



A Paradigm Shift in MCH: Current Efforts in Alameda County



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Maternal and Child Health (MCH) Federal/State Partnership Meeting
October 26, 2009

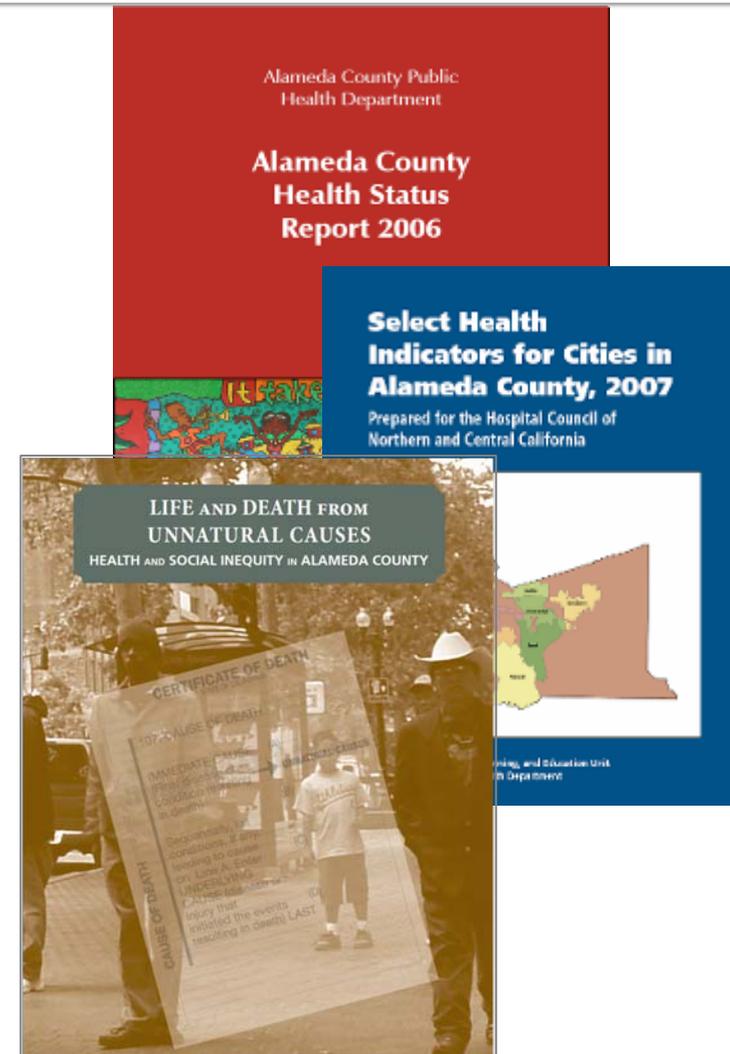
Alameda County Public Health Department

Mission

- To work in partnership with the community to **ensure the optimal health and well being of all people** through a dynamic and responsive process respecting the diversity of the community and challenging us to provide for present and future generations.

Where we are now

- *Overall* health has improved.
- Health improvements have not been realized equally across population subgroups in the County.
 - Major inequities in life expectancy and mortality driven by chronic diseases



