



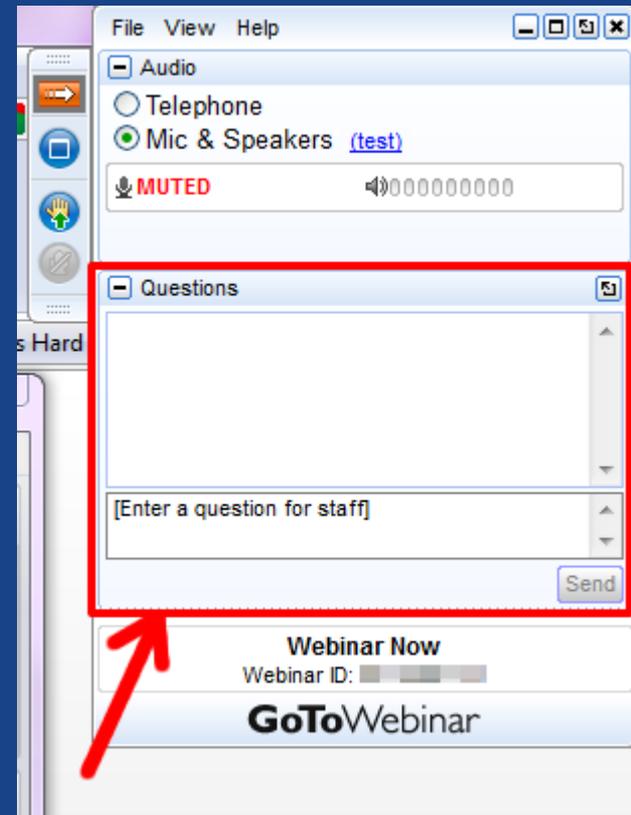
CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

WEBINAR SERIES

<http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx>

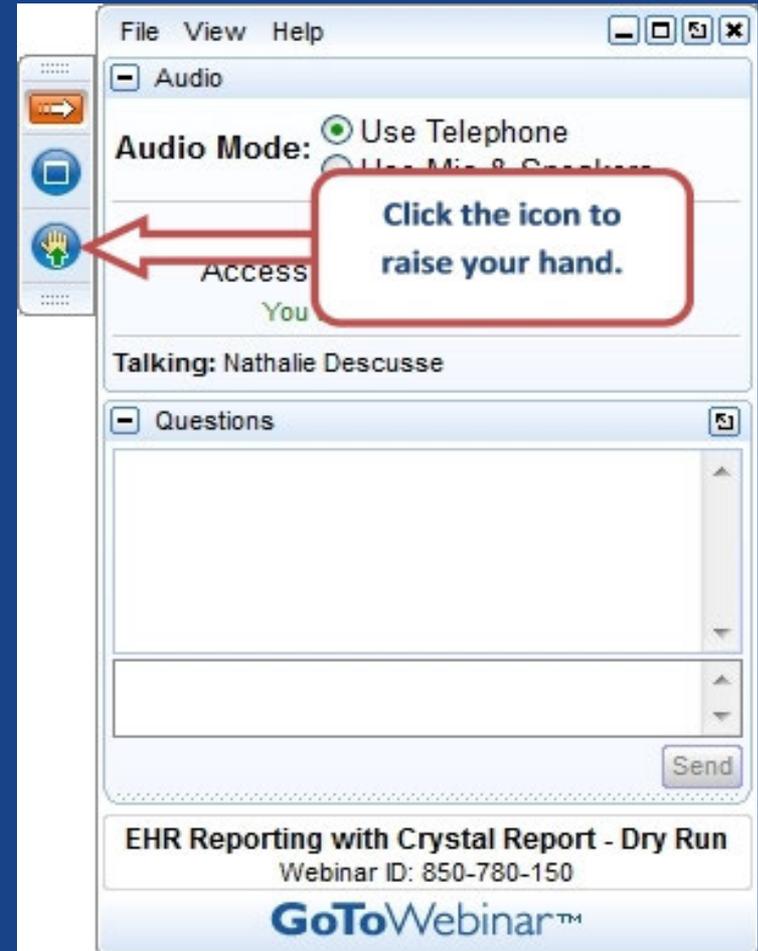
About this Webinar

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Chronic Disease Prevention & Health Promotion

