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## The Role of Public Health




EMERGING LEADERS  
IN PUBLIC HEALTH





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## What is PUBLIC HEALTH 3.0 ?




THE VISION

A significant upgrade in public health practice to a modern version that emphasizes **cross-sectorial** environmental, policy- and systems-level actions that directly affect the **social determinants of health**.

**Local Public Health Leaders**  
as the **Chief Health Strategist**

www.healthypeople.gov/ph3 | #PH3



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## What's the Role of a Chief Strategist?



1. Unapologetic Advocate
2. Honest Broker
3. Community Booster



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## Similarities & Differences? Unique Value of Public Health?



1. Unapologetic Advocate
2. Honest Broker
3. Community Booster



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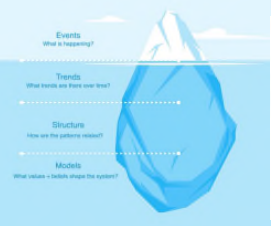
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## Better Answers to the Biggest Questions





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### Unapologetic Advocacy

A Crash Course in Expanding the Understanding of What Creates Health





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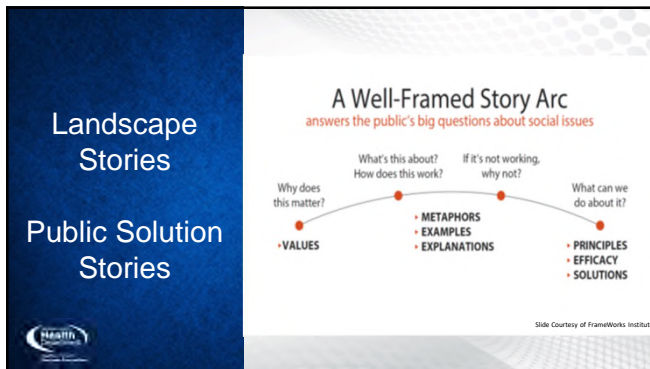
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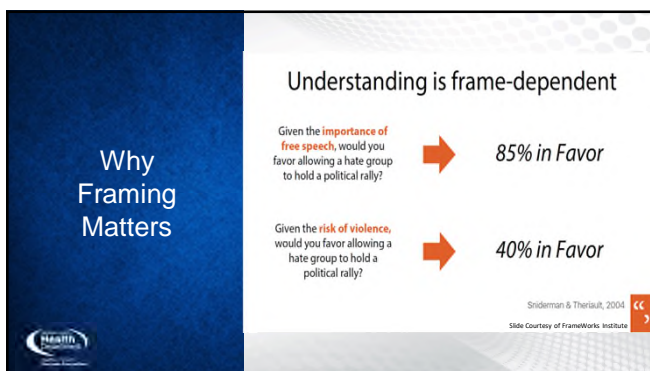
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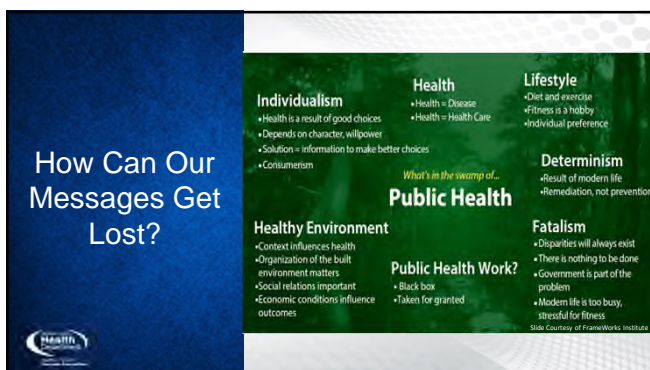
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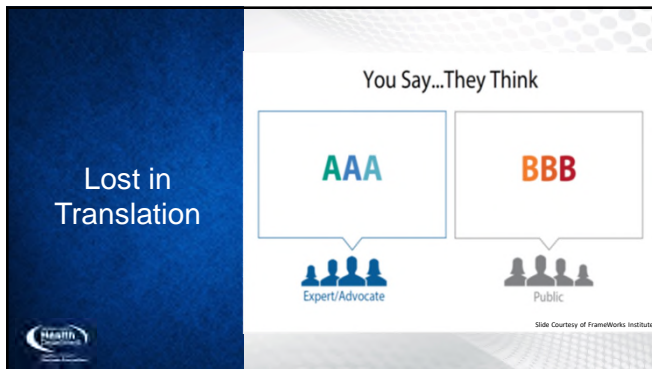
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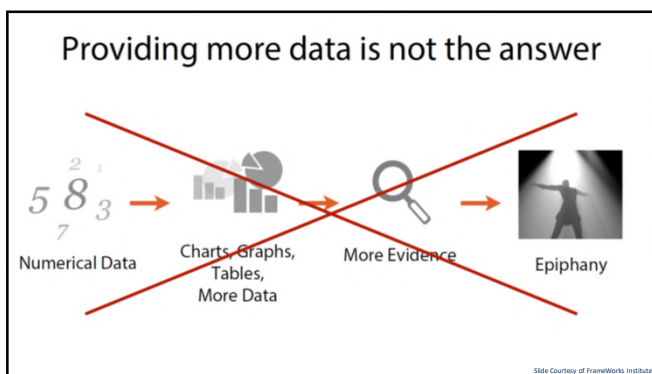
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## Leading with Values



