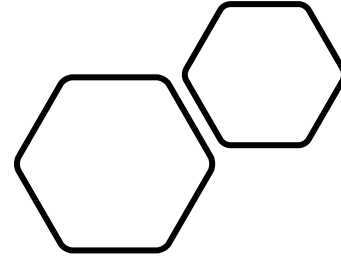
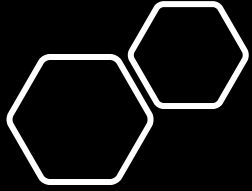


Public Health 3.0



Kerry Burch, MPH
Mecklenburg County Public Health



Public Health 3.0

Public Health 3.0: A Call to Action for Public Health to Meet the Challenges of the 21st Century

DeSalvo KB, Wang YC, Harris A, Auerbach J, Koo D, O'Carroll P. Public Health 3.0: A Call to Action for Public Health to Meet the Challenges of the 21st Century. Prev Chronic Dis 2017;14:170017

Public Health 1.0

- Tremendous growth of knowledge and tools for both medicine and public health
- Uneven access to care and public health

Public Health 2.0

- Systematic development of public health governmental agency capacity across the United States
- Focus limited to traditional public health agency programs

Public Health 3.0

- Engage multiple sectors and community partners to generate collective impact
- Improve social determinants of health

Late
1800s

1988 IOM
*The Future of
Public Health* report

Recession

Affordable
Care Act

2012 IOM
*For the Public's
Health* reports

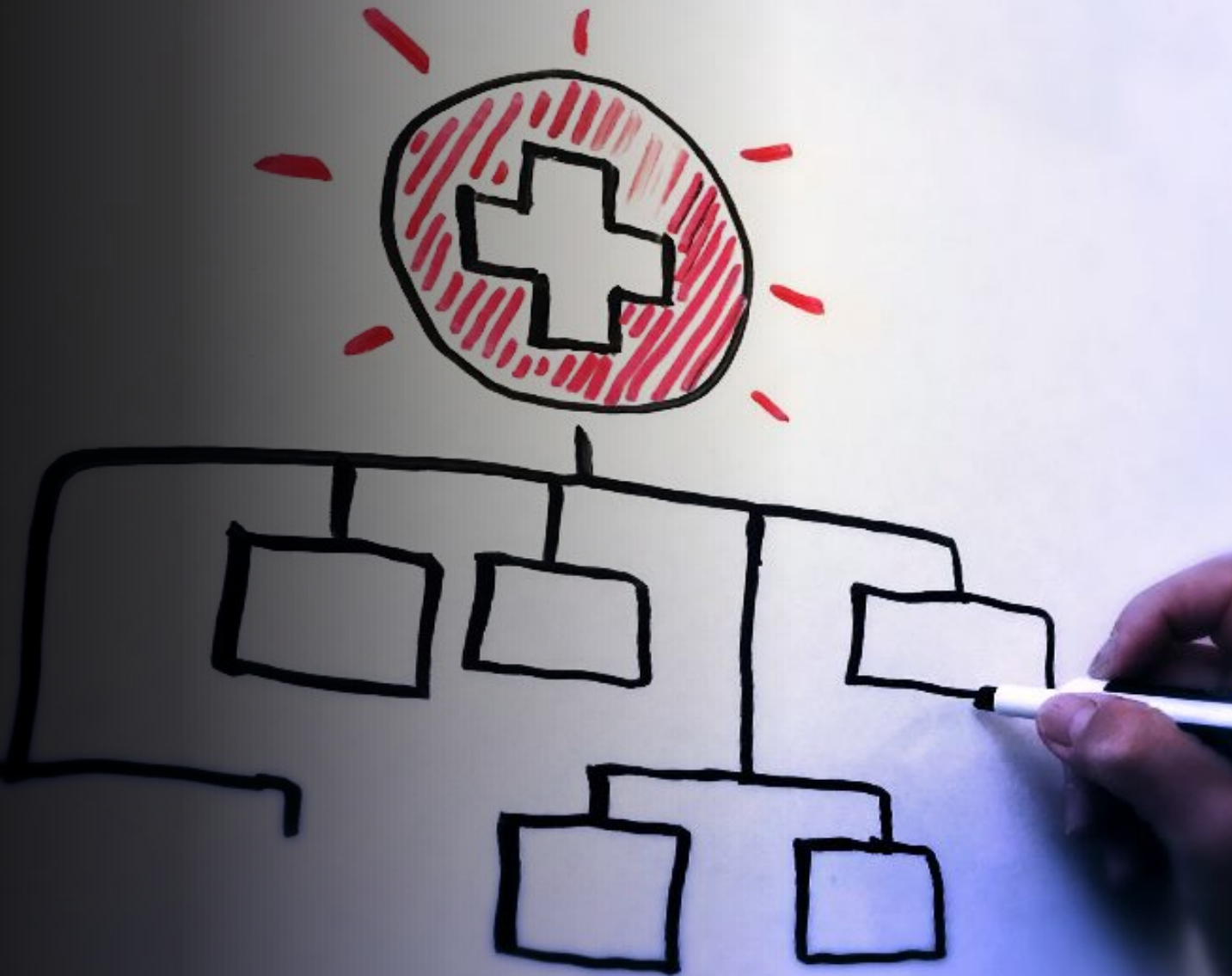


- Chief Health Strategist
- Strategic Partnerships
- Enhanced Use of Data
- Social Determinants of Health
- Health Equity

