



## Using the *Guide to Community Preventive Services* to Impact Healthy Aging

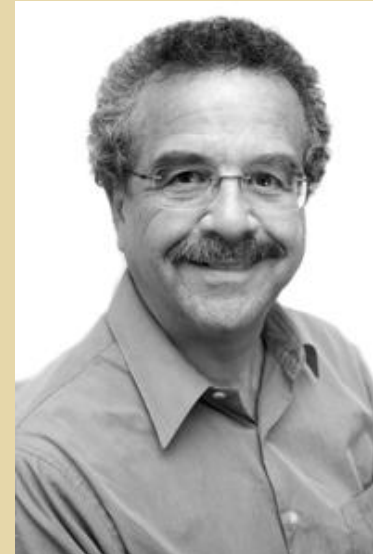
January 16, 2014



# Today's Hosts



**Stacey Knight**  
Director, Health  
United Way Worldwide



**Ron Bialek**  
President  
Public Health Foundation

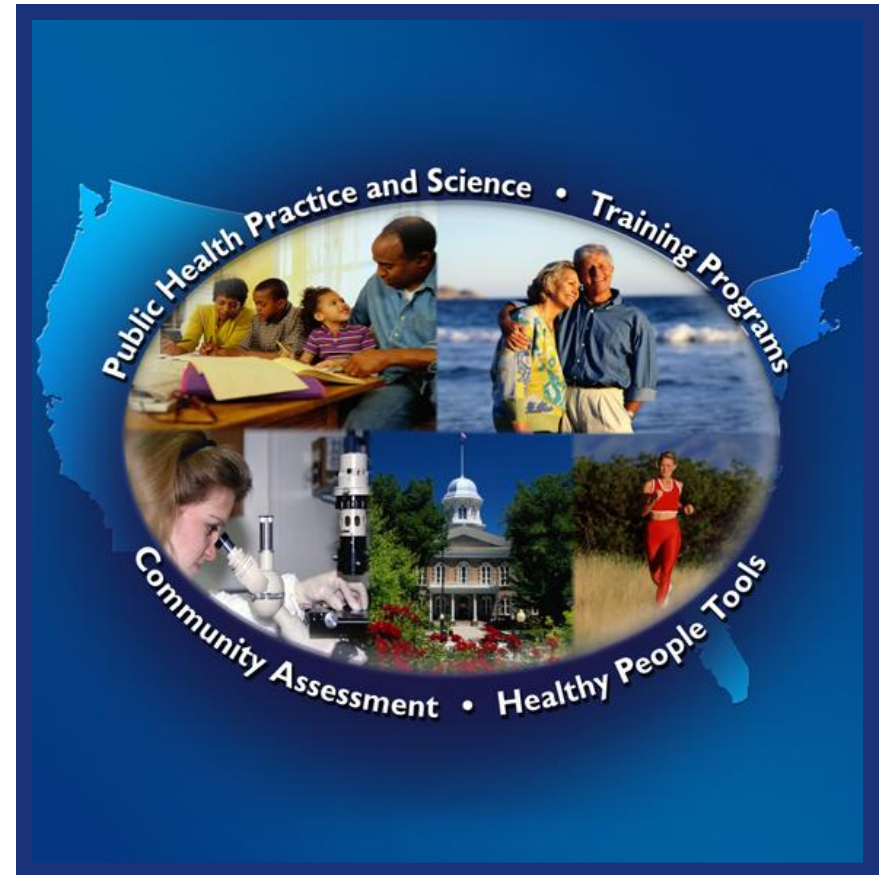
# Today's Agenda

- Overview of PHF and United Way
- Introduction to *The Guide to Community Preventive Services*
- Case study: the Gateway Project
- Q & A

## ***PHF Mission:***

**We improve the public's health by strengthening the quality and performance of public health practice**

**[www.phf.org](http://www.phf.org)**



***Healthy Practices  
Healthy People  
Healthy Places***



# Public Health Foundation: Helping Communities Achieve Better Results

## ➤ Performance Management/Quality Improvement (PM/QI)

- Turning hard work into better results
- Developing quality improvement tools
- Helping people use PM/QI tools and methods
- Expanding the evidence-base
- Integrating science into practice



## ➤ Workforce Development

- Fostering academic/practice linkages
- Developing core competencies
- Delivering, tracking, and evaluating training
- Developing and tailoring training



# About the United Way Network



Our Vision: United Way envisions a world where all individuals and families achieve their human potential through education, income stability and healthy lives.

