



Advancing Prevention and Wellness

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Image Source:
<http://www.healthykidshealthycommunities.org/communities/hamilton-county-oh>

Prevention

a systematic process that reduces the frequency and/or severity of illness or injury.

Primary Prevention

Promotes healthy environments and behaviors to prevent problems from occurring before the onset of symptoms

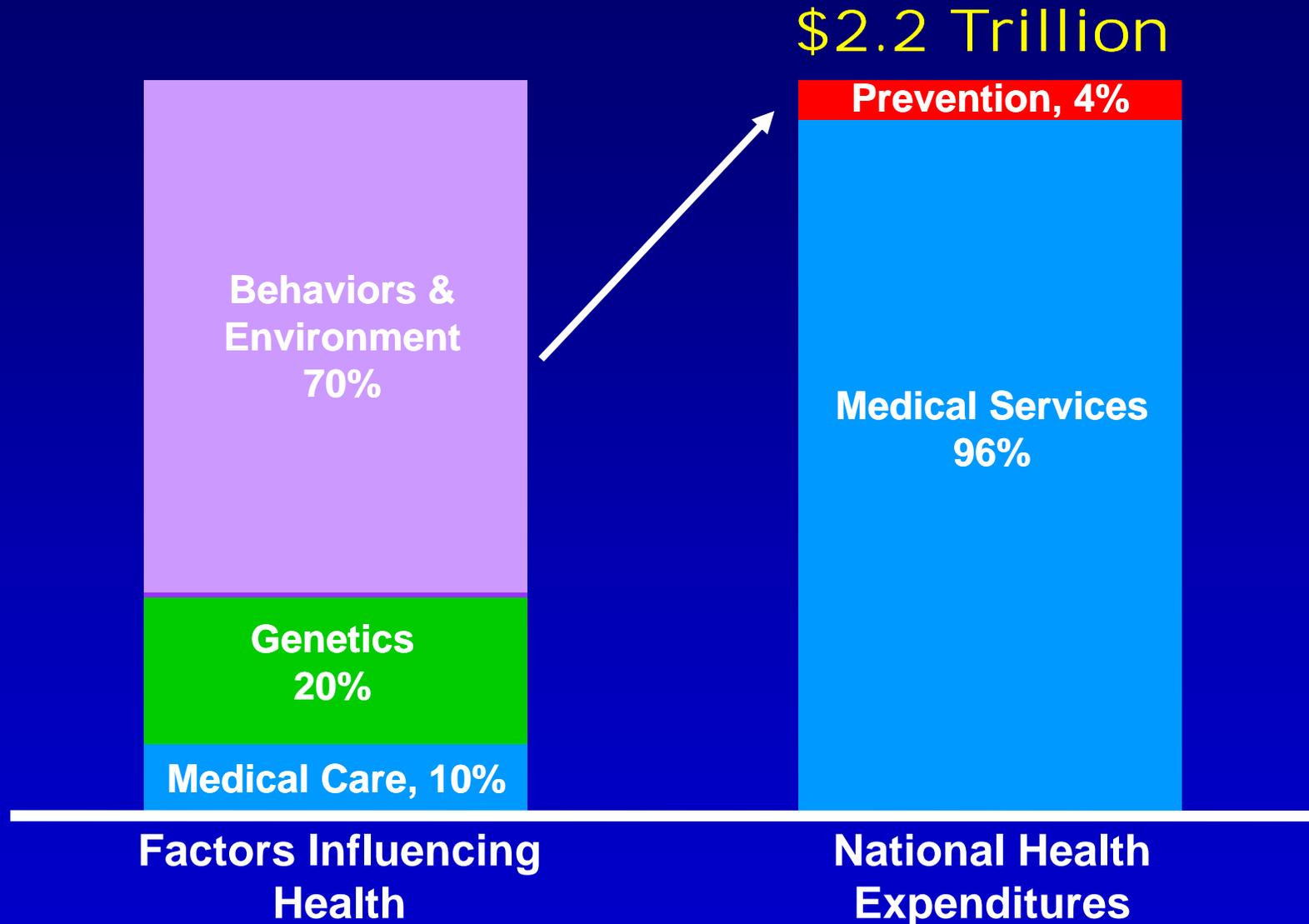
“Simply put, in the absence of a radical shift towards prevention and public health, we will not be successful in containing medical costs or improving the health of the American people.” - *President Obama*



