



# Social Determinants of Health:

## What's our Story

North Carolina Institute of  
Medicine

Accountable Care Task Force

March 5, 2018





# Hello!

## I am Bob Strack

I have been asked to talk about the  
Social Determinants of Health

*\*something I suspect you already know  
and see everyday!*

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University of North Carolina Greensboro







Knight-Ridder/Tribune

The apartment's kitchen; the stove is inoperable and garbage litters the floor.

## Drug raid finds 19 kids living in filth

The Associated Press

### CHICAGO

The four-room apartment was littered with filth and crawling with cockroaches, its windows broken and covered with blankets that flapped in the wind. It was home to 19 children — the oldest 14 years old, the youngest 1.

When police barged in on a drug raid, they found five of the children sleeping in their underwear on a bare floor. Others fought with a German shepherd dog for scraps of meat on bones scattered on the floor.

Six adult relatives of the children — four mothers, a father and an uncle — were charged with contributing to child neglect, a misdemeanor. A fifth mother was in custody but had not been charged, and a sixth mother was in the hospital giving birth, police said.

"The only remorse they showed was they didn't want to be arrested," said Maggie Gutierrez, one of the first police officers on the scene.

Police raided the West Side apartment late Tuesday

after watching suspected drug dealers do business outside the building through the night. Instead of drugs they found, as one officer put it, "babies everywhere."

"The apartment was cold, the apartment was filthy," police Officer Linda Burns said. "I'm talking feces, garbage, food on the floor. I don't even know how to describe it — it was just filth."

"They were eating food off the floor out the bowls the dogs were eating out of," police Lt. Fred Bosse said. "The remaining food that was on the floor was being fought over by the dogs and the children."

Some of the children begged officers to be "my mommy," Officer Patricia Warner said.

One of the children, a 4-year-old, was hospitalized in fair condition; the others were taken to a shelter for neglected children after being examined at hospitals. One child had cigarette burns, cuts and bruises, police Sgt. Russell Mueller said, raising the possibility of abuse.

## Executives back rival health bill

### Big business group snubs Clinton plan

The Associated Press

#### WASHINGTON

In a rebuff to the White House, a major business group Wednesday supported a rival health care plan as the "starting point," saying President Clinton's approach was too regulatory and relied on price controls.

President Clinton and Hillary Rodham Clinton had gone to extraordinary lengths to try to head off the Business Roundtable vote in favor of the managed competition bill sponsored by Rep. Jim Cooper, D-Tenn., and Sen. John Breaux, D-La., and others.

BF Goodrich Chairman John Ong said the Cooper bill was "built around market mechanisms," as opposed to the "government regulation ... and price controls" in the Clinton plan.

"We are very disappointed," White House spokesman Jeff Eller said. "We think it was a mistake, and we regret their decision."

Cooper, whose bill eschews a mandate on employers to pay for health insurance, called the endorsement "a strong boost for our bill."

"We already had a lot of small businesses on our side. Now with big businesses endorsing it, we have a stronger hand," said Cooper, who was grilled Wednesday by fellow Democrats on a House panel about his plan.

The move came after an unusually aggressive campaign by President Clinton, Hillary Clinton and senior Cabinet officers to discourage the vote of confidence in the rival bill. The president said he told the business leaders "their best negotiating

position ought to be to say what they thought was wrong in our bill" rather than endorsing Cooper's.

The Cooper bill would not require employers to buy insurance. It would give subsidies for people with incomes up to twice the poverty level and require companies with fewer than 100 employees to join insurance purchasing pools. It also would sharply limit corporate tax deductions for health care.

Ong said the business leaders had differences with some of Cooper's provisions, including a sharp limit on how much businesses could deduct in health costs.

The Roundtable is a group of 200 chief executives of some of the nation's biggest corporations. A health care task force, headed by Robert C. Winters, chairman of Prudential, a major health insurer, had recommended backing the Cooper plan.

A White House aide, Robert Boorstein, said earlier that the Prudential executive "has a big stake in which bill gets through Congress."

Ong denied the task force was dominated by health care and insurance companies; he said the CEOs take stands on public policies in the best interest of the nation, not their companies.

The Cooper plan is the only major health care reform bill with significant bipartisan support.

The White House, meanwhile, released a new study estimating that states would save \$53.6 billion from 1996 through 2000 under its plan. Most of the savings would come from reduced Medicaid expenditures and lower premiums that states would pay to cover their own employees and early retirees.



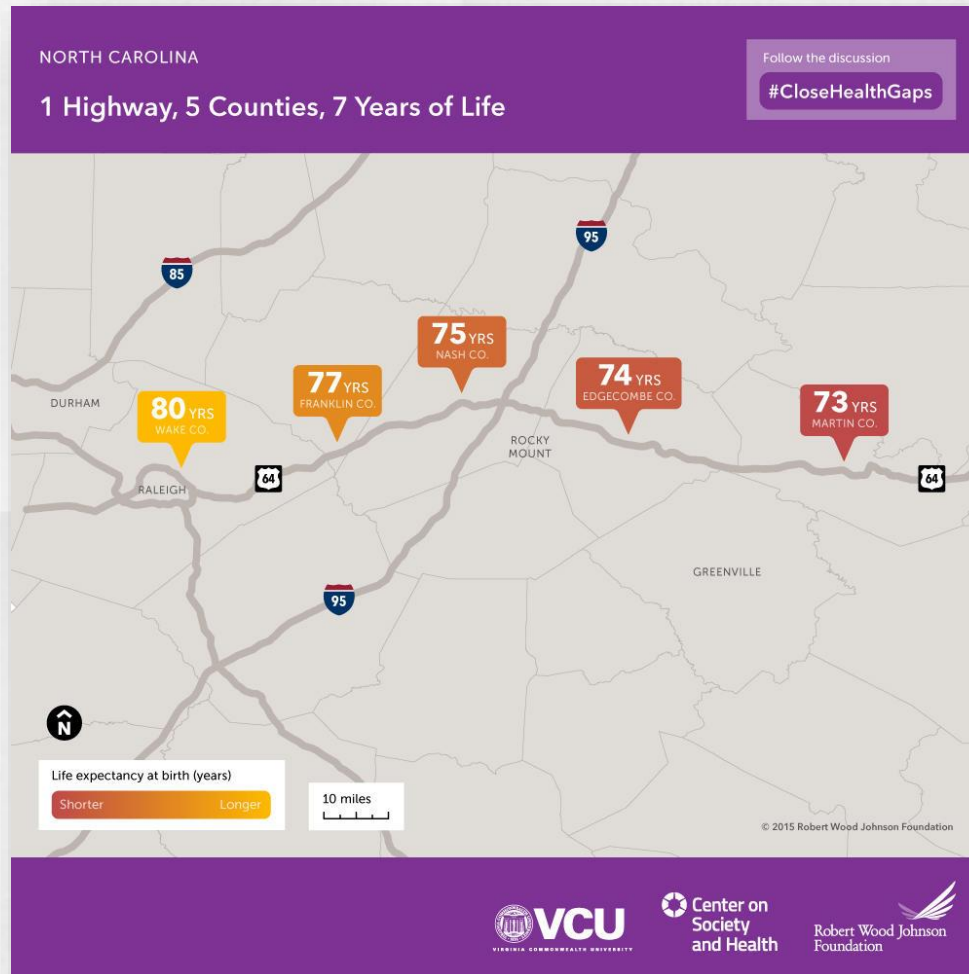








# Why does place matter?



# Defining Social Determinants of Health

- ▣ The social conditions into which people are born and that affect their daily lives and overall well-being as they move through life.
  - *World Health Organization*
- ▣ SDH are shaped by the distribution of money, power, and resources at both local and national levels.
  - *Centers for Disease Control*





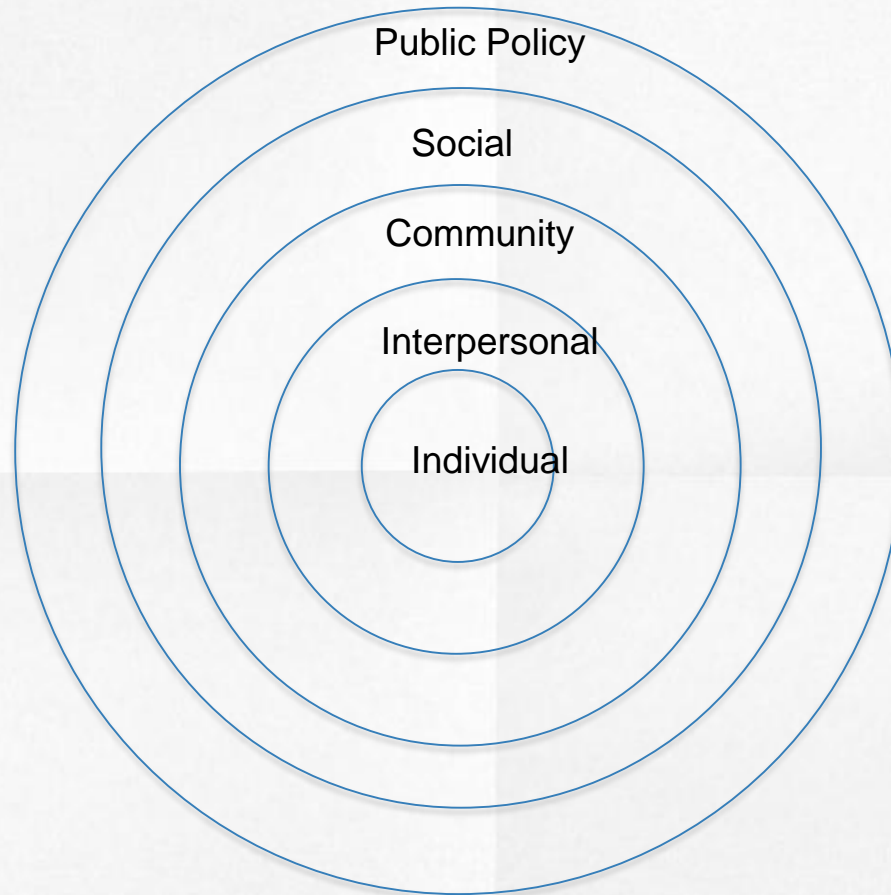
# SDoH

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- Access to high quality educational opportunities
- Access to medical care services
- Access to social media and other technologies
- Availability of community-based resources and opportunities for recreational activities
- Availability of resources to meet daily needs
- Culture
- Language/literacy
- Public safety
- Residential segregation
- Social norms and attitudes
- Socioeconomic conditions
- Transportation options

