


# de Beaumont

BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES™

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

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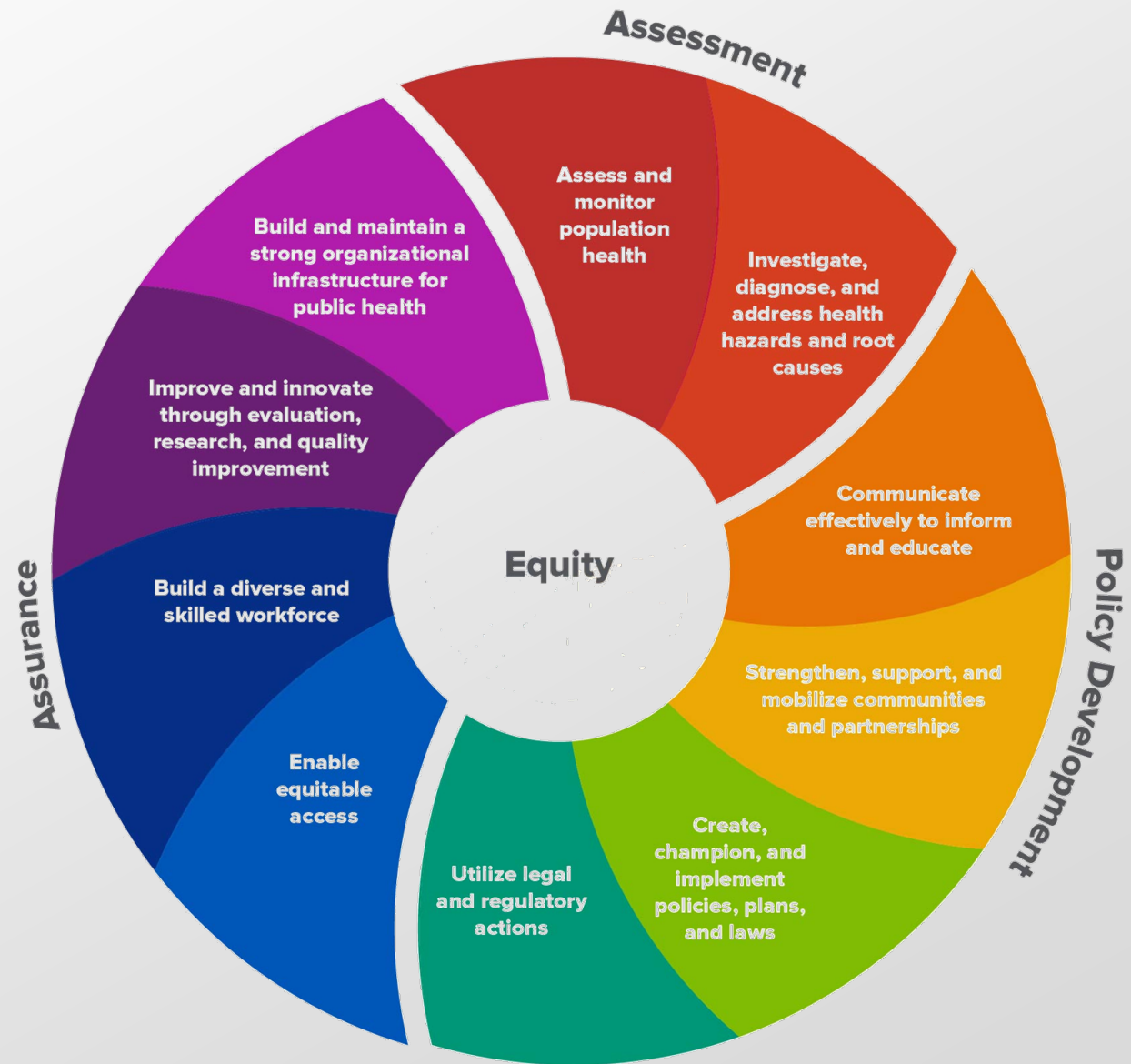
**We advance policy, build partnerships, and strengthen public health to create communities where everyone can achieve their best possible health.**


**@BrianCCastrucci**

**deBeaumont.org**

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# 10 Essential Public Health Services