Strategic Plan FY2018-2022

<http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx>

Overview

- Background
- Purpose and working assumptions
- Process
- Goals and strategies
- Implementation



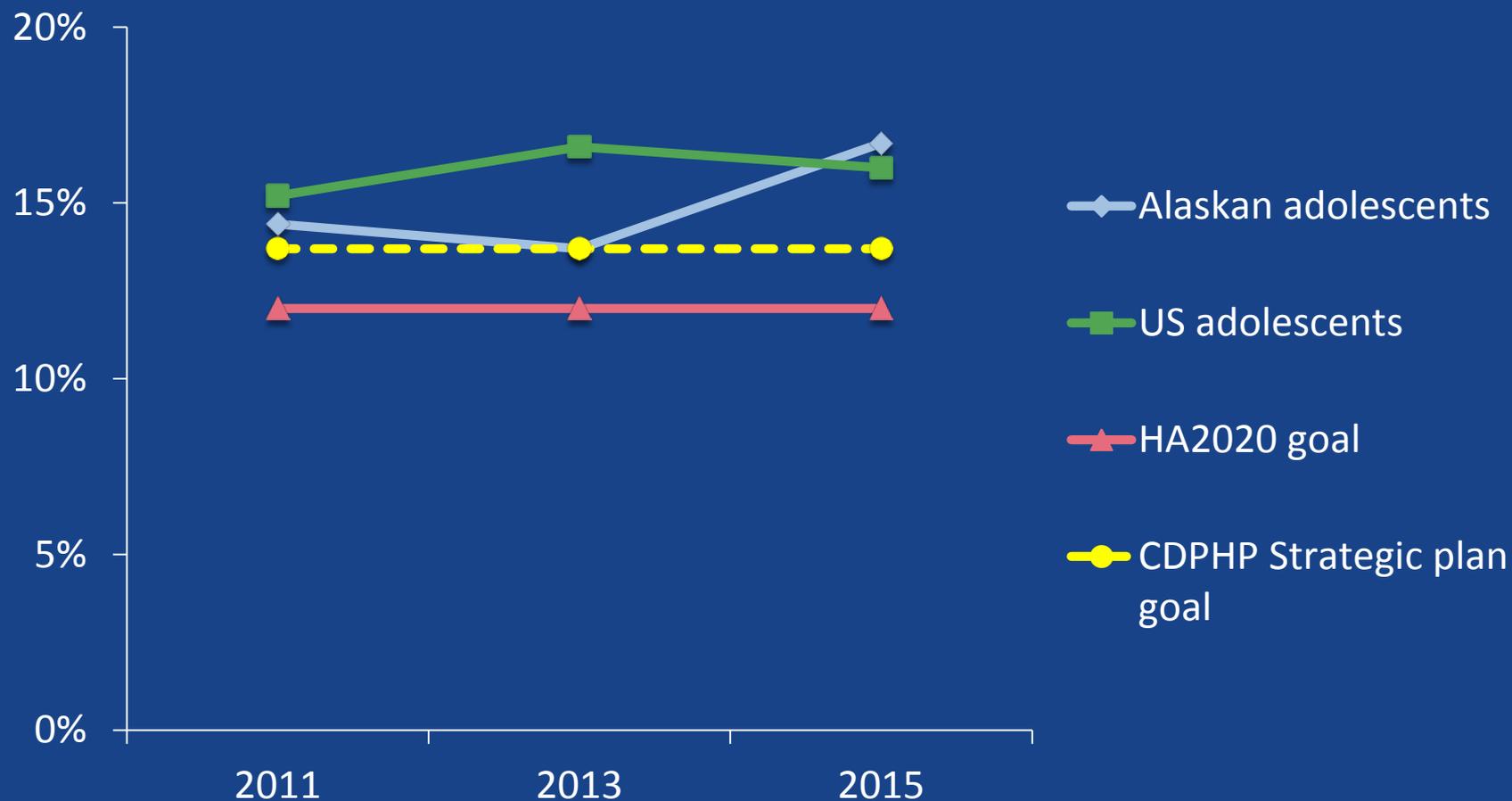
Background

- **Vision:** Healthy and Safe Alaskans
- **Mission:** To prevent and address chronic disease and injury so that Alaskans live longer healthier lives.
- To achieve our mission, the Section of Chronic Disease Prevention and Health Promotion (CDPHP):
 - Collects and shares scientific data to help us and our partners to:
 - ensure activities are the best use of resources,
 - monitor the effectiveness of our work, and
 - give us an accurate picture of trends in health and health-related behaviors;
 - Uses and promotes strategies that have been shown to be effective;
 - Enables communities to protect Alaskans' health by reducing chronic disease, injuries, and their effects; and
 - Empowers Alaskans to live healthy lives through public education.

