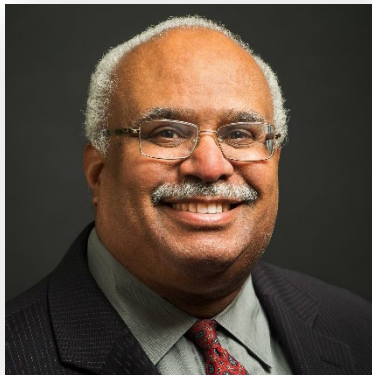


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A Resource Center for Today's Case Manager

Creating Healthy & Equitable Communities: A New Social Compact for Health



Georges C. Benjamin, MD, MACP, FACEP (E), FNAPA
Executive Director
American Public Health Association



MaryBeth Kurland, CAE
Chief Executive Officer
Commission for Case Manager Certification



A Resource Center for Today's Case Manager

Agenda

- Welcome and Introductions:
 - MaryBeth Kurland, CAE
CEO, Commission for Case Manager Certification

- Presentation:
 - Georges C. Benjamin, MD, MACP, FACEP (E), FNAPA
Executive Director, American Public Health Association

- Question and Answer Session



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Learning Outcomes Overview

After the webinar, participants will be able to:

- Describe social determinants of health and their impact on health
- Assess community societal resources and apply them for particularly vulnerable clients
- Utilize advocacy skills to empower and enhance the wellbeing of clients and communities impacted by COVID-19



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Commission for Case Manager Certification

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CM Learning Network at a Glance

Free Webinars

CCMC's New World Symposium

Case Management Body of Knowledge (CMBOK)

Career Center

Pre-Approved Continuing Education (PACE)

Care Management Journal (ACCM)

Workshops

WorkForce Development Toolkit

Workforce Development Assessment

2017 Compendium

Issue Briefs

COVID-19 Virus Information

To assist our community & protect our staff & volunteers taking several immediate steps.

READ MORE



Social Justice Statement

OUR PROFESSION IS ROOTED IN THE IDEAL THAT WE SERVE AND ADVOCATE FOR OUR CLIENTS REGARDLESS OF RACE, ETHNICITY, RELIGION, AGE, GENDER, SEXUAL ORIENTATION, NATIONAL ORIGIN, MARITAL STATUS, OR DISABILITY. AS AN ORGANIZATION, WE STRIVE TO STRENGTHEN AND EMPOWER BOARD-CERTIFIED CASE MANAGERS AND BOARD-CERTIFIED DISABILITY MANAGEMENT SPECIALISTS TO EXHIBIT THESE IDEALS IN THEIR PROFESSIONAL LIVES. SOCIAL JUSTICE IS WOVEN INTO KEY ELEMENTS OF THE CODE OF PROFESSIONAL CONDUCT FOR CASE MANAGERS AND THE CDMS CODE OF PROFESSIONAL CONDUCT, SPECIFICALLY THE EMPHASIS ON THE DIGNITY AND WORTH OF EACH INDIVIDUAL AND CONSISTENTLY HIGH STANDARDS FOR INTEGRITY, FIDELITY, AND OBJECTIVITY.

THE COMMISSION FOR CASE MANAGER CERTIFICATION EXPRESSES NOT ONLY OUR SUPPORT FOR, BUT ALSO ACTIVELY COMMITS TO FAIRNESS, EQUITY, EQUALITY, AND SOCIAL JUSTICE.

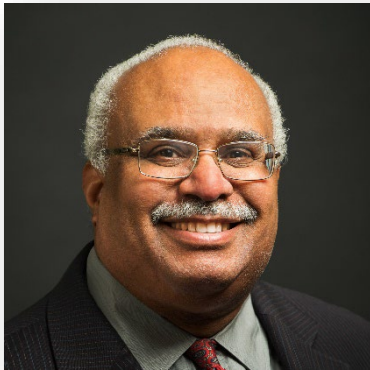
CCMC Commits to:

- **Condemn conduct involving discrimination because of race, ethnicity, religion, age, gender, sexual orientation, national origin, marital status, or disability;**
- **Celebrate the unique attributes of all case managers and disability management specialists;**
- **Value and seek diversity and inclusion within the case management and disability management professions;**
- **Promote an inclusive environment that encourages involvement, innovation, and expanded access to leadership opportunities that maximize engagement across all groups within the framework of the certification criteria;**
- **Leverage the unique characteristics, perspectives and contributions of a diverse case management and disability management population, including, but not limited to, age, appearance, disability, ethnicity, gender, geographic location, nationality, professional level or practice setting, race, religion, and sexual orientation;**
- **Highlight diversity to collectively and effectively provide for opportunities to improve the health and welfare for clients who receive case management and disability management interventions; and**
- **Advocate for efforts to end systemic racism and affirm the inherent dignity and value of every individual.**



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Creating Healthy & Equitable Communities: A New Social Compact For Health

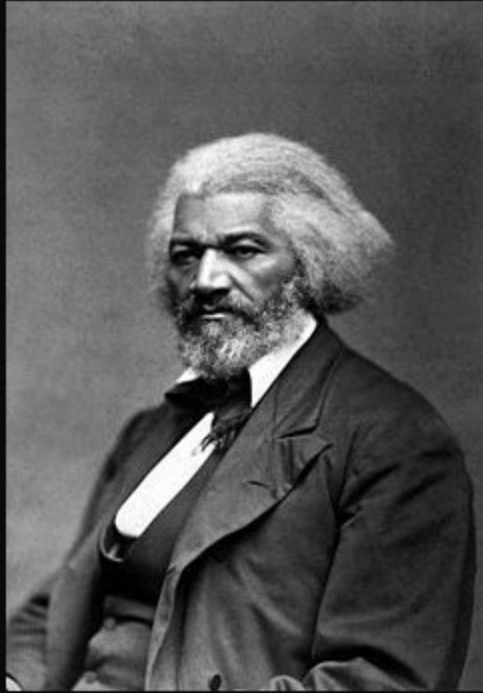
Commission for Case Manager Certification

Georges C. Benjamin, MD, MACP, FACEP (E), FNAPA
Executive Director
American Public Health Association



I have no financial disclosures or conflicts of interest with today's presented information





Where justice is denied, where poverty is enforced, where ignorance prevails, and where any one class is made to feel that society is an organized conspiracy to oppress, rob and degrade them, neither persons nor property will be safe.

