



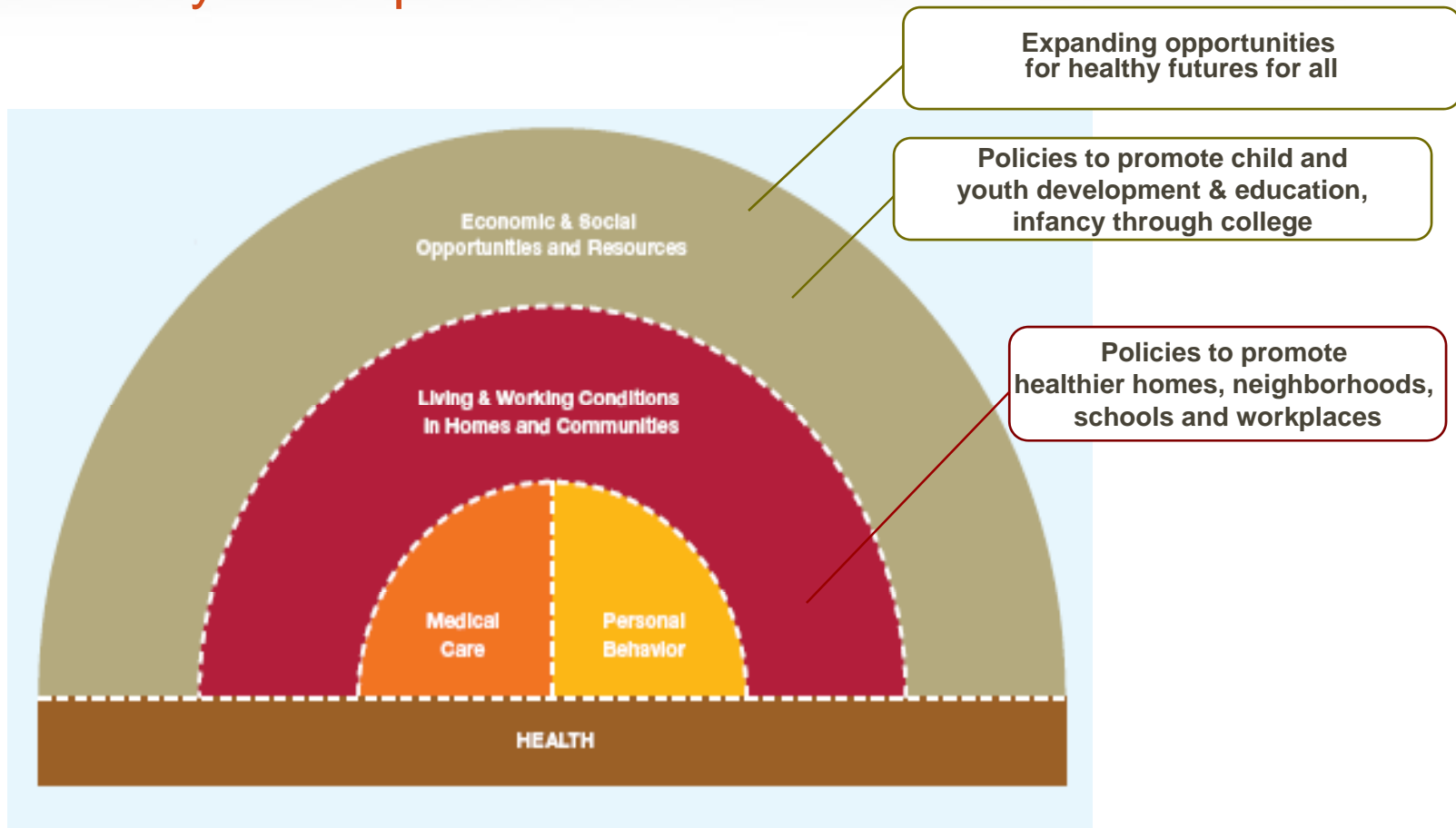
ROBERT WOOD JOHNSON FOUNDATION
Commission to Build a Healthier America

Commission Overview

David R. Williams, PhD, MPH
Staff Director



Commission Focuses on Non-Medical Pathways to Improve Health





Why a Commission?

