


What is the Future of Public Health?




de Beaumont


BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES™

We advance policy, build partnerships, and strengthen public health to create communities where everyone can achieve their best possible health

 @deBeaumontFoundation

 @deBeaumontFndtn

 deBeaumontFoundation

 deBeaumont.org

 @BrianCCastrucci



UNLESS someone like you
cares a whole awful lot,
nothing is going to get better.
It's not.

—*The Lorax*





“

It is only after
you've lost
everything that
you're free to
do anything.

-Tyler Durden

1. Communicate Better

2. Build Partnerships

3. Advance Policy

4. Center Health Equity

1. Communicate Better

2. Build Partnerships

3. Advance Policy

4. Center Health Equity

Public Health Impact Formula

The Impact Formula below articulates the unique functions of public health that:

- Leverage the way people intuitively think about their own health
- Differentiate public health from health care
- Motivate people to support public health efforts in their own communities

These concepts help explain the role of public health in a way that is clear and motivating to non-experts.



Diagnose

Public health experts diagnose the health of each community by listening to people who live there—and then use data, evidence, and research to offer solutions.



Cooperate

To improve the health of the community, different organizations have to work together—schools, businesses, government agencies, and more. Public health brings them together to make decisions and take action.



Prevent

We often end up in the doctor's office after we're sick or injured. Public health experts investigate everything that affects our health—food, water, air and more—to prevent health problems before they start.

Communications Resources For Public Health Professionals

The Public Health Communications Collaborative (PHCC) was formed in 2020 to coordinate and amplify public health messaging on COVID-19 and increase Americans' confidence in guidance from the Centers for Disease Control and Prevention (CDC) and state and local public health officials.

[See more information, including partners »](#)



Publichealthcollaborative.org



de Beaumont
BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES™

1. Communicate Better

2. Build Partnerships

3. Advance Policy

4. Center Health Equity

Public Health Impact Formula

The Impact Formula below articulates the unique functions of public health that:

- Leverage the way people intuitively think about their own health
- Differentiate public health from health care
- Motivate people to support public health efforts in their own communities

These concepts help explain the role of public health in a way that is clear and motivating to non-experts.



Diagnose

Public health experts diagnose the health of each community by listening to people who live there—and then use data, evidence, and research to offer solutions.



Cooperate

To improve the health of the community, different organizations have to work together—schools, businesses, government agencies, and more. Public health brings them together to make decisions and take action.



Prevent

We often end up in the doctor's office after we're sick or injured. Public health experts investigate everything that affects our health—food, water, air and more—to prevent health problems before they start.

Public Health Impact Formula

The Impact Formula below articulates the unique functions of public health:

- Leverage the way people intuitively think about their own health
- Differentiate public health from health care
- Motivate people to support public health efforts in their own communities

These concepts help explain the role of public health in a way that is clear to non-experts.



Diagnose

Public health experts diagnose the health of each community by listening to people who live there—and then use data, evidence, and research to offer solutions.



