Roles for Public Health Nursing: Addressing the Determinants of Health

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Why Choose Public Health Nursing?

www.youtube.com/watch?feature=player_detailpage&v=9PEOYW69Z5c
Current Role of Public Health Nursing In Addressing the Social Determinants of Health
Definition of Public Health Nursing

- Public health nursing is the practice of promoting and protecting the health of populations using knowledge of nursing, social and public health sciences

APHA (1996)
Public Health Nurses Comprise Largest Group of Public Health Professionals in Health Departments Across the Country

10% of Total Public Health Workforce

Gebbie, (2002)
**Public Health Nurses**

- Improve public health through population focused interventions with individuals, groups, families, and communities.
- Are a first line of defense for protecting communities by:
  - providing health education and preventative care
  - immunization,
  - recognizing and dealing with infectious diseases,
  - responding to disasters, and
  - making home visits to vulnerable populations.

Gebbie, (2002)
10 Essential PH Services

- Evaluate
- Monitor Health
- Diagnose & Investigate
- System Management
- Research
- Inform, Educate, Empower
- Mobilize Community Partnerships
- Develop Policies
- Enforce Laws
- Link to / Provide Care
- Assure Competent Workforce

Policy Development

Assurance

Assessment
Monitor Health Services

- Assess clients, families, communities
- Take a nurse on a community assessment team and you get into homes more often than if you don’t have a nurse
- Participate in Health Fairs, link to services
Inform Educate and Empower

- STD Control
- Family Planning
- Women/Children’s Health
- Tobacco Control
- Diabetes prevention
Obesity Prevention and Longevity
What is the Media-Smart Youth program?

Media-Smart Youth: Eat, Think, and Be Active is an interactive after-school education program that helps young people ages 11 to 13 understand the complex media world around them, and how it can influence their health—especially in regard to nutrition and physical activity. The National Institute of Child Health and Human Development (NICHD), part of the National Institutes of Health within the U.S. Department of Health and Human Services, created Media-Smart Youth to empower young people to think critically about media and make thoughtful decisions about nutrition and physical activity.

Why is Media-Smart Youth needed?

Every day, 11- to 14-year-old youth spend nearly 7 hours using media, including television, computers, and video games. They encounter a barrage of marketing and advertising messages. In fact, over the last 3 decades, the number of television commercials children viewed rose from about 20,000 per year (in the 1970s) to more than 40,000 per year. The majority of these advertisements are for food, primarily candy, cereal, and fast food.

Health experts are calling for nationwide action to stem the rising rates of childhood overweight and obesity. According to a 2005 report from the Institute of Medicine, more than 15 percent of young people in the United States are obese, and many more are at risk for becoming overweight or obese. Youth take in more calories than they need, but most don’t meet recommended intakes for several essential nutrients, including calcium, potassium, and dietary fiber. Nearly half of American youth ages 12 to 19 are not physically active on a regular basis.

In response to these trends, Congress asked four federal agencies within the U.S. Department of Health and Human Services to develop education programs that reinforce positive behaviors, such as being physically active and eating nutritious foods.
Diagnose and Investigate

- TB Control
- Immunizations
- H1N1
- Flu Clinics
- Pertussis
Emergency Preparedness

- Community Education
- Mass Immunization Plans
- Hospital and Community Preparedness
Mobilize Partnerships

Stop Black Babies from Dying

Black babies die at more than twice the rate of all babies in San Francisco.
Source: SFDPH Vital Records 2003

We can all make a difference.
Take Action!

Call Us Today at 415.581.2440

The Seven Principles Project for African American Infant Survival & Community Unity
Project Partners: San Francisco Department of Public Health; Black Coalition on AIDS; Booker T. Washington Community Service Center; CAHEED, Inc.; Jelani House; I.T. Bowlen Community Center; Homeless Prenatal Project; UCSF Family Health Outcomes Project; and others. Funded by: Federal Centers for Disease Control & Prevention, REACH 2010 Initiative.
Child Health and Disability Project

✓ 29,210 low income children age 0-20 received services from 91 CHDP medical provider sites
✓ CHDP case managed 2,044 referrals with 75% kept follow-up appointment
✓ 4,377 children pre-enrolled into Medi-Cal 60 days temporary health care coverage through CHDP Gateway
Child Care Health Project (SF)

