



Health | The Intersection of Public Health and Economic Health

Moderated by Tim Sweeney, GBPI



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Health | The Intersection of Public Health and Economic Health

Charlie Hayslett, CEO
Hayslett Group, LLC



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Connecting the Dots: *A Case Study in Building A Data-Driven Narrative to Shape Policy*

*Georgia Budget & Policy Institute
Atlanta, Georgia
2014 Policy Conference
January 8, 2014*

**Presented By:
Charles Hayslett, CEO
Hayslett Group LLC**



TOGETHER WE CAN DO BETTER.



Presentation Overview

- I. Community Health and Economic Vitality
- II. The Economics & Politics of Georgia's Rural Health Crisis
- III. Answering Mickey Channell's Question:
What Do You Do About It?

Chapter I

Community Health & Economic Vitality: *Genesis of an Unplanned Messaging Strategy*



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Georgia Competitiveness Initiative

This Initiative is bringing state government and the business community together at the request of Governor Nathan Deal to develop a long-term strategy for economic development.

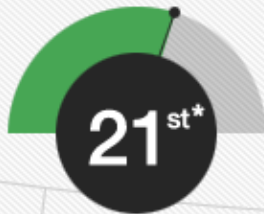
Our Competitiveness Compared to the 50 States

[*see what these numbers mean \(click them to find out\)](#)



**Business
Climate**

Creating an



**Education &
Workforce
Development**



Innovation

Encouraging
entrepreneurs and



Infrastructure

Providing a reliable
foundation and

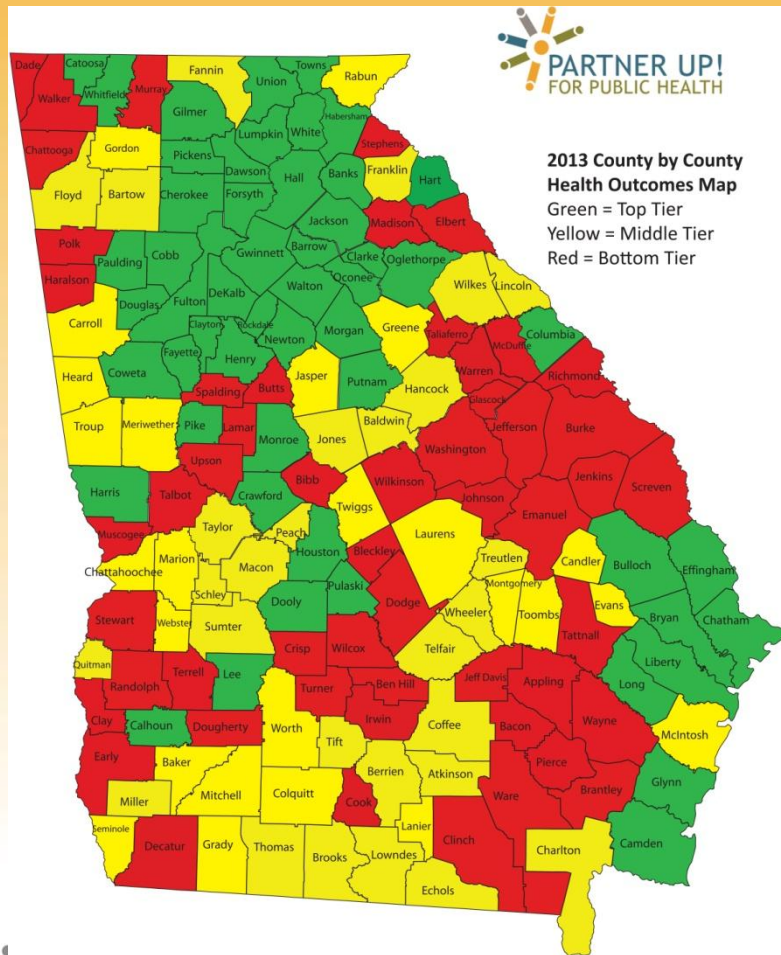


**International
Opportunity &
Growth**



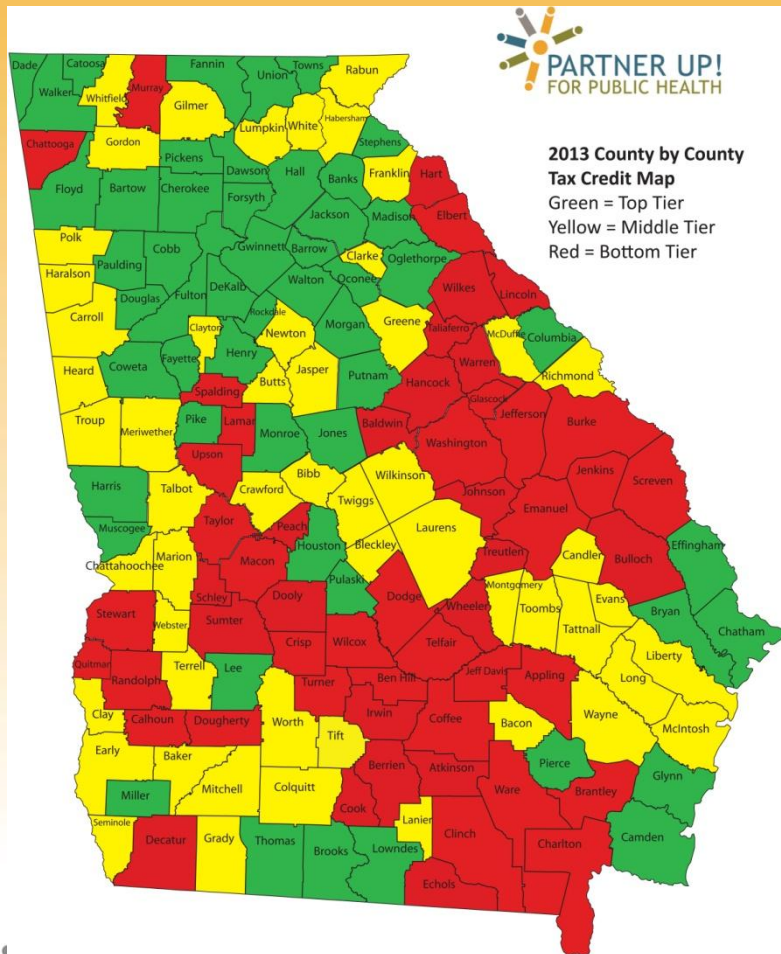
**Government
Efficiency &
Effectiveness**

2013 Health Outcomes Rankings



- Source: University of Wisconsin County Health Rankings
- Based on:
 - Premature death
 - % in poor or fair health
 - Days work missed for physical or mental health
 - Low birth weight

