

Building a Culture of Health: Challenges in Developing Measures That Lead to Action

Minnesota Healthy Communities Conference

November 4, 2014



Robert Wood Johnson Foundation



Overview

- **How measures can drive a national movement to improve health**
- **Share RWJF vision and collaborative action framework**
- **Establishing a research and evidence base**
- **Share some candidate measures**
- **Looking ahead for partnership opportunities**



What is the new RWJF strategy and how this might resonate with your work?

RWJF's vision seeks to build a national movement to create a Culture of Health that enables all members of our diverse society to lead healthier lives, now and for generations to come.

- Multiple sectors work together to make health and well-being a national priority
- Individuals are interested in making healthy choices **IF**
- National focus shifts to greater equity in social, environmental and economic determinants of health



RWJF's Strategic Approach

Operationalize the Culture of Health (CoH) Vision:

- **Develop national framework to describe core components;**
- **Describe how this action framework will be applied and measured; and**
- **Augment with local measures and strategic communications to catalyze a national movement.**
- **Use measures to align Foundation grant making**
- **20 year strategy**

What is a Culture of Health? Moving from Vision to Measures.

A Culture of Health exists when expectations about the high value of health are shared across sectors, and when individuals and organizations have the capacity to:

- Promote individual and community well-being (as defined by *physical, social, and mental health*);
- Create physical, economic and social environments that prioritize health; and
- Support access to opportunities for healthy living and high-quality health care for everyone.



Ten Principles of a Culture of Health



Building a Culture of Health

2014 President's Message
Risa Lavizzo-Mourey, MD, MBA, President & Chief Executive Officer



- Opportunity to be healthy and stay healthy is valued
- Individuals and families have opportunities for health and well-being
- **Population health guides decision making**
- **All sectors are working together**
- **We're all in this together**
- Health care is efficient and equitable
- Optimal health and well-being
- No one is excluded
- Everyone has access to affordable, high-quality health care
- Economy is less burdened





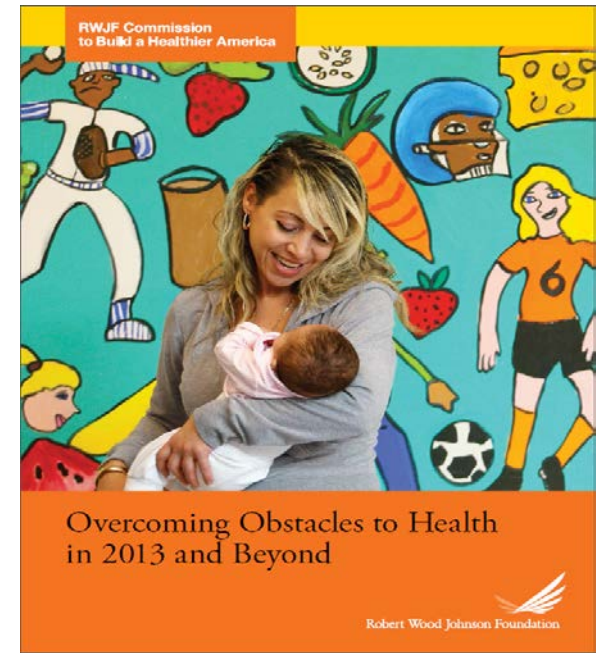
County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

