

Public Health 101

Principles and Practices of Population-Based
Services



Objectives

- Population Health
- Public Health Core Functions
- Essential Services
- Levels of Prevention
- Levels of Public Health Intervention

What Is Population Health?

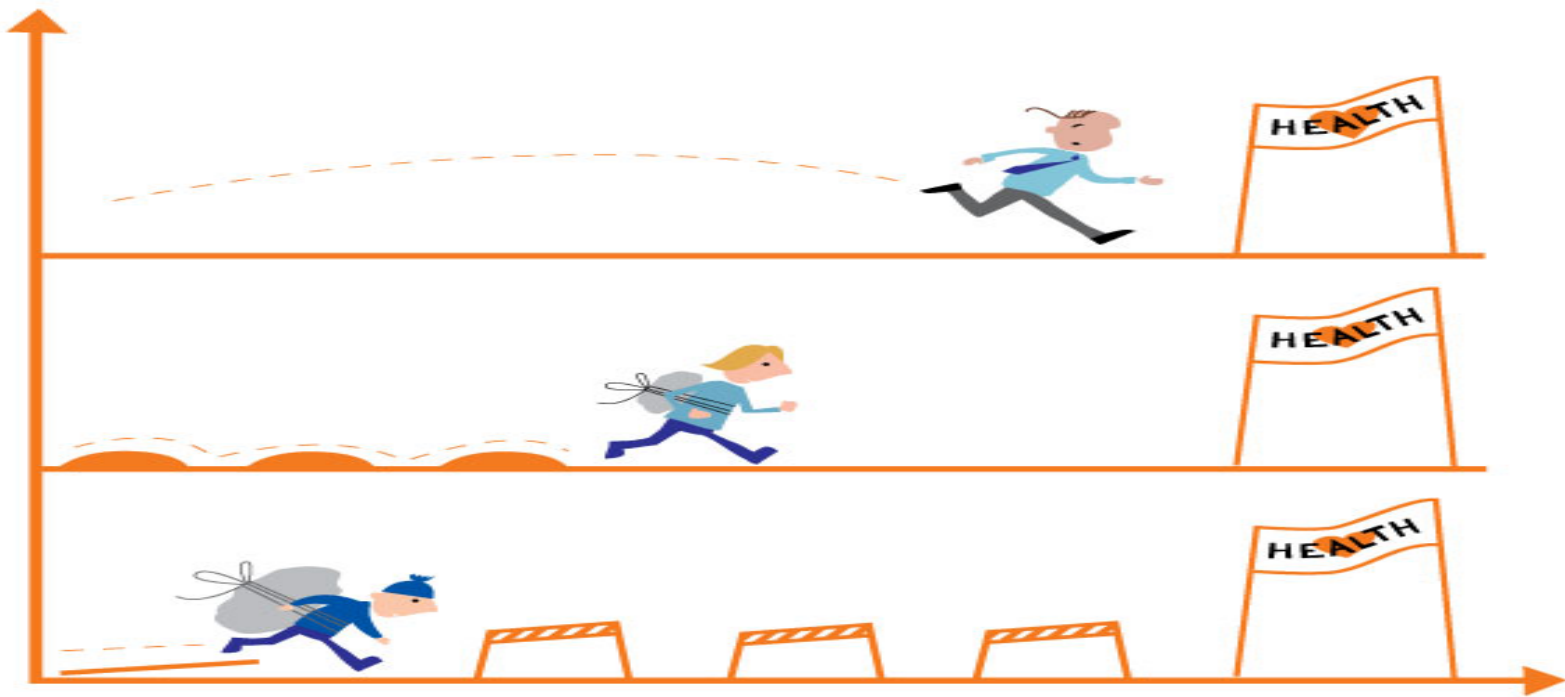


An approach to *health* that aims to improve the *health* of an entire human *population*

