Advancing Health Equity through Evidence-Based Public Health

Finding the Evidence to Support Your Intervention
About Me

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• Greater Midwest Regional office of the National Network of Libraries of Medicine

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National Network of Libraries of Medicine (NNLM)

- Trainings
- Funding Awards
- Resource Libraries
- Public Health Coordination Office

Source: https://nnlm.gov/gmr/
Objectives

- Define and Describe Evidence-Based Public Health
- Identify a Need and Find Online Data Sources
- Understand PICO and the Hierarchy of Evidence
- Locate and Search Applicable Literature and Resources
Let’s Start with the Basics...
What Exactly is Public Health?

“Public health promotes and protects the health of people and the communities where they live, learn, work and play.”

Public Health in Action

<table>
<thead>
<tr>
<th>Ten Great Public Health Achievements in the 20th Century</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immunizations</td>
</tr>
<tr>
<td>Motor-Vehicle Safety</td>
</tr>
<tr>
<td>Workplace Safety</td>
</tr>
<tr>
<td>Control of Infectious Diseases</td>
</tr>
<tr>
<td>Safer and Healthier Foods</td>
</tr>
<tr>
<td>Declines in Deaths from Heart Disease and Stroke</td>
</tr>
</tbody>
</table>

Source: Centers for Disease Control and Prevention. https://www.cdc.gov/about/history/tengpha.htm
Life Expectancy Isn’t Equal

Causes of Health Inequity

**Structural Inequities**

Systemic disadvantage of one social group compared to other groups with whom they coexist

- Racism, sexism, classism, able-ism, xenophobia, homophobia

**Social Determinants of Health**

The conditions in the environments in which people live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks

- Access to food, water, housing, workplaces, education, income, transportation

Taking Action with EBPH

What is evidence-based public health?

“The development, implementation, and evaluation of effective programs and policies in public health through application of principles of scientific reasoning.”

Domains of Influence

Community needs
Politics
Economics
$

Best Available
Research
Evidence

Experience
Knowledge
Expertise

Decisions for Public Health Practice

Development, Implementation, and Evaluation of:

- Interventions
- Programs
- Policies

The EBPH Process

1. Community Assessment
2. Quantifying the Issue
3. Developing a Concise Statement of the Issue
4. Determining What is Known Through the Scientific Literature
5. Developing and Prioritizing Program and Policy Options
6. Developing an Action Plan and Implementing Interventions
7. Evaluating the Program or Policy

Community Assessments

Step 1
Community Assessment

Get input from your community!

- Surveys
- Focus groups
- Quantitative vs. Qualitative
2. Assessing Community Needs and Resources

This toolkit provides guidance for conducting assessments of community needs and resources.

Outline

1. Describe the makeup and history of the community to provide a context within which to collect data on its current concerns.

   a. Comment on the types of information that best describes the community (e.g., demographic, historical, political, civic participation, key leaders, past concerns, geographic, assets)
   b. Describe the sources of information used (e.g., public records, local people, internet, maps, phone book, library, newspaper)
   c. Comment on whether there are sufficient resources (e.g., time, personnel, resources) available to collect this information
   d. Assess the quality of the information
   e. Describe the strengths and problems you heard about

   Related resources:
   - Understanding and Describing the Community
   - Collecting Information About the Problem
   - Conducting Interviews
   - Conducting Surveys
   - Qualitative Methods to Assess Community Issues

Examples
Learn how to prepare for, conduct, and use information from key informant interviews.

WHAT IS AN INTERVIEW?

• WHY SHOULD YOU CONDUCT INTERVIEWS?
• WHOM SHOULD YOU INTERVIEW?
• HOW SHOULD YOU CONDUCT INTERVIEWS?

WHAT IS AN INTERVIEW?

When you’re watching the news at night or reading the paper in the morning, you’ll notice that all the stories have a point in common: They all contain interviews. No matter what subject is being tackled, there’ll always be people willing to be interviewed about it. And that’s great, because that way we can get a sample of what people think and feel about different issues.
2. Assessing Community Needs and Resources

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Related resources:
Understanding and Describing the Community
Collecting Information About the Problem
Conducting Interviews
Conducting Surveys
Qualitative Methods to Assess Community Issues
2. Assessing Community Needs and Resources

This toolkit provides guidance for conducting assessments of community needs and resources.