(Frederick Douglass)

izquotes.com

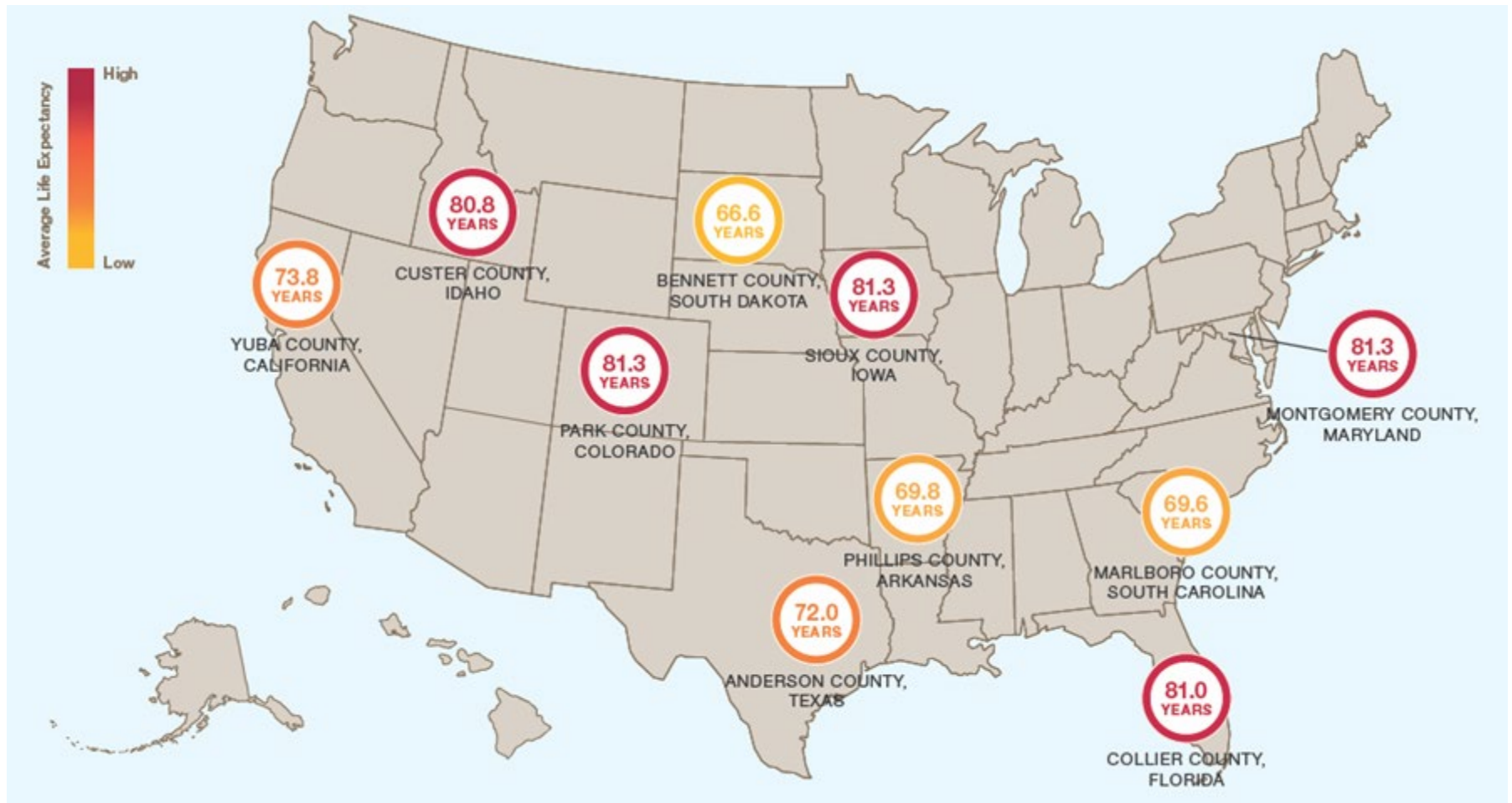
Health Equity Defined

“Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.”

Health Inequities Arise By

- 1. Differences in access to acute & chronic care**
- 2. Differences in the “quality” of care received**
- 3. Individual behavioral differences in approach to health or health care**
- 4. Differences in social, political, economic, or environmental exposures (Includes racism & other forms of discrimination)**

