



# Health Beyond Health Care: Social Drivers of Health

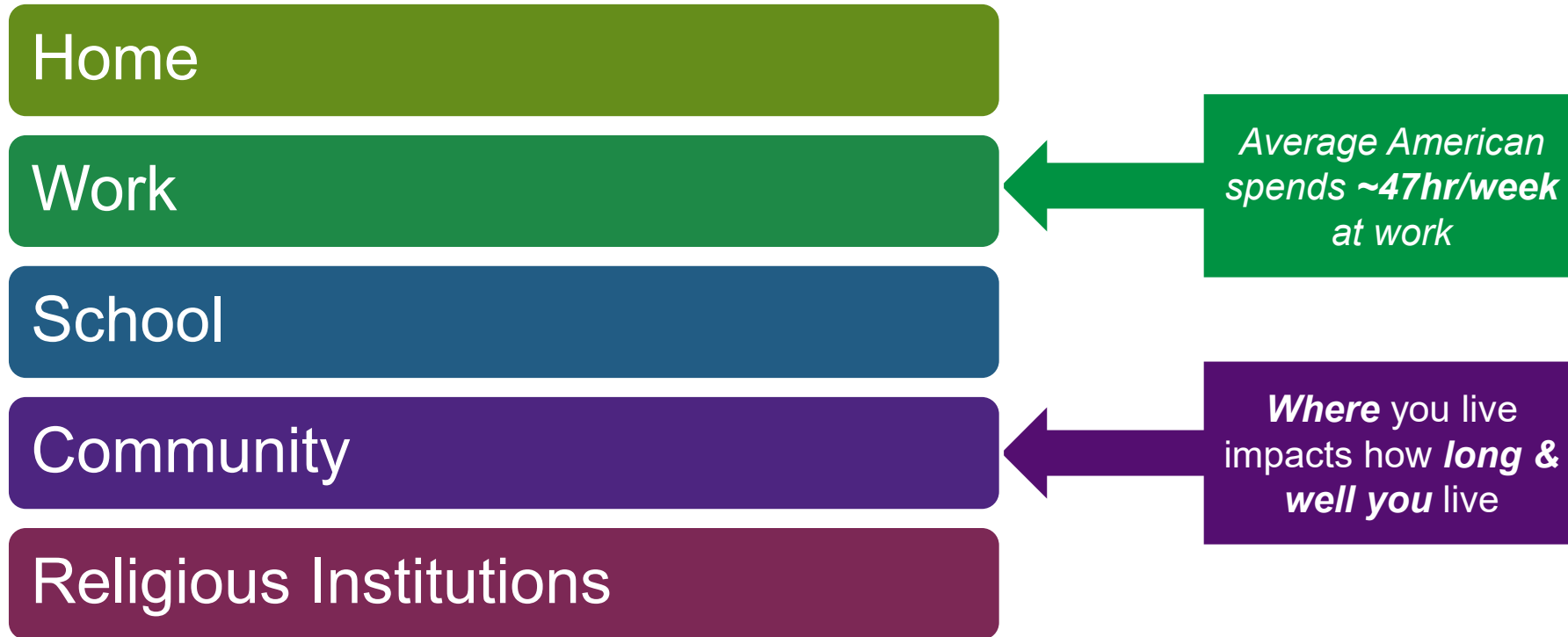
CPHCC Conference | January 15th, 2020

# Objectives

- Raise awareness of Social Drivers of Health (SDOH) and how it impacts health
- Discuss what employers can do and provide resources
- Share what Kaiser Permanente is doing

# Spheres to Influence Health

Health happens where people are:



# Average Life Expectancy

United States\*  
• 78.6 yrs.

California\*  
• 80.90 yrs.