Outline

- Example 12: Quality of Life Assessment for Richland County, Montana
- Example 13: Douglas County Community Health Assessment
- Example 14: Road to the Community Plan in St. Paul, MN
- Example 15: Geary County Community Health Assessment 2014
Example 12: Quality of Life Assessment for Richland County, Montana

Example 13: Douglas County Community Health Assessment

Example 14: Road to the Community Plan in St. Paul, MN

In the summer of 2013, the Macalester-Groveland Community Council (MGCC) initiated their Community Plan process. Their primary goal was to effectively engage the community and accurately reflect their interests in the plan. The leaders of the Community Council recognized that they needed to be strategic about their engagement and provide opportunities for underrepresented groups to be engaged.

Additionally, the City of Saint Paul was interested in assisting district councils to understand the elements of the plan, to make the review and approval process more efficient, and to derive a plan that the community can use to steward future development.

Thus, this project is a collaboration between MGCC and the City of Saint Paul to create a road map that illustrates key steps as a guide for communities to reference as they embark on their community plan process.

The information on the ‘Road Map’ and this ‘Companion Guide’ is a result of research conducted through a literature review of community planning best practices and plan elements, focus group interviews of district council staff, individual interviews of community organizations and personal observations of MGCC leadership meetings. This Companion Guide also includes documentation of the aforementioned process and will be of particular interest to district councils and community members seeking additional information.

This document is intended to offer best practices and insights to guide the conversation between district councils and their respective communities as they develop their own unique approaches to the community plan. Users are encouraged to interpret and utilize these tools as they see fit.

**Author:** Andrew Tran

**Sponsor:** Conducted on behalf of Macalester-Groveland Community Council and the City of Saint Paul

Supported by the Kris Nelson Community-Based Research Program, a program of the Center for Urban and Regional Affairs (CURA) at the University of Minnesota.
Community Health Assessment & Health Improvement Planning

This site helps state, tribal, local, and territorial (STLT) health departments as they develop community health assessments and health improvement plans, whether for accreditation preparation, nonprofit hospital collaboration, or other reasons.

Community Health Assessments & Health Improvement Plans

Describes these assessments and plans and why they are helpful to STLT agencies and their partners

Drivers of Health Assessment & Improvement Planning

Reasons why many communities conduct and partner around health assessments and improvement plans

Data & Benchmarks

Data sources and community-level indicators

Stories & Examples

Information and experiences from state, tribal, and local jurisdictions

Other Resources for Completing Health Assessments

Links to national organizations that support community health assessment and health improvement planning

Assessment & Planning Models, Frameworks & Tools

Frequently used tools

More >
<table>
<thead>
<tr>
<th>Model</th>
<th>Author, Date Released or Updated</th>
<th>Brief Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Association for Community Health Improvement,</td>
<td>American Hospital Association,</td>
<td>• Toolkit for planning, leading, and using community health needs assessments</td>
</tr>
<tr>
<td>Community Health Assessment toolkit</td>
<td>updated 2011</td>
<td>• Provides six-step assessment framework and practical guidance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Access to the full toolkit requires paid membership</td>
</tr>
<tr>
<td>Catholic Health Association</td>
<td>Catholic Hospital Association,</td>
<td>• For hospital staff who conduct or oversee community health needs assessments and planning community benefit programs</td>
</tr>
<tr>
<td></td>
<td>updated 2012</td>
<td>• Focus on collaboration, building on existing resources, and using public health data</td>
</tr>
<tr>
<td>Mobilizing for Action through Planning and Partnerships</td>
<td>National Association of County</td>
<td>• Framework for community health improvement planning at the local level</td>
</tr>
<tr>
<td>(MAPP)</td>
<td>and City Health Officials and CDC, 2001</td>
<td>• Strong emphasis on community engagement and collaboration for system-level planning after identifying assets and needs</td>
</tr>
<tr>
<td>State Health Improvement Planning (SHIP) Guidance and</td>
<td>Association of State and</td>
<td>• Framework for state health improvement planning</td>
</tr>
<tr>
<td>Resources</td>
<td>Territorial Health Officials and</td>
<td>• Emphasis on community engagement and collaboration for system-level planning after identifying assets and needs</td>
</tr>
<tr>
<td></td>
<td>CDC, 2011</td>
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</tbody>
</table>
Sample Community Health Needs Assessments