# Older Adults Living Independent, Vital and Healthy Lives

- Healthful food and beverages
- Safe physical activity
- Timely and coordinated health care
- Safe homes and communities
- Social and civic engagement
- Supported and resourced caregivers





Working with community organizations, residents, business and gov't leaders, how do we decide where to put our limited resource?



# Today's Guest Speakers



**Shawna L. Mercer**

Director, The Guide to Community Preventive Services and Chief, The Community Guide Branch, Centers for Disease Control and Prevention



**Corissa Rolón**

Manager, Older Adults & Basic Needs Investments, UW of the Greater Lehigh Valley

# The Community Guide: Identifying Effective, Evidence-Based Programs, Services, and Policies to Achieve Important Community Aims

Shawna L. Mercer, MSc, PhD, Chief  
Community Guide Branch

Division of Epidemiology, Analysis, and Library Services (DEALS)  
Center for Surveillance, Epidemiology, and Laboratory Services  
(CSELS)

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# **What is the Value of Using Evidence-Based Approaches?**

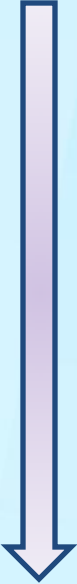

# What is Evidence?

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“The available body of facts or information indicating whether a belief is true or valid.”

Brownson RC, Baker EA, Leet TL, Gillespie KN. 2003. Evidence-Based Public Health. New York: Oxford University Press.

# What is Evidence in Public Health?

- 
- Personal experience
  - Word of mouth
  - Program evaluation
  - An intervention research study
  - Systematic reviews of multiple research studies and program evaluations
- 

**Practice-based**

**Research-based**

# Why Use an Evidence-Based Approach?

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- Allows for scarce resources to be used wisely
- Shortens the time that it takes to develop a program or policy
- Funders are requiring more accountability

# **The Community Guide: An Important Evidence Base for Public Health**

# Improvement Planning Steps

**Planning & Assessment**  
What's the problem?



**Setting Objectives**  
What do we want to achieve?



**Selecting Interventions**  
What works?



**Implementing**  
How do we do it?

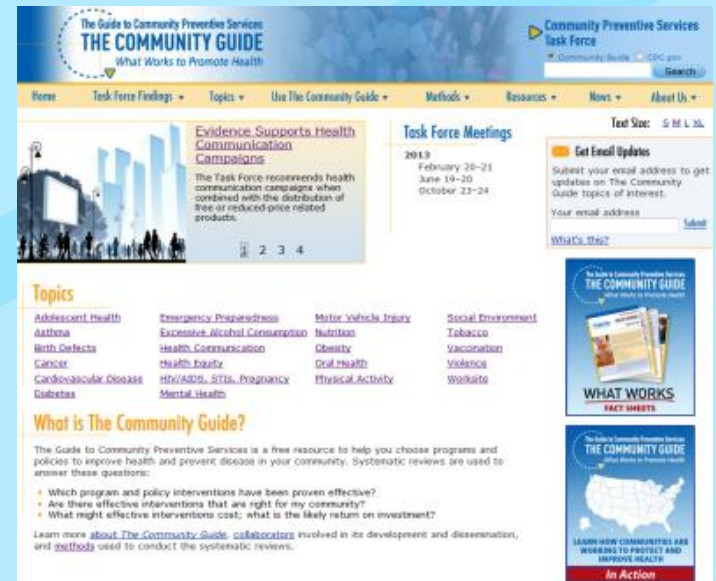


**Evaluating**  
Did it work? How well?



# The Community Guide

- Systematic reviews
  - Analyze all available evidence on the effectiveness of community-based programs, services, and policies in public health
  - Assess the economic benefit of all effective programs, services, policies
  - Highlight critical evidence gaps
- Evidence-based findings and recommendations
  - About the effectiveness of these programs, services, and policies
  - Help inform decision making
  - Developed by the Community Preventive Services Task Force (Task Force)



[www.thecommunityguide.org](http://www.thecommunityguide.org)

# Community Preventive Services Task Force

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- A non-federal, independent, rotating panel
- Internationally renowned experts in public health research, practice, and policy
- Nomination process includes broad input from throughout public health and healthcare
- Members are appointed by CDC Director
- Serve without compensation
  - CDC provides scientific, technical and administrative support for the Task Force

