



Wisconsin Counties Association
ANNUAL CONFERENCE
& Exhibit Hall **2022**

8:00 - 9:00 AM

Public Health: Lessons Learned
and Looking Forward

Public Health: Lessons Learned *and* Looking Forward

Wisconsin Counties Association
September 20, 2022



What Contributed To Extending Life Expectancy 30 Years?



1900 average life span 47.3 years

1999 average life span 76.7 years

What Contributed To Extending Life Expectancy 30 Years?

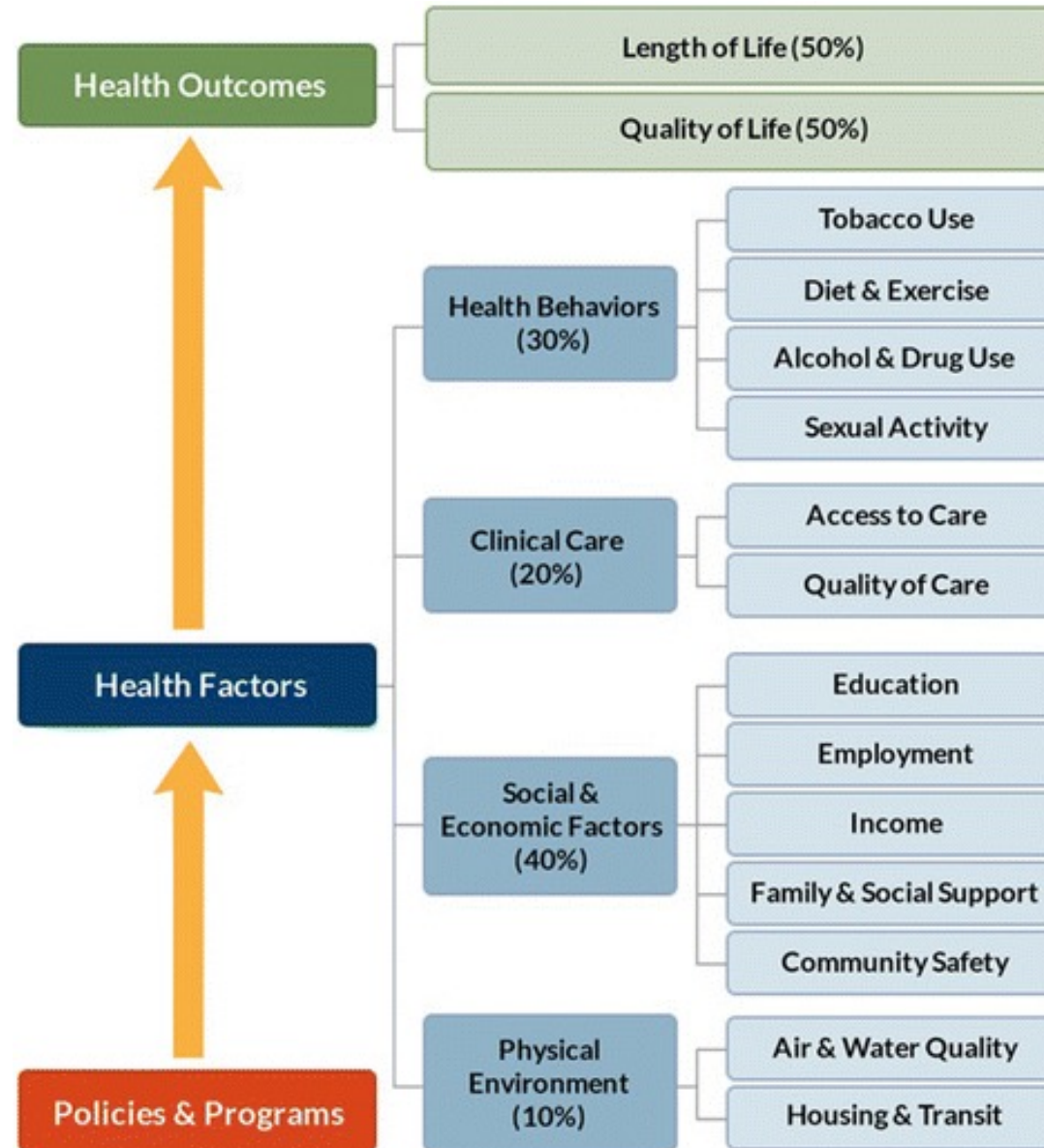


- Vaccination, small-pox, polio, measles, tetanus, diphtheria
- Motor-vehicle safety
- Safer workplaces
- Control of infectious diseases
- Decline in deaths from coronary heart disease & stroke
- Safer and healthier foods
- Healthier mothers & babies
- Family planning
- Fluoridation of drinking water
- Recognition of tobacco use as a health hazard

1900 average life span 47.3 years

1999 average life span 76.7 years

“Tell me your
zip code, and
*I will tell you how
long you will live.*”



County Health Rankings model © 2014 UWPHI



Why do local health departments exist & what do they do?

