

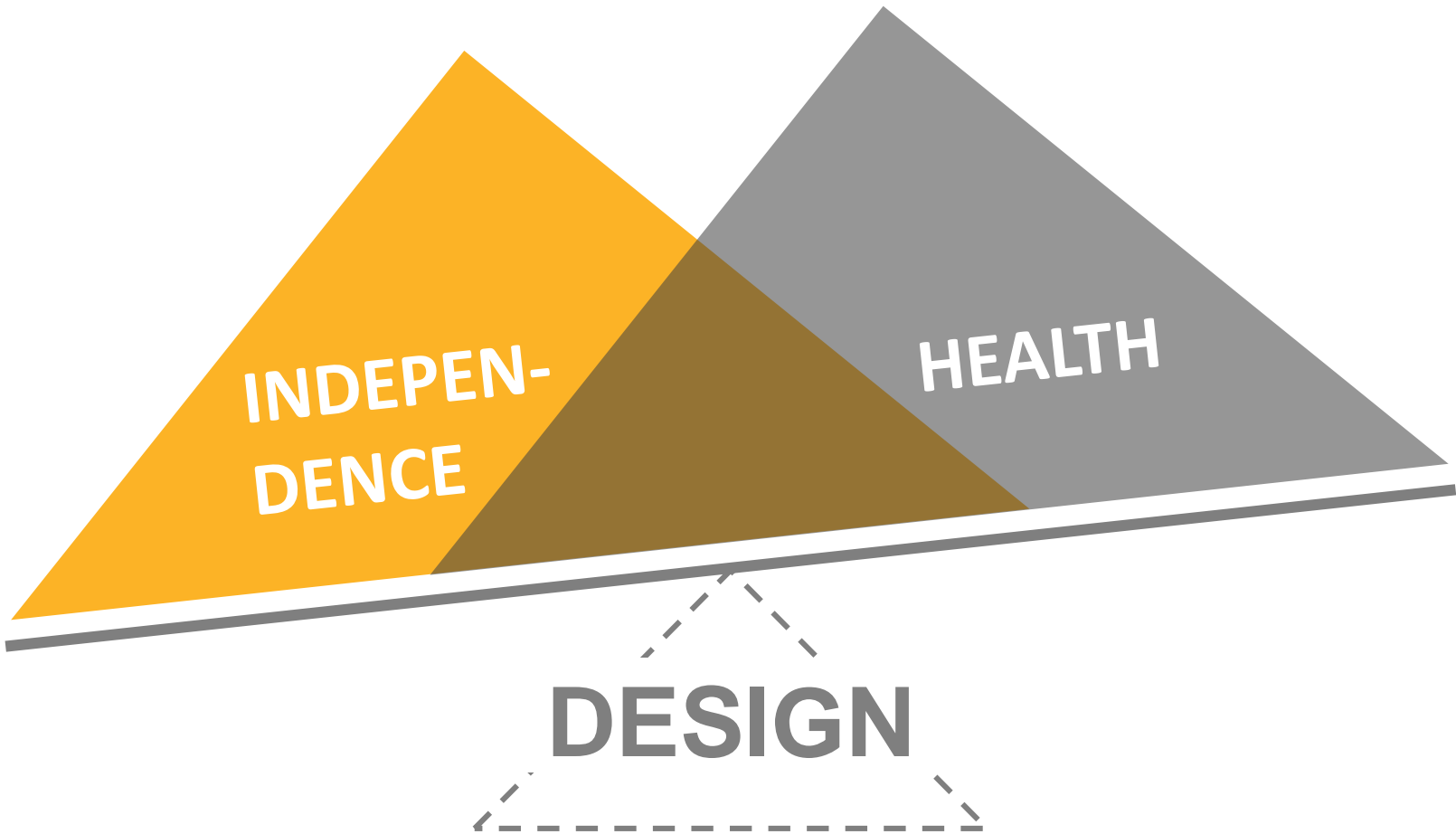


SWIMMING UPSTREAM

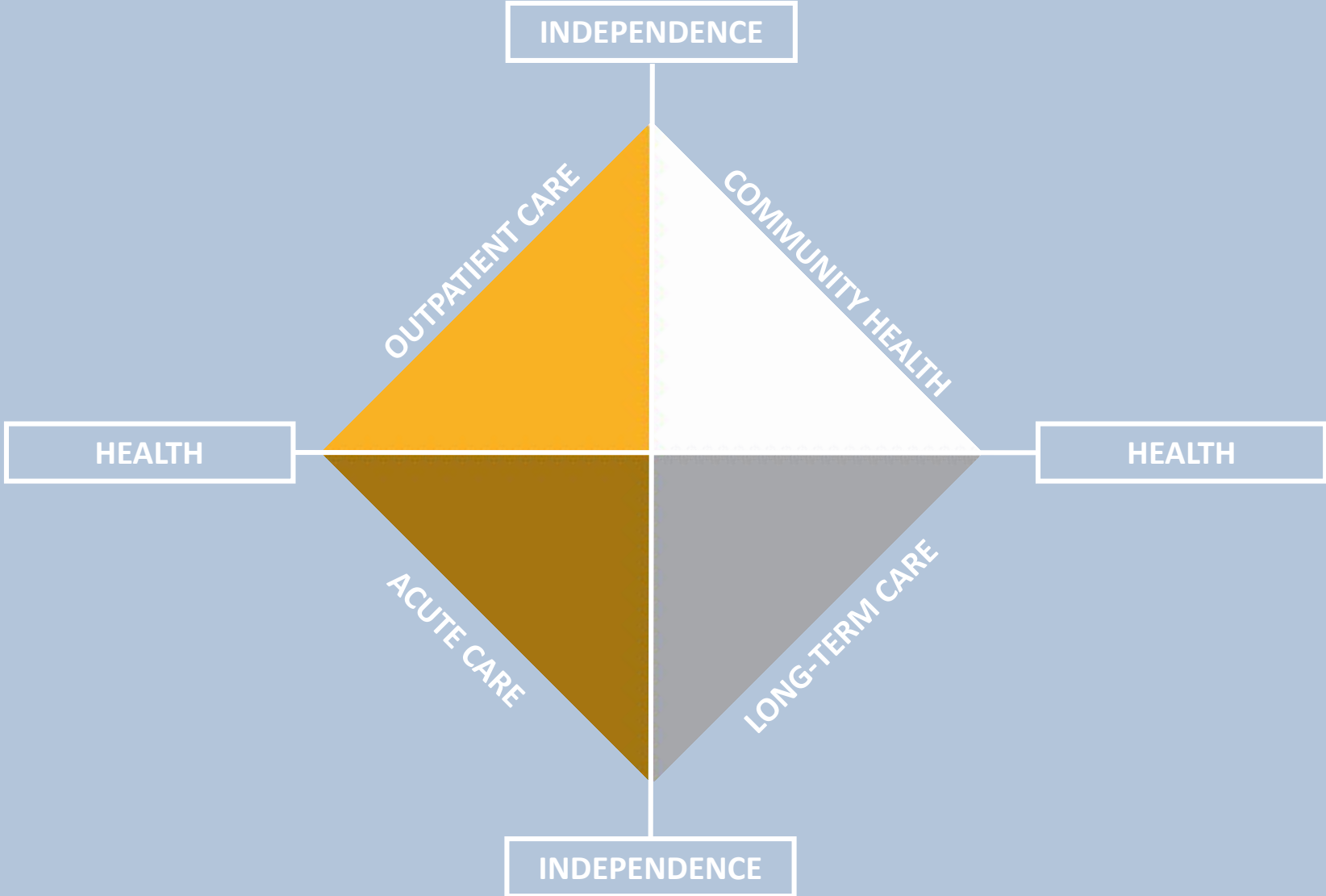
Reexamining the Social Determinants
of Health in Rural America

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MKM architecture + design

Indiana Rural Health Association
LEADERSHIP SEMINAR & RURAL HEALTH CLINIC WORKSHOP
August 23, 2018 | Odon, IN



OUR MISSION



“I believe that the *community* - in the fullest sense: a place and all its creatures - is the smallest unit of health and that to speak of the health of an isolated individual is a contradiction in terms.”

