

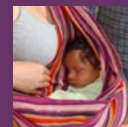
Applying the Life Course Perspective to a Public Health Department's Work:

Alameda County Life Course Initiative

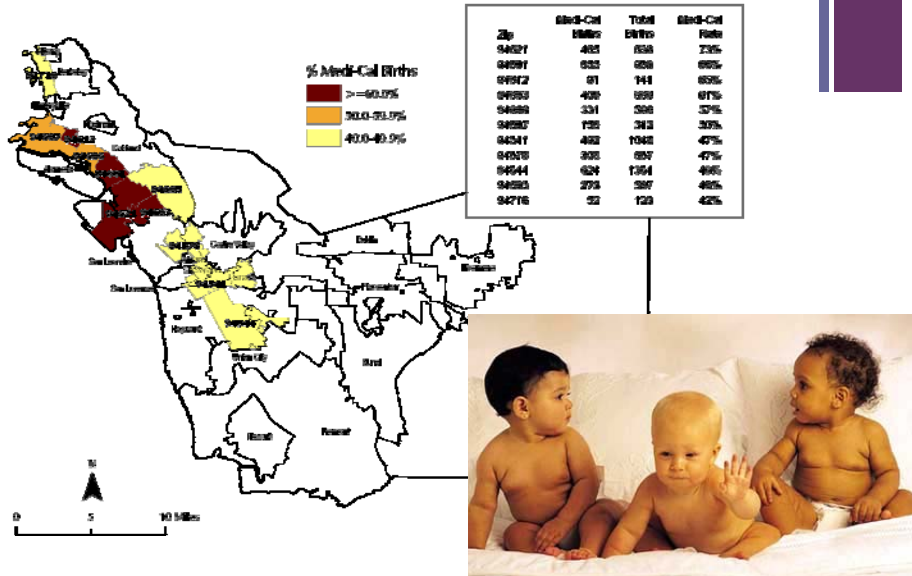
September 18, 2011
CityMatCH Conference

We Believe...

+ All Children Deserve the
Best Start in Life



+ 1 in 3 newborns are born in poverty...



Source: CAPE with vital statistics data, 2006

+ The Life Course Perspective: How Place, Race, and Income Impact Lifetime Health in Alameda County

Compared to a White child in the affluent Oakland Hills,
an African American born in West Oakland is...

INFANT

1.5 times more likely to be born premature or low birth weight

7 times more likely to be born into poverty

CHILD

2.5 times more likely to be behind in vaccinations

4 times less likely to read at grade level

ADULT

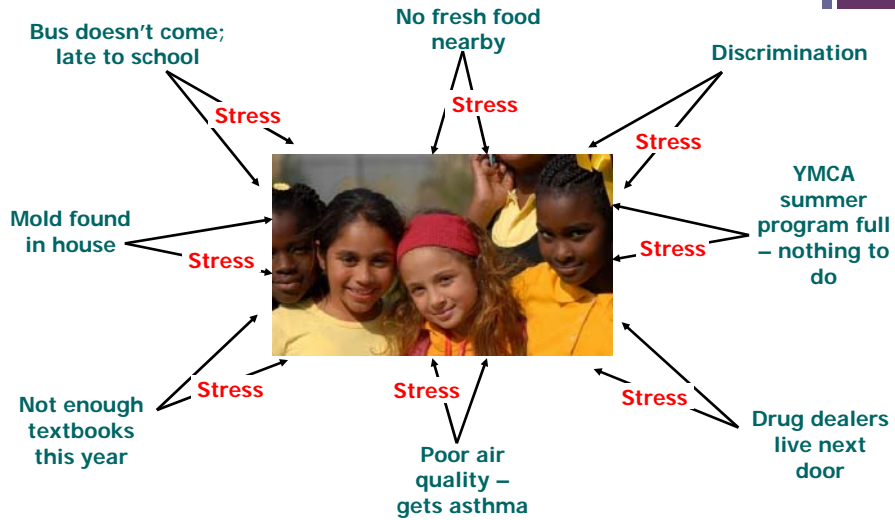
5 times more likely to be hospitalized for diabetes

