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BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES™

Refreshing Public Health Practice: The Revised 10 Essential Services of Public Health

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-  deBeaumontFoundation
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**We advance policy, build partnerships, and
strengthen public health to create communities
where everyone can achieve their best possible
health.**

@BrianCCastrucci

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10 Essential Public Health Services

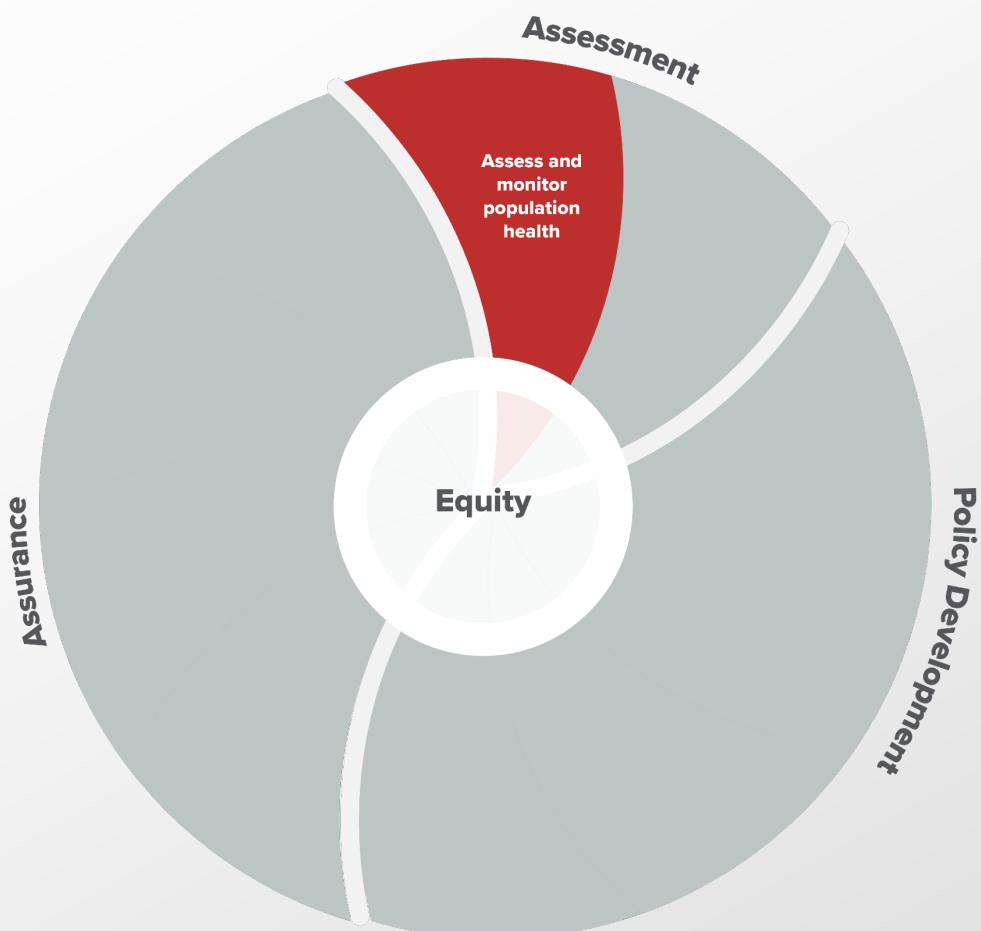
EPHS Toolkit | 2020

On September 9, 2020, the de Beaumont Foundation, Public Health National Center for Innovations, and a Task Force of public health experts revealed a revised version of the 10 Essential Public Health Services. The framework now centers around equity, and incorporates current and future public health practice. Update your organization's website materials, educational tools, and help spread the word today!

<http://ephslaunch.phnci.org/toolkit>

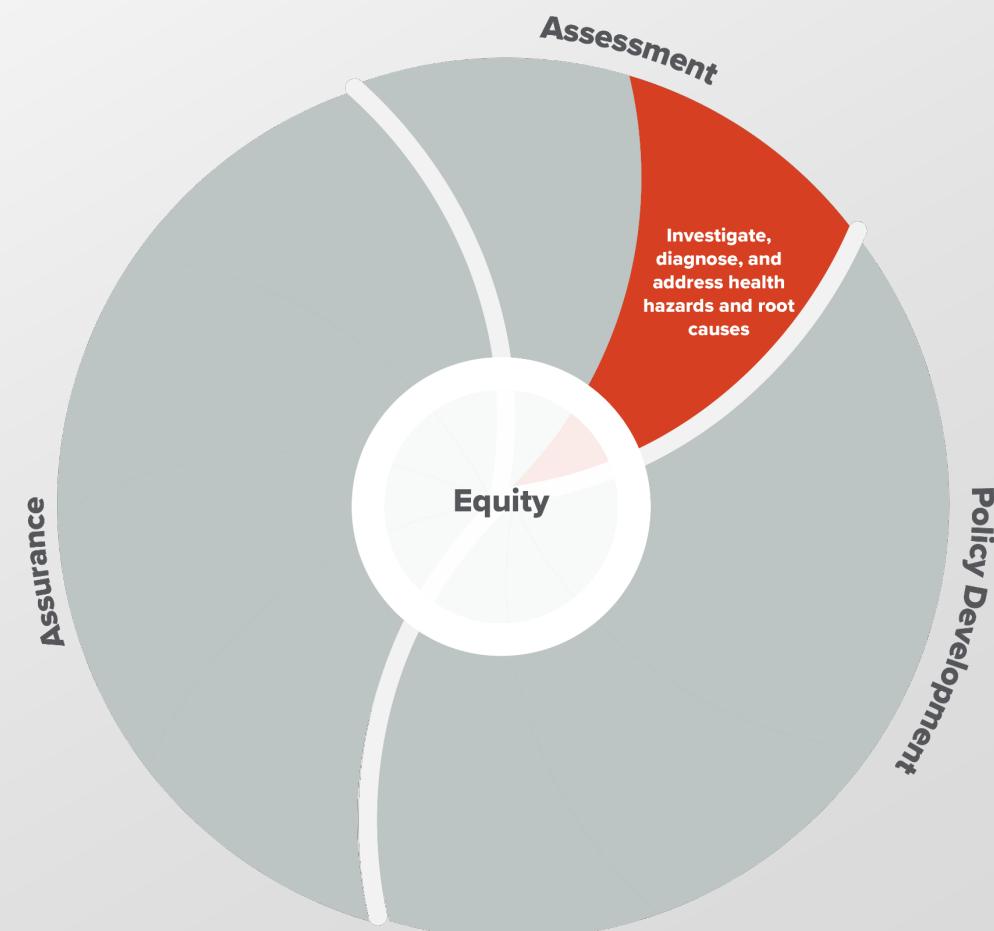
ESSENTIAL PUBLIC HEALTH SERVICE #1

Assess and monitor population health status, factors that influence health, and community needs and assets



ESSENTIAL PUBLIC HEALTH SERVICE #2

Investigate, diagnose, and address health problems and hazards affecting the population



