Office of Disease Prevention and Health Promotion

Using Healthy People 2020 to Achieve Your Goals:
Implementation, Action, and New Tools Webinar

November 7, 2012, 12:00 p.m. ET

ALLISON MACNEIL: Welcome to the Using Healthy People 2020 to Achieve Your Goals: Implementation, Action, and New Tools webinar; the reason for this webinar dates back to this past August when I attended a Healthy People 2020 presentation at the CDC's National Conference and Health Communication Marketing and Media in Atlanta. As a work group coordinator for Healthy People's tobacco topic area, I found that the presentation included a wealth of information including activities and lessons learned that I could apply as a work group coordinator and even outside my role with Healthy People. I felt that others involved in Healthy People would also benefit from a presentation like this, and after sharing my thoughts with the Office of Disease Prevention and Health Promotion (ODPHP), we began to develop today's webinar.

During our webinar, you will learn about a number of Healthy People related activities, ways that you can use Healthy People and the tools available to you to achieve your goals. I will share with you an overview of Healthy People 2020, including your ability to access it online. Carter Blakey will present how you can access the latest data, trends and tools you can use. You will also hear from her about how to learn from the work of other communities and connect with others with similar interests. Barbara Laymon will illustrate how the County and City Health Officials are using Healthy People.

Before we head into our interactive question and answer session with you and the other webinar attendees, I will highlight key proven practices and lessons learned from our Healthy People 2020 implementation effort. Next slide, please.

So what is Healthy People? Often called a roadmap for nationwide health promotion and disease prevention efforts, Healthy People is about understanding where we are now and taking informed action to get where we want to go over a ten-year period. It provides science-based national objectives for improving the health of the nation, engages a network of multi-disciplinary, multi-sectorial stakeholders at all levels, creates a comprehensive strategic framework for health promotion and disease prevention issues and includes specific measurable objectives with targets to be achieved by the year 2020. Healthy People calls for the tracking of data-driven measures and outcomes that monitor our nation's progress over time allowing us to see trends and motivate, inform and focus action. Since its inception, it has served as a guide for our national public health, disease prevention and health promotion efforts. Next slide, please.

Healthy People is used in a multitude of ways. Whether you're a health official, Workgroup Coordinator, national membership organization, business, health professional or researcher, there's something in Healthy People for you. Consider Healthy People as a menu from which you can choose à la carte items for your needs. It's used as a tool for measuring program performance, a framework for program planning and development, for goal setting and agenda building platforms, a foundation for teaching public health courses, benchmarks for comparing state and local data, and a national agenda for forging partnerships—both traditional and innovative. Next slide, please.

Healthy People is the longest running disease prevention and health promotion plan in the nation. It's been supported by each administration since its inception in 1979. In addition, it served as the model for disease prevention and health promotion plans for other countries including Egypt, Israel, Japan, Korea, and Uruguay. Next slide, please.

Healthy People 2020 is guided by a vision, mission, and overarching goals. The overarching Healthy People goals for the decade are to attain high quality longer lives free of preventable disease, disability, injury and premature death; achieve health equity, eliminate disparities and improve the health of all groups; create social and physical environments that promote good health for all, promote quality of life, healthy development; and healthy behaviors across all life stages. Each of Healthy People's 1,200 objectives were developed with each of these overarching goals in mind. You can visit http://www.healthypeople.gov to find out more about Healthy People's vision and mission. Next slide, please.

Healthy People 2020 covers 42 disease prevention and health promotion topic areas. There are several new topic areas in 2020. These are noted in red and include topic areas such as: Adolescent Health, Early and Middle Childhood, and Older Adults. Next slide, please.

There's no expectation to use all of Healthy People's 1,200 objectives. Users can select from any one or more of the objectives that are relevant for their population. Leading Health Indicators are a good starting point. The Healthy People 2020 Leading Health Indicators were released in 2011. Referred to as the LHIs, the Leading Health Indicators are 12 specific health issues that are recognized as major influences on the public health, are linked to specific Healthy People 2020 objectives and represent major determinants of health across the life stages. Each of the LHIs has been selected to communicate high priority health issues and actions that can be taken to address them. While great strides have been made in public health, including increase life expectancy at birth and decreased rates of death from coronary heart disease and stroke, public health challenges remain and significant health disparities exist.

Healthy People 2020 Leading Health Indicators place renewed emphasis on overcoming these challenges as we track progress over the course of the decade. The indicators will be used to assess the health of the nation, facilitate collaboration across sectors, and motivate action at the national, state and community levels to improve the health of the U.S. population. The LHIs are designed to motivate action at all levels, sectors, and to improve the health of the entire population. Next slide, please.

When we launched Healthy People 2020, we recognized the need for comprehensive online systems to keep the components of Healthy People 2020 organized and easily accessible for our stakeholders. On December 3, 2010, Healthy People 2020 in its new online presence were released. Developed with the user in mind at http://www.healthypeople.gov, one can access the Healthy People 2020 vision, mission, overarching goals, Leading Health Indicators, topic areas, objectives and interventions by topic area; join the Healthy People Consortium; register to attend a free educational webinar; and sign up to receive Healthy People News.

In a departure from previous decades during which objectives were revised only at mid-decade, Healthy People 2020 objectives will now be updated throughout the decade. This allows for HHS and the stakeholders to capture and take stock of progress and changes more dynamically. Individuals can access online the most current Healthy People 2020 objectives and data as they are updated throughout the decade. Next slide, please.

