

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

2017 Oregon Public Health Association



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# 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)





AMERICAN PUBLIC HEALTH ASSOCIATION

*For science. For action. For health.*

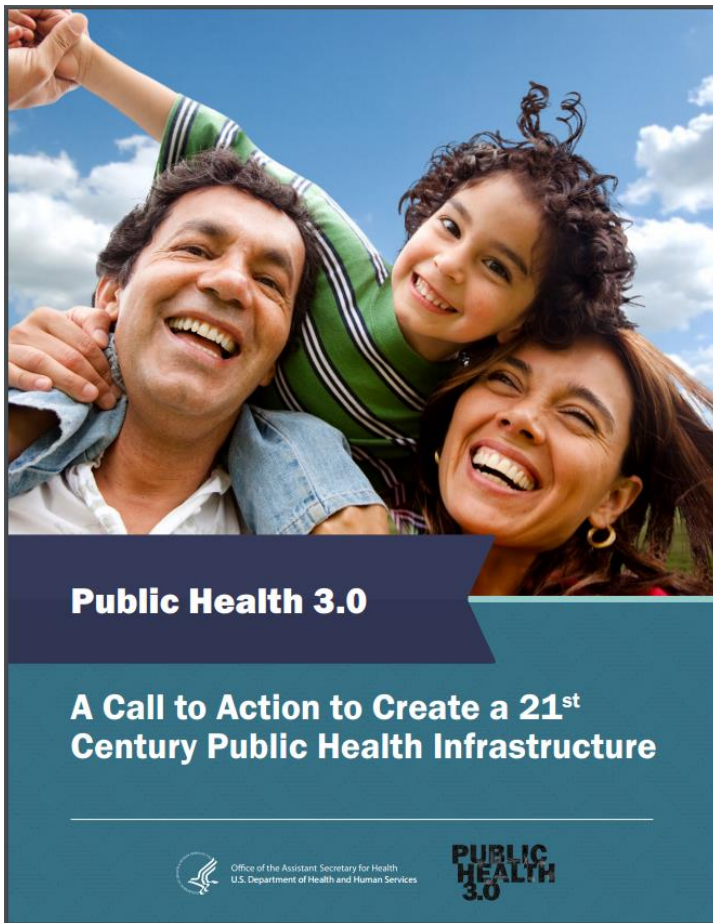




# Evolving Role of Public Health

Public Health 3.0  
Novel Partnerships





**There are five critical dimensions in the enhanced scope of public health practice:**

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

<https://www.healthypeople.gov/sites/default/files/Public-Health-3.0-White-Paper.pdf>







# The Parable of the Babies in the River:





# The Parable of the Babies in the River:





# 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.



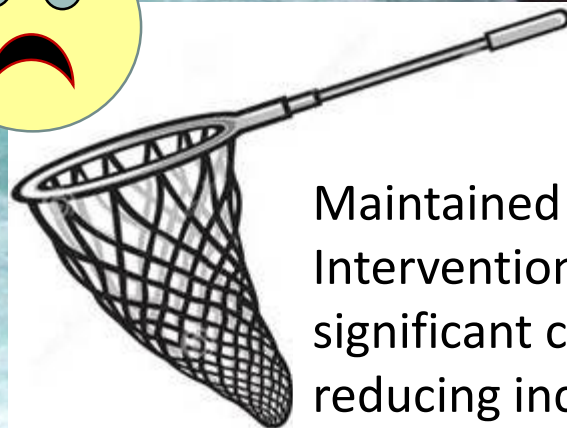




# WHY?

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

What is going on UPSTREAM?



Maintained Intervention at significant cost without reducing incidence.







It is resource intensive to sustain existing interventions and to simultaneously head upstream.



# Travelling Upstream



Photo lifted from the following URL for educational purposes only:  
<http://www.cnn.com/shows/anthony-bourdain-parts-unknown>

Exploring new places & spaces  
with some new faces.







What is  
“upstream”?

Where’s my  
paddle?







