

A Vision for a Culture of Health

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Robert Wood Johnson Foundation



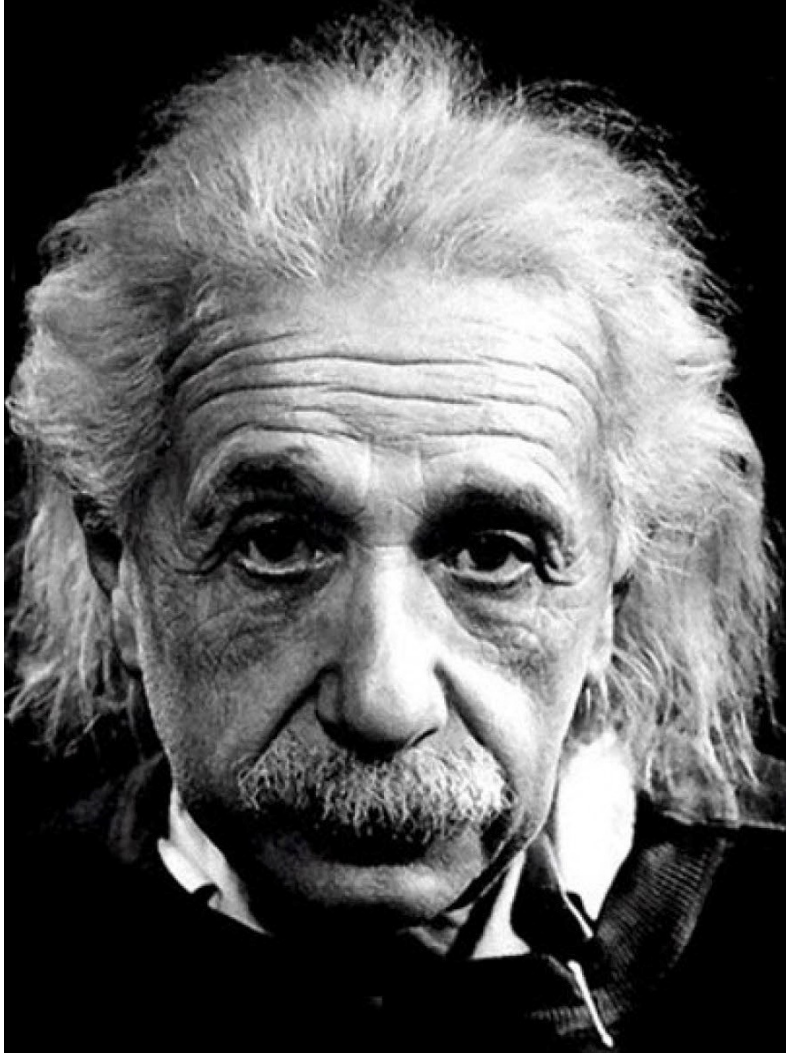
Robert Wood Johnson
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Bridging Health and Population Health



Microsoft
Windows

We can't solve problems
by using the same kind
of thinking we used
when we created them.



Culture of Health

Vision:

We, as a nation, will strive together to create a culture of health enabling all in our diverse society to lead healthy lives, now and for generations to come.



Being healthy
and staying
healthy is an
**esteemed
social value**



health of the
population
guides public
and private
decision-making



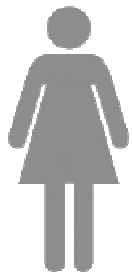


geography and demographics
do not serve as barriers to good health.