What has been the impact of the pandemic and lessons learned?

How are local health departments building on lessons learned?

What is one thing you can do to support your local health department?



Why do local health departments exist & what do they do?

“PUBLIC HEALTH IS WHAT WE DO TOGETHER AS A SOCIETY TO ENSURE THE CONDITIONS IN WHICH EVERYONE CAN BE HEALTHY.”

PUBLIC HEALTH 3.0 A CALL TO ACTION FOR PUBLIC HEALTH TO MET THE CHALLENGES OF THE 21ST CENTURY



Population responsible for the health & well-being of everyone who lives, learns, works, and ages within a jurisdiction

Prevention prevent, protect, and promote the health and safety of communities; going up stream to prevent disease, injury, death

Partnership serve as 'health strategist' among public health system partners to address conditions that influence health **in which everyone can be healthy**

“Healthy communities are important to a healthy economy.”

Federal Reserve Bank of Minneapolis

The Power of Prevention – “The River Story”





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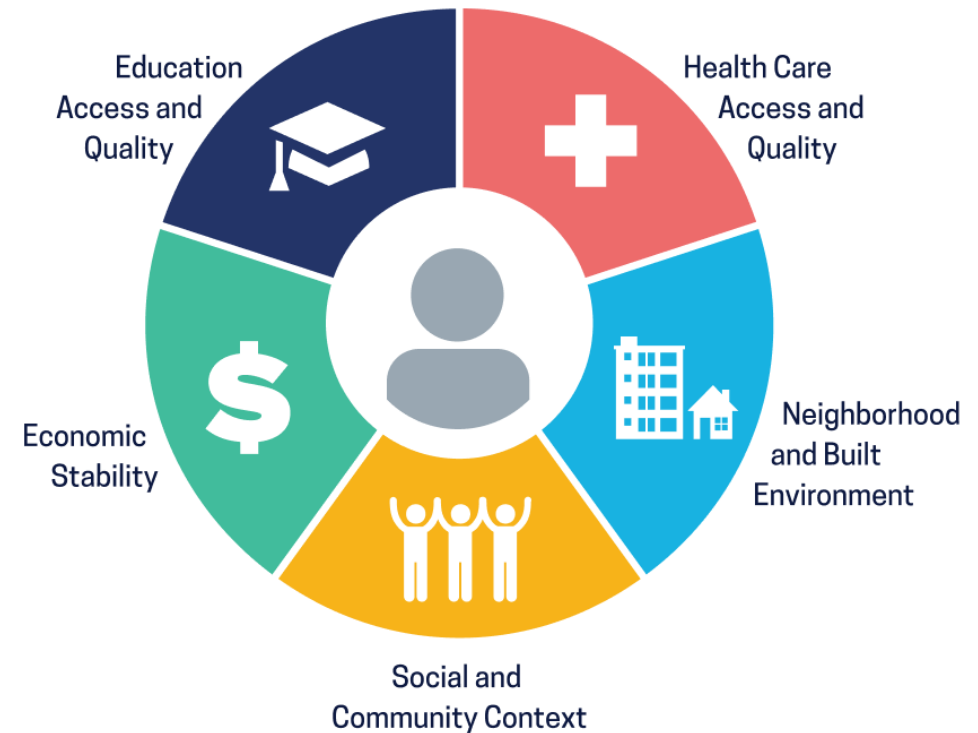
“Healthy communities are important to a healthy economy.”

Federal Reserve Bank of Minneapolis

40%

Social and economic factors such as education, income, family & social support, and community safety influence how long and how well we live.

Social Determinants of Health



Foundational Public Health Services

Minimum set of public health services to be available in every community in WI and U.S.

