


**Department of Health Services**


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

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 Wisconsin Department of Health Services  
 Division of Public Health  
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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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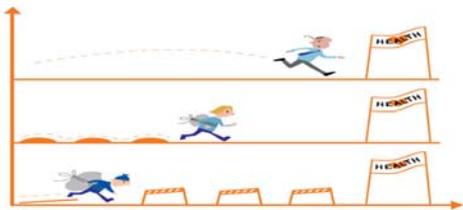
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## Population Health ≠ Distribution of Health



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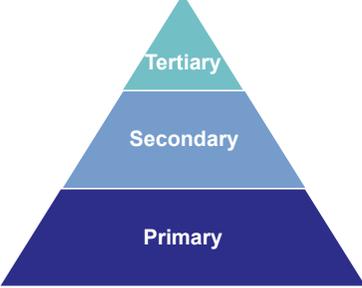
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## What Is Prevention?



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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*

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

<http://WhatWorksForHealth.wisc.edu>

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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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### Priorities

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

The plan will also include an overall focus on Adverse Childhood Experiences (ACEs), trauma, and resilience, with overall strategies as well as strategies tied to the priorities.

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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 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.

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## Core Function 1: Assessment

© 2014 County Health Rankings and Roadmaps

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## 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.

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## Policy Development:

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 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.

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## Assurance: Disease and Injury Prevention



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## Core Function 4: System Management

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

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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

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.

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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.



Advancing public health performance

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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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**How Does It All Fit Together?**

Making sense of Accreditation, Quality Improvement and Strategic Planning

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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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## Welcome to Your New Role in Public Health!



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