



Public Health Strategies for Healthy Families in Multnomah County

Multnomah County Health Department
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Lillian Shirley, Department Director
*Loreen Nichols, Community Health Services
Director*

Rachael Banks, HBI Program Director
Gary Oxman, Health Officer

Briefing Objectives

- Describe environment of change and opportunities for Public Health prevention work.
- Review current Maternal Child Health strategies, populations served and budget challenges.
- Describe the science, emerging best practices, and community input to maximize direct services for families in Multnomah County.

Environment is changing-Transformative Thinking

- Health Systems Transformation and Coordinated Care inspires transformative thinking.
- Triple Aim
 - Improve quality of care/patient experience
 - Decrease costs
 - Improve population health
- Role of Public Health: Improve Overall Health of the Community
 - Focus on populations/communities as well as individuals
 - Emphasize prevention
 - Focus on reducing health disparities

Environment is changing-Transformative Thinking

- The Early Learning Council (ELC) Goal: All children...
 - Enter kindergarten ready to learn
 - Leave first grade reading
- ELC goals are Public Health goals
- To achieve these Public Health goals, activities must be...
 - Outcome-oriented
 - Delivered at a scale large enough to improve communities' health
- Challenge: Smart decisions around investments

Public Health is Changing-Transformative Thinking

- Health is a part of all policies.
- Identify and prioritize community issues in partnership.
 - Community Health Assessment
 - Community Health Improvement Plan
- Prevention outside the clinic/individual service delivery has equal standing.
 - Centers for Disease Control and Prevention (CDC)
Winnable Battles-Tobacco, etc.

Maternal and Child Population

45,800

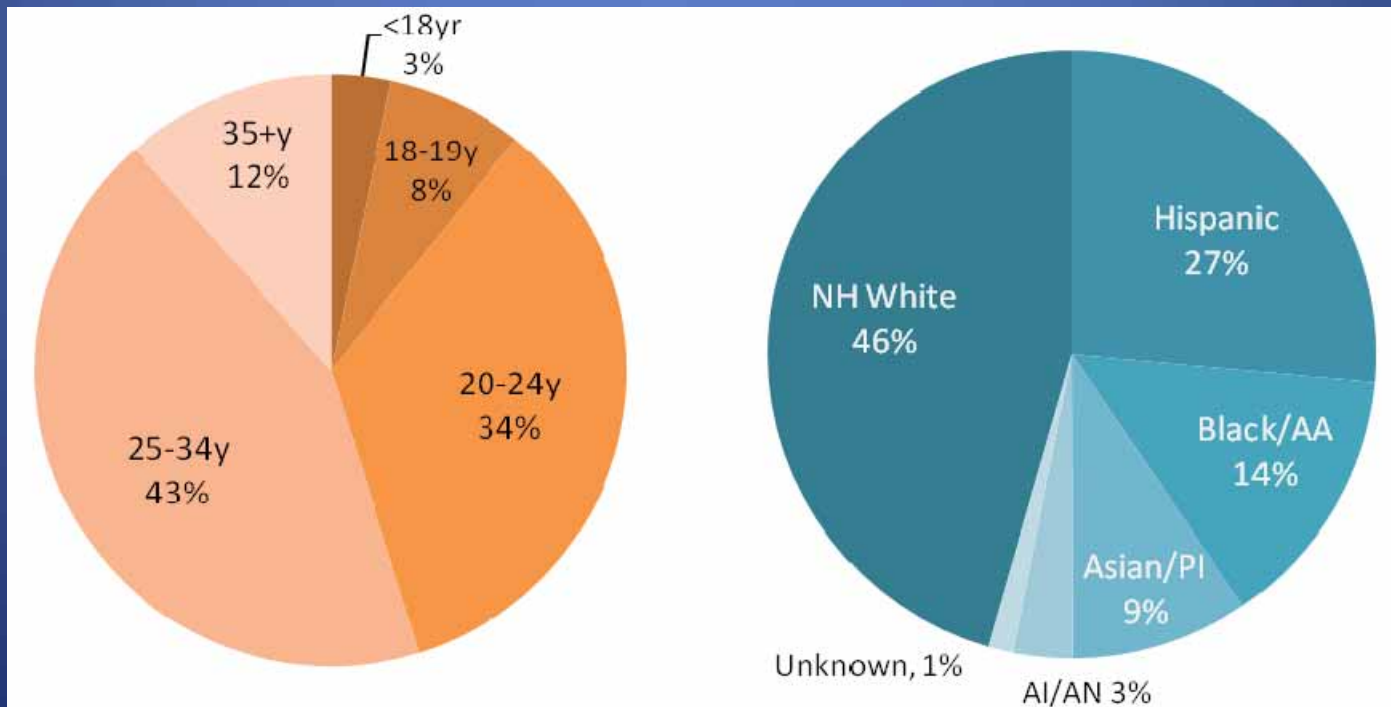
Kids age 0-5 yrs in Multnomah Co.

