

Creating a Culture of Health - The State Health Improvement Plan for Washington

Draft for PHIP April 11, 2014

The SHIP committee recommends PHIP adopt recent strategies of the Robert Wood Johnson Foundation (RWJF) as the focus areas for the State Health Improvement Plan. The RWJF has taken a bold new approach to clarifying what needs to be done to improve the health of all Americans. Their report “Time to Act: Investing in the Health of Our Children and Communities” recommends three “upstream” strategies that reach beyond the traditional medical care and public health systems¹

- Invest in the foundations of lifelong physical and mental well-being in our youngest children;
- Create communities that foster health-promoting behaviors; and
- Broaden health care to promote health outside of the medical system.

Under the direction of Risa Lavazzo-Mourey’s (RWJF’s President and CEO) the RWJF is driving the national focus to build a culture of health for America, where:

1. Good health flourishes across geography, demographic and social sectors,
2. Being healthy and staying healthy is valued by our entire society,
3. Individuals and families have the means and the opportunity to make choices that lead to healthier lifestyles,
4. Business, government, individuals, and organizations work together to foster healthy communities and lifestyles,
5. Everyone has access to affordable, quality health care,
6. No one is excluded,
7. Health care is efficient and equitable,
8. The economy is less burdened by excessive and unwarranted health care spending,
9. The health of the population guides public and private decision-making, and
10. Americans understand that we are all in this together.

The SHIP committee co-chaired by Torney Smith and Jane Lee, with members Astrid Newell, Allene Mares, Janis Koch, Juliet VanEenwyk, Megan Davis, Jan Olmstead, Pam Lovinger, Karen Jensen and David Solet, recommend PHIP follow the RWJF lead.

Purpose of SHIP

The State health improvement plan (SHIP) sets a course for better health in Washington by 2020. It identifies the leading causes of poor health for the people of Washington and lays out innovative strategies to attain measurable improvement.

In January 2014, Secretary Wiesman said the SHIP spells out “the 3 to 4 things that we as a system can get behind to improve health for all in Washington”.

This SHIP is forward thinking; it aims to keep people healthy throughout the life span, recognizing that 10% of health is impacted in medical facilities and 90% is due to the air we breathe, food we eat, our physical activity, our education level, our social circumstances and the

¹ Recommendations from the Robert Wood Johnson Foundation Commission to Build a Healthier America January 2014

many choices we make about our behaviors. It sets a new course for a healthier next generation by creating a culture of health across the life span beginning before conception to the end of life. The focus is far broader than the governmental health system; it is the plan for improving health statewide, and involves many partners. The goal is to use the SHIP to empower leaders from across many sectors to rally together to improve the health of their communities.

What do we know about our population health challenges?

The SHIP used 8 sources to identify the leading causes of poor health in Washington and areas for improvement. Each is based on primary and secondary data with broad community and stakeholder input.

1. The Health of Washington (State Health Assessment)

The State health assessment (*link*) identifies the leading cause of premature death (before age 65) as heart disease and stroke, cancer and lung disease, unintentional injury, substance abuse and suicide, diabetes and Alzheimer. Looking at the underlying causes of premature deaths is important for prevention and treatment. For example, heart disease encompasses conditions caused by obesity and smoking, as well as those caused by childhood infections. Diabetes is the 7th leading cause of death and contributes to coronary heart disease with many of the same risk factors. Diabetes is also the most frequent noted diagnosis in Washington hospitalizations.

The three leading causes of preventable, premature morbidity (poor health) in Washington are: tobacco, the combination of poor diet and inadequate physical activity leading to obesity, and alcohol consumption, with the importance of social determinants of health and access to proper medical care including preventive services.

2 . Local health agency (17) Community Health Assessments

The local health jurisdictions (LHJs) develop community health assessments as part of their planning to improve the health of their community. (The assessment informs the Community Health Improvement Plan and drives the agency strategic plan) A review in 2014 showed that 28 of the LHJs had worked on some or all of their community health improvement process, 17 have developed community health assessments. The LHJ assessments find the highest priority health challenges in their jurisdictions are: chronic disease prevention, (obesity, diabetes and cardiovascular disease, tobacco), health promotion (healthy eating, active living) access to care including behavioral health, healthy starts (preconception, low birth weight), health disparity, environmental health and public health infrastructure (*link summary*) .

