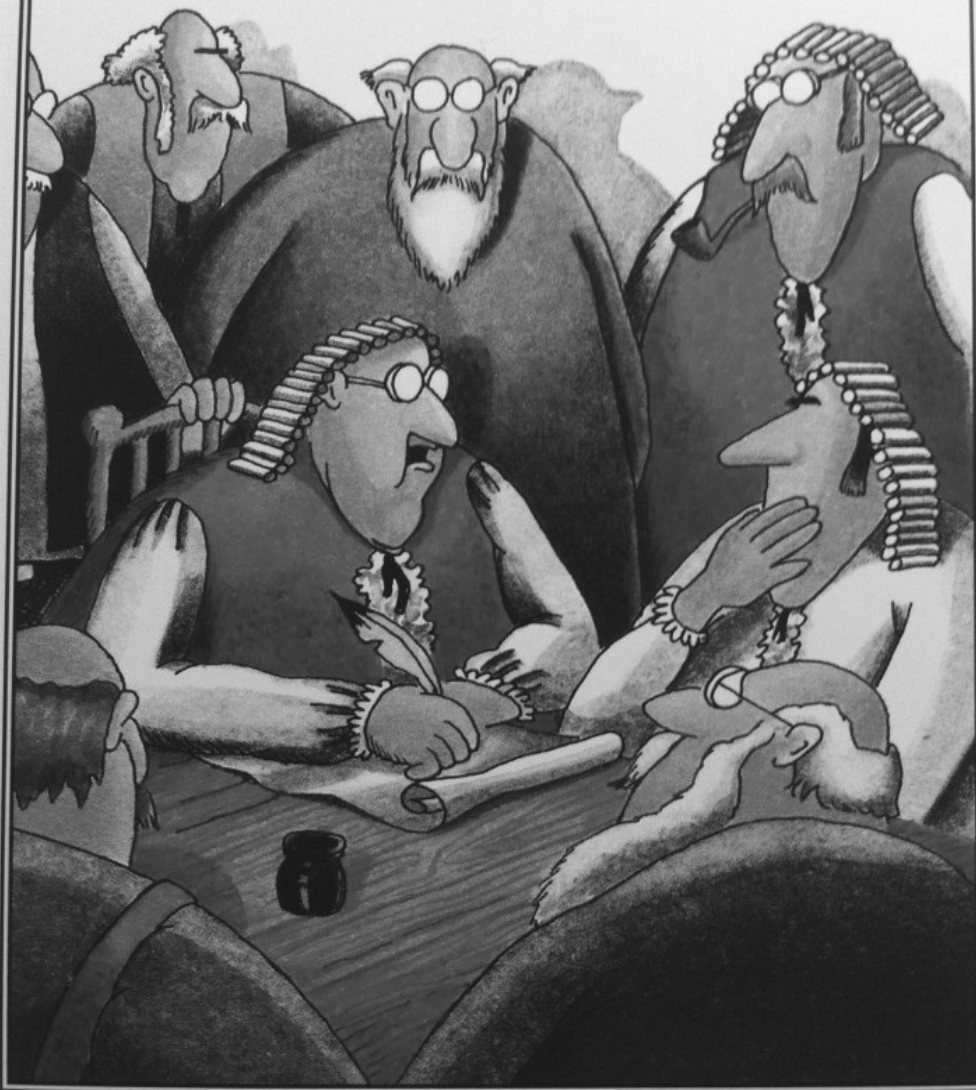


Public Health is Us

Data into Information
Into Programs and Policy
Baby-Friendly Hospital

CDR David Gahn, MD, MPH
Cherokee Nation Public Health
Surveillance Coordinator

Larson



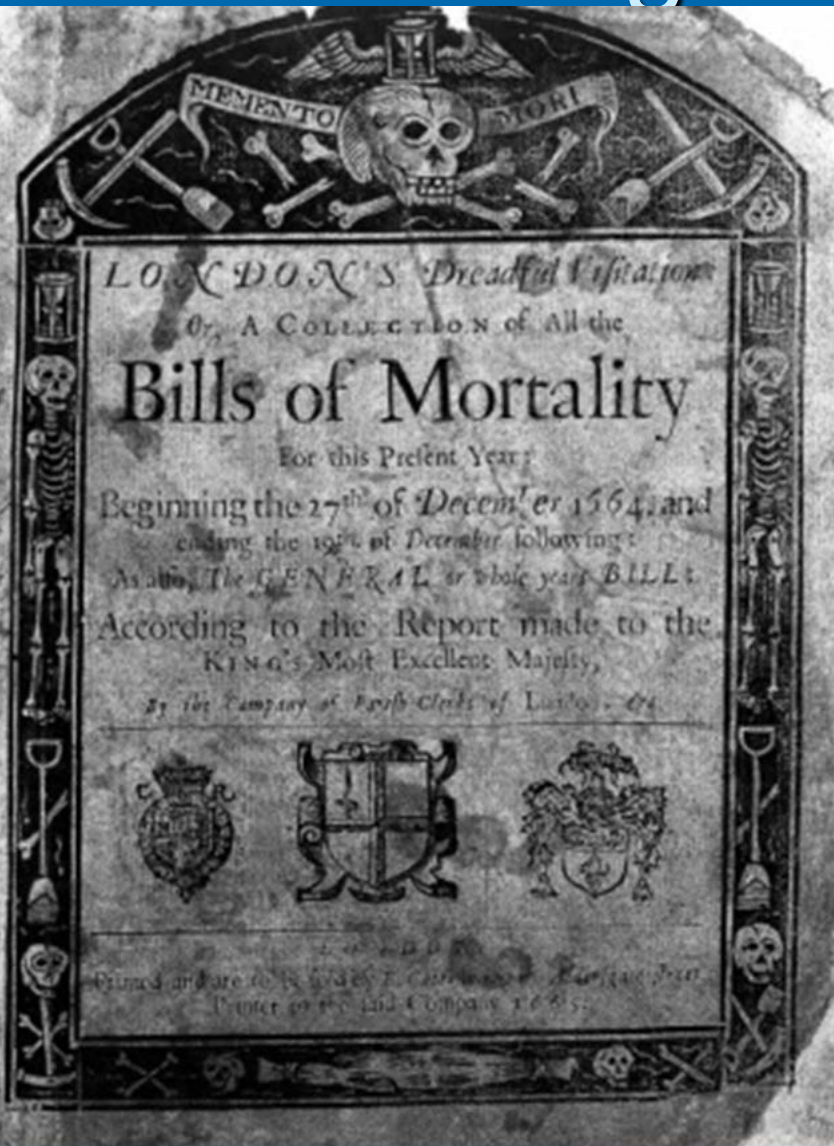
“So, then ... would that be ‘us the people’
or ‘we the people’?”