Health \neq Health Care

Health Inequities $>$ **Health Care Inequities**

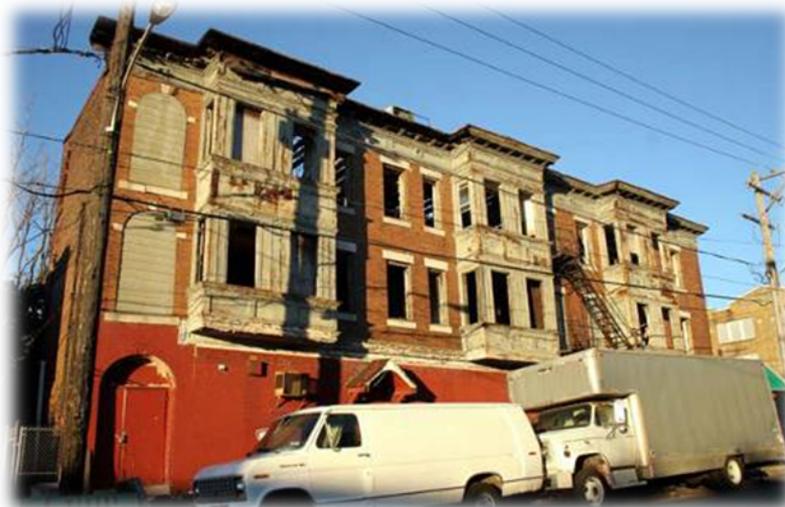


A Look at Alameda County





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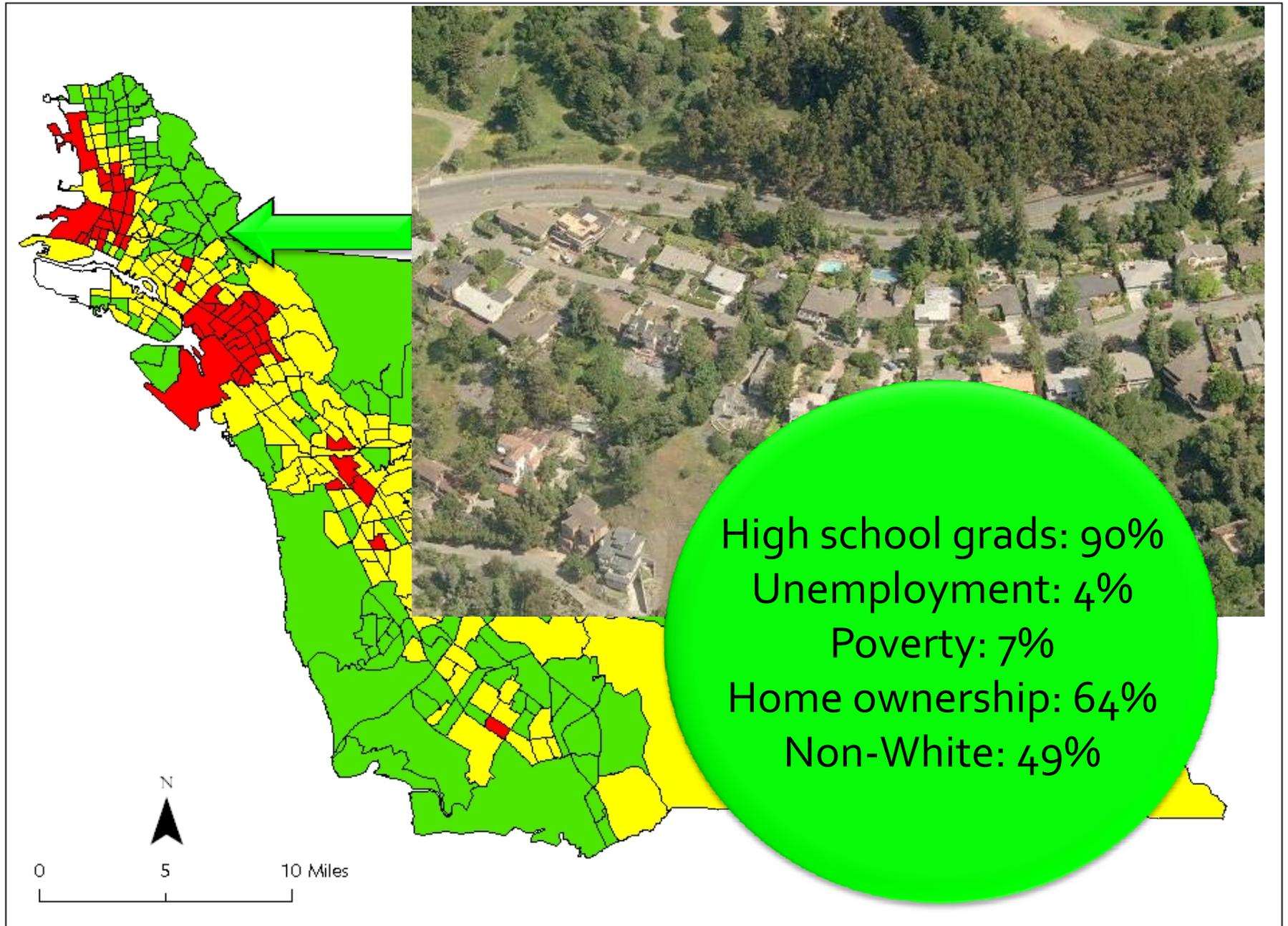


Community Trajectories

- How much does place matter?

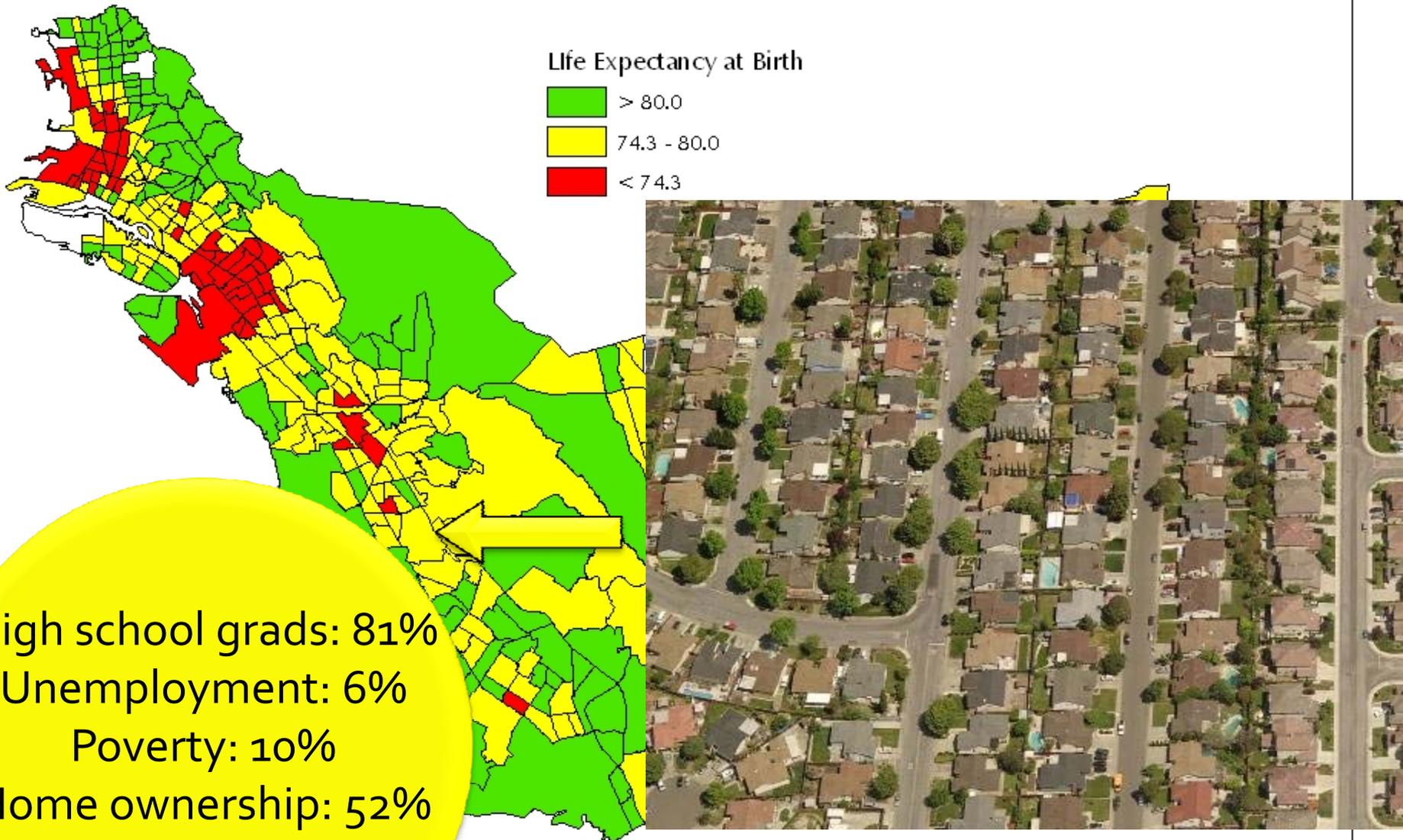
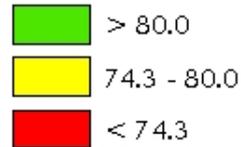