Assessment & COVID-19

Gone so wrong with COVID-19

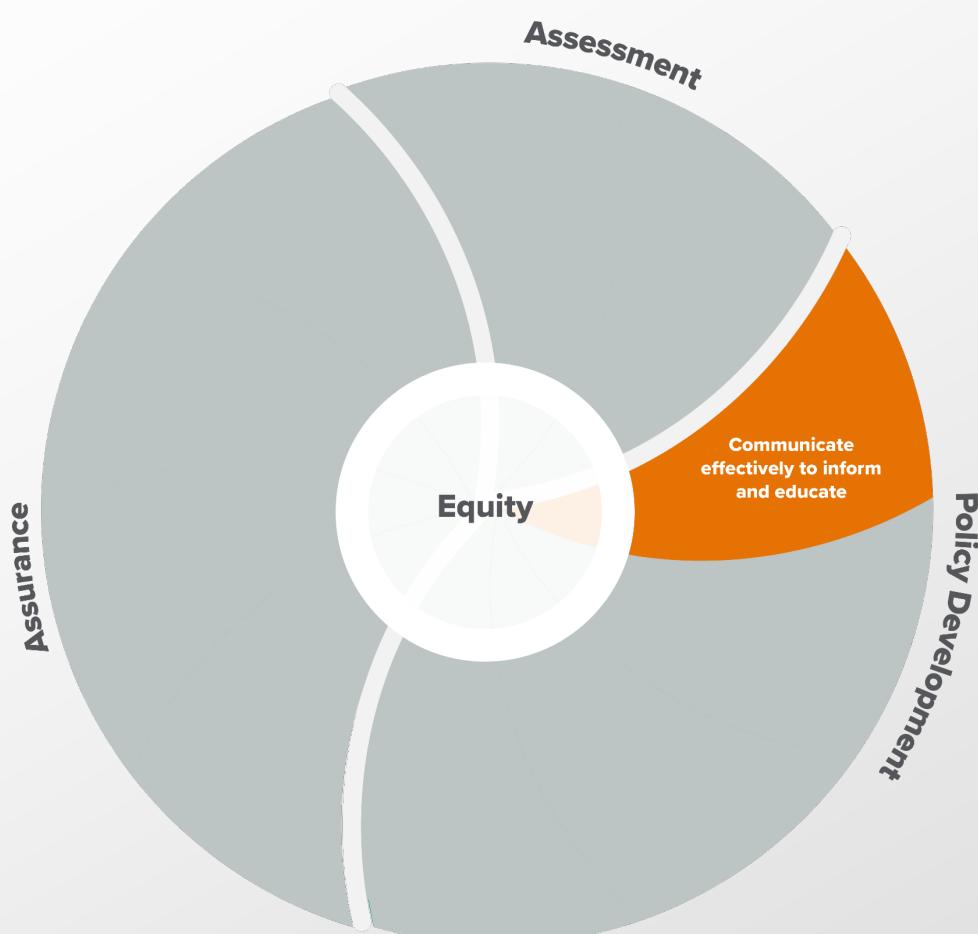
Data systems are siloed and archaic

Data reporting was uncoordinated

How do we unlock EMR data

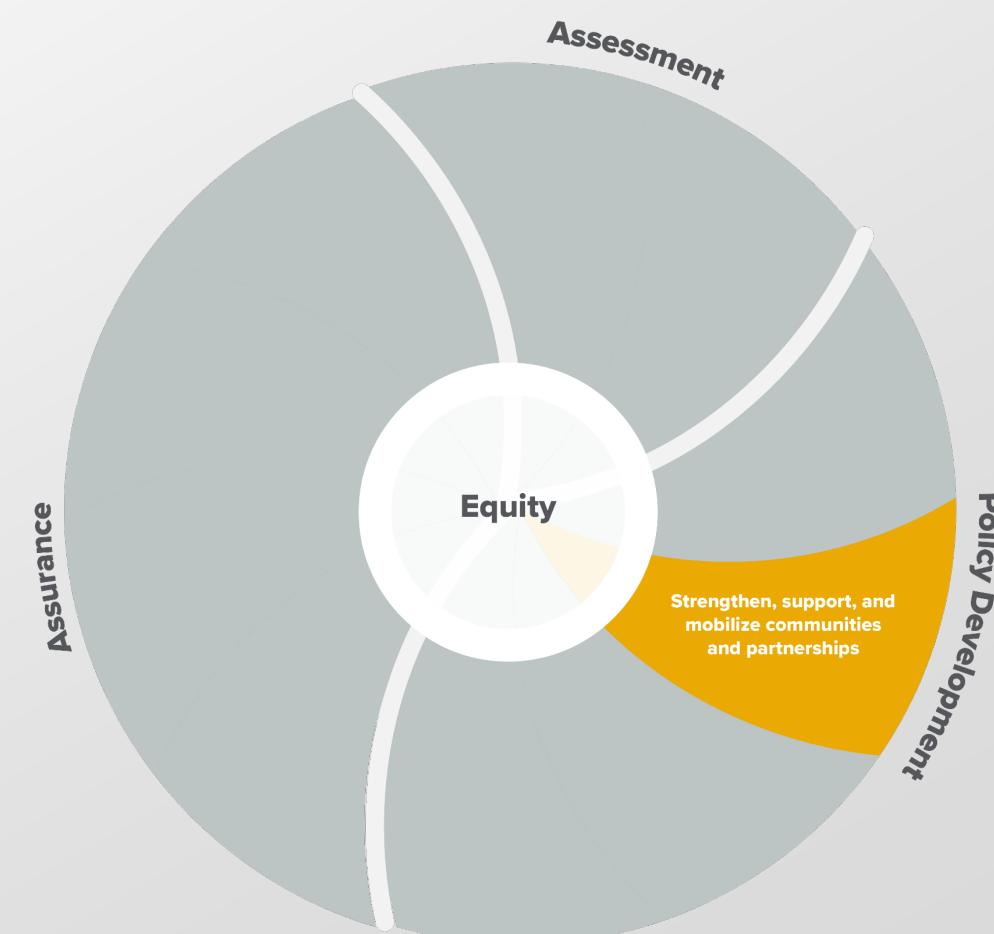
ESSENTIAL PUBLIC HEALTH SERVICE #3

Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it



ESSENTIAL PUBLIC HEALTH SERVICE #4

Strengthen, support, and mobilize communities and partnerships to improve health



Essential Service 3 & 4 & COVID-19

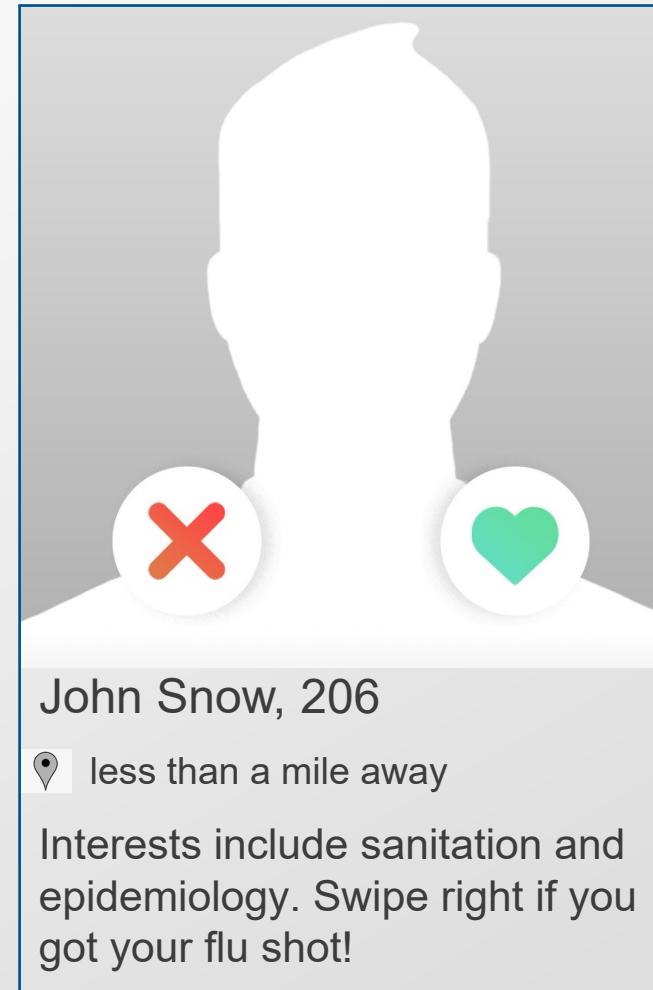
We weren't communicating well

We need to local down v. We need to open sooner safer

We framed the debate of how you are going to die not whether you would die

Our partnerships were underdeveloped

Essential Service 3 & 4 & COVID-19



Essential Service 3 & 4 & COVID-19



A PARTNERSHIP OF
de Beaumont Foundation
The Aspen Institute

Visit phrases.org to access the tools

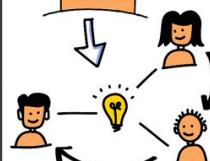
3 PROVEN WAYS TO TALK ABOUT PUBLIC HEALTH