Indian Health Service





Turning Data into a Story



Wellcome Images

The Diseases and Casualties this Week,

Imposi ^t hume	11
Inflax	16
Killed by a fall from the Bell-frey at Alhallows the Great-kingevill	1
Lemargy	1
Pallie	1
Plague	7165
Rickets	17
Riling of the Lights	11
Scowring	5
Scurvy	2
Spleen	1
Spotted Fever	102
Stilborn	17
Stone	2
Stopping of the stomach	9
Strangury	1
Suddenly	1
Surfeit	49
Teeth	121
Thrush	5
Timpany	1
Tifick	11
Vomiting	3
Winde	3
Wormes	14

A Bortive	5
Aged	43
Ague	2
Apopleic	1
Bleeding	2
Burnt in his Bed by a Candle at St. Giles Cripplegate	1
Cancer	1
Childbed	42
Chrolomes	18
Consumption	134
Convulsion	64
Cough	2
Droptic	33
Fever	309
Flox and Small-pox	5
Frighted	3
Gowt	1
Grief	3
Gripping in the Guts	51
Jaundies	5

Christned	Males 95	} Buried	Males 4095	} Plague 7165
	Females 81		Females 4302	
	In all 176		In all 8397	

Increased in the Burials this Week 607
 Parishes clear of the Plague 4 Parishes Infected 126

The Affize of Bread for this Week by Order of the Lord Mayor and Courts of Aldermen, A penny Wheaten Loaf to contain Nine Ounces and a half, and three half-penny White Loaves the like weight.

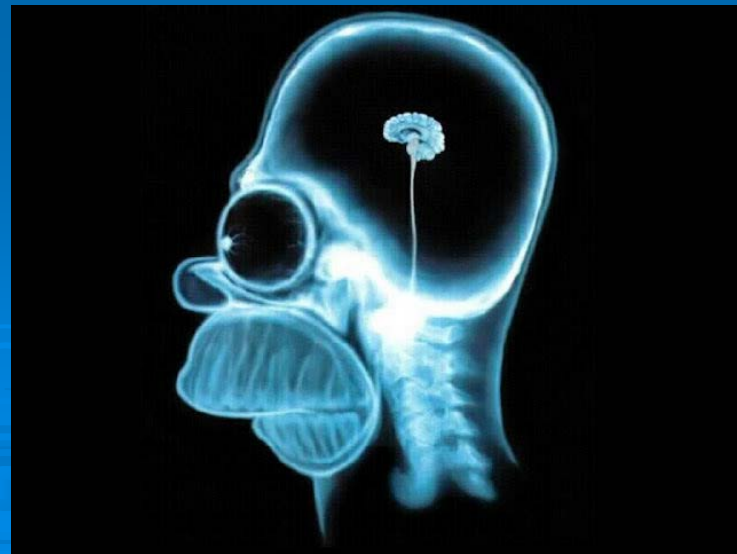
Wellcome Images



What do we know about Cherokee Nation

➤ Our Population

- 14 Counties
- No reservation – Jurisdictional Service Area
- 2 Cherokee Schools
- About 120,000 American Indians