Life Expectancy by Tract



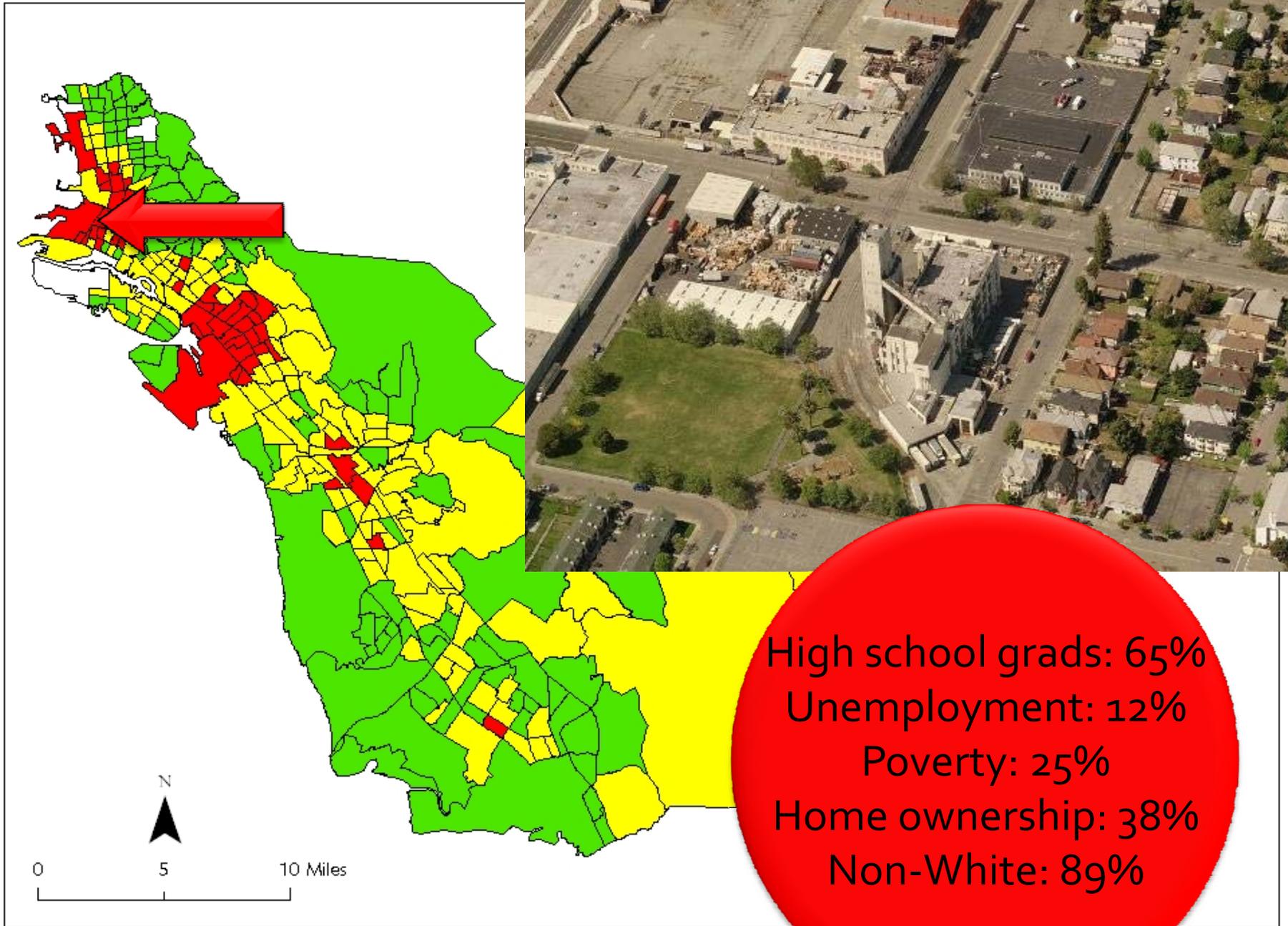
Life Expectancy by Tract

Life Expectancy at Birth



High school grads: 81%
Unemployment: 6%
Poverty: 10%
Home ownership: 52%
Non-White: 59%

Life Expectancy by Tract



What are the risk and protective factors that shape *neighborhood conditions*?

Life Expectancy

High school grads: 90%
Unemployment: 4%
Poverty: 7%
Home ownership: 64%
Non-White: 49%

>80

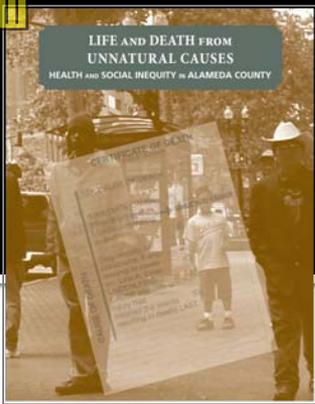
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74.3 - 80