Differences In How Long & How Well We Live

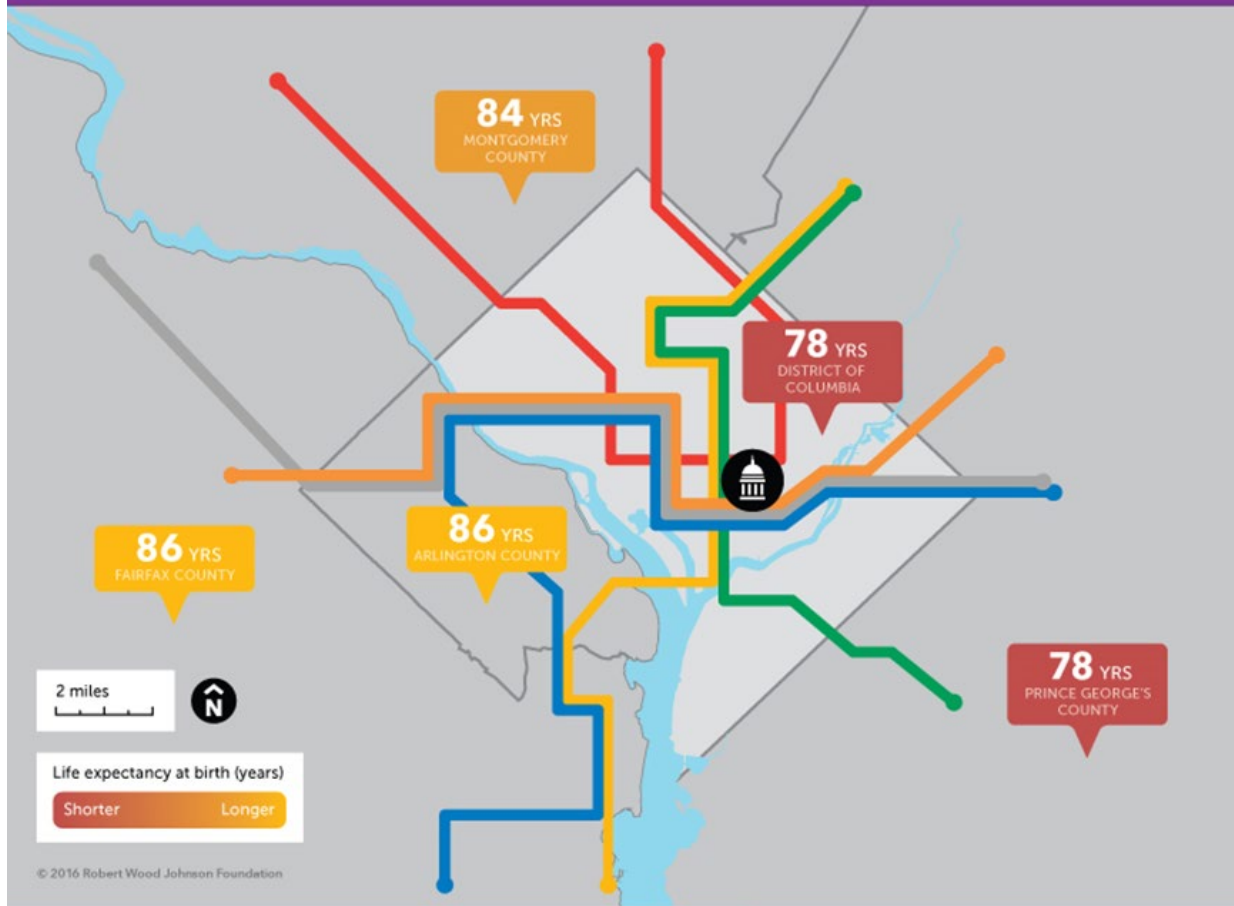


WASHINGTON, D.C.

Short Distances to Large Gaps in Health

Follow the discussion

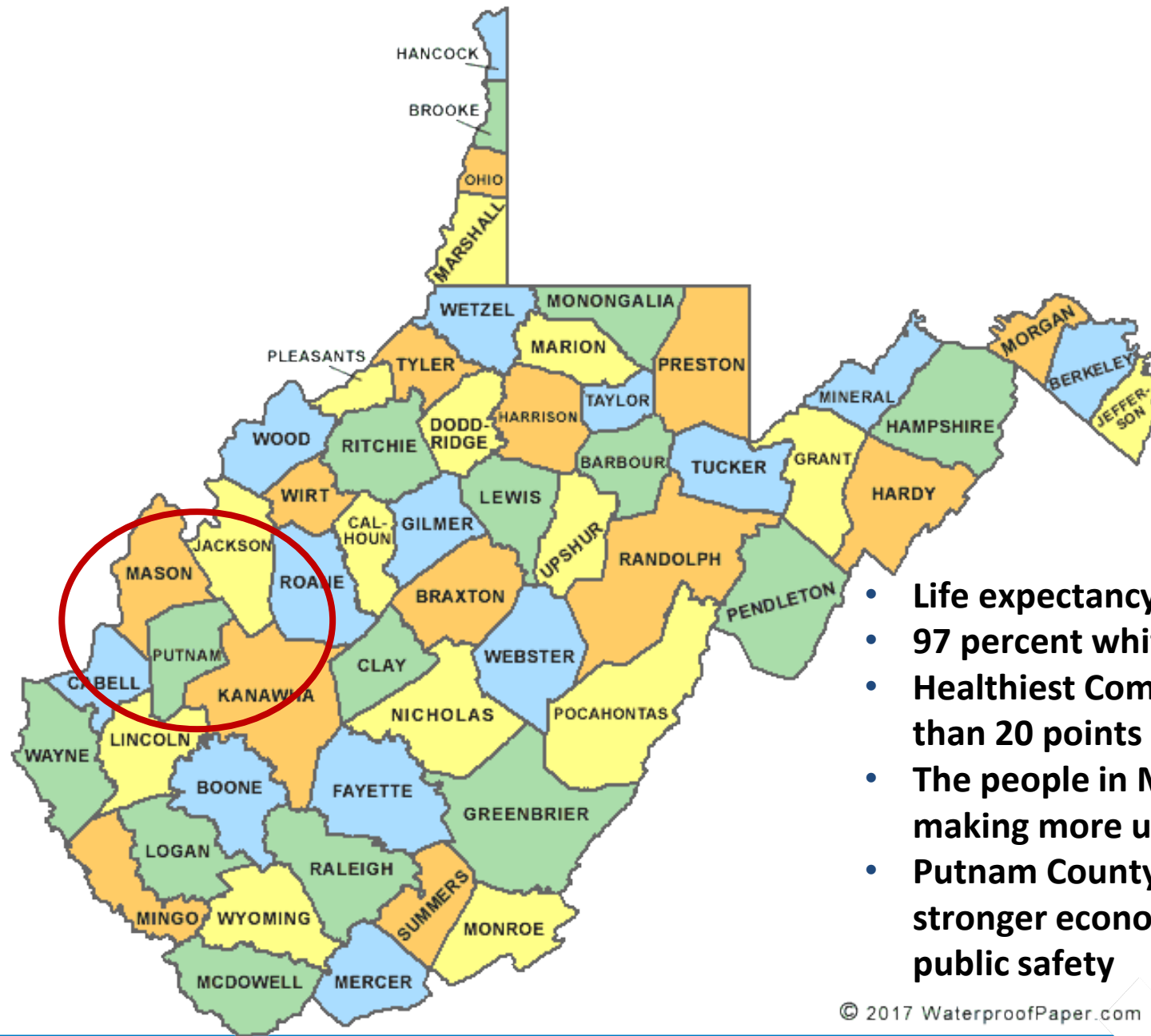
#CloseHealthGaps



Zip Code Determines Access To

- High-quality schools
- Job opportunities
- Healthy housing
- Nutritious food
- Safe communities
- Green space
- Toxic exposures
- Quality healthcare
- Good public transit
- Social cohesion
- Social capital





- Life expectancy differs by two years.
- 97 percent white
- Healthiest Communities scores more than 20 points apart
- The people in Mason County are not making more unhealthy choices
- Putnam County has better schools, a stronger economy & spends more on public safety

