



## Bridging Community Prevention and Health Care: The Community-Centered Health Homes Model

Rea Pañares, MHS  
Senior Advisor

Arkansas Chronic Disease Forum:  
Prevention, Policy, & Practice in Action

Benton, AR  
April 30, 2015





# What's Health Got To Do With It?



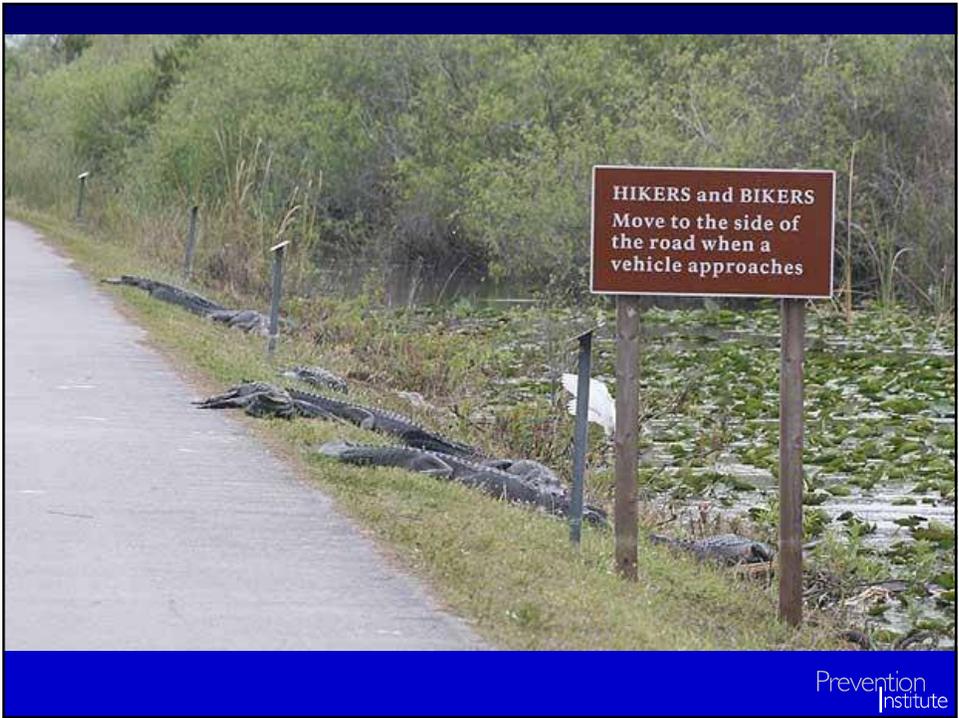
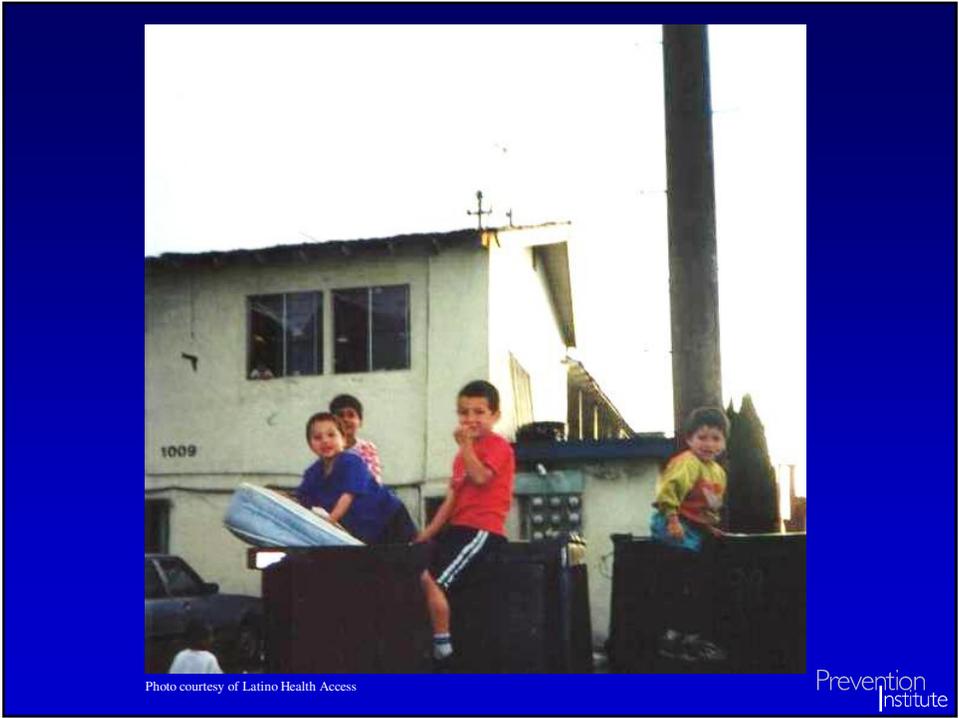