Once you're on the Healthy People website, you can visit any of the topic areas in which you may be interested. After you've selected a topic area of your choice, you can access topic-specific information

and emerging issues in the overview, objectives and data and view clinical recommendations, evidence-based interventions and links to consumer health information. For example, perhaps you're interested in tobacco issues. After selecting the tobacco use topic, you would see this page featuring the overview, objectives, and interventions and resources tab. Next slide, please.

To familiarize you with how to find what you need, I'll be highlighting different parts of an objective. By selecting the "Objectives" tab, you can view the specific objectives, data and targets in that topic area. Each Healthy People 2020 objective has several elements. Each objective has a number designation. The capital letters refer to the abbreviation for the topic area and the number following the dash refers to the number objective it is in the topic area. For example, this is "TU-1," tobacco use topic area, first objective. Next slide, please.

There's overall language for each objective which articulates the desired action. For example, for TU-1, the objective is to "reduce tobacco use by adults." Next slide, please. Some objectives are tracked for specific areas, populations, products, or locations. For example, for TU-1, one of its specific objectives is TU-1.1, "reduce cigarette smoking by adults." Next slide, please.

The twelve Leading Health Indicators are tracked through 26 Healthy People objectives. Healthy People 2020 objectives that are used to track Leading Health Indicators are noted by this green "LHI" icon. TU-1.1, reduce cigarette smoking by adults, is one of the 26 objectives used to track the Leading Health Indicators. Next slide, please.

The baseline establishes the year and benchmark that is used to track progress over the decade and from which the target is set. For objective TU-1.1, the baseline data indicates that 20.6 percent of adults aged 18 years and older were current cigarette smokers in 2008. Next slide, please. The target is what we endeavor to achieve by the year 2020. For this objective, we try to reduce cigarette smoking in adults by 12 percent by the year 2020. Next slide, please.

The target setting method identifies the manner by which the 2020 target was set. The target setting method differs from objectives. For TU-1.1, the Healthy People 2010 target was held over to set the 2020 target. Next slide, please. The data source identifies the tool used to collect the data. Healthy People 2020 data sources are nationally represented and do not always include local data. When local data are available, they are provided. We're working to add state and local data. In this example, the data come from the National Health Interview Survey. Next slide, please.

Under "More Information," one can use one of the hyperlinks to get the objective on the HHS Health Indicators Warehouse, view comparable objectives in Healthy People 2010 and view a structured evidence query developed by the National Library of Medicine, which returns the PubMed literature search. At the Health Indicators Warehouse, users can access more in-depth information. By visiting Data 2010, you can access the comparable objectives and its trend data for the past decade. This is also where you find any available state or local data. We've partnered with the National Library of Medicine, which develops PubMed search strategies intended to support both public health practitioners and researchers in their efforts to achieve Healthy People 2020 objectives. These search strategies search high-quality, peer-reviewed scientific literature to identify research evidence in selected Healthy People 2020 objectives. These search queries will be updated and refined over time and will ultimately be available for all objectives. Next slide, please.

If you have questions at this time, please submit your questions using the Q&A function located on the right hand side of the viewing screen. We will respond to questions following all presentations. Next

slide, please. Now that you have a basic understanding of Healthy People, how you can use Healthy People and how you can use Healthy People in the coming decade?

I'd like to introduce Carter Blakey, Deputy Director of the Office of Disease Prevention and Health Promotion and lead of the Community Strategies Division. The Community Strategies Division manages Healthy People across the department.

CARTER BLAKEY: Thank you, Allison, and thank you all for joining us today. We really appreciate your support and your interest in Healthy People. Thanks to Allison's great overview of Healthy People 2020, I think by now you may all have realized that Healthy People is based on a simple but powerful model with two key elements. One, establish national health objectives, and two, provide data and tools to enable states, cities, communities and individuals across the country to combine their efforts to achieve those objectives.

So today I'm going to share with you how you can access the latest data and trends. We'll explore tools that you can use. You'll see how HHS highlights real organizations and communities across the nation making progress toward the Healthy People 2020 objectives and their target. I'll talk to you about ways to partner with Healthy People 2020, actions you can take and lessons you can draw from to improve the health of your community.

But as we get started or as I get started, I'd like you to take a minute to complete the poll. It's on the right side of your computer screen to tell us what you're most interested in learning about during this webinar, and we can use your responses to fill in the gaps we may have missed. The next slide, please.

In 2013, you'll be able to find the information to support your activities through the http://www.healthypeople.gov advance search feature. Using this feature, you'll be able to search the objectives, data, evidence-based resources, and interventions based on your own specific interest. You can search by topic area, age, race and ethnicity, gender, education level, geographic location or type of intervention. The evidence-based resources, which you'll also be able to search beginning in 2013, will allow you to access proven interventions and scientific-based guidance. Using the advance search feature, you can generate a custom search for evidence-based resources and interventions that are tailored to your needs. For example, suppose you were interested in the systematic review of evidence-based resources for addressing tobacco use and prevention at the state level. Next slide, please.

By choosing tobacco use in the "topic area" drop down menu, checking the box for "systematic review" and selecting "state," your search would return the custom search that would include terms such as, or items such as, the "Best Practices for Comprehensive Tobacco Control Programs" shown here on the slide.

This evidence-based resource includes specific systematic interventions that can be implemented at the state level to address tobacco use. Each of the interventions that are evidence-based and included in our search, have been identified and vetted by HHS subject matter experts. Next slide, please.

Also using the advance search feature, you will be able to access Data 2020. The goal of Data 2020 is to make data accessible, and you will be able to do this by using our search function. After conducting your search, you'd be able to download the latest data and access tools that allow you to graphically display the data so you're not getting a table full of figures alone. We're delighted to offer these new features, which we hope will make it easier for you to communicate important health information to your stakeholders. Next slide, please.