CDPHP Strategic Plan 2013-2017 – preliminary outcomes

Goal	Met	On track	Not met
Reduce the prevalence of overweight and obesity among school-aged children by 5% by 2017			X
By 2017, increase screening rates of selected preventive health screenings by 5%	colorectal cancer, tobacco use	cholesterol	breast cancer, cervical cancer, A1C/blood sugar
By 2017, decrease the rate of hospitalizations due to falls among adults 65 and older by 5%		X	
Reduce smoking or SLT prevalence by 5% for specific populations	18-29 yo adults, Alaska Native adults	SLT among Alaska Native adults	low SES adults

Overweight - Adolescents (Grades 9-12) (YRBS)



CDPHP Strategic Plan 2013-2017 – preliminary outcomes

Goal/activity	Outcomes
Improve the Section's performance	
<ul style="list-style-type: none"> Implement a QI process to improve Section performance 	Section Q team created, after staff input and root cause analysis, identified improving meeting effectiveness as a target. Developed and implemented guidelines.
<ul style="list-style-type: none"> Improve the sustainability of CDPHP programs 	Partner contributions increased to surveillance systems and Play Every Day campaign. Hosted two CDC assignees and a PHAP.
<ul style="list-style-type: none"> Implement changes to improve the Communications Group 	Improving coordination among public education campaigns, implemented webinar series and newsletter

Purpose

- *How* can we improve our ability to achieve our public health goals?
 - ▣ Set priorities
 - ▣ Focus energy and resources
 - ▣ Enable staff and partners to work together towards desired goals



HEALTHY ALASKANS 2020

A JOINT PROJECT OF THE ALASKA DEPARTMENT OF HEALTH AND SOCIAL SERVICES &
THE ALASKA NATIVE TRIBAL HEALTH CONSORTIUM

Healthy Alaskans 2020 Objectives and 25 Leading Health Indicators*

Reduce Alaskan deaths from cancer

1. *Reduce the rate of deaths due to cancer*

Increase the proportion of Alaskans who are tobacco-free

2. *Increase the percentage of adolescents who do not currently use tobacco of any kind*
3. *Increase the percentage of adults who do not smoke cigarettes*

Reduce the proportion of Alaskans who are overweight or obese

4. *Reduce the percentage of adults who are overweight or obese*
5. *Reduce the percentage of adolescents and children who are overweight or obese*

Increase the proportion of Alaskans who are physically active

6. *Increase the percentage of adults and adolescents who meet current physical activity guidelines*

Reduce the proportion of Alaskans experiencing alcohol and other drug dependence and abuse

14. *Reduce the rate of alcohol-induced deaths*
15. *Reduce the percentage of adults and adolescents who binge drink alcohol*

Reduce Alaskan deaths from unintentional injury

16. *Reduce the rate of deaths due to unintentional injury*

Increase the proportion of Alaskans protected from vaccine-preventable infectious disease

17. *Increase the percentage of children (19-35 months) who receive the recommended vaccination series*

Reduce the proportion of Alaskans experiencing infectious disease

18. *Reduce the rate of Chlamydia infections*

Increase the proportion of Alaskans with access to in-home water and wastewater services

ALASKA DIVISION OF PUBLIC HEALTH STRATEGIC PLAN 2016-2020

Alaska's Winnable Battles

DECREASE TOBACCO USE AND NICOTINE DEPENDENCE

- Decrease use of smoking, chewing, and vaping tobacco products

DECREASE COLORECTAL AND CERVICAL CANCER

- Increase colorectal screening among people aged 50 and over
- Increase on-time human papillomavirus vaccinations
- Increase appropriate cervical cancer screening

