iHealthyPeople 2020

A Guidance Document to the Navigation and Use of the Healthy People 2020 Website

Summary:

The Health Communication Working Group (HCWG) of the APHA Public Health Education and Health Promotion section has developed the following guidance document to assist public health professionals become better acquainted with Healthy People 2020. The HCWG sees Healthy People 2020 as a product of a paradigm shift that the Department of Health and Human Services has embraced in measuring the goals of an improved n**ation's health, and** it has developed timely methods to announce, guide, and encourage us all to meet them.

Introduction of the Healthy People 2020:

Like its predecessors, Healthy People 2020 presents us with a comprehensive framework of evidence-based objectives and goals targeted to improve the health behaviors of a nation. Not satisfied with the potential sedentary life of a reference book, however, this newly minted Healthy People now reflects the technology and social media strides of the new decade in which it has been recast. As a **web-based product**, Healthy People 2020 has become interactive, engaging, and its reference capabilities can be tailored to individual needs. Best of all, it exists as a living publication that will evolve as we learn to work with it. Healthy People 2020 is not a simple revision of past versions. In fact, the development process more closely resembled the birth of a wiki as it considered the input of thousands of stakeholders from all levels of government, academia, health practitioners, and members of our health-related industries. This decade's Healthy People promises to be a favorite tab in your search engines.

The Healthy People 2020 Framework is driven by four Overarching Goals throughout the website and across Web 2.0 products, which will be evaluated for success using the measurements of: general health status, disparities and inequity, social determinants of health, and health-related quality of life and well-being.

Overarching Goals of *Healthy People 2020*	Foundation Measures Category	Measures of Progress
Attain high quality, longer lives free of preventable disease, disability, injury, and premature death	General Health Status	Life expectancy Healthy life expectancy Physical and mental unhealthy days Self-assessed health status Limitation of activity Chronic disease prevalence International comparisons *(where available)*
Achieve health equity, eliminate disparities, and improve the health of all groups	Disparities and Inequity	Disparities/inequity to be assessed by: Race/ethnicity Gender Socioeconomic status Disability status Lesbian, gay, bisexual, and transgender status Geography
Create social and physical environments that promote good health for all	Social Determinants of Health	Determinants can include: Social and economic factors Natural and built environments Policies and programs
Promote quality of life, healthy development, and healthy behaviors across all life stages	Health-Related Quality of Life and Well-Being	Well-being/satisfaction Physical, mental, and social health-related quality of life Participation in common activities

A Systems-Thinking Approach to the Healthy People 2020 Framework:

Underpinning these goals was a collective desire to view individual and community health outcomes through a holistic or *systems thinking* approach. The health of the individual is perceived as directly linked to the health of the community, and *vice versa*. Therefore, Healthy People 2020 reminds us to talk across our varied interests of public health, encouraging us to find ways to collaborate more closely with one another. In fact, our work in the future should include a spectrum of health determinates that will combine our skills and perspectives with experts in the fields of psychology, sociology, economics, and the environment. Using this approach, when addressing public health issues, will ensure us a broader view of the potential risk factors that could be affecting health outcomes. Because of this perspective, the determinants of health were identified as early guideposts in the development of the Healthy People 2020 framework.

Dissemination of the Healthy People 2020 Framework:

The new web-based tool was not designed solely for scholars and practitioners; rather, its goals are meant to be shared with everyone. Undoubtedly, the public health community will act as its initial evangelists. We already expect its members to bring the concepts of Healthy People 2020 to the government's many tiers, and throughout the halls of academia. In addition, though, we will also need them to make presentations to and work with community organizations and industry leaders at all levels. In fact, the CDC has begun to give us to tools to do so: http://healthypeople.gov/2020/consortium/hpConsortium.aspx. It is believed that through the inclusion of all community players, that planning for improved health outcomes will become a more deeply collaborative process and deliver a broader understanding and adoption of the goals and objectives of Healthy People 2020.

How to Use Healthypeople.gov:

The website, healthypeople.gov, has been designed for cross-discipline usage across government agencies and data sets. The home page is inviting and provides intuitive navigation for both individuals looking for guidance on personal health issues, and for health care and public health professionals researching health interventions. In the case of

- o A mother looking for advice about a bullying issue that her son is facing at school, a link can take her to tips for preventing bullying at Healthfinder.gov.
- o A school nurse researching the same issue might find resources from a link to the CDC's Community Guide webpage.
- o Researchers looking into adolescent victimization from crimes of violence will find a potential data source under the objectives of Healthy People 2020's Adolescent Health section.

Website Tabs:

Each topic area (*click on*) includes a topic area overview, objectives and data, and evidence-based resources:

Topics and Objectives, the third tab of the Health People 2020 site, where there are now 42 topic areas (note that 13 are new categories).

Health Communication and Health Information Technology in the index, you will come to the ~~Overview~~ section of these combined fields. Note that Healthy People 2020 views Health Information and Health Communication as being inseparable. Given that the web, health dataset management, and mobile media technologies are an ever increasingly important part of health communication strategies, perhaps this perception is justified.

- o Objectives tab reveals 13 Health Communication and Health IT objectives. Health literacy is the first objective on the list and is already giving health communication professionals the impetus to focus on this deserving topic. Several objectives are clarified into subtopics and potential data sources are identified. If not already present, objectives will eventually also include baselines and target measures.