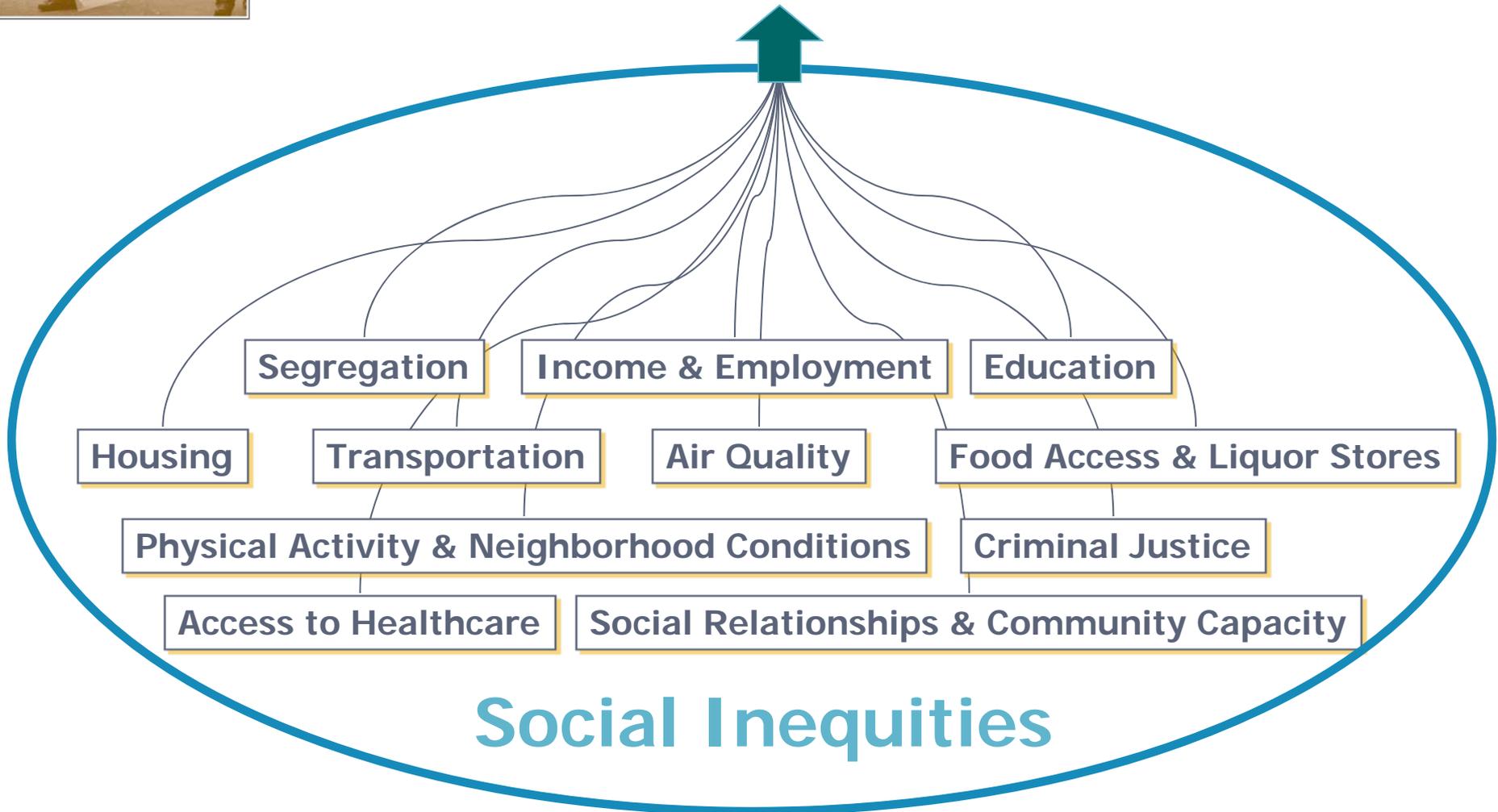
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Social Inequities are the Root Causes of Health Inequities