Not-for-profit hospitals, in order to maintain their tax-exempt, or "charitable," status, under section 501(c)(3) of Federal Internal Revenue Code, have long been required to provide benefit to the community that they serve. Recent changes in legislation now require that such hospitals explicitly and publicly demonstrate community benefit by conducting a community health needs assessment (CHNA) and adopting an implementation strategy to meet the identified community health needs. (IRS).

Section 9007 of the Patient Protection and Affordable Care Act, Public Law 111-148 (the "Affordable Care Act"), created section 501(r) of the Code adding new...
Sample Community Health Needs Assessments

This is a list of representative samples of CHNA's. These have been selected to provide examples of different types of institutions that would be doing CHNA's. The list is not meant to be exhaustive.

  This statewide report consolidates CHNA; information is presented in the context of related, ongoing forums and other activities.

- **Community Health Needs Assessment (OSF)**
  Order of St. Francis Healthcare has shared CHNAs from their affiliated hospitals, providing examples of hospitals in a religious environment.

- **Community Health Needs Assessment Summary Report 2015 - Allegheny Health Network** [PDF]
  An example of a single report from a health system, representing 9 area hospitals.

- **Community Health Needs Assessment and Community Health Strategic Plan** - (University of Pittsburgh Medical Center (UPMC) U.S.)
  A series of community health needs assessment from the University of Pittsburgh Medical Center system, representing a variety of 2016 reports, including large and small, rural and urban hospitals.

  CHNAs from New York City's large city municipals hospital system, consisting of 12 reports from 4 boroughs.

- **Greater New Haven Community Index (2013)** [PDF]
  From a consortium of New Haven organizations, including the Yale-New Haven Hospital, this CHNA provides an example of work of a hospital in a small city.

- **Harford County Community Health Needs Assessment: Summary Report (2015)** [PDF] - (University of Maryland)
  A report designed to assist county stakeholders in determining the needs of the area.

- **Minnesota's hospitals: Supporting physical and mental health: 2015 Community Benefit Report (2015)** [PDF]
  From the Minnesota Hospital Association, this community needs assessment reflects the partnership of individual hospitals, health systems, and local public health and community leaders to create a consolidated CHNA for the state of Minnesota.

- **Rural Community Health and Needs Assessments**
  The Oklahoma Office of Rural Health (OORH) at the University of Oklahoma has assembled examples of the CHNAs for rural counties and hospitals.

- **What Matters for Health: A Community Health Planning Report April 2015** [PDF] - (Brigham and Women's Hospital (BWH) USA)
  Report based on a community-health plan assessment done by Brigham and Women's Hospital, an academic medical center. The goal was to determine how grant funding should be allocated to various areas of Boston, based on need for health equity.
Quantifying the Issue

Step 2
Greater Midwest Region

The National Network of Libraries of Medicine (NNLM) office for the Greater Midwest Region is located at Hardin Library for the Health Sciences at the University of Iowa. By collaborating, training, and funding over 1,100 health centers, health departments, community organizations, as well as medical, public, and school libraries in a 10 state region, the office supports the mission of the NNLM to advance the progress of medicine and improve public health through access to health information.

MUA Project

UNDERSERVED AREAS

The GMR has launched the Underserved Health Communities Project, which is an interactive map showing data and stories related to twenty medically underserved areas (MUAs) within the Greater Midwest Region. The project includes an interactive map that highlights twenty counties with the highest risk for health factors and behaviors according to the 2016 County Health Rankings and

Source: The National Institute on Minority Health and Health Disparities (NIMHD)
In a vast 10-state region, it is not surprising that counties vary demographically, geographically, culturally, and economically: rural farms to the Appalachian Mountains and inner-cities to tribal reservations.

