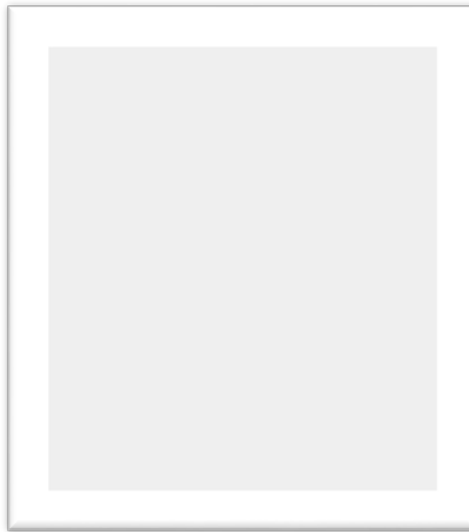




***Welcome to ...***

**Public Health INsights & INnovation**

***Creating a Culture of Health in Indiana: Achieving a Shared Understanding of Population Health and Equity***



**Alonzo Plough, PhD, MPH**

**Robert Wood Johnson Foundation**

*Vice President, Research-Evaluation-Learning  
and Chief Science Officer*

<https://connect.iu.edu/ph-insights-innovation/>

# Learning Objectives

Participants will be able to identify a 1) mindset and expectations of shared values of health and 2) sense of community, and embrace civic engagement.

# CME Learner Information

## Learning Objectives

At the conclusion of this program, participants should be able to:

- Identify a mindset and expectations of shared values of health
- Identify a sense of community and embrace civic engagement

## Accreditation Statement

Indiana University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

## Designation Statement

Indiana University School of Medicine designates this live activity for a maximum of 1.00 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

## Faculty Disclosure Statement

In accordance with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support, educational programs sponsored by Indiana University School of Medicine (IUSM) must demonstrate balance, independence, objectivity, and scientific rigor. All faculty, authors, editors, and planning committee members participating in an IUSM-sponsored activity are required to disclose any **relevant financial interest or other relationship** with the manufacturer(s) of any commercial product(s) and/or provider(s) of commercial services that are discussed in an educational activity.



**SCHOOL OF MEDICINE**

INDIANA UNIVERSITY

# CME Learner Information - *Continued*

## Disclosure Summary

The following planning committee and those in a position to control the content of this activity have disclosed no relevant financial relationships:

JoBeth McCarthy-Jean, MPH

Joan Duwve, MD, MPH

Carol Kacius, PhD

Alonzo Plough, PhD, MPH

CME credit will be awarded and certificates emailed within 3 weeks. The course evaluation will be sent immediately following the activity. For questions and concerns, please contact IU School of Medicine, Division of Continuing Medical Education at 317-274-0104 or [cme@iu.edu](mailto:cme@iu.edu)



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Culture of Health:  
Achieving a Shared  
Understanding of  
Improved Population  
Health and Equity

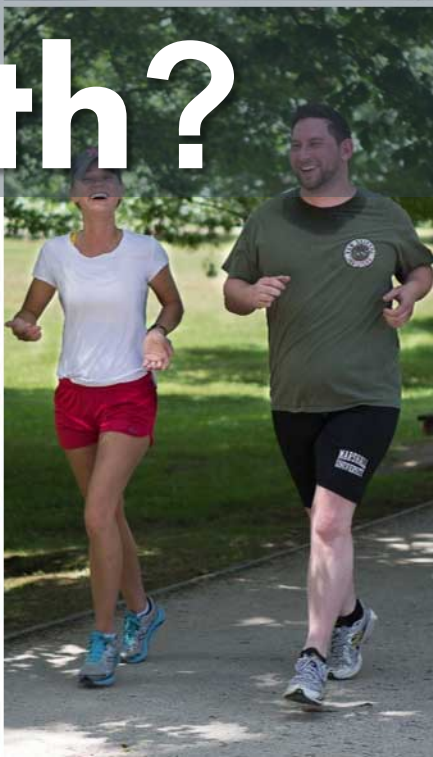
Alonzo L. Plough, PhD, MPH



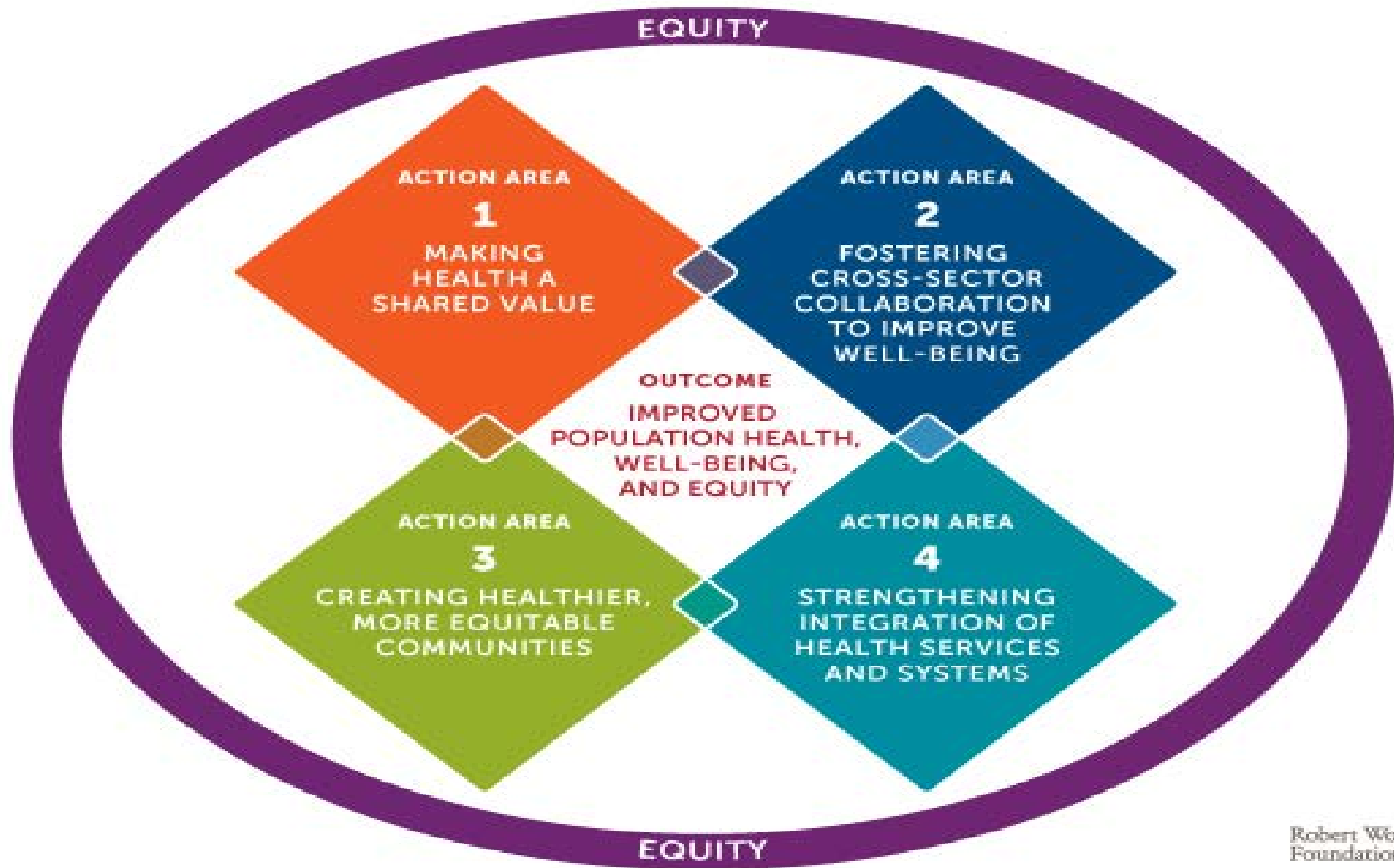
Robert Wood Johnson Foundation



# What is a Culture of Health?



# CULTURE OF HEALTH ACTION FRAMEWORK



# Communicating Priorities to Catalyze Action

## Drivers represent:

- ‘Engine’ of the Framework
- Long-term priorities
- Areas within which RWJF hopes to catalyze action





