

Secretary's Advisory Committee on National Health Promotion and Disease Prevention Objectives for 2030

June 26, 2019
12:00 pm to 4:00 pm ET



Welcome

Don Wright, MD, MPH
Deputy Assistant Secretary for Health
Director, Office of Disease Prevention and Health Promotion
U.S. Department of Health and Human Services



Goals for the Meeting

Dushanka V. Kleinman, DDS, MScD
Nico Pronk, PhD, MA, FACSM, FAWHP
Committee Co-Chairs



- Review the HP2030 graphic developed by the Graphics Subcommittee, including the top-level and sub-level concepts of the static and interactive graphic
- Come to consensus on outstanding top-level and sub-level concepts in the HP2030 graphic
- Review the Implementation Subcommittee's recommendations for prioritizing the activities to implement HP2030 during the pre-launch, launch, and post-launch phases
- Come to consensus regarding the priorities for implementing HP2030

Graphics Subcommittee

Shiriki Kumanyika, PhD, MPH
Graphics Subcommittee Chair



- **Membership:**

- Chair: Shiriki Kumanyika, PhD, MPH
- Jonathan Fielding, MD, MPH, MBA, MA
- Paul Halverson, DrPH, MHSA, FACHE
- Dushanka V. Kleinman, DDS, MScD
- Nico Pronk, PhD, MA, FACSM, FAWHP
- Steven Teutsch, MD, MPH
- Nirav Shah, MD, MPH
- Edward Sondik, PhD
- Mary Pittman, DrPH
- Therese Richmond, PhD, CRNP, FAAN
- Namvar Zohoori, MD, MPH, PhD

- **Meetings:**

- June 30, 2017
- July 21, 2017
- August 23, 2017
- January 10, 2018
- April 4, 2018
- June 25, 2018
- August 27, 2018
- October 30, 2018
- November 7, 2018
- December 12, 2018
- January 8, 2019
- March 4, 2019
- May 1, 2019
- May 17, 2019
- June 3, 2019



HP2030 Framework Graphic

Sonia Barkat
Adam Moorman
CommunicateHealth, Inc.



- Capture the main components of the HP2030 framework
 - Static graphic
 - Top-level concepts
- Allow users to drill down for more information
 - Graphic interactivity
 - Sub-level concepts
- Help build a shared understanding of fundamental public health concepts for a range of users

Today, we'll:

- Review framework graphic concepts
- Review framework graphic site map
- Review sample content outlines for top-level and sub-level concepts

- Closing Gaps
- Cultivating Healthier Environments
- Increasing Knowledge and Action
- Health and Well-Being Across the Lifespan

- Closing Gaps
 - Health disparities
 - Health equity
 - Health literacy
- Cultivating Healthier Environments
 - Physical environments
 - Social environments
 - Economic environments

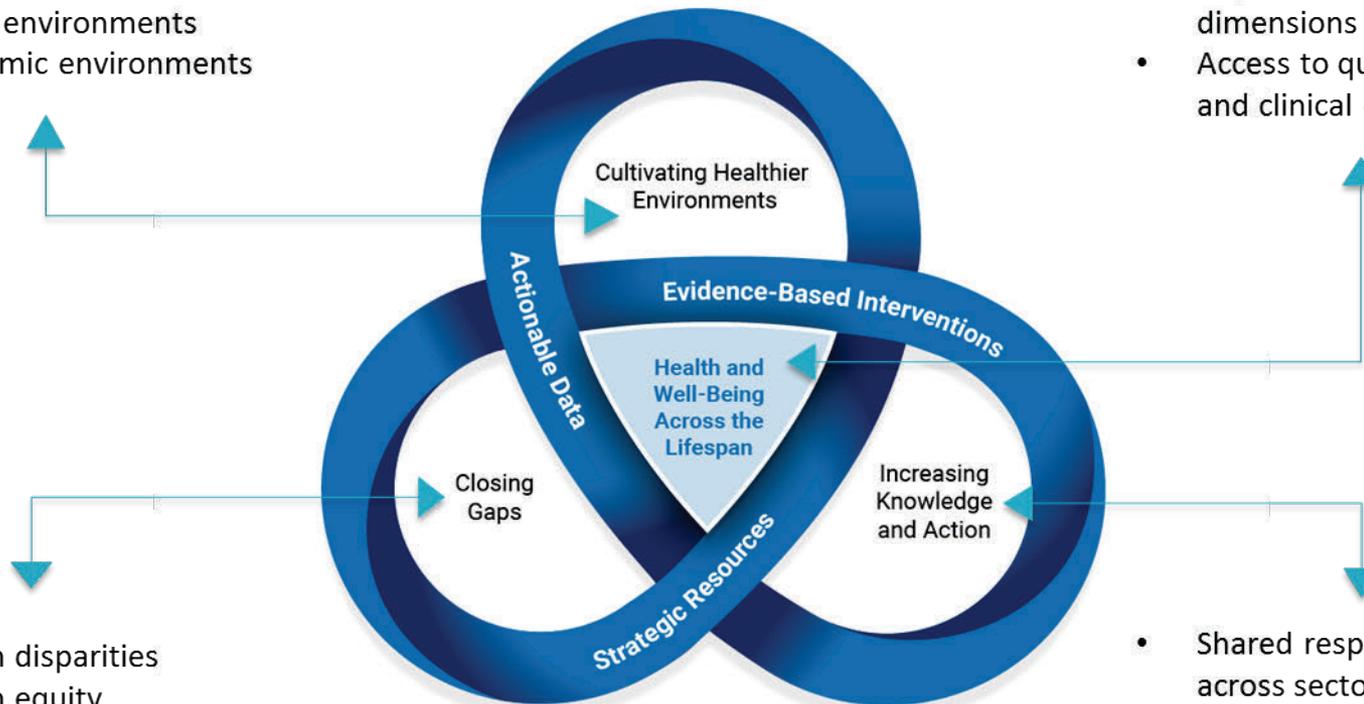
- Increasing Knowledge and Action
 - Shared responsibility across sectors
 - Public health successes
 - Evidence-based laws, policies, and practices
 - Objectives and data
- Health and Well-Being Across the Lifespan
 - Physical, mental, and social dimensions
 - Access to quality public health and clinical care systems



Graphic with Sub-Level Concepts

- Physical environments
- Social environments
- Economic environments

- Physical, mental, and social dimensions
- Access to quality public health and clinical care systems