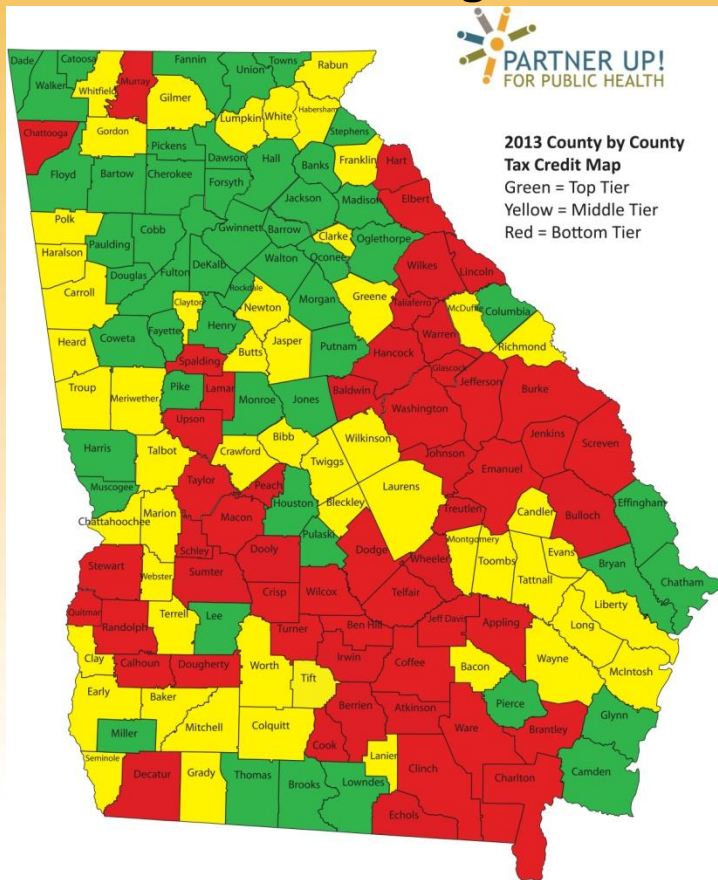
2013 Economic Rankings



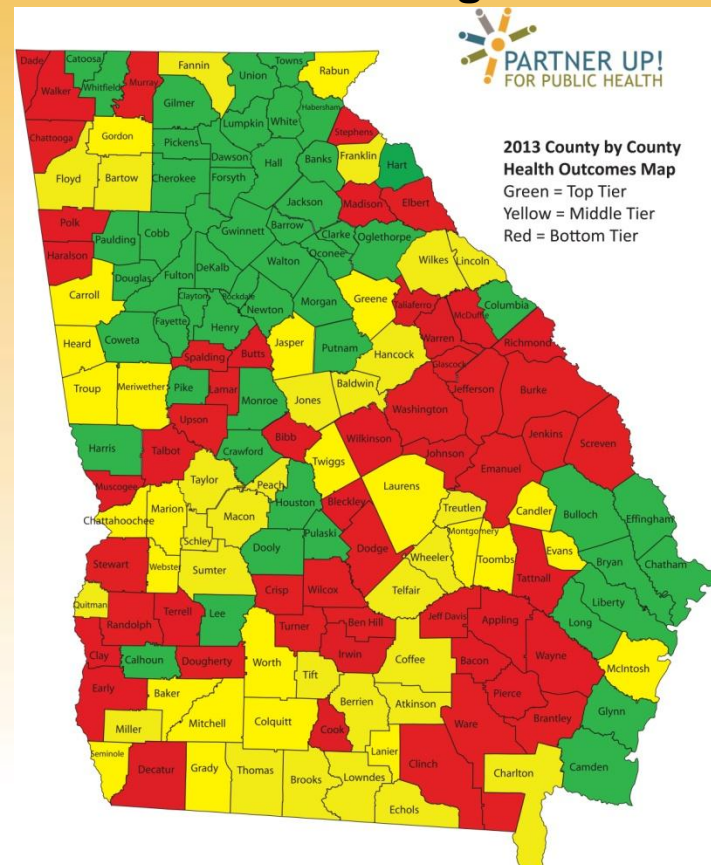
- Georgia Dept. of Community Affairs Job Tax Credit Rankings
- Based on:
 - Per capita income
 - Poverty rate
 - Unemployment rate

Georgia Economic Vitality & Health Status Maps

2013 Tax Credit Rankings



2013 Health Outcomes Rankings



2013 Partner Up! Power Ratings

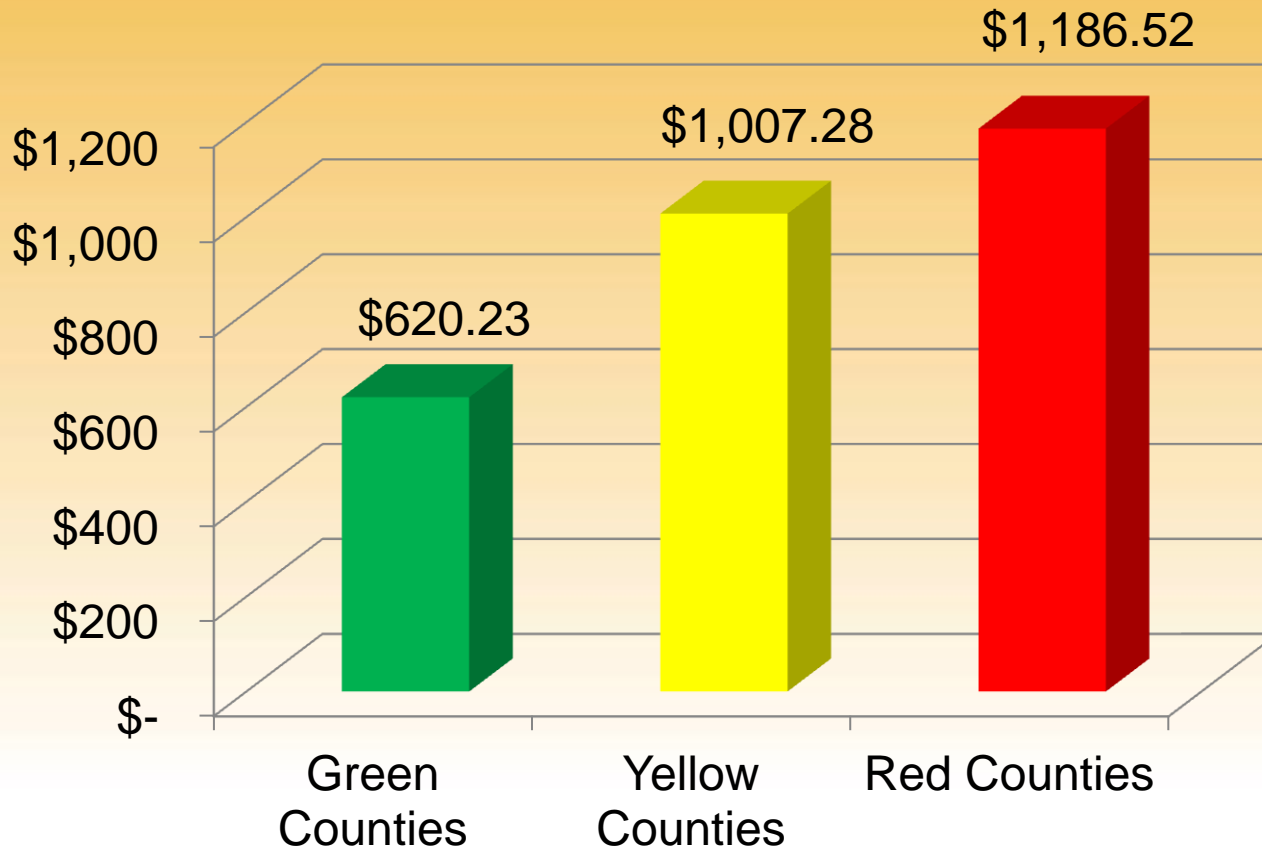
Top 10

County	Health Rank	Econ Rank	Power Rating
Oconee	3	1	2
Forsyth	1	4	2.5
Fayette	2	5	3.5
Columbia	7	2	4.5
Cherokee	5	7	6
Cobb	6	9	7.5
Gwinnett	4	14	9
Coweta	9	15	12
Lee	19	6	12.5
Bryan	21	6	14.5

Bottom 10

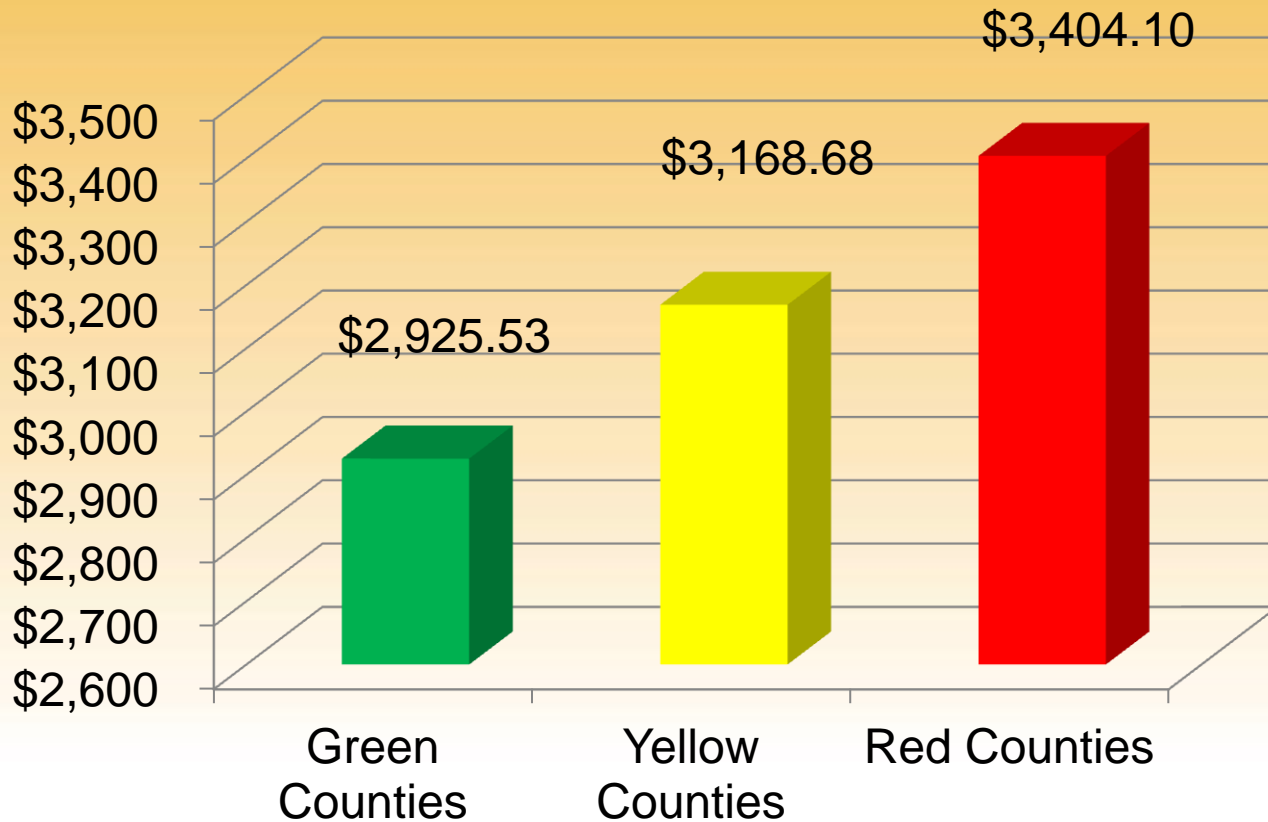
County	Health Rank	Econ Rank	Power Rating
Jenkins	143	139	141
Johnson	131	154	142.5
Randolph	146	141	143.5
Clinch	151	137	144
Jeff Davis	136	152	144
Ben Hill	147	145	146
Stewart	158	134	146
Taliaferro	152	144	148
Crisp	150	151	150.5
Wilcox	155	146	150.5