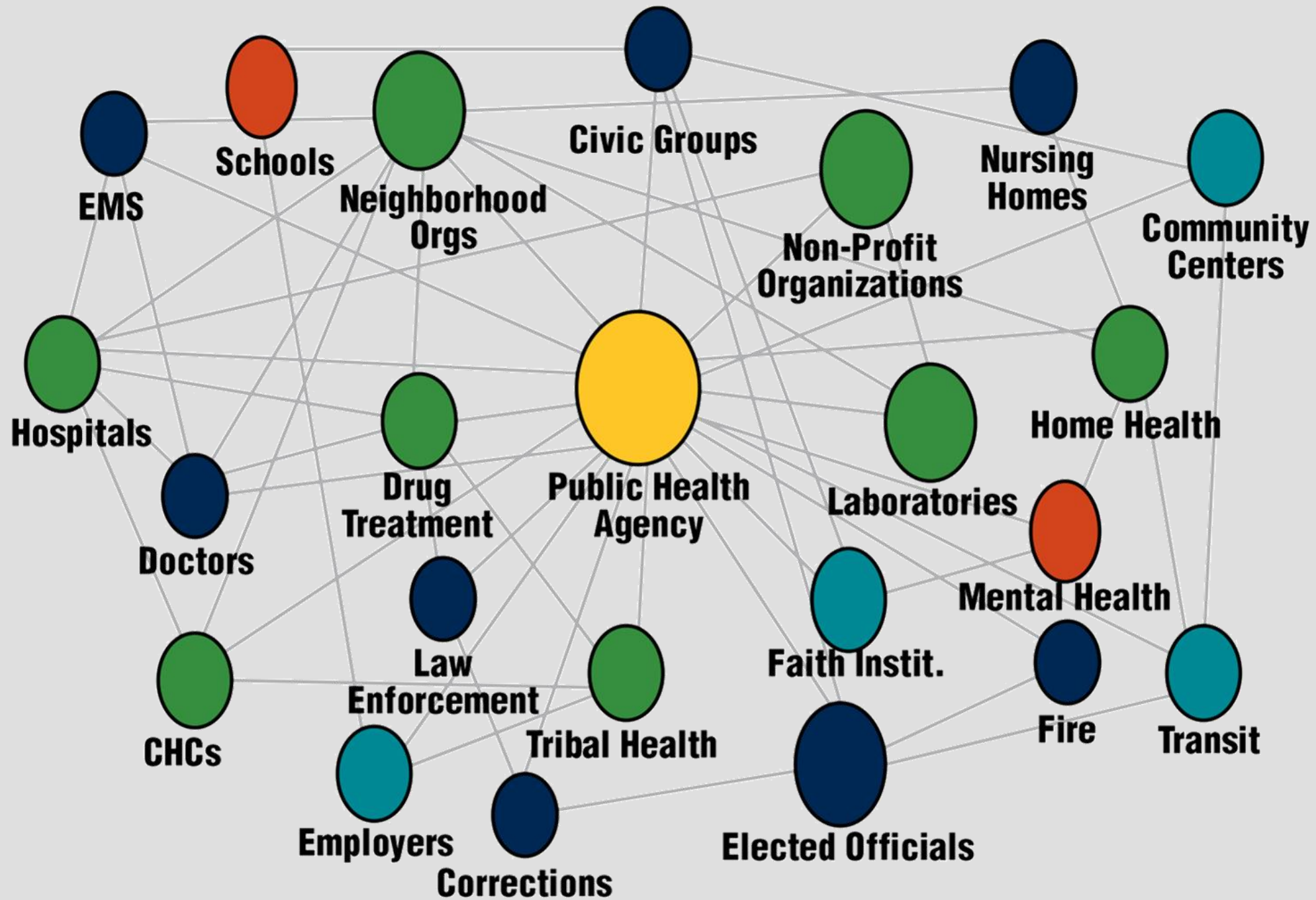
Cooperate

To improve the health of the community, different organizations have to work together—schools, businesses, government agencies, and more. Public health experts help them join together to make decisions and take action.



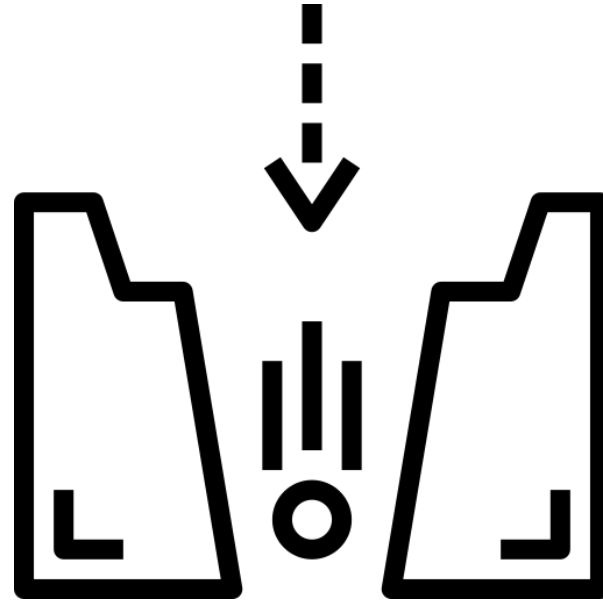
Prevent

We often end up in the doctor's office after we're sick or injured. Public health experts investigate everything that affects our health—food, water, air and more—to prevent health problems before they start.