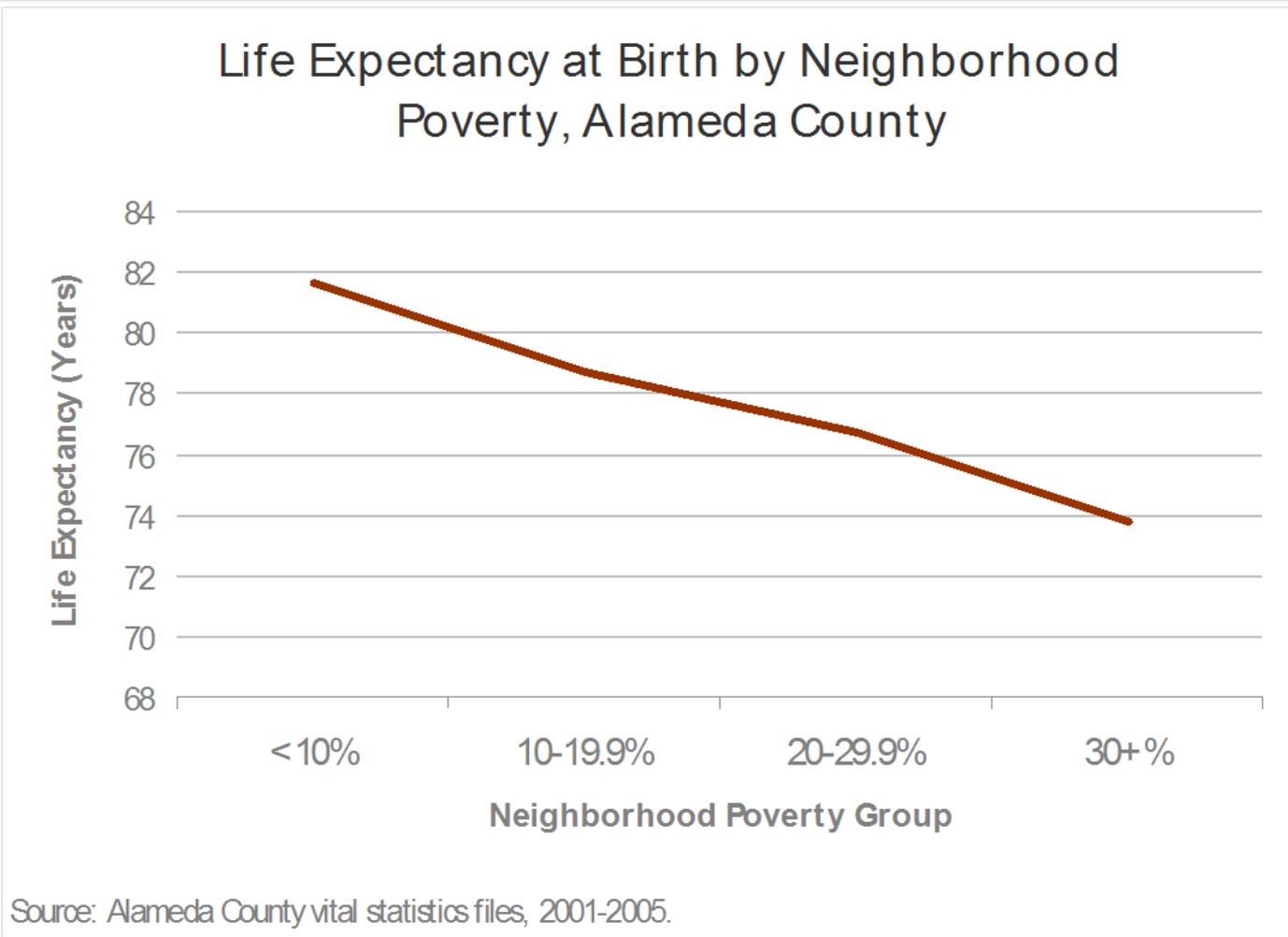
Health Inequities



Social Inequities

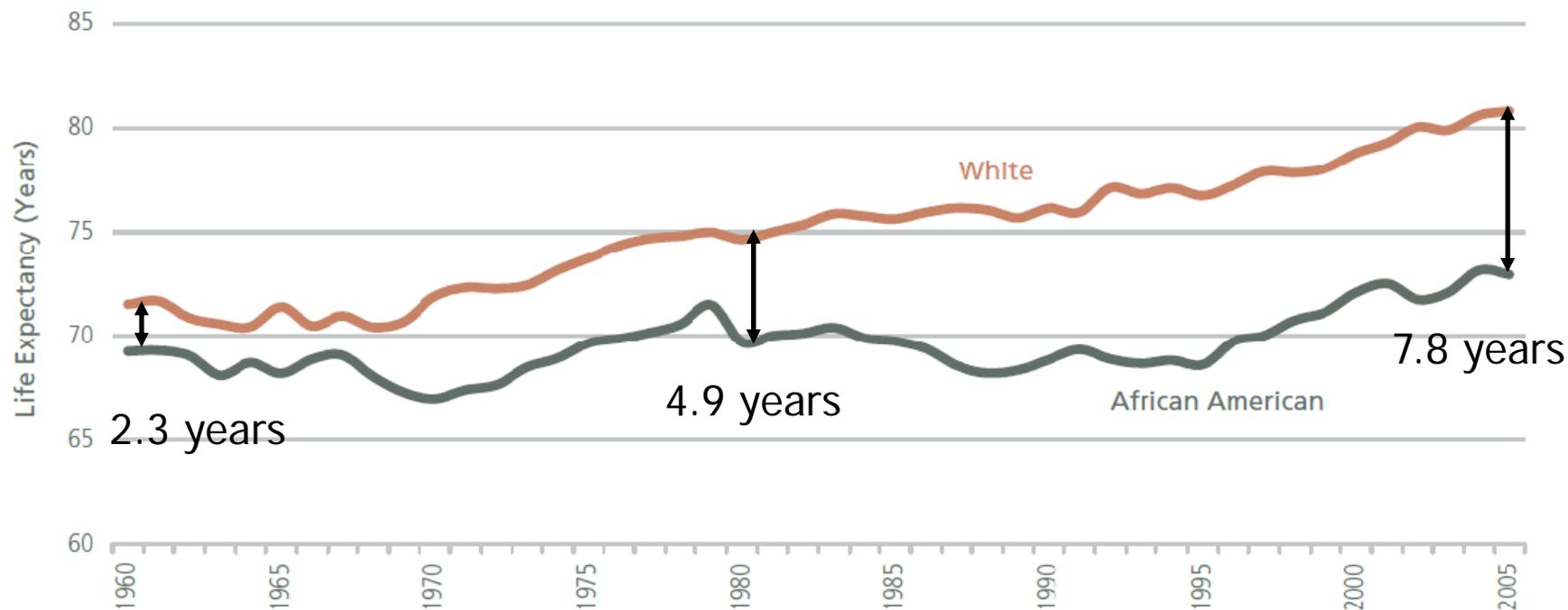


Income Matters: Health Inequities by Neighborhood & Household Poverty



Race and Racism Matters: Health Inequities by Race/Ethnicity

Figure 5: Historical Life Expectancy at Birth, Alameda County



Note: White and African American defined regardless of Latino origin.

Source: Alameda County vital statistics files, 1960-2005.

Race, Income, and Place Impact Health

Compared to a White child in the affluent Oakland Hills,
an African American born in West Oakland is...

