Health Promotion Strategies: Shifting from Sickness to Wellness

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Acknowledgement:

Dr. Patrice A Harris
Dr. Matthew McKenna
Health Promotion Team
Coalition Co chairs
Rodney Mullins
John Steward
Marshall Kreuter
&
You

Slide References:
Centers for Disease Control & Prevention
DHPE Shaping for Policy
Google stock photos
Leading causes of death

<table>
<thead>
<tr>
<th>Fulton County</th>
<th>Georgia</th>
<th>United States</th>
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<tbody>
<tr>
<td>Heart Disease</td>
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<td>Heart Disease</td>
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<tr>
<td>Cancer</td>
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<td>Stroke</td>
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<td>Unintentional Injury</td>
<td>Chronic Lung Disease</td>
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<td>Unintentional Injury</td>
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<tr>
<td>Kidney Disease</td>
<td>Dementia</td>
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<td>Dementia</td>
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<td>Diabetes Mellitus</td>
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<td>Septicemia</td>
<td>Influenza &amp; Pneumonia</td>
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**Paradigm Shift:**
*From Health Fairs to Policy, Systems & Environmental Change*

Health Promotion Advisory Coalition (HPAC)

<table>
<thead>
<tr>
<th>FROM</th>
<th>TO</th>
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<tbody>
<tr>
<td>Operational planning</td>
<td>Strategic Planning</td>
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<tr>
<td>Focus on the agency</td>
<td>Focus on community &amp; entire public health system</td>
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<tr>
<td>Needs assessment</td>
<td>Emphasis on assets and resources</td>
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<tr>
<td>Medically oriented model</td>
<td>Broad definition of health</td>
</tr>
<tr>
<td>Agency knows all</td>
<td>Everyone knows something</td>
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From Silos to Coalitions

Smoke Free Coalition of Fulton County

PSE Changes
- Smoke Free Parks
- Smoke Free Campus (GSU) / Community
- Expand education platform to inform residents about second hand smoke exposure

Diabetes Community Action Coalition

PSE Changes
- Improve access to diabetes self-management programs for the uninsured and underinsured
- Address Food Deserts – Urban Gardening
- Healthy Corner Store Network
Power Points to Power Sharing with the Community
Health Promotion Advisory Coalition (HPAC)
From the Health Educator to the Community Resource Champions

- National Leadership Academy for Public’s Health
  - Fulton Asthma Improvement & Reduction (FAIR) coalition
  - Connected public health center with private resources
  - Engaged the asthma moms to create grassroots campaign
Policy Change - School Flag Program

Designated as Old Gangsters (OGs)
Pointing Fingers to Listening

Healthy Weight Collaborative - Phase 2

Welcome to the Virtual Learning Community Lab! This resource will be used throughout the project for teams to share their work and learn from each other. All data and project specific resources, updates, and helpful tools will be posted here throughout the project.

Georgia

Current Aim

Final Aim: 2012

Aim 1: 2012

"In communities united for health, 'Your body is a temple.'"

Notes:

Data Entry/Reports

<table>
<thead>
<tr>
<th>Measure Reports</th>
<th>Progress Reports</th>
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<tbody>
<tr>
<td>View Reports</td>
<td>View Most Recent</td>
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Team Updates

Resources

Team Discussion

Keith W. Mitchell

Interfaith Fulton Coalition

March
Healthy Corner Store Network

Community Garden at Old Fourth Ward
Health to OurHealthonomics

OurHealthonomics Model

- Land Development
- Youth Education
- Food & Business Eco System
- Government Policy
- Faith
- Work Place Environment

Health First Principles
Health Impact analysis

Community Coalition

Community Resource Leaders

- Collaborative Solutions
- Healthy Schools
- Individual Empowerment
- HealthFirst Communities

Health Promotion
Advisory Coalition

Mullins & Dawood
Challenges, Gaps & Opportunities

Put it together: Big Picture

“Do we have the knowledge? Yes”
“Do we have the means? Yes”
“Do we have the will?…”

Sir Michael Marmot