental (PSE) Change?

Policy Change

Changes in formal governmental or organizational principals, rules or guidelines (e.g., laws, ordinances, resolutions, mandates, guidelines, rules, regulations).

Systems Change

Changes in processes, procedures, structures or resources within or among organizations or networks (e.g., personnel, resources, programs, operations, collaborative relationships).

Environment

Changes in the physical, social or and/or economic environment.

What PSEs Influence Obesity, Diet and Physical Activity in St. Mary's County?

- Health care policies and systems?
- PSEs that influence personal health behaviors?
- Social and economic factors?
- Physical environment factors?



Examples of PSE Change Strategies in the St. Mary's County 2020 CHIP

- ❖ Expand clinical services offered with a sliding scale fee schedule.
- ❖ Advocate for tax incentives to bring care providers to the county.
- ❖ Increase access to environmental remediation strategies for homes of persons with asthma.
- ❖ Support anti-stigma efforts related to behavioral health.
- ❖ Expand number of school staff trained in SBIRT.
- ❖ Increase affordable transportation to/from after-school recreation.
- ❖ Advocate for expansion of public transportation options.
- ❖ Connect roadways to trails and bike paths to provide safe places for students to walk and bike.
- ❖ Strengthen existing school policies/standards for healthy food.
- ❖ Support incentives for SNAP purchases at farmers markets.
- ❖ Advocate for Smart Growth and Complete Streets policies.

Prioritizing and Selecting PSE Interventions

- Specificity in the precise desired PSE change.
- Supported by data and community.
- Feasible: Legally, politically, financially.
- High potential for impact: Evidence, Reach, Equity.
- Can you demonstrate ROI?
- Leverages cross-sectoral relationships.
- Champions exist, ideally in multiple sectors.
- Implementable, enforceable and sustainable.
- Potential for long-term changes in behaviors, norms and expectations.
- Part of a broader set of reinforcing strategies focused on different levels and influencing factors.
- Easy, early wins helpful for building momentum. Also be willing to invest in longer-term strategies that could make a big difference down the road.

Informed in part by the work of ChangeLab Solutions

Case Example: Changing Food Policies and Systems in Prince George's County

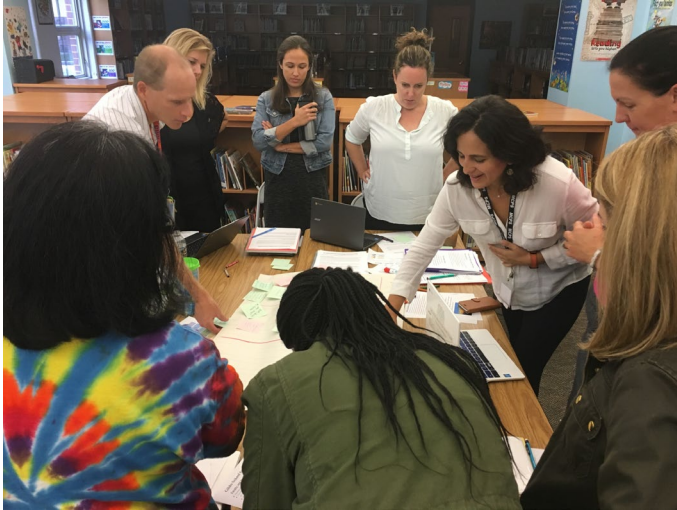


Highlights of Food Policy and Systems Change Achievements (2013-19):

- Prince George's County Food Equity Council formed in 2013
- Reductions in farmers market fees, requirements, restrictions
- Passage of Food Truck Hub legislation; reduced fees/permits
- Reinstatement of SNAP to Health Program funding (>\$100,000)
- Formal expansion of definition of urban farming and allowance for urban farming in more county zones; urban agriculture tax credit; launched a multi-agency collaborative to provide TA, marketing, and advocacy support to urban farms
- Passage of Healthy Vending legislation for all vending machines on County land
- Passage of state-level legislation for grocery store personal property tax credit for PGC
- Integrated food, farming, and public health-friendly uses into Zoning Ordinance Rewrite
- \$160,000 county funds FY19 and FY20 for new Double Value Coupon Program



Case Example: Creating Healthy School Environments in Montgomery County



- ❖ School Wellness Director and Coordinator positions created within school system.
- ❖ Pilot project to support development and success of local school wellness councils (LSWCs).
- ❖ Scaled up to provide TA to 89 schools and 75 new LSWCs; eventually entire school system.
- ❖ Mini-grant program to support wellness activities in subset of schools.
- ❖ Creating website and toolkit for schools to implement LSWCs across school system.
- ❖ Facilitating partnership between school system and transportation dept. to strengthen Safe Routes to School program.

Key Take Home Messages

1. The physical, social and economic environments and context in which individuals and families live, work, learn and play can have a major impact on individual, family and community health.
2. To prevent chronic disease at a community level and to **increase health equity**, look for opportunities to change policies, systems and environments.
3. Be strategic when prioritizing and selecting PSE changes. Invest time up front to make the best use of time and resources.

Discussion

Additional Resources

- County Health Rankings: What Works For Health
<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health>
- The Community Guide (online guide to evidence-based community health interventions)
<https://www.thecommunityguide.org/>
- ChangeLabSolutions tools and resources
<https://www.changelabsolutions.org/>
- Alliance for a Healthier Generation
<https://www.healthiergeneration.org/>
- Healthy Food Policy Project Case Study on the FEC
<https://healthyfoodpolicyproject.org/case-studies/prince-georges-county-md>

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