— Wendell Berry, *Health is Membership*



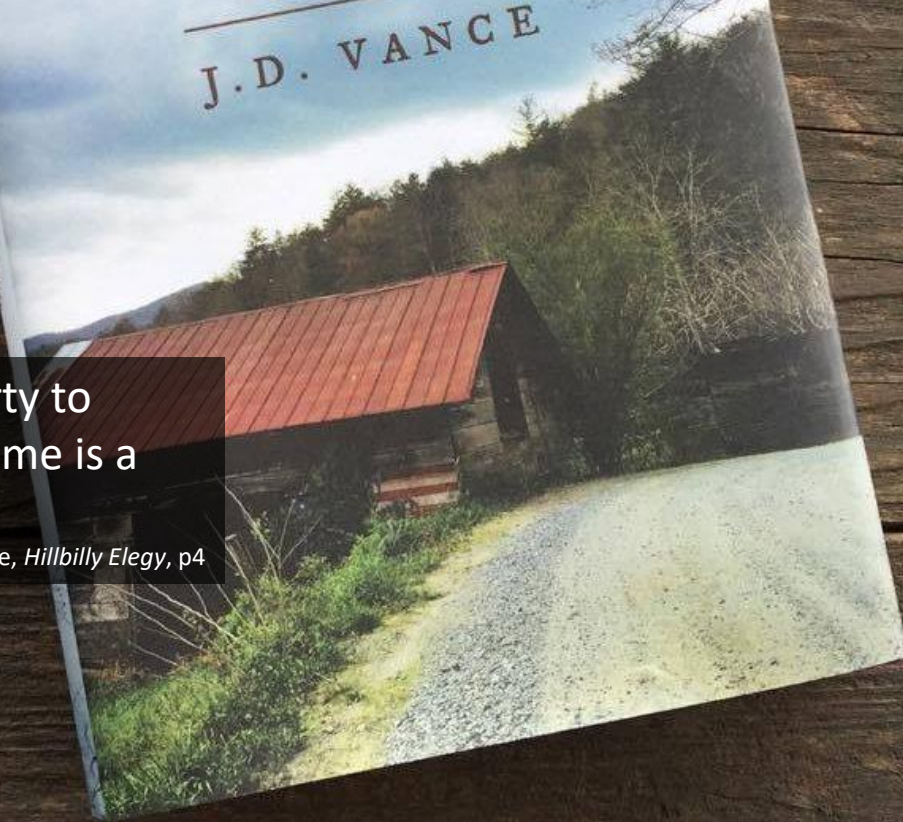


A RURAL EPIDEMIC

Hillbilly Elegy


*A Memoir of a Family and
Culture in Crisis*

J. D. VANCE



“From low social mobility and poverty to divorce and drug addiction, my home is a hub of misery.”

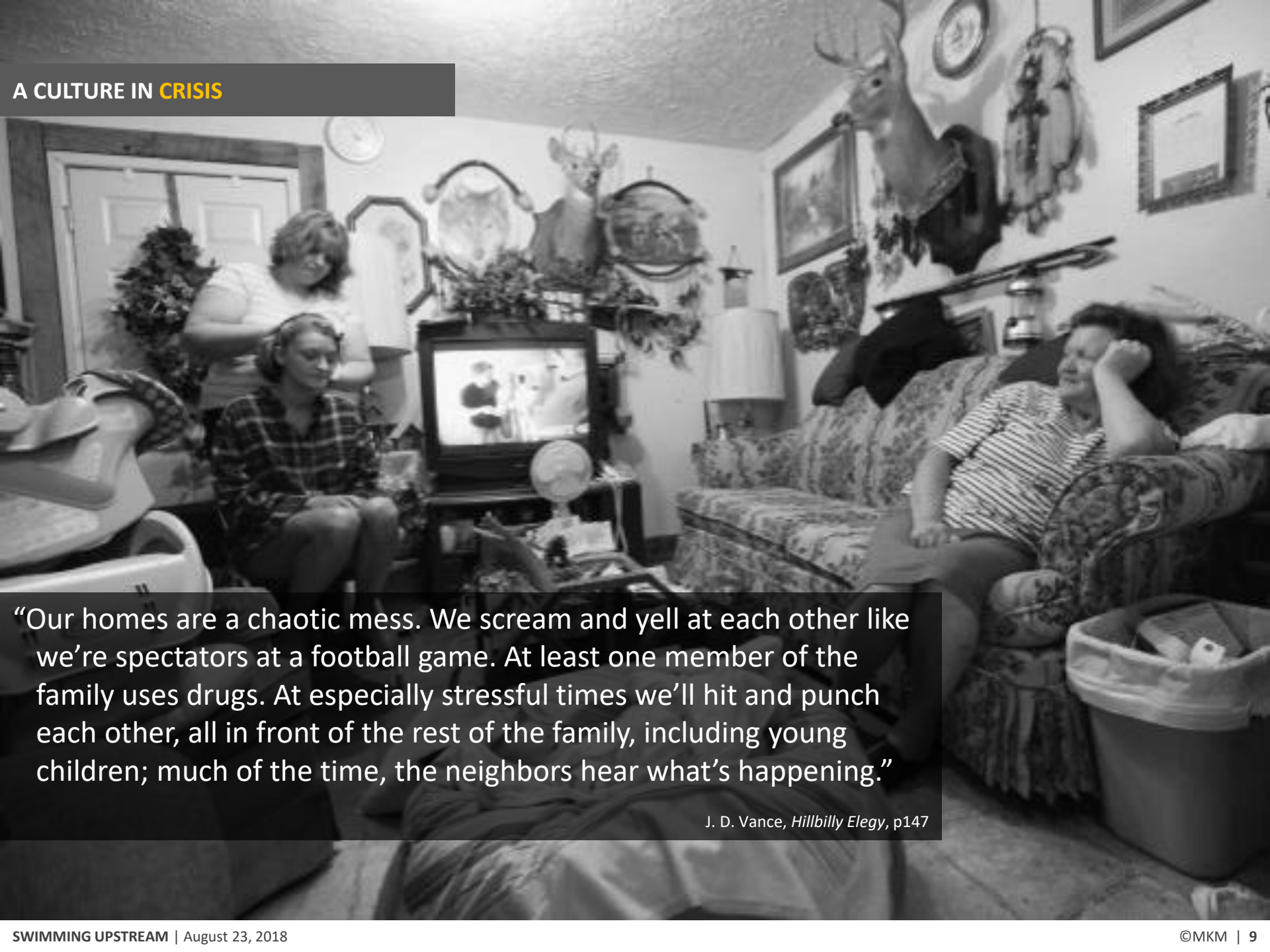
J. D. Vance, *Hillbilly Elegy*, p4



“This was my world: a world of truly irrational behavior. We spend our way into the poorhouse. We buy giant TVs and iPads. Our children wear nice clothes thanks to high-interest credit cards and payday loans.”