### Human Potential



Your issue matters because:  
 "When we support well-being, we make sure that everyone can reach their potential and fully contribute to our communities."

**Redirect public perceptions away from:**

- Individuals are Responsible
- Well-Being = Physical Health/Healthcare
- No solutions

**Stronger frame effects than:**

- "Crisis" as Value
- Self-Sufficiency/Autonomy
- Compassion
- Opportunity for All

Slide Courtesy of FrameWorks Institute

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## Before

Our responsibility is the health and safety of the residents of Douglas County, giving particular attention to those who cannot otherwise afford services. Our staff members are dedicated to educating and protecting the community by offering programs that promote environmental safety, healthy life choices, safe food, wellness for children, disease control and more.



## After

Imagine a place where people from across the community have an opportunity to grow healthy and succeed. A place where everyone's potential is realized.

That is the goal of the Douglas County Health Department – the public health agency overseeing the well-being of more than a half million people in Eastern Nebraska.

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## Explaining with Metaphors



### Construction



The story you are telling:  
 Just as building a strong house requires certain materials, building well-being requires community resources, social relationships, and opportunities to thrive. When these materials are not available, people and communities may have difficulty weathering life's storms.

**Redirect public perceptions away from:**

- Block Box
- Direct Services = Charity
- Individualism
- Wilpower

**Move public thinking towards:**

- Wellbeing is built just as a structure is built
- Every building needs a strong foundation
- Construction is a process, not an event; ongoing work and maintenance are part of the job
- Structures can be threatened (by unpredictable weather, by spotty construction)

Slide Courtesy of FrameWorks Institute

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How do you frame public health as foundational to community success? Your health department as a community leader?

### Practice

Discuss Your Response in Groups of 2

Chamber Example:

We do more than live in this community, we imagine what it could be and push it to greater – harnessing vision, expertise, and the power of ‘we’ to raise our quality of life.

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## Explaining with Metaphors



**Upstream Environments / Downstream Health**



The story you are telling:

We all live “downstream” from a range of conditions that affect our health and safety, and that we can’t control on our own. We need policies and systems in place to pay attention to what happens upstream.

**Redirect public perceptions away from:**

- Health Individualism
- Environmental Health = Contaminants
- Fatalism

**Move public thinking towards:**

- The range of macroconditions that affect local communities’ health and wellbeing
- A more expansive understanding of “environment” that includes built, natural, and social elements
- The cascading effects of inaction

Slide Courtesy of FrameWorks Institute

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How do you help people understand the importance of getting root causes and upstream conditions right?

### Practice

Discuss Your Response in Groups of 3

Chamber Example:

A pro-business climate is critical to the superior quality of life we enjoy.

Our public policy team is on the political and legislative “front lines,” protecting, supporting, and improving the state and local business environment.

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**Leading with Values**

**Fairness Across Places**

Your issue matters because:  
All of us should enjoy healthy environments, no matter where we live. For this to happen, we need to devote more resources to places that are facing the greatest problems.

**Redirect public perceptions away from:**

- Health Individualism
- Willpower
- Zero-Sum Thinking

**Move public thinking towards:**

- A collective sense of responsibility
- The importance of investing in communities with the greatest need
- Equitability as a structural issue

Slide Courtesy of FrameWorks Institute

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**Explaining with Metaphors**

**Resource Grid**

The story you are telling:  
Health improves when people are connected to a grid of resources like a power grid. Let's make sure the resources we all need to thrive flow reliably and evenly by repairing any patchy spots in the system.

**Redirect public perceptions away from:**

- Individualism
- Health = Lifestyle
- Determinism/Focus on Remediation
- Fatalism

**Move public thinking towards:**

- The need for resources and services promoting wellbeing to flow to all parts of the county.
- Seeing how social factors influence health.
- Recognizing that we need to "monitor the grid" and fix problems with flow as necessary.
- A sense of collective responsibility and feasible solutions.

