Population Health Initiative Update

INFORMATION

This item is for information only.

BACKGROUND

The University of Washington sees population health as a broad concept encompassing not only the elimination of diseases and injuries, but also the intersecting and overlapping factors that influence health. These influencing factors include the environment, education, mobility, policy and governance, poverty, racism, infrastructure, access to technology, urban planning, and many more. Together, these issues revolve around three major pillars – human health, environmental resilience, and social and economic equity – that affect the lives of billions of people around the world.

The Population Health Initiative was launched in May 2016 with the goal of bringing the University together with external partners in a more interdisciplinary and collaborative manner to speed progress toward improving the health and well-being of people here and around the world. This presentation will share updates on three initiative education and training programs that launched during summer 2019: a Graduate Certificate in International Humanitarian Response, an Applied Research Fellowship, and a Social Entrepreneurship Fellowship.

Graduate Certificate in International Humanitarian Response

The frequency, duration, impact, and costs of natural, technological, and human-made disasters is increasing. The growing number of these emergencies creates a pressing need for a more broadly trained workforce of humanitarian professionals who are ready to respond.

This certificate – which was approved by the Board of Regents on July 11, 2019, and is offered through the Graduate School – is intended to train an interdisciplinary group of UW graduate and professional students to become that next generation of leaders in international humanitarian response. It will provide these students with a coherent body of study to gain a better understanding of prevention, mitigation, response, and recovery for crises to ultimately assist those affected by disasters (or living in a disaster-prone area) to recover their “normal” way of life.
The inaugural cohort of students for this program are:

<table>
<thead>
<tr>
<th>Name</th>
<th>Degree Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kim Baker</td>
<td>Master of Public Health (Global Health Track)</td>
</tr>
<tr>
<td>Stephen Chadwick</td>
<td>Master of Arts in International Studies</td>
</tr>
<tr>
<td>Rikki Peck</td>
<td>Doctor of Nursing Practice – Population Health</td>
</tr>
<tr>
<td>Priti Shah</td>
<td>Master of Public Administration</td>
</tr>
<tr>
<td>Rachel Wittenauer</td>
<td>Master of Public Health (Global Health Track)</td>
</tr>
</tbody>
</table>

**Applied Research Fellowship**

The Population Health Applied Research Fellowship Program supports multidisciplinary teams of students to work on real-world population health challenges. Projects are sourced from external clients who play an important role in structuring project deliverables. The project team receives training in research skills and data collection, analysis, and presentation to deliver a work product that meets the external client’s needs. This program is run in partnership with the University of Washington’s Center for Studies in Demography & Ecology (https://csde.washington.edu/).

The summer 2019 fellows worked with the Community Health Services Division (CHSD) of Public Health – Seattle & King County to analyze the disparities in birth outcomes between racial groups in King County, accounting for socioeconomic and population trends and investigating possible causes.

Since 1990, Washington State has supplemented standard prenatal care for low-income parents by providing additional Maternity Support Services and Infant Case Management through a program known as First Steps. In King County, CHSD is the largest provider of First Steps services. Despite successes in improving care for low-income pregnant women, First Steps has not been able to comprehensively achieve race equitable birth outcomes in King County.

The fellows’ research shows that women who did enroll in maternity service programs during pregnancy had a different demographic profile to women who have never enrolled in these programs. Differences were identified in race, education, marital status, and country of birth. This finding could help CHSD to refine their outreach approach to underrepresented women.

Analysis of birth outcomes also showed that CHSD services are particularly impactful in reducing the risk of low gestational age and gestational hypertension for all clients. The benefits are found for all races/ethnicities, with some variation
STANDING COMMITTEES

Academic and Student Affairs Committee

Population Health Initiative Update (continued p. 3)

in the magnitude of impact across groups. The analysis also implies that the biggest benefits arose when women are provided with services early in their pregnancies.

The 2019 cohort of Applied Research Fellows were:

<table>
<thead>
<tr>
<th>Name</th>
<th>Degree Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matt Driver</td>
<td>Master of Public Health</td>
</tr>
<tr>
<td>Jane Kim</td>
<td>Doctorate, Nursing Practice</td>
</tr>
<tr>
<td>Michelle Shin</td>
<td>Doctorate, Nursing</td>
</tr>
<tr>
<td>Hilary Wething</td>
<td>Doctorate, Public Policy and Management</td>
</tr>
<tr>
<td>Claire Branley</td>
<td>Bachelors, Public Health-Global Health</td>
</tr>
<tr>
<td>Kiana Rahni</td>
<td>Bachelors, Economics and Political Science</td>
</tr>
</tbody>
</table>