New Research

REVEALS TIPS TO HELP PEOPLE UNDERSTAND THE ROLE OF PUBLIC HEALTH



HEALTH IS THE FOUNDATION OF A THRIVING COMMUNITY



PUBLIC HEALTH WORKS WITH OTHERS TO BUILD A GOOD FOUNDATION THAT SUPPORTS



QUALITY EDUCATION



SAFE AND AFFORDABLE HOUSING

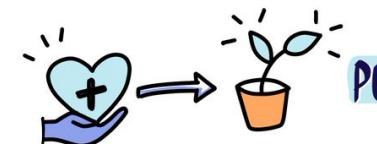


ACCESS TO HEALTHCARE AND EMPLOYMENT OPPORTUNITIES



PUBLIC HEALTH WORKS LIKE GPS NAVIGATION

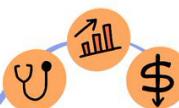
JUST AS GPS HELPS YOU VISUALIZE and NAVIGATE COMPLEX TERRAIN, PUBLIC HEALTH PROFESSIONALS DRAW ON A WEALTH OF DATA TO CHART OUT THE BEST ROUTES FOR WHERE THEIR COMMUNITY WANTS TO BE



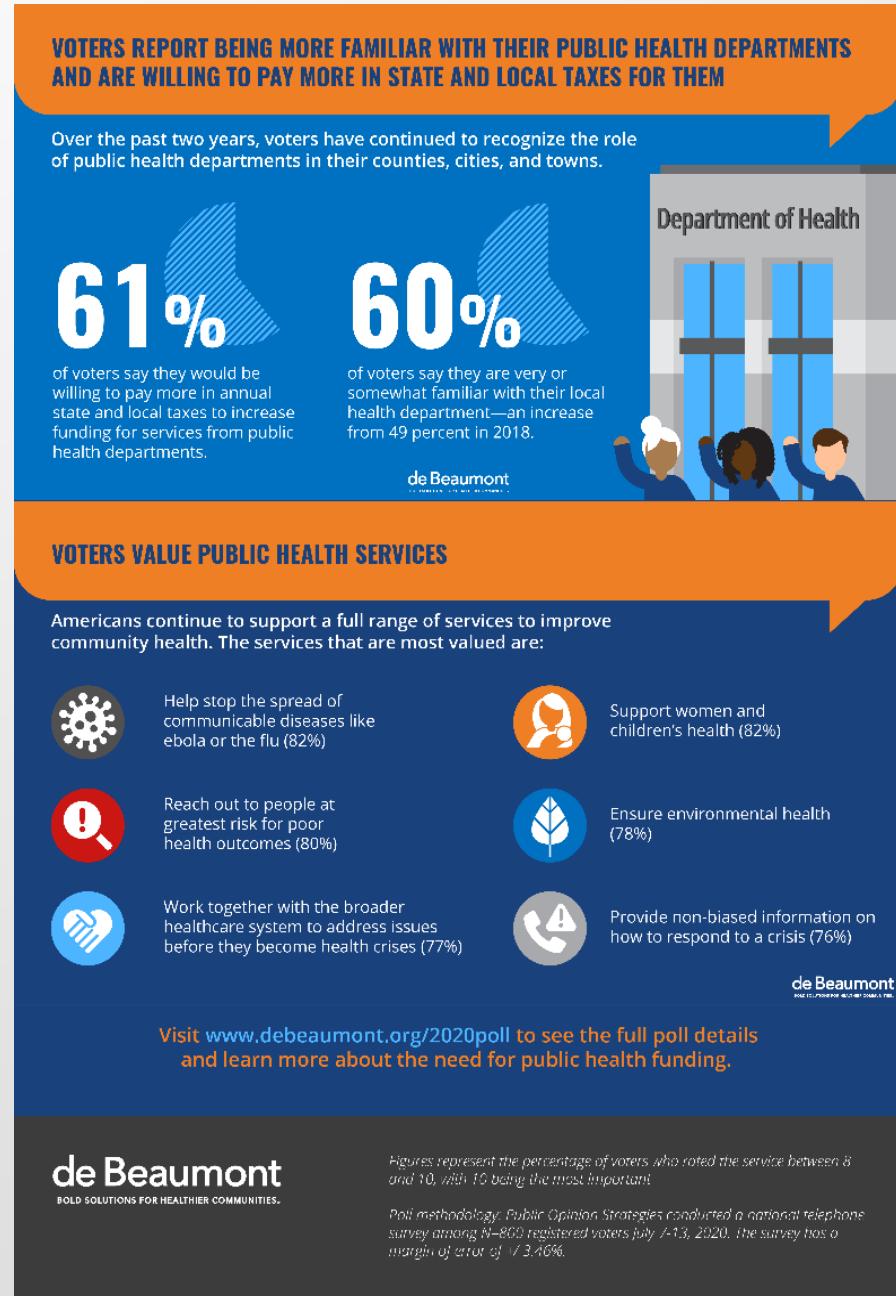
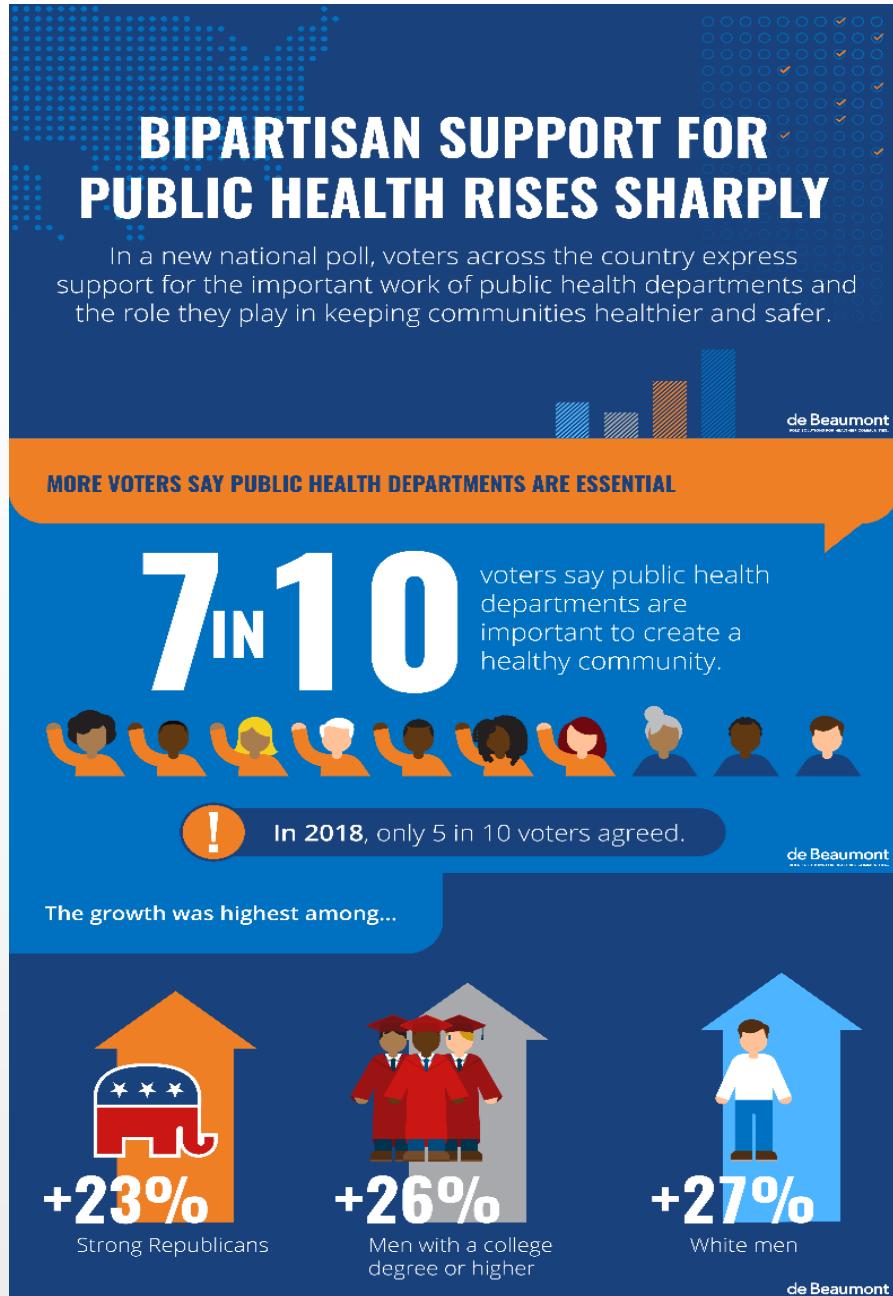
PUBLIC HEALTH IS A SMART INVESTMENT

INVESTING IN PUBLIC HEALTH leads to IMMEDIATE AND FUTURE BENEFITS

PUBLIC HEALTH PROFESSIONALS WORK WITH OTHER SECTORS TO *save money* WHEN POSSIBLE AND MAKE WISE *long-term investments*



TO SUPPORT COMMUNITY HEALTH, INCREASE EFFICIENCY, AND REDUCE UNNECESSARY COSTS



THREE STRATEGIES TO OVERCOME POLARIZATION

HOW WE FRAME ISSUES CAN BUILD COMMON GROUND, WHICH IS ALL TOO RARE

SOURCES of POLARIZATION



AMPLIFIED BY



HOW CAN WE MOVE BEYOND DIVISIVE RHETORIC?



