



Concluding Module 18: Bringing it All Together

Part 2

Jessica Boyer: This is our last learning module segment and we're really going today or right now about how we can bring everything together, and really getting that Healthy People mindset that Dr. Ibrahim was talking about.

So the learning objectives for this final segment are to describe the ways to make Healthy People more integrated in educations, so really beginning to think about healthy people and the objectives and goals of Healthy People actually while you're in school still, and not just waiting until you are out in the field and trying to get it into your practice.

Further we're going to discuss means to use Healthy People goals as a routine part of practice, so actually incorporating into practice right from the beginning of the development of programs that you are working on in the public health arena, and we're going to explore opportunities to more actively engage with the healthy people initiative. So how do we really keep connected to Healthy People? How do we, yes the goals and the objectives are set with tenure frameworks, but how do we really continue to work on this on an annual or routine basis?

So using Healthy People in education, as we have talked about there is a huge amount of resources available on the HealthyPeople.gov website. So there is really a great amount of education or a great amount of information that can be brought into the classroom. So we're going to talk a little bit about how we can bring it into the classroom. Either engaging with different faculty members to make sure that there is some level of discourse about Healthy People when we're talking about the various health topics. So when you're having a lecture on tobacco policy, well how can you bring in the real world data that's happening, that's been documented through the Healthy People project.

So there are some, we have some ideas about some possible assignments that we can use to express Healthy People in the education system. So we can have a scavenger hunt for specific goals or indicators. So there's a ton of indicators and there's a ton of objectives that are available so let's think about how can we get our students and our colleagues to really use these in the classroom. So go onto the website and look for various goals that you might really interested in, so this is a really great opportunity to get students to think about and engage around a particularly public health topic that really speaks to them, that they can really develop a passion for, because there are so many available.



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So we can ask students to really think about, what's an issue that you're really very interested in and how about you take some time to do a little bit of research and see, well how are we doing with this particular health issue? I mean, maybe a student is really interested in maternal and child health and they think that, you know well maybe everything seems to be going very smoothly with maternal and child health. There seems to be a lot of information about breast feeding, there's a lot of information about moms and babies and how healthy they need to be and how they can be, but maybe the students need to do a little more digging to really find out what's happening with that particular topic area and what's happening with that population in terms of the actual objectives and outcomes related to health for that population.

And so further, students can do a little bit of data analysis. So maybe you have students that are really very much interested in doing the number crunching. I mean we have a lot of data out there, so looking at trending over time, because now there's been a lot of data collected over the past number of years because we've been collecting data since 2000. There's a really great opportunity to do a lot of number crunching to see how these trends are happening over time.

So it's also very important as faculty that we can really incorporate Healthy People 2020 into the core learning objectives of our syllabi, and so that this is something we should be encouraging students to use, the Healthy People project as a regular resource for the data they are collecting and how to do benchmarking when they're looking at the outcomes of particular health issues and health topics.

So again further ways that we can use this in education, obviously as public health students the idea of the internship or the field work experience is a really critically important part of the component of the education. And it's very important, we can also begin to engage with our community partners to look at Healthy People topic areas, and we can have our students do some education within the community about Healthy People and why this is an important topic, or why this is an important project to understand and to be participating in.

And so that's a really great opportunity to see how this is happening in practice, because it's very important for us to talk about in the academic sense, but actually getting our students to see how this can happen in practice and how program development can happen around these particular topics is really important, and again it's just another framework for evaluation. When we are talking about importance of why their work and another way to benchmark how a program is successful we can use Healthy People as the framework.



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Certainly in terms of developing research projects as we're talking again about how we can use this to help our students that are working in the policy arena and really to figure out what the best policy agenda is by collecting and reviewing the data and seeing, well if we've been trying to do a lot of direct practice work to address a particular objective. If it seems as though really the next step is to develop a very comprehensive policy, either at the local level or even at the federal level. This is a good opportunity to allow students to see what has worked when we talk about policy setting and how successful it's been in the area of tobacco, well perhaps there's another health topic that we can really use policy in a very successful way. So students can use Healthy People as the backbone to understand and to see how some of these changes have been successful.

Dr. Jennifer Ibrahim: So we touched on, in the last segment, a little bit, on the data that's available. The links to the data sets that are available through Healthy People 2020 which is really great for students. But the other thing, and this screen shot doesn't fully capture all the search options available, but if you go to the Healthy People resources section, the evidence based resources, there are a wide range of publications, reports, briefs that are available and you can go through systematically and search.

