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# RESILIENCE, REFRAME, RE-ENERGIZE: LOOKING TO THE FUTURE WITH HOPE

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**Virginia Public Health Preparedness Summit and**
**Virginia Epidemiology Seminar**
**Resetting for Success**

**Tuesday, September 27, 2022**
**Hampton, VA**

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# Objectives

- Review the COVID-19 impacts on public health professionals
- Describe public health response through a health equity lens of engagement
- Discuss strategies to enhance public health preparedness in Virginia

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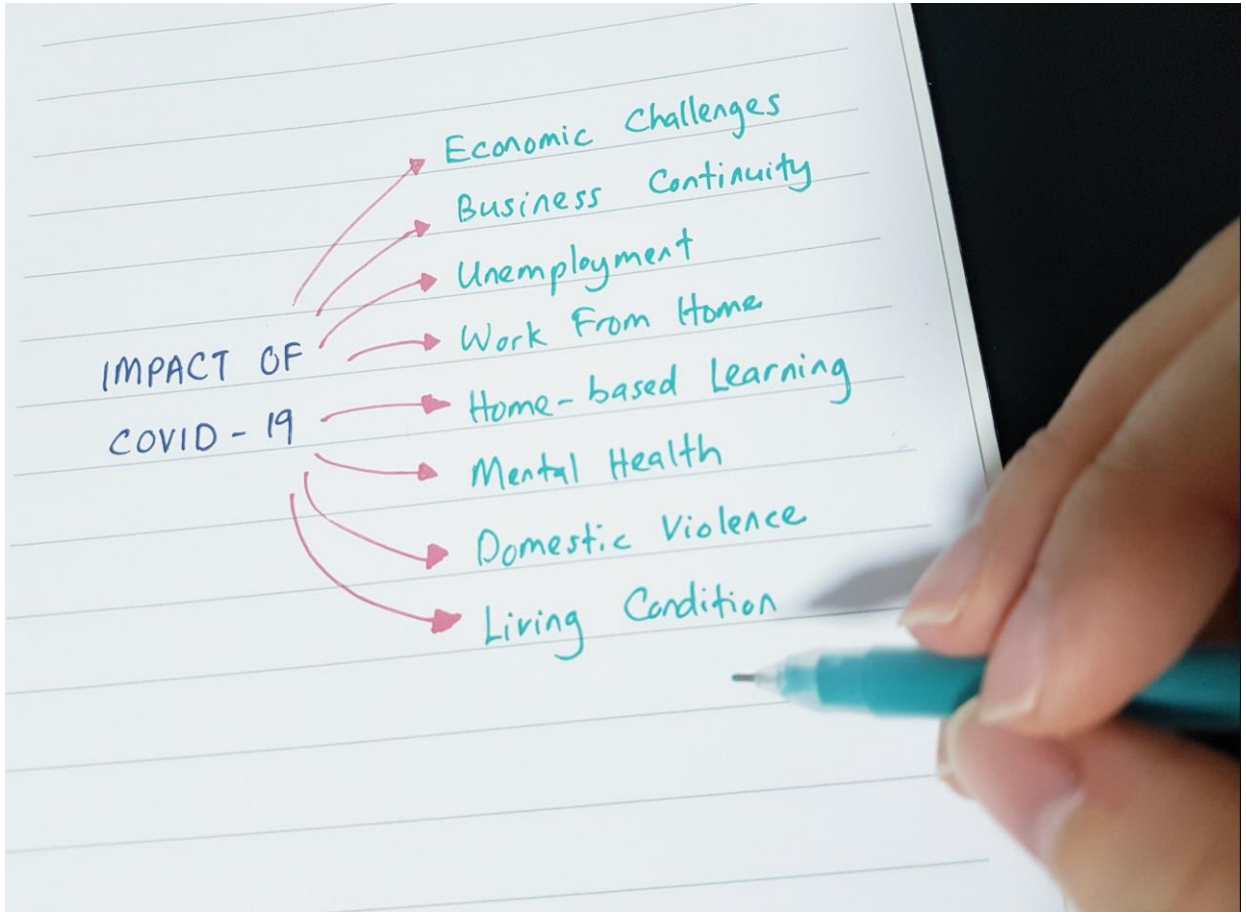
# Impact of COVID-19



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# Impact of COVID-19

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# Impact of COVID-19: Resilience

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# Public Health Responsibilities - Routine

# Institute of Medicine Report

- 2002
- *Unequal Treatment: Confronting Racial and Ethnic Disparities in Health Care*
- Prompted efforts to document and understand health disparities in the U.S.