USE COMMON-GOOD VALUES

- ✓ EVERYONE IS ANXIOUS AND SCARED. POSITION SAFEGUARDING OUR PHYSICAL AND ECONOMIC WELL-BEING AS IN EVERYONE'S INTEREST.
- ✓ FOCUS CONVERSATIONS ON WHAT ALL AMERICANS NEED.
- ✓ AVOID HARMFUL STEREOTYPES and GENERALIZATIONS.



USE METAPHORS CAREFULLY

- ✓ POORLY CHOSEN METAPHORS CAN CREATE CONFUSION and LEAD TO WRONG ACTIONS.
- ✓ WE DON'T COMPARE COVID-19 WITH HEART DISEASE, DROWNING, and MOTOR VEHICLE ACCIDENTS.
- ✓ COVID-19 is MORE LIKE A FOREST FIRE. ONLY QUICK and DECISIVE ACTIONS CAN KEEP IT FROM SPREADING.



EMBRACE THE UNIQUE ROLE OF GOVERNMENT - but hold it accountable

- ✓ WE NEED GOVERNMENT TO TAKE ACTIONS THAT BENEFIT EVERYONE.
- ✓ AGENCIES and OFFICIALS AT ALL LEVELS SHOULD BE HELD ACCOUNTABLE.
- ✓ GOVERNMENT CAN EFFICIENTLY AND EFFECTIVELY SET AND ENFORCE RULES THAT KEEP US SAFE AND WELL.
- ✓ POLICIES ARE IMPORTANT TOOLS FOR ECONOMIC RECOVERY.

SOURCE: "AT THE HEART OF OUR CRISIS: AMERICAN POLARIZATION", THE HILL, JUNE 16, 2020

Communications Resources

For Public Health Professionals

The Public Health Communications Collaborative (PHCC) was formed in 2020 to coordinate and amplify public health messaging on COVID-19 and increase Americans' confidence in guidance from the Centers for Disease Control and Prevention (CDC) and state and local public health officials.

[See more information, including partners »](#)



A close-up portrait of Soledad O'Brien, a woman with long dark hair, smiling warmly at the camera. The background is a blurred indoor setting.

yahoo!life

YAHOO LIFE DIGITAL PREMIERE

Soledad O'Brien's “Outbreak: The First Response”

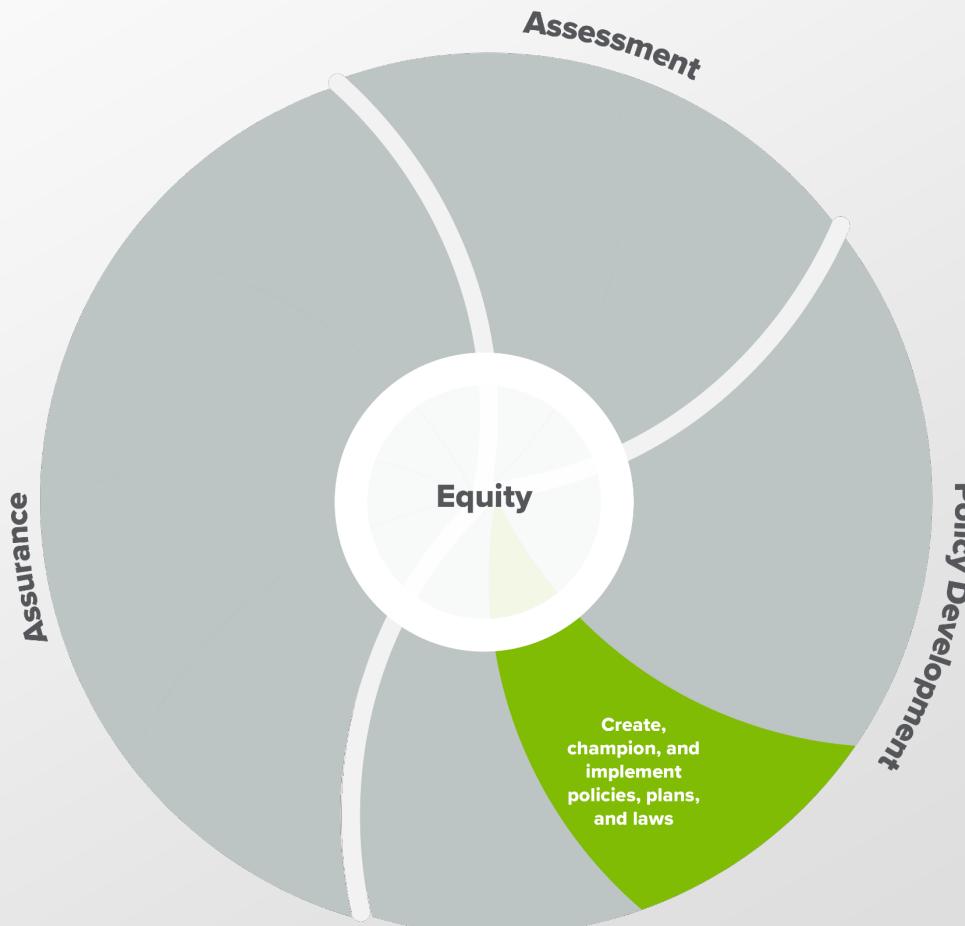
TUNE IN AUGUST 19TH

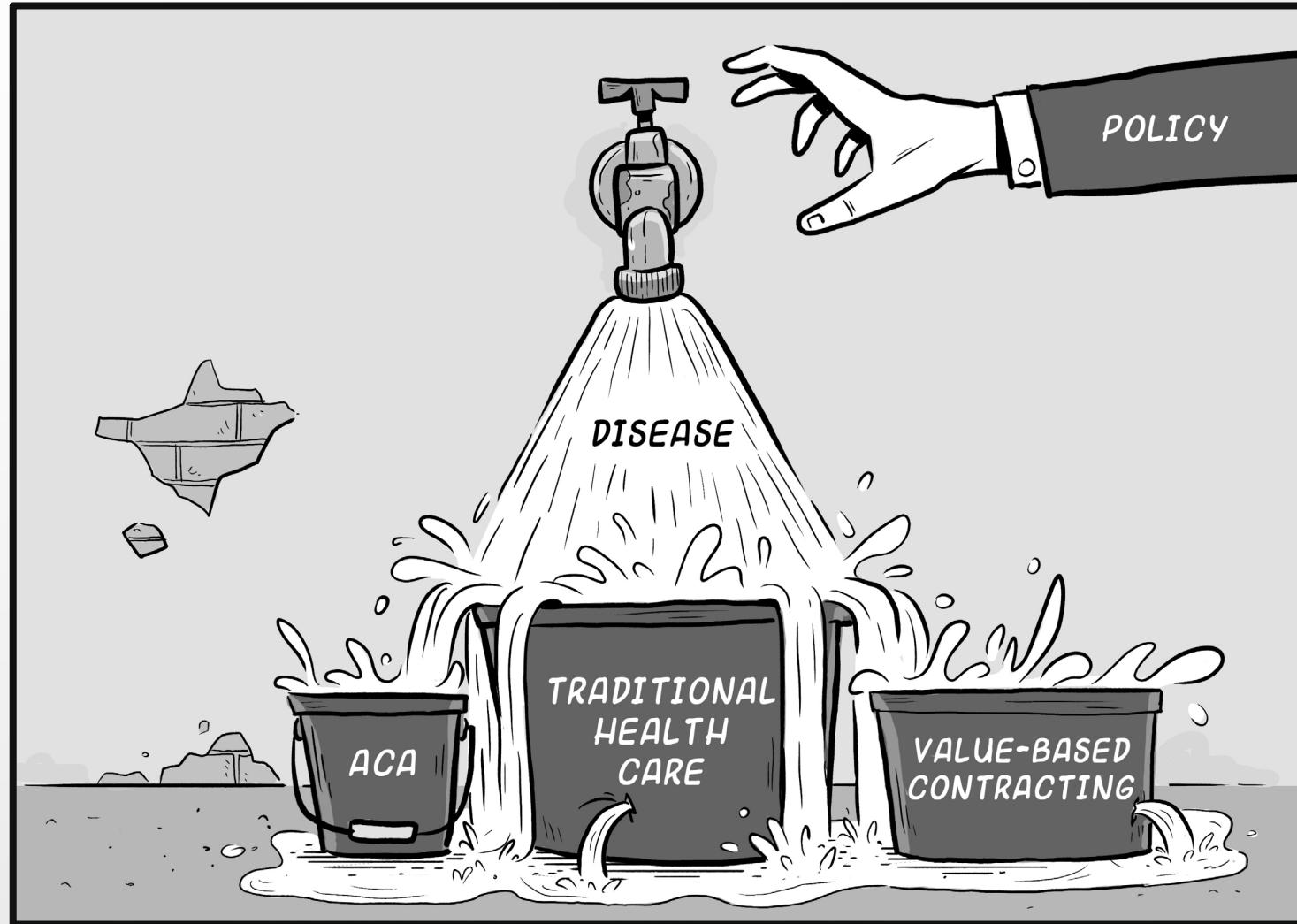
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<https://yhoo.it/3nwOLiD>