Childhood Obesity

- Healthcare Data – 33% Obesity
- School Health Leadership – 27%
- YRBS – 15.6%



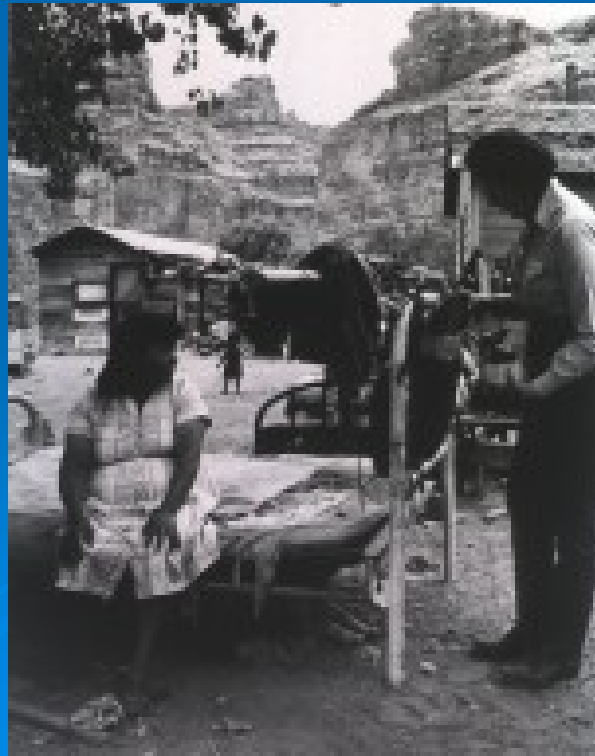
Maternal Weight

- Pre-pregnancy Obesity and morbid obesity at delivery
 - C-Section rate = 33%

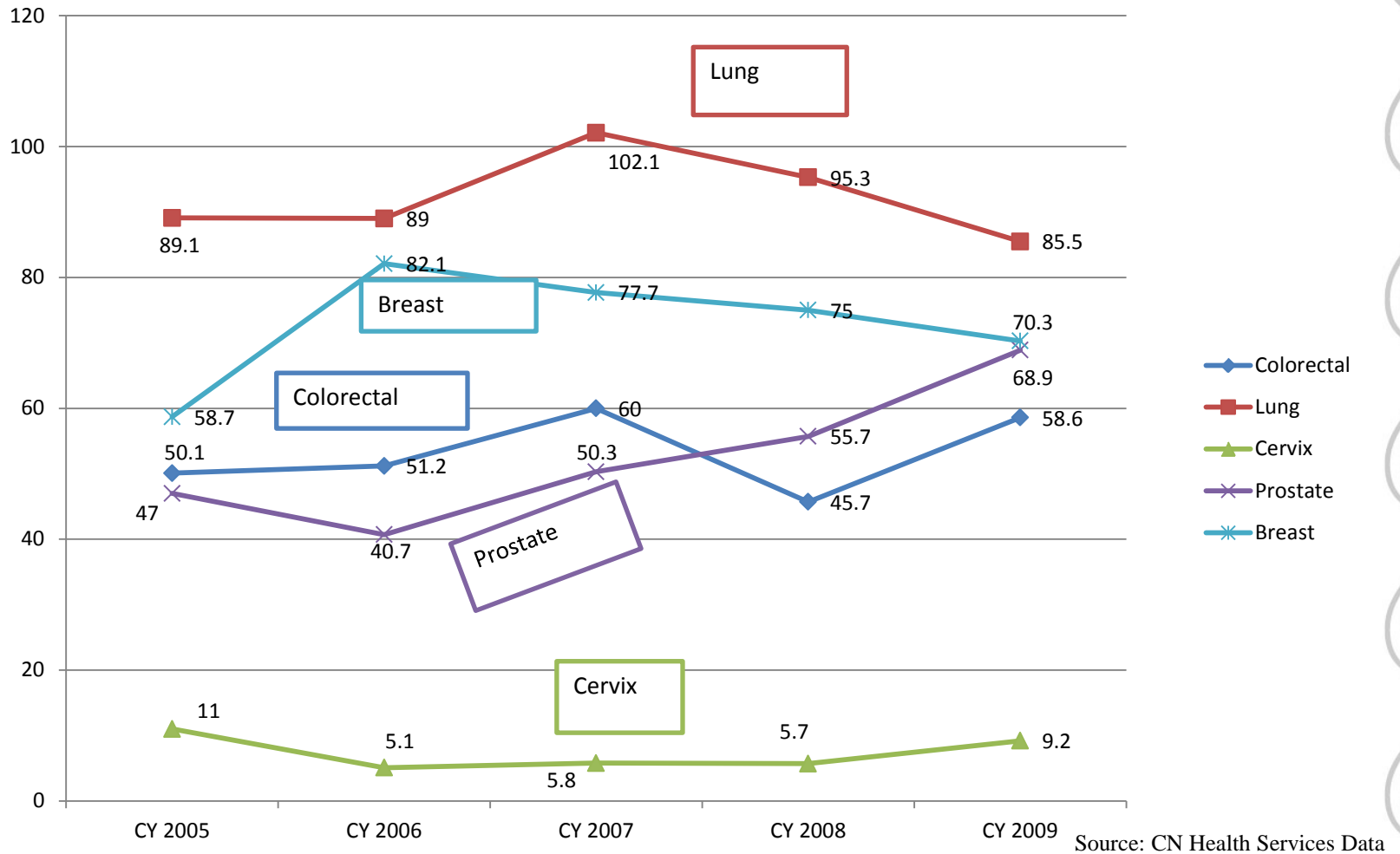


Cancer

- Oklahoma Vital Statistics
- Cherokee Nation Cancer Registry



Cancer Incidence Rates Among Native Americans in Cherokee Nation per 100,000 People 2005-2009



