**HIP-C Final Priorities – March 21, 2013**

1. CHRONIC DISEASE MANAGEMENT

Q: How can chronic disease management be improved through engagement of various sectors?
Declarative: Improve chronic disease management through the engagement of various sectors.

NARRATIVE:
We view chronic disease broadly, to include prevention, treatment and outcomes.  We consider the whole person--mental, oral and physical health. We need to engage people who give, get and pay for care, but also sectors for whom social, economic, and environmental outcomes are of primary interest. The approach requires patient engagement and activation. The approach requires a redesign of the health "system"-- aligning incentives to promote prevention, wellness, and primary care. Solutions must take into account inequitable access to prevention, care, treatment, "sin" vs wellness, as well as environmental factors (social determinants of health). The opportunity here is to leverage our significant assets and resources to attain collective impact on this massive burden to our region.


4. CLINICAL CARE AND PUBLIC HEALTH

Q: How do we improve coordination btwn clinical care and public health too prove population health?
Declarative: Improve coordination btwn clinical care and public health to improve population health.

NARRATIVE:
Cultivating a collaborative relationship btwn clinical care and public health systems grounded in respect. Educating system providers on the delivery of culturally and linguistically appropriate services. Engaging the public in a dialogue to understand and address system barriers and educating the public on preventive services and appropriate access points. Reforming the payment system to incentivize focus on outcomes by paying for and expanding preventive services for services and service coordination. Instituting policy changes to require integration of service delivery to emphasize a clinical link to preventive services. This will help to create a culture shift on value of prevention, lower overall costs for health services and foster healthier people now and in the future.


8. RACISM

Q: How do we eliminate racism as a social determinant of health?
Declarative: Eliminate racism as a social determinant of health.

NARRATIVE:
Eliminating racism as a social determinant of health in Cuyahoga County requires building decision-maker capacity and political will to cultivate a shift in power, to promote equitable distribution of resources to support opportunities for all.  Such efforts will work to transform traditional systems that have created inequities in

communities, "privileging" some in the opportunity for optimal health while burdening vulnerable and communities of color.  To eliminate racism as a social determinant of health, a community must have a shift in values that produces a) inclusive  leadership that reflects the diversity of the community it serves, with the capacity to make informed, equitable decisions, b) an approach to decision-making that values authentic, productive community engagement that supports a balance of power, and c) an approach to resource distribution that considers inequity data, societal costs, and equity (benefit/burden).


## 14. HEALTHY EATING/ACTIVE LIVING

Declarative: Increase access and opportunity for improved nutrition and physical activity.

NARRATIVE:
While this priority is important across all ages and stages in Cuyahoga County, there is a disproportionate burden among our low-income, resource-poor communities, and specifically minorities, youth, and older adults.  Cuyahoga County's pattern of sprawl and population shift has produced environments and neighborhoods in the inner city and suburbs that are ill-suited to active living, and other resources have followed population movement away from the city center, also impacting resources for healthy eating. Through policy implementation, evidence-based strategies, and community engagement, we can improve access and opportunity for increased physical activity and improved nutrition.


***The two over-arching strategic issues considered in the development of the above priorities include:

How do we create safe, supportive environments across all levels of community to foster health living (lifestyles)?

How can we create access to quality and equitable care for all within the community in a variety of settings?