

Strategies for Promoting Primary Prevention

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“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

- Institute of Medicine

Individual

AND

The System

**The social, economic, and political
context of our health care options**

Primary Prevention

...taking action to prevent problems from occurring before the onset of symptoms

Child Restraint & Safety Belt Use

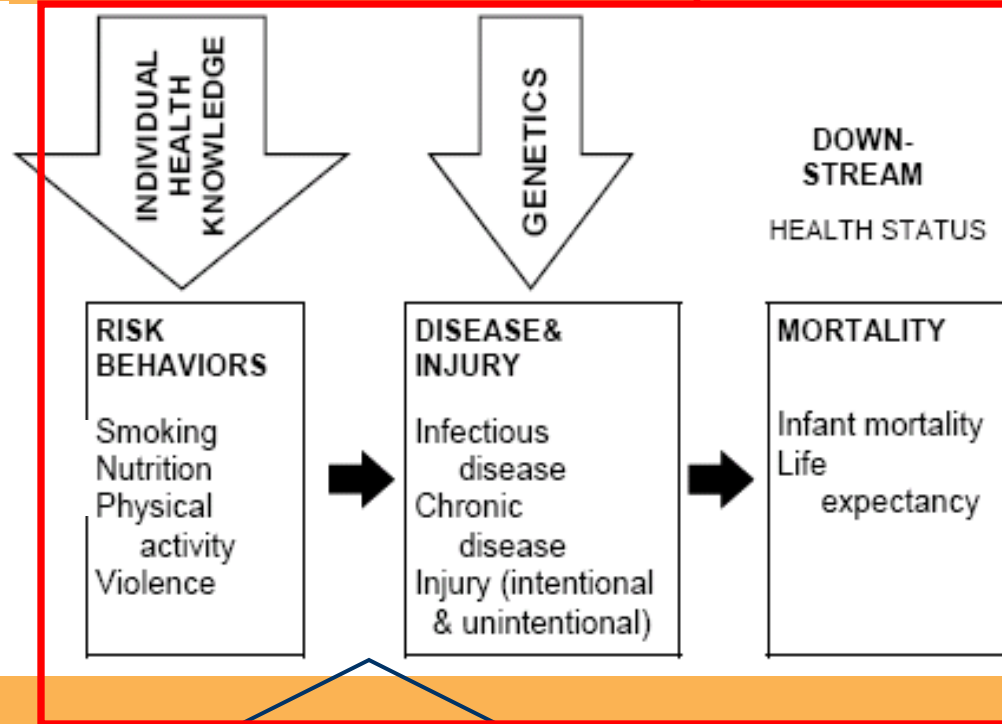




Smoking Prevention

Medical Model

10 – 15%



HEALTH
CARE
ACCESS

10 – 15%

Medical Model Interventions

- Tend to focus on individuals
- Do not address underlying conditions
- Expensive and difficult to sustain
- No sustained impact on health disparities
- Majority of Health, Social Services & Criminal Justice budget spent on these kind of interventions