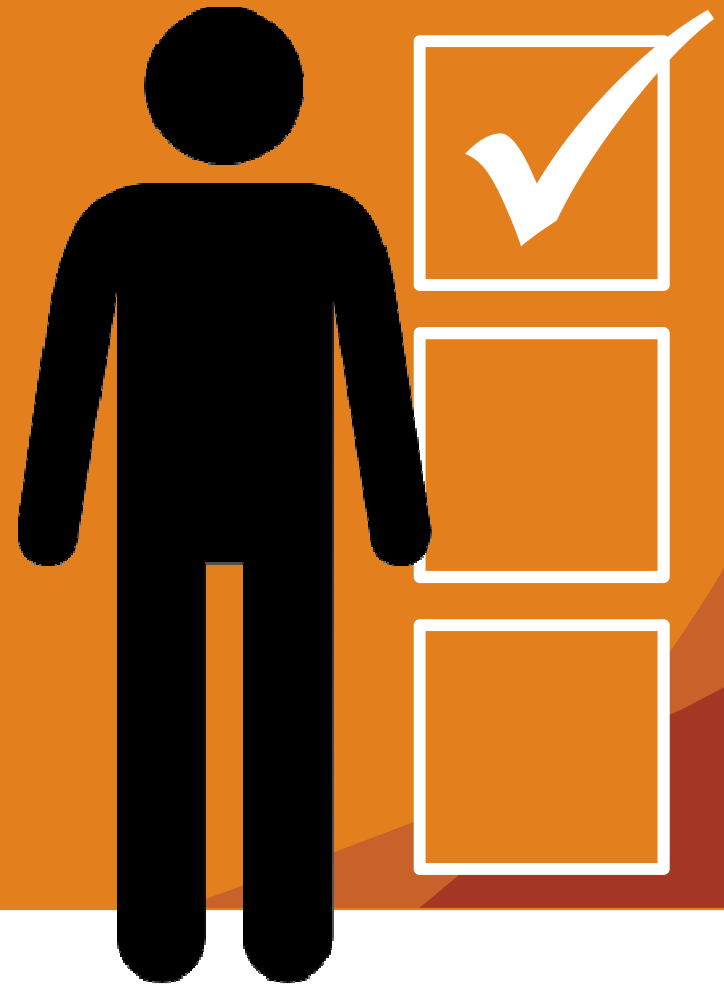




individuals,
businesses and
governments
work collectively
to foster healthy
communities and
lifestyles.



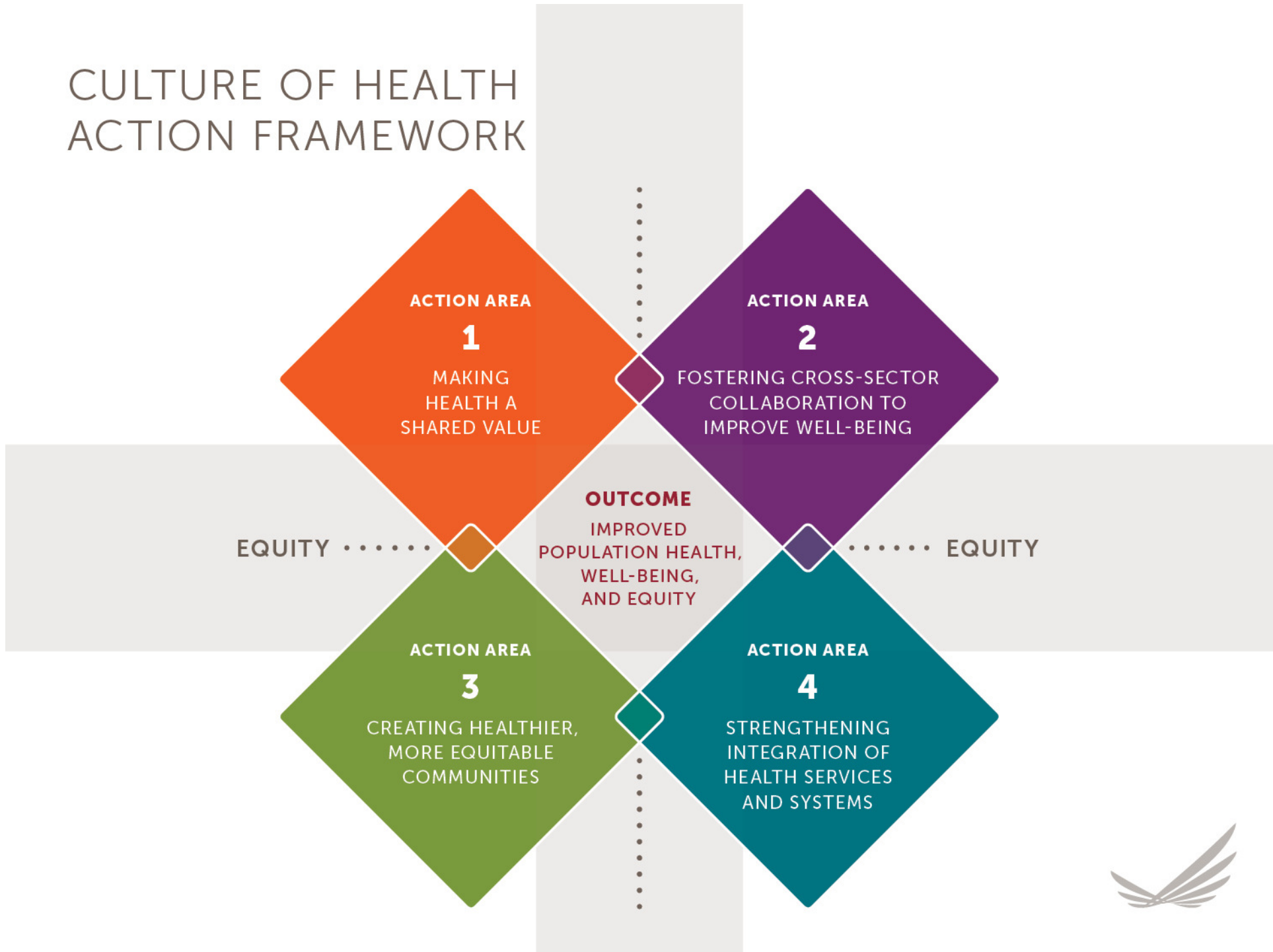
we are all
supported to make
proactive choices
that will improve
our health.



That's all very nice, but.....

