



**YOUR PROCESS WILL DICTATE THE OUTCOME**

# **INCORPORATING SDOH INTO PUBLIC HEALTH STRATEGIES**

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# GOALS FOR TODAY ■



- **Define what Public Health can look like as part of a “symphonic” system of care**
- **Better understand the social determinants of health as an integral part of a public health strategy**

- **Identify ways to incorporate addressing SDOH in your role as a public health leader**
- **Motivate you to shift the paradigm and perception related to public health as part of the healthcare delivery system.**

**BE CURIOUS!**

**BE OPEN!**

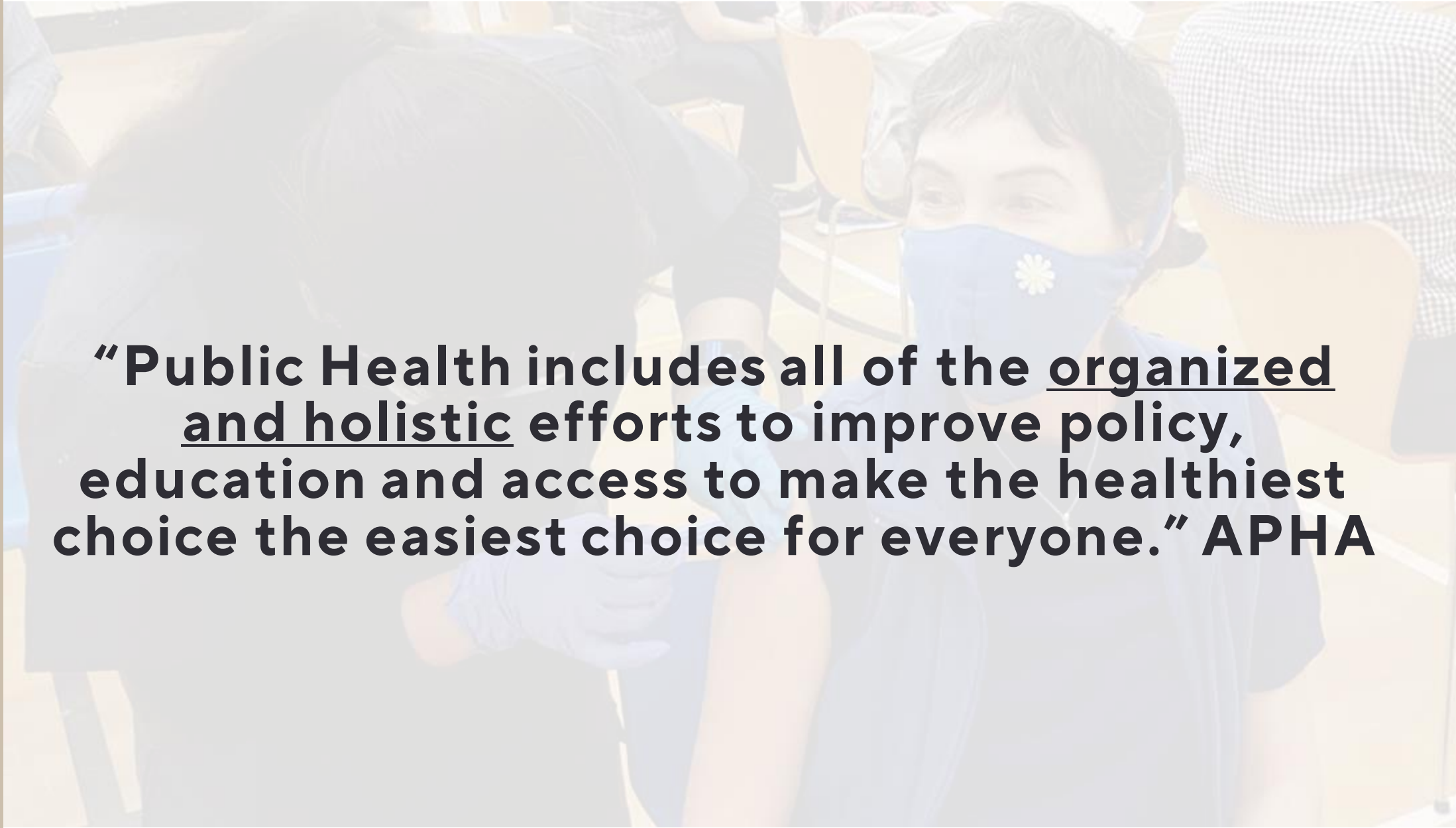
**BE INNOVATIVE!**



# QUICK ACTIVITY!



# WHAT IS PUBLIC HEALTH?

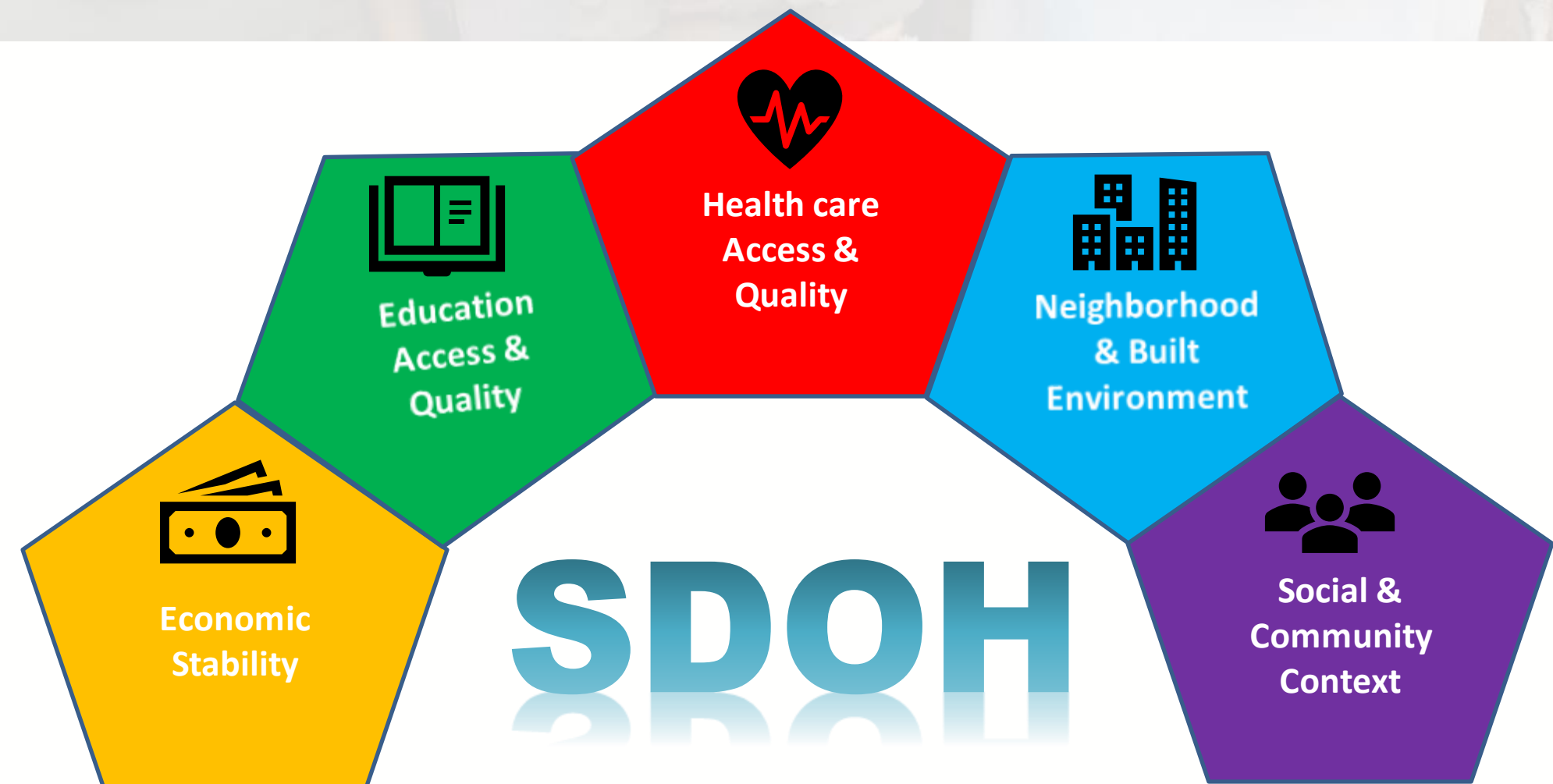


**“Public Health includes all of the organized and holistic efforts to improve policy, education and access to make the healthiest choice the easiest choice for everyone.” APHA**