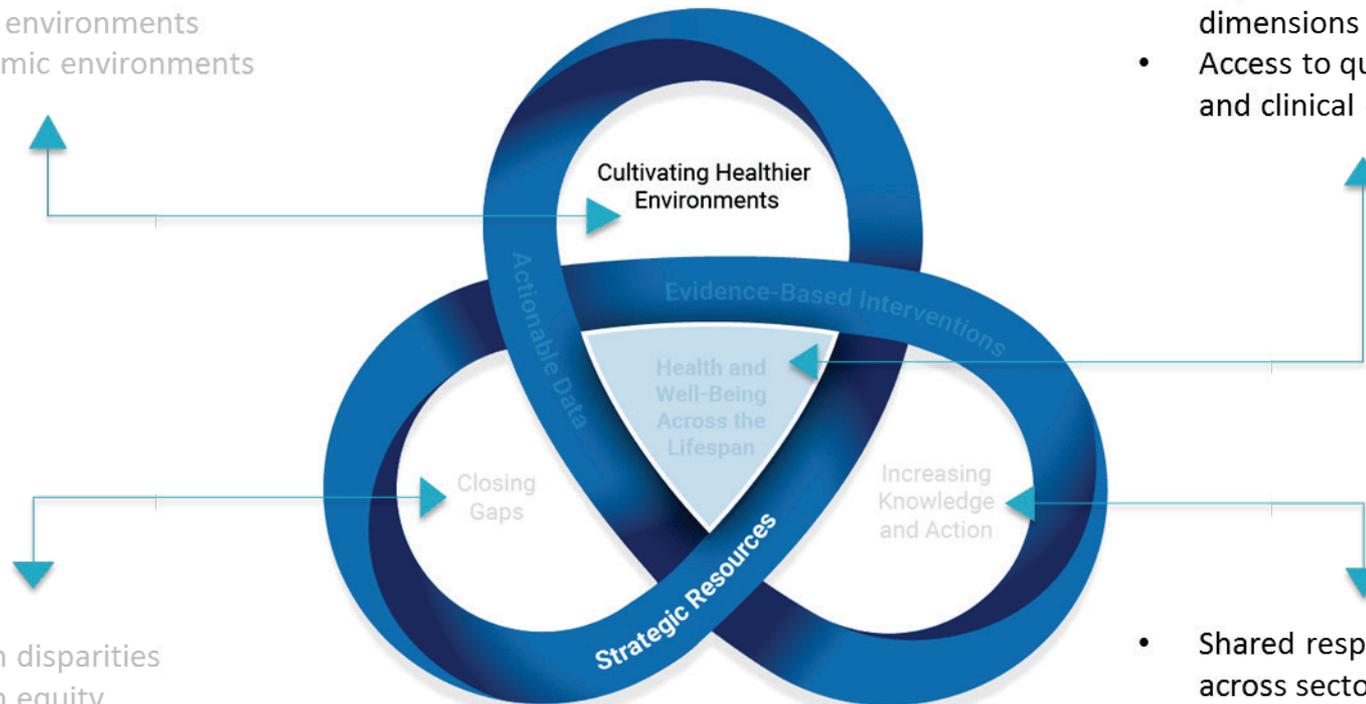
- Health disparities
- Health equity
- Health literacy

- Shared responsibility across sectors
- Public health successes
- Evidence-based laws, policies, and practices
- Objectives and data

Updated Concepts for Review

- Physical environments
- Social environments
- Economic environments

- Physical, mental, and social dimensions
- Access to quality public health and clinical care systems



- Health disparities
- Health equity
- Health literacy

- Shared responsibility across sectors
- Public health successes
- Evidence-based laws, policies, and practices
- Objectives and data

- Evidence-Based Interventions
- Actionable Data
- Strategic Resources

Site Map



- The framework graphic site map reflects the information architecture for top-level and sub-level concepts
- In response to the Graphics Subcommittee's recommendations, the site map includes links to various pages across the Healthy People website
- In addition to directing users to related Healthy People pages, the proposed site map also aims to create a narrative that will engage users

- **Graphic** — Static framework graphic will be featured on the HP2030 homepage at launch and serve as a gateway to framework concepts and site features. Shows top-level concepts.
 - **Top-level concept** — Description of how the top-level concept relates to the HP2030 framework. Description of how users can work to address the top-level concept, with examples that link to related sub-level concepts.
 - **Sub-level concept** — General definition of sub-level concept and description of how it relates to the framework. Public health success stories. Data. Tools and resources.

Sample Concept Outlines



- **Closing Gaps**

- How the concept of Closing Gaps relates to the HP2030 framework
- How users can work toward the HP2030 vision by helping to close gaps

- **Health Disparities**

- How users can contribute to Closing Gaps by eliminating health disparities

- **Health Equity**

- How users can contribute to Closing Gaps by achieving health equity

- **Health Literacy**

- How users can contribute to Closing Gaps by addressing health literacy

- **HP2030 Framework**

- About
- Resources

- **Health Disparities**
 - General definition of health disparities
 - How the concept of health disparities relates to the HP2030 framework
- **Public Health Success Stories**
 - Links to related Stories from the Field or Law and Health Policy Bright Spots
 - [Additional content types TBD]
- **Data**
 - Links to related data
- **Tools and Resources**
 - Links to related Evidence-Based Resources
 - [Additional content types TBD]
- **Closing Gaps**
 - Link back to Closing Gaps top-level concept
 - Links to other Closing Gaps sub-level concepts
- **HP2030 Framework**
 - About
 - Resources

Next Steps



- CH will update graphic design and content based on feedback from the Committee
- HHS will review Graphics Subcommittee recommendations
- Graphics Subcommittee will reconvene in the coming months as needed