So, one of the critical values of data is to analyze our progress over time and to determine whether we are approaching our target. Starting in the spring of 2013, you can attend a progress review webinar to hear this information firsthand. During the progress review discussion, you'll learn about what's working, as well as, what the barriers are that are preventing us from advancing toward our Healthy People target. Next slide, please.

Now that you know how to access the national trends, let's talk about the story behind the data—what works, and what are the other communities doing. Healthy People has two major webinar series where we highlight stories from the field. One is the "Spotlight on Health" series that features the Healthy People topic area or objective and provides stakeholders with the most current trends in evidence-based resources and interventions. Each webinar encourages robust discussion between subject matter experts and attendees. So far, in this decade, the Spotlight on Health webinars has featured healthcare-associated infections, adolescent health, transgender health and bullying among adolescents. Anyone may register to attend these webinars for free, and if you miss a webinar, you can always view it at a later date online at the ODPHP YouTube channel (http://www.youtube.com/ODPHP). Next slide, please.

Our "Who's Leading the Leading Health Indicator" series includes a monthly webinar, e-mail bulletin and active conversations via Twitter and LinkedIn. Each month we provide an overview of one of the LHI topics noting the most recent data and trends for the LHI and showcasing states, communities or organizations that are addressing the LHIs using an evidence-based approach. Healthy People is data driven. So data is an important component of each release. For each release, we explore the disparities within the feature indicator and use infographics like the one on the slide before you to highlight these disparities. Healthy People's committed to achieving health equity, eliminating disparities and improving the health of all groups. By reporting on these gaps, we can track progress and eliminate disparities and highlight areas where more work is needed in each of these critical health issues. Next slide, please.

So we want to hear from you. We are looking for real stories from organizations that are working to make Healthy People goals a reality. If your organization is doing great work on any of the Leading Health Indicators, we want to hear about it. On this slide, you'll see an example of our highlighted story from the Maternal Infant and Child Health Leading Health Indicator webinar, which featured, "Healthy Babies Are Worth The Wait In Kentucky". Next slide, please.

So do you have a story to share? Or, perhaps you're interested in finding out what others are doing? Currently, you can find our recently featured stories within the Leading Health Indicator section on our website, http://www.healthypeople.gov. We're working to make it easier for you to find and share your stories about Healthy People 2020 activities as well. But the first step in making these stories accessible is what we call the Sharing Library where users will be able to search for stories and activities from communities around the country. To make it as easy as possible, you will be able to search for stories by audience served, type of course, sponsoring organization, and Healthy People 2020 topic area. Plus there will be an Interactive Map where you can search the sharing library by geographic location. This Sharing Library and Interactive Map is a place where you'll be able to learn about community resources and share what you're doing to improve the health of your own community.

So before I move to the next slide, I'd like you to take a moment to let us know which part of the country you're from using that poll function that you'll see on the right of your screen, and this will give us some insight into where some of our users will be and perhaps where you'll be clicking on that interactive map to access some stories. So, next slide onto the How We Connect slide.

We want to continue the conversation with you beyond our webinar series. You can connect with us via many means including LinkedIn, Twitter, YouTube and our listserv. But let me give you a sneak peek of how we are using our outreach effort. The next slide, please.

So, all of our outreach and promotional content is aligned with the featured, Leading Health Indicator topic for a specific month. So let's take a closer look at how we use these tools to help us promote the Leading Health Indicator webinars, for example. So next slide, please. Beginning with our LHI website, each Leading Health Indicator topic has its own landing page that provides an overview of the specific LHI topic and the latest data which is updated when we release the monthly bulletin. Our website also features links to our social media outlets and our listserv. Next slide, please.

So on the left of this slide is an example of a tweet we sent out in May. Our tweets highlight the latest data and resources and we hope encourage our Twitter followers to learn more on our website. Our LinkedIn group is one more place where you can share your thoughts and participate in discussions related to Healthy People and the latest health news. Next slide, please.

So make sure you don't miss any of our Healthy People events. Join the listserv. Receive updates on upcoming events and the monthly Who's Leading the Leading Health Indicators bulletin. And this slide here provides an example of one of the features of our bulletin, which includes an organization working toward a Healthy People objective. In addition, we aim to make the Healthy People data more accessible to the public by using the infographic like the one displayed here which presents key findings using images and text that you can find more graphics like this when you sign up on our listserv in the upper right hand corner of the http://www.healthypeople.gov webpage. Next slide, please.

So perhaps you've missed a Leading Health Indicator or Spotlight on Health webinar, or you wanted to share one with your colleagues. So this is the Office of Disease Prevention and Health Promotions YouTube Channel (http://www.youtube.com/odphp). There you can find the playlist of all the Healthy People webinars. So if you don't find time to put us on your calendar, then you can always take advantage of the information that we're communicating. Next slide, please.

These various social media and other tools have been very effective in getting Healthy People's message out and connecting with our Healthy People stakeholders. But nothing really compares to our on-the-ground partners. Healthy People 2020 is moving forward to positively impact the nation's health. The success of Healthy People is directly related to the work of its partners. The Healthy People Consortium is a group of now over 2,800 dedicated organizations nationwide, which are committed to promoting Healthy People and achieving the targets set forth in its framework. These are the organizations like many of your own that are working to make a difference in people's lives on so many different levels. Our Consortium partners are an integral component of Healthy People 2020, and we are committed to engaging these partners in a meaningful way.

