

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

Public Health 101

Principles and Practices of Population-Based Services

W. Curtis Marshall
Sheri Siemers
Public Health Educators
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Objectives

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

[1]

Healthy People in Healthy Wisconsin Communities



[2]

What Is Population Health?



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

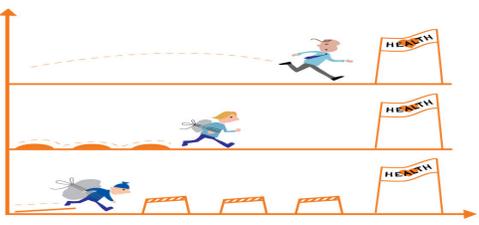
3

Who Is the Population?

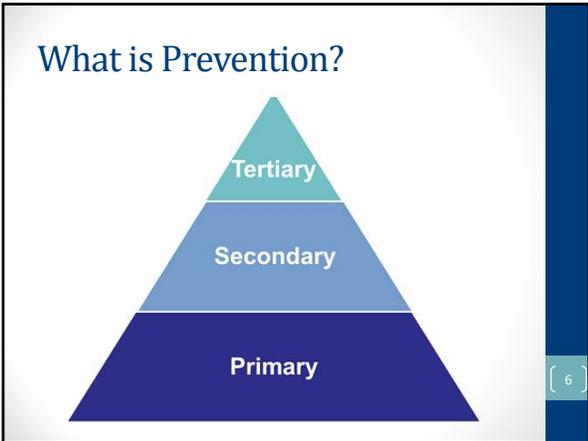


4

Population Health ≠ Distribution of Health



5



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

7

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.

8

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.

{ 9 }

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

{ 10 }



{ 11 }

Population-Based Health

Level of intervention ...
population at risk



[12]

Levels of Intervention

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



[13]

Population-Based Interventions

- Evidence-based
- Best practices
- Promising practices
- *Resource: What Works? Policies and Programs to Improve Wisconsin's Health*
 - <http://WhatWorksForHealth.wisc.edu>

[14]

What Do We Do?



Public Health
Prevent. Promote. Protect.

15

Core Functions and 10 Essential Public Health Services

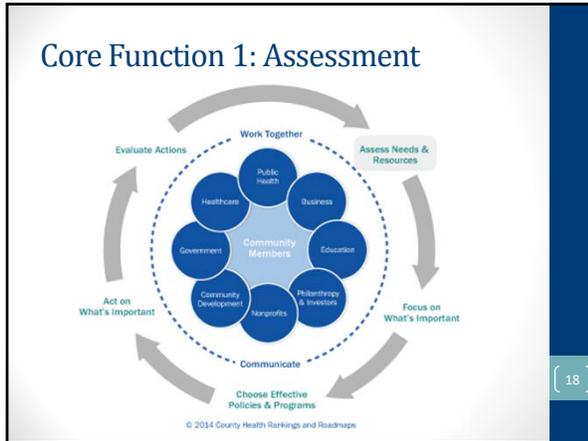


16

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.

17



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/>

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.

20

Policy Development: Little "P" and Big "P"

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

21

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.

22

Assurance: Disease and Injury Prevention



23

Core Function 4: System Management

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

{ 24 }

Public Health in the Twenty-First Century



{ 25 }

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.

{ 26 }

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.

{ 27 }

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.

{ 28 }

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).

{ 29 }

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.



{ 30 }

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

{ 31 }

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

{ 32 }

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.



{ 33 }

“We’re all in this together.”



{ 34 }

The Office of Policy and Practice Alignment (OPPA)

Questions?

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{ 35 }
