Moving Community Health Priorities into Action Using the Spectrum of Prevention

Sandra Viera,
La’Quana Williams
November 27th, 2018
Norms

- Attitudes, beliefs, ways of being
- Behavior shapers
- Sanction behavior
- Communicate regularity in behavior
- Taken for granted
- More than a habit
- Based in culture & tradition
Tobacco in Pharmacies
Pharmacy Tobacco Policy

CVS pharmacy will stop selling cigarettes and all tobacco products at its more than 7,600 stores nationwide by October 1, 2014.

Ending the sale of cigarettes and tobacco products at CVS/pharmacy is simply the right thing to do for the good of our customers and our company. The sale of tobacco products is inconsistent with our purpose — helping people on their path to better health.

A strong delivery of health care also means an emphasis on better health outcomes, reducing chronic disease and controlling costs. CVS/Caremark is playing an expected role through our 26,000 pharmacies and mail service plans. By removing tobacco products from our retail shelves, we will better serve our patients, clients and health care providers while positioning CVS/Caremark to focus growth as a health care company. Cigarettes and tobacco products have no place in a setting where health concerns are delivered. This is the right thing to do.

Learn more at:
www.cvsquits.com
#CVSquits
Why we have the youngest customers in the business

Nothing does it like Seven-Up!
GOING OUT OF BUSINESS
People are unbelievably resilient—but traumatized people interacting with other traumatized people—a community can really run the risk of imploding.

Violence prevention practitioner (Adverse Community Experiences and Resilience: Preventing and Addressing Community Trauma)
Training Objectives

• Describe underlying community determinants/social determinants of health that impact multiple health conditions

• Introduce The Spectrum of Prevention as a tool to plan and design strategies that have the greatest impact on reducing health inequities

• Apply The Spectrum of Prevention to support a multi-faceted, comprehensive initiative aligned with their coalition’s prevention strategies
Introductions

Please turn to another person in the room and state:

• Your name and organization

• Please describe a healthy norm in your community. In your opinion, why does this norm exist?
What type of positive norms exist in the community you live and/or work in?

What type of harmful norms exist in the community you live and/or work in?
Is it just individual choice?
“People’s health is strongly influenced by the overall life odds of the neighborhood where they live. Indeed, place matters. In many low-income urban and rural communities, whole populations are consigned to shortened, sicker lives.”
“Physical” Health Conditions

- Traumatic Injury
- Heart Disease
- Asthma
- COPD
- Diabetes
“Physical” Health Conditions

- Traumatic Injury
- Heart Disease
- Asthma
- COPD
- Diabetes
Mental & Behavioral Health Conditions

- Mental Illness
- Substance Abuse

“Physical” Health Conditions

- Stress
- Traumatic Injury
- Asthma
- COPD
- Heart Disease
- Diabetes
- Ongoing Trauma
Experiences in our environment

- In an unsafe neighborhood
- Parks closed in neighborhood
- Frustrating situation at work
- Junk food more than health food

Health & Wellbeing

- Mental Illness
- Substance Abuse
- Stress
- Traumatic Injury
- Heart Disease
- Asthma
- COPD
- Diabetes
- Ongoing Trauma
Trauma: What We Know

- Trauma is the impact of experiences or situations that are painful.
- There is growing understanding about trauma, particularly its prevalence and impact.
- Trauma-informed care is becoming a standard in a growing number of places.
- The predominant approach to dealing with trauma is screening and treatment, consistent with an individual medical model.
Community Trauma: What We’re Learning

• Trauma also manifests at the community level, and is not just the aggregate of individuals in a neighborhood who have experienced trauma.

• Community trauma is the impact of chronic adversity (e.g., violence and structural violence) across a community.

• There is an understanding that trauma serves as a barrier to effective solutions to promote health, safety and well-being.

• There are manifestations, or symptoms, of community trauma in the social-cultural, physical/built and economic environments.
THRIVE

People

Place

Equitable Opportunity
Symptoms of Community Trauma Across a Community

- Intergenerational poverty
- Long-term unemployment
- Relocation of businesses and jobs
- Limited Employment
- Disinvestment

- Deteriorated environments and unhealthy, often dangerous public spaces with a crumbling built environment
- Unhealthy products

- Disconnected/damaged social relations and social networks
- The elevation of destructive, dislocating social norms
- A low sense of collective political and social efficacy
THRIVE Factors

**People**
- Social networks & trust
- Participation & willingness to act for the common good
- Norms & culture

**Equitable Opportunity**
- Education
- Living wages & local wealth/assets

**Place**
- What’s sold & how it’s promoted
- Look, feel, & safety
- Housing
- Parks & open space
- Air, water & soil
- Getting around
- Arts & cultural expression
7 Community Determinants associated with Mental Health & Wellbeing

