

## Slide 1

Principles of Public Health for Community Health and Outreach Workers

The Ten Essential Services of Public Health

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Learning Objectives

1. Introduce the ten essential public health services
2. Discuss examples of real life in the application of the ten essential public health services
3. Describe the logical model of health and medical care

## Slide 3

When reading the front page of the local newspaper, you notice an alarming article about an epidemic of a "disease X" in your community. You read on to know more about the scientifically established cause of illness and precautions to avoid exposure to it.

## Slide 4

This valuable information was published as a cover story because:

- ✓ The local soccer team lost their game the night before.
- ✓ The columnist is on vacation.
- ✓ State and local health officials and staff have worked for weeks to get data out laboratory tests and statistics, generate hypotheses and work with the media to alert and educate people that the "disease X" is effectively possible

## Slide 5

On your way to the supermarket or local grocery store, you notice a flyer advertising a free phone number to enroll children (as) not secured in a health insurance program government-funded.

## Slide 6

This program provides health insurance because:

- ✓ The federal governments have an excellent budget and are looking for ways to spend it.
- ✓ A leading phone company offered the state health department a good deal of numbers 1-800.

- ✓ The public health professionals have documented the number of children uninsured in their states and have worked with federal and state politicians to establish the scope and social care services to ensure universal provision of care.

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While you are shopping at the local mall, you meet a group of nurses who offer blood pressure tests and detection free cholesterol.

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This program provides health insurance because:

- ✓ Need a second job
- ✓ They enjoy seeing people in malls
- ✓ They are public health nurses dedicated to promote the health of the community, including the Prevention of heart disease.

#### Slide 9

You and your partner share a romantic dinner at your favorite restaurant. It is not only a delicious meal - but do not suffer food poisoning!

#### Slide 10

This nice experience has been supplied to you by:

- ✓ The restaurant's administration.
- ✓ Your local health department.
- ✓ A joint effort of the administration of the restaurant and the local health department.

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In an urban area, the prevailing liquor stores are gradually being replaced by supermarkets or grocery stores. The public transport system has been reorganized to ensure access to these shops to residents without cars.

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This occurs by:

- ✓ The transportation departments need to increase revenue.
- ✓ The owners of liquor stores have decided they are not doing business and are moving elsewhere.

- ✓ A collaborative effort of citizens, public health professionals and city planners and government officials who share the common goal of preventing drug abuse and alcoholism among urban community member.

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Examples of how essential services are reflected in the daily activities of public health.

Scenario short questionnaire	Essential public health services implemented
Informing about an erupting epidemiological research community.	“Diagnose and investigate health problems and risks community health.”
Promote enrollment in an insurance program health subsidized by the state.	Connecting people with health services and ensuring the necessary private arrangement health care when otherwise not found available.
Education and health promotion to prevent heart diseases.	“Inform, educate and delegate power to the people on health issues.”
Maintaining a sanitary environment restaurant for the welfare of the population.	“Enforce laws and regulations that protect health and ensure security.”
Shaping health policy, planning the city and transport routes to create an environment that promotes positive health behavior.	“Develop policies and plans that support efforts for individual and community health.”

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Models of Public Health versus Models Medical Professional Development

Public Health Model	Medical Model
Main focus on the population	Ethics of personal service, conditioned by the awareness of social responsibility.
Public service ethic, moderated by concerns about the individual.	Main focus on the individual
Emphasis on promotion and prevention health for the whole community	Emphasis on diagnosis, treatment and care for the whole patient
Paradigm that employs a range of interventions aimed at environment, behavior and human lifestyle and health care.	Paradigm that puts greater emphasis on medical care.

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## Essential Service #1: Monitor health status to identify health problems of the community.

Identification of health threats and evaluation of health care needs

Timely collection, analysis and publication of information on access, use, costs, and results of private health services

Attention to the vital statistics and status health of specific groups who are at higher risk than the rest of the population

Collaboration to manage integrated information systems with private providers benefit plans and health

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Picture

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## Essential Service #2: Diagnose and investigate health problems and health hazards in the community.