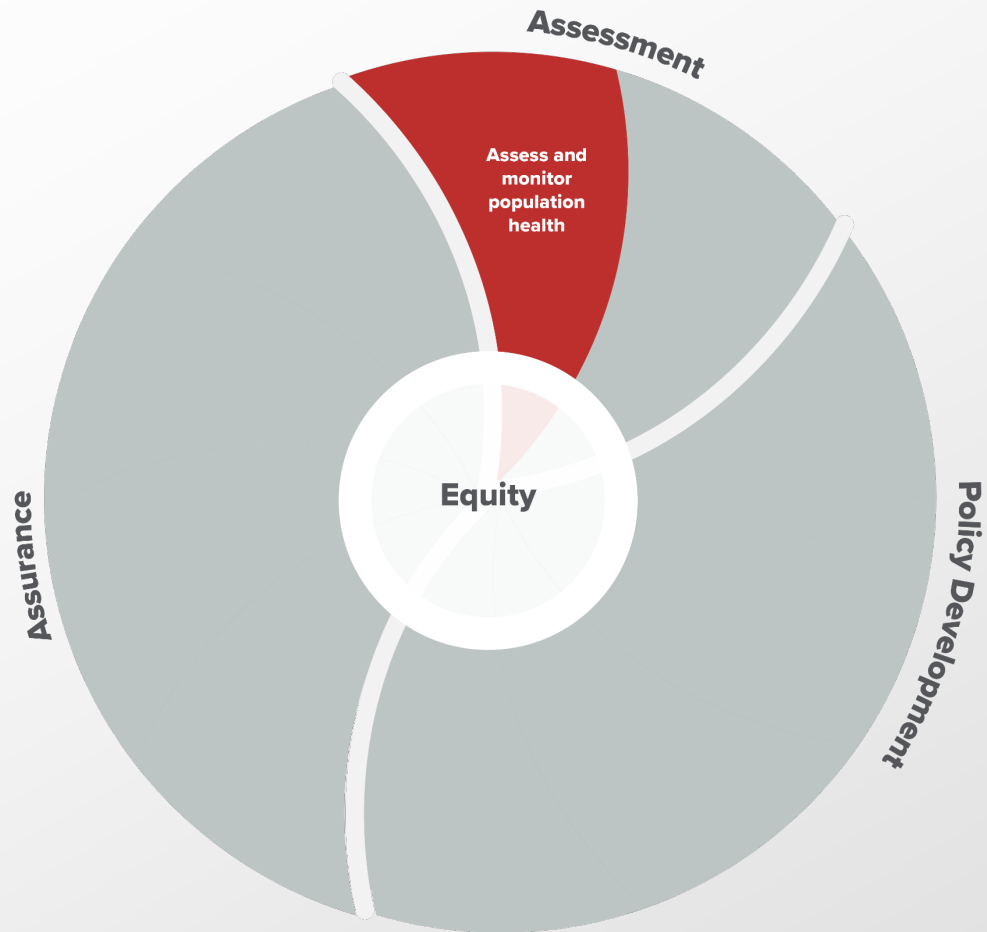
EPHS Toolkit | 2020

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>

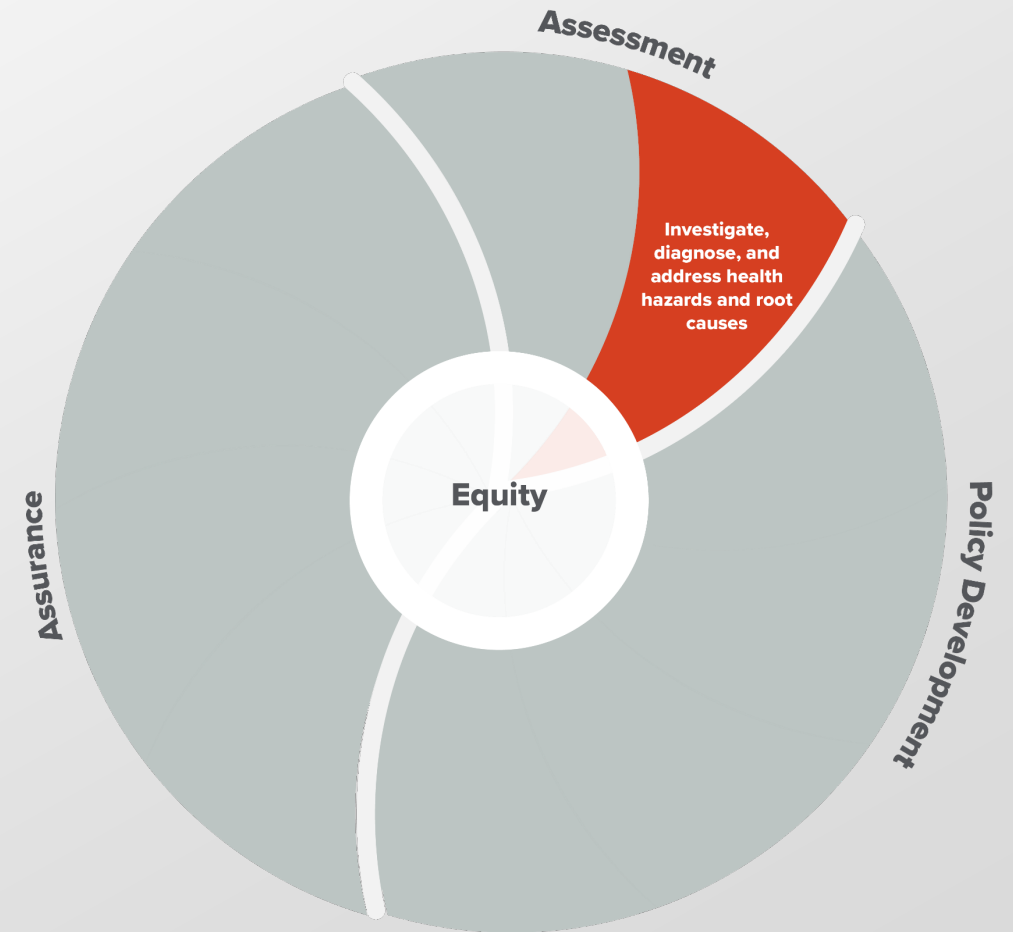
# ESSENTIAL PUBLIC HEALTH SERVICE #1

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

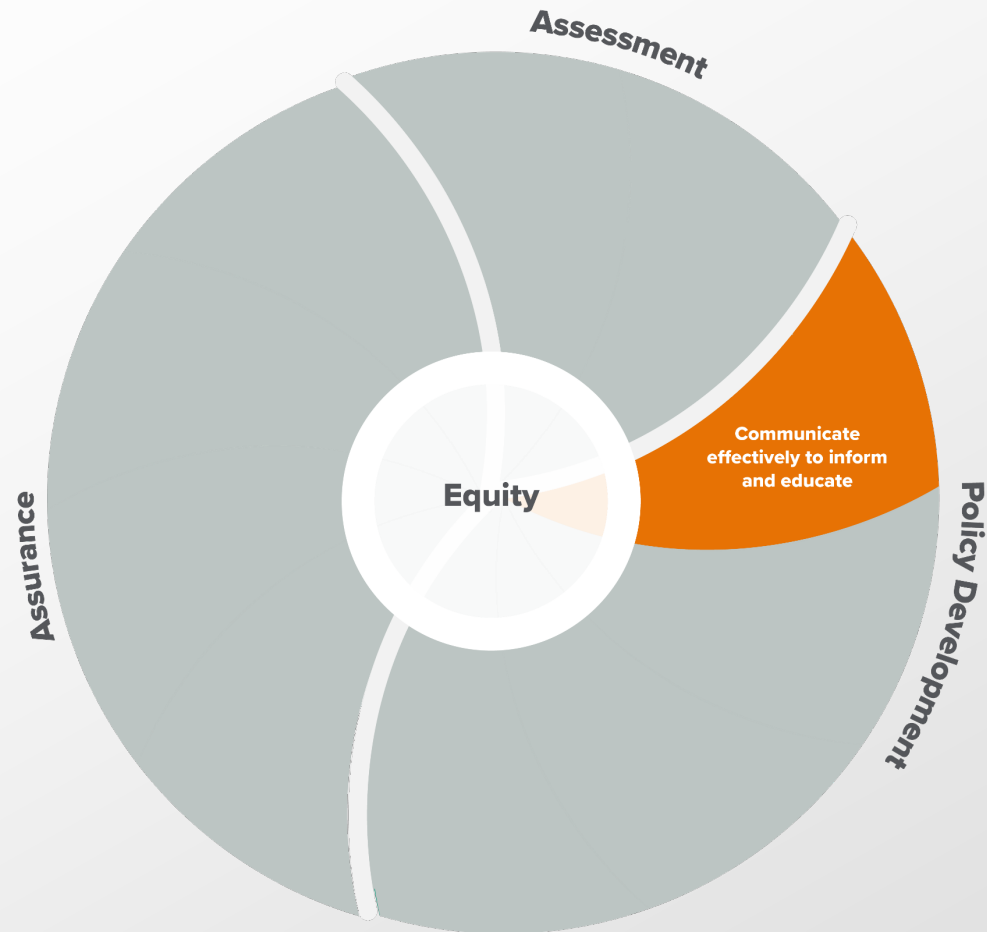
Data systems are siloed and archaic

Data reporting was uncoordinated

How do we unlock EMR data

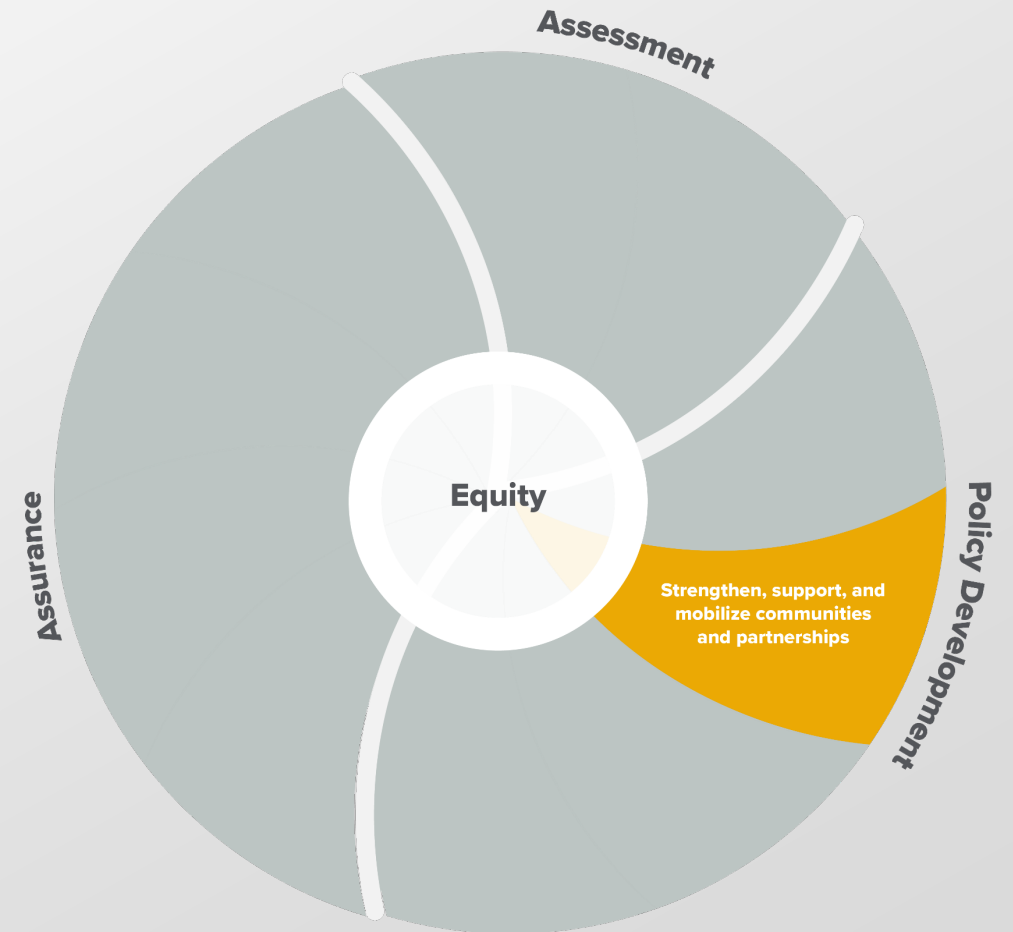
## ESSENTIAL PUBLIC HEALTH SERVICE #3

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

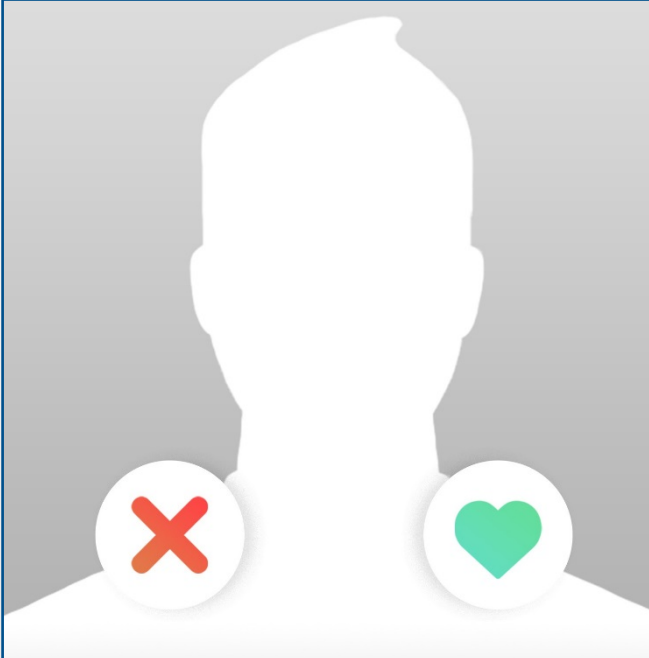
We need to local down v. We need to open sooner safer

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



John Snow, 206

 less than a mile away

Interests include sanitation and epidemiology. Swipe right if you got your flu shot!

# Essential Service 3 & 4 & COVID-19

# PHRASES

**Public Health** Reaching Across Sectors

A PARTNERSHIP OF  
de Beaumont Foundation  
The Aspen Institute

**Visit [phrases.org](https://phrases.org) to access the tools**

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# 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**



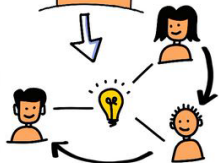
QUALITY  
EDUCATION



SAFE AND  
AFFORDABLE  
HOUSING



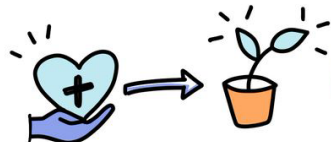
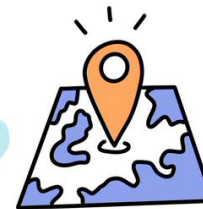
ACCESS TO  
HEALTHCARE  
AND EMPLOYMENT  
OPPORTUNITIES



PUBLIC HEALTH PROFESSIONALS  
WORK WITH OTHERS TO BUILD A  
SOLID FOUNDATION THAT SUPPORTS  
GOOD HEALTH FOR ALL

**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

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# BIPARTISAN SUPPORT FOR PUBLIC HEALTH RISES SHARPLY

In a new national poll, voters across the country express support for the important work of public health departments and the role they play in keeping communities healthier and safer.



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PUBLIC OPINION STRATEGIES

## MORE VOTERS SAY PUBLIC HEALTH DEPARTMENTS ARE ESSENTIAL

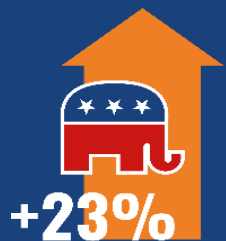
**7 IN 10** voters say public health departments are important to create a healthy community.



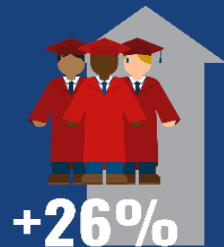