As we move through this decade, we are exploring new and exciting ways to further engage and revitalize these partnerships. It's through these efforts that we'll be able to see successes in achievement of our Healthy People objective.

So, Allison and all thank you for your time, and I'll turn the mike back over to you.

ALLISON MACNEIL: Thank you, Carter. Now that you've heard about how HHS is implementing Healthy People, take a moment to tell us about how you use Healthy People using the poll function on the right. Next slide, please.

You've seen a lot of ways that you can use Healthy People. Joining us here today is one of our Healthy People Consortium members, the National Association of County and City Health Officials (NACCHO). ODPHP partners with NACCHO to put Healthy People into practice. Barbara Laymon is NACCHO's Lead Program Analyst for Assessment and Planning. The mission of NACCHO is to be a leader, partner, catalyst and voice for local health departments in order to ensure the conditions that promote health and equity, combat disease and improve the quality and length of all lives. Barbara, we're looking forward to hearing how NACCHO is using Healthy People 2020.

BARBARA LAYMON: Thanks, Allison. NACCHO supports the use of Healthy People 2020 among our members, the 2,700 local health departments across the country and also hospitals and other organizations. In this project, we emphasize its use in community health assessment and community health improvement planning processes in identifying objectives, targets and strategies.

You may have heard of NACCHO's assessment and planning process, Mobilizing for Action Through Planning and Partnerships or MAPP. Within the MAPP framework, we describe ways that Healthy People 2020 can be incorporated. Next slide, please.

Our major activities include identifying barriers and challenges to the local use of Healthy People, assessing its uptake at the local level and sharing examples of local use. We also promote the use of Healthy People through webinars and other means, and we offer training and technical assistance on the use of Healthy People for assessment and planning purposes. All of our efforts are designed to encourage collaborative and community participatory approaches. On this slide, you will see a screen shot of our website. Let me point out a few of its features. There are three tabs, LHDs or Local Health Departments using Healthy People, Community Benefit and Resources. Clicking on the first tab will bring you to a page where we have started to post links to Community Health Assessments and Community Health Improvement Planning documents using Healthy People. Also on the page we have a link to the Mobilizing for Action through Planning and Partnership's social network site. This particular link leads you within the social network site to a list of MAPP assessment and planning documents. We have included the Healthy People icon next to plans which use Healthy People extensively. By the way, you were invited and welcomed to join the MAPP social network site.

Clicking on the second tab will bring you to the Community Benefit page where we have posted a couple of Healthy People related resources for local health departments and hospital collaboration. It also includes a link to NACCHO's in depth coverage of community benefits and its implications for local public health. Clicking on the third tab brings you to a set of Healthy People related resources including webinars, videos and reports and links to other NACCHO programs that are also working on community health assessments and improvement planning. All of these are open access materials. My e-mail address is posted on each tab, and I would be glad to receive your e-mails and your comments about how you're using Healthy People in your work and also any questions or ideas you may have for NACCHO. And if you have links to community health assessments and community health improvement planning documents using Healthy People which we could post, please let us know. Next slide, please.

The Healthy People 2020 and NACCHO partnership is in its second year. It has been enhanced by two concurrent developments. First, for local health departments, a voluntary national accreditation program has begun. Second, for nonprofit hospitals, community benefit requirements have been strengthened. Both of these have really taken off within the last year or so. For accreditation, local health departments must have a community health assessment and a community health improvement

plan based in a collaborative process. In the accreditation guidance, Healthy People 2020 is named as a resource for the development of these components.

For community benefit, hospitals must develop a community health needs assessment—this is nonprofit hospitals—a community health needs assessment which takes into account the broad interest of the community and includes input from public health. Local assessment and planning activities have been enhanced by these concurrent developments. We are hearing from local health departments that synergy is developing between health departments and hospitals since both need to conduct these assessments and planning activity. As the local health department in Montana said to us, it was good timing. The priorities of both agencies matched and led to a strong collaborative effort.

The focus, however, remains somewhat different with the local health department more focused on population health and the hospital emphasizing access to care and treatment concerns. Through the use of Healthy People, these different perspectives can both be honored. Taking as an example the set of diabetes, the objective in Healthy People 2020, which ranged from population health to treatment topic, the advantage of collaboration so that both needs are met and the usefulness of Healthy People 2020, which presents the entire range of objectives, becomes clear.

A health department top executive in Nebraska commented that in the Lessons Learned column she wished she had simply printed out and handed out all the relevant topic area objectives to her work group members because they created an excellent common vocabulary for the group discussion.

On the next slide, I will be sharing more examples of the use of Healthy People at the local level. The audio clips you will hear are comments from members of our advisory group and the print on the slide matches what they say in case there's any problem in your hearing any of the audio. Next slide, please.

[AUDIO CLIP BEGINS]

BRANDON SKIDMORE: I think it's helped us in the past especially as we've worked with other agencies to develop dashboards for health indicators, and Healthy People has always been a national tool that we looked at for studying baselines and targets.

[AUDIO CLIP ENDS]

BARBARA LAYMON: Brandon Skidmore is the Deputy Bureau Director of the Kansas Department of Health. Notice his emphasis on how Healthy People supports efforts to work with other agencies. The need for this infrastructure to support the local public health system has probably never been greater. In addition to Kansas, we have been hearing from other states about the usefulness of Healthy People in assessment and planning processes. In Wisconsin, for instance, there is an Infrastructure and Improvement project. The project is designed towards building the infrastructure to make Wisconsin the healthiest state, strengthening and integrating community health improvement processes and plans. They have been working to create a tool that helps local communities to move from broad priority areas to specific concrete doable action plans, creating a tool that, when completed, will meet all of the accreditation requirements for a Community Health Improvement plan. Next slide, please.

