

MPH 600

Introduction Public Health Planning and Goal Setting in Public Health

Revised
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Goals & Objectives

- ▶ What is Policy
- ▶ What are Health Goals
- ▶ How health policies are formulated
- ▶ Forces that shape development of policy

"Policy"

A definite course of action adopted as expedient, or from considerations:
e.g. "a business policy"

Definition from the American Heritage Dictionary

"Goal"

- ▶ "The purpose toward which an endeavor is directed"
- ▶ Should be implicit in setting a course of action
- ▶ Exist in a continuum: Large to small, national to local
- ▶ Shares all the issues of policy setting

Evolution of Health Policy

- ▶ Common Wisdom-
 - Learned from direct observation
- ▶ Age of Discovery-
 - Application of the scientific method
- ▶ Prospective Age –
 - Population based analysis
 - Age of measurement

Policy Development

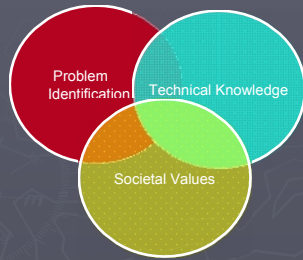
"Policy development is the means by which problem identification, technical knowledge of possible solutions, and societal values join to set a course of action."

Institute of Medicine Report.

'The Future of Public Health' – 1988

Review summary and Pages 44 and 45

Policy Development



Problem Identification

- ▶ Anecdotes
- ▶ Media In the News
- ▶ Public Health Data Data tells a story
- ▶ Epidemiology Epidemiology points to the answers

Technical Knowledge of Solutions

- ▶ Basic Science
- ▶ Clinical Studies
- ▶ Economics
- ▶ Law
- ▶ Health Behavioral theory- Psychology

Societal Values

- ▶ Political Process
- ▶ Legislative, Judicial & Executive expression
- ▶ Social & Political Sciences
- ▶ Interest Groups
- ▶

Setting a Course of Action: Implies a Goal exists

- ▶ Easier Said;
- ▶ Than Done
- ▶ Requires Setting Goals

Framework for Analysis

- ▶ Establish the contract
- ▶ Layout the Alternatives
- ▶ Predict the consequences
- ▶ Value the outcome
- ▶ Make a choice

Making the Choice

- ▶ ???
- ▶ The Analyst
- ▶ The Decision Maker;
 - A person
 - A group of people

Private Sector

- ▶ Easier when only the bottom line is considered
- ▶ Increasingly complex

Public sector; more difficult

- ▶ **All the following want a hand in the decision making:**
 - Congress
 - Federal Courts
 - Executive Branch
 - State Legislature
 - Governor & Executive Branch
 - State Courts
 - Activists
 - Local Councils/Supervisors
 - City/County Execs
 - ▶ Here is the local health department!

Activists and concerned individuals at every level

Public Health Goal Setting

- ▶ Healthy People 2010:
<http://www.healthypeople.gov/>
 - Physical Activity
 - Overweight and Obesity
 - Tobacco Use
 - Substance Abuse
 - Responsible Sexual Behavior
 - Mental Health
 - Injury and Violence
 - Environmental Quality
 - Immunization
 - Access to Health Care

- ▶ 22. Physical Activity and Fitness
- ▶ Goal: Improve health, fitness, and quality of life through daily physical activity. Objective numbers in bold with an asterisk (*) indicate the objectives with proposed change(s).
- ▶ Objective Number Objective Short Title
- ▶ Physical Activity in Adults
 - ▶ 22-1 No leisure-time physical activity
 - ▶ 22-2 At least moderate physical activity
 - ▶ 22-3 Regular vigorous physical activity
 - ▶ Muscular Strength/Endurance and Flexibility
 - ▶ 22-4 Muscular strength and endurance
 - ▶ 22-5 Disability
 - ▶ Physical Activity in Children and Adolescents 22-6*
 - ▶ Moderate physical activity in adolescent 22-7* Regular physical activity in adolescent 22-8 Physical education requirement in school 22-9 Daily physical education in school 22-10 Physical activity in physical education classes 22-11 Physical activity Access 22-12* National physical activity facilities 22-13 Private physical activity facilities 22-14 Community walking for transportation 22-15 Community bicycling for transportation

Objective 22-3:
Increase the proportion of adults who engage in vigorous physical activity that promotes the development and maintenance of cardiorespiratory fitness for at least 20 minutes per day 3 or more days per week.

Target: 30 percent.

Baseline: 23 percent of adults aged 18 years and older engaged in vigorous physical activity 3 or more days per week for 20 or more minutes per occasion in 1997 (age adjusted to the year 2000 standard population).

Target setting method: Better than the best.

