

Healthy Louisville 2020



Creating a Healthier City



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**PUBLIC HEALTH
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Healthy Louisville 2020

What is it?

- A roadmap for improving the health of our city
- A SHARED community effort
- A health-in-all-policies approach

Why do we need it?

- Louisville ranks 10th among peer cities in health outcomes
- 1 in 4 Louisville adults smoke
- Chronic diseases are the leading causes of death in our city
- Our infant mortality rate is higher than the national average
- Our suicide rate is higher than the national average
- Almost 30% of our adults and 24% of our public school sixth graders are obese
- Life expectancy varies greatly depending on where you live in Louisville

What's in it?

- 13 Focus Areas – where we can have the greatest impact on morbidity, mortality and quality of life
- Targets – the improvements we want to achieve
- Recommendations – focused on prevention, evidence-based, health-in-all-policies approach

How was it created?

- Data from many sources
- LMPHW expertise
- Community input
 - Mayor’s Healthy Hometown Leadership Team
 - Mayor’s Healthy Hometown Community Coalition and Strategic Planning Team
 - Blueprint for Safe and Healthy Neighborhoods

HL 2020 MAP-IT Process



13 Focus Areas

Healthy Louisville 2020 Focus Areas

Access to Health Care

Cancer Prevention and Screening

Chronic Diseases Prevention and Screening

Communicable Diseases Prevention and Screening

Healthy Homes and Healthy Neighborhoods

Healthy Mothers and Healthy Babies

Mental Health

Obesity Prevention

Oral Health

Public Health Infrastructure

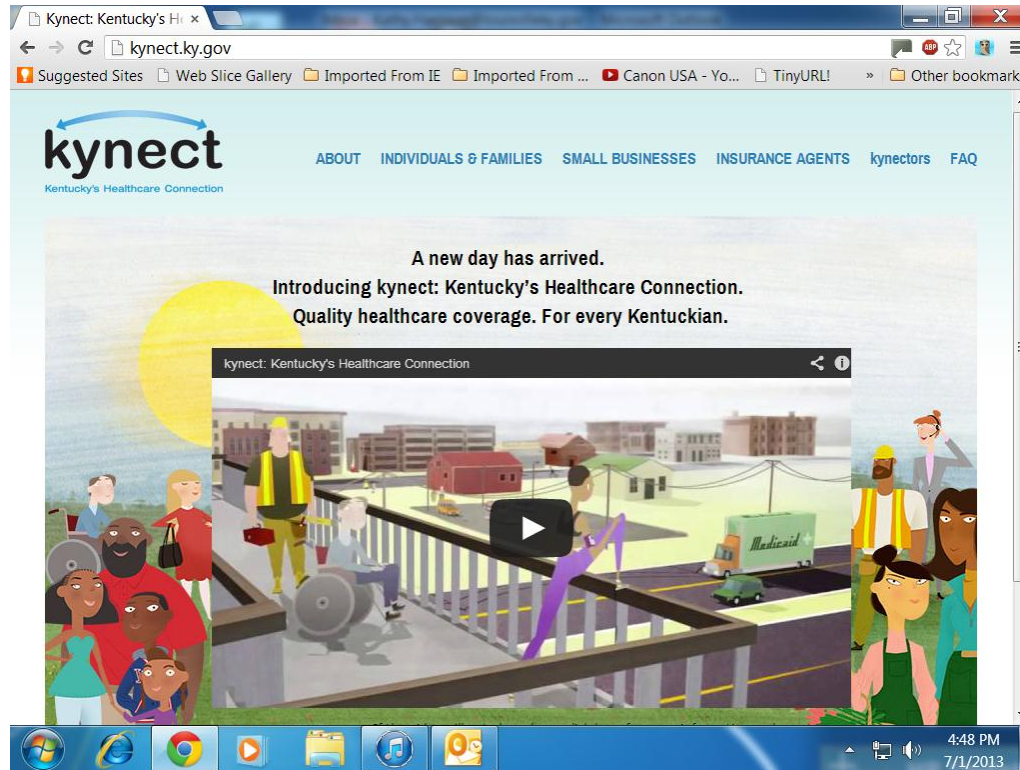
Social Determinants of Health

Substance Abuse

Violence and Injury Prevention

Access to Healthcare

Goal: All Louisville Metro residents will have health insurance coverage and a medical home



Access to Healthcare

HL 2020 Targets:

- Decrease percentage of uninsured Louisville Metro residents from 17% to 0%
- Increase the percentage of people who have a primary care provider from 89.7% to 99% or more of the Louisville Metro population.

Access to Healthcare

Recommendations:

- Raise public awareness regarding changes in eligibility criteria for Medicaid and the financial subsidies for Qualified Health Plans (QHPs) through “kynect”.
- Ensure all Louisville Metro residents eligible for Medicaid are enrolled as part of the expansion under ACA by coordinating activities between the Kentucky Regional Planning and Development Agency (KIPDA), safety net providers, and social support agencies.
- Advocate for maintenance and adequate funding of the Prevention and Public Health Fund created by ACA.
- Identify zip codes with a shortage of primary care providers and create incentives (i.e., loan forgiveness programs) to increase the workforce in underserved areas.

