Title V and the Core Public Health Functions or “A Fence, An Ambulance, and a River Walk Into a Bar…”

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Childhood Obesity

- Why isn’t this patient’s weight status improving?

Pediatrician didn’t bring child in for office visits often enough

Pediatrician didn’t talk about physical activity or nutrition
Childhood Obesity

- Why isn’t this patient’s weight status improving?

  - Family does not have ready access to healthy food
  - Family lives in public housing with no yard or nearby playground
  - Single mother works two jobs and has limited time for shopping and preparing healthy food
  - Father is also obese and limits physical activity time with child

  - School does not have funding for PE teacher
  - School does not have large enough refrigerator for storing fresh fruits/vegetables
  - Pediatrician didn’t talk about physical activity or nutrition
  - Pediatrician didn’t bring child in for office visits often enough
  - Single mother works two jobs and has limited time for shopping and preparing healthy food
  - Father is also obese and limits physical activity time with child
  - School does not have large enough refrigerator for storing fresh fruits/vegetables

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*Image showing a public housing complex and a fast food restaurant.*
Prematurity

• Typical Rounds on Premature Infant
  – Vent settings
  – Discussion of morbidities
  – Fluid status
  – TPN stats
  – Labs
  – Maybe (hopefully) something about social status

But Michael, why was this baby premature?

Photo Source: Monroe Carell Jr. Children’s Hospital at Vanderbilt. Used with permission.
A Fence or An Ambulance
Joseph Malins, 1895

'Twas a dangerous cliff, as they freely confessed,
Though to walk near its crest was so pleasant;
But over its terrible edge there had slipped
A duke and full many a peasant.

So the people said something would have to be done,
But their projects did not at all tally;
Some said, "Put a fence 'round the edge of the cliff,"
Some, "An ambulance down in the valley."…
A Fence or an Ambulance

…But the cry for the ambulance carried the day,
For it spread through the neighboring city;
A fence may be useful or not, it is true,
But each heart became full of pity

For those who slipped over the dangerous cliff;
And the dwellers in highway and alley
Gave pounds and gave pence, not to put up a fence,
But an ambulance down in the valley…..
A Fence or an Ambulance

…"For the cliff is all right, if your careful," they said, "And, if folks even slip and are dropping, It isn't the slipping that hurts them so much As the shock down below when they're stopping."

So day after day, as these mishaps occurred, Quick forth would those rescuers sally To pick up the victims who fell off the cliff, With their ambulance down in the valley. …
A Fence or an Ambulance

…Better guide well the young than reclaim them when old,
For the voice of true wisdom is calling.
"To rescue the fallen is good, but 'tis best
To prevent other people from falling."
Determinants of “Health”

- **Health care** contributes a small amount to an individual’s overall health and well-being.
- Improving **health** requires comprehensive focus.

McGinnis JM, Williams-Russo P, & Knickman JR. The case for more active policy attention to health promotion. Health Affairs 2002; 21(2):78-93 (Mar).
But is a fence enough?
We need a broader approach.

A public health approach.
Population Health Focus

- Counseling and Education
- Clinical Interventions
- Long-Lasting Protective Interventions
- Changing the Context to make individuals’ default decisions healthy

Increasing Population Impact

Socioeconomic Factors
A different story...

Policy Development

Assurance

Assessment

Image of the Memphis, TN skyline, the Pyramid Arena in the background. Photo made by: Thomas R Machnitzki
Life Course Model

Risk Factors

Health Promotion Factors

Optimal Trajectory

Your Life

Next Generation

Your Mother’s/Father’s Life

Adapted from the Life Course Toolkit by CityMatCH. Available at: http://www.citymatch.org/projects/mch-life-course-toolbox
Back to Prematurity…

Policy Development
- EED Hard Stops
- Coverage for 17-P
- Availability of family planning
- Healthy Babies Are Worth the Wait Campaign
- Family Support Groups

Assessment
- Monitoring vital records
- FIMR/child fatality reviews
- Title V NOMs/NPMs

Assurance
- Regional perinatal systems
- Adequate coverage
- CYSHCN programs
- Cultural competency training
- Smoking cessation
- Adolescent well visits

Image of the Memphis, TN skyline, the Pyramid Arena in the background. Photo made by: Thomas R Machnitzki
What You Bring to the Table
As a Title V Leader

• You have money (that is flexible)

• You can show accountability

• You know what your population wants/needs

• You are natural conveners—know how to get things done
You’re Not Alone as a Title V Leader

- Maternal & Child Health Bureau (MCHB)
- Association of Maternal and Child Health Programs (AMCHP)
Summary

• Move upstream—build fences as often as you can

• Find some friends to help!

• Don’t stop building ambulances (at least not yet)