© 2017 WaterproofPaper.com



Delmar Blvd. Divide in St. Louis, Mo
Blacks More Likely to Have Heart Disease or Cancer







Health Is About Risky Behavior



Tobacco: Leading Preventable Cause of Death





Health Is About Equitable Access To Affordable Nutritious Foods

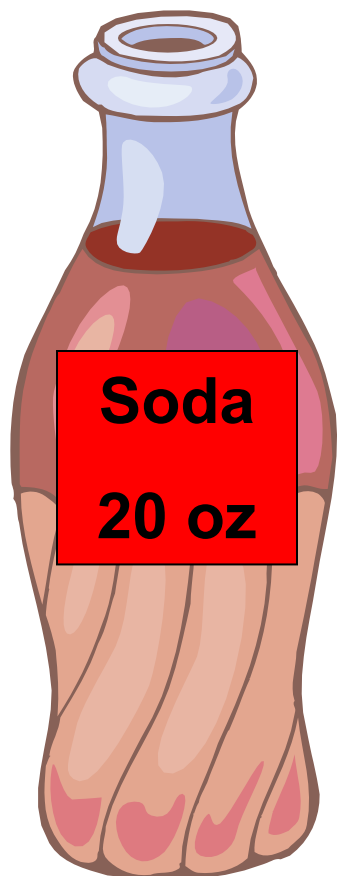




1/18/11 EXINGTON HERALD-LEADER

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Health Is About What & How Much We Eat: The Tale Of One Soda



- 17 teaspoons of sugar
- 250 calories
- 4 hrs bicycling to compensate

Many potential solutions

- Consumer education – Product & menu labeling
- Reduce consumption & portion size reduction
- Increase food choices where food is served
- Reduce access in vending machines
 - Increase healthier products water, juices, etc.
- Fiscal incentives
 - Junk food taxes

Health Is About Ensuring Safe Food



Clean Water



And.....Unsafe Water



Health Is About Critical Infrastructure



I 35W Minnesota Bridge Collapse, 2007

Poor Air Quality

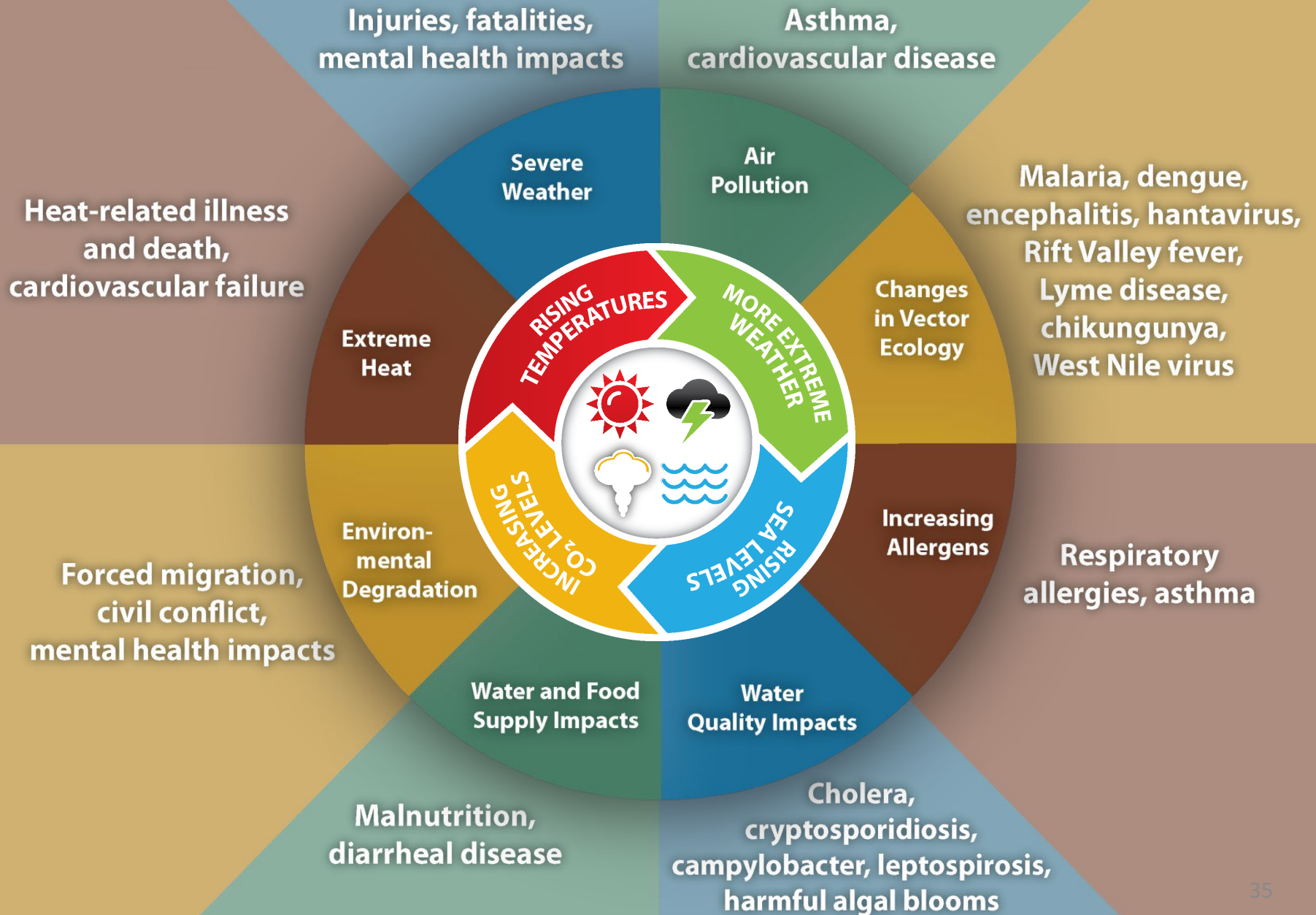


Health Is About Climate Change

- It's here today
- It's man made
- It's affecting our health now



Impact of Climate Change on Human Health



Health Is About Where We Dump Our Trash



Separate toxins from residential locations
Identify & remediate risky waste sites

Health Is About How We Plan & Build Communities



Health Is About Transportation Systems

Shift from a model that **moves cars** to an active transportation model that **moves people** with health as a co-benefit



