

# PUBLIC HEALTH MODERNIZATION

## MODERNIZATION MEETING GUIDE: COMMUNITY PARTNERS

### HOW TO USE

#### PURPOSE:

- Build support through a collective vision for Public Health Modernization
- Share the need for and benefit of Public Health Modernization
- Share investments needed to move Public Health Modernization forward to build health capacity in Oregon.

#### TIPS FOR SUCCESS:

- Use at least one talking point from each section.
- Include examples and stories from your own community.
- If using data in an example use one easily understandable number.

### VISION

Public Health Modernization means everyone in Oregon can expect public protections critical to their health and the health of future generations—these include clean air, safe food and water, health promotion and prevention of diseases, and responding to new health threats. **Share an example of the work you have done together as community partners and the impact it had. You may also want to state how you'd like to work with your partner in the future.**

### WHY WE NEED A MODERNIZED PUBLIC HEALTH SYSTEM

- Health departments are faced with capacity and resource deficiencies and are often challenged to proactively address chronic health issues in lieu of responding to emerging issues. **Provide an example of a public health issue in your community that has pulled staff away from their duties like meeting with community partners in order to address the issue at hand.**
- Our public health system relies on unpredictable funding that does not always match the need our communities, including health problems that cause the most deaths and disease and where opportunities for prevention are the greatest. **Follow this statement with an example of great need in your community and how current funding makes it difficult to address the issue or engage with partners on the issues.**
- An effective public health system requires a focus on new health challenges, which include emerging and traditional infectious diseases and an increase in chronic conditions. **Use an example of a disease burden or health issue in your community and the challenges in addressing it.** Responding to this shift in disease trends requires a different approach.

# PUBLIC HEALTH MODERNIZATION

## THE BENEFITS OF PUBLIC HEALTH MODERNIZATION

- A greater focus on population and public health, rather than on expensive primary care, will save Oregon money in the long run— prevention is the most efficient approach to disease control; every \$1 spent on prevention saves \$5.60 in health care costs. **If possible, provide a concrete example of cost saving work that your health department does for the community.**
- Public Health Modernization will bring a foundational level of public health services that must exist everywhere for services to work anywhere. Similar to electric utilities we cannot have gaps in the power lines in order for the system to work effectively. **State how this will help your community, for example:**
  - **The benefits to families in your community, how do you see Modernization impacting children?**
  - **The benefit to tourism and economic development.**
- With Public Health Modernization we will have a fully functioning public health system allowing us to be a strong, flexible, and more efficient partner that continues to protect Oregonians from diseases in our global world, prepares for emergencies, and supports the healthiest possible future for all in Oregon, regardless of where they live. **Follow this statement with an example of work that you would be able to do more of in a modernized system, and if possible focus on how that work can be done in partnership.**
- Public Health Modernization places a greater emphasis on collaboration and sharing between health departments and community partners, this will allow communities to solve problems that cannot be solved — or easily solved — by single organizations or jurisdictions.

## MOVING TOWARD A MODERNIZED PUBLIC HEALTH SYSTEM

- To meet today's challenges in a rapidly changing world we must rethink how our public health programs are provided and funded to make sure all communities in Oregon can experience a common standard of health protection and promotion.
- To begin achieving the vision of Modernization, basic public health protections for all in Oregon, it requires a critical first step investment of \$15M of the \$105M per year identified need. **Follow this statement with how your partner can help support this investment.**
- This funding will be highly effective in preparing for and responding to emerging communicable diseases and environmental health threats..



**Coalition of Local Health Officials**

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**Public Health**  
Prevent. Promote. Protect.