1.5 times more likely
to be born premature
or low birth weight

2.5 times more likely
to be behind in
vaccinations

5 times more likely
to be hospitalized
for diabetes

7 times more likely
to be born into
poverty

4 times less likely to
read at grade level

2 times more likely
to die of heart
disease

INFANT

CHILD

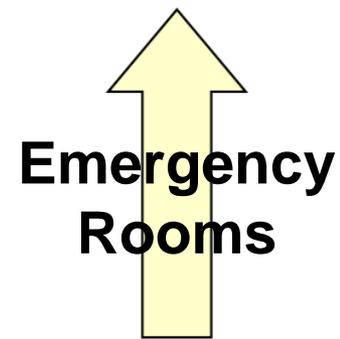
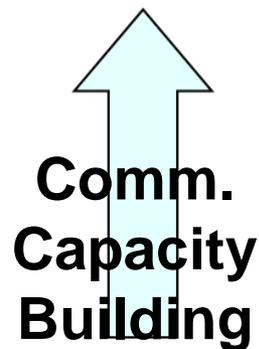
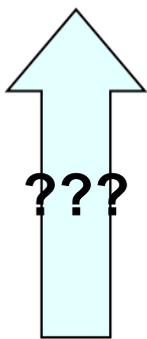
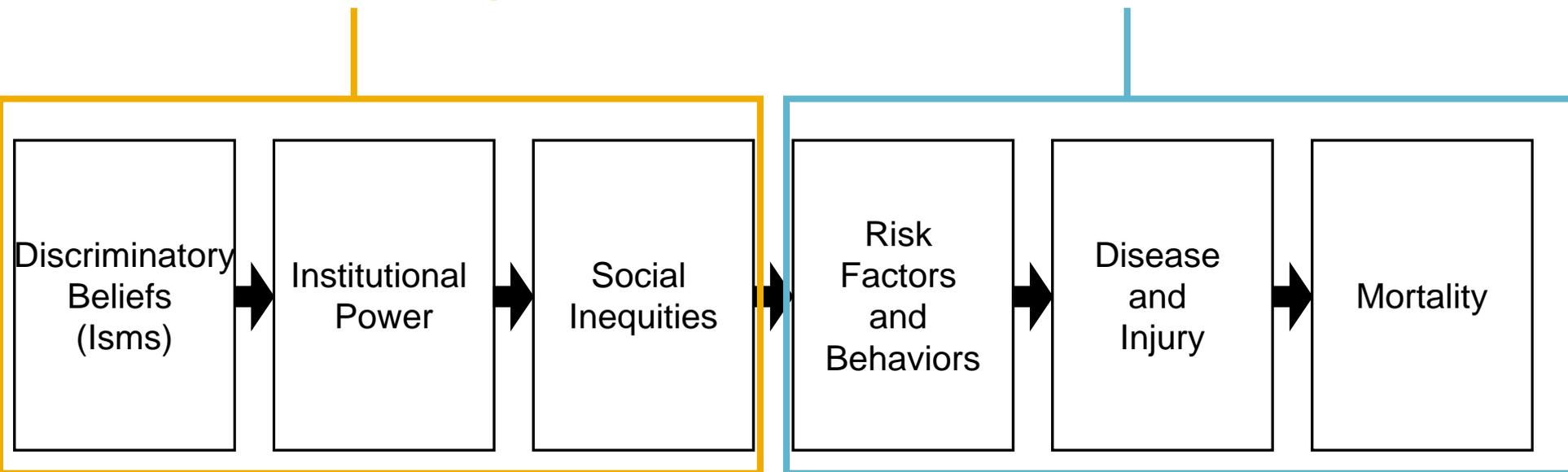
ADULT

Cumulative impact:
15 year difference in life expectancy

A Framework for Health Equity

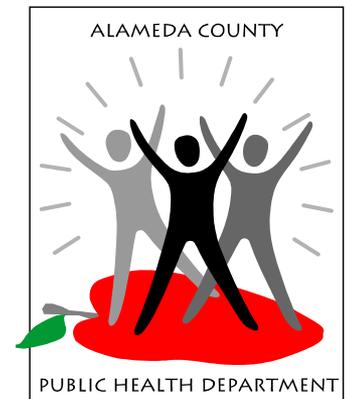
Socio-Ecological

Medical Model



How Is ACPHD Working for Health Equity?

- Community Capacity Building
 - Health is about access to resources & power
- Local Policy Agenda
- Institutional Change



Community Capacity Building

- Build social, economic and political **power** in communities to advocate for equal distribution of resources
- West Oakland, Sobrante Park



Community Capacity Building

Community Identified Projects

Sobrante Park

- Improve Tyrone Carney Park / streetscape
- Reduce drug dealing and violence
- Create more positive activities for youth activities
- Prepare the neighborhood for disasters



West Oakland

- Renovate Durant Park
- Reduce blight
- Create a continuum of improved and connected youth services & employment



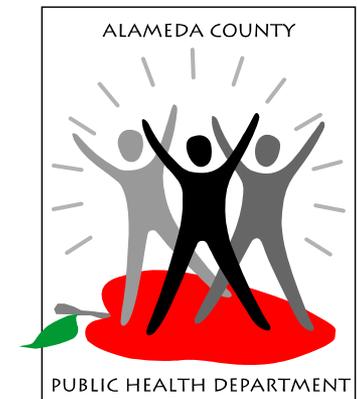
Local Policy Agenda

The Alameda County Place Matters team promotes health equity through a community-centered local policy agenda focused on education, economics, criminal justice, housing, land use, and transportation.



Examples of Policy Interventions

- Affordable Housing
 - Redevelopment Tax Increment Funds
- Transportation
 - MTC Distribution of Funds
 - Bus Rapid Transit
 - Regional Transportation Plan
 - AC Transit fare increases
- Land Use
 - Port of Oakland
 - Fruitvale Gateway
 - Eastshore Power Plant
 - Prop 1B funding