Is there a particular health indicator that you are looking at? Is there a particular topic area and you don't know the indicator or specific objective. Are you looking for a certain type of information? Is it a published study or a peer reviewed article, a systematic review, a clinical trial? It goes on and on, as I said this is just a quick little snapshot, but it goes on, and you can talk about which outcomes you want to look at. So in terms of that research that students could be conducting be it graduate students, doctoral students, post-docs, there's a lot of evidence that is easily accessible and it's important for students and professionals to be aware of this that here's a one stop shop to be able to look for a lot of this information.

When we're talking about using Healthy People that, you know, part of the benefit of these learning modules in terms of education is that we are trying to engrain more of the Healthy People mindset into the next generation of public health practitioners, but certainly a lot of what is laid out in Healthy People 2020, folks in practice are actually doing this. They are addressing these, but not making that explicit connection that they're addressing some of the leading health indicators, looking at some of the objectives. So it's importance to also raise awareness that we're not, in pushing of Healthy People 2020 mindset, we're not actually asking practitioners to do something new, it's really just helping them to see the integration of what they're already doing with some of the planning that's going on.

It's also a nice way to see some synergies across jurisdictions. Be it across different states, or looking at some of the innovation that's going on more at the local level. There are ways to be able to use this to help guide policy and practice in program planning as well. Not just looking at it from an evaluative perspective.



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This also is a nice way to engage with other community partners. Coming to a common goal through the Healthy People 2020 goals and objectives, it's a way that seemingly unrelated partners might come together to work on a public health issue. As I mentioned earlier the whole notion of taking an interdisciplinary approach, bringing together traditional healthcare and public health partners with non-traditional partners. We see a lot of this going on in terms of things like worksite wellness programs where we've got private entities working with public health practitioners to improve health within the worksite. So thinking about ways to be innovative and to encourage further collaboration to advance and to accomplish these goals and objectives.

When we talk about Healthy People 2020 in terms of practice the other thing that's important is to look at the implementation resources that are available on the website, so it's not merely a matter of, "Here are the goals and objectives. Good luck, go do them." The folks at Healthy People were very mindful in terms of providing resources to be able to help community partners go out and be able to accomplish these goals. Really those community partners, the public health workforce, that's the front line, there's really... All the education in the world is great in an academic institution, but were it not for public health practitioners, health care providers, clinicians, doctors, nurses, amid a wide range of other population health entities we wouldn't be able to move forward, we wouldn't see progress on these goals and objectives.

Some of what you see here is the map it guide that sets out how to implement Healthy People 2020 and that map it basically breaks down, as you can see on the left hand side, in terms of mobilizing community partners. Looking to see who are the interested entities who might want to work on a particular issue, and again keeping in mind you don't have to address all of the topic areas; focus in on something and work towards that particular area and once you see success being able to move forward from there.

Assessment - being able to look and see what are the needs of your community. Maybe tobacco isn't a major issue, maybe designer drugs, some of the synthetic drugs that are coming out, maybe that's the major issue to be addressed. Maybe it's violence. Thinking about the needs of the local community, that's really a key way to be able to engage the public around the issues. It can't be, it needs to be an organic process where you look to see what are the needs, not anyone coming in and dictating what those needs are.

Then being able to go through and plan, looking at which measures you're going to work on, how are you going to go through and do that, coming up with a game plan for being able to address those objectives, and then finally tracking



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which we've talked a bit about. The evaluation, being able to track your community's progress and see how you are doing. It's important to emphasize as you can see in the graph that we showed with tobacco, these objectives are not going to be accomplished overnight. It takes an extended period of time. Sometimes it's those incremental improvements that we need to stop and appreciate, and recognize and use that as a way to reinforce that it's going to take time, but we are making the baby steps. So being able to track that, and maybe you don't see a major change from one year to the next, but if you look at a five year or ten year span that's where you start to see that you are really making a dent in terms of changing.

The other thing you can think about is, as we suggested, those linkages beyond just your local community. Yes, it's important to work locally, but it's important to think about the lessons learned, the activities that have been engaged through other agencies. How are other states going about planning? How are they setting up their game plan to address the needs of their population? And certainly it shouldn't be a cookie cutter approach, not every state is going to take the same approach, but there might be some overlap on particular areas. Maybe the health needs around mental health, or around young adults, maybe there are similar needs from one state to the next.

