

# Public Health 3.0

David Bishai, MD, MPH, PhD  
Health Officer Harford County

# Overview

- Part 1- What and Why Public Health 3.0
- Part 2- How LHIC's do Public Health 3.0 using Collective Impact
- Part 3- Applying Public Health 3.0 in Harford County
  - Assessment
  - Policy Development
  - Assurance

# Part 1 What and Why Public Health 3.0

## PREVENTING CHRONIC DISEASE

PUBLIC HEALTH RESEARCH, PRACTICE, AND POLICY

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SPECIAL TOPIC

### Public Health 3.0: A Call to Action for Public Health to Meet the Challenges of the 21st Century

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Karen B. DeSalvo, MD, MPH, MSc<sup>1</sup>; Y. Claire Wang, MD, ScD<sup>2</sup>; Andrea Harris, MSc<sup>3</sup>;  
John Auerbach, MBA<sup>4</sup>; Denise Koo, MD, MPH<sup>5</sup>; Patrick O'Carroll, MD, MPH<sup>6</sup>

# What is Public Health 3.0?

## Public Health 1.0

Centrally planned campaigns

Prescriptive sanitarians

Top-down

## Public Health 2.0

Expand to chronic disease

Go beyond safety-net care

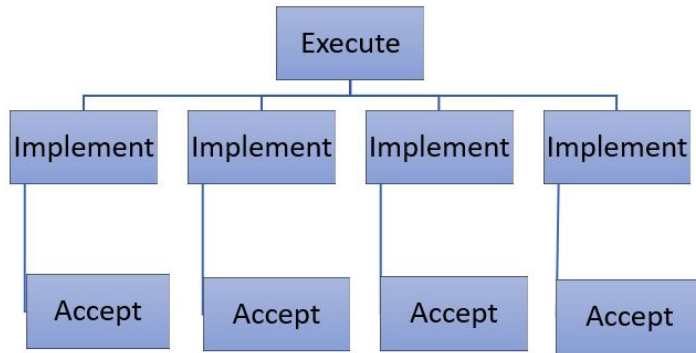
Execute professionally designed programs

## Public Health 3.0

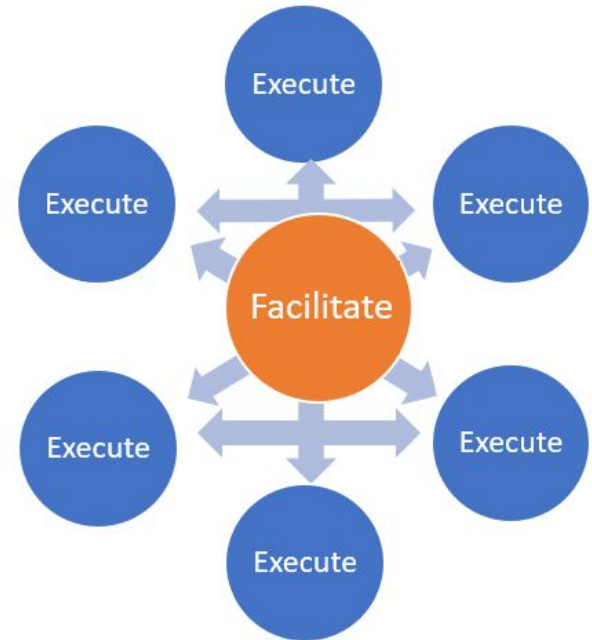
- **Unlock community assets**
- **Improve social determinants of health**
- **Cross-sector collaboration**

# Public Health 3.0 Honors the Bottom Up Approach

## Top Down



## Bottom Up



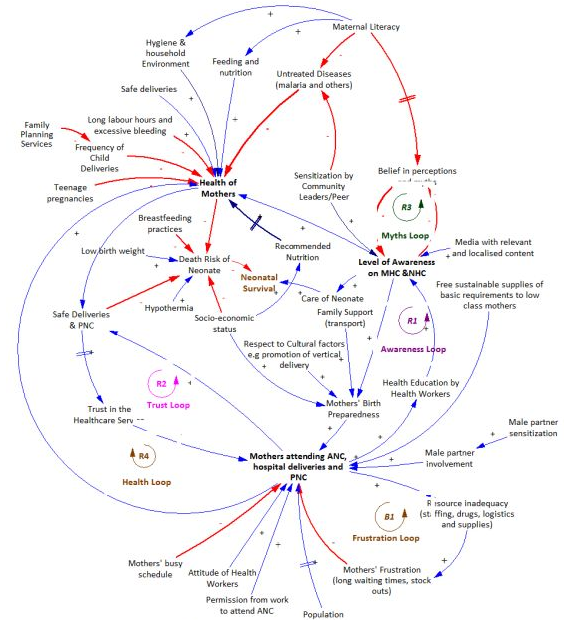
# The Rationale for Public Health 3.0

21st Century Health Problems are More Complex

Cholera from a Well



Multifactorial Systemic Problems



# The Public Health Cycle



Public Health 1.0 and 2.0 = All done by public health people

Public Health 3.0 = Involve multiple community partners

## Part 2. How can the Harford LHIC do Public Health 3.0?



# Harford County's LHIC Structure

Three Areas

- 1. Behavioral Health (Mental Health/Substance Use)**
- 2. Chronic Disease Prevention and Wellness**
- 3. Family Stability and Wellness**