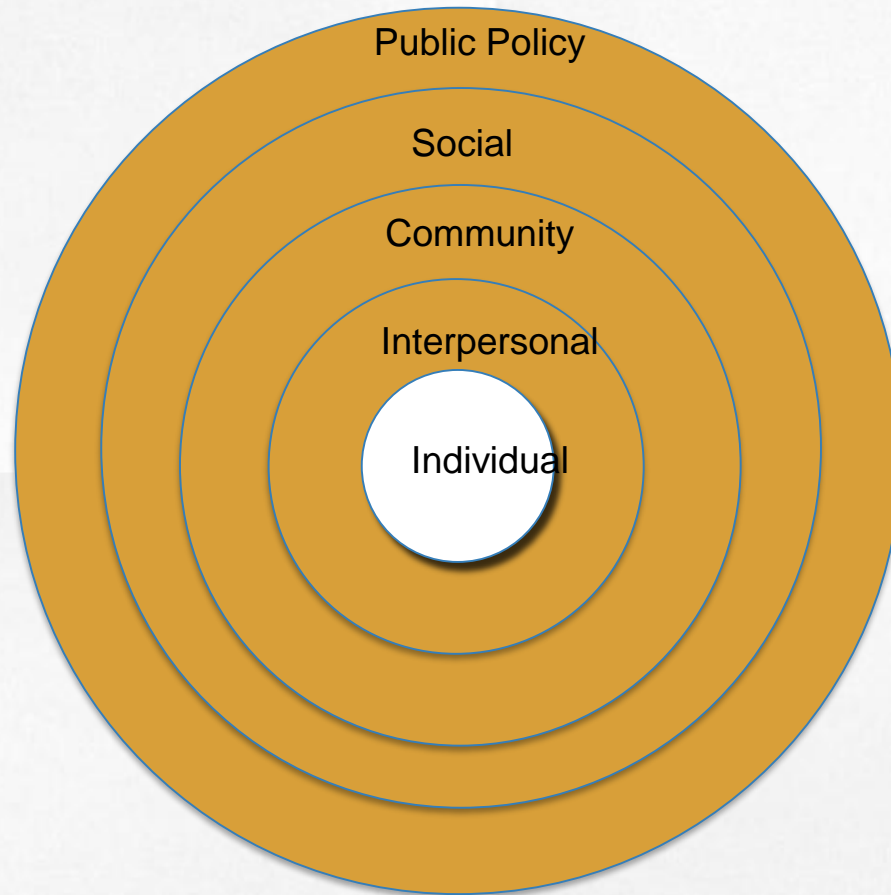






## Social Ecological Model





Social Ecological Model







## Social Ecological Model



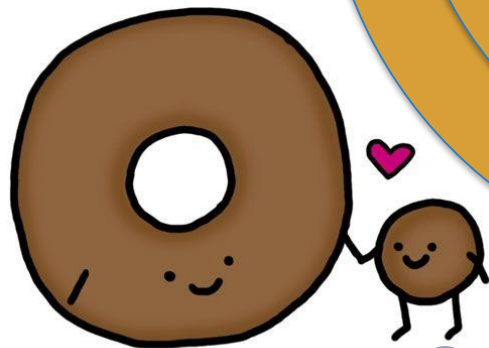
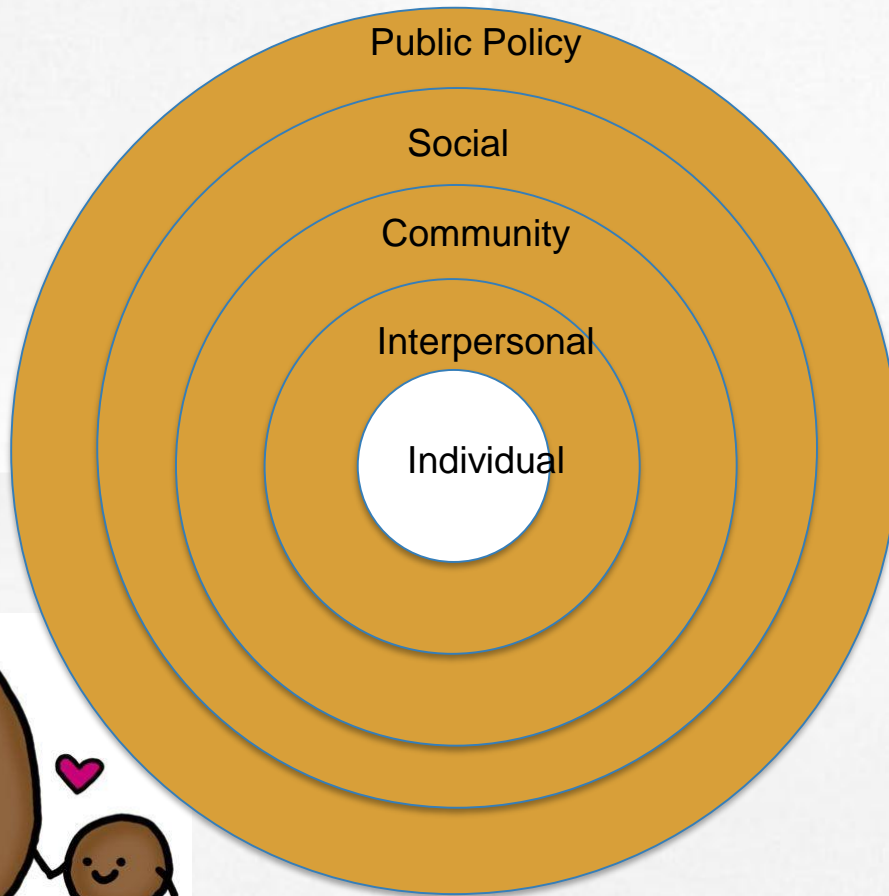


# Donut Machine









Natalie Dee.com

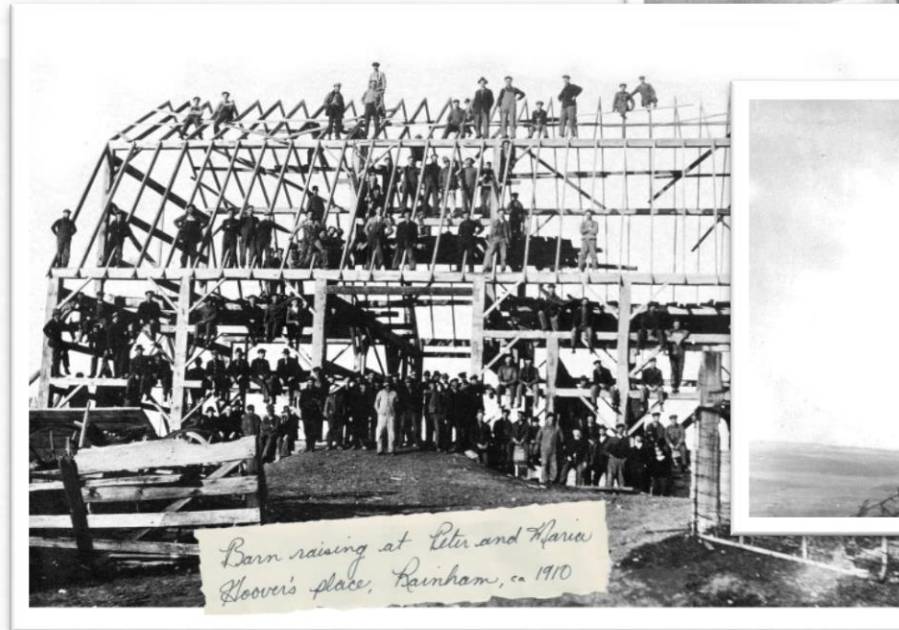
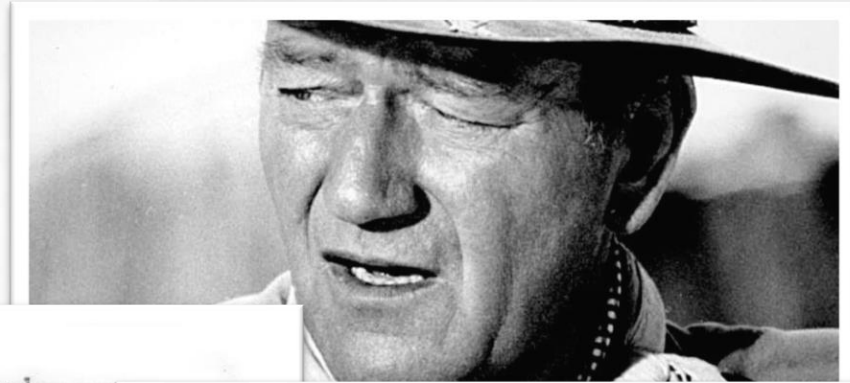
# Social Ecological Model