2 times more likely to die of heart disease

Cumulative impact:
15 year difference in life expectancy

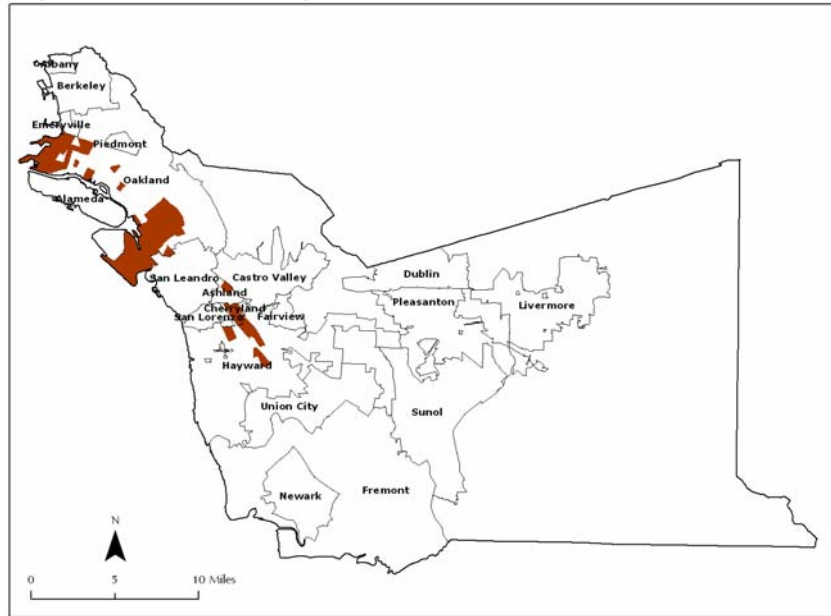
+ Your neighborhood or job shouldn't be hazardous to your health

Physical and Mental Health Impacts



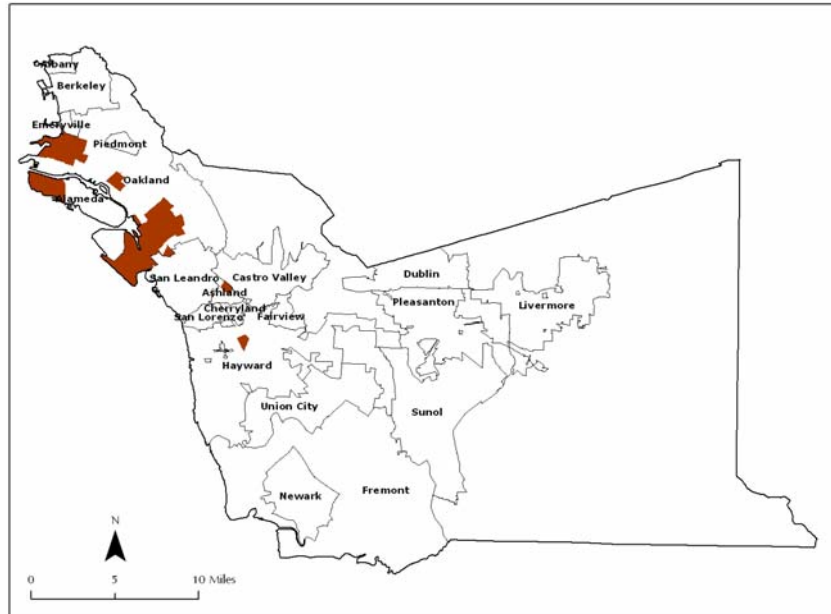
+ How we currently do business...