- o Interventions and Resources tab offers evidence-based community intervention strategies from the CDC's **Guide to Community Prevention Services**, and consumer resources with a link to the **Quick Guide Healthy Living** from *healthfinder.gov*.

Implementing Healthy People and a five-step framework is outlined to help health professionals in the planning and evaluation of their public health interventions to ensure that they meet Healthy People 2020 objectives. The framework is called MAP-IT, an acronym for: Mobilize, Assess, Plan, Implement, and Track. It contains references and guidelines for both the seasoned and newer public health practitioners. The fourth and fifth tabs are all about resources for a more in-depth explanation of the goals and objectives, an invitation to join in the **Healthy People 2020 Consortium** (the evangelists' club) with links for resources, contact information for the State Healthy People Coordinators, and the opportunity to receive updates on Healthy People through email and social media channels.

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More Access to Health Data Sets:

Go back to the home page, and in the upper right-hand corner you will see an unassuming box entitled *Closer Look: Health Disparities*. Go ahead and look at it. This is Healthy People 2020's secret weapon, and the reason it's a *secret* weapon is because no one really knows what it's going to end up looking like… yet. This one little relational database is just the beginning of what promises to be an explosion of tools that will tap into the mountains of health data that Federal agencies been compiling. In the spirit of open government that President Obama has promised the American people, the real strength of Healthy People 2020 will most demonstrably be seen in the accessibility of health information in user-friendly ways that can give immediately useful information to researchers, health providers, and individuals alike. The hope is to make the array of government health datasets open for use by all and to bring everyone, especially business enterprises, to the table to develop tools using this information in creative ways that will improve our health. The analogy given is that HHS wants to do what NOAA has done with meteorological data: it wants to be a free provider of information so that the public will ultimately benefit from its creative use.

Links to Health IT GIS-Mapping Data Sites:

In June of 2010, the Institute of Medicine (IOM) and Department of Health and Human Services (HHS) unveiled the initial projects that had been developed using dataset arrays for their joint venture entitled the Community Health Data Initiative (CHDI). The CHDI is *a major new public-private effort that aims to help Americans understand health and health care performance in their communities -- and to help spark and facilitate action to improve performance.* The projects had been commissioned only a few months prior as challenges to several private and public enterprises to *build applications to increase awareness of community performance,…and help improve health.* These are some of these initial efforts have produced:

- Microsoft's Bing Health Maps:
  http://www.bing.com/maps/explore/#5003/0.50340=MapColor:%23FFFF0000:MapOpacity:30/5872/style=auto&lat=47.68&lon=-122.13&z=11&pid=5874

- Asthmapolis:
  http://asthmapolis.com/learnmore/#publichealth

- Sonoma County, CA
  http://sonoma.networkofcare.org/ph/home/index.cfm

Greater individual access to public data is also beginning to occur through the **Health.Data.Gov** site, where data sets and the tools to access them are being released. Click on the **Health Indicators Warehouse** and look up the statistics on your favorite indicators!

Health Web 2.0 and Mobile Applications:

At this same IOM / HHS meeting in June, the Health 2.0 Developer Challenger was formed to continue the innovation. The Challenger is supported by HHS, but run by the company Health 2.0 that hosts the well-known Health 2.0 Conferences.   Here are just a few of the product releases from that collaboration:

Fooducate - **Hemi Weingarten** will demo the Fooducate mobile shopping app that provides food scores and highlights both good & bad information with a quick barcode scan:
http://www.fooducate.com/?utm_source=NEW+THCB+%26+Health+2.0&utm_campaign=02c594550d-San_Diego_Conference_Email_3_2_113_2_2011&utm_medium=email

Keas - **Lindsey Volckmann** will demo the new employer sponsored Health and Wellness Challenge by Keas. The challenge uses the knowledge that rewards and social support will elicit competition and ultimately impressive results toward improved health behaviors:
https://www.keas.com/?utm_source=NEW+THCB+%26+Health+2.0&utm_campaign=02c594550d-San_Diego_Conference_Email_3_2_113_2_2011&utm_medium=email

RedBrick Health - **Eric Zimmerman** will give us a peek into the new social engagement platform that RedBrick Health has developed for the Alliance for a Healthier Minnesota. See how they're using social motivation to encourage better health and wellness choices: https://www.redbrickhealth.com/whatwedo/how

ShopWell - **Brian Witlin** will show his mobile and web based application, ShopWell which allows users to quickly scan or search products while shopping and asses the food's dietary impact and see potential alternatives:
http://www.shopwell.com/?utm_source=NEW+THCB+%26+Health+2.0&utm_campaign=02c594550d-San_Diego_Conference_Email_3_2_113_2_2011&utm_medium=email

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Find us on Facebook: http://on.fb.me/g3svU4

Health Communication Challenge:
The developers of Healthy People 2020 have specially called out the importance of Health Communication and Health Information as being "an integral part of the implementation and success of Healthy People 2020." This decade's version of Healthy People appears to already be on the move and the Health Communication community will need to act swiftly to define its role in this process. To that end, the Health Communication Working Group is exploring options and opportunities through its APHA offices to see what ways it can add its voice to this national conversation.

If you have questions or comments about Healthy People 2020, you can contact the Office of Disease Prevention and Health Promotion by email at healthypeople@nhic.org. If you have questions about the Healthy People data, you can contact the data team at the National Center for Health Statistics (NCHS) by email at HP2020DATA@CDC.gov.

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