**!** In 2018, only 5 in 10 voters agreed.

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PUBLIC OPINION STRATEGIES

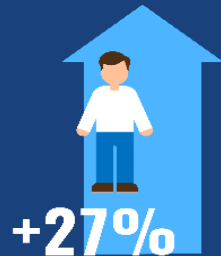
The growth was highest among...



Strong Republicans



Men with a college degree or higher



White men

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PUBLIC OPINION STRATEGIES

## VOTERS REPORT BEING MORE FAMILIAR WITH THEIR PUBLIC HEALTH DEPARTMENTS AND ARE WILLING TO PAY MORE IN STATE AND LOCAL TAXES FOR THEM

Over the past two years, voters have continued to recognize the role of public health departments in their counties, cities, and towns.

**61%**

of voters say they would be willing to pay more in annual state and local taxes to increase funding for services from public health departments.

**60%**

of voters say they are very or somewhat familiar with their local health department—an increase from 49 percent in 2018.

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PUBLIC OPINION STRATEGIES

Department of Health



## VOTERS VALUE PUBLIC HEALTH SERVICES

Americans continue to support a full range of services to improve community health. The services that are most valued are:



Help stop the spread of communicable diseases like ebola or the flu (82%)



Support women and children's health (82%)



Reach out to people at greatest risk for poor health outcomes (80%)



Ensure environmental health (78%)



Work together with the broader healthcare system to address issues before they become health crises (77%)



Provide non-biased information on how to respond to a crisis (76%)

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PUBLIC OPINION STRATEGIES

Visit [www.debeaumont.org/2020poll](http://www.debeaumont.org/2020poll) to see the full poll details and learn more about the need for public health funding.

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Figures represent the percentage of voters who rated the service between 6 and 10, with 10 being the most important.

Poll methodology: Public Opinion Strategies conducted a national telephone survey among 14-800 registered voters July 7-13, 2020. The survey has a margin of error of +/- 3.46%.