Cancer Prevention and Screening

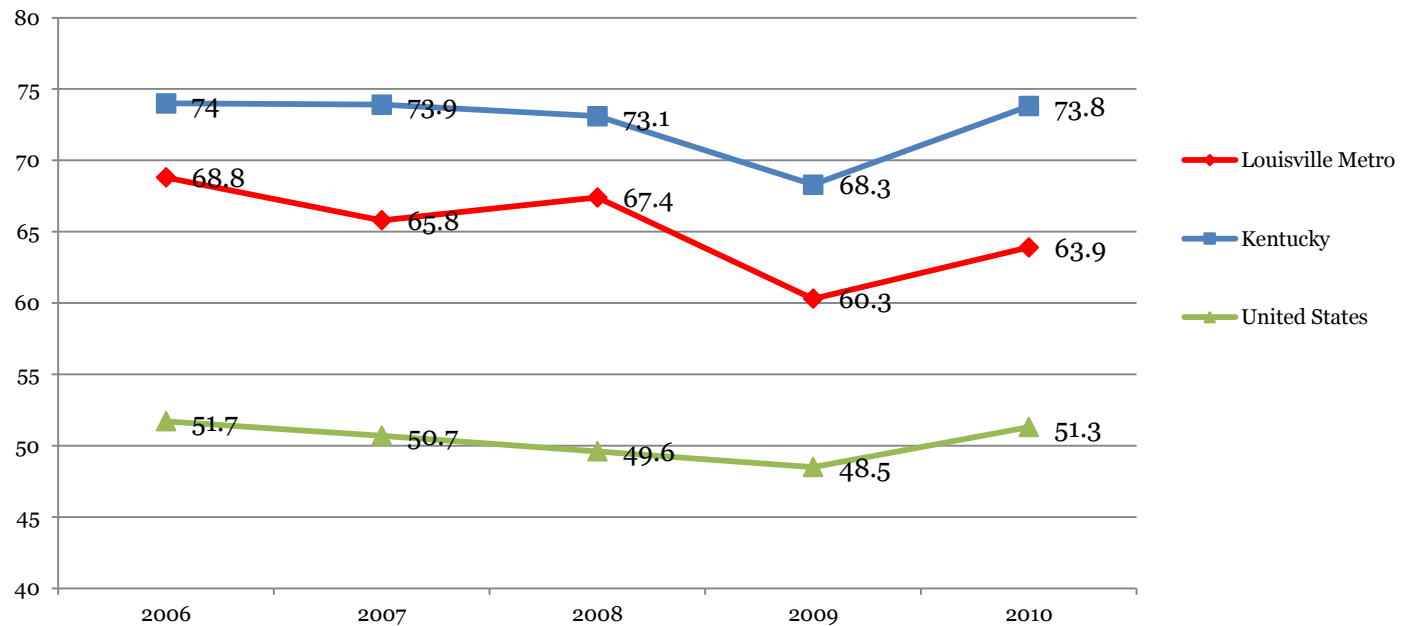
Goal: Decrease the incidence and death rates for all cancers in Louisville Metro