# Community Preventive Services

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- **Informational, Educational**

- Full-day kindergarten programs—in improving the health prospects of low-income and minority children
- Community-wide campaigns—in increasing physical activity

- **Behavioral, Social**

- Person-to-person interventions that improve caregivers' parenting skills—in modifying adolescents' risk/protective behaviors and associated health outcomes.
- Cognitive behavior therapy—in reducing psychological harm among children and adolescents following traumatic events

# Community Preventive Services

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- **Environmental, Policy**

- Tenant-based rental assistance programs—in reducing exposure to crimes against person and property and decreases in neighborhood social disorder
- Smoking bans and restrictions in reducing exposure to environmental tobacco smoke

- **Health System**

- Home-based depression care management—in reducing depression among older adults
- Client reminder and recall systems—in increasing vaccination coverage

 All: Guide to Community Preventive Services

# ~ 225 Task Force Findings

## The Environment

### Health Equity/Social Environment

## Settings

States  
Communities

Worksites  
Schools

Healthcare system  
Organizations

## Risk Behaviors

Tobacco Use  
Alcohol Abuse/Misuse  
Other Substance Abuse  
Poor Nutrition  
Inadequate Physical Activity  
Unhealthy Sexual Behaviors

Current reviews

## Specific Conditions

Vaccine-Preventable Disease  
Pregnancy Outcomes  
Violence  
Motor Vehicle Injuries  
Depression/Mental Health  
Cancer  
Diabetes  
Oral Health  
Obesity  
Asthma  
Cardiovascular disease

# Health Equity: Education-Related Reviews

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- Complete:
  - Full-day vs. half-day kindergarten
  - Out-of-school time academic programs
  - High school completion
- In process:
  - Early childhood education
  - School-based health centers
- Proposed:
  - Extended school day and year

# Community Guide: How is it Used?

- To inform decision making around:
  - Practice
  - Policy making
  - Research
  - Funding for research and programs
- It provides menus of options



# User Involvement in The Community Guide

- Official Liaisons



- 30+ federal agency and organizational

- NIH, AHRQ, VA, all US Armed Forces, etc.
- Organizations supporting state and local public health agencies
- Physician, nurse, public health, other organizations

- Roles

- Provide input into prioritization of topics, reviews, Task Force findings and recommendations
- Serve on, recommend participants for review teams
- Participate in dissemination and translation of Task Force findings, especially to their constituents

- Participants on individual systematic reviews



# The Task Force Seeks to Answer Key Questions about Interventions

- Do they work?
- How well?
- For whom?
- Under what circumstance are they appropriate (applicability)?
- What do they cost?
- Do they provide value?
- Are there barriers to their use?
- Are there any harms?
- Are there any unanticipated outcomes?



# Findings of the Task Force

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- **Recommend**
  - Strong Evidence
  - Sufficient Evidence
- **Recommend against**
  - Strong Evidence
  - Sufficient Evidence
- **Insufficient evidence** to recommend for or against



# What Does Insufficient Evidence Mean?

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- This does NOT mean that the evidence does not work
- Insufficient evidence means that additional research is needed to determine whether or not the intervention is effective
  - In some cases there are not enough studies to draw firm conclusions
  - In other cases, the available studies have inconsistent findings

# If “Insufficient Evidence,” then what?

- If the intervention is currently being used
  - May want to continue using it if there are no associated harms
  - May choose to stop due to issues such as cost
- If the intervention is not being used
  - May not want to begin using it
  - May choose to cite the IE finding in your funding proposal
- Consider:
  - Are there better documented alternatives reaching the same goals?
  - If you undertake a practice-based innovation: Collect sufficient data so your experience can contribute to the evidence base!



# What to Do with a Recommendation

“Even if it is evidence-based,  
it is not certainty.”