# Selecting National Measures

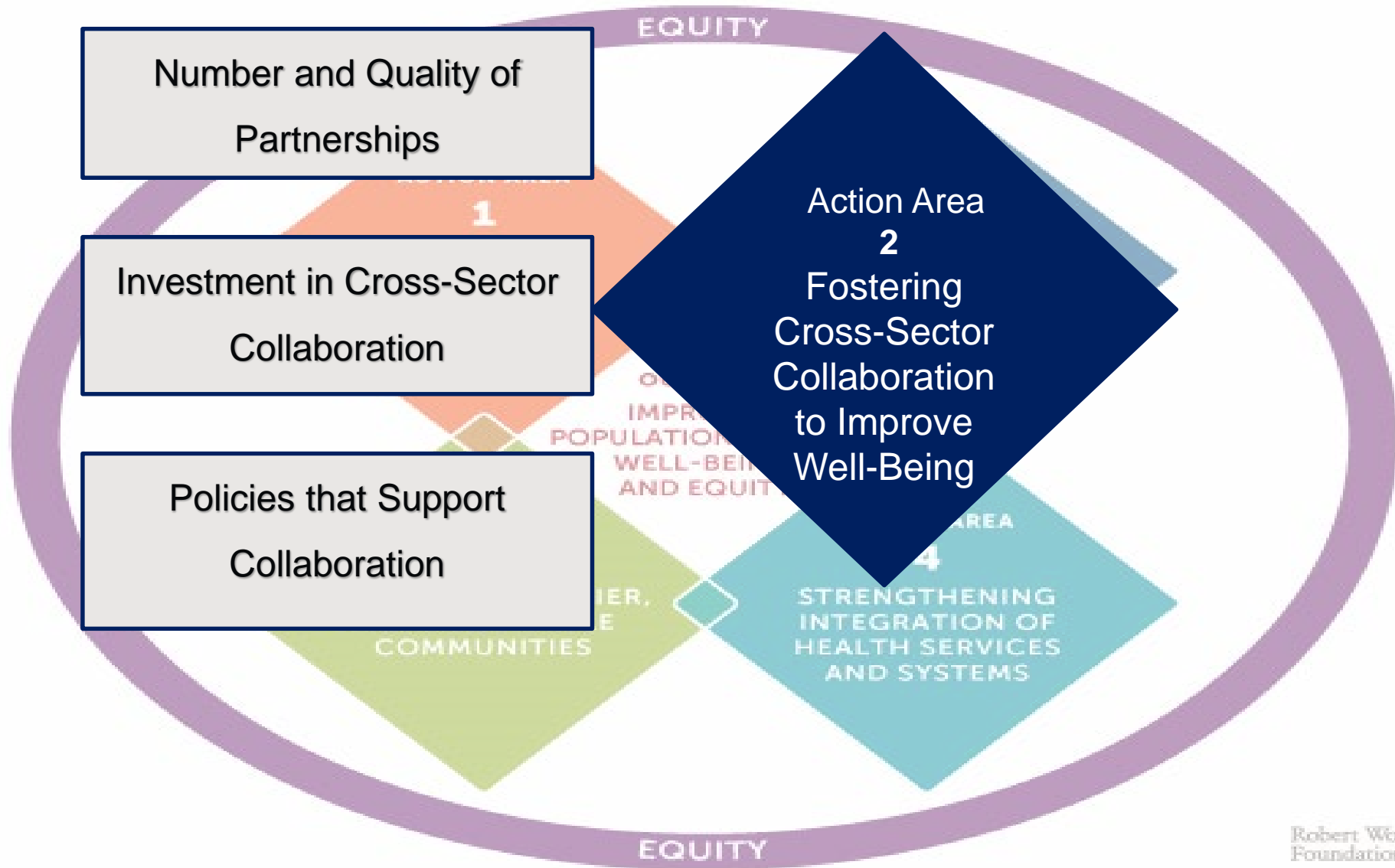
**CULTURE OF HEALTH ACTION FRAMEWORK**

ACTION AREAS	DRIVERS	MEASURES
1 MAKING HEALTH A SHARED VALUE	MINDSET AND EXPECTATIONS	Value on health interdependence Value on well-being Public discussion on health promotion and well-being
	SENSE OF COMMUNITY	Sense of community Social support Voter participation Volunteer engagement
	CIVIC ENGAGEMENT	Local health department collaboration U.S. corporate giving Federal allocations for health investments related to nutrition and indoor and outdoor physical activity
2 FOSTERING CROSS-SECTOR COLLABORATION TO IMPROVE WELL-BEING	NUMBER AND QUALITY OF PARTNERSHIPS	U.S. corporate giving Federal allocations for health investments related to nutrition and indoor and outdoor physical activity
	INVESTMENT IN CROSS-SECTOR COLLABORATION	Climate adaptation and mitigation Health in all policies (support for working families)
	POLICIES THAT SUPPORT COLLABORATION	Health in all policies (support for working families)
3 CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES	BUILT ENVIRONMENT/PHYSICAL CONDITIONS	Residential segregation Early childhood education
	SOCIAL AND ECONOMIC ENVIRONMENT	Public libraries Air quality
	POLICY AND GOVERNANCE	Access to public health Access to stable health insurance Access to mental health services
4 STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS	ACCESIBILITY	Population covered by an Accountable Care Organization Electronic medical record linkages
	CONSUMER EXPERIENCE AND QUALITY	Consumer experience
	BALANCE AND INTEGRATION	Social spending relative to health expenditure
OUTCOME	OUTCOME AREAS	MEASURES
IMPROVED POPULATION HEALTH, WELL-BEING, AND EQUITY	ENHANCED INDIVIDUAL AND COMMUNITY WELL-BEING	Well-being rating Caregiving burden Adverse child experiences
	MANAGED CHRONIC DISEASE AND REDUCED TOXIC STRESS	Disability associated with chronic conditions Family health care cost
	REDUCED HEALTH CARE COSTS	Potentially preventable hospitalization rates Annual end-of-life care expenditures

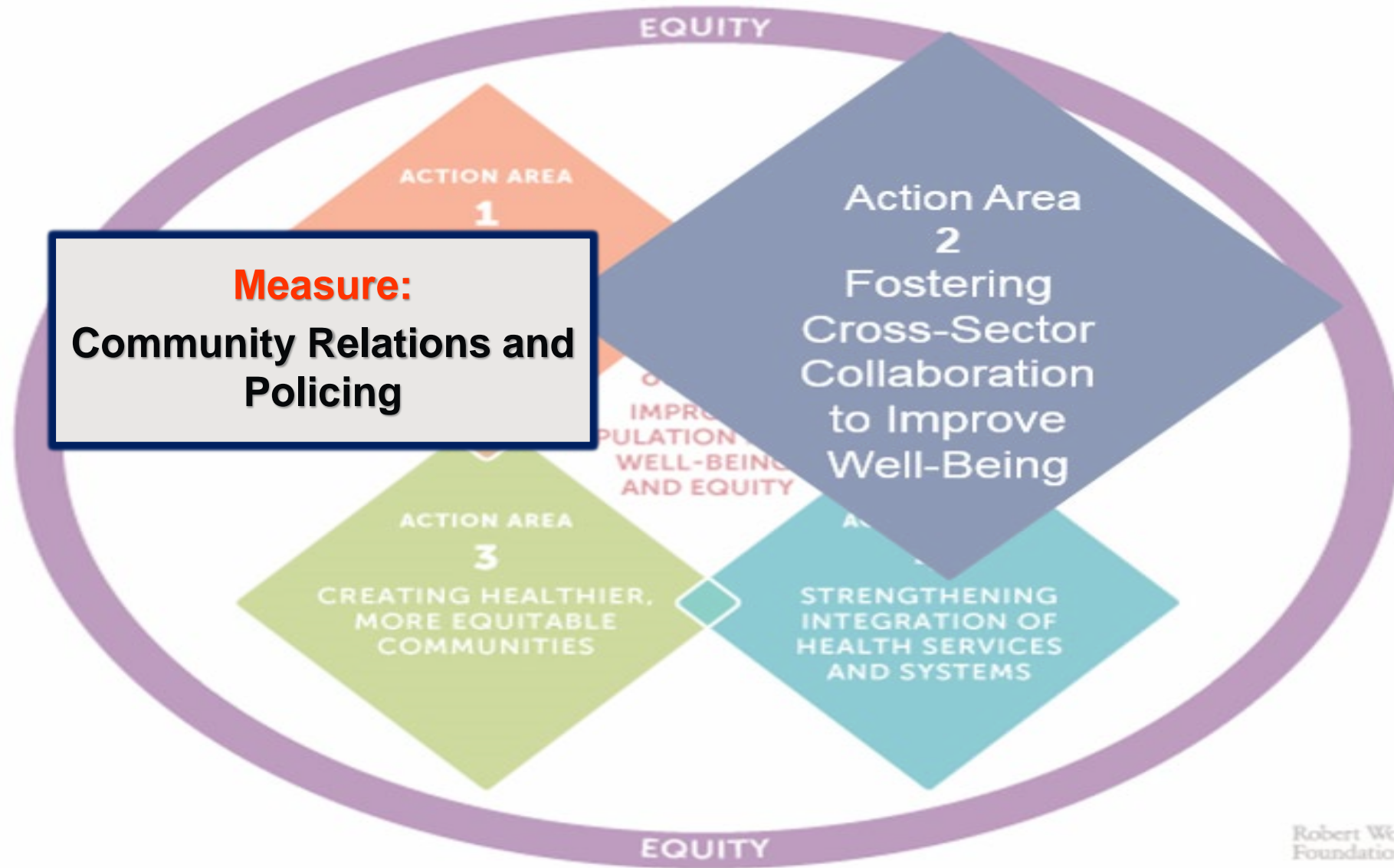
## Criteria for 41 measures

- Availability of national data
- Application to entire lifespan & 'healthspan'
- Broad determinants and upstream drivers
- Appeal to multiple audiences
- Equitable