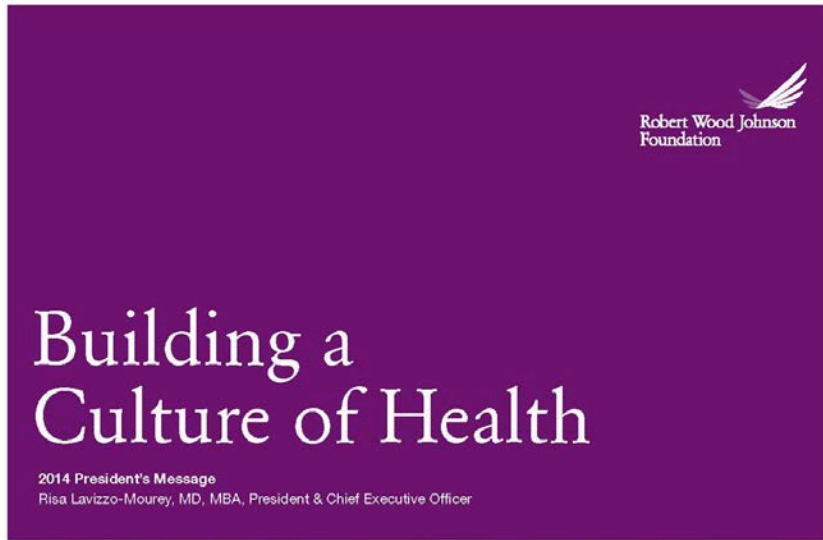


*Helping raise the standard
for public health.*



Building on some existing data and sources

Our Research and Evidence Process



- Research partnership with RAND and other organizations
- Developing evidence base through focus groups and 13 community assessments across the nation
- Extensive outreach with stakeholders at multiple levels



Requires Measures Not Usually Considered Health Measures

- Drivers, determinants, and root causes
- Multiple levels
- Modifiable
- Entire lifespan
- Nontraditional, innovative perspectives
- Evolve over time
- Different from Healthy People 2020





Measures to Drive a Change Process

How?

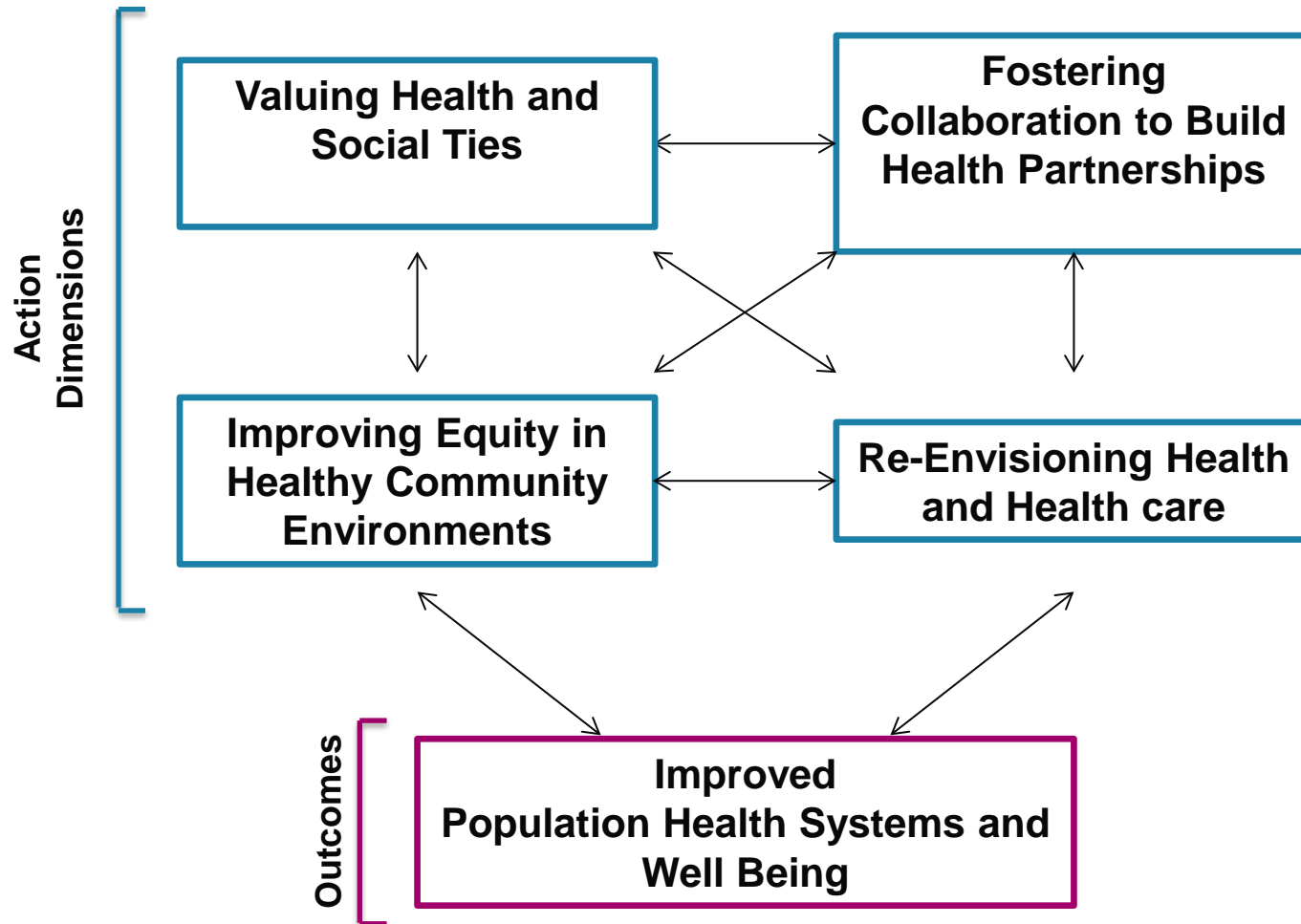
- Catalyze dialogue through extensive communication platforms
- Recognize and spread innovations that will improve outcomes
- Deep community engagement