Raise visibility for the issue

Expand the dialogue on health & health care

- To non-medical factors
- To other social factors



Increase understanding

Develop fresh ideas & solutions



Motivate action

Make recommendations



Move to solutions





Commission Leadership



Mark McClellan

Physician and economist who helped develop and then effectively implemented Medicare prescription drug benefit. Former CMS Administrator (2004) and FDA Commissioner (2002). Director of the Engelberg Center for Health Care Reform, Senior Fellow in Economic Studies and Leonard D. Schaeffer Director's Chair in Health Policy Studies at the Brookings Institution.



Alice M. Rivlin

Former U.S. Cabinet official, and an expert on the budget. First woman to hold the position of Director of the Office of Management and Budget and was founding director of the Congressional Budget office. Currently, Director of Greater Washington Research Program at Brookings Institution.



Commissioners



Katherine Baicker
Professor of Health Economics, Department of Health Policy and Management,
Harvard University



Angela Glover Blackwell
Founder and Chief Executive Officer, PolicyLink



Sheila P. Burke
Faculty Research Fellow and Adjunct Lecturer in Public Policy, Kennedy School of
Government, Harvard University



Linda M. Dillman
Executive Vice President of Benefits and Risk Management, Wal-Mart Stores, Inc.



Sen. Bill Frist
Schultz Visiting Professor of International Economic Policy, Princeton University



Allan Golston
U.S. Program President, The Bill & Melinda Gates Foundation



Commissioners



Kati Haycock
President, The Education Trust



Hugh Panero
Co-Founder and Former President and Chief Executive Officer, XM Satellite Radio



Dennis Rivera
Chair, SEIU Healthcare



Carole Simpson
Leader-in-Residence, Emerson College School of Communication and Former Anchor,
ABC News



Jim Towey
President, Saint Vincent College



Gail L. Warden
Professor, University of Michigan School of Public Health and
President Emeritus, Henry Ford Health System



Commission Activities to Engage Public and Private Sector in Efforts that will Catalyze Change



