



Commonwealth of Massachusetts  
Department of Public Health

Helping People Lead Healthy Lives In Healthy Communities

Public Health Council Meeting  
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# Prevention and Wellness: Innovation and Success

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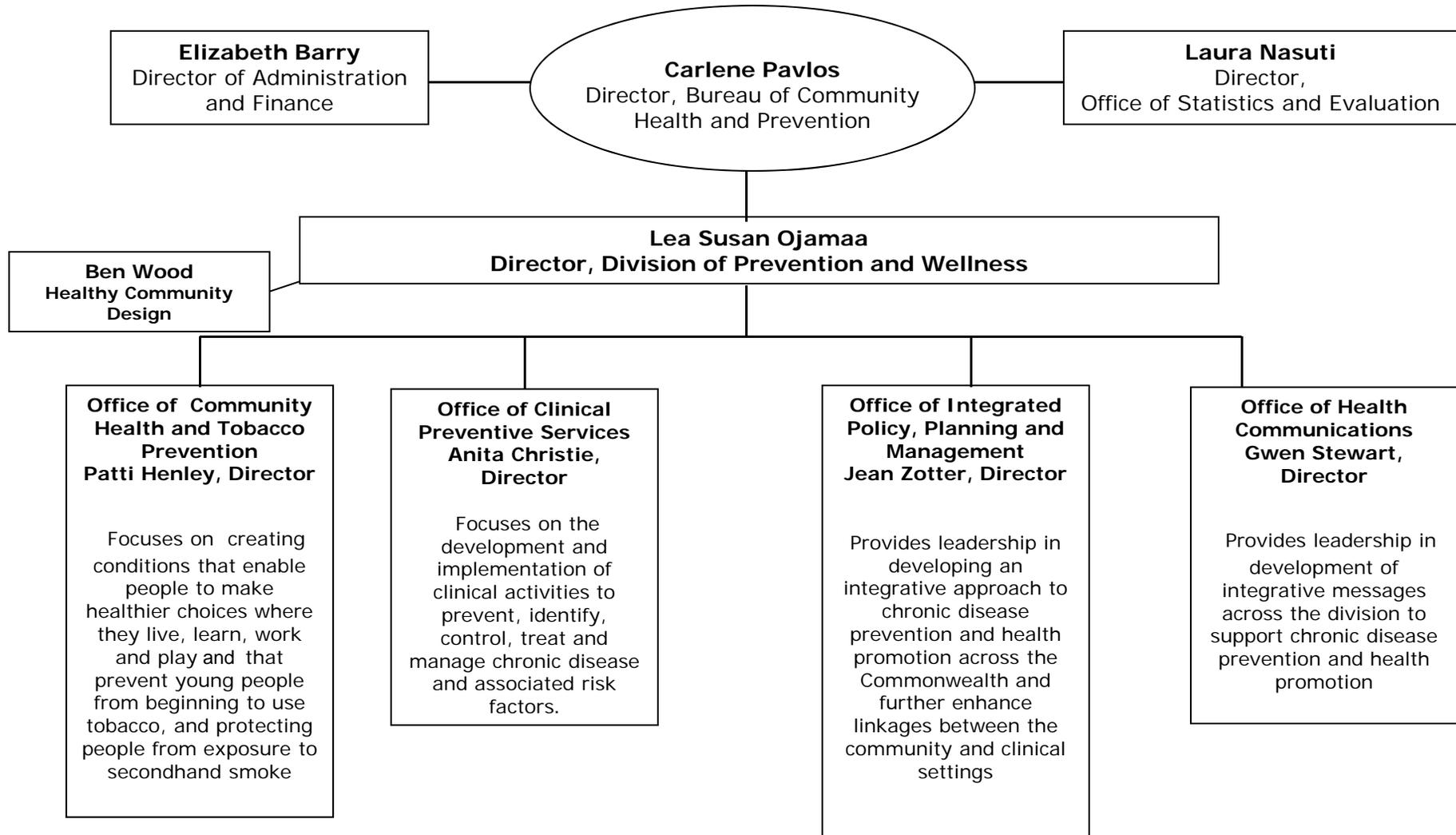
# Key Milestones in Chronic Disease Integration

