

Healthy People 2020: Improving Our Health Futures

Public Health Institute Web Forum

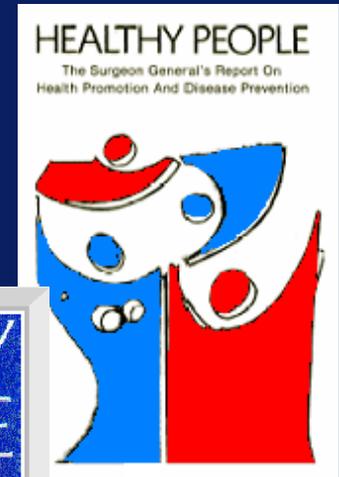
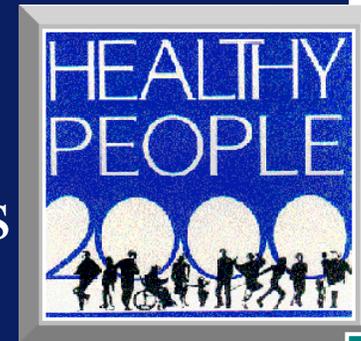
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Healthy People History

- Launched in 1979 with “Healthy People: the Surgeon General’s Report on Health Promotion and Disease Prevention”
- Updated every decade since then, each time with more priority/focus areas and health objectives
- Development process went from relying heavily on experts to a process that emphasizes public engagement at every step



Healthy People – A Historical Review and Lessons Learned

- Positive:
 - Extensive process of stakeholder & civic engagement
 - Cross-agency collaboration within Federal government
- Negative :
 - Not always easy to use
 - Difficult to navigate
 - Difficult to understand how some objectives/ targets were set
 - Not well advertised, lower utilization rates than desired
 - Limited accountability (who and for what?)
 - Challenge to interpret progress in achieving objectives
 - Primarily disease-oriented, more of a medical model with little focus on determinants/outcomes/interventions



The Healthy People 2020 Development Process

- Federal Interagency Workgroup
 - Charged with overseeing and coordinating the development process within the Federal government
- Trans-federal membership
 - ~50 members, representing 23 HHS agencies/offices
 - Expanding to include non-HHS Federal partners
 - DoEd, USDA, EPA, VA, DoJ, and others to come

The Healthy People 2020 Development Process

- Secretary's Advisory Committee membership
 - Chair: Jonathan Fielding, MD, MPH
 - Vice-Chair: Shiriki Kumanyika, PhD, MPH

Members:

William Douglas Evans, PhD

Vincent Felitti, MD

Everold Hosein, PhD

Lisa Iezzoni, MD, MSc

Abby King, PhD

Ronald Manderscheid, PhD

David Owen Meltzer, MD, PhD

Eva Moya, LMSW

Patrick Remington, MD, MPH

David Siegel, MD, MPH

Adewale Troutman, MD, MPH



HP 2020 Development Process: Charge to the Advisory Committee

The Committee was charged by the HHS Secretary to:

1. Provide advice and consultation to the Secretary to facilitate the process of developing and implementing national health promotion and disease prevention goals and objectives; and
3. Advise the Secretary about initiatives to occur during the initial implementation phase of the goals and objectives.

HP 2020 Development Process: Advisory Committee Workgroups

- Five subcommittees to allow in-depth discussion
- Members are both internal & external (subject experts)
 - Subcommittee on Health Equity and Disparities
 - Subcommittee on Priorities
 - Subcommittee on Evidence
 - Subcommittee on Environment and Determinants
 - Subcommittee on Life Stages and Developmental stages
 - Subcommittee on User Questions and Needs
- Two Ad-hoc groups to address special topics
 - Health IT

Graphic model for Healthy People 2020



Healthy People 2020 Development: *Phase I Report*

Issues addressed include:

- Recommendations for the format (medium) of HP 2020;
- A vision statement;
- A mission statement;
- Overarching goals;
- A graphic model to depict key concepts;
- Guidelines and processes for implementation.

