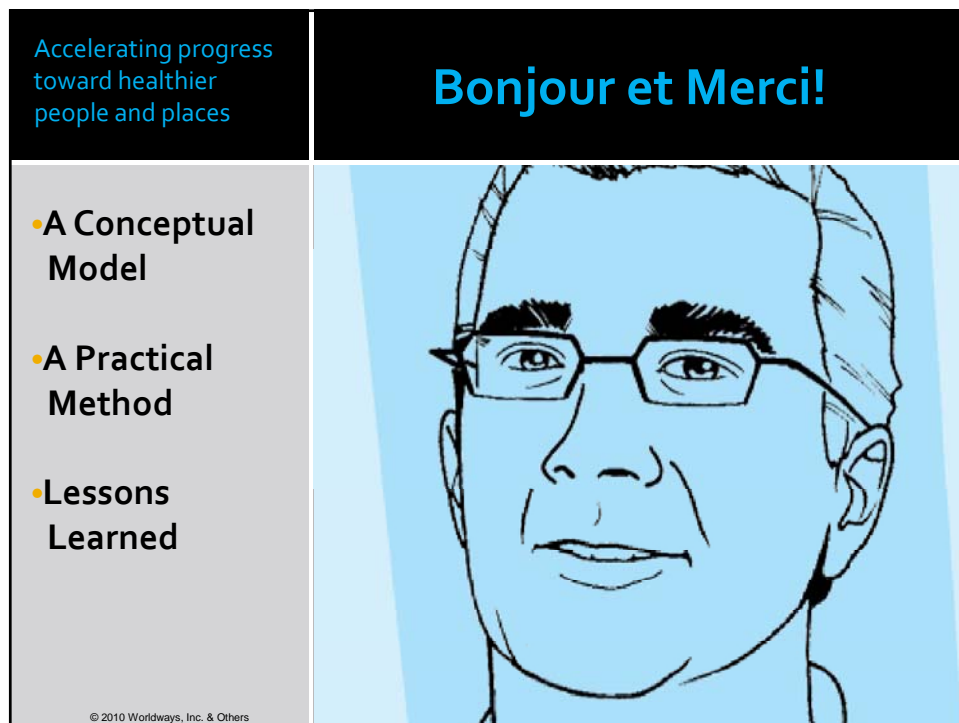


Cette présentation a été effectuée le 10 mars 2010, au cours de la journée « Communiquer pour changer les habitudes de vie » dans le cadre des Journées annuelles de santé publique (JASP) 2010. L'ensemble des présentations est disponible sur le site Web des JASP, à l'adresse <http://www.inspq.qc.ca/archives/>.



**Let's Begin
with a
Question**

What do YOU want to change?

What health outcomes do you want to see more of?

Less of?

What else?



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Take 3 Minutes to Pair and Share

The healthy change I would like to see in my nation, province, or community is...



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**Wastewater
pollution...**

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**Unintended
pregnancy
rates...**

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Childhood obesity ...



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Opportunity for women



What's the Key?

Is there a model that can actually and predictably create healthy change?

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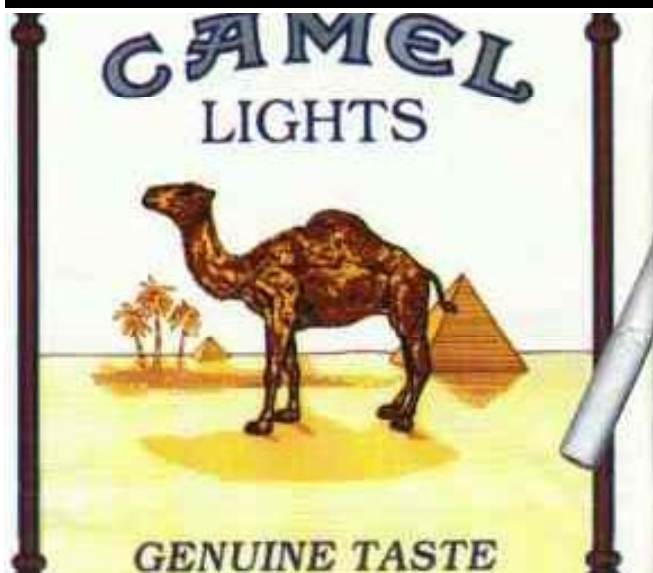


Yes, but first...