Medicaid Spending Per Capita



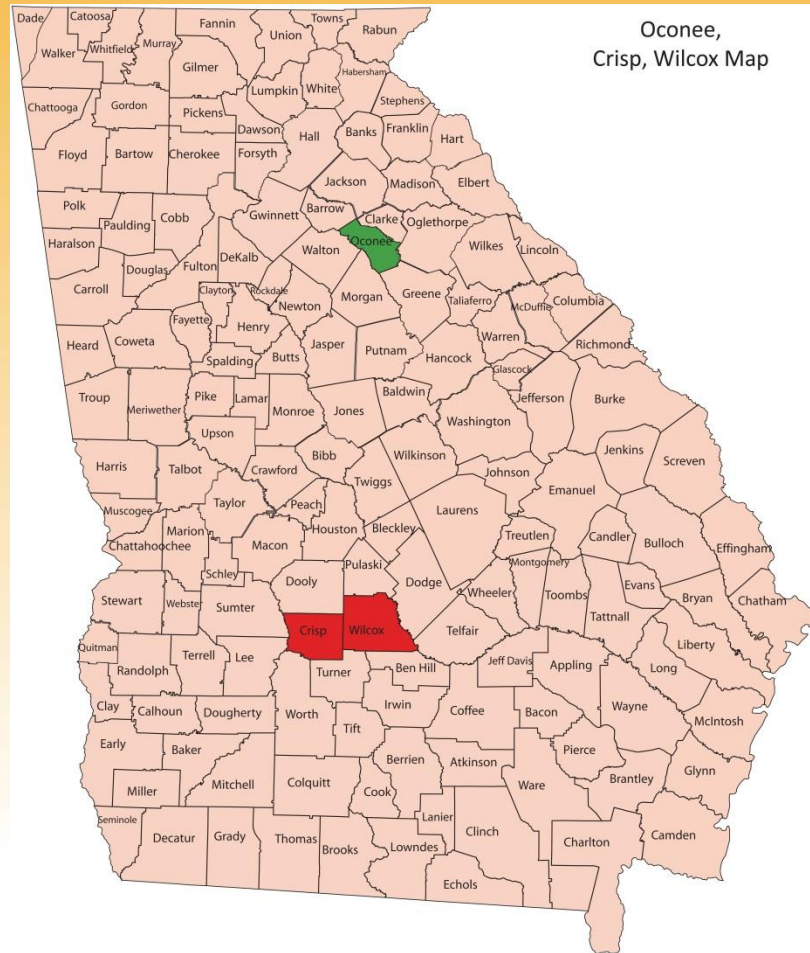
Per Capita Medicaid Expenditures 91.3% higher in Red Counties vs. Green Counties

Medicaid Spending Per Enrollee



Per Enrollee
Medicaid
Expenditures
16.4% higher
in Red
Counties vs.
Green
Counties

Oconee vs. Crisp/Wilcox



Oconee vs. Crisp Wilcox

Underlying Rankings Data

	Oconee	Crisp	Wilcox
<i>Health Outcomes Criteria (U. Wisconsin)</i>			
Premature Death (YPLL 75 Rate)	4,639	10,864	13,609
% in Poor/Fair Health	15%	24%	24%
Days Work Missed - Physical Health	2.0	3.8	3.3
Days Work Missed – Mental Health	3.8	2.6	3.0
Low Birth Weight	8.1%	14.4%	10.9%
<i>Economic Criteria (Georgia DCA)</i>			
Poverty Rate	7.4%	29.1%	25.5%
Unemployment Rate	6.1%	13.0%	12.5%
Per Capita Income	\$50,305	\$25,509	\$23,412

Oconee vs. Crisp/Wilcox *Contribution vs. Cost*

	Oconee	Crisp/ Wilcox
2010 Population	32,808	32,694

Sources:

- U.S. Census Bureau
- Georgia Department of Revenue
- Georgia Department of Community Health



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Oconee vs. Crisp/Wilcox

Contribution vs. Cost

	Oconee	Crisp/ Wilcox
2010 Population	32,808	32,694
2009 State Income Tax Liability	\$40.2M	\$12.0M

Sources:

- U.S. Census Bureau
- Georgia Department of Revenue
- Georgia Department of Community Health



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Oconee vs. Crisp/Wilcox

Contribution vs. Cost

	Oconee	Crisp/ Wilcox
2010 Population	32,808	32,694
2009 State Income Tax Liability	\$40.2M	\$12.0M
2012 Medicaid Benefits	\$11.2M	\$44.2M

Sources:

- U.S. Census Bureau
- Georgia Department of Revenue
- Georgia Department of Community Health



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Power Ratings Media Coverage

The Augusta Chronicle

ADVERTISEMENT

Wealthiest Georgia counties enjoy best health but all pay for poor care, data show

The Telegraph

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Study ranks Georgia counties' economic, physical health

AccessNorthGa.com

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HOME NEWS SPORTS WEATHER COMMUNITY CLASSIFIED

HOME BUSINESS NEWS

Posted: Wednesday, April 25th 2012 at 11:45am

Forsyth, Hall, Gwinnett ride high in public health ratings

Georgia HEALTH NEWS



Newest Topics Consumer Corner Commentary About GHN Donations

County rankings show link between economy, health

By: Andy Miller

WDNN Dalton 10

Northwest Georgia's Local News

Home News Weather Sports Community Links Contact Us About

2012 Partner Up! for Public Health Power Ratings – See How Your County Compares



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Chapter III

Answering Mickey Channell's Question: *“What Do You Do About It?”*



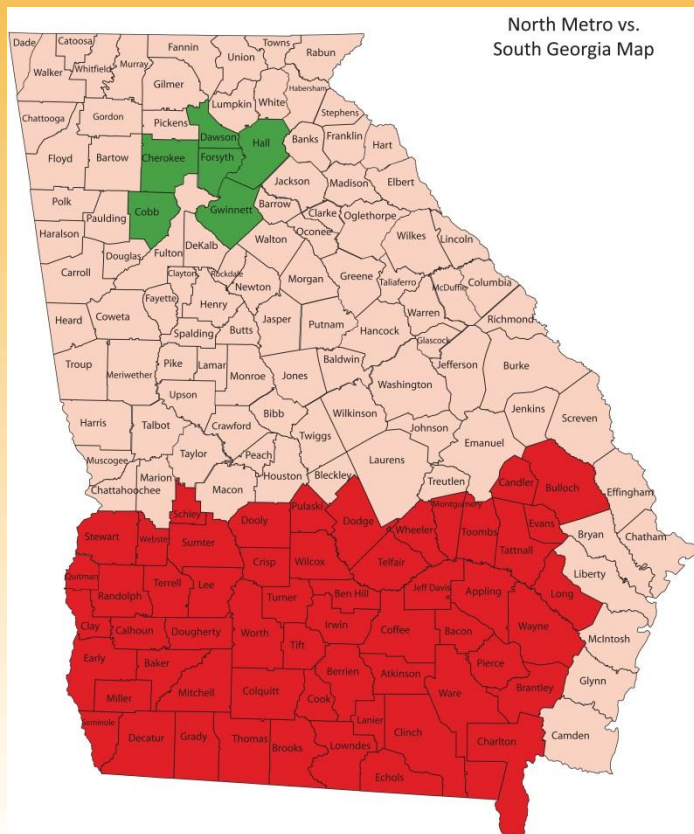
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Answering Mickey Channell's Question