Top 30 Census Tracts Receiving Public Health Services



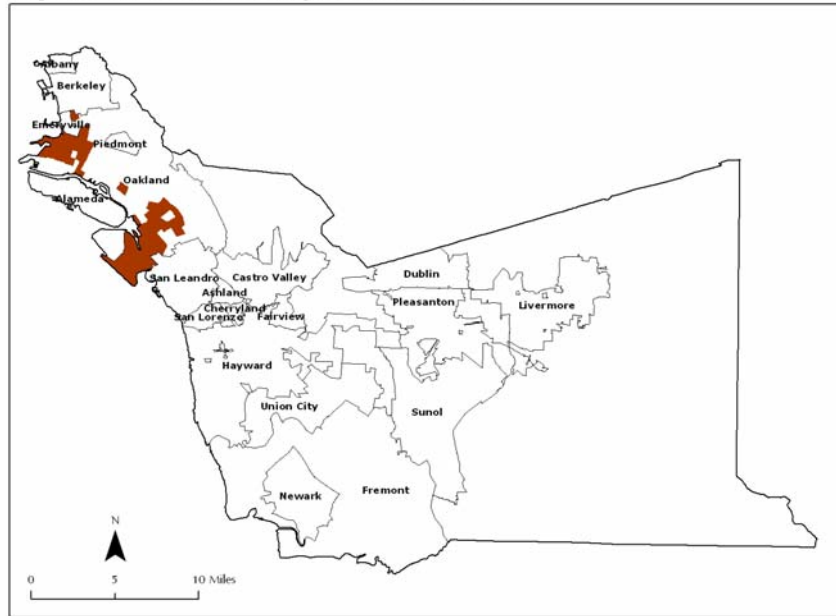
Source: CAPE, with data from Public Health Department.

Top 30 Census Tracts Receiving Social Services



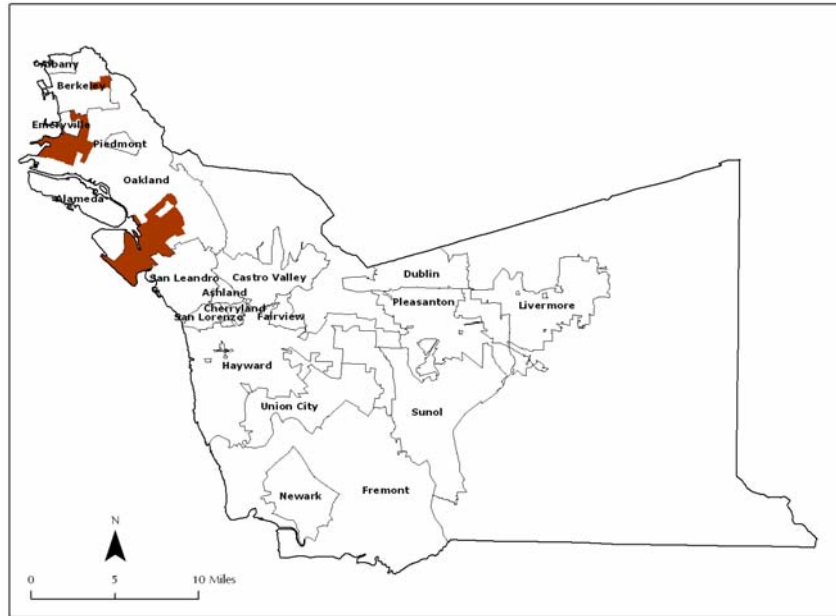
Source: CAPE, with data from Social Services Agency.

Top 30 Census Tracts Receiving Parole Services



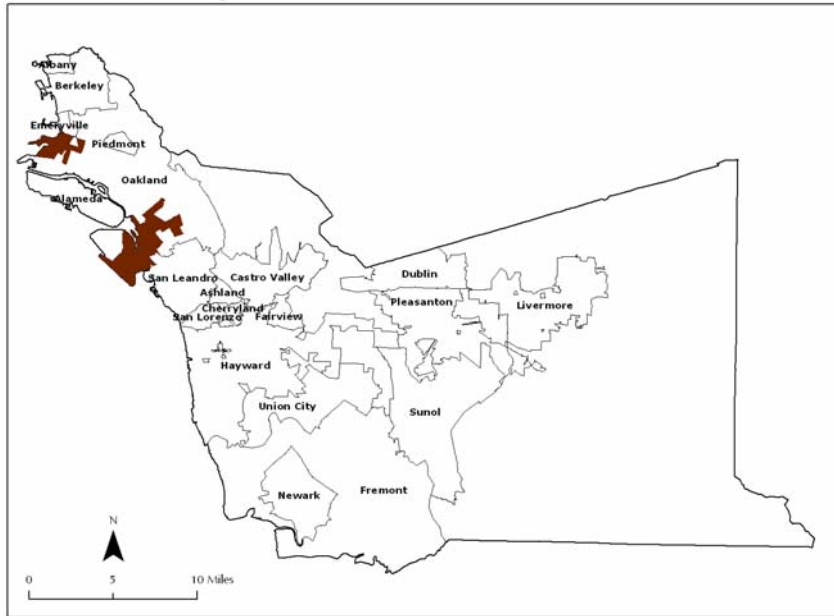
Source: CAPE, with data from California Department of Corrections.