The Greater Midwest Region of the National Network of Libraries of Medicine is sharing data and stories of two counties in each state that have the highest risk for health factors as ranked by the 2016 County Health Rankings and Roadmaps.

By highlighting each county’s specific demographics and experiences, we are raising awareness of the community’s unique health needs and offering resources to improve their access to health information.

Also, by engaging with this program, you can:

- learn about factors and behaviors which contribute to a community’s underserved health status;
- discover and interact with health data and information resources; and
- apply for an education and outreach award to increase health literacy in an underserved area.

*Click on a red county to read its story.*

**Hennepin County, MN**

- **Health Factor:** 25 out of 87
- **Total Population:** 1,223,149
- **Ethnicity**
  - Percentage of total population

Note: The map on the right of the Greater Midwest Region identifies counties according to the 2016 County Health Rankings and Roadmaps. The darkest counties have the least access to health care resources.
Health Data Tools and Statistics

Links to data on the health of a population. For data about public health workforce go to Public Health Data

- County and Local Health Data
- State Health Data
- Individual State and Metropolitan Data
- National Health Data
- Global Health Data
- Statistical Reports
- Demographic Data
- Geographic Information Systems (GIS)
- Training and Education
- Health Information Technology and Standards
- Tools for Data Collection and Planning
Federal Interagency Health Equity Team

Compendium of Publicly Available Datasets And Other Data-Related Resources

November 2016
Federal Agencies Providing Datasets

- Administration for Community Living
- Agency for Healthcare Research and Quality
- Centers for Disease Control and Prevention
- Centers for Medicare & Medicaid Services
- Health Resources and Services Administration
- Indian Health Services
- Substance Abuse and Mental Health Service Administration
**Data Source:** National Immunization Survey ([http://www.cdc.gov/nchs/nis.htm](http://www.cdc.gov/nchs/nis.htm))

**Brief Description:** The National Immunization Survey (NIS) is a continuing nationwide telephone sample survey to monitor vaccination coverage rates among children ages 19-35 months. Starting in 2006, NIS-Teen was established to collect similar information for adolescents ages 13-17 years. NIS-Teen was conducted for a national sample in the fourth quarters of 2006 and 2007 and expanded to an annual sample in each of 56 or more state and local geographic areas starting in 2008. The first stage of survey administration is conducted using telephone interviews with households having age-eligible children. In the second stage, provider reports of vaccination information from the child’s medical record are obtained.

**Examination Components:** Target population for the NIS is children between the ages of 19 and 35 months living in the United States at the time of the interview. The NIS is a list-assisted, random-digit-dialing telephone survey followed by a mailed survey to children’s immunization providers.

<table>
<thead>
<tr>
<th>Target Population</th>
<th>Age</th>
<th>Race &amp; Ethnicity</th>
<th>Socio-Economic Variables</th>
<th>Geographic Estimates (Lowest Geographic Unit)</th>
<th>Years of Data Collected</th>
<th>Available for Use</th>
<th>Periodic Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children¹⁴</td>
<td>19-35 months</td>
<td>White; Black/African American; American Indian; Alaska Native; Asian; Native Hawaiian; Pacific Islander</td>
<td>Family income</td>
<td>Estimates are produced for the nation and non-overlapping geographic areas consisting of the 50 states, the District of Columbia, and selected large urban areas</td>
<td>Began data collection in April 1994 to monitor childhood immunization coverage—present</td>
<td>Datasets and related documentation available at <a href="http://www.cdc.gov/nchs/nis/datasets.htm">http://www.cdc.gov/nchs/nis/datasets.htm</a></td>
<td>Publications available at <a href="http://www.cdc.gov/nchs/nis/reports.htm">http://www.cdc.gov/nchs/nis/reports.htm</a></td>
</tr>
</tbody>
</table>
Scientific Literature

Step 4
Scenario

Your local community has seen a decrease in immunization rates among low-income children. You would like to create a text messaging program to increase those rates. No current programs currently exist in your community, so you need to come up with evidence that putting effort into the program will actually increase immunization rates.
**PICO**

- **Population/Problem:** Decrease in immunization rates among low-income children
- **Intervention:** Text messaging program
- **Comparison (if any):** No current programs currently exist
- **Outcome:** Increase in immunization rates
The Question