ESSENTIAL PUBLIC HEALTH SERVICE #5

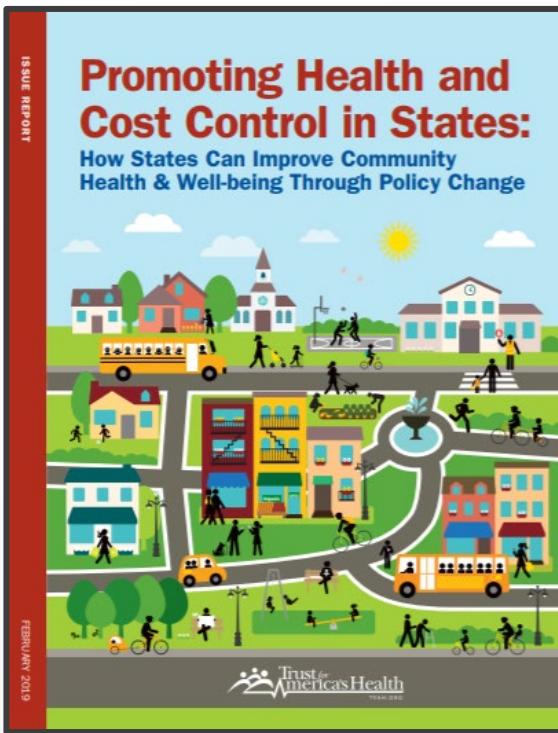
Create, champion, and implement policies, plans, and laws that impact health





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<https://bit.ly/2E90tKz>

www.cityhealth.org



<https://bit.ly/2pSCQBB>

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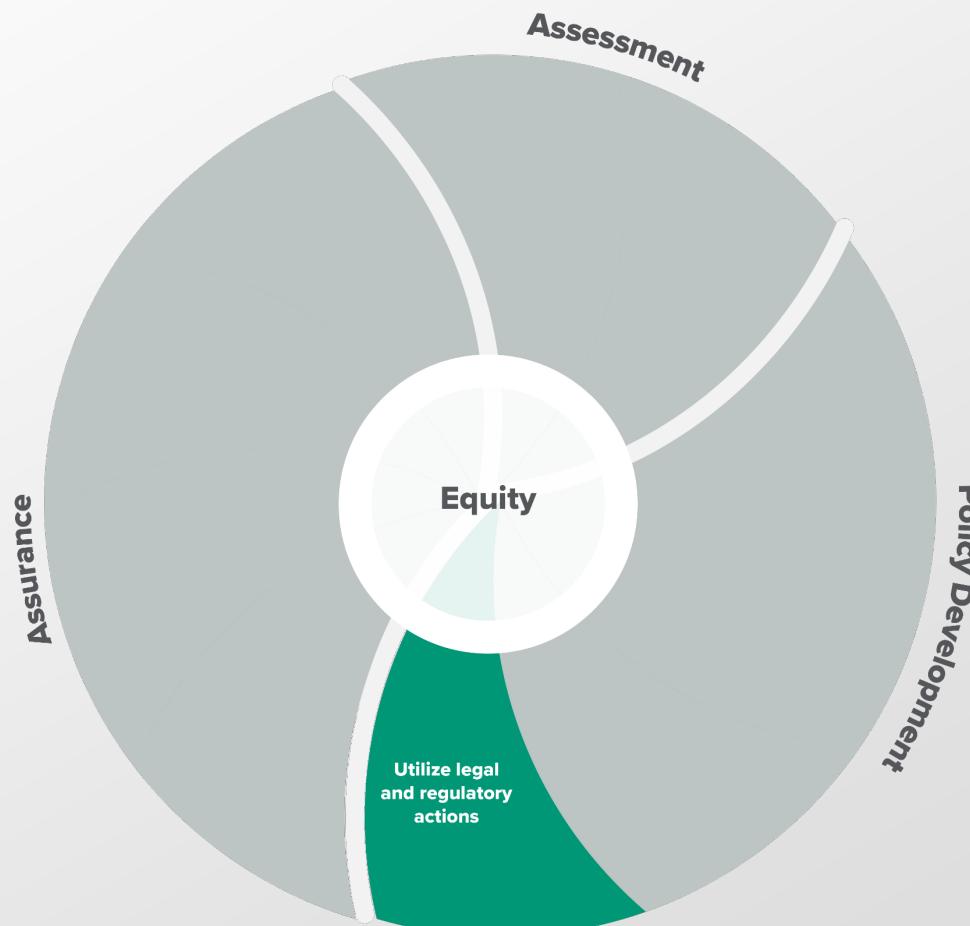
Mental Health Municipal Policy



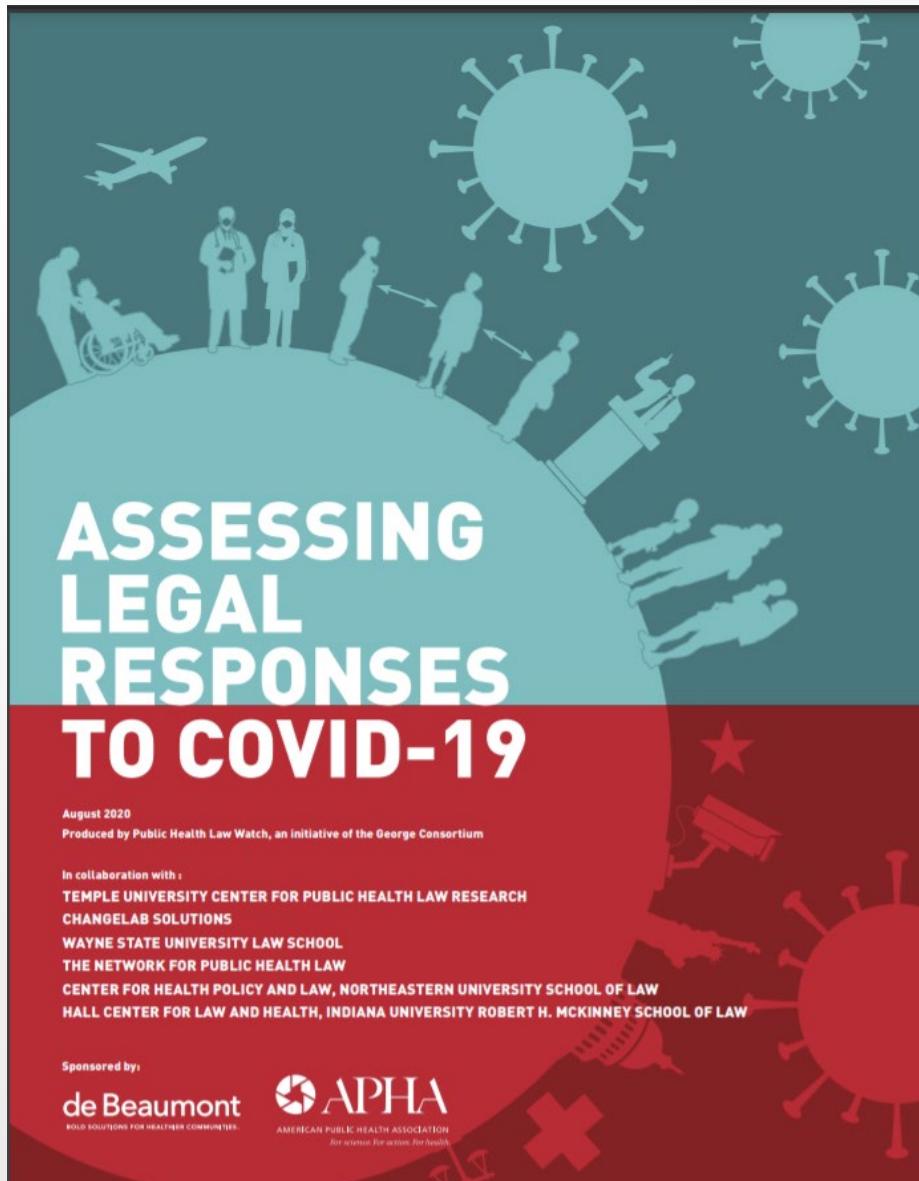
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ESSENTIAL PUBLIC HEALTH SERVICE #6

