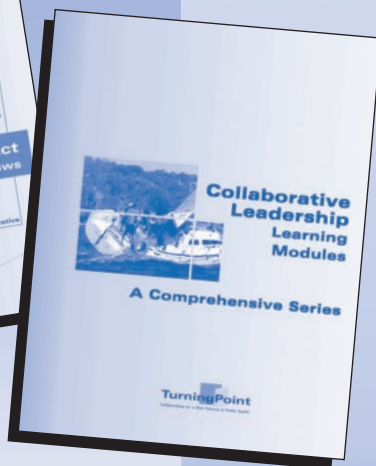
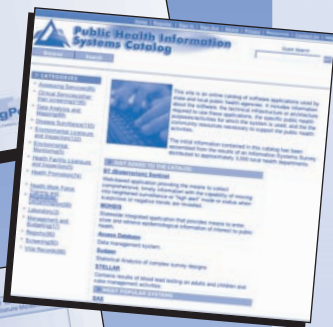


Respond Successfully to Urgent Public Health Challenges



Look inside for resources to address:

- Obesity and Physical Inactivity
- Tobacco Use Cessation and Prevention
- Emerging Infectious Diseases
- Emergency Preparedness
- Workforce Development and Diversity
- Chronic Disease Prevention
- Building Public Health Infrastructure Capacity
- Statewide Partnerships for Systems Change
- Sustaining Public Health Systems Improvements

**PUBLIC HEALTH
RESOURCES TO
HELP YOU
RESPOND TO...**

Obesity and Physical Inactivity 1

Tobacco Use Cessation and Prevention . . . 2

Emerging Infectious Diseases 3

Emergency Preparedness 4

Workforce Development and Diversity . . . 5

Chronic Disease Prevention 6

Building Public Health
Infrastructure Capacity 7

Statewide Partnerships for
Systems Change 8

Sustaining Public Health
Systems Improvements 9

OBESEITY AND PHYSICAL INACTIVITY

Why are states increasing efforts to reduce obesity?

- The Centers for Disease Control and Prevention estimates that 64% of Americans are now overweight or obese.
- Obesity is linked to more than twenty related diseases, including heart disease, diabetes, cancer, and depression. It often affects racial and ethnic minority populations in disproportionately high numbers.
- Rates of obesity are rising sharply, especially among young people.
- Obesity is expensive; California alone reports current costs of \$14.2 billion a year in direct medical costs and lost productivity due to obesity.

How are people in public health responding?

- Considerable resources are being targeted at efforts to reduce obesity and increase physical activity.
- Cross-sector partnerships are emerging that aim to increase awareness and encourage behavior change, such as collaborations between public health planners, businesses, land use planners, and the medical community.
- States are improving systems for data collection and analysis for a wide variety of health indicators so public health can better address priority health issues such as obesity and related illnesses.

Turning Point Resources



Case studies that profile programs to change eating behavior are among those detailed and rated in ***Social Marketing and Public Health: Lessons From the Field.***

The Collaborative Leadership Learning Modules: A Comprehensive Series provides skills instruction for current and future leaders especially as they bring together diverse groups of people to tackle challenging community problems.

A Web-based public health information systems catalogue that allows public health agencies to research IT options can be found at www.infotech.net.org.



For more information see www.turningpointprogram.org, call the Turning Point office at **206-616-8410**, or e-mail us at turnpt@u.washington.edu

TOBACCO USE CESSATION AND PREVENTION

Turning Point Resources



From Silos to Systems: Using Performance Management to Improve the Public's Health provides a detailed, four-part model for managing large public health intervention programs more effectively.

CDCynergy—Social Marketing Edition, a comprehensive planning tool on CD-ROM, provides tools for social marketing, which can be used to create programs for changing health behaviors among diverse populations.

Collaborative Leadership and Health: A Literature Review can help engage diverse stakeholders for public health improvement.

Why is reducing tobacco use a priority for public health?

