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
“So, then ... would that be ‘us the people’ or ‘we the people’?”
Indian Health Service
Turning Data into a Story

The Diseases and Casualties this Week:

<table>
<thead>
<tr>
<th>Disease</th>
<th>Males</th>
<th>females</th>
<th>Buried</th>
<th>Infected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impothume</td>
<td>11</td>
<td>16</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Infants</td>
<td>6</td>
<td>13</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Killed by a fall from the Bell</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Kingseal</td>
<td>2</td>
<td>13</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Laryngy</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Pulie</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Plague</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Rickets</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Rising of the Lights</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Scowring</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Survy</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Spleen</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Spotted Fever</td>
<td>10</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Stolborne</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Stones</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Stopping of the Stomach</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Stdling</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Sufflitan</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Surfeit</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Teeth</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Thruth</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Tompany</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Tillick</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Vomiting</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Wisde</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Worres</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

The Bills of Mortality:

Beginning the 27th of December 1564, and ending the 30th of December following:

According to the Report made to the King's Most Excellent Majesty, by the Company of Yeast Cheks of London.
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

Source: CN Health Services Data
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

Source: Oklahoma Central Cancer Registry
Lung Cancer in Cherokee Nation
Age Adjusted Incidence Rates per 100,000 People
2000-2009

Source: Oklahoma Central Cancer Registry
Deaths Among Native Americans in the TJSA 2000-2008

<table>
<thead>
<tr>
<th>Cause</th>
<th>Deaths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breast Cancer</td>
<td>156</td>
</tr>
<tr>
<td>Influenza and Pneumonia</td>
<td>191</td>
</tr>
<tr>
<td>Colon Cancer</td>
<td>203</td>
</tr>
<tr>
<td>Suicide</td>
<td>238</td>
</tr>
<tr>
<td>Motor Vehicle Accidents</td>
<td>385</td>
</tr>
<tr>
<td>Stroke</td>
<td>516</td>
</tr>
<tr>
<td>Chronic Lower Pulmonary Disease</td>
<td>552</td>
</tr>
<tr>
<td>Diabetes</td>
<td>574</td>
</tr>
<tr>
<td>Lung Cancer</td>
<td>736</td>
</tr>
<tr>
<td>Heart Disease</td>
<td>2421</td>
</tr>
</tbody>
</table>

Source: Oklahoma Vital Statistics at OK2Share.com
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

Government, Legislation, Policy

Community Services and Workplace

Social Community

Extended family, Clubs, Churches and other faith-based, women’s groups, etc.

Hospitals, Businesses, Police, Firemen, Education, Academics, etc.

Rights, protection, laws, regulation
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
This year thousands of men will die from stubbornness.

NO WE WON'T
Trust your 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