- Negotiated Agreement Pilot State
- Intensive review of categorical-specific activities and objectives and identification of opportunities to align activities and shared resources
- Realignment of epidemiology and evaluation staff
- Engagement of organizational development consultant
- Coordinated Chronic Disease funding from CDC
- Reorganization by functional offices
- Addition of Massachusetts Tobacco Cessation and Prevention Program to the Division of Prevention and Wellness

# Division of Prevention and Wellness

- The Division of Prevention and Wellness uses an integrated approach to reduce the burden of and disparities in chronic diseases and associated risk factors in Massachusetts.
- Work is focused in three domains/areas:
  - Environmental approaches that promote health and create conditions that support and reinforce healthful behaviors
  - Health system interventions to improve the effective delivery and use of clinical and other preventive services in order to prevent disease, detect diseases early, and reduce or eliminate risk factors and mitigate or manage complications
  - Strategies to improve community-clinical linkages ensuring that communities support and clinics refer patients to programs that improve management of chronic conditions

# Organizational Structure



# Massachusetts Partnership for Health Promotion and Chronic Disease Prevention

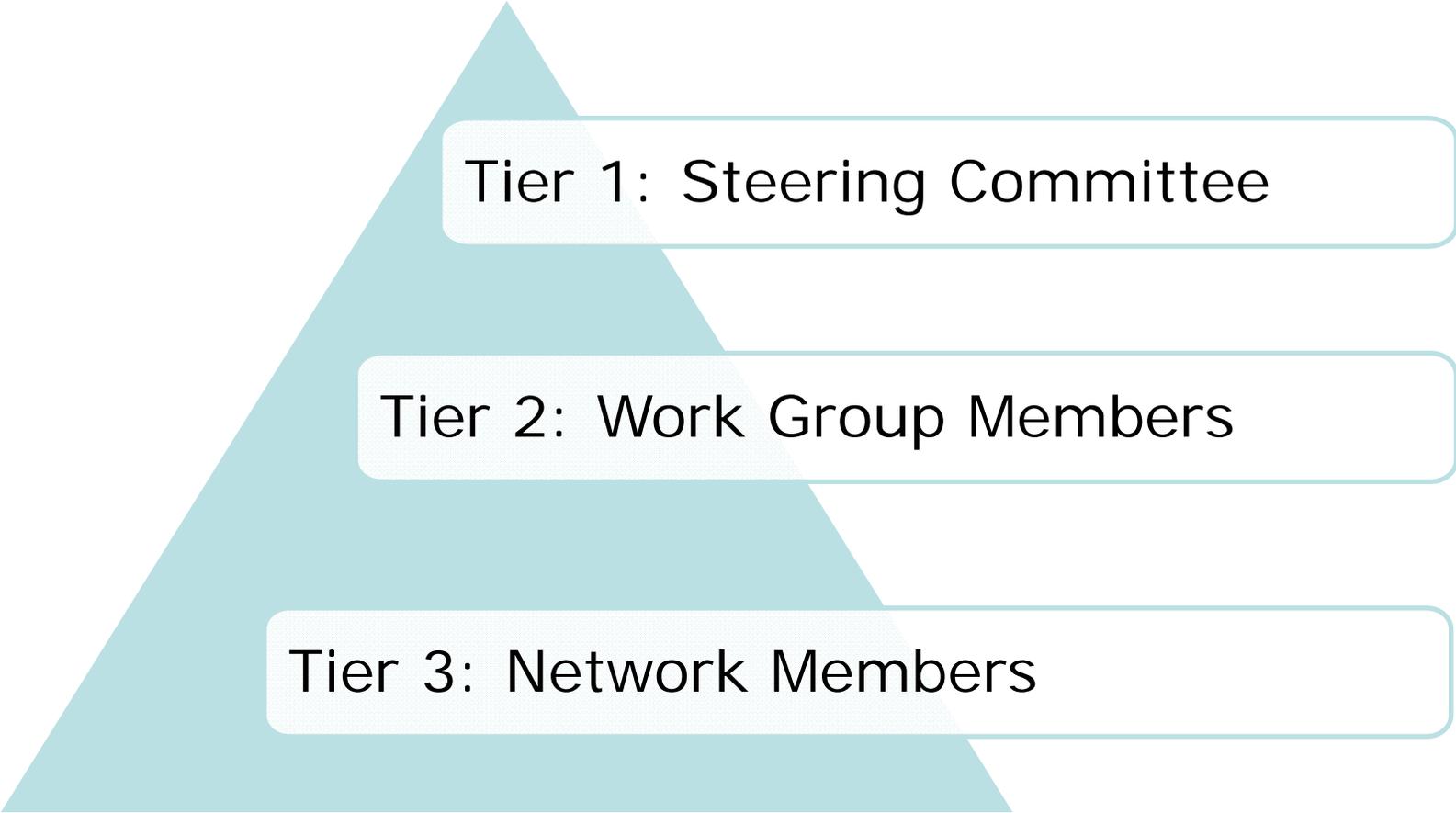
- Seven Communities of Practice:
  - Healthy Eating
  - Physical Activity
  - Built Environment
  - Tobacco-Free Living
  - Clinical Preventive Services and Population Health Management
  - Community and Healthcare Linkages
  - Improved Access to State and Local Data