Your Zip Code\*\*  
• TBD

\* [Robert Wood Johnson Life Expectancy Calculator](#)

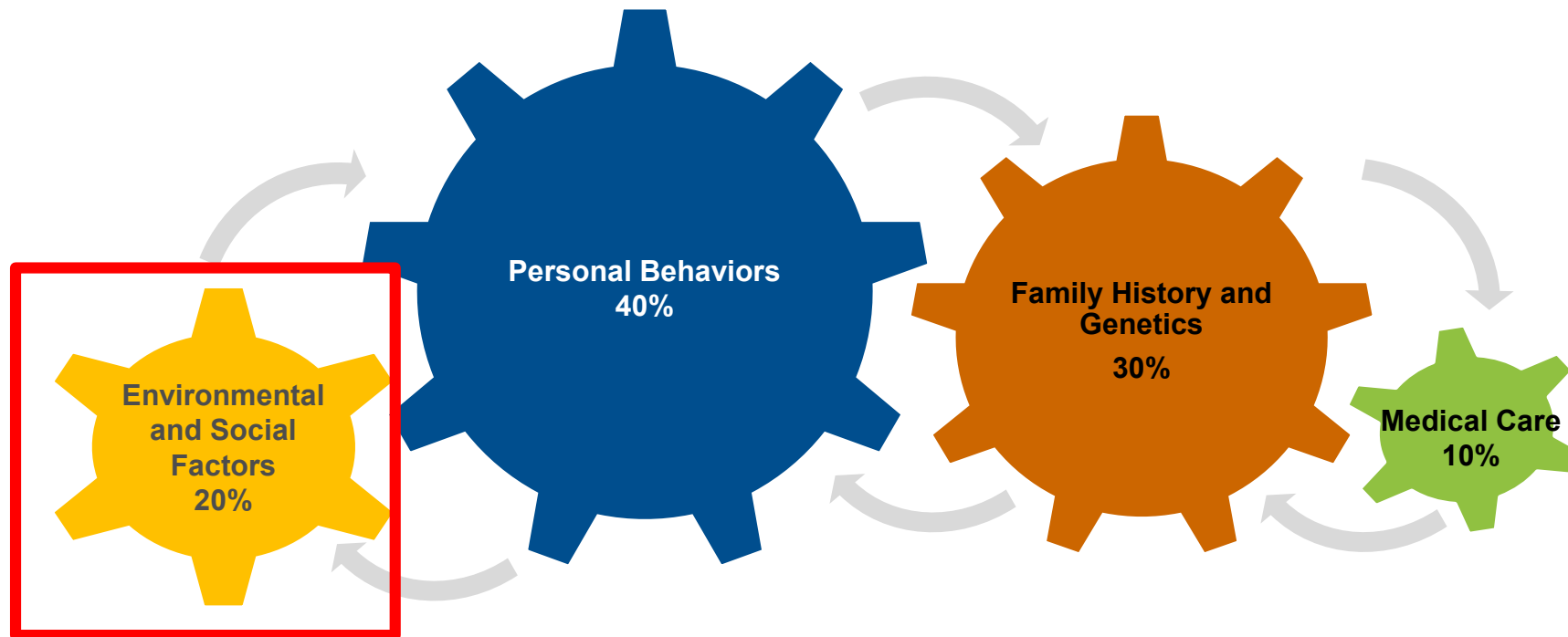
# Location & Life Expectancy

Life expectancy can vary by up to 41.2 years depending on the U.S. zip code in which you live<sup>1</sup>



1. Life expectancy at birth by census tract, 2010–2015, National Vital Statistics Systems, Mortality.

# Going beyond health care



Source: Kaiser Family Foundation (2018). Beyond Health Care: The Role of Social Drivers in Promoting Health and Health Equity

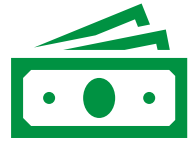
# What are Social Drivers of Health?



**Education**



**Social Context/  
Supports**



**Economic  
Stability**



**Food**



**Health Care  
System**



**Neighborhood &  
Physical Environment**

# Place Matters

## Monica: Neighborhood A

least deprived



Fresh food nearby



Good school nearby & minimal crime



Bike lanes & no litter



Parks & sidewalks for physical activity

Life Expectancy  
82 years:

- Health maintenance and condition management
- Engaged, high work performance

## Sydney: Neighborhood B

most deprived



Long commute and poor public transit access



No fresh food nearby



Heavy Crime & Violence



Poor air quality

Life Expectancy  
71 years:

- Chronic stress, tobacco use, prediabetes
- Missed work days and high workers compensation costs