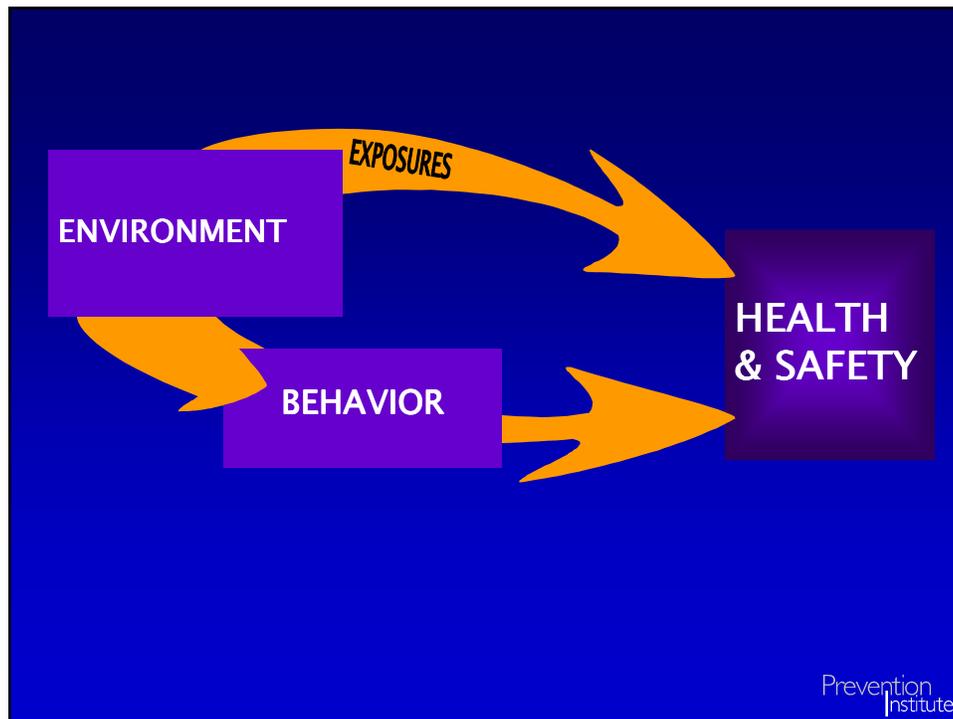
Prevention  
Institute



Prevention  
Institute







**“ It is unreasonable to expect that people will change their behavior *easily* when so many forces in the social, cultural, and physical environment conspire against such change.”**

Institute of Medicine

Source: Institute of Medicine. (2000). *Promoting health: Intervention strategies from social and behavioral research* (B. D. Smedley & L. S. Syme, Eds.). Washington, DC: National Academies Press.

Prevention  
Institute

# Take 2 Steps to Prevention



Environment

Exposures & Behaviors

Health Care Services

Prevention Institute

"An impassioned call to action...Everyone who is concerned about the health of their children, community, and country should read *Diabesity* and heed its practical advice."  
—Christiane Northrup, M.D.,  
author of *Women's Bodies, Women's Wisdom*

# DIABESITY

The Obesity-Diabetes Epidemic That Threatens America—  
And What We Must Do to Stop It

FRANCINE R. KAUFMAN, M.D.  
Past President, American Diabetes Association

Prevention Institute



Prevention  
Institute

# The 1<sup>st</sup> step ...



Environment

Exposures  
& Behaviors

Health Care  
Services

Prevention  
Institute



**Let's take another step ...**

Environment

Exposures & Behaviors

Health Care Services

Prevention Institute



Prevention  
Institute

## Elements of Community Health

Source: *A Time of Opportunity: Local Solutions to Reduce Inequities in Health and Safety*  
Presented to the Institute of Medicine roundtable on health disparities, May 2009  
Table 1. Community Factors Affecting health, safety, and mental health

### PLACE

- ◆ Parks & open space

Prevention  
Institute

## Elements of Community Health

Source: *A Time of Opportunity: Local Solutions to Reduce Inequities in Health and Safety*  
Presented to the Institute of Medicine roundtable on health disparities, May 2009  
Table 1. Community Factors Affecting health, safety, and mental health

### EQUITABLE OPPORTUNITY

- ◆ Racial justice
- ◆ Jobs & local ownership
- ◆ Education

### MEDICAL SERVICES

- ◆ Preventative services
- ◆ Access
- ◆ Treatment quality, disease management, in-patient services, & alternative medicine
- ◆ Cultural competence
- ◆ Emergency response

