



Laying the Foundation for Healthy Communities

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Overview

- **Background and Context**
- **Framing Community Health**
- **Examples**
- **Opportunity and challenges**

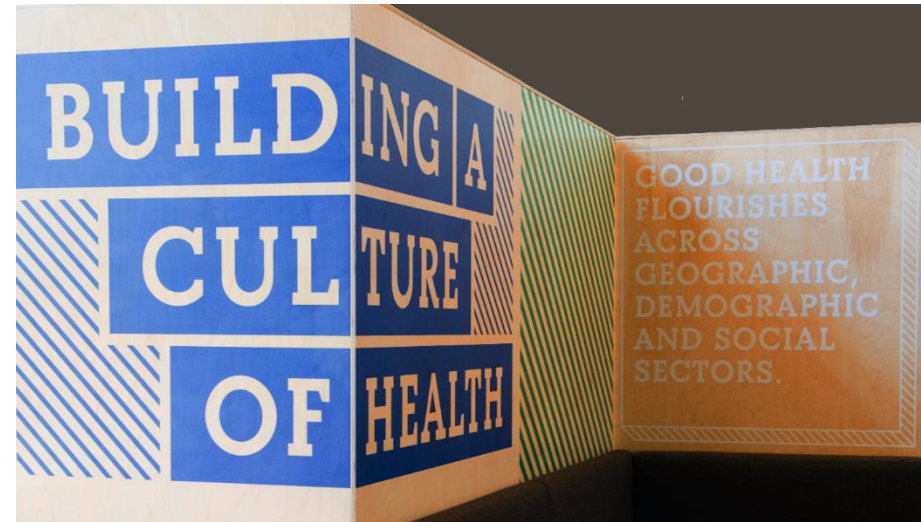
Current Situation

■ Transition in Health Care

- Fee for Services-Volume
- Fee for Outcome-Bundled payments

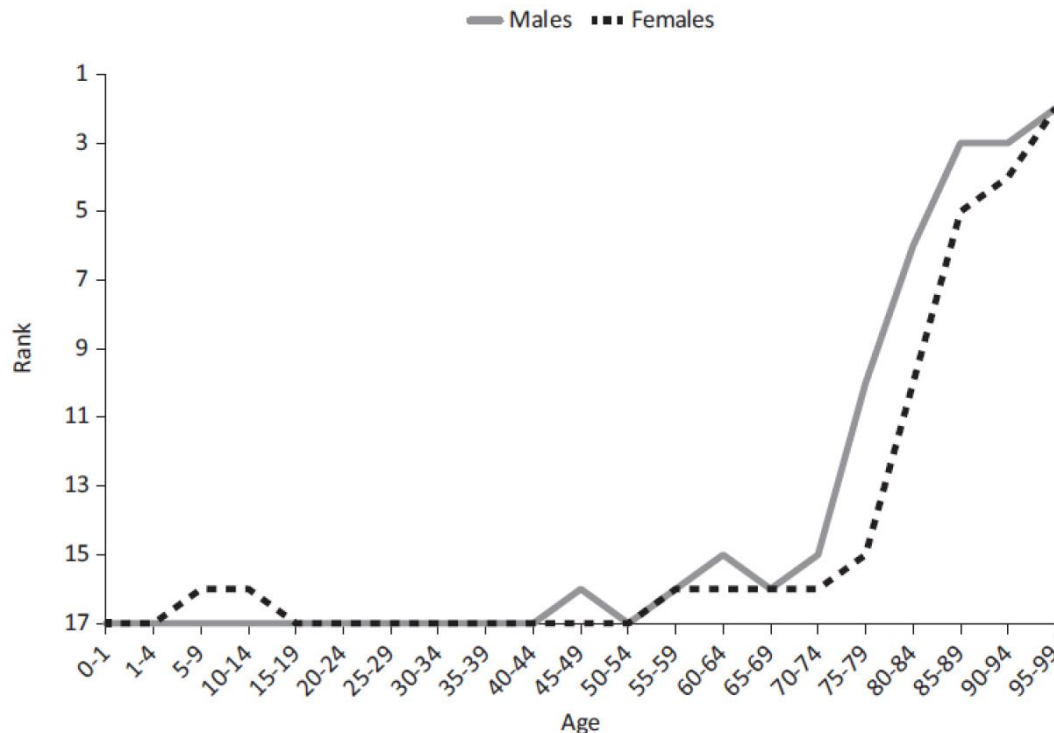
■ Challenges for Health

- Individual and Community
- Health and Wellbeing
- Leadership and Responsibility

