Imagining A Culture of Health for PHN Leaders

Kaye Bender, RN, PhD, FAAN
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Plenary Objectives

• Explore current challenges for public health nursing leaders

• Discuss potential alignment between the culture of health concepts and public health nursing leadership survival
The Current Work Environment

Insufficient stable funding and human resources

Decreasing ability to protect the public’s health and prevent disease

Inefficiency in how the public health infrastructure is funded, equipped, and organized to use its resources

Variations in workforce competency

Unpredictable economic, political and social environment

Key National Public Health Initiatives

- Public Health 2030
- Robert Wood Johnson Culture of Health
- Public Health 3.0
- Foundational Public Health Services
- CDC 618 Initiative
- CDC HI-5
- PHNCI Innovations
- PHAB Accreditation
What Keeps You Up At Night?
Four National Public Health 2030 Scenarios

• **Scenario 1: One Step Forward, Half a Step Back**
  Significant advances in big data analytics, in access to and quality of health care; yet recurring fiscal and health challenges for communities and PHAs.

• **Scenario 2: Overwhelmed, Under-Resourced**
  Economic and environmental challenges, infectious diseases increase, health care reform halted, public health constrained.

• **Scenario 3: Sea Change for Health Equity**
  PHAs evolve into chief health strategist role. Economic stability and value and policy shifts toward equity support this evolution.

• **Scenario 4: Community-Driven Health and Equity**
  Innovation in communities, alternative economics, transformation is accelerated through technology and recognition of economic and social injustice.
SCENARIO 2
Overwhelmed, Under-Resourced

Life is good (for the affluent)

- Severe Recession
- Public Health Cuts
- Recurring Extreme Weather Events
- Accelerated Climate Change
- Mold
- Carbon Monoxide Poisoning
- Citizen Science Networks
- Technological Advances

- High Seas - Climate Change
- Violence
- City Bankruptcies
- Funding Cuts
- Critical Resource Thieft
- Cuts to Prevention
- Toxic Contamination
- Distrust Government
- Most vulnerable populations cut off from better future enjoyed by affluent and middle class

- Vulnerable Population suffers most
- Health regression
- Flu pandemics, dengue & other outbreaks
- Poverty and distrust
- Unable to afford healthcare
- Bad Air Quality

- Flooding
- Life is good (for the affluent)
SCENARIO 3: SEA CHANGE FOR HEALTH EQUITY
Robert Wood Johnson Foundation Culture of Health
CULTURE OF HEALTH VISION

WE, AS A NATION, WILL STRIVE TOGETHER TO BUILD A CULTURE OF HEALTH ENABLING ALL IN OUR DIVERSE SOCIETY TO LEAD HEALTHIER LIVES, NOW AND FOR GENERATIONS TO COME.
CULTURE OF HEALTH ACTION FRAMEWORK

ACTION AREA 1
MAKING HEALTH A SHARED VALUE

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

ACTION AREA 3
CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES

ACTION AREA 4
STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS

OUTCOME
IMPROVED POPULATION HEALTH, WELL-BEING, AND EQUITY
What can public health do to *thrive in* the 21st century?

- Define health in the broadest possible terms.
- Commit to sustainable systems changes and policy-oriented long-term solutions.
- Cultivate a shared and deeply-held belief in the importance of equal opportunity for health.
- Harness the collective power of leaders, partners, and community members.
- Secure and make the most of available resources.
- Measure and share progress and results.
PHN Leader Survival
Comparing Culture of Health and BOOST

- Making health a shared value
- Fostering cross-sector partnerships
- Creating equitable, healthy communities
- Strengthening integration of health services and systems
Can There Be a Culture of Health for PHN Leaders?
"The most powerful relationship you will ever have is the relationship with yourself." - Steve Maraboli