



# 500 Cities Project

## Taking It To the Streets Together

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# Outline

- Public Health and health leadership
- The problems we are trying to solve
- Community, State and National Efforts
- The way forward
- The Transition

# Public Health

Public health refers to all organized measures (whether public or private) to prevent disease, promote health, and prolong life among the population as a whole. Its activities aim to provide conditions in which people can be healthy and focus on entire populations, not on individual patients or diseases. Thus, public health is concerned with the total system and not only the eradication of a particular disease.

*World Health Organization*



# Our Collective Problem

*“The difference was that before I had always been caring for one case at a time. Now I had the problems that couldn’t be solve by treating one patient, then the next. I didn’t have patients to care for anymore; I had a community, which meant mobilizing the resources of the community. What should the churches be doing? The schools? The businesses? How could I use the media to help me reach my objectives?...”*



# Our Collective Problem

*...The problems of maternal care, teenage pregnancy, disease prevention, and all the others were interrelated; you couldn't deal with them serially or piece-meal. No one little thing I did was going to make a difference. The question was how to put together this whole pie and get everybody out there focused on it. Because that was what I felt we needed to do if we weren't just going to keep on treading water."*

- Jocelyn Elders MD (1996)

# National Prevention Strategy





# Health Equity

When everyone has the opportunity to “attain their full health potential” and no one is “disadvantaged from achieving this potential because of their social position or other socially determined circumstance.”

<http://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/tools/pdf/sdoh-workbook.pdf>



# Local Experience

- Springfield, Massachusetts
  - “The most important person for you to meet is the local health director”
  - Urban League
  - YMCA
  - Health System Partners
  - Brightwood and Mason Square Neighborhood Associations
  - Urban League, Local colleges, local business, city planning





# State Experience

- Men of Color Project
- Addressing disparities in low birth weight and infant mortality
- CT State Health Improvement Plan



# National Experience

ASTHO President's Challenge on Healthy Aging

*Living Longer Better*

# Living Longer Better



Barbara Dize

Eugene Coleman  
Lucille Dozier

Annie K. Jones  
Joy Campbell

Boyd Wilkin  
C. Leman Long

Wright King  
and others

"Love of your presence"  
It was I  
of my...  
Earl Grey

George...  
Chris Wilson  
Tommy...  
John...  
Bill...  
Beth...  
Paul...  
Michael...  
Nelson...  
Mabel...  
Lance...  
Van...  
Pat...  
Earl...  
Earl...  
Earl...  
Earl...



Mason Square Senior Center



### CERTIFICATE OF APPRECIATION

is awarded on November 5th, 2008 to  
Jewell M. Mullen, MSB

of Baystate Mason Square Neighborhood Center

For her support to Mason Square Senior Center, and providing education and training to help seniors experience a better quality of life through our collaboration.



# Implications for 500 Cities and Use of Data



# Federal Resources

- CDC 6/18 Initiative  
<http://www.cdc.gov/sixeighteen/>
- CDC HI-5  
<http://www.cdc.gov/policy/hst/hi5/index.html>
- Healthy People 2020 , 2030  
<https://www.healthypeople.gov/>



# Screening

- Early detection – enables more effective intervention
- Able to find disease in pre-clinical state
- Safe
- Reasonable cost
- Widely available test and interventions
- Can lead to demonstrated health improvement
- *Use 500 Cities data as a screening tool for community health*



# Screening

What is our obligation to do something about what we discover?



**Thank you**