



# TurningPoint

Collaborating for a New Century in Public Health

## Transforming Public Health State by State

Produced by the Turning Point National Program Office at the University of Washington.

# Acknowledgments

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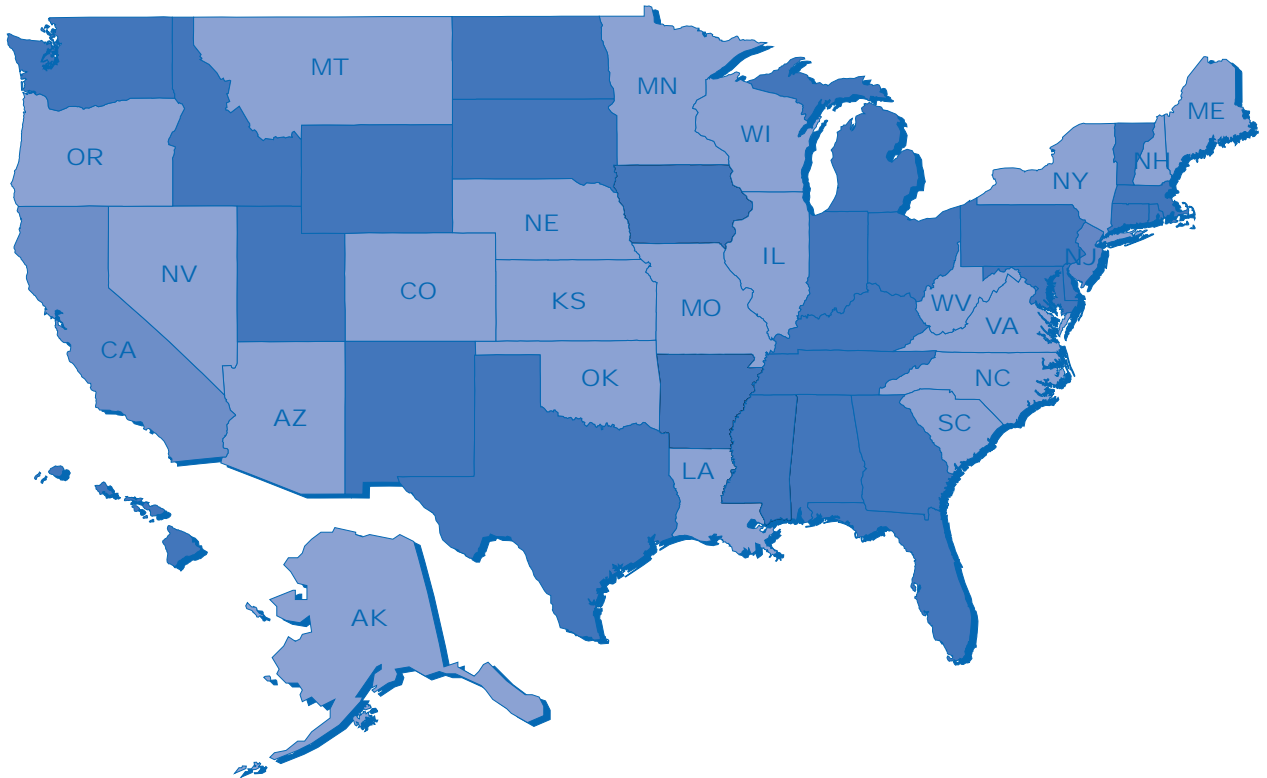
At no time in recent history has the system that supports and protects the health of the American public been as much on the minds of our national policy makers as it is today. Potential and existing public health threats from bioterrorism and emerging infectious diseases have made the public and our national leaders more aware of the role of public health workers, their partners, and their supporting institutions. Public health systems have always functioned to keep populations healthy and to recognize and respond to health threats, but a unique opportunity exists today to communicate more effectively how this is done and what is needed to maximize these systems and invest in those who do this work.

The pages that follow represent the extraordinary accomplishments of those who have made significant improvements in the public health systems in their states and communities through the Turning Point Initiative. With support from The Robert Wood Johnson Foundation, state wide partnerships with representatives from local communities, businesses, hospital corporations, nonprofit groups, minority coalitions, religious organizations, and many others have been working together to create more efficient and effective systems for improving the public's health. This work has recognized and nurtured the interest and investment of multiple sectors in wanting to create a healthy environment for all. The states and communities involved in the Turning Point process have sparked public health innovations by identifying strengths and weaknesses in their public health systems; understanding the scientific, political, and social environments that affect public health systems and the health of their populations; and valuing the participation and contributions of other sectors in establishing new approaches to improving health.

It is with pride that public health partnerships from Turning Point states and the Turning Point National Program Office present these successes in this publication. These fact sheets highlight to national policy makers, what can be and has been achieved through planning, partnerships, and concerted efforts at improving systems for effective health promotion and protection. These fact sheets also outline what Turning Point partnerships and the National Program Office can offer to national policy makers who want to be more responsive to the health needs and public health safety of their constituents.

Bobbie Berkowitz, PhD, RN, Director  
Turning Point National Program Office  
Seattle, Washington  
May 1, 2003

## Turning Point State Partners Across the Country



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# TurningPoint

Collaborating for a New Century in Public Health

**A strong public health system is crucial for protecting and improving the health of Americans.**

## Make Every Health Dollar Count

Half of the world's health care dollars are spent in the U.S.

But in 2000, the U.S. ranked 25th among all nations in terms of our life expectancy. At the same time, only 1% of federal health dollars are spent on public health efforts that would improve our overall health.

## Strengthen Public Health Systems

Now, more than ever, our country needs a vigorous public health response to threats such as bio-terrorism and the growing public health concerns of obesity, violence, and tobacco-related illnesses.

These health concerns cause more than 2 million avoidable deaths in the U.S. every year.

Budget cuts at all government levels have devastated the public health workforce and capacity to respond at the very time that emerging threats to the public's health require advances in public health science, training, and leadership.

Public health needs sustained support for improving the nation's health and preparedness.

### For more information

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## What is Turning Point?

Individuals and organizations from different sectors in many communities and states have come together to create a public health system that works smarter and better. Transforming public health so that it achieves the goals of preventing disease and injury, protecting the public from threats to health, and promoting healthy behaviors are efforts at the heart of Turning Point.

At the national level, Turning Point collaborates with other public health organizations to help realize the Institute of Medicine's vision of a strong and effective public health system.

## How is Turning Point improving public health?

Turning Point has developed specific models for a more effective and responsive public health system. Through 21 state partnerships of state and local public health and community-based agencies and through five national collaboratives we are:

- Improving the accountability of public health efforts
- Developing a model law to update public health statutes
- Increasing the effectiveness of public health information technology
- Motivating changes in behaviors to promote good health outcomes
- Promoting skills and competencies of public health practitioners and leaders

## What can Turning Point help you do?

- Identify the most important health needs of residents in states and communities nationwide
- Create effective and accountable structures to deliver public health services to states and communities
- Develop population data that supports decision-making about public health priorities
- Generate strategies to improve the health status of individuals, families, and communities
- Target the best ways of eliminating health disparities among and within populations
- Provide evidence of effective partnerships that have transformed public health systems

## Support

The Turning Point Initiative is funded by The Robert Wood Johnson Foundation. The National Program Office is located at the University of Washington School of Public Health and Community Medicine.