9,500

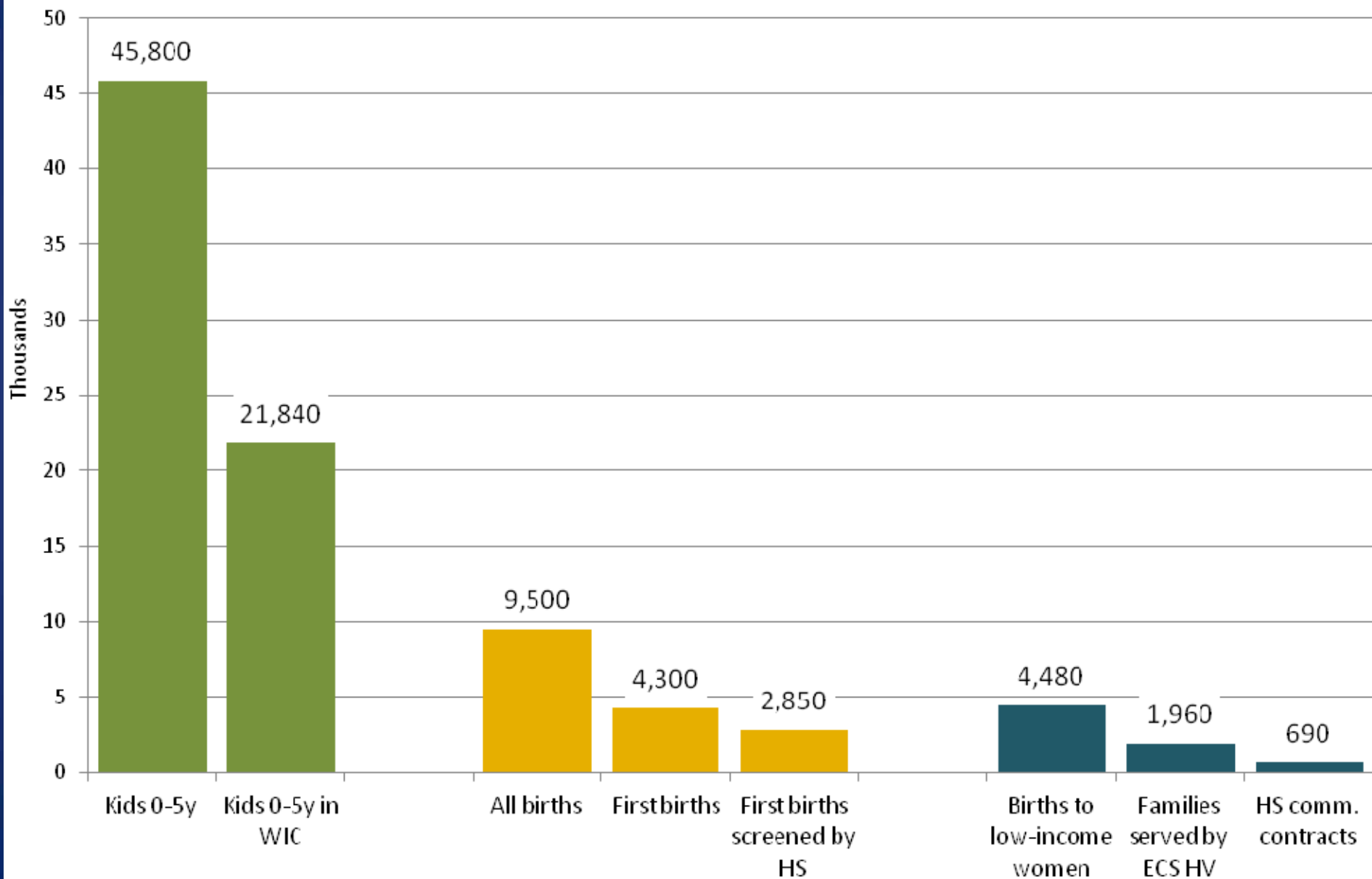
Births annually in Multnomah Co.