[AUDIO CLIP BEGINS]

DR. JILL GUERNSEY DE ZAPIEN: There is so much need for assistance for health departments to really go to that level of the social determinants of health… They tend to stay at a superficial level when they talk about disparity issues.

[AUDIO CLIP ENDS]

BARBARA LAYMON: Dr. de Zapien is another member of our advisory group. And as she points out, Healthy People provides support to local health departments regarding the social determinants of health. The new Leading Health Indicator in Healthy People on high school graduation rates is going to give local health departments and community health assessment and planning efforts an important resource in thinking about underlying determinants and broad community strategies to promote the conditions, which assure a young person's opportunity to complete high school. An excellent example of how Healthy People supports social determinants of health work through community health assessment and planning is happening in Maryland. Local health coalitions are forming or operating in every jurisdiction in the state, thanks in part to direct support from their hospital associations. These coalitions, which include local hospitals, are adopting strategies for progress on selected state health improvement planning measures, as well as, other local health priorities including addressing local health disparities.

Another example of how Healthy People works to support efforts to combat health disparities is the local health department and hospital collaboration in California. They're having great success with mapping health problems within their jurisdiction to discover the pockets of high health disparities. Next slide.

[AUDIO CLIP BEGINS]

KEVIN HUTCHISON: Locally, we look at the national objectives and see how we align locally with those in terms of our health improvement efforts.

[AUDIO CLIP ENDS]

BARBARA LAYMON: Kevin Hutchison, a local health department top agency executive and the chair of our advisory group, makes an important connection here between community health assessment and community health improvement planning. The art of the work is tying these two components together so that the community health assessment is not simply an end in itself, a however beautiful document, but a process that feeds into community health improvement efforts. In my opinion, one of the under noticed and under used aspects of the Healthy People 2020 website currently is the Innovations and Resources tab found within each topic area and evidence-based practices can be found there.

Some of this effort goes beyond the actual resources, though, and becomes a matter of attitude. In a focus group conversation, a representative of a nonprofit hospital commented that hospitals that see community health improvement processes as an opportunity to improve community health, rather than an obligation, tend to be more successful. A health department executive added that it's important to have the right people in the room who are aware of all the resources available from their organization. It's important to build trust and positive relationships in these partnerships which does take time. And again, the usefulness of the Healthy People website as a sort of neutral convener can make a difference. Next slide, please.

[AUDIO CLIP BEGINS]

NANCY MILLS: The Healthy People data is helpful when you're trying to engage or capture the distinction of non-traditional local partners while you're working to educate them of their role in the greater public health system.

[AUDIO CLIP ENDS]

BARBARA LAYMON: Nancy Mills is a local health department top executive in Florida, and many of us facing snow in our forecast this afternoon may wish we could be in Florida today. Nancy emphasizes going beyond the traditional local public health system, and it is a mark of a true participatory process. But the difficulty, as many of us already know, is how time consuming it can become getting to know non-traditional partners and creating with them a vision of how their work ties into public health can be very challenging. Healthy People does help. The coverage of the website, the topic areas, the resources, the interventions—there is something here for everyone, and it can become a common meeting ground.

In closing, I would add that most of the examples I have mentioned here are already posted to our website in the form of webinars, conference slides, reports, or other formats. Please feel free to contact me if you would like more information or a connection to a local source. Thanks for your attention and the opportunity to share how safe local health departments and hospitals are using Healthy People; back to you, Allison.

ALLISON MACNEIL: Thank you, Barbara. Next slide, please. Oh, there we go. We've seen a really great example of how NACCHO is working with other organizations to put Healthy People into action. So throughout today's webinar, you've learned about what people are doing to make Healthy People come alive and the tools you can use to make Healthy People work for you. We also know that it's not always easy. Before we talk about action steps, we want to highlight some of our key lessons learned to date. When comes to data, we've learned that it's important to use data to inspire your activities. In order to make it relevant, be sure to tailor the data to your specific issue and community's interests. Finally, when possible, use graphics to tell the story.

If you produce or participate in webinars, we recommend engaging subject matter experts from the beginning. Be prepared for technological difficulties and check in with your audience to make sure everything is running smoothly. Don't forget to leverage your network to cross-promote the event. Look to your organizations that work on similar topics and ask your presenters to spread the word. Next slide, please.

For outreach, be sure to use all of the channels relevant to your audience such as Twitter or Listserv. Know what your audience is interested in and develop messages that resonate. It's also really important to monitor what works. Be aware of the type of content your audience engages with and continually work to improve your outreach. Partnerships are key to Healthy People, and we've learned that finding a common agenda is key. Consider using a Healthy People topic area as a starting point. When working with partners, be generous about giving credit. Use the data and the science to guide your efforts. We've included a full list of lessons learned in a PDF you can download at the conclusion of this webinar. Next slide, please.

No two public health interventions are exactly alike. But most interventions share a similar path to success. Mobilized partners, assess the needs of your community, create and implement a plan to reach Healthy People 2020 objective, and track your community's progress. Otherwise known as MAP-IT, this framework can be used to plan and evaluate public health interventions to achieve Healthy People 2020 objectives.

You can download this step-by-step guide how to use MAP-IT from http://www.healthypeople.gov. Next slide, please.

