Show Me the Money: Strategies for Building and Sustaining Health Systems Prevention Capacity

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Overview

- About Trust for America’s Health (TFAH)
- Population Health Financing Options
- Community Prevention Grants Dashboard/Analysis
- Examples of Existing Efforts
- Upcoming Efforts
About TFAH: Who We Are

Trust for America’s Health (TFAH) is a non-profit, non-partisan organization dedicated to saving lives by protecting the health of every community and working to make disease prevention a national priority.
Financing Population Health

- Community Prevention Grants (Dashboard)
- Non Profit Hospital Community Benefit Programs
- Developing Braided/Blended Funding Streams
  - Braiding/Coordination; Pooling; Decategorizing
- Wellness Trusts
- Various Payment Mechanisms
  - e.g. 1115 Medicaid Waivers, reimbursement for non-traditional services, etc.
- Various Delivery Mechanisms
  - e.g. ACO’s, Community Health (or Care) Teams, Health Homes or Community-Centered Health Homes
- Innovation Funds (e.g. HCIA’s and SIM)
- Community Development Funding
- Social Impact Investments
“The Dashboard” - Impetus

- A number of new/existing community-based prevention grant programs and opportunities to further integrate and leverage work/efforts;
- HA 2013/Partnerships – informing convenings/profiles;
- Building connections between CDC and other federal entities;
- Partner outreach: finding linkages & making the case;
- Demonstrating public/private partnerships;
- Future potential to promote sustainability.
Grant Programs: Existing, new & more coming....

- After a series of meetings with CDC and partners – need to answer the question: How do we demonstrate the potential reach of existing community prevention efforts to spur further interest and also find correlation with other place-based prevention programs?
  - Where’s the overlap?
  - What’s already being coordinated?
  - Is there duplication that can be reduced?
  - Gap analysis & where can we better connect the dots
Step 1: Basic dashboard
- Prioritize programs of key interest relative to community-prevention & find state-by-state reach

Step 2: Improving the dashboard
- Include additional public/private programs of relevance, beyond health care
- Drilling down to county level

Step 3: Analysis
- How does this really look in a few counties?

Step 4: Further refining the matrix & analysis
- One-on-one calls with communities where initial analysis is complete.
The Dashboard – Tracking 37 public/private grants and more to come…

- **Administration on Aging:**
  - Chronic Disease Self-Management Education

- **Centers for Disease and Prevention**
  - Community Transformation Grants
  - Diabetes Prevention and Control Programs
  - Heart Disease and Stroke Prevention
  - Nutrition, Physical Activity, and Obesity
  - National Public Health Improvement Initiative
  - ACHIEVE Communities Program
  - Communities Putting Prevention to Work
  - Pioneering Healthier Communities Program
  - Racial and Ethnic Approaches to Community Health
  - Steps to a Healthier US
  - Strategic Alliance for Health

- **Center for Medicaid and Medicare Innovation:**
  - Pioneer ACO
  - Incentives for the Prevention of Chronic Disease in Medicaid Demonstration
  - State Innovation Models

- **U.S. Department of Defense**
  - Healthy Base Initiative

- **U.S. Department of Education**
  - Carol M. White Physical Education Program
  - Promise Neighborhoods

- **U.S. Department of Justice**
  - Byrne Criminal Justice Innovation
  - Building Neighborhood Capacity Program
The Dashboard - Tracking Continued

- U.S. Department of Transportation
  - Nonmotorized Transportation Pilot Program
  - Pedestrian and Bicycling Grants
  - Recreational Trails Program
  - Safe Routes

- U.S. Department of Health and Human Services
  - Healthy Food Financing Initiative
  - School-Based Health Care Centers

- Health Resources and Services Administration
  - New Directions for School-Based Health Grants

- U.S. Department of Housing and Urban Development
  - Healthy Home Initiative

- Substance Abuse and Mental Health Services
  - Primary Behavioral Health Care Integration

- U.S. Department of Agriculture
  - Community Food Project
  - Farmers Market Promotion Program
  - Farm to School

- White House
  - Promise Zones

- Association for Community Health Plans

- National Business Coalition of Health
  - Community Health Grants

- Robert Wood Johnson Foundation
  - Health Impact Assessment
  - Roadmaps to Health
Initial Analysis

Focus on:

- Communities collaborating with unique sectors (e.g. health insurers, business, etc) with a focus on TFAH-specific targeted sector outreach efforts;
- Relevance to key stakeholders/funders;
- New awards and potential for integration with existing programs to foster sustainability.
Initial Insights from Analysis

- Some efforts are more integrated than others, particularly where leadership is outside of health/public health department.
- Significant dollars from a range of grant programs flowing into counties/states.
- Of nine analyses to date need to strengthen how outcomes are reported and success stories captured.
- Among all, significant lack of outreach to policymakers to inform them of efforts, partnerships and scope of efforts.
- More opportunities to provide leadership to ensure programs are better coordinated/integrated.
- Where leadership is strong, getting results (e.g. Philly, CPS, etc.)
- Of the communities engaged, roughly half are funded through a variety of sources.
A Closer Look: Philadelphia, PA

Philadelphia, PA: Get Healthy Philly, Est. in 2010

Key Results:
- 5 percent reduction in childhood obesity (2006 to 2010);
- Slight decrease in adult obesity (2010-2012);
- 15 percent reduction in smoking (2008 to 2012).

Initiatives:
- Healthy Corner Stores, Philly Food Bucks, Healthy Chinese Takeout, Smoke-free Public Housing & Value-Based Insurance Design

Partners:
- Business, Insurers, Medicaid, Department of Health, Department of Planning, Department of Transportation, among many others.

Key Ingredients:
- Mayor’s leadership; engagement early & often; building on success; DOT red light camera funds & public health.
A Closer Look: Denver, CO

Denver, CO: Colorado Health Observation Regional Data Service (CHORDS)

Key Themes:

- Expanding access to and use of public health data;
- Improving population health by linking electronic health records and creating secure registries for sharing clinical information between doctors/patients/public health/community;
- In time, hope to evaluate the impact of interventions within their communities, identify geographic hot spots, better target future interventions and engage decision makers.

Initiatives:

- Tracking BMI, cardiovascular disease, mental health, and tobacco including tobacco e-referral to cessation programs and Quit-line.

Partners:

- Denver Health, Kaiser Permanente, FQHC’s, Colorado Health Foundation

Key Ingredients:

- Leveraging new funding streams to continue to augment CHORDS including AHRQ, CDC, NIH, Colorado Health Foundation, and state tobacco funding.
A Closer Look: Chicago, IL

Chicago, IL: Healthy Chicago Schools

Key Results:
- Board of Education recently passed higher mandatory requirements for PE in CPS schools.
- Chief Health Officer, CPS – Dual Report to CPS & Public Health

Partner Engagement: 3 levels
- Small group of strategic partners work together to develop policy recommendations, work on programmatic efforts and identify funding opportunities;
- 15 food and fitness partners provide direct support in nutrition and fitness activities and lead the development of wellness teams;
- CTG leadership team has enabled them to leverage new funding, do school visits to demonstrate impact of current investments etc.

Sustainability:
- Secured funds through CDC’s CTG Program, DOE’s Carol M. White PE Program, and USDA Farm to School.
- Supported by 3 local foundations and have additional dollars from Share our Strength School Breakfast Program, Action for Healthy Kids, MW Dairy Council and Walmart.
A Closer Look: Iowa

- **Iowa**: Coordinating care for those who have obesity-related illnesses to prevent situations from getting worse.
  - **Community Referral Project**
    - Partnership with the Iowa Primary Care Association (IPCA) and selected communities where intensive training and technical assistance are provided to promote a seamless referral system.
    - Implementation of local referral projects in the Iowa CTG intervention counties.
  - **Let’s Get Healthy**
    - Promoting preventive cardiovascular screenings and healthcare provider toolkits with complementary messaging.
  - **Successes to Date**: Successfully helping to navigate patients to support and ensuring they are taking their medication.
Going Forward

- Significant interest in the dashboard from a variety of stakeholders;
  - Could inform future funding decisions – where investments are already being made that are showing results. e.g. GSK or where more investment may be needed.

- Identifying best practices through further analysis;
  - Where programs are successfully integrating programs with a variety of sources of funding, hold up those examples to spur others.

- Connecting to other grant opportunities;
  - Where not already realized, can help direct currently funded communities to future funding opportunities to help create sustainability.

- Building this into an existing tool to ensure better connections and understanding of existing programs/efforts;

- With further analysis, highlight more private/public funded efforts to demonstrate the value of those partnerships;

- Better coordination between place-based government funded programs.
Questions?

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Thank you.