4,480

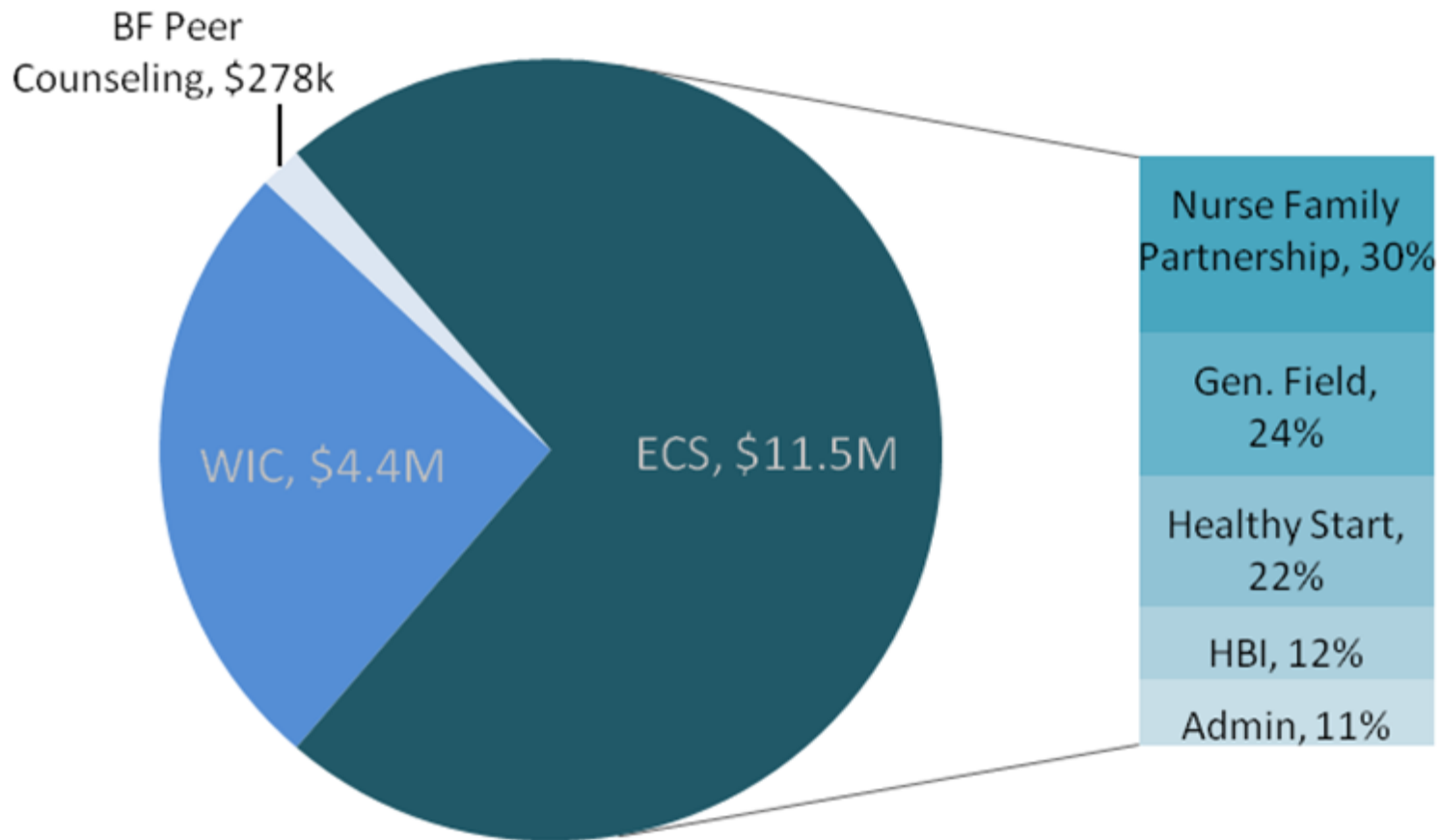
Births to low-income women



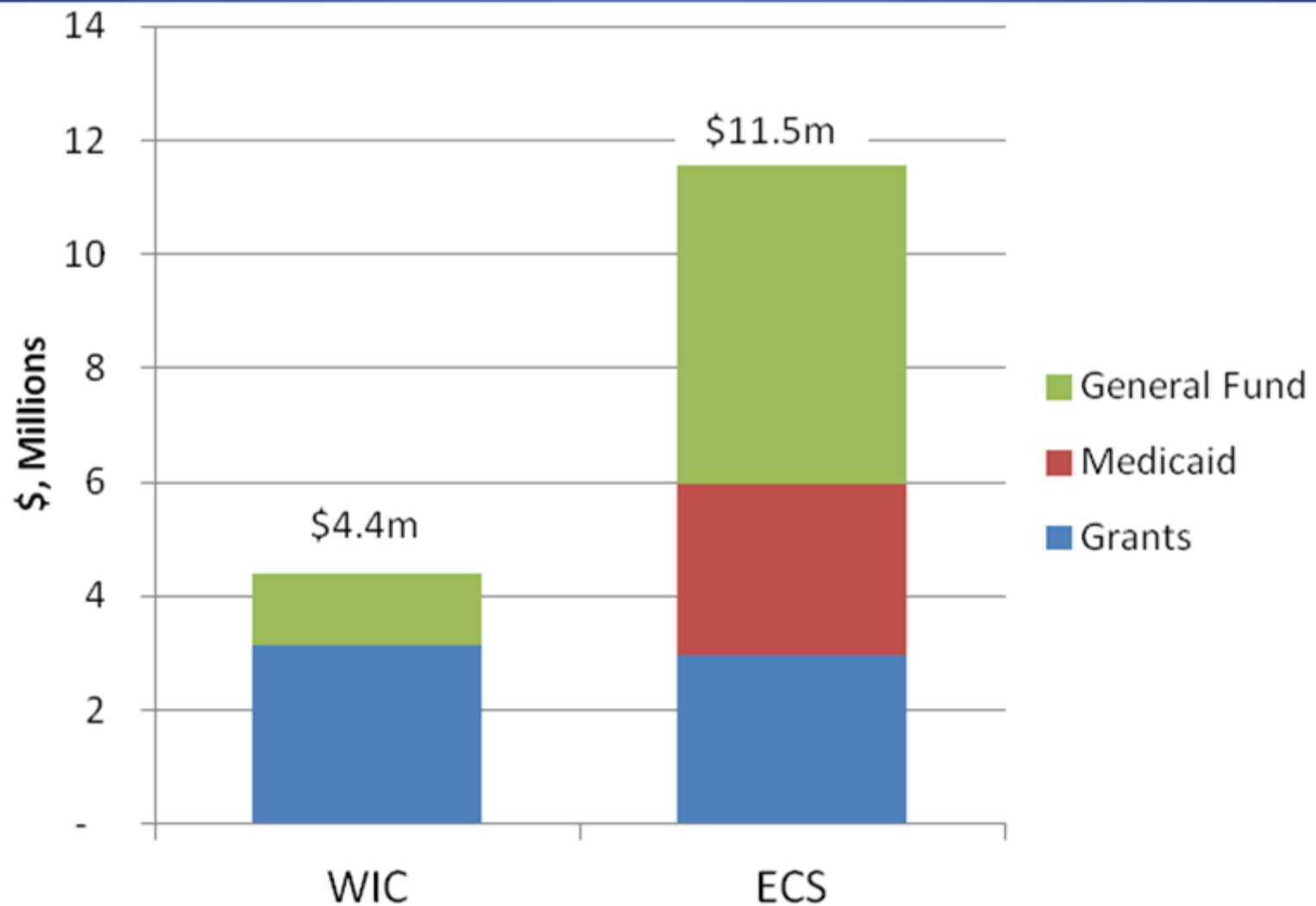