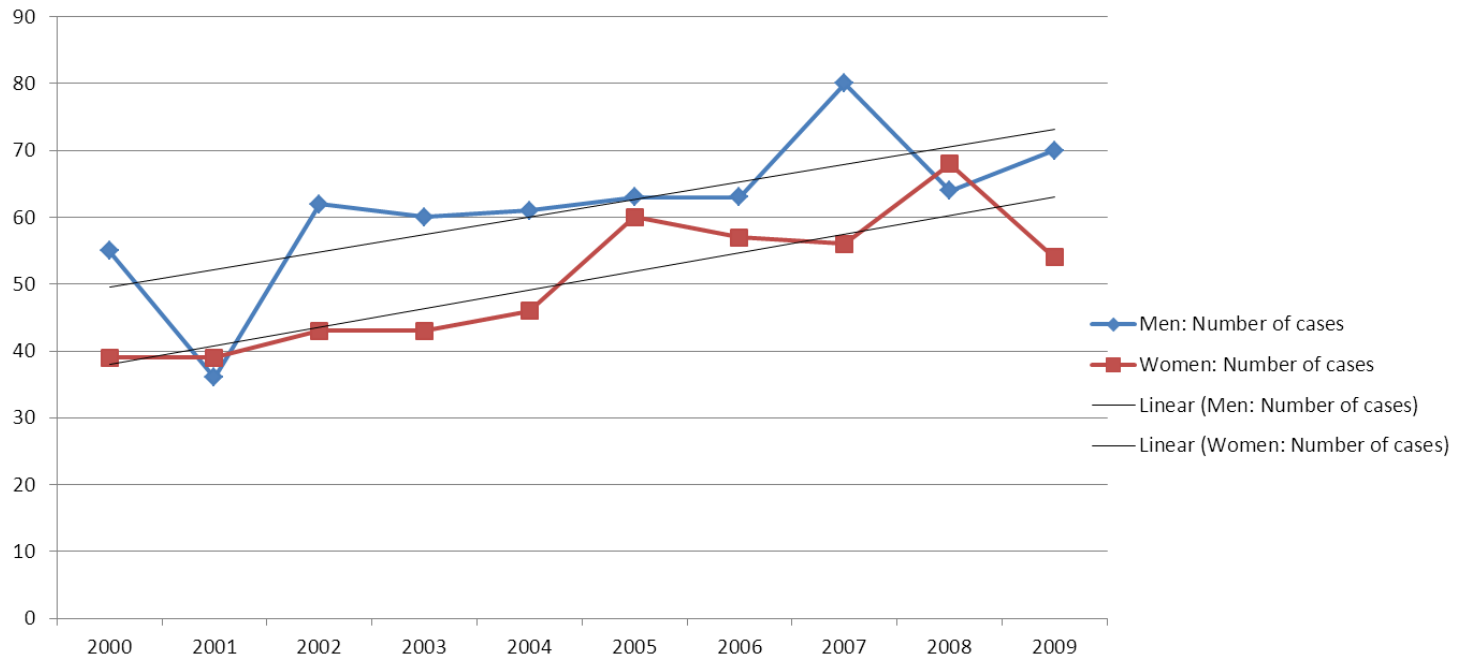
Smoking

➤ 2011 AI-ATS:

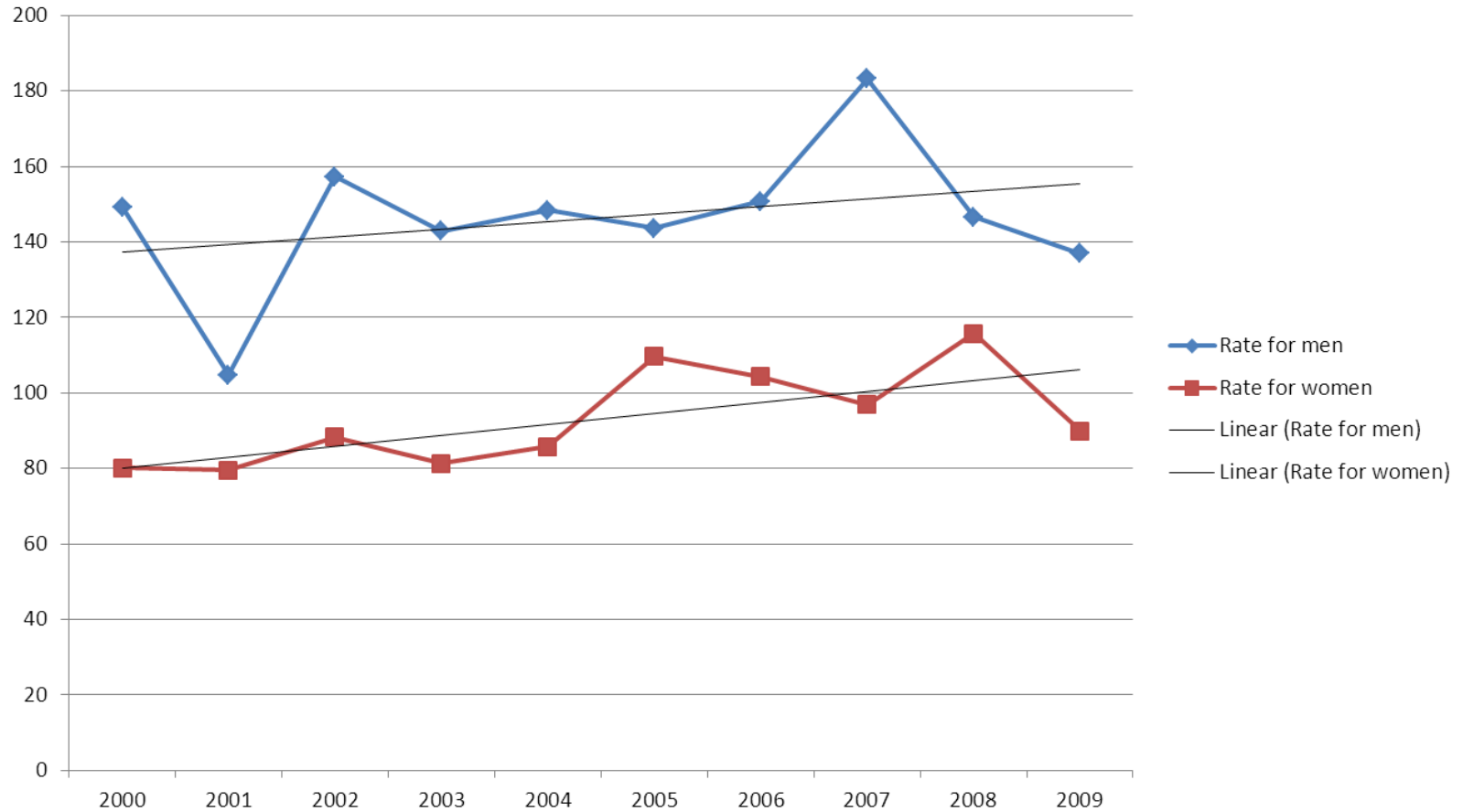
- No change in smoking rates in Cherokee adults overall
 - About 29%
- Decrease in smoking in women of childbearing age
- Little ceremonial use
 - Less than 10% of smokers