**A strong public health system is crucial for protecting and improving the health of Americans.**

### **Alaska's Public Health**

The effectiveness of Alaska's public health system is challenged by the emergence of new public health problems and environmental issues and by changes to health systems, health care financing, and government structures.

Public health has a mission to protect and improve health. To carry out this mission effectively and use its resources wisely, the public health system needs up-to-date information about the diseases, conditions, and other health threats affecting population groups. Among the most significant and persistent public health concerns in Alaska today are tobacco use, alcohol consumption, injuries, suicide, nutrition, and chronic diseases.

Inadequate access to health status statistics and information was identified in the Alaska Public Health Improvement Process as a significant problem in Alaska's public health system. Addressing this deficiency is essential for making progress toward Alaska's health improvement priorities.

Alaska needs a public health information system accessible to all components of our diverse public health system to assist with decision making at all levels.

### **For more information**

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# Alaska TurningPoint

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### **What is Alaska Turning Point?**

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. In Alaska, Turning Point is developing a public health information system. The goals of this project are to:

- Provide information to policy makers, public health system partners, and the general public about the health status of Alaskans.
- Provide community-based organizations with the data and information they need, as well as the technical assistance on how to use it, in order to conduct community assessments and plan health improvement initiatives.

### **How is Turning Point in Alaska improving public health?**

- Providing direct access to policy makers, health professionals, and community members needing useful information for their own planning and decision making. Resources developed by Turning Point and now available on the Internet can be used to assess health needs and establish priorities on a state, regional, or local level.
- Establishing a permanent and ongoing capacity for data compilation, analysis, and dissemination of public health information. This capacity is important for:
  - Recognizing trends and monitoring health improvement.
  - Informing policy making, program management, and program evaluation with current, comprehensive information.
  - Identifying and setting goals to be reached among communities throughout Alaska using data to impact key health issues.
- Convening Alaskans from rural and urban communities, Native organizations, state and federal agencies, and private businesses to contribute their knowledge and expertise to public health decision making and to setting health goals. Two publications resulting from one such partnership describe the current health status of Alaskans, set targets for health improvement, and describe strategies that have been used in Alaskan communities to address public health problems.

### **What can Alaska Turning Point help you do?**

- Identify specific health issues and barriers to community health in Alaska
- Access data and information for making decisions regarding allocation of resources and the structuring of systems
- Monitor and protect the health status of Alaska residents

### **Support**

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# Arizona

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## Arizona's Public Health

Arizona's population has almost doubled in the last 20 years, but the public health workforce has not kept pace. Arizona has only 48 public health workers for every 100,000 residents; nationally the rate is 158 per 100,000. Only 2.3% of health care expenditures in Arizona are spent on public health.

Arizonans' life expectancy is 71 years (55 for Arizona Native Americans), compared to the national average of 76 years. The leading causes of death in Arizona are largely preventable through access to care, education, and changes in behavior.

An estimated 18.4% of Arizonans lack health insurance, compared to 14.5% nationally.

An Arizona public health success story is that fewer Arizonans use tobacco than the national average (18.6% compared to 23.2% nationally). Disease prevention and health promotion programs can improve the public's health, but they happen through broad planning, public involvement, and a strong public health system.

### For more information

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## What is the Arizona Turning Point Project?

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. Turning Point in Arizona works collaboratively with communities and key partners to improve the public's health and promote sound public health policies. The project addresses public health workforce development needs, information dissemination, disparities in health status, and public health advocacy and seeks to make the public health system in Arizona more effective and responsive to community concerns and issues.

## How is the Arizona Turning Point Project improving public health?

- Providing workforce development for frontline public health workers through training and technical assistance in an "Academy Without Walls" to strengthen the public health workforce
- Increasing direct access to public health information through the creation of Public Health Information Centers in public libraries, local health departments, and tribal service centers, providing access to public health information and building working relationships between libraries and local health departments
- Assessing local county and tribal public health workforce competencies in partnership with the Arizona Local Health Officers' Association by implementing *The Public Health Competency Handbook*, an assessment and evaluation tool for local health departments to improve public health competency of individuals and organizations
- Providing skill building and knowledge to local communities about how to advocate for their own health needs and encourage community participation in statewide public health planning

## What can Arizona Turning Point help you do?

- Address public health policies and priorities identified by a planning group of more than 100 individuals representing state and local community partners
- Access opportunities to engage in community dialogue about promoting, protecting, and preserving the public's health
- Provide up-to-date information about emerging public health issues and link individuals, communities, and organizations to public health experts

## Support

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### California's Public Health

With 61 public health departments in 58 California counties and 3 municipalities, California has one of the best public health systems in the nation. Yet, existing structures are not adequate for the types of resources needed to improve health.

The complex issues related to lifestyle, environment, and emerging infectious diseases require comprehensive solutions and a public health system prepared to address the range of factors that most influence community health.

The leading causes of death for Californians are preventable health problems caused by tobacco use, poor diet and lack of exercise, alcohol, infectious agents, and pollutants. Obesity alone currently costs California \$14.2 billion a year in direct medical costs and lost productivity.

Today's public health system must be based on strong health departments working collaboratively with communities to confront the changing social and environmental sources of preventable illnesses.

#### **For more information**

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# California TurningPoint

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### **What is Turning Point in California?**

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. In California, Turning Point has a formal linkage with the Partnership for the Public's Health, a statewide initiative funded by The California Endowment and administered by the Public Health Institute. The Partnership for the Public's Health is a five-year initiative that supports collaborative planning for community health improvement among 14 public health departments and 37 community collaborative groups in California.

### **How is the Partnership for the Public's Health improving health?**

- Supporting the development of effective and responsive public health systems
- Mobilizing and developing effective public health leadership in communities through partnerships between local health departments and community organizations to support sustainable community health improvement initiatives
- Increasing cross-cultural understanding among local partners in order to address disparities in health
- Addressing the complex health priorities identified by communities working in partnership with their local health departments
- Promoting policies that improve public health capacity in California to work more effectively with communities

### **How can the Partnership for the Public's Health help you address these concerns?**

- Identify and address policies that are barriers to improved health for California and its communities
- Facilitate partnerships to develop innovative solutions to public health problems and emerging issues
- Communicate reliable health information to the public and policy makers

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**Partnership**

*for the Public's Health*

# Colorado

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## Colorado's Public Health

In an otherwise healthy state, the magnitude of health disparities among racial and ethnic groups is staggering. African Americans, American Indians, and Latinos/as in Colorado experience higher rates of disease, disability, and death than the general population. These disparities cost health care dollars, productivity, and future contributions to family and community.

With bioterrorism threats and emerging diseases, we collectively must ensure that all Colorado communities are prepared and protected. Public health and community-based organizations need sustained support in working together on health promotion, disease prevention, and emergency preparedness.

All people, regardless of race and ethnicity, should have an equal opportunity to be healthy.

### For more information

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## What is Colorado Turning Point?

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. Toward this goal, Colorado Turning Point is forging new partnerships to ensure that the state's minority communities are not left behind. The elimination of health disparities must be a top priority for health professionals, policy makers, and communities, so that together we may work toward a solution.