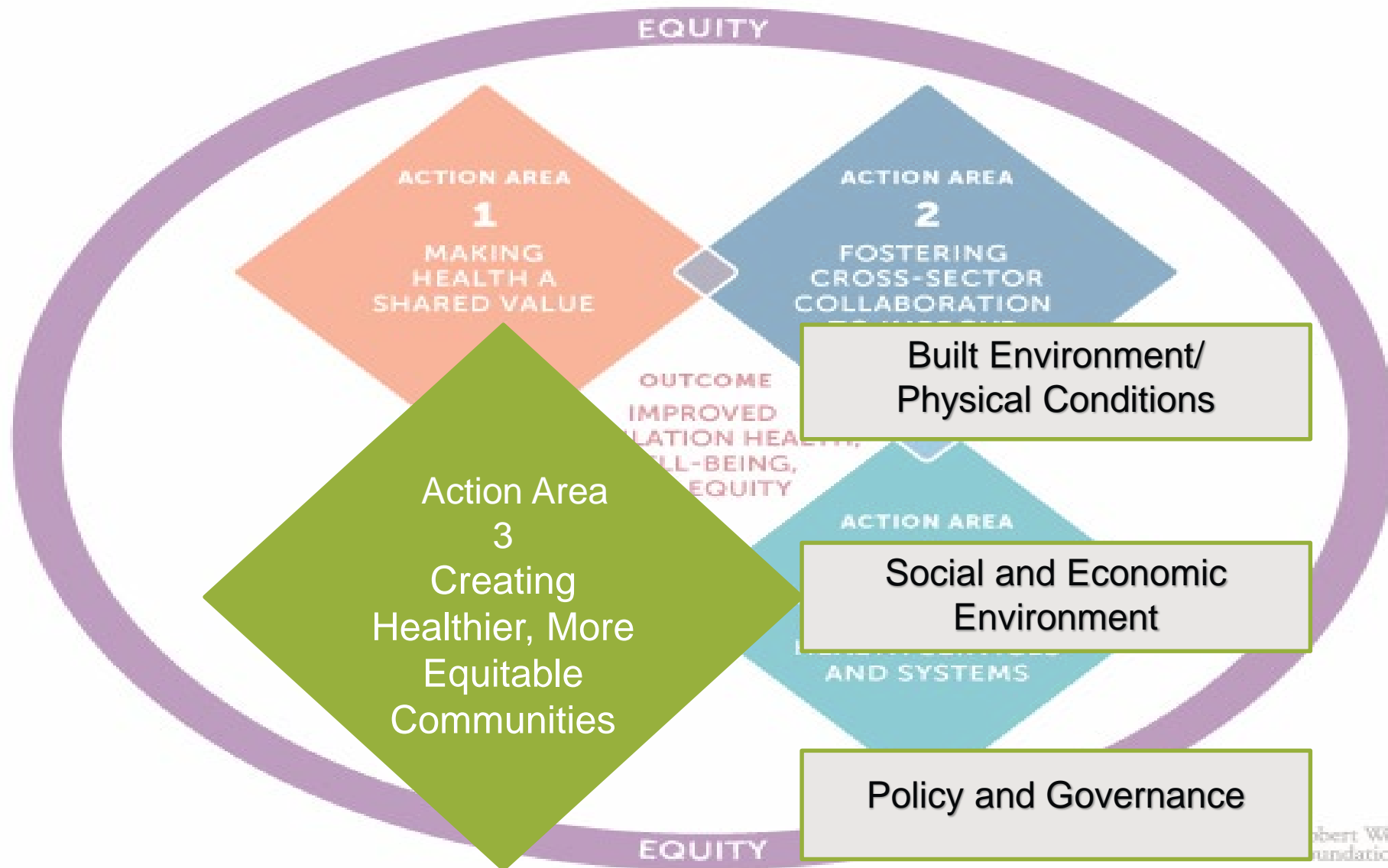
# CULTURE OF HEALTH ACTION FRAMEWORK



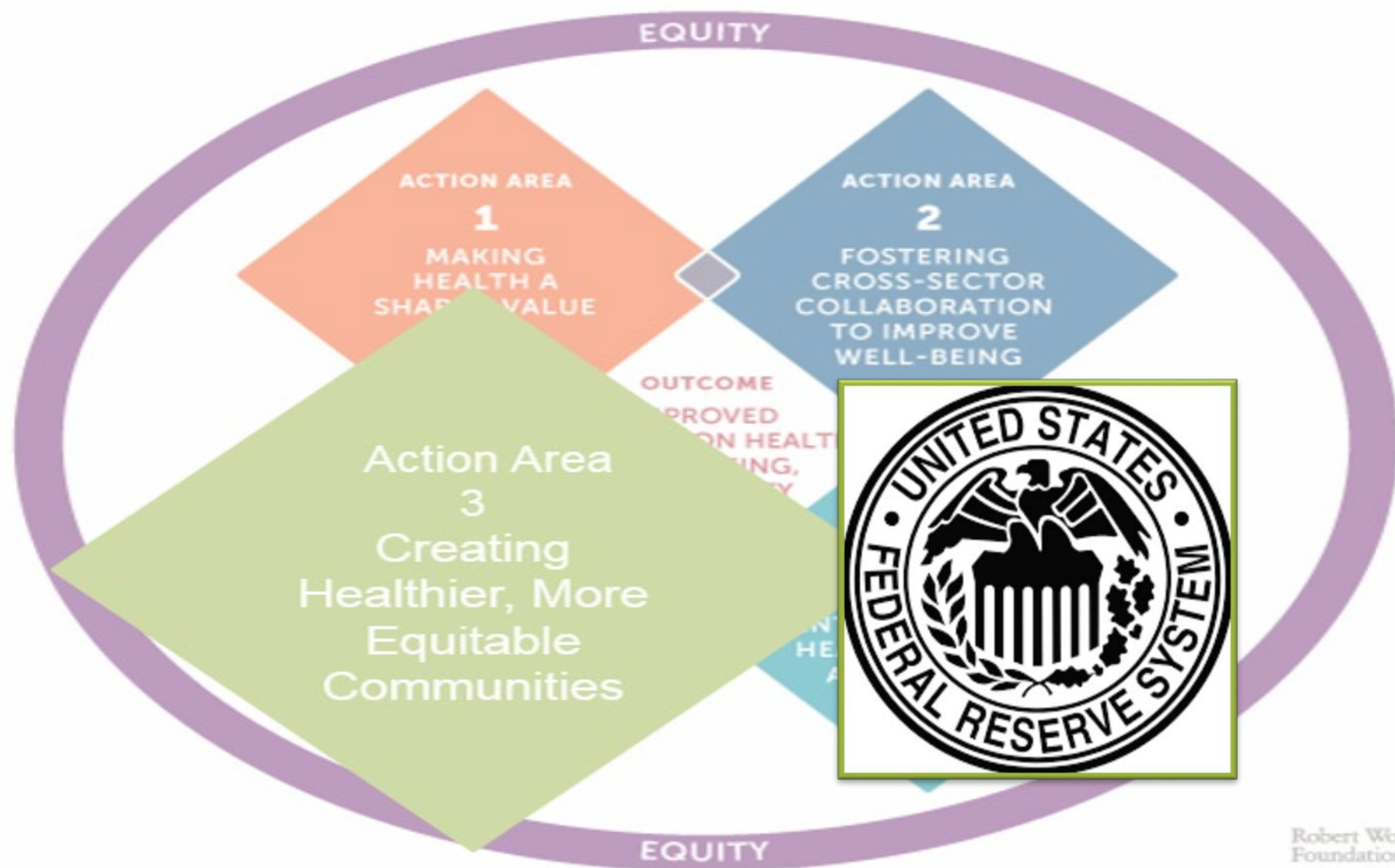
# CULTURE OF HEALTH ACTION FRAMEWORK



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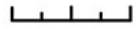


Life expectancy at birth (years)

