Refreshing Public Health Practice: The Revised 10 Essential Services of Public Health
We advance policy, build partnerships, and strengthen public health to create communities where everyone can achieve their best possible health.

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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://ephslaunched.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

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 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.
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.

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.

The growth was highest among...

+23% Strong Republicans

+26% Men with a college degree or higher

+27% White men

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 are currently familiar with their local health department—up from 49 percent in 2018.

60% of voters say they are very or somewhat familiar with their local health department—and are willing to pay more in state and local taxes for funding for services from public health departments.

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 (62%)
- Reach out to people at greatest risk for poor health outcomes (80%)
- Ensure environmental health (78%)
- Work together with the broader health care system to address causes before they become health crises (77%)
- Provide non-biased information on how to respond to a crisis (76%)

Visit www.debeaumont.org/2020poll to see the full poll details and learn more about the need for public health funding.

Suggests percentage of voters who rated each service as at least a 6 on a scale of 0-10 (10 being the most important).

Methodology: Public opinion research conducted on a probability random national sample of 1,008 adults ages 18 and older on July 13, 2020. The survey has a margin of error of ±3.06%.
THREE STRATEGIES TO OVERCOME POLARIZATION

HOW CAN WE MOVE BEYOND DIVISIVE RHETORIC?

USE COMMON-GOOD VALUES
- Everybody 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.


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BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES.
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 »

Publichealthcollaborative.org
ESSENTIAL PUBLIC HEALTH SERVICE #5

Create, champion, and implement policies, plans, and laws that impact health
Mental Health Municipal Policy

SUPPORTING A NATION IN CRISIS
Solutions for Local Leaders to Improve Mental Health and Well-Being During and Post-COVID-19

https://bit.ly/33LzL8N
ESSENTIAL PUBLIC HEALTH SERVICE #6

Utilize legal and regulatory actions designed to improve and protect the public’s health
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: 46%
- Lack of Advancement: 40%
- Workplace Environment: 31%
- Job Satisfaction: 26%
- Lack of Support: 26%

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
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 America'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. 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.

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

U.S. workers say creativity has numerous benefits:
- 88% Investing in creativity increases employee productivity and morale.
- 86% Being creative makes people better leaders.
- 84% Being creative makes people better workers.

Worker satisfaction is significantly higher in health departments where creativity and innovation are rewarded.

Job satisfaction is higher
Organizational satisfaction is higher
Pay satisfaction is higher
Intent to leave is lower

What contributes to an innovative culture:
- 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

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
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