Virginia Rural Health Association
Webinar Series

Social Determinants of Rural Health

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Vice President
Objectives

• Define social determinants of health (SDOH)

• Identify the impact of SDOH in rural communities

• Describe strategies to address SDOH in rural communities
Institute for Public Health Innovation

Builds partnerships across sectors and cultivates innovative solutions to improve health and well-being for all people and communities

Inform. Involve. Inspire.
IPHI Core Functions

• Design, Implement and Evaluate Innovative Public Health Strategies

• Facilitate Cross-Sector Partnerships for Health Improvement

• Training, Technical Assistance & Capacity Building

• Policy Development, Implementation and Advocacy
Case Study- The Story of Myra

Adapted from George A. Kaplan, PhD., 2007
Myra’s Health

Currently at increased risk for:

- Obesity
- Poor oral health
- Asthma
- Communicable diseases
- Injuries/abuse
- Low self-esteem, depression, anxiety
- Type II diabetes
- Early sexual activity and associated risks
- Legal and illegal substance abuse
- Other behavioral and social risks (gangs, aggression, victimization, social isolation, etc.)

Adapted from George A. Kaplan, PhD., 2007
Myra’s Health

Future increased risks:

- Teen pregnancy
- Low birth weight & infant mortality
- Obesity
- Musculoskeletal disorders and mobility limitations
- Low self-esteem, depression, anxiety
- Abuse (sexual, physical, psychological)
- Cardiovascular disease
- Diabetes complications
- Lung cancer, cervical cancer, breast cancer mortality
- Behavioral and social (illegal activities, victimization, adverse occupational trajectories, etc.)
- Continued cycle of poverty, poor health, lost potential
- Shortened life expectancy

Adapted from George A. Kaplan, PhD., 2007
What is putting Myra’s health at risk?

• Healthcare access and quality

• Health behaviors

• Social, economic, and environmental factors (SDOH)

“The complex, integrated, and overlapping social structures and economic systems that include the social environment, physical environment, and health services and structural and societal factors that are responsible for most health inequities. SDOH are shaped by the distribution of money, power and resources which are themselves influenced by policy choices.”- Centers for Disease Control and Prevention
RWJF County Health Rankings

2014 Health Outcomes - Virginia

http://www.countyhealthrankings.org/app/virginia/2014/overview
Virginia
Life Expectancy at Birth * in Years
By Census Tract
2005~2009

Life Expectancy **
- 59.6 - 68.9
- 69.0 - 74.5
- 74.6 - 75.8
- 75.9 - 77.0
- 77.1 - 78.2
- 78.3 - 79.7
- 79.8 - 85.7

* Data Source: Virginia Vital Records Data, 2005~2009
Virginia

Figure 2

Poverty by Race and Ethnicity

* Racial totals for Whites, Blacks, and Asians are non-Hispanic
* Source: Current Population Survey, IPUMS microdata 2009-2010 two year average
* Retrieved from Weldon Cooper Center for Public Service
What Can We Do to Give Myra the Best Chance for a Long, Healthy Life?
Virginia’s State Rural Health Plan

Supporting Rural Health through Community Engagement and Action

2013

Purpose:
The Virginia State Rural Health Plan (VSRHP) is a three to five year action plan with the objective of enhancing health care systems throughout rural communities. The plan provides an analysis of current health status in rural areas and presents practical strategies for improving health outcomes by broadening development in areas in addition to delivery of health care services.

Goal:
The goal of the VSRHP is to strengthen the current and future rural health infrastructure in Virginia.

http://www.va-srhp.org/
Addressing the Social Determinants of Health in Rural Virginia

- Disease-specific approach
  - Healthcare setting
  - Community setting
  - Public Policy

- Healthy and Equitable Communities Approach
  - Healthcare setting
  - Community setting
  - Public Policy
Disease-specific Approach - Obesity

Healthcare Setting

- Assess nutrition intake, physical activity, BMI
- Education regarding recommended dietary and physical activity guidelines
- Assess/map access and affordability of healthy foods, parks, violence
- Refer to food bank, farmers’ market, subsidized physical activity programs, and other community resources
Disease-specific Approach - Obesity

Healthcare Setting

Physical Activity Prescriptions

The FVRx Process

Overweight and obese children and pregnant women are enrolled by their primary care provider as FVRx participants.

A primary care provider and a nutritionist meet with participants and their families each month to reinforce the importance of healthy eating.

The provider distributes FVRx prescriptions during the visit and assesses fruit and vegetable consumption and Body Mass Index (BMI).

A prescription represents at least 1 serving of produce per day for each patient and each family member, equal to $1/day; e.g. a family of 4 would receive $28 per week.