73% of the American Public Support Community Prevention Efforts



Factors Influencing Health



MOVING UPSTREAM

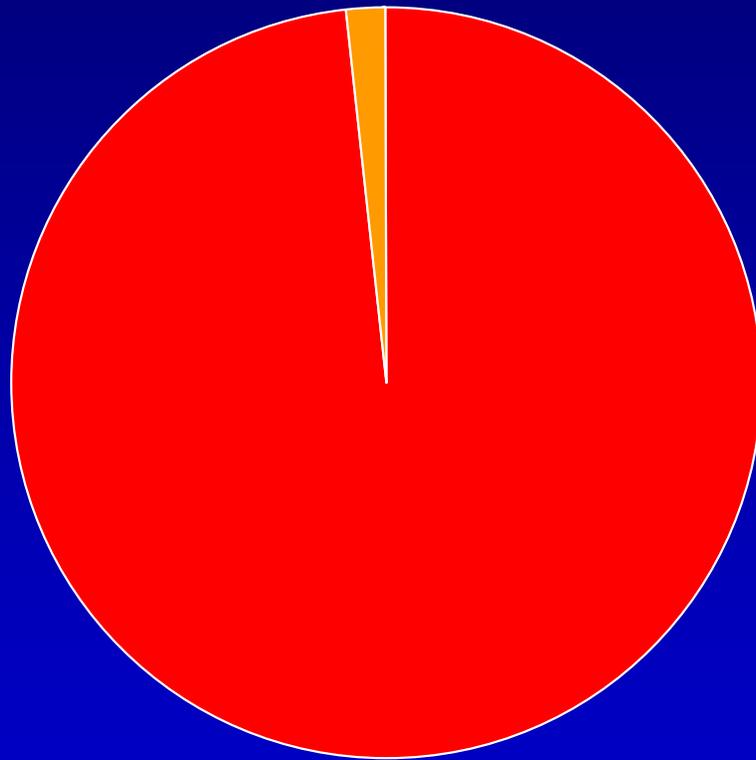
**“We are still standing
on the bank of the river,
rescuing people
who are drowning.
We have not gone to
the head of the river
to keep them
from falling in.
That is the
21st century task.”**

Gloria Steinem

Opportunities for Prevention in Health Reform

- ◆ Prevention and Public Health Fund
 - Community Transformation Grants
- ◆ National Prevention Strategy
- ◆ National Prevention, Health Promotion, and Public Health Council
- ◆ National Prevention, Health Promotion, and Public Health Advisory Group
- ◆ Funding for community clinics

Community Prevention \$15 Billion Over 10 Years



■ Health Reform

■ Prevention and
Public Health
Fund

Community Transformation Grants

“The Secretary...shall award competitive grants to State and local governmental agencies and community based organizations for the implementation, evaluation, and dissemination of evidence-based community preventive health activities in order to...”



“...reduce chronic disease rates, prevent the development of secondary conditions, address health disparities, and develop a stronger evidence-base of effective prevention programming.”



Community Transformation Grants

- ◆ We anticipate:
 - An emphasis on equity
 - Quality prevention
 - Community-based organization/government partnerships
 - State/rural partnerships
 - Multi-sectoral collaboration

Maintain Momentum for Innovation!

- ◆ Prevention and Public Health Fund
- ◆ Health Information Technology and Exchange
- ◆ Community Clinics Expansion
- ◆ Health Home and Accountable Care Organization Demonstration Projects
- ◆ Worksite Wellness Funding

Community Centered Health Homes

Community-Centered Health Homes

Bridging the gap between health services and community prevention

This document was prepared by Prevention Institute with funding from the Community Clinics Initiative (a joint project of Tides and The California Endowment)

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Prevention Institute is a nonprofit, national center dedicated to improving community health and well being by building momentum for effective primary prevention. Primary prevention means taking action to build resilience and to prevent problems before they occur. The Institute's work is characterized by a strong commitment to community participation and promotion of equitable health outcomes among all social and economic groups. Since its founding in 1997, the organization has focused on injury and violence prevention, traffic safety, health disparities, nutrition and physical activity, and youth development. This, and other Prevention Institute documents, are available at no cost on our website.

An Evolving Approach to Health

The Community Environment

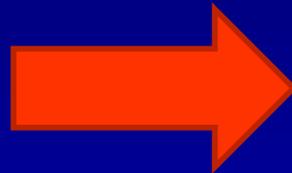
Community Centered Health Home

High Quality Medical Services

Community Centered Health Homes: Bridging the gap between health services and community prevention

INQUIRY

- ◆ Collect data on social, economic, and community conditions
- ◆ Aggregate symptom and diagnosis prevalence data (electronic health records)



ASSESSMENT

- ◆ Systematically review health and safety trends
- ◆ Identify priorities and strategies with community partners



ACTION

- ◆ Coordinate activity with community partners
- ◆ Advocate for community health
- ◆ Mobilize patient population
- ◆ Strengthen partnerships with local health care organizations
- ◆ Establish model organizational practices

Additional Funding Details



Quality Prevention Is

Image courtesy: Christian Science Monitor

HIGHLIGHTS

Now Hiring: Administrative Coordinator

Prevention Institute seeks an Administrative Coordinator with a background in financial and office systems.