Data source: National Health Interview Survey (NHIS), CDC, NCHS.

Health Department QUALITY RESULTS

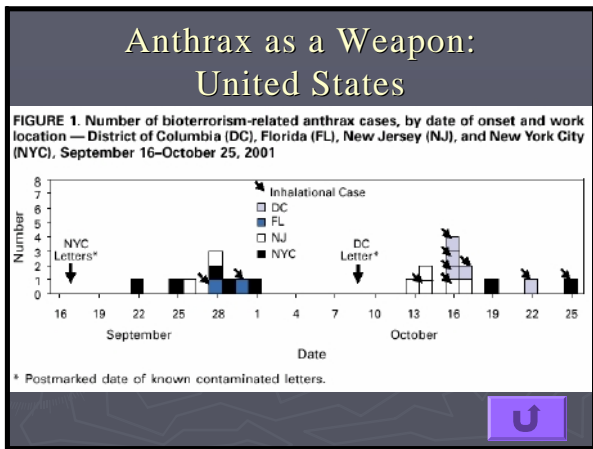
- ▶ Emergency re-engineered flu shot program to provide 12,624 community vaccinations → Objective 3.1 Extraordinary Quality of Life-health and well-being
Goal 2.1 and 2.3 Exceed expectations and seamless service
- ▶ Day Care consultant program enhanced level of health care in 37 centers, helping to protect 6,064 children → Objective 3.1 Extraordinary Quality of Life-health and well-being
- ▶ Organizational climate assessment index up for third cycle in a row → Objective 6.3 Employee satisfaction, pride, and well-being

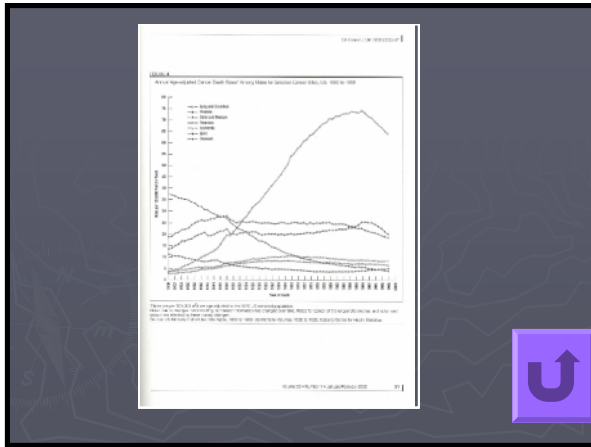
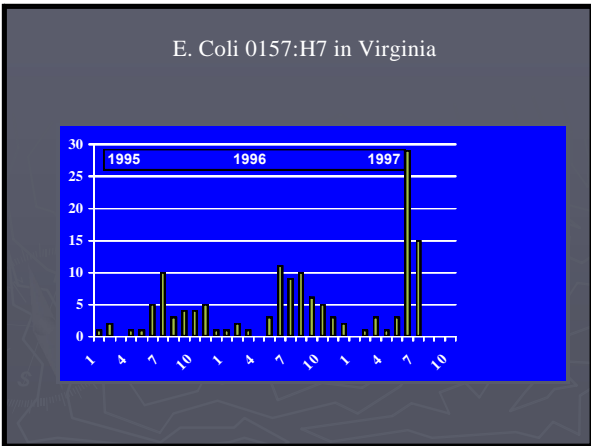
Health Department Performance and Results

- ▶ 2,292 food establishment safety inspections
- ▶ 789 Septic and Well applications processed
- ▶ 838 animal quarantines to prevent rabies

All track to Objective 3.1
“Monitor and foster the health and well-being of our citizens”

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- ### Great Health Policy Moments
- ▶ 1600s Bill of mortality – London
 - ▶ 1870-1910 Hygiene Movement
 - ▶ 1935 Social Security Act
 - ▶ 1946 Hill Burton Act
 - ▶ 1965 Medicaid/Medicare
 - ▶ 1980s DRGs
 - ▶ 1990s Health Care Reform
 - ▶ Era of managed care

- ### Evolution of Health Care
- ▶ 800 AD – Hospitals, mainly for terminally ill
 - ▶ 1800s Institutionalization of health care in hospitals, age of bacteriology
 - ▶ 1918 following the publication of the Flexner Report – Use of the scientific method rather than apprenticeship training.
 - ▶ 1945 Specialization following vast improvement of surgery and use of antibiotics associated with WW II.
 - ▶ 1980s Identification of limited and competing resources, movement to ambulatory care and non traditional methods

- ### 1990s, A Decade of Change
- ▶ Failure of Supply & Demand
 - ▶ % of GNP devoted to Health services – 14%+ or \$1,000,000,000
 - ▶ HMOs & Accountability

Questions ?