Goals:

- Change default language of health as illness care
- Increase understanding of social determinates
- Mobilize action at multiple levels
- Change how decisions are made
- Broaden accountability



Action Model



Valuing Health & Social Ties: *Subdimensions and Sample Measures*

Attitudes and expectations:

- Percent of population searching for preventive information in web-based searches
- American health values segmentation analysis regarding personal health behaviors or priorities
- Percent of population who believe their health is interdependent with others in their community

Sense of community:

- Percent of population who can rely on neighbors, or report adequate social support

Civic engagement:

- Percent of population voting in general election



Fostering Collaboration to Build Health Partnerships:

Subdimensions and Sample Measures

Enumeration of high quality partnerships

- Percent of local health departments that collaborate with community organizations in at least four areas
- Percent of local health departments that have implemented community health improvement plans through community partnerships
- Percent of hospitals collaborating with community partners on action to achieve a Culture of Health



Improving Equity in Healthy Community Environments: *Subdimensions and Sample Measures*

Physical environment:

- Percent of households living in 'unhealthy housing'
- Ratio of food retailers with less healthy options to those with healthier options

Social and economic conditions:

- Proportion of three-five year olds with access to preschool or certified preschool programs
- Prevalence of full-day kindergarten by state
- Percentage of children whose parents lack secure employment

Policy, government, and governance:

- Prevalence of clean indoor air laws



Re-Envisioning Health and Health Care: *Subdimensions and Sample Measures*

Access:

- Percent of population with stable health insurance
- Percent of population served by an accredited public health department
- Percent of unmet mental health need among those diagnosed

Consumer experience:

- CAHPS summary measure

Balance and integration:

- Proportion of health care systems completing community action plan



Improved Population Health Systems & Well-Being

Subdimensions and Sample Measures

Wellbeing:

- Percent of population rating health as good or excellent
- Average score on livability index among seniors
- Percentage of violent crimes

Chronic disease and adverse life experiences:

- Rate of disability-adjusted life years

Health costs:

- Percentage of social service vs. health care spending
- Average health care expenditure per family/household



Culture of Health Website

Engaging users through data, stories, and resources for action



Overall Rank Quality of Life Health Behaviors Clinical Care Social & Economic Environment



Creating a culture of health means examining the social, environmental, and economic factors involved in getting and staying healthy.



Enter Your Zip Code to find out what factors are effecting your community.



Source: *A Hundred Years*





Sentinel Communities

- **Purpose:**
 - Deep-dive on culture change
- **Selection:**
 - 20 – 25 communities
 - Maximize variation on variety of factors
- **Activities:**
 - Local data collection and policy reviews
 - Surveys

Looking Ahead for Partnership Opportunities

- Continuing research, stakeholder development, and metrics development
- High interest in linking community development and COH (Our continuing work with the Federal Reserve a great example)
- Building the Website including links to local data, stories, action strategies and toolkits
- New RWJF programs to support these COH
- **Timeline: Spring 2015: Culture of Health.org website and measures launch**



Questions?