Going Upstream

Race/ethnicity

Class

Gender

Corporations and Businesses



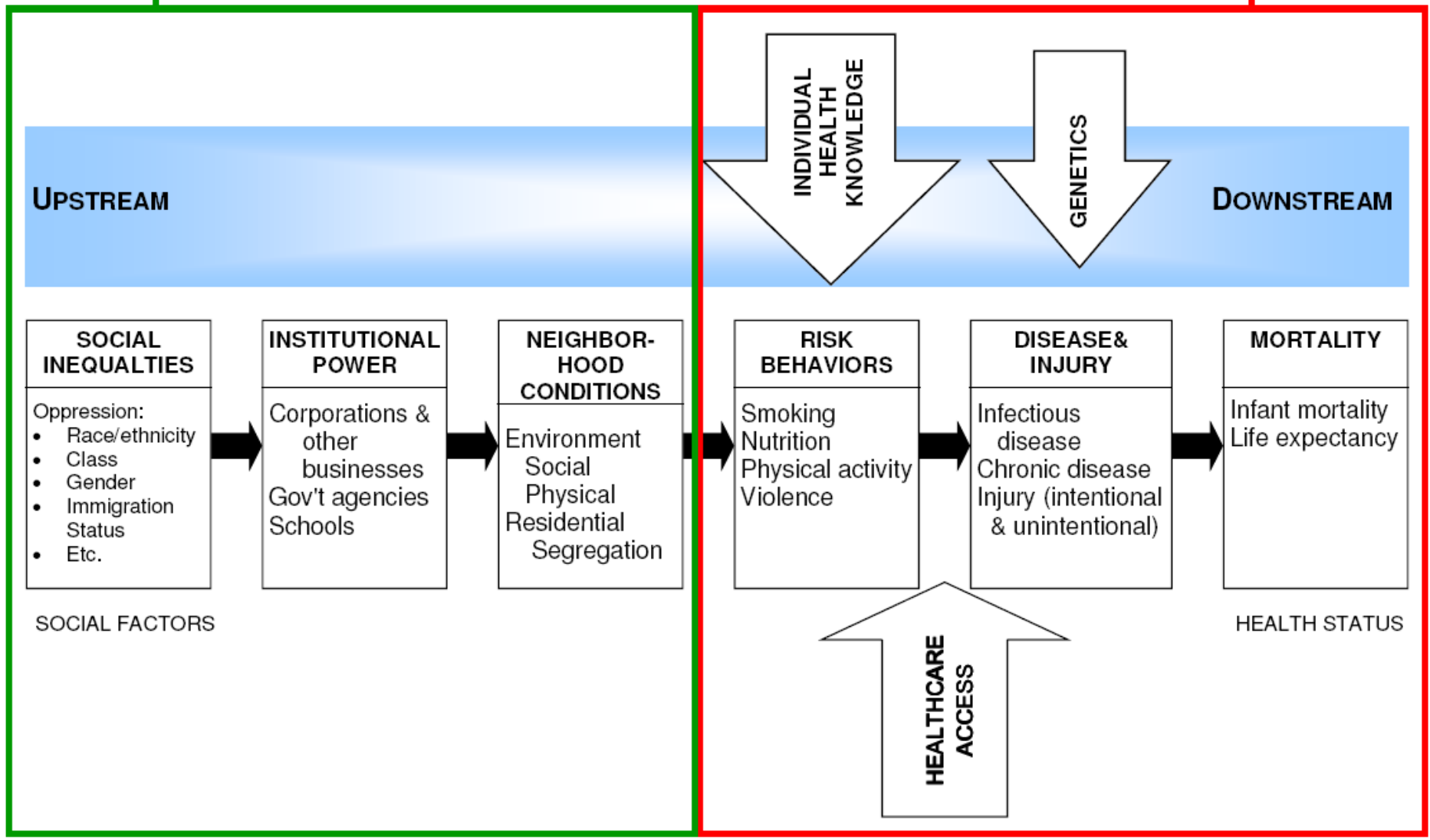
Immigration status

Government Agencies

A Framework for Health Equity

Socio-Ecological

Medical Model



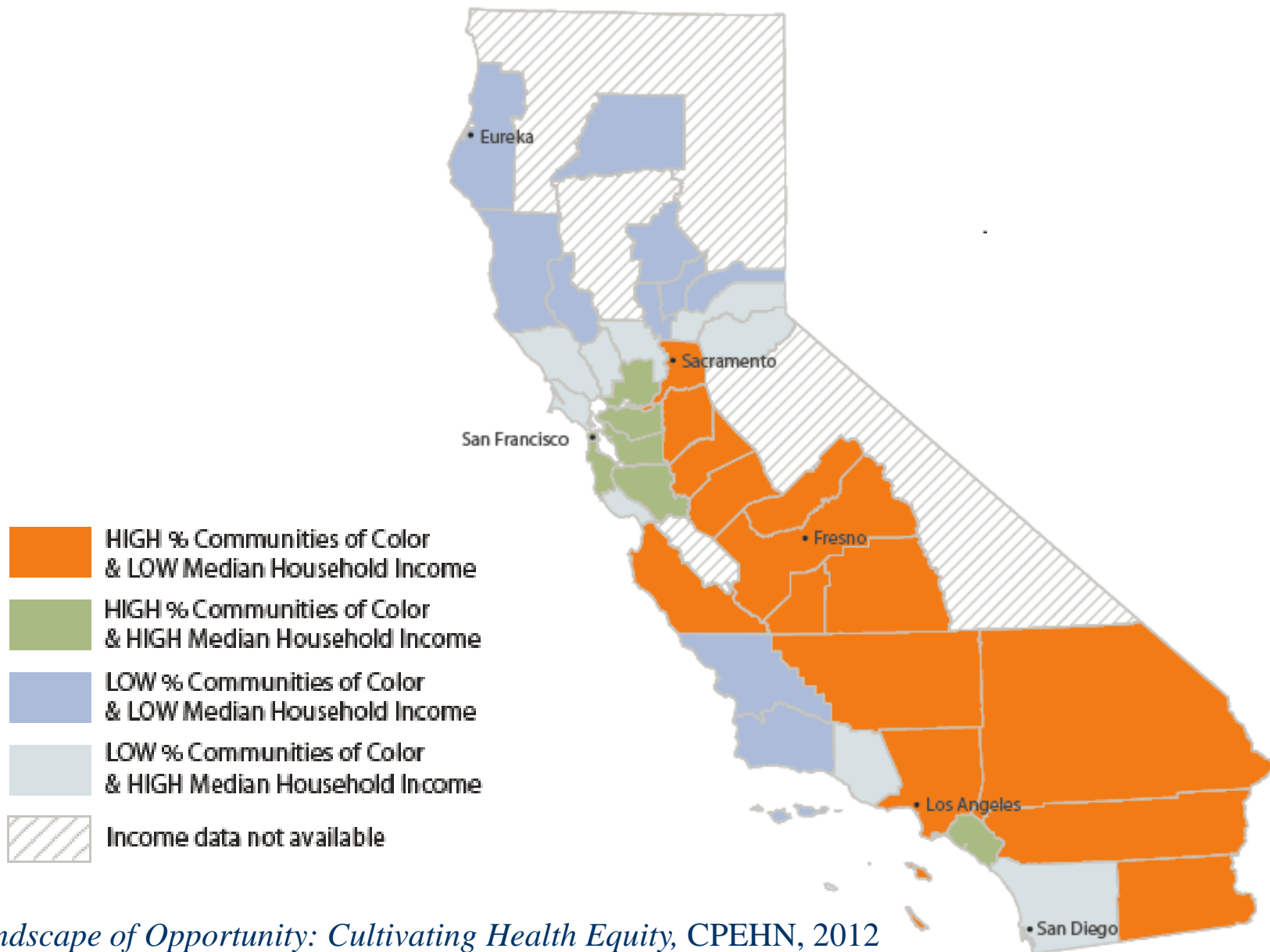
Income and Health Disparities

- A resident of the Newport Beach–Laguna Hills area in Orange County is:
 - Fifteen times more likely to have a bachelor's degree
 - Earns \$33,000 more per year
 - Can expect to live fifteen years longer
- ➔ than a resident of Watts in Los Angeles