- Social networks & trust
- Participation & willingness to act for the common good
- Norms & culture
- Look, feel & safety
- Housing
- Arts & cultural expression
- Living wages & local wealth
Making Connections Video

https://www.youtube.com/watch?v=FV_zNssEDPU
Pillars of Wellbeing

- Belonging/Connectedness - A sense of acceptance
- Control of Destiny - Sense of purpose
- Dignity - Sense of own value
- Hope/Aspiration - Belief something is possible
- Safety - Sense of stability
- Trust - Reliability in self and others
The concepts of community trauma and building resilience to address harm in the community resonated deeply with what 12 Ohio counties adversely impacted by OUD and Opioid Overdose Deaths saw driving the crisis in the state:

- loss of industry
- high rates of unemployment
- broken relationships and lack of social supports
- social isolation
- pervasive sense of hopelessness in communities hardest hit
The Ohio Experience

• This approach has been used to:
  • build community trauma-informed teams
  • support the development of local theories of change that consider community trauma
  • reduce stigma that arises when issues are seen solely as problems of individual behavior versus through a broader lens of contributing community factors
  • link root causes of OUD to other “wicked” problems such as social isolation, joblessness, and poor educational opportunities
  • develop a strategic roadmap that considers underlying factors and root causes driving OUD
The Wicked Problems – Local Priorities

- Social Isolation and Lack of Connectedness
- Lack of Economic Opportunity
- Adverse Childhood Experiences
- Lack of Access to Transportation
- Lack of Housing Options
The Wicked Problems – Local Strategies

- Working with substance use treatment providers
- Partnering with parks and rec
- Partnering with faith communities
- Working with local transportation agencies
- Working with housing providers
Spectrum of Prevention

- Influencing **Policy & Legislation**
- Changing **Organizational Practices**
- Fostering **Coalitions & Networks**
- Educating **Providers**
- Promoting **Community Education**
- Strengthening **Individual Knowledge & Skills**
A Comprehensive Approach to Increasing Breastfeeding: Sample Strategies

- TRICARE Moms Improvement Act, BABES Act, Baby Friendly Hospital laws, paid parental leave
- Designated spaces to breastfeed in workplaces and public venues; breastfeeding promotion in physician’s offices and hospitals
- Local breastfeeding coalitions
- Healthcare providers, WIC and childbirth educators, lactation consultants, doulas
- Social media campaigns, organized events (e.g. World Breastfeeding Week, National Breastfeeding Month, Black Breastfeeding Week)
- Educational materials (e.g. video tutorials, flyers, text messaging programs), breastfeeding classes
Activity:

Brainstorming Goals for Action
Spectrum of Prevention

- Influencing **Policy & Legislation**
- Changing **Organizational Practices**
- Fostering **Coalitions & Networks**
- Educating **Providers**
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MINNEAPOLIS
BLUEPRINT for ACTION
to PREVENT
YOUTH VIOLENCE

Commerce

STEP-UP
ACHIEVE

Arts and culture

Jason Taellious

Law enforcement

Law enforcement

Education

Health Dept.

Youth wellness
Minneapolis Blueprint for Action Goals

1. Connect every young person to a trusted adult
2. Intervene at the first sign of at-risk behavior
3. Restore youth who have gone down the wrong path
4. Unlearn the culture of violence
Blueprint for Action

Results

- Number of youth homicide victims down 60% from 2006
- 4x as many high school students with year-round jobs, internships
## Spectrum of Prevention

<table>
<thead>
<tr>
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We each have a role.
## Spectrum of Prevention

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Community-Driven Planning
Build a shared understanding from lived experience and data

Participatory community assessments
*Winfield Anti-Violence Coalition, Winfield, Kansas*
Key Fact:

Effective community education not only alerts groups to information, but also builds a critical mass of support for potential solutions that promote healthier norms.
Spectrum Activity: Part 1
## Spectrum of Prevention

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Opioids Nationally

• Drug overdoses now kill more people than gun homicides and car crashes combined.

• In 2012, US physicians wrote 259 million prescriptions for opioid painkillers — enough to give a bottle of pills to each person in the U.S.
Opioids Nationally
Providers Take Many Forms...
# Spectrum of Prevention

- Influencing **Policy & Legislation**
- Changing **Organizational Practices**
- **Fostering Coalitions & Networks**
- Educating **Providers**
- Promoting **Community Education**
- Strengthening **Individual Knowledge & Skills**
Build and operationalize a shared agenda

Strategic planning to address multiple forms of violence, *Colorado, USA*

- Suicide
- Prescription drug overdose
- Older adult falls
- Motor vehicle crashes
- Interpersonal violence
- Child maltreatment
- Traumatic brain injury
# Braiding and Blending in Colorado

## Level of SEM

<table>
<thead>
<tr>
<th>Societal (Societal)</th>
<th>Evidence-based strategy</th>
<th>Funding agencies</th>
<th>Connections to other work</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Comprehensive Sexual Health Policy</td>
<td>CO Dept. of Public Health and Environment; CO Youth Matter CO Dept. of Education</td>
<td>• Interpersonal • Suicide • Child maltreatment</td>
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<tr>
<td></td>
<td>• Statewide Bullying Prevention Policy</td>
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## Community/Organizational (Community/Organizational)

