



Demystifying Upstream Prevention

**Paving the way for more
impactful public health
strategies**

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INSTITUTE FOR
PUBLIC
STRATEGIES



Today's
Presenters...

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TODAY'S AGENDA

- Define Upstream
- Why go Upstream?
- A practical framework for taking action
- How to identify **ROOT CAUSES**
- How to identify upstream solutions




What is Upstream Prevention?

An approach that targets the **ROOT CAUSES** or underlying factors that create public health problems, rather than just addressing immediate symptoms or consequences.

**Why Move
Upstream?**



A close-up photograph of a white bowl filled with yellow popcorn. A stream of golden oil is being poured from a clear glass container into the center of the popcorn. The bowl is resting on a dark brown, textured surface. A person's hand is visible on the right side, holding the bowl. In the top right corner, there is a yellow circular graphic containing blue text.

**Thinking
upstream!
Small changes
can create big
results!**



**The Goal of
Upstream
Prevention...**

To address the
social determinants
of health that
present barriers to
optimal well-being.

What are the Social Determinants of Health?

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

Root Causes = Social Determinants of Health



Social Determinants of Health: Five Domains

- 1. Economic Stability**
- 2. Education Access & Quality**
- 3. Healthcare Access & Quality**
- 4. Neighborhood & Built Environment**
- 5. Social and Community Context**

Neighborhood & Built Environment

- Safety
- Lighting
- Parks & community Gardens
- Types of businesses
- Practices of businesses
- Public art vs. blight

Social & Community Context

- Civic engagement/voting
- Active community groups, youth groups and faith based organizations
- Support systems and services
- Volunteerism
- Policing practices

Ability to Thrive



**Social
Determinants
of Health**



IPS "ACT" Model
*Approach to Community
Transformation*

Taking Action:
A Framework
For Upstream
Prevention

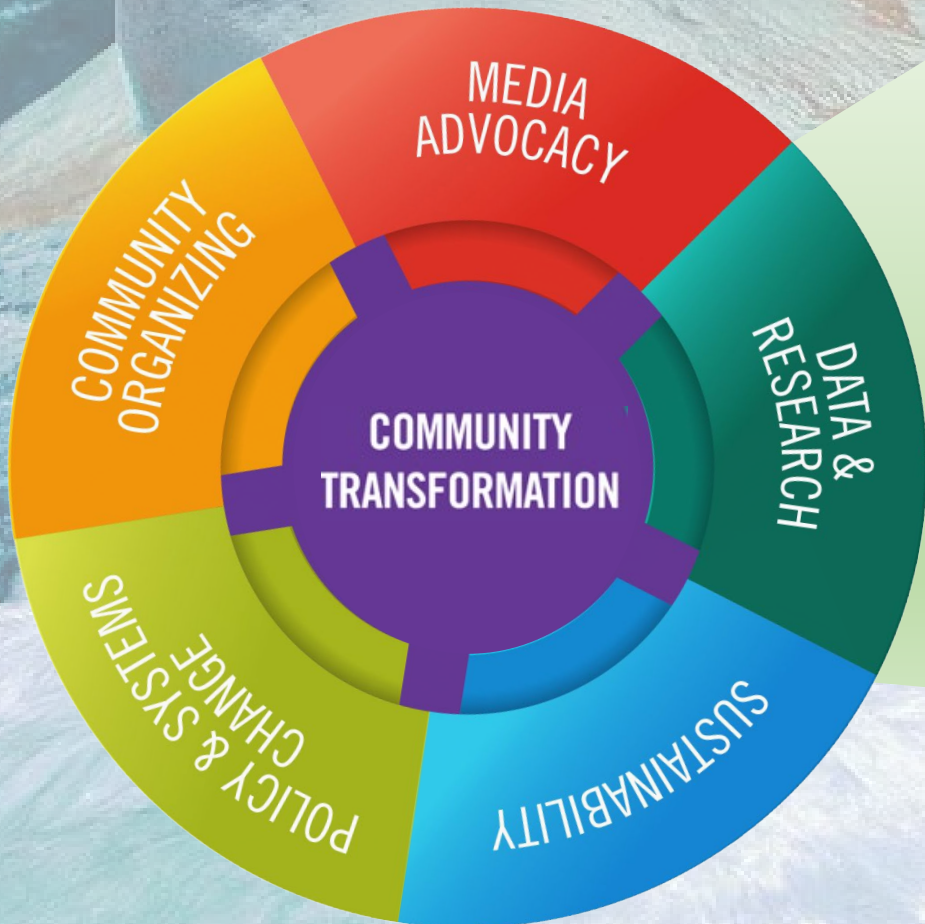


DATA & RESEARCH

Identifying Root Causes...