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# Core Competencies for Public Health Professionals: Equity & Engagement Skills

- Policy Development and Program Planning
- Communication
- Health Equity
- Community Partnership

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# CDC Public Health Emergency and Preparedness Capabilities

- Streamlining language and aligning content
- Updated science
- Current public health priorities and strategies

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# Impact of COVID-19: Reframe

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# Transformational Leadership by Kouzes and Posner

- Model the Way
- Inspire a Shared Vision
- Challenge the Process
- Enable others to act
- Encourage the heart

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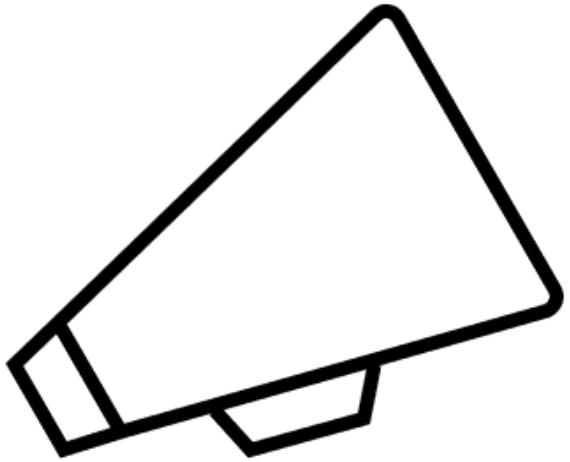
# Impact of COVID-19: Reframe

- Let community voices amplify public health preparedness messages
  - Elected officials
  - Faith-based leaders
  - Neighborhood aunties



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# RWJF Raising the Bar

- Patients want systems that treat them with dignity and respect
- Hospitals and practitioners want systems that incentivize and reward whole-person care
- Payers want incentives or financing to help address social drivers of health
- Community organizers want trusting co-equal partnerships

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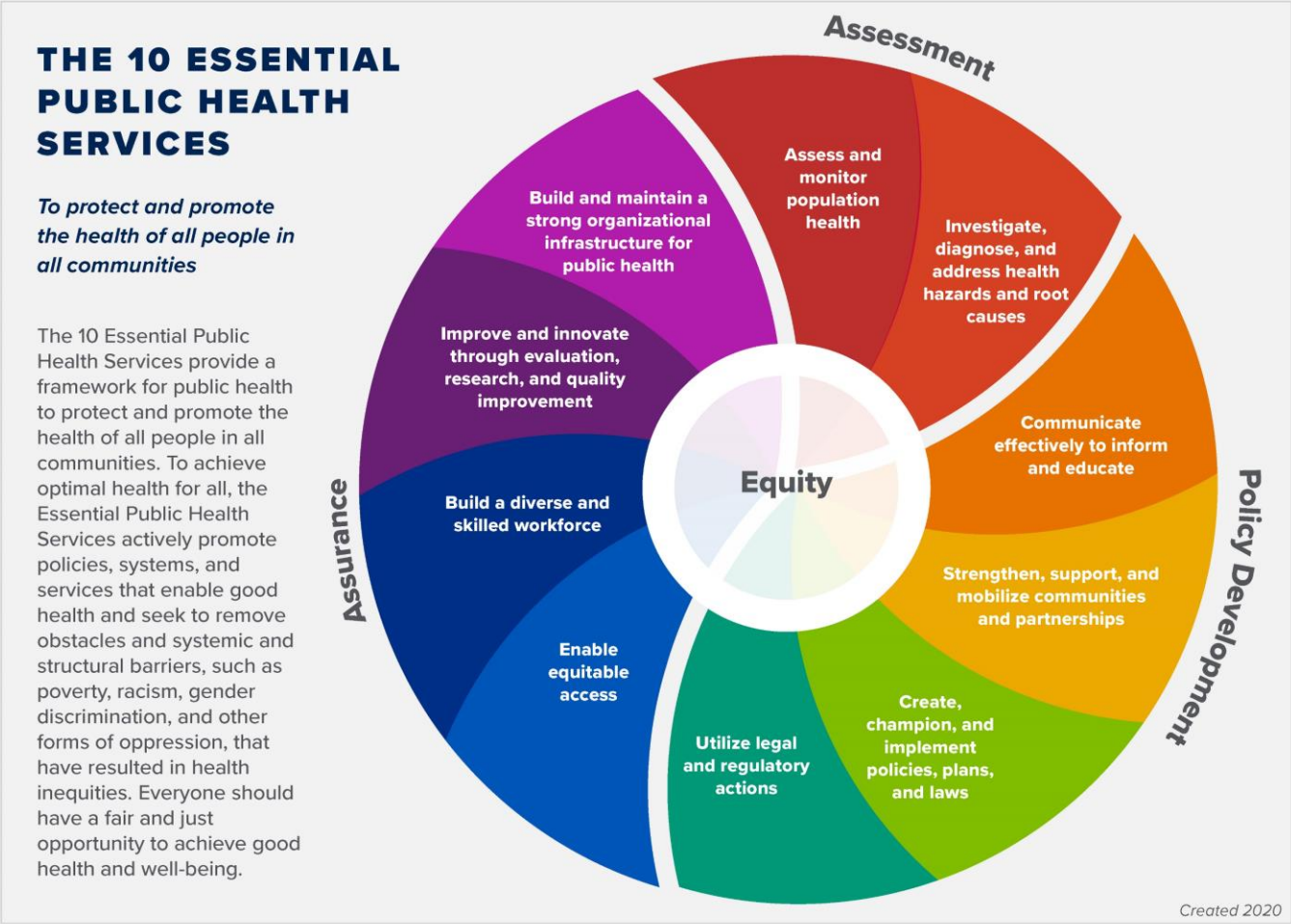
# Impact of COVID-19: Re-Energize



