



**MONDAY, AUGUST 5 @ 12 PM EST
WEBINAR: THE PRACTICAL PLAYBOOK II:**

Building Multisector Partnerships That Work

The first Practical Playbook, published in 2015, examined the intersection of public health and primary care, highlighting stories and practitioners that combined both disciplines. However, in recent years, it has become clear that public health and medicine cannot achieve the goal of healthy communities alone. Multisector partnerships that gather the insight from sectors like housing, transportation, and businesses are needed to address the foundations for community health. [The Practical Playbook II: Building Multisector Partnerships that Work](#) was inspired and written by practitioners who work in all of these sectors, united by the goal of improving health in their communities. Chapters includes stories of how competing hospitals came together in Chicago to improve patient outcomes, advice on how to source the solutions for health from communities themselves, voices from health professionals of the next generation, and many other stories and tools from people on the ground, working in cross-sector partnerships.

There is also a growing need to understand the difference between social needs and social determinants. As disciplines come together to work on health, clarifying terms is necessary to continue driving effort towards solutions for healthy communities. In the Health Affairs blog, [Meeting Individual Social Needs Falls Short of Addressing Social Determinants of Health](#), by Brian Castrucci and John Auerbach, authors called for a renewed focus on the social determinants of health and upstream interventions. Tactics such as policies and improved community conditions were highlighted as the ways to impact health at the community level and readers were challenged to prioritize these strategies.

The de Beaumont Foundation is investing in the policies and partnerships that improve community health. With our programs like the [business and health value proposition](#), [PHRASES project](#), [CityHealth](#), and the [BUILD Health Challenge](#), we are committed to providing the tools and resources that practitioners need. In the age of Public Health 3.0, creating healthy communities is being realized by all sectors and professions. The movement for multisector partnerships and the need to focus on upstream solutions to community health problems needs more allies and practitioners from public health, medicine, and all other sectors.

Join the Webinar

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**Brian C. Castrucci,
DrPH, MA**

President and CEO
of the de Beaumont
Foundation.

Bio

Brian C. Castrucci, DrPH, MA

President and CEO of the de Beaumont Foundation

An award-winning epidemiologist with 10 years of experience working in state and local health departments, Brian brings a unique perspective to the philanthropic sector that allows him to shape and implement visionary and practical initiatives and partnerships and bring together research and practice to improve public health.

Under his leadership, the de Beaumont Foundation is advancing policy, building partnerships, and strengthening the public health system to create communities where people can achieve their best possible health. Among the projects he has spearheaded are CityHealth, the BUILD Health Challenge, and the Public Health Workforce Interests and Needs Survey (PH WINS). He is also an editor and contributing author to *The Practical Playbook. Public Health. Primary Care. Together*, published by Oxford University Press in 2015.

Brian has published more than 70 articles in the areas of public health systems and services research, maternal and child health, health promotion, and chronic disease prevention. His recent work has focused on the public health needs of large cities, the need for better data systems, and public health system improvements.

Brian earned his Doctorate in Public Health Leadership at the Gillings School of Global Public Health at the University of North Carolina at Chapel Hill. He graduated summa cum laude with a Bachelor of Arts degree in political science from North Carolina State University and a Master of Arts degree in sociomedical sciences from Columbia University.

About the Bridging Collaborative

The Bridging Collaborative was built on the recognition that the relationship between public health agencies, health care organizations (systems, hospitals, health systems, etc.) and the community is central to population health improvement efforts.

The purpose of the collaborative is to help strengthen the relationship between public health, health care and the community by supporting and disseminating cross-sectoral population health efforts.

The Collaborative is co-chaired by Terry Allan, Health Commissioner of the Cuyahoga County Board of Health (Ohio), and David Lakey, Chief Medical Officer and Associate Vice Chancellor for Health Affairs at the University of Texas System.

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