



voices for a healthy future

A PUBLICATION OF THE PUBLIC HEALTH INSTITUTE

FALL 2001

MISSION

The mission of the Public Health Institute is to promote and enhance health, well-being, and quality of life.

"Never doubt that a small group of concerned people can change the world. Indeed, it's the only thing that ever has."

— Margaret Mead, anthropologist

Saluting Communities: Inclusive, Collaborative, Effective

Community solutions involve the collective efforts of people working together toward a common goal. The mission of the Public Health Institute (PHI) reflects our commitment to health, well-being, and quality of life improvements. Locally and globally, PHI shares evidence, promotes prevention, builds healthy communities, and is proud to be changing the way people think about health.

PHI serves as a partner with government to support its role in disease prevention, policy development, and quality assurance. We also promote and sustain independent and cutting-edge community building and leadership training programs. This dual approach to public health issues represents the future of creating positive social change.

Two pioneering centers of PHI's community-based work, the *Center for Civic Partnerships* and the *Center for Collaborative Planning* provide tools, technical assistance, and leadership training to scores of cities, communities, and hundreds of individuals in California each year. These programs actively engage diverse interests and cultures within a community in the development

The power of community involvement has rarely been more apparent than following recent tragic events of September 11. The collective efforts of small and large groups of people working to rescue or recover, comfort or nurture, appraise or renew have inspired us all. Large and small, whether they be neighbors, employer groups, charities, government organizations or local collaboratives — communities are the building blocks of our society. To those of you in New York City, Washington, D.C., and Pennsylvania, you have touched our hearts, and PHI salutes your remarkable courage and effort.

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WWW.PHI.ORG

To learn more about PHI's community of projects and programs, visit www.phi.org and check out our "Program Links" page. We provide links to the programs highlighted in this newsletter and many others.



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of sustainable models of community participation. Enabling individuals and agencies alike to better understand the context of their health concerns has proven effective in improving lives.

"We know that many factors influence community health and well-being—among them good schools, decent housing, access to healthcare, safe streets, and a local economy which supports high levels of employment. Furthermore, we know that these factors are interrelated." reports Joan Twiss, Director of PHI's Center for Civic Partnerships.

The Partnership for the Public's Health, featured on the next page, is a major collaborative effort of The California Endowment and the Public Health Institute that emphasizes necessity for developing capacity for collaborative approaches to public health improvement and leadership within both community-based organizations and their partnering institutions. ■

When Partnership Matters



Community leaders survey local health needs.

It takes two—or more—to be a partnership. The South San Francisco Community Partnership (SSFCP) knows that well.

SSFCP applied for and received a grant from the Partnership for the Public's Health to start a Health Initiative focused on improving health and quality of life for children and families living in Old Town, a South San Francisco neighborhood of hard-working Latino families of modest means. SSFCP used the grant to provide 10-12 community leaders with eight sessions of intensive training in community organizing, facilitation, and leadership skill development.

The newly trained community leaders partnered with another local non-profit agency to survey 400 families to identify local health needs. The SSFCP is currently analyzing the data, and will again work with these community leaders to develop a presentation of the findings and then prioritize top health concerns through community focus groups.

For the Latino community in South San Francisco, community partnership does matter. ■



Community Organizations and Health Departments Partner to Improve Public Health

Sharing local efforts at
Community Action Market Place

Working with 39 community organizations and 14 local health departments across California, the Partnership for Public's Health strengthens the capacity of communities and health departments to create sustainable relationships and to achieve shared goals for community health and well being.



Partnership for the Public's Health

The Partnership for the Public's Health (PPH) is a five-year, statewide California initiative committed to fostering broad community involvement in the development of an effective, responsive and sustainable public health system.

PPH began in 1999 when The California Endowment awarded \$40 million to the Public Health Institute (PHI) to design and implement an initiative to stimulate the redesign of systems to protect and improve the public's health in communities throughout California. Today, PPH includes 53 grantees organized into 14 local partnerships – each comprising a local health department from one of 14 selected jurisdictions and three to five community-based organizations.

Even at this early stage, interviews of participants suggest PPH has already made a difference in the ability of grantee partners to work together. Some important themes emerging from these interviews include:

- developing resident leadership is key to unlocking huge potential;
- building capacity to communicate across language & cultural differences advances program goals, &
- planning together creates new alliances for effective policy advocacy.