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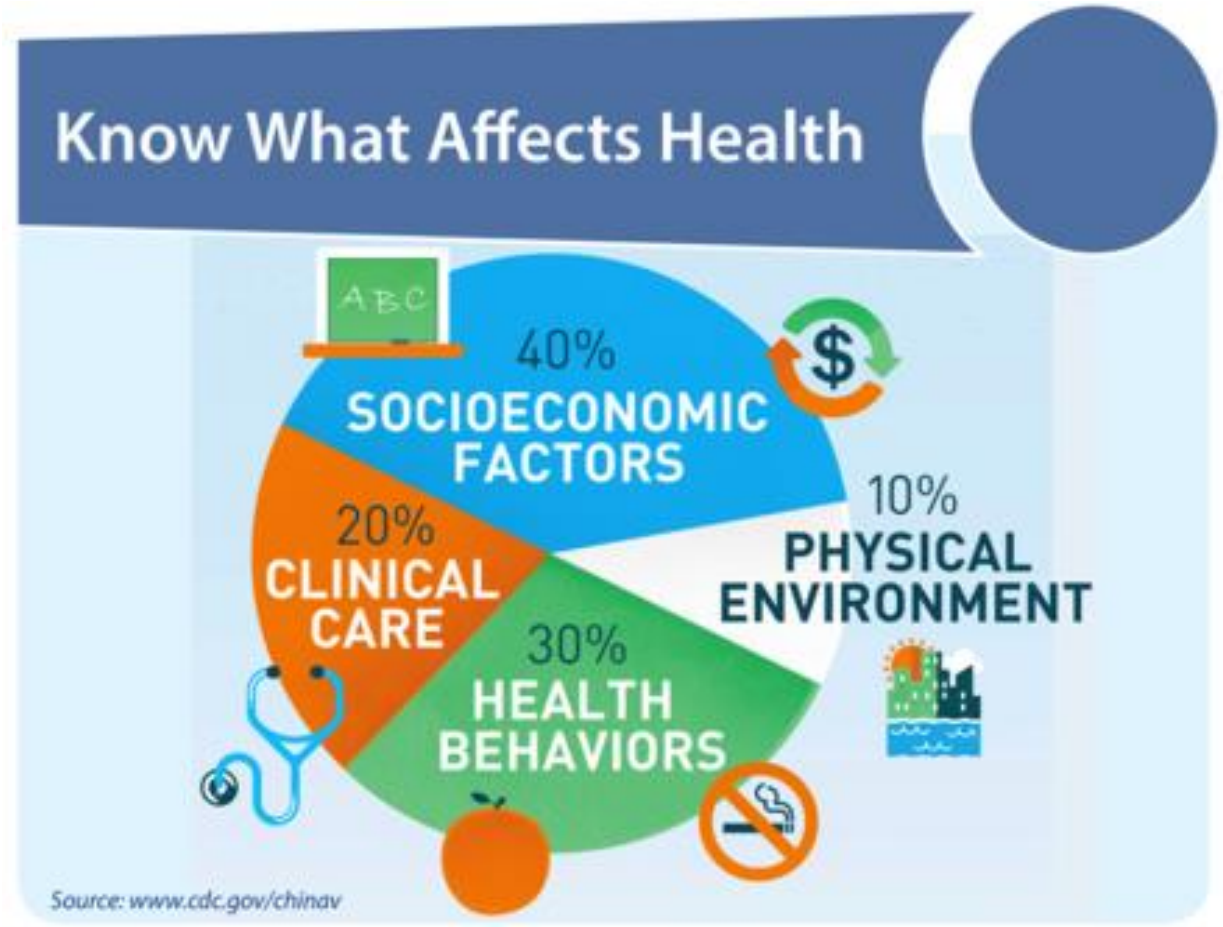
# The Big Picture