Shorter

Longer

1 mile



Red Line



Green Line



Orange Line



# WHERE YOU LIVE AFFECTS HOW LONG YOU LIVE

72 YRS  
EAST GARFIELD PARK

KEDZIE



UNITED CENTER



WILLIS TOWER

81 YRS  
LINCOLN PARK



LINCOLN PARK ZOO

85 YRS  
LOOP

79 YRS  
GAGE PARK

WESTERN



MIDWAY INT'L AIRPORT

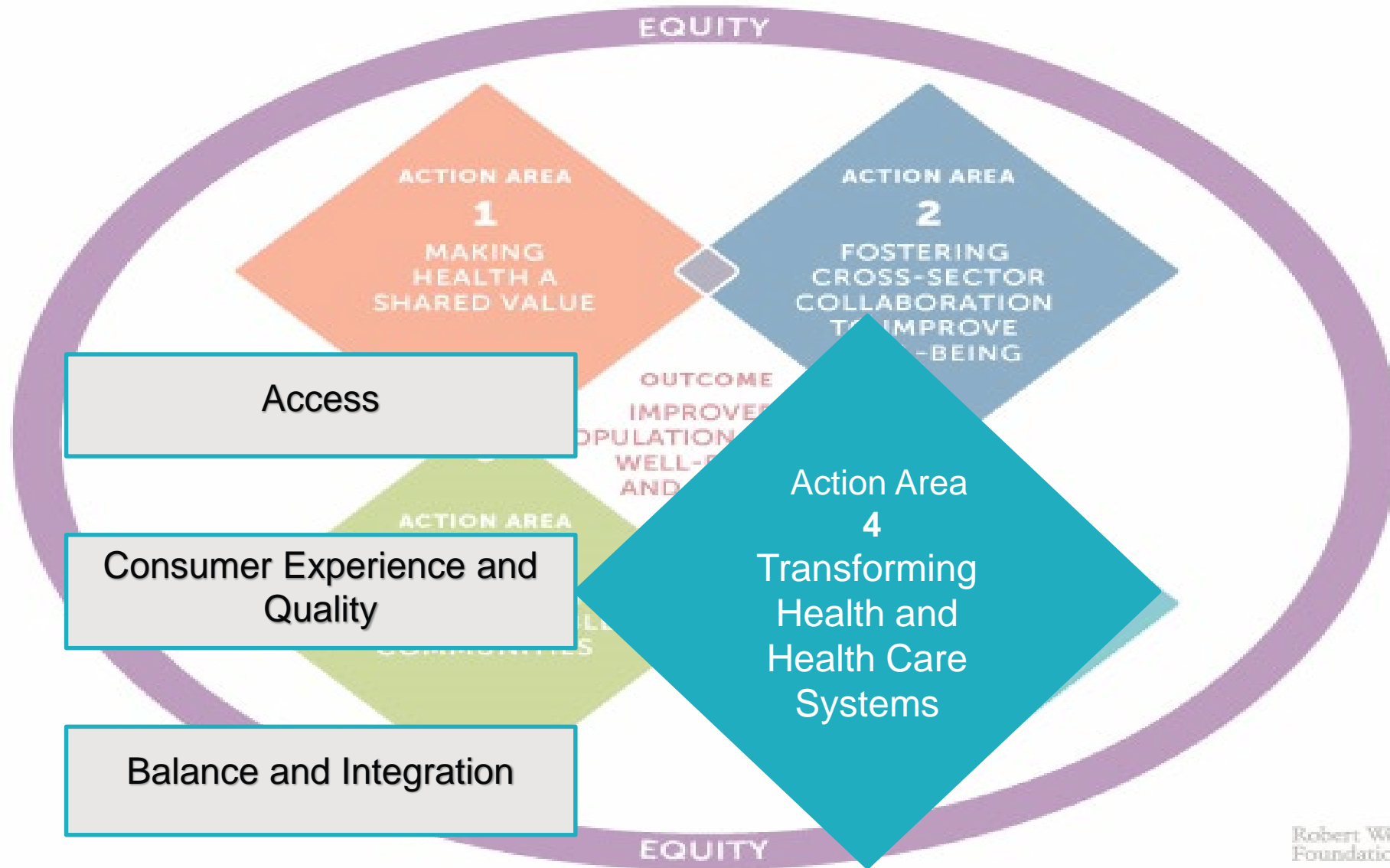
69 YRS  
WASHINGTON PARK

GARFIELD

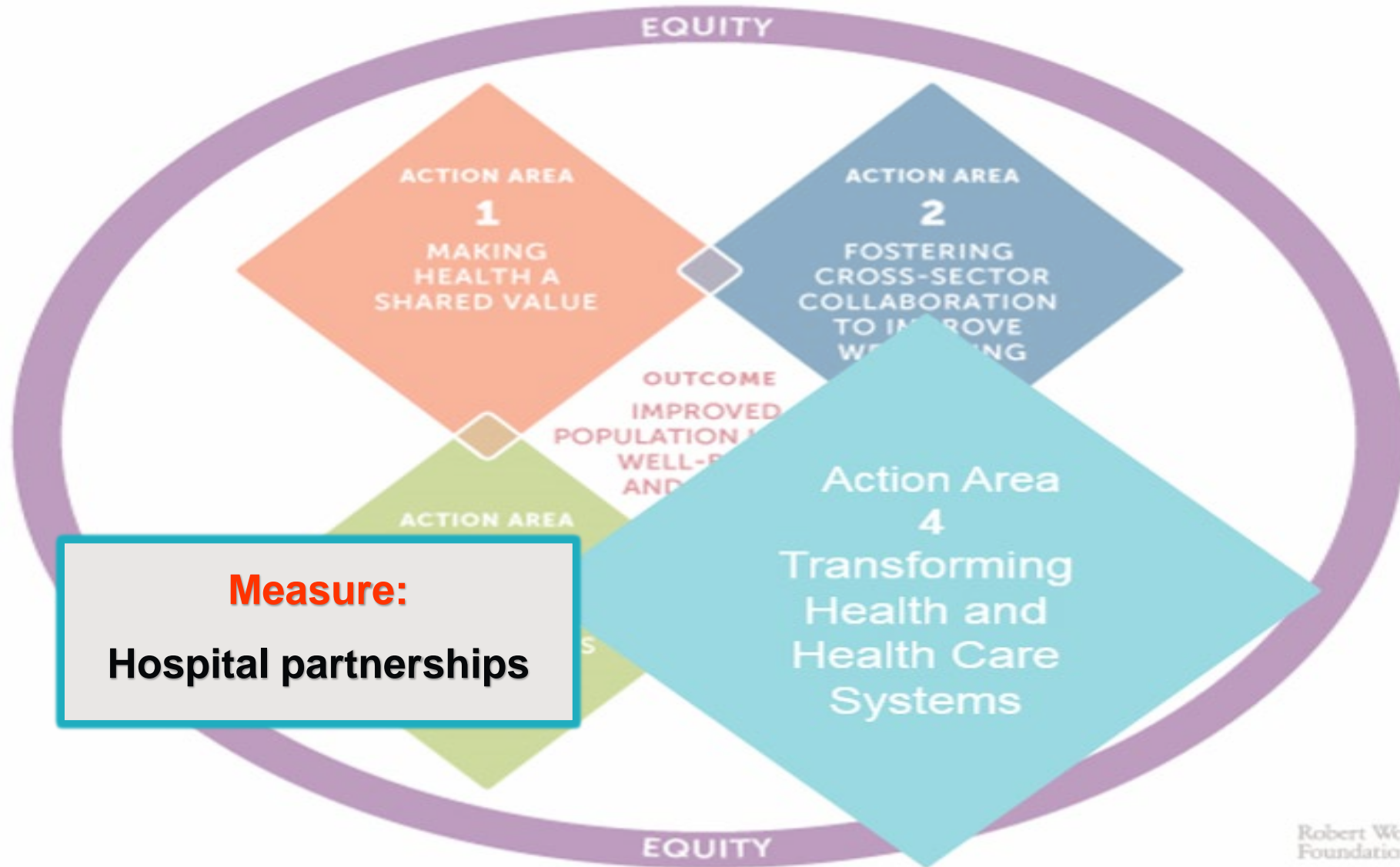


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# CULTURE OF HEALTH ACTION FRAMEWORK