Advisory Committee's Guiding Principles

- What is Healthy People 2020?
 - A national health agenda that communicates a vision and strategy for the nation
- Healthy People 2020 Vision:
 - A society in which all people live long, healthy lives

Healthy People 2020: Draft Organizing Framework

- Focus areas
 - Primary: Risk factors, determinants of health, outcomes
 - Secondary: Diseases and disorders
- Emphasis on Public Health Priorities
 - Health IT
 - Preparedness
 - Prevention

Healthy People 2020 Mission

To improve health through strengthening policy and practice, Healthy People will:

- Identify nationwide health improvement priorities;
- Increase public awareness and understanding of the determinants of health, disease, and disability and the opportunities for progress;
- Provide measurable objectives and goals that can be used to set priorities and monitor progress at the national, state, and local levels;
- Engage multiple sectors to take actions that are driven by the best available evidence and knowledge;
- Identify critical research and data collection needs.

HP2020 Overarching Goals

- Elimination of preventable disease, disability, injury, and premature death
- Achievement of health equity, elimination of disparities, and improvement in the health of all groups
- Creation of social and physical environments that promote good health for all.
- Promotion of healthy development and healthy behaviors across every stage of life

Working Definitions: *Health Disparity* *and Health Equity*

Health Disparity:

- A particular type of health difference between individuals or groups that is unfair because it is caused by social or economic disadvantage

Health Equity:

- A desirable goal/standard that entails special efforts to improve the health of those who have experienced social or economic disadvantage
- Oriented toward achieving the highest level of health possible for all groups
 - Requires efforts to eliminate health disparities
 - Requires continuous efforts to maintain equity after particular health disparities are eliminated



How Are the Social and Physical Environment Defined?

- Phase I report defined these terms as follows:
 - The *social environment* is the aggregate of social, economic, and cultural institutions, norms, patterns, beliefs, and processes that influence the life of an individual or community.
 - The *physical environment*, which comprises both the natural and built environments, is the structure and function of the environment and how it impacts health.
- “Societal” determinants refers to both the social and the physical environmental realms.



What Is the Role of Public Health in Addressing Societal Determinants?

- Public health must point out policies and activities that, when implemented in other sectors, including medical care, can help to improve health and reduce disparities.
 - This is important because many agencies do not have a mandate with respect to cross-cutting issues.
- Issues like education, housing, agriculture, transportation, and urban development are addressed by:
 - Other sectors (not health)
 - Other agencies (not health departments)



The “Health in All Policies” approach

- *“An innovative strategy that introduces improved population health outcomes and closing the health gap as goals to be shared across all parts of government. HiAP seeks to address complex health challenges through an integrated policy response across sectors.”*

– Kickbusch I. Adelaide Revisited: From Healthy Public Policy to Health in All Policies. *Health Promotion International* 2008 23(1):1-4