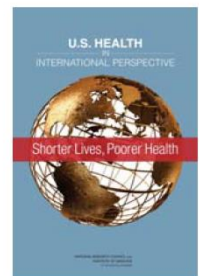


Low Life Expectancy at Every Age

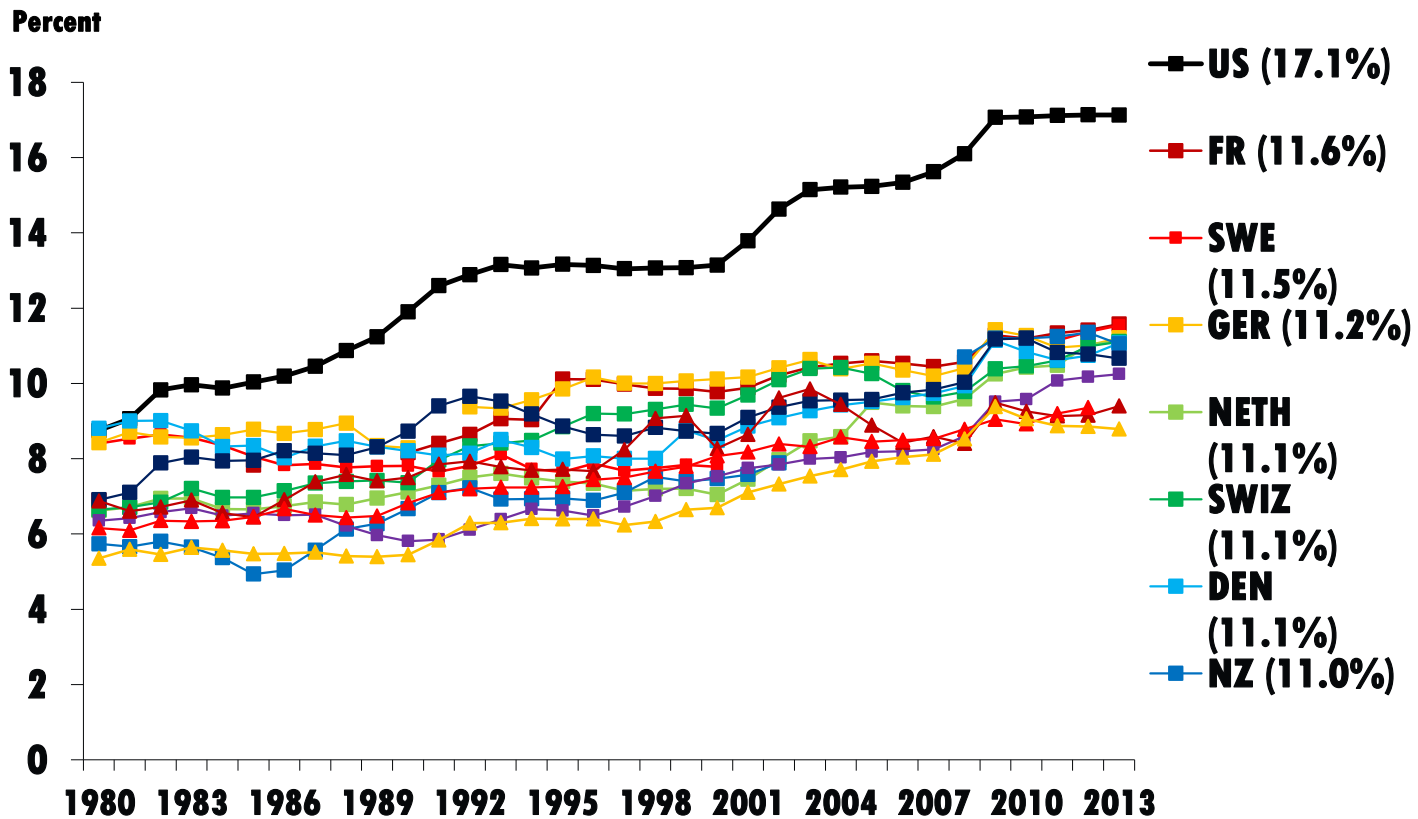
Ranking of US Mortality Rates by Age Group vs. Peer Countries, 2006-2008



- For both sexes, the US never ranks higher than 15 out of 17 countries before age 75.