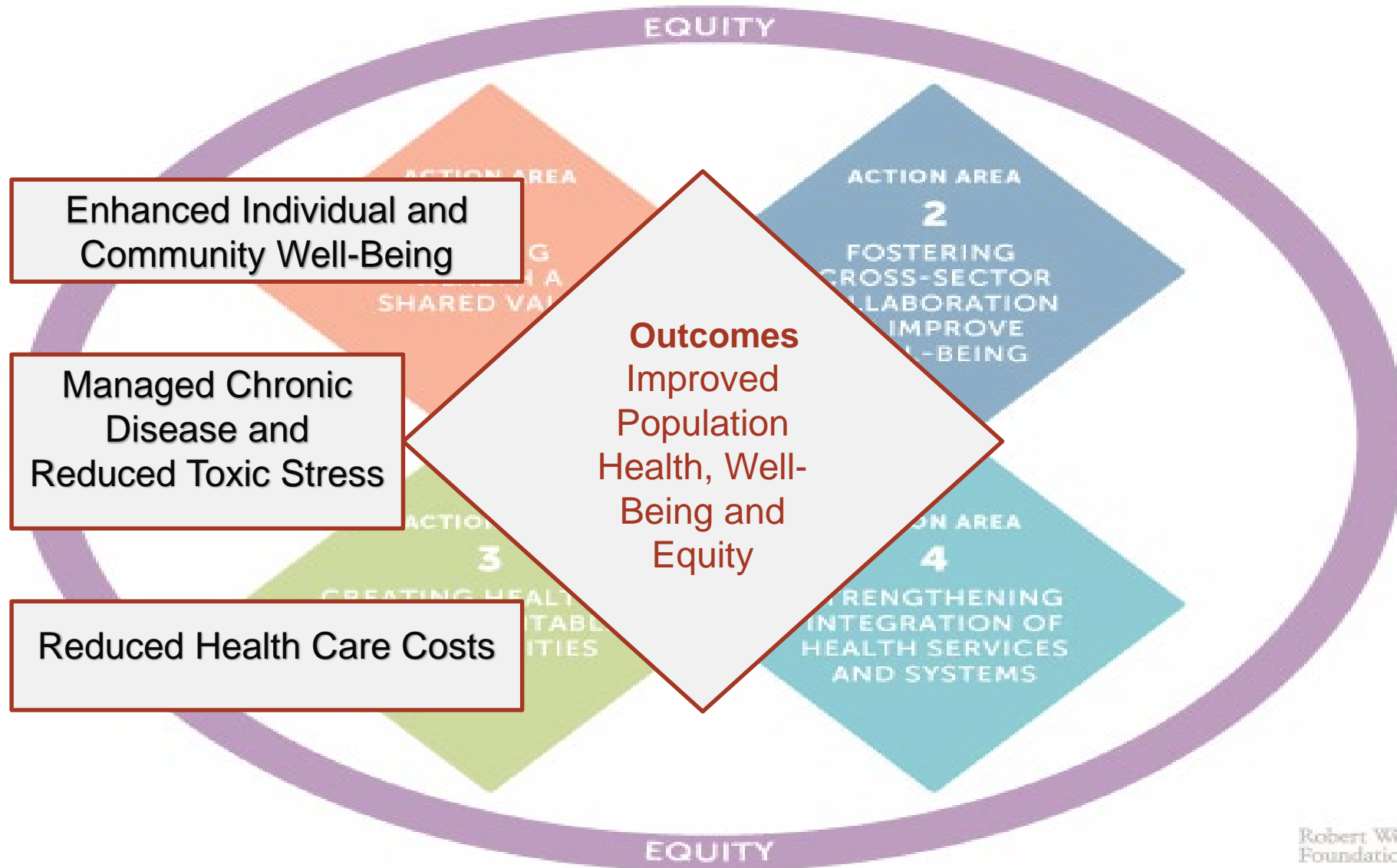


# CULTURE OF HEALTH ACTION FRAMEWORK

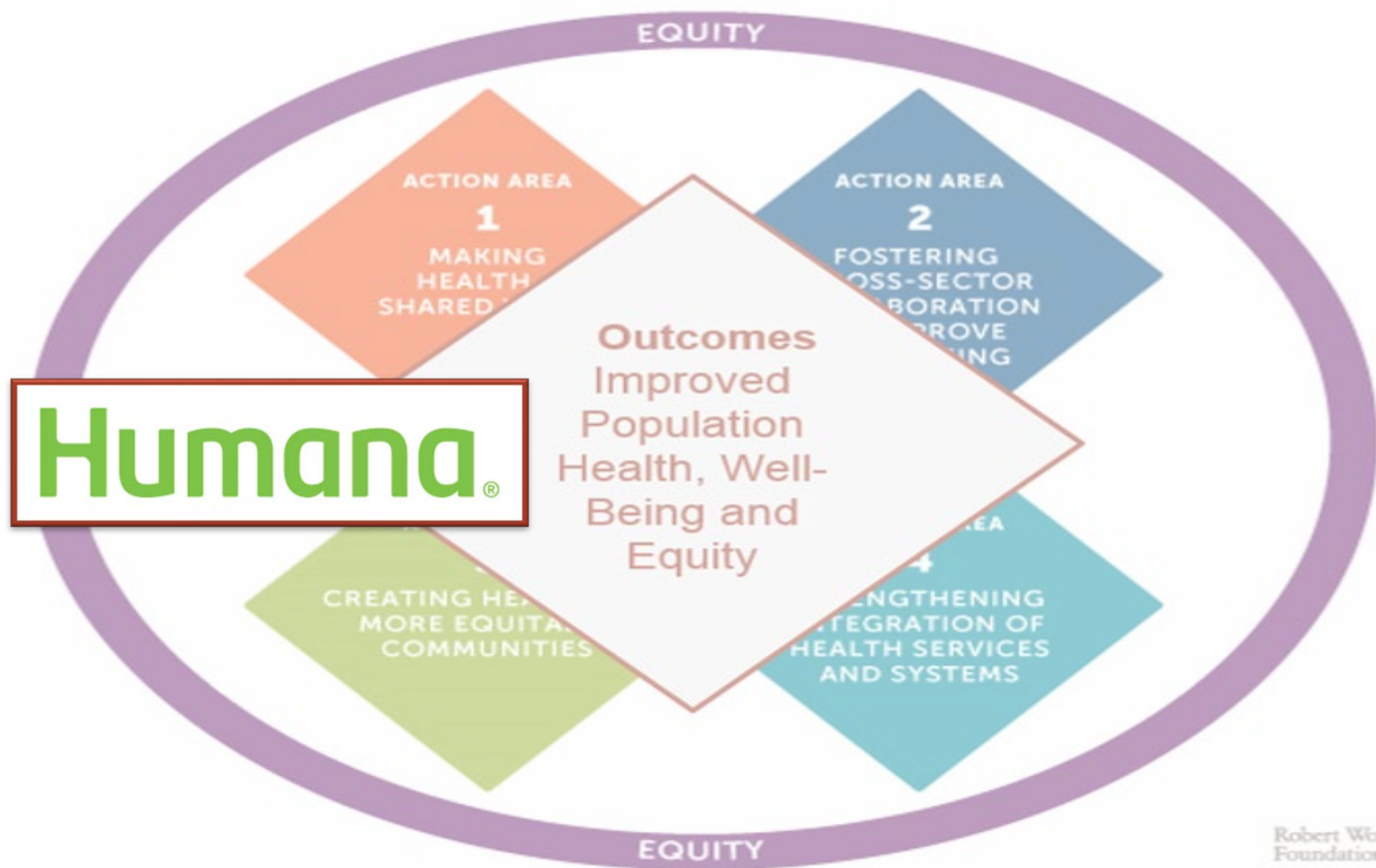




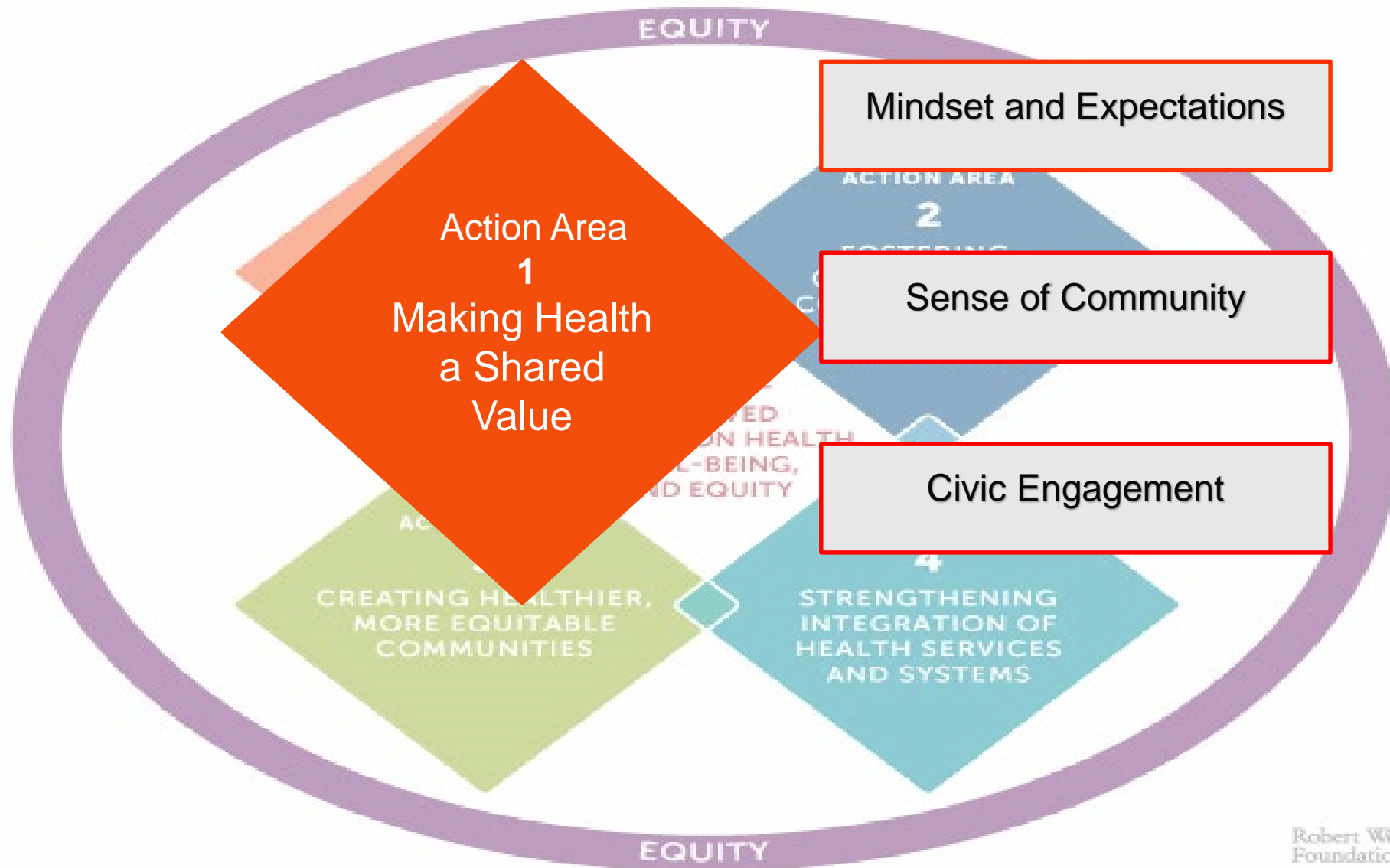
# CULTURE OF HEALTH ACTION FRAMEWORK



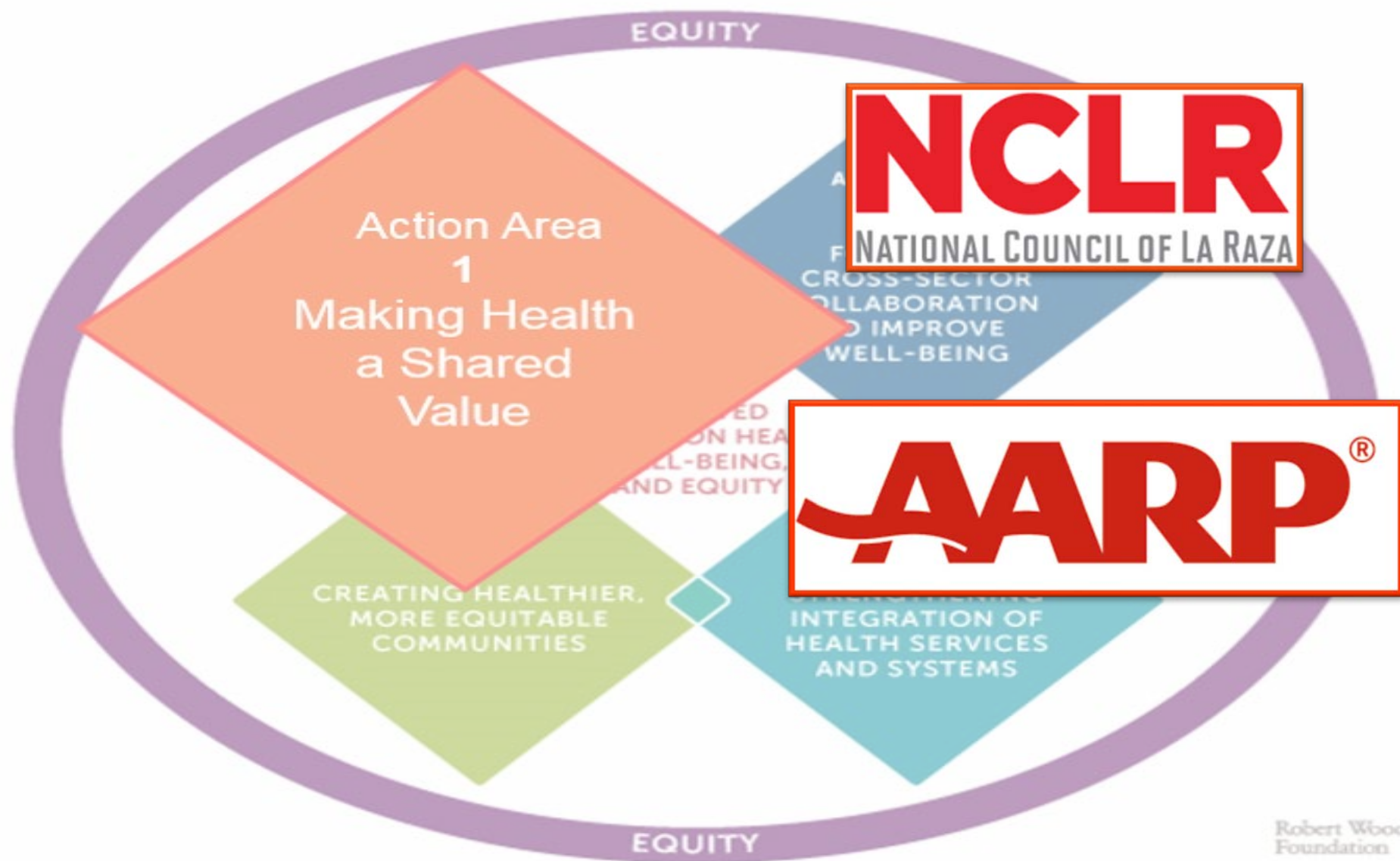