Institutional Change



ACPHD Strategic Plan

<p><i>Transform our organizational culture and align our daily work to achieve health equity.</i></p>	<p><i>Enhance Public Health Communications internally and externally.</i></p>	<p><i>Ensure organizational accountability through measurable outcomes and community involvement.</i></p>	<p><i>Support the development of a productive, creative and accountable workforce.</i></p>	<p><i>Advocate for policies that address social conditions impacting health.</i></p>	<p><i>Cultivate and expand partnerships that are community-driven and innovative.</i></p>
<ol style="list-style-type: none"> 1. Incorporate principles of social justice in PH activities. 2. Ensure authentic community voice in all PH program. 3. Expand staff understanding of “isms” and health equity. 4. Design comprehensive org. approaches to improve departmental outcomes. 5. Align HR process to support dept. health equity goals. 6. Facilitate creative collaborative strategy development to address root causes of health inequities. 7. Design comprehensive community focused approaches to achieve health equity. 8. Empower PHD staff to share solutions that achieve health equity. 9. Standardize and disseminate efficient practice tools to improve operations. 	<ol style="list-style-type: none"> 1. Eliminate all hidden agenda to build a culture of organizational trust. 2. Assure our communication is clear simple, culturally competent and generationally appropriate. 3. Train, support & empower staff as competent communicators. 4. Maximize opportunities to build positive, sustainable relationships with the community. 5. Produce effective & efficient communications by investing in tools, technology & infrastructure. 	<ol style="list-style-type: none"> 1. Identify measurable outcomes in partnership with the community. 2. Develop a standardized process for planning & measuring performance. 3. Develop integrated process to monitor program performance & changes in health outcomes. 4. Engage community in continuous planning & evaluation process. 5. Use results for decision making. 	<ol style="list-style-type: none"> 1. Promote workplace culture that encourages leadership at every level. 2. Establish a workforce & organizational development unit to ensure a highly trained workforce committed to eliminating health inequities. 3. Create an infrastructure that promotes and reinforces accountability and excellence in our workforce. 4. Maximize our internal capacity to practice social justice through our hiring & promotional policies & procedures. 	<ol style="list-style-type: none"> 1. Advocate for new flexible funding to address social determinants of health. 2. Develop community driven social justice policy agenda to eliminate health inequities. 3. Empower community to participate in on-going policy development, implement & evaluation. 4. Build alliances & partnerships that will advance systems change policies to more effectively address social determinants of health. 5. Create an organizational culture & structure that promotes, prioritizes & implements policies that will eliminate health inequities. 6. Ensure that staff is supported to engage in participatory policy process. 	<ol style="list-style-type: none"> 1. Ensure ACPHD organizational capacity to promote and maintain community-driven partnerships. 2. Ensure staff capacity to promote and maintain community-driven partnerships. 3. Pursue, cultivate and maintain new & non-traditional partners to develop collaborative strategies to address health equity. 4. Engage community in ongoing dialogue about strategies to promote health equity. 5. Support community-led efforts to promote health equity by sharing ACPHD resources.

ACPHD Strategic Plan: Perinatal System Design Committee

<p><i>Transform our organizational culture and align our daily work to achieve health equity.</i></p>	<p><i>Enhance Public Health Communications internally and externally.</i></p>	<p><i>Ensure organizational accountability through measurable outcomes and community involvement</i></p>	<p><i>Support the development of a productive, creative and accountable workforce.</i></p>	<p><i>Advocate for policies that address social conditions impacting health.</i></p>	<p><i>Cultivate and expand partnerships that are community-driven and innovative.</i></p>
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"Design comprehensive organizational approaches to improve departmental outcomes"

"Facilitate creative, collaborative strategy development to address root causes of health inequities"

"Share solutions that achieve health equity"

ACPHD Strategic Plan: Perinatal System Design Committee

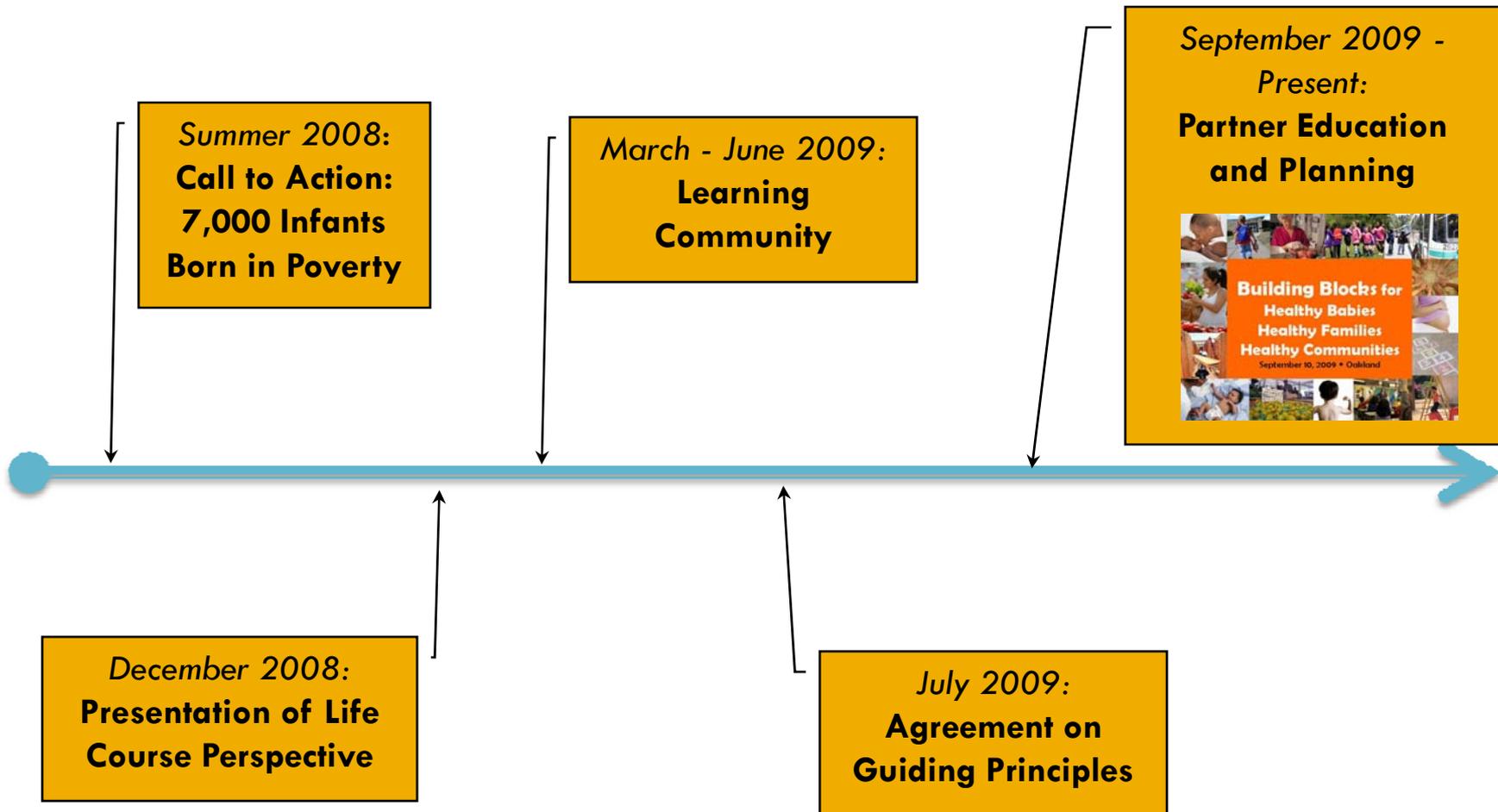
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Perinatal System Design Committee: Why We Have Come Together