# Massachusetts Comprehensive Cancer Prevention and Control Network

- New Opportunities for Engagement
- First Annual Cancer Statewide Meeting held on June 5, 2014
- Created a Shared Vision of Success



# Three Levels of Engagement for Cancer Prevention and Control Partners



Tier 1: Steering Committee

Tier 2: Work Group Members

Tier 3: Network Members

# MCCPCN Campaigns

## TEST YOURSELF FOR COLON CANCER AT HOME

**It's easy. It's covered by insurance.**  
[www.mass.gov/cancerscreenings](http://www.mass.gov/cancerscreenings)

## CAN WE TALK?

### Breast & Cervical Cancer Screenings

One simple conversation could save your life.

## My reasons to lose weight

- Dance all night at my high school reunion
- Have the energy to play with my favorite little ones
- Get back on a bike
- Reduce my risk for cancer

One more reason to Eat Better and Move More.

[mass.gov/massinmotion](http://mass.gov/massinmotion)

## Be Smart

Get the latest facts about prostate health.

"At my last check-up, I talked with my doctor about getting the PSA test. Now I'm confident I made the right decision."

"New research changed my opinion about the PSA test. I don't recommend it for every man — not anymore."

### Is the PSA test right for you? Talk to your doctor.

Visit [www.url.com](http://www.url.com) to find out more about the PSA Test.

### Not every man needs the PSA test. Do you?

New research is changing how doctors use the PSA (prostate-specific antigen) test. It's not a regular test that you'll get automatically at your check-up — now, you have to decide if you want it. Talk it over with your doctor during your appointment.

**What's the PSA test?** It's a blood test that checks the level of a protein made by your prostate.

**What's the Problem?** The test can lead to risks. If you have a high PSA level, the test can't tell you if the cause is harmless — like slow-growing cancer that doesn't need treatment — or dangerous. After a high PSA level, many men go on to face important decisions about treatment they could have avoided.

**What do I do?** Go over the pros and cons with your doctor. Decide if the test is right for you.

**Before you talk to your doctor**

Start by answering a few questions. Then learn more about the PSA test on the back of this sheet.

Do you have risk factors for prostate cancer? For instance:

1. Has anyone in your family had prostate cancer? (Age of the man)	Yes	No	Don't know
2. Are you African American or black?	Yes	No	Don't know
3. Are you age 50 or over?	Yes	No	Don't know
4. Have you previously had a high PSA result?	Yes	No	Don't know

Other factors to consider:

5. How concerned are you about getting prostate cancer? Very Somewhat Not Very

6. When you make a decision about your health, do you talk over with anyone first? — like your wife, partner, or friends? (Who? — write your answer in the space to the right)

7. How would you describe yourself? (I like to get all the medical tests I can — I give my peace of mind. I'm not back about my health — I take things as they come.)

[ Doctor's office decision aid ]

### Frequently Asked Questions about the PSA test

**Wait — doesn't the PSA test diagnose cancer?**  
 Why wouldn't I want that?  
 The PSA test can't tell you if you have prostate cancer. Lots of things can cause a high PSA level. Cancer is just one of them. The only way to know if you have prostate cancer is to get a biopsy.