Mind if I smoke?



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What were you thinking?

- What was your first reaction?
- What stopped me from smoking in here?
- And, since I am a former smoker-what do you think made me quit?


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Many Reasons Why

- Knowledge
- Personal choice
- Family influences
- Peer group influences
- Community influences
- Societal influences

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■ ...and maybe a healthy dose of social advertising too!



Bob, I've got emphysema.

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Smoking's familiar, so what about this?

Mind if I amputate?

- Southwest Bronx, NY
- AA 4-7 times more likely to lose a limb to diabetes
- NOT necessary



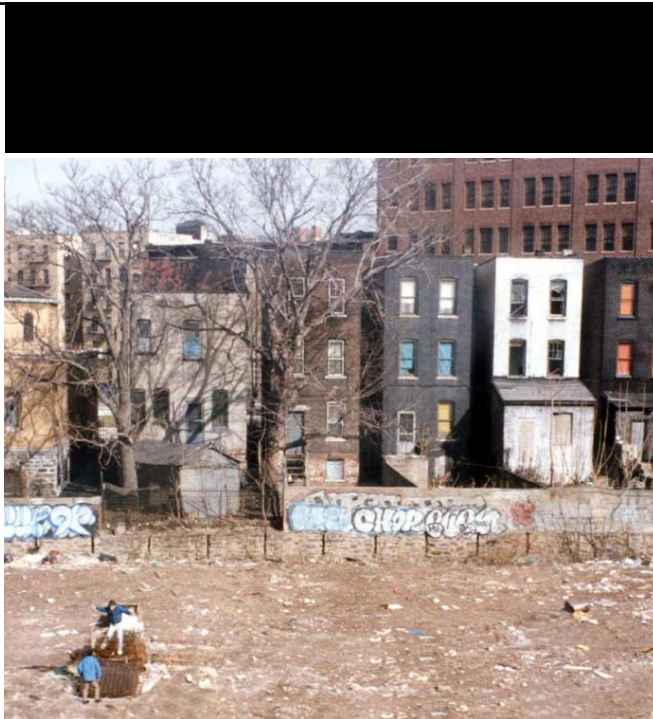
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**Is this a
problem of
place?**

**Deprived
environment?**

**Lack of
resources?**

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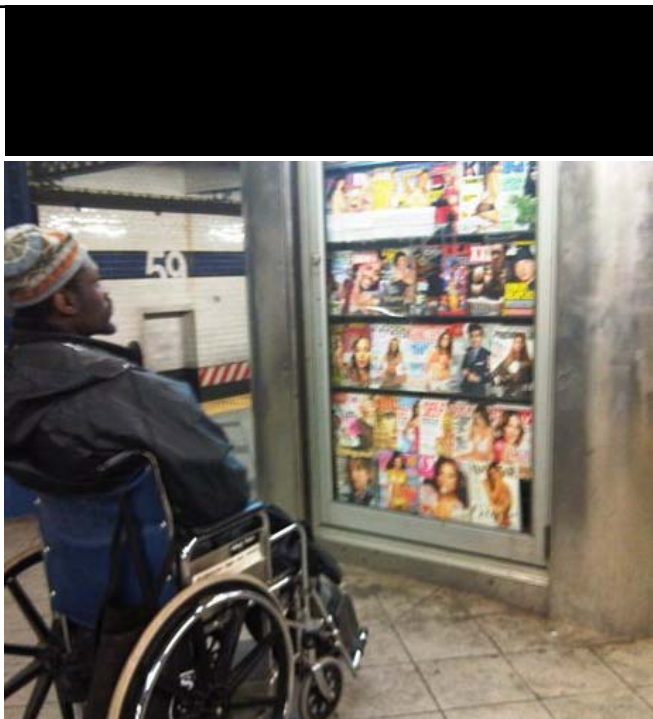
**Of personal
behavior?**

**Poor health
choices?**

Personal neglect?

Cultural norms?

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Of clinical practice bias?

Medical racism?

Incompetent or insensitive care?

Clinical knowledge gap?



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What do you think?