Social Entrepreneurship Fellowship

The Social Entrepreneurship Fellows Program was developed by the Population Health Initiative – in partnership with the Buerk Center for Entrepreneurship, the Evans School of Public Policy & Governance, and CoMotion – to expand opportunities for students to gain real-world experience in social entrepreneurship while providing UW investigators with a road-map to sustainability for their population health-related innovations.
STANDING COMMITTEES

Academic and Student Affairs Committee

Population Health Initiative Update (continued p. 4)

This summer’s fellows were:

<table>
<thead>
<tr>
<th>Name</th>
<th>Degree Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saswata Dey</td>
<td>Master of Business Administration</td>
</tr>
<tr>
<td>Elizabeth Esborn</td>
<td>Master of Public Administration</td>
</tr>
<tr>
<td>Karissa Masciel</td>
<td>Master of Social Work</td>
</tr>
</tbody>
</table>

Pictured (l – r): Esborn, Dey, Masciel.

The fellow’s final presentations and reports offered the UW investigators a detailed analysis in customer discovery, markets, competitive landscapes, and a final recommendation for a business model to move their projects forward.

Dey’s analysis of FOCUS, a mobile app for serious mental illness developed by Psychiatry & Behavioral Sciences professor Dror Ben Zeev (https://sharepoint.washington.edu/uwpsychiatry/WhoWeAre/Pages/FacultySearch.aspx#/profile/2569), explored how the app might be deployed to Medicaid patients with serious mental illness, a vulnerable population that is often overlooked by other more commercially-minded digital mental health companies.

Esborn’s work with Project EMAR, a social robot to reduce stress in high-school teens developed by Elin Bjorling (https://www.hcde.washington.edu/bjorling) of the Department of Human Centered Design and Engineering, led her to interview teachers, school administrators, social entrepreneurs in education, mental health professionals, and engineers to determine the best way to introduce a technology like EMAR into schools.

Masciel was able to synthesize a comprehensive business plan for Communities that Care, a framework to train communities to reduce risky behavior in youth,
STANDING COMMITTEES

Academic and Student Affairs Committee

Population Health Initiative Update (continued p. 5)

developed by David Hawkins and Richard Catalano and now led by Kevin Haggerty (https://socialwork.uw.edu/faculty/professors/kevin-haggerty) of the School of Social Work. The business plan will be used by CTC to grow and continue to thrive as a center within the UW in a sustainable manner.

“The Social Entrepreneurship Fellowship was a fantastic opportunity to work with an interdisciplinary team on an innovative solution to a pressing social issue. It was the perfect peek into what’s possible when sectors align and tackle issues with an open mind. This is exactly the kind of approach I hope to cultivate in my own work as a policy maker.”
– Elizabeth Esborn, 2019 fellow

“We were so impressed with our Social Entrepreneurship Fellow, Karissa Masciel. In 10 short weeks, she was able was able to synthesize a comprehensive business plan for Communities that Care, a framework to train communities to reduce risky behavior in youth. Her ability to seek out information from resources we hadn’t been able to connect with has guided our decision making and been a powerful tool for our work.”
– Kevin Haggerty, endowed professor for prevention

Attachment
Presenters’ Biographical Information
**Claire Branley, Population Health Applied Research Summer Fellow**

Ms. Branley is an undergraduate student majoring in Public Health and minoring in Comparative History of Ideas. She is interested in the relationship between one’s environment and their health, and how systemic issues affect health behaviors.

Ms. Branley has spent three years in a bioengineering lab gaining experience in cardiology research and has been exploring opportunities to apply those skills to her major. The Population Health Initiative experience was the first of what she hopes is many projects focusing on primary care interventions for populations at risk.

In the future, Ms. Branley plans to continue studying and researching systemic issues in health in the United States by pursuing Master in Public Health and Doctor of Medicine degrees.

**Derek Fulwiler, MBA, Director, Population Health Initiative**

Mr. Fulwiler is the Director of Strategy and Communications for the Population Health Initiative. In this role, he is responsible for overseeing implementation of initiative programs and projects, and leading execution of the strategic outreach, engagement, and marketing communications for the initiative.

Mr. Fulwiler possesses nearly 15 years of experience working in marketing, communications, and operational roles in the healthcare industry. Prior to joining the initiative, he served as Director of Communications and Marketing for the University of Washington’s Institute of Translational Health Sciences, responsible for overseeing the Institute’s marketing, communication, and human resource functions.

Before joining the UW, Mr. Fulwiler worked in several different positions at Qualis Health, a population health management organization located in Seattle. Mr. Fulwiler earned Bachelor’s degrees in Communications and Business Administration from the University of Washington, and also holds an MBA from Seattle University.