McGinnis and Foege



- Not a cookbook or a one-size-fits-all solution
- Users must combine scientific information (e.g., effectiveness, cost) with other information (e.g., needs, values, capacities, resources, preferences)

# How Can You Use the Community Guide?

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- In support of policy:
  - Identify policies, laws for which there is evidence of their effectiveness in achieving important public health outcomes
  - Learn what magnitude of effect might be possible from implementation of specific policies
  - Inform interface with governmental agencies, organizations, and other stakeholders in support of:
    - Health policies
    - Policies in other sectors

# How Can You Use the Community Guide?

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- In support of programs and services:
  - Plan and evaluate programs
  - Strengthen applications for programmatic funding
  - Justify program support/funding
  - Plan/modify systems
  - Learn what magnitude of effect might be possible from implementation of specific programs
  - Inform interface with the health care system to support delivery of effective clinical services

# www.thecommunityguide.org

The Guide to Community Preventive Services  
**THE COMMUNITY GUIDE**  
What Works to Promote Health

Community Preventive Services Task Force

Home **Task Force Findings** Topics Use The Community Guide Methods Resources News About Us

**Clinical Decision-Support Systems Can Help Improve Provider Practices**  
Task Force recommends clinical decision-support systems to improve provider practices related to prevention of cardiovascular disease.  
1 2 3 4

**Task Force**  
**2014 Meetings**  
February 26–27  
June 18–19  
October 29–30  
**2015-2016 Meetings**  
**Annual Reports to Congress**

Text Size: [S](#) [M](#) [L](#) [XL](#)

**Get Email Updates**  
Submit your email address to get updates on The Community Guide topics of interest.  
Your email address  [Submit](#)  
[What's this?](#)

**Topics**

<a href="#">Adolescent Health</a>	<a href="#">Diabetes</a>	<a href="#">Motor Vehicle Injury</a>	<a href="#">Social Environment</a>
<a href="#">Alcohol - Excessive Consumption</a>	<a href="#">Emergency Preparedness</a>	<a href="#">Nutrition</a>	<a href="#">Tobacco</a>
<a href="#">Asthma</a>	<a href="#">Health Communication</a>	<a href="#">Obesity</a>	<a href="#">Vaccination</a>
<a href="#">Birth Defects</a>	<a href="#">Health Equity</a>	<a href="#">Oral Health</a>	<a href="#">Violence</a>
<a href="#">Cancer</a>	<a href="#">HIV/AIDS, STIs, Pregnancy</a>	<a href="#">Physical Activity</a>	<a href="#">Worksite</a>
<a href="#">Cardiovascular Disease</a>	<a href="#">Mental Health</a>		

**What is The Community Guide?**

The Guide to Community Preventive Services is a free resource to help you choose programs and policies to improve health and prevent disease in your community. Systematic reviews are used to answer these questions:

- Which program and policy interventions have been proven effective?
- Are there effective interventions that are right for my community?
- What might effective interventions cost; what is the likely return on investment?

Learn more [about The Community Guide](#), [collaborators](#) involved in its development and dissemination, and [methods](#) used to conduct the systematic reviews.

**WHAT WORKS FACT SHEETS**

**THE COMMUNITY GUIDE**  
What Works to Promote Health

LEARN HOW COMMUNITIES ARE WORKING TO PROTECT AND IMPROVE HEALTH  
**In Action**



# Thank you!

Shawna Mercer, MSc, PhD

[smercer@cdc.gov](mailto:smercer@cdc.gov)



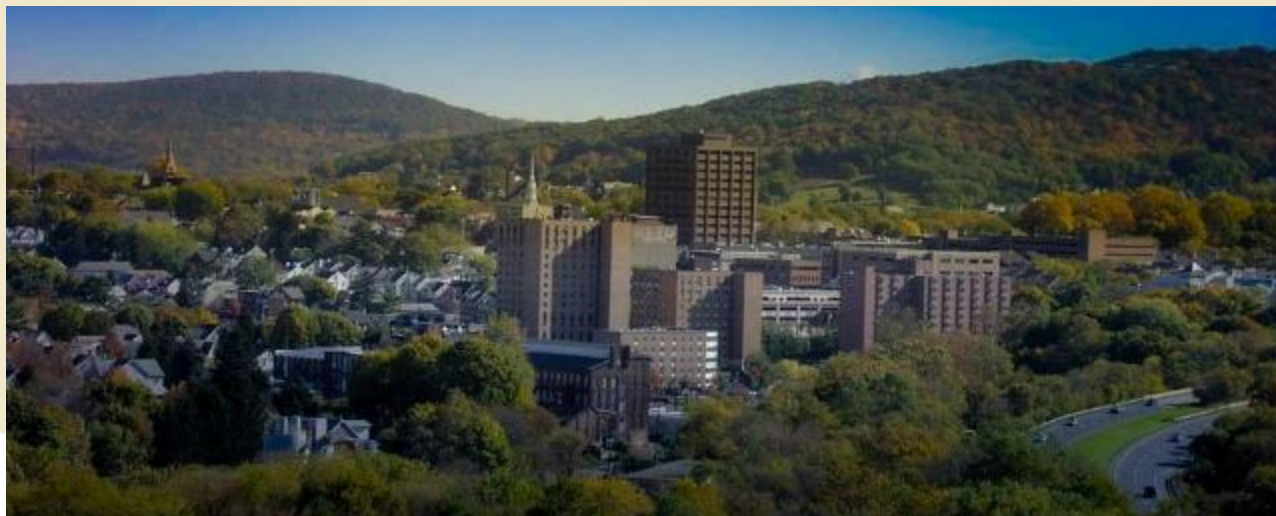
**United Way of the Greater LV**  
***A Community Guide Case Study:***  
**Alliance on Aging**