- Each year, 440,000 people die of diseases caused by smoking or other forms of tobacco use, accounting for about 20% of all deaths in the United States, and making tobacco use our most common—and preventable—actual cause of death.
- Tobacco use among teens is of particular concern, and although the percentage of high school students who smoke is inching downward, far too many young people are still taking up the habit.
- The direct medical costs associated with smoking total more than \$75 billion a year. In addition, smoking costs an estimated \$80 billion a year in lost productivity.

How are people in public health responding?

- In addition to state and private initiatives, federal funding and technical assistance is provided for tobacco-related programs at the health departments of all fifty states, the District of Columbia, seven territories, and six tribal support centers.
- Efforts to engage and target young people for tobacco prevention have been aided by innovative social marketing programs shown to be effective at reducing teen smoking.
- In an increasing number of communities, public health has worked to pass ordinances that ban smoking in bars, restaurants, and some outdoor public areas in order to reduce exposure to secondhand smoke.

EMERGING INFECTIOUS DISEASES

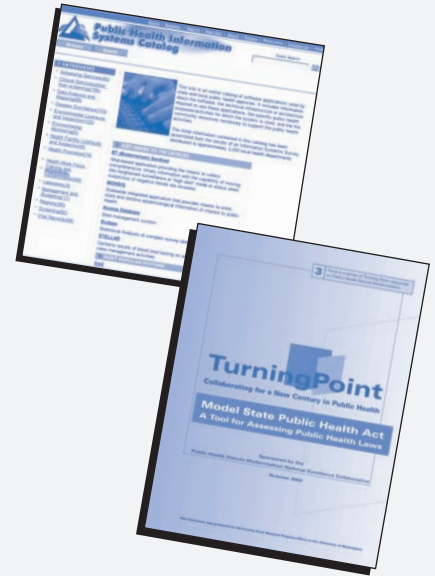
Why are states increasing efforts to respond to emerging infectious diseases?

- Concerns about bioterrorism and publicity around high-profile disease outbreaks have increased the focus on infectious disease.
- Fragmented public health systems, inadequate information technology for surveillance and tracking, and lack of comprehensive performance standards for accountability put states at greater risk.
- Outdated public health laws may not ensure that communities have the legal tools and authority needed to respond quickly to new public health threats.

How is public health responding?

- States are reviewing and considering modifications to public health law related to quarantine powers, disease tracking, and other issues.
- Information technology is being upgraded to ensure rapid identification of patterns of infection through what is known as syndromic surveillance.
- Performance management systems are being implemented to identify gaps in systems, provide for continuous quality improvement, and ensure accountability.

Turning Point Resources



The Turning Point Model State Public Health Act, a new comprehensive framework for assessing public health laws, includes addressing quarantine and isolation.

Academics and Practitioners on Collaborative Leadership offers insights on using collaborative leadership to respond to emerging public health problems.

A Web-based public health information systems catalogue that allows public health agencies to research IT options can be found at www.infotech.net.org.

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EMERGENCY PREPAREDNESS

Turning Point Resources



The ***Collaborative Leadership: Fundamental Concepts Learning Module*** will acquaint people with a strategy for bringing diverse groups together to improve health outcomes.

The ***Survey on Performance Management Practices in States: Results of a Baseline Assessment of State Health Agencies*** compiles responses from 47 states.

The ***Turning Point Model State Public Health Act*** provides a new, comprehensive framework for assessing public health laws.

The Basics of Social Marketing is a self-guided tutorial that outlines fundamental concepts for improving communication.

Why are states mobilizing for increased readiness in emergencies?

- Gaps have become apparent in communication and coordination among the diverse agencies that respond to community disasters.
- Communities need appropriate legal tools and authority to respond quickly in a public health emergency, and outdated public health laws may not ensure this.
- A shortage of resources at all levels is affecting the public health workforce and its capacity to respond at a time when emerging threats to the public's health require advances in public health science, training, and leadership.

How is public health responding?

- Important legal issues, such as quarantine powers and disease tracking, are being reviewed as states consider modifications to public health law.
- Information technology systems are being upgraded to ensure redundancy and reliability needed for effective electronic communications in emergencies.
- Dialogue and coordination between diverse stakeholders are broadening.
- Performance management systems are being implemented to identify gaps in systems, and ensure accountability and continuous quality improvement.