Committee Discussion

Moderated by
Shiriki Kumanyika, PhD, MPH
Graphics Subcommittee Chair

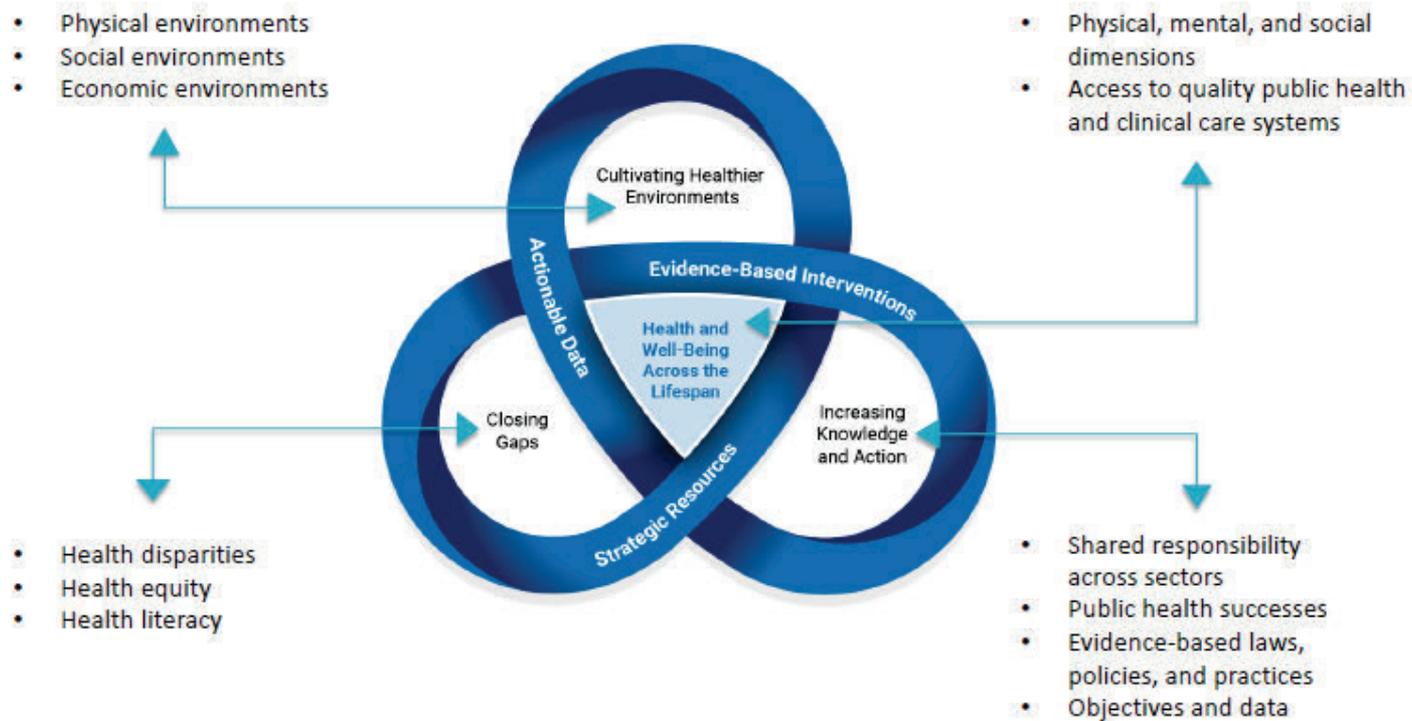


Committee Vote & Next Steps

Dushanka V. Kleinman, DDS, MScD
Committee Co-Chair



- Vote on top-level and sublevel concepts of the HP2030 static and interactive graphic



Implementation Subcommittee

Mary Pittman, DrPH
Implementation Subcommittee Chair



Provide advice and guidance on approaches to implement Healthy People 2030. Advice should be provided for actions and approaches to be taken before the launch, at the launch and after the launch of Healthy People 2030.

The advice should:

- Use the Healthy People 2030 Framework as a foundation to anchor the guidance for implementation.
- Review past approaches to implementation and identify activities to incorporate that address the Framework into the implementation of Healthy People 2030.
- Build on the base of approved recommendations, provide overall recommendations and those specific to activities before the launch, at the launch and after the launch.
- Identify ways to connect health promotion and disease prevention efforts throughout the public, private and voluntary sectors; and to implement Healthy People across various settings (e.g., state and local) and sectors (e.g., health care, education).
- Frame a process for monitoring and reporting on objectives throughout the decade, including the progress reviews, midcourse review, national snapshots, and final review.

- **Membership:**

- Chair: Mary Pittman, DrPH
- Jonathan Fielding, MD, MPH, MBA, MA
- Susan Goekler, PhD, MCHES
- Paul Halverson, DrPH, MHSA, FACHE
- Dushanka Kleinman, DDS, MScD
- Nico Pronk, PhD, MA, FACSM, FAWHP
- Nirav Shah, MD, MPH
- Joel Teitelbaum, JD, LLM
- Edward Sondik, PhD
- Namvar Zohoori, MD, MPH, PhD

- **Meetings:**
 - August 13, 2018
 - August 21, 2018
 - September 17, 2018
 - October 23, 2018
 - October 31, 2018
 - November 16, 2018
 - November 27, 2018
 - December 11, 2018
 - December 17, 2018
 - January 14, 2019
 - January 30, 2019
 - April 22, 2019
 - May 31, 2019
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Focus of Discussions and Recommendations:

1. Discussion of Healthy People 2020 implementation recommendations (pre-launch, launch, post-launch)
 2. Gain insight into the functions that Healthy People currently serves, as well as unmet needs and potential opportunities for Healthy People 2030
 3. Discuss how to engage stakeholders from a variety of sectors in the implementation of Healthy People 2030
 4. Communication activities throughout the decade
 5. Integrate input from stakeholder presentations into the Implementation subcommittee's recommendations
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- Pre-Launch – Implementation activities to precede the launch of Healthy People 2030 (May 2019 – January 2020)
- Launch – Implementation activities to occur at the launch of Healthy People 2030 (January 2020 – March 2020)
- Post-Launch - Implementation activities to follow the launch of Healthy People 2030 (March 2020 – Midcourse Review)

- **Implementation activities identified fit in the following topic areas:**
 - Communications
 - Stakeholder Engagement
 - Data
 - Objective Review

Pre-Launch Recommendations

- **Develop and initiate a Healthy People 2030 Communications Plan.**
 - Communications and messaging will address **what Healthy People is, how it can be used** by various stakeholders, sectors, and levels, and **what data sources are available** for purposes such as developing goals and objectives at other levels of the public health system.
- **Provide a single repository for Healthy People 2030 data and ensure access to that data.**
 - It is critical for states and (when possible) localities to have state, tribal, local, and territorial health information that links to their data. Examples could be provided on the Healthy People website.
 - The Healthy People 2030 objectives should enable the initiative's users to support the achievement of national objectives by developing and adapting local objectives be based on local data and circumstances. Examples could be provided on the Healthy People website.
- **HHS should make the updated, interactive website a priority for Healthy People resources.**
 - The website should be updated and renewed on an ongoing basis. The website is a critical resource for providing implementation guidance. It should complement and reinforce information that is disseminated through social media.
- **Encourage those who use the Healthy People 2030 objectives to make them relevant to their areas of influence by:**
 - **Adapting the objectives** with local data that are relevant to the local issues,
 - **Using the objectives** to support action, and
 - **Allowing all sectors to take the lead** on some initiatives. Some issues may not be directly health-related but may influence health.