- 7,000 infants are born into poverty each year in Alameda County (1/3 of total births).
- Many Alameda County programs interface with MCH population.
- Inequities in birth outcomes by race persist.
- Intervention during pregnancy and prenatal care are not enough to level differences.
- Supporting good health during pregnancy and early childhood can lay the groundwork for a lifetime of health and development.

We need a unified approach.

Perinatal System Design Committee: Where We've Been



Perinatal System Design Committee: Learning Community

Infants in Poverty Learning Community

An internal group focused on increasing knowledge of current perinatal activities at ACPHD, current research, and best practices.

- Studied: local population data, life course perspective, current programs, social determinants of health, client input, history lessons, promising interventions

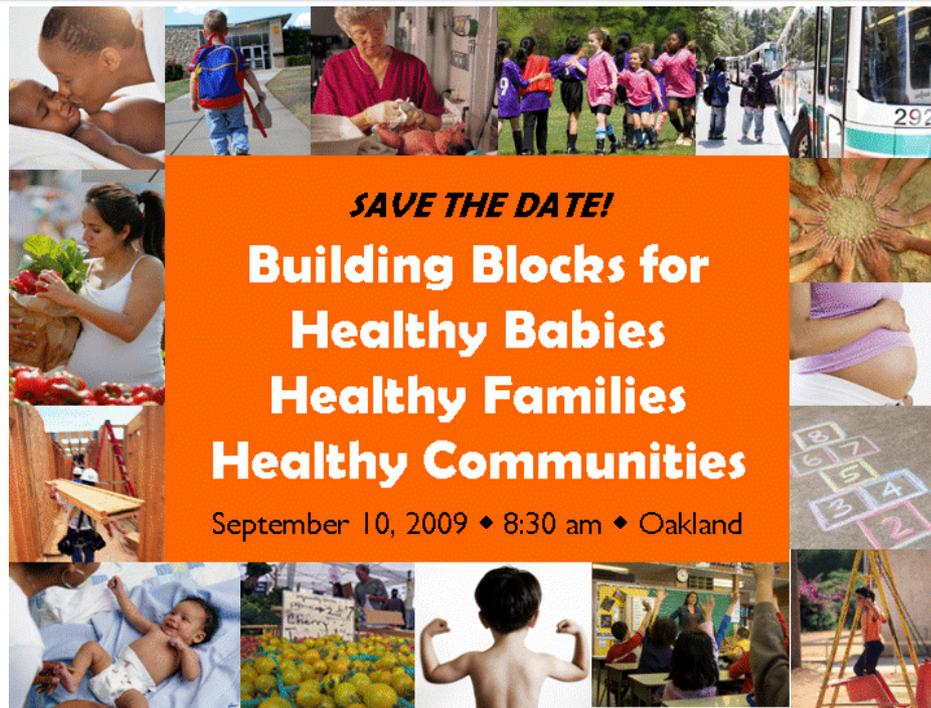
Perinatal System Design Committee: Guiding Principles

The Perinatal System must be:

- Comprehensive and Integrated Across the Life Course
- Multilevel to Address Root Causes
- Resident-Driven
- Collaborative
- Evidence-Based and Accountable
- Committed to Long-Term Solutions



Perinatal System Design Committee: Partner Education & Planning



SAVE THE DATE!

**Building Blocks for
Healthy Babies
Healthy Families
Healthy Communities**

September 10, 2009 ♦ 8:30 am ♦ Oakland

***What if all children in Alameda County
started life with the same opportunities?***

*healthy babies ♦ healthy moms and dads ♦ healthy families ♦ safe, clean neighborhoods ♦ quality
child care ♦ ready for school ♦ good schools ♦ living wage jobs ♦ parks ♦ economic security ♦
housing ♦ transportation ♦ healthy food ♦ planned pregnancies ♦ safe births*

Create a vision with us - We can't do it without you.

We are seeking partners!

~ education, health care, economics, housing, environment, community ~

Start to see yourself and your organization as partners in a larger system



Housing



Childcare



Medical Care



Jobs



Healthy Food



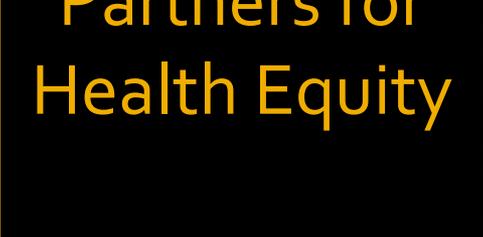
Cross-Sector Partners for Health Equity



Clean Air



Parks and Activities



Policy Makers



Education



Economic Justice



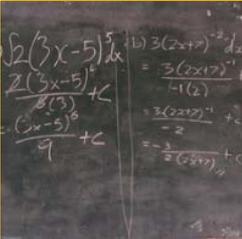
Preschool



Safe Neighborhoods



Residents



Transportation



Contact Information

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