

HERO

**HEALTH EXTENSION
RURAL OFFICE**



UNM HEALTH SCIENCES CENTER

New Institutional Vision Statement

“The University of New Mexico Health Sciences Center will work with community partners to help New Mexico make more progress in health and health equity than any other state by 2020.”

vision
2020



UNM HEALTH SCIENCES CENTER

Comments from a Sampling of Community Health Leaders

- Important to overcome image:
 - “University of ABQ,”
 - “UNM only present while grant funds last”
- UNM needs to:
 - Commit to long term partnerships, not just when grant present
 - Build upon local wisdom, leaders, organizations, programs
 - Create central office at UNM, single telephone number to help communities and providers navigate the UNM Health System
 - Have full-time presence in all communities like NMSU



Quality Care is Not Enough

ex. Diabetes in Native Americans

- Recommended Preventive Services:
 - Native Americans have best rates
- Deaths from Diabetes:
 - Native Americans have highest rates

New Mexico Dept of Health 2010 Report on Ethnic Disparities in Health



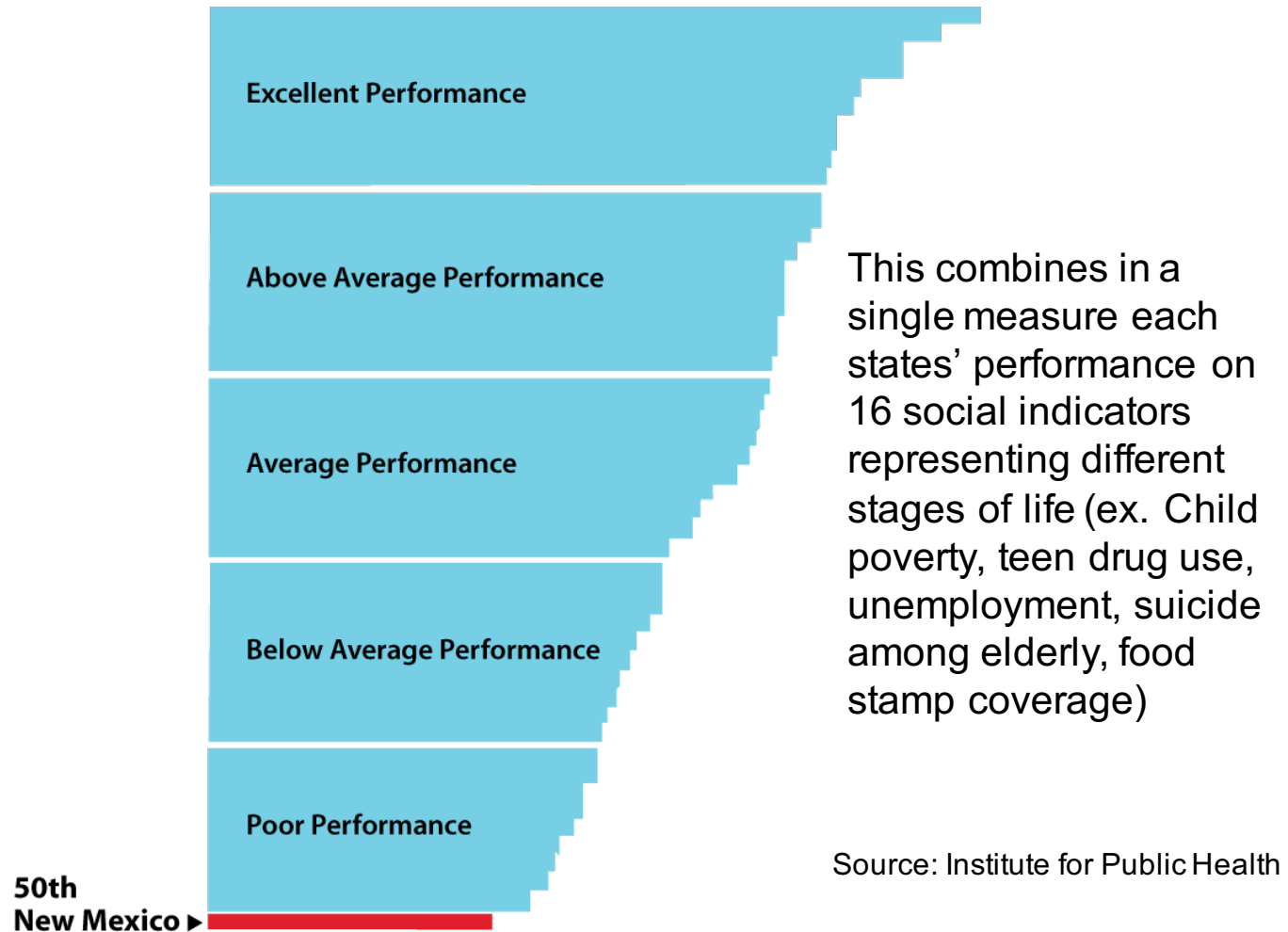
Addressing Social Determinants to Affect Health Risks and Conditions

