The new CDC population health initiative to improve health in 5 years or less

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CDC Strategic Directions

- Improve health security at home and around the world
- Better prevent the leading causes of illness, injury, disability, and death
- Strengthen public health/health care collaboration
The Changing Health System

- 53 million Americans have insurance for the first time

- Fewer public health safety net services

- Shift from "Volume-Based" Payment Model to "Value-Based" Payment Model
  - Opportunities to improve population health and address health equity
  - Increased focus on prevention and wellness

- Emerging clinical care models
  - Need for more collaboration between clinical care and public health
Public Health as Chief Health Strategist

**Practice #2:** Develop strategies for promoting health and well-being that work most effectively

**Practice #5:** Collaborate with a broad array of allies—including non-health sectors—to build healthier and more vital communities
The “Buckets” of Prevention Framework

1. Traditional Clinical Prevention: Increase the use of evidence-based services
2. Innovative Clinical Prevention: Provide services outside the clinical setting
3. Total Population or Community-Wide Prevention: Implement interventions that reach whole populations
Buckets 1 and 2
traditional clinical  |  innovative clinical

THE 6|18 INITIATIVE
Accelerating Evidence into Action

SIX WAYS TO SPEND SMARTER FOR HEALTHIER PEOPLE

- Reduce Tobacco Use
- Control Blood Pressure
- Prevent Healthcare-Associated Infections (HAI)
- Control Asthma
- Prevent Unintended Pregnancy
- Control and Prevent Diabetes

www.cdc.gov/sixeighteen
Bucket 3
Community-Wide Prevention

- How do we improve population health in our states and communities?
- What is the best evidence of health and cost impact?
- What can we do that will begin to show results soon?
Health Impact Pyramid

- Socioeconomic Factors
- Changing the Context to Make Individuals’ Default Decisions Healthy
- Long-Lasting Protection Interventions
- Clinical Interventions
- Counseling and Education

Increasing Population Impact
Increasing Individual Effort Needed

Frieden T. American Journal of Public Health | April 2010, Vol 100, No. 4
A few caveats

• CDC’s roles: summarizing evidence & offering tools
  – No funding for implementation

• There are many other worthwhile efforts, some
  – take longer to work
  – are costly
  – haven’t been evaluated
Questions we have heard

I work for a governor who only wants health initiatives that will lead to positive results before she runs for re-election? Got any of those?

How do I make the business case for my community-wide health strategies to a hospital board?

I lead a small health department. How do I address the social determinants of health?
HI-5
HEALTH IMPACT IN 5 YEARS
14 evidence-based, community-wide, population health interventions:

- Improve health of community (not clinical/patient-oriented)
- Demonstrate positive health impact in 5 yrs. or less & cost effectiveness &/or savings over time

www.cdc.gov/hi5
Social Determinants of Health

HI-5

Changing the Context
Making the healthy choice the easy choice

Counseling and Education
Clinical Interventions
Long Lasting Protective Interventions

→ School-Based Programs to Increase Physical Activity
→ School-Based Violence Prevention
→ Safe Routes to School
→ Motorcycle Injury Prevention
→ Tobacco Control Interventions
→ Access to Clean Syringes
→ Pricing Strategies for Alcohol Products
→ Multi-Component Worksite Obesity Prevention

→ Early Childhood Education
→ Clean Diesel Bus Fleets
→ Public Transportation System
→ Home Improvement Loans and Grants
→ Earned Income Tax Credits
→ Water Fluoridation
How was the HI-5 List Developed?

**Step 1**
Earned the highest evidence rating from:
- *The Guide to Community Preventive Services* (n=120 “Recommended”)
- Robert Wood Johnson Foundation/ U of Wisconsin *County Health Rankings/ Roadmaps What Works for Health* site (n=144 “Scientifically Supported”)
- CDC Experts

**Step 2**
Excluded Bucket 1 & 2 interventions and those with evidence of potential harm

**Step 3**
Excluded those without evidence reporting:
- measurable impact on health in five years
- cost effectiveness and/or savings over the lifetime of the population or earlier
- those not implemented in more than 85% of states

**Step 4**
Excluded those not implemented at policy level

**Result:** 14 interventions that earned the highest evidence ratings, show positive health impact within 5 years, and report cost effectiveness/savings over the lifetime of the population or earlier.
14 Evidence-Based, Community-Wide Interventions

**Change the Context: Making the Healthy Choice the Easy Choice**
- School-Based Programs to Increase Physical Activity
- School-Based Violence Prevention
- Safe Routes to School (SRTS)
- Motorcycle Injury Prevention
- Tobacco Control Interventions
- Access to Clean Syringes
- Pricing Strategies for Alcohol Products
- Multi-Component Worksite Obesity Prevention

**Address the Social Determinants of Health**
- Early Childhood Education
- Clean Diesel Bus Fleets
- Public Transportation System Introduction or Expansion
- Home Improvement Loans and Grants
- Earned Income Tax Credits
- Water Fluoridation
Public Transportation System Introduction or Expansion

Description
- Includes a variety of transit options such as buses, light rail, and subways
- Increases both access and use of public transit and to reduce traffic

Health Impact
- Reductions in health risk factors such as motor vehicle crashes, air pollution, and physical inactivity
- Increases in walking per day

Economic Impact
- Typical American public transit service improved to high quality urban rail or bus rapid transit service would result in per capita annual health benefits of $354.86
Tobacco Control Interventions

Description
- Tobacco price increases
- High-impact anti-tobacco mass media campaigns
- Comprehensive smoke-free policies

Health Impact
- Reduced hospitalizations for asthma and heart attacks
- Reduced numbers of young people who start smoking
- Increased quitting in youth and adults

Economic Impact
- Smoke-free indoor policies = reduce hospital admissions by 5-20%
- Mass-media campaigns = benefit-to-cost ratio up to 74:1
- Raising prices by 20% = healthcare savings up to $90 per person per yr
Tobacco Cessation in All Three Buckets

Traditional Clinical Prevention
- Expand access to evidence-based tobacco cessation treatments
- Remove barriers that impede access to covered cessation treatments

Innovative Clinical Prevention
- Promote increased utilization of covered treatment benefits by tobacco users

Community-Wide Prevention
- Tobacco price increases
- High-impact anti-tobacco mass media campaigns
- Comprehensive smoke-free policies

Health Care
Public Health
What’s Next?

Webinars to highlight specific HI-5 interventions
  • Webinar series to continue in 2017

Learn from cites, counties, communities, states and you!
  • Email us: Healthpolicynews@cdc.gov

Evaluate our efforts to spread the word about HI-5

www.cdc.gov/hi5
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School-Based Violence Prevention
Safe Routes to School
Motorcycle Injury Prevention
Tobacco Control Interventions
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Pricing Strategies for Alcohol Products
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Social Determinants of Health

HI-5
HEALTH IMPACT IN 5 YEARS