# THREE STRATEGIES TO OVERCOME



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

## SOURCES of POLARIZATION



## AMPLIFIED BY



EXTREME POLITICAL RHETORIC



NO POLITICAL MIDDLE GROUND



POLICYMAKING GRIDLOCK



COVID-19



ECONOMIC IMPACT / JOB LOSSES



SYSTEMATIC AND STRUCTURAL RACISM



IMPACT OF PANDEMIC ON COMMUNITIES OF COLOR

## 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 »](#)



yahoo!life



YAHOO LIFE DIGITAL PREMIERE

**Soledad O'Brien's**  
**"Outbreak: The First Response"**

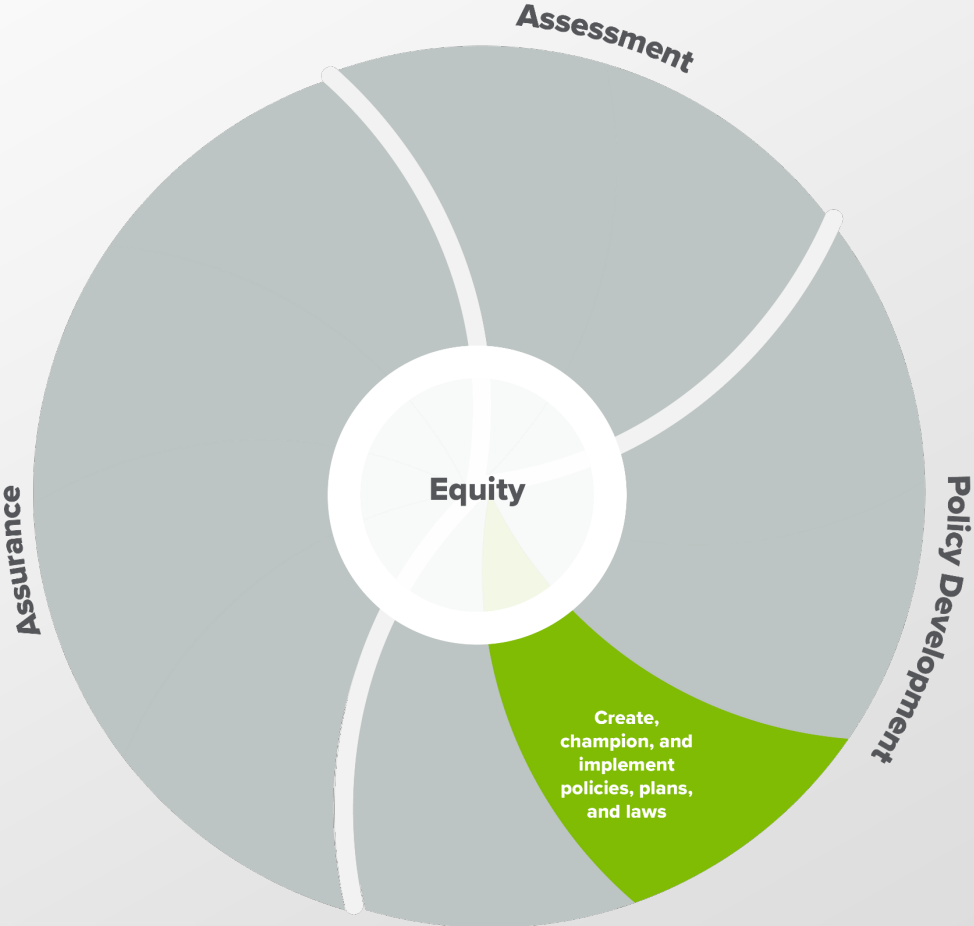
TUNE IN AUGUST 19TH

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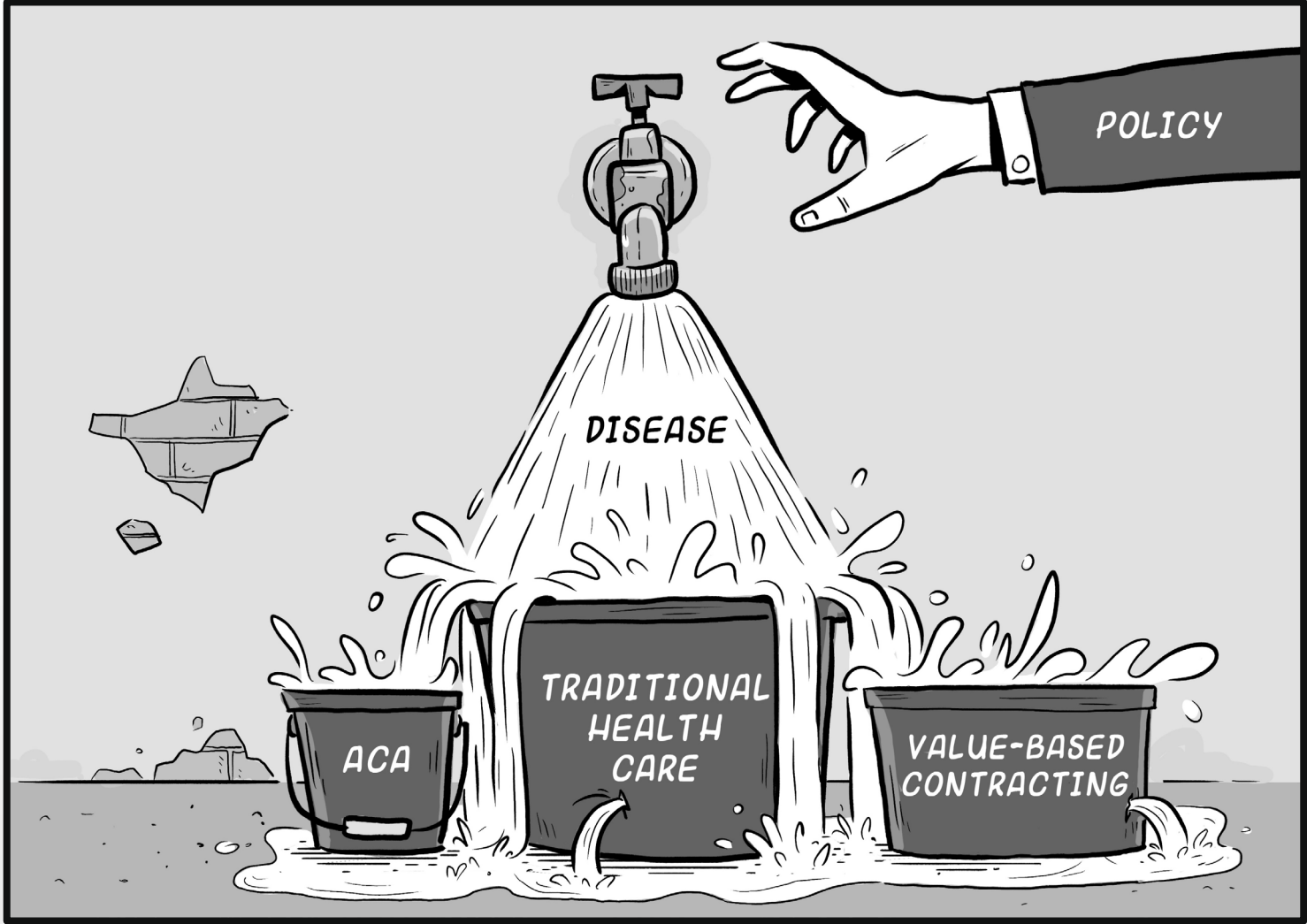
<https://yhoo.it/3nwOLiD>