\*Adapted from CA Endowment "A Tale of 2 Zip Codes"; "Up to 40 percent of annual deaths from each of five leading US causes are preventable" CDC Newsroom, 2014. <sup>2</sup>NDI: Neighborhood Deprivation Index



# Proof Points

## Housing



# 13x

Adults are **13x** more likely to experience severe **psychological distress** if their homes are in foreclosure compared to homeowners with up-to-date mortgage payments<sup>1</sup>

## Food Security



# 60%

Adults are **60%** more likely to experience **heart failure** if they do not have consistent access to affordable, nutritious food, compared to adults who were food secure<sup>3</sup>

## Education



# 2x

Adults without a high school diploma/ GED are **2x** as likely to have **diabetes** compared to those with a college degree<sup>2</sup>

## Income



# 250% FPL

Adults are more likely to have **asthma** if they make less than 250% FPL (\$62K for a family of 4) compared to any other income group<sup>4</sup>

(1) Cannuscio et al, Nursing Outlook, 2018 (2) Center on Society & Health, 2014 (3) Seligman et al, 2002 (4) National Health Interview Survey, 2016

# Social Drivers vs. Social Needs

**Drivers**

- Social Supports
- Education
- Economic Stability
- Food
- Neighborhood & Physical Environment
- Healthcare system

Community conditions  
that drive health

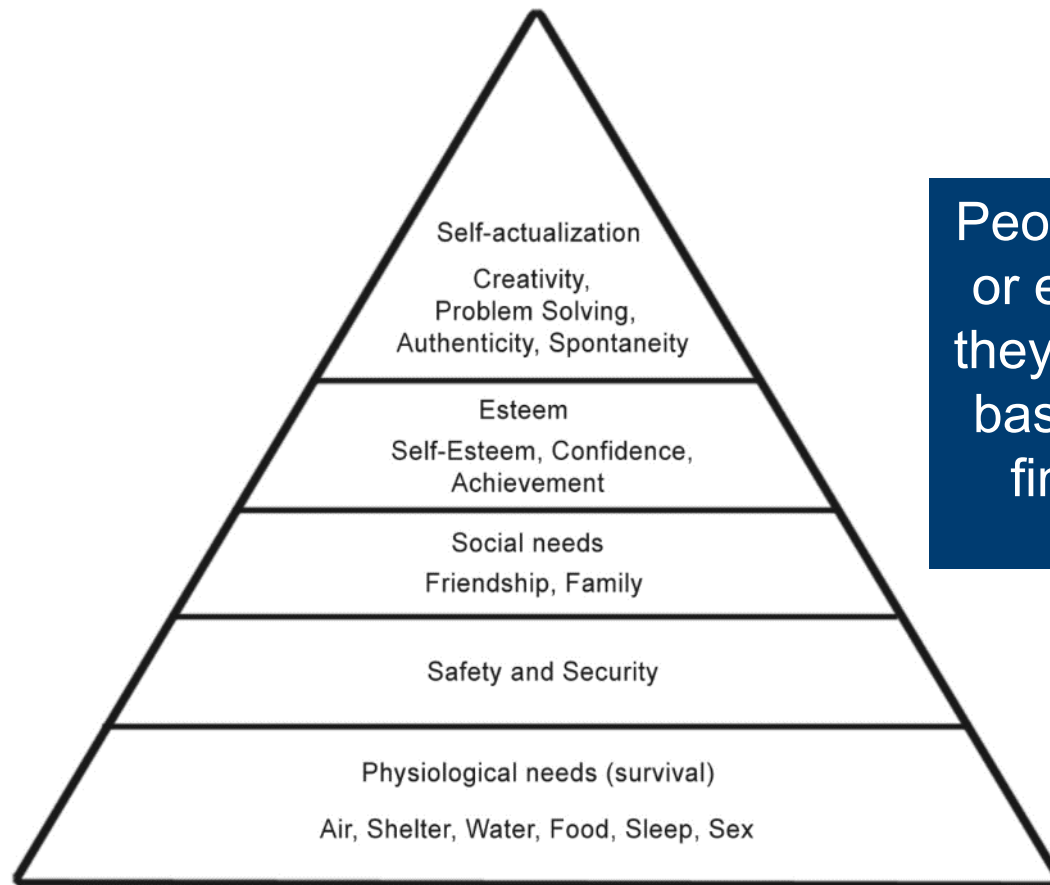


**Needs**

- Living Wage
- Paying rent/mortgage & utilities
- Affordable food
- Reliable Transportation
- Personal Safety

Resources people need to meet  
everyday demands of life

# Addressing social needs is fundamental



People can't manage their health or engage in behavior change if they have to focus on addressing basic needs – like food, shelter, finances, transportation, etc.

