



Destinations for a Public Health Workforce Roadmap:

A Perspective from the Front Lines

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Public Health
Seattle & King County



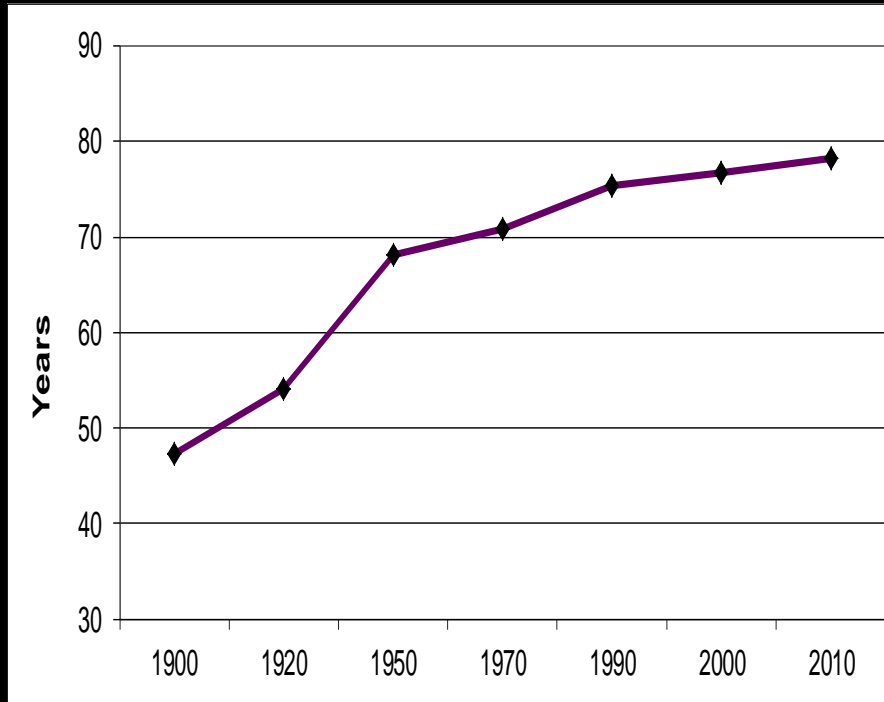
**“You mention...
that we have
fewer ships
than we did in
1916.**

**Well governor,
we also have
fewer horses
and bayonets.”**

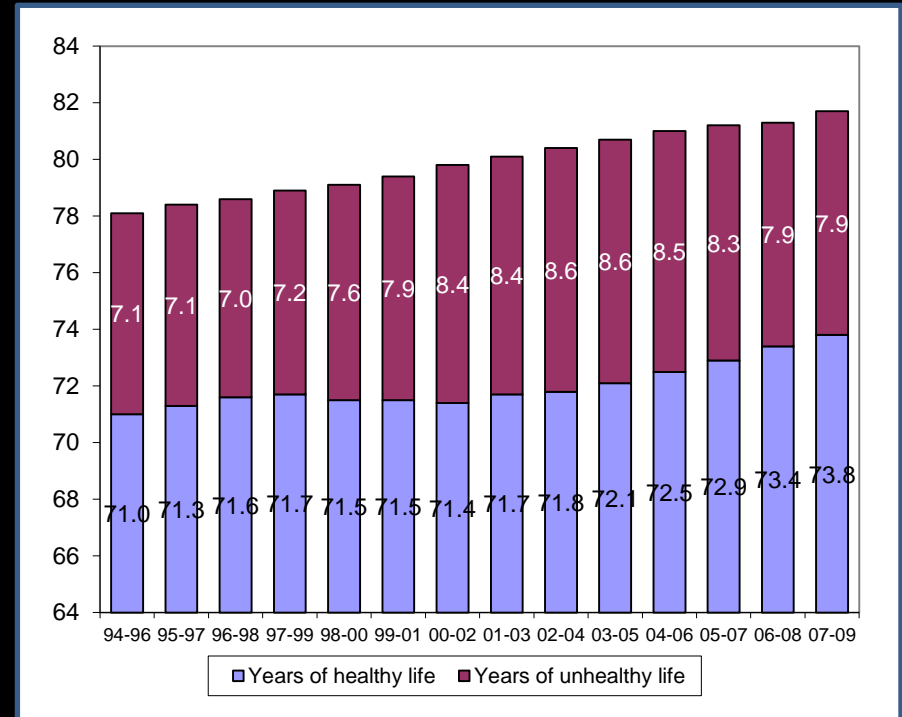
**Barack Obama
Oct 22, 2012
Presidential Debate**



