Improving Children’s Health through the Interaction of Pediatricians and Public Health

April 9, 2015

PRESENTED BY THE
AAP PREVENTION AND PUBLIC HEALTH SPECIAL INTEREST GROUP
Welcome

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Contact cocp@aap.org to join.
A Journey For One
Public Health
Pediatrician in Title V

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NC DIVISION OF PUBLIC HEALTH
CHILDREN AND YOUTH BRANCH
Why Public Health?

• Passion for prevention and engaging in child health activities to promote the well-being of children and their families using a population focus

• Strong desire to collaborate with others in the community
How?

Search began for a more non-traditional role in pediatrics

- Completion of a Masters’ in Public Health to combine with and enhance my clinical practice
- Work as a public health program manager while working as a locums tenens doctor
- Job as a pediatric medical consultant became available in Title V
Title V: A State and Federal Partnership

• Assures access to quality care for women and children
• Increases the number of children receiving health assessments and follow-up diagnostic and treatment services
• Provides and ensures access to preventive, screening and child care services, as well as rehabilitative services for certain children
• Implements family-centered, community-based systems of coordinated care for children with special health care needs

*Please note that this is not an all inclusive list*

Adapted from Family Voice Presentation on Getting to Know Title V
My Efforts to Provide Expertise and Time To Title V To Improve Child Health

• Review of “non-standard” requests for medical exemptions for immunizations

• Develop and implement statewide newborn screening processes for cystic fibrosis and CCHD screening

• Serve on a variety task forces, teams, and boards that create and implement policies that impact prevention of child fatalities and injuries, asthma, safe sleep, etc.

• Present as a pediatric voice at many meetings and knowing who else to partner with and ask to be present
AAP Agenda for Children 2014-2015
DEDICATED TO THE HEALTH OF ALL CHILDREN™

Poverty and Child Health
Epigenetics
Early Brain and Child Development
Children, Adolescents and Media

Access Quality Finance

Health Equity Medical Home Profession of Pediatrics

Source:
American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™
Additional Efforts To Improve Child Health

• Work to improve and ensure preventive and primary care using a medical home approach (*Medical Home and Access*)

• Work with Medicaid, health care providers and care management programs to improve the quality of care delivered to Medicaid and SCHIP children (*Quality and Health Equity*)

• Partner with staff and key physicians in the state chapters of the AAP, AAFP, and AMA and national agencies to address ways to support providers (*Profession of Pediatrics*)
Public Health Opportunities and Areas of Need For ALL Pediatricians

- Using motivational interviewing and partnering with the YMCA or Cooperative Extension to address **childhood obesity**
- Using comprehensive screening and developing school policies to address **youth tobacco use**
- Working with child care, schools and colleges to enforce **immunization** requirements for vaccine preventable diseases
- Serving on **Disaster** and **State Medical Assistance Teams**
- Screening and partnering to ensure that parenting support and knowledge, and care management are available to address **early brain development**
- Screening and partnering with community agencies and providers to address **mental health** concerns and conditions

These all represent current or integrated AAP child health priorities!
A Call to All Pediatricians to Address Social Determinants of Health

- Awareness of life course consequences of both positive and negative experiences
- Need to engage with local and state resources to address education, parenting supports, job opportunities, food insecurity, poor housing, and violent or unstable neighborhoods
- Partner to identify and/or develop resources in your community to assess and increase investment in children and families
Become A “Mediatrician” or “Tweetiatrician”

• Access the media to increase awareness and advocacy for change based on evidence-informed research and data
• Develop a unique area of expertise or viewpoint
• Use print, radio, TV and social media venues such as a blog or twitter
• Network and develop a relationship with the media
• Respond promptly to requests and become a trusted and reliable source of information

From discussion with Dr. David Hill, Member of Council on Communications and Media Executive Board
Potential Public Health Jobs for Pediatricians