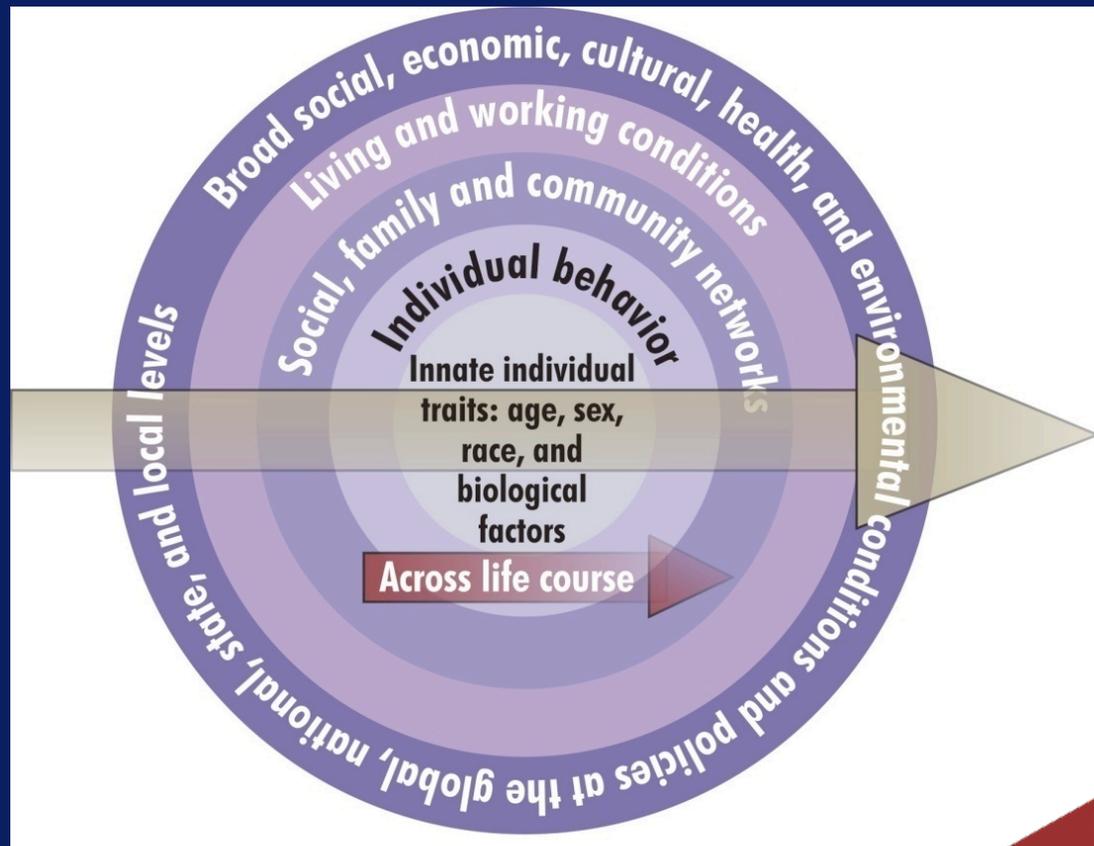


Action Model to Achieve Healthy People 2020 Overarching Goals

Determinants of Health

Interventions

- Policies
- Programs
- Information



Outcomes

- Behavioral outcomes
- Specific risk factors, diseases, & conditions
- Injuries
- Well-being & health-related Quality of Life
- Health equity

Assessment, Monitoring,
Evaluation & Dissemination

HP 2020 Development Process: Timeline

- 2007, 2008, 2009
 - Development of framework and overarching goals
 - Continued public input
- Late 2008 - 2009
 - Framework and overarching goals released
 - Development of objectives
 - Continued public input
- 2010
 - Final 2020 objectives released with baselines and targets

HP 2020 Development Process: Stakeholder Input

- Public Comment Web site:
www.healthypeople.gov/hp2020/comments
- Secretary's Advisory Committee on National Health Promotion and Disease Prevention Objectives for 2020
- Healthy People Consortium
- Regional Meetings in 2008 and 2009
- Federal Interagency Workgroup



Question to Consider:

Who Are the Intended Users of HP 2020?

- A wide range of user groups in both the public and private sectors
- An expanded audience base, including:
 - Federal, state and local health departments
 - The general public;
 - Voluntary organizations;
 - Businesses;
 - Faith-based organizations;
 - Health care providers;
 - Elected and appointed decision-makers;
 - Researchers;
 - Community-based organizations;
 - Grassroots advocates;
 - Other sectors whose actions have health consequences.

Question to Consider: *What Form Should HP 2020 Take?*

- No longer primarily a print-based reference book
- Also a web-accessible database that:
 - Offers improved capacity to deliver information tailored to the needs of users
 - Can organize information by interventions, determinants, outcomes of interest
 - Would be successful to the extent that it has a user-friendly interface, accessible to all levels of users
 - Engages users in an interactive, action-oriented process

Question to Consider: *How to Develop Objectives/Targets?*

- Define processes for developing, evaluating, and narrowing objectives
- Significant Issues:
 - Number of objectives
 - Cost considerations
 - Data sources
 - Aspirational vs. achievable target
 - Surveillance of measures that have met their targets
 - Dynamic vs. static processes to accommodate changing priorities
 - Interventions available? Effectiveness of available interventions?

Question to Consider:

Criteria Will Help Users Prioritize Objectives?

- Overall burden
- Preventable/reducible burden
- Cost-effectiveness
- Net health benefit
- Synergy
- Timeframe
- Reduced health inequities
- Accepting accountability and working together

HP 2020 Development, Phase II

- In phase II, Advisory Committee is providing ongoing advice on topics such as:
 - Revised List of Topics
 - Principles for formatting and writing objectives
 - Methods to set and track progress towards quantified targets
 - User needs for Healthy People 2020
 - Implementation strategies to be included
 - A set of system requirements for the proposed database

Phase II: *Organizing and Selecting Objectives*

- Topic Areas
 - Accommodate the different types of objectives (e.g., risk factors, health determinants, diseases, etc.)
 - Facilitate an organizing and management structure
- Objectives
 - Based on eight criteria developed by the FIW
 - Important and understandable to a broad audience
 - Prevention-oriented and achievable through various interventions
 - Drive action
 - Useful and reflect issues of national importance
 - Measurable and address a range of issues
 - Build on past iterations of Healthy People
 - Supported with best available scientific evidence
 - Address population disparities