Lung Cancer in Cherokee Nation

Lung Cancer in Cherokee Nation
Number of Cases Per Year
2000-2009

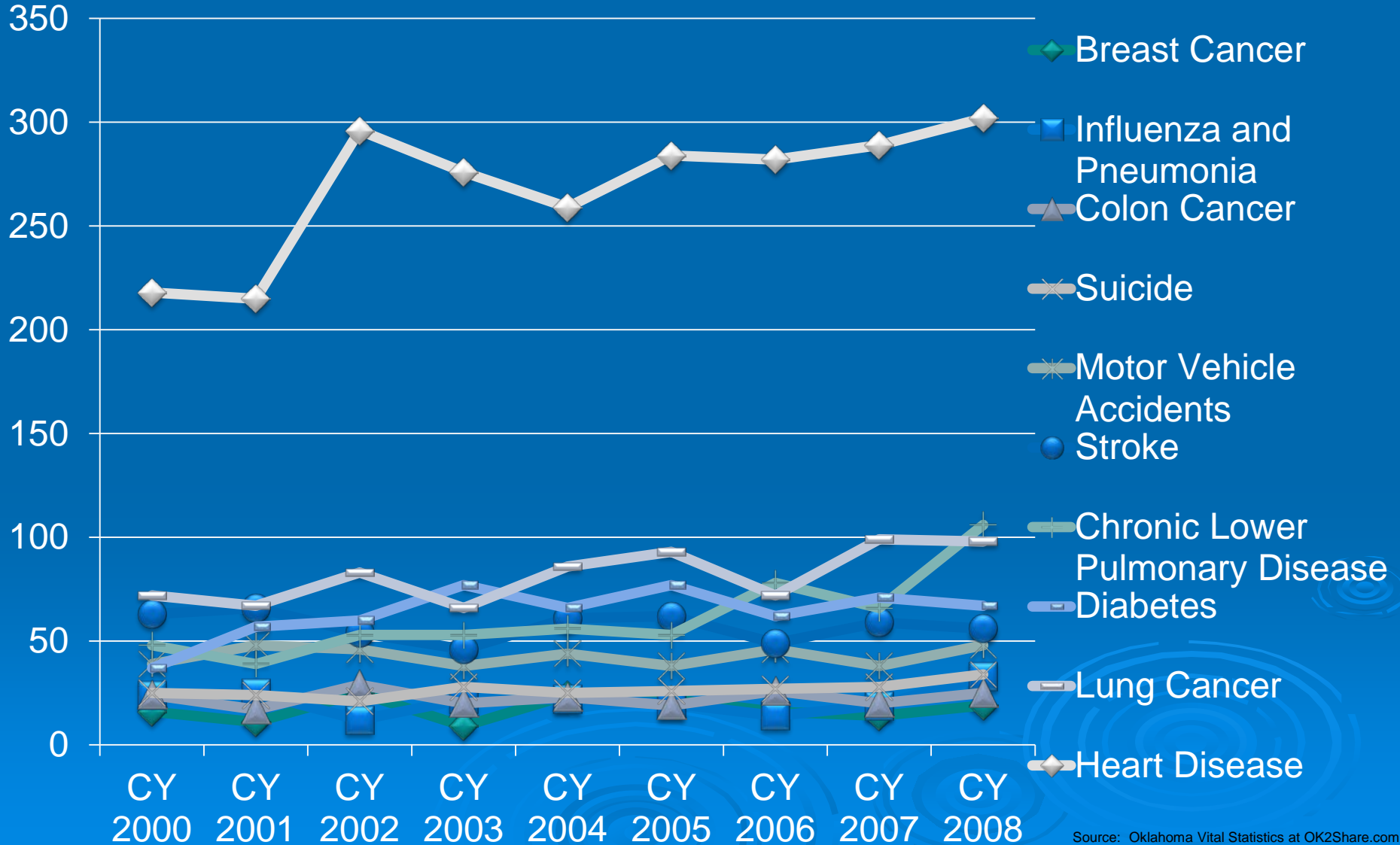


Lung Cancer in Cherokee Nation Age Adjusted Incidence Rates per 100,000 People 2000-2009

