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Public Health 101: Principles and Practices of Population-Based Services

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Overview

- Background
- Levels of prevention
- Public health core functions
- Essential services
- Level of interventions
- Public Health Intervention Model
- Group activity

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Healthy People in Healthy Wisconsin Communities

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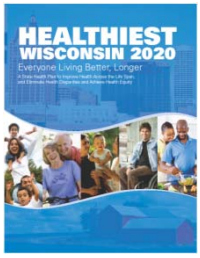
Vision: Everyone Living Better, Longer



Overarching Goals:

- **Improve health across the life span**
- **Eliminate health disparities and achieve health equity**

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What is Prevention?

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Prevention

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Levels of Prevention

Population-Based Interventions

- Primary Prevention
  Preventing disease, disability, and death

- Secondary Prevention
  Screening and early diagnosis

- Tertiary Prevention
  Treatment and rehabilitation

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Public Health's Greatest Achievements 20th Century

"What do you think were some of public health's greatest achievements?"

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Ten Best Public Health Achievements in the 20th Century

1. Vaccine-Preventable Diseases
2. Prevention and Control of Infectious Diseases
3. Tobacco Control
4. Maternal and Infant Health
5. Motor Vehicle Safety
6. Cardiovascular Disease Prevention
7. Occupational Safety
8. Cancer Prevention
9. Childhood Lead Poisoning Prevention
10. Public Health Preparedness and Response

CDC's Morbidity and Mortality Weekly Report, May 20, 2011.

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Public Health in the 21st Century

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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

Healthiest Wisconsin 2020

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What do we do?

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Core Public Health Functions

Assessment …
knowing what needs to be done

Policy Development …
being part of the solution

Assurance …
doing what needs to be done to make sure it happens

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Assessment:

Community Health Improvement Process and Plans (CHIPP)

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Policy Development:

Statewide 100% Smoke-Free Air

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Assurance:

Injury Prevention
Child Car Seat Safety

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Assurance: Foodborne Outbreak

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10 Essential Public Health Services

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Health Focus Areas 2020

Tobacco use and exposure

Physical activity

Oral health

Communicable disease prevention and control

Alcohol and other drug use

Environmental and occupational health

Mental health

Injury and violence

Adequate, appropriate, and safe food and nutrition

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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

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Population-Based Health

Level of Intervention …
population at risk

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Levels of Interventions

- **Individuals and Families**
  Individuals and families at-risk
- **Community**
  Involves entire community or subgroups at-risk
- **Systems**
  Formal and informal rules that guide activities of organizations and government

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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***

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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**

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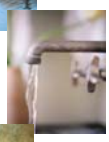
Level of Intervention:
Systems

- **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**



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Population-Based Interventions

- *Evidence-based*
- *Best Practices*
- *Promising practices*

"What Works? Policies and Programs to Improve Wisconsin's Health"

http://WhatWorksForHealth.wisc.edu

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Surveillance

Policy Development and Enforcement

Social Marketing

Disease & Health Event Investigation

Case Finding

Advocacy

Outreach

Screening

Interventions

Community Organizing

Counseling

Referral & Follow-up

Consultation

Case Management

Health Teaching

Delegated Functions

Collaboration

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Public Health Interventions

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

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Putting Into Practice

"What interventions do you use most often?"

"Which ones do you need to learn more about?"

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What is Public Health Accreditation?

- The measurement of health department performance against a set of nationally recognized, practice-focused and evidence-based standards
- The recognition of achievement of accreditation within a specific time frame by Public Health Accreditation Board (PHAB)

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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

PHAB
Advancing public health performance.

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What is required?

PHAB Standards and Measures

30 standards

111 measures for state health departments

Required documentation for each measure

Three specific documents

Community Health Assessment (CHA)

Community Health Improvement Plan (CHIP)

Strategic Plan

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Welcome to your new role in public health!