Access to  
Healthcare

Access to  
Health

Breastfeeding

Active  
Living

Lead  
Poisoning

Influenza &  
Pneumonia

Tetanus,  
Diphtheria  
& Pertussis

Violence /  
Intentional  
Injuries

STIs

Healthy  
Eating

Mosquitos

Emergency  
Preparedness

Intentional  
Injuries

Alcohol &  
other Drug  
Abuse

Falls

Abuse &  
Neglect

Immunization  
Rates

Unintended  
Pregnancy

Cancer

Mental  
Health

Rabies

HIV /  
AIDS

Asthma

Safe  
Housing

TB

Diabetes

COPD

Hepatitis A, B, & C

Gun  
Violence

Unaffordable  
Healthcare

Food  
Safety

Infant  
Mortality

Workforce

# The River's Churn



# What is “upstream”?



Poverty

Racism

Incarceration

Sexism

Inaccessible healthcare

Under resourced education

Unhealthy homes

Polluted Air

Polluted Water

Lack of transportation

Politicization of Public Health

Failing Infrastructure

Illiteracy

Immigration Status

Xenophobia

Unavailable daycare

Social Isolation

Unemployment & non living wages

Unsafe neighborhoods

Unprepared parents/caregivers

Climate Change

Contaminated Soil

Barriers associated with disability status

Unprepared Workforce

Language Barriers







Planning to  
head

upstream:

**New partners.**

**New leaders.**

**New ideas.**

**New resources.**

**New strategies.**

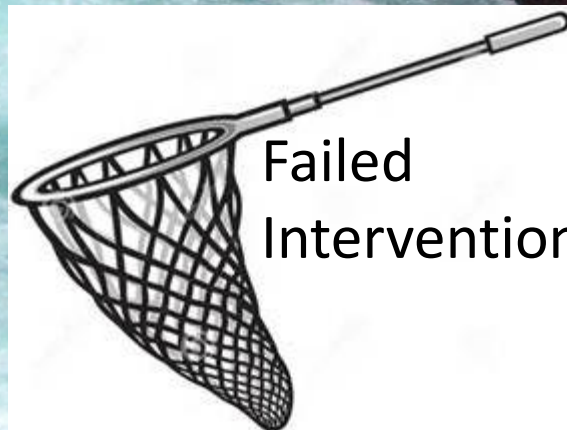




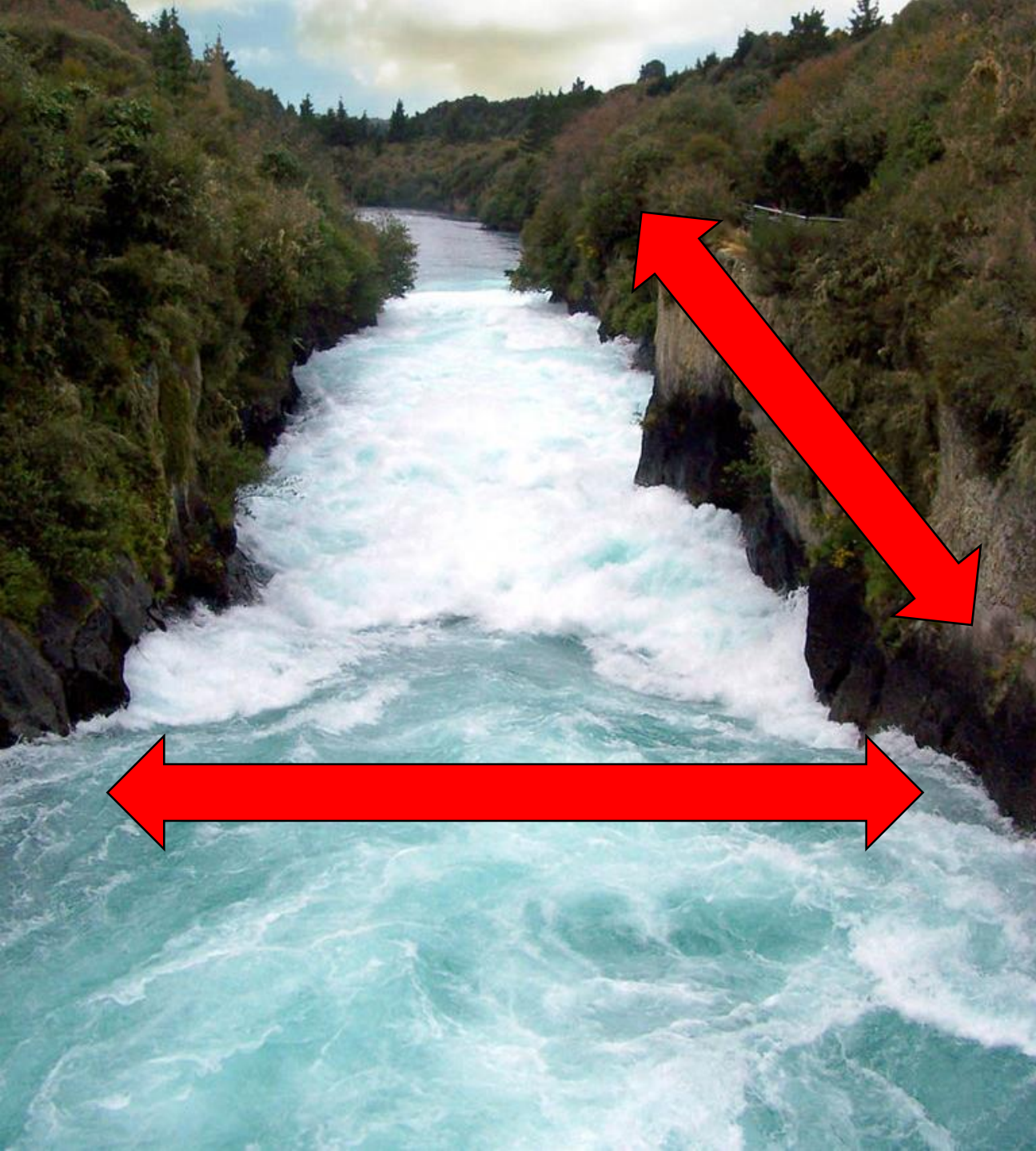


# The Parable of the Babies in the River:

Applies to the conversations about health disparities, health equity, and social justice