Lung Cancer
Breast Cancer
Cervical Cancer
Prostate Cancer
Colorectal Cancer

Cancer Prevention and Screening - Lung Cancer

Age-Adjusted Death Rates from Lung Cancer, 2006-2010

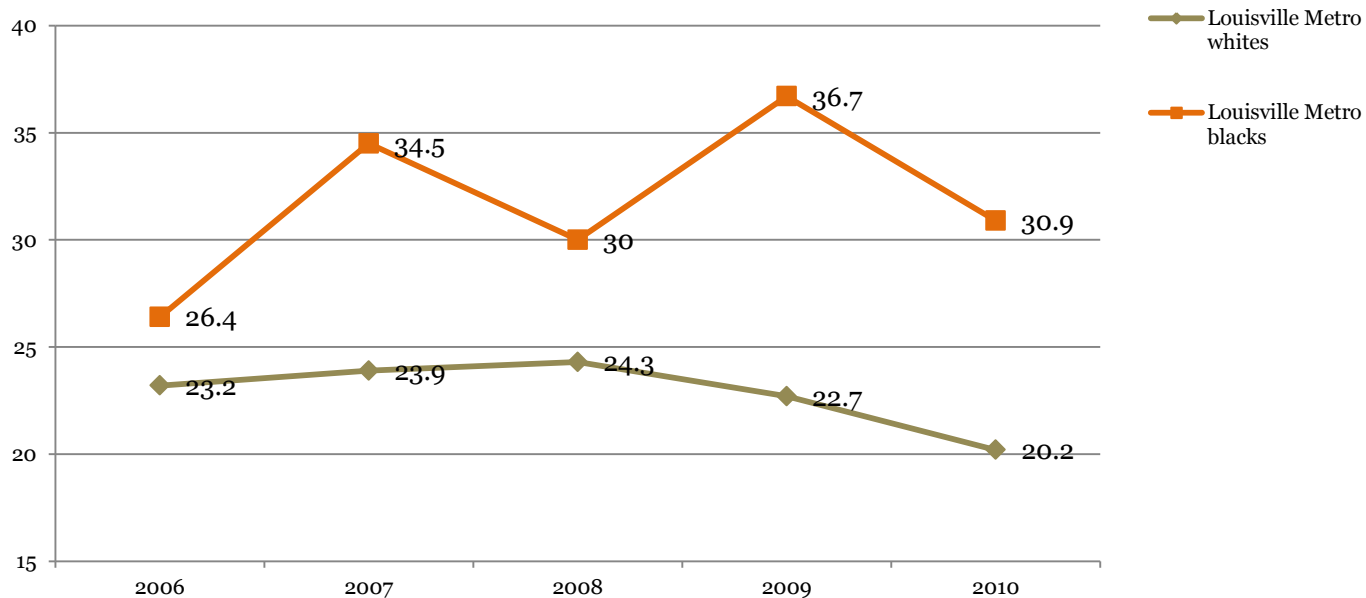
Death rates per 100,000 population



Cancer Prevention and Screening - Lung Cancer

Disparities in Age-Adjusted Death Rates from Breast Cancer, 2006-2010

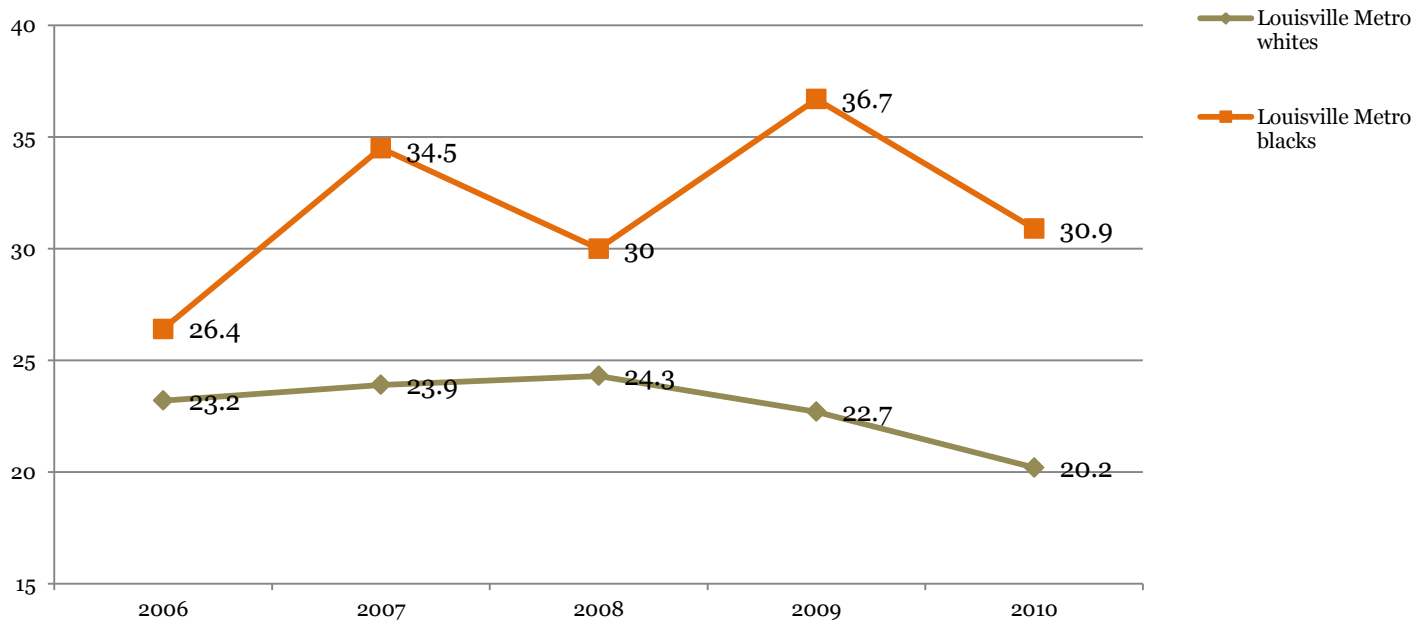
Death rate per 100,000 population



Cancer Prevention and Screening - Breast Cancer

Disparities in Age-Adjusted Death Rates from Breast Cancer, 2006-2010

Death rate per 100,000 population



Cancer Prevention and Screening

HL2020 Targets:

- Reduce overall cancer death rates from 190.8 per 100,000 population to 171.7 per 100,000 population.
- Reduce lung cancer death rate from 63.9 per 100,000 population to 57.5 per 100,000 population.
- Reduce female breast cancer death rates from 22.6 per 100,000 population to 20.3 per 100,000 population.
- Reduce prostate cancer death rates from 19.5 per 100,000 population to 17.5 per 100,000 population.
- Reduce cervical cancer death rates from 3.6 per 100,000 population to 3.2 per 100,000 population.
- Increase percentage of mammography screenings among women 50-75 years of age from 79.5% to 87.5%.

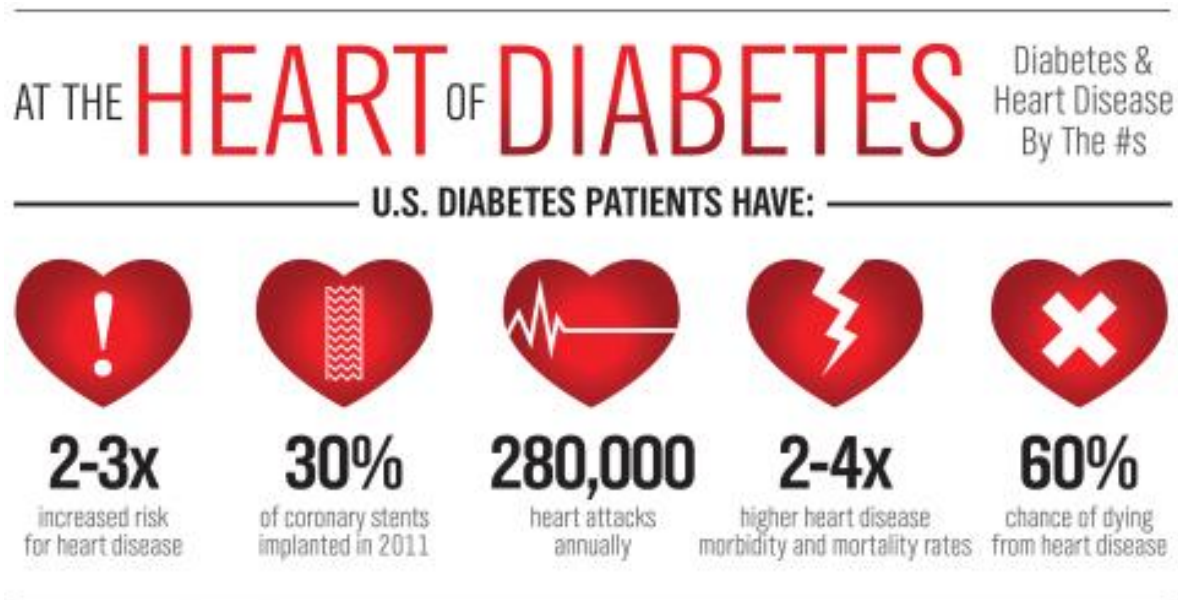
Cancer Prevention and Screening

Recommendations:

- Increase awareness of the HPV vaccine for both males and females through outreach to healthcare providers, schools and families.
- Expand smoke-free zones in outdoor spaces to protect people from second hand smoke.
- Increase the availability of smoke-free multi-unit public and private rental housing.
- Advocate for the maintenance of state funding for cancer screening programs, particularly for individuals who will remain uninsured after Medicaid expansion in 2014.
- Advocate for increasing Medicaid reimbursement rates to increase physician participation in the Medicaid program to help eliminate barriers to accessing cancer screening and treatment for low-to-moderate income residents.