Commission Launch

- February 28, 2008, Union Station, Washington, DC



Research

- Qualitative research, polling
- Comprehensive data analysis
- Issue briefs



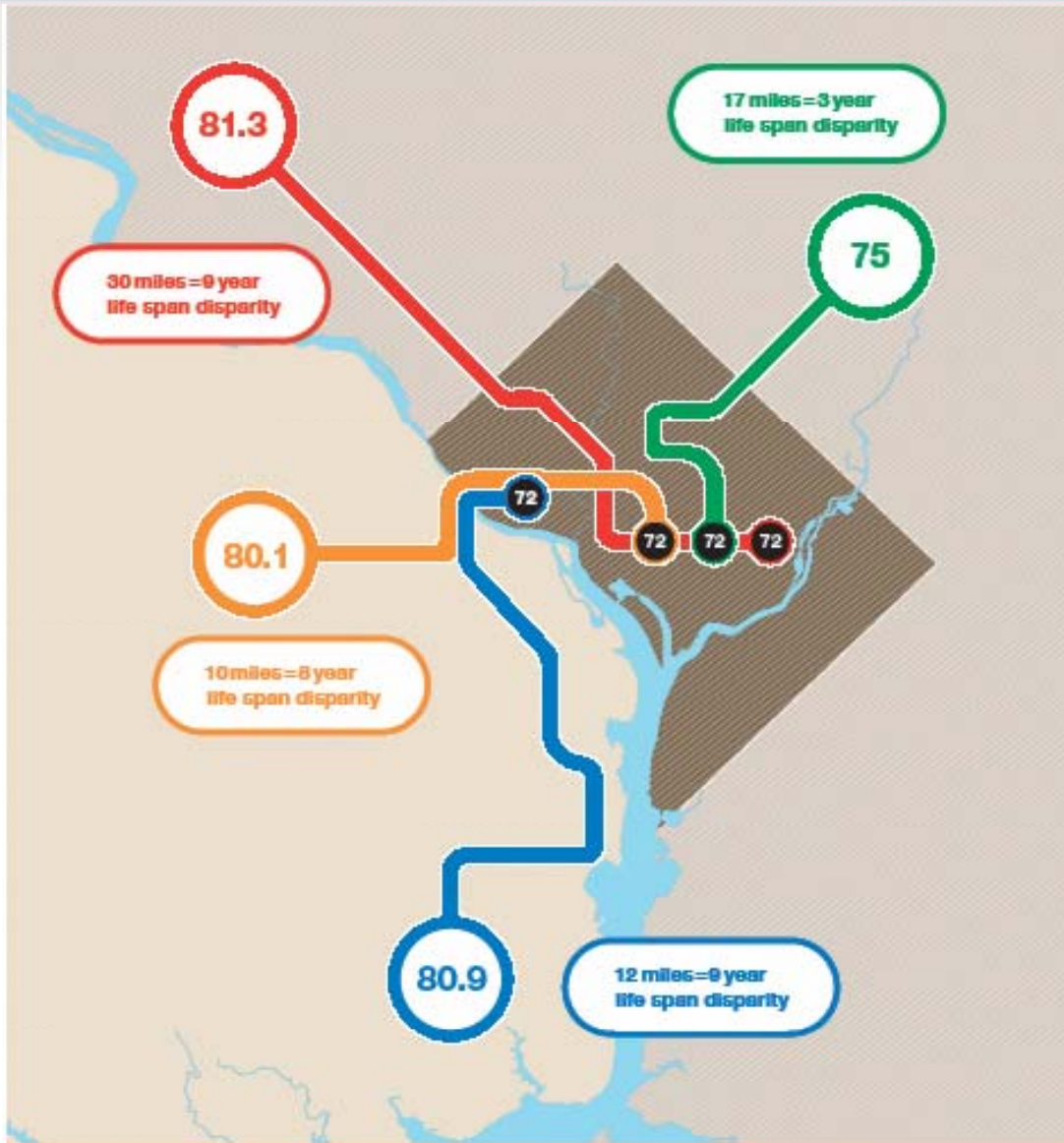
Field Hearings and Special Events

- Three field hearings across the country



Final Report

- April 2, 2009, Washington, DC



Red Line between Union Station in Washington and Shady Grove in Montgomery County, Md. are 17 metro stops spanning 30 miles and an estimated nine year difference in life span.

Orange Line between Metro Center in Washington and East Falls Church in Arlington County, Va. are nine metro stops spanning 10 miles and an estimated eight year difference in life span.

Green Line between Gallery Place in Washington and Greenbelt in Prince Georges County, Md. are 11 metro stops spanning 17 miles and an estimated three year difference in life span.

Blue Line between Foggy Bottom in Washington and Springfield-Franconia in Fairfax County, Va. are 10 metro stops spanning 12 miles and an estimated nine year difference in life span.

A Short Distance to Large Disparities in Health



Losing Ground in Health: Americans are less healthy than people in many other countries

LIFE EXPECTANCY

- In 1980, the U.S. ranked 14th among industrialized countries in life expectancy at birth. By 2003, we had slipped to 23rd place.

