

Community Health Priorities: A Resource for Action in Oregon

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Community Health Priorities Partner Organizations

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OHPC and Public Health

- Recommendations of the OHPC 2004 Health Status workgroup included:
 - School nutrition & physical education requirements
 - Fluoride
 - State-wide campaign to promote wellness
- DHS/OHPC study on childhood obesity
- Community Health Priorities project

Back in 2005...

Public health systems assessment and brainstorming among leadership found:

- Lack of public recognition of the role of public health practice
- Lack of inspiration among public health practitioners
- Lack of infrastructure, systems, and resources to implement plans and policies
- Substantial strength in innovation, partnerships, willingness to implement change

Setting a course...

- September 2005 public health brainstorm
- Recommendations:
 - Learn from past efforts
 - Public dialogue about health priorities in Oregon
 - Communicate public's priorities along side public health data to policymakers
- Outcomes
 - Resources for legislators, policy makers, and funders on the public's health
 - Recommendations for 2009 legislative session

Community Health Priorities: A Resource for Action in Oregon

- **Goals:**
 - Create dynamic resources for action on health priorities
 - Inspire collective and sustained community dialogue
 - Generate momentum, energy and coordination for real policy change
- **Activities:**
 - Learn from past processes
 - Use innovative methods to identify health concerns and priorities of the Oregonian public
 - Create useful resources such as tool kits, media packets, interactive website

Community Health Priorities Legislative Support

- Idea presented to interim Senate Committee on Public Health, January & June 2006
- Directions from legislators:
 - Need resources to make policy
 - Need to build on the past
 - Need input from public at large, business, health and community leaders

Community Health Priorities Timeline

- Public health brainstorm group (Sept 05)
- Testimony to Senate Comm. on Public Health (Jan/June 2006)
- Phase 1: Learn from the past (Feb 06)
- Phase 2: Identify the public's health concerns through public polling (Winter 07)
- Phase 3: Communicate findings to leaders (through Dec 08)
 - Develop policy recommendations by the 2009 legislative session
 - Practical guidance for public health officials and policymakers on how to present public health agenda
 - Resources for action-oriented community organizations

Lessons Learned

Phase 1: Past Efforts

- Learn about what works in Oregon
- Understand best ways to engage Oregonians
- Document barriers to fully implementing change
- Publish as a resource for Oregon policy makers, advocates, leaders

Lessons Learned

Projects

- Oregon Health Plan (early and recent)
- Oregon Health Decisions
- Turning Point
- Keeping Oregonians Healthy, including tobacco, physical activity, diabetes, asthma
- Healthy Kids Learn Better
- State Oral Health Plan
- State Suicide Prevention Plan
- Racial-Ethnic Task Force
- Oregon Shines

Lessons Learned

Key Informant Interviews

- What were the goals of effort?
- Public engagement?
- Policy change?
 - Why or why not?
- What worked and didn't work?
- What's the status today?

Lessons Learned

Findings - Themes

- Public participation and values
- Public health practice
- Ensuring sustainability and results

Lessons Learned

Public Participation and Values

- Policy change when groups focus on common values and reality of limited resources
- Public ownership and collaboration important for success
- Special interest influence should not be underestimated
- Interaction with the public must adapt to changes in demographics and lifestyle

Lessons Learned

Public Health Practice

- Interventions focused on prevention rather than individual care
- Requires an understanding of the social, economic, political and environmental factors
- Must incorporate health care delivery into public health strategies
- Public health priorities and funding should address the most pressing health issues
- These priorities, as well as public health interventions, must be supported by the best data available

Lessons Learned

Sustainability and Results

- Leadership is essential in articulating the path to change
- Build follow-through and sustainability into any process from the beginning
- Most effective to select among a few priorities to highlight and communicate to the public
- To see the value in public health, first need to realize what public health is and its benefits to self/loved ones
- To sustain policy project momentum, create toolkits to involve and support action-oriented groups

Community Health Priorities

Phase 2: Identify Public Opinion

- NWHF has contracted with Davis Hibbits and Midghall
- Phone and web-based surveys
- Focus groups and interviews with those typically without phones or internet

Public Opinion Survey Goals

- **Values and beliefs** about health and health care, as well as social, political and environmental factors
- **Priorities** related to spending on public health and health care
- **Comparisons** with 1992 and 2002 Values and Beliefs Surveys
- Baseline for Community Health Priorities project **evaluation and future benchmarking**
- Best way to **talk with Oregonians and inspire public will** about public health

Public Opinion Methods

- Primary survey on-line (n=1355) of Oregonians drawn randomly from an established panel, November 2006
- Smaller telephone survey (n=417) to validate and supplement primary survey, November 2006

Public Opinion Preliminary Results

- Oregonians believe government has a role in improving their community's health; this role needs to be balanced with individual responsibility
- Rank support for wellness and prevention efforts high to improve their community's health
- Oregonians consistently rank affordable and accessible health care for all at the top of their community health priorities.
- Community health providers need to do a better job involving Oregonians in setting health care priorities

Public Opinion Continuing Polling

- Focus groups with those not represented in established panel
- Key informant interviews with community leaders
- On-line survey on new website
- Final results will be published by Summer 2007

Community Health Priorities Compendium of Data Sources

- Goal: Provide better access to public health science and data to link with public's priorities
- Web-based compendium provides links to public health reports and data sources
- Oregon-specific data

Community Health Priorities Compendium of Data Sources

- Behavior and Health Risks
- Child Development and Growth
- Chronic Disease
- Communicable Disease
- Environmental Public Health
- Health Care Access
- Health Status
- Hazardous Environments
- Injury and Violence
- Nutrition
- Oral Health
- Perinatal Health
- Reproductive and Sexual Health
- Vital Statistics

Community Health Priorities Next Steps

- Develop communication strategy
- Develop public dialogue methodology
- Build knowledge about public values and priorities
- Iterative project development based on knowledge bank

Community Health Priorities Products

- Public health policy agenda for 2009 Legislature
- Practical guidance to effectively present issues to the public and policy makers
- Tool-kits for action-oriented community organizations
- Web page with links to reports, surveys, data
- Media coverage to inspire public dialogue
- Final report to document activities and outcomes

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- Website (February 2007)
www.communityhealthpriorities.org
 - Progress Report
 - On-line survey
 - Short survey
 - Public health data sources
 - Links to other resources and reports