**Disease & Injury Prevention   Science & Data  
Populations   Advocacy   Upstream Strategies  
Equity   Health Promotion & Education**

# WHAT ARE THE SOCIAL DETRMINANTS OF HEALTH?

**Non-medical factors such as where people are born, live, learn, work, play, worship, and age that influence health outcomes, well-being and quality of life**





# WHY IS ADDRESSING SDOH IMPORTANT IN PUBLIC HEALTH?

- ❖ Promotes health equity and reduces silos.
- ❖ SDOH have more of an impact on health than access to care.
- ❖ True prevention requires understanding and confronting the root cause of issues.
- ❖ Maximizes available community resources.
- ❖ Can support true health transformation.



# WHAT DOES IT LOOK LIKE IN PRACTICE?

## CONVENE

Bring together various stakeholders to identify and address SDOH needs and public health concerns.

01

## INTEGRATE

Aggregate various sources of data to better understand SDOH trends and develop public health strategies.

02

## INFLUENCE

Lead initiatives to impact policies which affect SDOH and support public health priorities.

03

## COLLABORATE

Establish innovative or non-traditional partnerships in order to develop community solutions.

04





# PHMC, PHILADELPHIA

Nonprofit public health institute which serves as facilitator, developer, intermediary, manager, advocate and innovator in the field of public health.

Led “MyVaccineCounts” initiative which addressed persistent health disparities and vaccine hesitancy in Pennsylvania and Delaware through CHW’s.

Offered support and resources to vulnerable and under-resourced communities, in order to identify individuals eligible to receive the COVID-19 vaccine.

**159 Community Health Workers**  
**22 partner organizations**  
**3,966 COVID-19 vaccine doses**



# COOK COUNTY DEPT. OF PUBLIC HEALTH, IL

The state-certified health authority for most of suburban Cook County, which consists of 127 municipalities and approximately 2.5 million residents

Launched the “Healthy HotSpots” initiative to build places in the county that have put one or more strategies into action to encourage positive health behaviors or promote public health.

Led 19 partner organizations to support or advance policy, systems and environmental improvements to make healthy living easier for residents

Focused on healthy eating, active living and being tobacco-free



# CENTER FOR HEALTH EQUITY & WELLBEING, NJ

New Jersey's first Public Health Institute which is the first in the country to be founded on the principle of health equity.

Led the "Public Health Symposium for Health Justice in New Jersey".

Convened over 250 public health stakeholders including local public health departments, state health officials, academia, physical and behavioral health, social services and community residents.

Held solution-based discussions on Health Access Disparities, Community Power-building, Environmental Justice, Economic Justice, Birth & Reproductive Justice, and Modernizing Public Health



Inaugural Public Health Symposium  
for Health Justice in New Jersey

# WHY DOESN'T IT HAPPEN MORE OFTEN?

- ❖ Perception that resources aren't available
- ❖ Perception that funding isn't available
- ❖ Perception that time isn't available

ALL OF THESE PERCEPTIONS CAN BE OVERCOME.



*DRAINS RESOURCES*

*LITTLE TO NO  
RETURN ON YOUR  
INVESTMENT*

*WASTES TIME*

*HURTS COMMUNITIES*

**AVOID THE TRAP OF  
“PERFORMATIVE”  
COLLABORATION**

**MAKE “SYMPHONIC CARE DELIVERY”  
YOUR GOAL**

YOU ARE ONE OF THE MOST  
CRITICAL COMPONENTS OF  
THE CARE DELIVERY SYSTEM.

Broad view of trends

Advocate **AND** Activist

Alarm siren **AND** First Responder

Understand the story behind the data **AND**

Help to design the response

PUBLIC HEALTH IS THE SOLUTION.

# THANK YOU

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