Public Health Council Meeting
December 10, 2014

Prevention and Wellness: Innovation and Success

Lea Susan Ojamaa, Director, Division of Prevention and Wellness
Carlene Pavlos, Director, Bureau of Community Health and Prevention
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
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

**Carlene Pavlos**
Director, Bureau of Community Health and Prevention

**Lea Susan Ojamaa**
Director, Division of Prevention and Wellness

**Elizabeth Barry**
Director of Administration and Finance

**Laura Nasuti**
Director, Office of Statistics and Evaluation

**Ben Wood**
Healthy Community Design

**Office of Community Health and Tobacco Prevention**
Patti Henley, Director
Focuses on creating conditions that enable people to make healthier choices where they live, learn, work and play and that prevent young people from beginning to use tobacco, and protecting people from exposure to secondhand smoke

**Office of Clinical Preventive Services**
Anita Christie, Director
Focuses on the development and implementation of clinical activities to prevent, identify, control, treat and manage chronic disease and associated risk factors.

**Office of Integrated Policy, Planning and Management**
Jean Zotter, Director
Provides leadership in developing an integrative approach to chronic disease prevention and health promotion across the Commonwealth and further enhance linkages between the community and clinical settings

**Office of Health Communications**
Gwen Stewart, Director
Provides leadership in development of integrative messages across the division to support chronic disease prevention and health promotion

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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
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
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 and ages and abilities
Prevention and Wellness Trust Fund: Partnerships are Across the State

- PWTF Coordinating Partners and Funded Communities
  - Cohort 1—Implementation as of September 1, 2014
    - Boston (Roxbury/N. Dorchester)
    - Holyoke
    - Lynn
    - Quincy/Weymouth
    - Worcester
  - Cohort 2—Implementation as of January 1, 2015
    - Barnstable (Barnstable, Mashpee, Falmouth, Bourne)
    - Berkshire (all of Berkshire County)
    - Metro West (Framingham, Hudson, Marlborough, Northborough)
    - SHIFT (New Bedford)
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