**Gather data to identify or understand
the problem**

The ACT Model

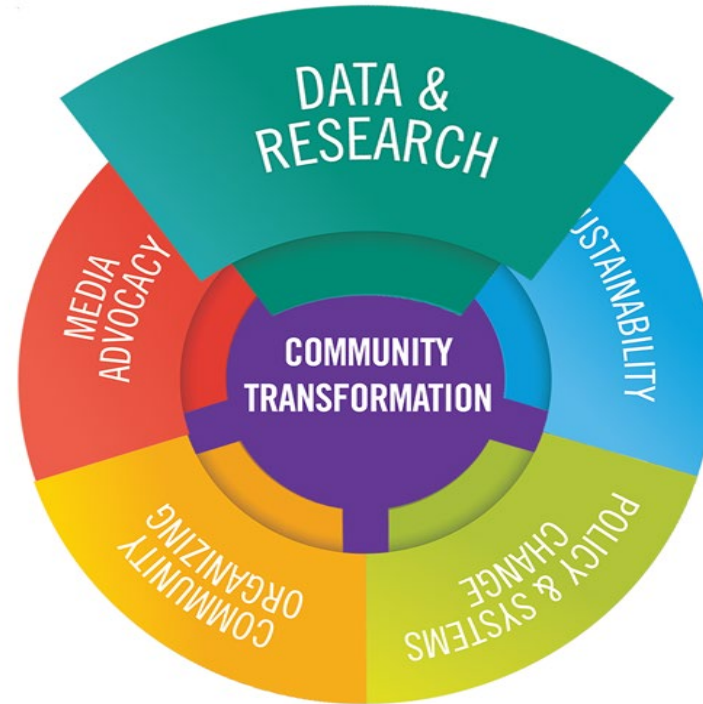


DATA & RESEARCH

A systematic approach to analyzing patterns, trends, and systemic factors contributing to community problems.

QUANTITATIVE DATA

- Surveys
- Environmental Scans
- Polling



QUALITATIVE DATA

- Key Stakeholder Interviews
- Focus Groups
- Listening Sessions
- Observations
- Consultations with Experts

