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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
- Multiple levels of public health interventions
- Group activities

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**Healthy
People in
Healthy
Wisconsin
Communities**



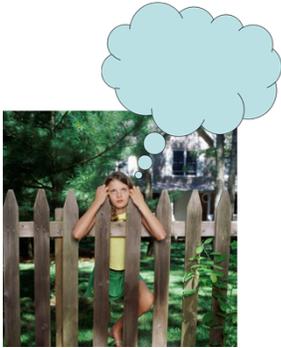
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Vision: Everyone Living Better, Longer



Overarching Goals:

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



What is Prevention?

What is Prevention?



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 20th Century Achievements

"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



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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

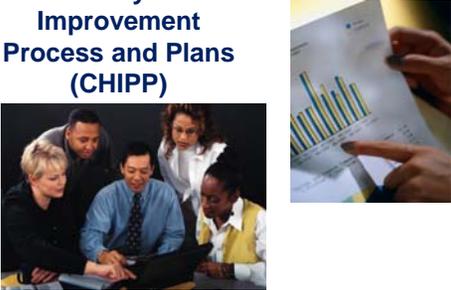
Assurance ...
doing what needs to be done to make sure it happens



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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:
Disease and Injury Prevention**



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Assurance:
Foodborne Outbreak



10 Essential Public Health Services



Health Focus Areas 2020

Chronic disease prevention and management

Environmental and occupational health

Physical activity

Mental health

Oral health

Injury and violence

Communicable disease prevention and control

Tobacco use and exposure

Alcohol and other drug use

Adequate, appropriate, and safe food and nutrition

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

Population-Based Health

Level of Intervention ...
population at risk



Levels of Intervention

Individuals and Families
Individuals and families at-risk

Community
Community or subgroups at-risk

Systems
Activities of organizations and government

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*



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



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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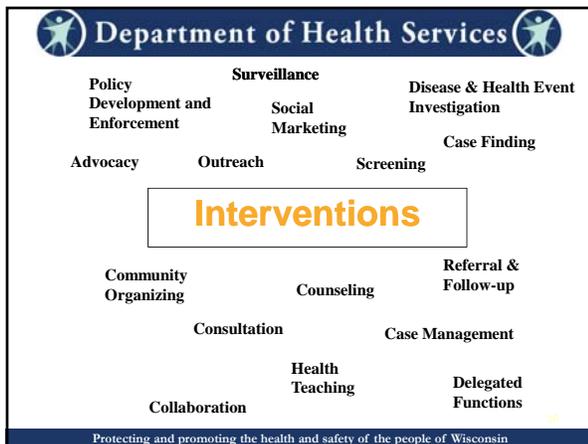
Population-Based Interventions

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

“What Works? Policies and Programs to Improve Wisconsin’s Health”

<http://WhatWorksForHealth.wisc.edu>

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Public Health Interventions

Source: http://www.health.state.mn.us/divs/ctf/hph/resources/lococsi/interventions_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



What is required?

PHAB Standards and Measures, version 1.5

- 12 Domains
- 32 Standards and over 100 measures
- Required documentation for each measure

Three specific prerequisite documents

- Community Health Assessment (CHA)
- Community Health Improvement Plan (CHIP)
- Strategic Plan

Welcome to your new role in public health!