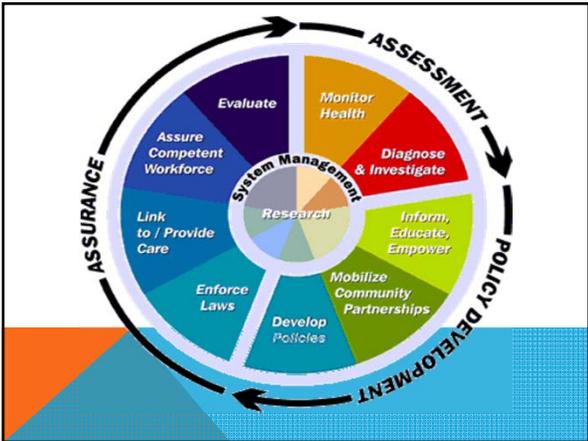


THE 10 ESSENTIAL PUBLIC HEALTH SERVICES

- Monitor health status to identify community health problems
- Diagnose and investigate health problems and health hazards in the community
- Inform, educate, and empower people about health issues
- Mobilize community partnerships to identify and solve health problems
- Develop policies and plans that support individual and community health efforts
- Enforce laws and regulations that protect health and ensure safety
- Link people to needed personal health services and assure the provision of health care when otherwise unavailable
- Assure a competent public health and personal health care workforce
- Evaluate effectiveness, accessibility, and quality of personal and population-based health services
- Conduct research to attain new insights and innovative solutions to health problems

Public Health Functions Steering Committee (1994)



INSTITUTE OF MEDICINE REPORT 2002



2002- *The Future of the Public's Health in the 21st Century*, the Institute of Medicine states that:

"The governmental public health infrastructure has suffered from political neglect and from the pressure of political agendas and public opinion that frequently override empirical evidence".

IOM: CHANGES NEEDED FOR A HEALTHY NATION

Multiple strategies by **multiple sectors** needed to achieve desired outcomes;

Adopt a population health approach that builds on evidence of the multiple determinants of health;

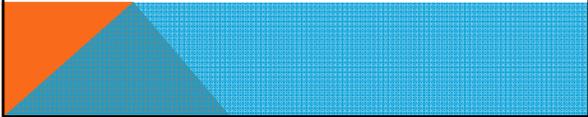
Strengthen the governmental public health infrastructure—the backbone of any public health system;

Create a new generation of **partnerships** to build consensus on health priorities and support community and individual health actions;

Develop appropriate systems of accountability at all levels to ensure that population health goals are met;

Assure that action is based on evidence; and

Acknowledge communication as the key to forging **partnerships**, assuring accountability, and utilizing evidence for decision making and action.



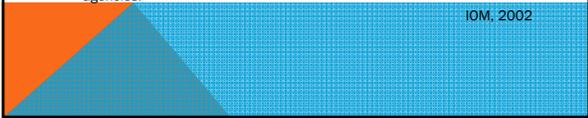
BENEFITS AND FORMS OF PARTNERSHIPS

In authentic community-based partnerships, the participation and contributions of various stakeholders are likely to produce benefits in the form of increased effectiveness and productivity by reducing duplication of effort and avoiding the imposition of solutions that are not congruent with the local culture and needs.

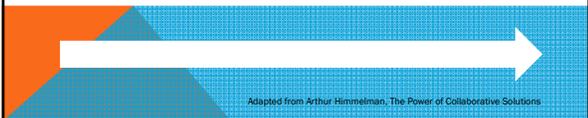
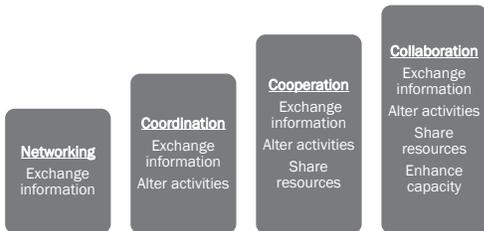
Community partnerships are also likely to have the benefits of empowering the participants, strengthening social engagement, establishing trust, and ensuring accountability.

A variety of vehicles can be used for community collaborations, including coalitions, partnerships, community advisory boards, consumers' rights and advocacy groups, and nonprofit organizations. These groupings can bring together participants from many sectors of a community, including businesses, ethnic groups, faith-based organizations, and various public agencies.

IOM, 2002



CONTINUUM OF COLLABORATION

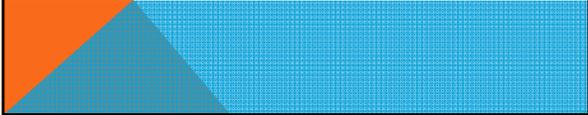


Adapted from Arthur Minroeliman, The Power of Collaborative Solutions

**HEALTHIEST WISCONSIN 2020:
COLLABORATIVE PARTNERSHIPS FOR
COMMUNITY HEALTH IMPROVEMENT**

Objective 1: Increase the use of effective strategies to promote partnerships to improve health outcomes through Web-based resources and a pool of trained experts.

Objective 2: Increase the proportion of public health partnerships that demonstrate balanced power, trust, respect, and understanding among affected individuals, interested individuals, and those with capacity to affect the issue.



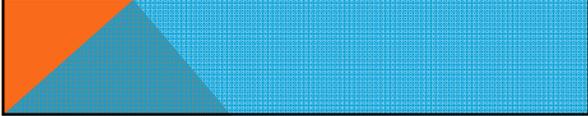
PUBLIC HEALTH ACCREDITATION BOARD



**DOMAIN 4: ENGAGE WITH THE COMMUNITY TO
IDENTIFY AND ADDRESS HEALTH PROBLEMS**

Standard 4.1: Engage with the public health system and the community in identifying and addressing health problems through a collaborative process.

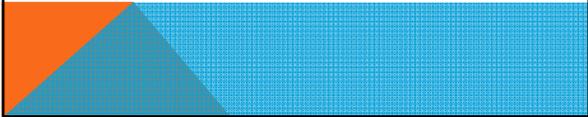
- Measure 4.1.1: Establish and/or actively participate in partnerships and/or coalitions to address specific public health issues or populations
- Measure 4.1.2: Link stakeholders and partners to technical assistance regarding models of engaging with the community.



DOMAIN 4 CONTINUED...

Standard 4.2: Promote the community's understanding of and support for policies and strategies that will improve the public's health.

- Measure 4.2.1: Engage with the community about policies and/or strategies that will promote the public's health.
- Measure 4.2.2: Engage with the governing entities, advisory boards, and elected officials about policies and/or strategies that will promote the public's health.



SUGGESTED RESOURCES

Kania, John & Kramer, Mark. Winter 2011. *Collective Impact*.
http://www.ssireview.org/articles/entry/collective_impact

Principles of Community Engagement, 2nd Edition, National Institutes of Health, June 2011

The Future of the Public's Health in the 21st Century, Institute of Medicine, 2002

Wolff, Tom. 2010. *The Power of Collaborative Solutions. Six Principles and Effective Tools for Building Healthy Communities*. San Francisco, CA: Jossey-Bass.