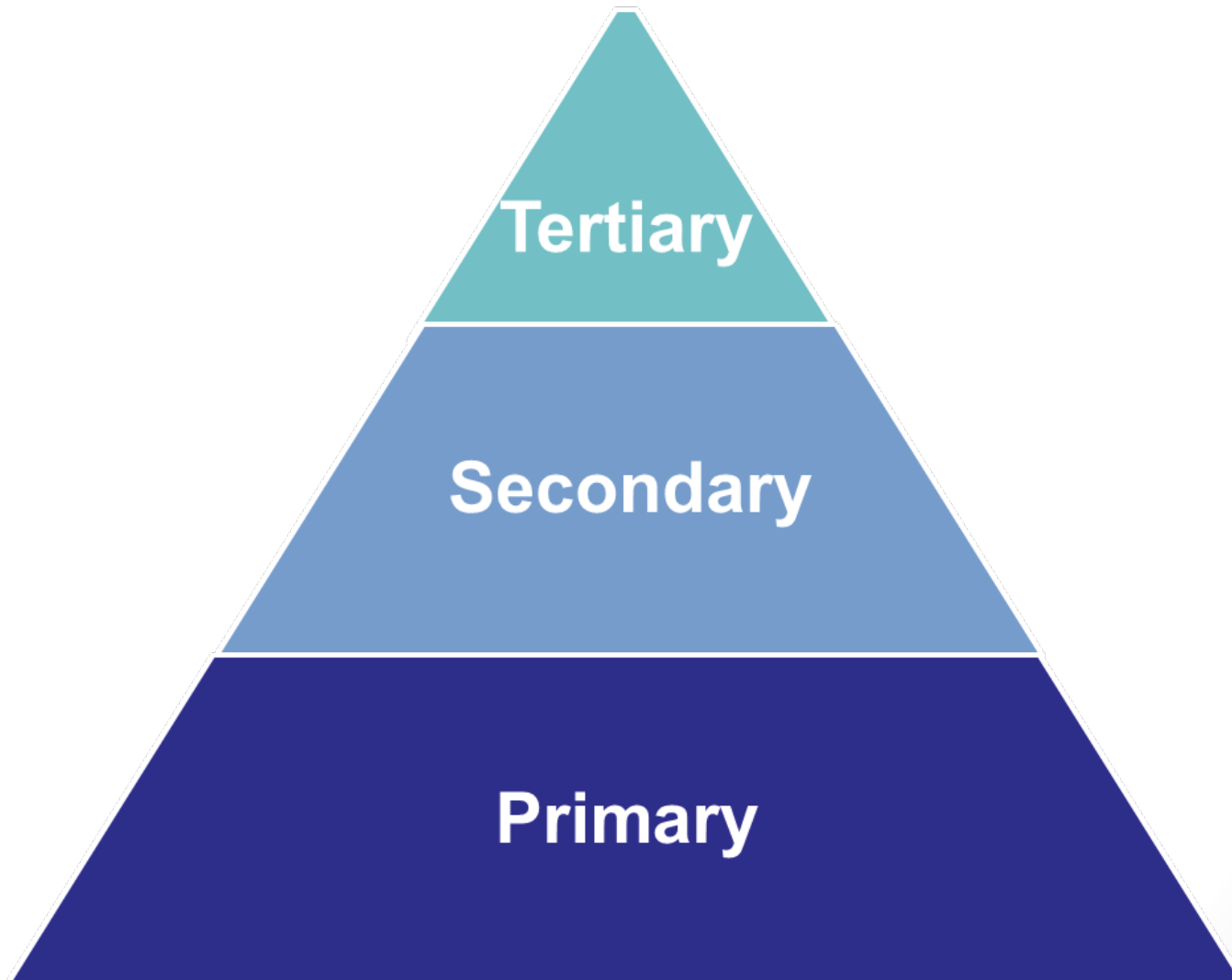
Who Is the Population?



Population Health \neq Distribution of Health



What is Prevention?



Primary Prevention

- Designed to prevent a disease or condition from occurring in the first place
 - Examples: immunization, physical activity to reduce risk of cardiovascular disease

Secondary Prevention

- Identify a disease at its earliest stage so that prompt and appropriate management can be initiated.
 - Example: A person gets a mammogram to detect breast cancer or gets screened for glaucoma.
- Successful secondary prevention reduces the impact of the disease.

Tertiary Prevention

- Reduce or minimize the consequences of a disease once it has developed.
 - Example: most medical interventions
- Eliminate, or at least delay, the onset of complications and disability due to the disease.

What Are Population-Based Interventions?