### PLACE

- ◆ What's sold & how it's promoted
- ◆ Look, feel & safety
- ◆ Parks & open space
- ◆ Getting around
- ◆ Housing
- ◆ Air, water, soil
- ◆ Arts & culture

### PEOPLE

- ◆ Social networks & trust
- ◆ Participation & willingness to act for the common good
- ◆ Acceptable behaviors & attitudes

Prevention  
Institute

“The health inequities we see...are not about just individual bad choices: they are about things not being fair”

*Nancy Krieger, Harvard School of Public Health*

Prevention  
Institute



Prevention  
Institute



“...We could use this place as a place to play sports. We don't get to interact as much because we don't have places to play. The bond is broken. We could build a park so that kids my age can stay active healthy and connected.”

*Daisy Romero, Age 13  
Photo Voice Project, Santa Ana, CA*



Prevention Institute

“So many different companies see the people in our neighborhood as just a way to get paid, so they really don’t care about us. It is evident seeing how easy they provide us with unhealthy food that will likely end up with us in the hospital with a disease or dead, unless we do something about it!”

SOURCE: Courtesy of the Detroit Convergence PV-HEAL Pilot Team

Javon Jones, 17

# Building Healthy Community Environments

## City Walking Trails

Greenville, MS



Source: Prevention Institute

Prevention  
Institute

## Walking School Buses

Greenforest, AR



Source: Woodley Wonder Works

Prevention  
Institute

## Healthy Corner Stores

Louisville, KY



Source: [Louisvilleky.gov](http://Louisvilleky.gov)

Prevention  
Institute

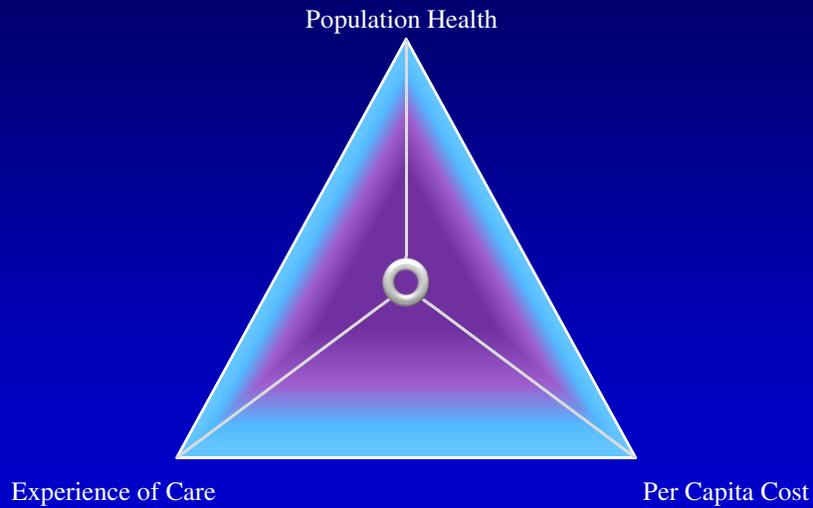
## Joint Use of Recreational Facilities



Prevention  
Institute



## The Triple Aim



IHI Triple Aim: <http://www.ihl.org/Engage/Initiatives/TripleAim>

Prevention  
Institute

## The Spectrum of Prevention



Swift & Cohen. *Injury Prevention* (1999)

Prevention  
Institute

## Community-Centered Health Homes

**Community-Centered Health Homes**

**Bridging the gap between health services and community prevention**

This document was prepared by Prevention Institute with funding from the Community Clinics Initiative (a joint project of Tides and The California Endowment)

**Principal authors:**  
 Jeremy Carico, MPH  
 Lang Cohen, MPH  
 Leslie Minkler, PhD, RD  
 Rea Parfano, MS  
 Janani Srikumarajah, BA  
 Erica Valdivino, BA

© February 2011

Prevention Institute is a nonprofit, national center dedicated to improving community health and well-being by building momentum for effective primary prevention. Primary prevention means taking action to build resilience and to prevent problems before they occur. The Institute's work is characterized by a strong commitment to community participation and promotion of equitable health outcomes among all social and economic groups. Since its founding in 1997, the organization has focused on injury and violence prevention, traffic safety, health disparities, nutrition and physical activity, and youth development. This, and other Prevention Institute documents, are available at no cost on our website.