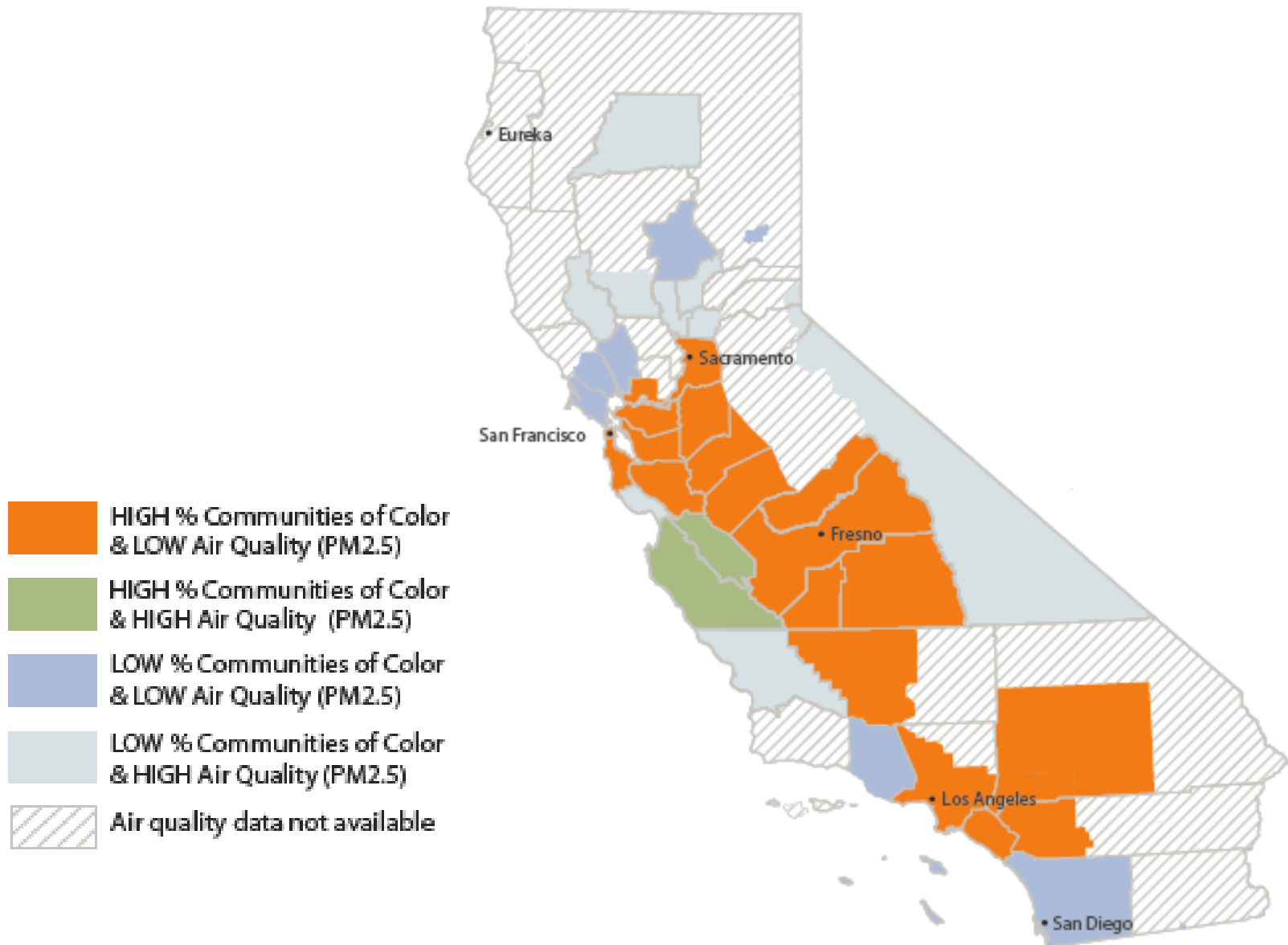
Place Matters



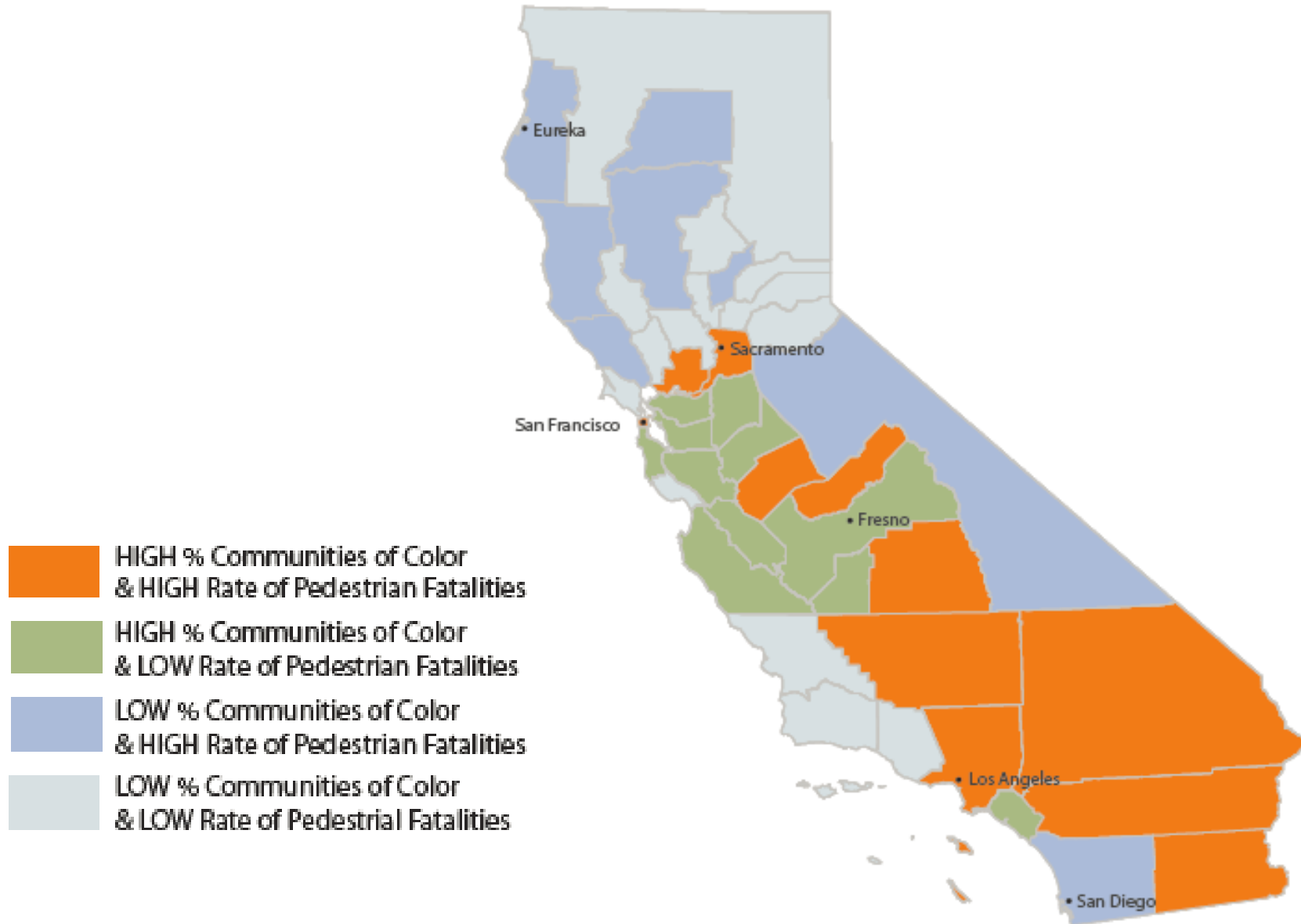