The terrorist attack of September 11, 2001 occurred just three days before the initiative's second annual conference. In the end, half of the originally registered 400 participants; including speakers, health officials, community grantees and staff, arrived for the two-day conference in San Jose, California. Some drove more than 10 hours. Many participants reported that the sense of a PPH community had never been stronger.

The conference theme was "Taking Action Together for Healthy Communities" and the tone of the conference was meant to be one of celebration. With much early work behind them, the exciting work that lay ahead was beginning to take shape. Acknowledging and sharing the national mood of shock and mourning, the conference participants adapted to a different theme. Instead of celebration, explained Maria Casey Campbell, Executive Director of PPH, "We will take the opportunity to honor your work, especially now when the urgent need for community building is so keenly felt."

A Community Action Market Place provided a rich opportunity to share information about the local efforts underway to improve community health. The colorful displays and engaging presentations revealed the impressive quality of good work already completed or in progress and the great number of people who will benefit from the work of PPH and its remarkable community of grantees.

It is the vision of the Partnership that these California communities will assure and improve community health by acting on their own and in partnership with their health departments to achieve shared goals for community health and well being.

As the initiative continues to unfold, PHI and PPH will share the many lessons learned to help others take action together for healthy communities. ■

PHI's Diversity Of Focus

PHI brings together diverse resources – from government, academia, the private sector, and the community – to build effective efforts to improve the public's health. As a result, our projects and programs span many areas of public health practice, research, and applied research and focus on multiple geographical regions and target populations.

- Asthma/Chronic Disease
- Cancer
- Community Development
- Disability
- Drug/Substance Abuse
- Environment
- Family Planning/ Reproductive Health
- Genetic Research
- Health Policy Research
- International Health Programs
- Public Health Infrastructure
- Public Health Leadership Development
- Lead Poisoning Prevention
- Pharmaceuticals & Indigent Care
- Mental Health
- Nutrition/Physical Activity
- Occupational Health
- Rural Health
- Social & Behavioral Health
- Tobacco
- Violence Research & Prevention
- Welfare Reform/Homelessness

To learn more, visit www.phi.org and click on our "Program Links" page.

SELECTED PROJECTS

California Center for Research on Women and Families

The California Center for Research on Women and Families (CCRWF) is one of PHI's newest centers. The Center's flagship initiative is the CalWORKs/Child Welfare Partnership Project, a four-year effort launched in partnership with the California Department of Social Services and funded by the Stuart Foundation.

The Project is currently working with state and county leaders to develop policy and program recommendations to increase coordination of CalWORKs and child welfare services, with an emphasis on providing prevention services to at-risk families. Local policy recommendations in five areas; service delivery models, coordinated case planning, flexible financing, data systems and confidentiality, and



organizational change will be released in May 2002 at a statewide conference. The Director of CCRWF is Kate Karpilow, Ph.D.

Population Leadership Program

The Population Leadership Program (PLP) is funded by the US Agency for International Development (USAID) to improve leadership, management, and sustainability of family planning and reproductive health programs worldwide. The program recruits and places mid to senior level advisors to provide technical and management consultation to USAID and cooperating agencies overseas. The fellows bring fresh ideas and an extraordinary depth and breadth of experience to their assignments. By enhancing the leadership, management, and technical capabilities of PLP fellows and participating USAID staff, PLP aims to improve performance of select global health programs. PLP is proud to help USAID manage change and improve work processes within the global health sector. The Director of PLP is Sharon Rudy, Ph.D.



Population Leadership Program

Pharmacy Access Partnership

The Pharmacy Access Partnership, established in 1999, promotes consumer access to reproductive health services and contraceptive commodities in pharmacy settings. Through a diverse group of stakeholders, including the public health community and professional groups representing both physicians and pharmacists, it develops and facilitates policy change, conducts statewide trainings for pharmacists and clinicians, and supports local pharmacy-based demonstration projects. Using widespread support for more than 70 pilot sites in California, it enabled PHI to successfully sponsor legislation in 2001 allowing pharmacists with physician signed protocols to provide emergency contraception to the general community. Support for this center in PHI comes from the Packard, Wellness, Compton, Gerbode, and Gold foundations. The Director of the Pharmacy Access Partnership is Jane Boggess, Ph.D. ■





Communities Are – *Voices for a Healthy Future*

Assuring that diverse voices are heard in public policy is vital to public health improvement and is a large part of Dr. Carmen Rita Nevarez's work at the Public Health Institute (PHI).