- Why are diabetes-related amputation rates so high in the SW Bronx?
- What change do you think is needed-with regard to people? With regard to place?
- What would you do first?

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What can we do?

- **Conceptual Model: The People and Places Framework for Public Health**
- **Practical Method: The Health Transformation Blueprint**
- **Lessons Learned**

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CONCEPTUAL MODEL: **The People and Places Framework for Public Health**

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Change is...

- Complicated
- Confounding
- Uncomfortable
- Disruptive

Yet...

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...Change
we MUST

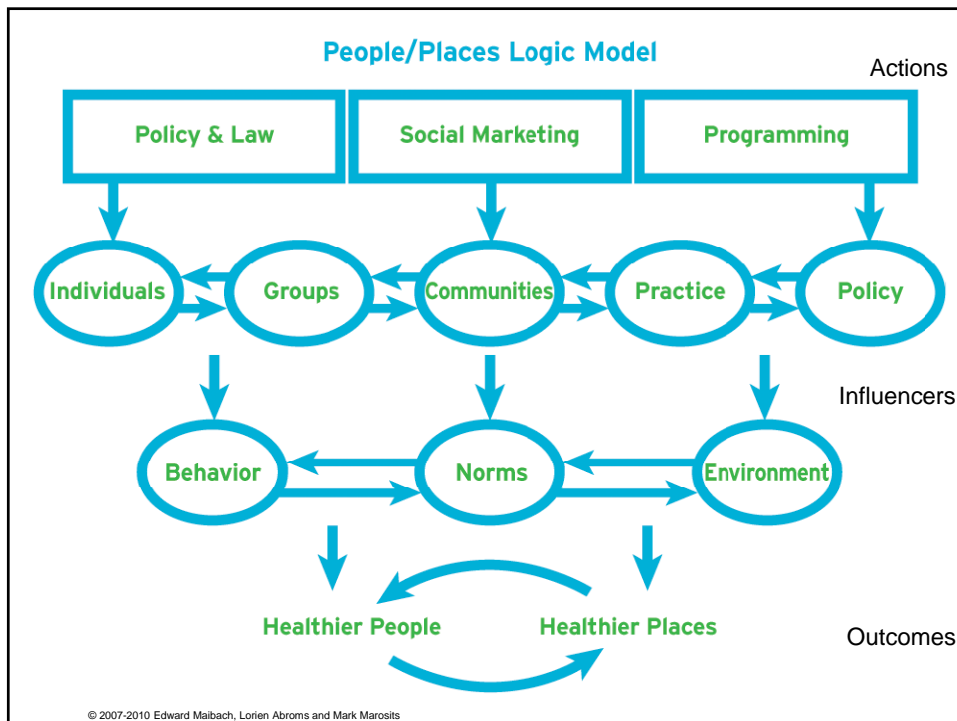
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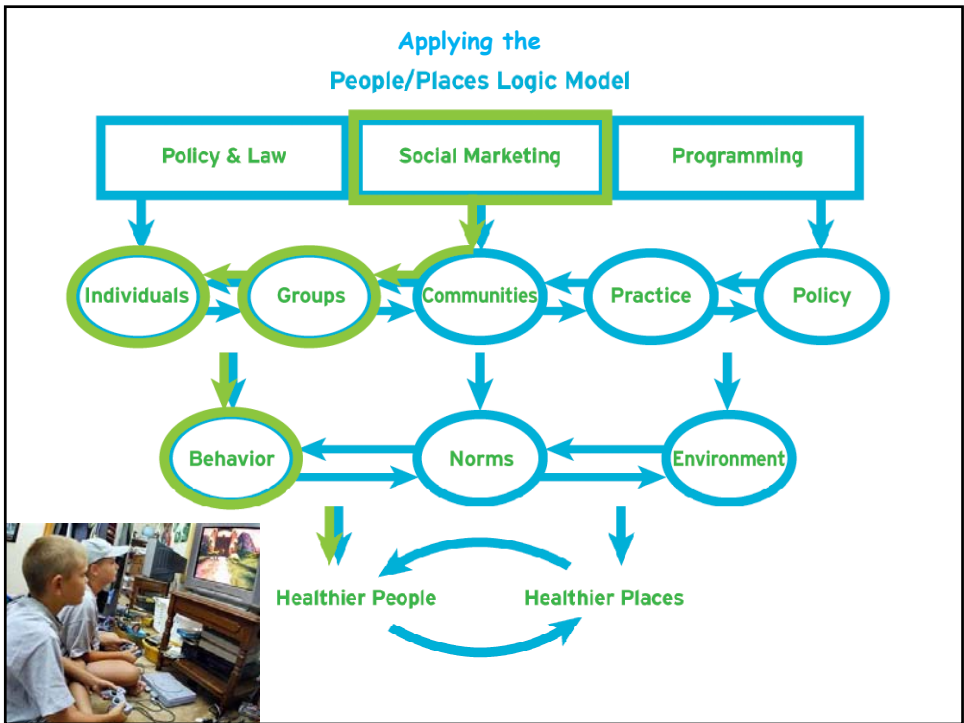
...and
change we
HAVE