- Graduating from high school can save as many lives as quitting smoking!
- 16% CV deaths among women, 9% among men attributable to lack of high school degree

Krueger PM, Tran MK, Sumner RA, Chang VW (2015) Mortality Attributable to Low Levels of Education in the United States. PLoS ONE 10(7):e0131809. doi:10.1371/journal.pone.0131809



The Social Health of the Fifty States: Where is New Mexico?



Establish Health Extension Regional Offices



- Place full-time agents in rural communities across the state
- Link community health priorities with Univ of New Mexico resources
- Monitor effectiveness of university programs in addressing community health needs

Kaufman, A, et al: Health Extension in New Mexico: An Academic Health Center and the Social Determinants of Disease. The Annals of Family Medicine, Jan. 2010, vol. 8 No. 1.



Who Are HEROs?

- Masters level
- Health-related experience
- Identified as leaders within and by their communities
- Extensive knowledge of their communities
- Capacity to collaborate with community stakeholders, community agencies and organizations
- Capacity for working independently

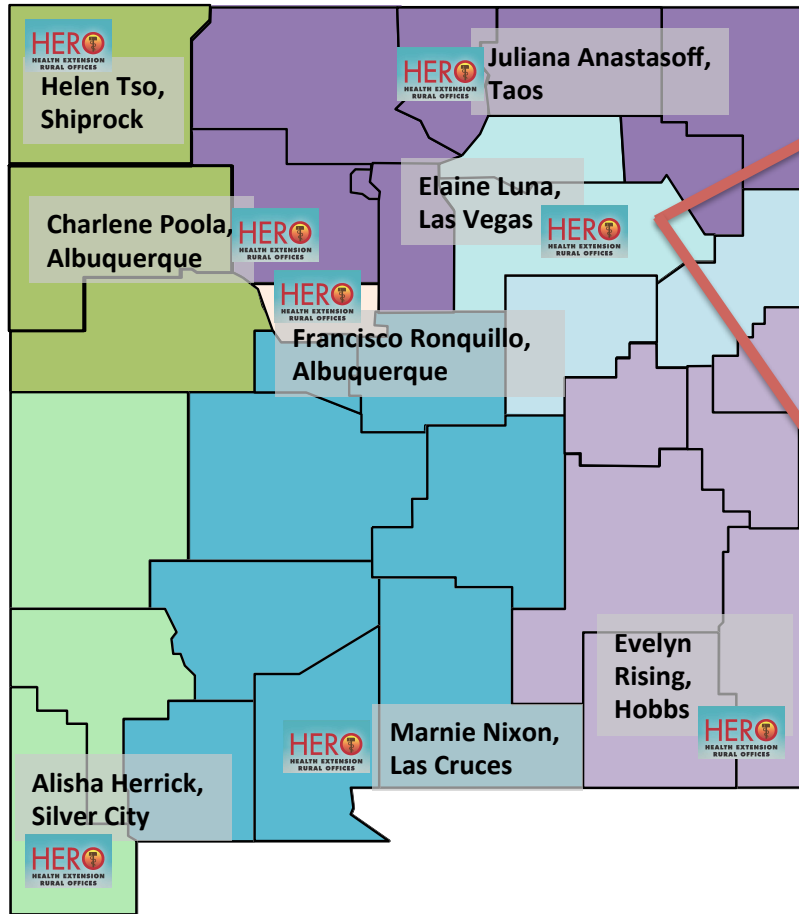


“Horizontal Role” in a “Vertical World”

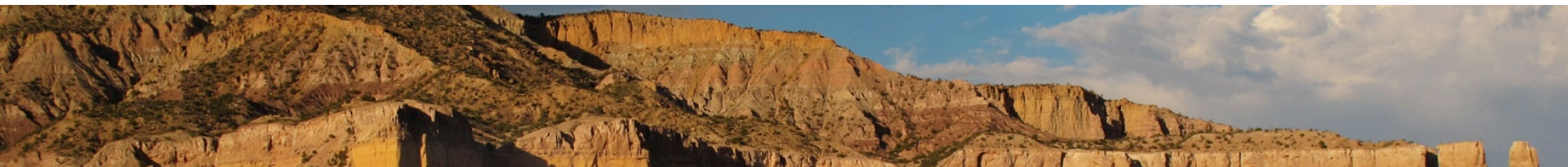
- Universities are centralized and hierarchical while HEROs are “open source,” decentralized
- HEROs “take orders” from their communities as well as employers
- Employer (Univ/Agency) role = mobilize support for HEROs in the field



Map of HEROs and their regions



Components of HERO Hub



Health Priorities of NM Communities and HSC Research Priorities

- County Health Councils' 2007 Priorities (in order)