Public Health Services for Young Families



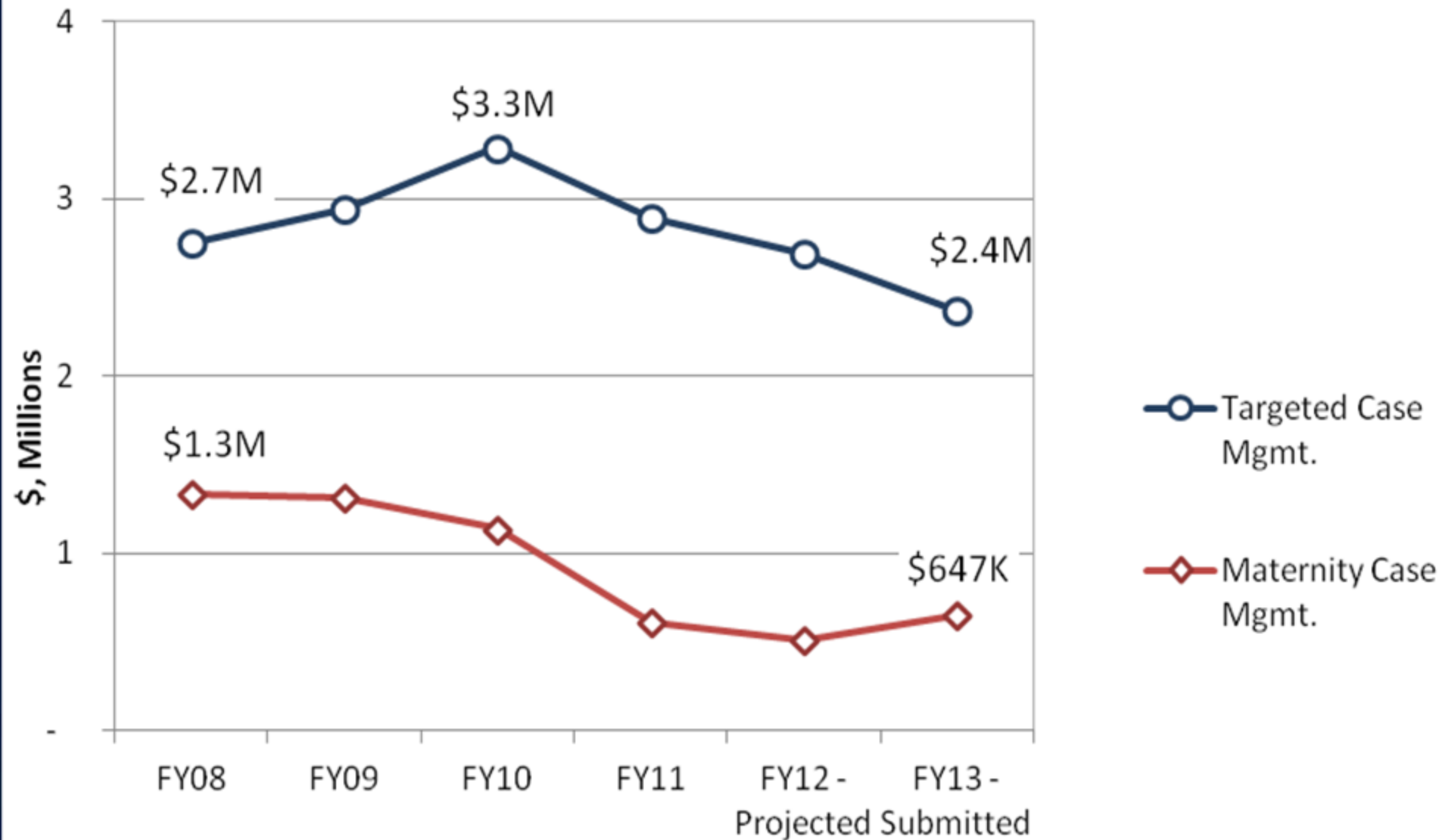
MCH Funding to Programs (FY2013)