Chronic Disease Prevention and Screening

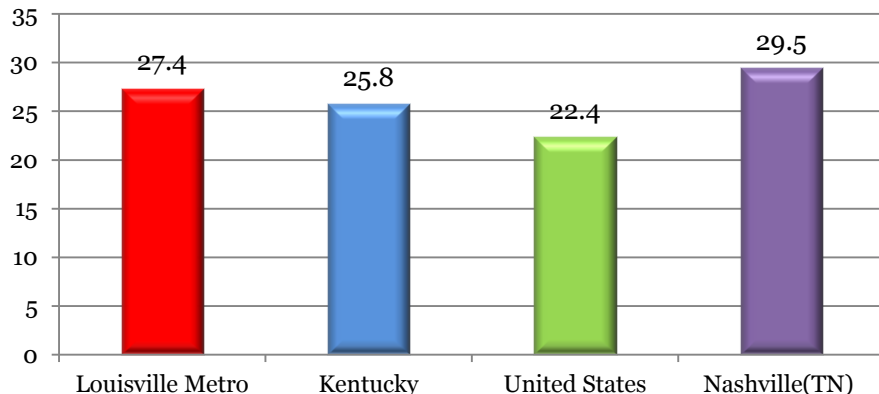
Goal: Prevent, detect and reduce risk factors that cause diabetes, coronary heart disease and stroke among Louisville Metro residents



Chronic Disease Prevention and Screening

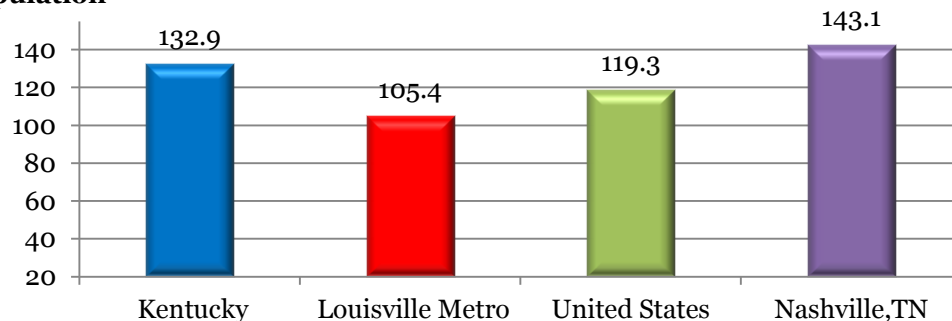
Age-Adjusted Death Rates from Diabetes, 2010

Death Rates per 100,000 population



Average Age-Adjusted Death Rates from Coronary Heart Disease, 2008-2010

Death rates per 100,000 population



Chronic Disease Prevention and Screening

HL2020 Targets:

- Reduce diabetes death rate from 27.4 to 24.7 per 100,000 population.
- Reduce coronary heart disease death rate from 105.4 to 94.8 per 100,000 population.
- Reduce stroke death rate from 39.3 to 35.4 per 100,000 population.
- Reduce the percent of adults with hypertension from 39% to 35.1% per 100,000 population.

Chronic Disease Prevention and Screening

Recommendations:

- Adopt a National Salt Reduction Initiative (NSRI) for Louisville Metro. NSRI is a voluntary public-private partnership that would establish measurable goals aimed at reducing the salt intake of Louisville Metro residents.
- Advocate for establishing a health insurance reimbursement structure for services provided through the National Diabetes Prevention Program and other CDC-approved diabetes prevention programs to support community-based efforts to prevent Type 2 diabetes.
- Adopt use of health impact assessments for new and existing construction or improvement projects to ensure safe communities that promote healthy living and physical activity.
- Successfully implement the U.S. Food and Drug Administration's (FDA) restriction of the use of artificial trans-fat in fried foods and prepared baked goods served in all permitted food service establishments.

Healthy Neighborhoods, Healthy Homes - Tobacco Use

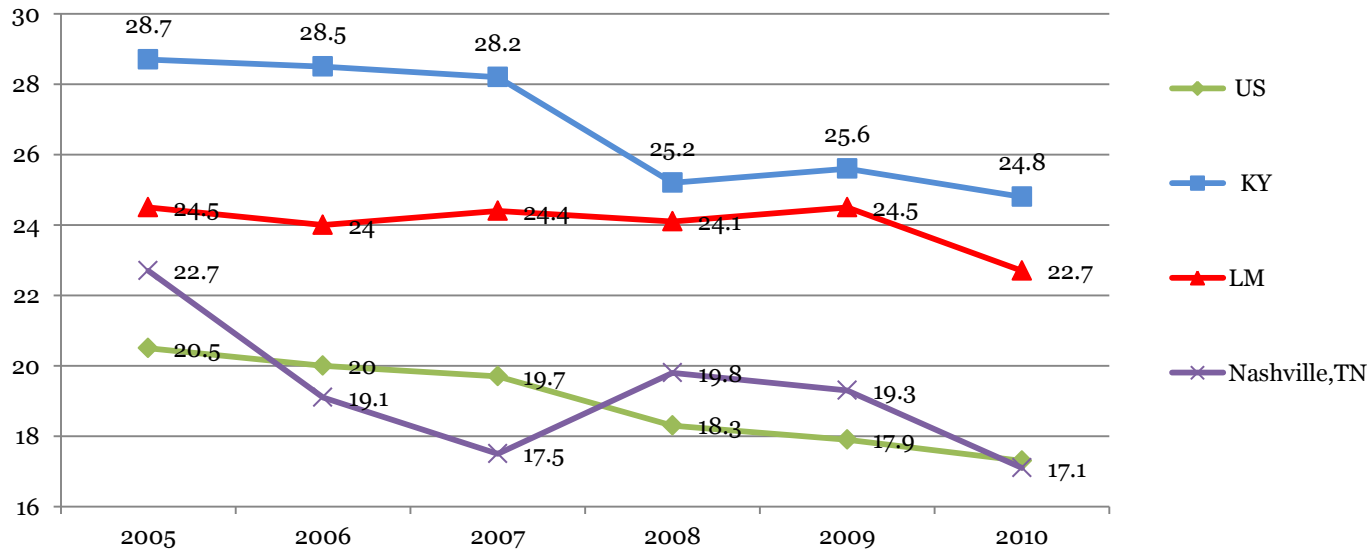
Goal: Reduce the prevalence of and death rate related to tobacco use and exposure to second hand smoke in Louisville Metro



Healthy Neighborhoods, Healthy Homes - Tobacco Use

Adults Smoking Trends, 2005-2010

Percent of
adults who
are current
smokers



Healthy Neighborhoods, Healthy Homes - Tobacco Use

HL 2020 Targets:

- Reduce cigarette smoking among adults from 32.1% to 29%.
- Reduce cigarette smoking among adolescents from 14.8% to 13.3%.