**Planning to  
head**

**upstream:**

**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.**





League of Women Voters

Local Hospital & health systems

Churches/Temples

Big Business

Chamber of Commerce

Libraries

Restaurants

Institutes of higher learning

Community Clinic

Small Business

Public School Systems

Elected Officials

Philanthropic Organizations

Social Service Agencies

Program Recipients

Minority Organizations

YMCA and other NGO's

Regional Planning Commission

Rotary & Kiwanis Clubs

Trade schools

The Public

## 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?





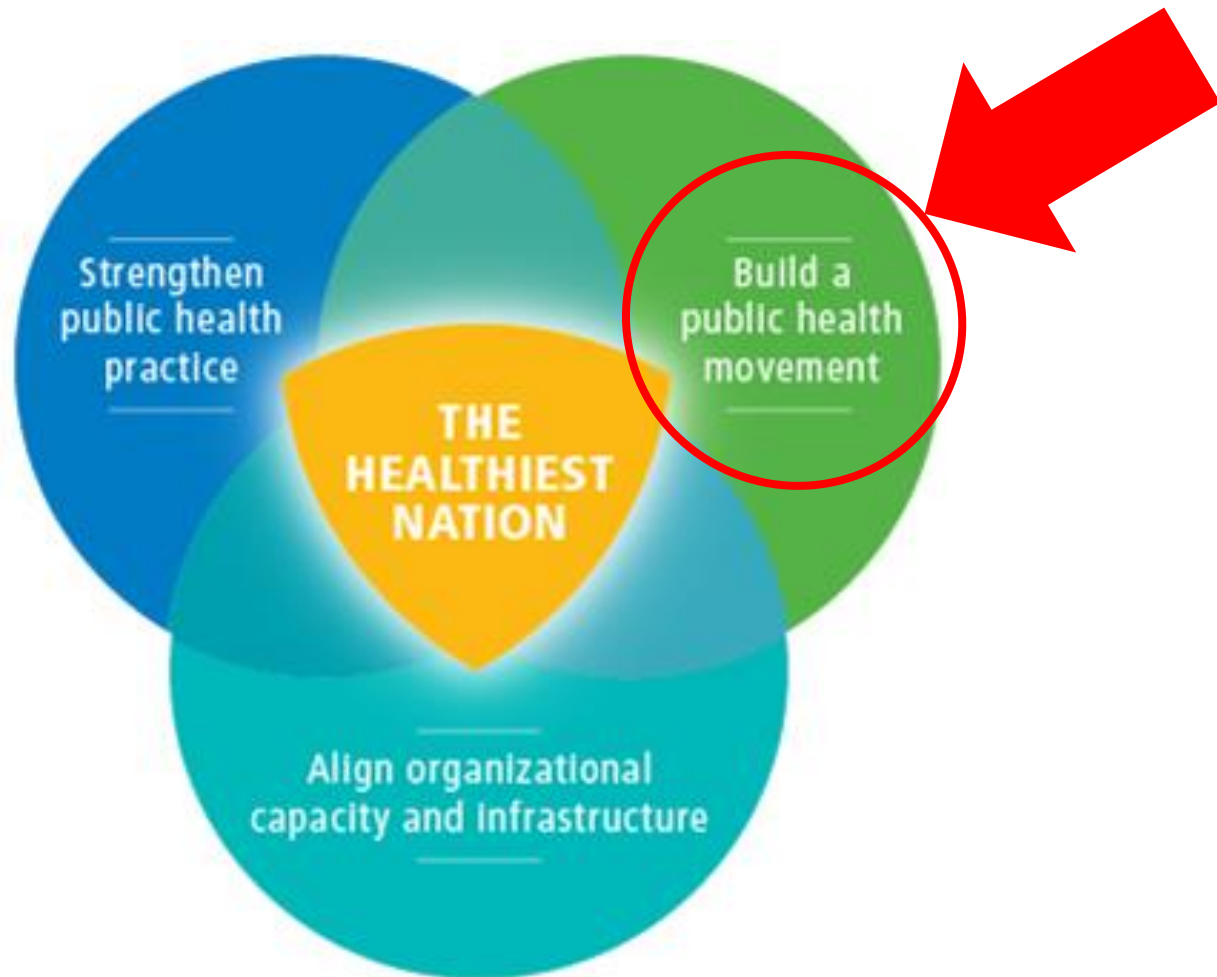


**To – MAY – to**

**To – MAH - to**

A rose by  
any other  
name...