Experts in Public Health

Valuable,
needed, and
“natural”,
given
different
sectors’
many
overlapping
functions
and goals



Leaders in Other Sectors

Inevitably
strained and
difficult, given
that different
sectors are
fundamentally
distinct from
one another
and occupy
different
worlds



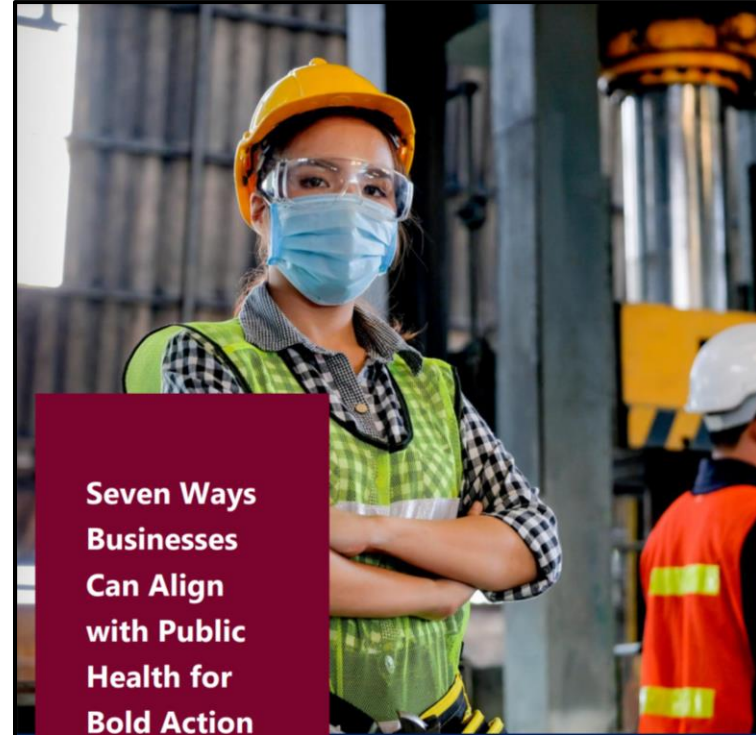
Good Health Is Good Business

The Value Proposition of Partnerships Between Businesses and Governmental Public Health Agencies to Improve Community Health

JUNE 2019



de Beaumont
BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES.



Seven Ways Businesses Can Align with Public Health for Bold Action and Innovation



de Beaumont
BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES.

February 23, 2021



HAA
HEALTH ACTION ALLIANCE

Take Action ▾ What's New Events On-Demand About [SIGN UP](#)

Healthier workplaces. Stronger communities.

[TAKE ACTION](#)

IN PROUD COLLABORATION WITH

POWERED BY

Pandemic Preparedness Plan for Business

Your Playbook to Manage Health Risks and Future-Proof Your Business

Monkeypox: Key Considerations for Employers

Communications Guidance for Employers

Monkeypox: Sample Employee Email

You can customize our sample employee email to communicate with your team.