The schizophrenic nature of 21st century public health



Life Expectancy, King County, 1900-2010



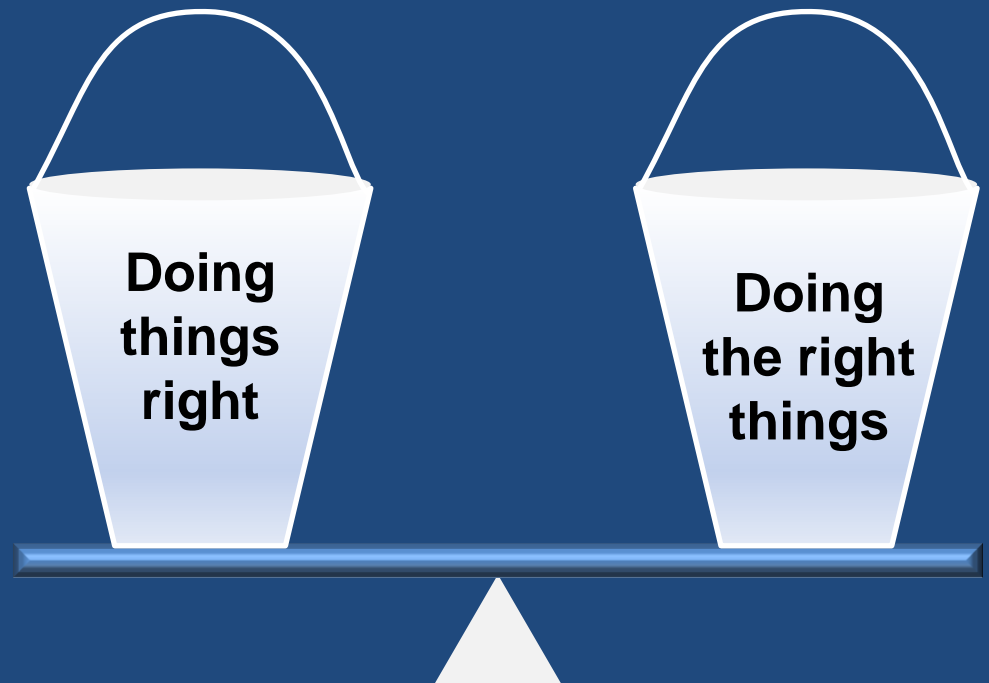
Life expectancy and unhealthy life, King County, 1994-2009

Most important slide:

In this time of unprecedented change, public health faces two challenges: **1)** protecting our historic successes, and **2)** confronting our emerging challenges.

We face a significant chance of failing at both.

Our workforce skills are mismatched with our needs. We need specific attention to the development of new expertise and new competencies.



IT

1

A photograph of three people in an office setting. On the left, a woman with long brown hair wearing a green sweater and jeans stands looking towards the center. In the middle, a woman with dark hair and glasses, wearing a dark blue sweater, points her right hand towards a large, grey filing cabinet. On the right, a man with glasses and a blue checkered shirt stands looking at the cabinet. The filing cabinet is filled with numerous colorful folders (red, blue, green, yellow) and has several small, colorful sticky notes attached to its front. The text "Do more with less" is overlaid in large white letters across the center of the image.

Do more
with less

Public health business experts

- Understand continuous quality improvement approaches and standard business process improvement tools (LEAN, Six Sigma, business process re-engineering, etc.);
- Apply these tools and approaches to public health programs.



2

**Prohibit epidemiologists from
designing surveillance systems**

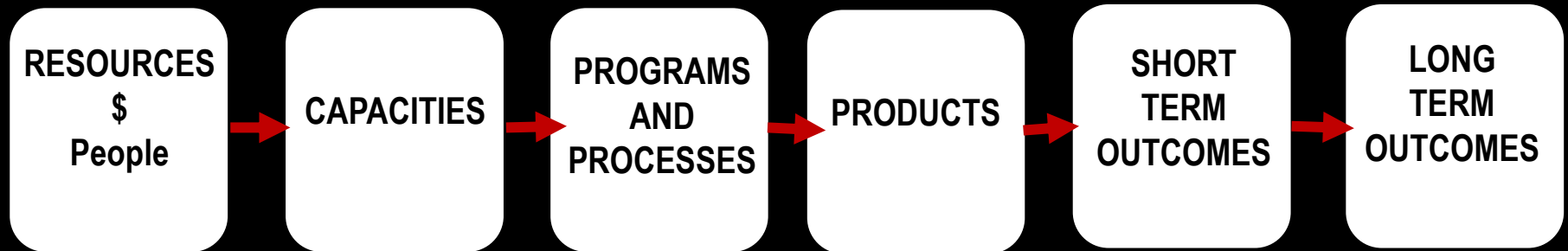
Inputs



**Health
Outcomes**

2

Prohibit epidemiologists from designing surveillance systems



Program-centered epidemiologists

- Identify actionable measures along the entire public health value chain; especially program products and linkages to budget inputs;
- Design and implement rapid cycle surveillance systems to collect, analyze and report on key measures along the chain.