Top 30 Census Tracts Receiving Probation Services



Source: CAPE, with data from Probation Department.

13 Census Tracts With the Highest Concentration of Services...

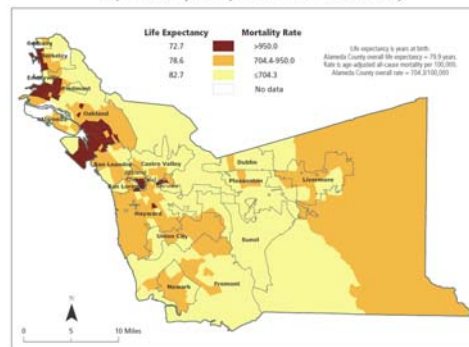


Source: CAPE.

+ ...Are where we see the lowest life expectancy.



Map 1: Mortality Rate by Census Tract, Alameda County



Source: Alameda County vital statistics files, 2001-2005.

+ Health Equity



Everyone in Alameda County, no matter where you live, how much money you make, or the color of your skin, has access to the same opportunities to lead a healthy, fulfilling and productive life.

+ The Solution:
*Working Together to Develop
Strategies that Work*

+ The groundwork for health equity requires the contributions of many sectors

ECONOMICS

- Neighborhood poverty = lower early school readiness and poorer long-term academic attainment.
- Family savings of as little as \$3,000 = higher odds of high school graduation.
- A 1% increase in wealth = a 5% boost to a young man's chance of escaping a low-wage job.

HEALTH

- Being born healthy weight = healthy physical, social, and intellectual development.
- Low birth weight = heightened risks for problems in school as early as kindergarten.

EDUCATION

- Knowledge of the alphabet at the end of kindergarten = higher SAT scores.
- Mothers' college education = a child twice as likely to recognize letters in kindergarten (vs. Mother's HS graduation)

PHYSICAL ENVIRONMENT

- Experience in the wilderness = higher grades

COMMUNITY

- More social support = better health
- Neighborhood education = higher life expectancy



What if all children in Alameda County started life with the same opportunities?

healthy babies • healthy moms and dads • healthy families • safe, clean neighborhoods • quality child care • ready for school • good schools • living wage jobs • parks • economic security • housing • transportation • healthy food • planned pregnancies • safe births

Create a vision with us - We can't do it without you.

We are seeking partners!
— education, health care, economics, housing, environment, community —

Start to see yourself and your organization as partners in a larger system

Join us for keynote presentations by:

Anthony Iton, MD, JD, MPH

Alameda County Public Health Department

Michael Lu, MD, MPH

David Geffen School of Medicine & UCLA School of Public Health

Mario Drummonds, MS, LCSW, MBA

Northbay Marketplace Perinatal Partnership



Come join our effort to create a system of comprehensive and integrated strategies that supports life-long health and well-being for infants, individuals, families, and communities.

Registration Materials to Follow - by August 18, 2009
Sponsored by the Alameda County Public Health Department
binapatt@acphd.org

Keynote Speakers



Anthony Iton, MD, JD, MPH is the Alameda County Public Health Department Director and Health Officer. Dr. Iton's primary interest is the health of disadvantaged populations and the contributions of race, class, wealth, education, geography, and employment to health status. He has asserted that, in every public health area of endeavor - be it immunizations, chronic disease, HIV/AIDS, STDs, obesity, or even disaster preparedness - local public health departments must recognize that they are confronted with the enduring consequences of structural poverty, institutional racism and other forms of systemic injustice. He further asserts that the only sustainable approach to addressing health inequities is through the design of intensive, multi-sectoral, place-based interventions that are specifically designed to identify existing assets and build social, political and economic power among a critical mass of community residents in historically under-resourced communities.