# ESSENTIAL PUBLIC HEALTH SERVICE #5

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

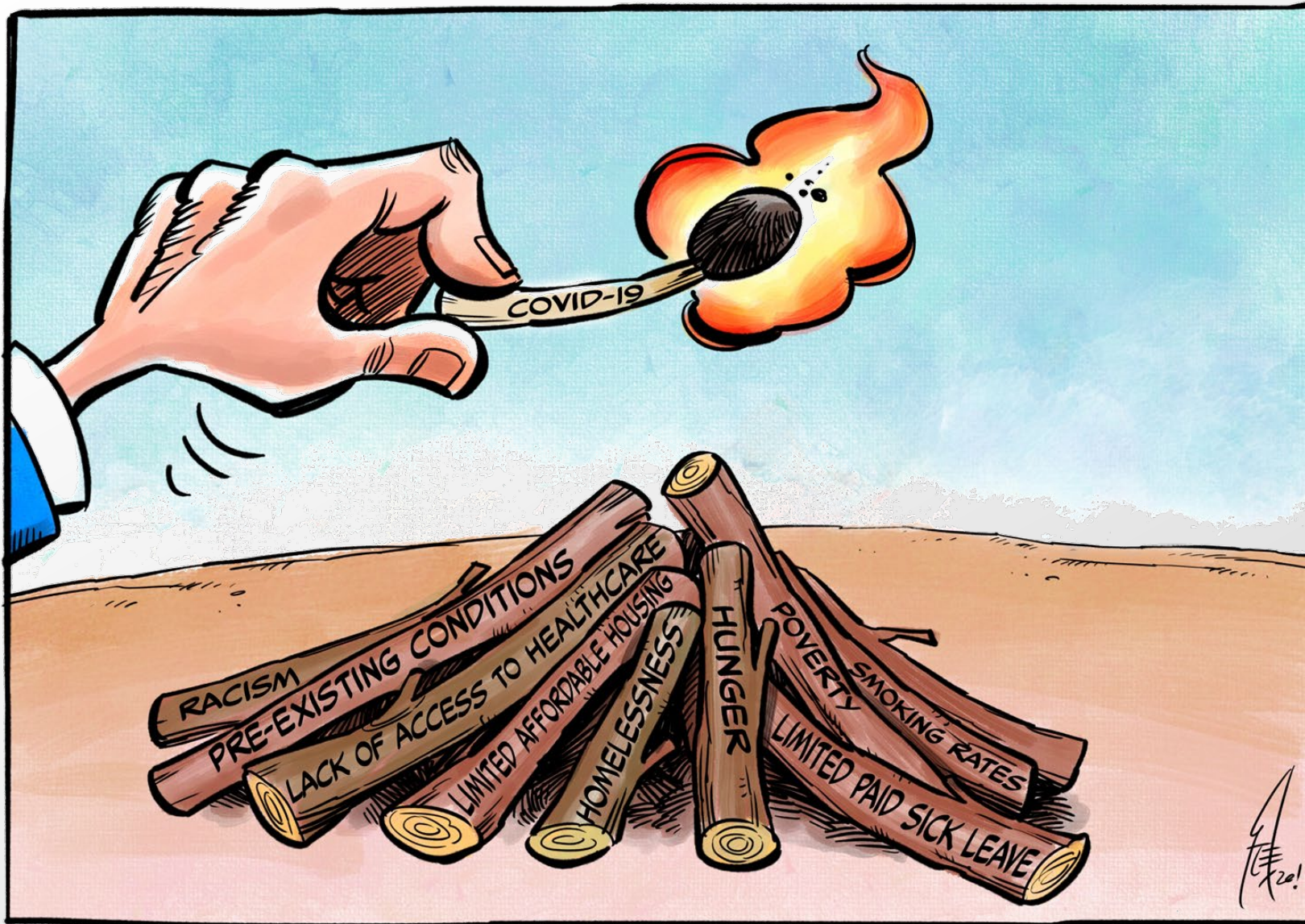


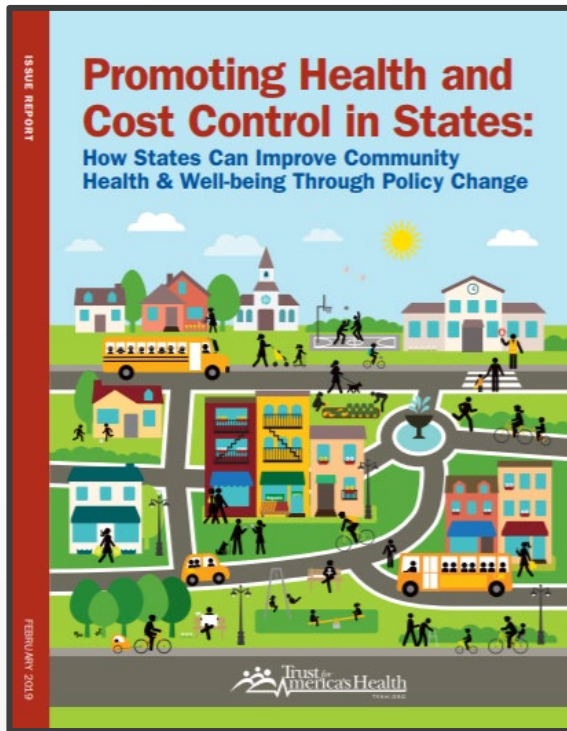




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<https://bit.ly/2E90tKz>



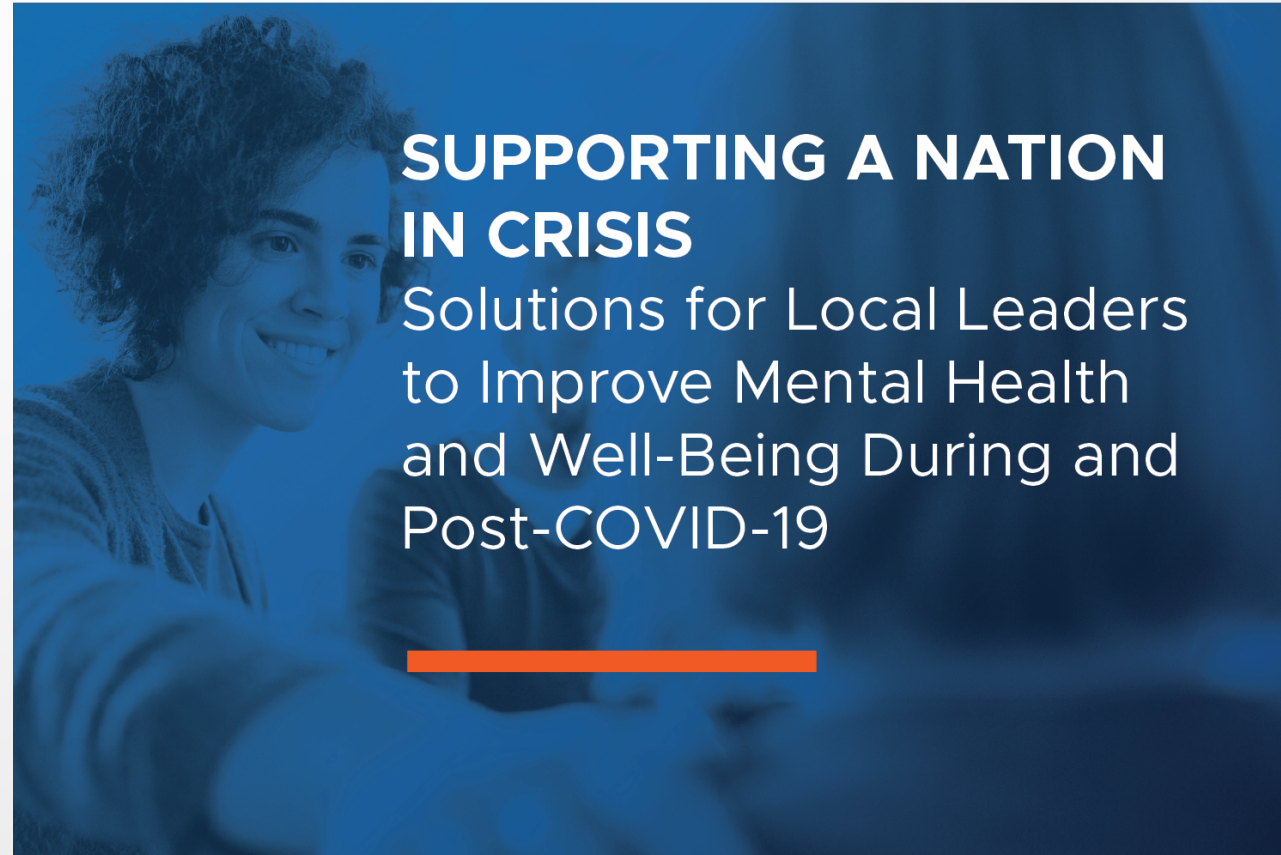
[www.cityhealth.org](http://www.cityhealth.org)



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

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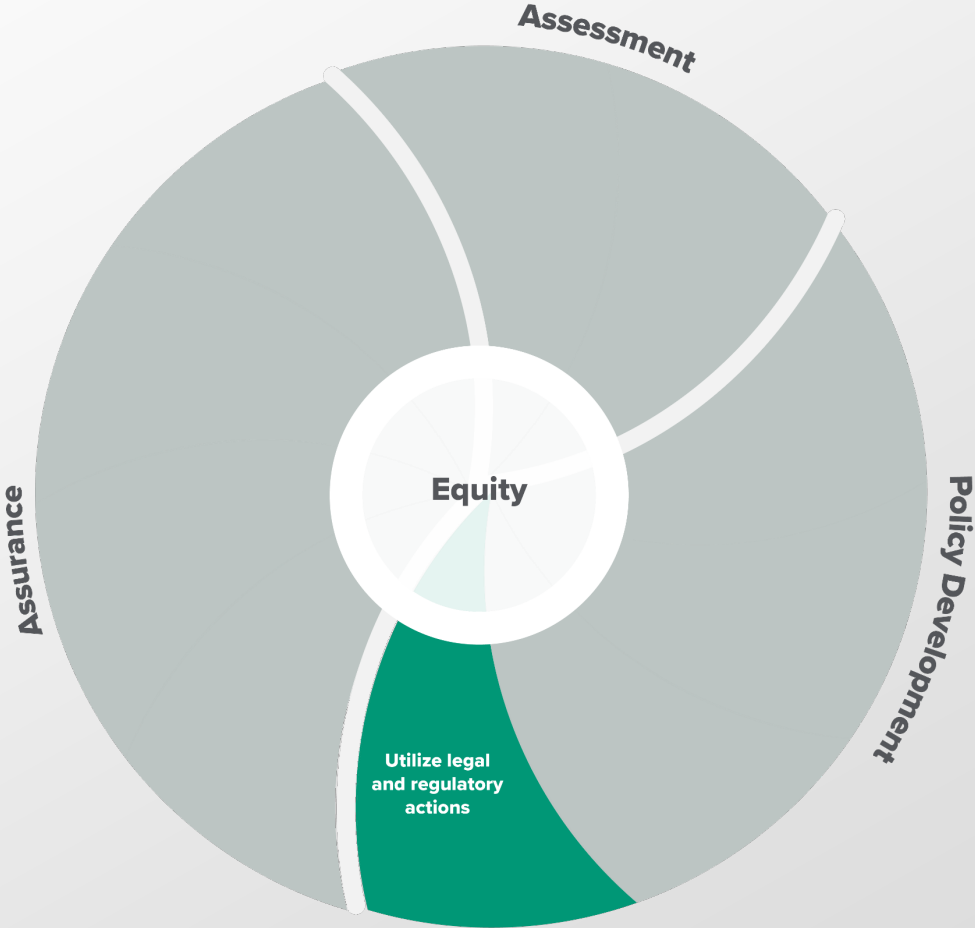
# Mental Health Municipal Policy



