Virginia Public Health Association Annual Meeting

Hampton, Virginia
June 16, 2014

Public Health in Transition: Embracing and Preparing for the Future

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Supporting State Affiliates

We need to:

- develop more leaders and improve leadership ability to advance our work
- engage members in more robust and effective advocacy for public health
- reach out to new (and different) partners and build more effective collaborations
APHA and the Virginia PHA

- Serving the public’s health
- A place where everyone knows what you do!
- Global, national, state, local perspective
- Advocacy, professional development
- Focused on priorities
- Effective and sustainable organizations

APHA’s 2013 Overarching Priorities

- Creating health equity
- Ensuring the right to health and healthcare
- Building public health infrastructure and capacity
APHA Values – November 2013

• Community
• Science and evidence-based decision-making
• Health equity/Social justice
• Prevention and wellness
• Real progress in improving health
• For science. For action. For health.

Global Health Equity

“Our most basic common link is that we all inhabit this planet. We all breathe the same air; we all cherish our children’s future; and we are all mortal.”

• U.S. President John F. Kennedy
IOM Report: U.S. is #17

- Compared U.S. data with statistics from 16 peer developed countries
- Lagging behind other countries in life expectancy and health; expressed the gravity of the situation

  - Institute of Medicine Report, January 2013

Social and Economic Conditions

- Americans have higher average income
  - Higher levels of poverty (especially for children), more income inequality, and lower rates for social mobility
- Fewer safety net programs that can buffer the negative health effects of poverty and other social disadvantages
Economic Costs of Health Inequities

- Additional costs of health care incurred because of the higher burden of disease and illness experienced by minorities—was nearly $230 billion in the four years between 2003 and 2006.
- When people are too sick to work, or die prematurely, there is loss of personal income, business productivity, and tax revenues—total cost to the U.S. was $1.24 trillion between 2003 and 2006.
- 30.6% of direct medical care expenditures for African Americans, Asians, and Latinos were excess costs due to health inequalities.

Source: Joint Center for Political and Economic Studies, The Economic Burden of Health Inequalities in the United States

Social Injustice

“Of all the forms of inequality, injustice in health care is the most shocking and inhumane.”

-Dr. Martin L. King, Jr.
Making the U.S. the Healthiest Nation In One Generation

Looking Upstream to Address Root Causes
What is the Goal of HiAP?

• Ensure decision makers are informed about the health, equity, and sustainability consequences of policy options during the policy development process.
• Policy outcomes reflect those consequences.
• Improve population health and equity.

Intersectoral Collaboration

Bring together partners from the many sectors that play a major role in shaping the economic, physical, and social environments in which people live:

• Health and Human Services
• Parks and Recreation
• Hospitals
• City Planning
• Human Resources
• Food
• Housing
• Transportation
• Education
• Environmental Protection

• Interagency collaboration requires strong relationships that are built on a foundation of trust, mutuality, and reciprocity.
• Focus on deep and ongoing collaboration.
Historic Los Angeles County General Hospital

**In health there is liberty. Health is the first of all liberties, and happiness gives us the energy which is the basis of health.**

-- Henri-Frederic Amiel

People don’t fall in love with a population!
“The challenges are great….”
*Remarks by Donald Berwick, MD

- Lack of confidence in science
- Need to use our global brains
- A lack of creativity for new ways to make effective and cost effective change
- Defending the poor—not popular
- The “miracle” of prevention
- Naming the excess spending in healthcare

**Vision**

- “Healthiest Nation in One Generation”
- Vision moves people forward
- Requires creativity, innovation, imagination
- You must engage others in the process
- Who are the ‘imagineers’ in the Virginia PHA?
- Story telling about how you will make a difference
**Importance of Relationships**

- Most fundamental of all human needs
- Trust, respect, good communication
- Amplify the voice of individuals
- Learn to reach out to those who do not think and feel the same as you

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**Passion for your work and service**

- Reflect on the time when you first started working in public health...what motivated you?
- Nurture your passion
- “A small group of thoughtful people could change the world. Indeed, it’s the only thing that ever has.”
  -- Margaret Mead
**Lifelong Learning**

- Ecological model for leadership development (Rowitz)
- Thinking critically, with an open mind
- Bringing others to the table by using all of your skills
- Much of this is more “art” than “science”

**Developing the Right Type of Leaders for the Future**

- Leaders need *resilience, courage, and creativity*
  - Building the stomach for the journey (Heifetz and Lewinsky)
  - Model the way (Kouzes and Posner)
  - Create an environment that encourages innovation and creativity
  - Change your perspective (go to the balcony)
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