PUBLIC HEALTH NURSING: SEIZING THE OPPORTUNITY TO LEADING CHANGE - ADVANCING HEALTH OF POPULATIONS

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Disclosures

• The presenter has no financial relationships to disclose.
• The views expressed in this presentation are those of the author and do not necessarily reflect the official policy or position of the U.S. Department of Health and Human Services, National Institutes of Health, nor the U.S. government.
• Commercial support was not received for this activity.
SDOH-3.1 Persons living in poverty (percent, all ages)
By Race/Ethnicity

2020 Target = Not applicable

Source: www.cdc.gov
• $3,000,000,000,000
ANNUAL HEALTH EXPENDITURES IN THE U.S.

• $226,000,000,000
ANNUAL LOSS OF PRODUCTIVITY BECAUSE OF HEALTH ISSUES

• >⅓ U.S. CHILDREN ARE OVERWEIGHT OR OBESE
LIVE

- Engage in communities to identify populations live well needs and economic opportunities
- Alternative forms of transportation
- Healthy food choices at local markets
• Promoting increased walk able areas to promote health living.
• Safe places for physical activity
HEALTH EQUITIES AND INEQUITIES: ROLE FOR PUBLIC HEALTH NURSE

WORK

• Put prevention into practice
• Lead efforts in alternate meeting spaces
Volunteerism in schools
Depending on the highest schooling level achieved, there is a level of understanding of health.
Strategies for healthy choices
Source: Robert Wood Johnson Foundation, 2017
Road Map to a Happier and Healthier Nation
Figure 1. Evidence for Action’s Culture of Health Action Framework
National Prevention Strategy

• Working together to improve the health and quality of life for individuals, families, and communities

By

• Moving the nation from a focus on sickness and disease to one based on prevention and wellness.
PUBLIC HEALTH 3.0

KEY COMPONENTS

LEADERSHIP & WORKFORCE

ESSENTIAL INFRASTRUCTURE

STRATEGIC PARTNERSHIPS

DATA, ANALYTICS & METRICS

FLEXIBLE & SUSTAINABLE FUNDING
Federal PHS Nursing Strategic Framework
<table>
<thead>
<tr>
<th>Area</th>
<th>Agency</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart Health</td>
<td>75%</td>
<td>56%</td>
</tr>
<tr>
<td>Healthy Eating</td>
<td>77%</td>
<td>58%</td>
</tr>
<tr>
<td>Mental/Emotional WB</td>
<td>79%</td>
<td>58%</td>
</tr>
<tr>
<td>Tobacco Free Living</td>
<td>62%</td>
<td>46%</td>
</tr>
<tr>
<td><strong>Education/Empowerment of individual, families, and populations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Promotion Campaigns</td>
<td>53%</td>
<td>36%</td>
</tr>
<tr>
<td>Healthy Eating</td>
<td>56%</td>
<td>39%</td>
</tr>
<tr>
<td>Mental/Emotional WB</td>
<td>55%</td>
<td>38%</td>
</tr>
<tr>
<td>Tobacco Free Living</td>
<td>47%</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Promoting Implementation and/or Evaluation of Existing Health Programs, Policy, Regulation, Research</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heart Health</td>
<td>48%</td>
<td>24%</td>
</tr>
<tr>
<td>Healthy Eating</td>
<td>49%</td>
<td>26%</td>
</tr>
<tr>
<td>Mental/Emotional WB</td>
<td>51%</td>
<td>26%</td>
</tr>
<tr>
<td>Tobacco Free Living</td>
<td>41%</td>
<td>23%</td>
</tr>
</tbody>
</table>
Increase the number of Americans who are healthy at every stage of life.
USPHS officers are engaged in all facets of their work to increase the wellness of individuals, families and communities.
Flint Water Crisis: Public Health Officers leading the way

By the time the water was switched back to Detroit’s water the damage was done - to the community and to the pipes...

Corroded Pipes

Biofilm - a thin layer of microorganisms adhering to the surface of a structure, regularly in contact with water, to form a protective layer.
Left to right RADM Dunwoody, Mayor Karen Weaver, CDR Jyl Woolfolk, LCDR Jesus Reyna 5//2016

President Obama 5/4/2016
"The very elements of what constitutes good nursing are as little understood for the well as for the sick. The same laws of health, or of nursing, for they are in reality the same, obtain among the well as among the sick."

- Florence Nightingale
Recommendation I

Changing the Healthcare Culture.
Leaders of nursing schools, primary care practices, and health systems should actively facilitate culture change that elevates primary care in RN education and practice.
Innovative nursing care models and culture of health: Early evidence

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Figure 5 — Proportion of Edge Runners (\(N = 39\)) that focus on activities relating to Making Health a Shared Value. Note that some Edge Runner models address multiple activities, so the percentages in figure are not mutually exclusive.
Philanthropy and Beyond: Creating Shared Value to Promote Well-Being for Individuals in Their Communities

A National Academy of Medicine Discussion Paper

Telehealth
Telehealth encompasses a broad variety of technologies and tactics to deliver virtual medical, health, and education services. Because telehealth services offer a new avenue of access for patients, they can generate new revenue for health care organizations.

Worksite Health Promotion
Worksite health promotion programs that assess health risks and provide feedback can improve health and well-being when combined with health education programs.

School-Based Health Centers
School-based health centers first organized more than 40 years ago and have achieved both health and educational milestones. Positive health outcomes include delivery of vaccinations, reduced asthma morbidity and hospital admissions, and improved health behaviors.

Green and Healthy Housing
Health care organizations have an opportunity to create shared value by investing in housing in the neighborhoods that surround their facilities. Clean and affordable housing increases the health of occupants and creates value for health care organizations by decreasing burdens on Medicaid budgets.

Clean and Green Health Services
The clean and green health care movement creates many opportunities for health care organizations to create shared value by reducing their carbon footprint and reducing the amount of pollution they generate.

Opportunities for Health Care Organizations to Create Shared Value

Download the discussion paper at nam.edu/Perspectives

PUBLIC HEALTH NURSING AS LEADERS

- CROSS SECTORS COLLABORATIONS
- INTEGRATE PROMOTION IN HEALTH SYSTEMS
- CONVENERS AND HEALTH LEADERS IN COMMUNITIES
- AWARENESS OF HEALTH PROMOTION CAMPAIGNS
Questions

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