- **Make certain that leaders within governmental agencies have the support they need to transition from Healthy People 2020 to Healthy People 2030, ensuring continuity.**
 - Identify the technical assistance needs of key stakeholders that are interested in facilitating the transition process.
 - Communicate about the reduced number and different types of objectives in Healthy People 2030.
 - Use findings from past Healthy People user studies and other analyses to highlight states that have exemplary Healthy People efforts. Partnering must be approached in a way that ensures equal opportunity.
 - Identify and share information on states with exemplary practices or best practices.
 - **Healthy People 2030 should take advantage of all social media and technology tools when considering implementation efforts.**
 - HHS should incorporate detailed strategies and tactical approaches for the website, social media, and technology tools in the Healthy People 2030 communication plan.
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- **Encourage stakeholders to endorse the Healthy People 2030 Framework, and the approach of the Federal Interagency Workgroup (FIW—see Appendix 5).**
- **HHS staff should communicate with new stakeholders (see Appendix 1) to establish contact and build awareness of Healthy People. Communicate with sector representatives to demonstrate how health and well-being relate to their sector (see Appendix 2).**
 - Engage businesses/create synergies to achieve progress on the objectives.
 - Reach out to a collaborative of tribes and territories (e.g., [Seven Directions](#), [National Congress of American Indians](#), others) to establish a formal agreement to assist tribes and territories in using Healthy People 2030.
 - Follow existing models (e.g., National Academy of Sciences) for existing processes to seek feedback from businesses and other stakeholders.
 - Communications could explain how the initiative informs the work they do and how critical their role may be, particularly in addressing upstream determinants of health and achieving health equity. Any materials to be shared with sectors will need to go through the full HHS departmental clearance process.

- **Develop messaging on the HP2030 Framework and approach to help stakeholders disseminate information to their constituencies.**
 - Stakeholders should be informed about HP2030 and know what the opportunities are to be informed about HP2030 and avail themselves of resources for taking action (see Appendix 2).
 - The plan should clearly articulate the goals and purpose of the website and social media platforms and should keep these up-to-date.
- **Identify and conduct outreach to organizations that have or are developing tools for local data that could be relevant to Healthy People 2030; ensure they know where to submit these tools for sharing with other entities.**
 - Outreach could involve a variety of organizations including state, tribal, local and territorial health departments, nonprofits, and other groups.
 - Host a webinar to discuss tools (e.g., specific local and other data tools) that are relevant to Healthy People2030 to stimulate participation in the launch and post-launch.

- **Determine an effective way to communicate about, and offer guidance on, data issues at the state, tribal, local, and territorial levels.**
 - Guidance could relate to data quality, data analysis, use of administrative data, and other topics such as development of local Healthy People objectives that support national ones.
 - Guidance could be offered through an expert group, a white paper, or some other document.
 - Develop toolkits to help state, tribal, local, and territorial governments prepare targets and metrics, as well as data that help track progress toward Healthy People 2030.
 - To assist the Healthy People 2030 community, including organizations and individuals, in using data from state, local, and other levels in addition to the national data sources that are cited in the objectives, we recommend convening an expert panel to prepare guidance on the following topics:
 - **Sources of state, tribal, local, and territorial data** (e.g., the California Data Portal);
 - Assessing **data quality and representativeness**;
 - Issues in **relating subnational data sets to the national data sources** that support Healthy People 2030; and
 - Assessing progress in meeting objectives by **combining national level data with data from other levels**.
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- **Develop a Healthy People 2030 Data Partnership Infrastructure, starting at launch (or earlier).**
 - At the national level as well as the state, tribal, local and territorial levels, accurate data from credible sources are essential to realizing the potential of Healthy People.
 - An abundance of data activities relevant to health and well-being are rapidly emerging. These include national examples (e.g., the County Rankings and Roadmaps), local examples (e.g. Public Health Alliance of Southern California), and various other sources, including state-level open data portals, community data dashboards, and emerging administrative data resources.
- **Engage organizations and government entities in this phase.**
Emphasize public health stakeholders.
- **Explore avenues to engage partner organizations (both directly and indirectly, via the Federal Register),** while being clear that there is no federal funding available.
 - Encourage key organizations to incorporate relevant Healthy People objectives into their strategic plans. (HHS currently has cooperative agreements for large national associations and aggregator groups, e.g., ASTHO, NACCHO, APHA.)
 - Identify foundations that might wish to support the launch and implementation of HP2030.

- **Engage companies/organizations that create simulations and deploy gamification to ascertain their interest in showing how health can be influenced by different sectors and relate to Healthy People.**
 - Through a competitive process (e.g., a hackathon), engage with organizations that can help gamify the Leading Health Indicators to reach populations that might not otherwise be reached, or to use for educational training.
 - Such products are resource-intensive. To be successful, a federal agency would need to determine that this is sufficiently worthwhile to invest resources in it.
 - **Develop a resource list of entities that make state, tribal, local, and territorial-level data available through data-sharing platforms. This list could be included on the website to advance the use of Healthy People.**
 - Invite current stakeholders from across the U.S. to submit examples of their past use of Healthy People data to effectively target specific populations, evaluate impact, and assess interventions. Examples that highlight what is working could be shown on HealthyPeople.gov during the pre-launch.
 - **Facilitate planning and design of a quantitative analysis of the Overarching Goals.**
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- **Communicate about the new categories of objectives: Core, Developmental, and Research.**
 - Explain to research agencies that the Research objectives will be coming forward.
 - Clarify the cross-cutting focus of Healthy People 2030 on determinants of health, health equity, well-being, and health across the lifespan.
- **House and monitor Developmental objectives with a single agency, partner agency, or external group/ organization.**
- **Identify novel ways to get people excited about meeting the Healthy People objectives.**
 - Consider contests or awards as a way to motivate existing and new Healthy People stakeholders.