INCREASE ACCESS TO HEALTH CARE

- Increase proportion of Alaskans with an appropriate medical home

IMPROVE CHILD AND ADOLESCENT HEALTH

- Increase the proportion of children who are at a healthy weight
- Reduce the proportion of children who die before their first birthday
- Increase the percent of children with on-time immunizations
- Reduce the rate of teen pregnancy

DECREASE INFECTIOUS DISEASE

- Reduce the rate of sexually transmitted infections
- Decrease the rate of hepatitis C infection among injection drug users

PREVENT POISONING AND OVERDOSE

- Decrease opioid overdose
- Decrease childhood poisonings

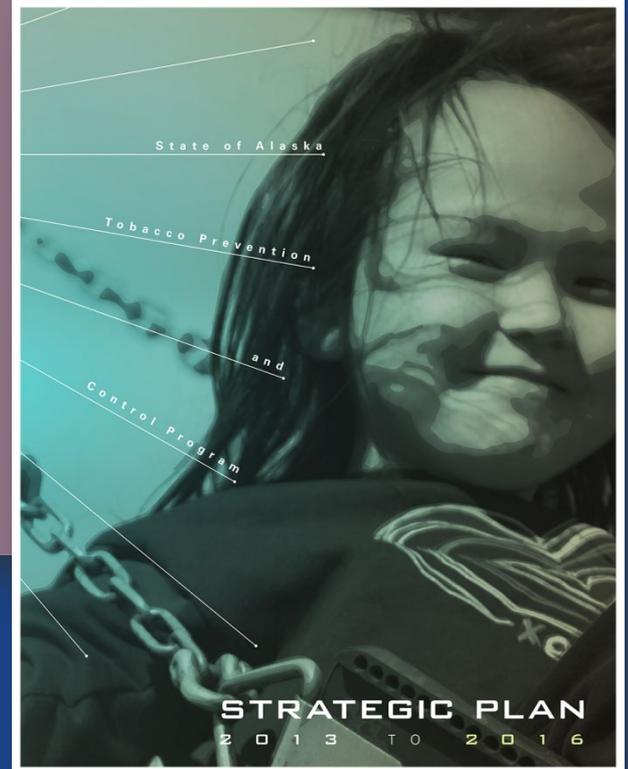
Alaska Comprehensive Cancer Control Plan

2016-2020

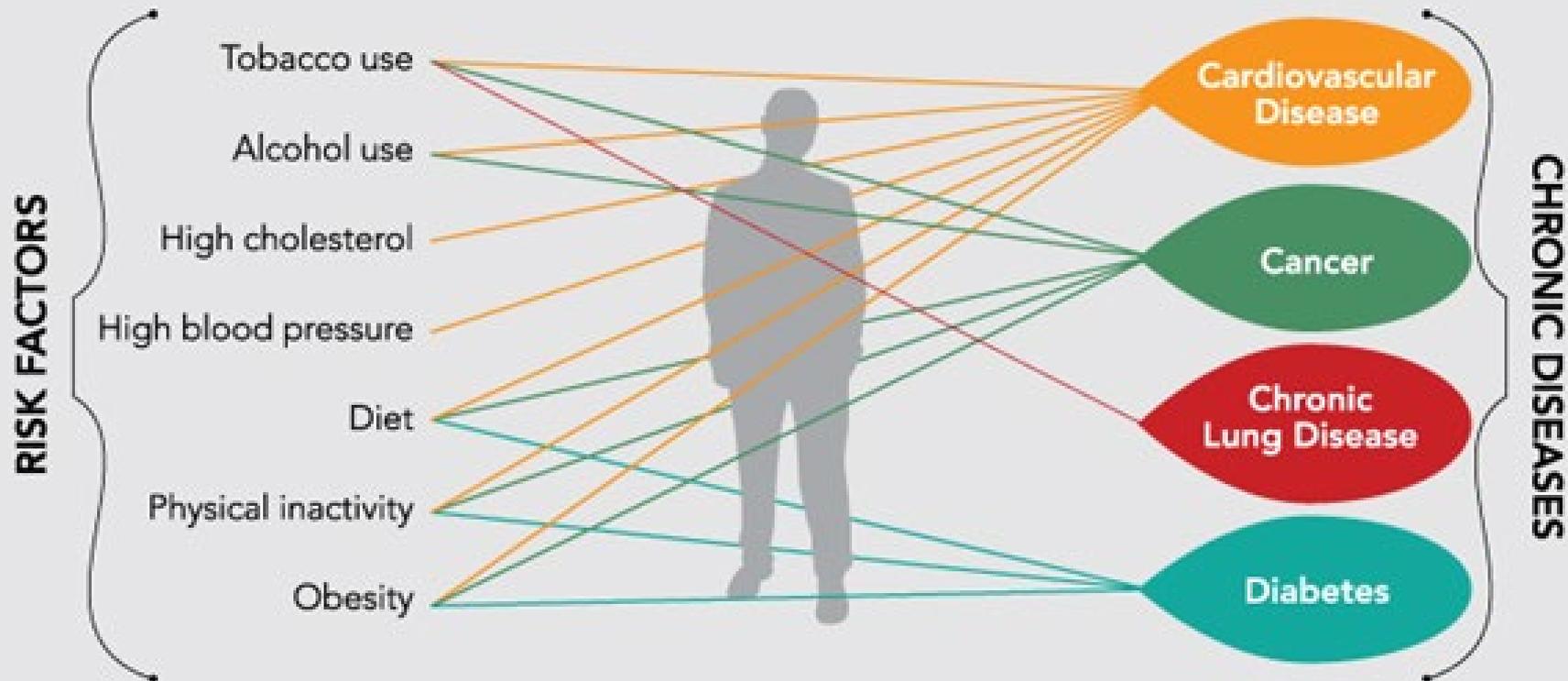
Produced by the State of Alaska Department of Health and Social Services
<http://dhss.alaska.gov/dph/Chronis/Pages/Cancer/comprehensive.aspx>