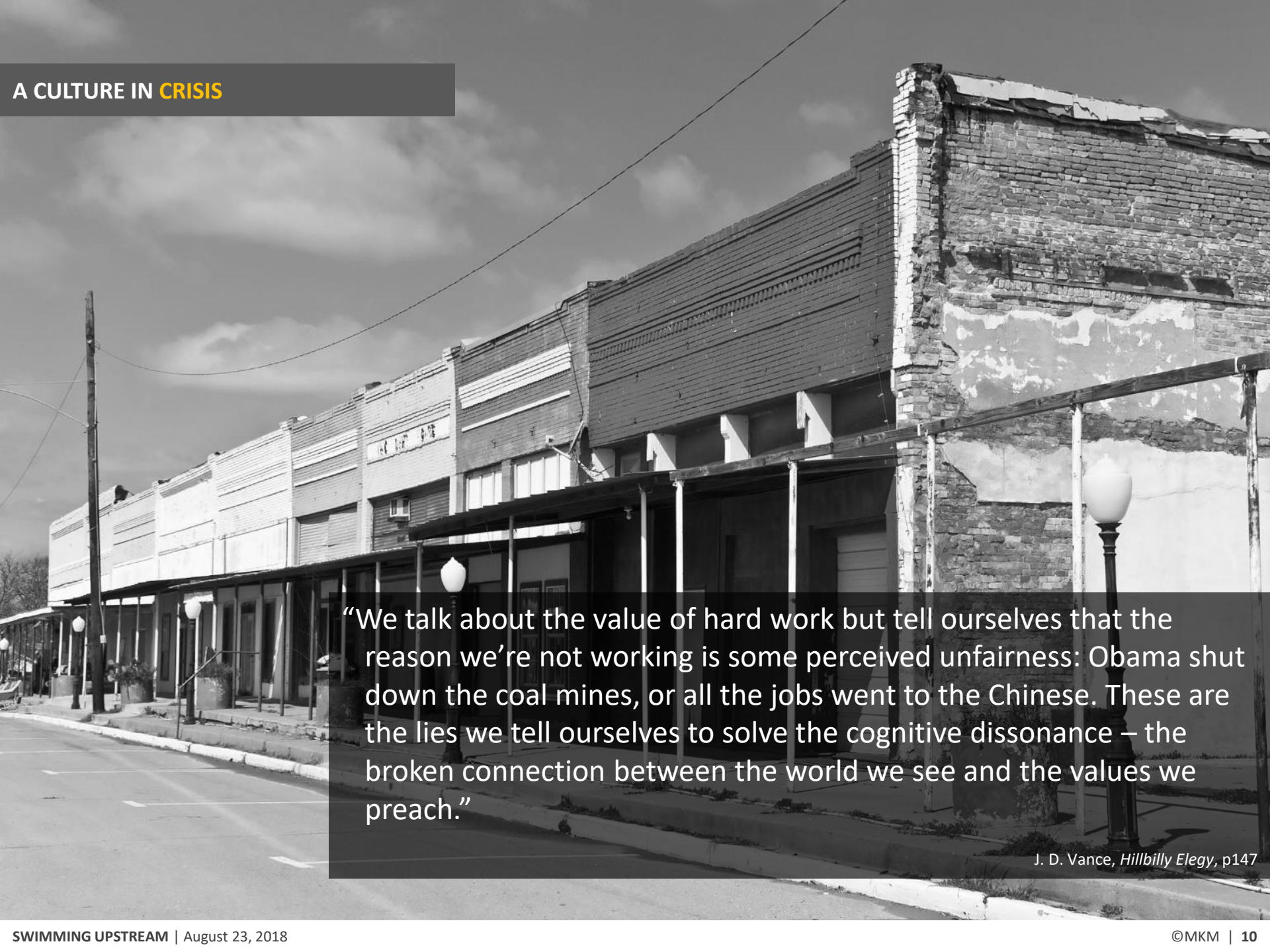
J. D. Vance, *Hillbilly Elegy*, p146

A CULTURE IN CRISIS



“Our homes are a chaotic mess. We scream and yell at each other like we’re spectators at a football game. At least one member of the family uses drugs. At especially stressful times we’ll hit and punch each other, all in front of the rest of the family, including young children; much of the time, the neighbors hear what’s happening.”

J. D. Vance, *Hillbilly Elegy*, p147



“We talk about the value of hard work but tell ourselves that the reason we’re not working is some perceived unfairness: Obama shut down the coal mines, or all the jobs went to the Chinese. These are the lies we tell ourselves to solve the cognitive dissonance – the broken connection between the world we see and the values we preach.”

J. D. Vance, *Hillbilly Elegy*, p147

15% OF ALL AMERICANS LIVE IN RURAL AREAS

ONLY 1 IN 4

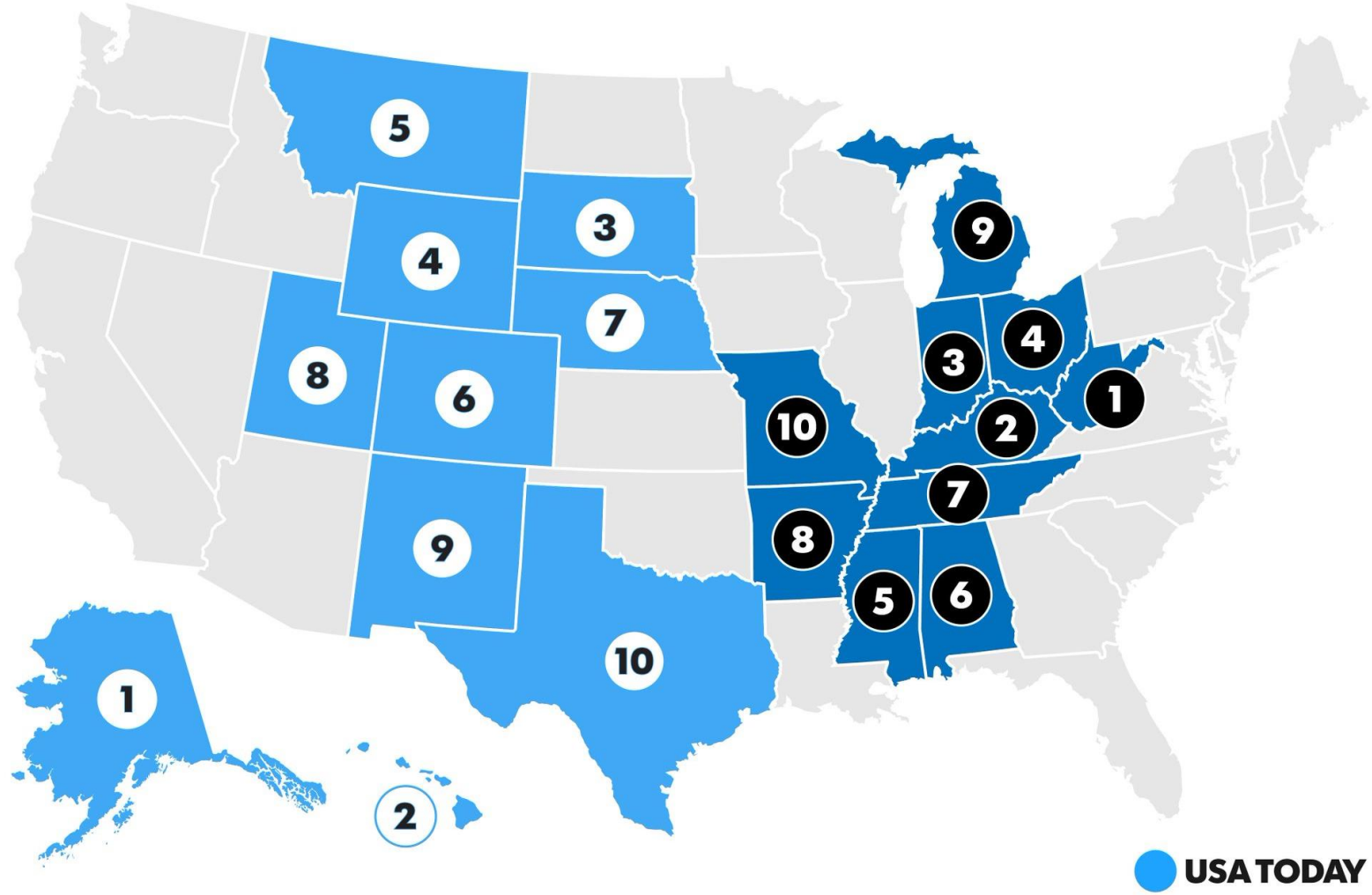
rural adults practice at least 4 of 5
health-related behaviors

- Not smoking
- Maintaining normal body weight
- Being active
- Nondrinking or moderate drinking
- Sufficient sleep

A CULTURE IN CRISIS








● Top 10 best in overall well-being

● Top 10 worst in overall well-being



● USA TODAY

COMPARING WELL-BEING ACROSS U.S. ZIP CODES

	 NO HIGH SCHOOL DEGREE	 POVERTY RATE	 ADULTS NOT WORKING	 HOUSING VACANCY	 MEDIAN INCOME RATIO	 CHANGE IN EMP.	 CHANGE IN EST.
United States	14%	16%	42%	9%	100%	5.6%	1.2%
Average Distressed Zip Code	23%	27%	55%	14%	68%	-6.7%	-8.3%
Average Prosperous Zip Code	6%	6%	35%	5%	146%	17.4%	8.8%

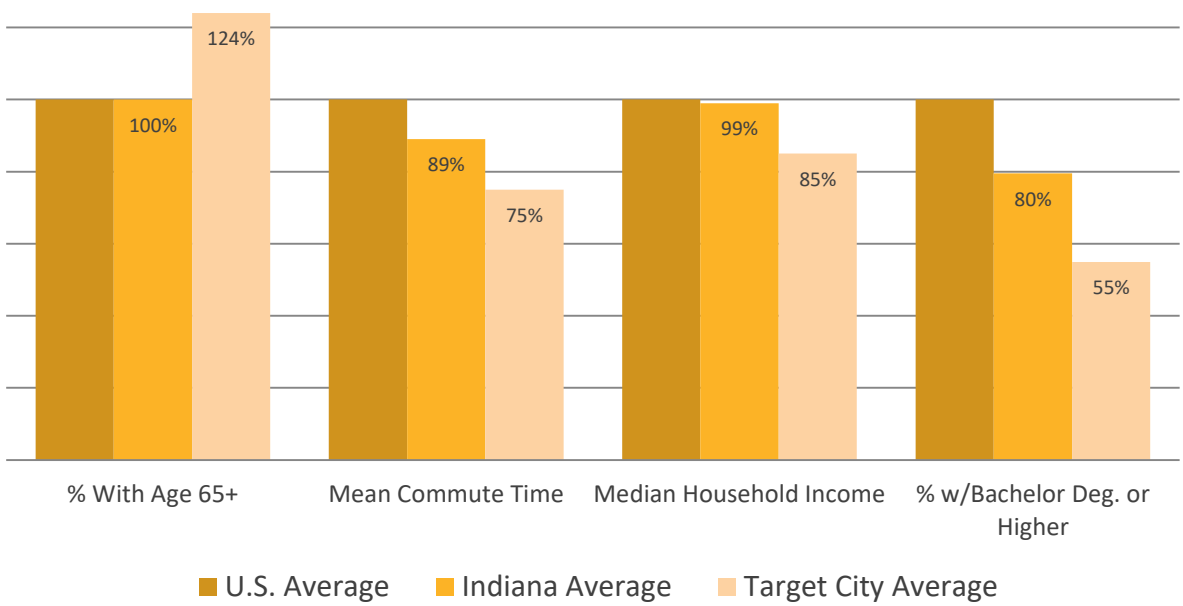
Source: EIG's Distressed Communities Index, 2016