Chief Health Strategist

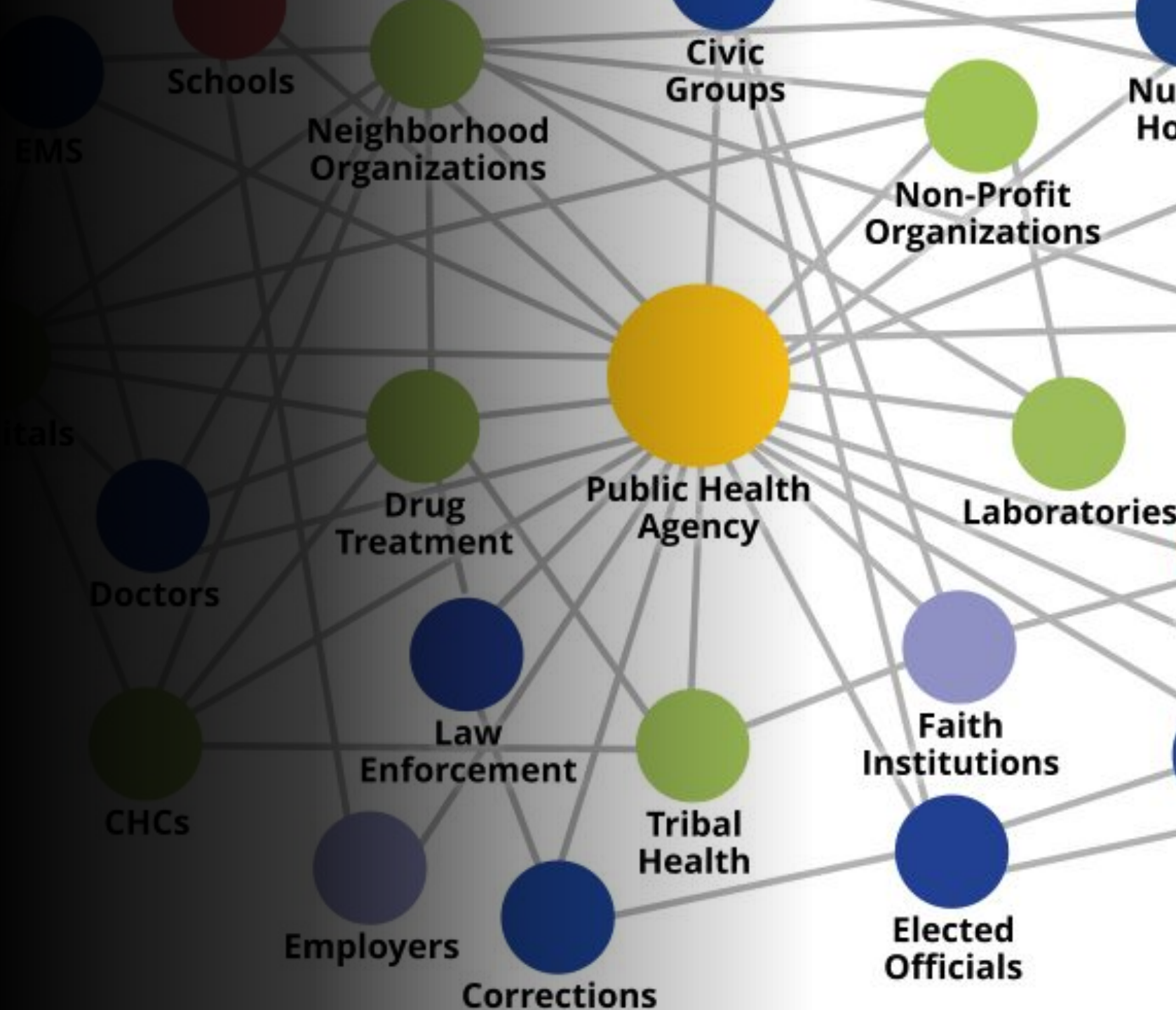
In this role, public health agencies work with all relevant partners so that they can drive initiatives including those that explicitly address “**upstream**” social determinants of health

