

# Cost-Effective Strategies in Public Health: The Winnable Battles Initiative



**Association of State and Territorial Health Officials  
&  
National Conference of State Legislatures  
Denver, CO  
June 20-22, 2016**

This meeting was made possible through generous support from the  
Centers for Disease Control and Prevention, U.S. Department of Health and Human Services.

# Cost-Effective Strategies in Public Health: The Winnable Battles Initiative



Welcome and Overview  
Karmen Hanson, Program Manager  
National Conference of State Legislatures  
Denver, CO  
June 20 - 22, 2016

This meeting was made possible through generous support from the  
Centers for Disease Control and Prevention, U.S. Department of Health and Human Services.

# Presenter-Attendee Agreement

- We are here for YOU
- Law of Motion: move if you need to
- Bathrooms: go if you need to
- Vibrations: leave to take or make a call if you need to
- Texting and Typing: social sharing welcome ( 😊 )
  - Tweet unto others as you would have them tweet unto you.
  - Tweet something good before you tweet something bad.
  - #ASTHO #NCSL
- Seek first to understand
- Safe space to agree, disagree, ponder, question
- **FREE PASS!**

# Collaborating Organizations

ASTHO

- *Association of State and Territorial Health Officials*



NCSL

- *National Conference of State Legislatures*



# State Team Benefits

## Opportunities to ...

Participate  
in dialogue  
and strategic  
planning  
with other  
key state  
decision-  
makers

Share your  
expertise

Learn from  
others'  
expertise

Build  
relationships

# Meeting Goals

- Convene state teams to gain an understanding of the Winnable Battles initiative and how these public health priorities can be addressed.
- Give seminar participants the opportunity to discuss with leaders ways to address and promote health within their states.
- Identify priority health areas related to Winnable Battles to address over the next 12 months.
- Work with state participants to develop an action plan to improve health outcomes with cost-effective public health strategies.
- **Follow up and provide assistance.**

# Plenary Sessions

- *The Winnable Battles Initiative*
- *SHO and Tell*
  
- *CDC Town Hall: Hearing from the experts*
- *CHOICES Project: Leveraging Opportunities*
- *Prevention Status Report and TA Opportunities*
  
- *Closing Plenary: Charting Your Winnable Battles Path*
- *Learning from Each Other: State Team Reports*

# State Team Meetings

Four meetings for each state team, facilitated by ASTHO and NCSL staff.

Identify and discuss goals related to Winnable Battles

Identify objectives and strategies to meet the goals

Agree on and identify action steps to take back home

**Identify a state team lead(s) for follow up**

**Identify ways the collaborating organizations can be of assistance**

Report to the larger group about goals and strategies

**Expectation:**

**An agreement to reconvene back home in 90 days.**



# State Team Meetings

**Today**

**4:00 -5:00 pm**  
*Get to know each other better and ID your priorities*

**Tuesday**

**9:45 -11:45 am**  
*Identify common goals & objectives*

**3:40 -5:00 pm**  
*Develop state strategies and action steps*

**Wednesday**

**9:00 -10:30 am**  
*Finish Up*

**11:45 am - 1:00 pm**  
*Teams Report*

**Subject Matter Experts**

**Tuesday sessions**

# Success Story Examples

- **Alabama** passed three bills related to preventing and addressing prescription drug abuse. Also created a positive youth development program that addressed tobacco and obesity prevention.
- **Mississippi** passed bills to address teen pregnancy prevention and has already seen positive results.
- **North Dakota** incorporated NPAO into Worksite Wellness efforts to improve overall health.
- **Iowa** team members were so excited and proud of their plan that they shared it with the entire Dept. of Public Health.
- **Massachusetts** team members sponsored legislation to support primary seatbelt law, which received more support than it had in the past.
- Many others.... Who's next?

# Other Benefits

## **Public Health Officials:**

Help others understand the importance of public health and Winnable Battles in health efforts.

## **Medicaid, Insurance, Gov. Policy Staff**

Help others understand where larger issues of Medicaid, finance and insurance issues intersect and how goals can be integrated and shared.

## **Legislators & Legislative Staff:**

Help others understand the bigger picture of other state priorities and where health issues fit in (and how difficult decisions are).

