IMPACT OF SOCIAL DETERMINANTS OF HEALTH PROGRAMS & POLICIES ON POPULATION HEALTH

Julie A. Willems Van Dijk RN, PhD FAAN
Director
County Health Rankings & Roadmaps
November 3, 2017
WHO IS THE POPULATION?

*Health Care*

*Community Health*
Health Driver Diagram (High Level)

Key Outcome

Improved Health (As Measured by a Summary Measure of Health)

Health Care

Primary Drivers

- Healthy Lifestyles
- Preventive Services
- Acute Care
- Chronic Disease
- End of Life
- Cross Cutting Issues

- Tobacco Non-use
- Activity
- Diet/Nutrition
- Appropriate Alcohol Use

Socio-economic Factors

Advocacy

Other Community Projects

Environmental Factors

Advocacy

Other Community Projects

Central to our Mission and Capabilities, High Control

Central to our Mission & Shared Capabilities, & Control

Aligned with our Mission & Limited Capabilities & Control

Health Partners

Health Care

Health Behaviors

Cross Cutting Issues
Moving From Contribution To Accountability

**What Counts**
- Do good things
  - Assure access
  - Support community organizations
  - Educate

**Making It Count**
- Make an impact
  - Address determinants of health in physical, social, natural environments
  - Measure impacts

**Being Accountable**
- Be accountable for all impacts
  - Understand our social, ecological, and economic footprint, and its impact on community health
  - Leverage all our assets

Developed by Raymond J Baxter, Senior Vice President, Community Benefit, Research and Health Policy, Kaiser Permanente.

SOCIAL ECOLOGICAL MODEL
(McLEROY, BIBEAU, STECKLER, & GLANZ, 1988)
<table>
<thead>
<tr>
<th><strong>Tobacco</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Individual</strong></td>
</tr>
<tr>
<td>Smoking as the 5th Vital Sign</td>
</tr>
<tr>
<td>Smoking Cessation Counseling</td>
</tr>
<tr>
<td><strong>Family/Interpersonal</strong></td>
</tr>
<tr>
<td>Smoke-free homes</td>
</tr>
<tr>
<td>Attending smoking cessation classes</td>
</tr>
<tr>
<td>with family members</td>
</tr>
<tr>
<td><strong>Institutional</strong></td>
</tr>
<tr>
<td>Smoke-free hospital campuses</td>
</tr>
<tr>
<td>Health insurance coverage for</td>
</tr>
<tr>
<td>nicotine replacement and smoking</td>
</tr>
<tr>
<td>cessation services</td>
</tr>
<tr>
<td><strong>Community</strong></td>
</tr>
<tr>
<td>School-based tobacco education and</td>
</tr>
<tr>
<td>advocacy (e.g. Teens Against Tobacco</td>
</tr>
<tr>
<td>Use [TATU])</td>
</tr>
<tr>
<td>Enforcing tobacco laws</td>
</tr>
<tr>
<td><strong>Policy</strong></td>
</tr>
<tr>
<td>Increasing tobacco taxes</td>
</tr>
<tr>
<td>Smoke-free worksite laws</td>
</tr>
</tbody>
</table>
The Anchor Mission

A commitment to consciously apply the long-term, place-based economic power of the institution, in combination with its human and intellectual resources, to better the long-term welfare of the community in which the institution is anchored.


The Economic Power of America’s Hospitals

The nation’s hospitals (non-profit, public and for-profit) are a tremendous economic force.

- Procurement: $340 billion in goods and services
- Total expenditures: $782 billion
- Investment portfolios conservatively estimated: $500 billion
- Employees: 5.5 million full and part-time (4% of total national employment)
- Total community benefit estimated: $62 billion$^{12}$
County Health Rankings & Roadmaps
Building a Culture of Health, County by County

WWW.COUNTYHEALTHRANKINGS.ORG

What can I do?

Action Center
Explore guides and tools for improving health.

What Works for Health
Explore programs and policies that work!

How Healthy is Your Community?
The annual Rankings provide a revealing snapshot of how health is influenced by where we live, learn, work and play. They provide a starting point for change in communities.

Find your state or county Search
Evidence-Informed Strategies

Social & Economic Factors (40%)
- Create environments that support learning
- Improve quality of K-12 education
- Increase early childhood education
- Increase education beyond high school
- Increase high school graduation rates
- Build social capital within communities
- Build social capital within families
- Increase social connectedness

Health Behaviors (30%)
- Improve access to substance abuse counseling and treatment
- Increase access to healthy food options
- Promote healthy eating
- Promote broad approaches to increasing physical activity
- Provide physical activity information & education
- Create opportunities for active living
- Reduce risky sexual behavior among adolescents
- Reduce unintended pregnancy
- Reduce exposure to environmental tobacco smoke
- Reduce initiation and/or increase cessation

2015 Winner / Urban
Spartanburg County, SC: 2015 Culture of Health Prize Winner
Data driven decision making, partnerships, and collective impact—that is the Spartanburg way. They are connecting low-income residents to medical homes and support for the social determinants of health, resulting in a 42% drop in hospital costs.

Explore the complete story →

Evidence-Informed Strategies

**Clinical Care (20%)**
- Adopt alternate care delivery models
- Increase preconception, prenatal, and inter-conception care
- Reduce barriers to care
- Increase coordination of care
- Increase patient engagement
- Provide culturally competent care

**Physical Environment (10%)**
- Environmental restoration and preservation
- Ensure access to housing
- Support affordable housing options
- Support active travel

2015 Winner / Urban

**Spartanburg County, SC: 2015 Culture of Health Prize Winner**

Data driven decision making, partnerships, and collective impact—that is the Spartanburg way. They are connecting low-income residents to medical homes and support for the social determinants of health, resulting in a 42% drop in hospital costs.

Explore the complete story ➔

DISCUSSION

Julie Willems Van Dijk RN PhD FAAN  
Senior Scientist & Director  
*County Health Rankings & Roadmaps*  
University of Wisconsin Population Health Institute  
608-263-6731  

willemsvandi@wisc.edu