If you're a community member or part of an organization that's trying to make a difference, here are a few action steps. Choose what's relevant. Use Healthy People as an à la carte menu of opportunities. Use the latest literature to guide your planning, or if you're further along, select an evidence-based intervention and use it in your community. Consider becoming a Consortium partner. You can find information about registering for the Consortium on http://www.healthypeople.gov. Share your story. We're always looking to learn about what communities are doing. Take a few minutes to let us know how you're implementing Healthy People and what kind of successes you've seen. Connect with us via social media. We encourage you to go the http://www.healthypeople.gov to find our listserv and social media channels. Communicate with us. Be sure to let us know how you're promoting Healthy People and what we can do to support you in your efforts. Next slide, please.

If you're a state coordinator, you can use Healthy People to develop or update your state plans. Use the data to make the case for funding and policy change. Not sure where to start? Use the Leading Health Indicators. Consortium members, share your story with us. Healthy People work group coordinators; we've talked a lot about the Spotlight on Health webinars earlier in this presentation. If you're interested in producing a webinar on your topic area or objective, contact us. In addition, submit your evidence-based resources for dissemination and translation. Lastly, look to our outreach strategy as a guide to promote your own work. There are many things you can do with Healthy People and the tools we've shared today. You can download a full list of action steps at the close of this webinar. Next slide, please.

We're now ready to begin the question and answer portion of this webinar. Leading the discussion today, we have Emily Ochiai and members of the Office of Disease Prevention and Health Promotion.

EMMELINE OCHIAI: Thank you, Allison. If you have not submitted any questions, we invite you to do so now. At this time, we also encourage you to complete an evaluation of today's webinar. You'll find that on the right hand portion of your screen.

We've received a number of questions through the Q&A function on the right hand side. One of the questions is how does Healthy People 2020 relate to the national prevention strategy. Carter?

CARTER BLAKEY: Thanks, Emily, and that's a great question and I'm glad someone asked that. That's one that we get oftentimes. Healthy People, thanks to its large, large and rich collection of objectives, has been able to serve as the foundation for multiple initiatives across the federal government and across the past several decades. For example, specifically with the National Prevention Strategy, the strategy during its development looked to Healthy People for the measurement tool to measure progress toward achieving the different directions specified in the strategy. We work closely with CDC staff and the Office of the Surgeon General to develop the measures for the National Prevention Strategy. So we were working together, and we continue to work together around the National Prevention Strategy. Allison mentioned that we're able to change our objectives throughout the decade with Healthy People 2020. So in cases where we may be revising objectives for Healthy People 2020, we'll look to the National Prevention Strategy and make sure the people working on the strategy are aware of the changes so we can be aligned. And it's not only with the National Prevention Strategy where we're trying to align and coordinate. Healthy People has also been integral in providing a foundation for the National HIV/AIDS Strategy, for the Tobacco Strategy and even the action plan to reduce healthcare-associated infections. So it really has been a successful few years as across the government we're aligning to ensure that our

programs are in sync and coordinated. So that's one way that we try to focus and coordinate our efforts using the Healthy People Objectives.

EMMELINE OCHIAI: Thank you, Carter. Another question that we received is I'm on the steering committee of Start School Later. We're working to raise national awareness of adolescent sleep loss. How can we raise awareness of the insufficient sleep objective for grades 9 through 12 among the decision makers? Carter?

CARTER BLAKEY: Okay and I know we have some communication folks on the line, too. So everyone, feel free to jump in if you have other ideas. There are different ways you could promote and raise awareness of the different objectives in Healthy People 2020. As you put out your newsletters, you have webinars, you go to meetings, you can incorporate those objectives into your presentations or your activities. You're also certainly welcome to call upon staff at the Office of Disease Prevention and Health Promotion to facilitate any activities if you need help in terms of reaching specific targeted populations. And we also at ODPHP have a pipeline to all the work group coordinators who are supporting Healthy People 2020 objectives so we could facilitate a connection there.

But as the—I know the communications folks have a whole trunk full of ideas. So if anyone would like to add something, feel free.

EMMELINE OCHIAI: All right. So following on that, Carter, we're actually going to have Jordan Broderick, here in the Office of Disease Prevention, address how one might develop a social media plan.

JORDAN BRODERICK: Yeah, and so I think the first step with any sort of social media plan development would be to find out what your audience is doing, find out what tools they use, however you have access to them now, whether it's something like e-mail. Reach out to them and find out what they want. Also design messages that resonate with them. You can do this in that formative process of finding out what tools they use. But find out what they're interested in learning from your organization.

We use Twitter and LinkedIn for our audience which is largely health professionals like all of you on the line, all are educators and we found that those are very—those are great tools, particularly LinkedIn for engaging professionals with the type of content that we have. But really make sure you do that formative research and then tailor what you're doing to what you find.

EMMELINE OCHIAI: Thank you, Jordan. Another question that we received is specific to partnering with Healthy People. One of the questions is how do I register to use Healthy People, and is there a charge to become a member? Here to answer the question is Allison Roper, the Manager of our Healthy People Consortium.

ALLISON ROPER: Thank you, Emily, and I'm so glad that you asked that question. No, there is actually not a fee to become a member of the Healthy People Consortium. We encourage all types of organizations, state, local community, nonprofit, for-profit to join our Consortium membership. You can go to the http://www.healthypeople.gov website, and you will see a tab for Consortium and Partner and you can just go on there and register and join the Consortium. There's a toolkit on there right now, and there's some different ideas for how to become engaged. You can also contact us directly here at the ODPHP Office for additional ideas on more ways to become engaged as a Consortium partner.

EMMELINE OCHIAI: Thank you, Allison. We appreciate your feedback. Another question that's come in is how are the Leading Health Indicators focusing on health disparities? Here to answer that question is Debbie Hoyer.