**Maslow's Hierarchy of Needs**

## Many are struggling

68%

have trouble meeting at least one social need such as food, health care, housing or utilities<sup>1</sup>

40%

could not pay for an unexpected \$400 expense<sup>2</sup>

1. Kaiser Permanente Social Needs Survey (2019)

2. Federal Reserve (2017) "Report on Economic Well-being of US Households"

# Unmet social needs are barriers to health

SOCIAL NEEDS SERVE AS BARRIERS TO HEALTH ACROSS THE POPULATION.

In fact, a **third** of all Americans experience stress relating to social needs.



**1 in 4** Americans have had an unmet social need they say was a barrier to health in the past year.



**21%** LACKED FUNDS  
21% prioritized paying for food or rent over seeing a doctor and/or paying for medication.



**17%** LACKED TRANSPORT  
17% couldn't go to the doctor/pick up medication because they lacked transportation.



**9%** LACKED HOUSING  
9% couldn't see a doctor regularly because they lacked stable housing.

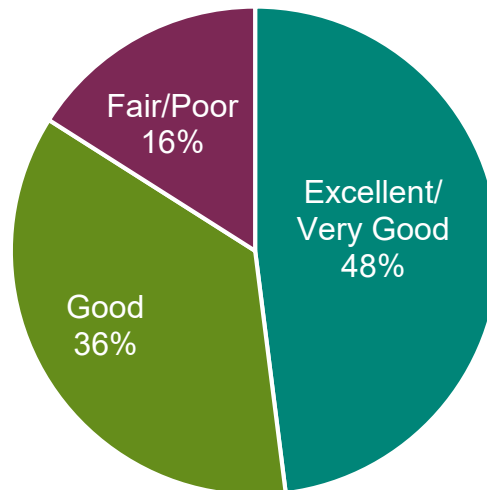


Source: Kaiser Permanente Social Needs In America Survey

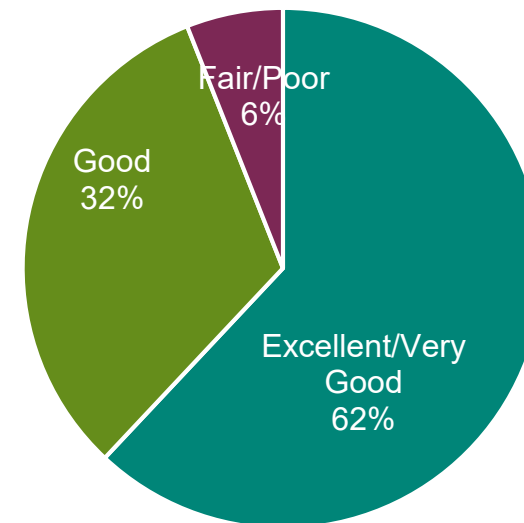
# Health & Unmet Needs

- Individuals with unmet social needs are more than twice as likely to rate their health as fair or poor compared to those without unmet needs.

**Health Status,  
has unmet needs**



**Health Status,  
no unmet needs**



Source: 2019 KP Social Needs Survey

Q28: Would you say that in general your health is excellent, very good, good, fair, or poor?

## Why should employers and plan administrators care?

When employers take action to address the **conditions in which employees' live and work**, employees may:

- ✓ Be **physically healthier**, leading to lower healthcare and workers compensation costs
- ✓ **Experience less stress** due to challenges meeting basic, social needs
- ✓ Be **more productive** at work due to fewer distractions with external stressors
- ✓ Be **more loyal** to the employer, creating competitive advantage



# What can be done?

## Employee-Focused

**Help employees** meet social needs through programs and policies



Drive execution of workforce health strategy that engages all workers



Connect employees to social supports via EAPs & online platforms



Promote financial management and assistance tools

## Community-Focused

**Improve communities** where employees live and the business is located



Assess top needs in your area, with input from the community



Partner with local businesses, coalitions and community organizations to amplify impact