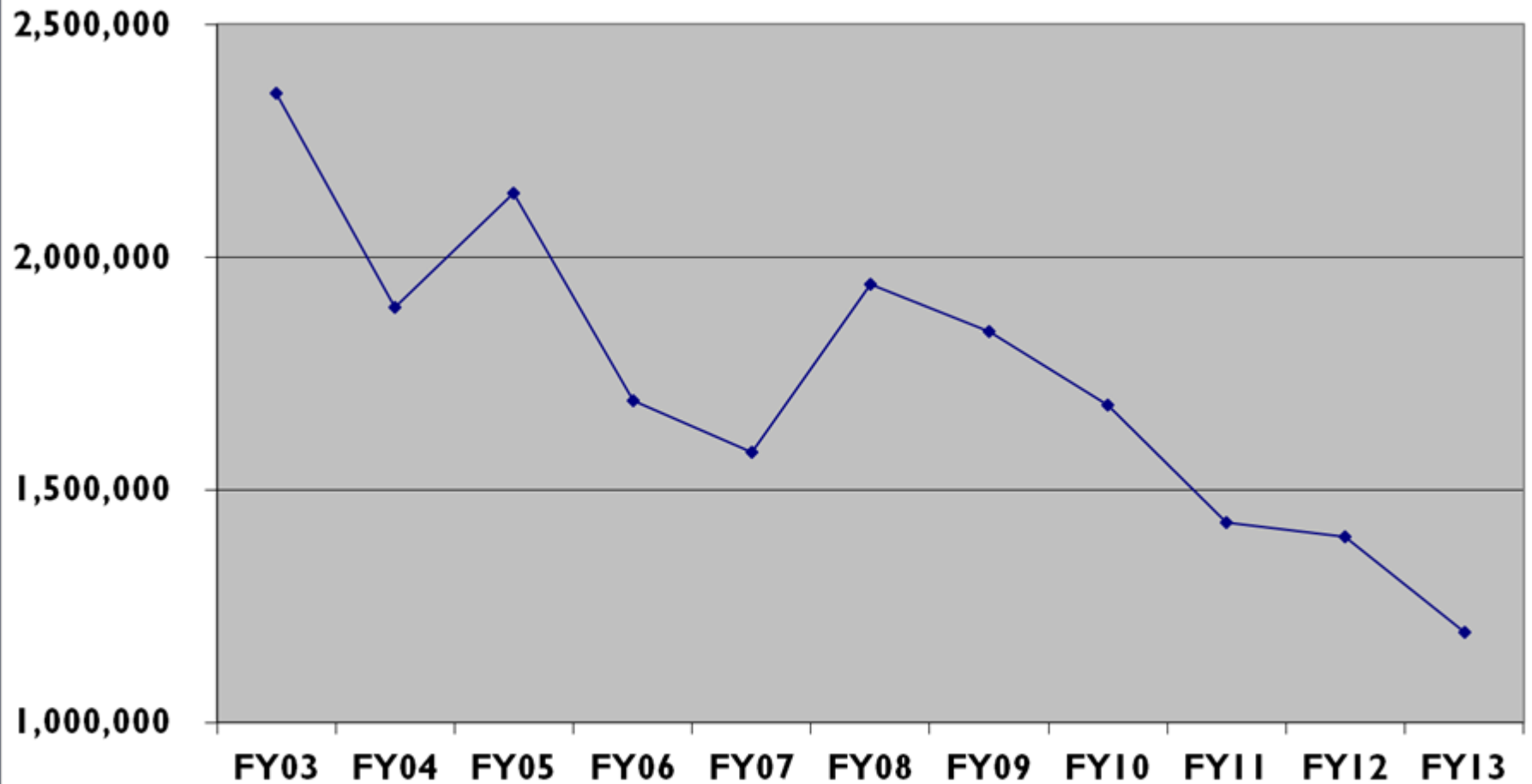
MCH Revenue Streams (FY2013)