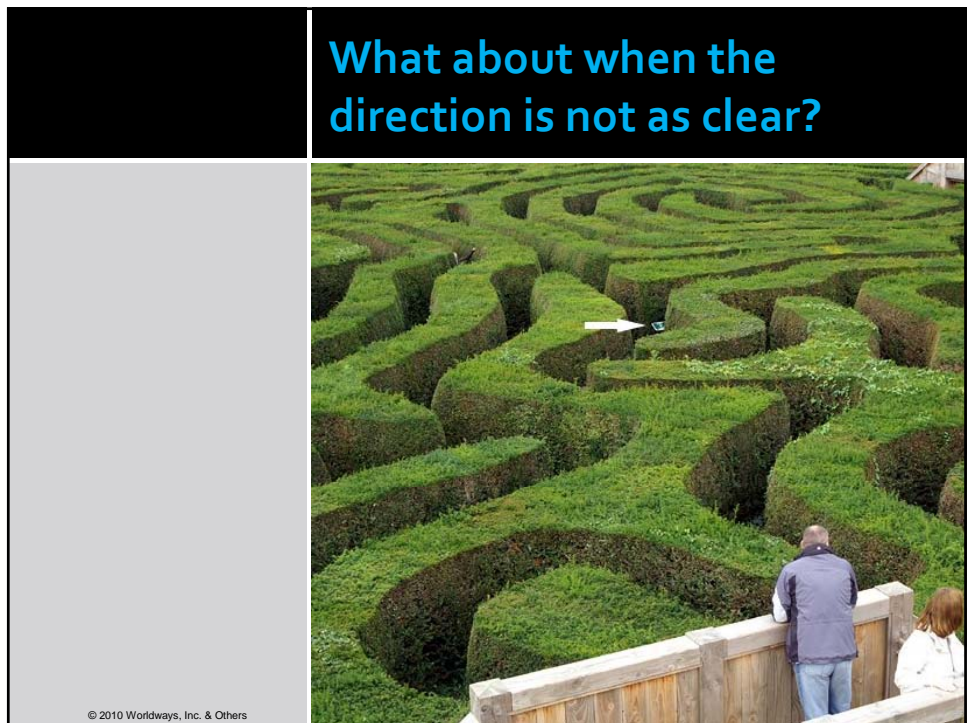
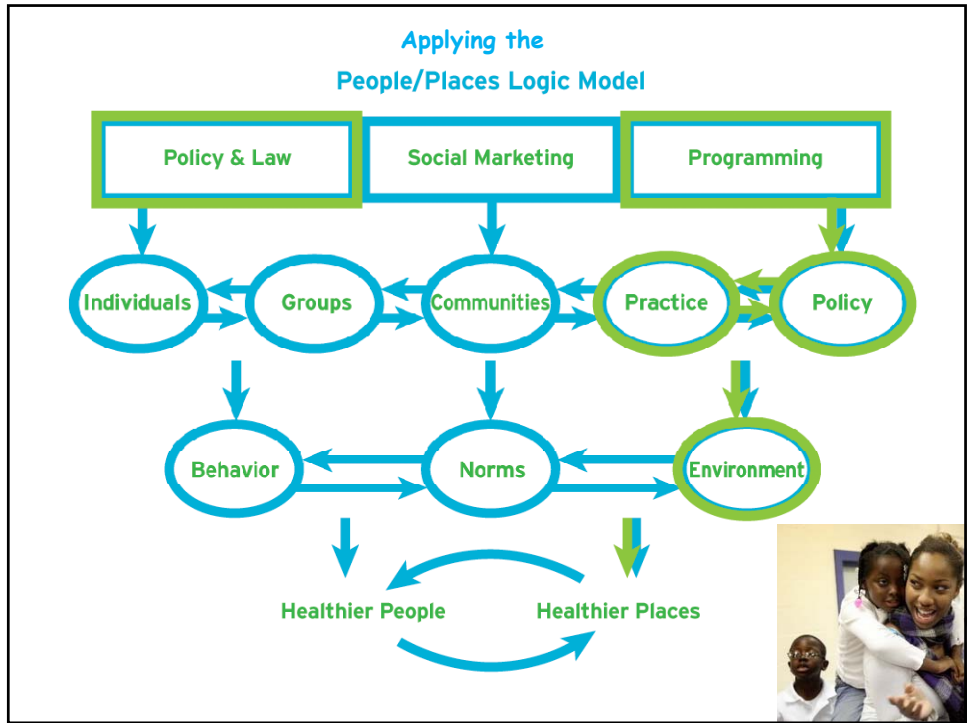


