


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

# Public Health 101

Principles and Practices of Population-Based Services

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## Objectives

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

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## Healthy People in Healthy Wisconsin Communities



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## What Is Population Health?



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

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## Who Is the Population?



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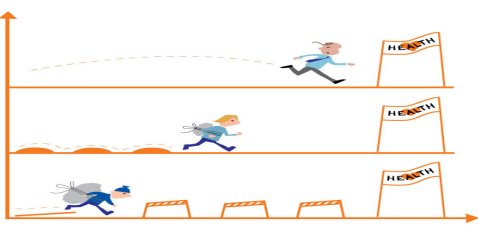
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## Population Health ≠ Distribution of Health



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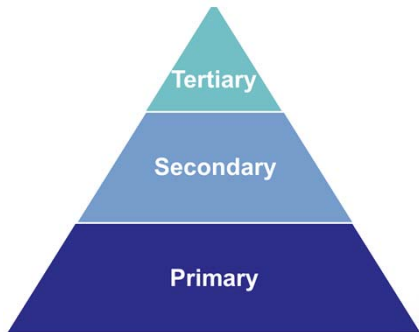
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## What is Prevention?



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## 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

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## 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.

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## 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.

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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 Intervention

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

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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
- Example: statewide smoke-free air law

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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
- Example: social marketing campaign

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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*
- Example: promoting breastfeeding among families in the WIC Program
  - Women, Infants and Children



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## Population-Based Interventions

- Evidence-based
- Best practices
- Promising practices
- *Resource: 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/eh/ghp/resources/docs/interventions\\_manual2003.pdf](http://www.health.state.mn.us/divs/eh/ghp/resources/docs/interventions_manual2003.pdf)

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## Putting it into Practice

- What interventions do you use most often?
- Which ones do you need to learn more about?

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## What Do We Do?



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

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## Core Functions and 10 Essential Public Health Services



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## 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.

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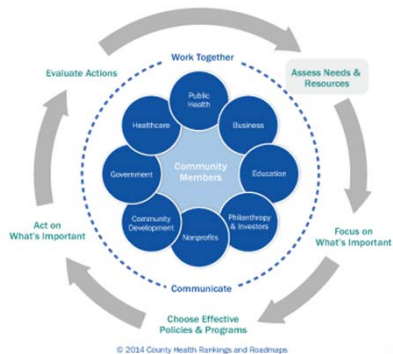
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## Core Function 1: Assessment



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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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Healthy Wisconsin – State Health Assessment and State Health Improvement Plan



## Healthy Wisconsin Priorities

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

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



Wisconsin  
Department of Health Services

<https://healthy.wisconsin.gov/>

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## 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.

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

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

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## 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.

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## Assurance: Disease and Injury Prevention



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## Core Function 4: System Management

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

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## Public Health in the Twenty-First Century



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## 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.

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## 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.

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## 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.

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## 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).

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## 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.



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## 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

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## 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

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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.

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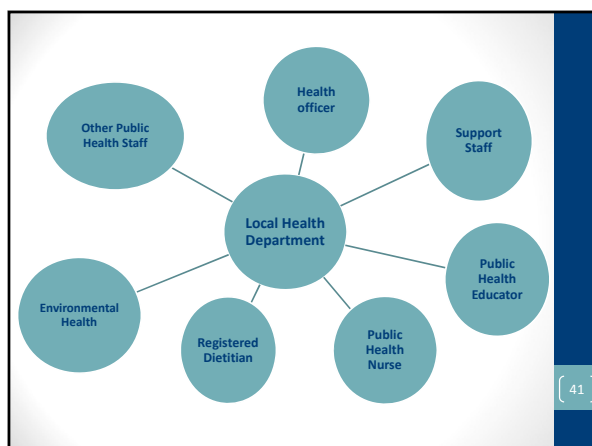
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## Welcome to Your New Role in Public Health!



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## Questions?

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