Utilize legal and regulatory actions designed to improve and protect the public's health



Essential Service 6 & COVID-19

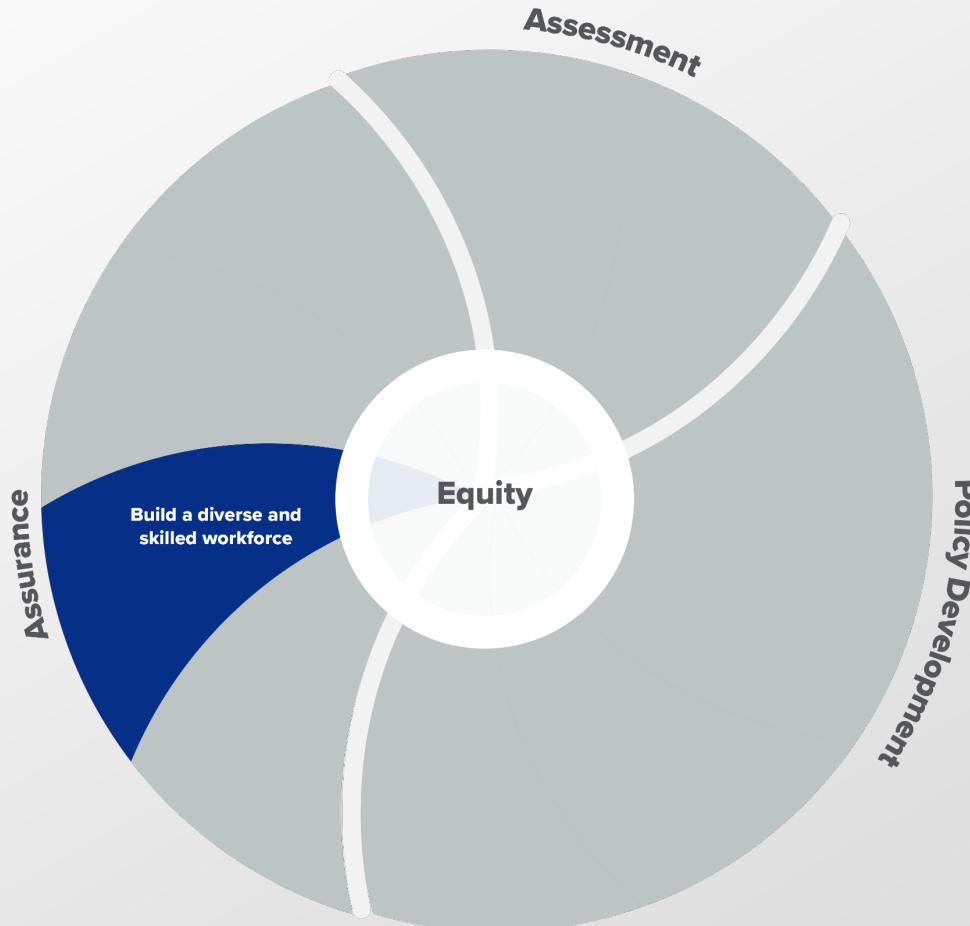


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ESSENTIAL PUBLIC HEALTH SERVICE #8

Build and support a diverse and skilled public health workforce

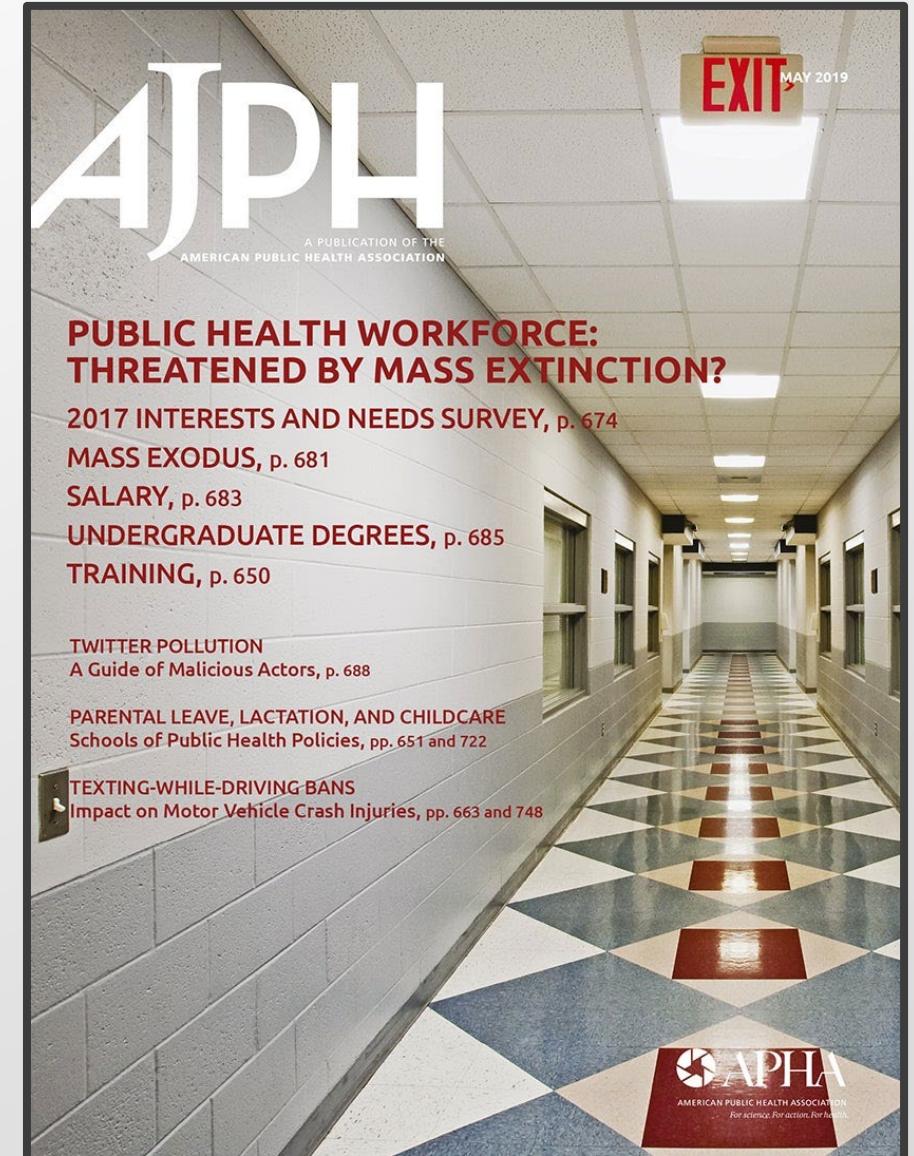
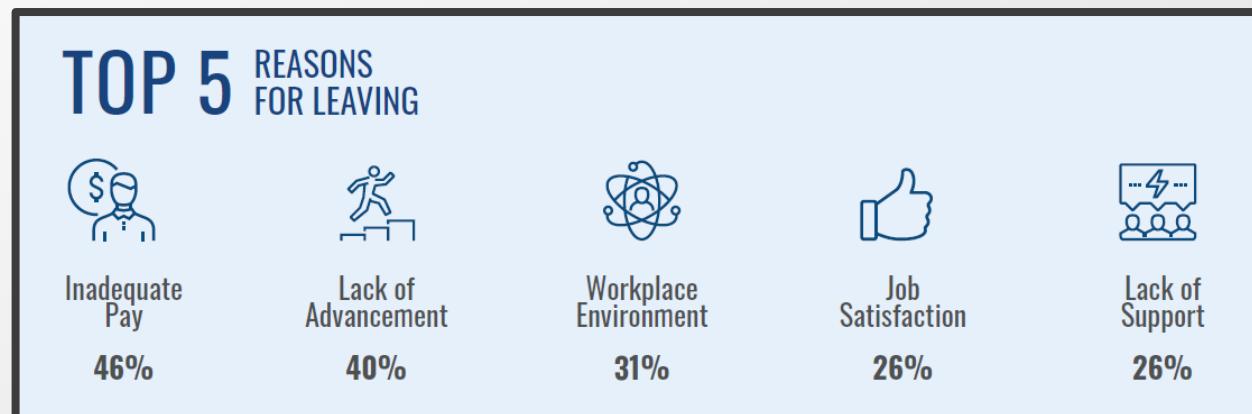
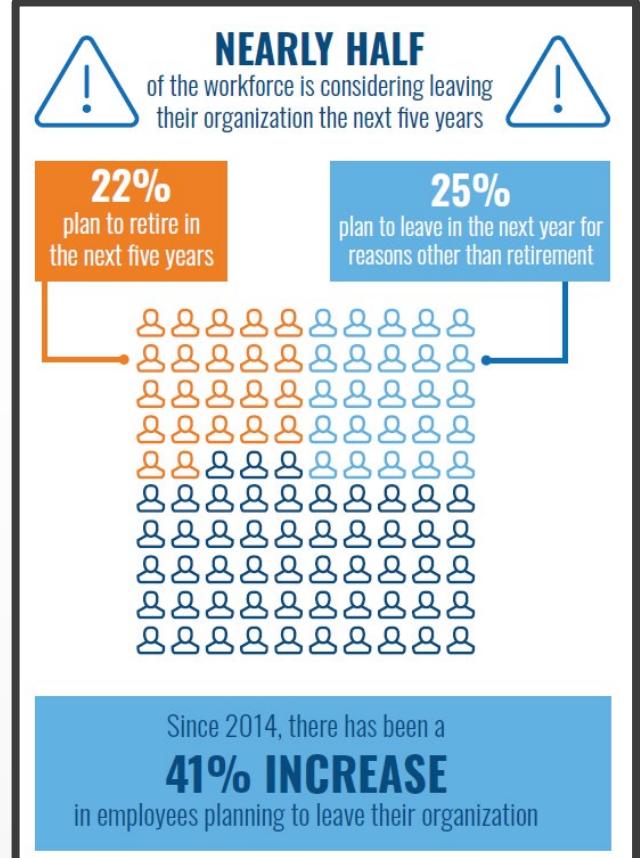