WORKFORCE DEVELOPMENT AND DIVERSITY

Why are states concerned about workforce readiness, diversity and development?

- States face mounting workforce shortages in public health.
- Many states are alarmed about the size and scope of health disparities among Native American and other minority populations, and have identified a lack of diversity in the health workforce as a contributing factor.
- Emerging threats to the public's health require advances in public health science, training, and leadership, yet resource shortages at all levels are affecting public health workforce readiness.

How is public health responding?

- States are collaborating with workforce partners from multiple sectors in efforts to improve cross-cultural competency in health care and to reduce health disparities.
- States are upgrading technology and performance management systems to select, measure, and track workforce competencies needed to achieve improvement.
- Mentoring and outreach programs are being used to foster new public health leaders.

Turning Point Resources



The Guidebook for Performance Measurement includes tools for measuring and driving systems-wide performance improvements.

Collaborative Leadership Self-Assessment Questionnaires can help individuals evaluate key behaviors that are important to each of six practices of effective collaborative leaders.

Managers Guide to Social Marketing includes budgeting guidelines, a sample job description, management tips and more.

Emerging Leaders Program Development Handbook, includes Web-based instructions for building support and learning networks, online at www.collaborativeleadership.org

For more information see www.turningpointprogram.org, call the Turning Point office at **206-616-8410**, or e-mail us at turnpt@u.washington.edu

CHRONIC DISEASE PREVENTION

Turning Point Resources



CDCynergy—Social Marketing Edition, a comprehensive planning tool on CD-ROM, provides tools for social marketing, which can be used to improve skills for communicating with a diverse public.

Collaborative Leadership Learning Modules:

A Comprehensive Series is a curriculum for teaching collaborative leadership, includes a set of videos and a self-assessment tool.

From Silos to Systems: Using Performance Management to Improve the Public's Health

offers a four-part model for integrating performance management activities.

Why do states see great potential for health improvement through preventing chronic diseases?

- Health improves and health care costs drop when illness is prevented.
- Chronic diseases cost money and lives; they are our leading cause of death and disability, affecting quality of life for millions of people.
- Public health can successfully develop programs to promote healthy behaviors that prevent disease, and forge public-private partnerships important for program success.

How is public health responding?

- Public health is seeking out partners from other fields that share common goals, such as those working to increase physical activity through land use planning.
- Technology and performance management systems are being mobilized for better data compilation, analysis, and dissemination and to ensure accountability. Accurate and timely morbidity and mortality data, for example, enables environmental health workers to track unusual geographic clusters of cancer diagnoses, while effective performance management systems drive and measure outcomes.

BUILDING PUBLIC HEALTH INFRASTRUCTURE CAPACITY

Why are states concerned about building public health infrastructure capacity?

- Public health issues, such as emergency preparedness, are becoming more complex at a time when the workforce is aging and many leaders are retiring.
- Emerging challenges may not be handled in a consistent, coordinated and effective manner if existing infrastructure doesn't have capacity to address them.
- Inadequate infrastructure can lead to constrained resources and competing priorities.

How is public health responding?

- Advocates are seeking consistent funding streams to support infrastructure improvements through changes to public health law.
- State and local health agencies are developing and supporting emerging public health leaders.
- States are using innovative technology for assembling and disseminating information and education.

Turning Point Resources



The Performance Management Self-Assessment Tool

is used to assess strengths and weaknesses of performance management systems.

The Turning Point Model State Public Health Act is a new comprehensive framework for assessing public health laws.

A Web-based public health information systems catalogue that allows public health agencies to research IT options can be found at www.infotech.net.org.

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STATEWIDE PARTNERSHIPS FOR SYSTEMS CHANGE

Turning Point Resources



The **Collaborative Leadership: Fundamental Concepts Learning Module** will acquaint people with a strategy for bringing diverse groups together to improve health outcomes.

CDCynergy—Social Marketing Edition includes a step-by-step process widely used by chronic disease prevention partnerships for marketing health behavior change.

A Web-based public health information systems catalogue that allows public health agencies to research IT options can be found at www.infotech.net.org.

Why are states concerned about building statewide partnerships?