Will a text messaging program (I) increase the rate of immunizations (O) among low-income children within our local community (P)?
Hierarchy of Evidence

- Systematic Reviews and Meta Analyses
- Randomized Control Trials
- Cohort Studies
- Case Control Studies
- Cross Sectional Surveys
- Case Studies
- Ideas, Expert Opinions, Editorials
- Anecdotal

Quality of Evidence
Search for "low income children immunization text messaging" in PubMed.
Search results

Items: 19

1. **Low-income urban Latino parents’ perceptions of immunization text reminders.**
   Enn Dis. 2014 Spring;24(2):229-35.
   PMID: 24904372

2. **Text4Health: impact of text message reminder-recalls for pediatric and adolescent immunizations.**
   Stockwell MS, Kharbanda EO, Martinez RA, Lara M, Yawdrey D, Natarajan K, Rickert VI.
   PMID: 22366457

3. **Impacting delayed pediatric influenza vaccination: a randomized controlled trial of text message reminders.**
   Hofstetter AM, Vargas CY, Camargo S, Holleran S, Yawdrey DK, Kharbanda EO, Stockwell MS.
   PMID: 25812405
null
Search results

Items: 8

1. Text4Health: impact of text message reminder-recalls for pediatric and adolescent immunizations.
   Stockwell MS, Kharbanda EO, Martinez RA, Lara M, Vawdrey D, Natarajan K, Rickert VI.
   PMID: 22390457  Free PMC Article

2. Impacting delayed pediatric influenza vaccination: a randomized controlled trial of text message reminders.
   Hofstetter AM, Vargas CY, Camargo S, Holleran S, Vawdrey DK, Kharbanda EO, Stockwell MS.
   PMID: 25812465  Similar articles

3. Text message reminders for second dose of influenza vaccine: a randomized controlled trial.
   Stockwell MS, Hofstetter AM, DuRivage N, Barrett A, Fernandez N, Vargas CY, Camargo S.
   PMID: 25548329  Free PMC Article

4. Effect of a text messaging intervention on influenza vaccination in an urban, low-income pediatric and adolescent population: a randomized controlled trial.
   Stockwell MS, Kharbanda EO, Martinez RA, Vargas CY, Vawdrey DK, Camargo S.
   PMID: 22535855  Similar articles
Your online guide of what works to promote healthy communities

Listen to The Community Guide

Audio clips have just been added! Learn about the Prevent Diabetes STAT™ campaign, hear the chair reflect on his experience with the Community Preventive Services Task Force, and listen to a partner share how she uses The Community Guide.

Houston Cancer Center Develops Employee Health Program

Community Health Workers Help Prevent Diabetes
Search Filters

- Topics
- Audience
- Setting
- Finding Type
- Strategy

267 results for "low income children immunization text messaging"

Systematic Review
Recommended
Completed August, 2014

**Obesity: Behavioral Interventions that Aim to Reduce Recreational Sedentary Screen Time Among Children**

/Infants Low-Income Population Parents/Caregivers Setting Community Rural School Urban... prevent weight gain in low-income African American girls: Stanford GEMS... Bauer S, Hamer RM, Kordy H, Ward D, Bulik CM. Use of text messaging for...

Systematic Review
Insufficient Evidence
Completed October, 2000

**Health Equity: Mixed-Income Housing Developments**

Adults Adults Children/Infants Decision-mak... evidence to determine the effectiveness of mixed-income housing developments... because no studies qualified for review. Intervention A mixed-income housing...
Health Equity: Mixed-Income Housing Developments

Adults/Children/Infants Decision-makers Low-income Population Older... evidence to determine the effectiveness of mixed-income housing developments... because no studies qualified for review. Intervention: A mixed-income housing...
**Vaccination Programs: Special Supplemental Nutrition Program for Women, Infants & Children (WIC) Settings**

Improve preventive health care among low-income children in WIC. Journal of... Providers Low-income Population Parents/Caregivers Analytic Framework Analytic... L et al. The immunization of children enrolled in the Special...

