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A Monthly e-Newsletter From:

Institute for Alternative Futures

February 2011

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## News & Events



### IAF is Soliciting Cases of Community Health Centers Leveraging the Social Determinants of Health

Health care providers typically focus on clinical care. However, some have taken the initiative to reach beyond the clinic to improve health. They are addressing the social and economic conditions that help or hurt their patients' health, also referred to as the social determinants of health. These efforts, partnerships, or collaborations may focus on jobs, education, housing or other areas to improve individual and community health.

However, little is known about the patterns, focus, sustainability, or outcomes of these efforts. [With funding from the Kresge Foundation](#), IAF is now cataloging these efforts to fill this void. We are working to capture how health care providers are leveraging the social determinants of health in order to gather insights and lessons from initiatives implemented thus far. This will help us develop scenarios for the future directions of this work, as well as to formulate principles by which these activities can be expanded throughout the healthcare system.

IAF is now soliciting entries from community health centers across the U.S. on their activities leveraging the social determinants of health.

For the purpose of this project, community health centers include FQHC Community Health Centers, FQHC Look-Alike Community Health Centers, Free Clinics, Indian Health Service Clinics, and practices serving low-income and medically underserved populations.

If you know of a situation where health care providers are leveraging the social determinants of health to improve health in their communities, please tell us about it. We will not be cataloging cases that fall under health care services, medical outreach, or increasing access to care. Rather, we are looking for efforts that change community conditions in order to improve individual and community health.

You can share your information with us in one of two ways:

- Submit a case (one per form) at: [www.altfutures.org/entering-your-example-effort-leveraging-SDOH](http://www.altfutures.org/entering-your-example-effort-leveraging-SDOH)

and/or

- Nominate an effort for IAF to contact directly at: [www.altfutures.org/nominate-effort-leveraging-SDOH](http://www.altfutures.org/nominate-effort-leveraging-SDOH)

If you have any questions while completing either one these forms, please contact Yasemin Arikan at [yarikan@altfutures.org](mailto:yarikan@altfutures.org) or 703-684-5880.

Thank you very much for assisting us in our project.

## Thank You for Your Comments on IAF's Draft Vulnerability Scenarios for RWJF

Thank you to all who shared their comments on IAF's Vulnerability 2030 Scenarios, which were developed with support from the Robert Wood Johnson Foundation (RWJF) and were released in draft form on January 10, 2011. The public comment period is now closed, but you may still view the draft scenarios and other materials at [www.altfutures.org/vulnerability2030](http://www.altfutures.org/vulnerability2030). We have incorporated many of the comments we received into the final report. The final scenarios will be released in March 2011 along with an online toolkit so that other organizations and communities can use these scenarios in their own planning.

IAF plans to conduct a number of briefings regarding these scenarios over the course of this year. Recently Clem Bezold presented the draft scenarios to the Kresge Foundation. These scenarios will also be presented and discussed at the Grantmakers in Health meeting in March 2011 (see below, under Upcoming Events). If your organization is interested in hosting additional sessions, please contact Eric Meade at [emeade@altfutures.org](mailto:emeade@altfutures.org).



## UTMB Releases Hurricane Scenarios and Workbook on Community Health, Neighborhood Resiliency and Disasters

The Center to Eliminate Health Disparities (CEHD) of the University of Texas Medical Branch (UTMB) has released [Galveston Hurricane & Healthy Neighborhood Scenarios: Workbook on Community Health, Neighborhood Resiliency & Disasters](#) (large file).

Historically, most hurricane disaster planning discussions have focused on the evacuation and response phases immediately prior to and following a storm, rather than the longer-term relief and recovery phases. The result of a partnership between CEHD and IAF Chairman Clem Bezold, this workbook allows any coastal community to develop local hurricane scenarios and to prompt better preparation, more coherent understanding of current conditions, more accurate threat assessment, and better response and recovery options with a focus on health equity. The scenarios envision alternative futures for the county of Galveston, TX after a hypothetical Category 3 hurricane named Tina with 115 mph winds and a 16-foot storm surge (comparable to the 2008 Hurricane Ike). The workbook also includes community mapping that shows the health of Galveston neighborhoods; the location of "food deserts", banks and pay day lenders; transportation; healthy housing; income inequality; and residential mobility. These materials provide ways to think about the impact of disasters on health, and what people with planning or community organizing capabilities can do well before and after a disaster to lessen the health impact of disasters on their community.

The workbook is available for download at the [CEHD website](#).



## Sheppard Discusses Political Rhetoric on *The Big Picture with Thom Hartmann*

IAF senior associate [Dr. Ben Sheppard](#) was interviewed on *The Big Picture with Thom Hartmann* on January 19, 2011. Dr. Sheppard discussed whether political rhetoric can influence the narrative to cause individuals to pursue acts of violence. Since the Tucson shootings, a debate has emerged as to whether political discourse is encouraging individuals to undertake violent acts in what has been referred to in blogs as "stochastic terrorism".

Sheppard emphasized the integral role the media plays in shaping the narrative, and the responsibility they have for creating a conducive environment for a healthy democracy. The actions and inactions of institutions and individuals across the private and public sectors domestically and internationally shape how we perceive the environment. The challenge is how the U.S. can create and maintain a compelling aspirational narrative that can pull the U.S. towards achieving a series of goals that can cut through polarization.