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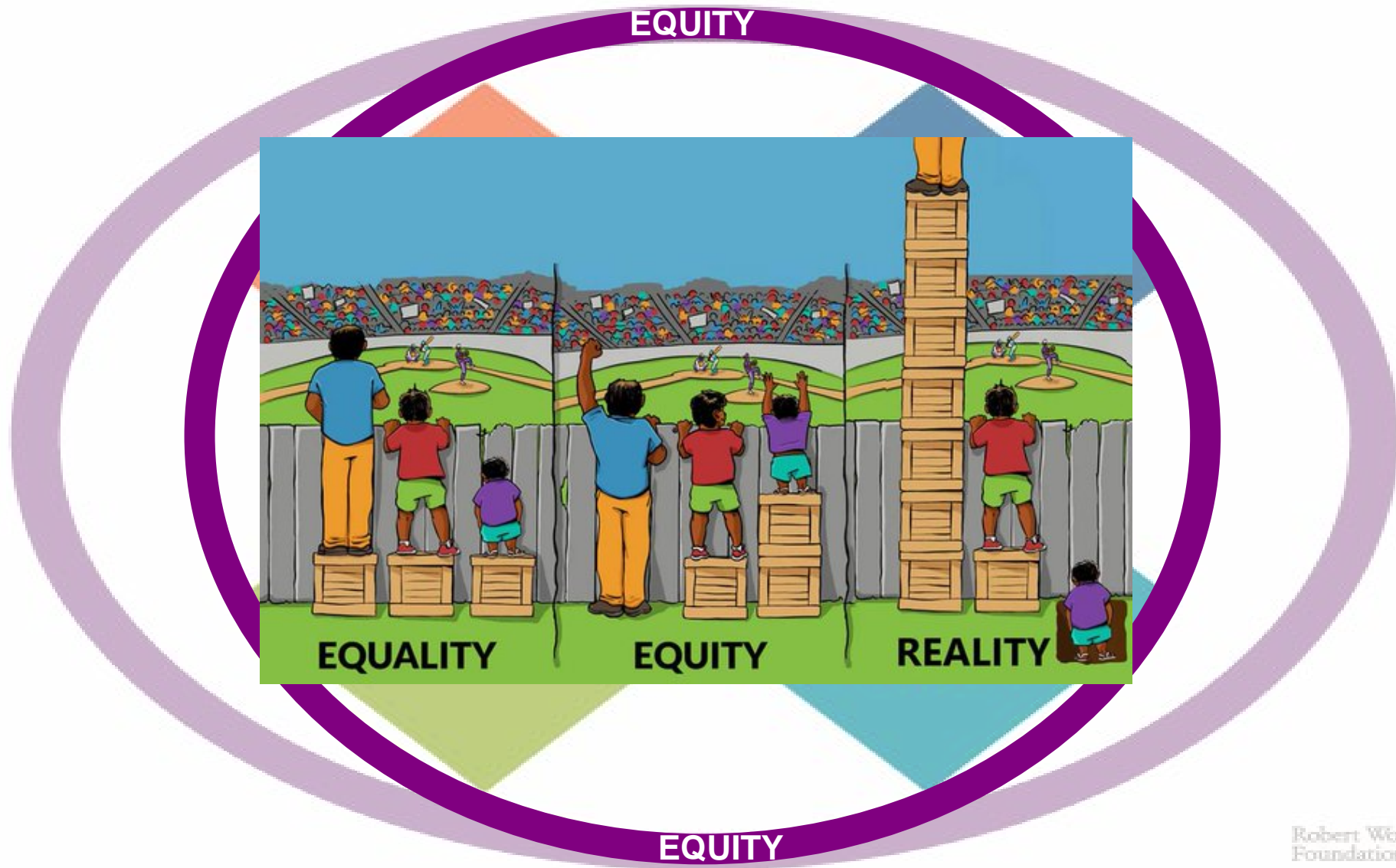
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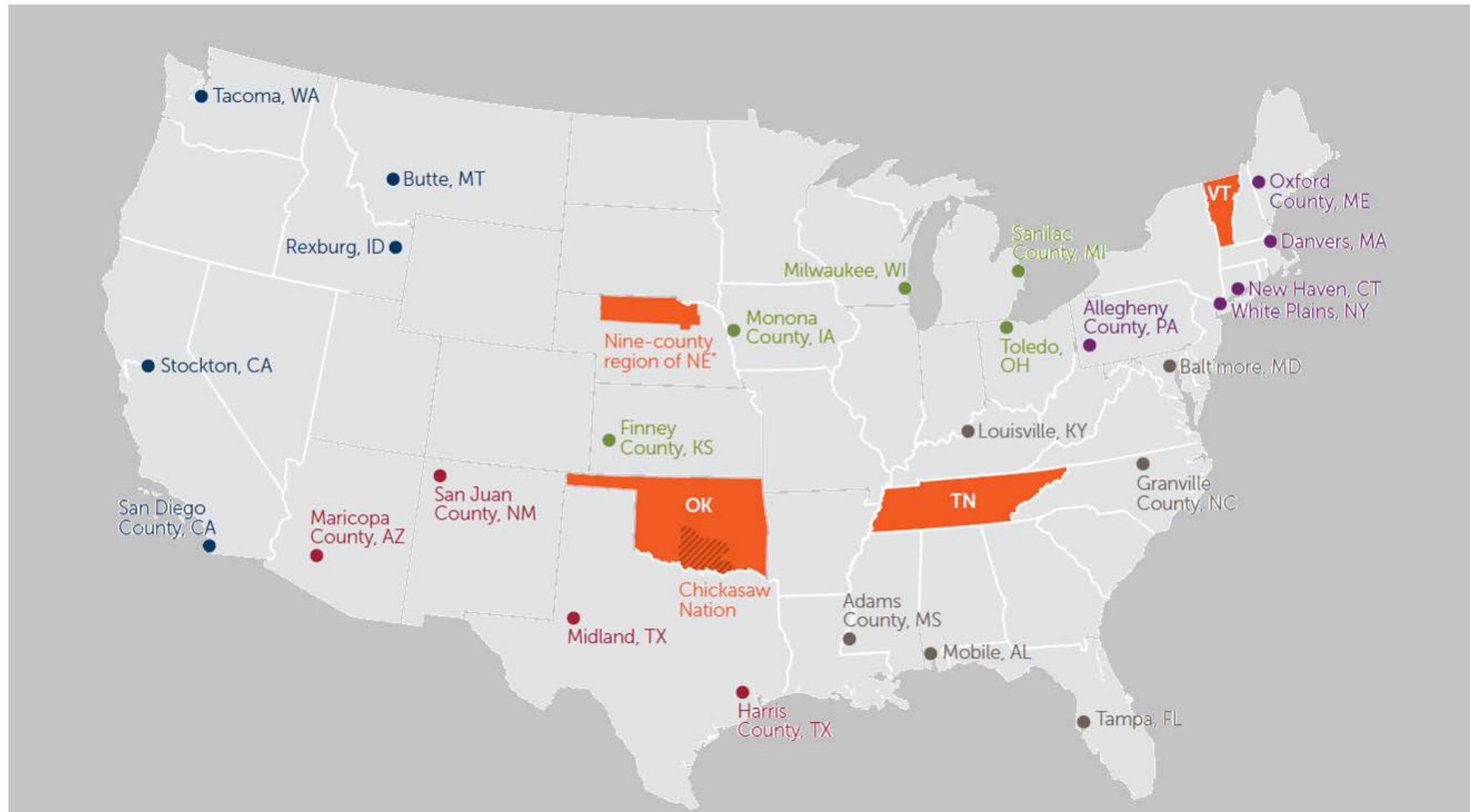