Slide Courtesy of FrameWorks Institute

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**Before**

Our vision is a Douglas County where the conditions in which residents are born, grow, live, work and age all provide the support and opportunity to be healthy. While individual health differences will always arise from genetic and behavioral differences, no population would bear a disproportionate burden of illness or death in Douglas County.

HEALTH

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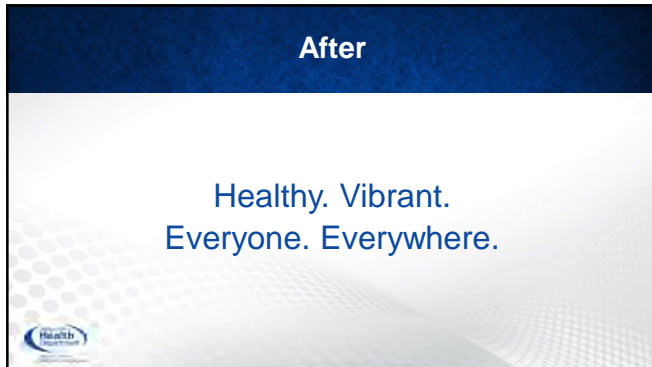
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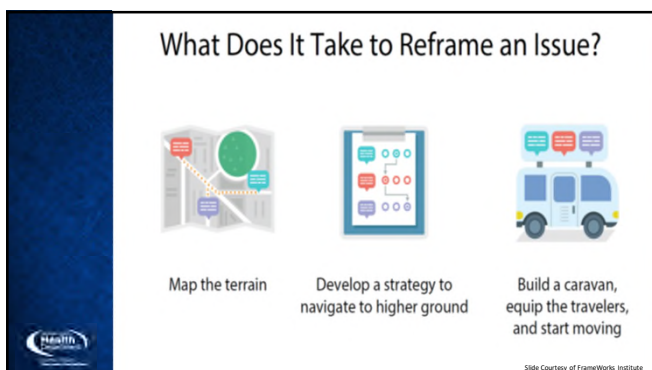
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## The Caravan of Fellow Travelers: Your Base of Support



**Live Well  
OMAHA**

Advancing Equity and Health for  
Present and Future Generations



**Length & Quality of Life Tree**

TO ADVANCE THE POWER, RESILIENCE AND COMMUNITY  
ENGAGEMENT OF OMAHA AND SURROUNDING EMPLOYMENT

From the inside up through the workplace, Live Well addresses  
the central health needs of the community as well as part of our Mission.

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## Large Group Discussion

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## RESOURCES

**Framing 101s** (<http://www.frameworksinstitute.org/eazines.html>)

**NACCHO Strategic Messaging Guide**

**Message Mapping (The SpeakerMap™ by Olivia Mitchell)**

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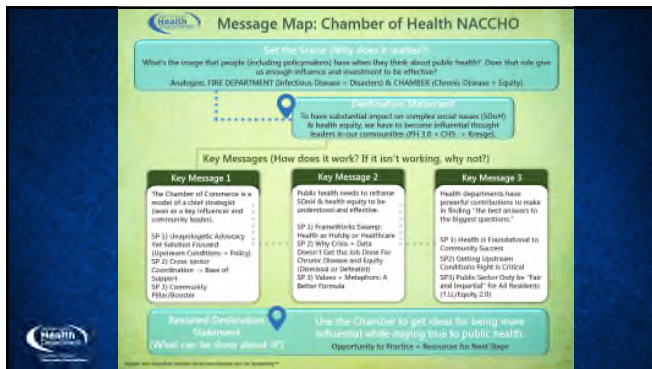
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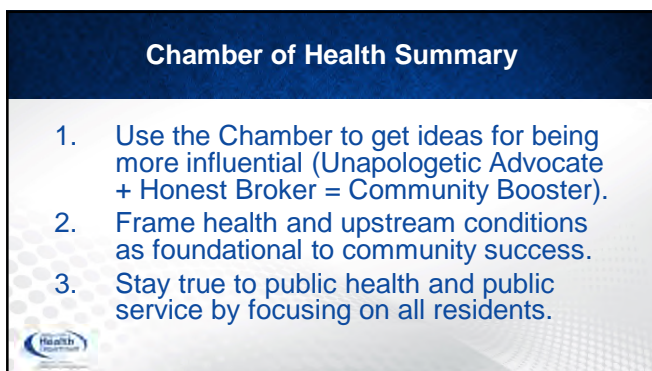
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