## How is Colorado Turning Point improving public health for all?

- Tracking health issues and reporting differences in health by race and ethnicity
- Educating affected communities, health systems, and policy makers on the magnitude of health disparities and their root causes
- Convening traditional public health stakeholders and community-based organizations to address complex public health issues
- Making data, information, technical assistance, and other types of support available to community-based organizations and the public
- Building leaders among minority health professionals through direct training and mentoring, and promoting workforce diversity to improve the quality of public health services
- Endorsing the need to promote social justice strategies that will eliminate differences in health

## What can Colorado Turning Point help you do?

- Engage minority communities in assessing local public health needs and defining priorities
- Identify barriers to community health including differential access to health care and other health promoting systems
- Educate minority constituencies about their health status and community resources
- Consider policies that will "level the playing field" for minority communities

## Support

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**A strong public health system is crucial for protecting and improving the health of Americans.**

### **Illinois' Public Health**

Illinois' ten leading causes of death resulted in more than 84,000 deaths in 2000. Many of those causes, including heart disease, cancer, accidents, diabetes, and liver disease are strongly associated with lifestyle and social factors. As many as one half of those deaths could have been prevented.

The least costly and most effective way to improve health today is to prevent disease and disability before it occurs.

Poor health and early death do not affect all Illinoisans the same. The difference in the rates of premature death between blacks and whites is the largest in the country.

Illinois' efforts to improve health are fragmented among multiple state agencies and across the private and nonprofit sectors. Local level partnerships vary greatly in their resources and capabilities.

The complex issues that underlie preventable health problems in Illinois require a public health system prepared to address the range of issues that most influence community health.

#### **For more information**

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# Illinois TurningPoint

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### **What is Illinois Turning Point?**

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. In Illinois, Turning Point is known as Public Health Futures Illinois, a partnership of over 50 public, private, and voluntary organizations seeking to improve health through prevention by enhancing community and state public health systems serving the people of Illinois.

### **How is Turning Point improving public health through Public Health Futures Illinois?**

- Engaging a broad range of public health interest groups in partnership to identify and address gaps and weaknesses in the public health system. Partners include representatives from the insurance industry, academia, rural health, the hospital association, and the Red Cross who are committing time and resources to improving the health of Illinoisans.
- Mobilizing collective action to advocate for improved public health policies and expanded public health resources that respond to the unique needs of the people of Illinois.
- Educating the public and policy makers on the complex, primary causes of poor health for Illinois residents and promoting strategies to address them.
- Supporting the development of local community health partnerships to identify and address local health status and health systems priorities through training, technical assistance, and policy development.

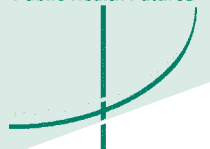
### **What can Illinois Turning Point help you do?**

- Engage communities in assessing local public health needs, defining priorities, and supporting them in implementing innovative strategies to address community needs
- Mobilize partners in various sectors to develop and advocate for new policies, including promoting and expanding prevention as a critical strategy for saving public and private health care dollars
- Research and provide relevant statistics on the health status of Illinoisans and related health system issues

### **Support**

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Public Health Futures



ILLINOIS

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# Kansas TurningPoint

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## **Kansas' Public Health**

The leading causes of death disproportionately affect racial and ethnic minorities in Kansas. Hispanic/Latino Kansans have an 83% higher death rate from diabetes than the general population. African Americans have twice the rate of low birth weight babies and infant deaths. Understanding the effect of economics, access to health services, geography, and having good data are key factors in improving Kansans' health.

Local public health departments provide important services and protections in the public's interest. In 105 counties, 99 local health departments serve the public, but the public health workforce is strained. In a rural state such as ours, ensuring that we use every available partner in the system is critical.

Using data to make informed decisions in times of limited resources has never been more important. Information is at the core of strengthening Kansas' public health system.

### **For more information**

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## **What is Kansas Turning Point?**

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. In Kansas, the Turning Point Initiative facilitated a Public Health Improvement planning process that identified a number of priority areas where attention was needed to ensure optimal public health for Kansas. Turning Point then provided funding to enable the state to take important action steps on some of these priorities.

## **How is Kansas Turning Point improving public health?**

- Improving linkage of health data sources for public health planning and action to address health disparities
- Supporting a new training program for local leaders to improve their ability to use health data to affect public health improvement
- Linking state and community health efforts aimed at eliminating health disparities among Kansas racial and ethnic minority populations
- Catalyzing a Kansas public health workforce initiative that resulted in the Kansas Public Health Certificate program, a model program to improve the skills of local and state public health personnel
- Joining with the Kansas Health Foundation to expand the capacity of the Kansas Integrated Public Health System, an information system for local public health departments
- Facilitating discussion regarding health policy changes necessary to meet public health needs in the future

## **What can Turning Point help you do?**

- Serve as a reliable source of information from around the nation about innovative programs being undertaken to improve the health of the public
- Provide up-to-date, accurate information regarding health status and health disparities among racial and ethnic minorities in Kansas
- Showcase effective partnerships that deliver quality public health and preventive medical services while meeting the needs of those with and without health insurance

## **Support**

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# Louisiana TurningPoint

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## Louisiana's Public Health

Louisiana's public health system suffers from a lack of adequate funding and resources—creating an environment in which it is difficult to set new health policies—and a lack of effective cooperation among organizations that provide health care.

For a decade, Louisiana has consistently ranked among the lowest 10 states for the health of its residents. Louisiana also has some of the highest levels in the US of unemployment, uninsured workers, and people with chronic diseases.

Organizations and individuals invested in the public's health in Louisiana must coordinate efforts to maximize resources and create innovative systems of delivery to improve the health of those who live in our state.

### For more information

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## What is Louisiana Turning Point?

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. The Louisiana Turning Point Partnership, formed in 1998, helps communities make beneficial partnerships with local sectors to address their public health needs. It is housed at the Louisiana Public Health Institute.

## How is Louisiana Turning Point improving public health?

- Creating the Community Capacity Enhancement Center to help communities gain the knowledge and skills necessary to influence public health policy and successfully develop and sustain local health initiatives
- Convening organizations engaged in improving the public's health in forums called the Access to Care Congress, which has allowed for comprehensive problem-solving among local organizations to ensure access to care in the state
- Improving effective policy development in Louisiana by creating the Louisiana Public Health Policy Institute and by facilitating a conference to help communities across the state learn about affecting the development of local and state public health policy
- Conducting the first comprehensive assessment of Louisiana's public health environment, culminating in the Louisiana Public Health Improvement Plan of June 2000
- Providing training and technical support for 29 community health Delta Parishes on effective leadership and successful grant administration

## What can Louisiana Turning Point help you do?

- Expand access to health care for the uninsured and under-insured in Louisiana communities
- Increase community leadership development and mobilization for improving local public health systems

## Support

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# Maine TurningPoint

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## Maine's Public Health

Heart disease is the leading cause of death, illness, and health care costs for citizens of Maine.

Unlike almost all other states, Maine does not have a systematic, statewide organized public health structure at the local or regional level.

Strong public health systems have the ability to improve the lives of the public, protect the public's health, and ensure the delivery of the essential public health services.