Healthy Neighborhoods, Healthy Homes - Tobacco Use

Recommendations:

- Advocate for increasing the state cigarette tax, which has proven to decrease smoking initiation among teens and pregnant women and invest the revenue in health related programs.
- Increase smoking cessation services for expectant parents.
- Increase health provider referrals to effective smoking cessation programs.
- Create demand for more smoke-free public and private multi-unit rental housing.



Healthy Neighborhoods, Healthy Homes - Tobacco Use

Recommendations:

- Create demand for more smoke-free public and private multi-unit rental housing.
- Strengthen the enforcement of existing laws prohibiting indoor smoking at worksites and selling tobacco to minors.
- Reduce tobacco advertising and promotion, particularly within close proximity to schools, in retail establishments such as convenience stores, grocery stores and pharmacies.
- Restrict sale of e-cigarettes and hookah products to minors.

Healthy Neighborhoods, Healthy Homes - Tobacco Use



Recommendations:

- Expand city-wide smoke-free areas to include outdoor public spaces such as playgrounds, parks, special events and public areas around downtown hospital campuses.

Healthy Neighborhoods, Healthy Homes – Air Quality

Goal: To improve the quality of the air that
Louisville Metro residents breathe



Healthy Neighborhoods, Healthy Homes – Air Quality

HL 2020 Target:

Reduce the number of days with AQI that exceed 100 from 55 to 34 days per year.

Air Quality Index (AQI) Values	Levels of Health Concern	Colors
When the AQI is in this range	...air quality conditions are:	...as symbolized by this color:
0 to 50	Good	Green
51 to 100	Moderate	Yellow
101 to 150	Unhealthy for Sensitive Groups	Orange
151 - 200	Unhealthy	Red
201 - 300	Very Unhealthy	Purple
301 - 500	Hazardous	Maroon

Healthy Neighborhoods, Healthy Homes – Air Quality

Recommendations:

- Upgrade sidewalks and all purpose trails to promote more walking and biking for transportation.
- Develop a bike share program to promote multimodal transportation.
- Expand use of existing hybrid fuel efficient public transportation.
- Promote increased use of public transportation by improving the functionality and aesthetic quality of bus stops and shelters.
- Prohibit vehicle and school bus idling on days where AQI exceeds 100.
- Increase percentage of bio component in biodiesel fuel.

Healthy Neighborhoods, Healthy Homes – Childhood Lead Poisoning

Goal: Reduce lead poisoning
among Louisville Metro youth



Healthy Neighborhoods, Healthy Homes – Childhood Lead Poisoning

Target: Reduce the number of children in case management from 87 to 70.



Healthy Neighborhoods, Healthy Homes – Childhood Lead Poisoning

Recommendations:

- Advocate for return of adequate federal funding levels for Childhood Lead Poisoning Prevention Program (CLPPP).
- Conduct outreach to primary care providers to increase the number of children who receive age appropriate blood lead level screening in patient centered medical homes according to national guidelines.
- Increase the practice of safe urban gardening including examination of in-the-ground vs. raised bed, container gardening practices, site planning and soil mending / remediation.
- Develop innovative lead mitigation techniques for demolition and deconstruction projects.

Healthy Mothers and Healthy Babies

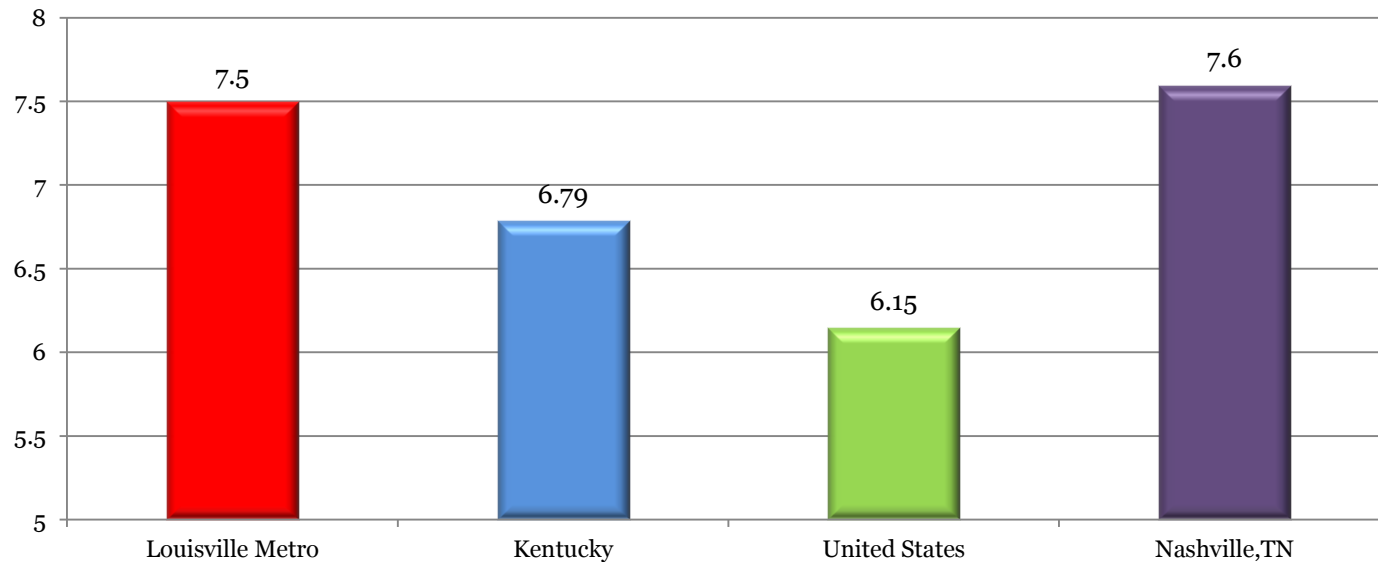
Goal: Improve the health and well-being of mothers and babies in Louisville Metro