Medicaid Trends



Healthy Start Funding History



From the Community

HBI Focus Groups and Community Health Assessment Recommendations

Issues Identified	Examples of Health-Promoting Activities Requested	
Male Involvement	• Services for men: childcare, employment and housing assistance	• Parenting classes, individual and couples counseling
Family-centered Systems	• Family-based, multi-generational services and activities	• Systems and policies that keep family structure intact
Group-level Health Promotion	• Convene community conversations and educational screenings	• Free indoor and outdoor family activities for physical activity

Life Course Perspective

Poverty Discrimination



Poor Housing
Hunger



Personal Stress
Financial Stress
Lack of Control



Birth

Early Childhood

Puberty

Early Adulthood

Adulthood



Health Care
Personal Behavior



Healthy Food
Quality Housing
Safe Neighborhoods



Opportunity for Employment
Education Equity

Risks

Cumulative Effect



Poor Health

Good Health



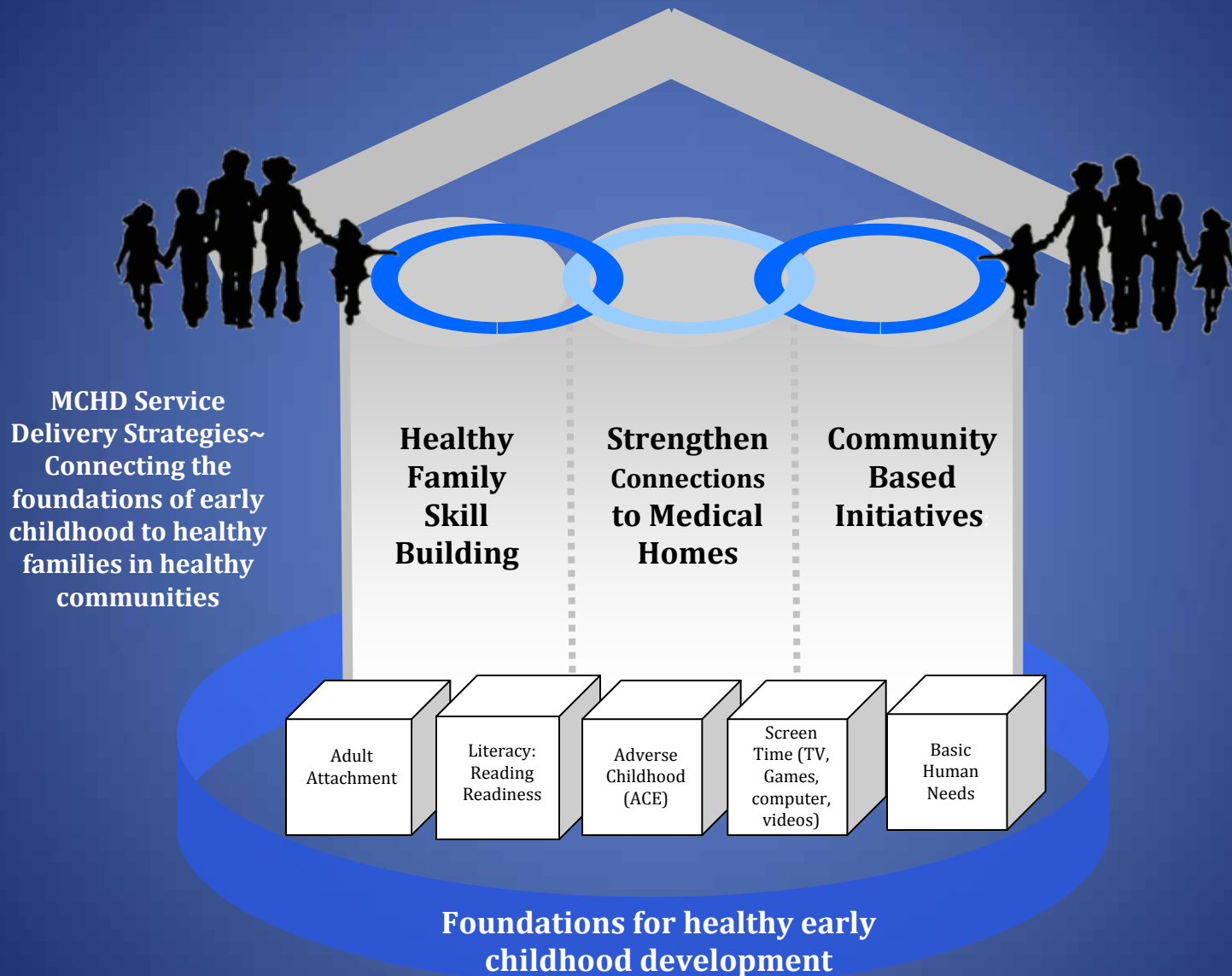
Cumulative Effect

Supports

The Science of Child Development

- Children are born learning
- Early brain development is the foundation of academic success in early years
- Brains are built through relationships
- Toxic stress is harmful to health
- The brain remains adaptable but it's easier and better to intervene early
- Social = Emotional = Cognitive
- Important to the foundations of healthy early childhood development

Healthy families in healthy communities



Strategy: Healthy Family Skill-Building

- Nurse Family Partnership
- Healthy Start
- Women, Infants, and Children (WIC)
- Healthy Homes



Strategy: Strengthening Connections to Medical Homes

- In hospital screening/referral of first birth families and teens