Michael C. Lu, MD, MPH is an associate professor of obstetrics & gynecology and public health at UCLA. Dr. Lu received his Bachelor's degree from Stanford University, master's degree from UC Berkeley, medical degree from UC San Francisco, and residency training in obstetrics & gynecology from UC Irvine. He is widely recognized for his research, teaching and clinical care. Dr. Lu received the 2006 American Public Health Association Young Professional Award for his research on health disparities. He recently served on the National Committee to Reexamine IOM Weight Guidelines. He is a member of the Centers for Disease Control and Prevention's Best Practise on Perinatal Care, and a lead investigator for the National Children's Study in Los Angeles. Dr. Lu sees patients at the health equity practice in obstetrics and gynecology at UCLA Medical Center, and has been named one of the Best Doctors in America since 2005.



Mario Drummonds, MS, LCSW, MBA is the Executive Director/CEO of the Northern Marinette Perinatal Partnership, Inc. (NMP), a non-profit maternal and child health agency working to improve the health status of pregnant and parenting women in Northern Marinette. His twenty seven years of professional experience range in the areas of program administration and planning. He brings to the table experiences with child welfare, family practice and policy development, maternal & child health, social marketing, information technology and public policy development. Over the last twelve years, he Drummonds diversified NMP's funding base and grew the agency from three small birth programs and a \$800,000 annual budget to an agency with a \$2.2 million dollar budget, four sites, nearly 100 staff members and numerous funded programs. He has the ability to blend the best practices within the business, public health and social service fields to transform the lives of his clients and advance the social-economic development of his community.



**+ Building Blocks Collaborative:
We Each Have a Role**



+ Building Blocks Collaborative: Very committed, diverse organizations

■ First 5 Alameda County, East Bay Regional Parks District, Mandela Marketplace, Museum of Children's Art, Oakland Housing Authority, Berkeley Food & Housing Project, Interactive Parenting Media, Urban Strategies Council, Community Financial Resources, Brighter Beginnings, Lotus Bloom Family Resource Center, Girls, Inc. of Alameda County, Kaiser Permanente, Oakland Unified School District, Alameda Health Consortium, Youth Uprising, Lifelong Medical Care, Safe Passages, Oakland Children's Hospital & Research Center, Centering Pregnancy, Alameda County Sheriff Department, Oakland Parks & Recreation, City of Oakland, Head Start Program, Attitudinal Healing Connection, Operation Hope, People's Grocery, Alameda County Child Care Department, Board of Supervisors; East Bay Asian Local Development Corporation, California Family Health Council, Alameda County Juvenile Probation Services, Hayward Recreation, Alameda County Health Care Services Agency, Lucille Packard Foundation for Children's Health, Alameda County Community Development, PolicyLink, Eden Family Services, Tiburcio Vasquez Health Center, The Link to Children, West Oakland Health Center, Alameda County Public Health Commission, Contra Costa Health Services, Alameda County Community Food Bank...and growing!

■ Full group meetings monthly – rotating sites

■ ***What can we do together with the resources we have?***



+ Bill of Rights

All children in Alameda County have a right to be born healthy,
and to:

1. be believed in
2. live, play and grow in a clean, safe place
3. receive a quality education
4. be loved by a caring adult
5. eat healthy food
6. explore nature
7. enjoy economic opportunity and financial security
8. access health care that promotes well-being
9. be free from discrimination and violence
10. be included & valued by a supportive community

Building Blocks Collaborative, April 2010



+ Leadership

Steering Committee is composed of ACPHD staff and partners involved in the Building Blocks Collaborative. Open meetings are held monthly.