# American guiding values

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*Barn raising at Peter and Maria Hoover's place, Rainham, ca. 1910*



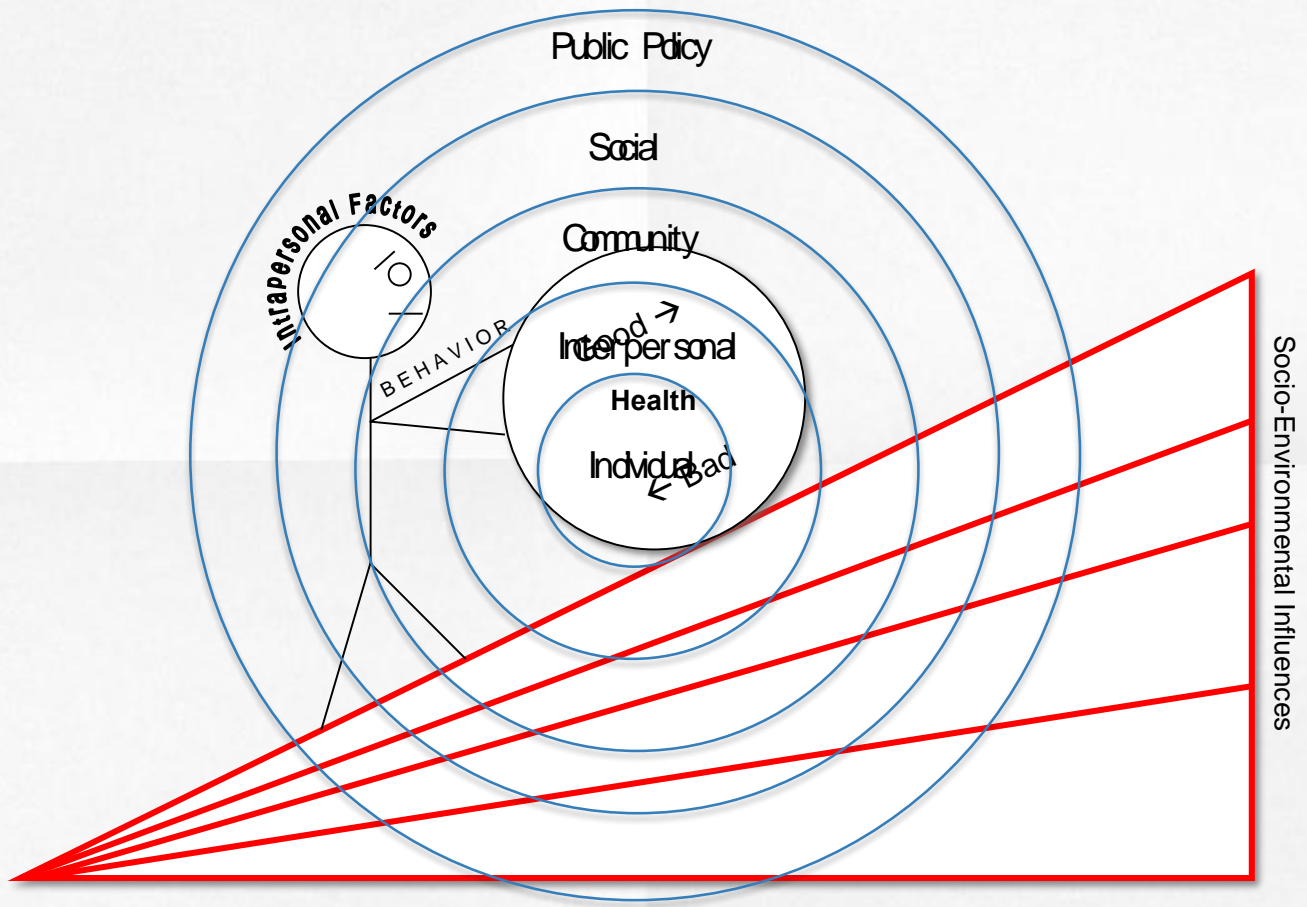


**We're better story!**

~~You're gonna need a bigger boat!~~







Social Ecological Model





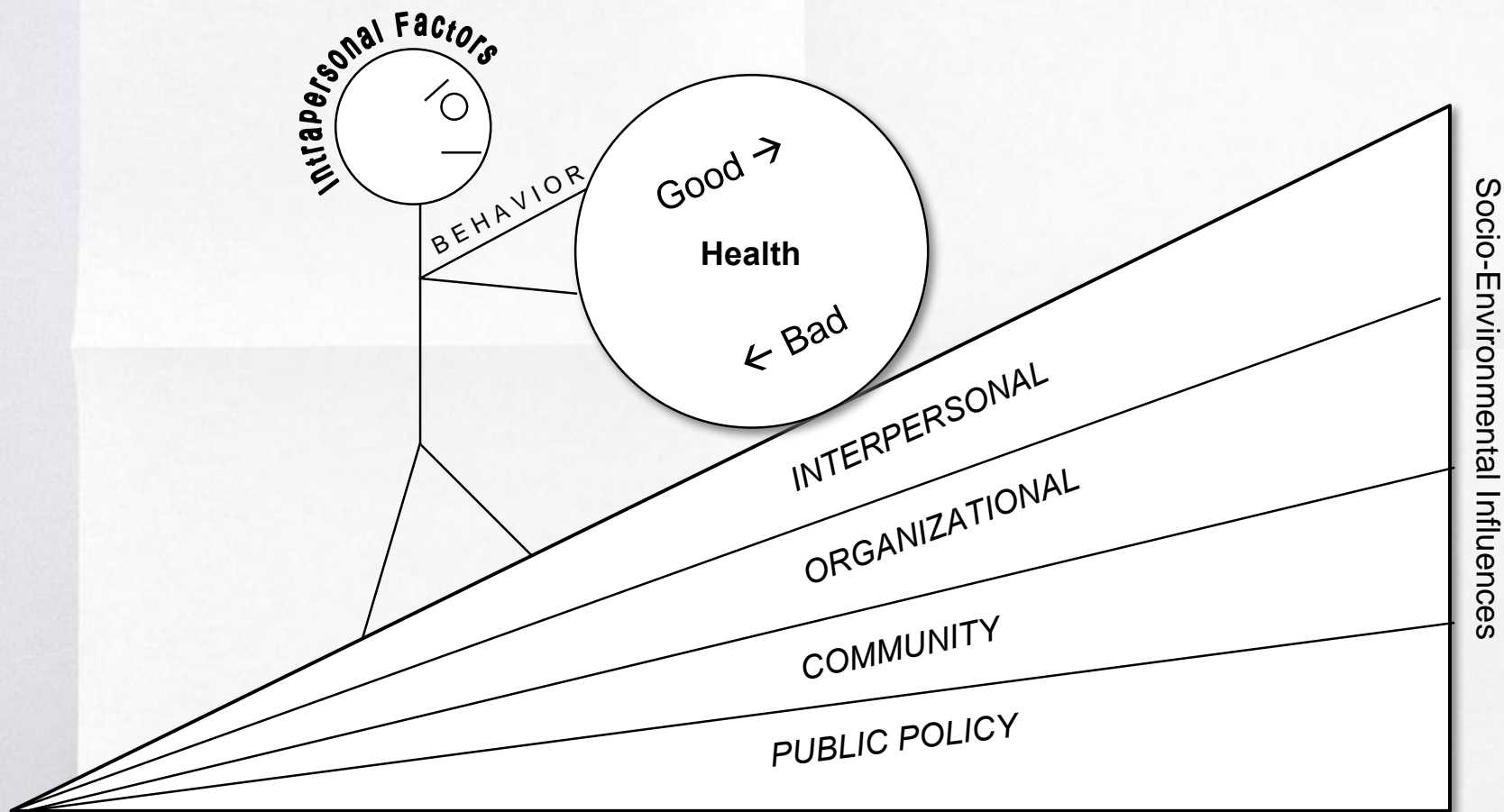
Should we  
expect  
more?

How can we think &  
see differently?