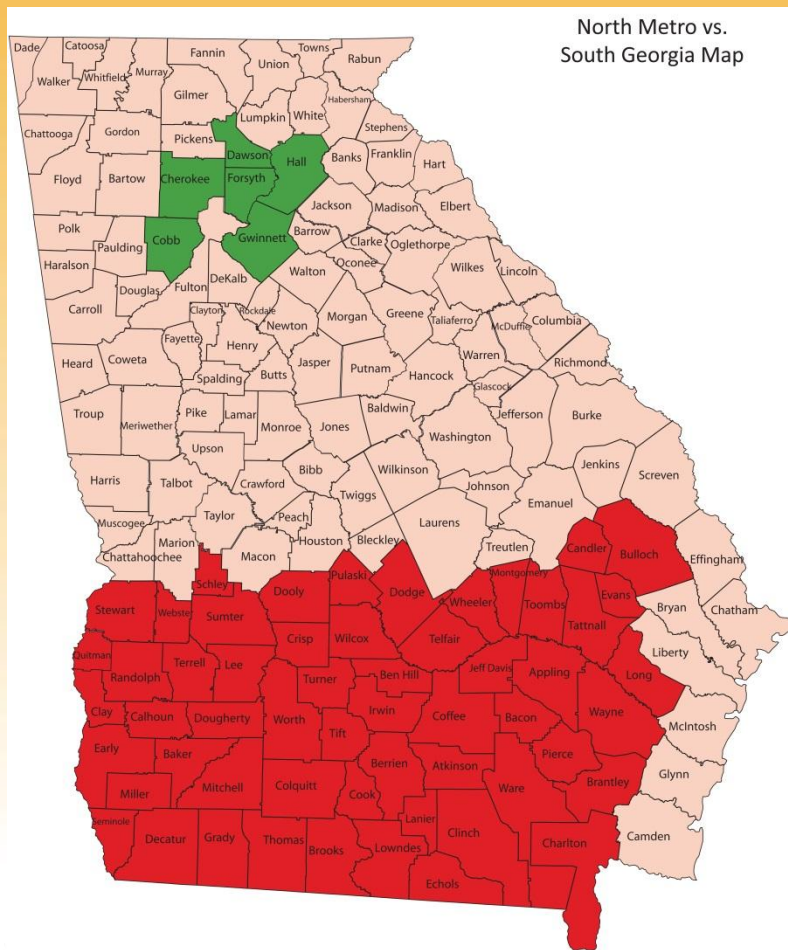
1. Define – and communicate – the scope, scale & strategic nature of the problem

Fantasy Geography: North Metro vs. South Georgia



	South GA		North Metro	
Premature Birth Rate	13.8	49 th	9.4	2 nd
Low Birthweight	10.7	49 th	7.6	19 th
Infant Mortality	9.4	48 th	5.3	7 th
Premature Death	9,233	44 th	5,017	1 st

Fantasy Geography: North Metro vs. South Georgia



	South GA	North Metro
2010 Population	1.16M	2.09M
No. on Medicaid	391,814	379,527
Total Medicaid Spending (2012)	\$1.28B	\$954.2M
\$/Medicaid Patient	\$3,261	\$2,514
State Income Tax Liability	\$480M	\$1.79B

Answering Mickey Channell's Question

1. Define – and communicate – the scope, scale & strategic nature of the problem
2. Integrate health & economic development planning

Link Health Planning & Economic Development

Health and Economic Development



A resource for the New York Regional Economic Development Council meetings
The New York Academy of Medicine, August 2011



Trust for America's Health
WWW.HEALTHYAMERICANS.ORG

Healthier Americans for a Healthier Economy

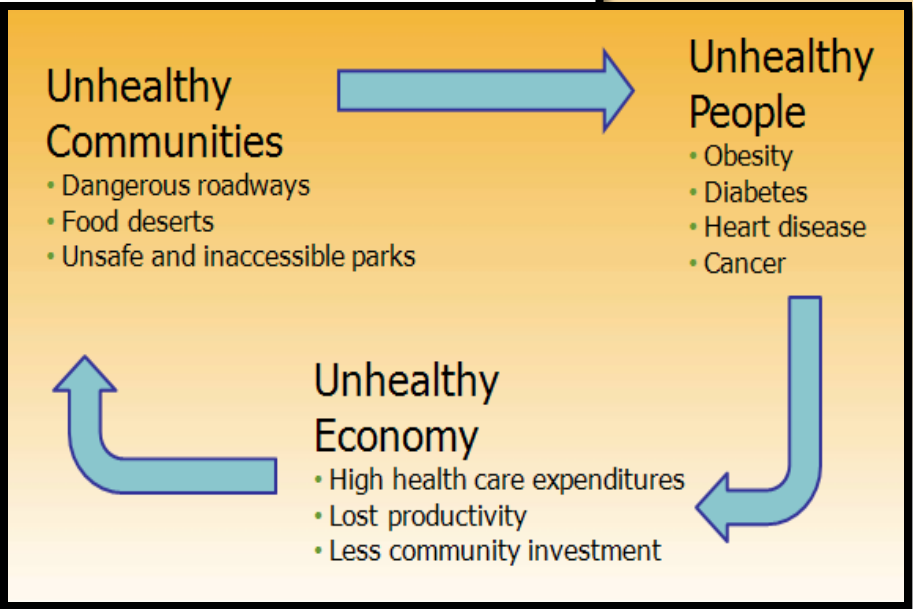
INTRODUCTION

Preventing disease is one of the most common sense ways to improve health in America. But it is also a major factor for improving the economy.

More than half of all Americans currently... win-win way to make a real difference. They can make sense for the health of communities.



PARTNER UP!
FOR PUBLIC HEALTH



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Answering Mickey Channell's Question

1. Define – and communicate – the scope, scale & strategic nature of the problem
2. Integrate health & economic development planning
3. Develop 'disaster management' strategy for worst areas

Recognize that not all disasters are 'natural'



Red Cross Definition of ‘Disaster’

“ ... an occurrence such as a hurricane, tornado, storm, flood, high water, wind-driven water, tidal wave, earthquake, drought, blizzard, pestilence, famine, fire, explosion, building collapse, transportation wreck, ***or any other situation that causes human suffering or creates human needs that the victims cannot alleviate without assistance.***” [Emphasis added]

Answering Mickey Channell's Question

1. Define – and communicate – the scope, scale & strategic nature of the problem
2. Integrate health & economic development planning
3. Develop 'disaster management' strategy for worst areas
4. Find a way to embrace Medicaid expansion

The Atlanta Journal-Constitution

Credible. Compelling. Complete.

AJC EXCLUSIVE BUYING JOBS

Carpet jobs cost Ga. \$44K each

Engineered Floors to get \$105.6M in incentives from state.

2 new plants to boost northwest Ga. economy.

By J. Scott Trubey
strubey@ajc.com
and Greg Bluestein
gbluestein@ajc.com

AJC INVESTIGATION BUYING JOBS

Ga. gives incentives despite red flags

AJC INVESTIGATION BUYING JOBS

Half fail to deliver on jobs

State spends millions to attract businesses.

Some question if state has safeguards to know if program is effective.

liver the full number of jobs they promised. Collectively, the under-performers, which were awarded more than \$106 million in state grants, fell short of their job-creation promises by 42 percent. Even so, government offi-

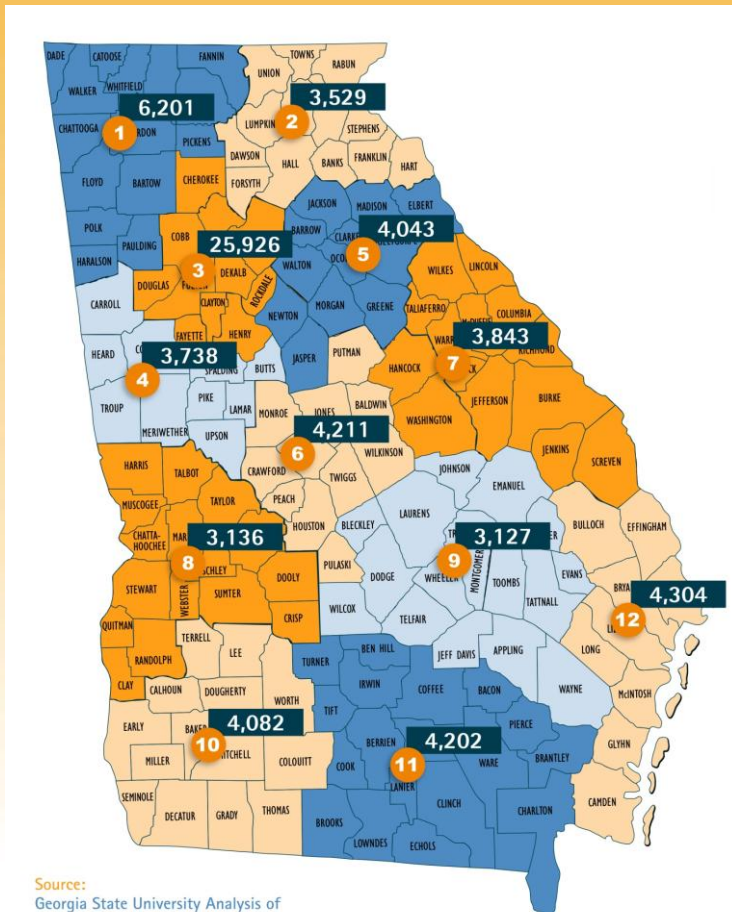


 ajc.com

Today The Atlanta Journal-Constitution launches Buying Jobs, an occasional series. With the economy a top concern, we decided to examine whether



Medicaid Expansion Economic Impact Study



Source:
Georgia State University Analysis of
Medicaid Expansion Impact.

