

# Revisiting Strategic Directions, 2011-2015

Bill Keck, MD, MPH

Council on Linkages Meeting

Washington, DC

September 18, 2013

# Purpose of Discussion

- Strategic Directions adopted in 2011
- Midway through four-year period (2011-2015)
- Good practice to review progress periodically and consider necessary adjustments
- Will review objectives, strategies, and tactics

# OBJECTIVE A

Foster collaborations between academia and practice within the field of public health and between public health and healthcare professionals and organizations

Objective A: Foster collaborations between academia and practice within the field of public health and between public health and healthcare professionals and organizations

➤ **Strategy 1:** Promote development of collaborations between academic institutions and practice organizations.

➤ *Tactics:*

- Increase membership and activities of the Academic Health Department Learning Community.
- Document and highlight collaboration and its impact through a Linkages Awards program.

Objective A: Foster collaborations between academia and practice within the field of public health and between public health and healthcare professionals and organizations

- **Strategy 2:** Promote development of collaborations between public health and healthcare professionals and organizations.
  - *Tactics:*
    - Identify cross-cutting competencies for public health and primary care.
    - Expand the Academic Health Department Learning Community to include primary care professionals and organizations.
    - Document and highlight collaboration and its impact through a Linkages Awards program.
  
- **Strategy 3:** Document exemplary practices in collaboration.
  - *Tactics:*
    - Serve as a clearinghouse for evidence regarding successful linkages.
    - Conduct a periodic review of practice-based content in public health education.

# Objective A: Status

- Academic Health Department (AHD) Learning Community has
  - Grown from 80 members in June 2011 to 300+ members currently
  - Held meetings and fostered discussion around partnership building
  - Created resources to support development of AHDs
  - Offered assistance to professionals looking to learn more about establishing AHD partnerships
  - Conducted initial outreach to the primary care community

# OBJECTIVE B

Enhance public health practice-oriented education and training

# Objective B: Enhance public health practice-oriented education and training

## ➤ **Strategy 1:** Develop and support the use of consensus-based competencies relevant to public health practice.

### ➤ *Tactics*

- Review the Core Competencies for Public Health Professionals every three years for possible revision.
- Develop and disseminate tools to assist public health professionals to implement and integrate the Core Competencies for Public Health Professionals into practice.
- Explore with the Pan American Health Organization, the World Health Organization, and the World Bank ways to make the Core Competencies for Public Health Professionals and supporting resources available to the international community.
- Serve as a data source for Healthy People 2020.



# Objective B: Enhance public health practice-oriented education and training

- **Strategy 2:** Encourage ongoing training of public health professionals and capture lessons learned and impact.
  - *Tactic:*
    - Explore methods for enhancing and measuring the impact of training.
- **Strategy 3:** Assess the value of public health practitioner certification for ensuring a competent public health workforce.
- **Strategy 4:** Explore uses of technology for facilitating education and training and enhancing collaboration among providers of education and training.

## Objective B: Status

- Began the process of reviewing the Core Competencies to determine whether revisions are desirable
- Core Competencies Workgroup developed tools to help public health professionals and organizations integrate the Core Competencies into workforce development activities
- Launched the Public Health Training Impact initiative and completed the report, *Improving and Measuring the Impact of Training: Strategies and Methods*

# OBJECTIVE C

Support the development of a highly skilled and motivated public health workforce with the competence and tools to succeed

Objective C: Support the development of a highly skilled and motivated public health workforce with the competence and tools to succeed

➤ **Strategy 1:** Develop a comprehensive plan for ensuring an effective public health workforce.

➤ *Tactics*

- Develop evidence-supported recruitment and retention strategies for the public health workforce.
- Use survey methods to gather additional data about public health workers.
- Join the Public Health Accreditation Board's Public Health Workforce Think Tank to encourage the integration of competencies into accreditation processes.
- Participate in, facilitate, and/or convene efforts to develop a national strategic and operational plan for public health workforce development and monitor progress.

Objective C: Support the development of a highly skilled and motivated public health workforce with the competence and tools to succeed

- **Strategy 2:** Define training and life-long learning needs of the public health workforce, identify gaps in training, and explore mechanisms to address these gaps.
  
- **Strategy 3:** Provide access to and assistance with using tools to enhance competence.
  - *Tactic:*
    - Assist public health professionals with using tools to implement and integrate the Core Competencies for Public Health Professionals into practice.
  
- **Strategy 4:** Facilitate learning around effective public health practices.
  - *Tactic:*
    - Serve as an advisory body for the Guide to Community Preventive Services Public Health Works initiative.

# Objective C: Status

- Completed the Public Health Workforce Development Inventory initiative to learn more about national workforce development activities within public health
- Developed tools for Core Competencies use
- Participated in Public Health Accreditation Board's Public Health Workforce Think Tank

# OBJECTIVE D

Promote and strengthen collaborative research to build the evidence base for public health practice and its continuous improvement

OBJECTIVE D: Promote and strengthen collaborative research to build the evidence base for public health practice and its continuous improvement

➤ **Strategy 1:** Support efforts to refine the Public Health Systems and Services Research agenda.

➤ *Tactics:*

- Identify gaps in the development of research that is relevant to practice.
- Vet the Robert Wood Johnson Foundation workforce research agenda.
- Conduct an annual scan to determine progress on implementation of the workforce research agenda.



OBJECTIVE D: Promote and strengthen collaborative research to build the evidence base for public health practice and its continuous improvement

- **Strategy 2:** Support the translation of research into public health practice.
  - *Tactic:*
    - Identify means to solicit and disseminate evidence-based practices
- **Strategy 3:** Encourage the engagement of practice partners in public health research.
- **Strategy 4:** Explore approaches to enhance funding of public health research.

# Objective D: Status

- Council supported refinement of public health services and systems research (PHSSR) agenda
  - Provided input on the most recent agenda developed through the National Coordinating Center for PHSSR

# Administrative Priorities

- **Communication:** Use communication tools effectively to increase access for diverse audiences to Council initiatives and products.
- **Funding:** Secure funding to support Council activities.
- **Governance:** Review governance structure of the Council.
- **Membership:** Explore desirability of and opportunities for Council membership expansion and diversification.
- **Staffing:** Maintain Council staffing and convening role of the Public Health Foundation.
- **Technology:** Explore uses of technology to facilitate Council activities.

# Administrative Priorities: Status

- Communication of Council information sustained through
  - Maintenance of the Council website
  - Distribution of the *Council on Linkages Update*
  - Development of news articles and blog posts for the Public Health Foundation (PHF) website
  - Participation in national conferences and meetings
- New audiences reached through
  - Growth of the *Council on Linkages Update* to nearly 600 subscribers
  - Use of Twitter and Facebook
- Council webpages continually redesigned

# Administrative Priorities: Status

- Regular elections held for Council Chair
- Funding obtained to continue Council activities and provide for staffing through PHF
- Council leadership and staff met with representatives of all Council member organizations to discuss the Council and its directions
- Information about participating in Council activities incorporated into orientation for new Council members

# Discussion

- Is there a need for significant changes to the Council's Strategic Directions?
- What have you been writing down about the Strategic Directions and potential changes?