



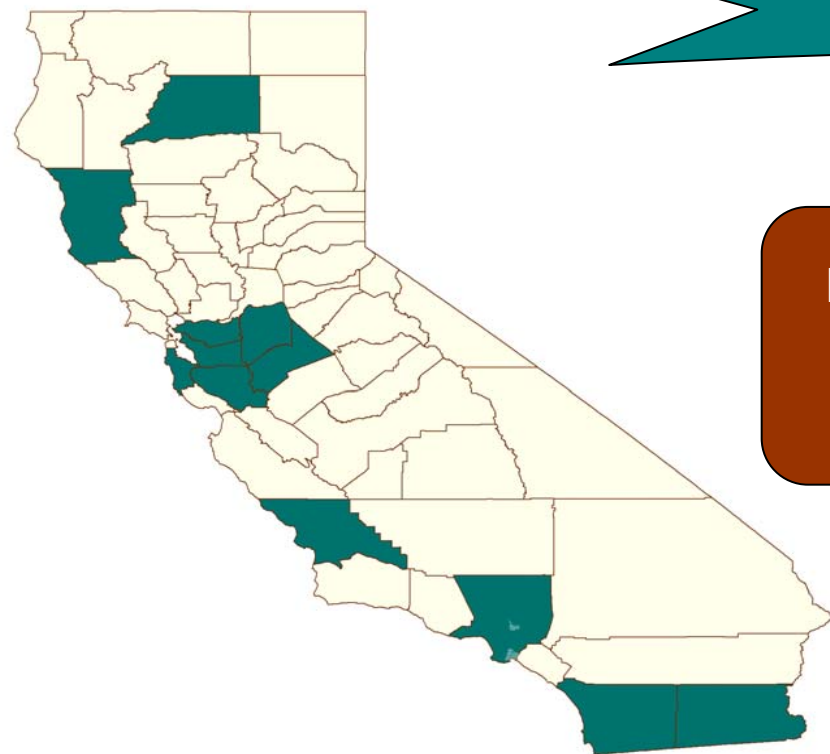
Public Health Departments & Communities Working Together

Best Practice Models from the Partnership for the Public's Health Initiative

ASTHO/NACCHO Conference, September 2008

Presented by the Center for Community Health and Evaluation a part of the Group
Health Center for Community Health and Evaluation

The PPH Approach



THE CALIFORNIA ENDOWMENT

PPH Initiative

Public Health
Departments

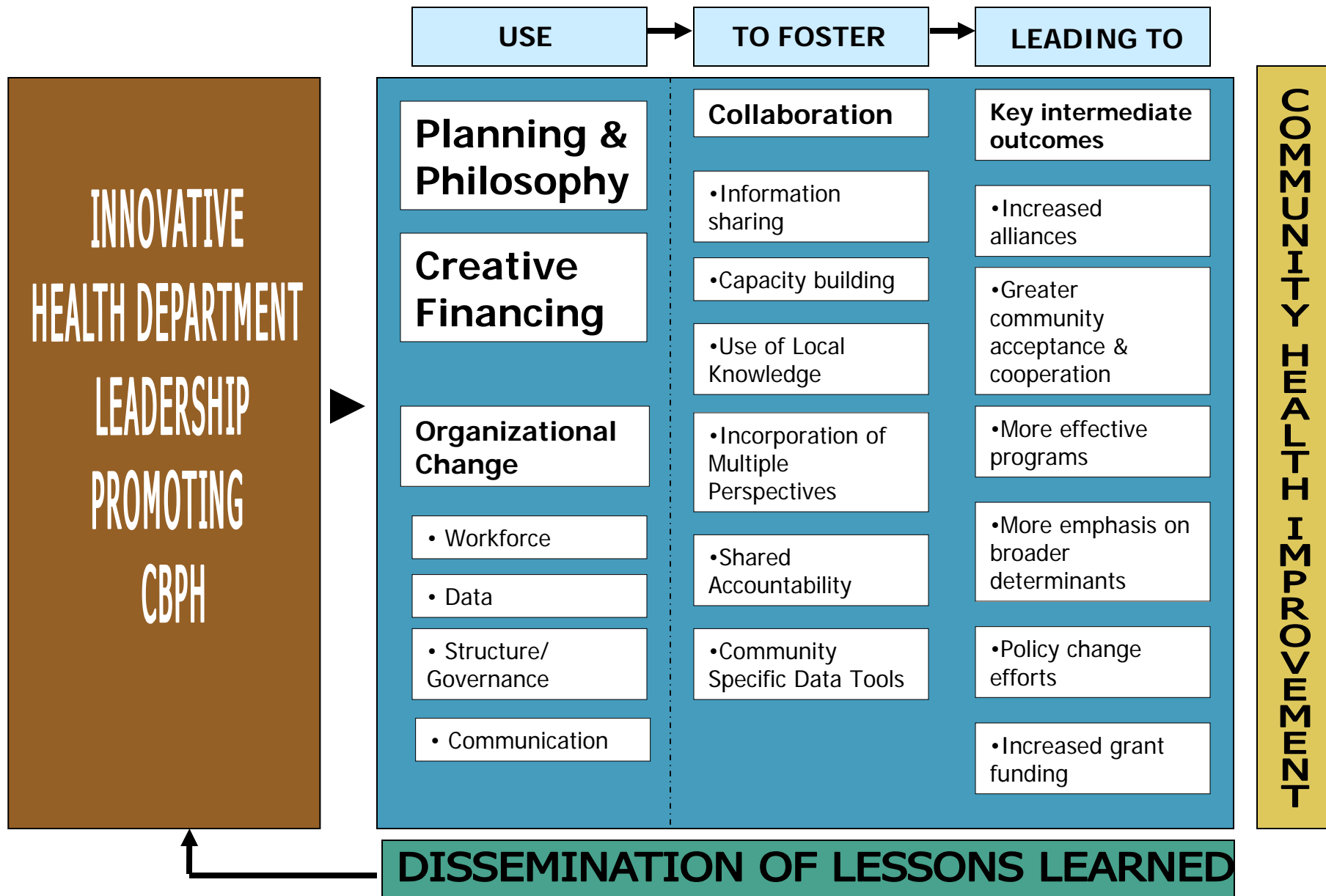
(14)