- 70,343 jobs
- \$3.56B new payroll
- \$8.18B new economic output
- \$146.1M in new local taxes
- \$130.5M in new state taxes
- **Rural GA benefits significantly**



versus



Project	Projected Jobs	10-Yr Payroll	State Investment	Cost Per Job
Caterpillar	1,400	\$526.3M	\$77M	\$55,000
Medicaid Expansion	70,343	\$35.58B	\$4.5B	\$63,972
Med. Exp. – GBPI Est.	56,257	\$28.5B	\$2.15B	\$38,177

- Caterpillar payroll assumes high-end salary of \$37.6K or all 1,400 employees
- Uses governor’s cost estimates for Medicaid Expansion
- Adds GBPI cost estimates for Medicaid Expansion

Sources:

--AJC’s “Buying Jobs” series

--GSU Analysis of Economic Impact of Medicaid Expansion



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versus



Project	Projected Jobs	10-Yr Payroll	State Investment	\$ of Payroll per \$ of State Investment
Caterpillar	1,400	\$526.3M	\$77M	\$6.80
Medicaid Expansion	70,343	\$35.58B	\$4.5B	\$7.90
Med. Exp. – GBPI Est.	56,257	\$28.5B	\$2.15	\$13.20

- Caterpillar payroll assumes high-end salary of \$37.6K for all 1,400 employees
- Uses governor’s cost estimates for Medicaid Expansion
- Adds GBPI cost estimates for Medicaid Expansion

Sources:

--AJC’s “Buying Jobs” series

--GSU Analysis of Economic Impact of Medicaid Expansion



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www.togetherwecandobetter.com

Facebook: Partner Up! for Public Health

Twitter: @PartnerUpGA

Funded by Healthcare Georgia Foundation



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**Dr. Sandra Ford, District Health Director
DeKalb County**



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Public Health Investment: What do we need to do to Move the Dial?



**Georgia Budget & Policy Institute
Policy Conference**

8 January, 2014

**S. Elizabeth Ford, MD, MBA
District Health Director, DeKalb County**

Georgia's Health Ranking*:

38th - 2013

39th - 2012

Max: 43rd (2009)

Min: 32nd (1996)

* AmericasHealthRankings

County Health Rankings 2013

Top Six

1. Forsyth
2. Fayette
3. Oconee
4. Gwinnett
5. Cherokee
6. Cobb

Bottom Six

154. Early
155. Wilcox
156. McDuffie
157. Terrell
158. Stewart
159. Clay

County Health Rankings

- **Health Behaviors** (30%)
 - Tobacco Use
 - Diet & Exercise
 - Alcohol Use
 - Sexual Activity
- **Clinical Care** (20%)
 - Access, Quality
- **Social & Economic Factors** (40%)
 - Education, Employment, Income
 - Family, Social & Community Support
- **Physical Environment** (10%)

County Health Rankings

DeKalb: 17th/159

2012: 18th

2011: 19th

2010: 17th

DeKalb County-Strengths

Health Behaviors

- Adult smoking
- Adult obesity
- Physical inactivity
- Motor vehicle crash death rate

DeKalb County-Weaknesses

Health Behaviors

- Sexually transmitted infections
 - Excessive drinking
 - Teen birth rate
 - Low birthweight

Social & Economic Factors

- Children in poverty
 - Uninsured
 - Violent crime rate
- Children in single-parent households

Who lives in DeKalb County?

	South DeKalb	North DeKalb
Social Characteristics		
% High school graduate or higher (25 yrs and older)	67.5%	84.9%
% Bachelor's degree or higher (25 yrs and older)	14.8%	46.2%
% Foreign-born	14.7%	22.8%
% Speak a language other than English at home (≥5 yrs)	8.2%	26.2%
Economic Characteristics		
In labor force (16 yrs and older)	170,103	197,983
Median household income (1999 dollars)	\$40,935	\$51,619
Median family income (1999 dollars)	\$41,513	\$58,788
Median per capita income (1999 dollars)	\$18,099	\$30,486
No. households with public assistance income	3,310	2,133
Married couple family	17,376	26,149
Single parent (male)	3,779	2,934
Single parent (female)	21,198	9,603



Youth Risk Behaviors

Risk Behavior	2003	2005	2007	2009	2010
Seriously considered attempting suicide during the past 12 months	13.7%	13.4%	13.3%	14.5%	15.0%
Attempted suicide one or more times during the past 12 months	7.4%	9.9%	8.9%	9.3%	9.0%
Ever been forced to have sexual intercourse	10.4%	8.4%	10.0%	9.7%	9.6%
Intentionally physically hurt by boyfriend or girlfriend in past 12 mos*	10.9%	13.3%	13.0%	14.6%	13.2%
Never or rarely wore a seatbelt when riding in a car driven by someone else*	5.4%	6.6%	6.8%	8.9%	6.7%
In the past 30 days, rode in a car driven by a driver drinking alcohol*	24.4%	19.9%	21.0%	22.9%	19.3%

