

GOVERNANCE IN ACTION FOR PUBLIC HEALTH

This document provides an outline of the content featured in Governance in Action for Public Health, and screenshots of select parts of the web-based course.

Visit <https://www.eventbrite.com/e/governance-in-action-for-public-health-registration-2868145701> to register your board of health! Contact us at mphtc@umich.edu with further questions.

MODULE 1 – PUBLIC HEALTH: A PRIMER – PART A

This module provides an introduction to public health. This module will provide a basic definition of public health and identify how it is different from medical and primary care. This presentation will also give examples of how public health has impacted population health outcomes. Finally, this video explores the three core functions and ten essential services of public health.

MODULE 1 OBJECTIVES

- Define public health
- List examples of the public health field's impact on population health outcomes
- Identify the three core functions and ten essential services of public health

MODULE 2 – PUBLIC HEALTH: A PRIMER – PART B

This module continues the introduction to public health by exploring the components of the public health system. Additionally, the video explains the structures and functions that support local public health, such as the public health workforce. As governing bodies with responsibility for oversight, boards of health help assure that health departments have an efficient and effective infrastructure to carry out their work.

MODULE 2 OBJECTIVES

- Identify components of the public health system
- Discuss the structures and functions of local public health, including the local public health workforce

MODULE 3 – OPERATING AS A BOARD OF HEALTH

This module will detail some important concepts about public health governance, starting with the various structures at state and local levels. Next, the video looks at the key functions of public health governing bodies established by the National Association of Local Boards of Health. By the end of this module, board of health members should have a better understanding of how a board of health functions and how members might integrate the information into their work.

MODULE 3 OBJECTIVES

- Distinguish between state and local public health governing entities
- Describe the six functions of public health governance

MODULE 4 – FINANCING PUBLIC HEALTH

This module explores the role of boards of health as stewards of public health resources. The video also looks at the importance of funding for boards of health and for public health in general. Finally, the video describes various sources of funding and the best way to access them.

MODULE 4 OBJECTIVES

- Describe the role of boards of health as stewards of public health resources
- Identify importance of funding for boards of health and public health
- List four sources for funding and how to access them

MODULE 5 – CONTRIBUTING TO HEALTH EQUITY

This module explores the concept of health equity, a driving force behind the essential services provided by public health agencies and an important aspect of the governance function of continuous improvement. The video looks at the social determinants of health and explores how they relate to health equity and health disparities. Finally, the video identifies strategies for addressing causes of health inequity. The knowledge gained from this video will help boards of health to make equitable decisions for their communities.

MODULE 5 OBJECTIVES

- Define the concept of health equity
- Describe the social determinants of health
- Identify strategies for addressing causes of health inequity

MODULE 6 – PARTNERSHIPS TO IMPROVE HEALTH OUTCOMES

This module explains the importance of cross-sectoral partnerships to improve population health outcomes. Additionally, the video explores how boards of health can contribute to fostering those partnerships.

MODULE 6 OBJECTIVES

- Define the role of other sectors in enhancing public health
- Describe the board of health's role in fostering partnerships

MODULE 7 – SUPPORTING POPULATION HEALTH THROUGH POLICY AND ADVOCACY

The last module focuses on the board of health governance function of policy development and the role of governing bodies in working toward population health change through advocacy. This video explores the differences between policy and advocacy. Additionally, the video describes strategies for creating effective public health policy.

MODULE 7 OBJECTIVES

- Explain the difference between policy and advocacy
- Identify strategies for effective policy

SCREENSHOTS FROM COURSE WEBSITE

COURSE HOME PAGE

The screenshot shows the course home page for "Governance in Action for Public Health". On the left is a dark blue sidebar with icons for Account, Dashboard, Courses, Calendar, Inbox, and Help. The main content area has a header "Governance in Action for Public Health" and a sub-header "Governance in Action for Public Health". Below the sub-header is a photograph of a signpost with an orange sign that says "LEADERSHIP" and an arrow pointing right. The main text area contains a welcome message and information about the course content.

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Welcome to Governance in Action for Public Health

Boards of health and their members are critical stakeholders within the population health system and public health workforce. Boards of health are often composed of members from interdisciplinary backgrounds. This training is intended to develop board of health members to have a shared understanding of their role in public health in order to most effectively draw upon their diverse expertise. Its goal is to equip new board of health members with a basic understanding of public health and provide them with practical suggestions for supporting the work of local public health agencies and their leadership.

The course is divided into seven video modules, each about 10-15 minutes long. Each module is accompanied by a list of suggested resources for further exploration, optional discussion topics to review with your board and health officer, and examples of boards of health in action to demonstrate the [Six Functions of Public Health Governance](#). See the [Companion Guide](#) to view the supplemental materials.

View [welcome remarks](#) from Dr. Sharon Kardia, Senior Associate Dean for Administration at the University of Michigan School of Public Health.

EXAMPLE MODULE PAGE

Module 1: Public Health: A Primer - Part A



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Learning Objectives

1. Define public health
2. List examples of the public health field's impact on population health outcomes
3. Identify the three Core Functions and 10 Essential Services of Public Health

Lecture Recording

This video is approximately 15 minutes long.



PowerPoint Slides

[A transcript is available along with the PowerPoint slides.](#) 

Discussion



Looking for ways to discuss this material with others on your board? Consider the following suggested discussion topics that you might request your health officer to address:

- Request an overview of major services provided by the health department in your county
- Seek examples of how the board of health and the health officer work together to support the health department's work

Quiz

Complete the [quiz](#) for this module before moving on.

Optional Readings and Resources

- [Governance in Action for Public Health Companion Guide](#)  (see pages 2-3)
- [References](#) 

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EXAMPLE MODULE VIDEO CLIPS

Supporting Population Health Through Policy and Advocacy




Effective Board of Health Example

- Utah County, Utah
- More than 540,000 people
- Nine member board of health



Identified Problem



- **March 2013:** Utah County Board of Health listened to a Physician's Assistant (PA)
- Injuries at commercial trampoline facilities
- PA requested that measures be taken to address the commercial gyms