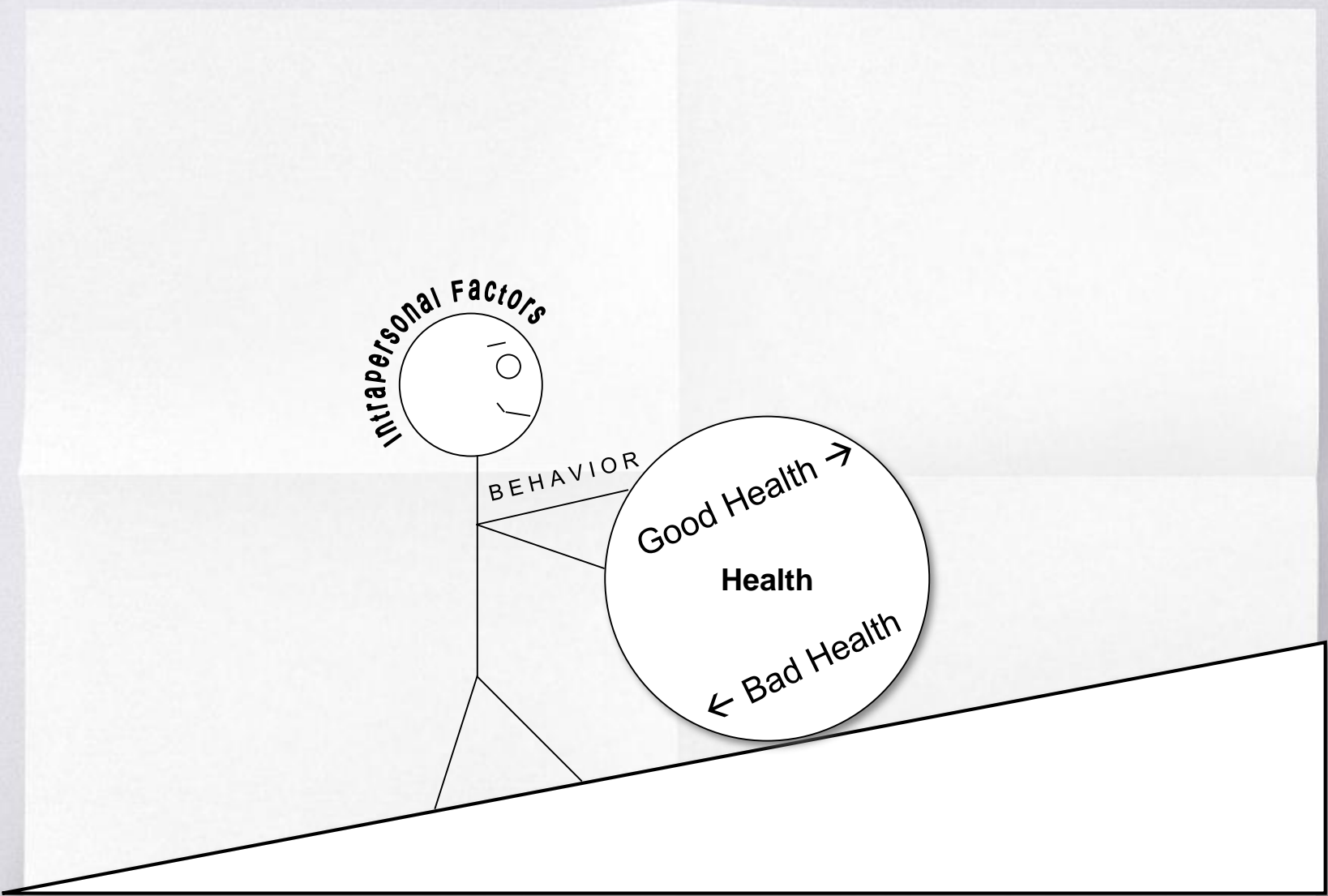




# Re-Imagining the Social Ecological Model







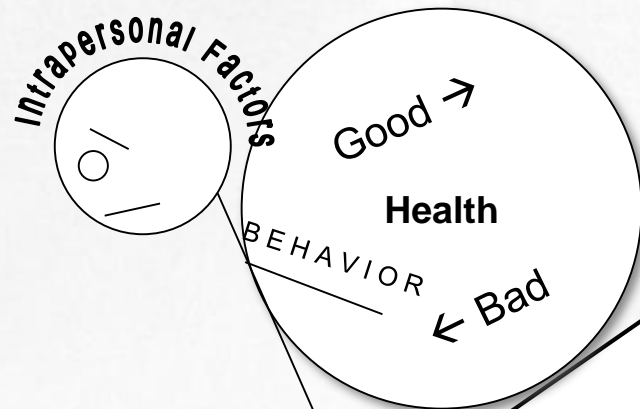
What's your story?



What does your wedge look like?





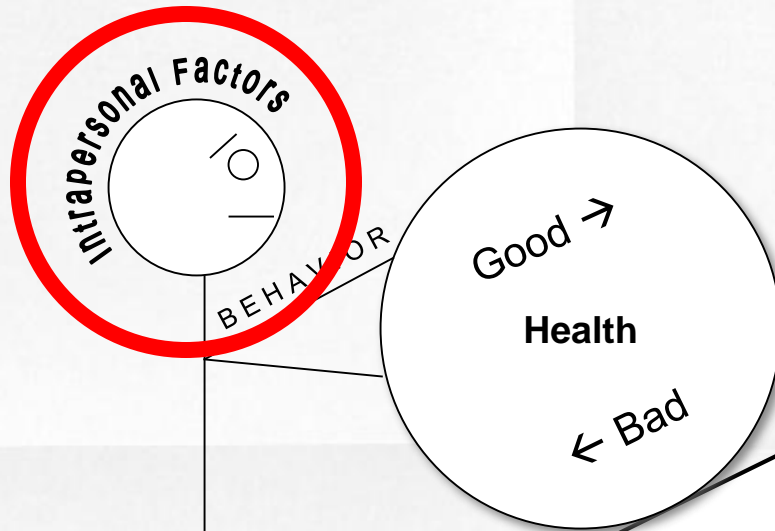


Socio-Environmental Influences



UNCG

Robert Strack, PhD, MBA  
UNCG Department of Public Health  
Education



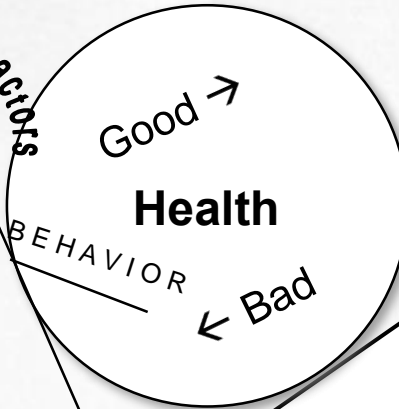
Socio-Environmental Influences







Intrapersonal Factors

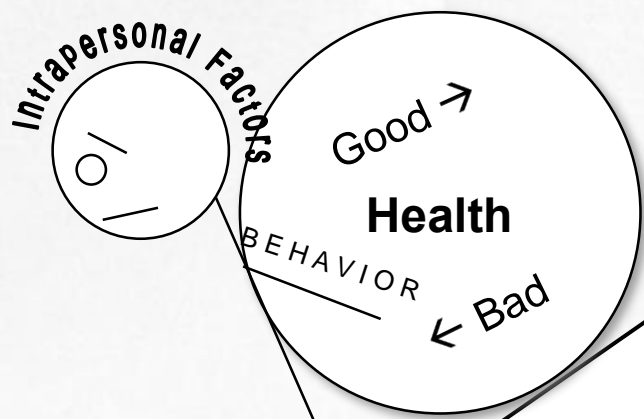
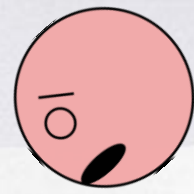


Socio-Environmental Influences



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Socio-Environmental Influences



So...

What determines your health?

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Helping  
others also  
see  
Social  
Determinants

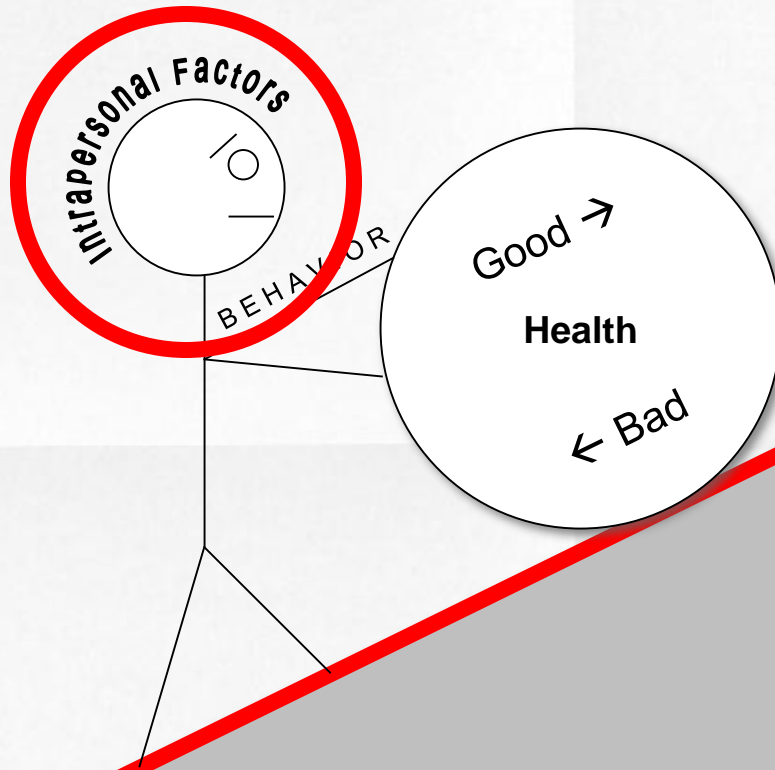
*A New Way  
to Talk About*  
**THE SOCIAL  
DETERMINANTS  
OF HEALTH**