**Vaccination Programs: Schools and Organized Child Care Centers**

delivered on-site to improve immunization rates in children and adolescents.... Healthcare Providers Low-income Population Parents/Caregivers Analytic... of immunizing children against influenza at school: an economic...

**Vaccination Programs: Home Visits to Increase Vaccination Rates**

Immunizations) by low-income minority mothers. Study population: 286 (of 426... Low-income N=90 patients Immunization uptake rates 27% 40% +13 pct pts 95% CI... low-income single mothers), or to those clients who have been unresponsive to...

**Vaccination Programs: Monetary Sanction Policies**

Providers Low-income Population Older Adults Parents/Caregivers Analytic... Increase vaccination rates among children in families receiving government... Intervention Monetary sanction policies require children to be up-to-date with...
Special Populations *

- Co-occurring Disorders
- Couples
- Families
- Homeless or Runaway
- Immigrant / refugee
- Justice-Involved Adults
- Justice-Involved Youth
- Lesbian, Gay, Bisexual, Transgender, Questioning (LGBTQ) / ITS (Intersexual)
- Low-Income
- Military or Veteran
- Non-English Speaking
- Populations Affected by Emotional Disturbance (ED)
- Suicidal
- Transition-Aged Youth
- Tribal or American Indian or Alaska Native
- Victims of Trauma or Violence
- Youth in or Transitioning out of Foster Care
- In-home language use (other than English)
- Populations affected by Serious Mental Illness (SMI)
- Older Adults
- Practitioners
### Filter Listing: Mental health promotion, Low-Income

**Newly Reviewed Programs (19)  Legacy Programs (0)**

Results are listed in two groups: Newly reviewed programs and Legacy programs. Legacy programs refer to the 356 programs that were on the NREPP website as of September 2015. The program profiles of each are displayed in different formats.

**Newly Reviewed Programs**

This section lists programs that were reviewed under the new review criteria that took effect after September 2015.

<table>
<thead>
<tr>
<th>Programs in Search Results (19)</th>
<th>Programs with Effective Outcomes (4)</th>
<th>Programs with Promising Outcomes (19)</th>
<th>Programs with Ineffective Outcomes (12)</th>
<th>Programs with Inconclusive Outcomes (0)</th>
<th>Return to Search Page</th>
</tr>
</thead>
</table>

**Showing Page 1 of 4**

<table>
<thead>
<tr>
<th>Title</th>
<th>Evidence Rating (by Outcomes)</th>
<th>Program Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adventures in a Caring Community</td>
<td>![Checkmark] Personal Resilience/Self-concept ![Checkmark] Organizational Climate ![X] Social Functioning/Competence ![X] Phobia, Panic, and Generalized Anxiety Disorders and Symptoms ![X] Depression and Depressive Symptoms ![X] Social Functioning/Competence</td>
<td>Adventures in a Caring Community (ACC) is a bullying-prevention program that was created in 2004 in New Mexico. The ACC is a school-based, experien ... More Info</td>
</tr>
</tbody>
</table>
The EBPH Process

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- Developing and Prioritizing Program and Policy Options
- Determining What is Known Through the Scientific Literature
- Evaluating the Program or Policy
- Developing an Action Plan and Implementing Interventions

Why is EBPH Important?

- Access to more and higher quality information on what works
- Higher likelihood of successful program and policies being implemented
- Greater workforce productivity
- Efficient use of public and private resources

PHAB Accreditation

EVIDENCE-BASED PRACTICES

DOMAIN 10: Contribute to and apply the evidence base of public health

Standard 10.1: Identify and Use the Best Available Evidence for Making Informed Public Health Practice Decisions

Standard 10.2: Promote Understanding and Use of the Current Body of Research Results, Evaluations, and Evidence-Based Practices with Appropriate Audiences

Greater Midwest Region
“A common assumption is that improving overall population health also reduces gaps by race, socioeconomic status, and geography, but this is not always the case. Many times these goals compete with each other, such as quicker take up in health behaviors by more educated persons actually increasing disparities.”

Source: http://healthaffairs.org/blog/2015/04/06/what-are-we-talking-about-when-we-talk-about-population-health/
Thank you!

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