BOTH

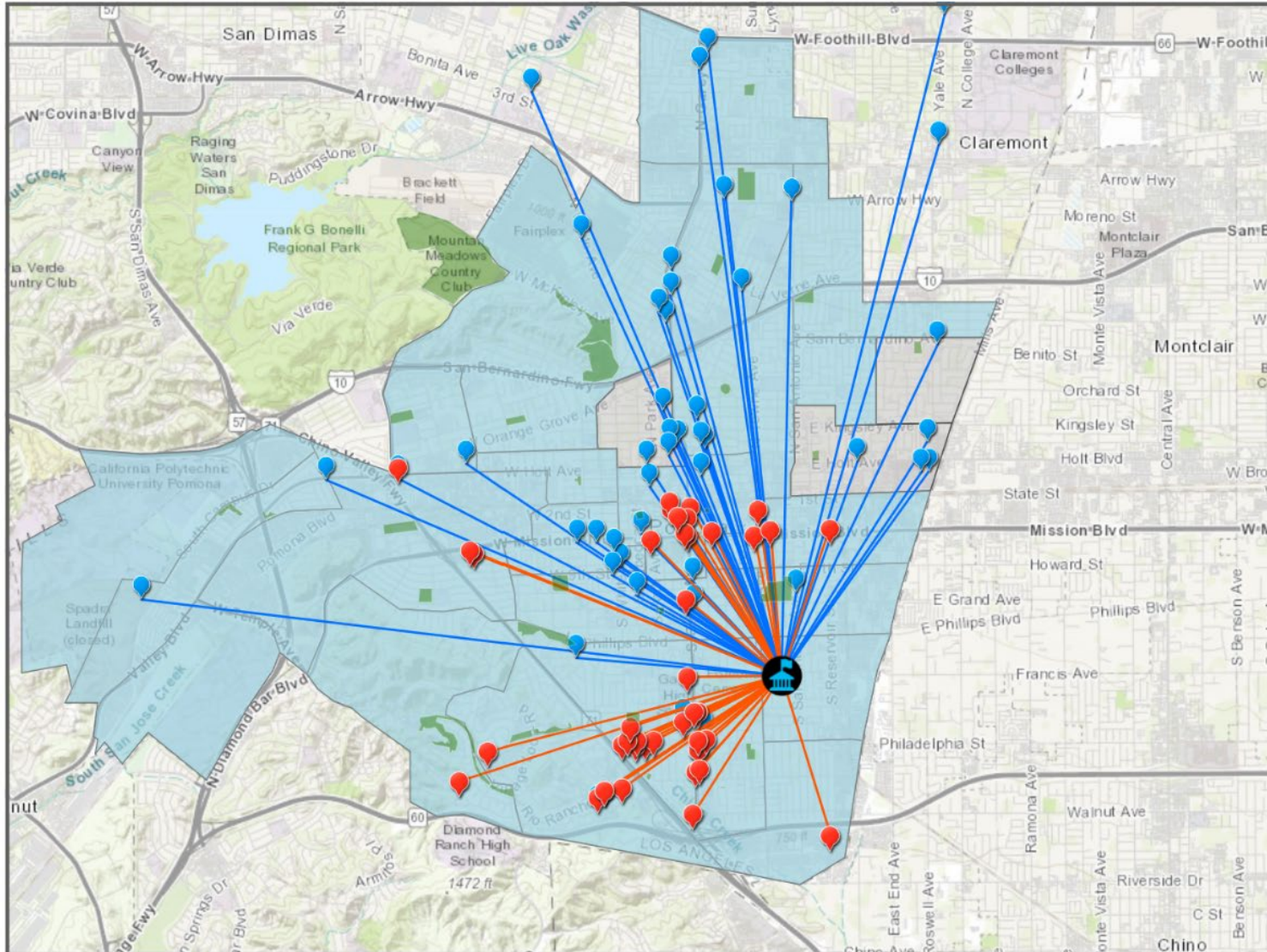
- Geographic Information Systems (GIS) Mapping
 - Data from Public Health & Safety Partners

DATA & RESEARCH

Identifying Root Causes...

- **Consider Systemic Factors**
- **Engage Stakeholders**
- **Ask Why – 5 Whys Technique**

Fast Food vs. Healthy Food Near Simons Middle School – Pomona, CA



Legend

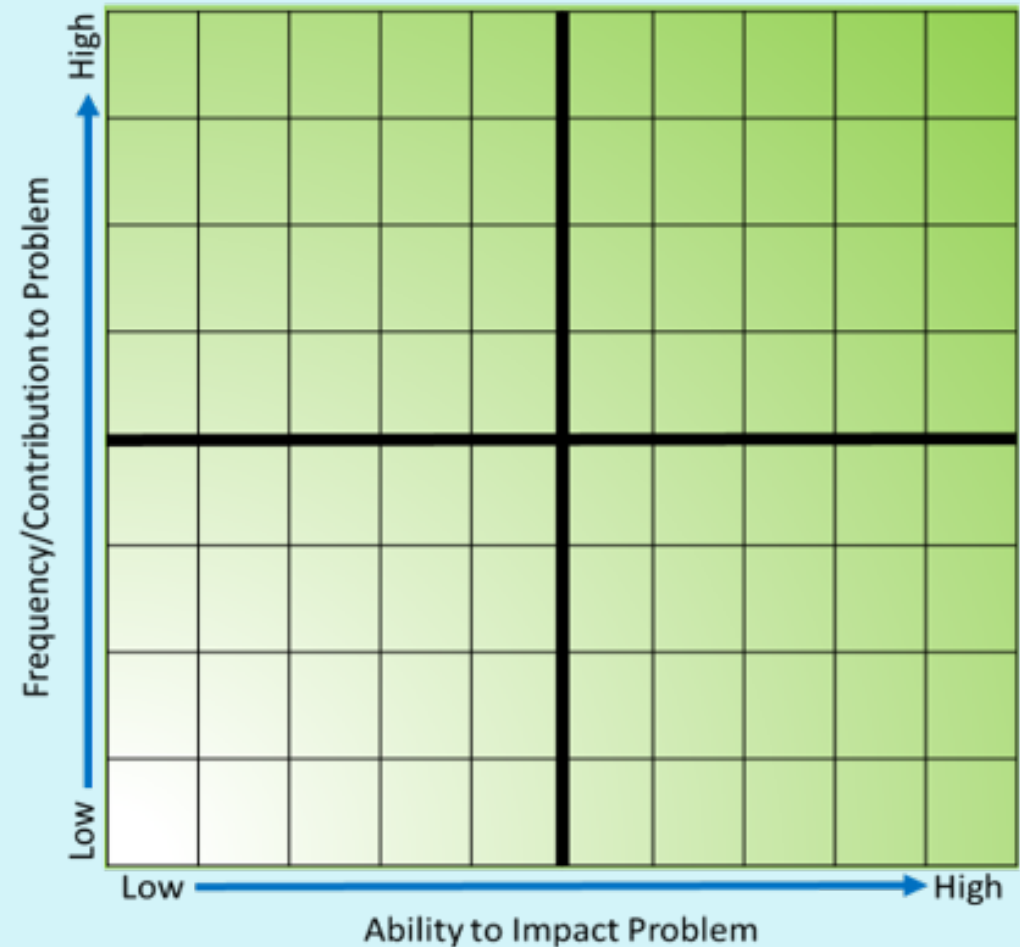
- Simons Middle School
- Parks and Open Space
- Fast Food Restaurants within 5mi of School
- Distance to Fast Food Restaurants from School
- All Healthy Food Access Within 5mi of School
- Distance to All Healthy Food Access from School
- Simons Middle School 1 mi Buffer
- Low Access Census Tracts
- Pomona_CensusTracts