Prescriptions can be redeemed weekly for fresh fruits and vegetables at participating farmers market(s) throughout the 4-6 month program.

Participants return to their health care provider monthly to refill their FVRx prescription, and set new goals for healthy eating.

http://www.americantrails.org/resources/health/Park-Prescriptions-Health-Great-Outdoors.html

http://wholesomewave.org/fvrx/
Disease-specific Approach--Obesity

Community-- Diverse, Inclusive Partnerships

Sources: M. Morgan & J. Lifshay. Contra Costa Health Department, 2006
Israel, et al. 1998
Disease-specific Approach--Obesity

Community-- Diverse, Inclusive Partnerships
Disease-specific Approach—Obesity

Public Policy

- Partner with Planning Department and Transportation
- Comprehensive Planning
- Zoning and tax incentives
- Transportation routes

http://www.planning.org/research/publichealth/
Disease-specific Approach--Obesity

Public Policy

Provides policy technical assistance regarding:

- Healthy food access
- Workplace wellness
- Physical activity and active transportation
What is a Healthy Community?

A Healthy Community provides for the following through all stages of life:

MEETS BASIC NEEDS OF ALL
- Safe, sustainable, accessible, and affordable transportation options
- Affordable, accessible and nutritious foods, and safe drinkable water
- Affordable, high quality, socially integrated, and location-efficient housing
- Affordable, accessible and high quality health care
- Complete and livable communities including quality schools, parks and recreational facilities, child care, libraries, financial services and other daily needs
- Access to affordable and safe opportunities for physical activity
- Able to adapt to changing environments, resilient, and prepared for emergencies
- Opportunities for engagement with arts, music and culture

QUALITY AND SUSTAINABILITY OF ENVIRONMENT
- Clean air, soil and water, and environments free of excessive noise
- Tobacco- and smoke-free
- Green and open spaces, including healthy tree canopy and agricultural lands
- Minimized toxics, green house gas emissions, and waste
- Affordable and sustainable energy use
- Aesthetically pleasing

HEALTH AND SOCIAL EQUITY

SOCIAL RELATIONSHIPS THAT ARE SUPPORTIVE AND RESPECTFUL
- Robust social and civic engagement
- Socially cohesive and supportive relationships, families, homes and neighborhoods
- Safe communities, free of crime and violence

ADEQUATE LEVELS OF ECONOMIC AND SOCIAL DEVELOPMENT
- Living wage, safe and healthy job opportunities for all, and a thriving economy
- Support for healthy development of children and adolescents
- Opportunities for high quality and accessible education
Healthy and Equitable Communities Approach

- Healthcare Setting
  - Assess SDOH as vital signs
  - Refer to community resources that address SDOH
  - Map residences of high utilizers of services and community level SDOH in order to target interventions
Healthy and Equitable Communities Approach

Health Leads

Better health. One connection at a time.

WHAT WE DO | LOCATIONS | GET INVOLVED | ABOUT US

1. We’re building the next generation of healthcare leaders.
2. Read about Boston Advocate Madeline Hung and her transformative experience with Health Leads.

Solutions for Healthcare Providers
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BLOG | JOB OPPORTUNITIES | NEWS & EVENTS | NEWSLETTER | CONTACT US
Welcome to the Camden Coalition of Healthcare Providers online!

The Camden Coalition of Healthcare Providers (CCHP) works with healthcare providers, hospitals, and physician practices to improve the care and coordination of healthcare for Camden residents while decreasing costs. We believed that if we could affect this small percentage of “superusers” with better, more coordinated care, we could increase the quality of care and decrease the cost to the system.

For the past ten years, CCHP has done just that. By developing programs and working in conjunction with those on the front lines of healthcare delivery, we have reduced the amount of ED and inpatient stays for our patients. contact us!

Dr. Brenner joins fellow MacArthur winner, Angela Duckworth, on RadioTimes

Listen to both interviews here
Healthy and Equitable Communities Approach

Community Health Workers--Center for the Community Health Workforce

Positive Pathways
Helping you live a long and happy life
Healthy and Equitable Communities Approach

Community-- Diverse, Inclusive Partnerships

The Ladder of Community Participation includes seven strategies:

- Health Department Initiates and Directs Action
- Health Department Informs & Educates Community
- Limited Community Input/Consultation
- Comprehensive Community Consultation
- Bridging
- Power-Sharing
- Community Initiates and Directs Action

Sources:
M. Morgan & J. Lifshay. Contra Costa Health Department, 2006
Israel, et al. 1998
Healthy and Equitable Communities
Approach
Community-- Diverse, Inclusive Partnerships