Launch Recommendations

- **Adopt a multi-sectoral approach to engage public health, medical care, and other sectors in launching Healthy People 2030 in a variety of settings.**
 - Explore ways of aligning objectives across sectors (see Appendix 2) to help create a healthier nation, and to ensure that those who are least well-off have access to healthier lives.
 - Use content from existing sector-specific information sheets in targeted conversations to encourage greater participation of other sectors (see Appendix 2) in developing, disseminating, and using Healthy People. Such activities should help people understand how the objectives were developed (i.e., where they came from).
- **Release information through targeted, strategic outreach to partners that have a large network, such as America's Health Insurance Plans (AHIP) or other networks of business, professional, and educational coalitions at the national, state or local level.**
 - Select a few key partners (e.g., groups of three to five organizations per sector such as health plans) that can then distribute Healthy People information to their networks.

- **Create a guide to support the transition between HP2020 and HP2030 and build upon the existing foundation of knowledge and experience. The guide could:**
 - Be a web-based program or toolkit.
 - Provide linkages among objectives (from one decade to the other and between Core, Developmental and Research objectives).
 - Link resources and evidence-based interventions to objectives.
 - Outline where HP2030 differs from HP2020.
 - Highlight areas of increased relevance for stakeholder action and where/how local action can be aligned with progress towards achieving objectives at the national level.
- **Encourage the development and adoption of local objectives, based on local data and circumstances, that support the achievement of national objectives. To help achieve this:**
 - Create an online presence that is user centered and includes interactive tools.
 - Produce webinars that engage members of stakeholder groups on an ongoing basis, address local situations, and showcase the most current interventions and data.

- **Encourage the use of Healthy People 2030 objectives in ways that are locally relevant, and that contribute to achieving progress on the national objectives.**
 - Local agencies and entities are free to adapt objectives from HP2020 that continue to be relevant to their needs.
- **Support and promote Healthy People State Coordinators.**
 - Convene Healthy People State Coordinators.
 - Identify ways that Healthy People can support State Coordinators.
 - Create a network of State Coordinators so that they can offer support to one another.
- **Highlight Research objectives during the launch, since they are new.**
 - Package and organize objectives in ways that are useful to specific funders and researchers.
 - Create communication materials for funders, explaining that there are gaps in knowledge and that these objectives are important to creating a healthier nation.

- **Allocate resources for the dissemination of Healthy People 2030 toolkits and curricula.**
- **Continue to endorse the Healthy People 2030 Framework and the FIW's approach of:**
 - Producing webinars that engage members of stakeholder groups on an ongoing basis, with updated interventions and the most current data.
 - Using social media to promote online presence and webinars.
 - Syndicating content (e.g., making code available on the Healthy People website so the public can include Healthy People information on their own websites free of charge).
 - Developing and using infographics and identifying evidence-based resources that the public can access through the website.

- **Offer guidance on data collection and analysis to the Healthy People 2030 community at the time of the launch.**
 - Healthy People 2030 stakeholders and the public may need guidance for using national, state and local data to meet the Healthy People objectives. To this end, convene an expert panel to prepare guidance on the following topics:
 - Sources of state and local data (e.g., the California Data Portal);
 - Assessing data quality and representativeness;
 - Relating subnational to national data sources that support Healthy People 2030; and
 - Assessing progress in meeting objectives by combining national and state/local data.
- **Develop case examples of complex data analysis demonstrating how different populations and stakeholders have been using Healthy People data.**
 - Stimulate uptake of Healthy People data with case examples that highlight different features of the data and more complex types of analysis that can be conducted.
 - Identify existing examples from HHS, CDC and other government websites that have made effective use of Healthy People data. Examples could focus on specific themes such as, equity, summary measures or different topics.
 - Because CDC grants often include requirements that relate to Healthy People, the CDC website may be one source for success stories.

Post-Launch Recommendations

- **Adopt a multi-sectoral approach to ensure Healthy People and HHS have processes in place for ongoing engagement in the use of Healthy People data, objectives, and tools to create well-being and a healthier nation.**
 - The sector grid should be updated to capture how the indicators are being used in the various sectors (e.g., a scorecard).
 - **Monitor, robustly address, and frequently update key areas, including chronic disease, behavioral health, and equity, through a special review of related objectives to ensure the initiative's continued timeliness and relevance.**
 - **Conduct a mid-decade review/ generate a report looking at progress on objectives from an equity perspective.**
 - Be vigilant for unintended consequences that can aggravate equity issues.
 - Highlight emerging objectives related to equity and monitor their progress.
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- **Implement processes for ongoing engagement and communications with public health, medical care, and other stakeholders.**
 - Engage multiple sectors in implementation and monitoring of objectives.
 - Reach out to federal research agencies.
 - Identify existing examples from HHS, CDC and other government websites that make effective use of Healthy People data and refer to Healthy People on their websites. Examples could focus on themes such as equity, summary measures or other topics.
 - **Create a framework for summarizing the objectives and data availability.**
 - Suggest that state health departments track potential local data sources for the Healthy People objectives (for an example, see “Arkansas’s Chronic Disease Framework for Action”).
 - **Update Healthy People objectives as data become available and should incorporate rapidly emerging issues.**
 - Consider the impacts of climate change and other environmental and social events (fires, severe weather events, bioterrorism, violence, epidemics) on public health agencies and the general population.
 - Highlight Developmental and Research objectives that have created sufficient evidence or data to become Core objectives.
 - Explore new ways to analyze (i.e., conduct data analysis and visualize) data and pursue the creation of new objectives as health issues emerge.
 - Use data to support linkages between objectives and across topic areas.
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- **Build a compelling story that uses the release of LHIs to energize action and data use.**
 - Graph an indicator with links to more indicators and objectives so that users can access a larger collection of data by clicking on the graph.
 - Link objectives across topic areas, not just within one topic area.
 - Build on current efforts to tag related objectives.
- **Explore gamification, simulations, and other promising engagement tools and interactive innovations.**
 - Modeling the positive impacts of Healthy People on various sectors would be a compelling way to engage partners. Consider ways to build enough enthusiasm to get financial support for this.
- **Provide narrative case examples of success stories.**
 - Obtain video clips that illustrate the objectives and that could be incorporated on the website.
 - Highlight success stories that have been submitted.
 - Create a speakers' bureau of people from other sectors, ensuring that people are included from the top 40 metro areas and smaller rural areas, who are knowledgeable and supportive of Healthy People.