Take Heart Alaska
**HEART DISEASE AND STROKE
PREVENTION PLAN**
2012-2018



The Whole Person: The Web of Chronic Disease¹



Among Alaska Adults with **Cardiovascular Disease**²

- 23% smoke
- 35% are inactive
- 42% are obese
- 25% have diabetes

Among Alaska Adults with **Cancer**²

- 20% smoke
- 30% are inactive
- 29% are obese
- 16% have a history of cardiovascular disease

Among Alaska Adults with **Diabetes**²

- 19% smoke
- 30% are inactive
- 59% are obese
- 19% have a history of cardiovascular disease

¹ Remington PL, Brownson RC, Wegner MV, eds. Chronic Disease Epidemiology and Control, 3rd Ed. Washington DC: American Public Health Association; 2010. ² AK BRFSS (2009-2011).

Process – Partner input

- Partner SWOT survey – November 2016
- Partner feedback survey – April 2017

Partner input (N=48)

□ Characteristics of the Section: Pros

- Data
- Staff
- Partnerships

□ Characteristics of the Section: Cons

- Accessibility
- Communication
- Silos

□ Gaps

- Lack of full collaboration with and outreach to partners/customers
- Lack of integration, coordination, outreach
- Data shortfalls – qualitative data, timeliness of data dissemination
- Weak presentation of section as public health experts

Partner input

□ External Conditions: Pros

- Changing social norms (“quitting tobacco, awareness of the negative effects of obesity, etc.”)
- Strong partners (e.g., tribal health system)
- Shared development of HA2020
- Media and media campaigns (e.g., PSAs)
- Governor’s support of health

□ External Conditions: Cons

- Budget cuts
- Changing federal political climate
- Lack of legislative support for priority health issues
- Distrust of government at all levels
- Emerging issues (e.g., e-cigarettes/marijuana)
- Public buy-in