31 TARGET CITIES

POPULATION= 10-25,000 PEOPLE



EVALUATING SMALL TOWN INDIANA (2010)

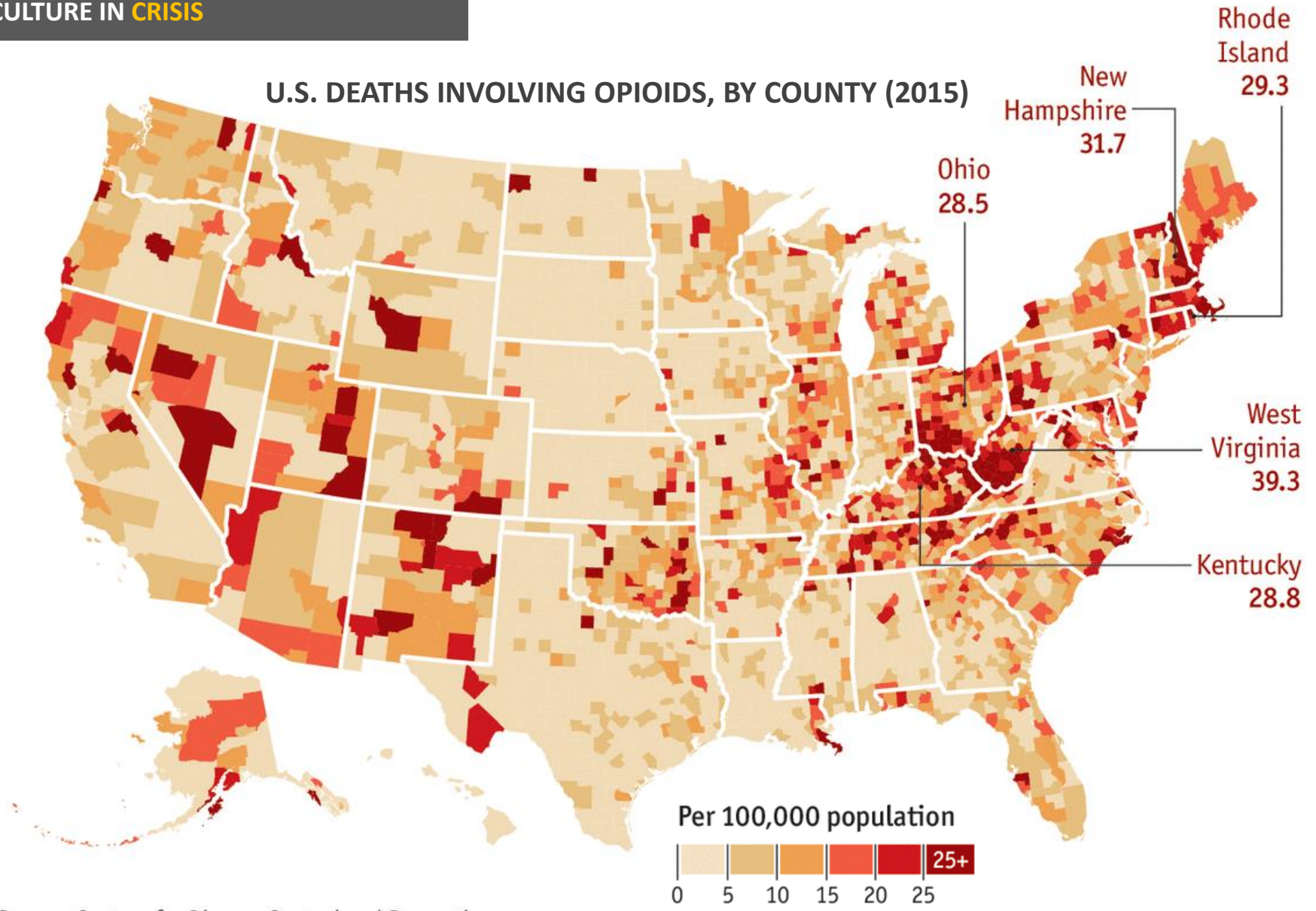


Since 2010, 82 rural hospitals have closed nationwide. As many as 700 are at risk of closing within the next ten years. There are simply not enough patients with good insurance to keep a hospital from losing money.

— Lauren Weber, *A Hospital Crisis Is Killing Rural Communities* (September 2017)



U.S. DEATHS INVOLVING OPIOIDS, BY COUNTY (2015)