K. DeSalvo



Partnerships

Strategic partnerships expand our reach, enhance our work, and help us to engage and build trust with all facets of our diverse community

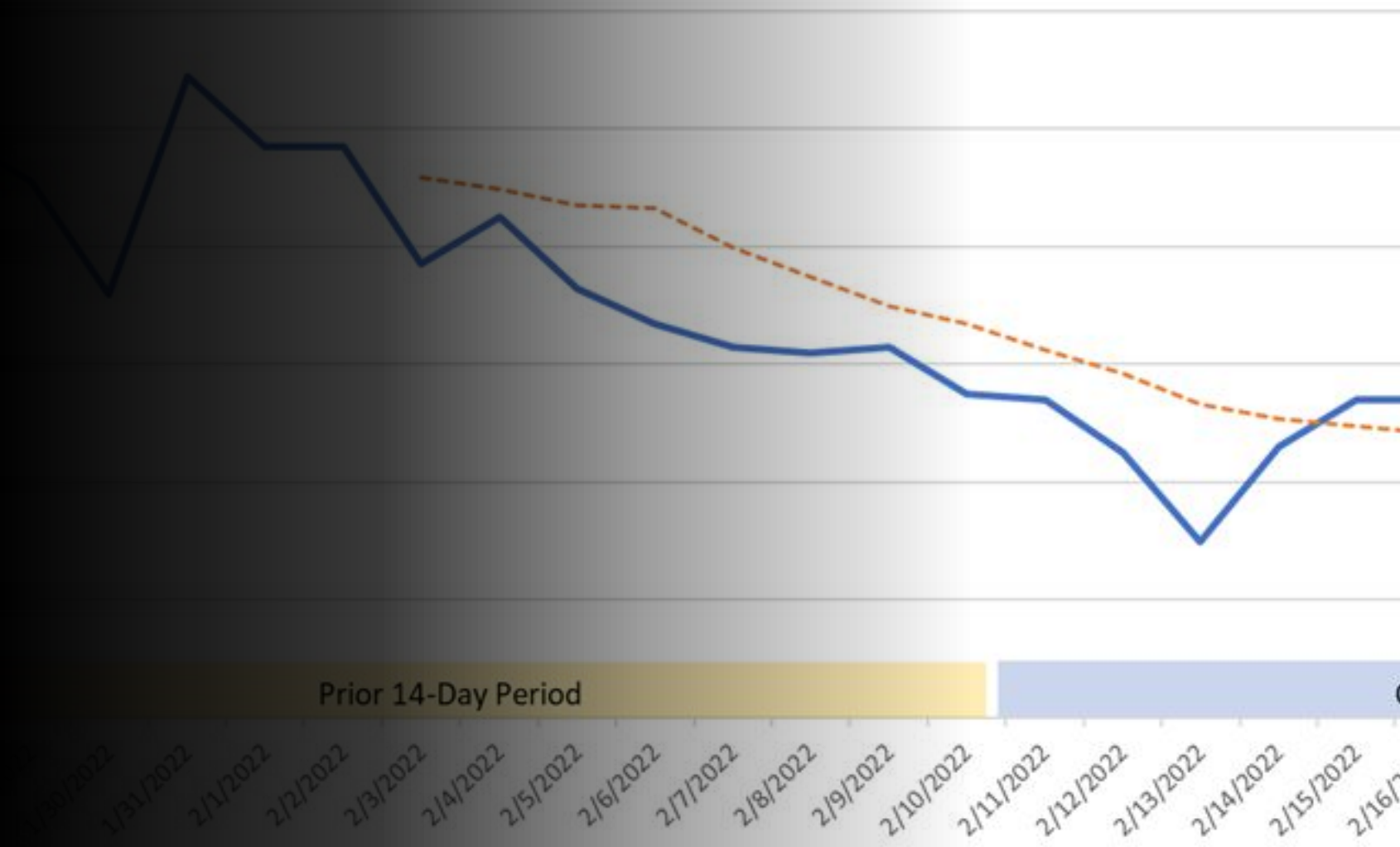


ED Visits due to COVID-Like Illness (CLI)

Current 14-Day Time Period (Feb 11 - 24, '22): 493 ED Visits
Prior 14 Day Time Period (Jan 28 - Feb 10, '22): 1,110 ED Visits

Enhancing the Use of Data

Timely, actionable data helps us track progress, identify need, and focus our efforts to reduce health disparities.



Social Determinants of Health

Social Determinants of Health (SDOH): “are conditions in the environments in which people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.”

- Healthy People 2020





STRATEGIC PLAN

What does this mean for Mecklenburg County Public Health?

- Continue to seek out community partnerships that compliment our services and address SDOH.
- Continue to seek out community partnerships that help broaden the reach into our most vulnerable communities.
- Build capacity to collect and use data to inform practices

Photo: Community Solutions, Inc