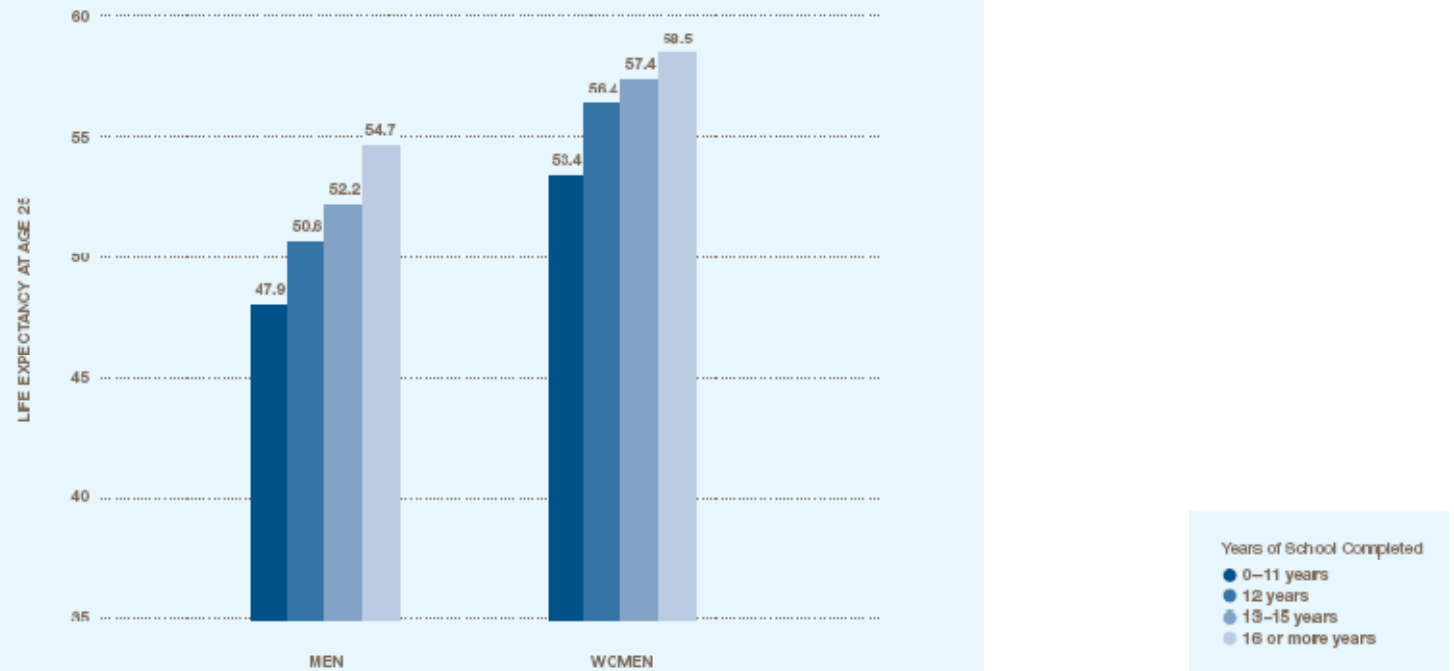
1980	Rank	2003
LE = 76.7 Iceland	1	Japan LE = 81.8
Switzerland	2	Iceland
Japan	3	Spain
Netherlands	4	Switzerland
Norway	5	Australia
Sweden	6	Sweden
Spain	7	Italy
Canada	8	Canada
Australia	9	Norway
Greece	10	France
Denmark	11	New Zealand
France	12	Austria
Italy	13	Netherlands
LE = 73.7 United States	14	Finland
Belgium	15	United Kingdom
Finland	16	Germany
New Zealand	17	Luxembourg
United Kingdom	18	Belgium
Germany	19	Greece
Ireland	20	Ireland
Austria	21	Portugal
Luxembourg	22	Denmark
Portugal	23	United States LE = 77.2
Slovak Republic	24	Korea
Czech Republic	25	Czech Republic
Poland	26	Mexico
Hungary	27	Poland
Mexico	28	Slovak Republic
Korea	29	Hungary
Turkey	30	Turkey



Americans at every education level should be healthier

More Education, Longer Life

figure 2a For both men and women, more education often means longer life.*
College graduates can expect to live at least five years longer than individuals who have not finished high school.