DATA & RESEARCH

Identifying Root Causes...

Rank causes of problems according to:

- Frequency/Contribution
- Ability to impact the problem



Why is understanding the root causes of community problems so important?

**Root causes inform
the direction of
policy advocacy
efforts.**

Root Causes



Which policies



Community Conditions



Healthier environments/
Better health outcomes

Sustainable

Policies

Big 'P' vs Little 'p'



Public Policy: Federal, State, Local Laws

- **What's Sold & How It's Sold/Promoted:** Regulate availability and promotion of unhealthy products
- **Parks & Open Spaces:** Safe, clean parks, green space and open areas
- **Look, Feel & Safety:** Safe, well-maintained surroundings
- **Transportation:** Safe, accessible, affordable transit
- **Housing:** Safe and affordable housing
- **Food:** Better access to healthy food options, community gardens

Institutional Policy

- **Schools**
 - Literacy/language programs
 - Behavioral health services
 - Early childhood education
 - Vocational Training
- **Healthcare**
 - Quality of care
 - Linguistic & cultural competency
 - Provider & pharmacy availability

More on Policy Advocacy

- Types
 - Evidence-Based
 - Evidence-Informed
 - Promising
- Resources
 - Policy Menus: SAMHSA, Trust for America's Health, PolicyLink
 - Model Policies: GettingitRightfromtheStart.org, ChangeLab Solutions, CityHealth.org

The ACT Model



COMMUNITY ORGANIZING

Mobilizing communities to build collective power.

- Involve those effected
- Include in every stage
- Community members lead: 'It's Their Show'

More on Community Organizing

- Keep the focus 'upstream'
- MUST be community-driven
- Be flexible and celebrate small wins

West Hollywood, CA

A comprehensive assessment revealed:

- Highest on-sale density in LA County
- Nuisance activity in neighborhoods
- Overserving practices
- Complacent attitude about enforcement

ROOT CAUSE of Alcohol-Related Problems in WeHo

=

Inadequate enforcement of business' practices within Entertainment Districts

Safe WeHo Leadership Council

INSTITUTIONAL POLICY: Alcohol Liaison Officer added to WeHo Sheriff's Dept.

- DUI arrests down 37%
- Drunk arrests down 40%
- Part 1 crime down 6%

Casa de Oro, CA

A youth-led assessment revealed:

- 100% of liquor stores out of compliance
- 19 liquor stores (ABC's limit = 3)
- 6 schools in the surrounding area
- Drastically different from La Jolla

ROOT CAUSE of Alcohol-Related problems
=
Zoning laws that discouraged healthy businesses from coming to area

Casa de Oro Alliance

PUBLIC POLICY: New Area-Specific Plan

- New Zoning Laws
- Better public transit access
- Wider sidewalks/
better traffic management





Thank
You!

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Survey

(Thank you!)



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