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<td></td>
<td>• Communities that Care</td>
<td>CO Dept. of Public Health and Environment; Local Public Health Agencies; CO Dept. of Human Services (Office of Behavioral Health and Tony Grampsas Youth Services)</td>
<td>• Substance abuse • Child maltreatment • Interpersonal • Suicide</td>
</tr>
<tr>
<td></td>
<td>• Social norms around healthy relationships</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Youth-led community organizing</td>
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## Interpersonal/Relational (Interpersonal/Relational)

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<tr>
<td></td>
<td>• Safe Dates</td>
<td>CO Dept. of Human Services (Office of Behavioral Health), Dept. of Education</td>
<td>• Interpersonal • Substance abuse • Suicide</td>
</tr>
<tr>
<td></td>
<td>• Mentors in Violence Prevention</td>
<td></td>
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<tr>
<td></td>
<td>• Good Behavior Game</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>• Sources of Strength</td>
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What are the benefits of forming coalitions?
Benefits of Forming a Coalition

• Brings together diverse experience and skills
• Gathers wide array of perspectives
• Combines advocacy power
• Provides access to more constituencies and networks
• Creates greater focus on common goals
• Fosters sustainability
Partnership is Key

Philanthropy

Health department

Corner stores

Nonprofit organizations

Local farmers and fresh food suppliers

Health centers
Spectrum Activity: Part 2
Spectrum of Prevention

- Influencing **Policy & Legislation**
- Changing **Organizational Practices**
- Fostering **Coalitions & Networks**
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Defining Organizational Practice Change:
General practices of organizations and institutions that guide activities and norms

Photo credit: Prevention Institute
Key Fact:

Organizational practice change efforts from institutions such as city agencies, businesses and health systems provide venues for health among the public as well as for their employees.
Healthcare as Anchor Institutions

• Connecting African American Men to Economic Opportunity in New Orleans
What are some healthy organizational practices that you participate in?
### Spectrum of Prevention

- **Influencing** Policy & Legislation
- Changing **Organizational Practices**
- Fostering **Coalitions & Networks**
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OVP Strategic Planning Process

Goal: Create a detailed, actionable strategic plan that prioritize the responsibilities of the Office, infrastructure needed (staffing, funding, delegated authority), and potential funding sources.

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Component</th>
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<tbody>
<tr>
<td>Mar 2018</td>
<td>Board Motion Passed</td>
</tr>
<tr>
<td>Apr – Jun 2018</td>
<td>Initial scoping: key stakeholders, best practices, other jurisdictions, local data (DPH)</td>
</tr>
<tr>
<td>May – Oct 2018</td>
<td>Stakeholder interviews and listening tours (Prevention Institute)</td>
</tr>
<tr>
<td>Jun 2018</td>
<td>Proposed plan for initial infrastructure and strategic planning to Board</td>
</tr>
<tr>
<td>Jul – Dec 2018</td>
<td>Strategic Planning for initial roles/focus areas (Consultant TBD)</td>
</tr>
<tr>
<td>Dec 2018 / Mar 2019</td>
<td>Office strategic plan submitted to Board</td>
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## Advocacy vs. Lobbying

<table>
<thead>
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<th>Lobbying</th>
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</thead>
<tbody>
<tr>
<td>• Education</td>
<td>• Influencing legislation, regulation, funding</td>
</tr>
<tr>
<td>• Facts</td>
<td>• Actions aimed at influencing public officials to promote or secure passage of specific bill or funding</td>
</tr>
<tr>
<td>• Bi Partisan</td>
<td>• A paid representative for a particular org</td>
</tr>
<tr>
<td>• Balanced</td>
<td></td>
</tr>
<tr>
<td>• No call to action (position not taken)</td>
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</tr>
<tr>
<td>• Activities that defend, support or maintain a cause</td>
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<tr>
<td>• Usually broad issues</td>
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</table>
More Ways to Influence Policy

• Write letter of support

• Develop a social media campaign to raise awareness of the issue

• Provide testimony for a hearing— to your city, regional or state government

• Provide a one page brief on your issue following a media report

• Organize community partners and other young people to visit key decision makers

• Host a forum or town hall for youth
Synergy of the Spectrum

- Changing Organizational Practices
- Influencing Policy & Legislation
- Fostering Coalitions & Networks
- Strengthening Individual Knowledge & Skills
- Educating Providers
- Promoting Community Education

Fostering Synergy across the Spectrum
A good solution solves multiple problems.
Spectrum Activity:
Part 3 & 4
Working on community determinants is both scary and reassuring. If we don’t do this level of prevention, we will always be chasing the problem.

-Ohio Community Collective Impact Model for Change Learning Community Partner
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