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
- Public Health Data
- Epidemiology

Technical Knowledge of Solutions
- Basic Science
- Clinical Studies
- Economics
- Law
- Health Behavioral theory

Societal Values
- Political Process
- Legislative, Judicial & Executive
- 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!

Public Health Goal Setting

- Healthy People 2010:  

- 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

► Day Care consultant program enhanced level of health care in 37 centers, helping to protect 6,064 children

► Organizational climate assessment index up for third cycle in a row

Objective 3.1
Extraordinary Quality of Life-health and well-being
Goal 2.1 and 2.3 Exceed expectations and seamless service

Objective 3.1
Extraordinary Quality of Life-health and well-being

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

fy 2004

Anthrax as a Weapon:
United States

FIGURE 1. Number of bioterrorism-related anthrax cases, by date of onset and work location—District of Columbia (DC), Florida (FL), New Jersey (NJ), and New York City (NYC), September 16–October 25, 2001

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* Postmarked date of known contaminated letters.
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

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

1990s, A Decade of Change

- Failure of Supply & Demand
- % of GNP devoted to Health services – 14% or $1,000,000,000
- HMOs & Accountability

E. Coli 0157:H7 in Virginia

- 1995
- 1996
- 1997
Questions?