[Read More](#)

Health Reform Advocacy

Read and provide comments on the latest draft of the National Prevention and Health Promotion Strategy by January 13, 2011.

[Read More](#)

Visit www.preventioninstitute.org
and click on Health Reform Advocacy

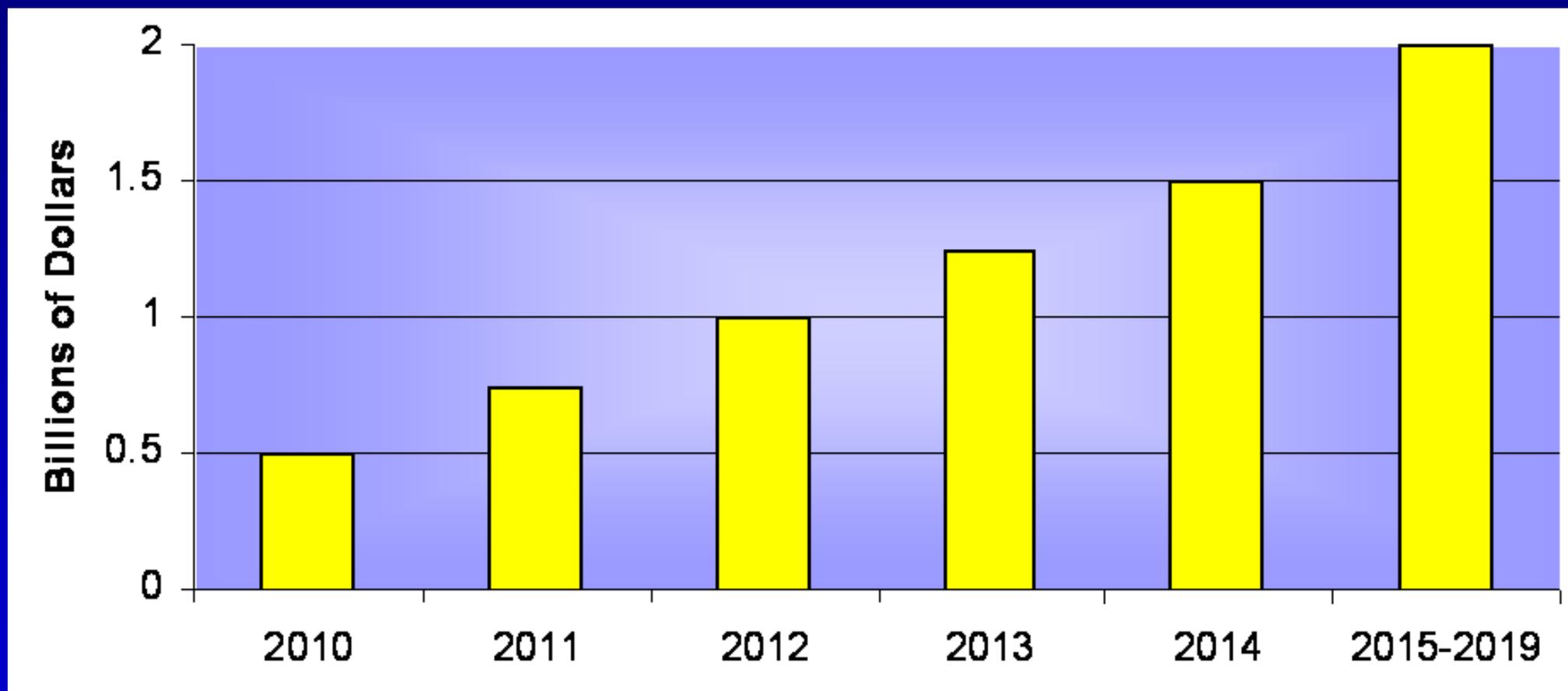
Prevention Institute

Putting prevention
at the center of community well-being

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Prevention and Public Health Fund



FY 2010: \$500 Million

- ◆ \$250 million to primary care workforce
- ◆ \$50 million for state public health infrastructure
- ◆ \$44 million for Community Transformation Grants (builds off Communities Putting Prevention to Work)
- ◆ \$20 million for primary and behavioral health integration
- ◆ \$16 million for obesity prevention and fitness
- ◆ \$15 million for public health training centers
- ◆ Additional funding for: tobacco cessation, preventive services, epidemiology, lab capacity, and task forces

FY 2011: \$750 Million

Highlights:

- ◆ \$145 million for Community Transformation Grants
- ◆ \$25 million for Racial and Ethnic Approaches to Community Health (REACH); national health equity program
- ◆ \$60 million for tobacco control
- ◆ \$52.2 million for Comprehensive Chronic Disease Prevention Program (Chronic disease state grants)
- ◆ \$45 million for public health workforce and development
- ◆ \$40.2 million for public health infrastructure
- ◆ \$10 million for workplace wellness