Citizens of Maine should have access to the benefits of public health based in a strong system.

Maine needs a public health infrastructure at the regional level that can complement the state system and local activities.

## **For more information**

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## What is Maine Turning Point?

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. The Maine Turning Point project has more than 30 partners working together to build a strong public health system for people in Maine. These partners are convened by the Maine Center for Public Health, a private, nonprofit organization established by the Maine State Legislature in 1996 to improve the health of Maine citizens.

## How is Maine Turning Point improving public health?

- Promoting access and coordination of public health services throughout Maine communities to better protect the health of local citizens
- Convening community partnerships across the state to assure the coordination of community-wide public health prevention and response programs
- Creating new public health leaders at the local level through a formal mentoring program that matches experienced community health coalition leaders with emerging local leaders
- Providing and expanding education for public health professionals to ensure a skilled and competent workforce
- Linking public health efforts to form a regional approach that improves the coordination of public health data sharing, training opportunities, emergency response, and other emerging public health issues between state level authorities and local communities

## What can Maine Turning Point help you do?

- Provide information to support the development of public health policy
- Understand the issues related to the organization of public health at the sub-state level
- Improve the health of Maine residents through support of a regional structure, based on the configuration of regions for bioterrorism preparedness, to coordinate public health activity in communities

## Support

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MAINE



Turning Point  
New Directions in Public Health

# Minnesota

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## Minnesota's Public Health

Minnesota has a comprehensive public health system based on a strong partnership between state and local governments.

Minnesota ranks second in the U.S. in good health and quality of life due to strong policies and partnerships related to safe food and water and healthy pregnancies and births. All Minnesotans have not benefited equally, however, from the systems that promote good health since Minnesota residents also have some of the widest gaps of any state in the country in health status between white and nonwhite populations.

Many public health problems, such as racial and ethnic health differences, cannot be resolved by a single agency or sector acting alone.

To maximize the effectiveness of the public health system and the health of **all** Minnesota residents, partnerships must be strengthened with health care systems, communities of color, community-based organizations, educational institutions, and others.

### For more information

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## What is Minnesota Turning Point?

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. Turning Point in Minnesota is exemplified by the Minnesota Health Improvement Partnership, a collaborative of public, private, and nonprofit sector organizations that are committed to improving the health of Minnesotans.

## How is Turning Point's Minnesota Health Improvement Partnership improving public health?

- Convening people from many sectors who are collaborating to improve the public's health. As a result, partner organizations are reporting significant changes in the way they do business.
- Engaging private and nonprofit sectors in working with state and local public health agencies on difficult crosscutting policy decisions. Minnesota's Blue Cross Foundation is redesigning its funding guidelines in order to address inequities in health as a result of this Partnership's work in linking social and economic conditions and health.
- Influencing policy direction in addressing health issues. For example, the Greater Twin Cities United Way reports using new strategies to increase community involvement and that the work of the Minnesota Health Improvement Partnership's work influences which key public health policy issues to address.
- Increasing the understanding and commitment to public health work among diverse partners in public health.
- Providing direction to the work of public health partners. The Center for Population Health in Minnesota's seven-county metro area, for example, uses the statewide goals developed by the partnership to develop its annual work plan.

## What can Minnesota Turning Point help you do?

- Mobilize partnerships to develop innovative strategies to address high-priority health needs
- Identify strategies that build on the strengths of the public, private, and nonprofit sectors sharing resources and approaches that improve health in complementary ways

## Support

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# Missouri TurningPoint

Collaborating for a New Century in Public Health

**A strong public health system is crucial for protecting and improving the health of Americans.**

## Missouri's Public Health

In 1999, the United Health Foundation State Health Rankings ranked Missouri the 26th healthiest state in the country. By 2002 Missouri had fallen to 32nd in overall key health indicators. Missourians are experiencing a significant increase in the number of deaths due to heart disease, cancer, and infectious disease. Combined with increases in smoking, children living in poverty, and a general lack of health insurance, the health of Missourians is in danger.

A shortage of resources at all levels of government has devastated the public health workforce and its capacity to respond at the very time that emerging threats to the public's health require advances in public health science, training, and leadership.

Sustained, comprehensive attention and support is needed for improving Missouri's health and the ability of its workforce to address priority health issues and be prepared for public health emergencies.

### For more information

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## What is Missouri Turning Point?

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. Turning Point in Missouri has created the Missouri Institute for Community Health (MICH) a multi-sector organization that facilitates planning and decision making among health care providers, the private sector, community colleges, universities, health and human service associations, and state and local government.

## How is Turning Point improving the lives of Missourians through MICH?

- Encouraging and supporting comprehensive community efforts to promote health and target the root causes of preventable disease— efforts such as county-wide health assessment, planning, and community prioritizing
- Supporting efforts to increase the skills and capacity of Missouri's public health workforce
- Fostering the use of standards of practice in the performance of essential public health activities at the community level so that communities are guaranteed their right to comprehensive public health service and protection
- Supporting approaches that improve public health at the level of more efficient systems
- Utilizing diverse partnerships to maximize shared resources and decision making

## What can Turning Point's MICH help you do?

- Communicate new and emerging public health issues to the public health workforce and the people of Missouri
- Showcase Missouri as a model state for voluntary standardization of local public health agencies
- Convene community health systems together with local residents to improve public health responsiveness at the local level

## Support

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# Montana Turning Point

Collaborating for a New Century in Public Health

**A strong public health system is crucial for protecting and improving the health of Americans.**

## Montana's Public Health

Montanans do not have access to a consistent set of public health services across the state.

Only half of the state's local public health departments are meeting at least 50% of the standard community services expected of public health systems.

In 2000, Montana had one of the highest percentages of residents without health care coverage and had the lowest average annual pay of any state in the country. At the same time, obesity is on the rise, bringing increases in diabetes, heart disease, disabilities and health care costs throughout the state.

Montana residents face serious public health challenges, including the need for protection from emerging public health concerns, such as West Nile virus and bioterrorism threats.

### For more information

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## What is Montana Turning Point?

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. Montana's Turning Point Initiative has defined the public health system to include traditional state and local public health agencies and a wide variety of community partners. These partners are currently engaged in implementing a strategic plan to improve our public health system and the health of our citizens.

## How is Montana's Turning Point Initiative improving public health?

- Implementing *A Strategic Plan for Public Health System Improvement in Montana* in collaboration with local public health agencies and other community partners to ensure that citizens across the state have access to a consistent set of public health services and expertise
- Promoting local partnerships with public health agencies working in coordination with hospitals, health care workers, nonprofit agencies, county governments, business, faith communities, and others to protect and promote the public's health
- Providing training and education for public health workers through the Montana Public Health Training Institute in order to supply local health settings with staff trained to respond to new and emerging public health issues and emergencies
- Facilitating communication among public health system partners, including building capacity in telecommunications and computer technology for increased efficiency and effectiveness throughout the public health system.
- Developing a performance management system for quality improvement and system accountability

## What can Montana Turning Point help you do?

- Work to ensure Public Health Emergency Preparedness and Response efforts address all types of emergencies to better serve the public on a daily basis
- Assist in the evaluation and improvement of public health services to ensure funding is used appropriately
- Improve communication among local public health agencies to assure public health concerns are addressed with a coordinated statewide approach
- Serve as a reliable source of information on the status of the public's health in Montana

## Support

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**A strong public health system is crucial for protecting and improving the health of Americans.**

### **Nebraska's Public Health**

In 2000, Nebraska's public health system was weak, fragmented, uncoordinated, and under-funded. It had 16 local health departments that covered 22 of the state's 93 counties.