VULNERABLE POPULATIONS PORTFOLIO

Robert Wood Johnson Foundation

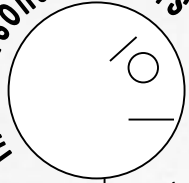




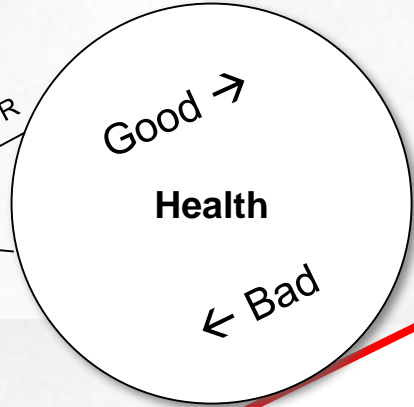
Socio-Environmental Influences



Intrapersonal Factors



BEHAVIOR

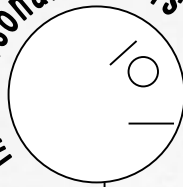


Socio-Environmental Influences

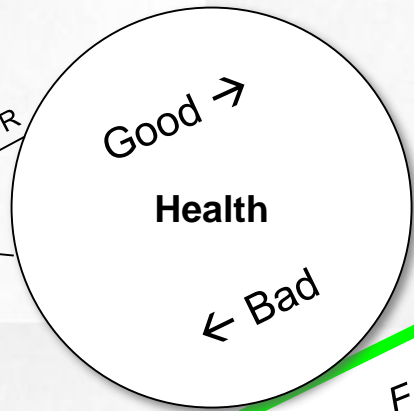




Intrapersonal Factors



BEHAVIOR



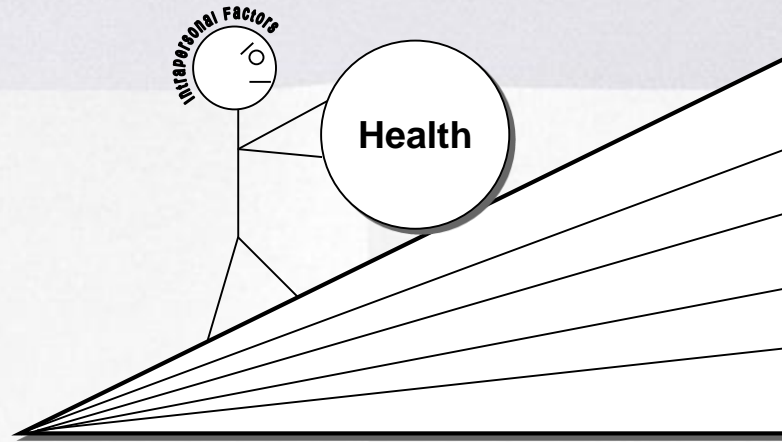
- FAMILY STRUCTURE
- EDUCATIONAL OPPORTUNITIES
- SOCIO-ECONOMICS
- MEDIA
- BUILT ENVIRONMENT

Socio-Environmental Influences



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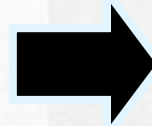


**Our work should focus on...**

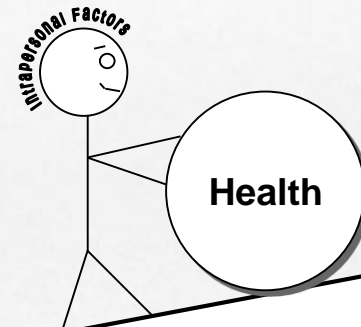
**Here**



**AND Here.**



**Here**







**what the hell is that?**



**oh,  
just my mind**



What's Needed?