- 75 child care centers and 13 family daycare associations

Services

- Provide health and safety consultation for child care providers and families
- Coordinate health assessments

Data

- In 2006, Child care public health nurses trained over 291 child care and family daycare provider staff in disaster preparedness.
- Conducted 80 health and safety trainings for 1400 providers and parents
Challenges for Public Health Nursing When Addressing the Social Determinants of Health
Challenges

Our infrastructure is eroding for numerous reasons:

- Multiple categorical program demands
- High number of referrals for individual services
- Staffing shortages
**Challenges**

- Many health departments with net county dollars are utilizing them to leverage programmatic dollars rather than on core functions.
- As a consequence, we have or have the potential to have poor track record on many important health indicators:
  - Childhood immunization rates
  - Pregnant women entering prenatal care in the first trimester
  - Low birth weight infants
  - Chronic diseases such as obesity and asthma
Challenges

- Vacant PHN positions are being filled with other types of staff.
- Director of Nursing positions are being left vacant or filled with lower classifications, resulting in a lack of leadership at the table.
- There is continued emphasis on programmatic functions.
Steps Public Health Nursing can take to Address the Social Determinants of Health.
Next Steps

- Work with legislators, Board of Supervisors and other policy makers so they invest in prevention programs (or at least stop cutting them)
- Continue to develop collaborations between public health, schools, clinics, hospitals and communities
Next Steps

- Develop effective prevention initiatives that are designed to reduce health disparities
- This must include building community capacity
Next Steps

- Develop strong public health and public health nursing leadership
- Collaborate with other health care professionals to build effective teams
- Work with PHN staff to instill the confidence that population-focused care already builds on existing skills.
- Enhance/Expand the skills of assessment, planning, implementation and evaluation.
Next Steps

- Think outside of the box
- Rely on the PHN nursing model, the PHN interventions, core functions and 10 essential services to guide our work
- Conduct research to quantify/qualify our activities and results
Health for All Health People 2010

FOCUS AREAS

1. Mental and Physical Impairment and Disability
2. Chronic Diseases
   - Heart Disease
   - Cancer
   - Stroke
   - Lung Disease
   - Diabetes
3. Physical Activity
4. Nutrition
5. Sexual Health
   - HIV Infection
   - STIs
6. Unintentional Injuries
7. Tobacco
8. Substance Abuse

FOCUS AREAS

9. Food and Drug Safety
10. Environmental Health
11. Occupational Health
12. Infectious Diseases
13. Health Services
   - Clinical Preventive Services (including immunizations)
   - Emergency Medicine
   - Long Term Care
14. Mental Health Services
15. Oral Health
16. Family Planning
17. Maternal, Infant and Child Health
18. Public Health Infrastructure
   - Surveillance and Data Systems
   - Training
   - Research
19. Educational and Community-Based Programs
20. Violent and Abusive Behavior

PROTECT HEALTH

PROMOTE HEALTHY BEHAVIORS

ASSURE ACCESS TO QUALITY HEALTH CARE

STRENGTHEN COMMUNITY PREVENTION

ENABLING GOALS

ELIMINATE HEALTH DISPARITIES

INCREASE YEARS OF HEALTHY LIFE

Health for All Goals for the Nation

SPECIAL POPULATIONS*
- Low Income
- Race/Ethnicity
- Gender
- Age
- People with Disabilities

* Special population groups need to be considered as objectives are developed in all focus areas.
Healthy People 2020

- Emphasizes the concept of social determinants of health --- the notion that health is impacted by many social, economic and environmental factors that extend far beyond individual biology of disease.
- Emphasizes the notion that improving health requires a broad approach to promote health.

An approach that creates environments where the healthy choice is the easy choice.
Summary

- Public Health and Public Health Nurses are critical to the well being of all Californians
Health

Health is the place where all the social forces converge... the fight against infant mortality is also one against smoking, against poor nutrition, and against substance abuse,... the fight against disparities in health is also one against the absence of hope for a meaningful future (Reed, 1998)
Above all, we must believe that health equity is achievable and within our reach. PHNs have the role and responsibility to provide leadership in making this happen.
References


- Association of State and Territorial Directors of Nursing (ASTDN), 2008. The public health nurse’s role in achieving health equity: eliminating inequalities in health.

