

**Turning Point Leadership Tools:  
Webcast for Title V and MCH  
Training Program Directors**

Webcast  
Thursday, September 14, 2006  
2:00-3:30pm EST

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Moderator:  
**Chris Degraw, M.D., M.P.H.**

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Welcome &  
Introductions by :

**Michele Lawler** : MCHB  
**Laura Kavanagh** : MCHB

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# Turning Point: Collaborating for a New Century in Public Health

## Overview

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## Why Turning Point?

- Limitations in public health information technology
- Need for public health system performance measures
- Development of strategic public health leaders
- Integration of healthcare and public health systems
- Declining health status ratings of the US (25<sup>th</sup> in health status compared to other countries)
- Need for stable and flexible public health funding
- Institute of Medicine's report "The Future of the Public's Health in the 21<sup>st</sup> Century"

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## Purpose of Turning Point

- Improve and transform public health infrastructure through collaborative models
- Build relationships and create a planning and improvement environment
- Improve public health accountability
- Improve population health outcomes
- Impact health policy
- Increase public health technology effectiveness
- Build the public health research base
- Enhance the public health workforce and leadership

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## Turning Point Impacts Public Health

- Working to eliminate health disparities
  - **Colorado** creates a *Minority Health Surveillance System*, an *Office of Minority Health*, and increases grants received by community-based organizations with health disparities programs
  - **Minnesota** supports development of an “Unequal Treatment” report, participates in the creation of the *Minnesota’s Health Disparities Initiative*, and brings health care system executives together to help resolve health disparities.

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- Promoting a collaborative model and resources for community-based programs
  - **Louisiana** enhances the capacity of local public health programs by providing technical assistance, modest funding, facilitation, and training.
  - **North Carolina’s Healthy Carolinians** links community assessment, the 2010 Health Objectives, and community level health improvement efforts for 90% of the state.

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➤ Building infrastructure in public health

- **Nebraska** creates new local public health departments throughout the state.
- **South Carolina** serves as a catalyst for community engagement planning using MAPP and institutes a performance management system based on Silos to Systems performance management tool and creates benchmarks for improved public health performance.
- **Oklahoma** creates community-based Turning Point coalitions.

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➤ Developing a stronger public health workforce

- **New York** leverages resources for workforce development and training, develops a nationally broadcast, monthly satellite training series “*Third Thursday Breakfast Broadcast*” (T2B2), and an online nursing curriculum.
- **Minnesota** establishes the *Emerging Leaders Network* to develop future public health leaders and provide support training, and networking opportunities.
- **Illinois** receives legislative approval for the *State Health Improvement Plan Act*

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➤ Promoting innovative use of resources

- **New Hampshire** establishes the *Public Health Network* to leverage people, training, knowledge, and resources to provide public health services to 60% of the population.
- **Oklahoma** uses categorical state and local funds (WIC, tobacco, immunization) for infrastructure improvements.
- **Louisiana** creates the *National Network of Public Health Institutes* bringing non-governmental public health entities together to face public health challenges.
- **Virginia** engages the businesses and chambers of commerce in health issues through roundtables, workplace-based health intervention programs, and an online health data atlas to promote informed decision making.

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## National Excellence Collaboratives

- Performance Management
- Information Technology
- Leadership Development
- Public Health Statute Modernization
- Social Marketing

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## New Tools & Products

- A suite of products designed to increase effectiveness, improve the quality of practice, and advance national priorities.
  - CDCynergy-Social Marketing Edition
  - Model public health law
  - Performance management model
  - Collaborative leadership curriculum
  - Information technology gateway

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## Turning Point CD-ROM Toolkit

- “One stop shopping” for the Turning Point National Excellence Collaborative products

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# Resources to Make a Difference in People's Lives

## A Tour of the Turning Point CD-ROM Toolkit

turningpointprogram.org  
Or turningpointprogram.org/toolkit

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