- Aimed at disease prevention and health promotion
- Affects an entire population or populations at risk
- Targets underlying risks and environmental factors

PUBLIC POLICY

National, state, local laws



COMMUNITY

Relationships among organizations



ORGANIZATIONAL

Organizations, social institutions



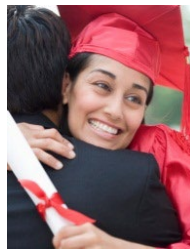
INTERPERSONAL

Family, friends, social networks



INDIVIDUAL

Attitudes, knowledge, skills



Population-Based Health

Level of intervention ...

population at risk



Levels of Intervention

- **Systems**
 - Activities of organizations and government
- **Community**
 - Community or subgroups at risk
- **Individuals and families**
 - Individuals and families at risk

Level of Intervention: Systems

- Requires action on a *large scale* to address a given problem
- Creates *change* in organizations, policies, laws, and structures
- *Long-lasting* way to impact individuals
- Example: statewide smoke-free air law

Level of Intervention: Community

- Focus on *entire community* or groups of people within the community
- Forms *partnerships within community* organizations and groups
- Changes *community* norms, attitudes, awareness, practices and behaviors
- Example: social marketing campaign

Level of Intervention: Individual and Family

- Member of an at-risk population
- Protect communities from *threats to health* posed by individuals
- Changes *knowledge, attitudes, skills, and behaviors*
- Example: promoting breastfeeding among families in the WIC Program
 - Women, Infants and Children