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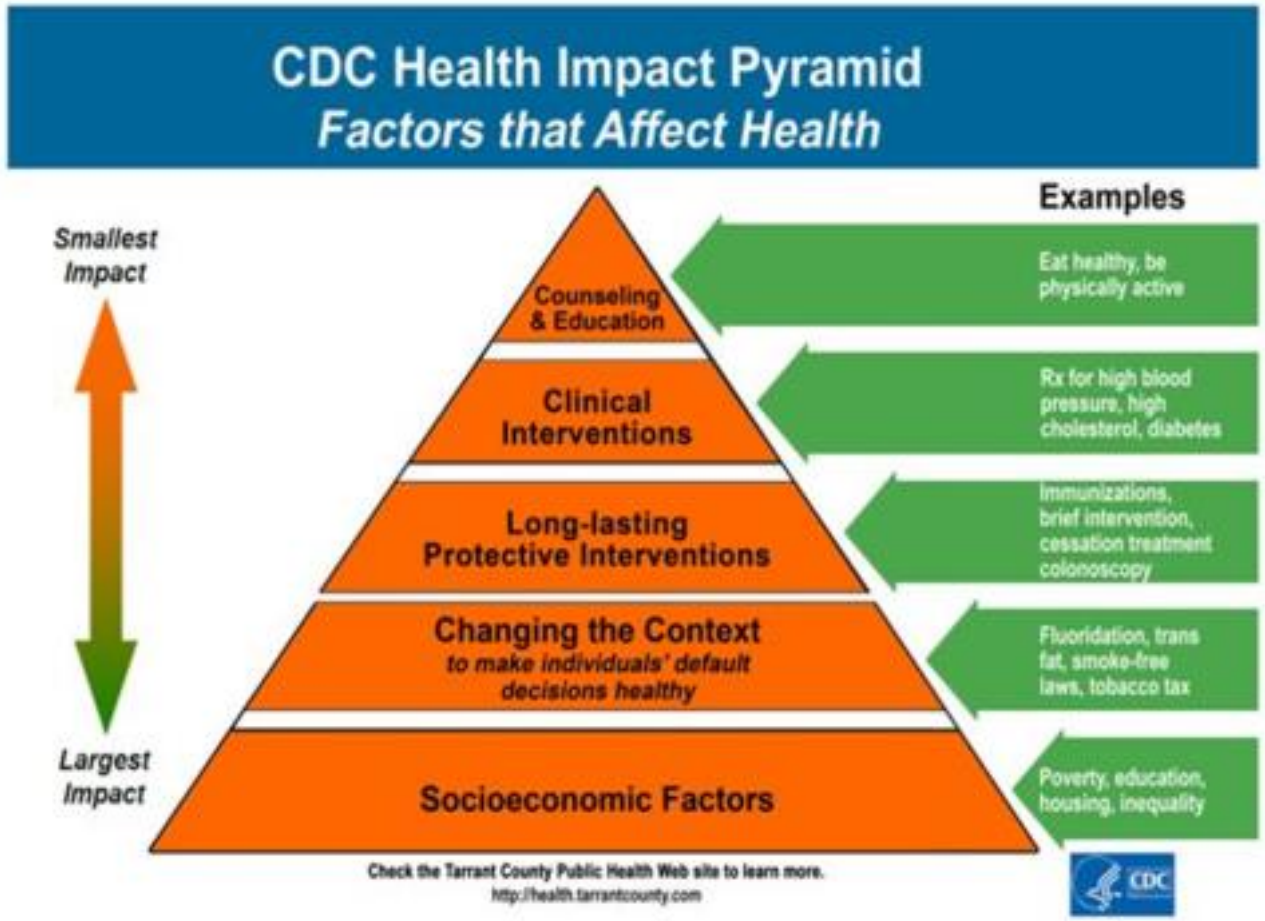
# Health Impact Pyramid