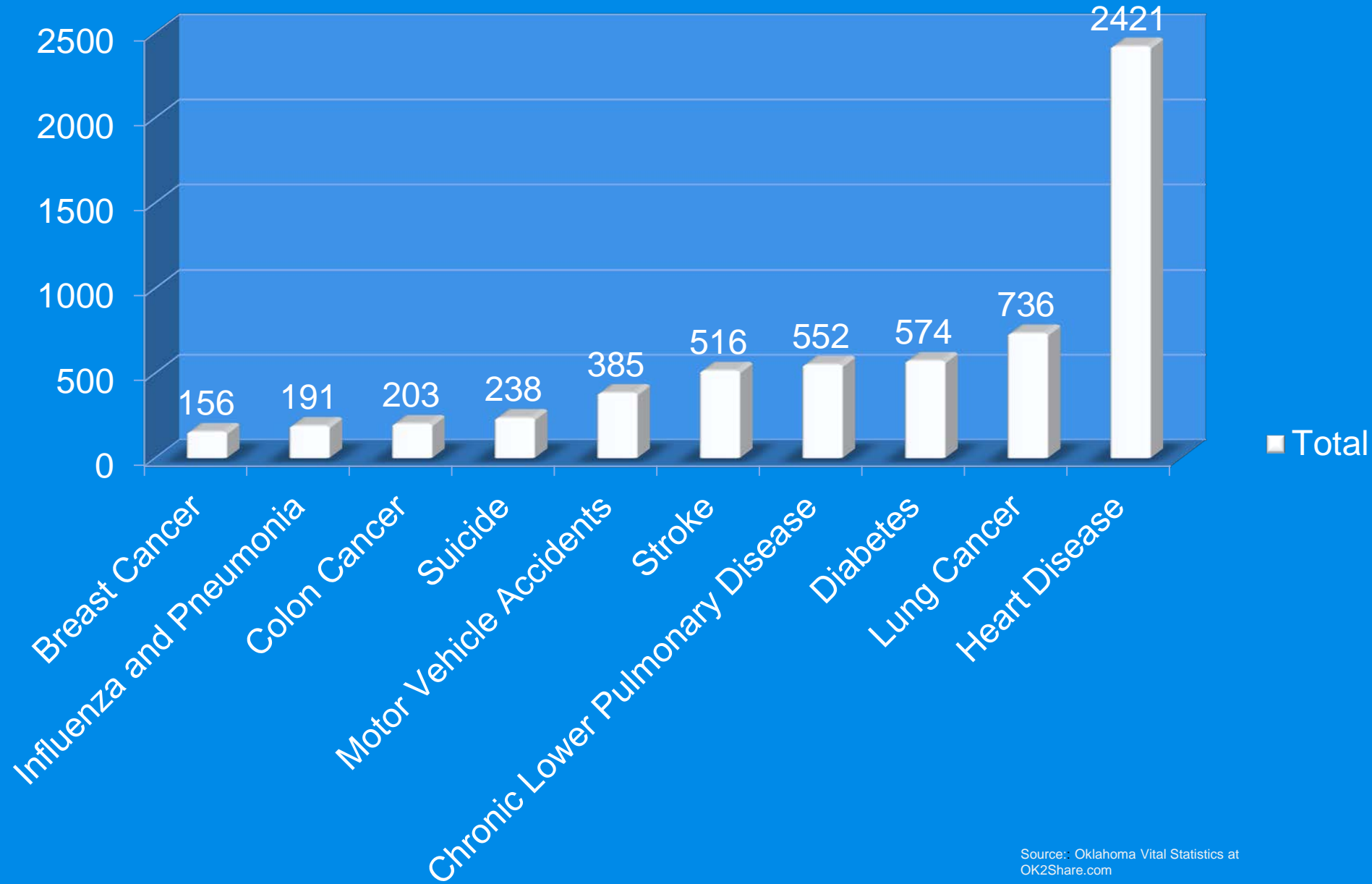


Source: Oklahoma Central Cancer Registry

Number of Deaths by Cause Native Americans in the 14 Counties of the TJSA 2000-2008