Epidemiological identification of emerging health threats

Public health laboratory, ability to use modern technology to conduct rapid screening and high volume testing

Programs infectious disease epidemiology

Technical training for epidemiological investigation of disease outbreaks and patterns of chronic diseases and injuries

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## Essential Service #3: Report, educate and delegate power on health issues.

Social advertising and addressed to the public through the media (eg information line toll free) communication

Provide information resources accessible health care to the community level (eg mobile initiatives of health tests)

Enable collaboration with private health care providers to reinforce messages and programs of health promotion

Health education programs in coordination with schools, churches and workplaces (eg, stress reduction seminars, support groups for parents to improve mental health, and health fairs)

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## Essential Service #4: Mobilize community partnerships to identify and solve health problems.

Covene and help groups and associations, including those not typically considered to be related to health, to take over prevention, early detection, rehabilitation and support.

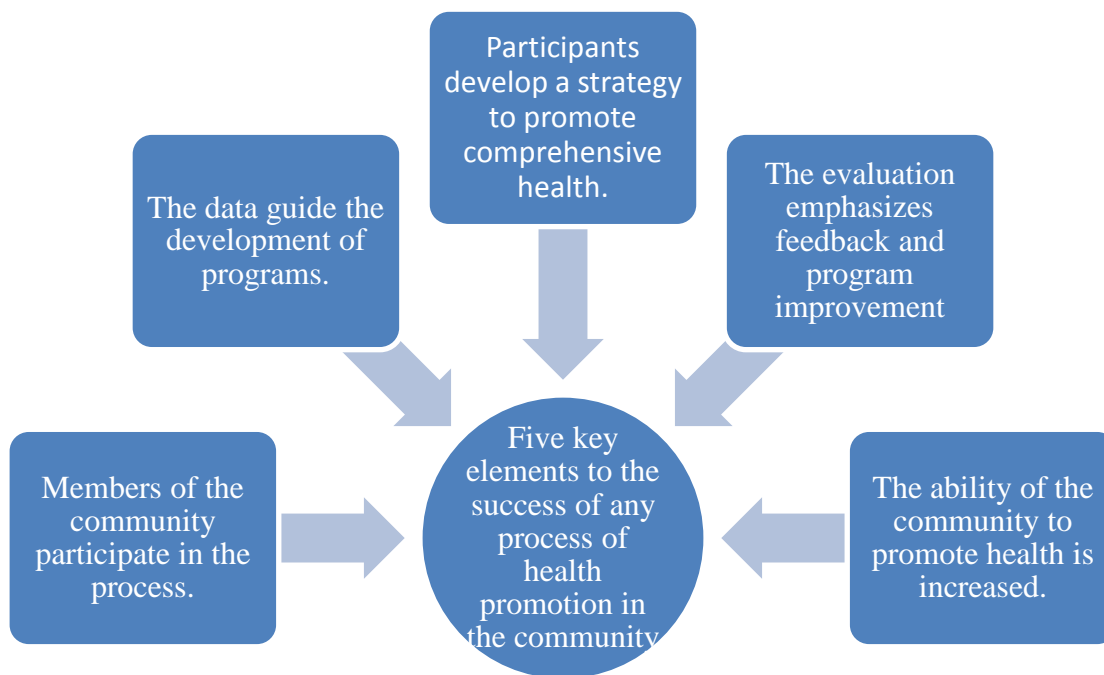
Trained build coalitions to cover the full range of material resources and human potential for the cause of community health

This is not as logical model PATCH - Planned Method for Community Health

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Picture

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Picture

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Essential Service #5: Develop policies and plans that support individual efforts and community health

Development of public health leadership at all levels

Systematic planning at the state level and the community level to improve health in all jurisdictions

Development and monitoring of measurable health objectives as part of the strategies of continuous quality improvement

Joint assessment with the medical system of health care to define a consistent policy with regard to prevention and treatment

Development of codes, regulations and legislation to guide the practice of public health

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Essential Service #6: The full implementation of sanitary codes, especially in the food industry.