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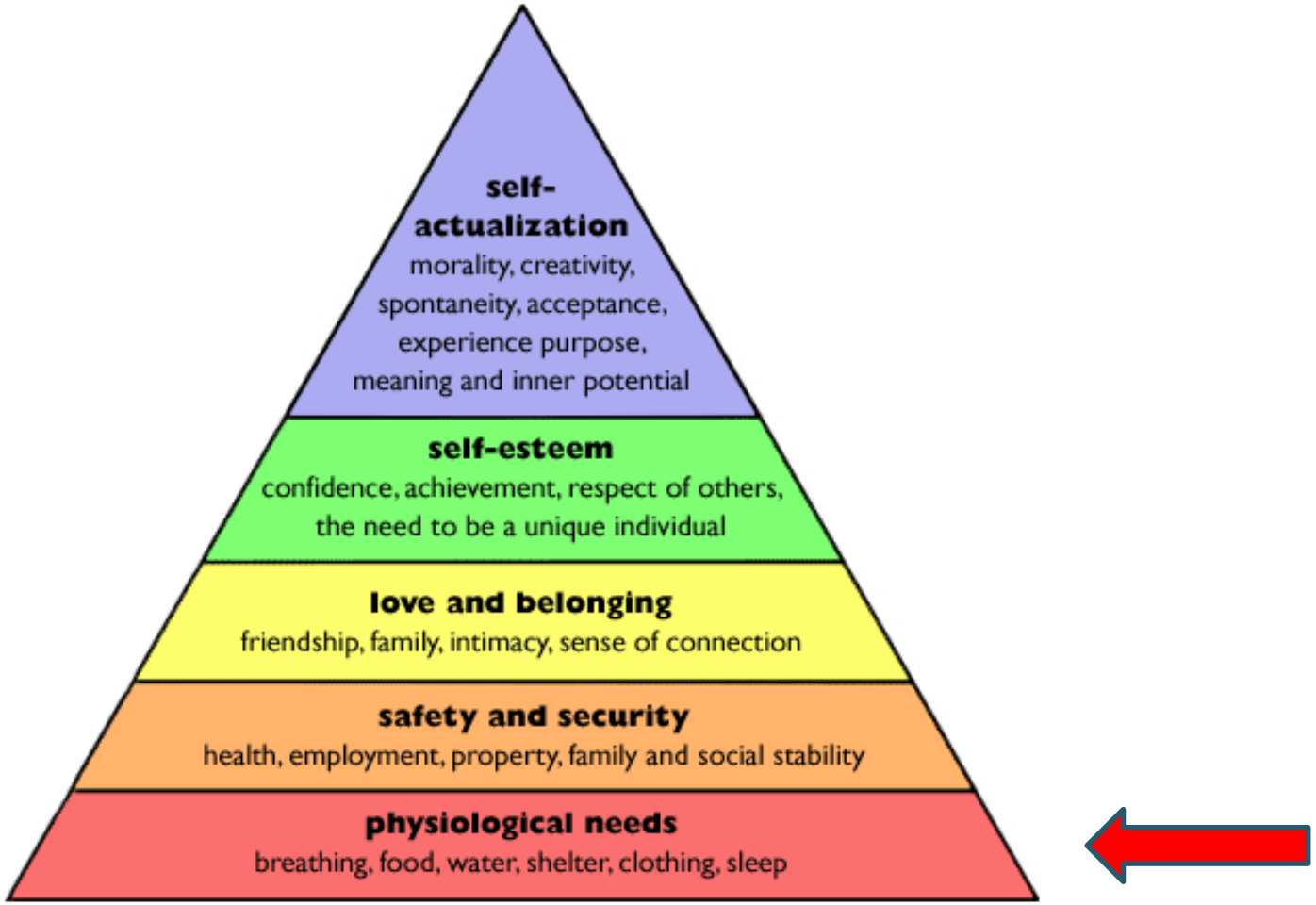
# Maslow's Hierarchy of Needs Theory



