“Pursuing the Integration of Public Health, Mental Health and Community Based Primary Care: Opportunity or Obligation?”

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* http://vimeo.com/86715473
“I have the audacity to believe that peoples everywhere can have three meals a day for their bodies, education and culture of their minds, and dignity, equality, and freedom for their spirits.”

--Dr. Martin Luther King
Our concept of poor health has evolved
This is the conceptual model of population health developed by the University of Wisconsin Population Health Institute. Counties are ranked, within state, by ‘Health Outcome’ and also by ‘Health Factors’.
When the external becomes internal:
How we internalize our environment

Allostatic Load

Inadequate Transportation
Long Commutes

Housing

Lack of social capital

High Demand-Low Control Jobs

Lack of access to stores, jobs, services

Crime

Stress

Stress

Stress
Although primary care and public health share a goal of promoting the health and well-being of all people, these two disciplines have historically operated independently from one another.

Integration is an imprecise term that encompasses a wide variety of definitions.

Integration of primary care and public health is defined as the linkage of programs and activities to promote overall efficiency and effectiveness and achieve gains in population health.
integrate
ˈɪn(t)əˌɡrət/
verb
verb: integrate; 3rd person present: integrates; past tense: integrated; past participle: integrated; gerund or present participle: integrating

1. combine (one thing) with another so that they become a whole
2. bring (people or groups with particular characteristics or needs) into equal participation in or membership of a social group or institution.
True and meaningful collaboration/integration between health care (primary & behavioral) and public health
Reshaping the medical care mindset

* “Thinking outside the bed”
* Motivation beyond Market share
* Investor vs investment
Reshaping the public health mindset

* Neutral convener
* Integrating primary care & public health
* Investment vs investor
Authentic integration between physicians, LPH professionals and the community

Endorsement / Mandate by leadership

Staff empowered to respond, challenges to status quo encouraged and welcomed.

- Mental Health Practitioners
- Public Health Practitioners
- Community Based Providers

Engagement with / Advocacy for community members who want to create change
Shared Leadership/Collective Impact: “Three are greater than One”

Mental Health Practitioners
Community Based Providers
Public Health Practitioners
Core Principles of Successful Integration

* Common goal of improving population health
* Involving the community in identifying its needs
* Strong leadership to bridge disciplines, programs, jurisdictions
* Sustainability
* Collaborative use of data

IOM Report, 2013
Facilitators of & Barriers to Primary Care and Public Health Collaboration: Interactional Level

FACILITATORS
* Clear roles and responsibilities for all partners
* Trust, tolerance, and respect for partners
* Effective communication

BARRIERS
* Resistance to change
* Competing priorities and agendas
* Poor rapport between primary care and public health, as well as with the community
* Inadequate understanding of specific roles and interdisciplinary teamwork

The “HAVE to” versus the “WANT to”
Dr Josepha Campinha-Bacote, Cultural Desire
The “Secret” Ingredient in Integration: Applying, not Incorporating, Health Equity
It’s not ‘what,’ but ‘how’

- Incorporating health equity is more than just stratifying data by race/ethnicity or gender. It is opening people’s minds to the fact that some disparities are unfair and unjust.

- A philosophy and framework used to shift our thinking about the questions we routinely ask or asking additional questions.
A Health Equity Lens

1. Seeks out what is unfair in order to reverse or avoid it
2. Aspires to apply justice in serving women and families
3. Recognizes the impact of social resources on the care and behavior of women and families
4. Identifies and facilitates social opportunities for women and families to readily/easily attain well-being

Social Justice - The absence of unfair, unjust advantage or privilege based on race, class, gender, or other forms of difference.
Health Equity - A fair, just distribution of the social resources and social opportunities needed to achieve well-being.
“Be the change you wish to see
In see in the World”
--M. Ghandi

Lessons from the Life of Lillian Wald
“It is very pleasant to return to my old home... In coming back to Rochester, I inevitably compare the physical advantage of the children who are brought to manhood and womanhood in this environment with those of the children with whom my lot in life has been cast these many years.”

Lillian Wald, PHN Founder
Over broken asphalt, over dirty mattresses and heaps of refuse we went... There were two rooms and a family of seven not only lived here but shared their quarters with boarders... [I felt] ashamed of being a part of society that permitted such conditions to exist...

What I had seen had shown me where my path lay.
“Many years familiarity with the children's attempts to play in the streets has not made me indifferent to its pathos, which is not the less real because the children are unconscious of it. In the midst of the pushcart market, with its noise, confusion, and jostling, the checker or crokinole board is precariously perched on top of a hydrant, constantly knocked over by the crowd and patiently replaced by the little children.”
Seeing the Change & Being the Change

“Our basic idea was that the nurse’s peculiar introduction to the patient and her organic relationship with the neighborhood should constitute the starting point for a universal service to the region... We planned to utilize, as well as to be implemented by all agencies and groups of whatever creed which were working for social betterment, private as well as municipal. Our scheme was to be motivated by a vital sense of the interrelation of all these forces... We considered ourselves best described by the term ‘public health nurses.’ ”
Seeking Collective Impact/Integration: A Synergistic Model

- Trading consensus and compromise ("either/or")
- For collaboration and collective impact ("both/and")
- Case examples:
  - House Calls initiative
  - The BIRCH Center
Building Effective Tobacco Treatment Services for Pregnant and Parenting Women

Ingham County Health Department, Lansing, Michigan
House Calls Background

• *House Calls* is a voluntary program offered to women who are currently receiving services from the Ingham County Health Department (ICHD)
• In 2007, ICHD Women Health Services (WHS) developed a questionnaire to best understand why women were not enrolling in services:
  – Smoking cessation not being a priority
  – Belief that the program would not help
  – Lack of support to quit at home
  – Too busy to participate
  – Lack of transportation and child care
The BIRCH Center:
A Primary Care and Mental Health Co-Location Project

A COLLABORATION of the
Ingham County Health Department
Community Health Center Network
and
C.E.I. Community Mental Health
Integrated/Coordinated Care

Individuals with serious mental health illness

- Often do not seek routine care or primary care services

- Often use the emergency room for care which is costly

- Usually seek care when they are very sick and are not effectively managing their health often requiring a higher level of care

- Often are disfranchised from the traditional system of care because of behavioral issues
Degrees of Primary Care and Public Health Integration

- Isolation
- Mutual Awareness
- Cooperation
- Collaboration
- Partnership
- Merger

IOM, 2012
The challenges in integrating public health and primary care are great— but so are the opportunities and rewards... Moving along a path of integration will promote better health and well-being for all Americans.

IOM Report, March 2012
“I have the audacity to believe that peoples everywhere can have three meals a day for their bodies, education and culture of their minds, and dignity, equality, and freedom for their spirits. I believe that what self-centered men have torn down, men other-centered can build up...”

--Dr. Martin Luther King, Jr.
Be not weary in well-doing, for in due season, you will reap if you faint not.

The Apostle Paul
* http://vimeo.com/38317913