A Vision for a Culture of Health

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We can’t solve problems by using the same kind of thinking we used when we created them.
Culture of Health

Vision:

*We, as a nation, will strive together to create a culture of health enabling all in our diverse society to lead healthy lives, now and for generations to come.*
Being healthy and staying healthy is an esteemed social value
health of the population guides public and private decision-making
geography and demographics do not serve as barriers to good health.
individuals, businesses and governments work collectively to foster healthy communities and lifestyles.
we are all supported to make proactive choices that will improve our health.
That’s all very nice, but……

How do we go about building a *Culture of Health*?
CULTURE OF HEALTH ACTION FRAMEWORK

ACTION AREA 1
MAKING HEALTH A SHARED VALUE

ACTION AREA 2
FOSTERING CROSS-SECTOR COLLABORATION TO IMPROVE WELL-BEING

OUTCOME
IMPROVED POPULATION HEALTH, WELL-BEING, AND EQUITY

ACTION AREA 3
CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES

ACTION AREA 4
STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS
MAKING HEALTH A SHARED VALUE

DRIVERS

MINDSET AND EXPECTATIONS
Value on health interdependence
Value on well-being
Public discussion on health promotion and well-being

SENSE OF COMMUNITY
Sense of community
Social support

CIVIC ENGAGEMENT
Voter participation
Volunteer engagement
Fostering Cross-Sector Collaboration to Improve Well-Being

**Drivers**

**Number and Quality of Partnerships**
- Local health department collaboration
- Opportunities to improve health for youth at schools
- Business support for workplace health promotion and Culture of Health

**Investment in Cross-Sector Collaboration**
- U.S. corporate giving
- Federal allocations for health investments related to nutrition and indoor and outdoor physical activity

**Policies That Support Collaboration**
- Community relations and policing
- Youth exposure to advertising for healthy and unhealthy food and beverage products
- Climate adaptation and mitigation
- Health in all policies (support for working families)
CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES

**DRIVERS**

**BUILT ENVIRONMENT/PHYSICAL CONDITIONS**
- Housing affordability
- Access to healthy foods
- Youth safety

**SOCIAL AND ECONOMIC ENVIRONMENT**
- Residential segregation
- Early childhood education
- Public libraries

**POLICY AND GOVERNANCE**
- Complete Streets policies
- Air quality
STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS

DRIVERS

ACCESS
- Access to public health
- Access to stable health insurance
- Access to mental health services
- Routine dental care

CONSUMER EXPERIENCE AND QUALITY
- Consumer experience Population covered by an Accountable Care Organization

BALANCE AND INTEGRATION
- Electronic medical record linkages
- Hospital partnerships
- Practice laws for nurse practitioners
- Social spending relative to health expenditure
IMPROVED POPULATION HEALTH, WELL-BEING, AND EQUITY

OUTCOME AREAS

ENHANCED INDIVIDUAL AND COMMUNITY WELL-BEING
Well-being rating
Caregiving burden

MANAGED CHRONIC DISEASE AND REDUCED TOXIC STRESS
Adverse child experiences
Disability associated with chronic conditions

REDUCED HEALTH CARE COSTS
Family health care cost
Potentially preventable hospitalization rates
Annual end-of-life care expenditures
Do more than think big.
Act together.
What is RWJF looking for in local multisector collaborations?

- Defining health in the broadest possible terms.
- Committing to sustainable systems changes and policy-oriented long-term solutions.
- Cultivating a shared and deeply-held belief in the importance of equal opportunity for health.
- Harnessing the collective power of leaders, partners, and community members.
- Securing and making the most of available resources.
- Measuring and sharing progress and results.
The Bronx: 2015 Culture of Health Prize Winner
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What is RWJF doing to Bridge Health and Health Care?

- Understanding incentives and financing mechanisms
- Equipping leaders and leveraging influence
- Building system capacity
- Elevating models to connect clinical care and social services
- Working in realms that unite typically siloed stakeholders
Everyone deserves to live their healthiest life possible

Join the movement to build a Culture of Health for all.

www.CultureofHealth.org
Resources for Bridging

■ Leadership/Influence
  • The Democracy Collaborative: Supports anchor institutions and their investment in local economic development.
  • Health Care Without Harm: Resources for green and sustainable practices for health care institutions, including healthier food environments.
  • Institute for Clinical Systems Improvement: Helping health care staff connect with community partners for effective problem-solving in health care.
  • Stakeholder Health: Learning collaborative exploring approaches to dissolve the walls between healthcare and health, between hospital and community, and to find true cost savings in the process.

■ Incentives/Financing
  • Bridging For Health: New initiative that will result in learning for the field around innovations in financing, collaboration and collective impact, and health equity.
  • ReThink Health: Tools for communities to catalyze sustainable systems change, including diverse financing approaches.
Resources for Bridging

■ System Capacity
  • **CDC Community Health Improvement Navigator**: Collection of tools and resources for community health improvement.
  • **County Health Rankings & Roadmaps**: Ranks each county within each state on health factors. Includes actionable strategies to improve community health.
  • **Data Across Sectors for Health**: New initiative that will produce learning around connecting information systems and sharing data across sectors.

■ Elevating models to connect clinical care and social services
  • **Health Leads**: Expands clinics’ capacity to address basic resource needs often at the root causes of poor health through connecting patients with social needs.
  • **National Center for Medical Legal Partnership**: Training lawyers and doctors work as a team to meet patient’s social needs.

■ Working in realms that unite typically siloed stakeholders
  • **National Health Security Preparedness Index**: Tool to understand state-specific disaster readiness.
  • **BUILD Initiative**: helps state leaders develop an early childhood system.
  • **The Child and Family Policy Center (CFPC)**: research and policy on issues vital to children and families to support implementation of evidence based practices.
Other Resources

- [Bronx 2015 Culture of Health Prize Video](YouTube link)
- [Dawn of System Leadership, Peter Senge, Hal Hamilton, and John Kania, SSIR, Winter 2015](#)
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