Healthy Mothers and Healthy Babies

Infant Mortality Rates, 2010

Death rates per 1000
live Births



Healthy Mothers and Healthy Babies

HL 2020 Targets:

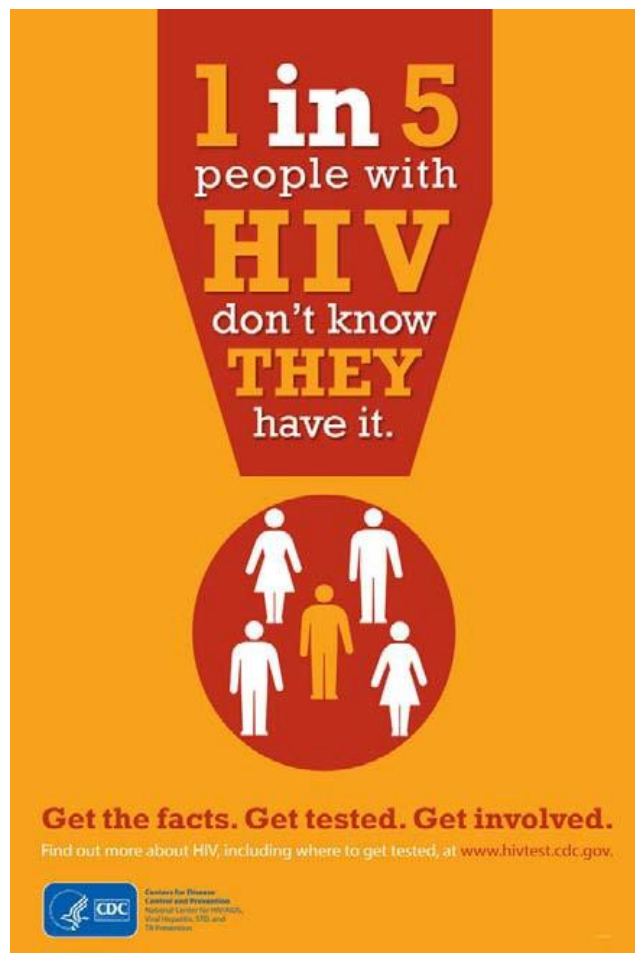
- Reduce infant mortality rate from 7.5 to 6.75 per 1000 live births.
- Reduce the racial disparity gap in infant mortality between white and black mothers from 6.3% to 5.7%.
- Reduce the rate of low birth weight births from 9.5% to 8.5%.
- Reduce the preterm birth rate from 8.2 to 7.8 per 1000 births.
- Increase the percent of pregnant women who receive prenatal care beginning in the first trimester from 80% to 88%.
- Decrease teenage pregnancies from 41.3 to 37.2 per 1000 female teenagers aged 15-19.
- Reduce the percent of women who smoke while pregnant from 17.9% to 16.1%.
- Increase the percent of children ages 19 months to 5 years who attend daycare and have the recommended doses of DTaP, polio, MMR, Hib, hepatitis B, varicella and PCV vaccines from 95.6% to 100%.

Healthy Mothers and Healthy Babies

Recommendations:

- Advocate for the state's participation in the CDC's Pregnancy Risk Assessment Monitoring System (PRAMS).
- Promote coordination of community based home visiting programs with other child and family services to provide a continuum of care from ages 0 to 5 for the parents of high-risk children.
- Ensure that home visiting programs actively engage fathers in program services before children are born.
- Implement evidence-based teen pregnancy prevention programs in Louisville.
- Increase the number of family friendly work environments and the adoption of breastfeeding policies that provide adequate time and places for working mothers to breastfeed or pump.

HIV Prevention and Screening



Goal: Reduce human immuno-deficiency virus (HIV) infection among Louisville Metro residents

HIV Prevention and Screening

HL 2020 Target:

Increase the percentage of people who are infected with HIV and know their status from 87.2% to 90%.

HIV Prevention and Screening

Recommendations:

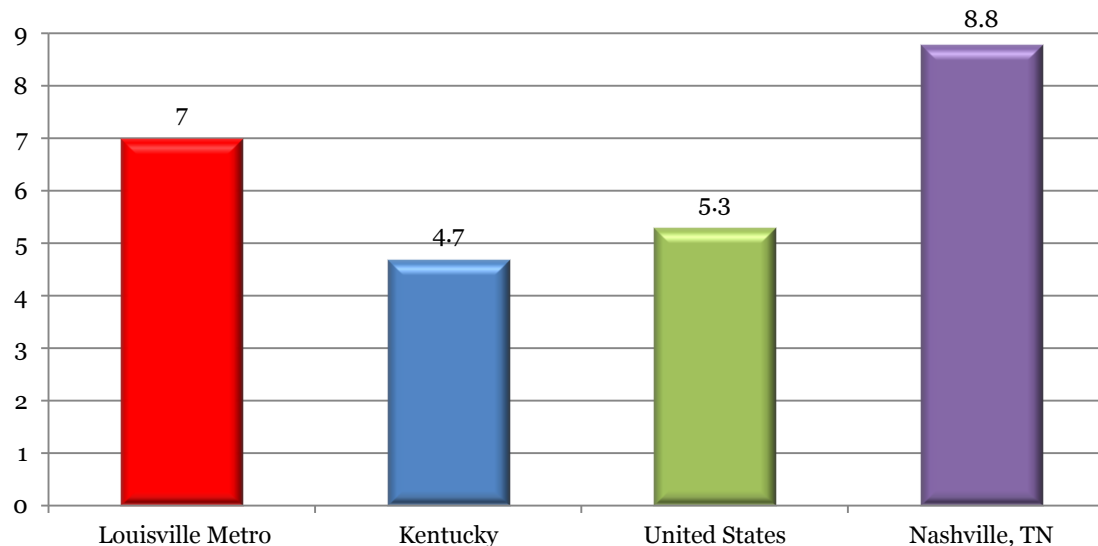
- Adopt a comprehensive HIV care plan – a community-wide strategic plan aimed at system changes and service improvements to enhance testing, entry into care, retention in care and positive clinical outcomes for people living with HIV.
- Advocate for increased federal, state and local funding for HIV outreach and awareness, particularly for younger and newer injection drug users and women.
- Promote HIV testing as standard of care in hospital emergency rooms.