Members from multiple sectors

- Lisa Forti (Urban Strategies, Alameda County Community Asset Network)
- Barbara McCullough (Brighter Beginnings)
- Dana Harvey (Mandela Marketplace)
- Elizabeth Hales (East Bay Regional Parks District)
- Aeshah Clotey (Attitudinal Healing)
- Anita Siegel (ACPHD)
- Kiko Malin (ACPHD)
- Marge Deichman (ACPHD)



+ Strategy Areas Identified January 2011

The Building Blocks Collaborative will engage community members, leaders, and organizations to improve health over a lifetime.

We will we will leverage our partnerships, resources, and networks in the following areas:

- Healthy Food
- Healthy Economy
- Healthy Youth and Families

+ Developing Community Projects

Parameters Suggested By Steering Committee

BBC Projects will:

- Have a clear link(s) to the Bill of Rights
- Be sustainable and build capacity
- Work toward systems change
- Provide opportunity for broad buy-in and involvement for community and BBC (driven by community need; building on BBC partner strengths)
- Be achievable, with greatest likelihood of demonstrating success

+ Projects: Food to Families

- Youth-led businesses improve the healthy food environment in West Oakland and Ashland-Cherryland
 - Mandela Marketplace youth stocking corner stores with produce
 - Dig Deep Farms youth grow produce and distribute food boxes
- Local health centers write healthy food “prescriptions” to refer women to these resources, and provide healthy eating education
- Addresses #1: Be Believed In, #5: Eat Healthy Food, #7 Enjoy Economic Opportunity and Financial Security from the Bill of Rights



+ Projects: Collaboration for Income and Asset Protection

- **The issue:**

- If **10%** of West Oakland residents (2000 people)
- Borrow **\$500** using a Payday Loan
- and it costs them **\$675 in interest**
- that's **\$1,350,000** being leached from West Oakland.



- **The Collaborative:** ACPHD (Place Matters Local Policy Initiative, Building Blocks/Life Course Initiative), Alameda County Community Asset Network, and Base Building Organizations

- **A solution:** Address Payday Lending on:

- Policy /Community Level
- Organizational Level
- Resident Level



+ Systems Change and Capacity Building: ACPHD Life Course Systems Design

- Part of ACPHD Life Course Initiative

- Operationalizing the Life Course Perspective:

- How do we translate Life Course principles into practice?
- How do we reorganize systems and services to meet the needs of families across the Life Course?

- Projects:

- Scope of Work Presentation – Internal “Roadshow”
- Home Visiting Evaluation report - completed
- Home Visiting System Design

+ Life Course Initiative

Key Values

- Health Equity through a Life Course Perspective
 - Racism, Classism, “Place-ism”
- Every voice is important, each member can see their role
 - Each sector brings important expertise
 - Not exclusively tied to a health outcome
- Transparency & shared ownership
 - Consensus driven facilitation
 - Rotating hosts
 - Members facilitate the meetings
 - Vision, mission, strategy areas determined collectively
- Systems Change
 - How can we work differently using the resources we have
 - ACPHD Life Course Systems Design Committee

+ Many seeds have been planted through the work of this collaborative...

What BBC seeds have taken root?

“Observing deep and amazing connections and collaborations within a multitude of agencies.”

“Rich dialogue that bridges individual/family needs with changing/broader community conditions.”

“Growing relationships. The BBC has given me the opportunity to meet and come to know so many people representing so many opportunities to enrich and set the right course for our children, their families, and the community.”

“Life Course Bill of Rights brought a broader purpose to our work.”

September 2010

Thank you!

Kiko Malin, MPH
Family Health Services Director
Christina.Malin@acgov.org
510-208-5979



Bina Shrimali, MPH
Life Course Initiative – Building Blocks Coordinator
bina.shrimali@acgov.org
510-268-7078

<http://www.acphd.org/healthequity>
<http://buildingblocksalamedacounty.wordpress.com>

Acknowledgement

The information presented represents the ideas, hard work, and expertise of many Alameda County Public Health Department staff, partners, and community members.

This presentation adapted from Building Blocks Collaborative Roadshow Committee