# 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



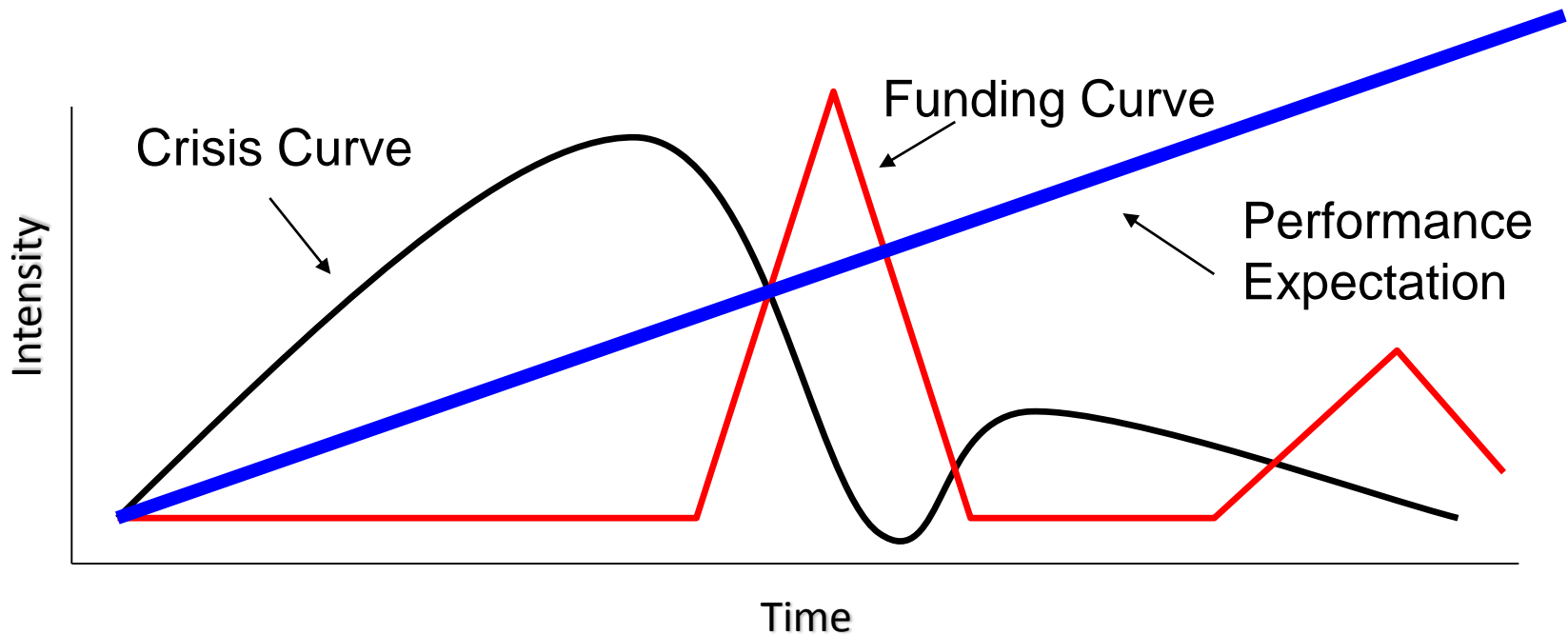


# 2017 Advocacy Priorities

- 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.*



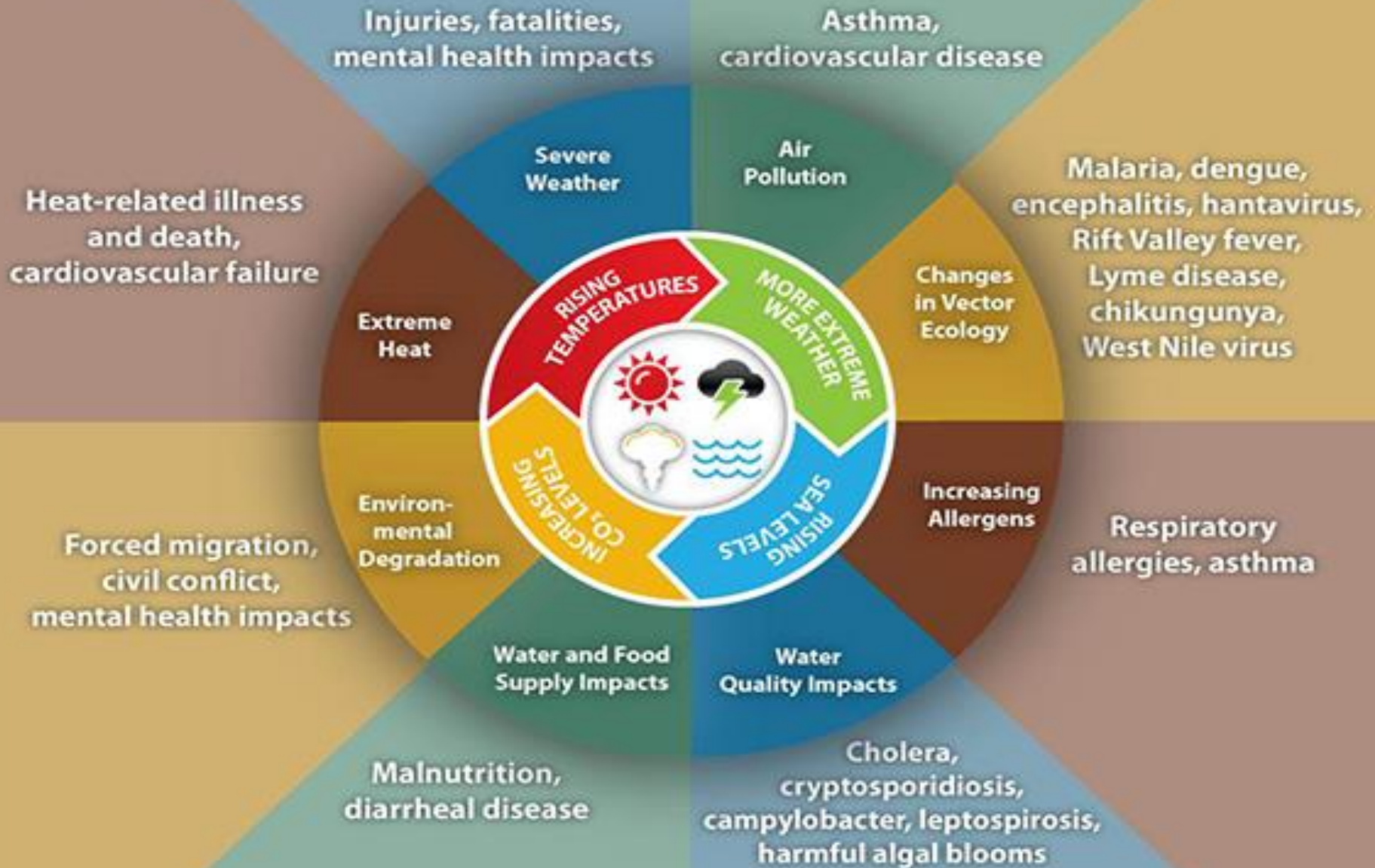


2017

Climate Changes Health



# Impact of Climate Change on Human Health







# 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.







**APHA 2017**

**ANNUAL MEETING & EXPO**

**ATLANTA | NOV. 4 – 8**

APHA  
2017 Annual  
Conference



# 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