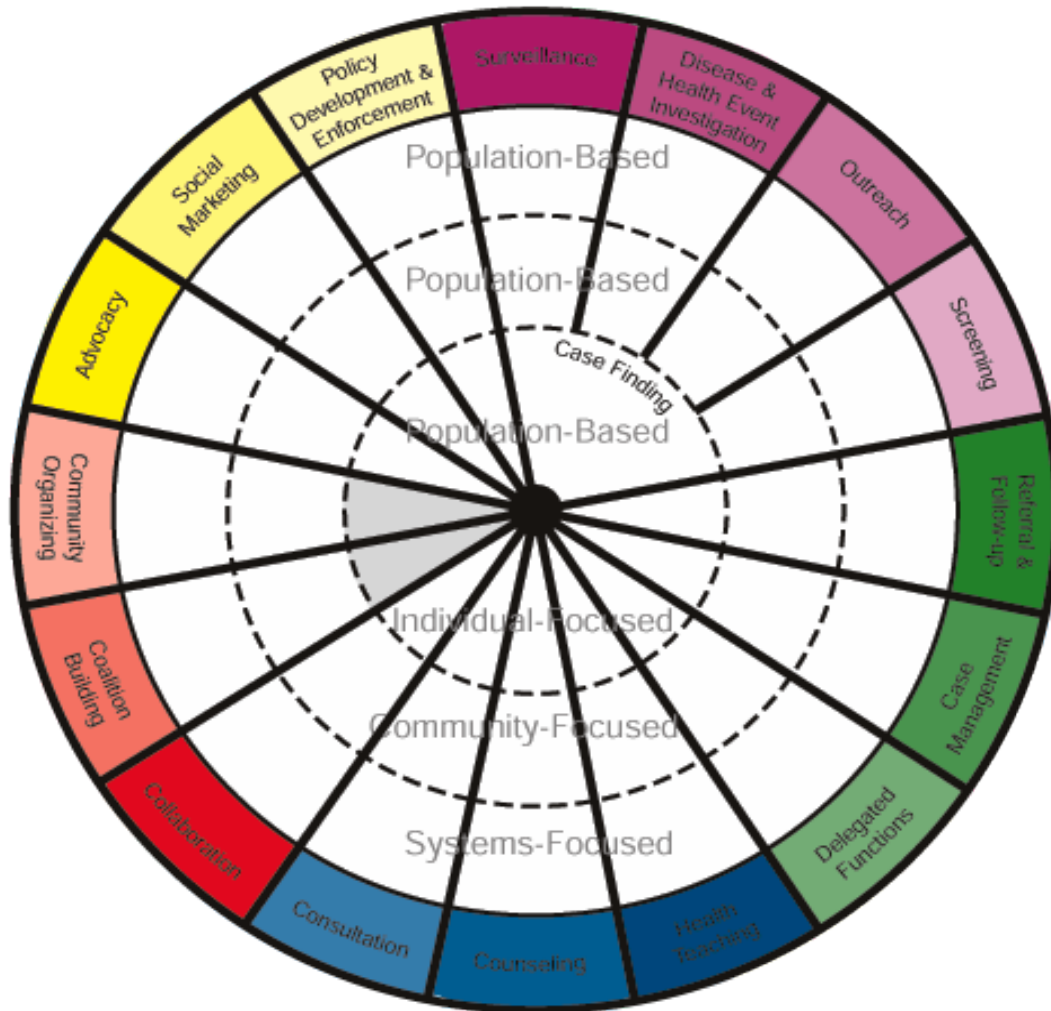
Population-Based Interventions

- Evidence-based
- Best practices
- Promising practices
- *Resource: What Works? Policies and Programs to Improve Wisconsin's Health*
 - <http://WhatWorksForHealth.wisc.edu>

Levels of Intervention Activity

- **Systems**
 - Activities of organizations and government
- **Community**
 - Community or subgroups at risk
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 - Individuals and families at risk

Public Health Interventions



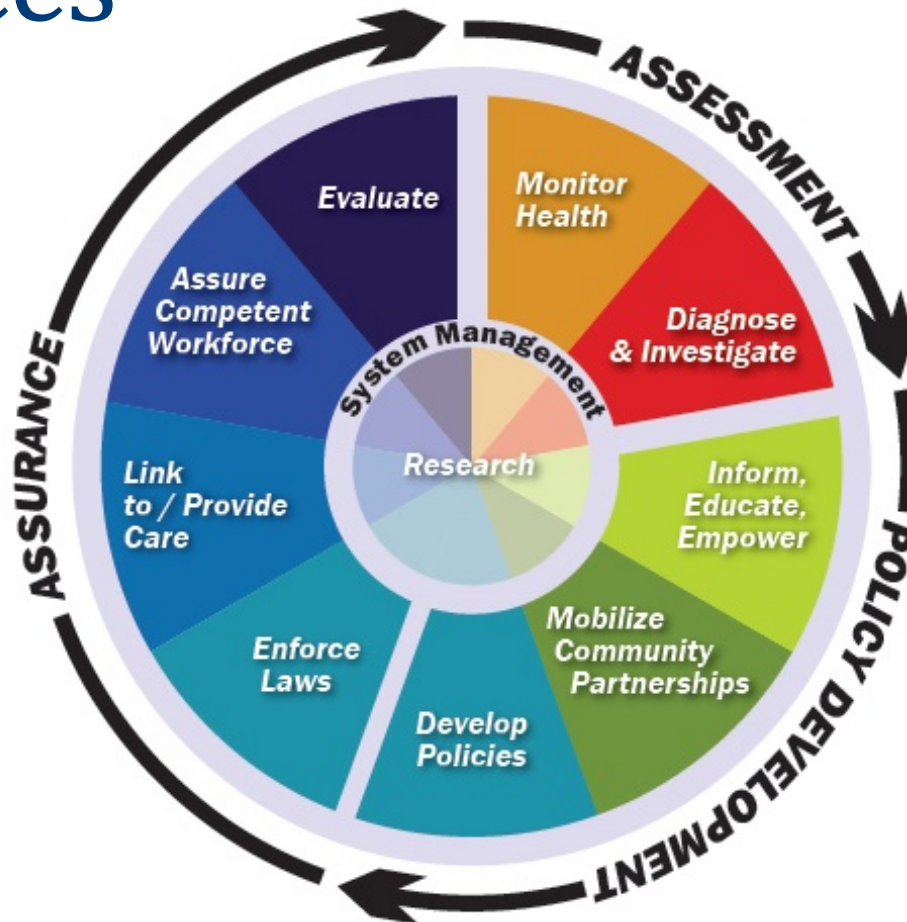
Source: http://www.health.state.mn.us/divs/cfh/ophp/resources/docs/phinterventions_manual2001.pdf

What Do We Do?



Public Health
Prevent. Promote. Protect.