Nearly one-fifth of all  
Americans live in  
neighborhoods that make it  
hard to be healthy.

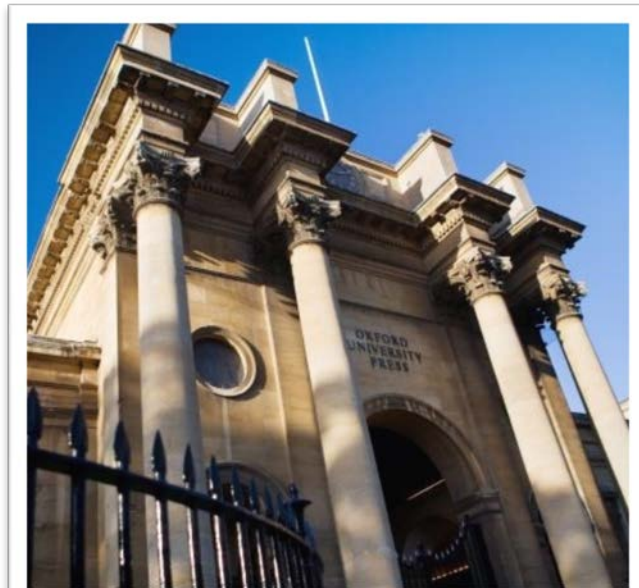
# CULTURE OF HEALTH ACTION FRAMEWORK



# Sentinel Communities: Exploring How a Culture of Health is Unfolding at the Local Level



**SHARING  
KNOWLEDGE TO  
BUILD A CULTURE OF  
HEALTH**







**HEALTH POLICY  
RESEARCH SCHOLARS**

**CULTURE OF HEALTH  
LEADERS**

**CLINICAL  
SCHOLARS**

**INTERDISCIPLINARY  
RESEARCH LEADERS**

**Supporting Leaders  
to Communicate  
Across Sectors**



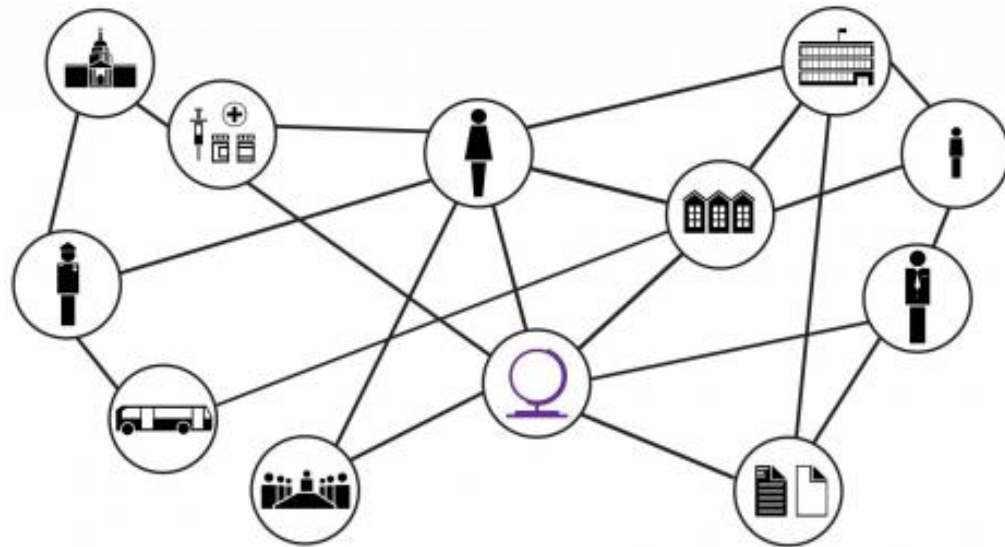


Evidence for Action

[RWJF.ORG/FUNDING ALERT](https://www.rwjf.org/funding-alert)

