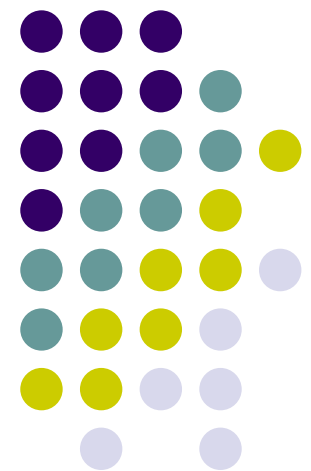


Building Healthy Communities: Public Health 101

What It Is & Why It Matters
March 13, 2009

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American Public Health Association

“Protect, Prevent, Live Well”



What is Public Health?



”what we do as a society, to assure the conditions in which people can be healthy”



“.....a public health professional is a person educated in public health or a related discipline who is employed to improve health through a population focus”

Good Public Health Creates A Community Benefit



- Based on science
- Reduce morbidity or mortality
- May right a wrong
- Improve quality of life
- May reduce costs to government and/or community
- May cost money



It's About Value

TARGET OF INTERVENTION

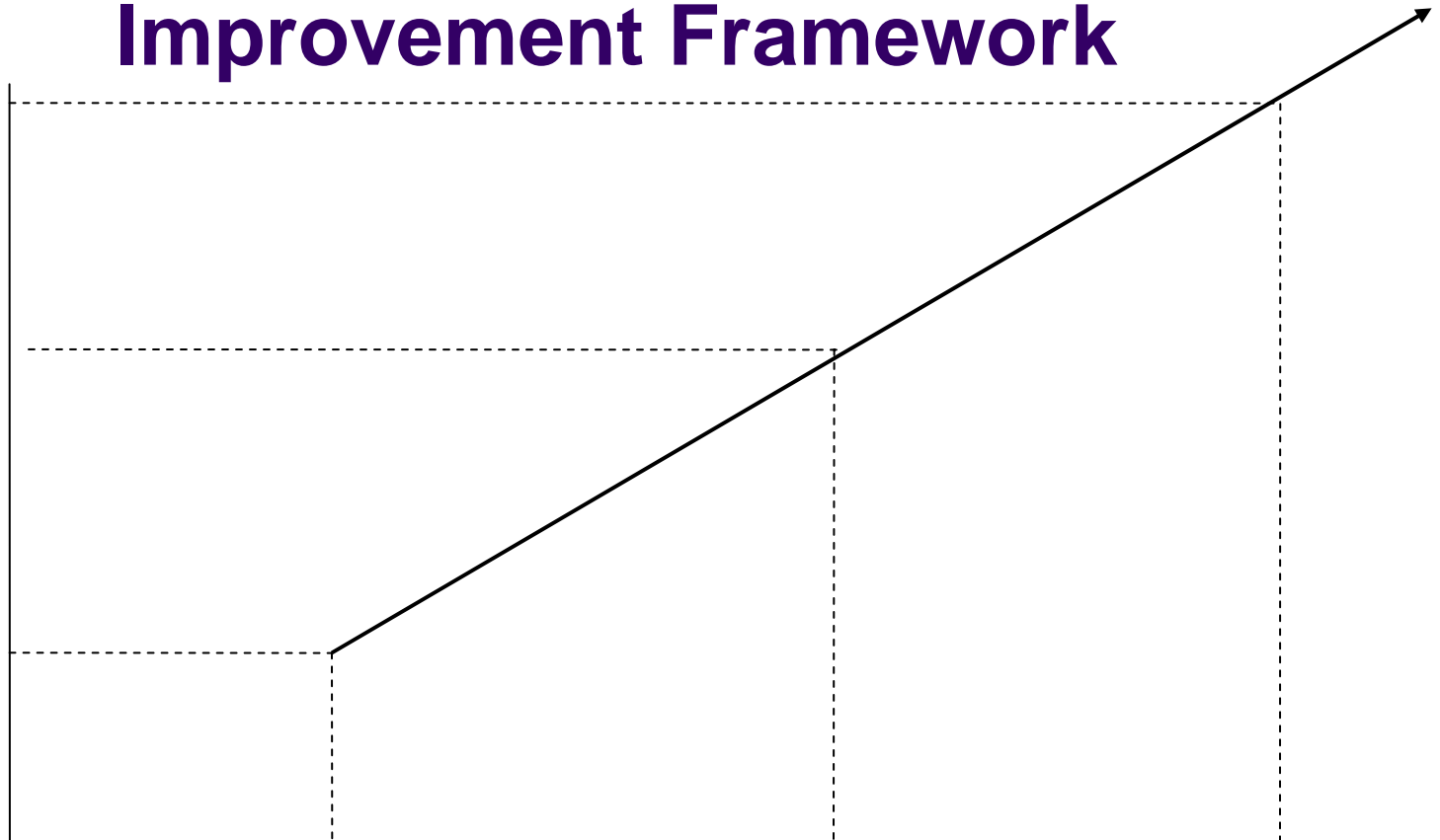
Population Health Improvement Framework

HEALTH

SOCIETY AND INSTITUTIONS

COMMUNITY

INDIVIDUALS



ILLNESS

Clinical Care

**Health
Promotion/
Prevention**

**Public
Advocacy**

**Intersectoral
Working:
Jobs/Housing/
Education**

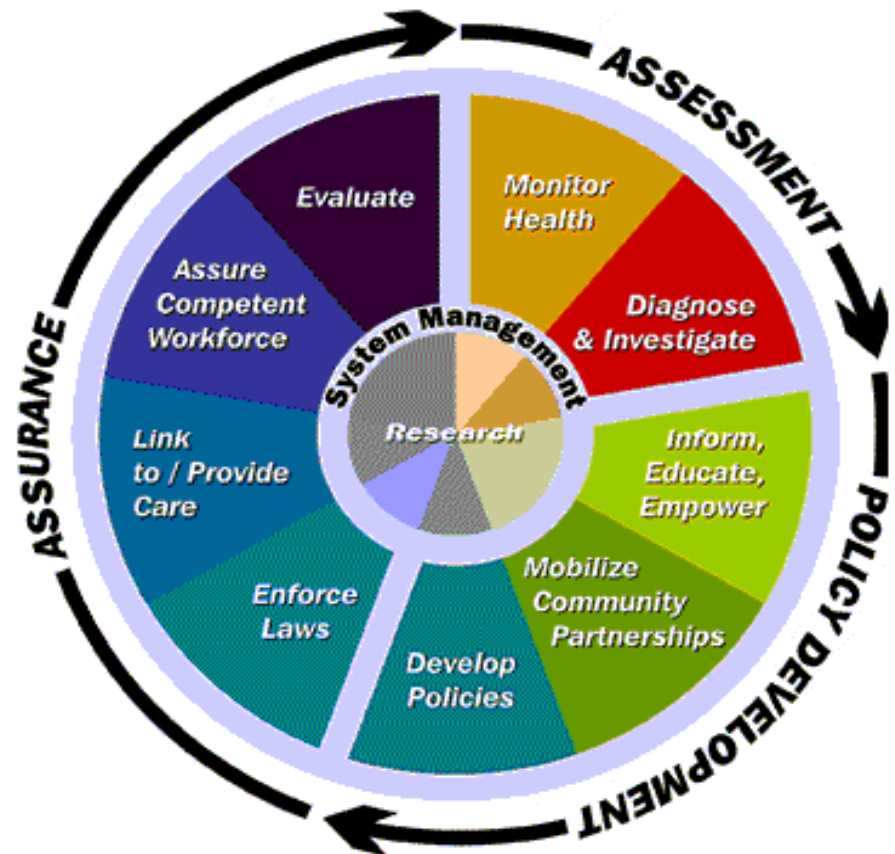
TYPE OF INTERVENTION

IOM

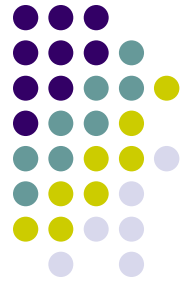


What Can We Do To Build The Capacity To Create Healthy Communities

1. Building infrastructure for federal, state & local governmental agencies
 - People
 - Training
 - Tools