Prevention Institute

## San Francisco Chronicle

NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

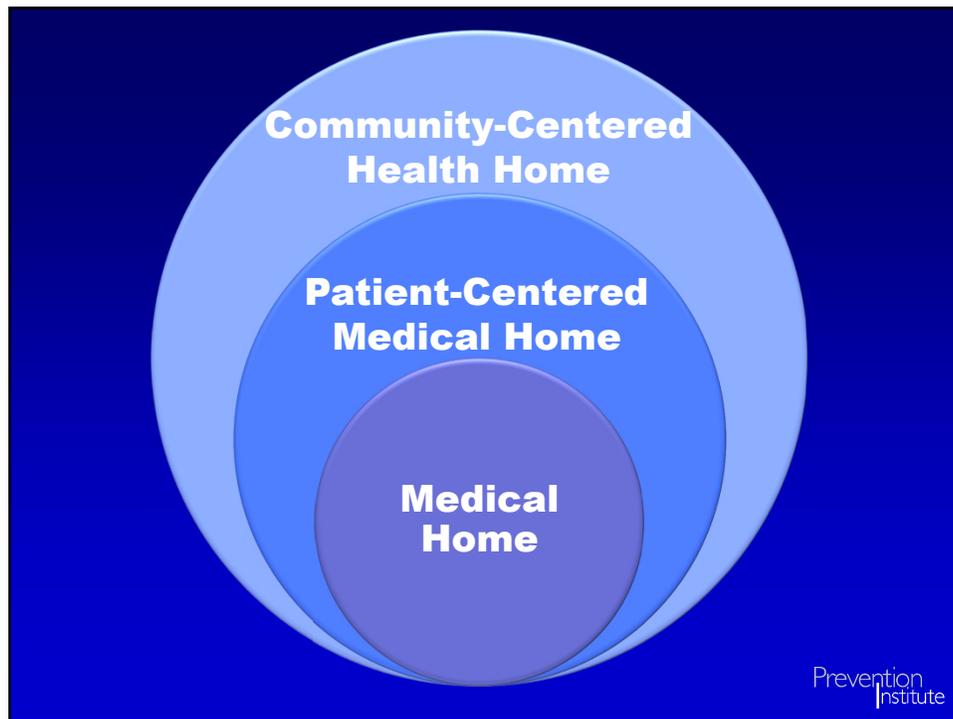
“ I diagnosed ‘abdominal pain’ when the real problem was hunger; **I confused social issues with medical problems** in other patients, too.

...I had neither the skills nor the resources for treating them, **I ignored the social context of disease altogether.**”

- Laura Gottlieb, MD

“Funding healthy society helps cure health care”

August 23, 2010



**The Community-Centered Health Home** not only *acknowledges* that factors outside the health care system affect patient health outcomes, but also *actively participates* in improving them.

## Community-Oriented Primary Care



*“The last time we looked in the book, the specific therapy for malnutrition was food.”*

*Jack Geiger, MD*



Prevention  
Institute

## Community-Centered Health Homes

### Community-Centered Health Homes

Bridging the gap between health services and community prevention

This document was prepared by Prevention Institute with funding from the Community Clinics Initiative (a joint project of Tides and The California Endowment)