**So what are the benefits of getting the PSA test?**  
 A high PSA could be a sign of a dangerous type of cancer. The test could help you catch it early, when it may be easiest to cure.

**Besides a high PSA level, what raises my risk of prostate cancer?**  
 If you have a family history of prostate cancer — especially if your brother or father had it — your risk is 2 to 3 times higher. If you're African American or black, your risk is 50% higher. The risk of prostate cancer also goes up with age, especially after age 50.

**But the PSA is just a blood test — why not get it to be safe?**  
 The test itself is safe. The risks come afterward. If you get a high result, the test can't tell you if the cause is harmless or dangerous. So to be sure, you might get more tests or a biopsy. That could lead to over-treatment — radiation or surgery you might not really need. You could get sick with long-term side effects.

**What side effects could the PSA test lead to?**  
 Some men who get treatment have problems afterward — they may leak or lose bladder control. They might have sexual problems — like impotence (trouble getting hard during sex). Sadly, men have more serious problems, like infections, blood clots, or heart effects.

**How do I decide?**  
 We can't give you an exact answer. Doctors are still studying the best way to use the PSA test. But don't ignore the news. Learn more about the test. Talk to your doctor, your family, and friends. Decide what's right for you.

**Learn more about PSA testing at [website]**

**The PSA test has benefits and risks:**  
 According to one study, out of every 1000 men who get the PSA test over 10 years:  
 1 in 300 men die from prostate cancer.  
 300 more men die from other causes they may not have needed.  
 Side effects can include:  
 - Impotence (trouble getting hard during sex)  
 - Trouble starting or stopping urination  
 - Weak flow or dribbling  
 - Blood in your urine  
 - Blood clots and heart disease

It's not a simple decision. But it's an important one.

Talk to your doctor. Make your own choice.

### Be smart. Get the latest facts about the PSA test.

Then talk about it — with your doctor, partner, family and friends.

Doctors don't think that every man needs the PSA (prostate-specific antigen) test. Learn why — and then decide if it's right for you.

**Do you need the PSA test?**  
 Things have changed. Getting the PSA test is no longer automatic during a man's check-up at his proctologist. It's not like getting a colonoscopy or checking your blood pressure. Now, the smart move is to talk with your doctor and decide together — even if you've already had the test before.

**Here's what doctors think**  
 New research has shown that the PSA test doesn't work well as a regular screening test for prostate cancer. It could help some men. But for many, the test has risks without clear benefits.

**How to decide if the PSA test is right for you**  
 There's no right or wrong answer. But first, about your risk. If you are at high risk for prostate cancer, you might decide to get the test. The downsides of the test may seem smaller.

**What facts right to you. Are you the sort of person who wants to get all the tests to be sure? Or are you more laidback about your health?**

**What increases your risk of prostate cancer?**  
 - Race. African American and black men have a 50% higher risk.  
 - Family history. Having a close relative who had prostate cancer raises your risk 2 to 3 times.  
 - Age. The risk of prostate cancer goes up as you get older — especially after age 50.

**About the PSA Test**  
 What is it? The PSA is a blood test. It checks levels of a protein (prostate-specific antigen) made by a man's prostate.  
 What could the PSA test do? It won't tell you if you are or are not getting prostate cancer. A high PSA level can be a sign of cancer, but usually it's not. The PSA test can't tell the difference. You need a biopsy to know for sure.  
 Here's what you need to know: The PSA test may help catch a harmful type of cancer early. Treatment tends to work better the earlier you catch the type of cancer.  
 What are the risks? The PSA test can lead to more tests, stress, and over-treatment. Some men wind up getting operations and radiation (with serious side effects) that they could have avoided.  
 Have more questions about the PSA test? Talk to your doctor.

### How can a simple blood test have risks?

It's not the test itself or the needle. It's that the test might not give you a clear answer — so you might need more tests or treatments to be sure. Many have side effects.