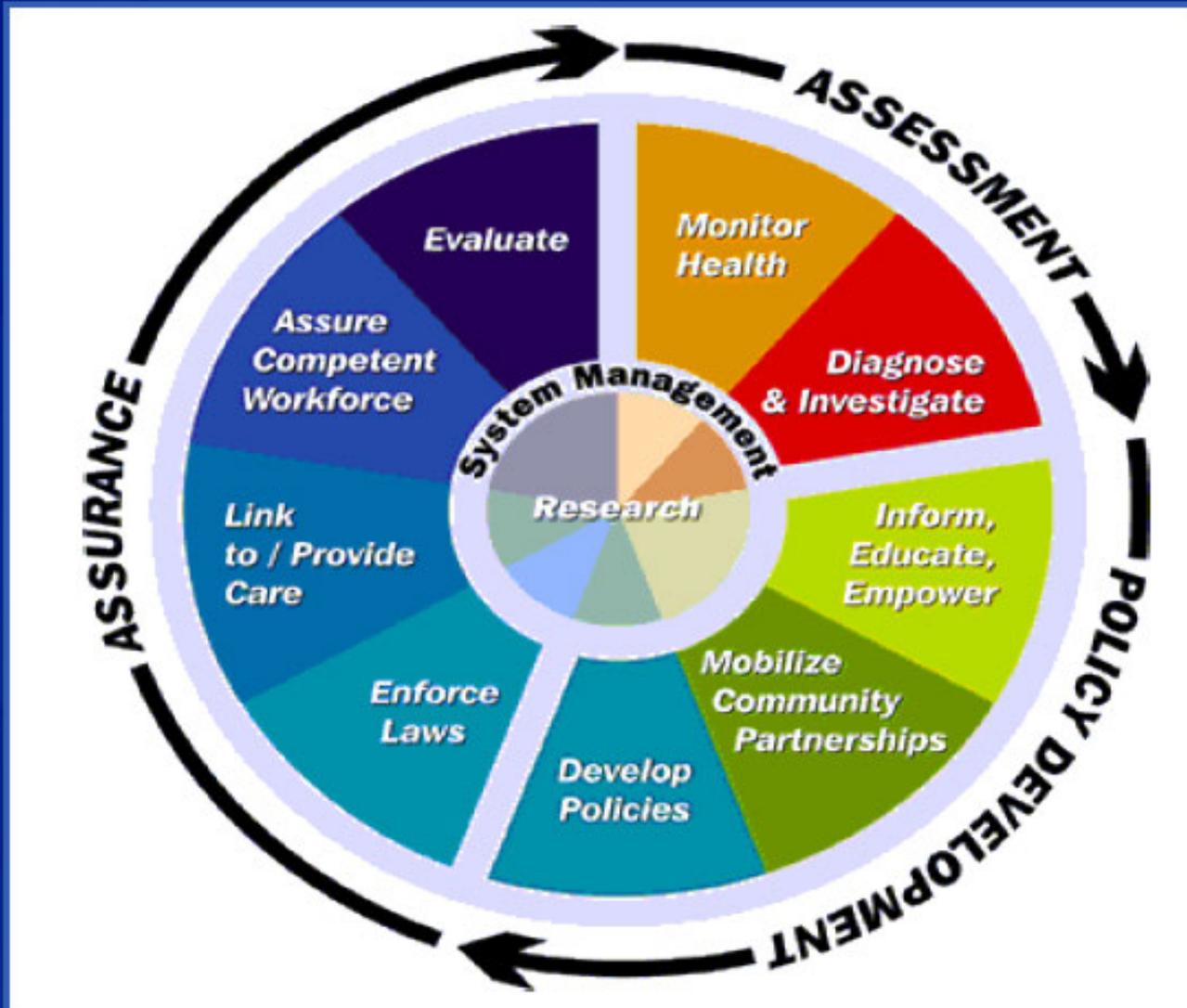
Data

- **GOAL 1: Improve timely access to useful quality public health data and information**
 - ▣ Increase the amount and type of data available online
 - ▣ Increase trainings provided to data users and data stewards regarding data availability and use
 - ▣ Increase the sustainability of public health information systems

Communications

- **GOAL 2:** Expand public education efforts to change knowledge, attitudes, and behaviors to improve health
 - Use social marketing and best practices when executing public education efforts
 - Increase engagement with internal and external partners to leverage funding and maximize reach of messages
 - Increase public access to CDPHP public health information
 - Improve communication of our work to reinforce the value of public health with the public and decision makers

Public Health Core Functions and 10 Essential Services



Public Health Approach

- **GOAL 3:** Ensure programs use evidence-based approaches that improve quality of life for Alaskans and reduce health inequities
 - Use public health data sources, other data sources and analysis tools to assess and monitor the health of Alaskans
 - Use evidence-based approaches when recommending solutions and developing interventions and programs
 - Interpret, share and publish health status reports and recommendations tailored for identified audiences
 - Conduct critical review of health program effectiveness using ongoing evaluation of programs and interventions based on proximal and distal measures including analysis of health status