**Principal authors:**

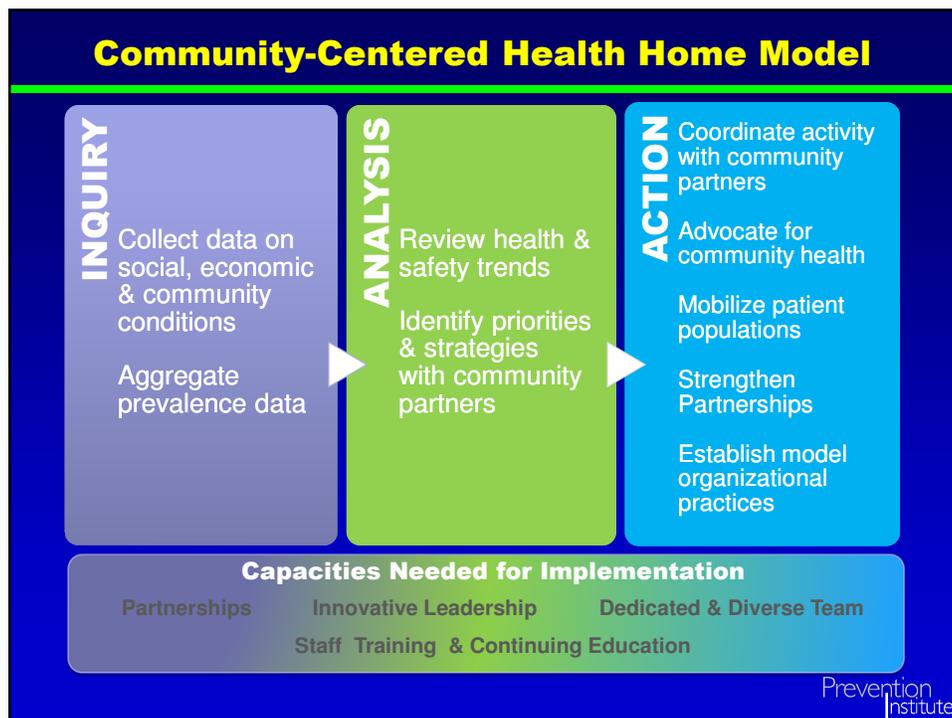
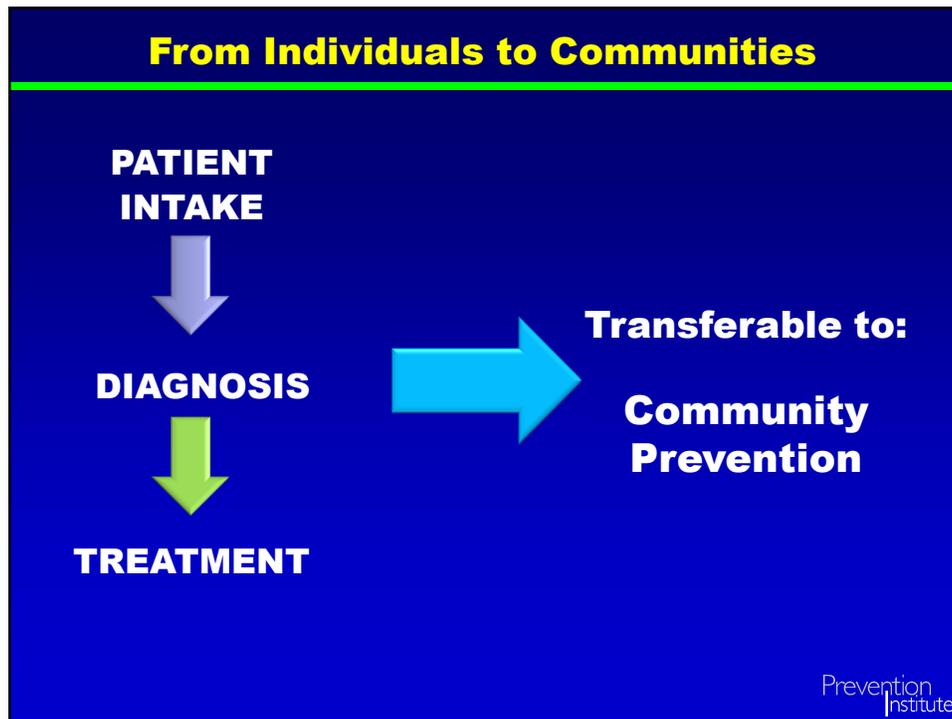
Jeremy Carico, MD  
Lary Cohen, MD  
Leslie Minkler, MD, RD  
Rea Patano, MS  
Janani Srikumaranigal, BA  
Erica Valdivia, BA