With state funding from the Tobacco Settlement Fund, 16 new regional local public health departments were created and now cover all but one county.

Despite this expanded capacity, the public health system faces many challenges, such as major differences between the health of Nebraska's general population and its racial/ethnic minority populations, as well as obesity among all Nebraskans.

Nebraska high school students are twice as likely to drink and drive as their counterparts nationwide. Many Nebraskans are uninsured or under-insured, limiting their access to timely preventive and medical services.

Dealing with these complex challenges requires local public health departments that collaborate with diverse community partners to develop innovative solutions.

### **For more information**

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# Nebraska

# TurningPoint

**Collaborating for a New Century in Public Health**

### **What is Nebraska Turning Point?**

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. Turning Point in Nebraska provided the stimulus for building and funding Nebraska's first comprehensive public health system at the community level.

### **How is Nebraska Turning Point improving public health?**

- Supporting the development of 16 new regional public health departments that have adopted a broad definition of health extending beyond medical care
- Encouraging collaborative partnerships at the local and state levels that include hospitals, physicians, nonprofit agencies, county governments, businesses, schools, faith communities, and environmental health organizations and are:
  - Developing strategic community plans that address local problems such as teenage smoking, obesity, diabetes, and injuries
  - Modifying outdated and fragmented laws that protect the public's health
  - Addressing the health disparities of racial/ethnic minorities
- Protecting the public from and planning for bioterrorism, infectious disease, contaminated food, and other emergency events
- Providing training opportunities to improve the skills and abilities of the public health work force

### **What can Nebraska Turning Point help you do?**

- Organize coalitions that identify priority health issues, recognize health threats, assess health service needs, and are accountable to local communities.
- Mobilize community partnerships to develop new policies and innovative strategies to address high priority health needs.
- Work with community coalitions to develop plans for bioterrorism events and other emergency conditions.
- Assist in the evaluation of programs and policies to determine the effectiveness and quality of health programs and services.

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**A strong public health system is crucial for protecting and improving the health of Americans.**

### **Nevada's Public Health**

The population of Nevada increased more than 66 percent between 1990 and 2000, but Nevada has seen no increase in state spending for health promotion and disease prevention since 1992.

Nevada's smoking rates and health problems from tobacco are among the highest in the nation. Yet Nevada is one of the few states that does not allow local governments to regulate tobacco.

At double the national rate, Nevada has the highest proportion of suicides in the nation.

Nevadans report poorer health than the rest of the nation and engage in more risk behaviors that contribute to poor health.

Of Nevada's 17 counties, 15 have no local health department. Nevada has no school of public health to educate new and existing public health workers.

Nevada needs an improved public health system that promotes health and prevents disease.

### **For more information**

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# Nevada TurningPoint

**Collaborating for a New Century in Public Health**

### **What is Nevada Turning Point?**

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. Nevada Turning Point listens to, educates, and mobilizes Nevadans to improve the health of their communities and strengthen the public health system so it can respond to the emerging public health challenges.

### **How is Nevada Turning Point improving public health?**

- Developing a Citizens' Public Health Network to establish connections among Nevadans and their organizations to increase collaboration and success in achieving community improvements
- Joining with the Utah Department of Health to create the Great Basin Public Health Leadership Institute to develop Nevada's workforce and build leadership among public health professionals and community leaders
- Improving policy and programming related to tobacco use and suicide prevention as priority public health issues
- Collaborating with communities and civic organizations to assess local needs and to develop local public health systems in Nevada's rural counties that will address local health priorities and emerging public health issues
- Offering community education on public health issues and the political process to give Nevadans the information and skills they need to improve their communities' health
- Educating elected officials and government managers about public health issues so they can make decisions that protect the health of their constituents and put scarce resources to best use

### **What can Nevada Turning Point help you do?**

- Mobilize a network of public health organizations and partners throughout the state in order to convey information on health issues and respond to emerging problems
- Engage communities around their unique high priority health issues
- Improve the health of Nevadans through effective health promotion and disease prevention programs and policies
- Strengthen Nevada's state and local public health organizations to improve emergency readiness and accountability

### **Support**

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# New Hampshire Turning Point

Collaborating for a New Century in Public Health

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## New Hampshire's Public Health

New Hampshire consistently rates as one of the healthiest states in the country when measured by such factors as child health, health care access, and health care quality.

Statewide average statistics, however, mask disparities in the health and quality of life of some of New Hampshire residents.

New Hampshire has a very fragmented local public health system. The 234 appointed health officers, often employed as building inspectors and with no training in health, represent the health department in most New Hampshire towns.

By default, police, fire, school nurses and nonprofit health and human service providers fulfill roles more typically assigned to local public health officials.

There is a lack of cohesive disease control and surveillance at the local level, a failure to identify and maximize statewide assets related to public health, and a shortage of public health resources coming into the state.

### For more information

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## What is New Hampshire Turning Point?

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. In New Hampshire, the Turning Point partnership consists of the New Hampshire Public Health Network. The Network originated as four regional community collaboratives and two city health departments working to make a more effective and responsive local public health system. Building on these successes the Public Health Network has continued to expand and will be made up of 10 regional collaboratives by spring 2003, representing 60% of New Hampshire residents.

## How is New Hampshire Turning Point improving public health?

The New Hampshire Public Health Network has created effective community collaboratives to maximize limited resources to improve public health. Together, the Network collaboratives are:

- Assessing local needs and identifying local public health system gaps for which regional stakeholders are working with state partners to provide disease monitoring, technical assistance, training in bioterrorism response, and installing unique regional models tailored to local needs
- Mobilizing public health leaders and existing resources at the community level to develop coordinated responses to community and regional public health needs
- Developing strategic linkages with businesses, schools, hospitals, human service providers and faith communities to assess and plan for improvement of overall health status
- Sharing resources to create economies of scale, reduce potential for redundancy, and improve overall public health system effectiveness

## What can New Hampshire Turning Point help you do?

- Create a New Hampshire Public Health Resource Team as a link between elected officials and the providers and collaborative partnerships in local communities
- Increase direct contact with constituents regarding priority public health issues in their communities
- Identify barriers to community health, including lack of health care coverage and services, poverty, attitudes and belief systems, and environmental factors
- Strengthen regional partnerships that share in planning, building, and maintaining healthy communities.

## Support

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# New Jersey TurningPoint

Collaborating for a New Century in Public Health

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## **New Jersey's Public Health**

New Jersey's 524 boards of health and 115 local health agencies serve more than 500 municipalities. More than 80% of the local health agencies are municipal with about 5% of these structured as regional health commissions, and 12% as county agencies.

New Jersey faces many public health challenges. Our state has intolerably high numbers of HIV/AIDS cases, high rates of infant deaths particularly among African Americans, and increasing cases of asthma. In addition, New Jersey is facing an epidemic of childhood obesity and inadequate access to mental health services.