Health Care Spending as a Percentage of GDP, 1980–2013



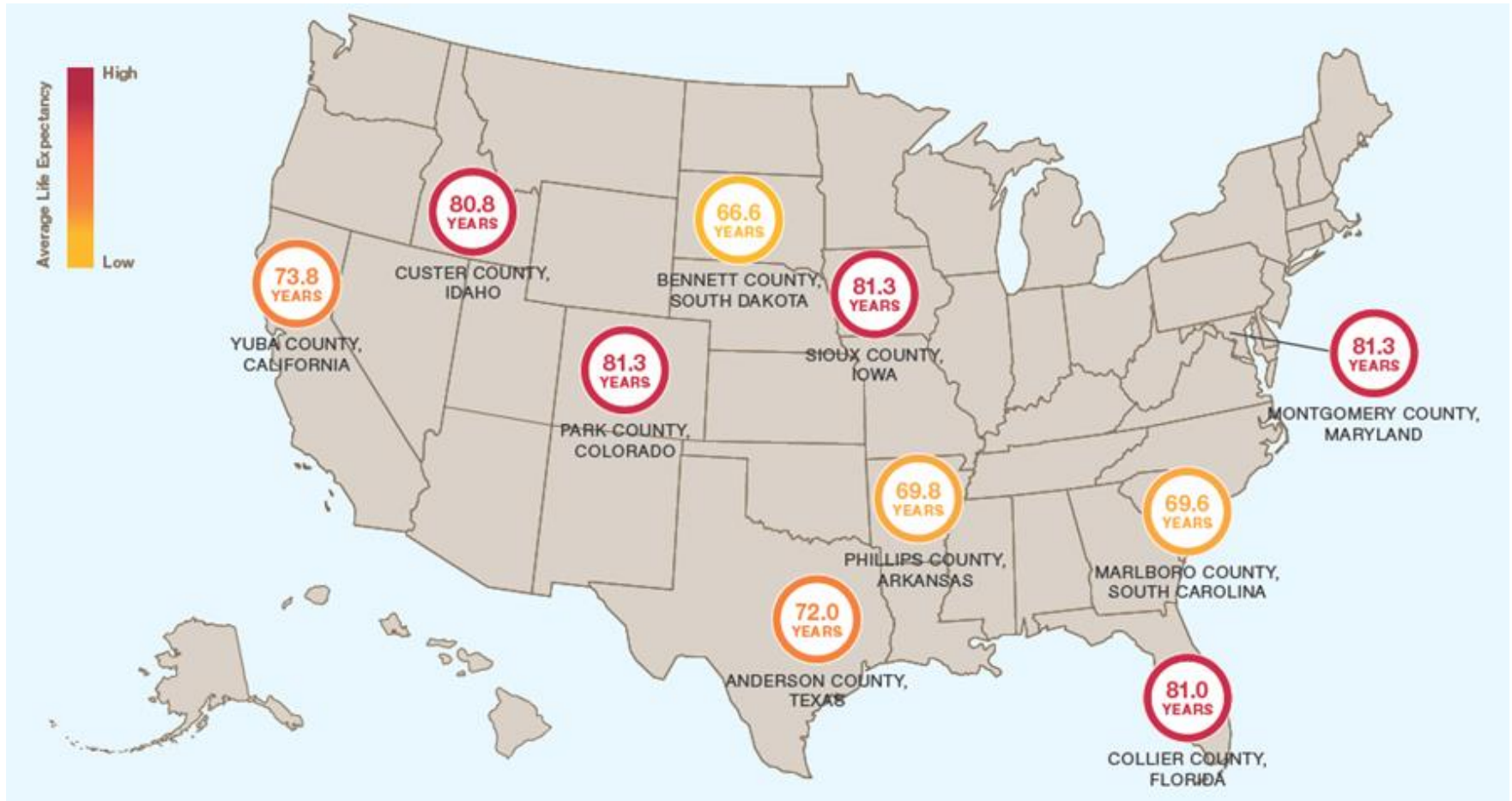
* 2012.

Notes: GDP refers to gross domestic product. Dutch and Swiss data are for current spending only, and exclude spending on capital formation of health care providers.

Source: OECD Health Data 2015.



Across America, Differences in How Long and How Well We Live



Factors that Affect Health

Smallest
Impact



Largest
Impact



Counseling
& Education

Clinical
Interventions

Long-lasting
Protective Interventions

Changing the Context
*to make individuals' default
decisions healthy*

Socioeconomic Factors

Examples

Condoms, eat healthy
be physically active

Rx for high blood
pressure, high
cholesterol

Immunizations, brief
intervention, cessation
treatment, colonoscopy

Fluoridation, 0g trans
fat, iodization, smoke-
free laws, tobacco tax

Poverty, education,
housing, inequality

Social Determinants of Health

Social determinants of health are the economic and social conditions under which people live which determine their health...”

Wikipedia

Where and how people live, learn, work, and play.