Injury and Violence Prevention

Goal: Decrease the prevalence of violence and unintentional injuries in Louisville Metro

Death rates per
100,000
population

Homicide rates, 2010



Injury and Violence Prevention

HL 2020 Targets:

- Decrease the percentage of JCPS schools with a serious violent incidence from 66% to 60%.
- Reduce the rate of fatal injuries from 51.3 to 46.2 per 100,000 population.
- Reduce homicide rate from 7 to 6.3 per 100,000 population.
- Decrease non-fatal gun-shots rate from 23.4 to 21.1 per 100,000 population.

Injury and Violence Prevention

Recommendations

- Identify opportunities to increase educational attainment, close the achievement gap and reduce the disproportionate number of school suspensions and alternative school placements by race.
- Support small businesses in economically disadvantaged areas and create opportunities to attract new businesses.
- Incorporate a public health approach to address the physical, mental, emotional and social factors associated with violence.
- Identify and deliver appropriate interventions for individuals during initial contact with the juvenile and criminal justice system.
- Provide services aimed to address issues related to citizens returning home after incarceration.

Mental and Behavioral Health

Goal: Improve the mental and emotional well-being of Louisville Metro residents



Mental and Behavioral Health

HL 2020 Targets:

- Reduce suicide rate from 14 to 12.6 per 100,000 population.
- Reduce the rate of preteen and adolescent (11-20 years) hospitalizations for major depressive disorder from 233.5 to 210.2 per 100,000 population
- Reduce the rate of preteen and adolescent (11-20 years) hospitalizations for suicide attempts and self-inflicted injury from 83.5 to 75.2 per 100,000 population.

Mental and Behavioral Health

Recommendations:

- Promote collaborative care for the management of depressive disorders.
- Develop and implement a community-wide plan to reduce mental health stigma and discrimination.
- Improve mental and behavioral health data collection including suicide attempts at the grade school level (K-12).
- Provide training on the use of universal screening tools for professionals who have opportunities to identify and refer for mental health.

Mental and Behavioral Health

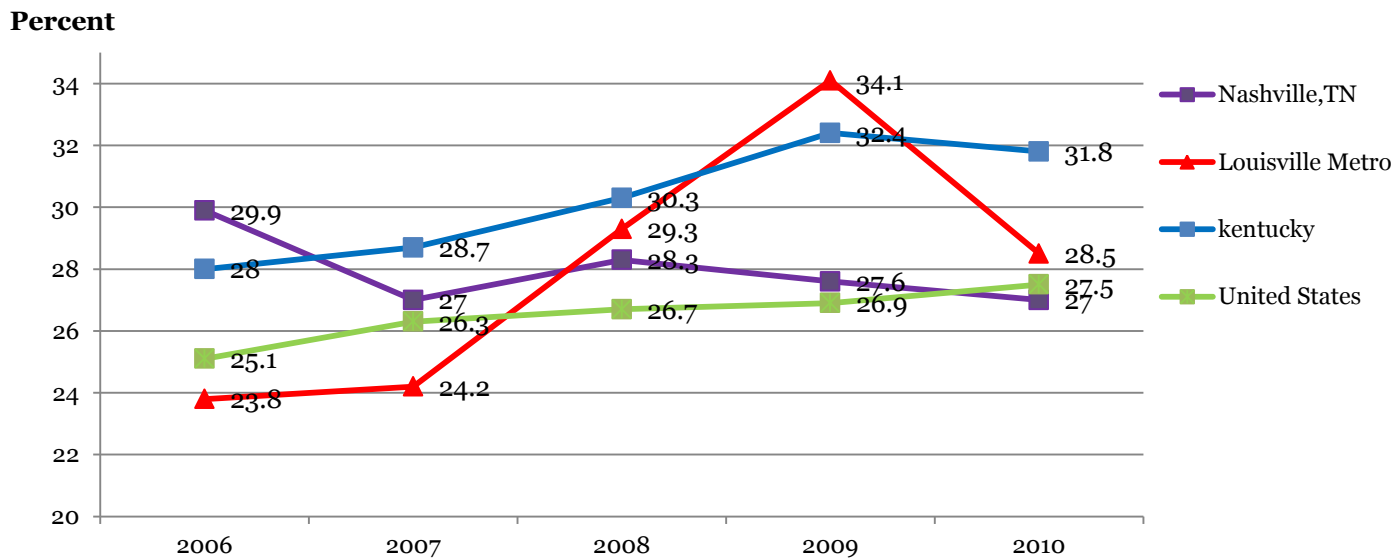
Recommendations:

- Increase age-appropriate screenings for trauma, substance use disorders and mental health in all workplaces, healthcare and educational settings.
- Reduce barriers to access to care by advocating for reimbursement for mental health services.
- Identify zip codes with shortage of mental and behavioral health providers and advocate for increase of services in underserved areas.

Obesity Prevention

Goal: Reduce the proportion of Louisville Metro residents that are overweight and obese

Obesity Rates Trends, 2006-2010



Obesity Prevention

HL 2020 Targets:

- Reduce the proportion of adults who are obese from 29.3% to 26.4%.
- Reduce the proportion of children who are obese from 17.9% to 16.1% for kindergartners and from 24.2% to 21.8% for sixth graders.
- Increase the number of people who consume at least five servings of fruits and vegetables a day from 26% to 28.6%.
- Increase the proportion of adults who participate in moderate to rigorous physical activity for 150 minutes or more per week from 52.2% to 57.4%.