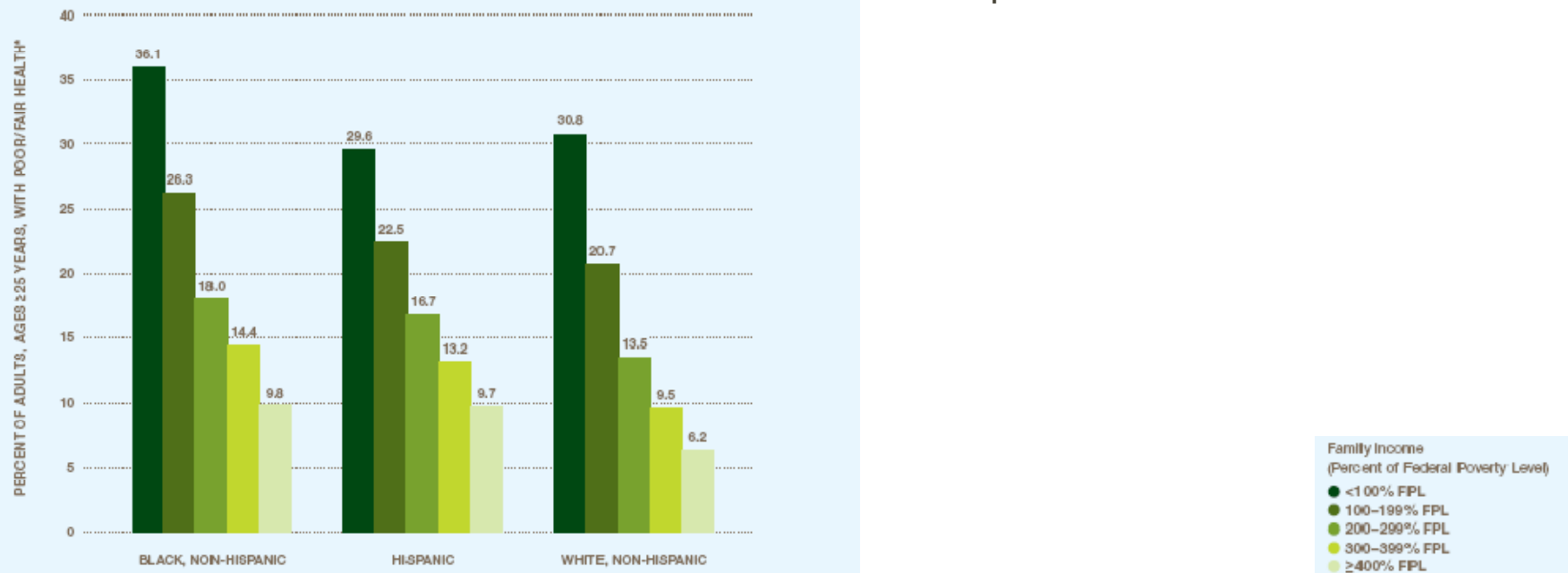




Socioeconomic and racial or ethnic differences are closely linked

Income Is Linked With Health Regardless of Racial or Ethnic Group

figure 7b Differences in health status by income do not simply reflect differences by race or ethnicity; differences in health can be seen within each racial or ethnic group. Both income and racial or ethnic group matter.