Allies/Partners/Advocates

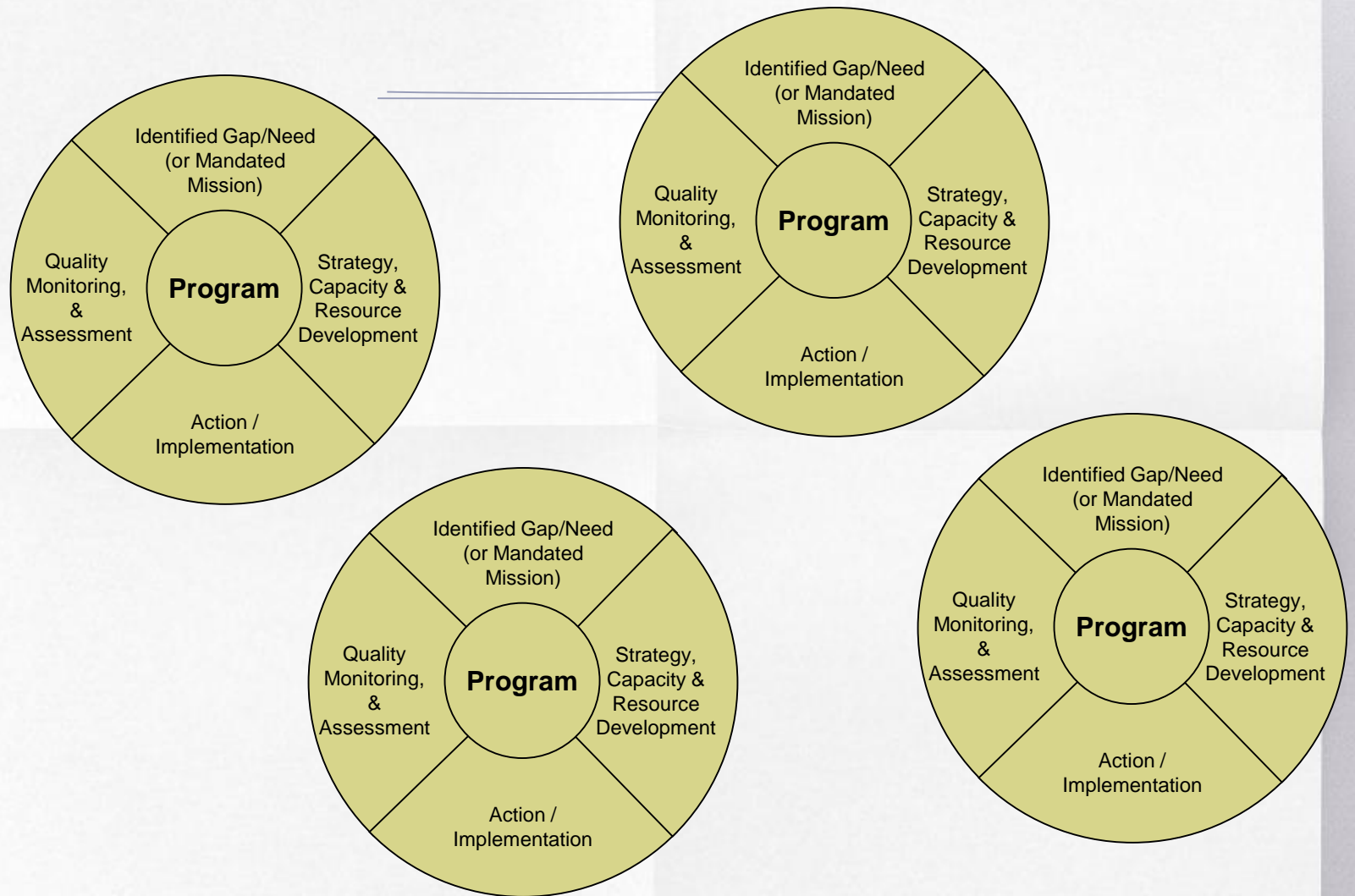


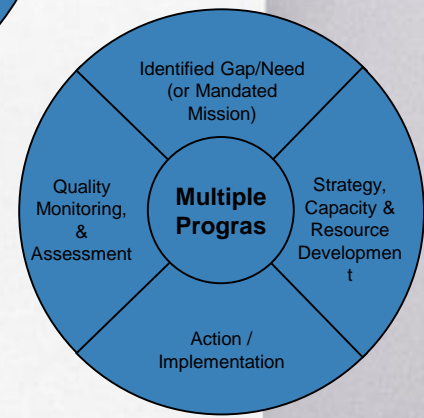
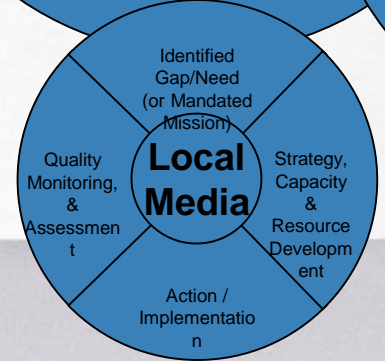
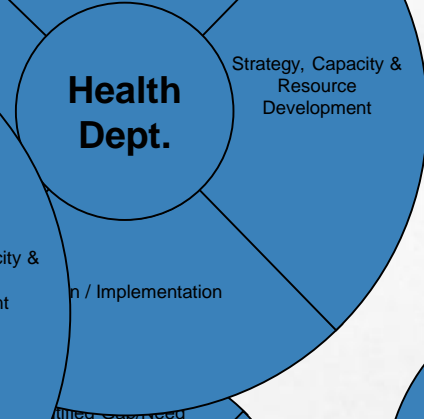
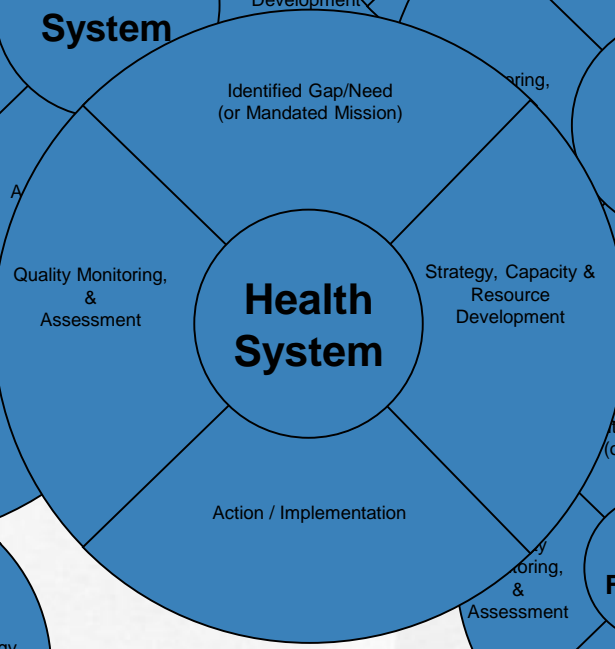
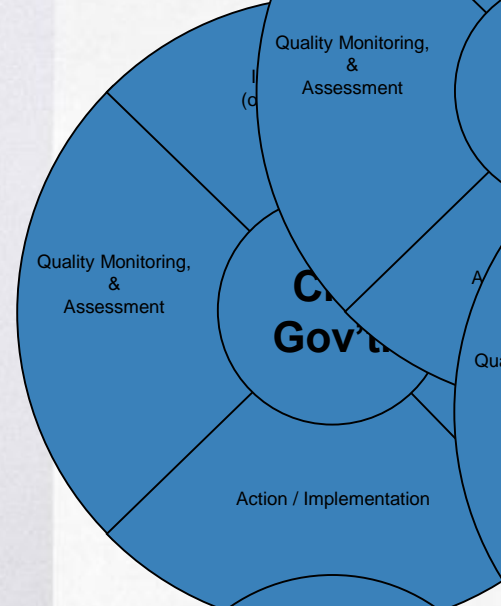
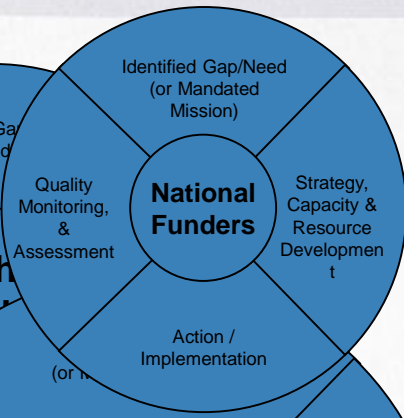
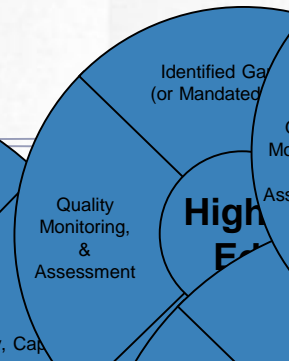
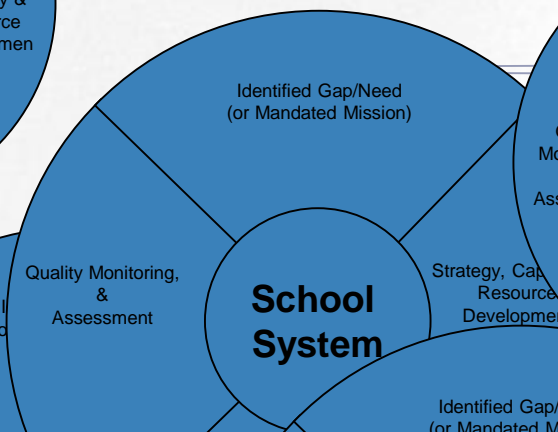
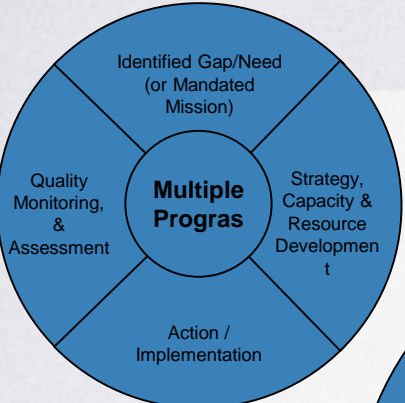
# Basic Agency/Program Functions





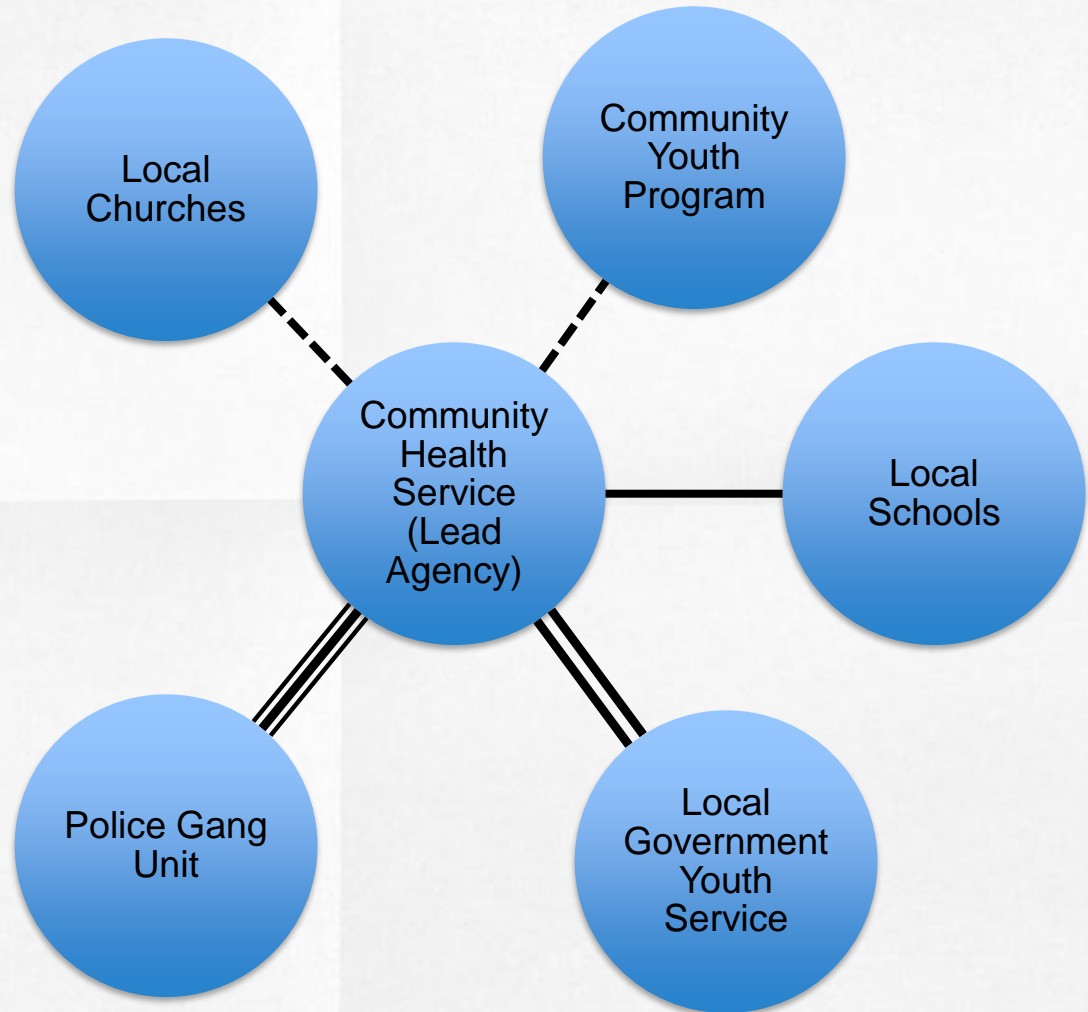
# Agency/Issue Silos





# To Address SDoH, New Partnership Models are Needed

Nature of relationships Between partners	
Networking	----
Coordinating	—
Cooperating	==
Collaborating	===





# Partnership Forms

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## ▣ Networking

- Exchange of information for mutual benefit. This requires little time and trust between partners. E.g. regular updates of issues and work.

## ▣ Coordinating

- Exchange of information and altering activities for common purpose.