- Prioritizing and addressing maternal depression, substance use/abuse and other behavioral health issues
- Linking pregnant and parenting families exiting the corrections system or on parole/probation
- Development of new model of care for prenatal and pediatric medical home-developing new linkages between clinics and communities

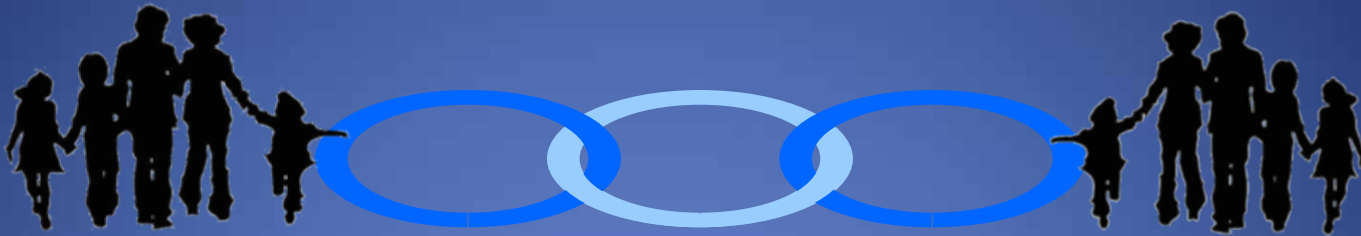


Strategy: Community Based Initiatives

- WIC Peer Breastfeeding Program
- Eliminating barriers to breast feeding
- Healthy Birth Initiative (HBI)
- Nurse consultation in childcare settings
- Place-based strategies (hospitals, faith-based settings, childcare, etc.)



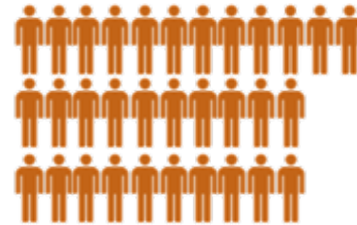
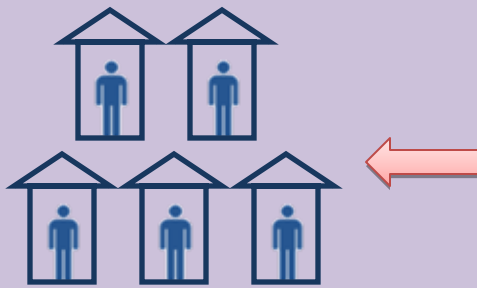
Examples of activities based on strategies



<u>MCHD Service Delivery Strategies</u>		
<i>Healthy Family Skill Building</i>	<i>Strengthening Connections to Medical Homes</i>	<i>Community Based Initiatives</i>
<ul style="list-style-type: none"> •Nurse Family Partnership-ongoing support for high risk families receiving home visits 	<ul style="list-style-type: none"> •In hospital screening/referral of first birth families and teens 	<ul style="list-style-type: none"> •Breastfeeding policies in hospitals, child care, and faith-based institutions
<ul style="list-style-type: none"> •Father involvement at WIC (Daddy Boot-camp) 	<ul style="list-style-type: none"> •Linking pregnant and parenting families exiting the corrections system or on parole/probation 	<ul style="list-style-type: none"> •Library collaborative with WIC to support reading in families as a health strategy
<p>Adopt Parents as Teachers curriculum</p>	<ul style="list-style-type: none"> •Development of new model of care for prenatal and pediatric medical home 	<ul style="list-style-type: none"> •CityMatch collaborative with Native American community-addressing substance use in pregnancy