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We ALL Have Power





Practical Method for Assessment & Application
of the P/P Framework:

“The Health Transformation Blueprint”

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Why use a BLUEPRINT?

Try building
without one,
often not
attractive,
functional or
something you
can live with over
time...

...like some
public health
programs 😊

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HEALTH TRANSFORMATION BLUEPRINT

- Analytic Framework
- Planning Tool
- Consensus Builder



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8 Key Questions

1. What is the overarching **Vision** of this initiative?
2. What are the **Measurable Goals and Objectives**?
3. What is **People and Place Ecology** of the Problem and the Solution?

What is the role of individuals?

What is the role of groups?

What is the role of communities?

What is the role of the structural/built environment?

What is the role of culture, law and policy?



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8 Key Questions (contd.)

4. What is Our **Theory of Change/Critical Path of Transformation**?

5. What **Strategies and Tactics** Should We Use?

Policy and Law Strategies and Tactics:

Programming Strategies and Tactics:

Social Marketing & Communications Strategies and Tactics:

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8 Key Questions (contd.)

6. Which **Portfolio of Intervention** will yield the highest return?

7. Which **SROI Criteria** will we measure?

8. **Where, when and how** do we start?

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Does it Work?

Key Lessons Learned

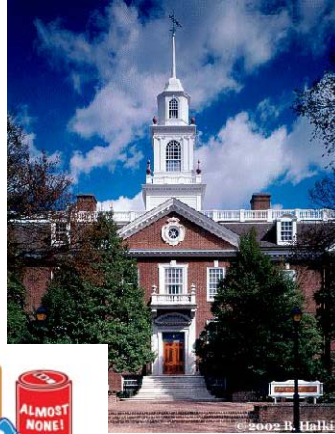
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Parents & Communities for Kids