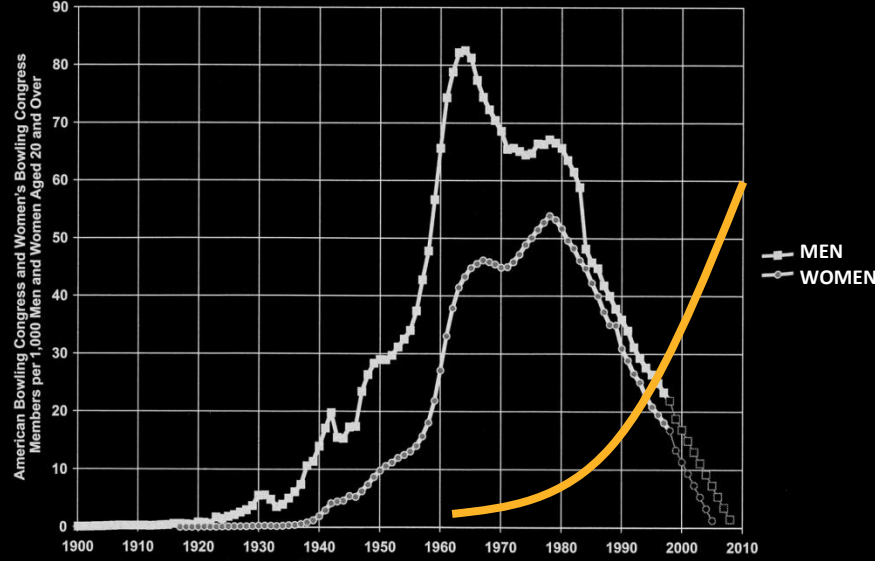


Source: Centres for Disease Control and Prevention

DEFINING THE PROBLEM



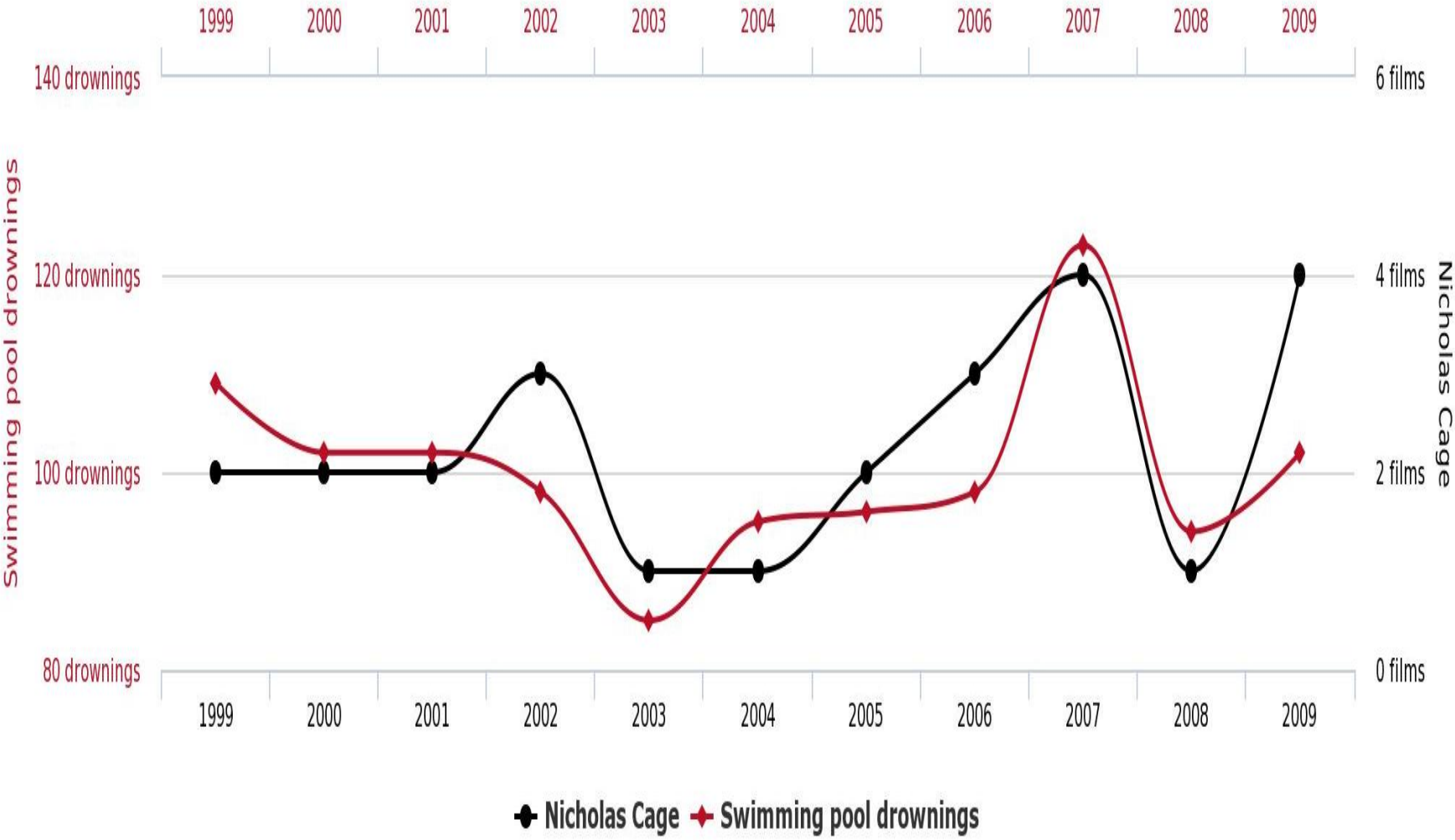
The Rise and Decline of League Bowling



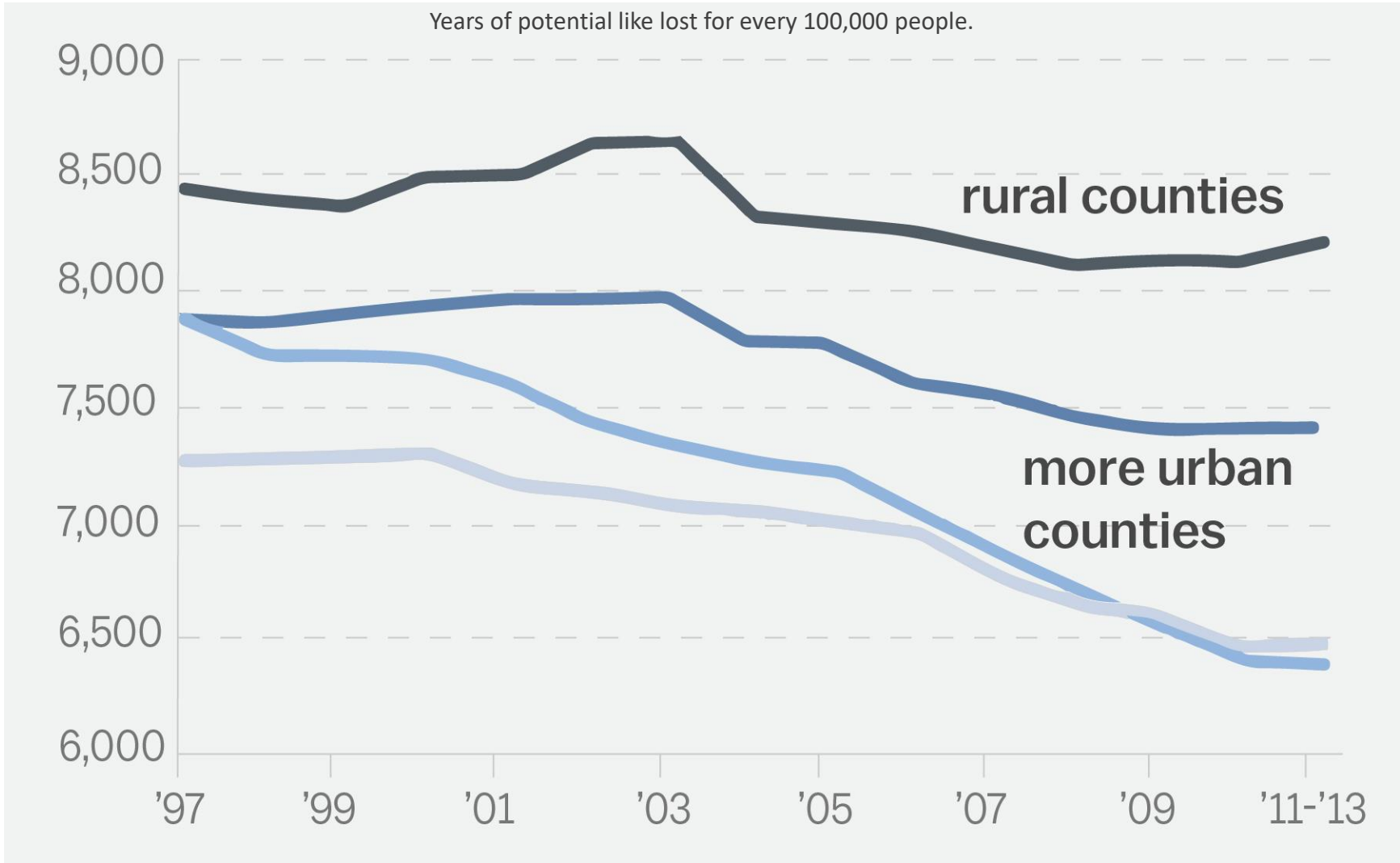
The suburban sprawl popularized in the 1960s had a dramatic impact on how communities behaved socially. Like an epidemic, a new behavioral model transformed our social patterns and, as a result, radically altered our health.

Source: "Bowling Alone: The Collapse and Revival of American Community," Richard Putnam, p. 112 (2000)

CONFUSING CAUSATION AND CORRELATION

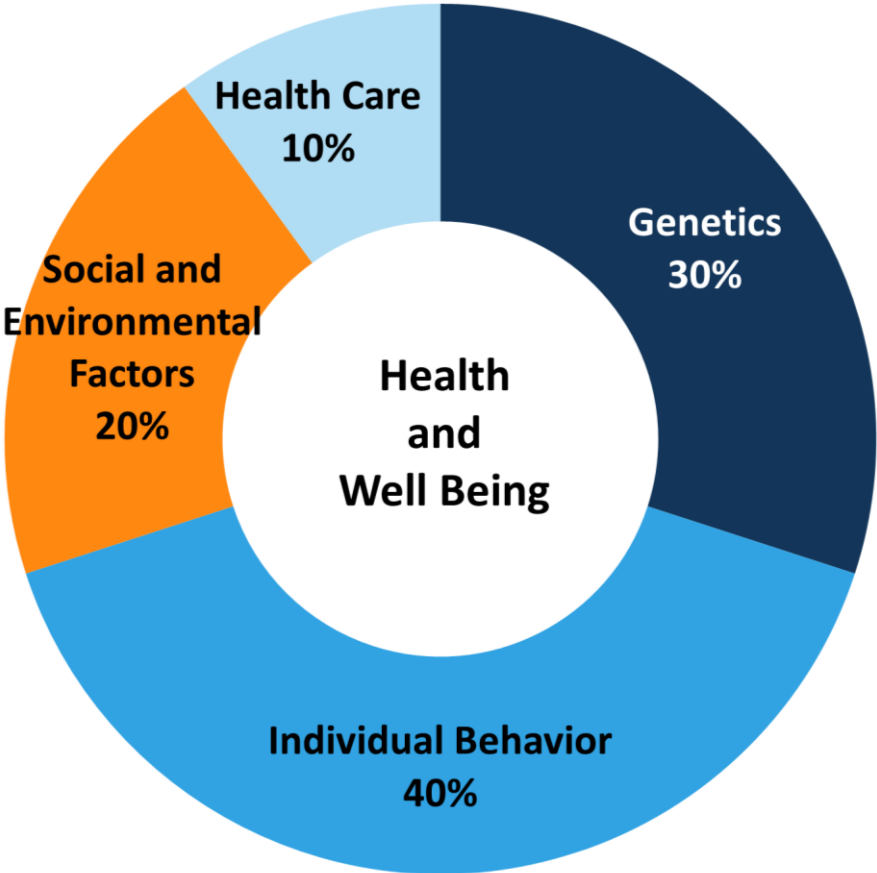


PEOPLE IN RURAL AREAS ARE MORE LIKELY TO DIE PREMATURELY. AND IT'S GETTING WORSE.