Align volunteer strategy with community needs

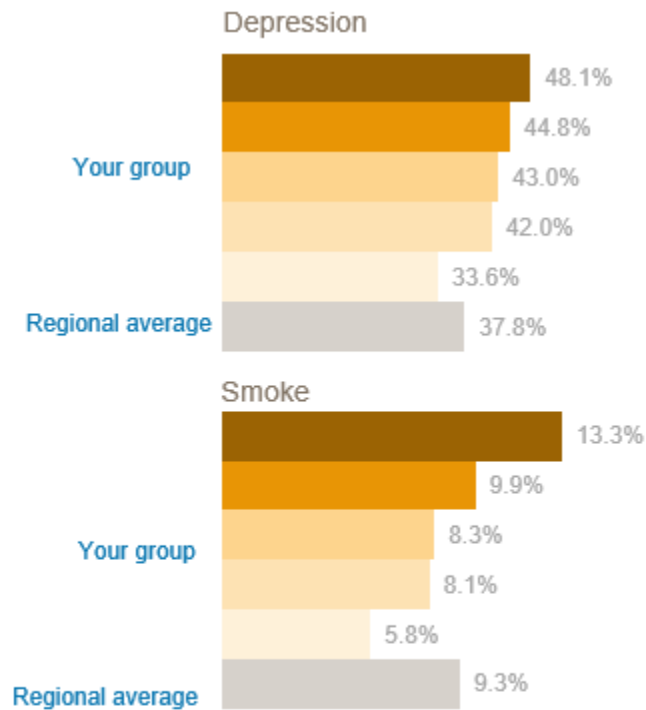


# Simple steps to get started

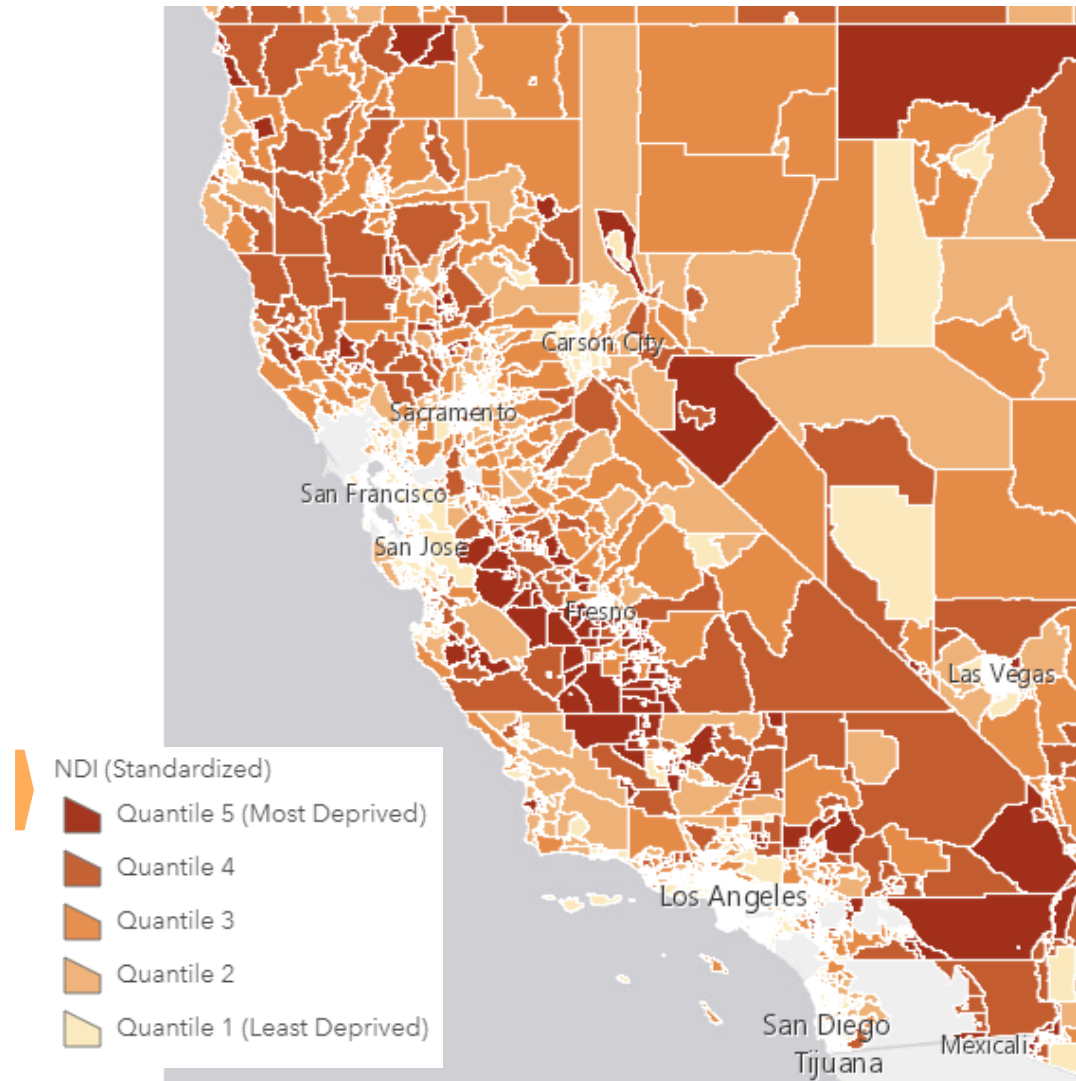


- 1. Identify top **Social Driver priorities** & build into workforce health strategy
- 2. Reinforce existing - or implement new - **workplace policies**
- 3. Increase **awareness and engagement** in existing programs
  - Employee Assistance Programs
  - Financial assistance programs
  - Community partnerships
  - Other programs or resources
- 4. Add **new resources or programs** where there are gaps

# Social Drivers of Health Reporting



Note: Industry averages are based on Kaiser Permanente membership. ISS will be displayed if eligible member population for the metric is insufficient.



# Workplace-focused policies

Competitive pricing  
for healthy foods

Telecommuting  
options

Tuition  
Reimbursement/  
Continuing Education

Flexible scheduling

Paid sick & family  
leave

Carpool & rideshare  
programs

Incentives for public  
transportation

Offer EAP services

Breastfeeding  
promotion programs

# What is Kaiser Permanente doing?

## Focus Areas

Economic Security & Opportunity

Clean Environment

Healthy Behaviors


Access to quality clinical care



## Highlights of Key Strategies

<p>Local Procurement Practices</p> 	<p>Thriving Schools</p> 	<p>City Health</p> 	<p>Thrive Local</p> 
<p>Housing as Health</p> 	<p>Environmental Stewardship</p> 	<p>Community Grants/ Investments</p> 	<p>Research</p> 