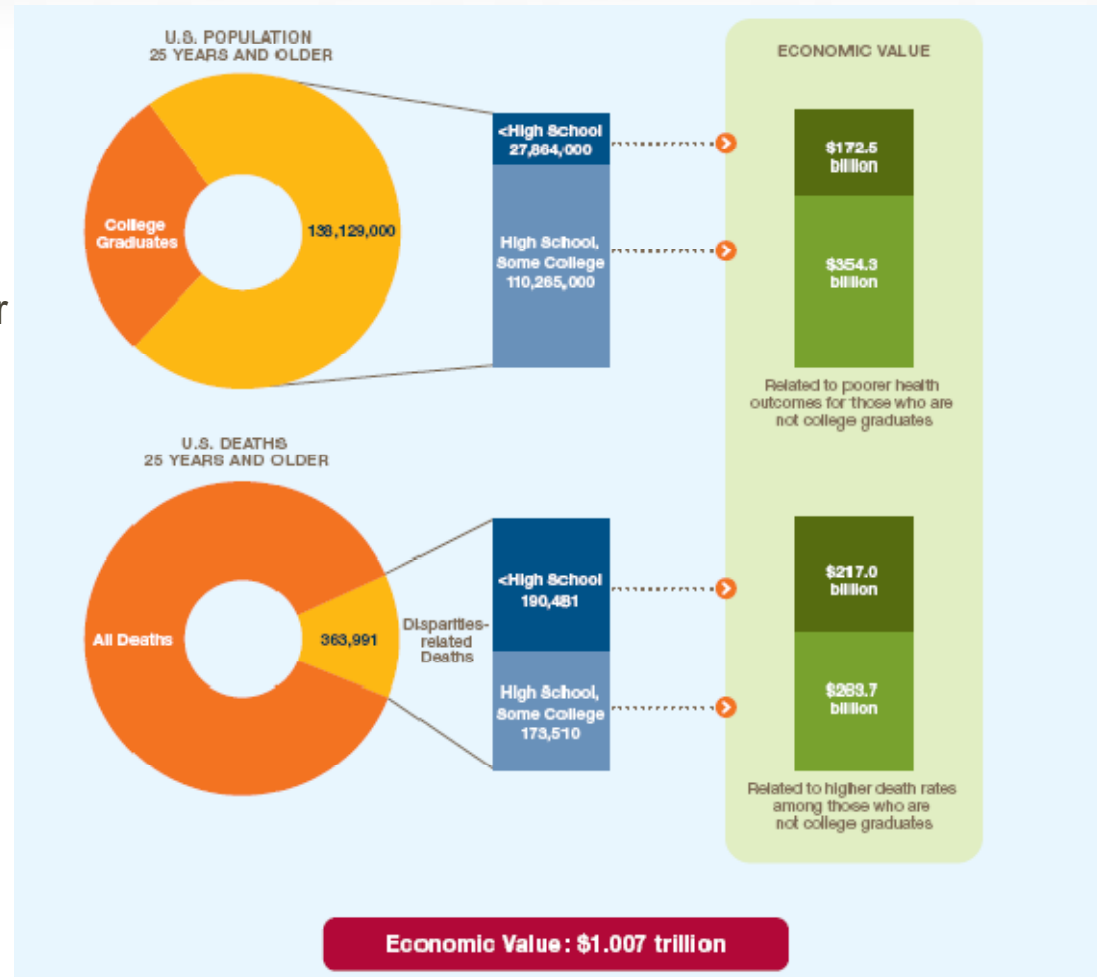


- These patterns – for health status but seen across a wide range of health conditions -- tell us that both income and race are important for health and health disparities.



How large are the expected economic gains from reducing social differences in health?

- If adult Americans who have not completed college experienced the lower death rates and better health status of college graduates, they would live longer and healthier lives.
- These improvements would translate into potential gains of \$1.007 trillion annually.





Early Childhood Development Field Hearing



10 Commissioners attended the Commission's first field hearing in North Carolina focused on the link between early childhood development and health



More than 180 advocates, legislators, parents and teachers attended the field hearing; Attendees asked pointed questions to the Commissioners during the public comment period



Harvard professor Jack Shonkoff keynoted the program followed by three panels of local and national child development experts, providers and parents



The Commissioners visited several early childhood and youth development centers, held a youth development roundtable and hosted a community reception attended by North Carolina Speaker of the House and House Republican Leader



Field Hearing on Communities and Neighborhoods

Focused on policies and actions in communities and neighborhoods that improve health