"The Institute of Medicine had it right when it said over a decade ago that public health should be what we as a society do collectively to assure the conditions in which people can be healthy," says Dr. Nevarez, PHI's Medical Director and Vice President of External Relations.

"The message I carry from the PHI community of programs on the importance of broad community involvement in health is addressed primarily to a wide range of external stakeholders," says Dr. Nevarez. "These include local and statewide policymakers, state agency staff, local public health departments, universities, the media, and other collaborators working to improve the public's health."

Dr. Nevarez also provides leadership within several program areas at PHI including youth development approaches to Teen Pregnancy Prevention and the California Multicultural Health Information Institute. The latter is a virtual institute for convening voices to ensure that health information used by policymakers and communities alike includes accurate data relevant to that particular community. California and the nation are only beginning to gather discrete neighborhood level data, which will reveal detailed information about the disproportionate burden of disease borne by people in multicultural communities. This information is vitally important for communities proposing broader policy changes or promoting community and environmental changes as well as individual behavioral change.

One of PHI's organizational goals is to stimulate thinking about how community driven issues can best be incorporated into effective program design and evaluation. "By doing so, we deepen and strengthen our knowledge in improving community health using an evidence-based approach – this builds capacity in all of us," Dr. Nevarez concludes.

Locally and globally, PHI

- shares evidence
- promotes prevention, and
- builds community.

Carmen Rita Nevarez, M.D., M.P.H., PHI's Medical Director and Vice President of External Relations joined PHI in 1996 after a 20-year career in public health including clinical practice, service with local government, and community-based organizations. She received her medical degree from the University of Minnesota and her M.P.H. from the University of California at Berkeley. Before coming to PHI, Dr. Nevarez was the Community Liaison for Community-based Public Health Practice at the School of Public Health at Berkeley. She was the Health Officer and later became the Director of the Department of Health and Human Services for the City of Berkeley, California. Active in both the California and American Public Health Associations, Dr. Nevarez practices in community-based clinics once a week.

PHI

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"We're changing the way people think about health..."

In Our Next Newsletter Edition:

Innovations in Public Health

Our next newsletter edition will focus on emerging and existing Innovations in Public Health at PHI and on development of research initiatives and approaches to public health solutions involving novel concepts or collaborations.

NEWS

New Projects & Programs

- **Evaluation of the "Turning Point" Implementation Phase**
Co-principal Investigators: Todd Rogers, Ph.D.; Dianne C. Barker, M.H.S.
Funding Agency: Robert Wood Johnson Foundation
This evaluation systemically gathers and analyzes information on how the Robert Wood Johnson Foundation (RWJF) Turning Point Program has improved the public health infrastructure through its 20 state projects and five national excellence collaboratives. The evaluation examines Turning Point's novel approach involving interstate partnerships to achieve changes in public health infrastructure. The assessment will help to determine whether changes can be sustained over time

and generalized to other states. It is expected that the findings will help the Turning Point Program share lessons learned, inform public policy, and provide insights to upcoming RWJF programs and other public health initiatives involved in system-level changes.

- **Exploring Tobacco Cessation Services on CA College Campuses**
Principal Investigator: Dianne Barker, M.P.H.
Funding Agency: University of California's Tobacco-Related Disease Research Program
This study will expand our understanding of preferences for tobacco cessation services, and begin to explore the availability of various tobacco interventions—both policy-related and individual-

related—on state college campuses in California. Such information is critical to the long-term development of appropriate and accessible interventions that can help reduce tobacco use on college campuses in California.

- **The Pharmaceuticals and Indigent Care (PIC) Program**
Principal Investigator: Marice Ashe, J.D., M.P.H.
Funding Agency: California HealthCare Foundation
The Pharmaceuticals and Indigent Care (PIC) Program has a bold vision: to leverage the pharmaceutical purchasing power of the nearly 1,000 safety net clinics in California to achieve cost savings and to build a management infrastructure that brings these providers into the modern era of pharmaceutical management. This

project initiates strategic business planning with safety net providers to achieve this vision. Working with providers, business and legal experts, PIC develops a plan for long-term reductions in the cost of outpatient drugs for low-income and vulnerable patients, and provides ongoing technical assistance services to develop systems that utilize aggressive pharmaceutical cost and care management techniques.

Recent Publications

- Kaskutas, Lee Ann; and Graves, Karen (2001). Pre-pregnancy Drinking: How Drink Size Affects Risk Assessment. *Addiction* 96: 1199-1209. To order, call the Alcohol Research Group at 510.642.5208.