

CALIFORNIA PREVENTION LEADERSHIP PROJECT STRATEGIC PLAN



Purpose:

The purpose of this document is to guide the California Prevention Leadership Project's future directions, expand the impact of the Project, and support fund development efforts. The audience is Leadership Team members, other California health department leaders, partners, and funders.

Who We Are:

The California Prevention Leadership Project (CPLP) is a unique statewide collaboration dedicated to strengthening capacity of public health departments to implement upstream strategies that remove health inequities and prevent disease. It is guided by local health departments, in partnership with state public health leaders. A Leadership Team comprised of senior leaders from 25+ local health departments (LHDs) and statewide LHD affiliate organizations representing every region of California, explores and lifts up promising practices. These practices use policy, systems and environmental (PSE) approaches, directly tackle health equity, engage community and non-traditional partners, and promote a System of Prevention.

Our Vision:

California health departments prioritize and implement upstream strategies that remove health inequities and prevent disease.

Our Mission:

Elevate upstream prevention as a higher priority for local health departments (LHDs) and develop their capacity to prevent disease by improving the determinants of health with a focus on health equity.

Why Does This Work Matter?

Chronic disease is the leading cause of premature morbidity, mortality, health inequities and rising health care costs. Traditional body-part, disease-specific, and individual-centric approaches have failed to reverse this trend. The goal of CPLP is to place an integrated approach to upstream prevention higher on the agenda of every LHD, and to strengthen capacity to address the fundamental conditions that determine a community's health.

Our Unique Role in California's Public Health Landscape:

CPLP is a collaboration of CCLHO (Health Officers) and CHEAC (Health Directors). It is the only project that brings statewide local health department organizations together (Health Executives, Health Officers, Data Managers and Epidemiologists, Nutritionists, Health Education Directors, Directors of Public Health Nursing, and Maternal, Child and Adolescent Health Directors), and in partnership with the California Department of Public Health around chronic disease prevention. It is driven by LHD priorities, incorporates urban, rural and frontier perspectives, and includes LHDs not represented by regional public health alliances. As a project partially supported by the California Department of Public Health (CDPH) and The California Endowment, its state-local role is distinct: CPLP offers local successful strategies to both advance the work in LHDS and to help inform CDPH on public health strategies for California.

Values We Are Committed to:

- **Health Equity:** Address the upstream factors that determine a community's health, including racial equity, using an integrated PSE approach.
- **Collaboration:** Support strong cross-sectoral partnerships and community-driven approaches by building partner capacity to influence policies and systems for better health.
- **Elevating diverse approaches:** Lift up locally driven interventions that fit the realities of diverse environments and communities, and illuminate statewide strategies to improve local implementation.

Guiding Principles:

- **Utilize an Upstream Focus:** We emphasize approaches with the highest potential impact: policies and priorities aimed at the community or population level.
- **Advance policy, systems, and environmental changes:** We address the underlying community conditions that influence health.
- **Apply a spectrum of strategies for broad impact:** We recognize differences between LHDs and support locally driven strategies across the spectrum of prevention that are appropriate to the jurisdiction.
- **Foster Inclusive and Honest Dialogue:** We encourage open and honest exchange of challenges, successes and opportunities across all levels of public health.
- **Integrate health equity, climate change, and a life course approach into upstream prevention:** We encourage interventions that prioritize improvements to health equity, that account for impacts on climate change, and that employ a life course approach to increase the effectiveness of interventions throughout people's lives.
- **Seek transformative approaches in partnership with communities to eliminate health inequities:** We encourage community-driven strategies to power imbalances that perpetuate health inequities and seek to embed chronic disease prevention in every community throughout the state.

- **Leverage the strategic value of partnership and collaboration:** We promote connections across sectors and disciplines to avoid duplication and effect system-wide change.
- **Support strong state-regional-local collaboration:** We strive for a unified approach of statewide coordination coupled with local innovation.

Contributions to the Field:

CPLP has contributed to capacity building in California health departments in a number of ways, including the following:

- Chronic disease prevention using broader PSE strategies has become a higher priority or focus in many California LHDs and LHD statewide groups.
- Public health has developed stronger working relationships with the planning sector.
- Elevating local experiences and recommendations (e.g., integrated chronic disease prevention approach, life course approach) has influenced state leadership actions and practice.
- Through this statewide network, senior LHD leaders are learning about and applying upstream strategies in prevention, health equity and determinants of health.
- Initiated the LHD dialogue on public health and delivery system partnerships for upstream prevention and built local capacity to partner with health systems.
- Illuminated new partners and new ways to work with existing partners (e.g., social services, housing and community development).
- Strengthened collaboration across affiliate groups (e.g., MCAH, DPHN).
- Equipped LHDs to build climate change and Adverse Childhood Experiences approaches into their chronic disease strategy and partnerships.
- Leadership development and support has been provided to areas of the state not represented by regional public health groups.

Priorities:

1. **Leadership Development:** Build capacity of emerging and experienced public health leaders in California to implement upstream strategies that remove health inequities and prevent disease.
2. **Integrated Prevention:** Strengthen the state-local partnership and workforces to implement upstream, integrated PSE strategies, promote health equity across categorical programs, and leverage accreditation standards and measures.
3. **Partnering for health equity:** Transform local health departments and key institutions of California to promote health and health equity and support public health accreditation.
4. **Healthcare partnerships for upstream prevention:** Advance seminal public health and health care partnerships to improve community wellness.

