Place Matters

*rural Oregon and public health*

National Organization of State Offices of Rural Health
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Lillian Shirley, Director, Public Health Division
Place Matters
Southern Oregon is one of the hardest places to live in the United States, based on factors such as education, life expectancy and obesity.
The value of public health

“Our public health efforts provide the foundational elements for improving the health and well-being of our population. The return on the investment in public health is probably the wisest investment we can make with regard to improving the health of Oregonians.”

-Dr. Joe Robertson
President, Oregon Health Sciences University
A place-based approach to health in rural Oregon
Preparing for the emerging threats
Protection in every community
Community Problem Solving

Public Health
- Communicable Disease Protection
- Chronic Disease Prevention
- Access to Health Services
- Environmental Health

Clinical Services
- Hospitals
- Doctors and Dentists
- Coordinated Care
- Mental Health
- Community Health Workers
- Other Health Services

Health System Transformation

Better health and better care at a lower cost
Achieving health in rural Oregon
Public Health & Primary Care

Working together to...

- Monitors and addresses the risk factors and health needs of populations (defined by geography, demographics, etc.).
- Works in communities and mobilizes partners to prevent or mitigate the underlying causes of disease and injury.
- Promotes changes in community conditions through policies, environments and systems.
- Draws on data primarily based on epidemiology, demographics and economics.
- Develops, implements, enforces and evaluates health policies at the local, county, state and federal levels.

...promote and advocate for health promotion policies and practices (e.g., access to healthy foods, school wellness policies, tobacco-free places).

...create and promote evidence-based health and wellness programs and services.

...develop and promote evidence-based clinical practice guidelines.

...provide health consultation and resources (for schools, childcare providers, employers, community groups, and leaders, etc.).

...create communities where people can thrive.

Monitors and addresses the risk factors and health needs of individuals.

Works directly with patients to prevent, detect, treat and manage disease and injury.

Promotes changes in individual health behaviors.

Draws on data primarily based on medical science and patient history.

Develops and implements practice policies that are informed by evidence-based guidelines and health policy.

The backbone of community health and wellness.
**Common agenda:** support policies that promote worksite wellness, stress management, tobacco-free living, improved nutrition and physical activity.

**Shared measurement** of data on client, consumer and employee health to track progress.

**Mutually reinforcing activities** carried out by all steering committee members.

**Continuous communication** to build trust and create a common motivation.

**Backbone organization:** Oregon Public Health Division, Health Promotion and Chronic Disease Prevention.
discussion