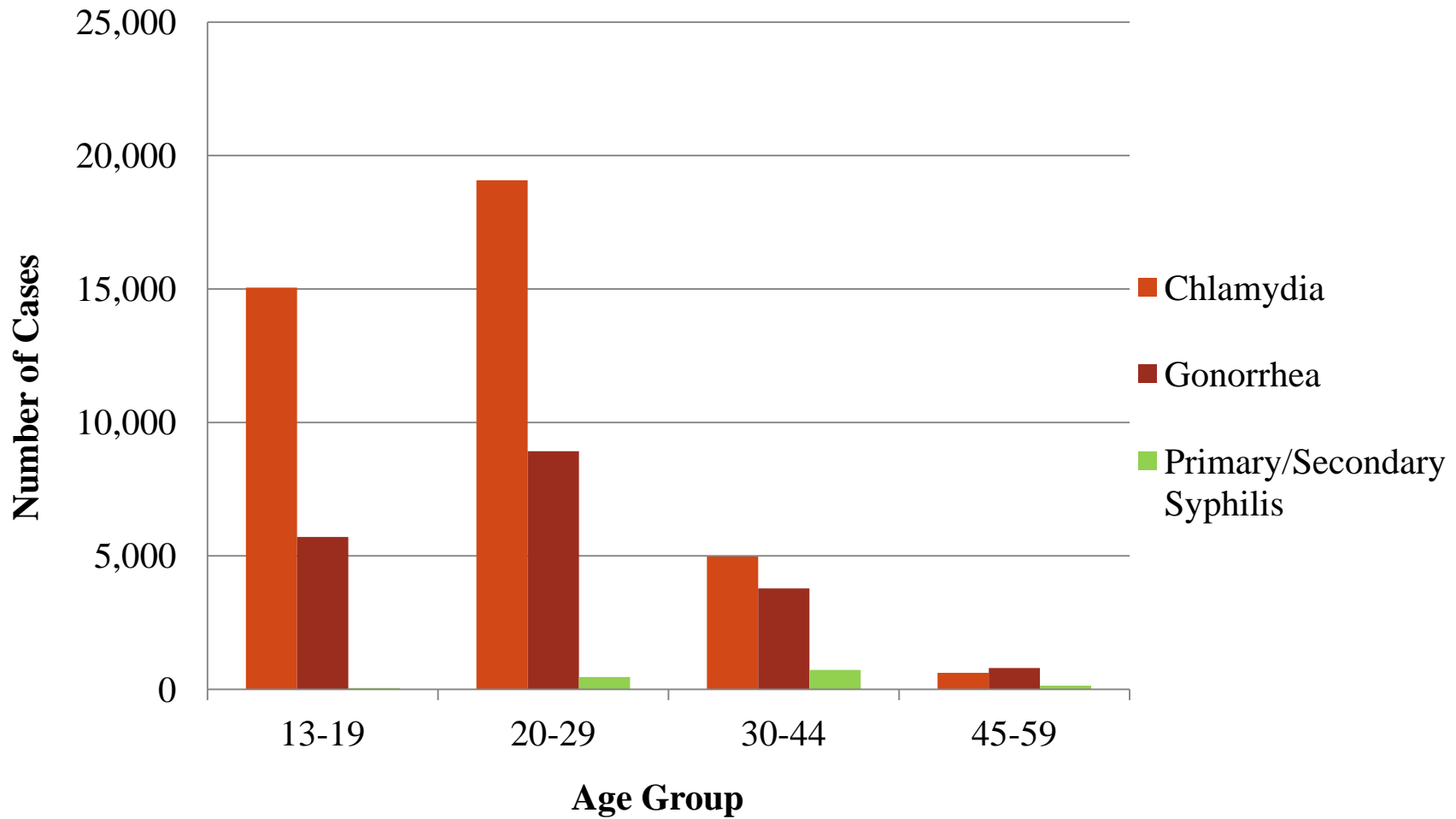


Youth Risk Behaviors

Sexual behaviors among DeKalb County High School Students, YRBS 2003-2010

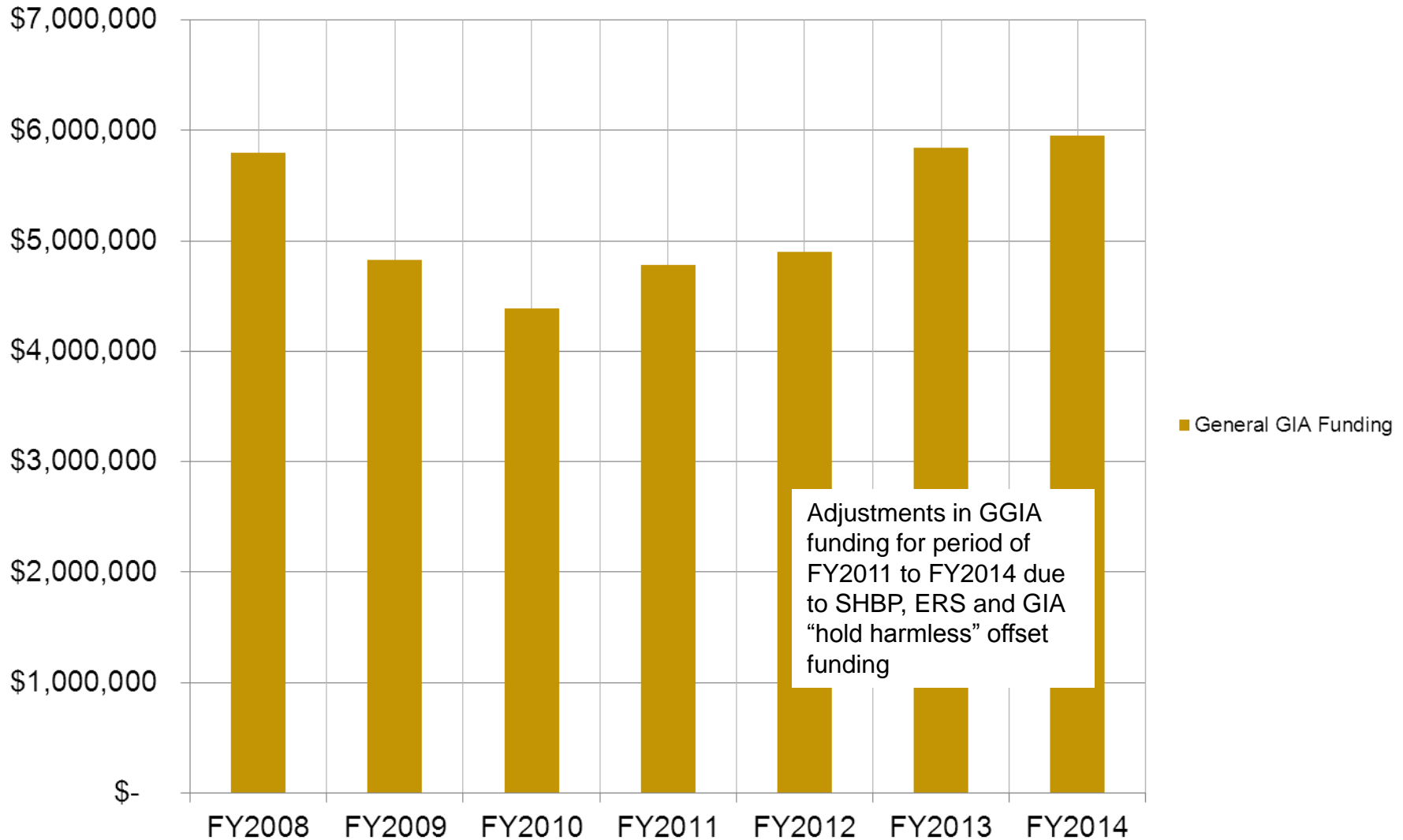
Risk Behavior	2003	2005	2007	2009	2010
Had sexual intercourse for the first time before age 13 years*	14.50%	15.10%	14.10%	12.70%	11.90%
Had sexual intercourse with four or more people during their life	20.80%	20.00%	21.90%	20.90%	17.50%
Used a condom during last sexual intercourse*	71.90%	73.50%	69.30%	64.80%	65.60%
Used birth control pills before last sexual intercourse	8.50%	9.10%	9.00%	9.80%	7.40%
Drank alcohol or used drugs before last sexual intercourse	17.20%	14.20%	14.60%	16.00%	15.10%
Had ever been taught in school about AIDS or HIV infection*	92.70%	90.00%	87.80%	90.00%	87.60%

Number of STD cases by age, 2002-2010, DeKalb County

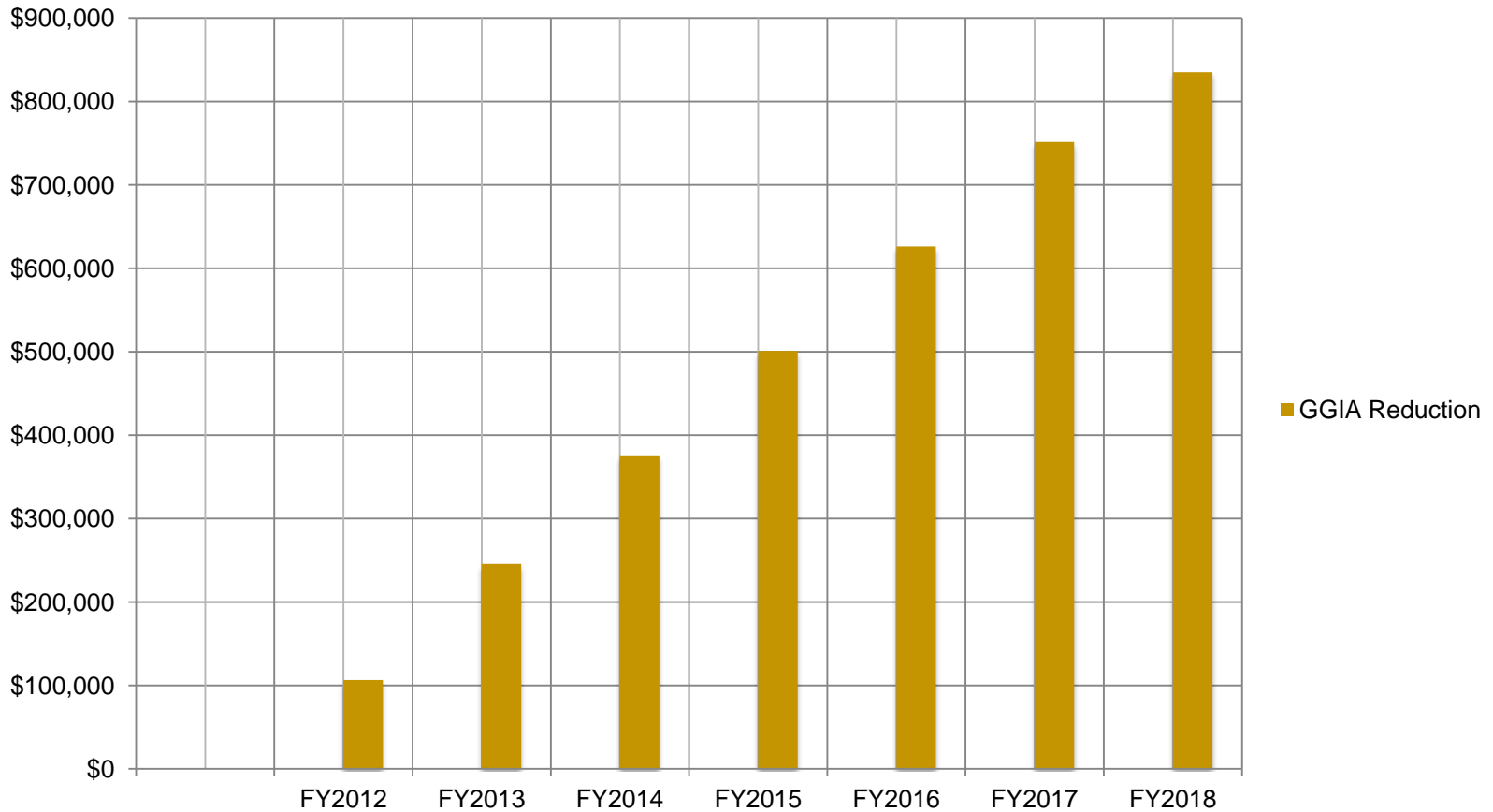


Source: Online Analytical Statistical Information System (OASIS), Georgia Department of Community Health, Division of Public Health