An essential element missing in the New Jersey public health system is a structure to link community needs to existing public health services. New Jersey's most vulnerable communities must have access to and involvement in developing solutions for the priority health problems.

### **For more information**

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## **What is Public Health: C.A.R.E. in New Jersey?**

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. In New Jersey, the national Turning Point Initiative is affiliated with Public Health: C.A.R.E. — Crafting A Restructured Environment. C.A.R.E. aims to transform and strengthen New Jersey's public health system by making it more consistent, efficient, and accessible to the community.

## **How is Public Health: C.A.R.E. improving public health?**

- Developing public-private partnerships to bring both community and governmental resources to bear on public health problems and health policy outcomes that improve health status
- Convening the Pediatric State-wide Leadership Council in 2003 by bringing physicians, nurses, public health professionals, mental health professionals, and school-based health practitioners together to focus on improving systems that can prevent childhood obesity, increase mental health services for children/adolescents, and improve New Jersey's immunization practice
- Building a new constituency for health promotion and disease prevention by linking community agencies, professional organizations, local health departments, and medical professionals

## **What can Public Health: C.A.R.E. help you do?**

- Identify the public health priorities and needs facing New Jersey communities
- Generate practical solutions to public health problems by applying scientific expertise to health policy development
- Build partnerships among business, public health, medical, and community-based organizations to solve public health priority issues
- Create efficiency and accountability in public health systems, programs, and services by leveraging private sector support

## **Support**

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Public Health: *CARE*  
"Crafting A Restructured Environment"

**A strong public health system is crucial for protecting and improving the health of Americans.**

### **New York's Public Health**

New York's 14,000 public health workers within the state health department and 58 local health departments are at the front lines to prevent epidemics and the spread of disease. They also protect against environmental hazards, promote and encourage healthy lifestyles, assure high-quality accessible health services, and respond to community disasters and aid in recovery.

The nearly 19 million people who live in New York State urgently need a public health workforce trained in emerging public health issues including biological, chemical, and radiological emergency preparedness.

New Yorkers include 12% who are not citizen residents and a diverse mix of racial and ethnic groups. Disease prevention and health promotion for New Yorkers requires communicating effectively across cultures and among diverse populations.

Local health departments need resources and training to strengthen their capacities to prepare for public health emergencies among diverse populations throughout the state.

#### **For more information**

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# **New York TurningPoint**

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### **What is New York Turning Point?**

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. New York's Turning Point Initiative is strengthening the capacity of the public health workforce and community health coalitions by increasing public health knowledge, skills and program effectiveness. The timely successes of Turning Point's collaborative partnerships and development of a skilled workforce in New York are substantially improving the state's public health responsiveness to bioterrorism and other emerging public health threats.

### **How is the New York State Turning Point Initiative strengthening public health?**

- Enhancing partnerships with local public health agencies, schools of public health, professional health care and community-based organizations to identify and address the training and continuing education needs of the public health workforce and community health coalitions.
- Co-sponsoring the *Third Thursday Breakfast Broadcasts (T2B2)*, a nationally recognized, monthly one-hour satellite broadcast series featuring experts on current public health issues. These broadcasts strengthen skills and provide essential information to communities for addressing emerging public health issues such as emergency preparedness, bioterrorism, and West Nile virus.
- Developing an online course providing training for public health nurses and an orientation course for new local health commissioners and directors.
- Improving knowledge, skills and access to community health data and information needed to assess and address priority health issues in communities.
- Strengthening collaboration between local hospitals and public health agencies, which is necessary to assess and address community health issues and to prepare for potential public health emergencies.

### **How can the New York State Turning Point Initiative help you?**

- Identify high priority public health needs and resources in your communities
- Assess and address the ongoing training needs of New York's public health workforce
- Provide access to high quality training and material on emerging public health issues such as emergency preparedness and bioterrorism
- Assure that your public health workers are prepared and relate effectively to important partners such as hospitals and first responders

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**A strong public health system is crucial for protecting and improving the health of Americans.**

## **North Carolina's Public Health**

North Carolina ranks among the country's bottom third in overall health of its residents. Chronic diseases, which are largely preventable, consume 75% of North Carolina's health care dollars.

Tobacco use alone costs North Carolinians \$4.8 billion annually in both direct and indirect costs.

At the same time less than 1% a year of the state's total health care dollars goes to support health promotion and disease prevention.

Preventing illness and disability associated with preventable risks requires complex solutions and the commitment and investment of people and organizations from many sectors.

North Carolina needs a consistent investment in community and statewide activities such as community assessment, the monitoring of health trends, and local response to priority health issues in order to fully promote and protect the health of its residents.

### **For more information**

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# North Carolina

# TurningPoint

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## **What is North Carolina Turning Point?**

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. North Carolina's Turning Point is expanding and enhancing existing state and local partner organizations working to transform the overall system for meeting North Carolinians' health needs. Turning Point contributes to public health improvement through its support of Healthy Carolinians, North Carolina's network of locally based, public-private partnerships to improve and protect the public's health.

## **How is North Carolina's Turning Point improving public health?**

- Fostering the use of standards of practice in the performance of essential public health activities at the community level so that communities are guaranteed their right to comprehensive public health service and protection
- Providing crisis, emergency, and risk communication training and infrastructure development for the state's Office of Public Health Preparedness
- Providing state and local training to apply techniques of social marketing in public health programs in efforts to change health risk behaviors
- Creating educational programs and identifying best practices for public health partnerships to eliminate health disparities in North Carolina communities

## **What can North Carolina's Turning Point help you do?**

- Engage communities in assessing local public health needs, defining priorities, and mobilizing resources
- Identify barriers to community health, including access to affordable health care
- Link community-based health assessment with state-level planning and resource allocation
- Improve responsiveness for public health emergencies
- Facilitate private sector involvement and commitment in the public's health

## **Support**

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HEALTHY CAROLINIANS

**A strong public health system is crucial for protecting and improving the health of Americans.**

### **Oklahoma's Public Health**

With health departments in 69 of its 77 counties, Oklahoma has one of the best public health infrastructures in the nation.

Unfortunately, our public health infrastructure has not resulted in a healthier population. Oklahoma ranks 46<sup>th</sup> in the United Health Foundation 2002 State Health Rankings. Oklahoma ranks among the worst in infectious diseases, death rates, and teenage births. Oklahoma's death rates for heart disease, cancer, injuries, stroke, and emphysema are higher than the national average.

Oklahoma citizens are overburdened with more than their share of disability and unnecessary death.

An essential element missing in how public health deals with these problems in Oklahoma is community-based decision making.

Oklahoma's communities can and must voice their community health needs and take an active role in making public health decisions as equal partners.

### **For more information**

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# Oklahoma TurningPoint

**Collaborating for a New Century in Public Health**

### **What is Oklahoma Turning Point?**

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. Turning Point in Oklahoma has more than 40 partnerships across the state working to strengthen Oklahoma's public health infrastructure through community-based action in order to respond to the challenge of protecting and improving the public's health in the 21<sup>st</sup> century.