A PUBLIC HEALTH
MIRACLE

IMPROVED HEALTH
OUTCOMES

THE PUBLIC HEALTH WORKFORCE





Visit debeaumont.org/phwins

Building Skills for a More Strategic Public Health Workforce: A Call to Action

National Consortium for Public Health
Workforce Development



bit.ly/39HBD3x

FIGURE 1. Strategic Skills for the Governmental Public Health Workforce

SYSTEMS THINKING

CHANGE MANAGEMENT

PERSUASIVE COMMUNICATION

DATA ANALYTICS

PROBLEM SOLVING

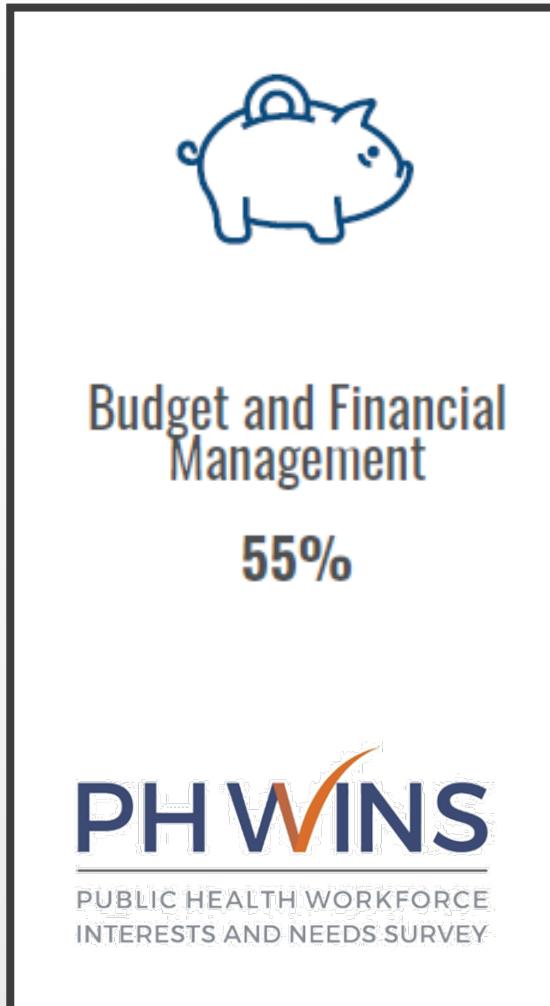
DIVERSITY AND INCLUSION

RESOURCE MANAGEMENT

POLICY ENGAGEMENT



Essential Service 8 & COVID-19

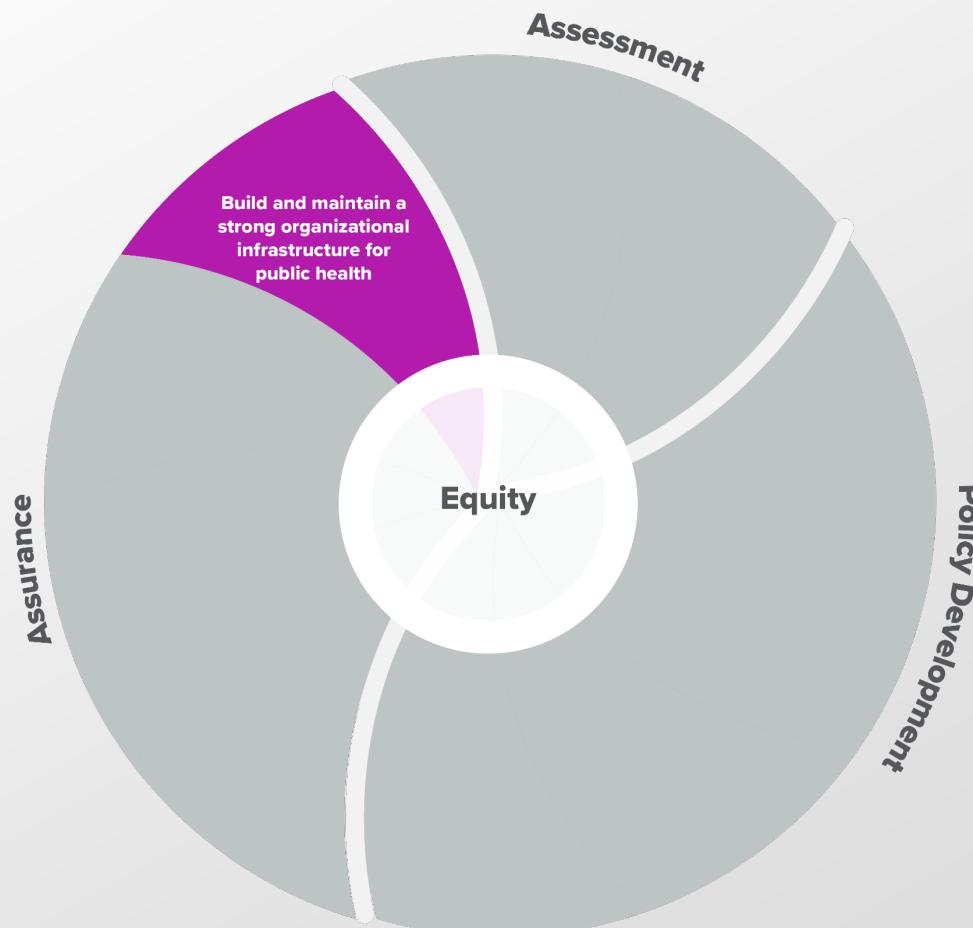


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ESSENTIAL PUBLIC HEALTH SERVICE #10

Build and maintain a strong organizational infrastructure for public health



CREATIVITY & INNOVATION IN PUBLIC HEALTH: THE MISSING LINK?