**More tests, please.** He could be high. It's probably not. But it could be a sign of prostate.

**For some, about 1 in 300 men, the biopsy is negative.** So the doctor orders more tests to get you, like a biopsy — or even a prostatectomy. There can be emotional and painful.

**But for others, the biopsy is positive — and the man has cancer.** It's probably a slow-growing prostate cancer that won't ever need treatment — even if you. But doctors can't always tell if it's a slow-growing or dangerous.

**What about the benefits?** The PSA test may help catch a harmful type of cancer early. Treatment tends to work better the earlier you catch the type of cancer.

**What are the risks?** The PSA test can lead to more tests, stress, and over-treatment. Some men wind up getting operations and radiation (with serious side effects) that they could have avoided.

**Whether you get the PSA test or not, see your doctor if you have symptoms like:**  
 - Needing to urinate more often than usual  
 - Getting up during the night a lot to urinate  
 - Trouble starting or stopping urination  
 - Weak flow or dribbling  
 - Blood in your urine  
 Other conditions besides prostate cancer can cause these symptoms. But always get them checked out.

**Still haven't decided whether to get the test?**  
 That's okay. You don't have to make a final decision now. You can wait and think it over. Learn more about PSA testing at [website].

# Mass in Motion: Eat Better, Move More

## Multifaceted state initiative

- Call to Action report
- Regulatory/policy changes
  - BMI reporting
  - School Nutrition Standards
  - Executive Order 509
- State Agency Collaborations
  - Healthy Transportation Compact
  - MA Food Policy Council
  - Planning Ahead for Growth
- Public information campaigns
- Healthy Communities Initiatives
  - MA Children at Play
  - Working on Wellness
  - Municipal Wellness and Leadership
  - Healthy Community Design Initiative
- Comprehensive Evaluation
- [www.mass.gov/massinmotion](http://www.mass.gov/massinmotion)



