The Value of Traveling Upstream Together: New Approaches, New Partners

2017 Oregon Public Health Association

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President, American Public Health Association
Greetings from APHA!

Evolving Role of Public Health
APHA Policy and Advocacy Priorities for 2017
New Membership Options
APHA 2017 Conference: November 4-8 (Atlanta)
Strengthen public health practice

THE HEALTHIEST NATION

Build a public health movement

Align organizational capacity and infrastructure
Evolving Role of Public Health

Public Health 3.0
Novel Partnerships
There are five critical dimensions in the enhanced scope of public health practice:

- Strong leadership and workforce
- Flexible and sustainable funding
- Timely and locally relevant data, metrics, and analytics
- Foundational infrastructure
- Strategic partnerships

The Parable of the Babies in the River:
The Parable of the Babies in the River:

Intervention
The Parable of the Babies in the River:

New and Improved Intervention
The Parable of the Babies in the River:

New & Improved Intervention conducted by highly educated practitioners
The Parable of the Babies in the River:

New & Improved Intervention conducted by highly educated practitioners paired with top of the line treatment.
Maintained Intervention at significant cost without reducing incidence.

WHY?

Why are the babies in the river in the first place?

What is going on UPSTREAM?
It is resource intensive to sustain existing interventions and to simultaneously head upstream.
Travelling Upstream

Exploring new places & spaces with some new faces.

Photo lifted from the following URL for educational purposes only: http://www.cnn.com/shows/anthony-bourdain-parts-unknown
What is “upstream”?

Where's my paddle?
The River’s Churn

Access to Healthcare
Active Living
Healthy Eating
STIs
Mosquitos
Alcohol & other Drug Abuse
Cancer
HIV / AIDS
Hepatitis A, B, & C
Gun Violence

Access to Health
Lead Poisoning
Emergency Preparedness

Tetanus, Diphtheria & Pertussis
Unintended Pregnancy

Abuse & Neglect
Falls
Unaffordable Healthcare

Breastfeeding
Influenza & Pneumonia
Violence / Intentional Injuries

Intentional Injuries
Immunization Rates

Mental Health

TB
Diet

COPD

Rabies
Safe Housing

Infant Mortality

Food Safety

Workforce
Poverty
Incarceration
Under resourced education
Illiteracy
Unsafe neighborhoods
Sexism
Unemployment & non living wages
Racism
Polluted Air
Lack of transportation
Polluted Water
Failing Infrastructure
Politics of Public Health
Xenophobia
Immigration Status
Unavailable daycare
Unemployed & non living wages
Social isolation
Unsafe neighborhoods
Unprepared parents/caregivers
Climate Change
Contaminated Soil
Language Barriers
Unprepared Workforce
Barriers associated with disability status
Poverty
Incarceration
Under resourced education
Illiteracy
Unsafe neighborhoods
Sexism
Unemployment & non living wages
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Barriers associated with disability status
What is “upstream”?
Planning to head upstream:
New partners.
New leaders.
New ideas.
New resources.
New strategies.
Failed Intervention

The Parable of the Babies in the River:
Applies to the conversations about health disparities, health equity, and social justice
Consider who is on the other side of the river.

There is another community filled with:

New leaders
New ideas
New resources
New strategies
If we fail to work **WITH** a community, what we intend to do **FOR** a community may actually be something we do **TO** a community.
Organizing the community for the trip upstream will require a change in our thinking.
Onboarding Partners

- Establish entities for strategic planning & funding
- Cultivate new & existing relationships
- Identify collective goals & define value
Collaborations are episodic.
Relationships are enduring.

Whose agenda is it anyway?
A rose by any other name...

To – MAY – to
To – MAH - to
THE HEALTHIEST NATION

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Public Health Priorities

Overarching Priority Areas
2017 Advocacy Priorities
Overarching Priority Areas

• Building Public Health Infrastructure and Capacity
• Ensuring the Right to Health and Health Care
• Creating Health Equity
2017 Advocacy Priorities

- Budget and appropriations for public health agencies and programs including the Centers for Disease Control and Prevention, the Health Resources and Services Administration and the Environmental Protection Agency
- Climate change / Clean Air Act and public health
- Protecting the ACA, including the prevention and public health fund
- Protecting regulations that protect the health of the public
Public Health Operates In A Incongruent Environment
Now, perhaps more than ever before, we need **persistent** advocacy, community engagement, and community activism, to generate a collective impact to protect the world’s population from increasing threats to our health. *Policy must be guided by public voices informed by good science.*
Advocacy Begins at Home:
Your local voice needs to be heard.
2017
Climate Changes Health
Impact of Climate Change on Human Health