The health needs of American's communities are complicated and ever-changing, and nearly half of the public health workforce say they are considering leaving their agency in the next five years.¹ Evidence suggests that health departments can improve morale, retention, and productivity by building a culture of creativity and innovation.

Creativity and innovation are increasingly recognized as critical traits for a successful organization. However, fewer than half of public health professionals say creativity and innovation are rewarded in their workplace.¹

Executives and non-supervisors disagree about whether creativity is rewarded



67%
of executives say
creativity is
rewarded

VS

41%
of non-supervisors
say creativity is
rewarded

U.S. workers say creativity has numerous benefits:²

88% Investing in creativity increases employee productivity and morale.	86% Being creative makes people better leaders.	84% Being creative makes people better workers.
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Worker satisfaction is significantly higher in health departments where creativity and innovation are rewarded.¹



What contributes to an innovative culture:³

A compelling vision and clear objectives

Shared goals

Tolerance for risk

Openness to new ideas

A commitment to excellence

A cohesive team

Strong communication and information-sharing

Creativity & Innovation in the Public Health Workforce

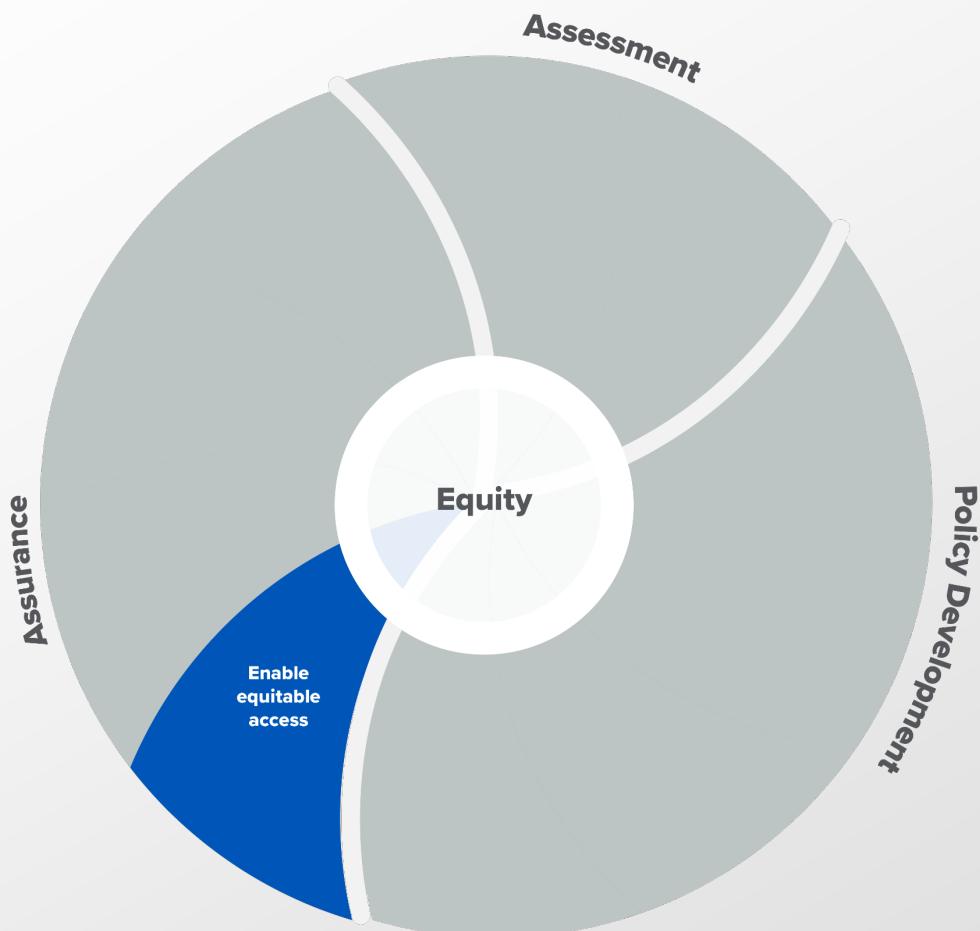
WITH RACHEL LOCKE & TIFFANY BROWN



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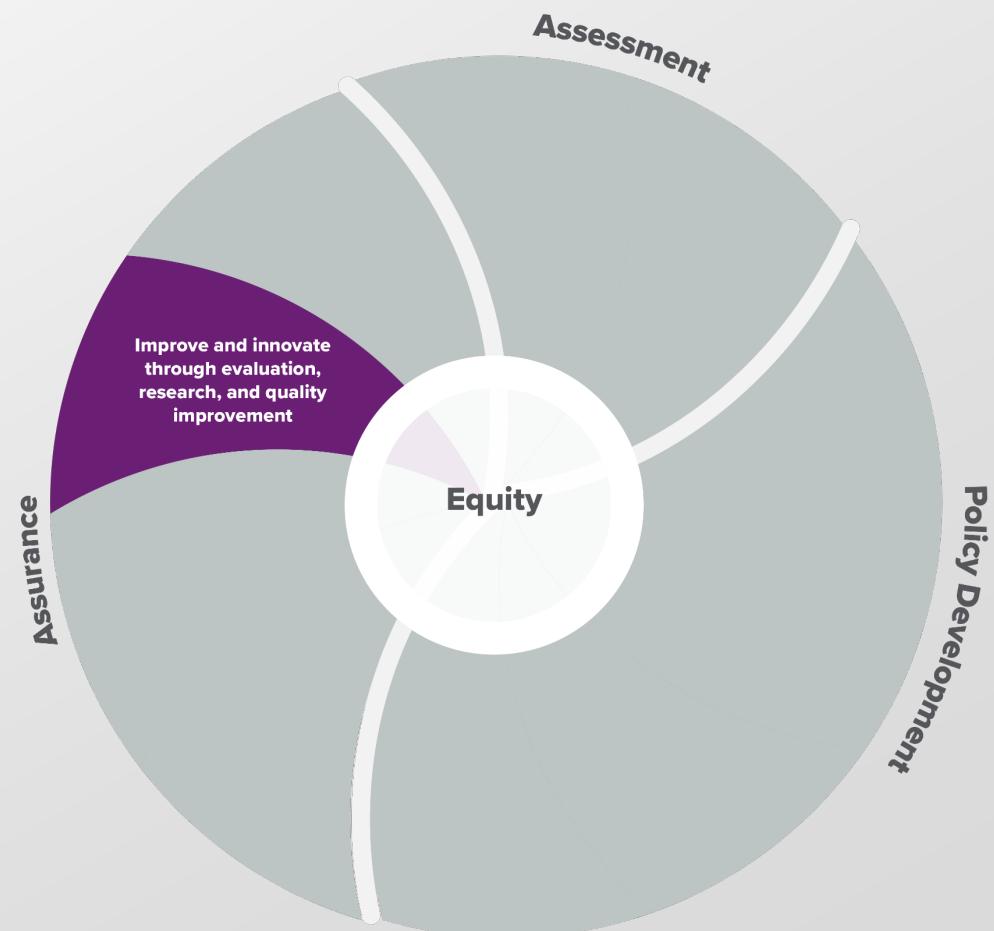
ESSENTIAL PUBLIC HEALTH SERVICE #7

Assure an effective system that **enables equitable access** to the individual services and care needed to be healthy



ESSENTIAL PUBLIC HEALTH SERVICE #9

Improve and innovate public health functions through ongoing evaluation, research, and continuous quality improvement



Acknowledgements

PHNCI/PHAB STAFF

- Reena Chudgar
- Jessica Solomon Fisher
- Jess Kronstadt
- Travis Parker Lee
- Nicole Pettenati
- Naomi Rich

DE BEAUMONT FOUNDATION STAFF

- Grace Castillo
- Julia Haskins
- Mark Miller
- Katie Sellers

CONSULTANTS

- Kaye Bender, Strategy and Task Force Consultant
- Jennifer Chu and McCabe Message Partners, Communications Consultants
- Carolyn Leep, Data Consultant

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Brian C. Castrucci, DrPH

@BrianCCastrucci

deBeaumont.org

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