Historical General Grant in Aid Funding

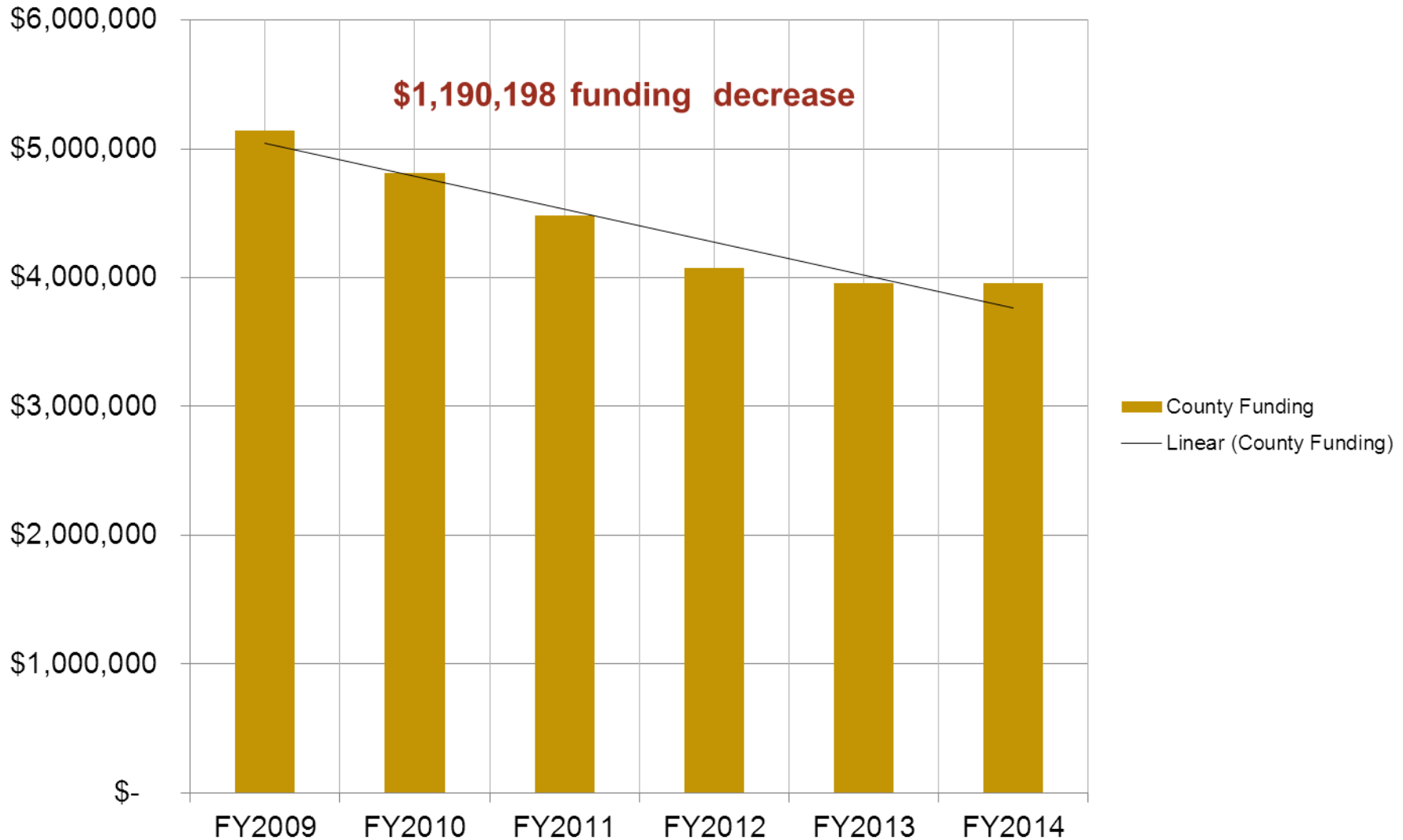


General Grant in Aid Formula Reduction

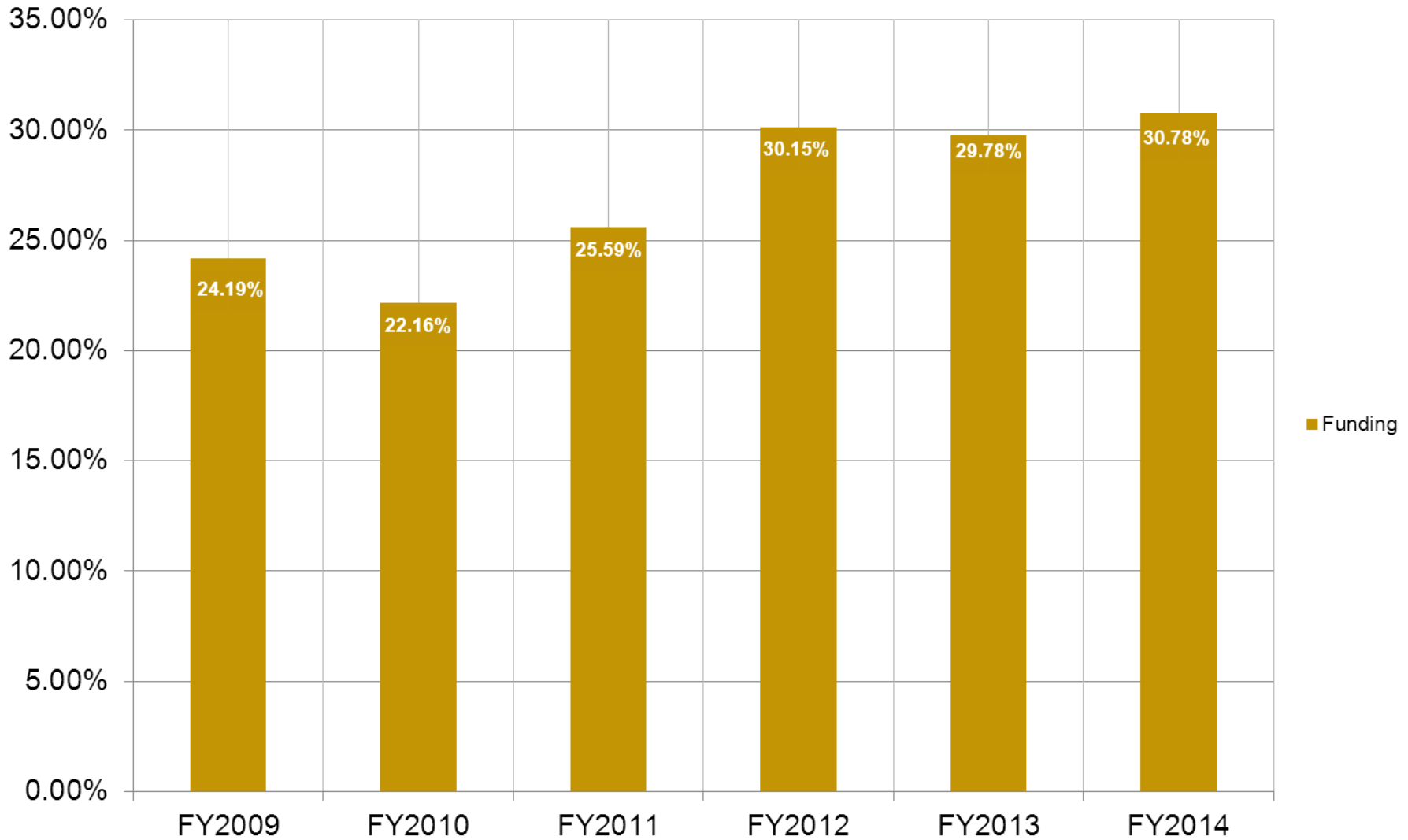


Years 1-3 are “hold harmless” by legislature. Impact in year 4 and beyond

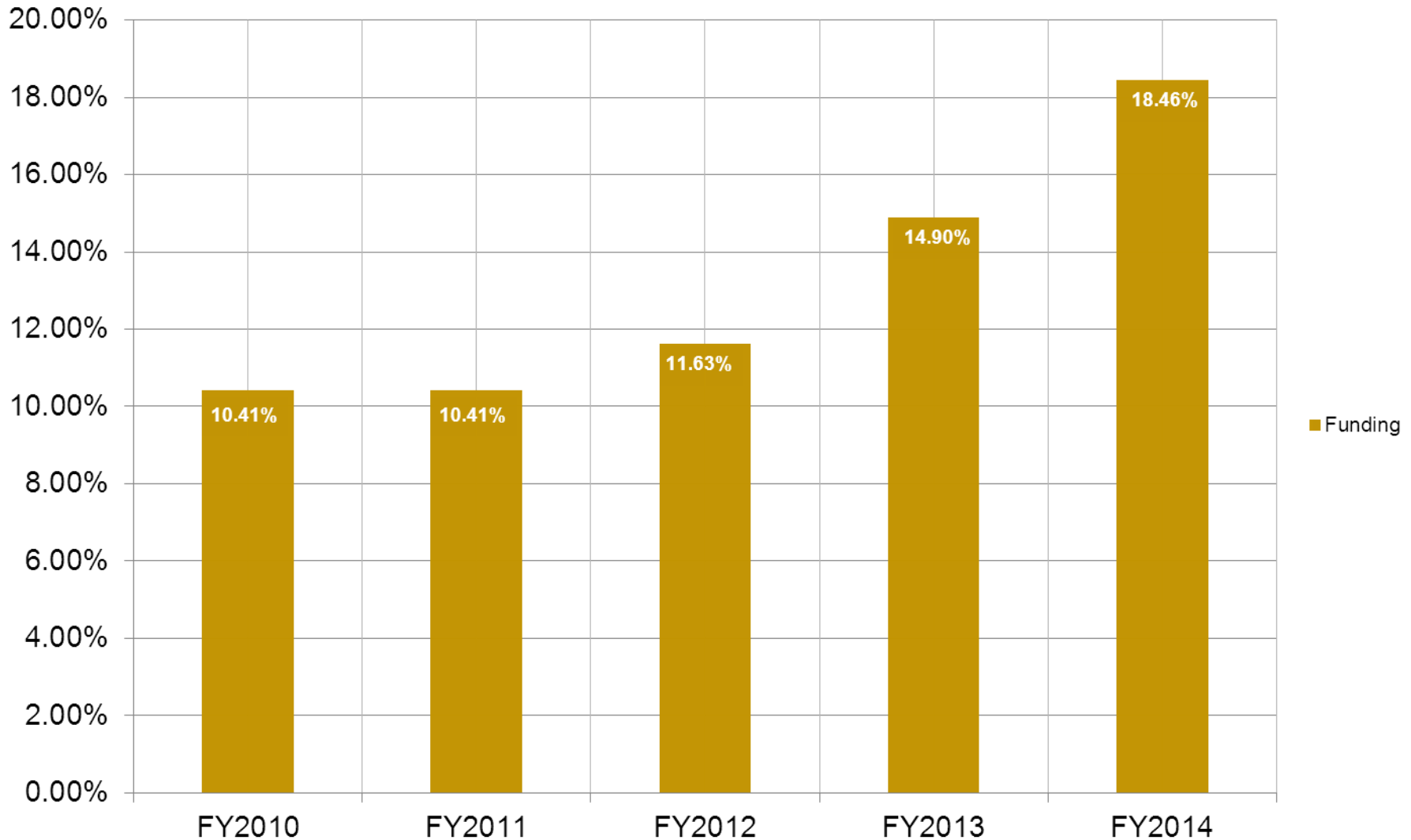
Historical County Contribution, Board of Health



State Health Benefit Plan Contribution



Employee Retirement System Increase



FY2014 Board of Health Employee Benefit Rate

56.89%

How to Move the Dial

\$\$\$\$\$\$\$\$

- **CDC:** every **1\$** spent on childhood immunizations saves

\$18.40

How to Move the Dial

Low Hanging Fruit

- Childhood Obesity
- Nutrition & Physical Activity
 - Lifestyle Changes
 - Worksite Wellness