Obesity Prevention

Recommendations:

- Implement a system to monitor BMI through the required school physical exam for children entering kindergarten and sixth grade.
- Expand implementation of complete streets policies to ensure that roads are designed to accommodate everyone including cyclists and pedestrians.
- Expand the Bike Share program beyond the downtown area.
- Implement shared use agreements to permit community based organizations to provide nutrition and fitness opportunities in schools and other large non-government facilities.
- Expand incentives for fitness and improved nutrition through worksites and health insurance programs.
- Enhance the implementation of evidence-based programs for physical activity and healthy eating in childcare and daycare facilities.

Obesity Prevention

Recommendations:

- Increase the number of “fresh stops” and the location of alternative food models, including mobile fresh/whole food projects in food deserts.
- Limit the density of fast food restaurants across Louisville Metro with an emphasis on zip codes identified as food deserts.
- Promote the adoption of the U.S. Centers for Disease Control and Prevention “LEAN Works!” policies to employers.
- Increase the number of people who are screened for obesity and diet related illnesses through their patient-centered medical home.
- Repurpose empty and vacant lots into community gardens, playgrounds or green spaces.



Obesity Prevention



Recommendations:

- Establish annual Youth Risk Behavioral Surveillance Survey (YRBS) to be conducted in JCPS among middle and high school students to improve data collection on nutrition and physical activity.
- Encourage primary care providers to prescribe structured physical activity regimens that include specific recommendations for the frequency, intensity, and type of exercise to patients who are at risk for overweight or obesity.
- Increase number of local farmers markets that accept WIC and SNAP EBT.

Oral Health

Goal: Improve the oral health of Louisville Metro residents by reducing tooth decay and gum disease



Oral Health

HL 2020 Targets:

- Increase the percentage of adults who used the oral health care system in the past 12 months from 69% to 76%.
- Increase the percentage of children enrolled in Medicaid and the Kentucky Children's Health Insurance Program (KCHIP) who received dental services annually from 53% to 100%.

Oral Health

Recommendations:

- Expand school-based dental sealant programs in schools with the greatest need.
- Improve oral health data collection for youth and children in Louisville Metro.
- Advocate for increasing the oral healthcare workforce, particularly the number of dentists that provide treatment to Medicaid recipients, and services in underserved areas of Louisville Metro.

Public Health Infrastructure

Goal: Ensure LMPHW has the infrastructure to provide Louisville Metro residents public health services at an optimal level on a daily basis as well as during emergencies



Public Health Infrastructure

HL 2020 Target:

Activate designated personnel in response to a public emergency at 60 minutes or less.



Public Health Infrastructure

Recommendations:

- LMPHW to submit application for voluntary national accreditation to the Public Health Accreditation Board (PHAB) by 2015.
- Develop and maintain a community health dashboard that tracks progress on meeting HL 2020 targets and other health indicators, as well as provides resources for best practices.
- Increase the number of local healthcare facilities that serve as sentinel sites for disease surveillance.
- Advocate for adequate federal and state funding to support all-hazards preparedness.
- Increase the number of healthcare facilities and providers that actively participate in the Kentucky Health Information Exchange (KY HIE).
- Increase the number of healthcare facilities and providers who have adopted electronic health records (EHR).

Social Determinants

Goal: Create social and physical environments that promote good health for all Louisville Metro residents.



Social Determinants

HL 2020 Targets:

- Reduce the number of homeless people from 10,187 to 8,150.
- Reduce the unemployment rate from 10.2% to 9.2%.
- Reduce the percent of adults at or below poverty level from 17.2% to 15.5%.
- Reduce the percentage of people living in food deserts in Louisville from 8.3% to 7.5%.
- Reduce the proportion of people eligible for SNAP but not enrolled from 8.6% to 7.7%.
- Reduce the gap in life expectancy between whites and blacks in Louisville Metro from 4.6 years to 4.1 years.

Social Determinants

Recommendations:

- Decrease residential segregation (by income, race, ethnicity and gender) by changing policies and land development regulations to promote mixed income neighborhoods and communities throughout Louisville Metro.
- Increase opportunities for affordable ownership and rental housing, including multi-family options, alternate tenures, and innovative equity building options in all parts of Louisville Metro.
- Decrease the disparity in food access across Louisville Metro by establishing full scale grocery stores in food deserts and expanding farmers markets and community gardens.



Social Determinants

Recommendations:

- Advocate for establishing a living wage by raising the minimum wage for workers in Louisville.
- Advocate for a state Earned Income Tax Credit (EITC) which research has suggested to lift families out of poverty.
- Implement a “Health in All Policies” approach by applying health and equity impact assessment processes for all proposed state and local policies and programs.

Substance Abuse

Goal: Reduce the number of Louisville Metro adults and youth engaging in risky behaviors such as binge drinking and drug abuse.



Substance Abuse

HL 2020 Targets:

- Reduce the percentage of adults engaging in binge drinking during the past 30 days from 16% to 14.4%.
- Reduce the percentage of students (grades 6 to 12) engaging in binge drinking during the past 30 days from 11% to 10%.
- Reduce the percentage of students (ages 12 to 17) reporting use of alcohol or any illicit drugs during the past 30 days from 26.6% to 23.9%.
- Reduce death rate caused by overdose (unintentional poisoning from drugs) from 16 to 14.4 per 100,000 population.

Substance Abuse

Recommendations:

- Strictly enforce alcohol control policies.
- Improve referral and access to rehabilitation services provided by local providers who offer evidence-based programs.
- Advocate for increased funding and access for residential and outpatient substance abuse treatment programs for individuals of all ages.
- Reduce the population based density of alcohol retail outlets in Louisville Metro/Jefferson County to that of other counties in Kentucky.
- Adopt and implement a “reality-based approach” as opposed to an emphasis on “abstinence” or “zero-tolerance” as a prevention strategy for teen drug and alcohol use.

What's next? How do we use HL2020?

- Community collaboration
- Data and valuable health information to inform programs, policies, initiatives
- Measure

Questions?