## ▣ Cooperating

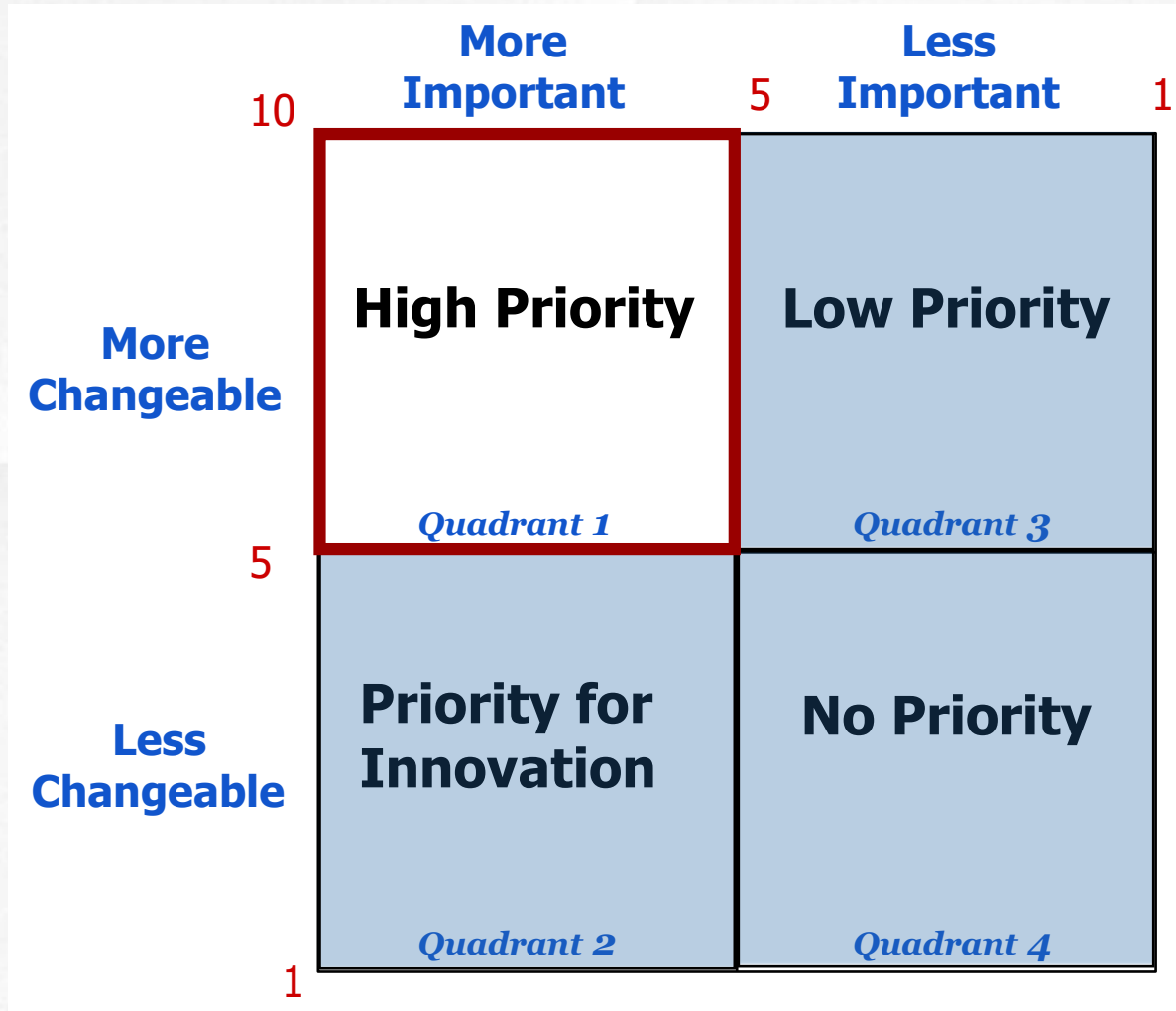
- Exchange of information, altering activities and sharing resources. Requires a significant amount of time, high level of trust between partners and sharing the turf between agencies.

## ▣ Collaborating

- Enhancing the capacity of the other partner for mutual benefit and a common purpose. Requires partners to give up a part of their turf to another agency to create a better, more seamless service system.



# What are the Important and Changeable Factors in our Community?



# Example: Teenage Drinking

Socio-Ecological Model

Community Response

**Public Policy**  
national, state, local laws and regulations

88% of US Senators accepted alcohol PAC money; enforcement of existing policy

**Community**  
relationships among organizations

\$700 million/yr in beer advertising; comparatively small public health response

**Organizational**  
organizations, social institutions

Alcohol easily available; norms for social drinking; social, stress, etc

**Interpersonal**  
family, friends, social networks

Only 3% of parents think their teen drinks; others help buy drinks to youth

**Individual**  
knowledge, attitudes, skills

10 million teens drink  
1/3 binged in past month, risk beliefs, etc





# As the Institute of Medicine affirmed

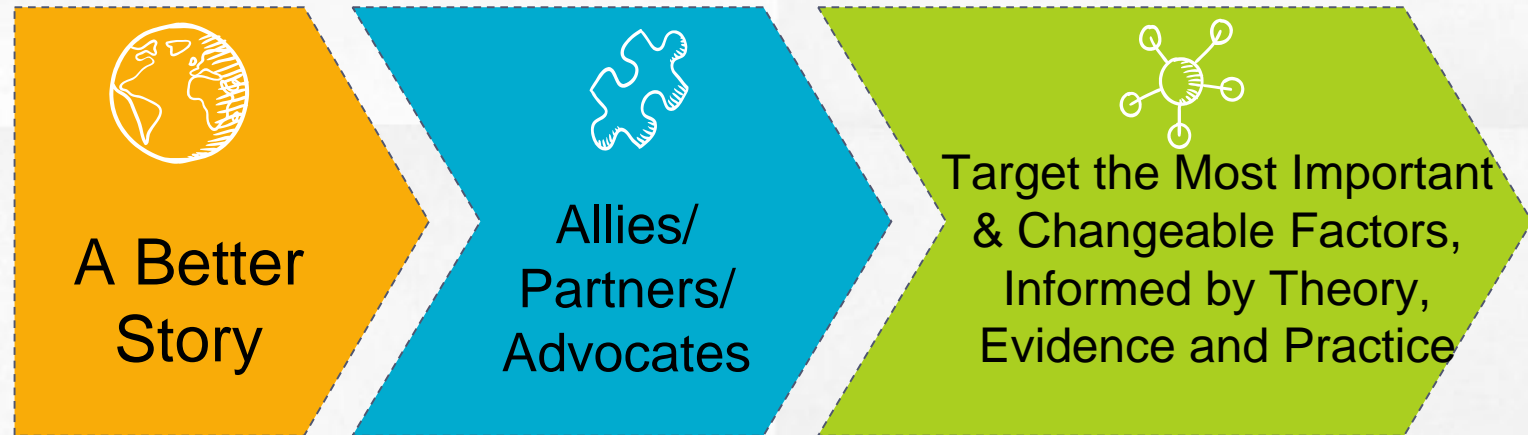
To prevent disease, we increasingly ask people to do things that they have not done previously, to stop doing things they have been doing for years, and to do more of some things and less of other things...

... It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.



# Social Determinants of Health

We Need



# Thanks!

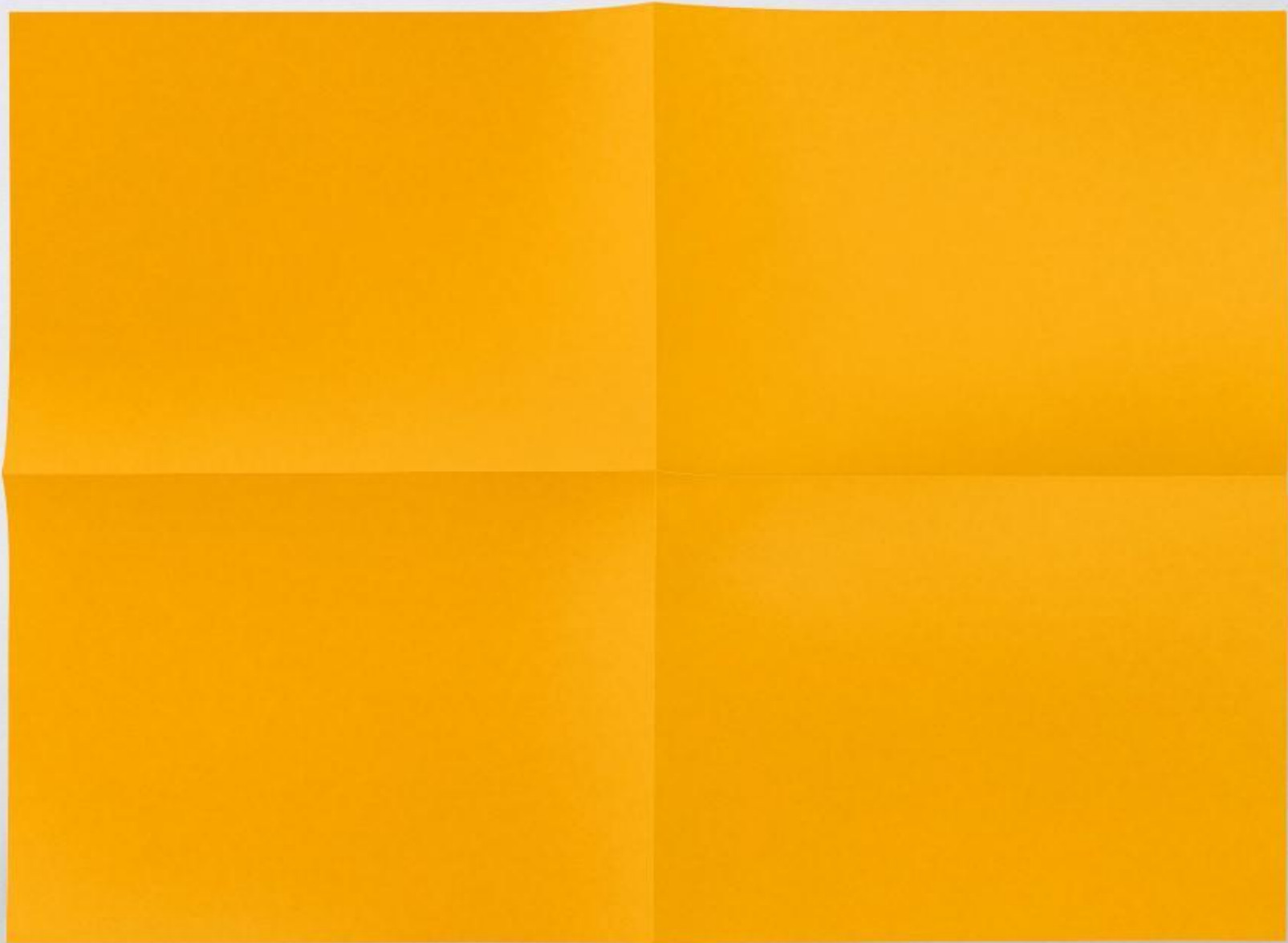


**questions?**

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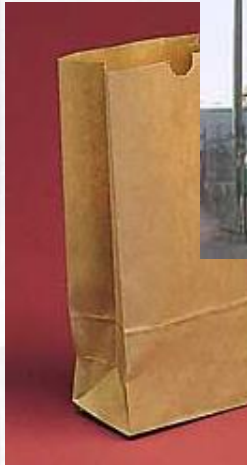