How to Move the Dial

Partnerships

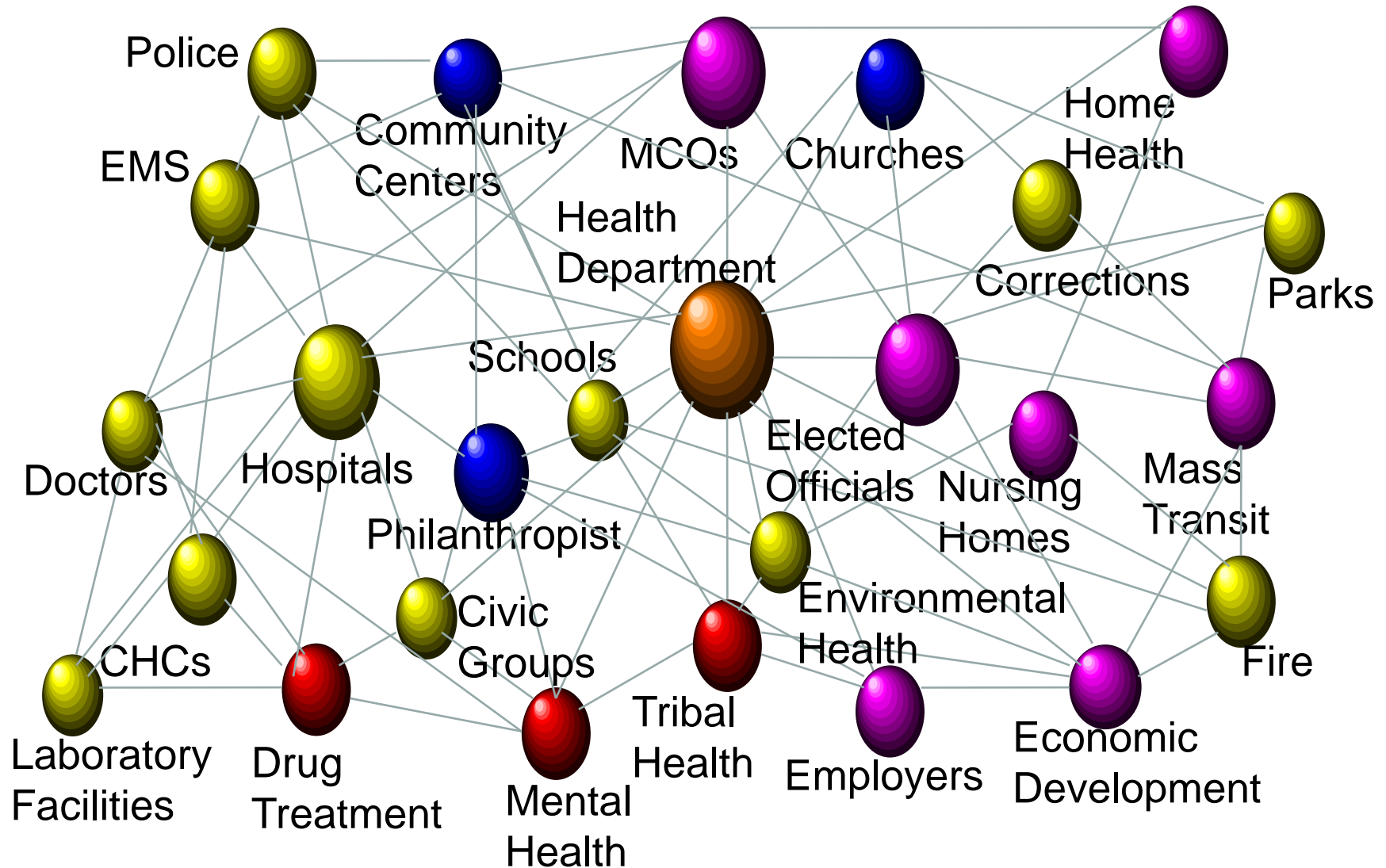
- Schools
- Community Organizations
- Faith-Based Community
- Business Community

How to Move the Dial

The Built Environment

- Healthy Belvedere
- City of Clarkston
- Master Active Living Plan
 - DCBOH + Planning & Sustainability
 - “Making the Healthy Choice the Easy Choice”*
 - walking trails
 - bike paths
 - access to parks and public transportation
 - walkability to restaurants and entertainment

The Local Public Health System





Questions?

seford@dhr.state.ga.us

www.dekalbhealth.net



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Questions from the audience



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