3

Research determined by practice problems



Practice-oriented researchers

- Knowledgeable about public health programs and strategies, including implementation barriers and challenges;
- Able to conduct cost-effective studies using a variety of research designs, including settings where data are incomplete and/or time is short.



4



**What we've got here is a
failure to communicate**



What we've got here is a failure to communicate

Public Health Speak

- Introduction, methods, results, discussion, conclusion
- Caveat
- Complete explanation
- Data
- Answer questions

Everybody else

- Conclusion
- Keep it simple
- Sound bite
- Stories
- Stay on message

Clear, persuasive communicators

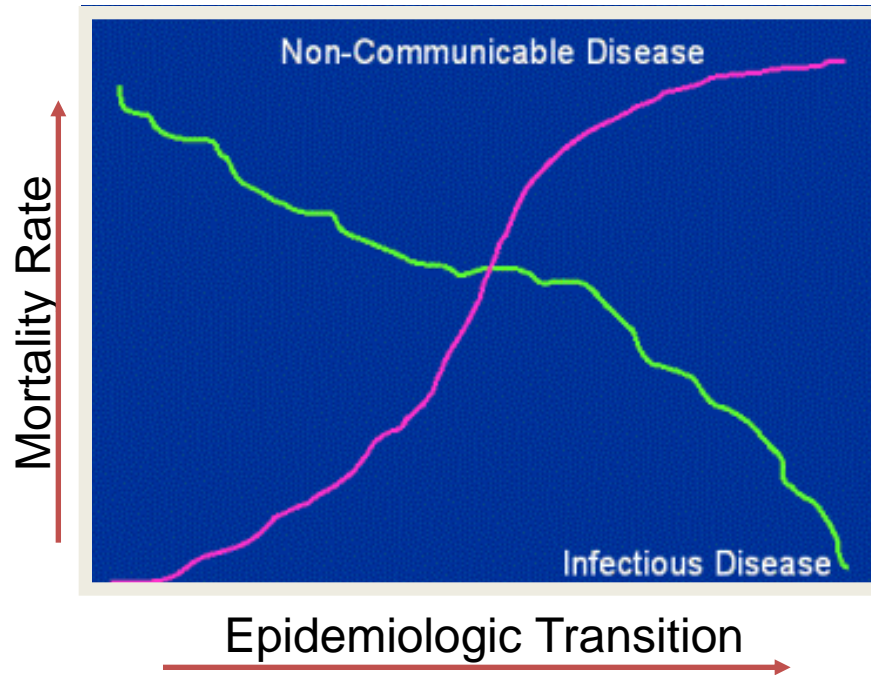
- Translate, in real time, scientific and public health concepts into audience-tailored understandable and compelling language;
- Design and implement issue-specific and organization wide strategic communication planning.



Changing leading causes of death

1912

Pneumonia
Tuberculosis
Diarrhea



2012

Heart Disease
Cancer
Stroke



1

**Look above
the roots**

Policy enactment experts

- Understand, develop and use power relations and dynamics in the community to successfully develop and enact policy;
- Use adaptive leadership skills that facilitate partnership and collaboration to persuade and influence to achieve goals.



2

Think like Margaret Mead



Anthrop(ublichealth)ologists

- Individual competency to routinely use anthropological concepts and methods to identify, design and implement interventions, particularly in our least healthy communities;
- Organizational competency of cultural credibility and knowledge achieved through an ethnically, racially, linguistically, and politically diverse public health workforce.



3

Get public health and the health care system on the same track



Public health/ health care delivery experts

- Influence the delivery of health care to individuals in the medical care and health insurance systems by virtue of understanding, competence and credibility;
- Leverage the participation and financing of the health care delivery system in achieving community and population-based health goals.



4

Steal the ideas and money of our economic development colleagues

**Health
improvement**

**Economic
development**



Economic and community development experts

- Leverage components of economic and community development activities that have the potential to improve health, especially for the poorest populations;
- Identify and assist in developing economically sustainable business and financing models for interventions that improve health.





**We need the very
best people**



Summary

Times have changed. We need to also...

To move forward, we need a public health workforce better able to:

Do things right

1. Public health business experts to do more with less;
2. Program-centered epidemiologists to measure program products;
3. Practice-oriented researchers to conduct studies that improve practice;
4. Clear, persuasive communicators.

Summary

Do the right things

1. Policy experts in grass tops advocacy and influence;
2. Anthropologists to identify place-based strategies;
3. Health care experts to integrate public health and health care delivery;
4. Economic and community development experts to create healthy communities.



The very best people