- Community Health Assessment and Health Improvement Planning
  - Community engagement
  - Vision and values
  - Data collection
  - Strategies focused on policies, systems, and environmental changes

http://www.naccho.org/topics/infrastructure/chachip/accreditation-demo-sites.cfm#CP_JUMP_196869
Healthy and Equitable Communities

Approach

Health in All Policies (HiAP)

Health in All Policies: A Guide for State and Local Governments was created by the Public Health Institute, the California Department of Public Health, and the American Public Health Association in response to growing interest in using collaborative approaches to improve population health by embedding health considerations into decision-making processes across a broad array of sectors. The Guide draws heavily on the experiences of the California Health in All Policies Task Force and incorporates information from the published and gray literature and interviews with people across the country.

WHY DO WE NEED HEALTH IN ALL POLICIES?

Health in All Policies is based on the recognition that our greatest health challenges—for example, chronic illness, health inequities, climate change, and spiking health care costs—are highly complex and often linked. Promoting healthy communities requires that we address the social determinants of health, such as transportation, education, access to healthy food, economic opportunities, and more. This requires innovative solutions, a new policy paradigm, and structures that break down the siloed nature of government to advance collaboration.

A MESSAGE FROM THE AMERICAN PUBLIC HEALTH ASSOCIATION

The environments in which people live, work, learn, and play have a tremendous impact on their health. Responsibility for the social determinants of health falls to many nontraditional health partners, such as housing, transportation, education, air quality, parks, criminal justice, energy, and employment agencies. Public health agencies and organizations will need to work with those who are best positioned to create policies and practices that promote healthy communities and environments and secure the many co-benefits that can be attained through healthy public policy.

This guide follows in that tradition: We believe it will be of great value as the implementation of Health in All Policies expands and evolves to transform the practice of public health for the benefit of all.

Adenike Troutman, MD, MPH, MA, CPH
President

Georges C. Benjamin, MD
Executive Director

[http://www.cdph.ca.gov/programs/Pages/HealthinAllPolicies.aspx](http://www.cdph.ca.gov/programs/Pages/HealthinAllPolicies.aspx)
Healthy and Equitable Communities

Approach

Health in All Policies (HiAP)

King County Equity and Social Justice

Vision
King County serves all residents by promoting fairness and opportunity and eliminating inequalities. Learn more...

Tools & resources
The Equity Impact Review Tool, the Community Engagement Guide and the Translation Executive Order are some of the tools to identify equity impacts of programs, policies and decision and to improve fairness. Learn more...

Team
The Inter-Branch Team, with representation from all branches, departments, agencies and offices of county government, facilitates accountability and collaboration in order to advance the “fair and just” principle within the county. Learn more...

Our work in action
For the past several years, ESI has helped to shape and change policy, outreach, communications and planning in King County government. Learn more...
Healthy and Equitable Communities Approach

Public Policy - Health Impact Assessment

Transportation Policies Affect Health Through...

- ↑ Physical Activity
- ↑ Active Transportation
- ↓ Air Pollution
- ↓ Driving
- ↓ Car Collisions
- ↓ All-Cause Mortality
- ↓ Cancer Mortality
- ↓ Cardiovascular Mortality
- ↓ Colon and Breast Cancer
- ↓ Diabetes
- ↓ Stroke
- ↓ Heart Disease
- ↓ Stress
- ↓ Risk Pedestrian/ Bicyclist Fatalities
- ↓ Asthma
- ↓ Lung Disease
- ↓ Lung Cancer
- ↓ Mortality
- ↓ Car Injuries
- ↓ Car Fatalities

http://www.hiaguide.org/
Resources to Address SDOH

• Healthcare
  • Health Providers Against Poverty- [http://www.healthprovidersagainstpoverty.ca](http://www.healthprovidersagainstpoverty.ca)
  • Health Begins- [http://www.healthbegins.org/](http://www.healthbegins.org/)

• Community
  • Community tool box [http://ctb.ku.edu/en/default.aspx](http://ctb.ku.edu/en/default.aspx)

• Public Policy
  • Policy Link [http://www.policylink.org/site/apps/nlnet/content2.aspx?c=IkIXLbMNJrE&b=5136581&ct=12503039](http://www.policylink.org/site/apps/nlnet/content2.aspx?c=IkIXLbMNJrE&b=5136581&ct=12503039)
  • Change Lab Solutions [http://changelabsolutions.org/](http://changelabsolutions.org/)
  • Health in all policies: A guide for state and local governments [http://www.phi.org/resources/?resource=hiapguide](http://www.phi.org/resources/?resource=hiapguide)

Look upstream to find the causes of the causes!
Thank You!

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