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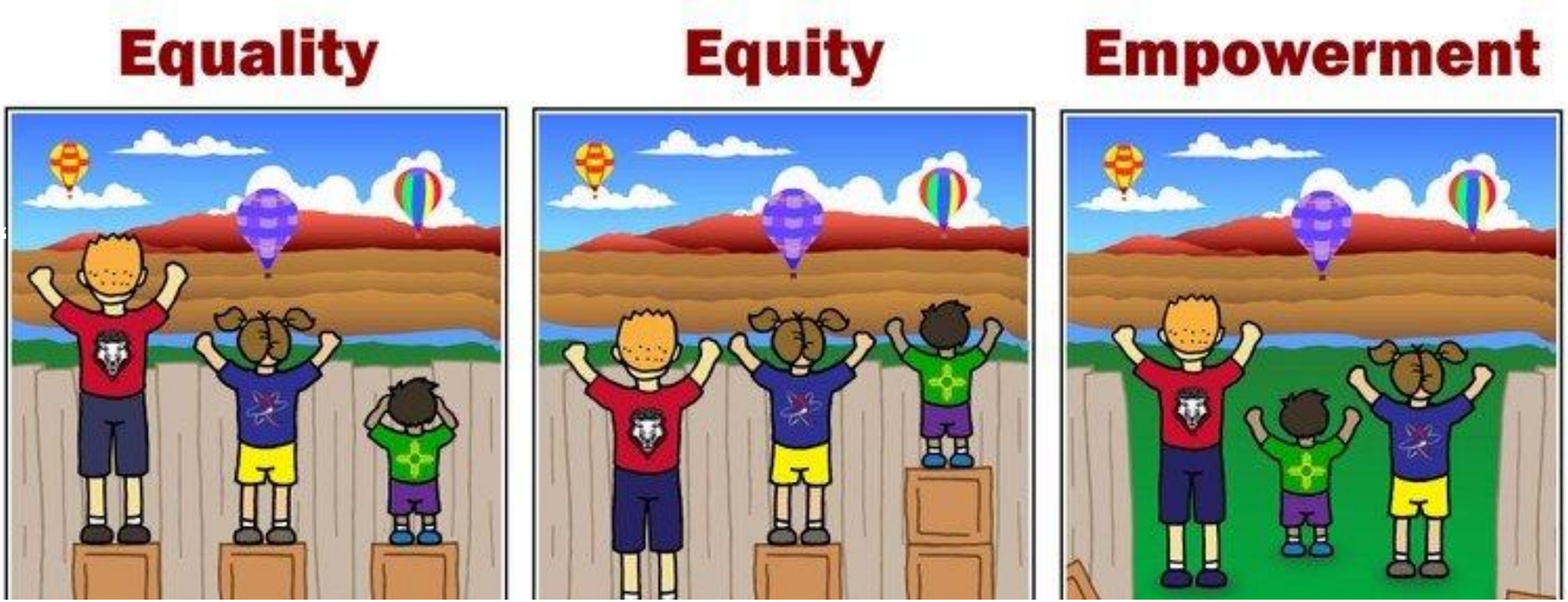


**Health equity** is **defined** as the absence of unfair and avoidable or remediable differences in **health** among population groups **defined** socially, economically, demographically or geographically."