The Washington Post

Federal Eye

Medicare unfairly penalizes hospitals treating sickest, poorest patients, study finds

A  18

By [Lena H. Sun](#) September 14



(iStock)

Patients' education, income and ability to bathe, dress and feed themselves, explain nearly half of the difference in readmission rates between the best- and worst-performing hospitals.



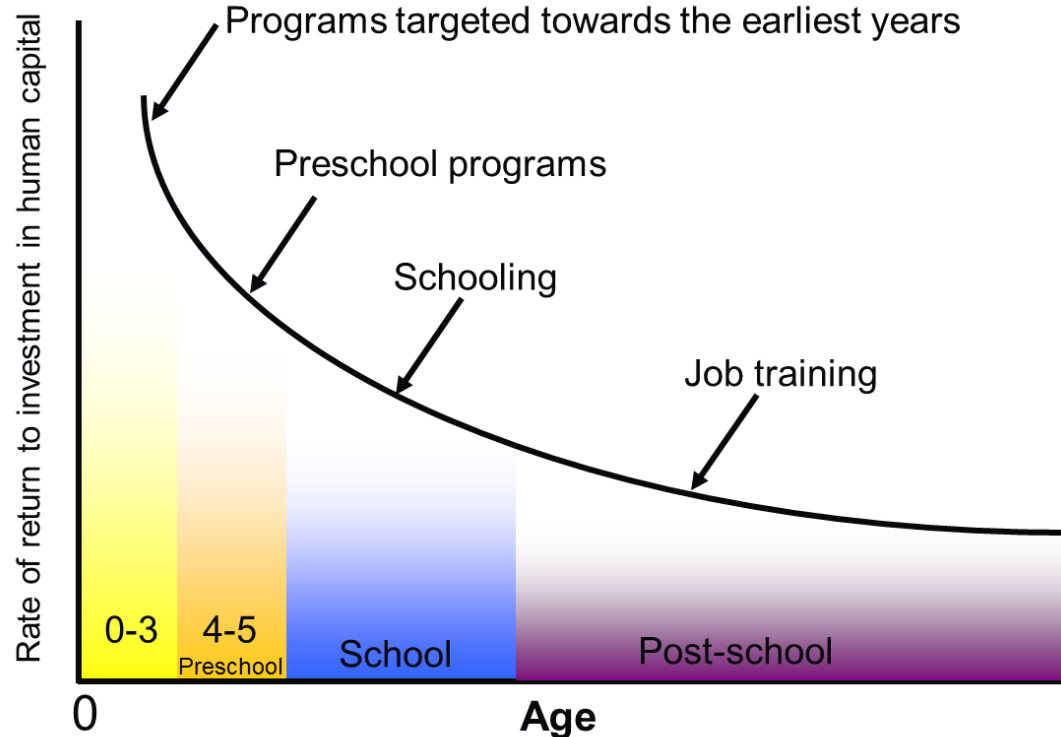
Pillars of a Community Health Approach



- Primacy of prevention
- Strong science base
- Concerned about everyone, special concern for the poor/underserved
- Interdependence/Interconnectedness

Investing in children: Younger is better

Rates of Return to Human Capital Investment at Different Ages: Return to an Extra Dollar at Various Ages



Adapted from Heckman JJ. Skill Formation & the Economics of Investing in Disadvantaged Children. *Science* 2006; 312: 1900-02



How to Start



Robert Wood Johnson Foundation

Major elements needed to catalyze change

- **Leadership and relationships**
- **Strategy**



Major elements needed to catalyze change

- **Leadership and relationships**
- **Strategy**
- **Surprising allies and unusual messengers**





U.S. CHAMBER OF COMMERCE FOUNDATION
Corporate Citizenship Center

“Health improvements are an economic development tool.

They attract human capital. Which attract businesses.

Young talent expects and demands these types of amenities. They expect walkability, green space, bike share programs, public transportation, and healthy schools.”

- Ok State Chamber member



**BETTER HEALTH THROUGH
ECONOMIC OPPORTUNITY**

ReadyNation

“In business, we rarely have the luxury of making an investment decision with as much evidence as we have to support the economic value of investing in early childhood development and education...

Put bluntly, in my terms, they are a financial no-brainer. The only question is ‘how strong is the ROI?’ The answer: Two or three or more to one.”