3. Non Profit Hospital (42) community Health Needs assessments

In 2013, the non profit hospitals conducted community health needs assessments (CHNAs) as required by the IRS to maintain 501(c)(3) non profit status. The hospitals must complete a CHNA and implementation strategy once every three years. A CHNA describes the community a hospital serves and identifies the health needs of the population. The hospitals work with community and public health partners to assess community health needs and develop effective strategies for improving health in their communities. 42 hospitals posted a CHNA on their website. The most important health issues experienced in their communities served by these hospitals are: access to care including behavioral health care, chronic disease prevention (obesity, diabetes and cardiovascular disease, tobacco), health promotion (healthy eating, active living) healthy starts (preconception, low birth weight) and health disparity (CHNAs *link*).

4. The Agenda for Change for Washington Public Health Network

The Agenda for Change for Washington Public Health Network ([link](#)) provides a strategic framework to align efforts across many partners to support long, healthy and productive lives for all who live in Washington State. This framework identifies three priorities for a transformed public health system:

1. Preventing communicable disease and other health threats
2. Fostering healthy communities and environments
3. Partnering with the health care system

5. Health priorities of the Governor (Results Washington) and Secretary of Health (True North)

Results Washington ([link](#)) aims to make state government more effective, efficient, accountable and transparent. Gov. Inslee's goals for Results Washington reflect what matters most to Washingtonians. Because we can only improve what we measure, this initiative will provide both policy leaders and the public detailed data and measurements about how well we're improving. Additionally, Results Washington will strategically apply Lean thinking, tools and techniques across state government operations to eliminate waste in processes and create more value for the taxpayers.

True North – coming

6. The State Health Care Innovation Plan (SHCIP)

A State Innovation Models deliverable that describes a state's strategy to use the levers available to it to transform its health care delivery system through multi-payer payment reform and other state-led initiatives to improve health and health care while reducing costs. ([link plan](#))

7. Washington State Plan for Healthy Communities

The 2014 Washington State Plan for Healthy Communities ([link](#)) is a statewide plan for better health. It supports a comprehensive approach to life long health. As we work together to address the physical, environmental, social, and emotional factors that contribute to chronic disease, our impact will be felt throughout the everyday lives of people. We will use this plan to guide our State investments to make communities healthier.

8. The Centers for Disease Control and Prevention's Winnable Battles

CDC's Winnable Battles ([link](#)) are public health priorities with large-scale impact on health and with known, effective strategies to address them. Winnable battle areas are:

Food Safety	Motor Vehicle Injuries
Global Immunization	Nutrition, Physical Activity, and Obesity
Healthcare-associated Infections	Mother-to-Child Transmission of HIV and Syphilis Globally
HIV in the U.S.	Teen Pregnancy
Lymphatic Filariasis in the Americas	Tobacco

SHIP Focus Areas:

The committee recommends PHIP embrace a culture of health and adopt the three RWF strategies for Washington's SHIP with the addition of a focus on the environment, preparedness and climate change. The committee agrees with the RWJF that we must think about what influences health rather than focusing on a specific area of poor health.

By focusing leadership and collaboration on these four priority focus areas we will impact our most significant health challenges. There are many evidence based strategies to achieve the goals of creating a healthy Washington, and many opportunities to work together across sectors to collectively reach our 2016 goals. (Include recommendations from the State Health Care Innovation Plan and Prevention Framework 2014)

Focus area 1 - Get kids off to a better start

Ensure that families and communities build a strong foundation in the early years for a lifetime of good health.

Focus areas:

- Healthy starts –prenatal, emerging family,
- Early learning -Quality standards for early development programs
- Childhood Obesity

Focus area 2 - Put health in community development

Create communities that foster health-promoting behaviors.

Focus areas:

- Physical activity
- Healthy foods
- Safe community
- Incentivize for building healthy communities

Focus area 3 –Promote health outside of the medical system

Take a health-focused approach to health care financing and delivery.

Focus areas:

- Vital signs (assess non medical indicators for health)
- Incentivize providers for health
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Focus area 4 - Keep our environments healthy and safe

Ensure that our environmental health and emergency preparedness activities prepare us to meet changing threats.

Focus areas:

- Climate change
- Preparedness
- Environmental Health activities