# Spotlight: Thrive Local

**Resource Directory** 


Online platform allows users to search and filter for community resources.

Resources updated regularly by contracted vendor

**Community Partner Networks** 

Community Based Organizations (CBOs) outside of KP use vendor platform

KP users send and track referral to Community Partner network

**Technology Platform** 

Closed loop referrals

Bidirectional exchange of information between KP and Community Network

Integration of KP HealthConnect and kp.org

**Integrated clinical and social care, supported by data integration and partnership with community**



# Other resources

## Articles

- Employers Tackle Social Factors Imperiling Workers' Health (SHRM)
  - <https://www.shrm.org/resourcesandtools/hr-topics/benefits/pages/employers-tackle-social-determinants-employee-health.aspx>
- How Social Determinants of Health Affect your Employee Benefit Program (BenefitsPro)
  - <https://www.benefitspro.com/2018/11/15/how-social-determinants-of-health-affect-your-empl/>
- Your Zip Code Might Determine How Long You Live- and the Difference Could be Decades (Time)
  - <https://time.com/5608268/zip-code-health/> - let me know your thoughts on this article. It has really good content but goes deep into discussions of race, poverty and segregation/discrimination.

## Videos

- A Tale of Two Zip Codes by the California Endowment
  - <https://www.youtube.com/watch?v=Eu7d0BMRt0o>

## Life Expectancy Calculator

- Could where you live influence how long you live?
  - <https://www.rwjf.org/en/library/interactives/whereyouliveaffectshowlongyoulive.html>