What is Public Health?

World Health Organization, 2014:

• Public health refers to organized measures to prevent disease, promote health, and prolong life among the population as a whole.

• Its activities aim to provide conditions in which people can be healthy and focus on entire populations, not on individual patients or diseases.
Vision: Lifelong health for all people in Oregon

Mission: Promoting health and preventing the leading causes of death, disease and injury in Oregon.
What We Do

Monitor health & behaviors

Promote health and prevent disease

Develop and implement programs/policy
Population Health Surveillance

- Public health monitors diseases / health behaviors of the entire population.
  - Vital records
  - Reportable diseases
  - Population-based surveys
  - Clinical service delivery data
Causes of Death & Premature Death, Oregon, 2013

Percent of Total Deaths and YPLL:
- Cancer
- Injury
- Heart Disease
- Suicide
- Perinatal Conditions
- Liver Disease
- Lung Disease
Behaviors that Kill Oregonians

- Tobacco: 7000
- Obesity: 1500
- Alcohol: 1400
Cigarette Smoking Prevalence, Oregon, 1996 - 2013

New BRFSS weighting method began in 2010

Cigarette Smoking Prevalence, Oregon, 1996 - 2013

Percent

Adults 8th Graders

New BRFSS weighting method began in 2010
Obesity in Adults and 8th Graders, Oregon, 1995 – 2013

New BRFSS weighting method began in 2010.
Emerging Threats

Officials Urge Meningitis Shots at University of Oregon

Traveling Abroad? Make Sure You’re Protected Against Measles.
Check with your doctor about measles vaccination before your trip.

Global Climate Change Implications for Public Health

Zika Virus

EBOLA
Health Promotion & Disease Prevention

- Public health works to ensure all individuals can achieve optimal health.
  - Active and safe transportation; parks
  - Access to healthy foods
  - Promotion of clinical preventive services / screenings (colorectal cancer, contraceptive services, immunizations, etc.)
Programs/ Public Policy

• Public health has an important role in protecting the health all Oregonians.
  – Food and water safety
  – Health care facility licensing
  – Smokefree laws
  – Water fluoridation
10 Great Public Health Achievements in the 20th Century (1900 to 1999)

1. Vaccinations
2. Motor Vehicle Safety
3. Safer Workplaces
4. Control of Infectious Diseases
5. Decline in Deaths from Heart Disease & Stroke
6. Safer and Healthier Foods
7. Healthier Mothers and Babies
8. Family Planning
9. Fluoridation of Drinking Water
10. Recognition of Tobacco use as a Health Hazard
Factors that Affect Health

Examples
- Advice to eat healthy, be physically active
- Rx for high blood pressure, high cholesterol, diabetes
- Immunizations, brief intervention, smoking cessation, colonoscopy
- Fluoridation, 0g trans fat, smoke-free, cigarette tax
- Poverty, education, housing, inequality

Socioeconomic Factors

Long-lasting Protective Interventions

Clinical Interventions

Counseling & Education

Changing the Context to make individuals’ default decisions healthy

Smallest Impact

Largest Impact
Oregon’s State Health Improvement Plan

- Reduce tobacco use
- Slow the increase of obesity
- Improve oral health
- Reduce harms of alcohol and substance use
- Prevent deaths from suicide
- Improve immunization rates
- Protect the population from communicable diseases
Oregon’s Public Health System

- Decentralized public health structure
- State: OHA Public Health Division
- Local public health:
  - 34 local public health authorities
  - Authority may be delegated to another entity (nonprofit organization, etc.)
- Conference of Local Health Officials (CLHO)
  - CLHO Committees
Public Health Division Org

• Office of the State Public Health Director
  – Lillian Shirley, Director
  – Katrina Hedberg, Health Officer

• Center for Health Protection
  – Jere High, Director

• Center for Prevention/ Health Promotion
  – Tim Noe, Director

• Center for Public Health Practice
  – Collette Young, Director
Collaboration – Why do we need it?
Our Partners

- Other divisions within OHA
- Other state agencies and offices
- External
  - Local Health Departments
  - Coordinated Care Organizations
  - Community / Nonprofit Organizations
  - Tribes
  - Education and Early Learning Systems
  - Health Care Delivery System
Public Health in a Transforming Health System

- 95% of Oregonians now insured
- Nationally, public health has been overburdened and struggled for adequate resources
- Need for the public health system to focus on policies, systems and environmental changes needed to be the foundation for a successful health system
What path will we follow?
Conceptual Framework for Governmental Public Health Services

Foundational Capabilities
- Assessment & epidemiology
- Emergency preparedness & response
- Communications
- Policy & planning
- Leadership & organizational competencies
- Health equity & cultural responsiveness
- Community partnership development

Foundational Programs
- Communicable Disease Control
- Environmental Health
- Prevention & Health Promotion
- Access to Clinical Preventive Services

Additional Programs

= Present @ every Health Dept.
Public Health Modernization

Foundational Capabilities
- Communications
- Emergency Preparedness and Response
- Health Equity and Cultural Responsiveness
- Assessment and Epidemiology
- Leadership and Organizational Competencies
- Policy and Planning
- Community Partnership Development

Foundational Programs
- Environmental Health
- Prevention and Health Promotion
- Access to Clinical Preventative Services
- Communicable Disease Control

Healthy Oregon
Everyone lives in a community that supports lifelong health
Solution:
Community health benefit and health reform

**Clinical Services**
- Doctors
- Dentists
- Hospitals
- Mental Health
- Ancillary Clinic Providers

**Public Health & Community-Based Prevention**

**Community Problem Solving**
Integrating Health & Human Services

**PAYMENT MODELS**
- Fee for service
- Episode-based reimbursement
- Partial/full risk capitation
- Global budgeting

**INCENTIVES**
- Conduct Procedures
  - Evidence-based medicine
  - Clinical PFP
- Expanded care management
- Risk-adjusted PFP
- Reduce obstacles to behavior change
- Address root causes

**METRICS**
- Net revenue improvement
  - Improved clinical outcomes
  - Reduced readmits
  - Reduced/preventable hospitalizations/ED
  - Reduced disparities
  - Aggregate in health status & QOL
  - Reduced HC costs

**GOVERNANCE**
- Informal relationships & referrals
  - Joint partnerships between organizations
  - e.g. mental health & behavioral health
- New community-based accountability linking all

*Information from Public Health Institute*
Questions?