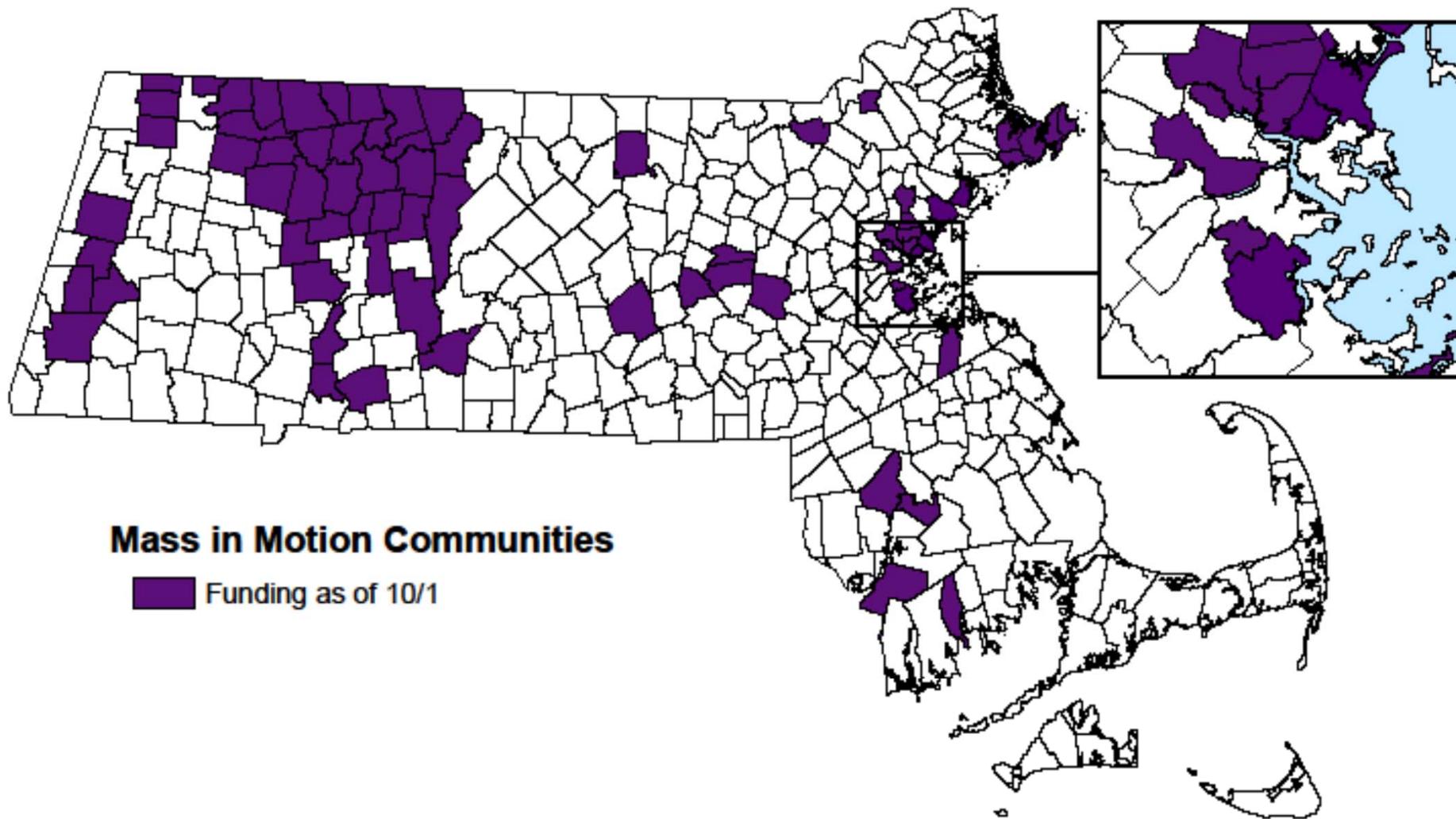
The screenshot shows the official website of the Office of Health and Human Services (EOHHS) for Health and Human Services. The page features a navigation bar with tabs for 'EOHHS Home', 'For Consumers', 'For Providers', 'For Researchers', and 'For Government'. Below the navigation bar is a large image of a family (a man, a woman, and two children) standing outdoors. To the left of the family image is a purple silhouette of a person running, with the text 'Mass in Motion' and the tagline 'Better health. It's your move.' Below this is a section titled 'Eat Better' with a photo of a plate of food. To the right of the family image is a section titled 'Adopting a child through The Department of Children and Families is a no cost to the adopting individual or family. Our children are special and ensure that we find the right home for them. We want to find the right custody.' Below this text are three bullet points: 'We have children from a variety of ethnic and linguistic background families who will appreciate and embrace a multi-cultural, multi-ling...', 'Children who come into our care have been abused or neglected, difficult start in life, and may exhibit educational, emotional and behavioral issues and families who are capable of taking on these special...', and 'We have a number of sibling groups. Unless there are reasons why the children, we seek to keep brothers and sisters together. We are willing to open their homes to two or more children.' Below the bullet points is another bullet point: 'We have some children who need varying degrees of medical attention. Children may have allergies, asthma, special diets, hearing or vision medical conditions. We seek individuals and families willing to care for medical needs.' At the bottom of the page, there is a footer that reads 'This information is provided by the Department of Children and Families'. On the right side of the page, there are two buttons: 'Calendar' and 'Blog'.

# Municipal Wellness and Leadership Grants

- A public- private partnership supporting cities and towns to implement local policy, systems and environmental change strategies to prevent and reduce overweight/obesity, chronic disease and associated risk factors and to create healthier communities.
- Interventions focus on healthy eating, active living, and promotion of healthy and safe physical environments.
- The initiative is municipal lead with the creation of a multi-sector partnership to develop and implement the community-level strategies.