**United Way of the Greater Lehigh Valley**

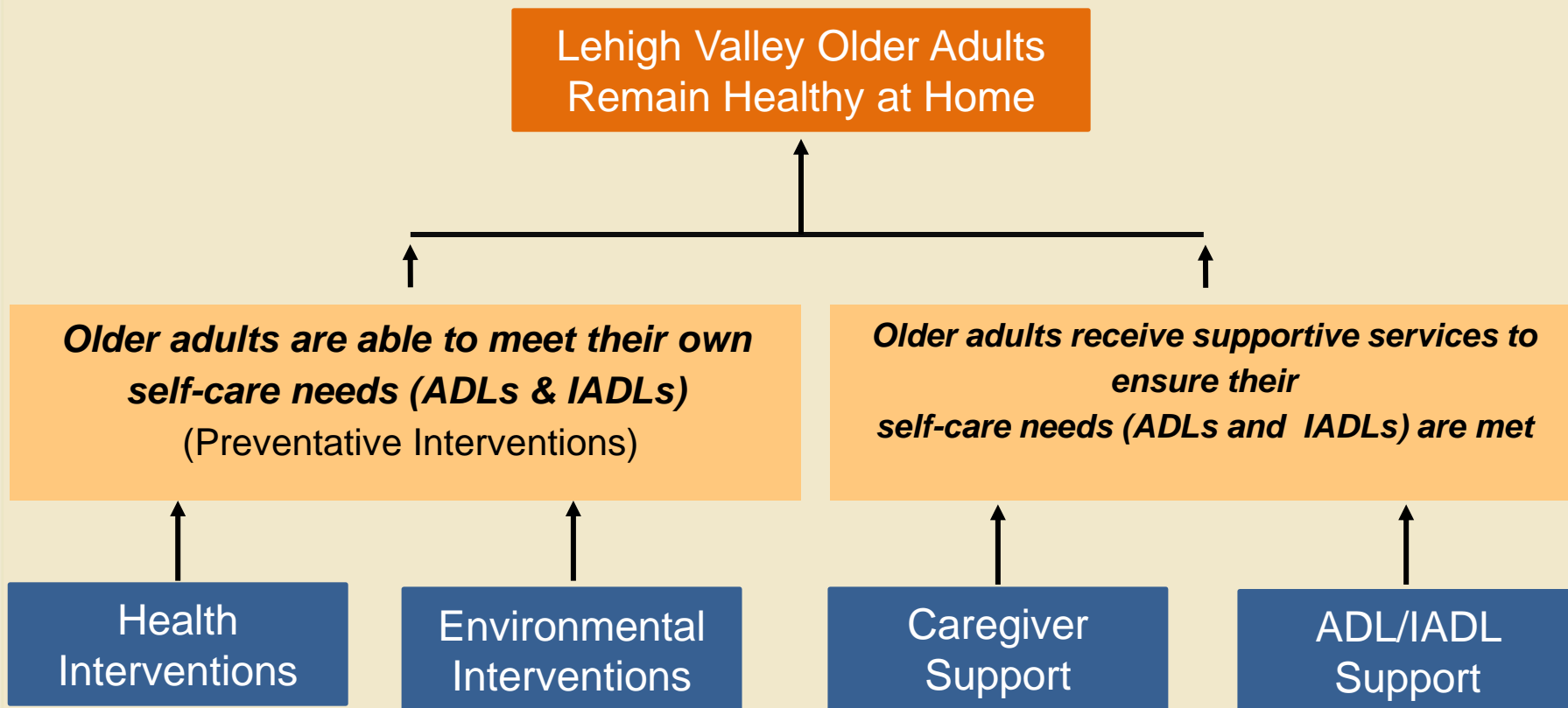


# Characteristics of the Greater Lehigh Valley, PA

- Two counties
- Includes major cities, suburban areas and rural
- Ethnic/racial differences
- Increasing older adult population
- Underfunded Area Agencies on Aging
- 3 Major hospitals