Four-Pronged Strategic Approach:

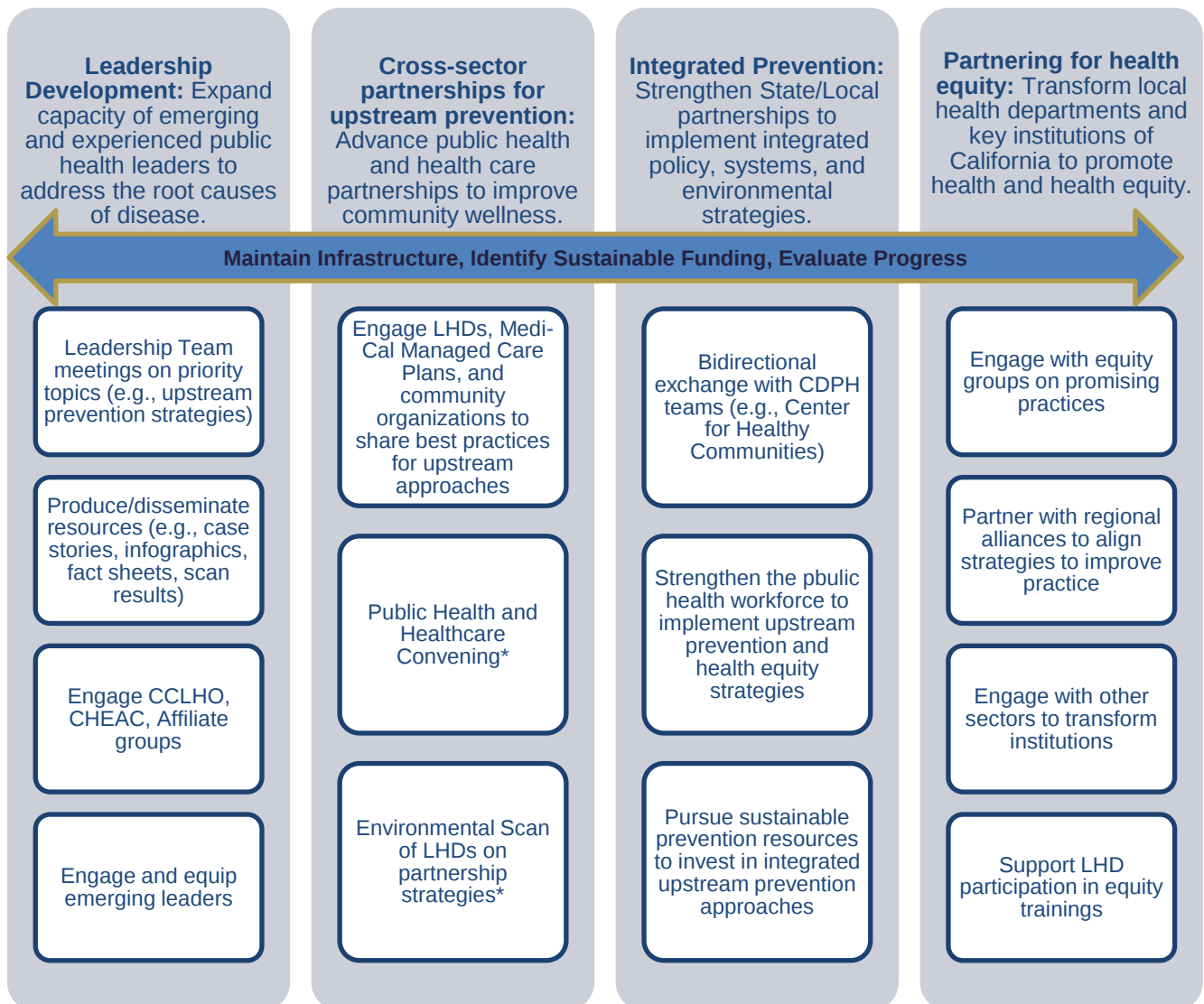
1. **Statewide Leadership Team** (LT) and ad-hoc workgroups of senior leaders representing 25+ LHDs, CDPH, and affiliates guides Project efforts to both ensure local relevance and promote a critical mass for collective action.
2. **Clearinghouse hub** for researching, identifying and disseminating promising practices, and producing key resources: case stories, environmental scans, infographics.
3. **Regional and state convenings** promote a peer learning network for promising practices, collaboration and innovation, and elevates those local experiences to influence state leadership actions/Inform state practice.
4. **Partnerships leverage and extend impact** through engagement with regional collaboratives (e.g., Bay Area Regional Health Inequities Initiative, Central California Public Health Consortium, Rural Association of Northern California Health Officers, and the Public Health Alliance of Southern California) and with CA4Health, ChangeLab Solutions, Human Impact Partners, Prevention Institute, California Alliance for Prevention Funding and others.

Goals:

1. Increase innovation and effectiveness by exploring best practices in upstream prevention.
2. Train the public health workforce to implement upstream prevention strategies.
3. Foster internal and external partnerships.
4. Define, measure, and evaluate upstream prevention goals.
5. Communicate vision, value, and outcomes to shift the narrative about prevention.

2025 Priorities and Key Activities:

2025 Strategic Direction: Support Local Health Jurisdiction/Managed Care Plan investments in upstream, primary prevention approaches highlighted in local Community Health Assessments and Community Health Improvement Plans.



The graphic above outlines the key activities of the Leadership Team, with the asterisked healthcare activities dependent on securing healthcare support. There are also three overarching activities of maintaining the infrastructure, identifying sustainable funding, and evaluating progress.