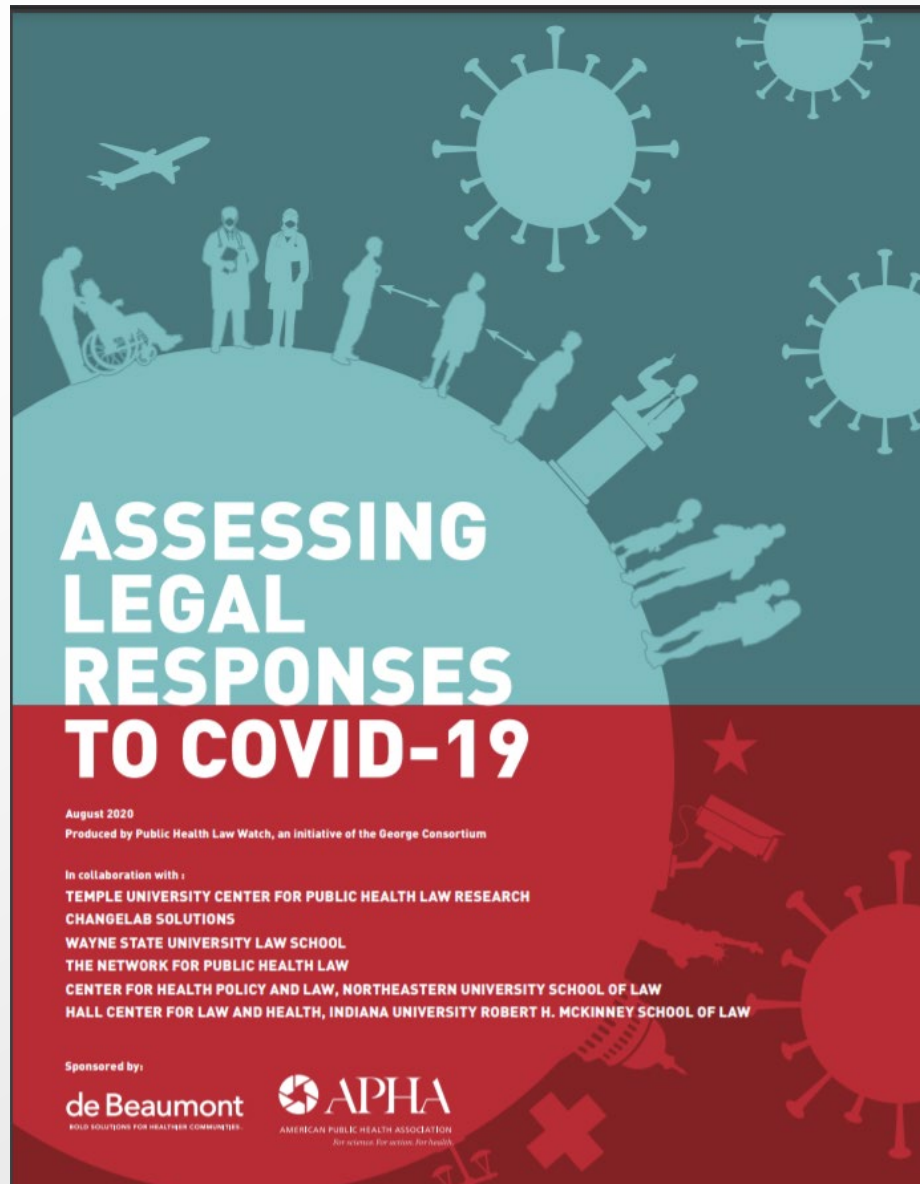
<https://bit.ly/33LzL8N>

# ESSENTIAL PUBLIC HEALTH SERVICE #6

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



# Essential Service 6 & COVID-19

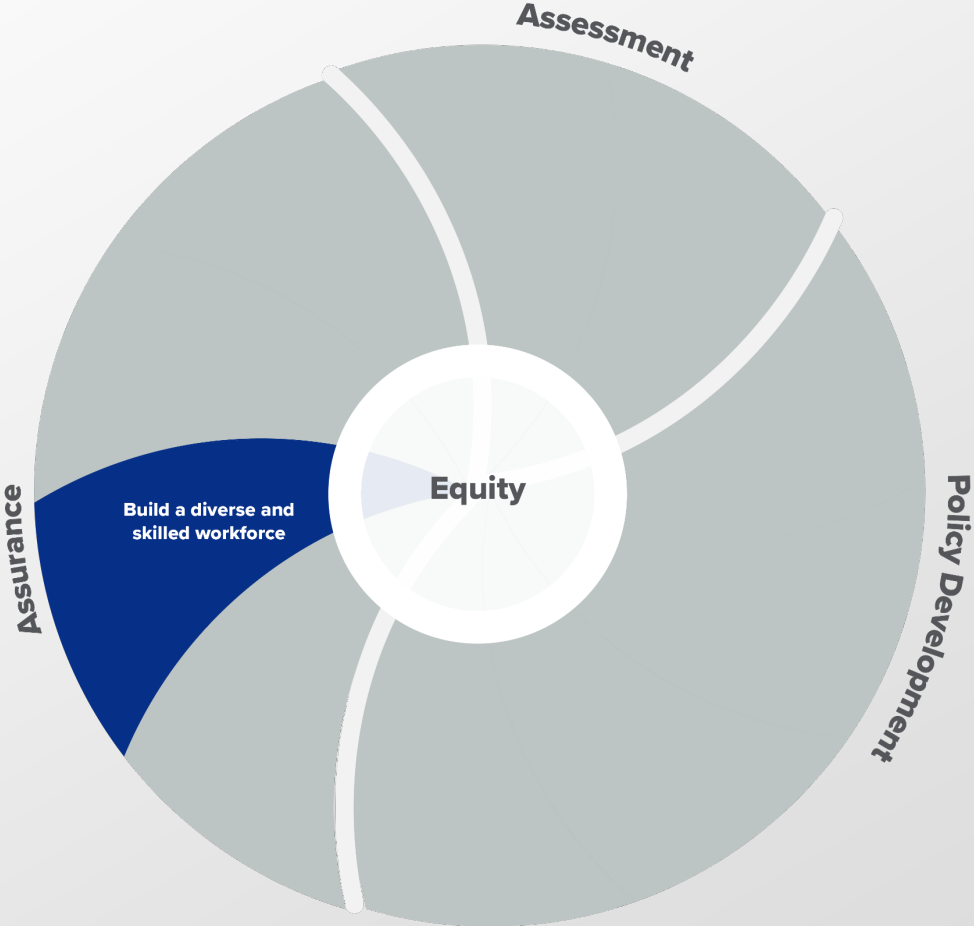


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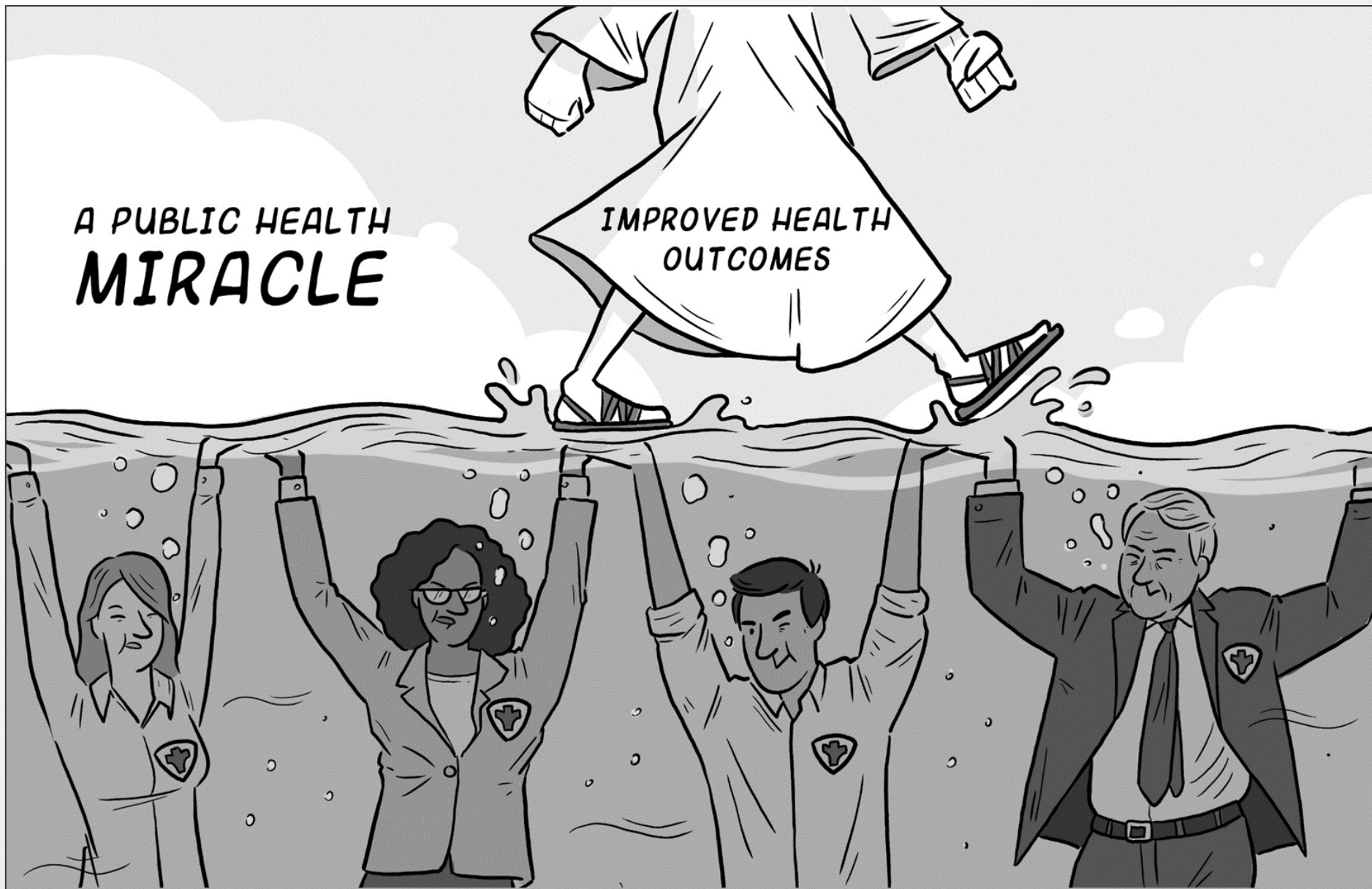
# ESSENTIAL PUBLIC HEALTH SERVICE #8