# United Way of GLV's Healthy at Home TOC



# United Way's Alliance on Aging

- Collective Impact strategy
- Created in 1999
- United Way serves as the backbone organization
- Led by Steering committee
- Three main functions:
  - Provides leadership
  - Convenes partnerships
  - Advances solutions
- System change strategy that helps at-risk older adults remain healthy at home



# United Way's Alliance on Aging Partners

- Area Agencies on Aging
- Colleges
- Non-profits
- Businesses who run UW campaigns
- Businesses who do not run UW campaigns
- Lehigh Valley Research Consortium
- Lehigh Valley Planning Commission
- Hospitals
- Elder care attorneys
- AARP
- Alzheimer's Association



# Using the Community Guide in Your Community

- Investment Planning
- Common performance measures and tools
- Open the community conversation about effective interventions
- Collective demonstration of efficacy
- Get the community to create a common tool to measure efficacy of programs
- Create a new intervention and measurements



# What is a Gatekeeper Program?

**It is an outreach effort to identify, refer, and respond to at-risk older adults living in our community.**

## **Gatekeepers are trained:**

- to identify warning signs
- to call a Gatekeeper Referral number and report their concerns





# Who are Gatekeepers?



**Gatekeepers are nontraditional referral sources who come into contact with older adults through their everyday work or activities and who are trained:**

# Potential gatekeepers

1. Family members
2. Apartment and mobile home managers
3. Mail and newspaper carriers
4. Grain dealers
5. Livestock sales personnel
6. Farm equipment dealers
7. Grocery store personnel
8. Home delivery personnel
9. Fuel distributors
10. Utility company employees – telephone, electricity
11. Cable television company staff
12. Repair personnel – appliances, farm equipment
13. Plumbers and septic tank personnel
14. Bank personnel
15. Bar and restaurant personnel
16. Beauty shop operators and barbers
17. Property appraisers and assessors
18. Insurance agents
19. Bill collectors
20. Gas station attendants
21. Receptionists and bookkeepers for local businesses
22. Police and sheriffs
23. Fire department staff
24. Health professionals such as: nurses, pharmacists, emergency medical technicians (ambulance and para-transit personnel), physicians, chiropractors, podiatrists, opticians, paramedics and veterinarians,
25. Ministers
26. Department of Transportation employees, especially driver's license renewal personnel
27. Neighbors of elderly
28. Dairy truck drivers
29. Stock truck drivers
30. Trash or garbage collectors
31. Liquor store personnel
32. Lawyers, clerks of court

# Isolated Older Adults



# How to Make a Referral

1. Call the Area Agency on Aging
2. State that you are a community gatekeeper and would like to make a referral
3. Be prepared to provide:
  1. Basic info about the older adult (name, number, address, or information for a friend or family member who can be contacted)
  2. A brief description of the problem or situation
  3. Your **gatekeeper ID number**

# Lessons Learned



- Prove your value to partners
- Involve everyone you can
- Less punitive, more solution focused
- Take your time
- Get early buy-in internal and external

# Question and Answer Time

# Relevant Resources

## **Evidence-based Resources for Improving Community Health**

- *Guide to Community Preventive Services*  
[www.thecommunityguide.org/index.html](http://www.thecommunityguide.org/index.html)
- Stories and Webinars on uses of the *Guide to Community Preventive Services*  
[www.phf.org/communityguide](http://www.phf.org/communityguide)
- Partners in Information Access for the Public Health Workforce  
[phpartners.org/](http://phpartners.org/)

## **TRAIN** – the nation’s premier learning management network for public health

- Over 760,000 registered learners
- Over 34,000 training programs
- Nearly 3,500 providers of training
- A FREE resource for public health and healthcare professionals  
[www.train.org/](http://www.train.org/)

## **Learning Resource Center** – where public health, healthcare, and allied health professionals find high quality training materials at an affordable price

- Comprehensive selection of public health quality improvement publications
- Many consumer-oriented health education publications
- Search for publications by CDC’s Winnable Battles and many other public health topics  
[bookstore.phf.org/](http://bookstore.phf.org/)