• Medical director or local health director at a local health department
• Employed physician that provides direct care or expertise for a free clinic, rural health clinic, a school, or a school health center
• Epidemiologist at a local, regional or state level (includes bioterrorism, preparedness and response)
• Staff physician or professor at an academic center or a university with direct patient care and teaching as adjunct or regular faculty at a medical school or school of public health
Ongoing Needs For Many Kinds of Pediatric Expertise in Public Health

• Volunteer with a non-profit agency, public health agency or another agency to address your child health passion or peeve (i.e., fetal, infant or child fatality/mortality review, local health improvement coalition, school health or school health center advisory council)

• Help out in a leadership position with your county medical society, school board, board of health or county commissioners

• Serve on a quality improvement committee with your hospital to address a health issue (i.e., asthma, obesity)

• Partner to research and write a grant (i.e., CATCH) to address a gap in services, care, or access
Ongoing Needs for Pediatric Expertise in Public Health (cont.)

• Assess and evaluate the newborn hearing and metabolic screening processes at your birthing hospital
  o Hospitalists, specialty providers, therapists and medical home providers
  o Link and interact with staff from your state laboratory of public health, Early Hearing Detection and Intervention state consultants, and Newborn Screening Follow Up program

• Work with child care (especially child care health consultants) as a resource for local child care facility staff on health and safety issues
Opportunities to Increase Public Health Expertise

• AAP’s Community Pediatrics Training Initiative
  http://www2.aap.org/commpeds/cpti

✓ UCLA’s Community Health and Advocacy Training Program

✓ Child Advocacy Curriculum at several academic programs

• Healthy Tomorrows and CATCH grants
  http://www2.aap.org/commpeds/funding.html

• FACE Poverty Campaign:
  http://www2.aap.org/sections/ypn/r/advocacy/facepoverty.html

• Association of Maternal and Child Health Programs (AMCHP):
  http://www.amchp.org/AboutTitleV/Resources/GuideforSeniorManagers/Pages/default.aspx

• Healthy Child Care America: http://www.healthychildcare.org/hp.html
Outline

- Asian Health Services:
  - Background, Patient Population
  - Community Oriented Accommodations
- Community Health and Public Health
  - Education, urban planning, occupational health
- Conclusions
Asian Health Services Community Health Center

- 40 year old FQHC in Oakland Chinatown
- During this period, large influxes of Asian immigrants arrived in Oakland Chinatown
- Asian American student activism emerges out of Civil Rights Movement in late 1960’s-early 1970’s
- Needs assessment confirms majority of Asian residents lacked health care due to income, and/or language access.
- Full scope: pediatrics, adolescent, adult, geriatric, prenatal
Patient Population

- 92% of patients are Asian
- 71% below poverty level, 98% below 200% FPL
- 70% of patients do not speak English “well” or “very well”
Community Oriented Accommodations

- Language access:
  - Nearly all staff are bi/tri-lingual and bicultural
  - In-person interpretation
  - Multilingual signage and patient information
- Closed on Lunar New Year
- Potlucks
- Emerging communities
Public Education and Empowerment: General Membership Meeting
Infectious Disease
  - Tuberculosis
  - Hepatitis B
    - AHS Rate: 13%
    - 25 Births/year with chronic carrier mother’s
      - HBsAb/HBsAg testing as a quality measures

Foreign Media
  - H1N1
  - Infant formula
  - Tobacco cessation, domestic violence
Public Health Through Urban Planning

- 2001: Patient killed at intersection
- Community workshop process.
- Study -> highest peds/vehicular fatalities in Oakland
- 2002: $2.2 million grant to implemented plan for new four-way bulb out pedestrian crossing, intersection scramble systems
Occupational Health:
Nail Salon Worker Health and Safety

* 80% of the nail salons in CA are owned and run by Vietnamese immigrants
  * 95% are women of reproductive age
  * Recent immigrants: low-income, limited English
* The California cosmetology industry is the largest professional licensee population in the nation
* Nail products with chemicals that are carcinogenic and increase risk of respiratory and reproductive problems. Many untested.
* Collaborative: policy advocacy, research, outreach, education.
Banteay Srei: Sexually Exploited Teens

- Teen clinic identified rising trend of sexual exploitation and recruitment of young Southeast Asian women in Oakland.
- Lack of specialized resources in the County to address this issue
- Peer/intergenerational support network
- County-wide collaboration SEM Network
PARTICIPATE IN 2010 CENSUS!