 - Addictions & Mental Health
 - Obesity & Diabetes
 - Teen Pregnancy
 - Access to Care
 - Violence
- UNM HSC Research Priorities ("Signature Programs")
 - Cancer
 - Cardiovascular and Metabolic Diseases
 - Infectious Disease and Immunity
 - Child Health
 - Environmental Health



Health Measures for Lea County: Red Flags

CATEGORY	US	NM	Lea County
Behavioral/Social Factors			
Prevalence of Smoking (percent adult population)	21	21	29
Prevalence of Obesity (percent adult population)	24	23	29
Motor Vehicle Deaths (per 100,000)	15	23	29
Teen Birth Rate (per 1,000)	22	37	52
Demographics			
High School Graduation (percent adults 25 or older)	84	82	67
Health Access			
Uninsured population (percent under 65)	16	23	28
Health Outcomes			
Prevalence of Diabetes (percent adults)	8	7	11
Cardiovascular Deaths (per 100,000 population)	258	205	280
Cancer Deaths (per 100,000 population)	798	770	942



**Vision 2020 Goal:
WE'RE GETTING THERE!**

New Mexico achieves 4th largest improvement in ranking in the nation-- jumping ahead four states in America's Health Rankings!

STATE	2013 RANK	2012 RANK--REVISED	CHANGE
Wyoming	17	25	+8
Idaho	12	19	+7
Montana	23	28	+5
New Mexico	32	36	+4
New York	15	18	+3

Source: *America's Health Rankings*®—2013 Edition ©2013 United Health Foundation. All Rights Reserved.



HERO's Role in Natl Dissemination of Model (ex.)

- Affordable Care Act Section 5405 “Primary Care Extension Program”
- AHRQ IMPaCT and AHRQ EvidenceNOW
- Beyond Flexner: Natl Invit Conf in NM on “The Social Determinants of Acad Health Ctrs”
- On-line toolkit:
www.healthextensiontoolkit.org



States Developing Health Extension or Community Health Worker Programs