# Statewide Health Improvement Goals

## Total Population Health Goals

- Diabetes: Reduce the mean BMI for adult Maryland residents
- Opioids: Improve overdose mortality
- Maternal and Child Health:
  - Reduce severe maternal morbidity rate
  - Decrease asthma-related emergency department visit rates for ages 2-17



# The 5 Conditions of Collective Impact

- 1 Common Agenda
- 2 Shared Measurement
- 3 Mutually Reinforcing Activities
- 4 Continuous Communication
- 5 Backbone Support

# Condition 1

1

Common Agenda

- **Common understanding** of the problem
- **Shared vision** for change

## Condition 2

2

*Shared Measurement*

- **Collecting data and measuring results**
- Focus on **performance management**
- **Shared accountability**

# Condition 3

3

**Mutually Reinforcing Activities**

- **Differentiated approaches**
- **Coordination** through joint plan of action

# Condition 4

4

Continuous Communication

- **Consistent and open communication**
- Focus on **building trust**



## Condition 5

5

Backbone Support

- Separate organization(s) with **staff**
- Resources and skills to **convene** and **coordinate** participating organizations

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## Part 3 Applying Public Health 3.0 in Harford County

# LHIC committees as arenas for impact

- Each LHIC committee needs to adopt a collective impact approach to its area
  - Meet regularly
  - Focus efforts on achievable objectives
  - Coordinate
  - Communicate

# Part 3 Applying Public Health 3.0 in Harford County

|                                 | <b>Behavioral Health</b> | <b>Chronic Disease</b> | <b>Family Wellness</b> |
|---------------------------------|--------------------------|------------------------|------------------------|
| Common Agenda                   |                          |                        |                        |
| Shared Measurement              |                          |                        |                        |
| Mutually Reinforcing Activities |                          |                        |                        |
| Continuous Communication        |                          |                        |                        |
| Backbone Support                |                          |                        |                        |

# Backbone Staffing

Help wanted

## **CDC Crisis Response Cooperative Agreement: COVID-19 Public Health Workforce Supplemental Funding Guidance**

**May 14, 2021**

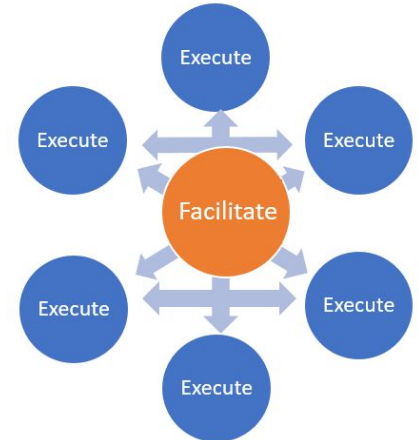
### **Summary**

On March 11, 2021, the President signed into law the American Rescue Plan Act of 2021 (P.L. 117-2). The Act provides additional relief to address the continued impact of the Coronavirus Disease 2019 (COVID-19) pandemic on the economy; public health: state, tribal, local, and territorial (STLT) governments; individuals; and businesses. To support the governmental

# Harford County Health Department Plans

- Population Health Unit with 5 new FTEs with CDC funding
- Arriving over next 3 months
- Keep LHIC partners coordinated
  - Communication for all partners sharing common agenda
  - Reinforcing activities between partners
  - Measure efforts and outcomes

**Bottom Up**



# Summary

Harford County LHIC target has 3 focus areas

Complex problems

No magic bullets

Multiple cross-sectoral stakeholders are already being convened at LHIC

Public Health 3.0 Asks for “Collective Impact” strategy

1 Common Agenda

2 Shared Measurement

3 Mutually Reinforcing Actions

4 Continuous Communication

5 Backbone Support



# Agenda in Breakout Room

## Greetings

- Welcome- State the topic of the breakout room
- Each shares Name and Organization
- Everybody shares a “Rose” “Bud” “Thorn” relevant to the topic of the room  
(1) **Roses** are positive reflections; (2) **Buds** are new ideas (3) **Thorns** are obstacles

## Assume that that everyone’s organization commits to work together

- What pieces of this topic are small enough for the represented organizations to tackle if they work together and big enough to impact health in next 5 years?
- What things would you like to know or measure in order to address the small piece?
- What are organizations already doing separately that would be better if they were coordinated?
- What would you put on a common agenda?