# Focus of Community-Level Strategies

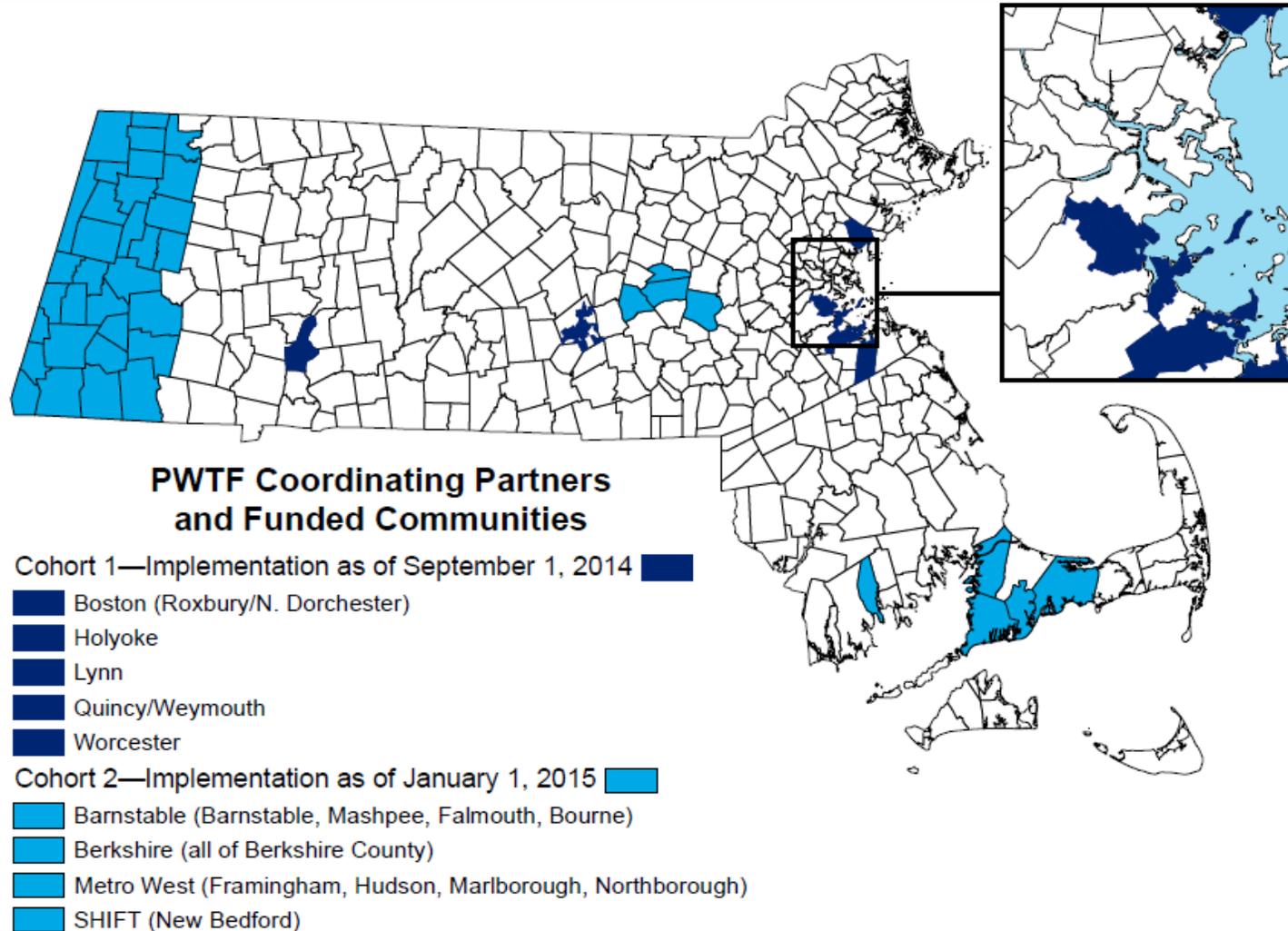
- Increasing accessibility, availability, affordability and identification of healthful foods in communities
- Reducing access to and consumption of calorie-dense, nutrient poor foods
- Increasing opportunities for physical activity in communities
- Improving the built environment to advance opportunities for healthy living by encouraging walking/bicycling (for transportation and recreation), increasing access to public transportation and improving access to healthy food for people of all ages and abilities



**Mass in Motion Communities**

■ Funding as of 10/1

# Prevention and Wellness Trust Fund: Partnerships are Across the State



# Amplify Effect, Sustain Momentum

- Targeting high need areas
- 3 types of partners working together
- A whole-of-life approach to health conditions: extending care into the community
- At least 2 health conditions per grantee
- Evidence-based interventions that are tiered
- Quality Improvement approach
- e-Referral aids in developing a common language and embeds new clinical practices



*Thank you*  
and  
Questions