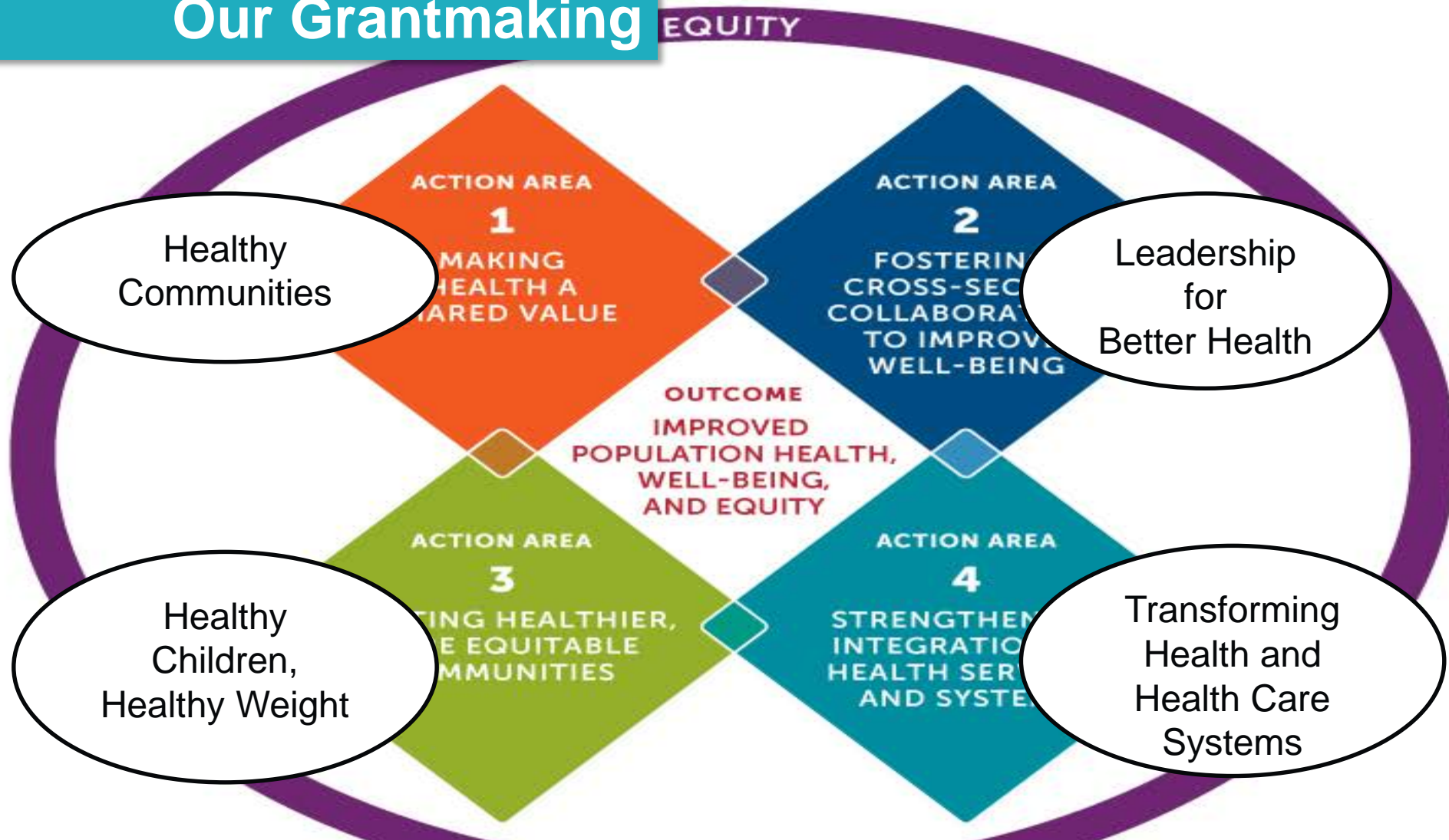


Policies for Action



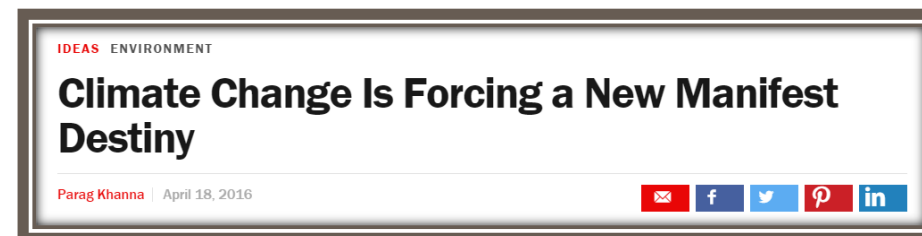
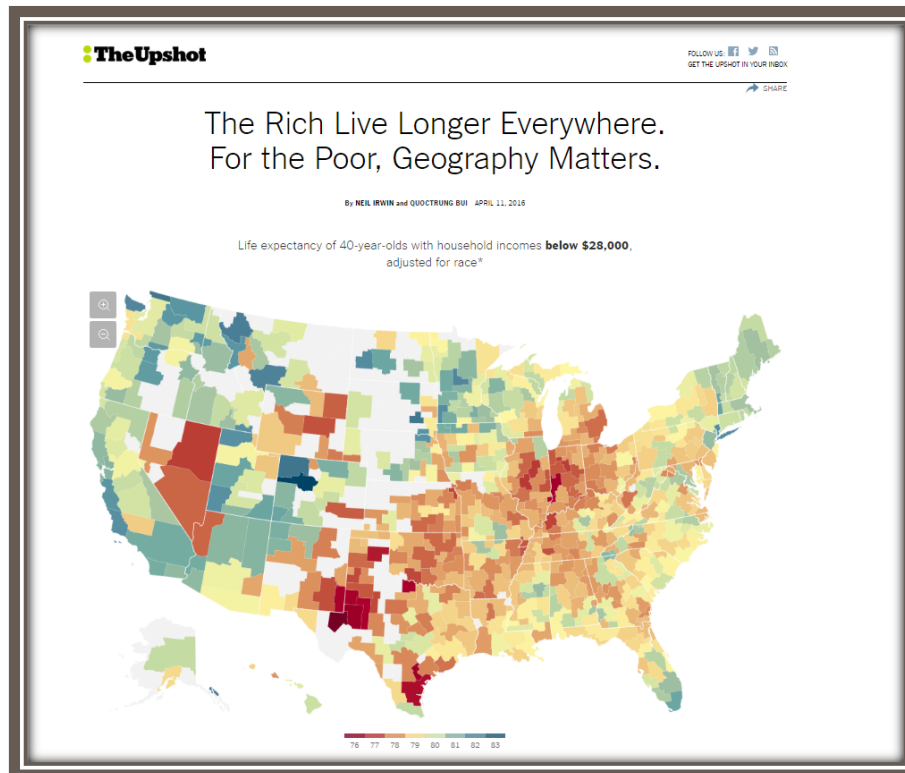
Systems for Action

# How We Are Organizing Our Grantmaking



[www.rwjf.org/fundingalert](http://www.rwjf.org/fundingalert)

# Our Charge: Work Together to Address Systems and Structures that Perpetuate Inequality





**Rise to the Challenge.  
Think big.  
Act together.**

[CultureofHealth.org](http://CultureofHealth.org)



Source: theconversation.com



Source: seattlechildrens.org

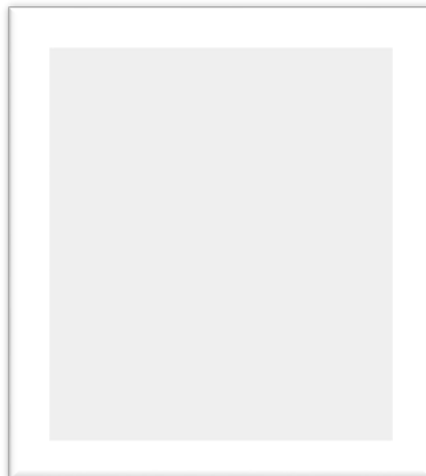


Source: theasianparent.com

# Questions, Comments?

**Evaluation:** <http://survey.constantcontact.com/survey/a07eckzk3xlinbp8sg9/start>

**Presenter:**



**Alonzo Plough, PhD, MPH**

**Robert Wood Johnson Foundation**

*Vice President, Research-Evaluation-Learning  
and Chief Science Officer*

# Resources

Title	Description	Link
Robert Wood Johnson's Culture of Health	Building a culture of health	<a href="https://www.cultureofhealth.org/">https://www.cultureofhealth.org/</a>
Building a National Culture of Health: Background, Action Framework, Measures, and Next Steps	A review of the framework, drivers, and metrics	<a href="http://www.rand.org/content/dam/rand/pubs/research_reports/RR1100/RR1199/RAND_RR1199.pdf">http://www.rand.org/content/dam/rand/pubs/research_reports/RR1100/RR1199/RAND_RR1199.pdf</a>
Indiana Indicators	Indiana community data	<a href="http://indianaindicators.org/">http://indianaindicators.org/</a>
Collective Impact Forum	A structured way to create and sustain social change.	<a href="https://collectiveimpactforum.org/what-collective-impact">https://collectiveimpactforum.org/what-collective-impact</a>
Connectography: Mapping the Future of Global Civilization	"Connectivity is the most revolutionary force of the twenty-first century. Mankind is reengineering the planet, investing up to ten trillion dollars per year in transportation, energy, and communications infrastructure linking the world's burgeoning megacities together. This has profound consequences for geopolitics, economics, demographics, the environment, and social identity. Connectivity, not geography, is our destiny."	ISBN-10: 0812988558 Publisher: Random House (April 19, 2016)



# New Insights & Innovation Series

**Be sure to join us on the last Friday of each month throughout 2016.**

Future topics will include:

- Fostering Cross-sector Collaboration to Improve Well-being
- Creating Healthier More Equitable Communities
- Strengthening Integration of Health Services and Systems
- Improving Population Health, Wellbeing, and Equity

Registration is required prior to the event

<https://events.r20.constantcontact.com/register/eventReg?oeidk=a07eckmkm236cb12141&oseq=&c=&ch=>





# SAVE THE DATE



## 2016 INDIANA PUBLIC HEALTH CONFERENCE

*The Future of Public Health: The Integration of Policy, Practice and Research*

**Sept 14** Pre-Conference Grant Writing Academy

**Sept 15** Conference

IUPUI Campus Center  
Indianapolis, IN

For more information, email [jomccart@iu.edu](mailto:jomccart@iu.edu)



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PhD**, American  
Public Health  
Association's  
Executive Board  
President



**Kerry Ann  
McCreary,  
MA, PhD**,  
Robert Wood  
Johnson  
Foundation

# Thank you!

**Evaluation:** <http://survey.constantcontact.com/survey/a07eckzk3xlinbp8sg9/start>



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