**How do we go about
building a *Culture of
Health?***

CULTURE OF HEALTH ACTION FRAMEWORK





ACTION AREA



MAKING HEALTH A SHARED VALUE

DRIVERS

**MINDSET AND
EXPECTATIONS**

- Value on health interdependence
- Value on well-being
- Public discussion on health promotion and well-being

**SENSE OF
COMMUNITY**

- Sense of community
- Social support

**CIVIC
ENGAGEMENT**

- Voter participation
- Volunteer engagement



ACTION AREA



FOSTERING CROSS-SECTOR COLLABORATION TO IMPROVE WELL-BEING

DRIVERS

NUMBER AND QUALITY OF PARTNERSHIPS

Local health department collaboration
Opportunities to improve health for youth at schools
Business support for workplace health promotion and Culture of Health

INVESTMENT IN CROSS-SECTOR COLLABORATION

U.S. corporate giving
Federal allocations for health investments related to nutrition and indoor and outdoor physical activity

POLICIES THAT SUPPORT COLLABORATION

Community relations and policing
Youth exposure to advertising for healthy and unhealthy food and beverage products
Climate adaptation and mitigation
Health in all policies (support for working families)





ACTION AREA



CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES

DRIVERS

**BUILT ENVIRONMENT/
PHYSICAL CONDITIONS**

Housing affordability
Access to healthy foods
Youth safety

**SOCIAL AND ECONOMIC
ENVIRONMENT**

Residential segregation
Early childhood
education
Public libraries

**POLICY AND
GOVERNANCE**

Complete Streets policies
Air quality





ACTION AREA



STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS

DRIVERS

ACCESS

- Access to public health
- Access to stable health insurance
- Access to mental health services
- Routine dental care

CONSUMER EXPERIENCE
AND QUALITY

- Consumer experience
- Population covered by an Accountable Care Organization

BALANCE AND
INTEGRATION

- Electronic medical record linkages
- Hospital partnerships
- Practice laws for nurse practitioners
- Social spending relative to health expenditure





IMPROVED POPULATION HEALTH, WELL-BEING, AND EQUITY

OUTCOME AREAS

**ENHANCED INDIVIDUAL
AND COMMUNITY
WELL-BEING**

- Well-being rating
- Caregiving burden

**MANAGED CHRONIC
DISEASE AND REDUCED
TOXIC STRESS**

- Adverse child experiences
- Disability associated
with chronic conditions

**REDUCED
HEALTH CARE COSTS**

- Family health care cost
- Potentially preventable
hospitalization rates
- Annual end-of-life
care expenditures





Do more than think big.

Act together.

What is RWJF looking for in local multisector collaborations?

- Defining health in the broadest possible terms.
- Committing to sustainable systems changes and policy-oriented long-term solutions.
- Cultivating a shared and deeply-held belief in the importance of equal opportunity for health.
- Harnessing the collective power of leaders, partners, and community members.
- Securing and making the most of available resources.
- Measuring and sharing progress and results.

The Bronx: 2015 Culture of Health Prize Winner



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What is RWJF doing to Bridge Health and Health Care?

- Understanding incentives and financing mechanisms
- Equipping leaders and leveraging influence
- Building system capacity
- Elevating models to connect clinical care and social services
- Working in realms that unite typically siloed stakeholders

www.CultureofHealth.org

MENU | HOME

**Everyone
deserves to live
their healthiest
life possible**

Join the movement to build a Culture of Health for all.



Resources for Bridging

■ Leadership/Influence

- [The Democracy Collaborative](#): Supports anchor institutions and their investment in local economic development.
- [Health Care Without Harm](#): Resources for green and sustainable practices for health care institutions, including healthier food environments.
- [Institute for Clinical Systems Improvement](#): Helping health care staff connect with community partners for effective problem-solving in health care.
- [Stakeholder Health](#): learning collaborative exploring approaches to dissolve the walls between healthcare and health, between hospital and community, and to find true cost savings in the process.

■ Incentives/Financing

- [Bridging For Health](#): New initiative that will result in learning for the field around innovations in financing, collaboration and collective impact, and health equity.
- [ReThink Health](#): Tools for communities to catalyze sustainable systems change, including diverse financing approaches.

Resources for Bridging

■ System Capacity

- [CDC Community Health Improvement Navigator](#): Collection of tools and resources for community health improvement.
- [County Health Rankings & Roadmaps](#): Ranks each county within each state on health factors. Includes actionable strategies to improve community health.
- [Data Across Sectors for Health](#): New initiative that will produce learning around connecting information systems and sharing data across sectors.

■ Elevating models to connect clinical care and social services

- [Health Leads](#): Expands clinics' capacity to address basic resource needs often at the root causes of poor health through connecting patients with social needs.
- [National Center for Medical Legal Partnership](#): Training lawyers and doctors work as a team to meet patient's social needs.

■ Working in realms that unite typically siloed stakeholders

- [National Health Security Preparedness Index](#): Tool to understand state-specific disaster readiness.
- [BUILD Initiative](#): helps state leaders develop an early childhood system.
- [The Child and Family Policy Center \(CFPC\)](#): research and policy on issues vital to children and families to support implementation of evidence based practices.

Other Resources

- [Bronx 2015 Culture of Health Prize Video \(YouTube link\)](#)
- [Dawn of System Leadership, Peter Senge, Hal Hamilton, and John Kania, SSIR, Winter 2015](#)

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