Source: RWJF, 2016 County Health Rankings

IMPACT OF DIFFERENT FACTORS ON RISK OF PREMATURE DEATH



SOURCE: Harry J. Heiman and Samantha Artiga, "Beyond Health Care: The Role of Social Determinants in Promoting Health and Health Equity," The Henry J. Kaiser Foundation (November 4, 2015)

The background features a complex, abstract pattern of overlapping circles and lines in a light beige or gold color. Within these circles, the numbers 1, 2, 3, and 4 are scattered, some appearing in larger, more prominent circles and others in smaller, more faded ones. The overall effect is one of interconnectedness and complexity.

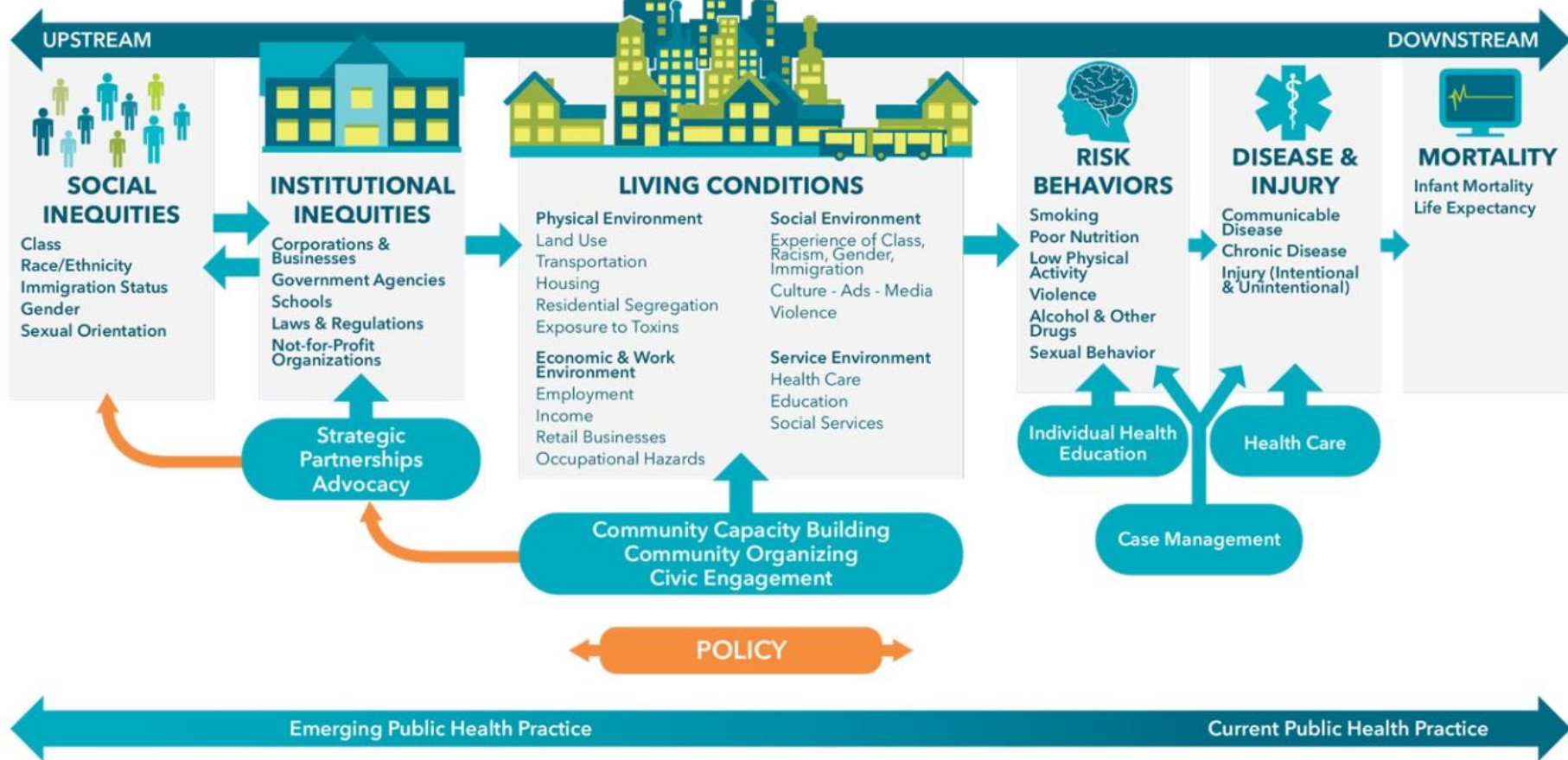
RETHINKING WELL-BEING

THINK LIKE AN **UPSTREAMIST**



THINK LIKE AN UPSTREAMIST

A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES BAY AREA REGIONAL HEALTH INEQUITIES INITIATIVE



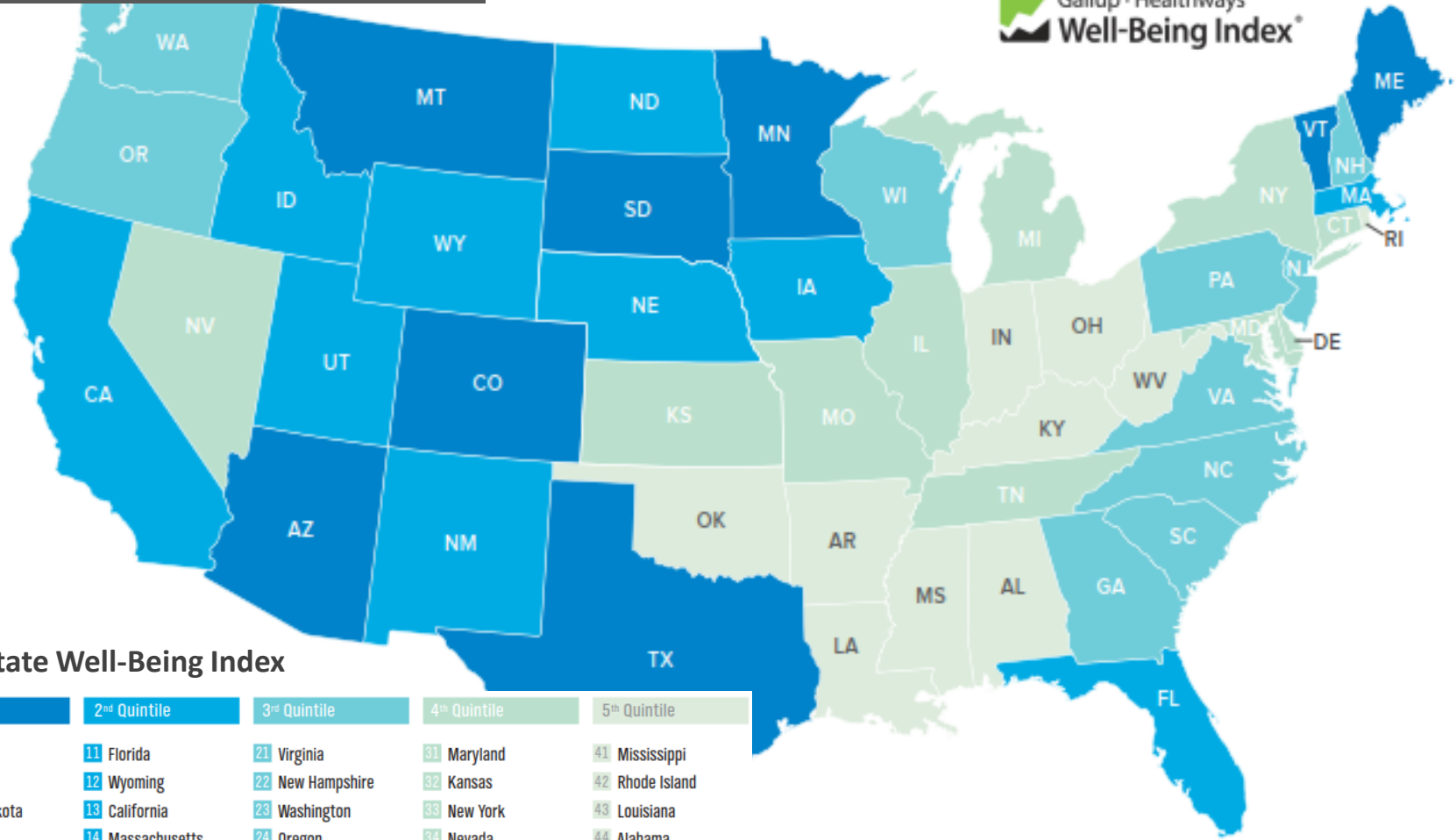
SOURCE: *Let's Get Healthy California*, <https://letsgethealthy.ca.gov/sdoh/>