Median Income and Communities of Color



Air Quality and Communities of Color



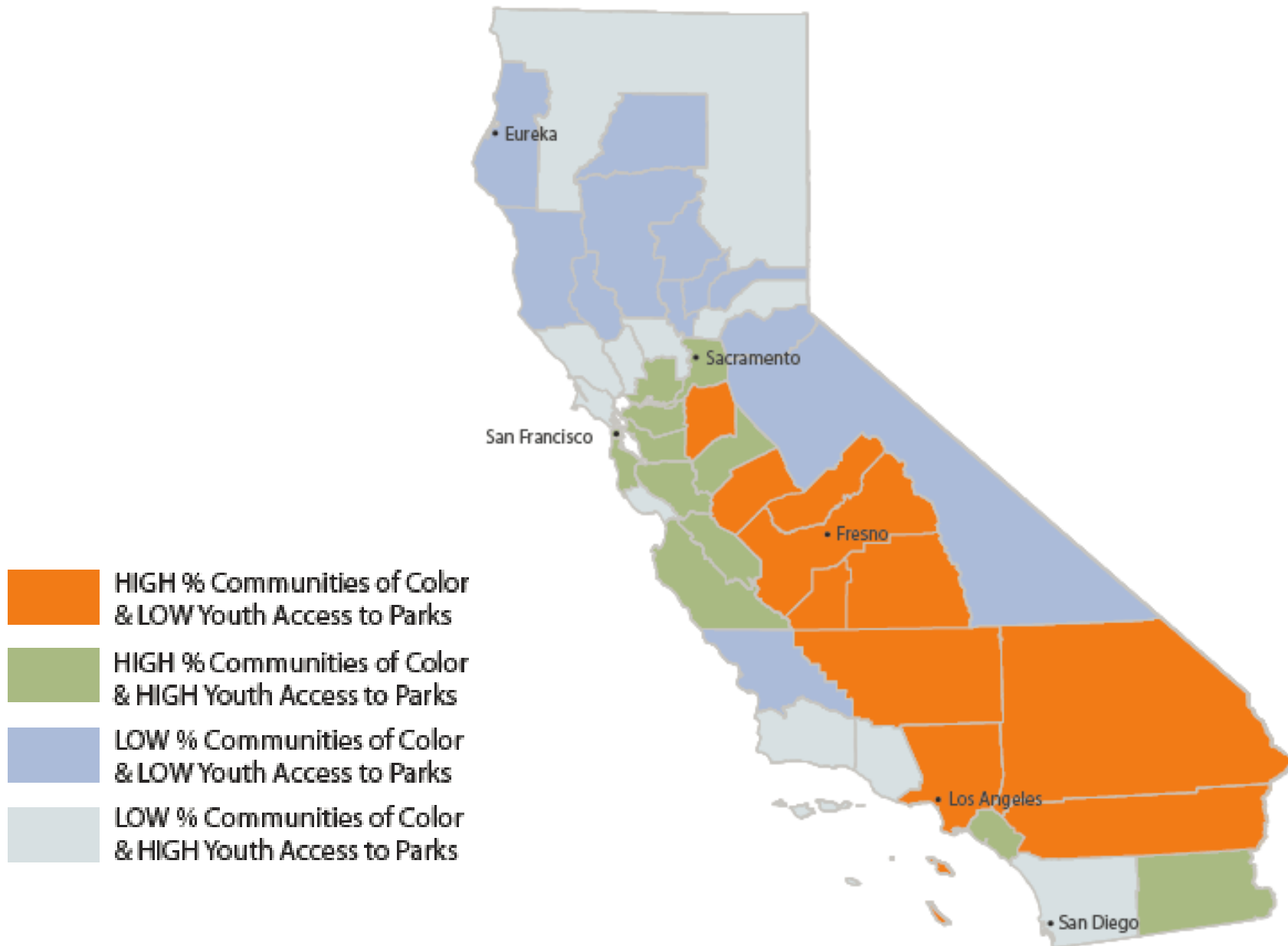
Pedestrian Safety and Communities of Color