Services (Foundational Areas)

- ▶ Communicable Disease Control
- ▶ Chronic Diseases & Injury Prevention
- ▶ Environmental Public Health
- ▶ Maternal Child & Family Health
- ▶ Access to & Linkages with Clinical Care
- ▶ Community-Specific Services




Infrastructure (Foundational Capabilities)

- ▶ Assessment & Surveillance
- ▶ Community Partnership Development
- ▶ Equity
- ▶ Organizational Competencies
- ▶ Policy Development & Support
- ▶ Accountability & Performance Management
- ▶ Emergency Preparedness & Response
- ▶ Communications

- ▶ Data
- ▶ Partners
- ▶ Equity
- ▶ Organizational -
Leadership, Governance,
IT, Workforce, Finance,
Legal Services
- ▶ Policy Development &
Support
- ▶ Accountability &
Performance
Management
- ▶ Emergency Preparedness
& Response
- ▶ Communications





What has been the impact of the pandemic & lessons learned?

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Lessons Learned Looking Forward

Further skills to communicate effectively across various world views and social media platforms

Maintain newly formed partnerships, while nurturing strained partnerships

Continual investment in partners to co-lead community health priorities

Develop compelling messages as why public health laws exist and the benefit to individuals

Support the resiliency of a stressed public health workforce

Invest in strengthening public health infrastructure

Explore expanding shared service arrangements

Inform residents why health departments exist and their contribution to health, prosperity, and safety

Bipartisan Policy Center Public Health Forward: Modernizing the U.S. Public Health System

Financing

Data &
Information
Technology

Workforce

Public Health
Laws &
Governance

Partnerships

Community
Engagement

<https://bipartisanpolicy.org/report/public-health-forward/>

"The nation's safety, security, and economic prosperity depends on a strong public health system."



How are local health departments building on lessons learned?

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Partners

Wisconsin Association of
Local Health Departments
and Boards

University of Wisconsin
Population Health Institute

Wisconsin Department of
Health Services/Division of
Public Health



All Wisconsin local and tribal health departments use foundational capabilities to support the health of their communities with the goal to *improve health outcomes and close the gap in disparities between all populations in Wisconsin.*

“all people to be healthier”

Funding



Create sustainable funding for public health infrastructure to support foundational capabilities

Workforce



Support a capable, diverse, and inclusive workforce

Legal Authority



Clarify public health's ability to prevent and control communicable diseases

Funding: Create sustainable funding for public health infrastructure to support foundational capabilities & areas

Current Problem

- ▶ Unpredictable, inconsistent, multiple fiscal years
- ▶ Categorical, siloed, lacking flexibility based on local need
- ▶ Lack of coordination across state systems as funds flow down to counties
- ▶ Federal pass through funds doesn't support public health infrastructure

Solutions Under Way

- ▶ Inventory current funding sources, amounts, types, purpose and accountability measures
- ▶ Conduct a cost assessment to determine the gap in funding foundational infrastructure capabilities and service areas

Workforce: Support a capable, diverse, and inclusive workforce

Current Problem

- ▶ Pandemic disrupted modernization workforce skills that were underway
- ▶ Workforce fatigue and burnout, turnover
- ▶ Management and infrastructure resources strained

Solutions Under Way

- ▶ Build a comprehensive training professional development system
- ▶ Explore flexible staffing models to mobilize for public health emergencies, furthering cross-jurisdiction sharing of resources
- ▶ Implement a public health workforce 'community of practice'

Legal Authority: Clarify public health's ability to prevent and control communicable diseases

Current Problem

- ▶ Lack of clarity of public health authority and powers
- ▶ Shift in public's acceptance of public health authority ... 'power with vs power over'
- ▶ Heavy reliance on public's cooperation

Solutions Under Way

- ▶ Monitor state and national initiatives impacting public health authority
- ▶ Provide trainings to health officers, legal counsel, administrators and boards on public health law
- ▶ Develop a guidebook to support the development and implementation of communicable disease ordinance



What is one thing you can do to support your local health department?

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THE CONDITIONS IN WHICH EVERYONE CAN BE HEALTHY.”***

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The ask ...

- ▶ Familiarize self with program services, community priorities, and initiatives
- ▶ Meet your Health Officer and Board of Health members
- ▶ Participate in a health department sponsored event
- ▶ Prepare to speak to the unique responsibilities of local health departments, share the “river story”
- ▶ Appreciate that many of public health impacts “go unnoticed when all is working”
- ▶ Connect your health officer and boards of health members to social, economic, and safety policy discussions and initiatives – “Health in All Policies” approach



“Everyone Living Their Best Life”

To learn more visit <https://www.walhdab.org/page/wipublichealthforward>