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# Warren Buffet – 4 words for life happiness

- ***Do what you love.***
  - You're aligned with doing things you care about.
  - You feel like you belong.
  - You do the things you're actually good at.
  - You're more optimistic.
  - You're more motivated.

https://www.inc.com/marcel-schwantes/warren-buffett-says-your-overall-happiness-in-life-really-comes-down-to-4-simple-words.html

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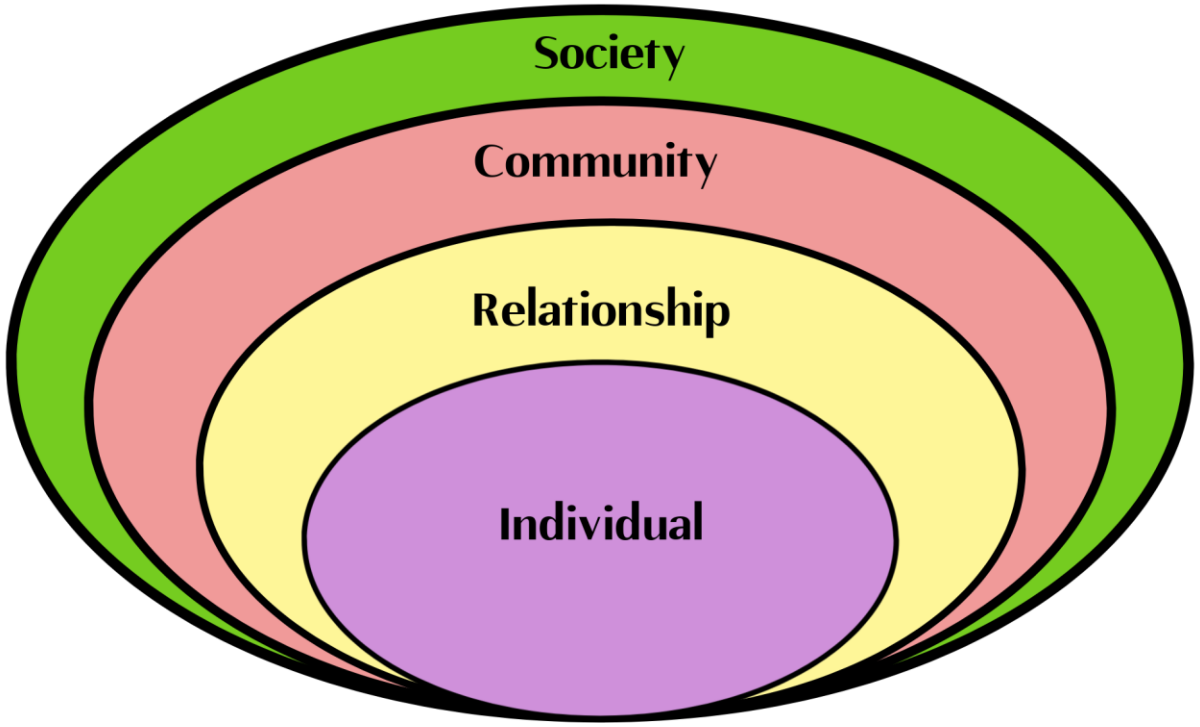
# Prevention Model

GRATITUDE

JOY




APPRECIATION

HOPE

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# Advancing *Health Equity*: Can YOU Play a Role?

- YES!
  - Engage with Everyone
  - Consider consequences of discriminatory practices and policies
  - Understand the impact of policies on underserved populations
  - Use a data-driven approach
  - Be aware of systematic barriers
  - Work with small businesses
  - Understand the role housing plays in health
  - Build social connections

https://www.countyhealthrankings.org/online-and-on-air/blog/eight-ways-to-advance-health-equity

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# Reimagining Public Health in Virginia: Can YOU Play a Role?

- YES!
  - VDH seeks to lead Virginia's public health ecosystem
    - Striving to meet the aspiration of Public Health 3.0
    - A Call to Action for Public Health to Meet the Challenges of the 21st Century
    - Where cross-sector collaboration is used to combat inequity and build healthy communities
  - Engaging stakeholders at all levels to refine the roadmap of strategies, initiatives and programs

https://www.vdh.virginia.gov/commissioner/reimagining-public-health-in-va/

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https://iampublichealthva.org/#about

PSA30

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“Be the change you wish to see in the world.”

*-Mahatma Gandhi*

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# *Thank You!*

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