- **Convene an Advisory Committee to work with HHS staff to review changes in health, as well as new data trends, and evaluate progress.**
- **Begin planning for Healthy People 2040 early.**
 - Engage stakeholders proactively to provide meaningful input on the development of objectives.
 - Consider examining progress against benchmarks that are measured in other OECD countries.
- **Highlight and celebrate objectives that have exceeded their goals and encourage continued progress on them.**

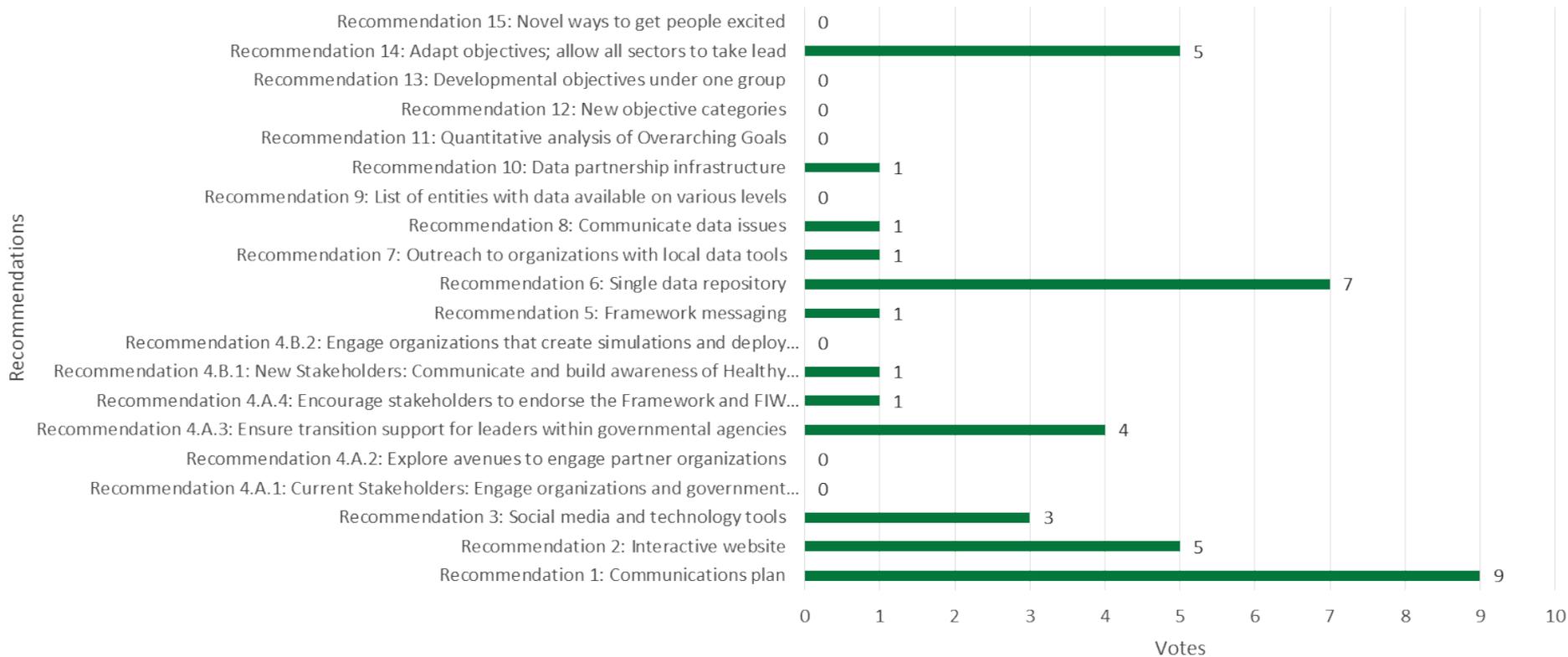
- Implementation Subcommittee members completed a first round of a survey to prioritize implementation recommendations in March 2019.
- All Committee members then completed a second round of the prioritization survey to that was sent out after the March 27 Committee meeting.
- The next three slides present tables outlining survey results, and list the top prioritized recommendations and the number of votes that each recommendation received.
- The recommendations are listed in their order of prioritization and compared to the results of the first round of the survey among just the Implementation Subcommittee members.

Pre-Launch Recommendations

Committee Survey Results	Subcommittee Survey Results
<p>Recommendation 1: Develop and initiate a Healthy People 2030 Communications Plan. (9 votes)</p>	<p>Recommendation 1: Develop and initiate a Healthy People 2030 Communications Plan. (7 votes)</p>
<p>Recommendation 6: Provide a single repository for Healthy People 2030 data and ensure access to that data. (7 votes)</p>	<p>Recommendation 2: HHS should make the updated, interactive website a priority for Healthy People resources. (4 votes)</p>
<p>Recommendation 2: HHS should make the updated, interactive website a priority for Healthy People resources. (5 votes)</p>	<p>Recommendation 4.A.3: Current Stakeholders: Make certain that leaders within governmental agencies have the support they need to transition from Healthy People 2020 to Healthy People 2030, ensuring continuity. (4 votes)</p>
<p>Recommendation 14: Encourage those who use the Healthy People 2030 objectives to make them relevant to their areas of influence by adapting the objectives, using the objectives, and allowing all sectors to take the lead. (5 votes)</p>	<p>Recommendation 6: Provide a single repository for Healthy People 2030 data and ensure access to that data. (4 votes)</p>