Policy and Funding Environment

- **GOAL 4: Strengthen programs and policies that improve outcomes for chronic diseases and unintentional injuries**
 - Obtain non-traditional funding streams to support Alaska programs that address chronic disease and unintentional injury
 - Provide the public, partners, and decision makers with information about the health effects, costs, evidence based strategies related to chronic disease and unintentional injuries to meet community-defined needs
 - Use messages and formats that resonate with the public, partners, and decision makers when creating communication resources

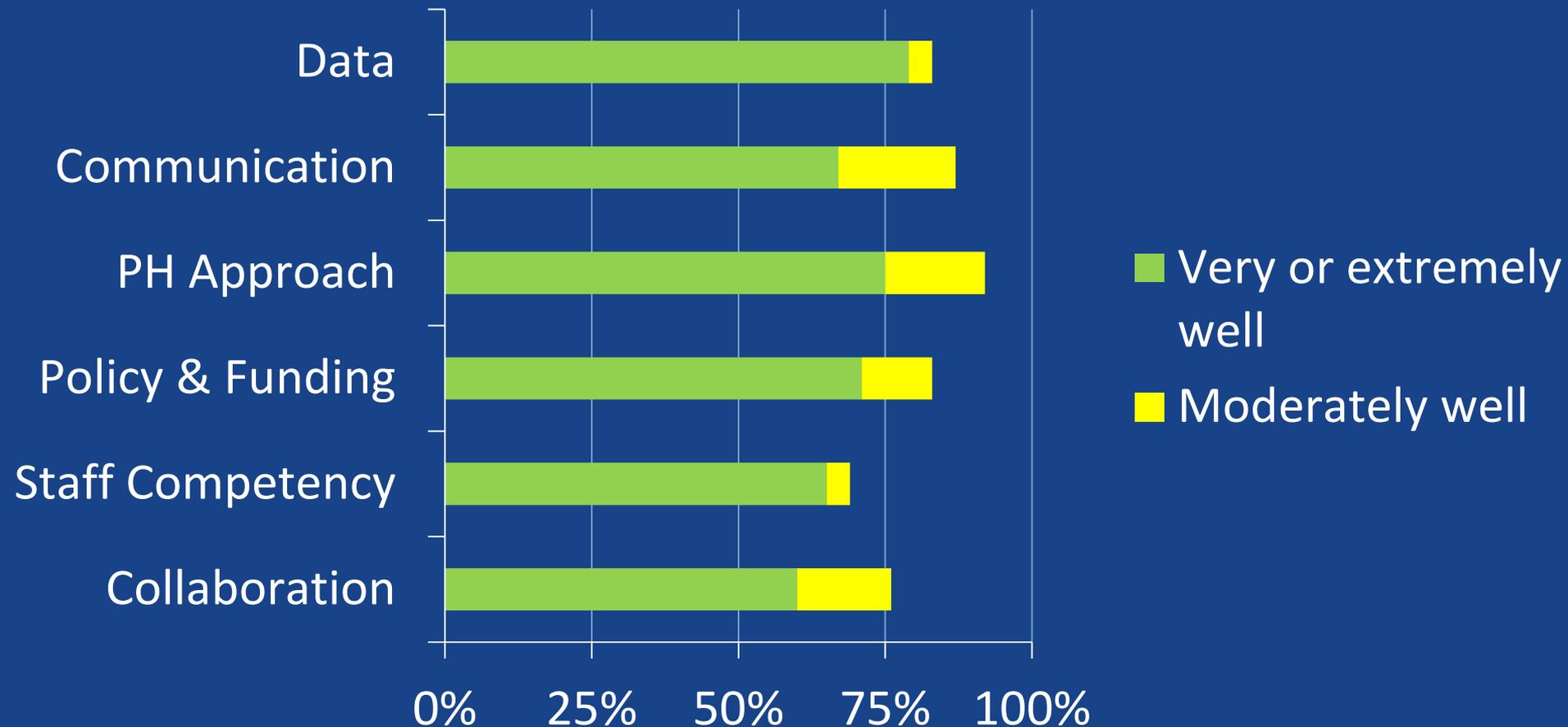
Staff Competence and Development

- **GOAL 5:** Maintain a highly professional competent staff of public health leaders who are capable of providing leadership, expertise, and continuity to public health chronic disease and injury prevention efforts statewide.
 - Improve the introductory stage of new employee assimilation to gain employee commitment and improve retention
 - Offer regular professional development opportunities, including mentorship, training, and 'stretch assignments' aimed for growth as a professional
 - Promote a section culture that supports collaboration, including sufficient documentation and cross-training to ensure that other staff can perform the major tasks and duties of a position