Give yourself the gift of health
Public health and pediatric practice are closely linked.

Health related risk factors and influences remain even after a patient relocates.

There are many opportunities for public health interventions tailored to the risk factors and characteristics of the community.
GOWAYNEGOGOWAYNEGOGOWAYNEGOGOWAYNEGOGOWAYNEGOGOWAYNEGOGOWAYNEGOGOWAYNEGO

COMMUNITY-BASED INITIATIVE TO REDUCE INCIDENCE OF TYPE 2 DIABETES AND OBESITY
ESTABLISHED MAY 2013

DAVE TAYLOE, JR., MD, FAAP
APRIL 9, 2015
REFERENCE


• Outcomes for children with obesity are better if the obesity prevention/treatment effort targets the parents of the children
THE PROBLEM FOR WAYNE COUNTY

• 72% of adult population is overweight or obese.

• County ranks in the top quartile for physical inactivity with more than 32% of adults age 20+ reporting no physical activity or exercise.

• County is ranked 79th in Health Behaviors among 100 counties due to high rates of smoking, obesity, STDs, and Teen Births.

• Rate of death due to diabetes is 60% higher than that of the state of NC.
THE PROCESS

• County Commissioners Convene Meeting Facilitated by UNC School of Public Health
• Coalition
• Straightforward Agenda
• In-kind Donations by Coalition Members
• Regular Intensive Communication
• Outside Consultation (National Association of Counties (NACo))
• Grant Funding (Duke Endowment)
THE COALITION

• Hospital (WATCH) and Health Department
• City of Goldsboro, County of Wayne
• United Way, Chamber of Commerce
• Cooperative Extension Service
• Family Y, City of Goldsboro Parks and Recreation
• Seymour Johnson Air Force Base
• Goldsboro Pediatrics
• Wayne County Public Schools (WISH)
MISSION AND VISION

• Mission: To make Wayne County a place where healthy living is the norm.
• Vision: A healthier, happier, and better Wayne County through active living.
• Area of focus: fitness, nutrition
GoWayneGo Commitment
Great Health for Wayne County

Health is important to me and my family!

Our daily goals:

5 fruits & vegetables
3 balanced meals
2 hours of TV/electronics max
1 hour of physical activity
0 sugary drinks, except on occasion

I will aim for these targets, in partnership with my health professional:

- BMI less than 30
- Blood Pressure 120/80
- Cholesterol less than 200 mg/dl
- Fasting blood sugar <100 mg/d
- No tobacco use

Log your progress & find support at www.GOWAYNEGO.org
SYSTEM: COLLECTIVE IMPACT

1- Common Agenda
2-Shared Measurement System
3-Mutually Reinforcing Activities
4-Continuous Communication
5-Back Bone Organization
October 2014:

- Professional coaches and facilitators from the National Association of Counties (NACo) in partnership with the Robert Wood Johnson Foundation (RWJF) and the University of Wisconsin Population Health Institute’s (UWPHI) National County Health Rankings & Roadmaps will help guide us to the next level of community health improvement.
DUKE ENDOWMENT GRANT

• Wayne Memorial Hospital Sponsors the Wayne Action Team for Community Health (WATCH)
• WATCH operates three free clinics for uninsured people
• WATCH applied for a grant to fund the activities of GOWAYNEGO
• November 2014: $300,000 awarded to be spent on GOWAYNEGO over the next 3 years
CONTACT INFORMATION

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