### **How is Oklahoma Turning Point improving public health?**

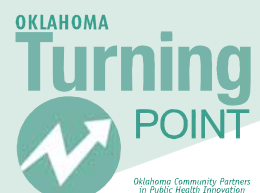
- Promoting a community-based approach in public health decision-making through 40 local partnerships
- Increased cooperation of key state and local partners that successfully addressed secondhand smoke through legislation
- Developing partnerships with the state, county agencies, and communities to *assess local public health needs and develop local solutions*
- Local partnerships developing Community Health Improvement Plans
- Established a resource center for data collection and analysis that will help communities implement population-wide services at the local level

### **What can Oklahoma Turning Point help you do?**

- Engage communities in assessing local public health needs and defining priorities
- Identify barriers to community health, including lack of health care coverage and services, poverty, attitudes and belief systems, and environmental factors
- Strengthen partnerships that share in planning, building, and maintaining healthy communities
- Improve the public's health through health promotion and disease prevention initiatives and policy change

### **Support**

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**A strong public health system is crucial for protecting and improving the health of Americans.**

### **Oregon's Public Health**

Assessments of Oregon's public health system in 2000 and 2002 showed substantial gaps, particularly in the prevention of infectious disease. Despite new funding for bioterrorism responsiveness, gaps exist in public health services. Other vital public health functions needed by the public still remain, but without adequate resources.

Oregon's public health system provides important services and protections in the public's interest. Coalitions, networks, and clinics have demonstrated that they can come together in partnership with state and other agencies to share information.

Safeguarding the public's health by using information to make informed decisions in times of limited resources has never been more important. Tobacco use was identified as the leading cause of preventable deaths in Oregon and a voter-approved initiative provided funding over the past five years that led to a dramatic decrease in tobacco use by adults and teenagers. Obesity and cancer are the next leading causes of preventable Oregon deaths. Investments in public health can prevent these deaths.

### **For more information**

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# Oregon

# TurningPoint

**Collaborating for a New Century in Public Health**

### **What is Oregon Turning Point?**

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. Turning Point in Oregon facilitated the creation of the Oregon Public Health Improvement Plan, which identified priority areas needing public health attention. Turning Point now enables the state to take important action steps on recommendations from the plan that will improve the health of Oregonians.

### **How is Oregon Turning Point improving public health?**

- Supporting collaborative partnerships at local and state levels that include hospitals, physicians, nonprofit agencies, county governments, businesses, schools, faith communities, and environmental health organizations
- Modifying outdated and fragmented laws that protect the public's health
- Developing standards for local and state public health systems to ensure adequate public health services to all Oregonians
- Convening health-related organizations to identify health policy changes necessary to meet public health demands in Oregon for the future health and safety of Oregonians

### **What can Turning Point help you do?**

- Mobilize community partnerships to develop new policies and innovative strategies to address high-priority health needs
- Work with public safety agencies and community coalitions to develop plans for bioterrorism events and other emergency conditions
- Showcase effective partnerships that deliver quality public health and preventive services based on assessment and specific needs identified by local communities
- Ensure an effective, well-prepared public health workforce to promote and protect the health of Oregonians
- Provide important data and information to members of Congress

### **Support**

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South Carolina

# TurningPoint

Collaborating for a New Century in Public Health

**A strong public health system is crucial for protecting and improving the health of Americans.**

## South Carolina's Public Health

South Carolina leads the nation in many health indicators, from cardiovascular death rates to HIV/AIDS. Particularly troubling are the persistent health disparities between white and African American residents. These indicators and disparities relate to complex community problems associated with lifestyles, the environment, economics, and access to care.

Improving community health requires local public health leadership to support community planned health initiatives.

State budget cuts, categorical federal funding, and new demands for emergency preparedness are stressing the existing structure of state, district, and county public health offices and limiting their ability to respond to local communities' unique needs.

Community partnerships are a critical ingredient for improving community health. We must link community wisdom and professional expertise with the political will to make the necessary changes.

### For more information

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## What is South Carolina Turning Point?

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. In South Carolina, Turning Point is a collaborative process that strengthens the state's capacity to protect and improve the public's health by merging professional expertise and community wisdom with political will. Partners representing a diverse group of public, private, state, and local organizations guide this process.

## How is South Carolina Turning Point improving public health?

- Supporting community-driven health planning that uses data effectively, engages ethnic and minority communities, incorporates environmental factors, and builds community and local health department capacity in areas such as Horry, Georgetown, Hampton, and Orangeburg
- Improving working relationships and building effective partnerships among agencies and organizations working with and within communities to promote health
- Providing critical training for public health professionals and lay leaders to equip them with appropriate leadership skills and the knowledge to improve and protect health in their communities
- Identifying health and environmental data that communities need to inform community action for health improvement and protection
- Creating and sustaining state level commitments to innovation related to improving public health involvement at the local level, despite the state's worst financial crisis in decades

## What can South Carolina Turning Point help you do?

- Access communities that have assessed and prioritized their local public health needs through a nationally recognized, inclusive strategic planning process
- Improve the health of South Carolinians through the support and leadership development of professionals and lay community partners invested in developing a stronger public health system
- Engage professional and lay community leaders from across the state, who can share first hand their successes and challenges with merging professional expertise, community wisdom, and political will to improve their community's health

## Support

The Turning Point Initiative is funded by The Robert Wood Johnson Foundation. The National Program Office is located at the University of Washington School of Public Health and Community Medicine. Contact the National Program Office at 206-616-8410 or visit [www.turningpointprogram.org](http://www.turningpointprogram.org).



# Virginia TurningPoint

Collaborating for a New Century in Public Health

**A strong public health system is crucial for protecting and improving the health of Americans.**

## Virginia's Public Health

Virginia is respected as a safe and healthy place to live, but troubling signs are ahead.

Virginia spends \$300 million per year to cover inpatient treatment for preventable injuries.

The state loses \$2.8 billion annually in direct medical and indirect costs related to diabetes.

More than one million Virginians are without basic health insurance.

Millions more are suffering from, or on the path toward, serious health problems that could be prevented or lessened through wellness efforts or medical intervention.

In just the past six years, Virginia's overall health status has fallen from 10<sup>th</sup> in the nation to 19<sup>th</sup>.

The Commonwealth and its citizens need and deserve a healthy, productive future.

Effective public private partnerships that reflect diverse sectors from the community are a positive step we can take to ensure Virginia's future.

## For more information

Virginia Center for Healthy Communities  
[www.vahealthycommunities.com](http://www.vahealthycommunities.com)

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## What is Virginia Turning Point?

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. Virginia Turning Point, known as the Virginia Center for Healthy Communities, emphasizes developing tools to help public and private sectors work together to identify needs and implement solutions to community health problems.

