


**Department of Health Services**


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

**Sheri Siemers  
Christa Cupp  
Public Health Educators**  
 Wisconsin Department of Health Services  
 Division of Public Health  
 May 5, 2016

1

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---


**Department of Health Services**


**Objectives**

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

2

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---


**Department of Health Services**


**Healthy People in Healthy  
Wisconsin Communities**



3

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---

## What Is Population Health?



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

4

---

---

---

---

---

---

---

---

## Who Is the Population?



5

---

---

---

---

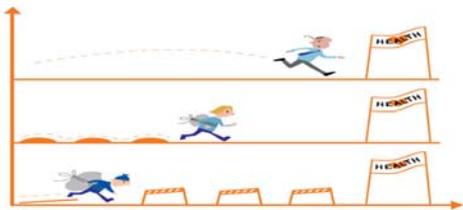
---

---

---

---

## Population Health ≠ Distribution of Health



6

---

---

---

---

---

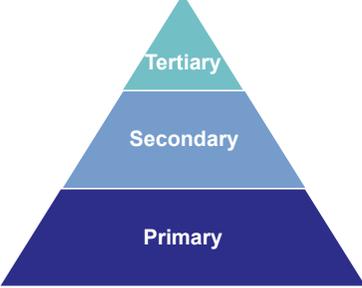
---

---

---

 Department of Health Services 

## What Is Prevention?



**Tertiary**

**Secondary**

**Primary**

7

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---

 Department of Health Services 

## 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

8

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---

 Department of Health Services 

## 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.

9

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---

## 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.

10

---

---

---

---

---

---

---

---

## 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

11

---

---

---

---

---

---

---

---



12

---

---

---

---

---

---

---

---


**Department of Health Services**


## Population-Based Health

Level of intervention ...  
*population at risk*



13

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---


**Department of Health Services**


## Levels of Intervention

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

14

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---


**Department of Health Services**


## 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



15

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---

### 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

16

---

---

---

---

---

---

---

---

### 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



17

---

---

---

---

---

---

---

---

### Population-Based Interventions

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

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

<http://WhatWorksForHealth.wisc.edu>

18

---

---

---

---

---

---

---

---

Department of Health Services

## Public Health Interventions

Source: [http://www.health.state.mn.us/divs/ctf/iph/resources/docs/ghinterventions\\_manual2011.pdf](http://www.health.state.mn.us/divs/ctf/iph/resources/docs/ghinterventions_manual2011.pdf)

19

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---

---

---

Department of Health Services

## Putting Into Practice

What interventions do you use most often?

Which ones do you need to learn more about?

20

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---

---

---

Department of Health Services

## Public Health's Greatest Twentieth-Century Achievements

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

21

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---

---

---

### Ten Best Public Health Achievements in the Twentieth 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.

22

---

---

---

---

---

---

---

---

---

---

### Public Health in the Twenty-First Century



23

---

---

---

---

---

---

---

---

---

---

### 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



24

---

---

---

---

---

---

---

---

---

---

Department of Health Services

## What Do We Do?



**Public Health**  
Prevent. Promote. Protect.

25

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---

Department of Health Services

## Core Functions and 10 Essential Public Health Services



26

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---

Department of Health Services

## Core Function 1: Assessment

- **Essential service 1:**
  - Monitor health status to identify and solve community health problems
- **Essential service 2:**
  - Diagnose and investigate health problems and health hazards in the community.

27

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---

**Department of Health Services**

## Core Function 1: Assessment

© 2014 County Health Rankings and Roadmaps 28

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---

**Department of Health Services**

## Core Function 2: Policy Development

- **Essential service 3:**
  - Inform, educate, and empower people about health issues.
- **Essential service 4:**
  - Mobilize community partnerships and action to identify and solve health problems.
- **Essential service 5:**
  - Develop policies and plans that support individual and community health efforts.

© 2014 County Health Rankings and Roadmaps 29

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---

**Department of Health Services**

## Policy Development: Statewide 100% Smoke-Free Air

© 2014 County Health Rankings and Roadmaps 30

Protecting and promoting the health and safety of the people of Wisconsin

---

---

---

---

---

---

---

---

### Core Function 3: Assurance

- **Essential service 6:**
  - Enforce laws and regulations that protect health and assure safety.
- **Essential service 7:**
  - Link people to needed personal health services and assure the provision of health care when otherwise unavailable.
- **Essential service 8:**
  - Assure competent public and personal health care workforce.
- **Essential service 9:**
  - Evaluate effectiveness, accessibility, and quality of personal and population-based health services.

31

---

---

---

---

---

---

---

---

### Assurance: Disease and Injury Prevention



---

---

---

---

---

---

---

---

### Assurance: Foodborne Outbreak



33

---

---

---

---

---

---

---

---

## Core Function 4: System Management

- **Essential service 10:**
  - Research new insights and innovative solutions to health problems.

34

---

---

---

---

---

---

---

---

## 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.

35

---

---

---

---

---

---

---

---

## 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.

36

---

---

---

---

---

---

---

---

## National Public Health Performance Standards

### Benefits

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

37

---

---

---

---

---

---

---

---

## 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).

38

---

---

---

---

---

---

---

---

## 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.



39

---

---

---

---

---

---

---

---

## 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

40

---

---

---

---

---

---

---

---

## 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

41

---

---

---

---

---

---

---

---

### How Does It All Fit Together?

Making sense of Accreditation, Quality Improvement and Strategic Planning



42

---

---

---

---

---

---

---

---

## 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.



43

---

---

---

---

---

---

---

---



44

---

---

---

---

---

---

---

---

## Welcome to Your New Role in Public Health!



45

---

---

---

---

---

---

---

---