Collaboration and Partnerships

- **GOAL 6:** Expand and enhance external and internal partnerships and collaborations to improve the collective impact of our public health work
 - ▣ Improve the Section's ability to support and benefit from our partners' work
 - ▣ Improve the ability of CDPHP programs to contribute to and benefit from the expertise and resources of other internal programs

How well does the plan address barriers in each area?



Partner feedback (N=30)

□ Data – Key Themes

- Online data still not easy to navigate
- Still not all in one place
- Some kudos

□ Communication – Key Themes

- Cultural responsiveness needed
- Partner/share more



Partner feedback

- **Public Health Approach – Key Themes**
 - Process when no evidence base?
 - Focus on risk factors (not diseases)

- **Policy & Funding Environment – Key Themes**
 - Will we really seek alternative funding streams?



Partner feedback

□ Staff Competence Development – Key Themes

- What can we do to help?
- More collaboration—internal and external
- Questioning the work-life balance strategy. Evidence that this will improve outcomes?

□ Collaboration and Partnership – Key Themes

- Whole person approach
- More outreach to community partners/funds for in-person travel

Implementation

- ❑ TPC Annual Report users survey to assess utility of document, format
- ❑ Explore possibility of shared funding streams for joint projects
- ❑ Integrate partner surveys where possible
- ❑ Training on clear communication, plain language, use of storytelling
- ❑ Monitor usefulness of other resources, e.g. websites, data reports

Find the Strategic Plan Online

State of Alaska myAlaska My Government Resident Business in Alaska Visiting Alaska State Employees

Alaska Department of Health and Social Services
Division of Public Health

Home Divisions and Agencies Services News Contact Us

Health and Social Services > Public Health > Chronic Disease Prevention and Health Promotion

Safe and Healthy Me!

In Alaska, there are two risk factors that cause the most chronic diseases:

OBESITY: Move More and Eat Well.

TOBACCO: Be Tobacco-Free.

Need help quitting tobacco?
Call Alaska's Tobacco Quit Line
1-800-QUIT-NOW.

ALASKA'S TOBACCO QUIT LINE
1-800-QUIT-NOW
IT'S FREE, IT'S CONFIDENTIAL, AND IT WORKS.

Alaska has some of the highest injury rates in the nation.

SAFETY: Learn ways to Stay Safe.

Chronic Disease Prevention and Health Promotion

Obesity Tobacco Safety Screening All Programs News

Obesity Prevention GO>>

CDPHP NEWS & ANNOUNCEMENTS:
What's New?

Find out more about our surveys>

ARE YOU in a SURVEY?

> Chronic Disease Prevention and Health Promotion (CDPHP) **Strategic Plan 2018-2022** - POSTED 7/7/17

> Alaska Cancer Incidence and Mortality Rates, 1996 to 2015 - Data files - POSTED 06/30/17

Chronic Disease Prevention and Health Promotion

Home
All Programs
A-Z Library
Contacts
Informed Alaskans - Health Maps
News
Publications
Safe and Healthy Me Webinar Series

Programs

Behavioral Risk Factor Surveillance System (BRFSS)
Cancer Control and Prevention
Diabetes Prevention and Control
Family Violence Prevention
Heart Disease and Stroke Prevention
Injury Prevention
Obesity Prevention and Control
School Health
Tobacco Prevention and Control
Youth Risk Behavior Survey

Injury Prevention

Section website: <http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx>

Strategic plan web address:

http://dhss.alaska.gov/dph/Chronic/Documents/CDPHP_StrategicPlanAndMap_2018-2022.pdf

Thank You!

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Section of Chronic Disease Prevention and Health Promotion

Division of Public Health

AK Department of Health & Social Services

Discussion

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