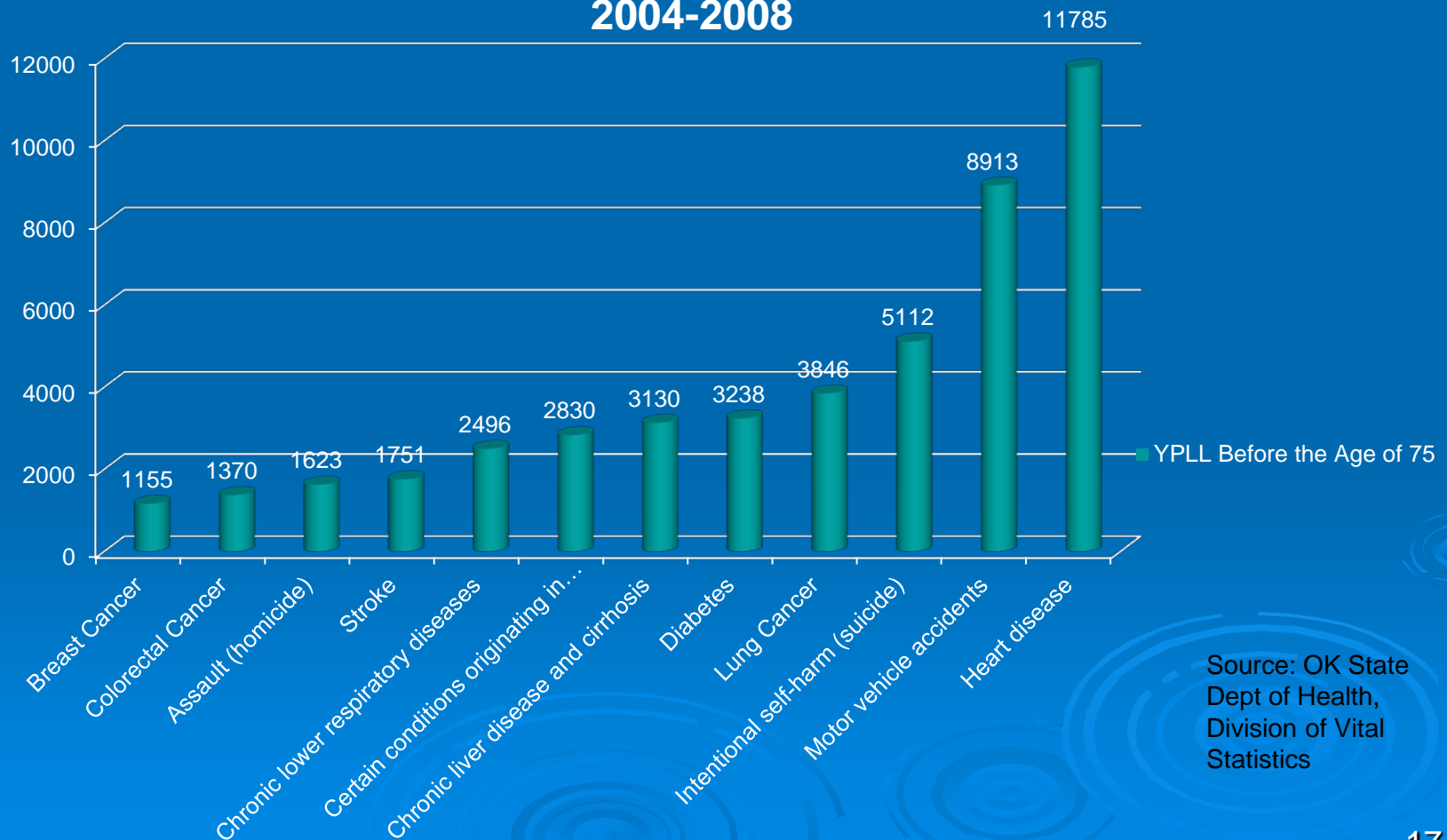


Deaths Among Native Americans in the TJSA 2000-2008



Respect Your Elders

Years of Potential Life Lost (YPLL) before the Age of 75 American Indians in the TJSA 2004-2008



Source: OK State
Dept of Health,
Division of Vital
Statistics

What is Our Plague?

- Poor Nutrition
- Lack of Physical Activity
- Tobacco Use
- Behavioral Health



Data to Information: Done

➤ Now what do we do?



Social Ecological framework



Information into Programs and Policy

- Childhood Obesity Toolkit
- Baby-Friendly Hospital
- Community Gardens
- 24/7 Schools
- SWAT
- School Gardens
- Safe Routes to School
- MAPP
- PHAB
- Food Policy Councils
- Community Coalitions
- Farm to School
- Walking Clubs
- Built Environment
- Smoke Free Housing
- Casinos
- Communications

Baby-Friendly Hospital Initiative



- One Hospital
- Community Transformation Grant



SWOT Analysis

➤ Strengths

- Data: 80% Initiation Rate
- Administration and Nursing Support

➤ Weaknesses

- Building
- Geography
- \$ \$ \$ \$ \$



SWOT Analysis

- Opportunities
 - Partnerships
 - 900 babies a year
- Threats
 - Sequester
 - Formula companies
 - Attitudes: Free is Good
 - Attitudes: Physicians
 - Attitudes: Busy Nurses