 - Resources (money, linkages, facilities)
2. Structural reform of local public health agencies
3. Sufficient investment in public health research
4. Strengthening nongovernmental public health organizations
5. Sustaining & reforming resource investments in population health
6. Strong advocacy
 - Congress
 - Public



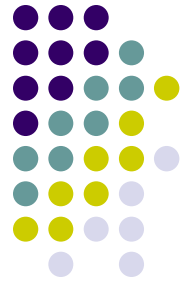
Where's The Money?



- Public health programs are supported through a combination of federal, state, and local resources
- ~75 percent of CDC's budget goes to states and communities (\$17.60 per person on average)
- HRSA, NHTSA, others as well
- But funding levels are falling from fed, state & local
- For example: Federal MCH Block Grant - HRSA



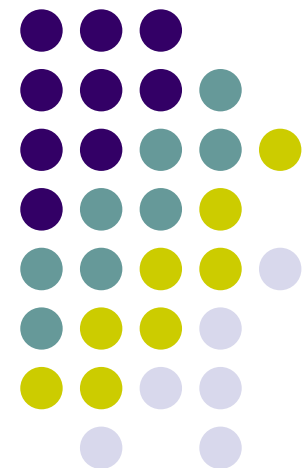
Maternal Child Health Block Grant: Title V of Social Security Act



- Established in 1935 to support the health needs of women, children and families
- Four core service areas
 - Direct health – safety net services, wrap around gap filling services
 - Enabling – Case management, transportation, coordination of care
 - Population based – newborn screening, lead screening
 - Infrastructure building – training, guideline development
- Funding has declined: ~\$731 million (2003) to \$662 mill (2009)

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Thank You



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