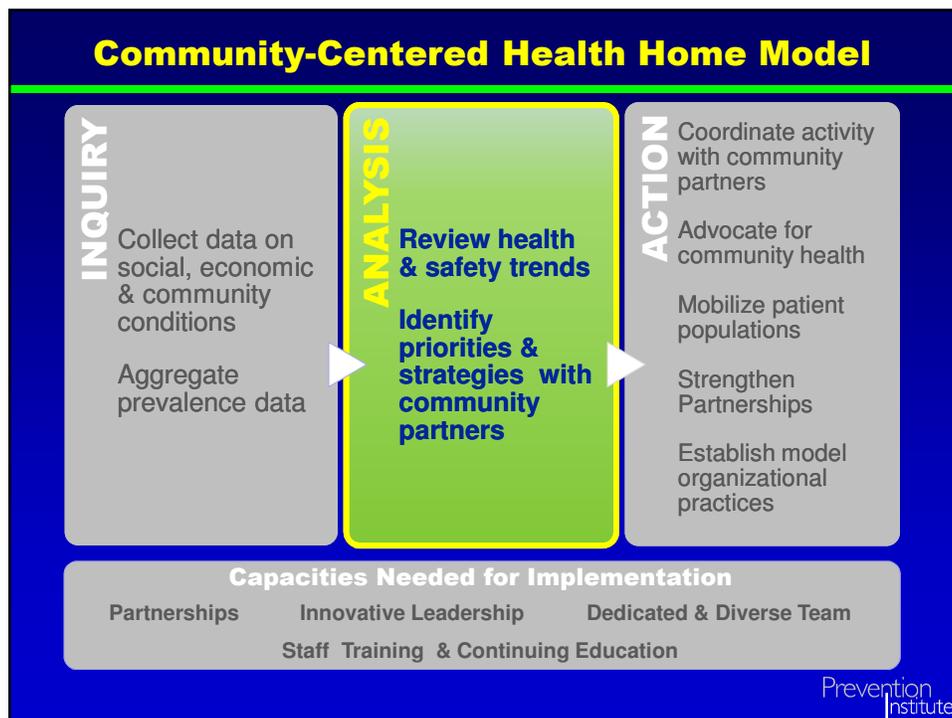
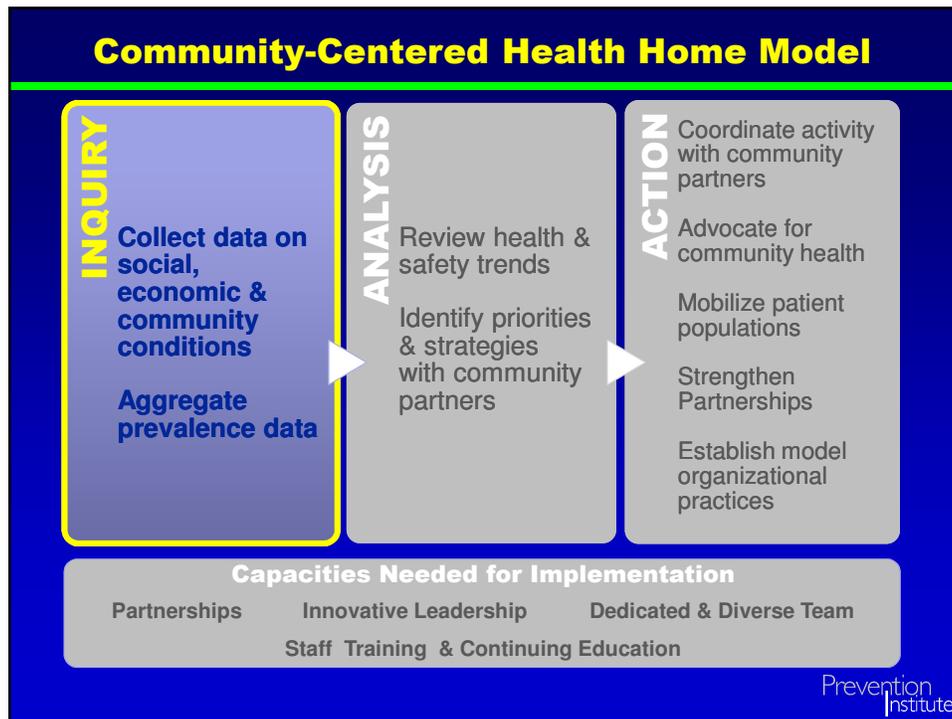
© February 2011