Nearly 300 advocates and policy officials attended

Community Lunch



Community Poster Session



Public Comment Section



Expert Panels





Field Hearing on Work and Workplace

Focused on the effect work and the workplace have on health



More than 150 advocates and policy officials attended



Jody Heymann from McGill University provided the keynote speech



Colorado Lt. Governor Barbara O'Brien opened the event



Three expert panels gave testimony to the 10 Commissioners on hand



Attendees interacted with the Commissioners during the public comment period



www.commissiononhealth.org

- Commission resources:
Overcoming Obstacles to Health report, charts
- Leadership blog
- Multimedia personal stories
- Commission information and activities
- Commission news coverage
- Relevant news articles
- Interactive education and health tool
- State-level child health data
- Issue briefs





There's More to Health than Health Care



Alliance to Make US Healthiest

(formerly Alliance for the Healthiest Nation)

J. Nick Baird

Executive Director, Alliance to Make US Healthiest

Overview



Why aren't we the healthiest nation?

It's time for a change!



We Must Shift the Conversation

A FOCUS ON
HEALTHCARE



A FOCUS ON HEALTH
AND WELL-BEING

Health is not an outcome, it is a resource. It is what we need to achieve our ultimate goals - watching our children get married, completing a marathon, being able to enjoy life to the fullest, so that we are not just being well, but becoming well-beings.

Alliance for the Healthiest Nation focuses on partnering with leading organizations to spark a nationwide movement to make the United States a “healthiest nation.”



Who is Alliance for the Healthiest Nation?

Local, state, and national entities that have joined forces to build the truly integrated 21st Century health system required for the U.S. to become the healthiest nation in the world

Members & Partners: Over 100 organizations representing public health, business, health insurance, non-profits, and health care

Our Vision: An integrated national system that values health, prioritizes prevention, and protects from emerging threats

Reframe the Debate – Change the Measurement – Engage the Public

Invitation to Participate: Speak out, walk your talk, share your success



Some Alliance Members...



HEPATITIS FOUNDATION
INTERNATIONAL



Some Alliance Members...



Some Alliance Members...



Alliance for the Healthiest Nation Is the Hub

Alliance for the Healthiest Nation is the hub that coalesces and engages our nation's *trusted* thought leaders, key initiatives, organizations and programs in one organic ecosystem. It is the movement that creates movement by:

Providing examples and models - tools and best practices

Pooling resources to accelerate the process of improving America's health

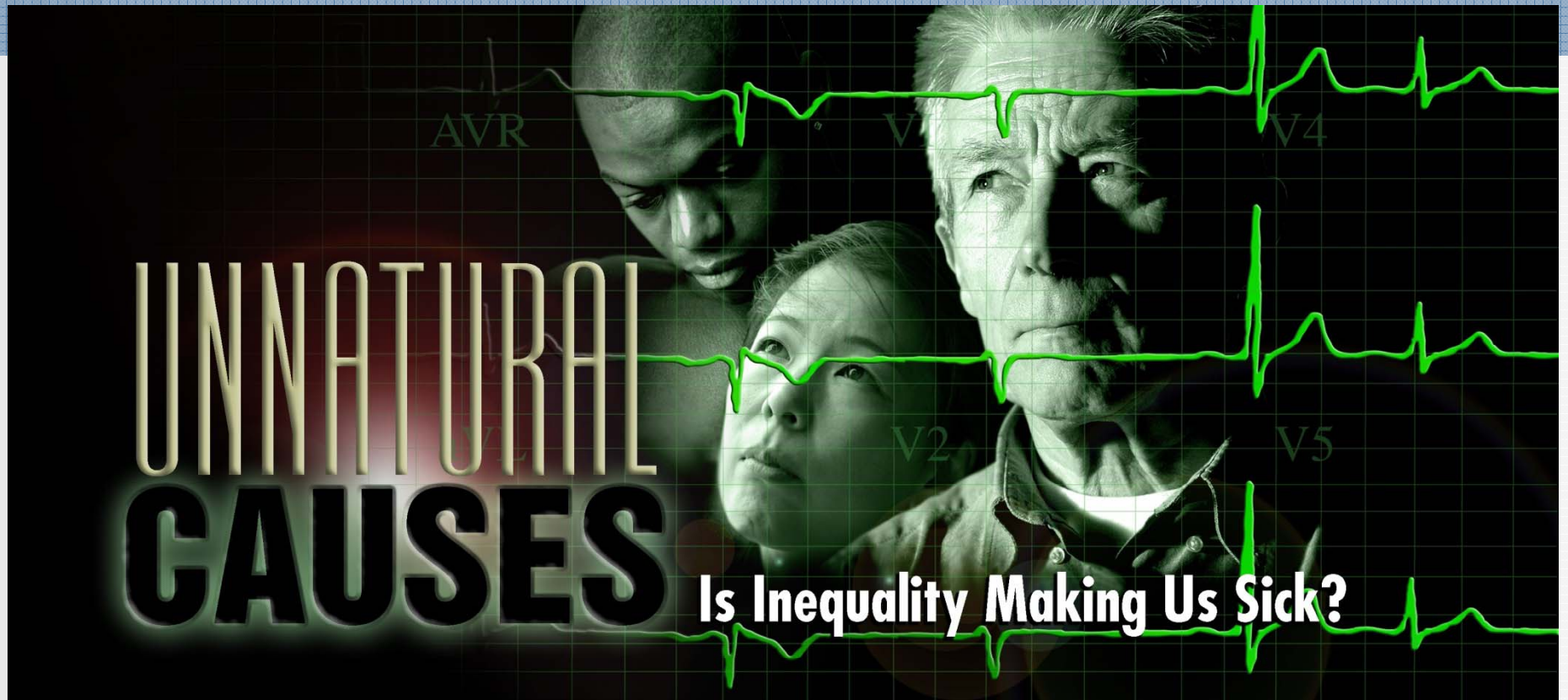
Building an online community

Gaining organizational commitment

Engaging organizations and individuals

Allowing everyone to create their own health narratives





A seven-part documentary series & public impact campaign

www.unnaturalcauses.org

Produced by California Newsreel with Vital Pictures
Presented on PBS by the National Minority Consortia of Public Television
Impact Campaign in association with the Joint Center Health Policy Institute

Unnatural Causes

- Seven-part documentary series on PBS
- DVD release
- Companion Web site and other support tools
- Ambitious Outreach and Public Impact Campaign

...to help reframe the nation's debate over health and what we as a society can—and should—do to tackle our health inequities.

THE PUBLIC IMPACT CAMPAIGN

A Broad-Based, Multi-Tiered Effort

- Press Relations
- Interactive Companion Web Site
- Educational Dissemination
- Outreach Screenings, Forums, Briefings & Public Dialogues
 - Public Health
 - Non-health sectors
 - Govt. officials
 - Community-based organizations

IMPACT CAMPAIGN GOALS

Reframing the Debate

- Sound the alarm
- Help introduce the importance of social policies into discussions of health
- Inject health consequences into debates over social and economic policies
- Health inequities are a societal problem (“we”), not a special interest (“they”)
- Communicate hopeful solutions
- Build a “new story” connecting individual aspirations for better health to a new language of “social connectedness.”

Outreach Campaign Examples

- NACCHO:100 Town-Hall Meetings nationwide organized by LPHDs
- Black Women's Agenda—18 national organizations mobilizing members around a racial justice framework for infant health
- ISAIAH / Gamaliel central Minnesota interfaith health justice coalition-80 congregations-Lent kick-off
- Sonoma County (CA) Board of Supervisors-Health Equity Advisory Committee
- HPI "Place Matters" teams—winning buy-in for new initiatives in 26 counties

Campaign Support Tools

- Community Action “Tool-Kit”
- Discussion Guides
- Handouts, Fact Sheets and Backgrounders
- Viral Marketing: “Myth-buster” video clips
- Engagement Tools (e.g. “Health Literacy Quiz,” “Community Stress Test”)
- “Connect-Up!” Data Base
- Press Kits
- Companion Web site: www.unnaturalcauses.org

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Conditions for HEALTH

H - Housing

E – Education & Environment

A - Access

L - Labor

T – Transportation

H – Hope and Happiness