The full implementation of sanitary codes, especially in the food industry

Total protection of drinking water

Applying clean air standards

Timely monitoring of risk, preventable injuries and illnesses related to exposure identified in occupational environments and community

Monitoring quality medical services (eg laboratories, nursing homes and home health care)

Timely new medicines and medical devices and biological review

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Essential Service #7: Connect people with private health services needed and ensure the provision of medical care when not available.

Ensure effective input poor people a coordinated system of clinical care

Materials and culturally and linguistically appropriate personnel to ensure the provision of special services groups of the population;

Continued Care Management

Transport services

Health information aimed at population groups at high risk

Technical assistance for effective health promotion in the workplace / disease prevention programs

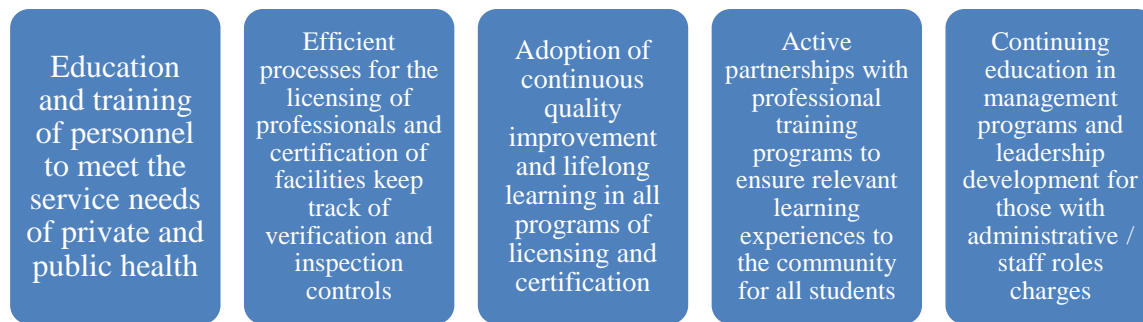
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Picture

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Essential Service #8:  
Ensure health care workforce and competent public health.



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Essential Service #9: Evaluate

The continuous evaluation of health programs based on the analysis of health status and use of data services, to evaluate the effectiveness of programs and provide the necessary information to manage resources and reform initiatives.

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## Essential Service #10: Investigate new perspectives and innovative solutions to health problems.

Continuous contact with institutes of higher education and research; the internal capacity to mount timely epidemiological analysis (eg epidemic outbreak investigations) and economic (eg studies of cost-benefit)

Internal capacity to conduct research necessary health services (for example, the design of surveys, interviews and focus group moderation, clinical trials, and access and use of public records).

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For more information

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Please complete the participant evaluation

Thank you!

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Coming soon – Please note webinars are in Spanish only

1. What is Public Health – January 14, 2015
2. Health Disparities – February 28, 2015
3. The Role of the Promoter in Public Health – March 18, 2015
4. The Ten Essential Services of Public Health – April 15, 2015

5. Culture and Health – May 13, 2015
6. Community Needs Assessment – June 17, 2015
7. Do People choose their own Health? – July 15, 2015
8. The Role of Community Health Workers and Promotores in Community Based Participatory Research (CBPR) – August 12, 2015
9. Empowering CHWs by Using Health Information Technology – September 16, 2015
10. Future Challenges in Public Health – October 14, 2015

#### Resources

1. Essential Public Health: Theory and Practice (Cambridge Medicine) Paperback–July 30, 2012 by Stephen Gillam(Editor), Jan Yates(Editor) Padmanabhan Badrinath (Editor)
2. Essentials of Public Health by Bernard J. Turnock(2011, Paperback)
3. Principles of Public Health -The Mission, Core Functions and Ten Essential Services by Virginia M. Dato MD MPH
4. [http://en.wikipedia.org/wiki/10\\_Essential\\_Public\\_Health\\_Services](http://en.wikipedia.org/wiki/10_Essential_Public_Health_Services)
5. <http://www.cdc.gov/nphsp/essentialservices.html>