Health Is About Places To Play: Addressing Sedentary Lifestyles



- Better school performance
- Better mental health
- Better physical fitness

Access To Broadband Matters



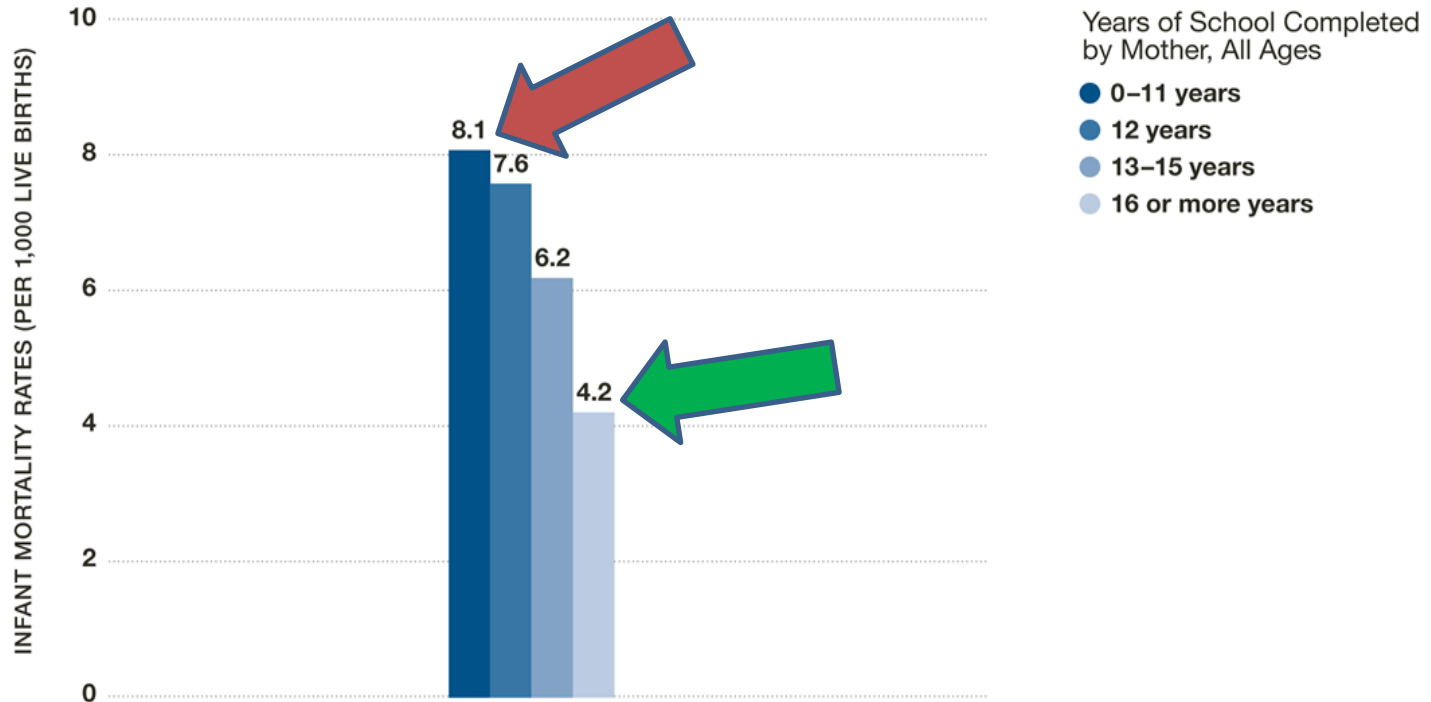
Essential for

- Education
- Work
- Communication

Broadband deserts are a significant problem

A Mom's Education, A Baby's Chances of Survival

Babies born to mothers who did not finish high school are nearly twice as likely to die before their first birthdays as babies born to college graduates.



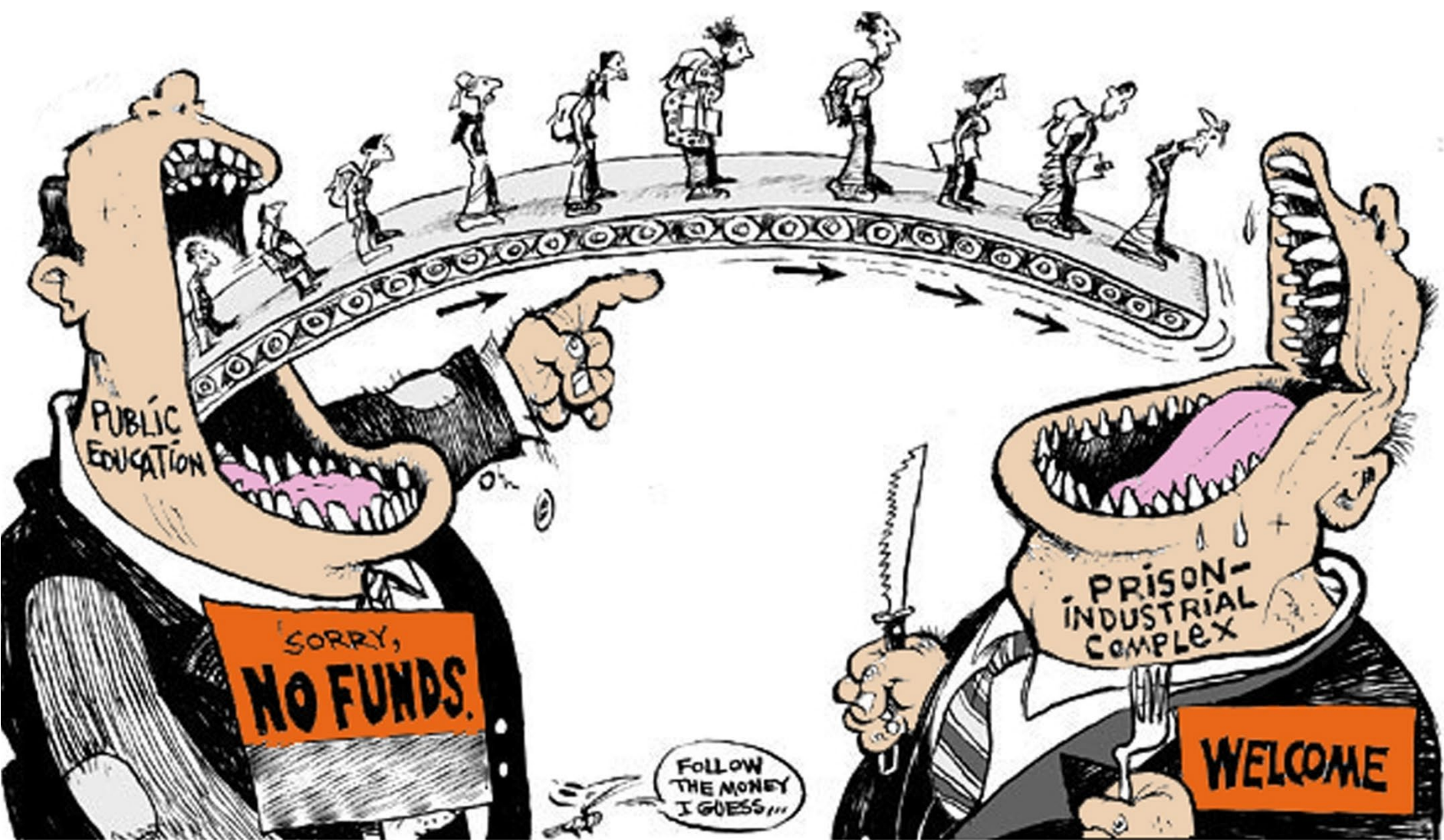
Prepared for the Robert Wood Johnson Foundation by the Center on Social Disparities in Health at the University of California, San Francisco.