Build and support a diverse and skilled public health workforce



A PUBLIC HEALTH  
**MIRACLE**

IMPROVED HEALTH  
OUTCOMES



**THE PUBLIC HEALTH WORKFORCE**



**NEARLY HALF** of the workforce is considering leaving their organization the next five years

**22%** plan to retire in the next five years

**25%** plan to leave in the next year for reasons other than retirement








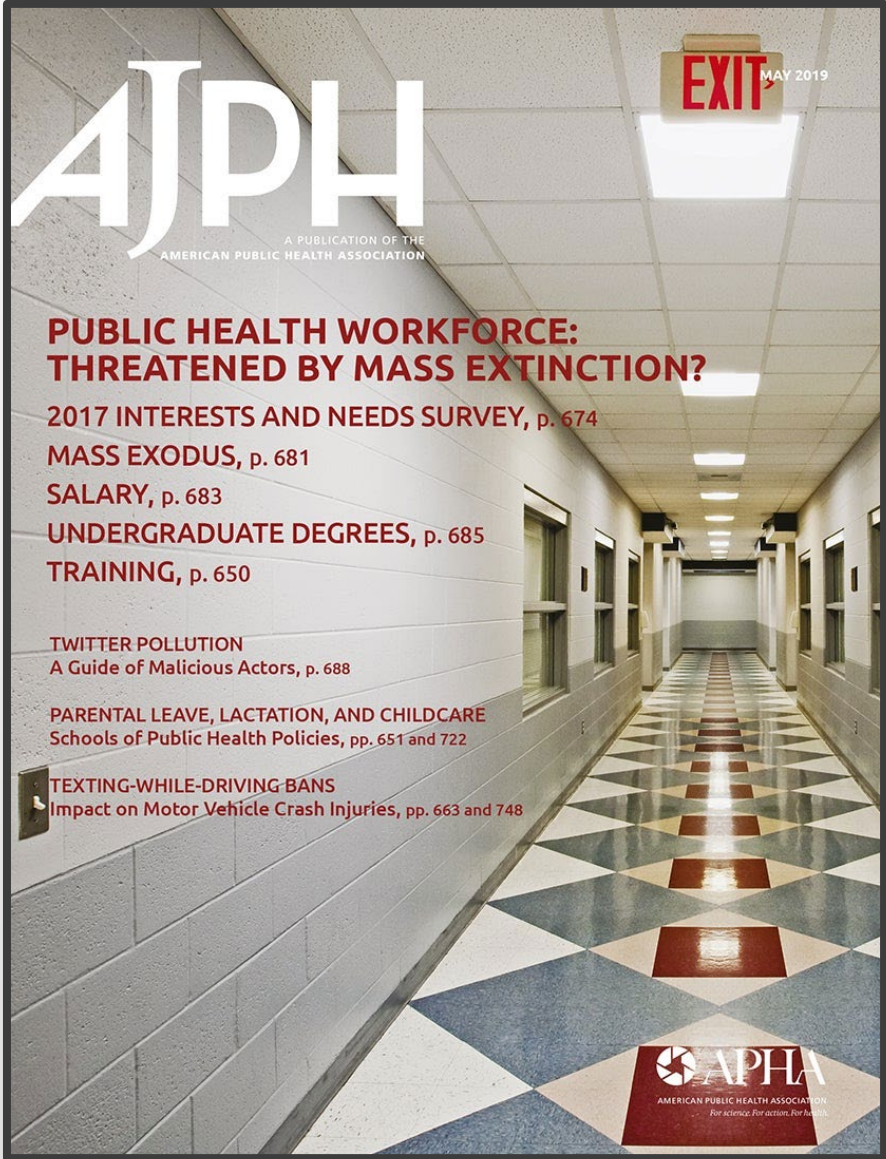
Since 2014, there has been a **41% INCREASE** in employees planning to leave their organization

Certain populations that are already underrepresented are poised to leave in large numbers in the next year:

- 32%** of Millennials
- 34%** of those with a degree in public health
- 31%** of men
- 24%** of women executives

**TOP 5 REASONS FOR LEAVING**

				
Inadequate Pay	Lack of Advancement	Workplace Environment	Job Satisfaction	Lack of Support
<b>46%</b>	<b>40%</b>	<b>31%</b>	<b>26%</b>	<b>26%</b>



**Visit [debeaumont.org/phwins](http://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](https://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



Budget and Financial  
Management

**55%**

**PH WINS**

PUBLIC HEALTH WORKFORCE  
INTERESTS AND NEEDS SURVEY



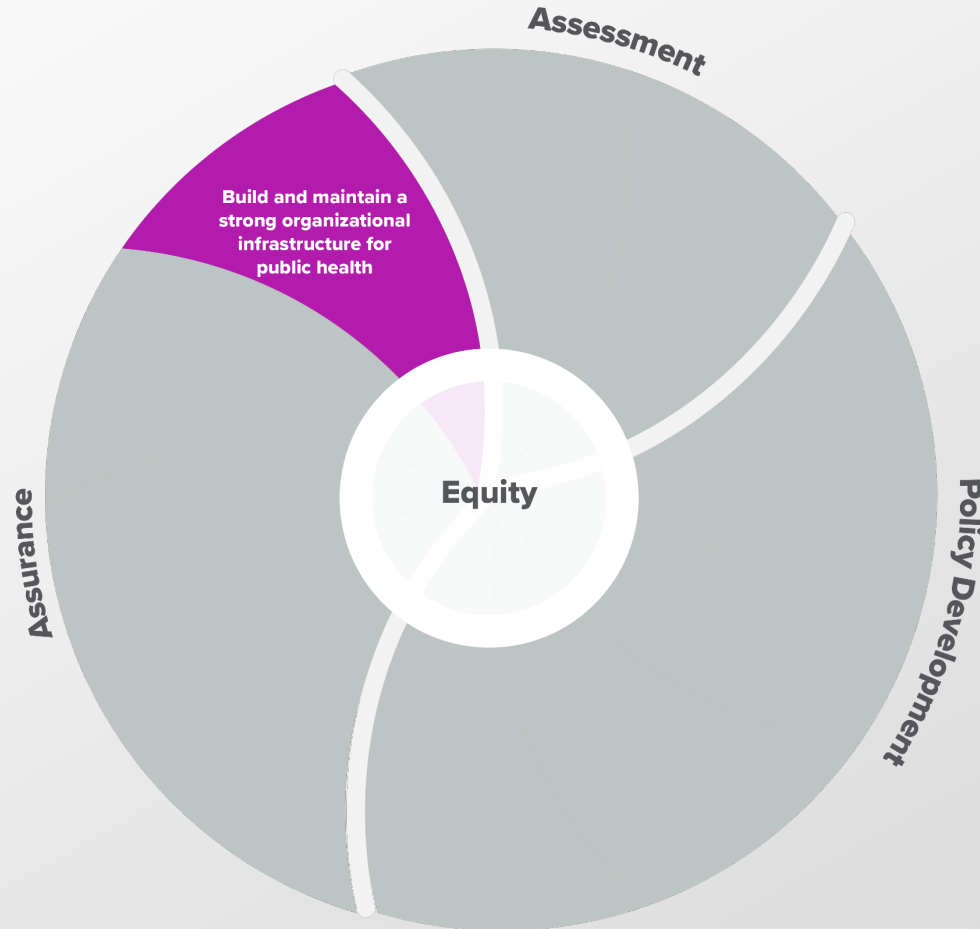
**Beamskills.com**

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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.<sup>1</sup> 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.<sup>1</sup>**