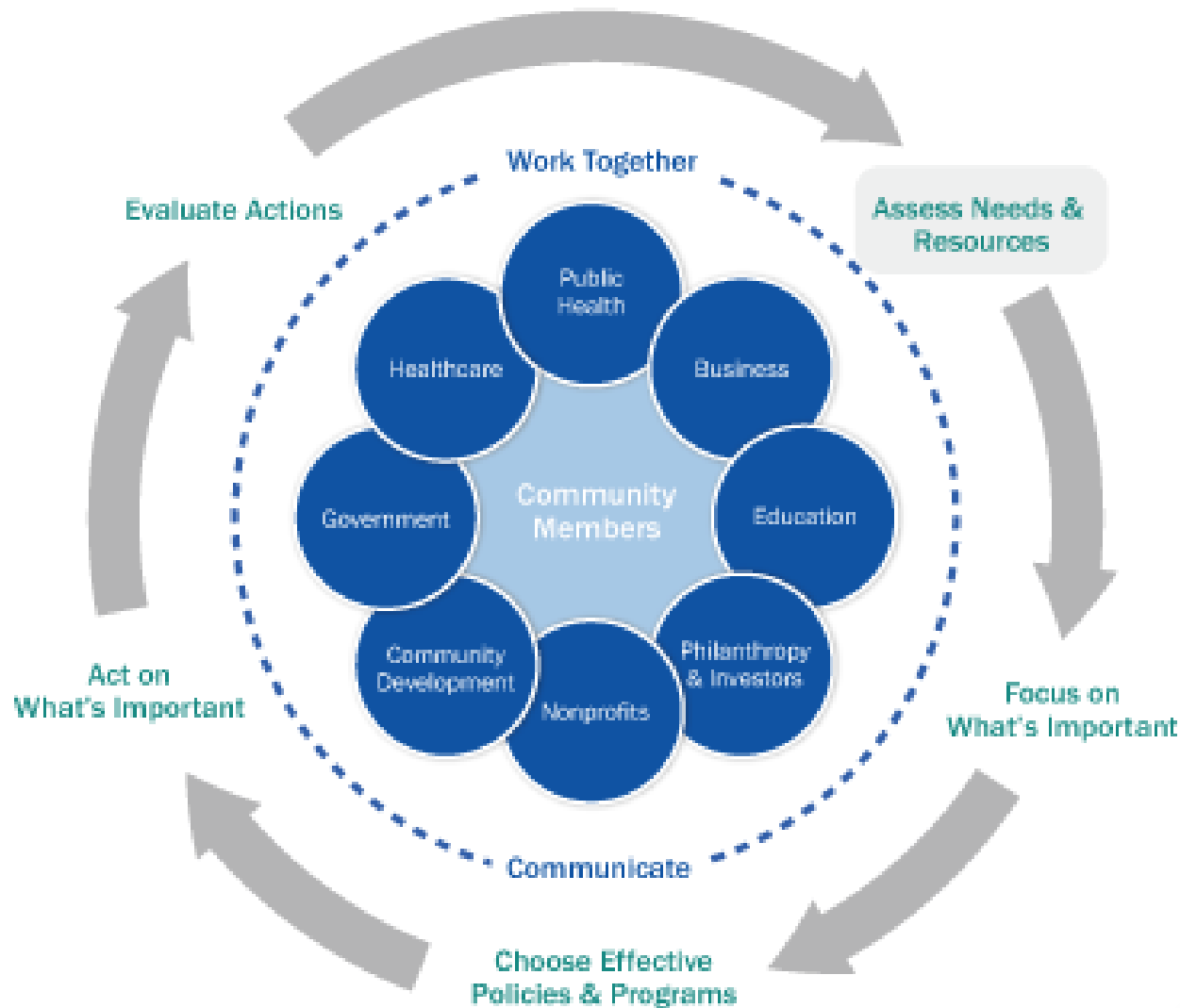
Core Functions and 10 Essential Public Health Services



Core Function 1: Assessment

- **Essential Service One:** Monitor health status to identify and solve community health problems
- **Essential Service Two:** Diagnose and investigate health problems and health hazards in the community.