## Meade's Law Enforcement Work Featured in International Press

IAF vice president Eric Meade's work on the future of law enforcement has been featured in the Canadian press after several of his forecasts were included in an end of the year summary report from the World Future Society. Meade's article, "Scanning the Future of Law Enforcement: A Trend Analysis," appeared in the July-August 2010 issue of *The Futurist*. The article addressed a wide range of social, technological, economic, environmental, and political trends that have the potential to influence law enforcement over the coming decade. Postmedia News reporter Shannon Proudfoot featured some of Meade's forecasts in an article that appeared in several newspapers across Canada (among them the [Montreal Gazette](#)). IAF's hometown newspaper, the [Alexandria Times](#), covered Meade's work as well. Meade has supported the futures work of the Federal Bureau of Prisons and will conduct a workshop in March 2011 for the California Police Officer Standards & Training (POST) Command College.

## IAF Co-Sponsors Congressional Briefing on Preventing Violence and Promoting Healthy Eating and Active Living

IAF co-sponsored a congressional briefing with the Prevention Institute and others on February 2, 2011 at the Capitol Visitor Center in Washington, D.C. The briefing was titled "[Addressing the Intersection: Preventing Violence and Promoting Healthy Eating and Active Living](#)," and highlighted:

- Evidence on the links between violence and healthy eating and physical activity,
- Evidence on what works to prevent violence, including examples from a national CDC-funded initiative, UNITY,
- Solutions to decrease violence while increasing healthy eating and active living,
- Lessons from a community pilot to integrate a violence prevention approach into efforts to increase access to healthy food, and
- Implications for federal policies and policy implementation.

For more information, please contact Virginia Lee at [virginia@preventioninstitute.org](mailto:virginia@preventioninstitute.org).

## IAF Welcomes Linda Berry, MD MPH and Scott Yim

Linda Berry, MD MPH will be assisting IAF founder and chairman Clem Bezold with *Community Health Centers Leveraging of Social Determinants of Health* and *Scenarios for Primary Care 2025*, both of which are funded by the Kresge Foundation. She brings a unique blend of medical health system experience to the team. Dr. Berry completed her family medicine residency at University of California San Diego and has accrued a diverse wealth of practical experience in both civilian and military medical clinics. She recently completed her Master's in Public Health at Uniformed Services University of the Health Sciences in Bethesda. Her interests include population health, surveillance, stability operations, humanitarian assistance, and biosecurity.

Scott Yim has joined IAF as an intern for the spring semester of the year. Scott holds a Bachelor's degree in Political Science from the University of Hawaii at Manoa and is currently pursuing a Master's in Alternative Futures, also at UH Manoa. His previous research has focused on how technology drives social change, primarily in the fields of education and space studies. While at IAF, Scott will forecast various aspects of healthcare in both the public and private sectors, and will be supporting IAF's ongoing pro-poor scenario contest.

## Upcoming Events

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[New Directions for the Social Determinants of Health: Charting an Alternative Future for Vulnerable Populations](#), session at 2011 Grant Makers in Health Annual Meeting on Health Philanthropy. Clem Bezold (IAF), Jane Lowe (RWJF), Gail Christopher (W.K. Kellogg Foundation), Matthew Barnes (Houston Endowment Inc.). March 4, 2011, 11:15 AM to 12:45 PM in Los Angeles, CA.

"Psychology and Technology for Police Futures," workshop for California's Police Officer Standards & Training (POST) Command College. IAF Vice President Eric Meade. March 14, 2011 in Folsom, CA.

[Wiser Futures: Using Futures Tools to Better Understand and Create the Future](#), pre-conference workshop at WorldFuture 2011: Moving from Vision to Action. Clem Bezold and Eric Meade. July 8, 2011 in Vancouver, British Columbia, Canada.

[The Future and Urban Health Equity](#), session at WorldFuture 2011. Clem Bezold and Trevor Hancock. July 2011 in Vancouver, British Columbia, Canada.

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The Institute for Alternative Futures is a 501(c)3 non-profit research and education organization based in Alexandria, VA. IAF was founded in 1977 by Clem Bezold, Alvin Toffler, and James Dator. IAF has a long track record of using forecasts, scenarios, visioning, and other futures tools to help leading organizations understand the likely, challenging, and visionary developments that may take place in their environments, and to develop robust and visionary strategies that account for the inherent uncertainty of the future. IAF's past clients include the World Health Organization, AARP, American Cancer Society, and Rockefeller Foundation, as well as a wide range of multinational corporations through its for-profit subsidiary, Alternative Futures Associates. To learn more about what we can do for your organization, call us at (703) 684-5880 or write to [futurist@altfutures.org](mailto:futurist@altfutures.org).

We'd like to know what you think! Please send us your comments, questions, and things you would like to see included in future issues to [futurist@altfutures.org](mailto:futurist@altfutures.org).

To view past newsletters, please visit our archives at [www.altfutures.org/newsletter](http://www.altfutures.org/newsletter).

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