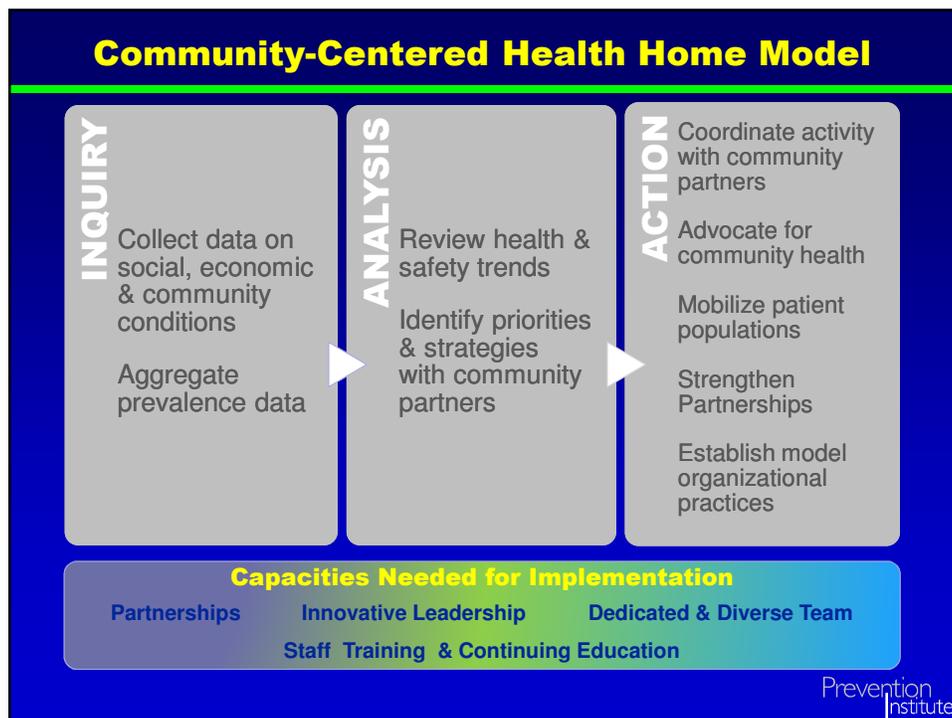
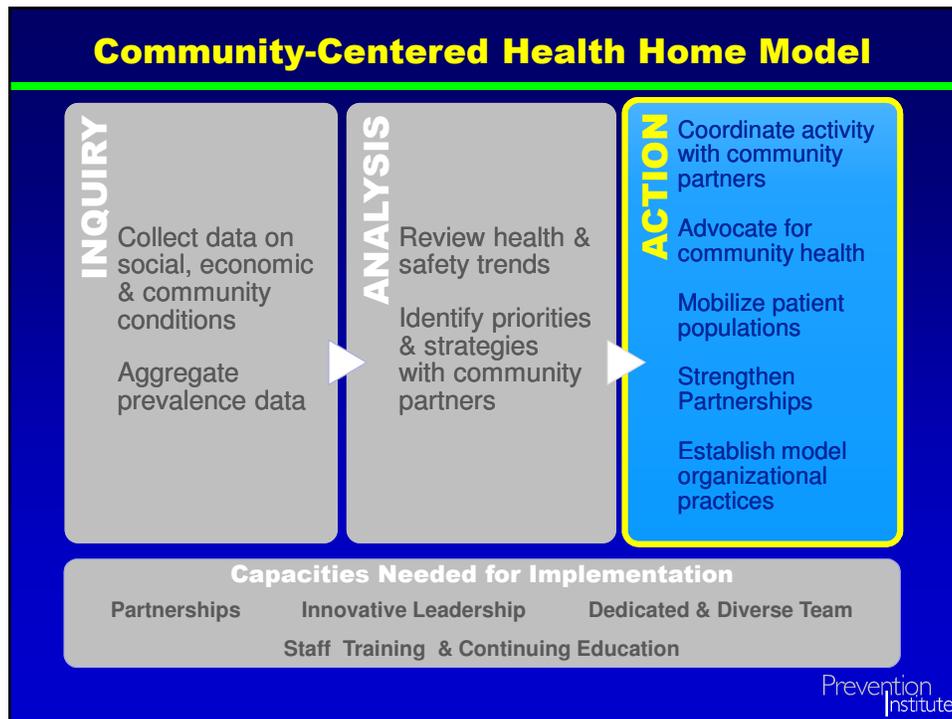
Prevention Institute is a nonprofit, national center dedicated to improving community health and well-being by building momentum for effective primary prevention. Primary prevention means taking action to build resilience and to prevent problems before they occur. The Institute's work is characterized by a strong commitment to community participation and promotion of equitable health outcomes among all racial and ethnic groups. Since its founding in 1997, the organization has focused on injury and violence prevention, traffic safety, health disparities, nutrition and physical activity, and youth development. This, and other Prevention Institute documents, are available at no cost on our website.

Prevention  
Institute

Prevention  
Institute







# Asian Health Services

Prevention  
Institute



Prevention  
Institute



Photo courtesy of: Asian Health Services, <http://www.ahschc.org/safety.htm>

Prevention  
Institute

## Inquiry

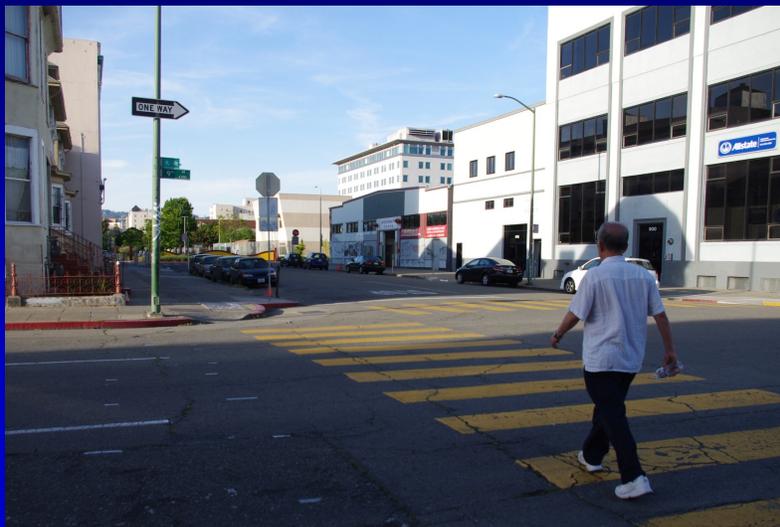


Photo courtesy of: Asian Health Services, <http://www.ahschc.org/safety.htm>

## Analysis



Photo courtesy of: Asian Health Services, <http://www.ahschc.org/safety.htm>

Prevention  
Institute

## Action



<http://mtc.ca.gov/planning/bicyclespedestrians/tools/diagonalCrossing/index.htm>