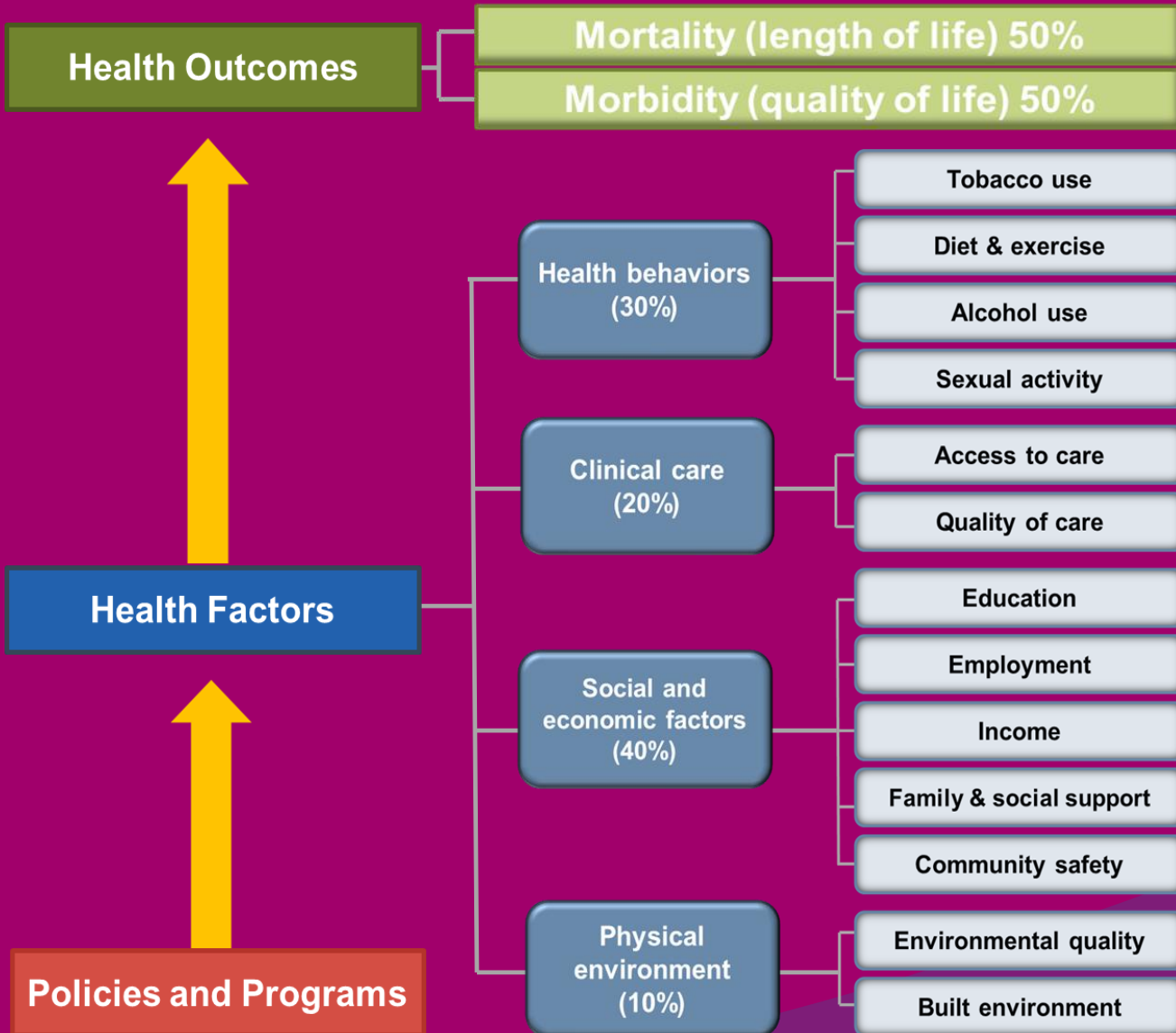
John Pepper,
former CEO,
Procter & Gamble

Major elements needed to catalyze change

- Leadership and relationships
- Big picture strategy
- Surprising allies and unusual messengers
- Information and examples of best practices



County Health Rankings



Growing Interest in Community Health

American Hospital Association

Community Benefit

CMS

Kaiser

Humana

Cities/Counties

Community Prizes

Business



We, as a nation, will strive together to build a culture of health enabling all in our diverse society to lead healthy lives, now and for generations to come



Framing a Culture of Health

- **Making Health a Shared Value**
- **Fostering Cross-Sector Collaboration to Improve Well-Being**
- **Creating Healthier, More Equitable Community Environments**
- **Strengthening Integration of Health Services and Systems**



RWJF Culture of Health Prize



When health is absent, wisdom cannot reveal itself, art cannot become manifest, strength cannot fight, wealth becomes useless, and intelligence cannot be applied.

**Herophilus of Chalcedon 335-280 BCE
Physician to Alexander the Great**



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