

PUBLIC HEALTH MODERNIZATION

MODERNIZATION MEETING GUIDE: ELECTED OFFICIALS

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 an identified public health need or successful work already happening, either in the state or your county. For example:**

- % of children in poverty and the impacts on health
- The disproportionate impact on racial, ethnic and other marginalized communities
- Rates of teen pregnancy
- % of adult population with a chronic condition and the impacts
- Rates of STIs in your communities and how you are addressing it

WHY WE NEED A MODERNIZED PUBLIC HEALTH SYSTEM

- To bring Public Health into the 21st century and support health system transformation, we need to provide public health with the tools and capacity to monitor community health needs, respond to critical and emerging health threats, and support communities and individuals in adopting and maintaining healthy behaviors. We now have the opportunity to bring the most recent scientific advances, as well as what we know based on community wisdom and culturally specific approaches, into public health practice and fully realize the promise of health system transformation.
- Many people in Oregon suffer from preventable illnesses and premature death that public health can help prevent, for example **[use an example identified in your CHA]**. We often do not have the capacity to address it because **[provide an example of challenges]**.
- Public health funding is unstable, and that weakens the ability of public health departments to prevent disease and protect the health of their communities in the face of a wide array of threats. **Follow this statement with an example of how categorical funding makes it difficult to engage partners or community members in public health work.**

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- An effective public health system requires a focus on new health challenges, which include emerging communicable diseases an increase in chronic conditions, as well as environmental health risks, such as air and water toxins. **Use an example that describes the impact inadequate CD funding has on your work, or how the fee-based structure of Environmental Health (EH) makes it difficult to engage in local EH challenges.** Responding to this shift in disease trends requires a different approach.
- Some of the most serious public health concerns cross county lines and require new, coordinated approaches. **Provide an example of cross-jurisdictional work that has made responding to an outbreak or public health threat more efficient or effective, or describe cross-jurisdictional work that you engage in on a regular basis and the benefits it provides.**

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 your workforce (is there a particular industry your community takes pride in?)**
 - **How will this impact children and families in your community?**
- The 10-year goal of Public Health Modernization is to 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 everyone 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 communicable disease, environmental health, or health equity.**
- Public Health Modernization will focus on creating efficiencies through collaboration and increasing the capacity of local health departments across the state.

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.
- 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.