- Injuries, fatalities, mental health impacts
- Asthma, cardiovascular disease
- Heat-related illness and death, cardiovascular failure
- Malaria, dengue, encephalitis, hantavirus, Rift Valley fever, Lyme disease, chikungunya, West Nile virus
- Forced migration, civil conflict, mental health impacts
- Respiratory allergies, asthma
- Extreme heat
- More extreme weather
- Rising temperatures
- Changes in vector ecology
- Increasing allergens
- Malnutrition, diarrheal disease
- Water and food supply impacts
- Water quality impacts
- Cholera, cryptosporidiosis, campylobacter, leptospirosis, harmful algal blooms
- Environmental degradation
- Rising sea levels
- APHA
Align organizational capacity and infrastructure
New APHA Membership Options

Non Profit Agency Members
Public Health Schools and Programs
Nonprofit Agency Membership

**Benefits include:**

- A 50% discount on classified advertising in the American Journal of Public Health and The Nation’s Health newspaper, which reach APHA members, subscribers and other readers interested in public health news and research;
- Discounted registration for all of employees to the APHA Annual Meeting;
- Up to a 30% discount on APHA Press books and publications;
- A 50% discount on print recruitments and a nearly 30% discount on job postings to APHA’s Public Health CareerMart, the No. 1 job site for public health professionals;
- Hard copies of The Nation’s Health newspaper to circulate around your workplace;
- Online access for individual employees to both The Nation’s Health and the American Journal of Public Health;
- A 10% discount on a booth at the Annual Meeting Expo, which typically welcomes thousands of visitors each day;
- Recognition on APHA’s website, which welcomes 140,000 visitors each month; and
- The opportunity to post your agency’s meetings and events to APHA’s online events calendar.
- Employees will also be eligible for individual APHA membership at a special discounted rate of just $70 (usually $220).
Public Health School or Program Membership

Benefits include:

▪ Online access to the American Journal of Public Health and award-winning The Nation’s Health newspaper

▪ Membership in APHA’s Student Assembly

▪ The opportunity to join and participate in two of APHA’s many member-driven Sections, which are defined by public health discipline, and an opportunity to get involved in APHA’s Special Primary Interest Groups, Forums and Caucuses

▪ A student discount when registering for APHA’s Annual Meeting, which has grown to become one the world’s largest gatherings of public health professionals, to present their scholarly research

▪ Special discounts on APHA books and publications

▪ Access to APHA’s Public Health CareerMart

▪ A specialized organizing toolkit for our yearly celebration of National Public Health Week

▪ Tailored resources for participating in APHA’s annual Public Health Action (PHACT) Campaign, which is the perfect way for students to learn about the legislative process and practice their advocacy skills.

▪ A complimentary APHA membership to one faculty member for every 100 student memberships.
Thank You!

What a long strange trip it’s been. (Full circle or just one lap?)

✓ Hawaii Public Health Association
✓ New Hampshire Public Health Association
✓ APHA Executive Board in DC
✓ Alaska Public Health Association
✓ National Climate Meeting (Atlanta)
✓ National Public Health Week in DC
✓ New Mexico Public Health Association
✓ Pennsylvania Public Health Association
✓ Georgia Public Health Association
✓ Missouri, Iowa, Nebraska, & Kansas Public Health Associations
✓ Virginia Public Health Association
✓ APHA Executive Board in DC
✓ South Carolina Public Health Association
✓ New York City Public Health Association
✓ Canadian Public Health Association (Halifax)
✓ North Dakota Public Health Association
✓ NALBOH Annual Meeting
✓ Vermont Public Health Association
✓ West Virginia Public Health Association
✓ Nebraska Public Health Association
✓ Missouri Public Health Association
✓ Oklahoma Public Health Association
✓ Michigan Public Health Association
✓ Wyoming Public Health Association
✓ Maryland Public Health Association

Oregon Public Health Association
SOPHE Policy Meeting in DC
Kentucky Association of Local Health Officials
California (Northern) Public Health Association
APHA Annual Conference in Atlanta