## How is Turning Point improving community health through the Virginia Center for Healthy Communities?

The health of Virginians improves and the health care costs for the public drops when preventable illnesses are reduced. The Virginia Center for Healthy Communities helps businesses and communities know how to make this happen by:

- Pinpointing the most urgent health issues for a specific population and providing direction on establishing related community health improvement programs
- Linking businesses, communities, and others with partners that will help their programs get started more quickly and work more effectively

The Virginia Center for Healthy Communities promotes collaboration among the business, health care, insurer, civic, education, and public health communities, helping them work together to develop and implement effective community health improvement activities. Among the many ways the Center helps are:

- Community Health Incentives: technical assistance to stimulate partnerships and community health intervention programs
- The Virginia Atlas of Community Health: an in-depth tool that identifies health issues of communities—with 80 health status indicators, including local rates for key health conditions each of which can be examined for specific demographic groups within a zip code
- A Voice for Community Health: a reliable resource for those establishing health improvement programs and for public policy makers designing programs

## What can the Virginia Center for Healthy Communities help you do?

- Provide in-depth information on the specific health needs of your constituents
- Serve as a reliable resource of information on health issues and community health needs
- Improve community health through expanded investment and participation by local businesses and other sectors committed to community health development
- Provide the facts and figures needed to weigh the merits of proposed legislative action on health issues.

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Virginia Center for  
Healthy Communities

# West Virginia

# TurningPoint

Collaborating for a New Century in Public Health

**A strong public health system is crucial for protecting and improving the health of Americans.**

## West Virginia's Public Health

West Virginia is the second most rural state in the nation, which increases the importance of strong and coordinated local partnerships.

In 1997, 34 of the 49 local health departments in West Virginia were experiencing severe reduction in services and workforce due to a dramatic decrease in revenue and support.

West Virginia's communicable diseases were being under-reported and the need to strengthen surveillance capacity was identified.

Historically, state and local planning efforts have lacked a formal process for setting joint short and long-term priorities.

### For more information

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## What is West Virginia Turning Point?

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. In West Virginia, the Turning Point Initiative focuses on improving the performance of and working relationship between state and local governmental public health agencies in order to more effectively address health issues. West Virginia, working with Turning Point partners, is creating processes that measure the performance and effectiveness of public health activities throughout the state.

## How is West Virginia Turning Point improving public health?

- Regularly assessing the performance of local public health services through a new accountability structure. This new structure assures West Virginians of standardized care and ongoing improvements to services that protect their health. New performance standards, for example, have already reduced the time it takes to recognize a new infectious disease outbreak in West Virginia.
- Convening active partnerships of representatives from a variety of sectors that have a stake in public health at the local level to share resources and decision making based on local health priorities.
- Supporting community partnerships in developing local policies and revising outdated public health codes. As a result, communities have the legal tools and authority needed to respond quickly in a public health emergency.
- Strengthening the relationship between state and local public health structures through formal working agreements and joint planning and assessment with activities such as the Annual Invitational Roundtable on Public Health.
- Increasing the capability of the public health workforce through the development of standardized job descriptions, orientation programs, and structured job training tools for public health nurses.
- Improving ability to track emerging infectious diseases by developing performance standards, increasing regional and state staff, strengthening laboratory capacity, and providing quarterly trainings.

## What can West Virginia Turning Point help you do?

- Monitor the effectiveness and efficiency of public health systems and programs through performance management
- Assess the health of state and community populations to establish priority areas for investment and health improvement

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**A strong public health system is crucial for protecting and improving the health of Americans.**

# Wisconsin Turning Point

Collaborating for a New Century in Public Health

## Wisconsin's Transformed Public Health System – A Good Investment

*Healthiest Wisconsin 2010: A Partnership Plan to Improve the Health of the Public* was developed through the Wisconsin Turning Point Initiative and changes the way we view public health in the state. With a focus on health promotion and disease prevention and the development of new collaborative partners, this strategic health plan is a comprehensive analysis of what causes the most death and disease in Wisconsin.

Poor access to health services, inadequate nutrition, exposure to environmental hazards, emerging infectious disease, and other issues are priority areas for intervention if we are to improve the health of Wisconsins.

Wisconsin's public health system must be restructured to eliminate health disparities and protect and promote the health of all. No one sector can maximize improvements in the health of Wisconsin residents, multi-sector partnerships focused on health promotion and disease prevention are key to our success.

### For more information

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## What is Wisconsin Turning Point?

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. Wisconsin's Turning Point Initiative reflects a transformation in the way Wisconsin operates its public health system and addresses its priorities. Maintaining the health of the public was once solely identified as a governmental responsibility, but Turning Point in Wisconsin is helping define more broadly the roles and responsibilities for improving the health of our communities.

## How is Wisconsin's Turning Point Initiative improving public health?

- Developing policy recommendations to improve public health laws that provide legal support for the protection of Wisconsins
- Ensuring good management of resources through quality assurance activities with public health partners
- Creating model practices resulting in achievements, such as countywide coalitions that exceeded national early childhood immunization goals and were awarded the first annual federal Protect Award from the Centers for Disease Control and Prevention
- Facilitating innovative state, federal, private partnerships such as the partnership that has made regional dental resources accessible to entire communities
- Expanding academic/community partnerships to advance health throughout the state through the formalization of strong public health partnerships with the University of Wisconsin Medical School and the Medical College of Wisconsin

## What can Wisconsin Turning Point help you do?

- Focus policies and resources on the health and system priorities identified in *Healthiest Wisconsin 2010*
- Monitor health improvement in Wisconsin through the evaluation efforts of *Healthiest Wisconsin 2010*
- Showcase and support the replication of effective partnerships in Wisconsin that have received national attention for their achievements
- Mobilize community partnerships to develop new policies and innovative strategies to address high priority health needs

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# More About Turning Point

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Turning Point also sponsors five National Excellence Collaboratives, in addition to supporting the work of the states described in this publication. The National Excellence Collaboratives are made up of participating Turning Point state members who work in local and state public health settings and also includes representatives from national organizations and federal agencies. The Collaboratives provide an integrated approach to public health system change and have developed tools and resources for practice.

## **The National Excellence Collaboratives and some of their products**

**Statute Modernization**—providing direction for improving laws that protect the health of the public

- Selected Products: *The Model State Public Health Act*, and *The State Public Health Law Assessment Report*

**Information Technology**—providing resources for effective communication and access to information

- Selected Products: A national survey on the information technology used by state and local health departments and the *Web-based Public Health Information Systems Catalog*

**Social Marketing**—providing tools for effective public health communication

- Selected Products: CDCynergy-SOC, a social marketing version of CDC's CDCynergy, *The Social Marketing Resource Guide*, *Social Marketing 101*, and *Lessons from the Field*

**Leadership Development**—providing skills for working collaboratively in public health

- Selected Products: *Collaborative Leadership and Health: A Review of the Literature* and a curriculum for collaborative leadership

**Performance Management**—providing a way to measure and improve public health systems

- Selected Products: *Performance Management in Public Health: A Literature Review*; *From Silos to Systems: Performance Management in Public Health*; *From Silos to Systems: A Performance Management Toolkit and Implementation Guide*

The National Excellence Collaboratives are also joined in this work by many national public health partners—the Centers for Disease Control and Prevention, the National Association of County and City Health Officials, the American Public Health Association, the Association of State and Territorial Health Officials, the National Association of Local Boards of Health, the National Network of Public Health Institutes, the National Public Health Leadership Development Network, the National Council of State Legislators, the National Governors Association, the Public Health Foundation, and others.

**Information, publications, and further descriptions of the National Excellence Collaboratives and other Turning Point projects can be found at [www.turningpointprogram.org](http://www.turningpointprogram.org).**

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