**Executives and non-supervisors disagree about whether creativity is rewarded**



U.S. workers say creativity has numerous benefits:<sup>2</sup>



Worker satisfaction is significantly higher in health departments where creativity and innovation are rewarded.<sup>1</sup>

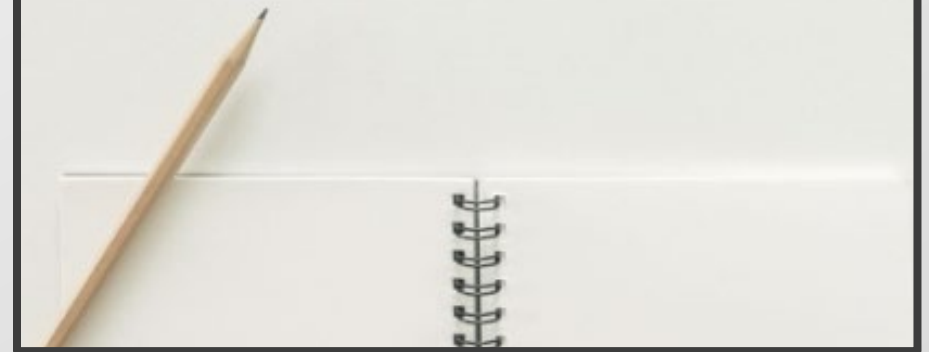


**What contributes to an innovative culture:<sup>3</sup>**

- 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

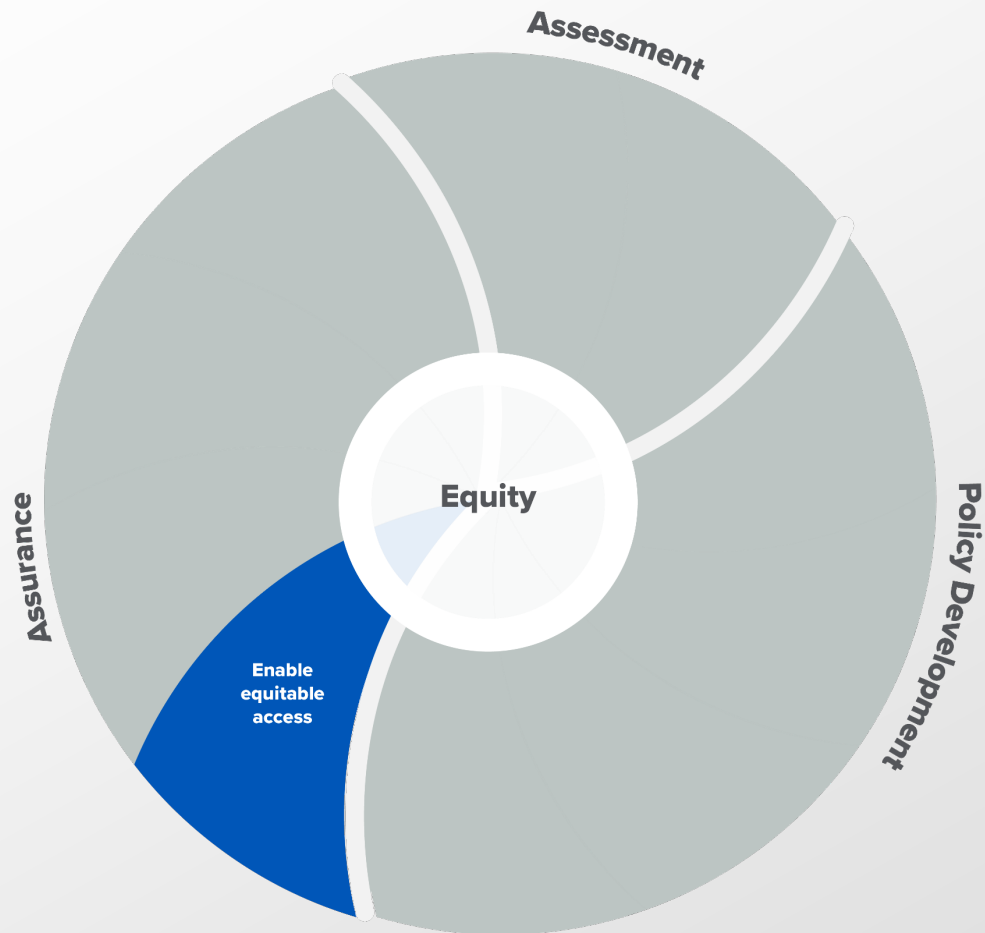
WITH RACHEL LOCKE & TIFFANEY BROWN



[bit.ly/33jeW4P](https://bit.ly/33jeW4P)

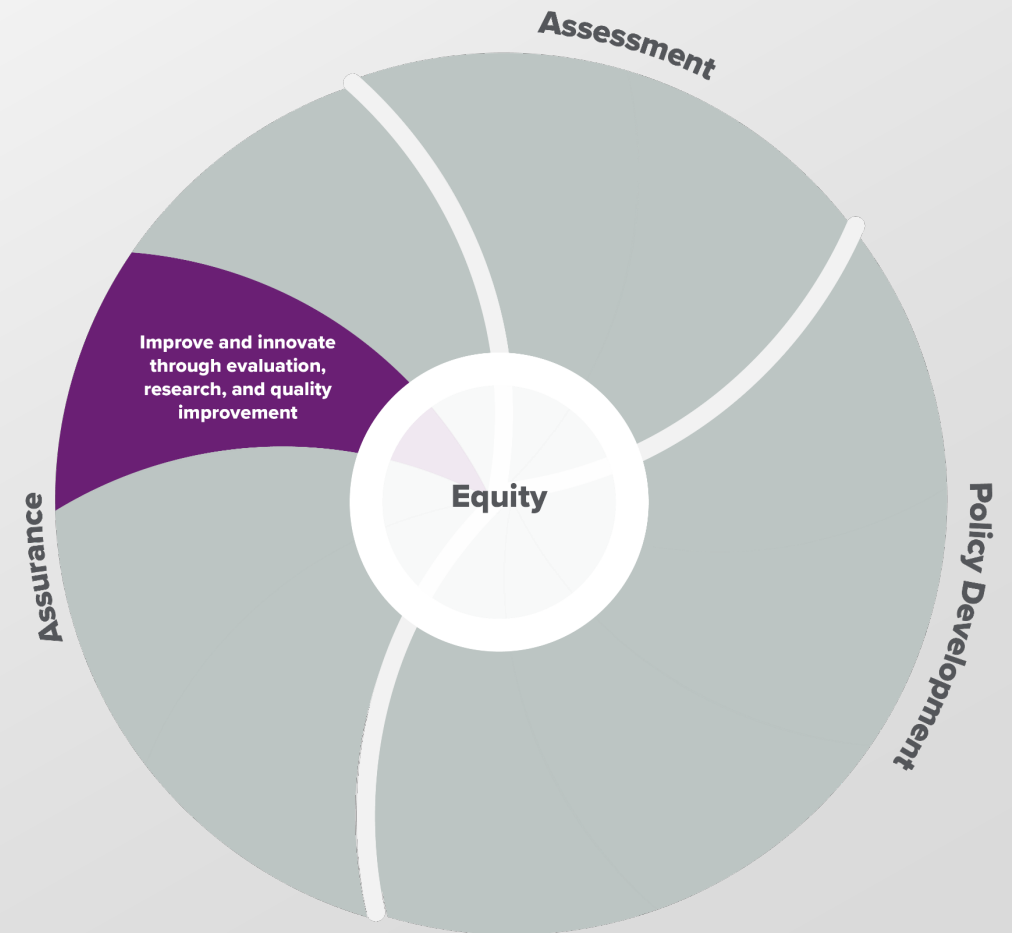
## ESSENTIAL PUBLIC HEALTH SERVICE #7

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

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- Grace Castillo
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- 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**  
**@deBeaumontFndtn**

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