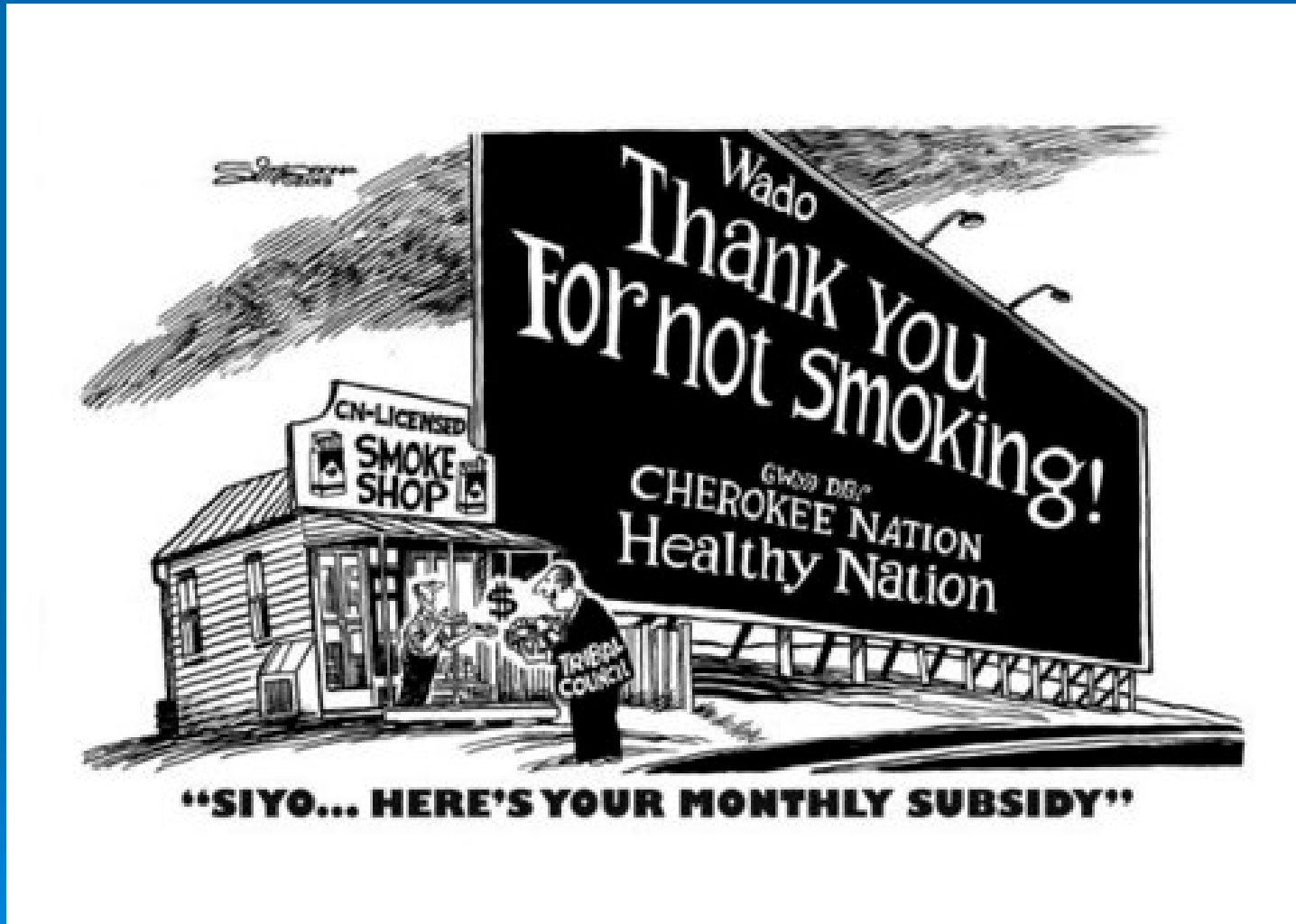


BFHI Today

- Kick-off Meeting
- Data Analysis
- Policy Review
- Partnerships



Impact on Policy



Source: Cherokee Phoenix January 2013

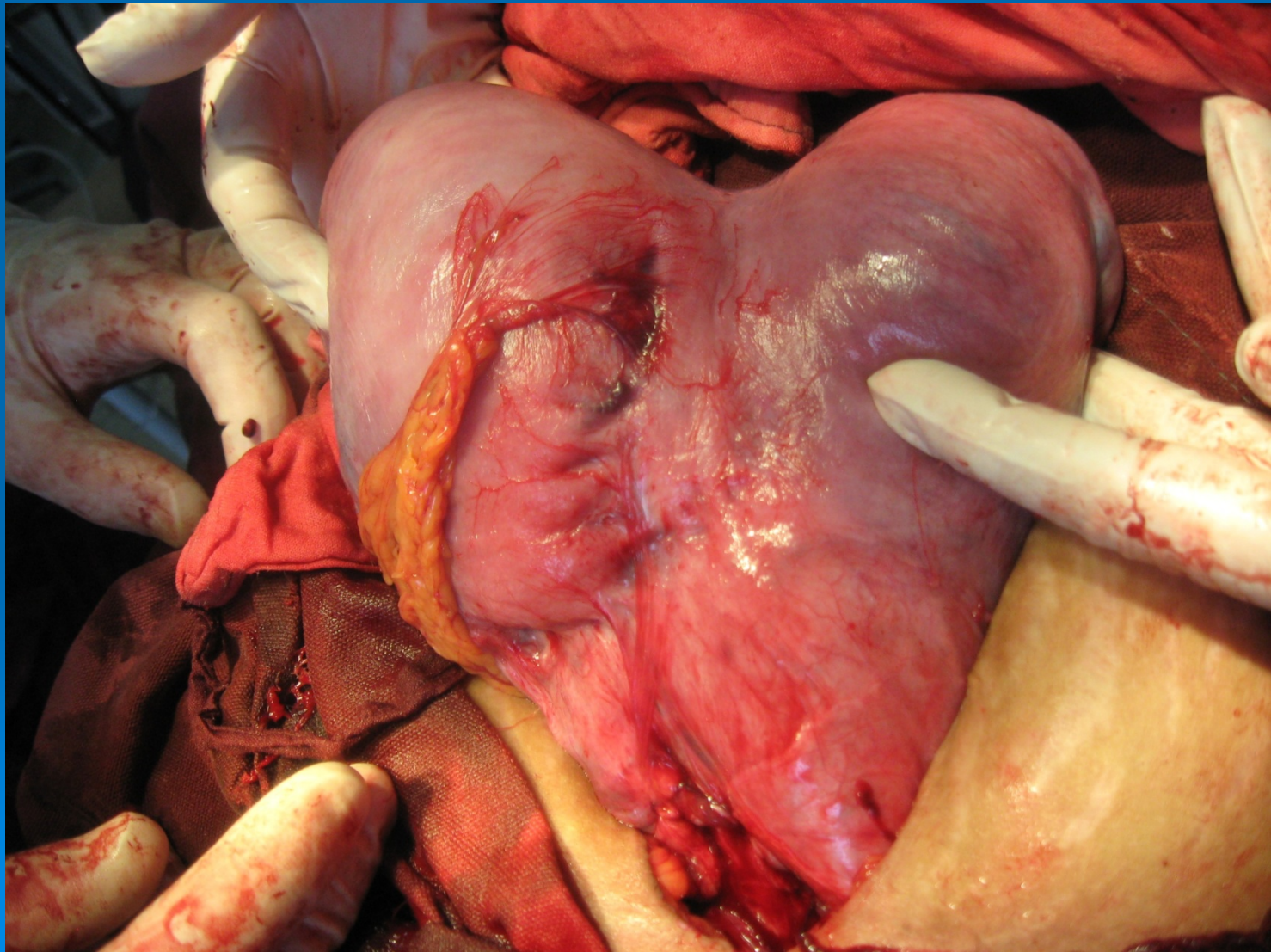
2013 Cherokee Nation ATS

- Sample of 5,000 adults
 - Confidence interval of about +/- 1.2%
- Describe each county
 - Where is the disparity within Cherokee Nation
- Smoking-attributable mortality rate





Trust you Instincts
Know when something is wrong



I MAKE MILK!



**WHAT'S YOUR
SUPERPOWER?**



Communicate Your Message

- Push the data
- Don't worry about misuse
- Practice your message
- Believe in your message
- Always close with a puppy picture