Source: Mathews TJ, MacDorman MF. Infant mortality statistics from the 2004 period linked birth/infant death dataset.

National Vital Statistics Reports; vol 55 no 14. Hyattsville, MD: National Center for Health Statistics, 2007.

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www.commissiononhealth.org





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Health Is About External & Internal Stressors



MIKE LUCKOVICH
ajc @ajc.com
7-13-16



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Health Is About Equitable Access To Quality, Affordable Housing







Stacy Kranitz





Homelessness Is A Social Determinant of Health



- **Poor health is a cause of homelessness**
- **14% in homeless health programs are kids**
- **Homeless 3 - 6 times more likely to be sick**
- **3 - 4 times more likely to die prematurely**
- **High percent without health insurance**

And Income Inequality

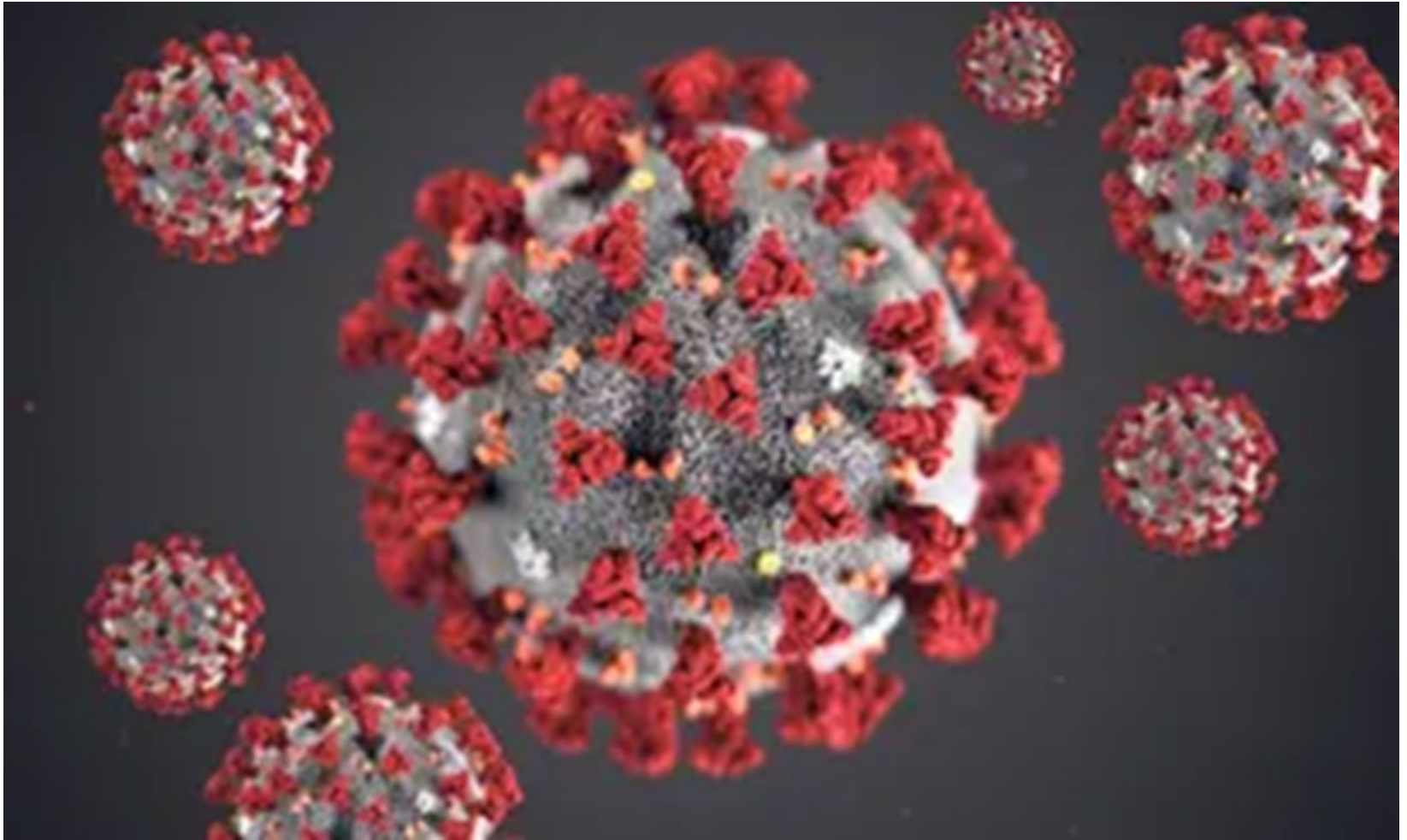


Health Is About Broad Community Capacity

- Safe
- Violence free
- Parks/open space
- Walkable
- Bikeable



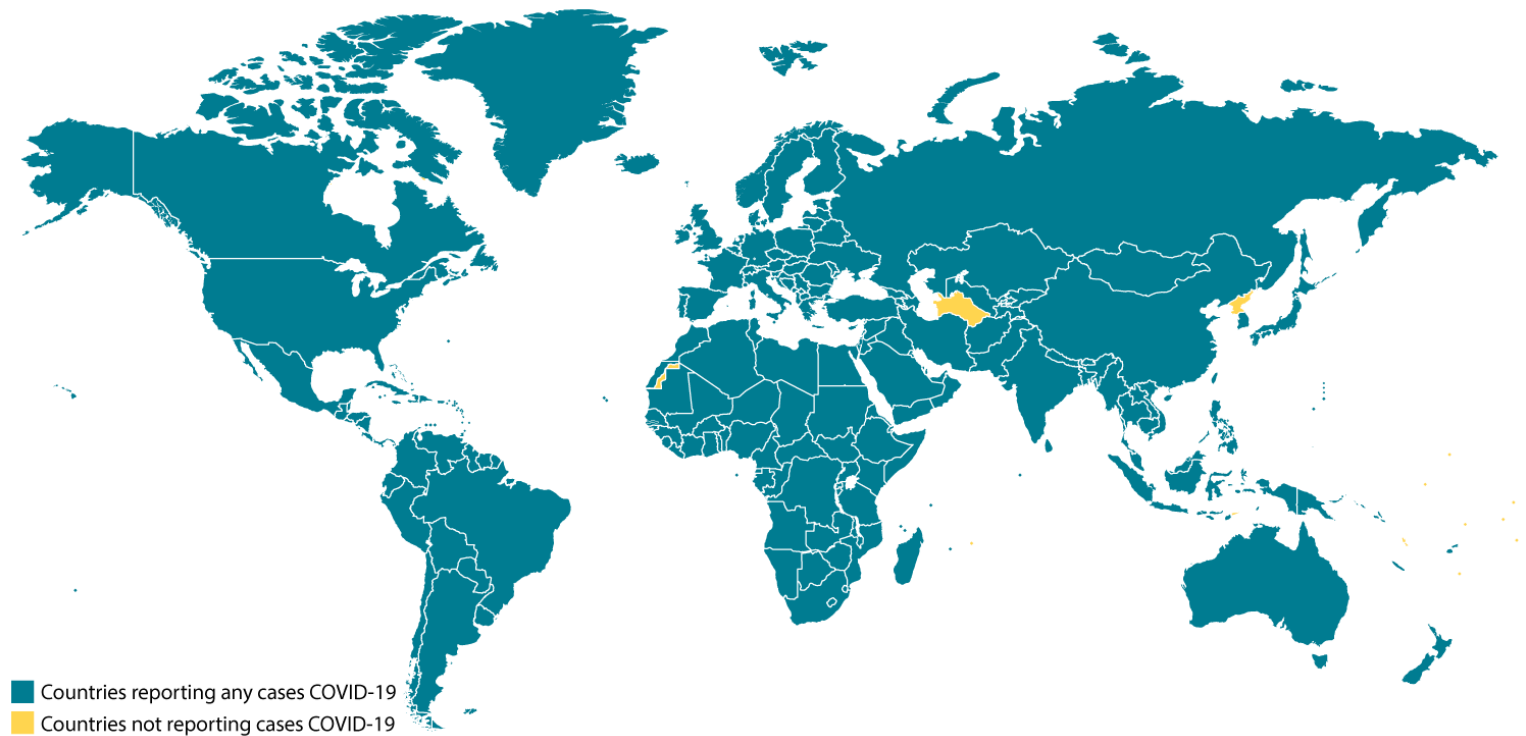
The Need for A New Social Compact



COVID-19/NOVEL CORONAVIRUS

USA: 7,221,278 million cases & 206,693 deaths

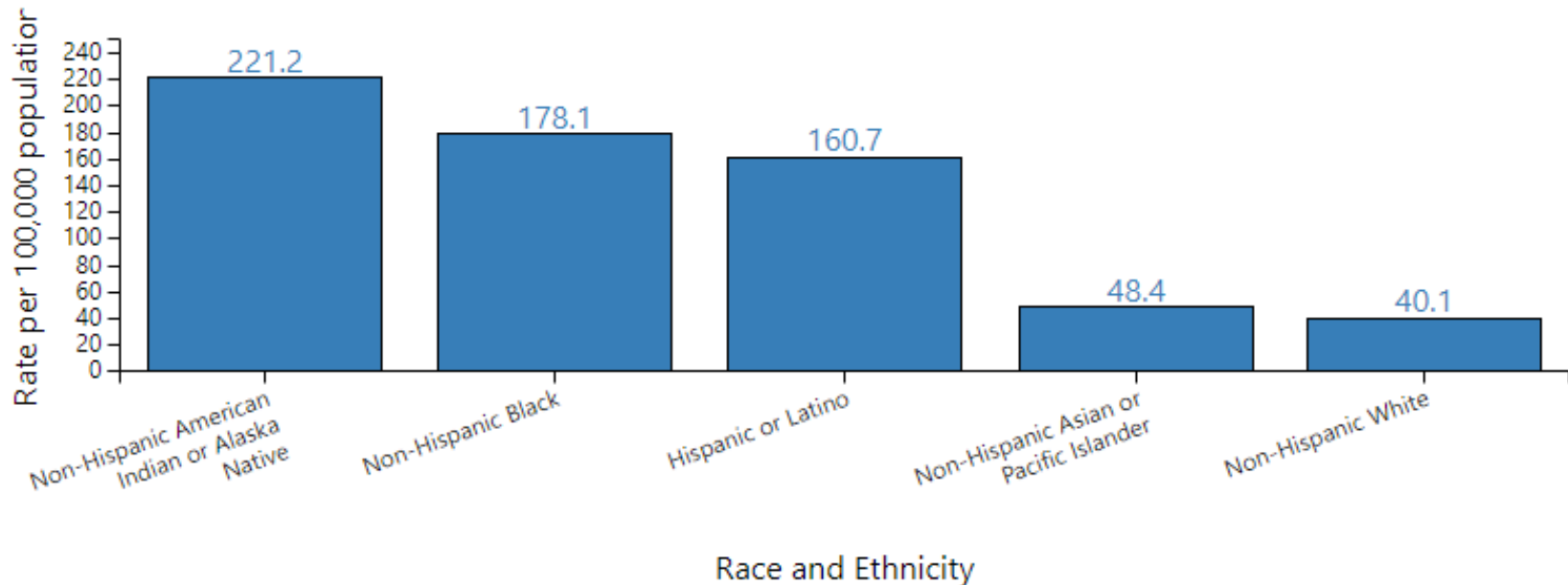
9/30/2020 Johns Hopkins COVID-19 tracking