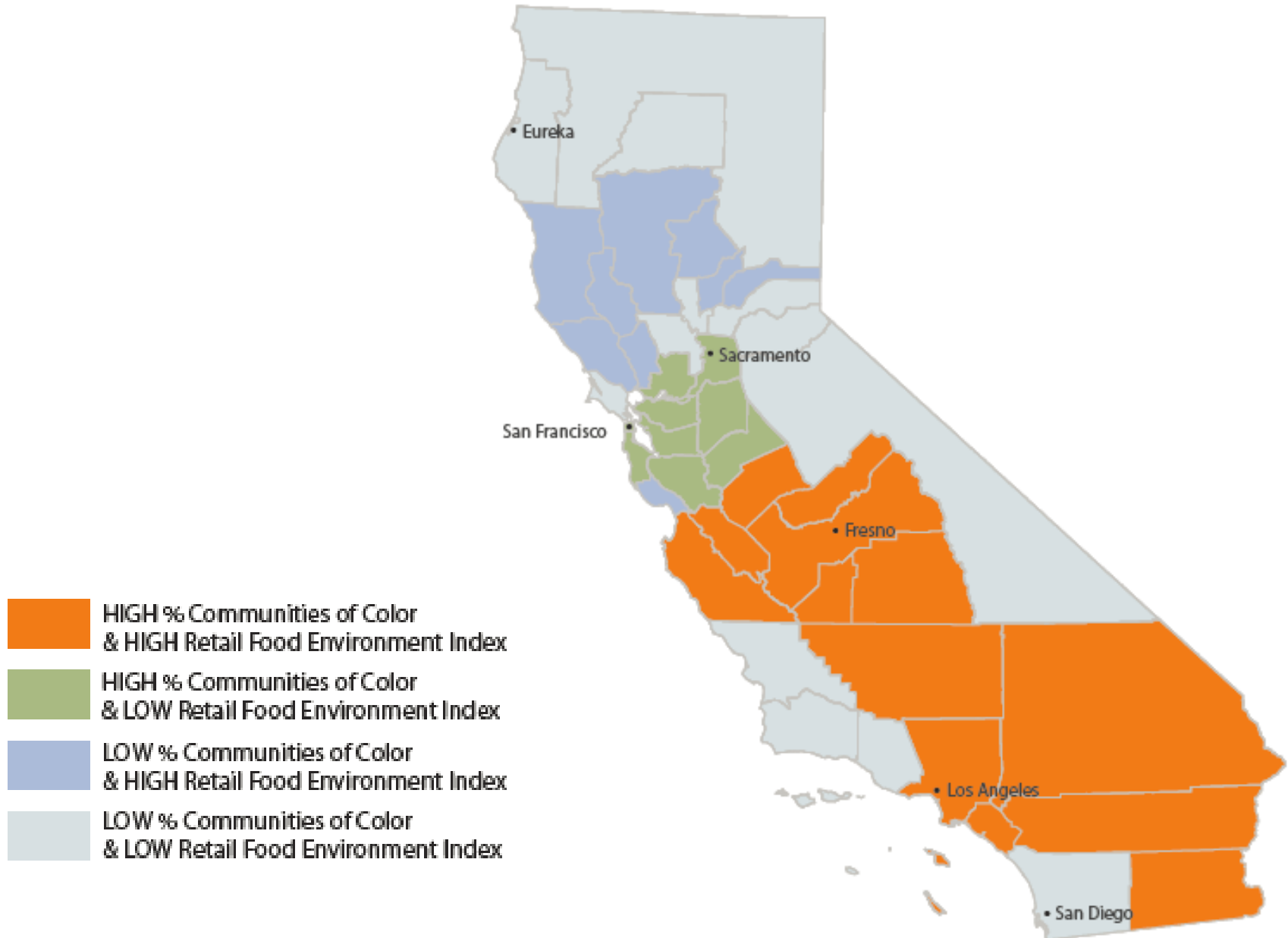
Teen Perception of Park Safety at Night and Communities of Color



Youth Access to Parks and Communities of Color



Food Environment and Communities of Color



ACA and Prevention

- Medicare and private insurers required to offer free preventive care
- Increase federal medical assistance percentage for states that offer Medicaid coverage of and remove cost-sharing for preventive services
- Establish National Prevention, Health Promotion, and Public Health Council
- Prevention and Public Health Fund
 - Community Transformation Grants - \$15 billion
- Wellness programs
- Menu labeling

Office of
Planning &
Research

Business,
Transportation
& Housing

Health &
Human
Services

**Strategic
Growth
Council**

Natural
Resources

Cal/EPA

**Health in All
Policies Task Force**

Air
Resources
Board

Natural
Resources
Agency

Office of
Traffic
Safety

Dept of
Parks &
Recreation

Office of
Planning &
Research

Labor &
Workforce
Development

Dept of
Housing &
Community
Development

Dept of
Social
Services

Health &
Human
Services

Dept of
Food and
Agriculture

Cal/EPA

Dept of
Transportation

Business,
Housing, &
Transportation

Dept of
Forestry &
Fire
Protection

Dept of
Education

Dept of
Finance

Office of the
Attorney
General

Dept of
Community
Services &
Development

State Legislation

- AB 441 (Monning): summarize best practice policies by MPOs that promote health and equity in the state's Regional Transportation Plan
- AB 1560 (Fuentes): change income requirements for CalFresh to improve access
- AB 1915 (Alejo): allow 10% of Safe Route to School funds to be used to improve infrastructure

Let's Get Healthy California Task Force

- Develop 10 year plan
 - Improve health of Californians
 - Promote personal responsibility
 - Advance health equity
 - No additional government spending
- Four areas
 - Prevention and Population Health
 - Quality Improvement
 - Access and Coverage
 - Affordability and Cost

What's your role?