Maximizing Community Impact with Current Staff

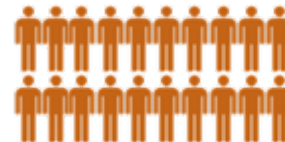
Home Visiting
Community Health
Nurse (CHN)
60 families/year



**WIC Breastfeeding
Peer Counseling**
320 women/year



CHN in Healthy Start
300 families/year



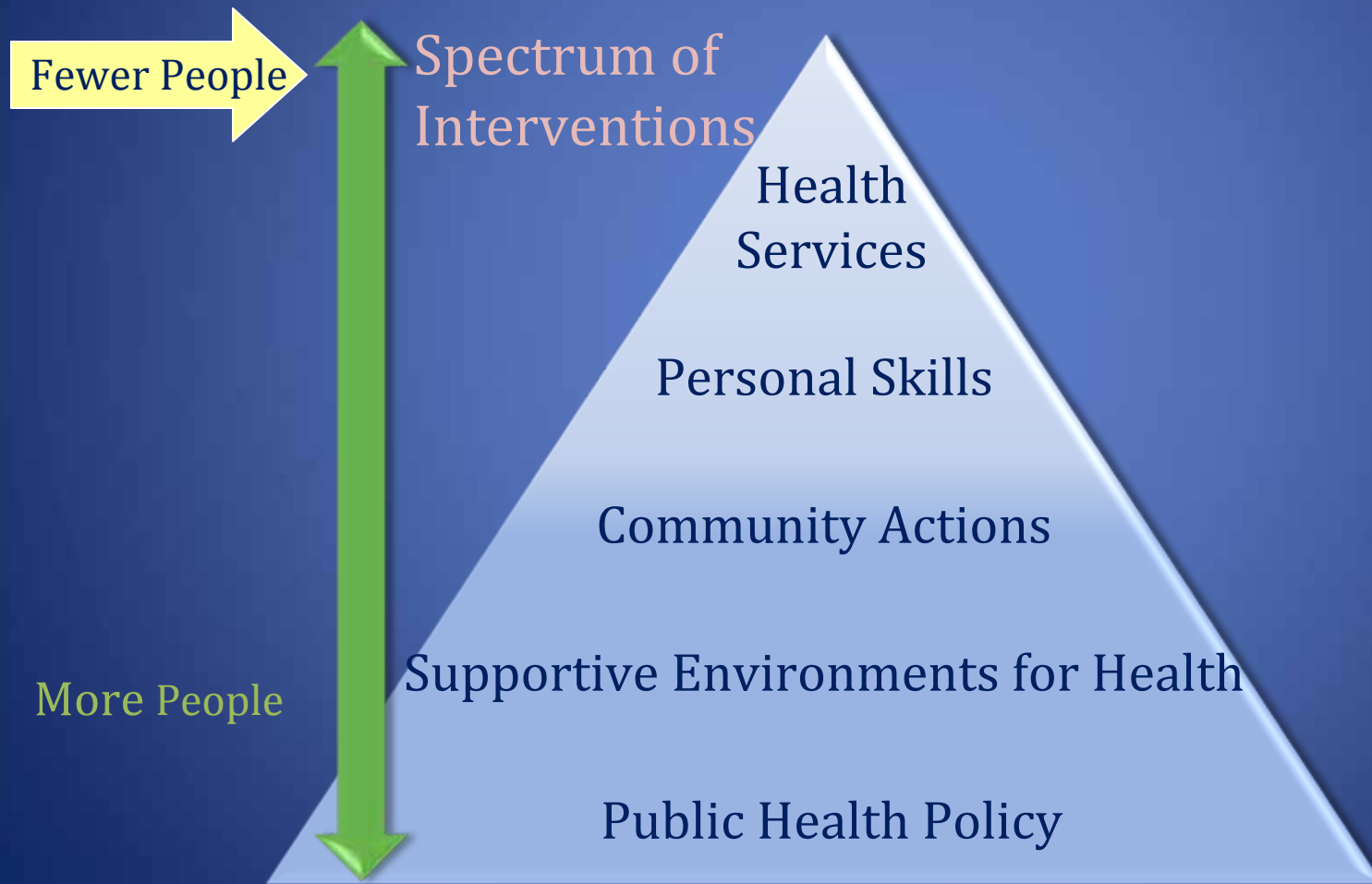
CHN in Corrections
Connect all families in
corrections and
parole/probation



23,213 kids/year in
childcare settings

Making the Most of Limited Resources

MCHD Health Promotion Framework



Thank you!
Questions/Discussion