Great Pandemic of 2019 - 2020

COVID-19/NOVEL CORONAVIRUS

Age-adjusted COVID-19-associated hospitalization rates by race and ethnicity, COVID-NET, March – June 13, 2020



Reasons For Disparities

- Exposure
 - Public facing occupations
 - Delayed sheltering in place
- Susceptibility
 - Prevalence of chronic disease
- Social determinates
 - Lack of paid sick leave
 - Poverty
 - Housing situation



A New Social Compact

An implicit agreement among the members of a society to cooperate for societal benefits, this may involve sacrificing some individual freedoms for the good of the entire population.



The Moral Basis For This

“We value all people equally. We optimize the conditions in which people are born, grow, live, work, learn and age. We work with other sectors to address the factors that influence health, including employment, housing, education, health care, public safety and food access. We name racism as a force in determining how these social determinants are distributed.”

APHA Core Value



Equality



The assumption is that **everyone benefits from the same supports**. This is equal treatment.

Equity



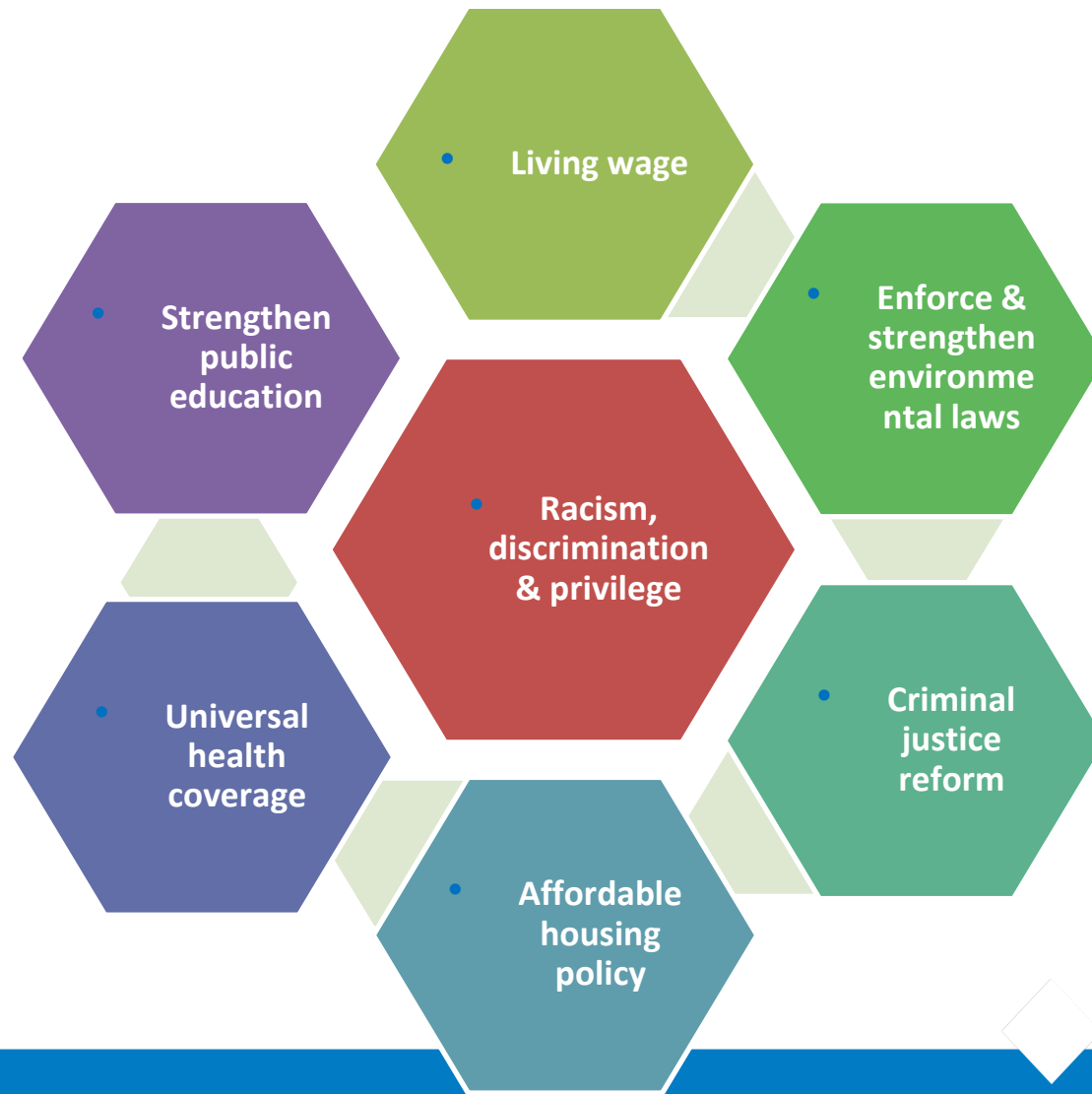
Everyone gets the supports they need (this is the concept of “affirmative action”), thus producing equity.

Justice



All 3 can see the game without supports or accommodations because **the cause(s) of the inequity was addressed**. The systemic barrier has been removed.

The New Social Compact



Creating A New Social Compact

- Build a grassroots advocacy base
 - Led by local leaders
 - Build trust with personal bonds
 - Put people out front with lived experiences
 - Engage the next generation
- Use multiple strategies tailored to local needs
- Engage the business sector as a economic issue
- Change hearts & minds in the vast middle
- Be ferocious, today's policy environment is hostile



About APHA

APHA is a global community of public health professionals and the collective voice for the health of the public. APHA is the only organization that combines 140 years of perspective, a broad-based constituency and the ability to influence federal policy to advocate for and improve the public's health.

- Founded – April 18, 1872
- 501C(3) & Nonpartisan
- Over 50,000 individual & affiliate members



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Question and Answer Session



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Thank you!

Commission for Case Manager Certification

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