Implementation Recommendations Prioritization Survey - Pre-Launch Results

Pre-launch Prioritization by the Full Committee



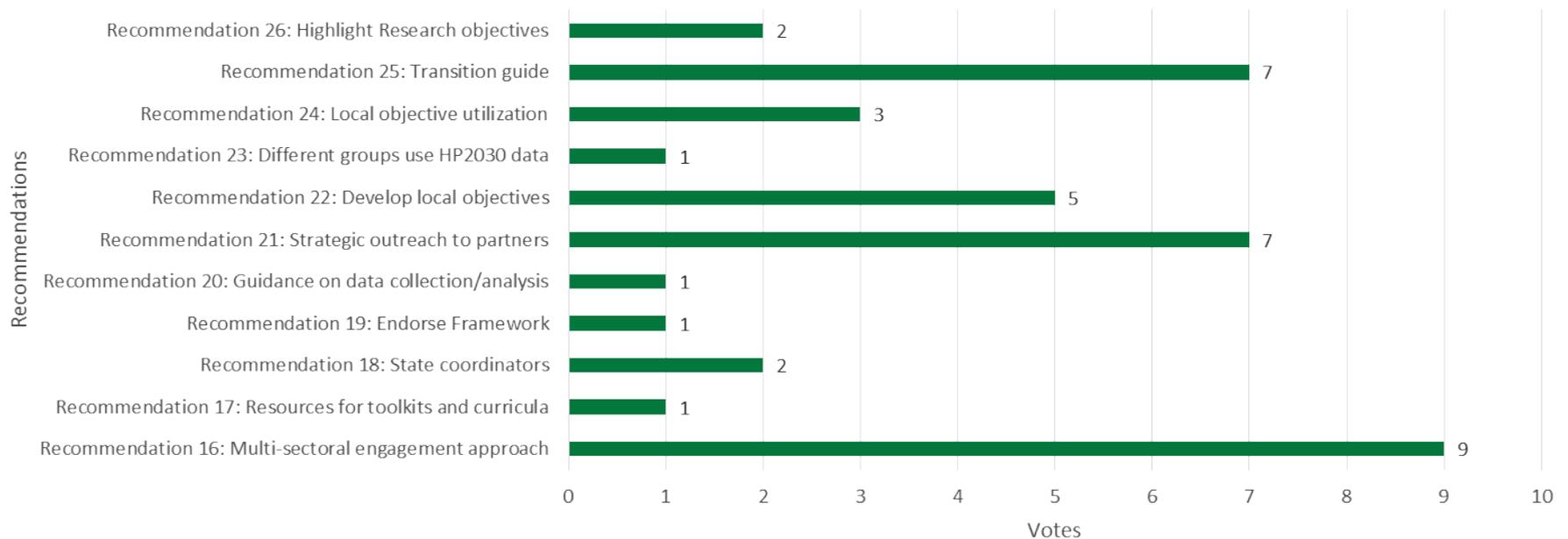
Implementation Recommendations Prioritization Survey - Launch Results

Launch

Committee Survey Results	Subcommittee Survey Results
<p>Recommendation 16: Adopt a multi-sectoral approach to engage public health, health care, and other sectors in launching Healthy People 2030 in a variety of settings. (9 votes)</p>	<p>Recommendation 25: Create a guide to support the transition between HP2020 and HP2030 and build upon the existing foundation of knowledge and experience. (7 votes)</p>
<p>Recommendation 21: Release information through targeted, strategic outreach to partners that have a large network, such as America’s Health Insurance Plans (AHIP) or other networks of business, professional, and educational coalitions at the national, state or local level. (7 votes)</p>	<p>Recommendation 16: Adopt a multi-sectoral approach to engage public health, medical care, and other sectors in launching Healthy People 2030 in a variety of settings. (5 votes)</p>
<p>Recommendation 25: Create a guide to support the transition between HP2020 and HP2030 and build upon the existing foundation of knowledge and experience. (7 votes)</p>	<p>Recommendation 21: Release information through targeted, strategic outreach to partners that have a large network, such as America’s Health Insurance Plans (AHIP) or other networks of business, professional, and educational coalitions at the national, state or local level. (5 votes)</p>

Implementation Recommendations Prioritization Survey - Launch Results

Launch Prioritization by the Full Committee



Post-Launch

Committee Survey Results

Recommendation 27: Adopt a multisectoral approach to ensure Healthy People and HHS have processes in place for ongoing engagement in the use of Healthy People data, objectives, and tools to create well-being and a healthier nation. (9 votes)

Recommendation 37*: Monitor, robustly address, and frequently update key areas of objectives and LHIs that have disproportionate impacts on the health of the nation, including chronic disease, behavioral health, and equity, through a special review of related objectives to ensure the initiative's continued timeliness and relevance. (8 votes)

Recommendation 38: Conduct a mid-decade review/ generate a report looking at progress on objectives from an equity perspective. (7 votes)

Subcommittee Survey Results

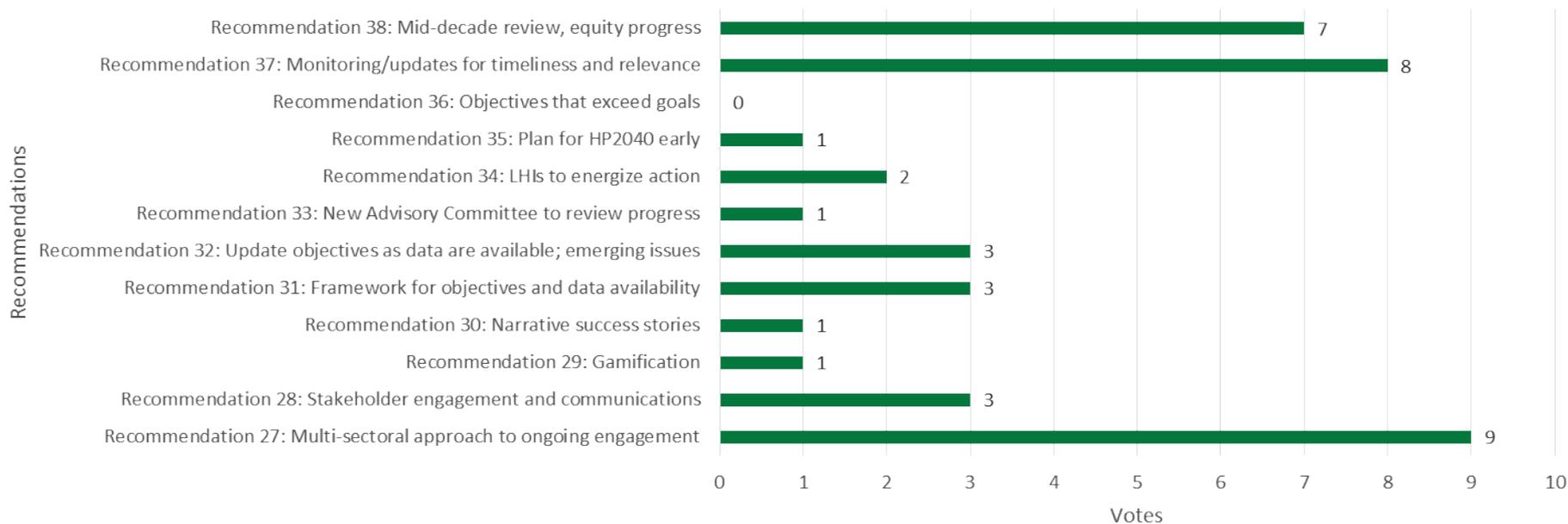
Recommendation 27: Adopt a multisectoral approach to ensure Healthy People and HHS have processes in place for ongoing engagement in the use of Healthy People data, objectives, and tools to create well-being and a healthier nation. (6 votes)