# State Reconnaissance

***What are your state's most pressing issues?***

*Money ...*

*Money ...*

*Lack of money ...*

*Did we mention money?*

*Health reform implementation...*

*Medicaid and rising enrollment...*

*Rising health costs ...*

*Etc., etc., etc.*



# What was the most useful aspect of the meeting?

## Comments from past participants...

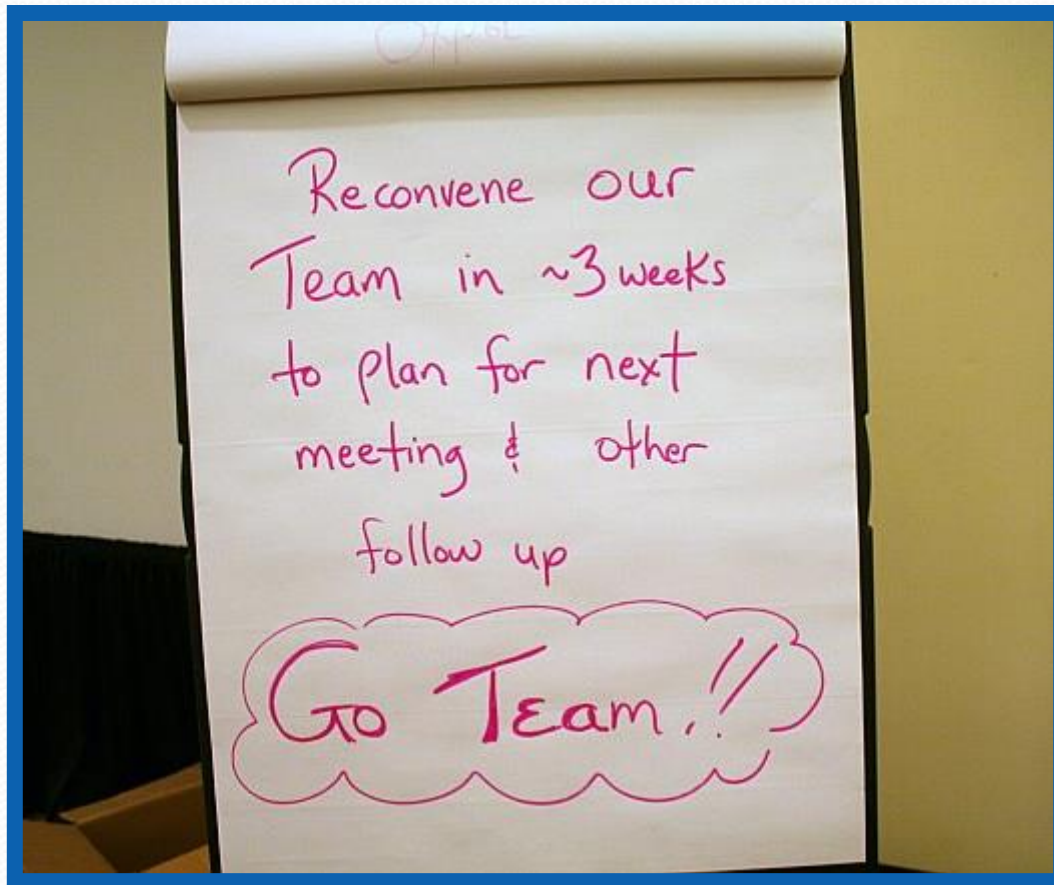
"It allowed our state delegation to list, discuss/debate and develop plans to work on specific (targeted) goals, considering the politics of our state and with our fiscal restraints and resources."

"Learning from other states. Excellent speakers - all timely subjects, much to think about and more forward."

"Recognizing the need for developing a process to further strategic planning for health care."

"The opportunity to meet as a state group and as an "intent" group to network, brainstorm, dialogue, etc."

# Expect Follow Up!



“Going through all this information we have here is kind of like trying to drink from a fire hydrant.”

Colo. Rep. Mark Paschall

“My seatmate told me this was a bad bill. I was going to vote no on it until I realized it was my own bill.”

Colo. Sen. Ray Powers

# Overload!!



# State Team Ground Rules

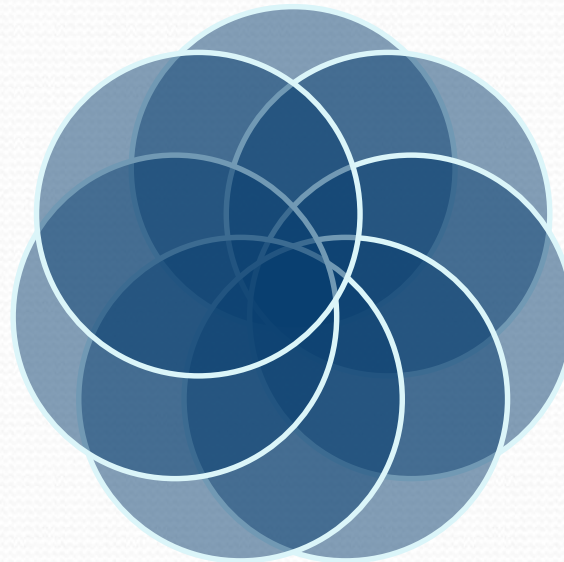
*Keep an  
open mind*

*Participate*

*Show  
respect*

*Stay on  
topic*

*Focus on  
solutions*



*Listen*

*Speak in  
turn*



# Good Luck!

*"The greatest challenge to any thinker is stating the problem in a way that will allow a solution."*

*-Bertrand Russell*

*"Accept the challenges so that you may feel the exhilaration of victory."*

*- General Patton*

*"Try not to have a good time . . . This is supposed to be educational."*

*-Lucy Van Pelt (Peanuts)*