Phase II: *Consistent Structure for Objectives*

- Data Expectations
 - Each objective should have:
 - A valid, reliable, nationally-representative data source (or potential source identified)
 - Baseline data
 - Assurance of at least one additional data point throughout the decade
- Targets
 - Each objective will have its own target
 - Target-setting policies on methods to be used are being discussed

Selecting National Priorities

- Priority-setting is needed to increase likelihood of success
You lose effectiveness when you don't make choices.
- The Committee has recommended that the Domestic Policy Council or the Secretary convene a group to determine the national priorities
- The Committee proposed four options for prioritization:
 - Option 1: cross cutting social and physical environmental determinants
 - Option 2: cross cutting risk factors, (3-four-50)
 - Option 3: Highest potential opportunities in each non-health sector
 - Option 4: Within topic prioritization



Committee Recommendations Regarding Implementation

- “Immediate” recommendations = actions to be taken in first year.
 - Make the proposed interactive web site a major priority for resources
 - Foster continuity of Healthy People actions and build on current activities and strengths
 - Jump start and support innovation
 - Provide leadership regarding program planning and prioritization
 - Assess and meet technical assistance needs
 - Facilitate evaluation



Committee Recommendations Regarding Implementation

- “Longer-term” recommendations = actions that might be initiated within 5 years.
 - Provide more detail about how to implement Healthy People at the state and local levels (toolkit)
 - Identify and disseminate Models of Excellence
 - An accountability infrastructure should be in place at all levels of government, including federal
 - There should be a clear, empowered role for the Healthy People State Coordinators
 - A self- assessment and planning tool is needed on the Website to help users at the local and state levels bridge their current programmatic activities to Healthy People 2020
 - Leverage resources through partnerships and networks
 - Make participation in the Healthy People Consortium significant and meaningful
 - Engage business (especially business-led coalitions that are already working with public health) in educating stakeholders and providing support for the use of Healthy People by businesses
 - Ensure that Healthy People is incorporated into the strategic plans of other federal agencies
 - Use a “Health in All Policies” approach to map social determinants to health outcomes



Committee Questions Regarding Data & IT

- The Committee also addressed the following needs:
 - **HHS Data for HP2020 Measures:** What actions are needed to improve the coverage and quality of HHS epidemiology, services, and cost data, for HP2020?
 - **Federal Data on Social and Physical Determinants of Health:** What actions are needed to meet the HP2020 data needs on the social and physical determinants of health ?
 - **Phased Development of HP2020 IT:** What high level actions are needed so that HP2020 can make effective use of new developments on EHRs/PHRs, e.g. for an online national public health epidemiological data system and an online HP2020 community of users?



Committee Recommendations Regarding Evidence

- In past iterations, Healthy People did not offer guidance on how to achieve targets. Difficult to provide such guidance because different standards of evidence for different types of interventions.
- Committee proposed that Healthy People 2020 should tie goals and objectives to focused, evidence-based interventions that can guide effective action and accountability at the federal, state, and local levels.
 - Link to resources that regularly evaluate evidence
 - Use best models of comparing effectiveness (e.g. the Community Guide's assessment of evidence)
 - Develop broadened strategies for evaluating the evidence base for public health interventions (e.g. Health Impact Assessment)



Phase II Timeline:

Remaining Milestones for HP 2020 Development

- September 17-18, 2009:
Secretary's Advisory Committee Meeting , Washington, D.C.
- Mid-October, 2009:
Publication of complete DRAFT set of Healthy People 2020 Objectives
- **October- December, 2009: Public Comment Period**
 - **Public Comment Web Site:** <http://www.healthypeople.gov/hp2020/comments/default.asp>
 - **October 22, 2009:** Public Meeting, Kansas City, Kansas
 - **November 7, 2009:** Public Meeting, Philadelphia, PA
 - **November 20, 2009:** Seattle, WA
- January – August, 2010: *Objective revisions, target setting, evidence-based practices and implementation guide development*
- September- December 2010: *Release of Healthy People 2020*



HP 2020: What We Need Moving Forward

- Better data, especially at local level
- Better dissemination and promotion of HP 2020
- Increased accountability for those responsible for prevention and health promotion
- More partnerships
 - With private sector
 - With schools
 - With faith-based organizations (FBOs)
- Continue identifying effective prevention strategies

Please visit the Healthy People website at:

<http://www.healthypeople.gov/hp2020>

