

Public Health Officers as Chief Public Health Strategists

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Objectives

- ▶ By the end of this session, participants will be able to:
 - ▶ List three local partners in strategic public health efforts
 - ▶ Describe two practices Chief Public Health Strategists use
 - ▶ State one practice that will improve the health officer's strategic position locally

Declarations

- ▶ I will be discussing no products in which I have financial interest

Trends in Public Health

- ▶ Boom or Bust funding cycles
- ▶ Urban/Rural LHD service and capacity disparities
- ▶ Large/Medium/Small LHD service and capacity disparities
- ▶ Public Health 3.0 adoption disparities
- ▶ What is your position of relevance?

What is a Community Chief Health Strategist?

- ▶ A Community Chief Health Strategist is a person or entity who leads an entire community toward healthier status and outcomes.
- ▶ BUT, Community Chief Health Strategist is not as much a title or position in the traditional sense of Class and Comp as it is a culture of
 - ▶ Innovation
 - ▶ Transformation
 - ▶ Convening and Collaborating... with one goal in mind - better health for everyone!

What does a Community Health Strategist Do?

- ▶ Promote public health and wellness for all people in the community
- ▶ Collect and share data related to the health of the community
- ▶ Assess workforce needs
- ▶ Collaborate with a range of community partners to build an integrated and effective system that leads to healthier communities

How do we become Community Chief Health Strategists?

- ▶ Transform
 - ▶ Become a modern, lean, quality driven, accountable organization
- ▶ Assess
 - ▶ Learn the community's demographics and health indicators
 - ▶ Get the best and most recent data, expanding not-previously-accessed sources
- ▶ Collaborate
 - ▶ Establish a close working relationship with the health care sector
 - ▶ Expand partnerships into areas not usually linked to public health
- ▶ Operationalize
 - ▶ Consider interventions that have the strongest evidence of efficacy

What are some tools we can use as Community Chief Health Strategists?

- ▶ CHA
- ▶ CHIP
- ▶ CHNA
- ▶ WVHIN
- ▶ Trainings
- ▶ Networks
- ▶ Professional Associations

REVIEW

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References

- ▶ NACCHO Statement of Policy, 2024. <https://www.naccho.org/uploads/full-width-images/16-02-Community-Health-Strategist.pdf>
- ▶ ASTHO Podcast, 2018. <https://www.astho.org/communications/podcast/chief-health-strategists-part-1/>
- ▶ ASTHO Podcast, 2018. <https://www.astho.org/communications/podcast/chief-health-strategists-part-2/>
- ▶ NACCHO, National Profile of Local Health Departments, 2022. <https://www.naccho.org/uploads/downloadable-resources/NACCHO-2022-Profile-Report.pdf>
- ▶ DeSalvo KB, Wang YC, Harris A, Auerbach J, Koo D, O'Carroll P. Public Health 3.0: A Call to Action for Public Health to Meet the Challenges of the 21st Century. *Prev Chronic Dis* 2017;14:170017. DOI: <https://doi.org/10.5888/pcd14.170017>.