# Behavior and our Environment

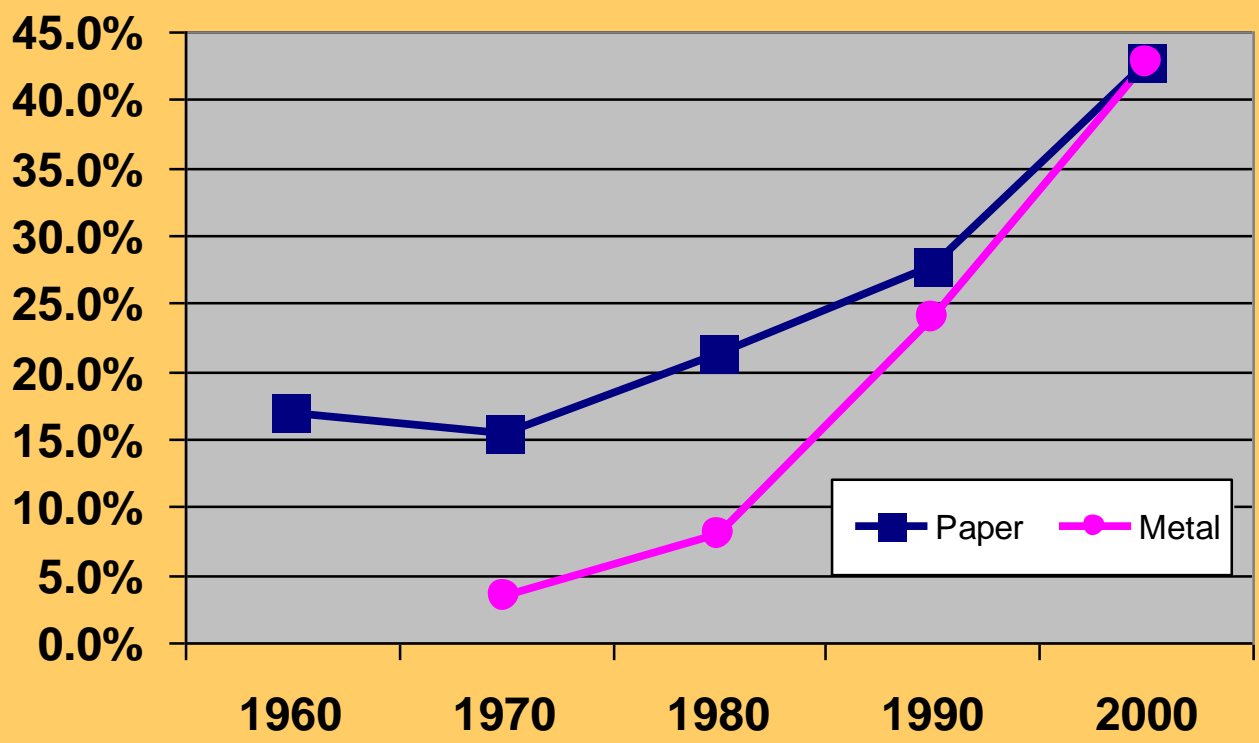
## Recycling Illustration



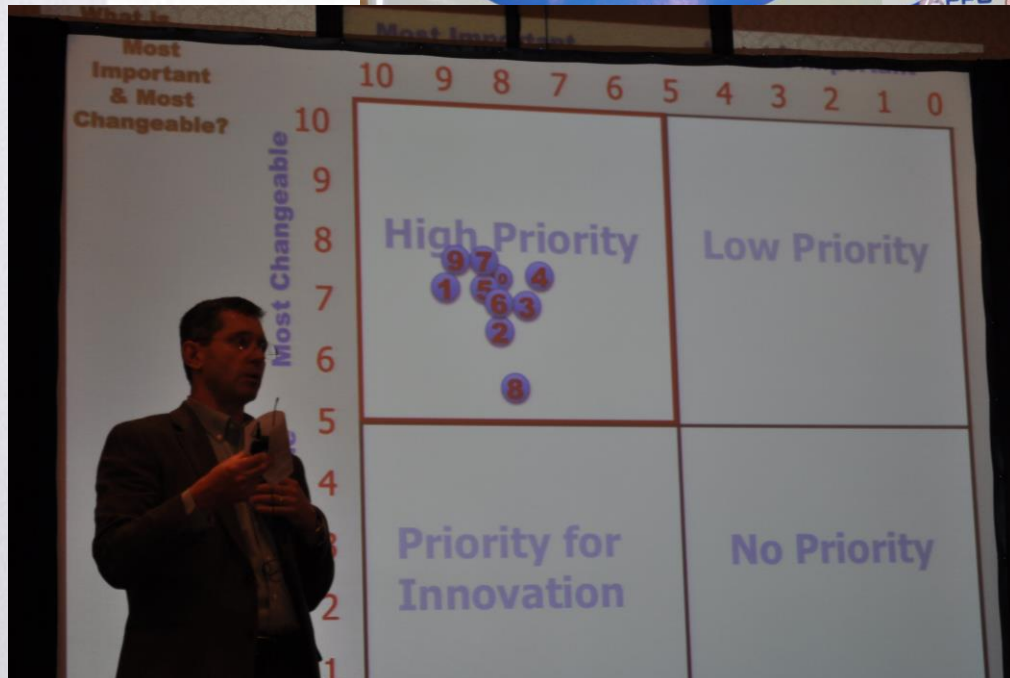
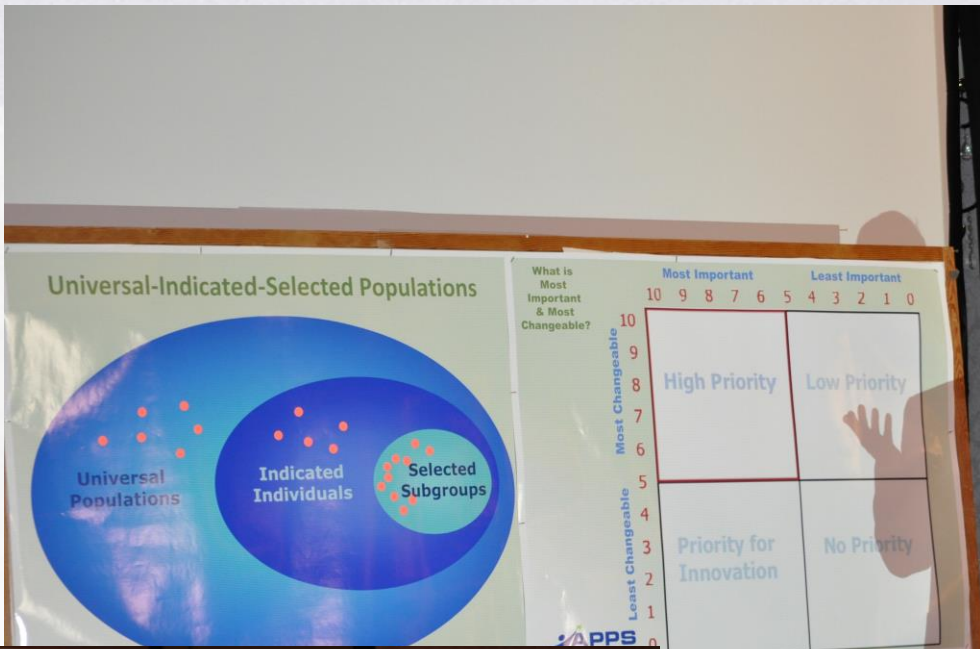
# Behavior and our Environment

## Recycling Illustration

Recovery of Municipal Waste (1960-2000)







MBA

# Six Ways to Talk about S.D

1. Health starts—long before illness—in our homes, schools and jobs.
2. All Americans should have the opportunity to make the choices that allow them to live a long, healthy life, regardless of their income, education or ethnic background.
3. Your neighborhood or job shouldn't be hazardous to your health.
4. Your opportunity for health starts long before you need medical care.
5. Health begins where we live, learn, work and play.
6. The opportunity for health begins in our families, neighborhoods, schools and jobs.



## Seven Lessons for Framing “Social Determinates of Health” to bring people together for solutions

1. Social determinate language consistently tested poorly.
2. Priming audiences about the connection with messages they already believe makes concept more credible.
3. Use one strong compelling fact for maximum impact.
4. Identify the problem, but offer potential solutions.
5. Incorporate the role of personal responsibility.
6. Mix traditional conservative values with traditional progressive values.
7. Focus broadly on how social determinates affect all Americans (versus sub-group).





- ▣ SDoH definition slides
- ▣ Need: Allies, Partners and Advocates
- ▣ Stories
- ▣ Social Ecological Models, Donut and hole
- ▣ Video
- ▣ Sisyphus slides
- ▣ Your stories
- ▣ Upcoming attractions?



# Re-Imagining the Social Ecological Model