PHRASES

Public Health Reaching Across Sectors

Visit phrases.org

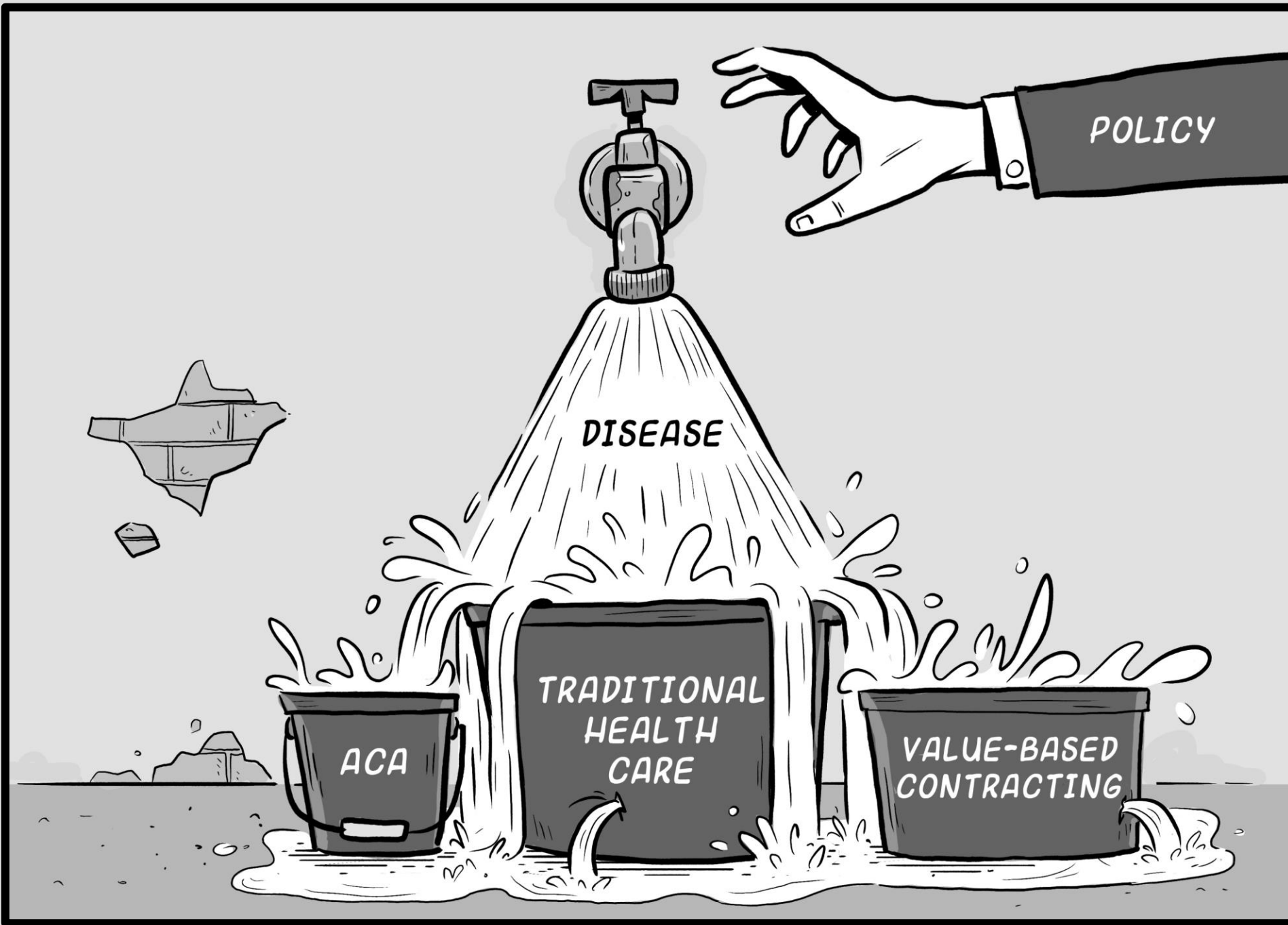
1. Communicate Better

2. Build Partnerships

3. Advance Policy

4. Center Health Equity







AN INITIATIVE OF
the de Beaumont Foundation
+
Kaiser Permanente

Visit cityhealth.org to access the tools

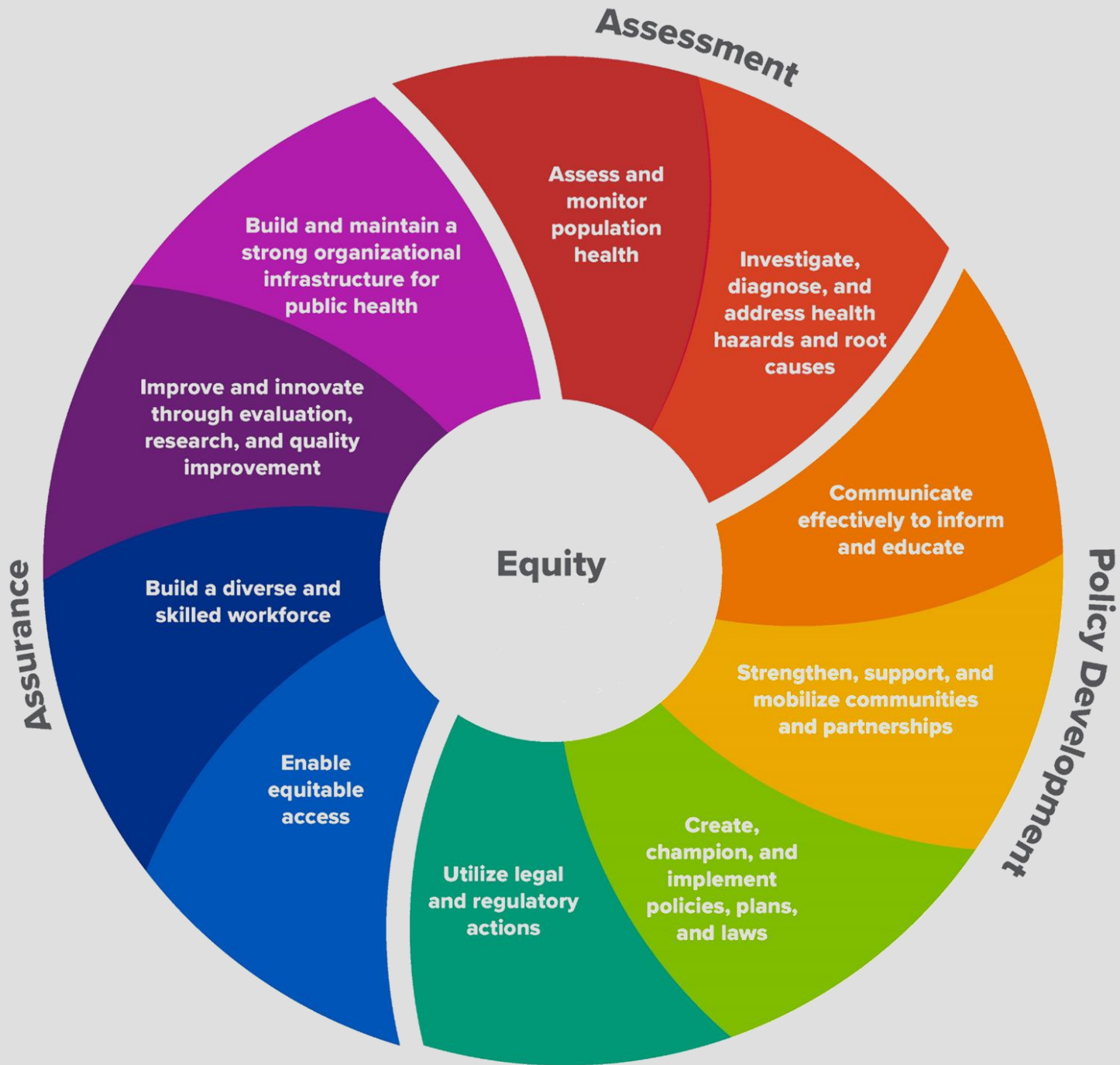
- Affordable Housing Trusts
- Complete Streets
- Earned Sick Leave
- Eco-Friendly Purchasing
- Flavored Tobacco Restrictions
- Greenspace
- Healthy Food Purchasing
- Healthy Rental Housing
- High-Quality, Accessible Pre-K
- Legal Support for Renters
- Safer Alcohol Sales
- Smoke-Free Indoor Air

1. Communicate Better

2. Build Partnerships

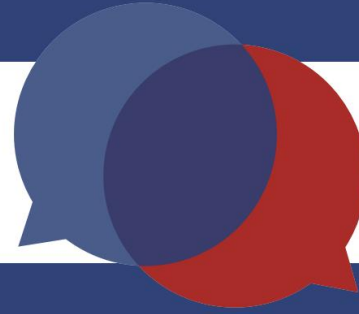
3. Advance Policy

4. Center Health Equity





**HEALING THROUGH POLICY:
CREATING PATHWAYS TO
RACIAL JUSTICE**
Policy and Practice Briefs



OCTOBER 2021



1. Communicate Better
2. Build Partnerships
3. Advance Policy
4. Center Health Equity



“
To know one’s life has breathed easier
because you have lived. This is to
have succeeded.

-Ralph Waldo Emerson