Domain 2 for Chronic Disease Prevention and Control

1. Surveillance & Epidemiology
2. Environmental Approaches
3. Health Systems
4. Community Clinical Links
Purpose & Agenda | Domain 2

Introduce the 4 Domains, provide information and context about Domain 2 for use in your programs!

- Overview and Definitions
- Example Strategies
- Maximizing Impact
- Capacities for Success
- State Example - Massachusetts
- Keys to Success
- Q & A

This work was conducted at the Centers for Disease Control and Prevention. The findings and conclusions are those of the author and do not necessarily represent the official position of the Centers for Disease Control and Prevention.
Defined
Defining Domains and Strategies

IN GENERAL

Domain: Field of study; A sphere of activity, concern, or function

Strategy: Direction; A pattern in a stream of decisions; The human attempt to get to desirable ends with available means

Intervention: Action provided to improve a situation

IN CHRONIC DISEASE PREVENTION

Domain: Area of activity, concern or function

Strategies: General approaches to improve public health at any level (not measured)

Interventions: Activities that support strategies (measurable)
A Look at the 4 Domains for Chronic Disease Prevention and Control

- Epidemiology & Surveillance
- Environmental Approaches
- Health Systems
- Community-Clinical Links
Strategies and Interventions that...

- use the principles of epidemiology to guide and monitor programs, interventions, research, and policy that...

- engage the environment, people’s surroundings, and policy to reinforce healthy behaviors that...

- improve the delivery and use of prevention, detection, and management clinical services in order to detect, ...

- connect clinical services and community programs/services so that high risk individuals have access to resources in order to ...

manage or prevent chronic disease.
Leadership and Management
Partnership Engagement
Strategic Communication
Workforce Development
Policy Analysis
Providing Guidance & Support for Programs
Organizational Design & Management
Health Equity
Surveillance, Epidemiology, and Strategic Use of Data
Evaluation

Cross cutting capacities – your tools to success!
ENVIRONMENTAL APPROACHES Defined
Environmental Approaches

Promote health and support and reinforce healthy behaviors in schools and child care settings, work sites, and communities.

Change the *situations* around people and communities to *facilitate* healthy behaviors.
Peoples’ environments shape their behavior. Let’s shape the environment to reinforce healthy behavior!
**Strategy:** Decrease exposure to secondhand smoke in public and private settings.

**Interventions:**

1. Increase amount of 100% smoke-free multi-unit housing.
2. Increase tobacco-free campuses.
3. Increase tobacco-free outdoor areas.
Strategy: Increase the proportion of the US population served by community water systems with optimally fluoridated water.

Interventions:
1. Promote policies for fluoridated water systems.
2. Educate public, stakeholders, and decision makers.
ENVIRONMENTAL APPROACHES
Maximizing their Impact
Maximizing the Impact

**Impact = Reach × Exposure × Potency**

Focus on how many, how often, and to what degree...
Maximizing the Impact

Strategy: Decrease exposure to secondhand smoke in public and private settings.
Behavioral/Health Goal: Reduce exposure to SHS.

Smokefree Common Areas in Apt Building
Smokefree Apartment Building
Housing Authority and MUH are Smokefree
Smokefree Housing Authority and MUH & Quit Info Provided
Maximizing the Impact


Behavioral/Health Goal: Increase physical activity. Decrease obesity and associated disease risks.
ENVIRONMENTAL APPROACHES
Capacities & Keys for Success
Capacities for Success: Your Tools

- Partnerships & Collaborations
- Surveillance & Epidemiology
- Strategic Communications
- Subject Matter Expertise for Technical Assistance

Examples from School Health
Keys for Success

1. Know your situation
2. Are the right people at the table?
3. It’s not all about us – think about non traditional partners
4. Have the evidence and data to proceed
5. Begin with the end in mind
6. Plan for maintenance and sustainability

From across the branches.
Keys for Success

7. Communicate Strategically

To aid a decision or shape an opinion, a statistic “must be dragged within the everyday.”

- Chip & Dan Heath
ENVIRONMENTAL APPROACHES

Questions & Answers