

## Defining scope: PHMDC checklist

This checklist provides guidance for staff when weighing PHMDC involvement or selecting strategies, objectives and tactics to meet goals. It is meant to act as a conversation guide. It is also helpful to record notes about the discussion on a separate sheet and refer to it when investigating how to move forward. The following page offers definitions of specific concepts.

	No	Unsure	Yes
<b>Goals</b>			
1. Stated need for action aligns with the goals of the <b>PHMDC strategic plan</b> : 1) Healthy Beginnings; 2) Healthy Eating & Active Living; 3) Healthy Places to Live, Work, Play & Learn; and 4) Preventing Injury, Trauma & Disease.			
2. <b>Equity</b> informs how the issue is defined. Data suggest that one or more community <b>populations</b> bears a disproportionate burden of poor health outcomes. <sup>1</sup>			
<b>Strategies</b>			
3. This approach is <b>mandated</b> by state, county or municipal law, or PHMDC is obligated in the short term through a grant or contract.			
4. Strategies clearly lead to one or more <b>goal</b> . That is, a theory of change <b>demonstrates evidence</b> that the approach will be effective. <sup>2</sup>			
5. The approach has an expected impact on <b>population health</b> . <sup>1</sup>			
6. The strategy suggests a <b>sustainable result</b> . That is, it includes steps or potential to create lasting impact in the community. One test is the extent to which it has <b>community support and/or involvement</b> .			
7. The approach falls within the scope of the <b>ten essential services of public health</b> . <sup>5</sup>			
8. The strategy <b>avoids creating additional disparities</b> among groups.			
<b>Objectives</b>			
9. <b>Success is measurable</b> . Milestones and results can be identified.			
<b>Tactics</b>			
10. The approach would not duplicate <b>existing community efforts</b> .			
11. The approach is <b>feasible</b> (i.e. it accounts for current internal capacity, readiness, financial resources, political will or other requirements).			

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<sup>1</sup> From UW Population Health Institute, "Improving Population Health" blog,

<http://www.improvingpopulationhealth.org/blog/what-is-population-health.html>

<sup>2</sup> Brownson, R., Baker, E., Leet, T., & Gillespie, K. *Evidence-Based Public Health*, 2003

“Evidence-based public health practice is the development, implementation, and evaluation of effective programs and policies in public health through application of principles of scientific reasoning, including systematic uses of data and information systems and appropriate use of behavioral science theory and program planning models.”<sup>1</sup>

**Levels of evidence and their relative objectivity<sup>3</sup>**

**More objective**



- Scientific literature in systematic reviews
- Scientific literature in one or more journal articles
- Public health surveillance data
- Program evaluations
- Qualitative data from community members or other stakeholders
- Media or marketing data
- Word of mouth/personal experience

**More subjective**

**Theory of change**

A theory of change explicitly links actions to outcomes, identifying evidence and processes that suggest the actions will lead to the intended results. A clear theory of change helps groups come to agreement about assumptions, context and steps that will make a difference in addressing complex social change.

**Population health**

“Population health is defined as the health outcomes of a group of individuals, including the distribution of outcomes within the group. Groups can be geographic populations but can also be other groups such as employees, ethnic groups, disabled persons, inmates or any other defined group.”<sup>2</sup>

**Ten essential services of public health<sup>4</sup>**

1. Monitor health status to identify and solve community health problems
2. Diagnose and investigate health problems and health hazards in the community
3. Inform, educate, and empower people about health issues
4. Mobilize community partnerships to identify and solve health problems
5. Develop policies and plans that support individual and community health efforts
6. Enforce laws and regulations that protect health and ensure safety
7. Link people to needed personal health services and assure the provision of health care when otherwise unavailable
8. Assure a competent public health and health care workforce
9. Evaluate effectiveness, accessibility, and quality of personal and population-based health services
10. Research for new insights and innovative solutions to health problems

<sup>3</sup> Brownson, R.C., Fielding, J.F., & Maylahn, C.M. [Evidence-based Public Health: A Fundamental Concept for Public Health Practice](#); Annual Rev. Public Health 2009. 30:175-201

<sup>4</sup> CDC National Public Health Performance Standards. <http://www.cdc.gov/nphsp/essentialServices.html>