Recommendation 37*: Monitor, robustly address, and frequently update key areas, including chronic disease, behavioral health, and equity, through a special review of related objectives to ensure the initiative's continued timeliness and relevance. (6 votes)

Recommendation 38: Conduct a mid-decade review/ generate a report looking at progress on objectives from an equity perspective. (6 votes)

*Note that the Implementation subcommittee prioritized implementation recommendations before the full Committee approved recommendations during the March 27, 2019 meeting, thus there were minor wording differences for recommendation 37 between surveys

Post-launch Prioritization by the Full Committee



- Healthy People 2030 Framework recommendations
- Pre-launch, Launch, Post-launch activities
- Sector and stakeholder engagement
- Level of sector and stakeholder engagement
- Utilized a health equity lens
- Interactive website enhancements
- Tools/Resources
- Various levels of implementation (federal, government, national, state, local, tribal)
- Opportunities for technical assistance, partnership, and collaboration
- Monitoring, and reporting of objectives throughout the decade
- Evaluation activities

Implementation Subcommittee Top Priorities for Pre-Launch

- **Develop and initiate a Healthy People 2030 Communications Plan.**
 - Communications and messaging will address **what Healthy People is, how it can be used** by various stakeholders, sectors, and levels, and **what data sources are available** for purposes such as developing goals and objectives at other levels of the public health system.
- **Provide a single repository for Healthy People 2030 data and ensure access to that data.**
 - It is critical for states and (when possible) localities to have state, tribal, local, and territorial health information that links to their data. Examples could be provided on the Healthy People website.
 - The Healthy People 2030 objectives should enable the initiative's users to support the achievement of national objectives by developing and adapting local objectives based on local data and circumstances. Examples could be provided on the Healthy People website.
- **HHS should make the updated, interactive website a priority for Healthy People resources.**
 - The website should be updated and renewed on an ongoing basis. The website is a critical resource for providing implementation guidance. It should complement and reinforce information that is disseminated through social media.
- **Encourage those who use the Healthy People 2030 objectives to make them relevant to their areas of influence by:**
 - **Adapting the objectives** with local data that are relevant to the local issues,
 - **Using the objectives** to support action, and
 - **Allowing all sectors to take the lead** on some initiatives. Some issues may not be directly health-related but may influence health.

Implementation Subcommittee Top Priorities for Launch

- **Adopt a multi-sectoral approach to engage public health, medical care, and other sectors in launching Healthy People 2030 in a variety of settings.**
 - Explore ways of aligning objectives across sectors (see Appendix 2) to help create a healthier nation, and to ensure that those who are least well-off have access to healthier lives.
 - Use content from existing sector-specific information sheets in targeted conversations to encourage greater participation of other sectors (see Appendix 2) in developing, disseminating, and using Healthy People. Such activities should help people understand how the objectives were developed (i.e., where they came from).
- **Release information through targeted, strategic outreach to partners that have a large network, such as America's Health Insurance Plans (AHIP) or other networks of business, professional, and educational coalitions at the national, state or local level.**
 - Select a few key partners (e.g., groups of three to five organizations per sector such as health plans) that can then distribute Healthy People information to their networks.
- **Create a guide to support the transition between HP2020 and HP2030 and build upon the existing foundation of knowledge and experience. The guide could:**
 - Be a web-based program or toolkit.
 - Provide linkages among objectives (from one decade to the other and between Core, Developmental and Research objectives).
 - Link resources and evidence-based interventions to objectives.
 - Outline where HP2030 differs from HP2020.
 - Highlight areas of increased relevance for stakeholder action and where/how local action can be aligned with progress towards achieving objectives at the national level.

Implementation Subcommittee Top Priorities for Post-Launch

- **Adopt a multi-sectoral approach to ensure Healthy People and HHS have processes in place for ongoing engagement in the use of Healthy People data, objectives, and tools to create well-being and a healthier nation.**
 - The sector grid should be updated to capture how the indicators are being used in the various sectors (e.g., a scorecard).
- **Monitor, robustly address, and frequently update key areas, including chronic disease, behavioral health, and equity, through a special review of related objectives to ensure the initiative's continued timeliness and relevance.**
- **Conduct a mid-decade review/generate a report looking at progress on objectives from an equity perspective.**
 - Be vigilant for unintended consequences that can aggravate equity issues.
 - Highlight emerging objectives related to equity and monitor their progress.

Committee Discussion

Moderated by
Mary Pittman, DrPH
Implementation Subcommittee Chair



Committee Vote & Next Steps

Nico Pronk, PhD, MA, FACSM, FAWHP
Committee Co-Chair



1. Develop and initiate a Healthy People 2030 Communications Plan.
2. Provide a single repository for Healthy People 2030 data and ensure access to that data.
6. HHS should make the updated, interactive website a priority for Healthy People resources.
14. Encourage those who use the Healthy People 2030 objectives to make them relevant to their areas of influence

16. Adopt a multi-sectoral approach to engage public health, medical care, and other sectors in launching Healthy People 2030 in a variety of settings.

21. Release information through targeted, strategic outreach to partners that have a large network, such as America's Health Insurance Plans (AHIP) or other networks of business, professional, and educational coalitions at the national, state or local level.

25. Create a guide to support the transition between HP2020 and HP2030 and build upon the existing foundation of knowledge and experience.

27. Adopt a multi-sectoral approach to ensure Healthy People and HHS have processes in place for ongoing engagement in the use of Healthy People data, objectives, and tools to create well-being and a healthier nation.
37. Monitor, robustly address, and frequently update key areas, including chronic disease, behavioral health, and equity, through a special review of related objectives to ensure the initiative's continued timeliness and relevance.
38. Conduct a mid-decade review/generate a report looking at progress on objectives from an equity perspective.

Meeting Summary: Recommendations, Action Items, and Next Steps

Nico Pronk, PhD, MA, FACSM, FAWHP
Committee Co-Chair



Meeting Adjourned