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Delaware Healthy Kids

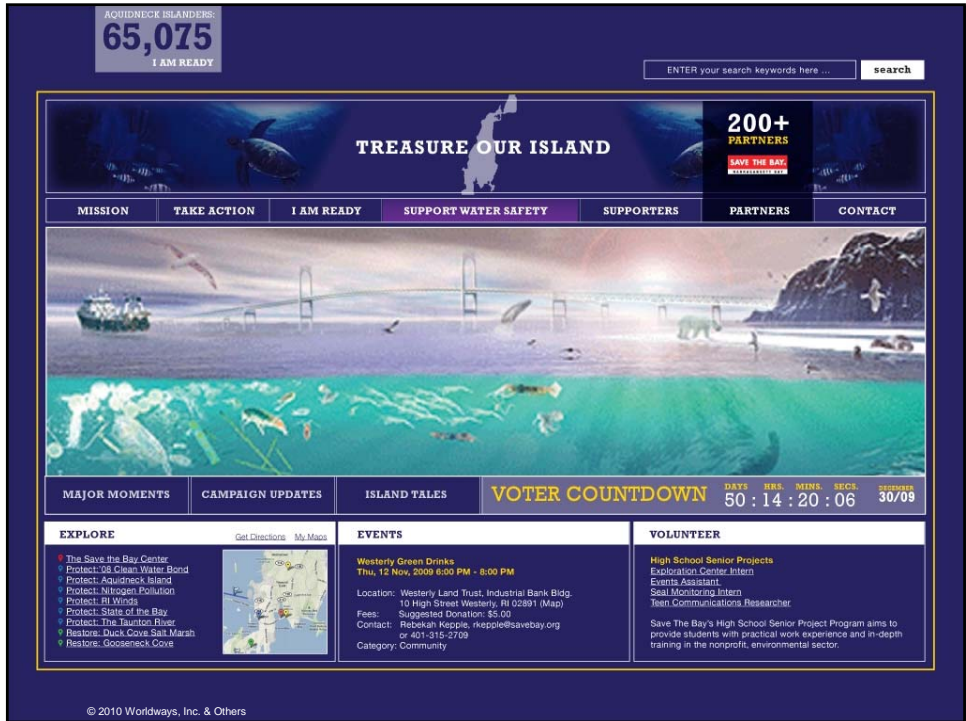
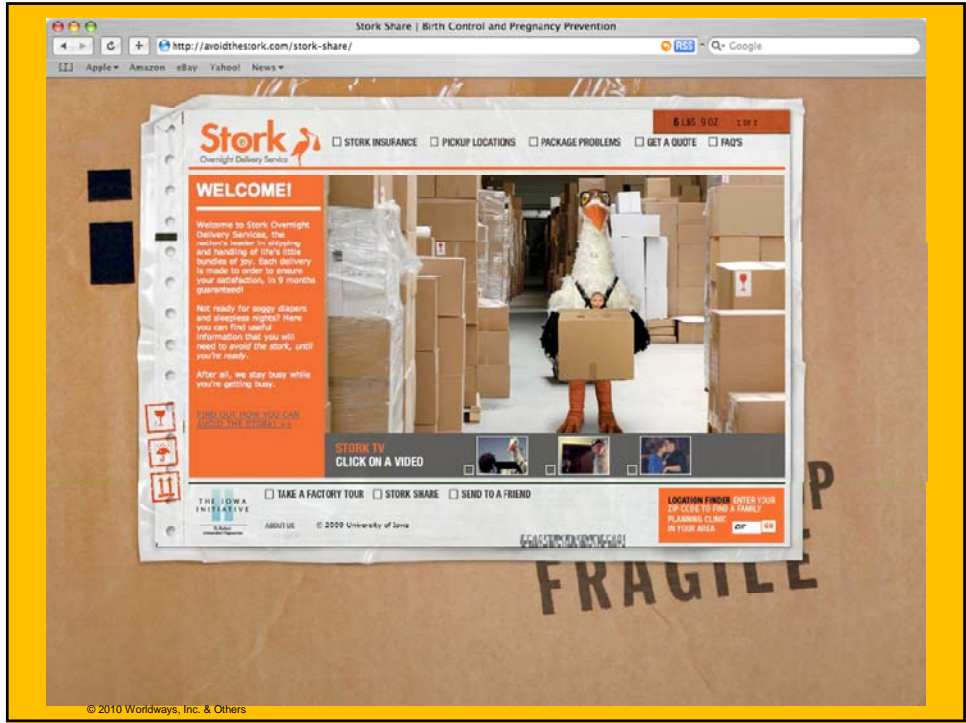


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Bronx Health REACH



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Conclusion and Questions

Method of:

- Analysis
- Planning
- Inclusion
- No simple solution

Yet...

...an accelerant



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People and Places Framework

Special thanks to Drs. Edward Maibach and Lorien Abrams!

www.biomedcentral.com/1471-2458/7/88

Questions? Comment?



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		PLACE FACTORS	
		Low Challenge	Hi Challenge
PEOPLE FACTORS	High Challenge	Social Marketing Focus	Multi-year, multi-modal initiative
	Low Challenge	Recognize & Celebrate!	Policy and Law Focus

Social Return on Investment

- Cost/quality of outcomes
- Cost/quality of outputs
- Net impact on individual
- Net impact on society
- Time, money, *good*