- Public health's future relies more and more on successful partnering of public, private, and voluntary organizations.
- In states with limited resources and strained budgets, ensuring that every available partner is engaged in the system is critical.
- Statewide partnerships provide the breadth and depth of participation and understanding that are required for long-term systems improvement.

How is public health responding?

- Leaders are engaging a broad range of public and private groups and organizations with a common interest in maximizing health and quality of life.
- Advocates are developing a collaborative model of shared leadership to achieve mutually defined goals.
- Partnerships are choosing concrete projects with significant, attainable, and measurable outcomes.

SUSTAINING PUBLIC HEALTH SYSTEMS IMPROVEMENTS

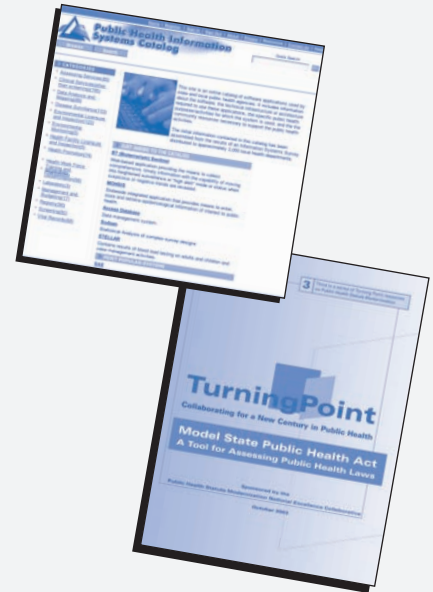
Why are states concerned about sustaining public health systems improvements?

- Pilot programs and grants provide seeds for change in the public health system. Finding ways to sustain and continue that change is challenging.
- If systems improvements aren't sustained, significant start-up costs for human, fiscal, and technical resources may have to be incurred again.
- Future initiatives may encounter diminished trust and support if current projects don't produce long-lasting outcomes.

How is public health responding?

- Systems improvements are being integrated into existing programs and offices.
- States are supporting strategic partnerships that include internal champions, inter-organizational connections, and nontraditional partners from the community.
- Advocates are enhancing communication with and visibility to allies and supporters.

Turning Point Resources



The Turning Point Model State Public Health Act

is a new comprehensive framework for assessing public health laws and systems.

From Silos to Systems: Using Performance Management to Improve the Public's Health

is a four-part, results-oriented model that includes methods for navigating changes in policy, resource allocation, and programs.

A Web-based public health information systems catalogue

that allows public health agencies to research IT options can be found at www.infotech.net.org.

For more information see www.turningpointprogram.org, call the Turning Point office at **206-616-8410**, or e-mail us at turnpt@u.washington.edu

ORDER TURNING POINT RESOURCES



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These and many other helpful Turning Point tools can be explored and downloaded directly from the Turning Point Web site: www.turningpointprogram.org.

Please send me the following Turning Point products:*

- Social Marketing: Lessons from the Field
- The Basics of Social Marketing
- Manager's Guide to Social Marketing
- Leadership Development: A Literature Review
- Collaborative Leadership: Academics & Practitioners on Leadership
- Collaborative Leadership: Fundamental Concepts Learning Module
- Collaborative Leadership: A Self Assessment Questionnaire
- Collaborative Leadership: A Comprehensive Series (CD-ROM/DVD set)
- Public Health Statute Modernization: Model State Public Health Act

*All of these resources are offered at no charge from The Turning Point Initiative, funded by The Robert Wood Johnson Foundation.

The following publications can be purchased for minimal cost from the Public Health Foundation Web site: <http://bookstore.phf.org>.

- Performance Management: Silos to Systems
- Performance Management: Guidebook for Performance Management
- Performance Management: Survey on Performance Management Practices in States
- Performance Management: Self-Assessment Tool

CDCynergy — Social Marketing Edition can be purchased online from www.tangibledata.com/CDCynergy-SOC.

Fax this form to: 206-616-8466 or mail to: Turning Point National Program Office, 6 Nickerson St., Suite 300, Seattle, WA 98109.

For further information call: 206-616-8410,
or e-mail: turnpt@u.washington.edu,
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