THINK LIKE AN **UPSTREAMIST**



Mather's
More Than a Café®

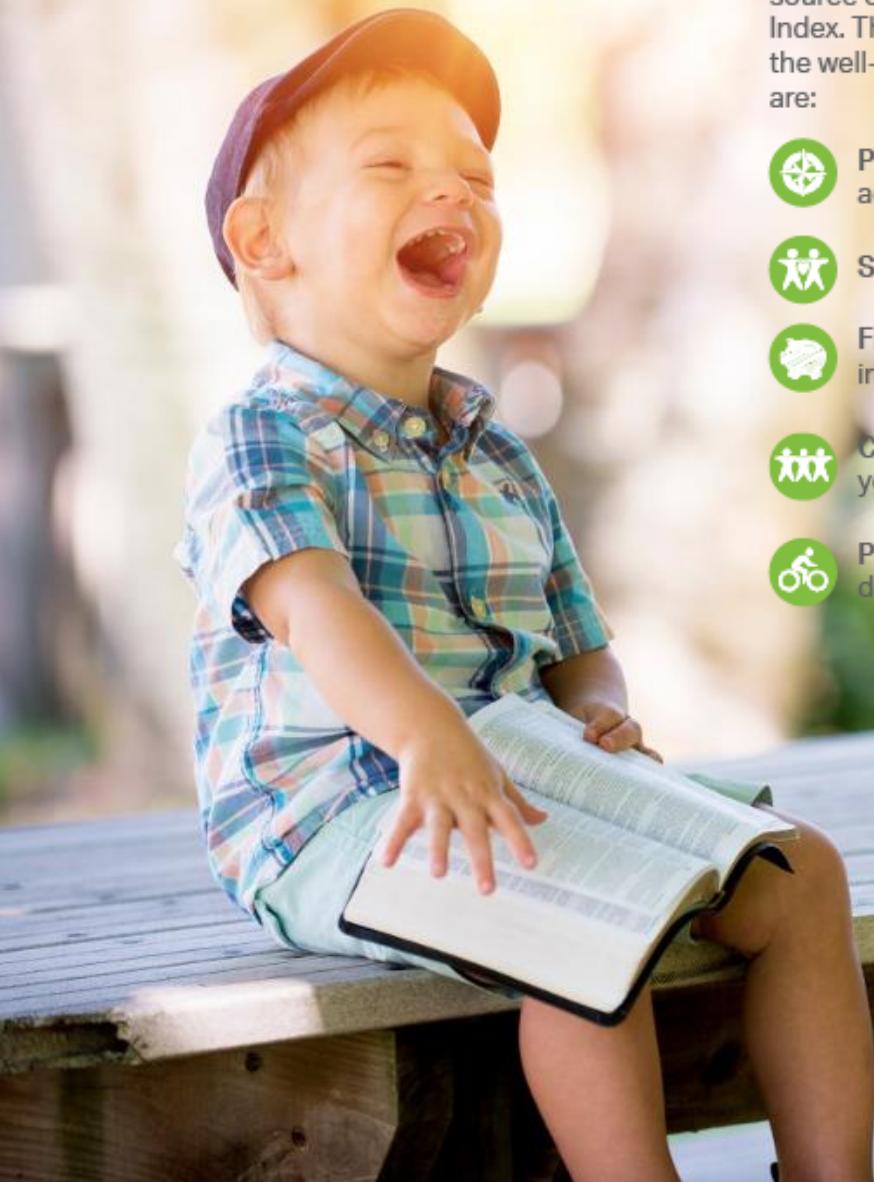
THE STATE OF WELL-BEING



2016 State Well-Being Index

Top Quintile	2 nd Quintile	3 rd Quintile	4 th Quintile	5 th Quintile
1 Hawaii	11 Florida	21 Virginia	31 Maryland	41 Mississippi
2 Alaska	12 Wyoming	22 New Hampshire	32 Kansas	42 Rhode Island
3 South Dakota	13 California	23 Washington	33 New York	43 Louisiana
4 Maine	14 Massachusetts	24 Oregon	34 Nevada	44 Alabama
5 Colorado	15 Nebraska	25 New Jersey	35 Connecticut	45 Ohio
6 Vermont	16 North Dakota	26 North Carolina	36 Missouri	46 Arkansas
7 Arizona	17 Utah	27 South Carolina	37 Illinois	47 Indiana
8 Montana	18 Idaho	28 Wisconsin	38 Tennessee	48 Oklahoma
9 Minnesota	19 Iowa	29 Georgia	39 Michigan	49 Kentucky
10 Texas	20 New Mexico	30 Pennsylvania	40 Delaware	50 West Virginia

SOURCE: Gallup Healthways Well-Being Index, 2016 State Well-Being Rankings (January 2017).



The Gallup-Healthways Well-Being Index

Gallup and Healthways have developed a comprehensive, definitive source of well-being measurement, the Gallup-Healthways Well-Being Index. This scientific survey instrument measures, tracks and reports on the well-being of populations. The five essential elements of well-being are:



Purpose: liking what you do each day and being motivated to achieve your goals



Social: having supportive relationships and love in your life



Financial: managing your economic life to reduce stress and increase security



Community: liking where you live, feeling safe and having pride in your community



Physical: having good health and enough energy to get things done daily

SOURCE: Gallup Healthways Well-Being Index, 2016 State Well-Being Rankings (January 2017).

THE STATE OF WELL-BEING

2016 State Well-Being Index

2016 Rank	Well-Being Index Score	Purpose Rank	Social Rank	Financial Rank	Community Rank	Physical Rank
41. Mississippi	61.3	3	16	49	37	45
42. Rhode Island	61.3	49	50	43	50	18
43. Louisiana	61.0	25	30	48	42	41
44. Alabama	61.0	28	43	47	28	46
45. Ohio	60.9	43	40	31	39	42
46. Arkansas	60.8	32	47	45	31	47
47. Indiana	60.5	47	49	30	38	44
48. Oklahoma	60.5	35	48	46	33	48
49. Kentucky	60.5	44	41	40	29	49
50. West Virginia	58.9	50	45	50	49	50

SOURCE: Gallup Healthways Well-Being Index, 2016 State Well-Being Rankings (January 2017).

Research has shown that lonely people are 30% more likely to suffer from a stroke or heart disease.

Some researches though this was simply due to less people noticing when a person was ill. However, last year Harvard University found that having no friends was linked to increased level of blood-clotting protein, which can cause heart attacks and strokes.

— Sarah Knapton, *Loneliness is deadlier than obesity, study suggests*. The Telegraph, August 2017.

“Evidence shows that people who hold pervasive positive illusions about themselves, their abilities, and their future prospects are mentally healthier, happier, and better liked than people who lack such illusions.”*





“Vital engagement does not reside in the person or in the environment; it exists in the relationship between the two.”

-Johnathan Haidt, *The Happiness Hypothesis*, p225



HAPPINESS FORMULA

$$H = S + C + V$$

- H: EXPERIENCED HAPPINESS
- S: BIOLOGICAL SET POINT
- C: LIFE CONDITIONS
- V: VOLUNTARY ACTIVITIES

Source: Johnathan Haidt, *The Happiness Hypothesis*, p91 (2006).

EQUALITY



The assumption is that everyone benefits from the same supports. This is equal treatment.

EQUITY



Everyone gets the support they need (e.g., affirmative action), thus producing equity.

EMPOWERMENT



All become empowered without supports or accommodations because the limiting cause(s) of the inequity are removed.



A community's *most important metric should be the happiness of its residents*. The challenge is to establish a culture and policy structure that is built around meaningful engagement.

The background features a complex, abstract pattern of overlapping circles and lines in a light beige or gold color. Within these circles, the numbers 1, 2, 3, and 4 are scattered, often appearing in multiple instances within the same or different circles. The overall effect is one of interconnectedness and layered complexity.