Community
Groups

(39)

39
Partnerships

Promoting Collaboration with Community in Local Health Departments



Shasta County Public Health: Success Factors

- Committed Leadership
- Giving Community a Voice
- Using Data for Planning
- Creative Hiring and Training
- Strategic Deployment of Funding
- Lasting Partnerships



Five community members appointed by Board of Supervisors

Others selected by PHAB membership committee (appointed by Board of Supervisors)

Provide insights and report to Board of Supervisors

Deeply involved in strategic planning

Mission: "Working with communities to protect and improve health"



Giving Community a Voice: the Public Health Advisory Board (PHAB)

Epidemiologist on staff since 1993; created County-level assessment and evaluation unit

Use of National Association of County and City Health Officials (NACCHO) assessment processes

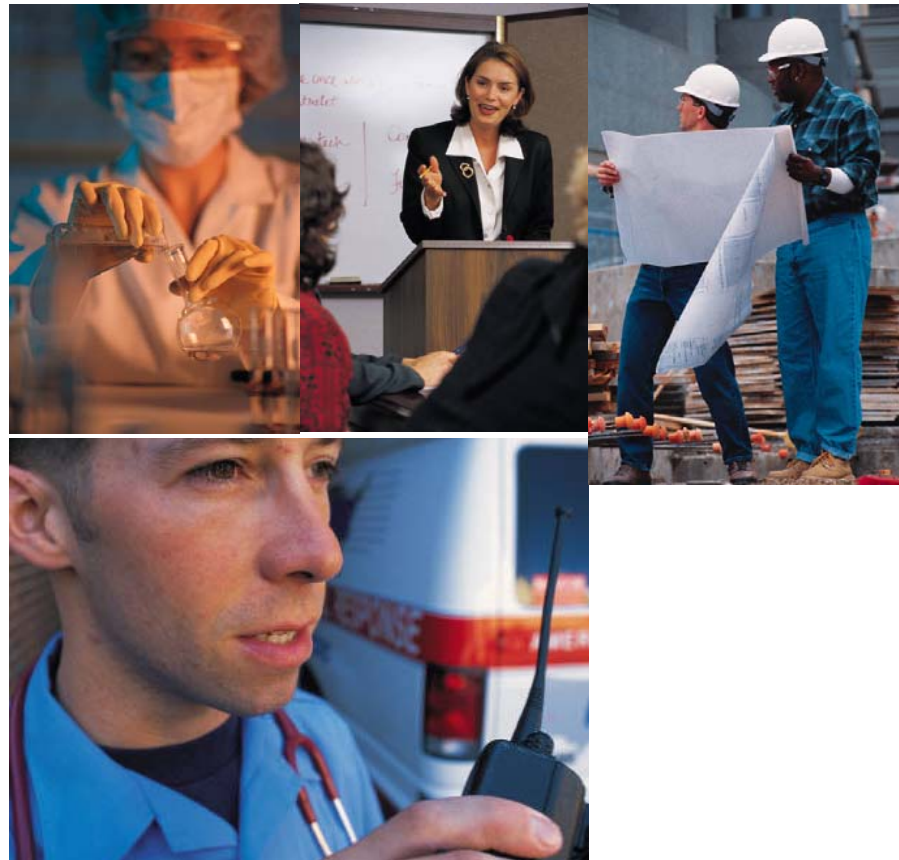
Strategic plan focus on 11 health outcome areas, including tobacco, physical activity, healthy eating, oral health, and alcohol/substance abuse



Using Data for Planning

Multidisciplinary teams

Diverse staff and contractors – dietitians, community organizers, retired police officers, urban planners



Creative Hiring and Training

Flexible use of
realignment funds

Turning over some direct
services to other
providers

Diverse funding sources
for chronic disease
prevention

Financial support for
others – e.g., Sports,
Play and Active
Recreation of Kids
(SPARK) equipment for
schools



Strategic Deployment of Funding

“Our work can effectively reach all communities in the county only if we partner with community-based and grassroots organizations that know their communities well.”

Partnerships with:

Schools

Law enforcement

Urban planners

Community advocates

Public Health Advisory Board



Lasting Partnerships

Leadership most critical capacity

Numerous strategies

Collaboration builds local support

Local, regional, state constituency building and policy change is needed