Photo courtesy of: Asian Health Services, <http://www.ahschc.org/safety.htm>

## Moving *More* Upstream

Prevention  
Institute

## Moving *More* Upstream

### Partnerships

- Community groups
- Business owners
- OCCC
- City planning agencies

Led by AHS

Prevention  
Institute

# Moving *More* Upstream

## Partnerships

- Community groups
- Business owners
- OCCC
- City planning agencies

Led by AHS



Priority 1: economic development and economic equity

Priority 2: physical development in surrounding communities

Priority 3: current state of transportation development

# REVIVE CHINATOWN!



Photo courtesy of: Asian Health Services

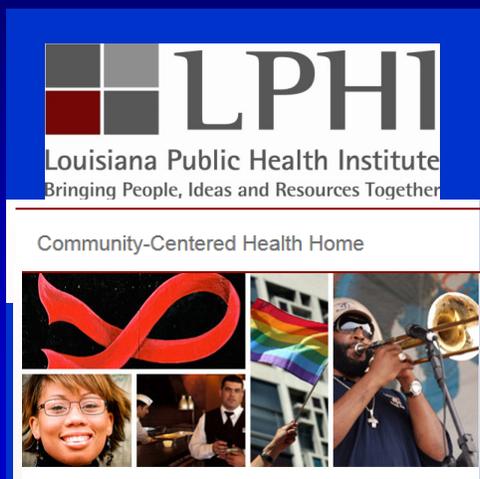
## Catalyst for Change

“An ecological system approach can more effectively address a chronic public health problem . . . **health centers can function as catalysts of community and economic development.**”

- Liou and Hirota on the Revive Chinatown! campaign,  
as described in *From Pedestrian Safety to Environmental Justice:  
The Evolution of a Chinatown Community Campaign*  
Spring 2005

Prevention  
Institute

## Community-Centered Health Homes Demonstration Project



### Funding CCHH Sites in BP Oil Spill Impacted Communities:

- ❖ **CrescentCare**  
*New Orleans, LA*
- ❖ **Daughters of Charity**  
*New Orleans, LA*
- ❖ **Mobile County Health  
Department**  
*Mobile, AL*
- ❖ **Escambia Community  
Clinic Pensacola, FL**

<http://lphi.org/home2/section/3-521/community-centered-health-home>

BlueCross BlueShield of North Carolina Foundation

Community-Centered Health Home Initiative

Strategy Grantees About Us

What is already in place?

**BRIDGING PREVENTION AND CARE**

[http://www.bcbnsfoundation.org/community-centered\\_health\\_homes/](http://www.bcbnsfoundation.org/community-centered_health_homes/)

**NORMS**

Taken for granted

Attitudes, beliefs, ways of being

Sanction behavior

Based in culture & tradition

More than a habit

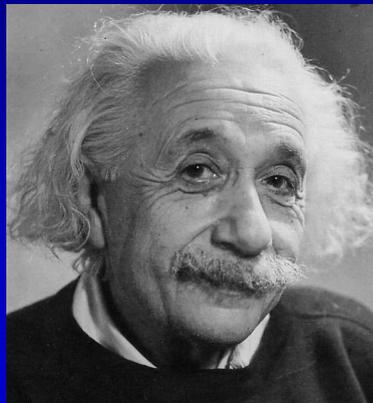
Behavior shapers

Prevention Institute



**“Intellectuals solve problems.  
Geniuses prevent them.”**

*Albert Einstein*



**Prevention  
Institute**

Rea Pañares, MHS  
Senior Advisor

221 Oak Street  
Oakland, CA 94607  
510.444.7738 ext. 351  
510.541.7636 mobile  
rea@preventioninstitute.org  
www.preventioninstitute.org

Prevention  
Institute

**Prevention  
Institute**  
Prevention and equity at the center of community well-being

[www.preventioninstitute.org](http://www.preventioninstitute.org)

221 Oak Street  
Oakland, CA 94607  
Tel: (510) 444-7738



**Sign up for our media alerts:**  
<http://www.preventioninstitute.org/alerts>

**Follow us on:**  
  