- Advocate for policies and resources that advance primary prevention
- Create opportunities to work across sectors
- Educate and mobilize your clients to fight for changes in their neighborhoods
- Identify promising practices

Making Links to Exposures & Behaviors

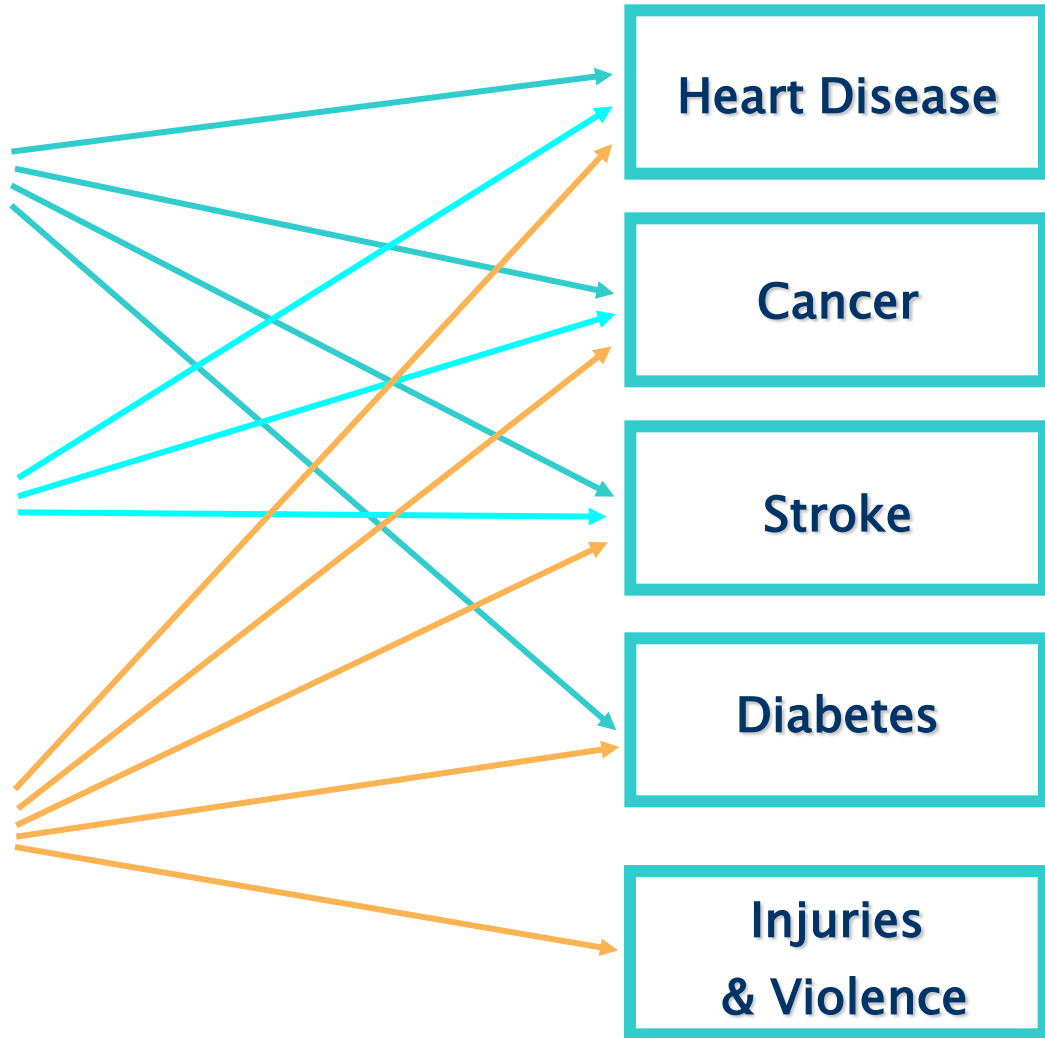
Diet & Activity
Patterns



Tobacco



Alcohol
& Drugs





24
HOUR

FITNESS

FITNESS
QUALITY WORKOUT
IN
SECURE ENVIRONMENT
24 HOUR

WE HAVE LOW
RATES

FITNESS

70%
OFF

24
HOUR

POINT LO...
HANICAP...
TO UPPE...
LOCATED...
24 HOUR