

WSALPHO's Role In Reshaping Public Health

The end of July, the WSALPHO Board of Directors met to discuss WSALPHO's role in the reshaping of public health. The discussion was based on *An Agenda for Change* that was the work of a task force set up by Secretary of Health, Mary Selecky. The Board of Directors' discussion identified several areas in which WSALPHO could progress. The WSALPHO Executive Committee was tasked with moving forward with next steps by:

- Reviewing information from the BOD meeting and the strategic financing directions.
- Deciding how to move the strategic work forward.
- How to communicate this information to members and partners.
- Deciding who we need to engage and what partnerships we need.

A last minute request was also made to the Department of Health to include \$75,000 in the CDC infrastructure grant request for partners (WSALPHO) to work on reshaping public health. \$100,000 for governmental public health partners available by RFP for work based on the *Agenda for Change* was included in the grant request.

WSALPHO is also beginning work on a strategic plan for the organization. With this in mind, the executive committee looked at the reshaping public health work as one of the goals to be included in the strategic plan. This allows a specific goal for reshaping public health while allowing other areas of the strategic plan to focus on the complimentary goals which deal not only with reshaping public health, but with the overall direction of WSALPHO. Examples of these larger issues which were identified at the BOD meeting on reshaping public health include; financing of the public health system, strengthening the position of WSALPHO as a leader in public health representing local health jurisdictions, and addressing cultural issues within WSALPHO.

Based on the work of the BOD and on the *Agenda for Change* document, the following goal with associated objectives and strategies were developed to be included with the strategic planning work:

Goal – Reshaping public health to increase the efficiency and effectiveness of the local governmental public health system

Objective 1 - Position WSALPHO as a leader on reshaping public health with key stakeholders and partners (internal and external).

Strategy 1 – Identify barriers which impede local health jurisdictions (LHJ's) from embracing reshaping public health and work to eliminate those barriers.

Strategy 2 – WSALPHO act as the voice of local public health to work with DOH and PHIP to move reshaping public health forward.

Strategy 3 – In collaboration with the PHIP Committee, develop an internal and external communication plan; support WSALPHO membership to carry out the communication plan.

Objective 2 – Encourage/support LHJ's to modify business practices to increase their effectiveness and efficiency.

Strategy 1 – Use data to drive practice and utilize existing resources most effectively.

Strategy 2 – Develop infrastructure capacity to demonstrate return on investment (ROI), cost avoidance, etc. and communicate the information to support funding of public health.

Strategy 3 – Facilitate opportunities for LHJ's to work collaboratively in a more cost effective manner by utilizing multi-jurisdictional models as appropriate.

Strategy 4 – Promote 100% participation by all LHJ's in public health standards and/or accreditation reviews to improve public health practice and accountability.

Objective 3 – Influence policies and systems to address root causes of injury and disease.

Strategy 1 – Leverage existing resources such as braided/blended funding to address identified health priorities.

Strategy 2- Use science based methods to determine priorities.

Strategy 3 – Transition from individual and/or single point of service delivery to population based approaches as appropriate to improve the health of the population.

Strategy 4 – Ensure decision makers in all sectors have the evidence they need to build health into public and private policies and practices.

Objective 4 – Improve/assure the competency of the public health workforce.

Strategy 1 – Identify competencies necessary for LHJ's to proceed with reshaping public health.

Strategy 2 – Work with partners to develop new recruitment, selection, and retention strategies to meet new public health challenges facing our communities.

Strategy 3 – Encourage LHJ's to develop and utilize succession planning to ensure continuity and competency in the public health workforce.