And so another resource that Healthy People has on their website is the list of different state and territorial health plans for Healthy People 2020. And again here's just a quick snapshot of the website, but you can go and access a PDF of the state plans to see where might I learn from another state, maybe I can, instead of reinventing the wheel, I can just modify the wheel from another state. It also has all the contact information for the coordinators in the other states. So facilitating that networking and that communication across folks who are working in this area. Having that backbone that infrastructure that folks are regularly talking and then trying to spread that Healthy People mindset out to other public health and health care professionals.

Jessica Boyer: So we would really, as we've been talking about for the past few minutes is that there's a plethora of information available on Healthy People website and also this was just a snapshot, this module project that you've participated in with us, and we hope that you've appreciated them, they're only a few highlights of the Healthy People 2020 project. There are lots and lots of other topic areas and we absolutely encourage you to look at those other topic areas, and really to think critically about how the topic areas that we addressed in these learning modules, how they can be translated into the other Healthy People 2020 topic areas.

You will see that just as we saw synergies, and connections, and interdisciplinary issues that came across in these 13 topic areas that we looked at, you're going to see that this is going to happen in many other places in the Healthy People 2020 framework because of course as we all know, public health is a growing burgeoning field, but there's so much interconnectedness between the different health issues that we're all dealing with - in our own lives, in our family's



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lives, with the people we're working with in the community, that you're going to see these synergies across the different topic areas. And we hope that these learning modules will help promote some new thinking in terms of looking at how we can connect these different topics and how we can really help to address public health in a much more holistic fashion than we already do, because it is a very... I mean I think that's one of the keystones of public health is holistic learning and holistic viewing of health issues. And so we encourage you to take that mindset into your view of the other topics that are addressed in Healthy People.

So to help encourage doing that, why don't you think about, this is just a way that you can sort of think about how you can address this. Is, maybe there's a new objective for Healthy People 2020 that you think needs to be addressed. How would you go about determining those priority areas? What have you looked at? When you're looking at the Healthy People website what do you think is missing, or maybe you have an idea that can, for an objective that can be addressed within, you know housed underneath another set objectives that is really, maybe we're really missing something else and there needs to be an additional area addressed.

And then how can you help determine what a reasonable measure is? I mean you certainly don't want to say that you're going to achieve full compliance with a particular health issue. You certainly want to make sure that the measures that you are thinking about are reasonable. Well, how are you going to determine that reasonableness? You're going to look at the other objectives that are within the particular topic area, within that particular goal, and see what could possibly happen. You're going to look at the progress to date, already, for a health topic that's somewhat similar to the topic that you're looking to address. And so those are ways that you can really help Healthy People more intrinsic to your learning experience.

Another activity that you can work on is to develop a brief case study on how there's a local public health agency in your area, or an organization that's working towards Healthy People 2020 goals, and help bring that out, because that's going to be a really important case for that agency to be able to make, that says, "We're doing work locally that's really helping to achieve national objectives." And that's a very, very important case. It's very important for us in public health, but for that agency itself to be able to see that connection and to express that connection is a really important outcome for that agency, and for you to work the agency in that arena will be very important for your own learning.

So in conclusion we really would like to encourage you to think innovatively, to really use innovation when you're talking and you're thinking about how you can use Healthy People 2020. Don't let these objectives and these goals simply live on a website. Don't let them live in a goal statement, in a proposal somewhere. Actually figure out how you can use these in an innovative framework. How can we get this into... How can you take the Healthy People mindset that we hope that you have developed and how can we bring it out to the wider public.



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We really want this to be an expressive way of thinking and we want you to engage and to think about this, you know maybe on a daily basis, that might be a little too aggressive at the moment, but really when you're reviewing projects, when you're thinking about different programs, when you're trying to figure out what's going to happen next, "When I'm done with school where am I going to go." Well think about the Healthy People framework, see if you can develop an interest in a different topic area than the topic that you've sort of always been associated with and really, really make it a part of your thinking and of your practice. And it's really very important so once you're done with your education and you move into practice, how do you maintain the momentum of the Healthy People framework?

So we [inaudible 00:20:04] that as our challenge to you. To really take Healthy People and get it into your everyday thinking, get it into your practice, get it into that framework on a regular basis so you can figure out how we can all work together to move our nation towards these sets of goals and objectives. Finally, we do welcome feedback on the modules. We do hope that these have been helpful and really we welcome your feedback and you can find that opportunity on the APTR website. Thank you.

Dr. Jennifer Ibrahim: Thank you so much.