DEBORAH HOYER: I hope you all have been attending our monthly series of Who's Leading the Leading Health Indicators series, and each month we put out a monthly bulletin and webinar. As Carter stated before, Healthy People is really data driven. So data is one of the central components of these releases.

The releases consist of an overview of the topic area, community stories of someone in the ground level, who's actually doing something to achieve these objectives, and then the latest data and trends for each of the objectives. And like I said, we comment on the trends, but we also focus on the disparities within each indicator. So we work closely with the National Center for Health Statistics to analyze and report those disparities and also to draw attention through—you've seen in this webinar the different infographics that we use. So we really try to drill the point home by using these infographics.

EMMELINE OCHIAI: Thank you, Debbie. Another question that's come in is what suggestions do you have for local and federal public health professionals to capture all the existing evidence-based interventions and promising practices that are occurring throughout the nation in all the places where public health practice happens. And here to answer that question is Theresa Devine who's going to share with you more information about our Sharing Library.

THERESA DEVINE: Sure. I think Healthy People is really moving in that direction to really promote sort of the evidence-based resources that are out throughout the country that are working towards Healthy People Objectives. And so the first way is the Sharing Library, which we had mentioned earlier which is slated to launch in early 2013. And what that will do is really compile community stories from across the country. So they'll look at communities, local and state organizations, programs at a federal level also that are really working to implement Healthy People in their own communities. So sharing their stories with what sort of programs are working in that community, what sort of collaborations they're working on in terms of partnerships.

And another way that I think we're really looking at evidence-based interventions is twofold. One is the search evidence queries, which we've discussed earlier in the webinar, which really is a partnership between the Office of Disease Prevention and Health Promotion and the National Library of Medicine. So if you go to each objective within the 2020 topics and objectives tab, many of our Healthy People 2020 objectives will have an icon linking to a PubMed search strategy, and we will be revising and updating those throughout the decade to include that search strategy for each of the objectives. But what that will do is it will take you to a search strategy that has already been pre-populated within PubMed, and it will pull back results related to that very specific objective, and it's really pulling back published literature that has been peer reviewed on interventions that are working in that community.

And the last sort of prong of this working on evidence- based interventions is the evidence-based resources advance search. I'll let Emily Ochei respond to that.

EMMELINE OCHIAI: So the evidence-based resources advance search that will be made available in 2013, we'll identify specific evidence-based resources and interventions that have been selected by subject matter experts within HHS. Those evidence-based resources will have been selected by specific criteria that had been vetted by the department, and they will include both systematic published resources, non-systematic published resources, and other published interventions. All of the resources that will be displayed will also identify what type of resource they are. So, for example, if it's a randomized control trial, if it's a case study, those will all be revealed to you as part of an open—providing you with open details about what's included in the specific resource itself.

Our next question for today is what criteria were used to select the Healthy People 2020 objectives. Carter, would you like to answer that question?

CARTER BLAKEY: Sure. I think as was emphasized in Allison's presentation, each objective was thoroughly vetted not only within the Office of Disease Prevention, but across our federal interagency workgroup which is made up of representatives from across HHS, as well as, other departments in the federal government. We did have specific criteria that needed to be met for each objective, and those included first an objective had to be important and understandable to a broad audience. It needed to be prevention oriented and achievable through various interventions. Importantly, it needed to drive action, motivate folks to take action to improve health. It also had to be useful and reflect issues of national importance. Objectives have to be measurable, and they can address a range of issues. The objectives build on past iterations of Healthy People as is evidenced from our growth in the number of objectives over decades. The objectives must be supported by the best available scientific evidence, and really importantly, the objectives need to address population disparities, and this is done primarily through our data sources. Objectives that do measure population health, we like the data sources to provide population break out data, data for different demographic groups so that we can indeed see where the disparities exist and where we need to work. I think that's it.

EMMELINE OCHIAI: Thank you so much, Carter. Our next question is do you post all state plans on the Healthy People 2020 website. So, yes, we do. We work in close coordination with each of the Healthy People 2020 state coordinators within the 50 U.S. states and also the U.S. territories. So we do have on our website state plans for both the 2010 cycle and also for the 2020 cycle.

CARTER BLAKEY: And Emily, can I add to that?

EMMELINE OCHIAI: Yes, you may. Please, Carter, go ahead.

CARTER BLAKEY: Yeah, I would say in addition to posting specific states plans that work or are modeled after Healthy People 2020, we also keep track of states that use Healthy People to inform their planning processes or policy development, program development in disease prevention and health promotion. So if there isn't a specific plan for a specific state that does not mean that Healthy People hasn't been used to inform state action or activities. So I just wanted to point that out.

EMMELINE OCHIAI: Great. Thank you, Carter. Another question we received is are there Healthy People 2020 objectives and resources relative to public health initiatives focusing on social determinants of health, place-based health and using a health in all policies approach? I'm going to go ahead and answer that question. We do have a specific topic area in Healthy People for social determinants of health. And as we populate the database with evidence-based resources, evidence-based resources and interventions will be identified not only for social determinants of health but all of the evidence-based resources will be tagged and searchable by place, if place is relevant in the resource itself.

Additionally, we do—the objectives in Healthy People do consider health in all policies. That has been something that's been pursued since the development of Healthy People with the Secretary's Advisory Committee for Health Promotion and Disease Prevention Objectives. Barbara Laymon who is also here would like to comment on it as well.