A NEW PLACEMAKING



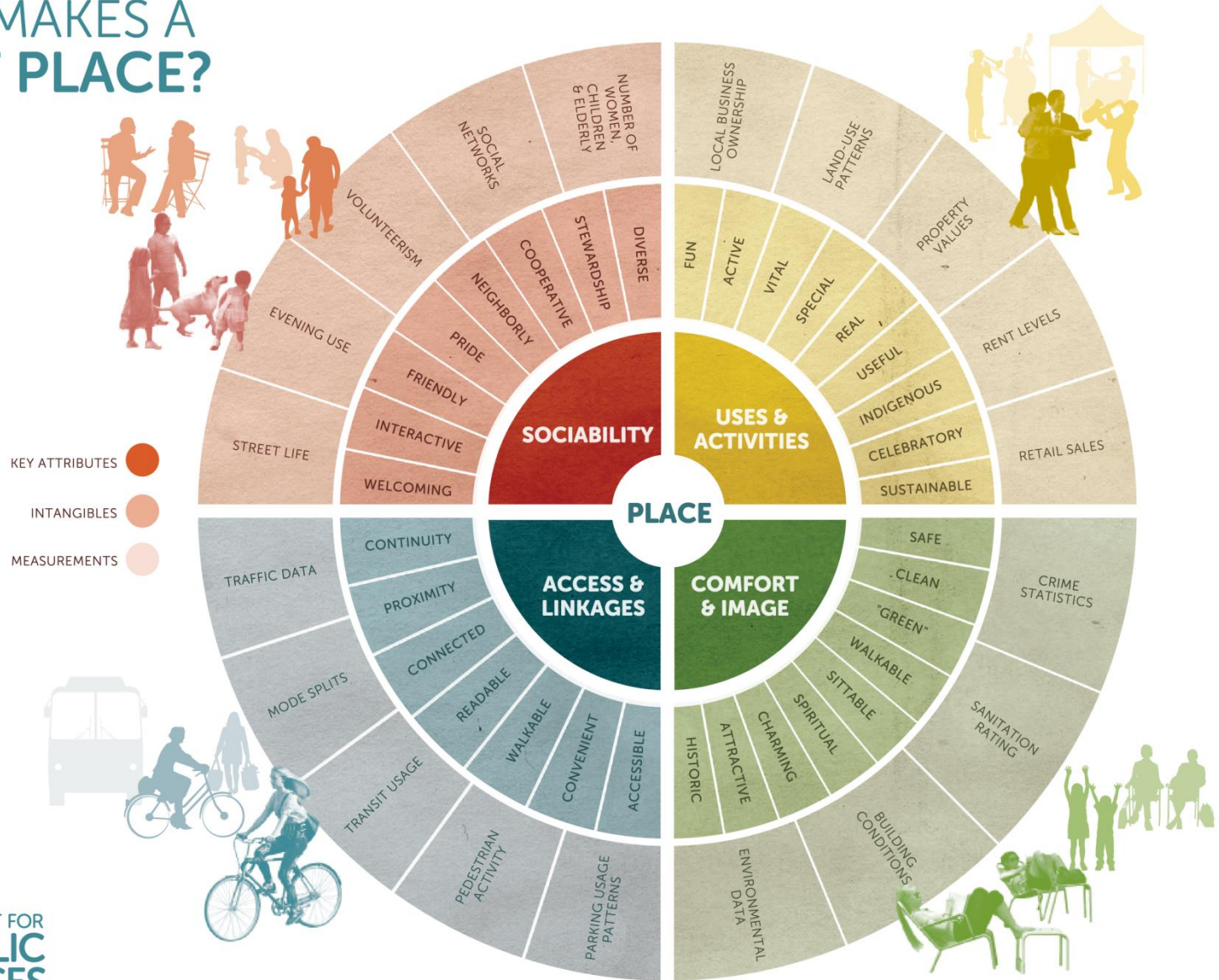
PLACEMAKING AND BEHAVIORAL SYSTEMS
The built environment is a behavioral system. Humans, by nature, are dramatically impacted by our surroundings. Where we live changes how we live.

Transforming the conditions in which people are **BORN, GROW, LIVE, WORK and AGE** for optimal health, mental health & well-being.



SOURCE: *Let's Get Healthy California*, <https://letsgethealthy.ca.gov/sdoh/>

WHAT MAKES A GREAT PLACE?



RETHINKING **HEALTHY PLACES**



The Case for
HEALTHY PLACES

IMPROVING HEALTH OUTCOMES
THROUGH PLACEMAKING

Produced by
**PROJECT FOR
PUBLIC SPACES**

PROCESS



ACTIONS

- 1 Engage local stakeholders to identify needs, assets, ideas & potential partners
- 2 Conduct or support research efforts to identify evidence-based approaches to plan, design & program public space
- 3 Build capacity with local residents and community groups to help them shape public space
- 4 Dedicate funding for a public space or public space improvement
- 5 Sponsor programming & activities in public space
- 6 Reprogram health facility space for physical activity & healthy food choices
- 7 Provide volunteers to help foster great public spaces
- 8 Track results & impacts of placemaking projects

The healthcare sector has a special opportunity to promote well-being by working with an inclusive mix of stakeholders to build healthy places.

SOURCE: Project for Public Spaces (PPS), *The Case for Health Places: Improving Health Outcomes Through Placemaking*



SOCIAL SUPPORT AND INTERACTION

- Placemaking projects improve social capital, sense of community, and individual well-being, including decreased reports of depression.
- **People who have a stronger sense of belonging to their local community tend to live healthier lives and have fewer mental health challenges than those with a weaker sense of belonging.**
- Public space features and amenities that facilitate face-to-face interaction have been linked to reduced levels of psychological distress.

SOURCE: Project for Public Spaces (PPS), *The Case for Health Places: Improving Health Outcomes Through Placemaking*



PLAY AND ACTIVE RECREATION

- Having clean and nearby park access has been associated with healthier weights and greater life satisfaction amongst users.
- **Parks with higher levels of social capital generate more physical activity.**
- Play streets can increase children’s physical activity, at no cost to their families.

SOURCE: Project for Public Spaces (PPS), *The Case for Health Places: Improving Health Outcomes Through Placemaking*



GREEN AND NATURAL ELEMENTS

- Close proximity to parks and green spaces positively impacts physical activity levels, mental health, and cognitive function.
- **People living in neighborhoods with high-quality parks or other public spaces report better mental health than those with low-quality spaces.**
- Green spaces and placemaking activities may reduce crime by creating “eyes on the street”.

SOURCE: Project for Public Spaces (PPS), *The Case for Health Places: Improving Health Outcomes Through Placemaking*



HEALTHY FOOD

- Neighborhood food environments can determine obesity levels.
- **There is a positive correlation between community gardens and mental health.**
- Adding a farmers market to a neighborhood lacking supermarkets can increase the availability and affordability of fresh produce.
- Incentives to purchase fruits and vegetables can help low-income populations to purchase and consume more of these products.
- Community Gardens can increase fruit and vegetable consumption.

SOURCE: Project for Public Spaces (PPS), *The Case for Health Places: Improving Health Outcomes Through Placemaking*



WALKING AND BIKING

- Social places encourage walking.
- **Walkable neighborhoods foster social interaction and community cohesion, while perceptions of a neighborhood’s walkability is often higher in those with higher levels of social capital.**
- Low-income communities often face additional barriers to physical activity that reduce the health benefits of living in walkable and bike-friendly communities.

SOURCE: Project for Public Spaces (PPS), *The Case for Health Places: Improving Health Outcomes Through Placemaking*

THE OPPORTUNITY FOR LIBRARIES

 Health Happens
In Libraries



EDUCATION



EMPLOYMENT



INCOME



FAMILY &
SOCIAL SUPPORT



COMMUNITY
SAFETY

SOURCE: Health Happens in Libraries,
<http://www.webjunction.org/content/dam/WebJunction/Documents/webJunction/2016-01/health-heroes.pdf>

40%

of the information that patrons search for online at the library is related to health.

Public libraries on the frontlines of community health



Did you know that:

- 9 out of 10 American adults have difficulty understanding and using the health information they encounter every day through the media, retail stores, and in their communities.¹
- Over 3/4 of health information searches start online and the searcher does not check the date or source of information.²
- Public libraries are the only free provider of access to the internet and public access computers in over 60% of U.S. Communities.³
- Less than 1/4 of U.S. public libraries offer instruction on finding and using health and wellness information online.⁴



PROGRAMS

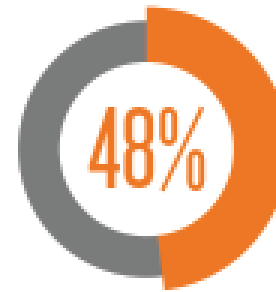
Libraries advance *equal access* to health information and services in many ways.



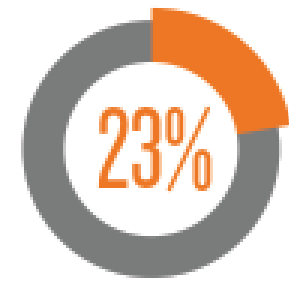
support patrons
in *identifying*
health insurance
resources



support patrons in
locating and
evaluating free health
information online



support patrons in
understanding
specific health or
wellness topics



support patrons
by *offering*
fitness classes

RETHINKING HEALTHY PLACES



Last year, a branch of the Philadelphia Free Library was transformed into the South Philadelphia Community Health and Literacy Center. The building has not only a traditional library but also a pediatric and primary care clinic on the top floors (seeing 30+ people per day).

SOURCE: Matt Quinn, *For the Poorest and Sickest, Librarians Often Play Doctor*, January 9, 2017, <http://www.governing.com/topics/health-human-services/gov-libraries-health-care-philly-pew.html>

“I believe that the *community* - in the fullest sense: a place and all its creatures - is the smallest unit of health and that to speak of the health of an isolated individual is a contradiction in terms.”

— Wendell Berry, *Health is Membership*





QUESTIONS?