Core Function 1: Assessment



Healthiest Wisconsin 2020

Health Focus Areas

- Nutrition and adequate, appropriate, and safe food
- Alcohol and other drug abuse
- Chronic disease prevention and management
- Communicable disease prevention and control
- Environmental and occupational health
- Healthy growth and development
- Injury and violence
- Mental health
- Oral health
- Physical activity
- Reproductive and sexual health
- Tobacco use and exposure





Healthy Wisconsin Priorities

- Alcohol
- Nutrition and Physical Activity
- Opioids
- Suicide
- Tobacco

Cross-cutting Issue - Adverse Childhood Experiences (ACEs) and Resilience

Core Function 2: Policy Development

- **Essential Service Three:** Inform, educate, and empower people about health issues.
- **Essential Service Four:** Mobilize community partnerships and action to identify and solve health problems.
- **Essential Service Five:** Develop policies and plans that support individual and community health efforts.

Policy Development: Big “P” and Little “p”

| <i>Big P Policies</i> | <i>Middle P Policies</i> | <i>Little P Policies</i> |
|---|---|--|
| <ul style="list-style-type: none">• Affordable Care Act• Farm Bill• Healthy Hunger Free Kids Act• Federal Tobacco Tax • State Tobacco Tax• Clean Indoor Air Act• SSB or Trans Fat Tax• State Child Care Licensing• PE Graduation Requirements | <ul style="list-style-type: none">• Smoke Free City Ordinances• Complete Streets Policies• Zoning Regulations• Land Use Plans• City Child Care Licensing• Procurement Policies• Menu Labeling | <ul style="list-style-type: none">• School Wellness Policies• Joint Use Agreements• Worksite Wellness Policies• Smoke Free Campuses• EBT and WIC at Farmers' Markets• Baby Friendly Hospital Policies |

Core Function 3: Assurance

- **Essential Service Six:** Enforce laws and regulations that protect health and assure safety.
- **Essential Service Seven:** Link people to needed personal health services and assure the provision of health care when otherwise unavailable.
- **Essential Service Eight:** Assure competent public and personal health care workforce.
- **Essential Service Nine:** Evaluate effectiveness, accessibility, and quality of personal and population-based health services.

Core Function 4: System Management

- **Essential Service Ten:** Research new insights and innovative solutions to health problems.

National Public Health Performance Standards

Four concepts:

1. Based on the 10 Essential Public Health Services.
2. Focus on the overall public health system.
3. Describe an optimal level of performance.
4. Support a process of continuous quality improvement.

National Public Health Performance Standards

Focus on the “system”

- More than just the public health agency
- “Public health system”
 - All public, private, and voluntary entities that contribute to public health in a given area.
 - A network of entities with differing roles, relationships, and interactions.
 - All entities contribute to the health and well-being of the community.

National Public Health Performance Standards

Benefits

- Improve organizational and community communication and collaboration.
- Educate participants about public health and the interconnectedness of activities.
- Strengthen the diverse network of partners within state and local public health systems.
- Identify strengths and weaknesses to address in quality improvement efforts.
- Provide a benchmark for public health practice improvements.

National Public Health Performance Standards

How to use for performance improvement:

- The NPHPS performance assessments can help people understand gaps between current performance and the optimal level of performance as described by the standards.
- Results of the assessments should be incorporated into a broader planning process (a state health improvement process or a local board of health strategic planning process).

Public Health Accreditation Board (PHAB)

- PHAB was formed as the non-profit entity to implement and oversee national public health department accreditation. Program development began in May 2007 with the incorporation of PHAB.



*Advancing
public health
performance*

What Is Public Health Accreditation?

- Measurement of health department performance against a set of nationally recognized, practice-focused, and evidence-based standards
- Recognition of achievement of accreditation within a specific time frame by PHAB

What Is Required?

- **PHAB Standards and Measures, version 1.5**
 - 12 domains
 - 32 standards and over 100 measures
 - Required documentation for each measure
- **Specific prerequisite documents**
 - Community Health Assessment (CHA)
 - Community Health Improvement Plan (CHIP)
 - Strategic Plan
 - Workforce Development Plan
 - Public Health Emergency Operations Plan
 - Quality Improvement Plan

What's the Point?

- Improve and protect health of public.
- Measure performance through national system of common standards.
- Drive continuous improvement.
- Advance quality and performance of all health departments.
- Demonstrate accountability.





Welcome to Your New Role in Public Health!



Questions?

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