BARBARA LAYMON: I would add I think that's an excellent question. And you know, community participatory processes, community health assessment and community health improvement planning strategies often include place-based health considerations and health in all policy approaches, and it's a

great way to change the conditions and improve the conditions where people can be healthy. Thank you for the question and I also really appreciated the one on sleep as related to high school graduation rates. I think that's a great thought, and I wish you great luck and I would like to hear how that's going. So please be in touch with NACCHO on that.

EMMELINE OCHIAI: Another question that's come in for discussion is how are people being notified that Data 2020 has been launched? To answer that question, Rebecca Hines from the National Center for Health Statistics is on the line. Rebecca?

REBECCA HINES: …The social media that helped, that ODPHP uses will send out an announcement to let everybody know that the tool has been launched.

EMMELINE OCHIAI: I'm sorry, Rebecca. Can you repeat yourself? You cut out briefly. I'm not sure if you were on mute.

REBECCA HINES: Sure. My understanding is once we have the system up and running that we will use the social media that was just discussed and promoted here on the webinar to let everybody know that it's live. But, of course, any time you visit the website, you know, early next year, January, February, hopefully you'll start to see new features when you go to topic areas.

EMMELINE OCHIAI: Great. Thank you so much, Rebecca. Another question that has come in is how are the targets for Healthy People 2020 objectives set? Carter, would you like to respond to that?

CARTER BLAKEY: Sure. There were—we took a different approach with Healthy People 2020 than we had in the last decade with Healthy People 2010. Those of you who are familiar with Healthy People will remember our very ambitious targets from the past decade where we used a term called "better than best" that resulted in setting targets for each of our objectives that drove progress for all population groups that was better than the highest level that had already been achieved at the baseline. We had a federal advisory committee guiding the development of Healthy People 2020, and this group of 13 non-federal experts led by Jonathan Fielding from LA County Health Department recommended to HHS that for 2020 we take the approach of setting targets that were realistic and achievable. Yet, they still wanted to see somewhat of a reach.

So we ended up—and I'm going back to the drawing board, and we set what we call a default target-setting method of ten percent improvement over the baseline. That standard or default target-setting method was used in cases when we didn't have trend data to accurately project or model where we would be by the end of the decade. We also required the objectives to be consistent with existing national policy, programs, regulations or laws. So if there was something that was previously mandated or established, the objectives would use whatever target that happened to be.

Another option would be to maintain the baseline measure, and this would be in cases where something is an objective is trending or spiraling down in a rapidly—but we want to at least maintain the baseline. We don't want to see any further poor results. We used minimal statistical significance in setting targets. I mentioned modeling and projection and trend analysis. In some cases, we actually retained the Healthy People 2010 target if that seemed to be prudent for policy reasons.

We also used something that we called "total coverage" and "total elimination" when we're trying to reach essentially one percent of—100 percent of whatever it is we're striving for. And then there were a few odd cases or difficult cases where our baselines were either very, very high, for example, close to 100 percent or

else very, very low. And in those cases, a ten percent improvement would not have been feasible. So we required or permitted the objectives to use either a two to four percentage point improvement.

So this is a new approach for us in setting targets, and we will see the results of that at the end of the decade when we finally calculate our progress.

EMMELINE OCHIAI: Thank you, Carter. If you have questions at this time, please go ahead and use the Q&A function on the right hand portion of your screen to submit them. Another question that we have is when it comes to your social media, how do you know what works and what doesn't work. Jordan Broderick, here in our office, is going to answer that question.

JORDAN BRODERICK: Thanks, Emily. Really, with our social media, we watch and see what people respond to. So with our twitter, we definitely monitor and see, you know, are people re-tweeting it, are they responding to what they say or to what we say. We track all of these different aspects on each of our social media platforms. So our LinkedIn, we will put a discussion post out there, and we see if it does spark discussion and how much discussion, and we try to pay a lot of attention to what types of things cause discussion. So is it a certain topic area? Is it how we phrase a certain data point? We really try to monitor all of those different elements to find out what works and what doesn't.

EMMELINE OCHIAI: Thank you, Jordan. So I think that we've completed all of our—we've answered all the questions we received through the Q&A today. If people have additional follow up questions at the close of this webinar, please go to the http://www.healthypeople.gov website and go ahead and e-mail us through that function. Carter, I'm going to turn it over to you.

CARTER BLAKEY: Okay, thank you, and not only thanks to our participants out listening to us today and watching the webinar, but thanks—many thanks to the tremendous staff at ODPHP and NACCHO for their work in making today's webinar come to fruition.

If you haven't already done so, I invite you to respond to our closing evaluation poll and your experience with today's webinar. We encourage you to complete the survey so that we can improve future webinars in our series. The poll appears in the upper right hand side of your viewing screen. And on behalf of the U.S. Department of Health and Human Services and the Office of Disease Prevention and Health Promotion, I'd really like to express our sincere gratitude to the presenters today for sharing their experience and insight. I'd also like to thank Allison MacNeil of CDC's Office on Smoking Health, and I'd just like to note that Allison's participation in today's webinar is an example of Healthy People really does reach across the department, and we work closely with our agencies whether it's CDC, NIH, FDA, etc. And special thanks to Barbara Laymon of the National Association of County and City Health Officials for joining us today and being such a strong supporter of Healthy People and again the staff from ODPHP who have worked for many weeks in planning this webinar.

So we hope that you will join us in the future for more Healthy People 2020 webinars. To receive notices about upcoming events, please sign up for our e-mail announcements on the http://www.healthypeople.gov website. A recording of today's webinar will be available on the Healthy People website in a few weeks. And as we mentioned earlier, past webinars can be found on the ODPHP YouTube channel; so, again many thanks to everyone for joining us today.

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